

# Broadcasting Jan 17



## HOUSTON IS WAKING UP TO SOME GOOD NEWS.

Now Houston has a morning news program worth crowing about. From 6 to 6:30 a.m., Channel 2 Morning News takes a first look at national and local news. We even look into the lighter side of life with a humorous commentary by a noted local columnist. No wonder people all over Houston get up and go where the news is.

### KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

30112 LIBRARY  
SERIAL ACQ SECTION  
MONIGUARY  
41 30112  
30112 LIBRARY  
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MONIGUARY  
41 30112

52d Year 1983  
INTV in Los Angeles   
Nicholas Nickleby's  
impressive week   
FCC forecast

# TAKING A

## HAS ONE BIG ADVANTAGE

TOM  
MILLER



PAT  
CROWLEY



**It's about what everyone cares about: how to make money and keep it!**

What Entertainment Tonight is to fame, *TAKING ADVANTAGE* is to fortune—with one big advantage: it's as *practical* as it is entertaining.

*TAKING ADVANTAGE* is packed with facts about personal money matters that everyone can use — hardhats and housewives, teachers... and TV executives!

Down to earth and up to the minute, *TAKING ADVANTAGE* is produced weekly, and it's as well-paced as the best entertainment and as *reliable* as it is involving. Paramount's co-producer is #1 financial authority McGraw-Hill, publisher of Business Week and nearly 80 more business magazines and newsletters.

In short, *TAKING ADVANTAGE's* correspondents will know what they're

# ADVANTAGE →

## THAT MAKES IT A WINNER—

talking about. And they'll *show* what they're talking about on location every week, wherever stories about money and lifestyle are breaking. Financial correspondent Tom Miller, TV journalist Marsha Brandwynne, and field correspondents Terry Savage and Pat Crowley will be national favorites on the nation's favorite subject — money, and how to get it and hang on to it!

*TAKING ADVANTAGE* has what it takes to win key time periods and attract key advertisers. If that's what you're looking for, here's a tip from Paramount, the leader in first-run:

*This Fall is the time to start*  
**TAKING ADVANTAGE →**



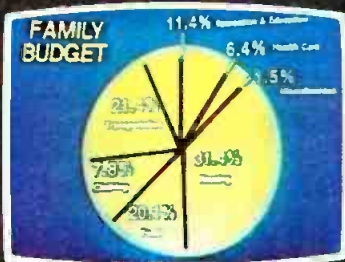
MARSHA BRANDWYNNE



TERRY SAVAGE



TELEVISION DOMESTIC DISTRIBUTION



# From America's

## PARAMOUNT'S PORTFOLIO X

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  
GREASE ★ THE HUNTER ★ HURRICANE ★ KING KONG

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

# 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!  
Your season ticket to the music of the 80's!



**FIRST RUN NETWORK II:**  
SINATRA—CONCERT FOR THE AMERICAS  
SANTANA & HEART—CONCERT FOR THE AMERICAS  
THE DOOBIE BROTHERS FAREWELL  
CHER—A CELEBRATION AT CAESAR'S

TELEVISION DOMESTIC DISTRIBUTION

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

**The most amazing exploit  
of the starship Enterprise is  
happening right now—and  
right here on Earth!**

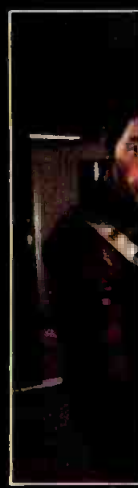
# STAR



**After 13 years in syndication,  
Star Trek still ranks among the  
Top 10 off-network hours in  
Women 18-49 and—incredibly—  
it ranks #1 among Men 18-49!  
What's more, Star Trek is the  
#1-rated weekend daytime  
series in all television!\***



TELEVISION DOMESTIC DISTRIBUTION





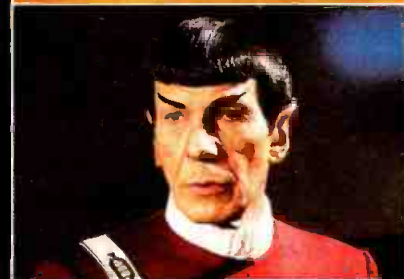
**Program Directors: Thank Your Stars For STAR TREK!** Every programmer knows and research confirms that off-network hours lose their strength in a season or two. The list of current off-net hours makes that clearer than ever: the startling fact is no series in the entire Top 10\* is more than three seasons old—with one remarkable exception....

**STAR TREK: An Hour You Can Bank On!** Season after season the Enterprise sails on and on, without losing momentum! Star Trek's average rating over the last six November Sweeps is just as strong as the previous six!\*\* And the magic works in every time period and every kind of market....

# TREK

## STAR TREK in November '82\*\*\*

	Women 18-34	Women 18-49	Men 18-34	Men 18-49	Teens
Atlanta (WXIA NBC)	#1	#1	#1	#1	#1
Chicago (WFLD UHF/Ind.)	#2	#2	#1	#1	#2
Cleveland (WUAB UHF/Ind.)	#1	#1	#1	#2	#1
Detroit (WKBD UHF/Ind.)	#1	#1	#1	#1	#1
Grand Rapids (WKZO CBS)	#1	#1	#1	#1	#1
Kansas City (KSHB UHF/Ind.)	#1	#1	#1	#1	#1
Louisville (WAVE NBC)	#1	#1	#1	#1	#1
Miami/Ft. Lauderdale (WCIX Ind.)	#1	#1	#1	#2	#1
New York (WPIX Ind.)	#1	#2	#1	#1	#1
Portland, Ore. (KPTV Ind.)	#1	#1	#1	#1	#1
San Francisco/Oakland (KTUV Ind.)	#2	#2	#1	#1	#2
Seattle/Tacoma (KSTW Ind.)	#1	#1	#1	#1	#1



**Time-Tested STAR TREK vs Untested Hours** Faced with a choice between a tried and proven Happy Days or MASH and a new and untested half-hour, you wouldn't hesitate for a minute. The choice between Star Trek and a new hour is even more obvious, because the record proves new hours are even riskier than new half-hours. There's no guesswork about Star Trek—it's proven itself for over 13 years! Buy it and you know you're buying a winner!

**Beam Your Station Aboard A Phenomenon** — the only series ever to inspire a succession of smash-hit theatrical movies. First STAR TREK: THE MOTION PICTURE grossed over \$90 million ... now STAR TREK II: THE WRATH OF KHAN, over \$85 million and still growing ... and coming soon, STAR TREK III: IN SEARCH OF SPOCK, as the saga of Star Trek roars on into the future!



**THE POPULAR  
CHOICE FOR '84.**

It's Robert Guillaume as  
**BENSON**, from the people  
who brought you SOAP.

Available now for Fall 1984.

# BENSON

A Witt-Thomas-Harris Production  
distributed by





# Broadcasting Jan 17

## Men at work: Fred Pierce ascends to ABC corporate presidency; Eddie Fritts charts NAB's future □ 'Nickleby' makes ratings news for indies

**LIVELY GHOST OF DICKENS PAST** □ Sponsor Mobil says *Nicholas Nickleby* more than lived up to its expectations for ratings and audience demographics. And it has stirred positive speculation about future of ad hoc networks. **PAGE 35.** One reason for success was \$1 million promotion that backed four-night, nine-hour mini-series. **PAGE 36.**

**MAN IN THE NEWS: FRED PIERCE** □ He left Army 27 years ago to go into trenches for ABC Inc. and, enroute to its presidency, demonstrated his fiercely competitive approach. **PAGE 37.**

**CHARTING NAB'S COURSE** □ Association's radio and TV boards face full agenda at winter meeting opening today in Puerto Vallarta, Mexico. **PAGE 38.** President Eddie Fritts examines issues and offers some answers. **PAGE 40.**

**UPSTAIRS CROWDING** □ Allocations problem looms for western hemisphere at upcoming Geneva conference due to needs of U.S. and Canada for multiple orbital slots for DBS. **PAGE 41.**

**MERGER QUESTIONS** □ Showtime-Movie Channel joint foray against king-of-hill HBO faces some uncertainties, including Justice Department reaction. **PAGE 41.**

**INTV RELISHES ITS WINNING ROLL** □ On eve of Los Angeles convention, association and member executives are euphoric about independent TV's growing strength in ratings and revenues. They also cite changes in landscape that enhance optimism for future. **PAGE 55.** Complete agenda for INTV activities already under way at Century Plaza. **PAGE 62.** Record number of buyers expected to shop

among at least 48 exhibitors. **PAGE 66.**

**FCC IN '83.** □ Chairman Fowler seems sure of votes he will need to keep cadence with administration's deregulatory march. Mustering out of Sharp and Fogarty expected to have little impact on five-member commission. **PAGE 78.**

**PLUGGING WHITE HOUSE LEAKS** □ Baker issues guidelines to restrict flow of information to news media to designated and identifiable channels. **PAGE 88.**

**SYNDICATION'S ROOKIE OF YEAR** □ Honor could well go to Turner Program Sales, relatively small newcomer that is scoring with *CNN Headline News* and has even bigger ideas. **PAGE 100.**

**TINKER-TIMOTHY TUNE** □ Top NBC executives, at consumer press meeting, restate case for repeal of financial interest and domestic syndication rules. Chairman insists company's health has improved, despite ailing ratings. **PAGE 101.**

**'READER'S DIGEST' PLANS** □ Publisher sets up entertainment division to create programming and taps former Disney Channel executive, Jeffrey Grant, as subsidiary's president. **PAGE 106.**

**AM STEREO ON PARADE** □ Consumer Electronics Show in Las Vegas provides platform for pitches from Motorola, Magnavox and Harris. Kahn stays in background. **PAGE 116.**

**BURKE'S LAW** □ Those in TV journalism must be flexible to meet constantly changing demands. So says David Burke as he demonstrates that quality as ABC News vice president and assistant to Roone Arledge. **PAGE 143.**

### INDEX TO DEPARTMENTS

Business Briefly..... 14	Editorials..... 146	In Sync..... 118	Riding Gain..... 46
Cablecastings..... 49	Fates & Fortunes..... 139	Law & Regulation..... 78	Special Report..... 55
Changing Hands..... 110	Fifth Estater..... 143	Monday Memo..... 30	Stock Index..... 98
Closed Circuit..... 10	For the Record..... 120	Open Mike..... 28	Technology..... 116
Datebook..... 22	In Brief..... 144	Programming..... 100	Telecastings..... 94

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**INDEX TO ADVERTISERS** ■ ABC Radio Networks 90-91 □ ABC Television Network 59 □ Almi Television Productions 89 □ American Television Syndication Inc. 54, 87 □ Bennett Group 93 □ Blackburn & Company Inc. 110 □ Bristol-Myers 67 □ Broadcast Properties West Inc. 120 □ C.B. Distribution 103 □ CBS Owned FM Station 47 □ Christian Broadcasting Network 81 □ Columbia Pictures Television 8, 43, 72-73 □ Conference Management Corp. 102 □ Continental Electronics 122 □ R.C. Crisler & Co. Inc. 66 □ DFS Program Exchange 23, 71 □ Embassy Telecommunications 25, 27, 29 □ Fetzer Stations Inside Back Cover □ Firstmark Financial 114 □ Gannaway Enterprises 95-97 □ Gaylord Broadcasting 79 □ Gold Key Entertainment 104-105 □ Golden West Television 112-113 □ Harris Corporation, Broadcast Products Division 60-61 □ KMSP 119 □ KPRC-TV Front Cover □ KVUU-TV 69 □ Katz 51 □ Klemm Media Inc. 141 □ Lexington Broadcast Services Co. Inc. 19, 83 □ MCA-TV 11, 52-53 □ MGM/UA Entertainment Co. 15-17, 31-33, 63-65 □ MMT Sales Inc. 107, 115 □ Mark Video Enterprises Inc. 99 □ Metromedia Producers Corp. 74-75 □ Muller Media Inc. 121 □ Multimedia Program Productions Inc. 84-85 □ Nidus Systems Company 18 □ Paramount Television Domestic Distribution Inside Front Cover/Page 7 □ RKO Television 57 □ Cecil L. Richards 111 □ George T. Rodman Inc. 139 □ Robert W. Rounsaville & Associates 116 □ SFM Holiday Network 108-109 □ Howard E. Stark 101 □ Stoner Broadcasting System Inc. 50 □ Joe Sullivan & Associates Inc. 14 □ 20th Century-Fox Television 20-21 □ Tribune Productions Inc. 34 □ United Air Express 117 □ Viacom 76-77 □ Videographic Systems of America Inc. 24 □ WPIX Back Cover □ W W Entertainment 123, 125 □ Warner Brothers Television Distribution 12-13 □ Watermark 48 □ Worldvision Enterprises Inc. 44-45 □

## One more time

Office of Management and Budget has granted FCC permission to continue requiring broadcasters to file model EEO program forms at license renewal time through end of 1983. In 1981, OMB recommended that FCC give up requirement. Commission, which could reject recommendation with simple majority vote, already has received two extensions (BROADCASTING, Dec. 6, 1982). Latest, OMB told FCC, will be last.

## In and out

Not to be ruled out is some kind of co-venture in pay cable by ABC and Viacom despite latter's alliance of its Showtime service with other partners backing The Movie Channel (BROADCASTING, Jan. 10). (At one point, ABC, 20th Century-Fox, Columbia Pictures and Viacom had been talking about pay-cable relationship, but that was before Columbia joined forces with HBO and CBS.) There's still said to be possible role for ABC as packager and supplier of sports programming in whatever pay-per-view operation Viacom has in mind. (ABC also holds unexercised option to buy 49% of existing sports purveyor, ESPN.)

But on another front, ABC is holding back. Satellite News Channel II, which ABC is to produce in partnership with Group W, may not be launched in 1983. No launch date for SNC II will be set "until we've digested SNC I," ABC/Group W service now in operation, according to Fred Pierce, new ABC president.

## First taker

Hughes Communications has been busy since Western Cable Show last November trying to sell six remaining transponders on its exclusive Galaxy I cable satellite, scheduled for launch next June. Because transponders are pre-emptible, they are being discounted. Cable programmers have paid up to \$14 million for 18 protected transponders on bird, but will have to pay on average only about half that much for pre-emptible transponders. Transponders are said to be priced according to their pre-emptibility. First to be pre-empted will cost \$5 million, second \$6 million, and so on up to \$10 million for least pre-emptible. So far, only C-SPAN has signed

up for one of pre-emptibles. It took budget spot, \$5 million.

## Imminent vacancy

Larry Patrick, senior vice president for research and planning, National Association of Broadcasters, will soon join Pebble Beach, Calif.-based radio research firm of Hiber & Hart.

## Future vacancy

NAB is in market for professional fund raiser to replace executive director of its Television and Radio Political Action Committee, Spencer Denison, who is slated to retire at end of year.

Priority at association is to increase its TARPAC contributions from broadcasters and professional fund raiser is viewed as needed.

## Marketplace again

FCC's proposal to reallocate some of 28 channels allocated to Instructional Television Fixed Service for commercial use by Multipoint Distribution Service and Operational Television Fixed Service (BROADCASTING, Jan. 3) may be headed for sea change. Some commissioners are said to support idea of leaving allocation as it is, but amending rules to permit nonprofit entities controlling ITFS channels to lease out for commercial purposes those they're not using themselves.

## Counting pieces

FCC at meeting Jan. 27 is slated to start formal review of its rules governing levels of ownership considered as controlling under its multiple ownership rules. Notice of proposed rulemaking to be issued will seek comment on range of options from outright repeal to increases of specific levels considered to represent control.

## At the top

BROADCASTING's 31st annual survey of leading broadcast agencies to be released next week will show Young & Rubicam in first place again with television and radio billings in 1982 of \$926.2 million,

increase of \$62.6 million over 1981. In second place again is J. Walter Thompson, with gain of \$51.7 million, lifting its 1982 total to \$903.4 million. Largest increase was registered by third-place BBDO, up \$162 million from 1981 to close year with \$609 million. BBDO's climb is attributed in part to acquisition of Tracy-Locke Advertising, Dallas, adding more than \$70 million in broadcast expenditures.

## In a bind

Two weeks ago Ted Turner's superstation, WTBS(TV) Atlanta, broadcast spot opposing increased distant-signal fees that Copyright Royalty Tribunal has ordered cable television systems to pay. Although Turner offered National Association of Broadcasters opportunity to air its conflicting views about rate increase, association is reluctant to invoke fairness doctrine when it is working hard for doctrine's repeal. While NAB is still thinking over offer, it has another response planned. Association will distribute fact sheet on issue in Congress because it feels misinformation has been circulated and it plans to "set record straight."

## First things first

Item expected to get priority attention on agenda of National Association of Broadcasters board meetings this week in Puerto Vallarta, Mexico, is boost in expenses of directors attending meetings of that kind. Per diem per director is \$75 now. There'll be vote to raise it to \$100. Chances are considered good for adoption.

## Different states

Television viewers will get heavy dose of state of union talk night of Jan. 25, when networks, as they did last year, will afford time for Democrats' views as well as President Reagan's. President's State of Union will be broadcast beginning at 9 p.m. Eastern time. Some time following conclusion—about 9:30 p.m.—networks will carry *State of the Union: a Democratic View*, that will run 28 minutes. Democrats' program is being produced by political filmmaker, David Sawyer, and will contain remarks of Democratic elected officials, as well as man-and-woman-in-street type interviews.



From the best-selling novel...  
to the network triumph...  
to your rating success

# Scandal

SIX HOURS OF GLAMOUR, WEALTH AND POWER



# Scruples

AVAILABLE 1983



Warner Bros. Television Distribution  
A Warner Communications Company

# Business Briefly

## TV ONLY

**Rug Doctor** □ Campaign for carpet cleaning rental machine begins this week in Wichita Falls, Tex.; Fort Smith, Ark.; Rapid City and Sioux Falls, both South Dakota; Sioux City, Iowa, and Ada/Ardmore, Okla. Flight will run nine alternate weeks in day and fringe times. Target: women, 25-54. Agency: Vantage Advertising, San Leandro, Calif.

**Luzianne Blue-Plate Foods** □ Campaign for tea begins Jan. 31 in 42 markets. Flight will run about eight weeks in day, early fringe, late fringe and prime access times. Target: women, 25-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Borden Inc.** □ Snack food division begins campaign for Wise potato chips this week in about six markets. Flight will run about eight weeks in day, early fringe and prime times. Target: women, 25-49. Agency: McDonald & Little, Atlanta.

**Amoco Oil Co.** □ Campaign for gasoline begins Jan. 24 in 42 markets. Flight will

run seven weeks in news, sports and prime times. Target: men, 18-49. Agency: D'Arcy-MacManus & Masius, Chicago.

**Tomy Toys** □ Two flights for different products will begin Jan. 24 with campaign for Zoids windup toys, and campaign for Pencil Pets pencil toys begins Jan. 31. Both products will run in 80 to 100 markets for six-week flights. Spots will air in day, fringe and weekend times. Target: children, 2-11. Agency: Sachs, Finley & Co., Los Angeles.

**Beef Industry Council** □ Campaign for fresh and processed beef begins Feb. 14 in 22 markets. Five-week flight will run in fringe and weekend times. Target: women, 25-54. Agency: Ketchum Communications, San Francisco.

**Flav-O-Rich Inc.** □ Campaign for full line of dairy products begins Jan. 31 in about 30 markets. Commercials will highlight milk, sour cream and cottage cheese and will air in prime, day and early fringe times. Four-week flight will target adults, 25-54. Agency: D'Arcy-

MacManus & Masius, Atlanta.

**Welch Foods** □ Campaign for Welch's fruit spreads, primarily grape jelly, begins this week in about 24 markets. Spots will run three weeks during daytime. Target: women, 18-49. Agency: Jordan, Case & McGrath, New York.

**Shoney's Inc., Captain D's Division** □ Campaign for fast-food seafood restaurants begins this week in 14 markets. Flight will run in fringe, news, prime access and prime times. Target: adults, 18-49. Agency: Buntin Advertising, Nashville.

## RADIO ONLY

**MAI** □ Campaign for Sorbus equipment maintenance service begins last week in January in San Francisco, Atlanta and St. Louis. (Campaign has been running in Los Angeles, Philadelphia and Chicago since December). Flight will run through March and target men, 25-54. Agency: Schaefer Advertising, Valley Forge, Pa.

**RCA Distributing Corp.** □ Campaign for various electronic products—television sets, videodisks, videocassettes and recorders—begins this week in Sacramento, Fresno and San Francisco, all California. Flight will run one week during 5 a.m.-8 p.m. times. Target: adults, 18-plus. Agency: Busse & Cummins, San Francisco.

**People's Department Stores** □ Campaign for "Moonlight Sale" begins Jan. 24 in three Washington markets. One-week flight will air during 6 a.m.-7 p.m. times. Target: adults, 18-plus. Agency: Evergreen Media, Seattle.

## RADIO AND TV

**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: men, 25-49. Agency: Rumrill-Hoyt, Rochester, N. Y.

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

It's not a slogan.  
It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

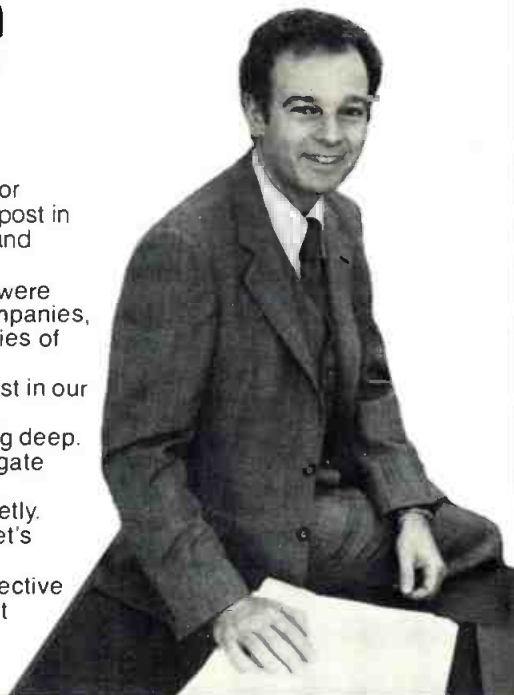
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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

And we do it all very, very quietly.

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## Rep Report

WEHT(TV) Evansville, Ind.: To Seitel from Blair Television.

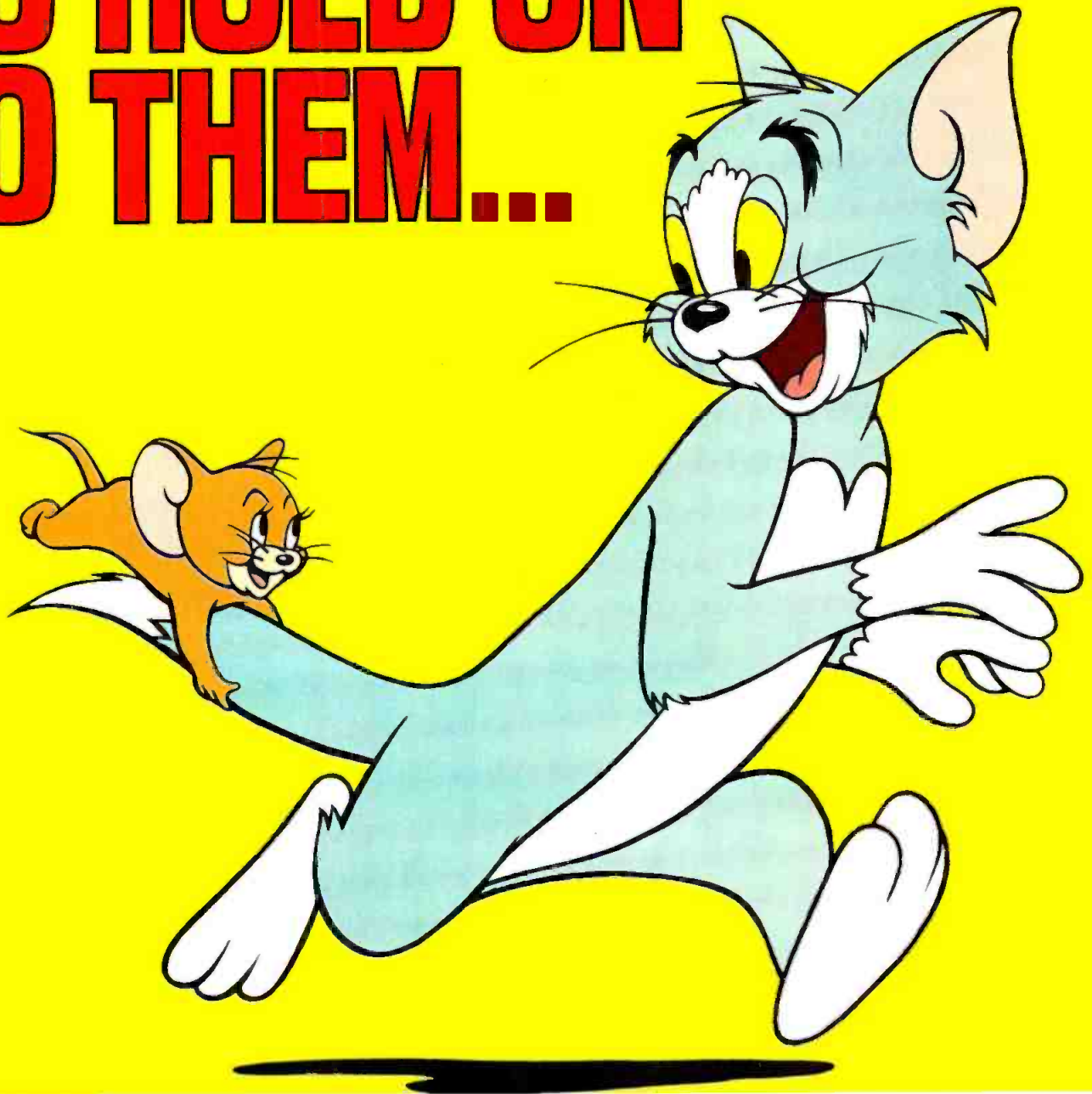
□

KEGL(FM) Dallas/Fort Worth, Tex.: To Hillier, Newmark & Wechsler from Christal.

□

KPKE(FM) Denver: To Hillier, Newmark & Wechsler from CBS-FM Spot Sales.

**THERE'S  
ONLY  
ONE WAY  
TO HOLD ON  
TO THEM...**



# SIGN ON THE DOTTED LINE.

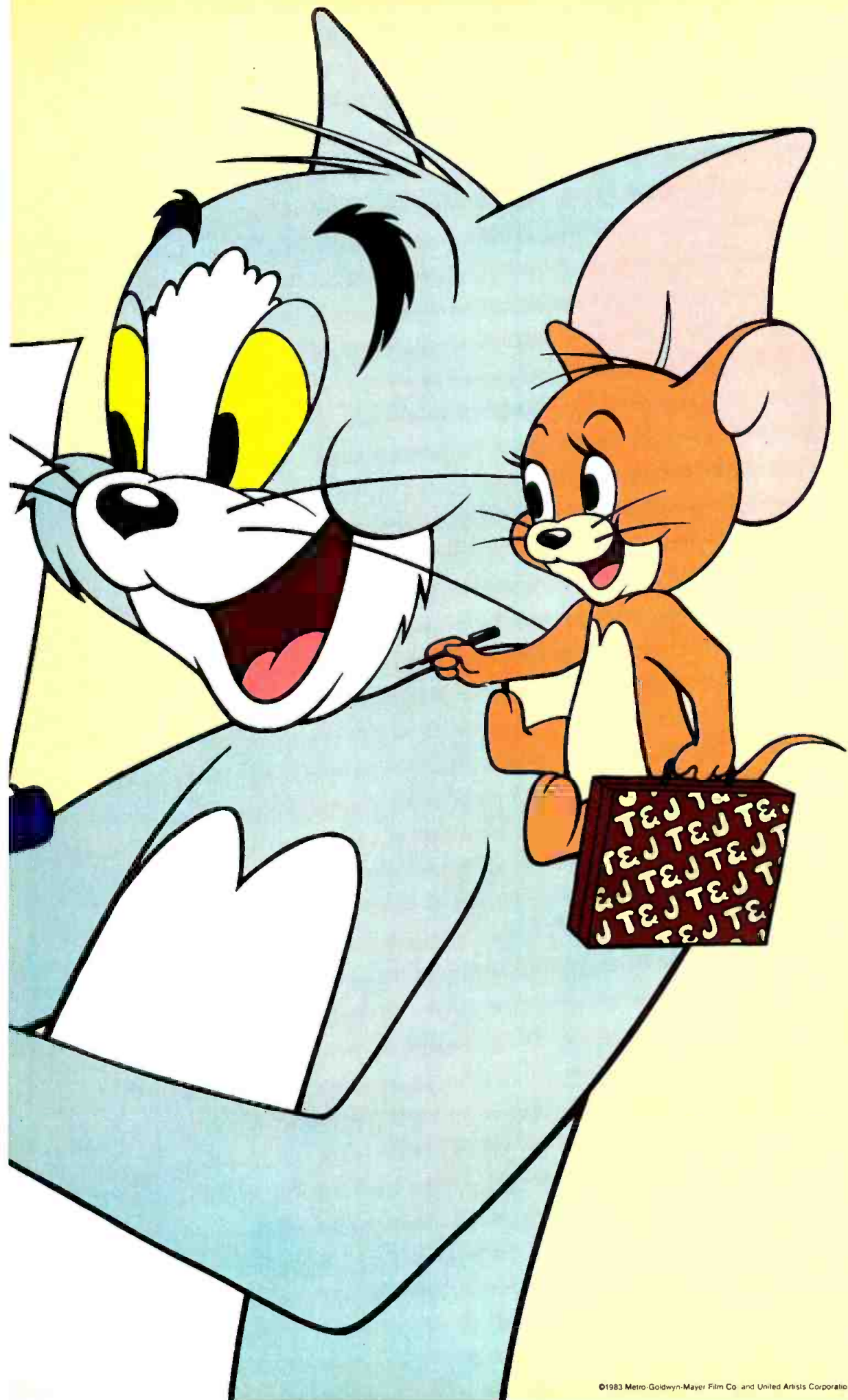
## TOM & JERRY

308 ANIMATED ADVENTURES  
FEATURING THE WORLD'S  
MOST FAMOUS  
CAT AND  
MOUSE TEAM.

  
**MGM/UA**  
Entertainment Co.  
Television Distribution







**Frontier Airlines** □ Campaign is currently running for airline service in seven markets, including introductory service to Indianapolis; Springfield, Mo., and Columbus, Ohio. Some spots will run through this month while remaining will run through February in all drive times. Target: adults, 25-54. Agency: Tracy-Locke Advertising and Public Relations, Denver.

**K-Tel International** □ Campaign for five music albums will begin Feb. 14. Three records—Hit Explosion, Get Dancin' and Starlite—will air in 155 TV markets;

Rowdy Country will be advertised heavily in spot radio with some TV spots, and Bird Dance (polka record) will run in 70 regional TV markets. All albums will run six to seven weeks in all dayparts. Target: teen-agers and adults, 18-49. Agency: Commonwealth Advertising, Minnetonka, Minn.

**Midas International Corp.** □ Campaign for mufflers will run through January in about 15 radio and 15 TV Northeastern and north central markets. Spots will air in all dayparts. Target: men, 25-54. Agency: Wells, Rich Greene, Chicago.

## AdVantage

**Rule exempted.** Federal Trade Commission has voted to grant temporary exemption from portions of its games-of-chance rule, allowing grocery stores and gas stations to advertise games on radio and TV without disclosing full information on prizes and winning odds. Petitioners for exemption—American Advertising Federation, National Association of Broadcasters and Telecom Productions Inc.—argued "commission's requirements for clear and conspicuous disclosure in broadcast advertising preclude using radio and television to promote these games." Petition also sees rule as "overly restrictive and infringing on protected commercial speech rights." Discrimination was also factor of petition as some businesses, such as fast-food chains, are not covered by rule, thus making possible extensive use of radio and television advertising for their games. Commission published advanced notice of proposed rulemaking for games-of-chance rule in *Federal Register* Jan. 4 asking public comment on making broadcast exemption permanent. Comments must be received no later than March 7 at Office of Secretary, Room 130, FTC, Sixth Street and Pennsylvania Avenue, N.W., Washington, 20580.

**Y&R's new billing.** Young & Rubicam, New York, has picked up more than \$15 million in billings from Whitehall Laboratories, division of American Home Products Corp., New York. Approximately 70% of expenditures are in broadcast. Y&R has landed maximum strength Anacin and Anbesol from William Esty Co., New York; Bronitin asthma remedy, Sleepeze and Semicid female contraceptive from Rosenfeld, Sirowitz & Lawson, and Neet hair remover from Kornhauser & Calene, New York. Young & Rubicam also has handled several brands of AHP's other divisions, both domestically and abroad.

**NH&S named.** Associated Press Broadcast Services Division has named Washington office of Needham, Harper & Steers to handle its advertising and promotion. Account formerly was handled by Earle Bower Associates, New York.

**Tastes g-o-o-d.** In its first use of network television, Gagliardi Brothers Inc. has taped well-known TV personality Jack Klugman to appear as spokesman for TV campaign for Steak-Umms, all-beef sandwich steaks. Thirty-second commercials will run in all dayparts beginning Jan. 31. In commercial Klugman says Steak-Umms make sandwich as good as he enjoyed in his native Philadelphia, home of thin-sliced steak sandwiches. Campaign was created by Doyle Dane Bernbach, New York.

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Edwin H. James (Washington)  
Rufus Crater (New York)

### BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, *manager*.  
Joseph A. Esser, *associate editor*.  
Mark Jeschke, *assistant editor*.

### ADVERTISING

David Whitcombe, *director of sales and marketing*.  
Winfield R. Levi, *general sales manager (New York)*.  
John Andre, *sales manager—equipment and engineering (Washington)*.  
Gene Edwards, *Southern sales manager (Washington)*.

David Berlyn, *Eastern sales manager (New York)*.  
Tim Thometz, *Western sales manager (Hollywood)*.  
Charles Mohr, *account manager (New York)*.  
Doris Kelly, *sales service manager*.  
Christopher Mosley, *classified advertising*.

### CIRCULATION

Kwentin K. Keenan, *circulation manager*.  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, *Joseph Kolthoff*.

### PRODUCTION

Harry Stevens, *production manager*.  
Don Gallo, *production assistant*.

### ADMINISTRATION

Irving C. Miller, *business manager*.  
Philippe E. Boucher.  
Debra Shapiro, *secretary to the publisher*.  
Wendy J. Liebmann.

### CORPORATE RELATIONS

Patricia A. Vance, *director*.

### BUREAUS

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

Kathy Haley, *bureau news manager*.  
Rocco Famighetti, *senior editor*.  
Anthony Herrling, *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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Still we averaged a solid #1 in our time slot, with a 34 share.

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We won them over from the start. For three years running, Trapper has scored #1 with women in our time period.

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Overall, we averaged a *19.4 rating, 34 share and ranked #13* among all network series.

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This season brought a 4th year of Trapper John's audience power to CBS stations across America. Stories full of the unexpected, alive with the comedy of real life. Irreverently entertaining. The charismatic appeal of Pernell Roberts and Gregory Harrison—well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They've built a following all their own.

Now, all this can be yours, because starting fall 1984, Trapper John will be available to your station. Call Fox now for complete information.

**Available to your station in Fall '84.**

Source: NII 9/79-4/80, 10/80-4/81, 10/81-4/82  
\*NII 9 weeks ending 8/23/81

# Trapper John

**#1 in our time slot.**



**ist laugh on  
innest men.**



# Datebook

## This week

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

**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. 18**—*Telecommunications Research and Action Center* conference. "The Future of Prime Time Television." Capital Hilton, Washington.

**Jan. 18**—*Southern California Cable Club* luncheon. Speaker: Pat Weaver, television consultant (former president of NBC and Subscription Television Inc.). Proud Bird restaurant, Los Angeles.

■ Indicates new or revised listing

**Jan. 18**—*Ohio Association of Broadcasters'* Columbus managers' luncheon. Columbus Athletic Club, Columbus, Ohio.

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

**Jan. 19**—*Ohio Association of Broadcasters'* state legislators' luncheon. Columbus Athletic Club, Columbus, Ohio.

**Jan. 19**—*New Jersey Broadcasters Association* sales seminar. Marriott hotel, Somerset.

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

**Jan. 19**—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Ferrante, executive producer, CBS News's *Nightwatch*. Copacabana, New York.

■ **Jan. 19**—*Women in Communications, Detroit chapter*. meeting. Speaker: Amy McCombs, vice president and general manager, WDIV(TV) Detroit. Meeting

will include tour of new facilities of WDIV. Detroit Press Club, Detroit.

**Jan. 20**—*Federal Communications Bar Association* luncheon. Speaker: Bruce Fein, general counsel, FCC. Touchdown Club, Washington.

**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. 20**—*Southern California Cable Club* luncheon. Hollywood Brown Derby, Los Angeles.

**Jan. 21**—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

**Jan. 21**—*Pacific Pioneer Broadcasters* luncheon with presentation of Golden Ike Award to Hanna-Barbera Productions. Sportmen's Lodge, Los Angeles.

**Jan. 21**—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

**Jan. 21**—*Alabama Broadcasters Association* winter conference. Ferguson Center. University of Alabama. Sheffield, Ala.

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

## Major Meetings

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

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

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

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

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

**March 17-22**—*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**—*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**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**May 3-7**—*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**—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

**May 18-21**—*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**—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

**June 12-15**—*National Cable Television Associ-*

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

**June 23-27**—*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**—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco.

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

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

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

**Oct. 2-5**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

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

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

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

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

## Also in January

■ **Jan. 24**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Topic: "Are More and More Television Writers Coming Home to New York?" Speakers: Sybil Adelman, *Mary Tyler Moore Show*; Lee Kalcheim, *All in the Family*; Marilyn Miller, *Saturday Night Live*, and Peter Stone, *The Defenders*. Host: Bill Persky, writer, director and known as creator of *Dick Van Dyke Show*. Copacabana, New York.

**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. 24-25**—*Centel Cable Television Co.* cable TV conference for cable TV company accounting managers. O'Hare Hilton, Chicago.

**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**—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Westin hotel, Cincinnati.

**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**—*New York Women in Communications'* "Career Night." J.C. Penney Co., New York.

**Jan. 26**—*Ohio Association of Broadcasters* state legislators luncheon. Columbus Athletic Club, Columbus, Ohio.

**Jan. 26-27**—"Cable Television and Satellite Broadcasting" conference sponsored by *Financial Times*. Hotel Inter-Continental, London. Information: Leslie Collins, Financial Times conference organization, 135 West 50th Street, Suite 1920, New York, N.Y., 10020, (212) 245-7784.

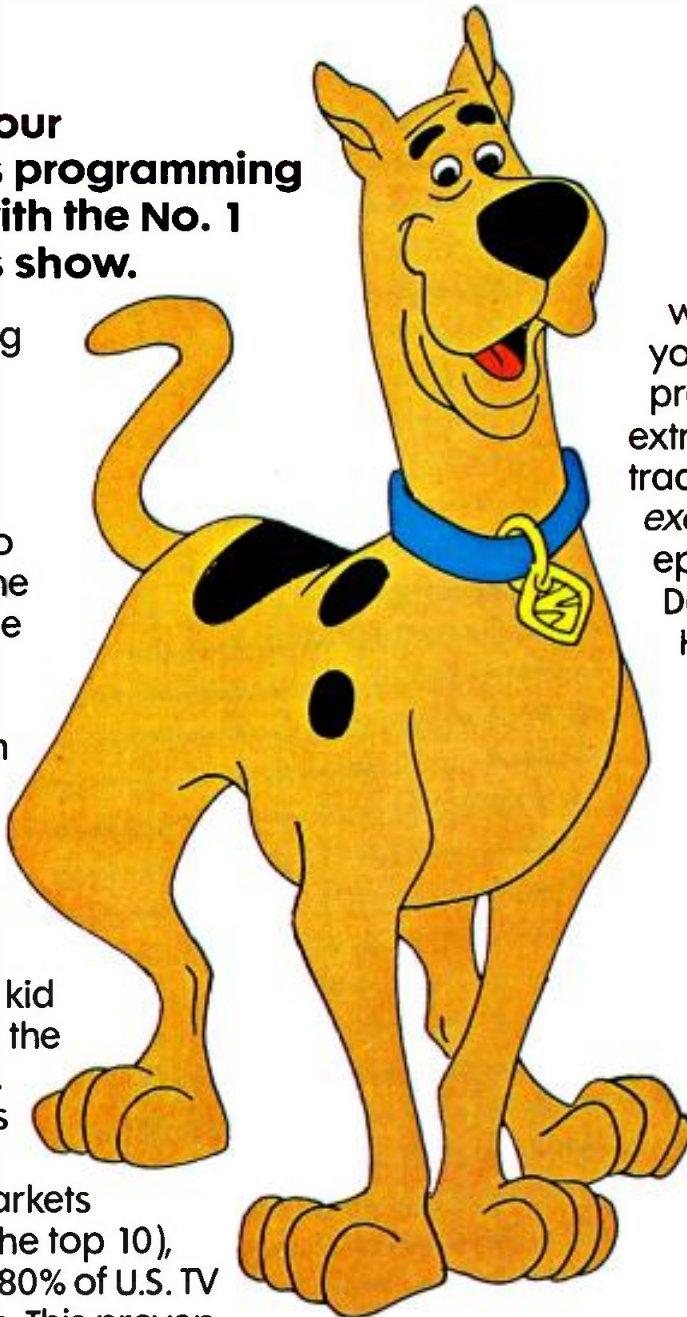
**Jan. 26**—*National Academy of Television Arts and*

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*Sciences, New York chapter*, drop-in luncheon. Speaker: Dan Curtis, producer-director of television version of *The Winds of War*. Copacabana, New York.

**Jan. 27**—*Pacific Pioneer Broadcasters* "Nostalgia Night," honoring Metropolitan Opera Broadcasts. Home Savings, Los Angeles.

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

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

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

■ **Jan. 31**—Deadline for entries in J.C. Penney-Missouri Television Awards for Community Leadership sponsored by *University of Missouri-Columbia, School of Journalism*, with educational grant from J.C. Penney Co. Awards are designed to "encourage local television stations to take leading roles in making communities better places in which to live and work and to recognize those stations already providing such leadership." Information: J.C. Penney-Missouri Television Awards, University of Missouri-Columbia, Box 838, Columbia, Mo., 65205.

## February

**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**—*Electronic Media Rating Council* board of directors meeting. Television Bureau of Advertising headquarters, New York.

**Feb. 2**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Weisberg, director of programming, Bravo cable service. Copacabana, New York.

■ **Feb. 2**—*Ohio Association of Broadcasters* state legislators' luncheon. Columbus Athletic Club, Columbus, Ohio.

**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. 4**—*New York State Cable Television Association* lunch with Thomas Wheeler, president, National Cable Television Association, and Representative Al Swift (D-Wash.). Gallagher's Steak House, Albany, 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**—Memorial concert for Dave Garroway, with proceeds to go to fund established by family and friends of late radio-TV personality, to promote and recognize quality in fields that were of interest to Garroway: astronomy, communication and music. Guest performers will include Peggy Lee, Jackie Cain and Roy Kral and Marian McPartland. Lang Concert Hall, Swarthmore College, Swarthmore, Pa. Tickets available (gift tax deductible) from The Dave Garroway Fund, P.O. Box 28, Swarthmore, 19081.

**Feb. 6-8**—*Louisiana Association of Broadcasters* con-



# THE ORIGINAL'S BACK.



**Feb. 7**—Advertising Club of Greater Boston meeting featuring viewing of Clio Awards. Boston Park Plaza, Boston.

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

**Feb. 9**—Alfred I. duPont-Columbia University Awards in Broadcast Journalism telecast from Columbia University, N.Y.

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

**Feb. 9**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Hayes, president. Group W Satellite Communications. Copacabana, New York.

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

**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**—Deadline for entries in Clarion Awards, sponsored by Women in Communications, to recognize excellence in communications. Information: WICI national headquarters, P.O. Box 9561, Austin, Tex. 78766; (512) 345-8922.

**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. 16**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Cory Dunham, executive vice president and general counsel, NBC Inc. Copacabana, New York.

**Feb. 17**—Fourteenth annual Abe Lincoln Awards presentation, sponsored by Southern Baptist Radio and Television Commission. Americana hotel, 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 Reading 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. 25-27**—Oklahoma Broadcasters Association annual winter meeting. Lincoln Plaza, Oklahoma City.

**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

**March 1**—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Peter Ueberroth, president. Los Angeles Olympic Organizing Committee. Century Plaza hotel, Los Angeles.

## Errata

**Roger Dodson**, executive vice president and general manager, KQAM(AM)-KEYN(FM) Wichita, Kan., was elected **president** of parent, Long-Pride Broadcasting, **not Jim Long**, who is chairman of company, as reported in "Fates and Fortunes" Jan. 10.

**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 1**—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: Deborah Arney, AWRIT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

■ **March 1**—Deadline for entries in Achievement in Children's Television Awards, sponsored by Action for Children's Television. Awards are given annually for "significant contributions toward improving service to children on broadcast and cable television and radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160; (617) 527-7870.

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

**March 4-5**—Symposium on international satellite television, 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 14-15**—New York State Cable Television Association spring legislative conference. Empire State Plaza, Albany, N.Y. Information: Susan Shufelt, (518) 463-6676.

**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-teleconference 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

**April 5**—Cabletelevision Advertising Bureau sales workshop. Sheraton Center, New York.

# Broadcasting

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Company \_\_\_\_\_  Bill me

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here

The one to read when there's time to read only one.

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## Stay Tuned

A professional's guide to the intermedia week (Jan. 17-23)

**Network television** □ PBS: *Frontline\**, Monday, 8-9 p.m.; Great Performances: (season premiere) *The Ring of the Nibelung* (opera), Monday, 9-10 p.m.; American Playhouse: *The Skin of Our Teeth* [Thornton Wilder], Tuesday, 9-11 p.m.; Kennedy Center Tonight: *My Father, Stravinsky* (docu-concert), Wednesday, 9-10 p.m. NBC: *The A Team\** (series pilot), Sunday, 9-11 p.m.; *Mama's Family\** (comedy), Saturday, 9-9:30 p.m.; *The Family Tree\** (limited drama series), Saturday, 10-11 p.m. CBS: *Anne Murray's Caribbean Cruise*, Wednesday, 8-9 p.m. ABC: *Malibu* (four-hour made-for-TV-movie), Sunday, 9-11 p.m., (second half: Monday, Jan. 24, 9-11 p.m.).

**Radio** (check local times on all listings) □ ABC Information: *Road to Ruin* (five-part series on gasoline tax), Monday-Friday, 2 a.m., 6 a.m., 8 a.m., 10 a.m., 4 p.m., 9 p.m. each day. ABC Entertainment: *Dealing with Your Dollars* (five-part series on personal finances), Monday-Friday, 7:30 a.m., 9:30 a.m., 5:30 p.m., 8:30 p.m. each day. ABC FM: *"F" is for Football* (10-part series on high school football), Monday-Friday, 7:38 a.m., 10:38 a.m., 5:38 p.m. each day (second half to air Jan. 24-28). ABC Direction: *The Cost of Keeping Warm* (five-part series on home heating), Monday-Friday, 6:45 a.m., 11:45 a.m., 5:45 p.m., 10:45 p.m. each day. NBC Newsline: *United Nation's Update*, Monday-Friday, 5:20 a.m., 8:20 a.m.

**Cable** □ ARTS: *Moses Pendleton presents Moses Pendleton* (bio feature), Monday, 9-10 p.m.; *Mr. Adler and the Opera* (documentary), Sunday, 9-10 p.m.; HBO: *History of Pro Football*, Tuesday, 7:30-9 p.m.; *Olivia Newton-John In Concert*, Sunday, 8-9:30 p.m.; USA: *All the Way Up There* (documentary of mountain climber with cerebral palsy), Saturday, 4:30-5 p.m.; Showtime: *The Hawaii Big Laff-Off*, Saturday, 7:30-9 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Muppets: Past, Present and Future*, (varied exhibits throughout run), now-Feb. 19; *Sid Caesar: Master of Comedy*, (exhibit), extended: now-March 5.

\*indicates a premiere episode

**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 6**—Cabletelevision Advertising Bureau's second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

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

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

**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

**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 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. 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, co-sponsored by Georgetown University's International

Law Institute. Capital Hilton hotel, Washington.

**May 12-14**—International Broadcasters Idea Bank convention. Host broadcaster: Tad Fogel, WINH-(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

**May 13-15**—Florida Associated Press Broadcasters 35th annual meeting/RTNDA region 14 annual meeting. Busch Gardens, Tampa.

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

**May 18-21**—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 19-20**—Kentucky Broadcasters Association spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Downtown Ramada Inn, Louisville, Ky.

**May 20-23**—Pennsylvania Associated Press Broadcasters Association annual meeting. Pittsburgh Hyatt hotel, Pittsburgh.

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

**May 25-26**—"How to video-teleconference successfully," sponsored by Public Service Satellite Consortium, Washington. Information: (202) 331-1154.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

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

### June

**June 7-10**—1983 Clio Awards Festival Week. Sheraton Center, New York.

**June 9-11**—Upper Midwest Communications Conclave. Raddison Plymouth hotel, Minneapolis.

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

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

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

**June 16-17**—Broadcast Financial Management Association/Broadcast Credit Association board of direc-

## Open Mike

### Regional reaction

**EDITOR:** Congratulations to Mel J. Kampmann for his "Monday Memo" of Dec. 20, 1982, advocating regional network newscasts. As a former TV news director in an aggressive small market, I often felt our local reporters did a better job at covering events in our area than imported network types, who often camped in our newsrooms.

Mr. Kampmann's plan would also elevate the many network bureaus to a place closer to what they have been for many years: the backbone of network news, both at home and abroad.—Harry E. Horn, consultant, Television Broadcasts, Ltd., Hong Kong.

### Captioning news

**EDITOR:** We were delighted to see the Beston

Electronics Inc. ad in your magazine recently about KCMO-TV, the Meredith station in Kansas City, that is the first station in the country to close caption its local news for the hearing impaired.

As the primary provider of closed captioned television programming for this audience (including ABC's *World News Tonight*), we at the National Captioning Institute know the value and importance the hearing-impaired place on being able to receive and understand the news as it is happening.

We applaud KCMO for its efforts to enrich the quality of life of this unique audience and urge other stations to follow their lead.—

Thomas M. Watchorn, executive director, marketing, National Captioning Institute, Falls Church, Va.

**WJ** Telex/TWX  
western union

WJKS-TV JACKSONVILLE, FLORIDA  
JANUARY 03, 1983  
EMBASSY COMMUNICATIONS  
ATTENTION: HAL GABA

HAL:

THE NIELSEN'S ARE IN AND THE NUMBERS ARE SIMPLY SENSATIONAL!

5:00 PM

WJKS	<u>ONE DAY AT A TIME</u>	9/29	10/32 METRO
WJXT	BOB NEWHART	7/21	7/21 METRO
WTLV	CHARLIE'S ANGELS	5/16	6/17 METRO
WAVS	INCREDIBLE HULK	3/10	4/12 METRO
VXAO	SCOOBY DOO	3/8	3/10 METRO

THIS IS THE HIGHEST SHARE EVER RECORDED BY WJKS-TV IN THIS TIME PERIOD!

5:30 PM

WJKS	<u>THE JEFFERSONS</u>	12/32	13/32 METRO
WJXT	ENTERTAINMENT TONIGHT	7/18	7/18 METRO
WTLV	BARNEY MILLER	7/18	7/20 METRO
WAVS	INCREDIBLE HULK	4/9	4/11 METRO
VXAO	PINK PANTHER	2/6	3/7 METRO

THIS IS ALSO THE HIGHEST SHARE EVER RECORDED BY WJKS-TV IN THIS TIME PERIOD.

HAL, THE ABOVE FIGURES ILLUSTRATE THAT WITH PRIME PROPERTIES, PREMIUM PROMOTION, AND EXCELLENT SUPPORT FROM EMBASSY, A UHF STATION CAN CONSISTENTLY BEAT A VHF STATION IN THE JACKSONVILLE MARKET.

I HOPE YOUR NEW YEAR IS A HAPPY AND HEALTHY ONE!

BEST REGARDS,

RUSS MYERSON  
PROGRAM DIRECTOR  
WJKS-TV  
JACKSONVILLE, FLORIDA

# Monday Memo

A television programing commentary from Marty Pasetta, director, United Cerebral Palsy telethon

## The telecasting of a national telethon

Telethons combine all the elements of a variety show, a revival meeting, an audience participation show, an educational lecture and a race against time, all conducted in a mood of exhilaration and excitement.

The telethon concept was born in 1940, when Kate Smith went on the CBS Radio network to sell United States War Bonds. The first national telethon was broadcast in 1949, when Milton Berle appeared on NBC on behalf of the Damon Runyon Memorial Cancer Fund.

The Berle broadcast not only proved its effectiveness in raising funds but also served to show the drawing power of television, then in its infancy. In fact, the log book of the first telethon ended with the statement: "Everyone at NBC says... television is here to stay."

With the broadcast marathon concept firmly established as a successful fund-raising vehicle, many leading voluntary non-profit and health-related organizations have used telethons as a primary fund-raising device. During 1981, telethons raised more than \$100 million from private and corporate donors.

More than 110 stations will carry this year's fifth national *Weekend With The Stars* telethon for United Cerebral Palsy, Jan. 22-23, coast-to-coast and in Canada, making it a major network show. The reach is approximately 60 million TV homes and about 80% of all households in the country will tune in to this entertainment extravaganza.

There are three key ingredients to a successful telethon: to entertain and thereby attract an audience, to educate the viewers and, really the bottom line, to appeal to their generosity. The perplexities of a show of this magnitude are incredible. Timing is everything. A few minutes here, a cut to Las Vegas, then to New York. But the thing that really presents the challenge is turning 21 hours of TV into an entertaining show, with any one segment complete within itself while contributing to the show as a whole.

A viewer should be able to tune in at any time and see a well-balanced selection of drama, comedy and music, coupled with the educational segments and the pleas for much-needed funds. They're all important parts of the tapestry. If there is too much entertainment, people don't call in those pledges: too little and they start turning the dial.

We recognize that viewers' attention spans have become shorter as they have become more educated about television and grown with the medium. Today's audience won't sit with a series for 26 weeks any more if they don't like it; that's why programing is



Marty Pasetta has produced and/or directed more than 60 major television specials in the past 10 years. His recent specials include *Barry Manilow in Concert*, *Gene Kelly, an American in Pasadena* and *A Country Christmas*. He has also directed such series as the *Smothers Brothers Comedy Hour*, and *The Andy Williams Show*.

constantly being repositioned.

We try to keep the UCP telethon moving and don't sit with anything too long. We never have two musical numbers in a row, we do a lot of remotes, use mini-documentaries, work in the hot beeper phones across the country, and don't let celebrities or corporate sponsors drag on when they make their appeals. The production staff works closely with and pre-interviews all celebrities, educating them about cerebral palsy so that no one goes on camera and hems and haws or sounds unknowledgeable.

The show's format varies according to audience appeal. The college crowd watches late-night Saturday and into the wee hours and young children and teen-agers tune in early Sunday morning. But the main thrust of the telethon and our audience is basically family. The UCP telethon was the first show of its kind to offer viewers a "family of hosts." As in the past, we will have John Ritter, star of *Three's Company*, and his wife, Nancy Morgan Ritter, co-hosting in Los Angeles and singer/composer Paul Anka and TV game show personality Dennis James in the New York studio.

Joining them will be co-host teams Henry Winkler and Nancy Dussault, Hal Linden and Ann Jillian, Gavin MacLeod and Joan Collins, Joyce DeWitt and Robert Guillaume as well as Don Ho, in Hawaii. One of the first national telethons that UCP did included husband and wife teams. Having more than one or two hosts is a way to keep the show fresh. We are constantly plugging who the next host team will be.

My production staff (about 25 people) and

I talk concepts three or four months ahead of the telethon and everything is in full swing before Thanksgiving. There is a timetable for every minute of the 21 hours. The first 20 minutes of every half hour in the show are network, with the following 10 minutes used for local cut-aways.

We now have a computer setup on Data-Line from Los Angeles to New York which feeds closed-circuit printouts in a split second to control booths, guest rooms and rehearsal halls across the country during the broadcast. In case of emergencies such as a guest's failure to show up or problems with a tape, everyone knows what's happening immediately coast-to-coast and behind the scenes and we can fill in with pre-recorded "mini-docs" and Las Vegas footage. A telethon presents the highest risk of all program forms because it is a live spectacular and we multiply the possible pitfalls by often shooting on unusual locations. Before Data-Line, we had to coordinate these same details by telephone, a logistical nightmare.

In a typical 20-minute network feed, viewers might see two different entertainers or acts, one mini-documentary, a celebrity at home making an appeal to the audience, a five-second videotape of someone with cerebral palsy giving thanks for a contribution, local hosts incorporated into the network, the beeper phones with calls coming in from around the country and major corporate sponsors such as The Hearst Corp., Miller Brewing, General Host Corp. and UtoteM Stores, donating funds from promotional activities to the Telethon.

Why did I get involved with the UCP telethon? About six years ago its chairman, Leonard Goldenson, who is also chairman of American Broadcasting Companies, and Fred Silverman, then with ABC, asked me to produce the first national network telethon for UCP. It had been a regional telecast for many years before then.

I agreed to give it a try, although it was my first telethon and not really my bag. In December 1978, the program went national for the first time, and the *Holiday Star Telethon* was seen on 76 stations across the country, hitting a new fund-raising high of more than \$11 million in pledges, twice the amount pledged in the previous year's local and regional telethons. I was excited by the results and have been involved since, my schedule permitting.

*Telethon '83* will be broadcast live from Los Angeles and New York (New York serves as a remote location for the network) with special segments from Las Vegas and Hawaii, as well as local "cutaways" for regional entertainment. It's people entertaining people, but more important, it's also about people and "corporations" helping people. That makes all the hectic preparation worthwhile each year.

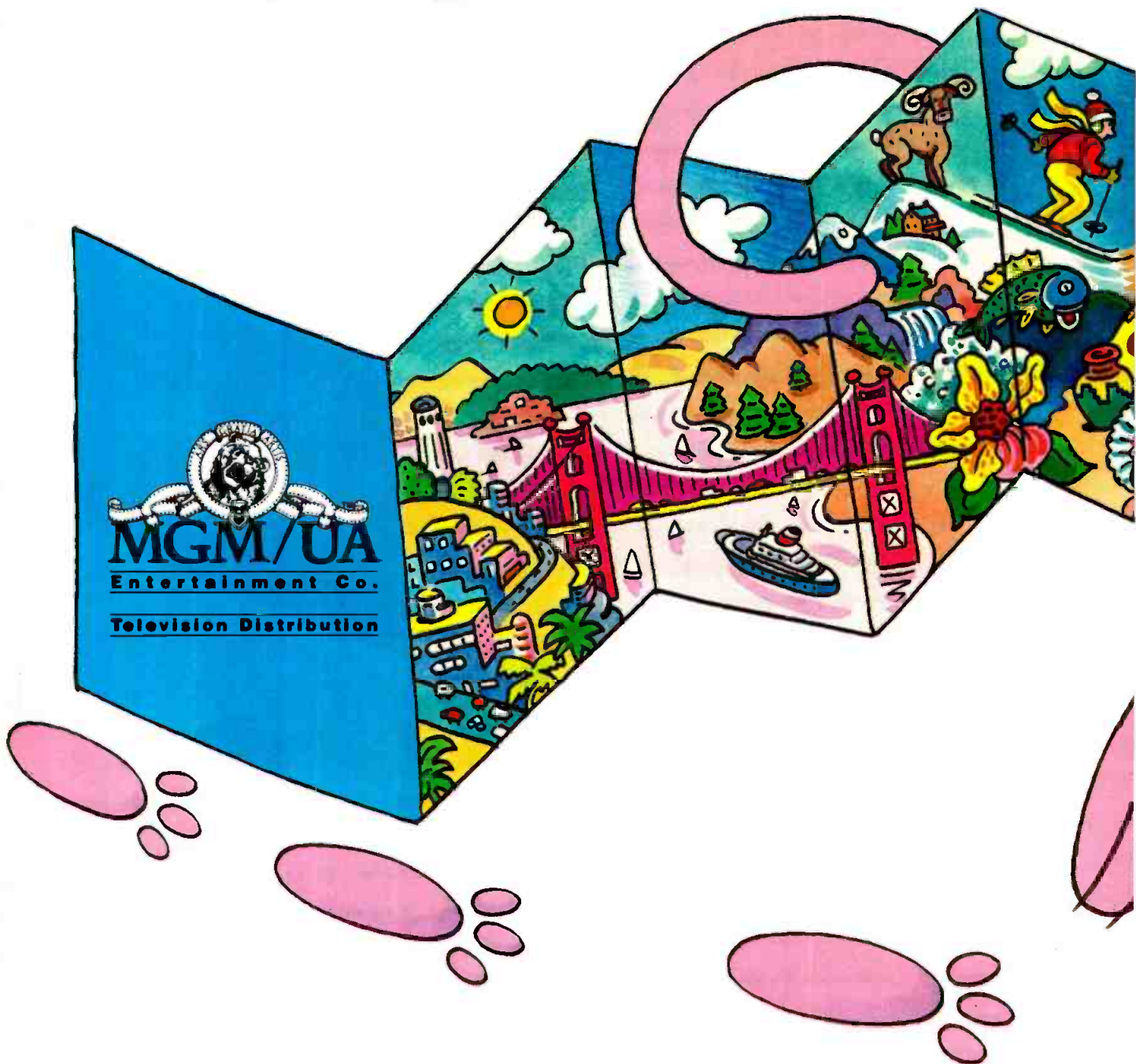


**He's making  
tracks all over  
the country.**

# You'll be tickled pink when he heads in your direction!

Join the faithful family of followers, from Los Angeles  
to New York, who are lining up for the action, adventure  
and hilarious antics of

## THE PINK PANTHER







# SISKEL & EBERT "AT THE MOVIES."



## *Join the winning team.*

They're America's favorite critics and they're winning big. In fact, "At The Movies" is already cleared in 121 markets, including 46 of the top 50. That's 82% of the U.S.! And the

national Niensens are impressive, with the latest total audience rating a formidable 9.1. So bring America's favorite movie critics to your market and join the winning team.

**TRIBUNE**  
Productions Inc.

Find out if "At The Movies" is still available in your market.  
Call Joseph Antelo or Anne Rodgers at Tribune Productions 312-222-4486  
or Bud Donnelly at 213-456-8613.

# Broadcasting Jan 17

Vol. 104 No. 3

TOP OF THE WEEK

## THE MIGHT OF MOBIL

### 'Nickleby' records an ad hoc success

**Four-night presentation draws solid numbers, ad community says oil company reached audience it sought with aid of extensive promotion; ad hoc networks get big boost**

*The Life and Adventures of Nicholas Nickleby*, a nine-hour Mobil Showcase presentation aired by 60 stations in prime time last Monday through Thursday (Jan. 10-13), stunned the telecommunications and advertising industries by attracting an audience that, although not yet fully measured, is likely to be significantly larger than the program had been expected to draw. National ratings on the multimillion-dollar special will not be available until Feb. 14, but those for the three major commercial networks, available for Monday, Tuesday and Wednesday of last week, show losses for most network programs, especially those of NBC, which lost 10 affiliates to the ad hoc network assembled for *Nickleby*.

The program's major impact is likely to have been on national advertisers, which last week were given a powerful example of how ad hoc networks, expected to be assembled with growing frequency in the coming years, can change traditional audience delivery patterns. A second major impact, according to media buyers and programing experts, is the influence *Nickleby's* success is likely to have among network affiliates that, increasingly concerned about their networks' involvement in future delivery systems, are growing more willing to pre-empt regular programing in favor of alternatives.

The critically acclaimed *Nickleby* may have delivered ratings lower than those normally captured by network-affiliated stations, but because Mobil paid stations up to 10 times their regular network compensation for the time the program consumed, many stations' revenues were multiplied. What's more, the prestige attached to carrying *Nickleby*, the flurry of national and local publicity it generated (see story, page 36), and the positive reactions from local audiences, appear to have caused no regrets among station managers carrying the program.

Media watchers last week were predicting *Nickleby* would average between a five and 10 rating nationwide. The \$6-million price Mobil paid for that audience, which was less than one-third the average viewership attracted most nights by each of the major networks, makes the event one of the most expensive advertising buys of all time. Most major brands budget about \$10 million for

an entire year of advertising and there are few, if any, according to many agency executives, that could afford a project like the most recent Mobil Showcase.

In spite of the extreme inefficiency of Mobil's buy, there appeared to be few advertising executives who viewed the effort as anything but a major success. "The very fact that *Nickleby* attracted so much attention amounts to a major public relations coup for Mobil," said an executive with one of New York's major television rep firms last week.

To use old-fashioned means to measure *Nickleby's* success—to count gross households and compute cost per thousand—is to

works.

Although its ratings declined in A.C. Nielsen's overnights on Tuesday and Wednesday and leveled off for Thursday's finale, *Nickleby* performed better in New York and Chicago, where it aired on independents WNEW-TV and WGN-TV, respectively, than those stations' normal weeknight fare does. In Los Angeles, where it was on KTTV(TV) against competition from the three major networks, three other aggressive independent stations and two subscription television channels, *Nickleby* fared about as well, and in some time periods better, than does the station's normal fare: *PM Magazine*, a checkerboard of off-network series and the *Merv Griffin Show*.

*Nickleby* averaged a 10.2 rating and 15 share over the four nights it aired in New York. Its rating ranged from a 12.3/17 on opening night to a 9.6/14 on Thursday. In



Nickleby (r) and the crippled Smike

miss the point entirely, according to that executive. What *Nickleby* is likely to have done, and with stunning success, is to have captured, the particular audience it sought: opinion makers who earn more than \$50,000-a-year and who can influence the regulatory and business environment in which Mobil must operate.

But *Nickleby* also captured a significant audience beyond the upscale and highly educated. On its opening night, *Nickleby* beat NBC-TV in New York and Chicago, and in San Francisco, where it aired on CBS-affiliated KPIX-TV, it tied ABC-owned KGO-TV for first place. In Boston and Philadelphia, where it aired on NBC affiliates, it ranked third for the night, and in Los Angeles and Detroit where it aired on independents it ranked fourth behind the three major net-

Chicago, it averaged an 11.7/17, with a high on Monday of 15.2/21 and a low on Thursday of 9.9/14. Its average in Philadelphia was 8.4/12, with a range from 10.8/16 on Monday to a 6.6/10 on Thursday.

In Los Angeles, *Nickleby* averaged a 5.4/8, with a high of 6.5/10 on Monday and a low of 4.5/7 on Thursday. In Detroit, the average was a 6.1/9, with the highest rating on Monday (8.7/12) and the lowest on Thursday (4.7/7). In San Francisco, the average was 12.3/19, with a high on Monday of 16.9/26 and a low on Thursday of 10/16.

NBC's national rating and share of audience were down about three points on Monday, from its average 17.3/26 to 14.5/21.7. ABC averaged a 17.7/26.6 for the night, compared to its average Monday rating and

share of 17.7/27. CBS, which averages 18.8/29 on Mondays, averaged an 18.2/27.1 last Monday.

On Tuesday, NBC averaged an 11.4/17.6, down from its seasonal Tuesday night average of 14.2/22. ABC averaged a 19/29.1 compared with its usual 19.1/30 and CBS averaged an 18/27.3, compared with its usual 17/27. On Wednesday, NBC averaged a 15.7/23.9, down from its usual 18.2/28, while ABC averaged a 19.3/29.1, up from its usual 18.1/28 and CBS averaged a 14.3/21.7, down slightly from its usual 14.6/23. The greater losses to all three networks occurred in their shares of audience.

Much of the significance of *Nickleby's* victory lies in the fact that it achieved the ratings it did in the face of tremendous odds against such an outcome. Not only is it extremely expensive to assemble an ad hoc network, it requires a monumental effort on the part of the advertising agency or media buying service—in this case SFM Media Services, New York—to line up desirable stations in the right markets to carry the program.

"In light of the limitations they had," commented one programming expert last week, SFM "did a spectacular job." Despite skepticism on the part of some advertising agency executives about the long-term impact on *Nickleby*, most seemed to agree it is likely to have made more advertisers aware of the potential of ad hoc networks.

*Nickleby's* success "put one more chip in the networks' block of granite," said that major rep firm executive. "For an advertiser projecting audience delivery, this means he has to supplement a network buy with more and more alternatives."

*Nickleby's* impact on the network-affiliate relationship may be as great as its impact on advertisers. The SFM lineup of stations included five CBS affiliates, 10 NBC affiliates and nine ABC affiliates, 22 independent stations and 14 public broadcasting outlets. Although it doesn't compare with the lineup assembled each December for the Billy Graham Crusade, it was the best ever put together by SFM, which last year assembled ad hoc networks for about 40 hours of programming and has already signed advertisers for another 70 hours this year.

Network affiliates are likely to be under increasing pressure from their networks to avoid pre-empting network fare for ad hoc networks. CBS, at one of two regional affiliate conferences held last week in Scottsdale, Ariz., made as one of its major points a presentation on the detrimental effects of pre-emption on both network and affiliate.

By analyzing ratings over the past year, CBS has shown that a pre-empted program's rating will be lower the week it returns to the air in a particular market than it was the week before it was pre-empted. "Pre-empting encourages the audience to sample the other brand," said David Poltrack, CBS's vice president for research, "and when the audience leaves, it doesn't come back right away."

Independent stations were generally not paid as much to carry *Nickleby* as were affiliated stations in comparably-sized markets. Their major benefit from the program,

according to several station managers, came in the publicity surrounding the event. Jack Berning, vice president, general manager, KTVT(TV) Fort Worth, Tex., said his station has received a "great deal of credit" for bringing quality programming to its market—last year for carrying Operation Prime Time's *Smiley's People* and last week for carrying *Nickleby*. It is "unusual for the press to come to our station and watch our

programming all week as they did for *Nickleby*," he said.

Mobil's next Showcase presentation, according to company spokesman Herb Schmertz, will be a January 1984 presentation of *A Voyage Round My Father*, a 90-minute drama starring Laurence Olivier and Alan Bates and based on a book by John Mortimer and produced by Thames Television International. □

## 'Nicholas Nickleby': Mobil's six-million-dollar baby

**A million went for promotion  
of four-night, nine-hour  
mini-series on 60 stations**

Mobil spent \$1 million promoting its presentation of *Nicholas Nickleby*, the mini-series which aired on four consecutive nights last week, carried by 60 stations. The extensive promotional effort was cited by some as being at least partly responsible for the high ratings achieved in some markets, especially for last Monday's first episode, where, in San Francisco for example, it scored a 16.9/26, tying ABC for the lead. Mobil bought newspaper ads (many full-page and some two-page spreads) in the 60 markets where the program was broadcast the week preceding the air dates and during the four-day period when the episodes ran. Ads were also

the program was being carried by WNEW-TV and not WNET(TV), New York's public television station.

Did the stations make a profit on *Nicholas Nickleby*? Perhaps, but how much is hard to say. In addition to compensation from Mobil, which paid \$3.5 million to stations for the air time, the stations had the adjacencies before and after each episode to sell. Other than those, the only commercials seen throughout the series were one- and two-minute spots inserted at the beginning and end of each episode. The shows themselves were not commercially interrupted. Those spots, 10 in all, produced by Steve Gold Productions (but created and written in-house by Mobil) were neither product nor issue oriented. They promoted nonprofit and voluntary human-services organizations, such as drug-rehabilitation programs, and groups providing aid to the elderly and handicapped. A total of 18 minutes of those commercials was aired in the course of the nine-hour *Nickleby* special.

Thus, other than the adjacencies, which the affiliates would have had anyway, there were no local availabilities provided to the stations. Asked whether WNEW-TV would have made as much money with *Nickleby* as it would have with its regularly scheduled programming, vice president and general manager Robert O'Connor said: "You don't take a program like this to make more or less money. What's important is the [station's] association with the quality" of such a production. With a special program event like *Nickleby*, said O'Connor, stations signing up can stem their losses by scheduling spots that would have otherwise appeared in other dayparts.

In addition to the compensation and promotional costs, Mobil put up \$1.4-million of a \$4 million production budget, with two other co-venturers accounting for the rest—RM Productions, a German company, and Great Britain's Prime Time Television, which actually produced the series. Mobil's total outlay for *Nickleby* was about \$6 million, perhaps a little more.

One radio station, WNCN(FM) New York, a classical music outlet, provided a simulcast of *Nickleby*. It, too, was compensated by Mobil, but Mario Mazza, the station's program director, cited all the positive publicity and resulting attention attracted by WNCN as more significant. The simulcast generated "a whole new crop of first-time listeners," said Mazza, even though they weren't hearing the station's true classical format. □



placed in 19 consumer and trade magazines. Stations were also responsible for promoting the program within their own markets. Mobil produced and provided several 30-second and 10-second spots which the stations were obliged to air. WNEW-TV New York, for example, aired eight to 10 promotional spots a day for two weeks preceding the broadcasts and also placed four half-page advertisements in *TV Guide*. Given the quality, or perhaps "highbrow" nature of the series, Phyllis Seifer, vice president and director of advertising and creative services at WNEW-TV, said the station's on-air promotional effort was launched that long in advance to insure that viewers were aware that

# ABC's course remains unchanged with Pierce presidency

**With his elevation to that post, network's ruling troika says little will change**

As much as things change, they remain the same. That was the word from the management of ABC Inc. last week in the wake of Frederick S. Pierce's accession to the presidency of the company. In a closed-circuit presentation to employees, Pierce, Leonard Goldenson, ABC chairman, and Elton Rule, who moves out of the presidency and into the newly created post of vice chairman, said ABC will continue to be run as it has been for some time—by the three-man management team. And that team, it was noted, contains all the individuals who have ever held the title of president of ABC Inc.

The three seem to think alike, at least where the future of ABC is concerned. Both Goldenson and Pierce, to use the latter's words, have a vision of ABC as "the broadest supplier of information and entertainment to the entire spectrum" of the communications media. Goldenson says he wants it to be the "number-one telecommunications company in the U.S. and possibly the world." Although Goldenson conceded that that means participation in international markets, he declined to elaborate on ABC's plans abroad except to say: "There are a lot of markets overseas."

Goldenson had indicated on numerous oc-

casions and in a variety of contexts that Pierce was the man he and Rule picked to head "the next generation of management at ABC."

Last week's news appeared to be another step in what is being called an "evolutionary process." The new titles confirm changes in corporate reporting structure that were implemented in July with operating divisions



The troika: Rule, Goldenson, Pierce

reporting directly to Pierce and corporate staff still reporting to Rule. Monday's news added two shifts in that lineup: Strategic planning under Dave Johnson and broadcast standards and practices under Al Schneider, formerly reporting to Rule, will now report to Pierce.

In an interview with BROADCASTING, Goldenson was careful to point out that the retitling does not imply Elton Rule is retiring. "He's committed to staying on," the chairman said, adding: "We welcome him... Staying on is entirely in his own hands."

Indeed, it was Rule, Goldenson said, who suggested nine months ago that the time was ripe to move Pierce up, and that initiated the chain of reporting and title changes that followed.

As for himself, Goldenson said, "I have no present intention to retire" nor, he said, has he set any timetable for that decision.

One insight into how Pierce might eventually put his own stamp on the company was supplied by Pierce himself, who also talked to BROADCASTING editors. "Just by a function of my age [he is 49; Rule, 65, and Goldenson, 76], I've grown up with the television medium. I've worked for ABC for 27 years as television made its greatest strides" (see also Pierce background, below). Goldenson was head of United Paramount Theaters 30 years ago when it merged with ABC. Rule's early career was in radio before moving to then infant television at ABC-owned KABC-TV Los Angeles in the 1950's.]

On Wall Street, the changing of the guard was viewed in much the same light as the company was presenting it: another step in an already announced process that makes sense. To quote First Boston's Richard J. MacDonald, "His appointment reinforces the long-time and quite visible stability of ABC's management, arguably one of the strongest in broadcasting."

That doesn't mean ABC has had clear

See ABC, page 38

## MAN IN THE NEWS

### The Pierce persona

**At 49, he's been in training for this job for the past 27 years; fiercely competitive is how his approach is labeled**

On paper, Fred Pierce's rise from a junior research assistant to the presidency of ABC Inc. has a flashy, almost flamboyant look that is totally foreign to Fred Pierce the person. The eye-catching qualities have been in his performance as strategist, innovator and all-around executive, never in his personal manner or behavior. As a long-time observer said last week, "there's not a flashy bone in his body."

At age 49, he is neither shy nor introverted, as some considered him in his beginning days at ABC. But he is definitely the quiet type, articulate without pretense at eloquence; soft-spoken and low-key, yet confident; aggressive in pursuit of objectives and at all times—whether at work or on the ski slopes or tennis courts—fiercely competitive.

Nobody expects any of this to change as he takes over the presidency. Nor does he look for any significant change in his corporate life. As he said last week, his new responsibilities are essentially the same as those he's had for some time now. What's new is the title, which came as no surprise to

anyone. The title formalizes his place as first in line to head the next generation of ABC management—but Leonard Goldenson, ABC's founder-chairman, has been saying for years that Pierce was first in line anyway.

What did seem to impress Pierce last



week about becoming president was that "all three presidents that ABC has had in 30 years are now in place as a three-member top management team." Certainly no other network company can make that statement. Thus ABC will continue to be run by a sort of troika, consisting of Goldenson, Vice Chairman Elton Rule (who gave up the presidency to make room for Pierce) and the new president. Only the titles have changed.

Pierce's resume—not that he needs one—suggests that he got where he is by taking on every assignment given him and doing it—plus a little more.

He joined ABC in 1956, after a two-year hitch in the Army and, before that, a degree in business administration from the City College of New York. His first research assignment was drudgery, by definition, but it gave him insights into what ABC was all about. His climb started almost immediately. Superiors said later that they were impressed by his quick learning and his intense competitiveness and determination.

From program research, where he learned about audience flow and program placement, he moved up to director of research in 1961 and added sales development to the title in 1962. After that, highlights include a vice presidency in 1964, four years as a national director of TV network sales, head of television planning, a senior vice presidency with supervisory responsibilities for most ABC television operations, the presidency of ABC Television for five years and, finally,

See Pierce, page 38.

ABC continues from page 37.

sailing on Wall Street of late. Two Fridays ago, the stock lost \$2.375 in price; it idled for most of last week, then lost another \$1.75 Thursday. E.F. Hutton's Susan Watson ties those drops to speculation among investors that the scatter advertising market had seen some fall-off and to disappointment with the ABC prime time ratings. Watson also thinks investors are following a typical first-quarter pattern of "choking up" while waiting to see what the full year holds.

Pierce, asked about some of those concerns, answered quite bullishly for ABC. ABC's sell-out levels for the balance of 1983 are well ahead of where they were in the first quarter of last year, and Pierce says ABC is 95% sold out for the first-quarter prime time

schedule. "I'm sensing a strong marketplace for ABC," he said, adding that the network's United States Football League schedule, which doesn't start until March, is already two-thirds sold. Signs of auto and housing industry recovery also encourage Pierce, who said that ABC's owned television station billings are 19% ahead of last year's first quarter.

Pierce concedes that ABC is trailing in prime time, but argues that the "the back end of the season will be close" and that ABC maintains a lead in its target demographic.

ABC is hopeful that its two upcoming miniseries, *The Winds of War* and *Thorn Birds*, will help it in the ratings, but expensive programs of that kind, in the view of Dennis Leibowitz of Donaldson Lufkin &

Jenrette, pose another set of questions. Leibowitz had already told clients (BROADCASTING, Jan. 10) that network stocks were fairly high-priced after their run-ups last year, which may have contributed to the stock drops. Leibowitz also is wondering, he said, whether Pierce's network background doesn't embody "the ongoing conflict between ratings and costs" that Leibowitz sees as a critical future issue. Goldenison, he notes, "has been increasingly aggressive on the subject of cost control" but it "remains to be seen what they will do about it."

In his talks with BROADCASTING, Goldenison dropped some hints along that line, without being specific. "Look for changes on Friday, Thursday and maybe even Sunday," he said. □

Pierce continues from page 37.

the executive vice presidency of ABC Inc. from 1979 until last week. He's been a member of the ABC Inc. board since 1974.

Pierce is widely credited with a major role in ABC-TV's prime time turnaround from third-place disaster to first-place winner in the mid-1970's. He did it, in part, with a "clothesline" or "ridgepole" concept that has become a part of television lore.

He had been installed as president of ABC Television in the fall of 1974, when ABC-TV's 1974-1975 evening schedule was full of things like *Kodiak*, *Kolchak* and *Kung Fu* and averaging about 15 in the ratings. But the since-outlawed family hour was coming to television, mandating all-family programming from 8-9 p.m., and Pierce saw his chance.

He plunged heavily in to program development and then, figuring that network viewers everywhere would be up for grabs when the family hour was over at 9 p.m., plotted a 1975-76 schedule that strung ABC's strongest programs across the week at 9 p.m., the ridgepole of prime time. On the theory that comedy works best earlier in the evening, he subsequently introduced, at 8-9 p.m., a combination of existing and new series that included such marathon runners as *Laverne and Shirley*, *Three's Company*

and *Barney Miller*. Along the way he urbanized some of the rural orientation that ABC programming had acquired, and insisted on a return to strong, leading characters in series.

The Niensens showed it worked. ABC-TV moved into uncontested first place in prime time in 1976-77 and stayed there for three seasons. (Even now, after two-and-a-half seasons in second place, Pierce and his associates insist that that ABC is still first in its target age group—18-49—and that its annual revenues still make it the world's number-one advertising medium.)

For all the success in programing, however, Pierce, who stresses teamwork as vital to any success, has said the most important thing he did as president of ABC Television was to "take the fear out of decision making on the part of our operation and all the executives working with me."

Associates vouch for his policy of giving his people their heads, of seeking ideas from above, below and all around. And the other networks can vouch for his competitiveness.

He hired Fred Silverman away from CBS when Silverman was running programing there and CBS was riding high—and signed him to a contract that kept him out of the play for six months when, years later, Silverman was hired away by NBC. He hired Barbara Walters away from NBC's *Today* in a

fleetingly famous million-dollar-a-year deal that, in addition to getting her services, was designed to weaken *Today* at a time when ABC's *Good Morning America* was preparing to make a run against it.

With even more telling effect he scuttled NBC's high-rated *Sanford and Son* by hiring Redd Foxx away from it. In time he hired away from CBS—for ABC series that, like Foxx's, ultimately failed—Rob Reiner of *All in the Family*, Harvey Korman of the *Carol Burnett Show* and Nancy Walker of *Rhoda*. Their departures didn't hurt CBS as much as Foxx's hurt NBC, but they didn't help either.

Pierce typically puts in an 11- or 12-hour day at the office but insists that he is not a workaholic. Besides his work, his principal interests are the theater, the arts, tennis, skiing and "spending time with my family"—which consists of his wife, Marion, whom he married in 1954, and two sons and a daughter, all three in their early to mid-20's. As for the job, he finds it "a terrifically exciting way to make a living."

The living is better now than when he started 27 years ago. His starting pay was \$58 a week. Now he has a contract for \$400,000 a year through Aug. 31, 1985, plus bonuses. In 1981, the last year for which proxy statement figures are available, his salary and bonuses came to \$546,846. □

## Broadcast deregulation, code fallout top NAB board agenda

**Mexican meeting will examine possibilities for TV deregulation and how, if at all, to replace TV and radio code; also on tap: another possible try at copyright and state association funding**

When the National Association of Broadcasters radio and television boards converge today in Puerto Vallarta, Mexico, they will be put to task on several key issues. Primarily they will discuss legislative objectives for the 98th Congress (broadcasting deregulation and must-carry protection for local broadcasters) and the establishment of a special committee to study possible principles and guidelines to replace the NAB's defunct television and radio codes.

The board is expected to dissolve the association's radio and television advertising

code boards, as recommended by the executive committee two weeks ago. Code activities have been suspended since last March. At that time the NAB and the Justice Department reached agreement on a consent decree holding that the advertising time standards of the television code violated the antitrust laws. Both TV and radio board members have expressed an overwhelming concern about the demise of the codes and want some form of self-regulation. The possibility of seeking congressional relief from antitrust laws so that the codes might be re-established is also expected to be discussed.

Achieving some form of radio and television deregulation in the 98th Congress is a top priority with the board, since broadcasters failed to get substantial deregulation legislation through the 97th Congress. The NAB wants to establish its game plan quick-

ly. Next week, when the Senate reconvenes, the broadcasting deregulation bill (S. 1629 in the last Congress) will be reintroduced. That measure won the approval of the full Senate, but the House never acted.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) has opposed deregulation on the scale of the Senate bill.

NAB President Edward Fritts says that after "testing the waters," the association is "getting very positive signals that broadcast deregulation is achievable." Broadcasters may face some trade-offs to achieve deregulation, possibly in the form of spectrum or license fees.

Fritts and the NAB staff are expected to reaffirm the need to step up the association's grass-roots lobbying efforts and increasing broadcasters' contributions to the NAB's

Television and Radio Political Action Committee.

During the Mexico meeting, the TV board will examine the legislative outlook for obtaining must-carry and syndicated exclusivity protection from cable television similar to that included in the failed cable copyright compromise bill (H.R. 5949). Television board members will also discuss the status of the Copyright Royalty Tribunal's recent decision to increase rates that cable operators must pay for carrying distant television signals. That decision is being challenged by the National Cable Television Association in an appeals court. The NAB, which initially asked for the rate increase, is preparing to intervene in the case on behalf of the CRT (BROADCASTING, Jan. 3, Jan. 10).

Fritts believes that if NCTA loses the appeal, the NAB has a better chance at working out a new cable copyright compromise. Broadcasters may be able to strike a trade with cable, perhaps offering to help cable operators gain relief from the CRT decision in return for cable's support in obtaining must-carry rules and syndicated exclusivity protection for broadcasters. There is also a possibility that the NAB may try to attach a must-carry provision to the cable deregulation bill (S. 2172) slated to be reintroduced in the new Congress. But the TV board members have one thing to consider in all their plans for negotiating with the cable industry: There is some sentiment among broadcasters not to deal with cable at all, but to strike out on their own in seeking full copyright liability.

Another regulatory subject that may be debated in Mexico is the likelihood that the FCC will eliminate or modify its multiple ownership rules. Although a majority of broadcasters would welcome that relief, some small-market broadcasters are reluctant to see the rules go.

The 48 board members are slated to act on other matters. Among the principal executive committee recommendations is a request for funds (about \$50,000) to help state association officials with travel expenses incurred in attending many NAB-sponsored events (BROADCASTING, Jan. 3). While there may be extended debate, the request is expected to be approved.

The executive committee has suggested that the joint board allocate an additional \$150,000 in funds for the "channel 6 interference" study now under way at the association. NAB is studying ways to reduce interference caused by educational radio stations operating on the lower end of the FM dial to channel 6 on television. The executive committee originally devoted \$25,000 to the study, but it is restricted from authorizing funds over that amount. The additional money is expected to be granted by the board.

Board members are also likely to adopt the association's 1983-84 budget of \$9.3 million (BROADCASTING, Dec. 13, 1982).

There are several key committee recommendations that could develop into the meeting's "sleeper" issues. The NAB's membership committee charged with considering the possibility of granting low-power television operators full NAB membership status will

ask the board to endorse the concept and offer guidance on how LPTV can be incorporated.

Currently LPTV operators are given associate member status, which excludes representation on the board.

The issue is expected to evoke debate from both radio and TV board members. To some radio broadcasters, LPTV poses even more of a threat than it does to television operators. There are currently about 8,000 LPTV applicants.

The ad hoc committee on the Television Information Office will ask the board to ignore an earlier recommendation by the NAB futures committee to incorporate TIO into the association's public affairs department and continue full funding for TIO. This subject may also cause debate. Some radio board members have voiced concern about the amount of funding used to support TIO, an organization that serves only television. But observers predict the board will support the ad hoc committee recommendation.

Another issue likely to surface will be the recommendation by the large-market radio committee to combine the NAB's annual programming conference with the Radio Advertising Bureau's annual Managing Sales

Conference, starting in 1984 (BROADCASTING, Dec. 6, 1982). This merger reportedly has the backing of Fritts, who is expected to press for its passage.

The international committee will ask the board to discuss a proposal to co-sponsor a meeting in 1983 with Japanese broadcasters (BROADCASTING, Dec. 20, 1982). The NAB's all-industry task force on Cuban interference will also present an update on its activities. The association's bylaws committee was slated to discuss revision of the bylaws concerning election of the NAB president and size of the radio and TV boards. However, the committee is still looking into those revisions and won't be making any recommendations.

Updates will also be presented to the board on the NAB-sponsored Broadcasting Industry Council to Improve American Productivity which began its campaign Dec. 25 (BROADCASTING, Dec. 20, 1982). Productivity is the theme of the NAB's annual convention this year. Convention co-chairmen, Jerry Holley, Stauffer Communications, Topeka, Kan., and Robert Pricer, WCLF-AM-FM Newark, Ohio, will discuss planned convention activities.

NAB's Larry Patrick, senior vice presi-

**Election outlook.** The National Association of Broadcasters tallied votes last week for nominations to its board of directors. Six memberships on the television board and 13 on the radio board are up for election.

Nominations will be mailed out to the NAB membership for a final vote next month. Seven incumbent radio board members are seeking re-election. Two others who are eligible for re-election chose not to run: E.H. Close, WKNE(AM)-WNBX(FM) Keene, N.H., from District 1 and Thomas Read, Read Broadcasting, Spokane, Wash., won in the runoffs, but declined to run again.

Two TV board incumbents are seeking re-election: William Dunaway, WTHR-TV Indianapolis, and Jerry Holley, Stauffer Communications, Topeka, Kan.

Board members are ineligible for re-election after serving two consecutive terms. That rule eliminates from the running radio board vice chairman Robert Pricer, WCLF(AM) Newark, Ohio, as well as TV board members Eugene Bohi, WGHP-TV High Point, N.C.; Kathryn Broman, Springfield Television Corp., Springfield, Mass.; Don Curran, Field Communications, San Francisco, and Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.

**Radio board nominees:** *District 1 (Connecticut, Vermont, Maine, Massachusetts, New Hampshire and Rhode Island):* James Asher Jr., WJDA(AM) Quincy, Mass.; Dick Rakovan, WSNE(FM) Providence, R.I. *District 3 (Pennsylvania):* Edward T. Giller, WFBG-AM-FM Altoona, Pa.; Ralph Price, WPPA(AM)-WAVT(FM) Pottsville, Pa. *District 5 (West Virginia and Kentucky):* Walter E. May, WPKE(AM)-WDHR(FM) Pikesville, Ky.; Dale Miller, WAJR(AM) Morgantown, W.Va. *District 7 (Florida, Puerto Rico and Virgin Islands):* James Paul Chaplin, WIRA(AM) Fort Pierce, Fla.; Charles Jones Jr., WSRZ(FM) Sarasota, Fla. *District 9 (Georgia and Alabama):* Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; Thom E. Smith, WDEM-FM Macon, Ga. *District 11 (Ohio):* Fred Anthony, WAKR(AM)-WAEZ(FM) Akron, Ohio; David Palmer, WATH(AM)-WXTO(FM) Athens, Ohio. *District 13 (Michigan and eastern Wisconsin):* Edward D. Allen Jr., WDR-AM-FM Sturgeon Bay, Wis.; Kenneth MacDonald Sr., WSAM(AM)-WKCO(FM) Saginaw, Mich. *District 15 (Tennessee and Arkansas):* William O. Barry, WAMB(AM) Donnellson, Tenn.; Ted Snyder, KARN(AM) Little Rock, Ark. *District 17 (Illinois):* William Hansen, WJOL-AM-FM Canton, Ill. *District 19 (northern Texas and Oklahoma):* Bev E. Brown, KGAS(AM) Carthage, Tex.; J.D. (Dick) Osburn, Osburn/Reynolds Stations, Fort Worth, Tex. *District 21 (Minnesota and North and South Dakota):* Jerry Papenfuss, KAGE-AM-FM Winona, Minn.; Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D. *District 23 (northern California and Alaska):* Tom Busch, KNOM(AM) Nome, Alaska; Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif. *District 25 (Oregon and Washington):* Gary Capps, KGRL(AM)-KXIO(FM) Bend, Ore.; Clifford Hunter, KJET(AM)-KZOK(FM) Bend, Ore.; Clifford Hunter, KJET(AM)-KZOK(FM) Seattle.

**Television board nominees.** Leslie G. Arries Jr., WVB-TV Buffalo, N.Y.; William Dunaway, WTHR-TV Indianapolis; Wallace Dunlap, Westinghouse Broadcasting, Washington; Kenneth Hatch, Bonneville International Corp., Salt Lake City; Jerry Holley, Stauffer Communications, Topeka, Kan.; Wallace Jorgenson, WBTW-TV Charlotte, N.C.; Peter Kizer, Evening News Association, Detroit; Jack Matranga, KTXL-TV Sacramento, Calif.; Michael McCormick, WTMJ-TV Milwaukee; Mike McKinnon, KIII-TV Corpus Christi, Tex.; Evans Nord, The Kelo-Land Stations, Sioux Falls, S.D.; C.P. Persons Jr., WKRG-TV Mobile, Ala.

dent for research and planning, will present a new technology update. Status reports on Canadian bilateral negotiations, FM alloca-

tions, nighttime power increases for class IV stations and expansion of hours for daytime-only radio stations will also be debated. □

## PUTTING OUT THE FIRES

# Fritts' first 109 days

**Indianola, Miss., radio broadcaster has calmed the storm that swept him into office and readies himself to chart NAB's course through the '80's: more interindustry compromise, implementation of futures committee recommendations and involvement of broadcasters in the new technologies**

Developing a legislative strategy for the new 98th Congress will be a chief priority of the National Association of Broadcasters radio and television boards as they gather in Mexico today for their semiannual joint board meeting. The board will also be watching with interest as the association's president, Edward O. Fritts, presents his program at his first board meeting since assuming the post last October. He succeeded long-time NAB President Vincent Wasilewski, who retired last year.

Fritts, whose election stirred wide controversy, devoted much of his time during his first months in office trying to allay fears that his election would split the association. He had been the NAB's joint board chairman and in charge of the search committee looking for a Wasilewski successor before he decided to seek the post himself. The search committee endorsed Donald Thurston, a Massachusetts broadcaster, but Fritts prevailed in a close vote of the joint boards. His election aroused further suspicion because representatives from two of the three major networks actively campaigned in his behalf and all six network representatives reportedly voted in his favor. Additionally, some television board members feared that Fritts, with a small-market radio background, would not adequately represent the interests of TV station members.

Fritts, however, has apparently quelled those fears and is receiving high marks from at least one of his early critics—television board member Bill Dunaway, vice president and general manager, WTHR-TV Indianapolis. Dunaway says he has made a "complete turnaround." Fritts "is doing a fantastic job," Dunaway said last week. "He is doing exactly what he said he would do." Dunaway said he did not like the way in which Fritts was elected but was later impressed by the way Fritts faced up to the criticism that the election had aroused.

Two other former critics now say they are satisfied with Fritts's performance: board members Jerry Holley, vice president, Stauffer Communications, Topeka, Kan., and Bill Bengston, vice president and general manager, KOAM-TV Pittsburg, Kan. The support Fritts has created was reflected in an appraisal by Gert Schmidt, senior vice president of Harte-Hanks's Broadcasting and Entertainment Division and chairman of the NAB TV board. Of Fritts, Schmidt said last

week: "He has given good leadership to the staff and I think he will be a very effective president of the NAB."

Fritts himself appears to be at peace with his job. He is busily implementing the changes recommended by the NAB's futures committee at the time he took office. The changes already made he thinks have "lent a new spirit to the staff." Now, he says, "a lot of people are looking much further down the road than they ever have before."

Of the staff itself Fritts speaks highly. "I was left with a very solid organization that was vibrant, healthy and moving forward," Fritts said last week. The NAB has also been trying to find common ground for joint ac-



Fritts

tion with other industry associations. "We have associated ourselves with various alliances and coalitions, which is historical, as far as the NAB is concerned," Fritts said.

One of those alliances broke up in the waning days of the 97th Congress when the NAB was trying to get H.R. 5949, the cable copyright compromise, passed. The NAB had been allied with cable, the motion picture industry, religious broadcasters and public broadcasters in support of the legislation, which would have given local broadcasters must-carry protection on cable systems and would have reinstated the FCC's syndicated exclusivity rules. The compromise fell apart when the copyright Royalty Tribunal increased the fees to be charged cable systems for the carriage of distant signals, imperilling such superstations as Ted Turner's WTBS(TV) Atlanta: Turner, with the aid of the National Cable Television Association persuaded Congress to slip into a massive budget reconciliation bill a provision delaying the CRT fee increase from Jan. 1 to March 15. In the process, the copyright leg-

islation foundered.

The NAB claims something of a victory, however. The NCTA and Turner had wanted Congress to stay the increase in distant-signal fees indefinitely. And Fritts remains optimistic that a compromise on copyright can be salvaged. "I think cable and broadcasters can put together a deal again," he said. If cable doesn't get a further extension on the CRT rate increase, "it will have every reason to talk with us," Fritts said.

"I kept telling Ted Turner we can play ball, and we can do it if you get in the game," said Fritts.

"We know we can stop cable. Cable can probably stop us in a head-on confrontation. We are willing to assert our resources to protect our interests as well as try to open a door as a means to discuss what we can do together in the future."

Industry unity is a theme Fritts has sounded several times since taking office. The broader our base, the stronger our association and the better our chances for accomplishing our goals," Fritts has said.

For Fritts, the number-one priority is to develop a road map for the next five to 10 years. Included in that plan is codification of both radio and television deregulation. Fritts says the signals coming out of the 98th Congress indicate interest in broadcast deregulation.

To seize the opportunity, the NAB is beefing up both its government relations department and its grass-roots lobbying efforts (BROADCASTING Nov. 8, 1982). Fritts believes the association's Television and Radio Political Action Committee activities also need upgrading.

"Let's face it, broadcasters are the recipients of many political dollars in a political campaign," Fritts said. Yet the money contributed by broadcasters to candidates, as compared with the political advertising revenue they take in, "is pitifully low," Fritts said. He faults the NAB for not doing a "good job of making the broadcasting industry aware of what's going on in Washington with dollars and cents."

Yet the NAB is an essential instrument, in Fritts's view. "If there were no NAB," the government "would be like an unguided missile running around," Fritts said. "We would have wild-eyed congressmen introducing and passing legislation for performance royalties that would tax broadcasters. We would have all kinds of spectrum fee proposals—which Lionel Van Deerlin would have already enacted years ago. The NAB is a nucleus and the heartbeat of this whole industry."

Fritts sees himself remaining at the NAB indefinitely: "I love this job—everything about it." It is an exciting time for broadcasters and he wants to help prepare them to participate in all the new technologies. "We want to show them through our planning and research what they as broadcasters may want to do, in addition to running radio and television stations."

Overall, Fritts believes, "broadcasters are innovators. They are competitors and are not going to sit back and let someone come in and steal their thunder." □



## About the Canadian DBS problem

**Big question: Will there be enough orbital slots to go around when western hemisphere countries meet in Geneva later this year?**

As the FCC proceeds with policies and plans for establishing a direct broadcast satellite system that could include up to 13 services, a very real question is being raised as to whether there will be enough orbital slots to go around. Canada and its expressed needs are the problem—not an insurmountable problem, officials on both sides of the border insist, but a problem.

And it is said to be one of the most significant ones facing both countries as they prepare for the conference of western hemisphere countries in Geneva next summer to develop a plan for use by DBS satellites of the 12 ghz band.

Canada has announced requirements of six orbital slots and full frequency bandwidth—the 500 mhz set aside for the service—at each position. Canada also seeks the flexibility to serve more than one area from each slot.

"That causes us problems," said Bruce Franca, of the FCC's Office of Plans and Policy, an aide to former Commissioner Abbott Washburn, who will head the U.S. delegation to the conference. "It requires maximum spacing—or 15 or 16 degrees—between satellites. It would leave the U.S. room, at most, for four orbital positions, and unfavorable ones."

The U.S. has not formally announced its DBS needs. And Kalmann Schaefer, adviser to the FCC on international affairs, last week said it would be "premature" to estimate U.S. needs; they will be influenced by "critical" technical decisions not yet made. But Franca said the eight applications the FCC has granted would require a minimum of four slots, each at maximum bandwidth, permitting 36 channels of service. Five other applications have been submitted but not yet accepted by the commission. Franca said these could require another four slots to accommodate satellites offering another 34 channels of service.

Thus, it would appear that if the U.S. is assigned only four slots—one for each time zone—none of the five applicants whose proposals have yet to be accepted by the commission could be accommodated, unless some in the first round drop out. And Schaefer cautioned against assuming the U.S. would limit its expression to the 13 applications that have thus far surfaced at the FCC.

But although the Canadian problem appears sticky, U.S. and Canadian officials responsible for dealing with it appear optimistic that a solution can be found. Representatives of the two countries have discussed the matter in two meetings, and Schaefer said: "With some adjustment in the technical parameters and in the number of

slots, some satisfactory solution can be found." He said both sides are reviewing their respective needs. And his reference to "the number of slots" reflects the view of some officials that Canada may be willing to cut back on its announced requirements.

A Canadian official was equally upbeat. "We're still working on it, but our people are confident a plan can be developed that would accommodate U.S. requirements and ours." He also felt it would be able to satisfy the needs of Mexico and of French-held islands off the Canadian coast. The official thought the draft plan would be completed "in the next few weeks."

The U.S.-Canadian problem is part of a larger one confronting the U.S. as it prepares for the conference—the differences of philosophy on the DBS plan to be developed, whether it will be flexible, based largely on demand, or fixed and possibly even rigid.

The U.S., as in the development of most such plans, favors the flexible approach, accommodating needs as they develop. And the U.S. already has shown the need for at least 13 systems, in the applications that the FCC has granted and the five others awaiting acceptance.

Schaefer suggests this should strengthen the U.S. hand in any negotiations. "So far, we are the only country in the region that has an expression of demand," he said. "The industry is prepared to take risks. No other country is prepared to show that need." He acknowledged that all DBS proposals may not be implemented. "But," he said, "That's not our [the government's] determination to make."

Canada, on the other hand, approaches the problem from a different perspective. An official said Canada needs one orbital slot for each of five time zones, plus a second

slot to provide programming for French-speaking Quebec. But he also said Canada at present lacks the economic resources to provide service from any of the requested slots. Canada, then, is seeking to reserve slots against the day it is able to afford making use of them. When will that be? "We have no idea," he said. But Canada wants the assurance that slots and frequencies will not have been gobbled up—presumably by the U.S.—when the day arrives that Canada can make use of them.

Schaefer, again, is optimistic that a mutually satisfactory plan can be devised. It would not be "too difficult," he said, to develop procedures for assuring "latecomers" access to slots and frequencies by assuring them "a slight preference" and an adjustment in the DBS plan. He cited the experience of the regional conference in Rio de Janeiro in 1981 that wrote such a provision into a plan for use of the AM band.

But it is important that the plan be flexible enough to accommodate such procedures, he said, adding that such a plan "would hasten the day when DBS is used by smaller countries." He also said he hopes western hemisphere countries have learned from the experience of Regions 1 (Europe) and 3 (Asia and the Pacific) in developing rigid DBS plans in 1977. He noted that countries in those regions are restricted to DBS technology of the late 1960's and early 1970's. "That was why this region [Region 2] opted not to go for the same plan in 1977," he said, adding, "So I'm optimistic Canada and the other countries will work for a more flexible plan."

The commission, now working on what will be the basic U.S. proposals for the conference, is expected to adopt the report and order containing them early next month. □

## Showtime-Movie Channel merger raises many questions

**New joint venture aimed at toppling HBO dominance is still a little-known force**

Just who will run The Movie Channel and Showtime if their corporate marriage is consummated remains one of the unanswered questions sparked by the stunning announcement (BROADCASTING, Jan. 10) of the agreement to form a media joint venture with one of the longest casts of characters assembled to date: American Express, MCA, Paramount Pictures, Viacom International and Warner Bros.

According to those partners, the new joint venture that they plan to form will have an independent management that in turn will continue to offer the two pay cable networks as separate 24-hour services. But at the same time, it's widely assumed that some merging of the resources of each service will have to take place to achieve the operating efficiencies such joint ventures would hope to gain.

One focus of speculative interest was the existing management situation at The Movie Channel. Under the terms of a previous,

though never consummated deal (BROADCASTING, Nov. 15, 1982), ownership of TMC was to have shifted from the Warner Amex Satellite Entertainment joint venture of Warner Communications Inc. and American Express to a new joint venture in which WCI's Warner Bros. unit, MCA and Paramount Pictures were equal partners and American Express held a 12.5% stake. (The new deal gives Amex something under 10% of the Showtime/TMC package, the others four equal parts of the remainder.) WASEC was to operate TMC, it was said, but some observers wondered whether the movie companies might attempt to bring in some additional management of their own.

Under both deals, WASEC was to continue to own and operate the basic cable services, Music Television (MTV) and Nickelodeon. An additional complication in the picture was the announcement last week of the resignation of WASEC's number-two man, Executive Vice President John Lack.

On the other side of the latest joint venture, the Showtime management remains intact, and going into this deal is running not

only the larger of the two services (four million subscribers to 2.3 million) but also the one that is profitable, indeed was likely to earn its owner Viacom, by most estimates, \$30 million to \$40 million this year.

Still, some see the new owners going outside both operations, perhaps tapping someone from the cable system side of the business, to head the new venture.

What Justice will say after studying the matter is a separate story; it is examining both the TMC joint venture that preceded this one and at the HBO-CBS-Columbia Pictures deal. Last Thursday the department said it would examine this latest permutation uniting TMC and Showtime.

According to Viacom's Ron Lightstone, the current agreement envisions that the separate management teams for Showtime and TMC will negotiate "at arms length" with the movie companies and Viacom for product. The partners were all making much of the sentence in their announcement that read "the venturers will license their theatrical motion pictures to all pay television services on a nonexclusive basis." That, in their eyes, precludes the kind of Justice Department opposition that led to Premiere's demise. The new partners argue that in "more effectively competing with HBO" (the words of WCI Chief Counsel Martin Payson) the partners would make the whole market more competitive.

Media analysts by and large view the deal in a favorable light, with the proviso that it's able to survive Justice scrutiny. Dennis Leibowitz of Donaldson, Lufkin & Jenrette noted that having two full channels at their disposal would give the partners a chance to implement the kind of product differentiation Home Box Office now has with its HBO and Cinemax services.

Which service, Showtime or TMC, gets cast in which role then becomes another of the questions the new partners have to resolve. □

## Sharing to be the answer for 12 ghz microwave users

**FCC decides that when DBS becomes a reality, displaced microwave operators can find space in the 2, 6, 13, and 18 ghz bands; it changes equipment authorization procedures**

Taking up the question of where to move the 12 ghz microwave users who could be displaced by direct broadcast satellite operations (which have been authorized in the 12.2-12.7 ghz band), the FCC last week proposed to permit them to share certain frequencies currently allocated for common carrier microwave, private operational fixed, broadcast auxiliary and cable TV relay services.

According to the FCC, certain frequencies in the 2, 6, 13 and 18 ghz bands are available for such sharing. It also noted that

opening the lower frequencies to interservice sharing would permit the 12 ghz users to relocate at less cost than if they were restricted to bands at 18 ghz and higher, which aren't heavily used.

At the same time, the commission also proposed to develop a spectrum use policy based on sharing, looking toward making microwave allocations by the type of use—for example, voice, data, video, long haul and short haul. Allocations have traditionally been made by the type of user—broadcaster, common or private carrier.

In a separate action, the commission created a new "notification" category under its equipment authorization procedures. It also voted unanimously (with Commissioners James Quello and Henry Rivera concurring) to launch a rulemaking proposing the types of equipment it would consider under its notification and "verification" classifications.

There are now five ways for the commission to keep tabs on equipment. If equipment requires "type approval," its manufacturer must file a form with the commission, which tests the equipment to make sure it meets its standards before it will approve it. If equipment requires "type acceptance," the manufacturer must file forms describing the equipment and furnish the commission with the results of tests it has performed. If the equipment requires "certification," the manufacturer has to jump through the same hoops as a manufacturer of equipment requiring type approval. If the equipment only requires notification, the manufacturer simply supplies the FCC with forms stating that the equipment is in compliance with FCC standards, and approval is granted. Under the "verification" procedure, equipment must still meet FCC standards, but no application need be filed and no approval is issued.

In its rulemaking, the commission proposed to include AM, FM and TV broadcast transmitters, and AM broadcast antenna phase monitors—all of which currently require type acceptance—for authorization by notification. It also proposed to include transmitters used in the fixed point-to-point microwave services—and most receivers operating in the 30 to 890 mhz range—for authorization under that same procedure. Under its verification classification, which it said it would like to use, it proposed the inclusion of equipment—such as FM and TV receivers—that seldom undergo major design change, and don't have a history of causing harmful interference.

Commissioner Henry Rivera said he felt it important that the proposal not be read as a sign that the commission was "backing off one iota on encouraging UHF."

In a concurring statement, Commissioner James Quello said he was concerned about proposals to "de-emphasize" the commission's traditional oversight over television receivers and antenna phase monitors.

"Television receivers manufactured under current practices are not likely to cause significant interference problems, and, therefore, it might be appropriate to place more reliance upon the manufacturers than we have in the past," Quello said. □

## Schmidt & Co. out to develop pay sports network

**The name is Super Sports Network and the game (to begin with) is baseball; Milwaukee, Chicago and Detroit first in; cable service could begin this spring**

A new pay television network that hopes to do with professional sports what HBO did with movies is about to be introduced into the world of cable programming. It is the brainchild of Robert L. Schmidt, president of Communications Technology Management, who discussed the attractiveness of pay sports in an "At Large" interview last month (BROADCASTING, Dec. 20, 1982).

Allied with him in the venture are the Milwaukee Brewers, the Chicago White Sox and the Detroit Tigers, who have invited that sport's other 23 teams to join them in the formation of the new cable sports network. As the so-called "Super Sports Network" is now envisioned, the participating ballclubs would each contribute 40 games a year to the network, which would distribute them via satellite to cable systems across the nation. The network will be supported by subscription and advertising dollars.

As a consultant to the Brewers, White Sox and Tigers, Schmidt made the network proposal to other teams at baseball's winter meeting in December and earlier this month in Chicago. Schmidt was reluctant to talk about the proposal last week, saying "some adjustments" were being made and that nothing was "finalized."

Despite its baseball origins, the network is expected to offer more than that sport. Corey Busch, administrative vice president for the San Francisco Giants, said SSN has been proposed as a year-round service, but that as far as he knew nothing had been "firmed up" with other sports leagues.

Judging from the teams contacted by BROADCASTING last week, the SSN proposal has been well received. "The reason we are interested is that most regional sports channels are finding that their biggest problem is getting enough quality programming," said Ballard Smith, president of the San Diego Padres. "If we pool our programming, we could potentially benefit."

Billy Robertson, vice president of the Minnesota Twins, said the planned network posed "a good opportunity for baseball" to generate additional revenues. As he understood it, the participating teams would receive half of the subscription fees coming from systems within their markets.

What is holding back some of the teams are contracts for television rights with regional cable networks and local broadcasters. Those contracts could prevent or at least complicate some teams' participation. The Twins' Robertson said WCCO(AM) Minneapolis-St. Paul, holder of the Twins radio rights, has asked a local judge to enjoin the Twins from participating in the network on breach-of-contract grounds. □



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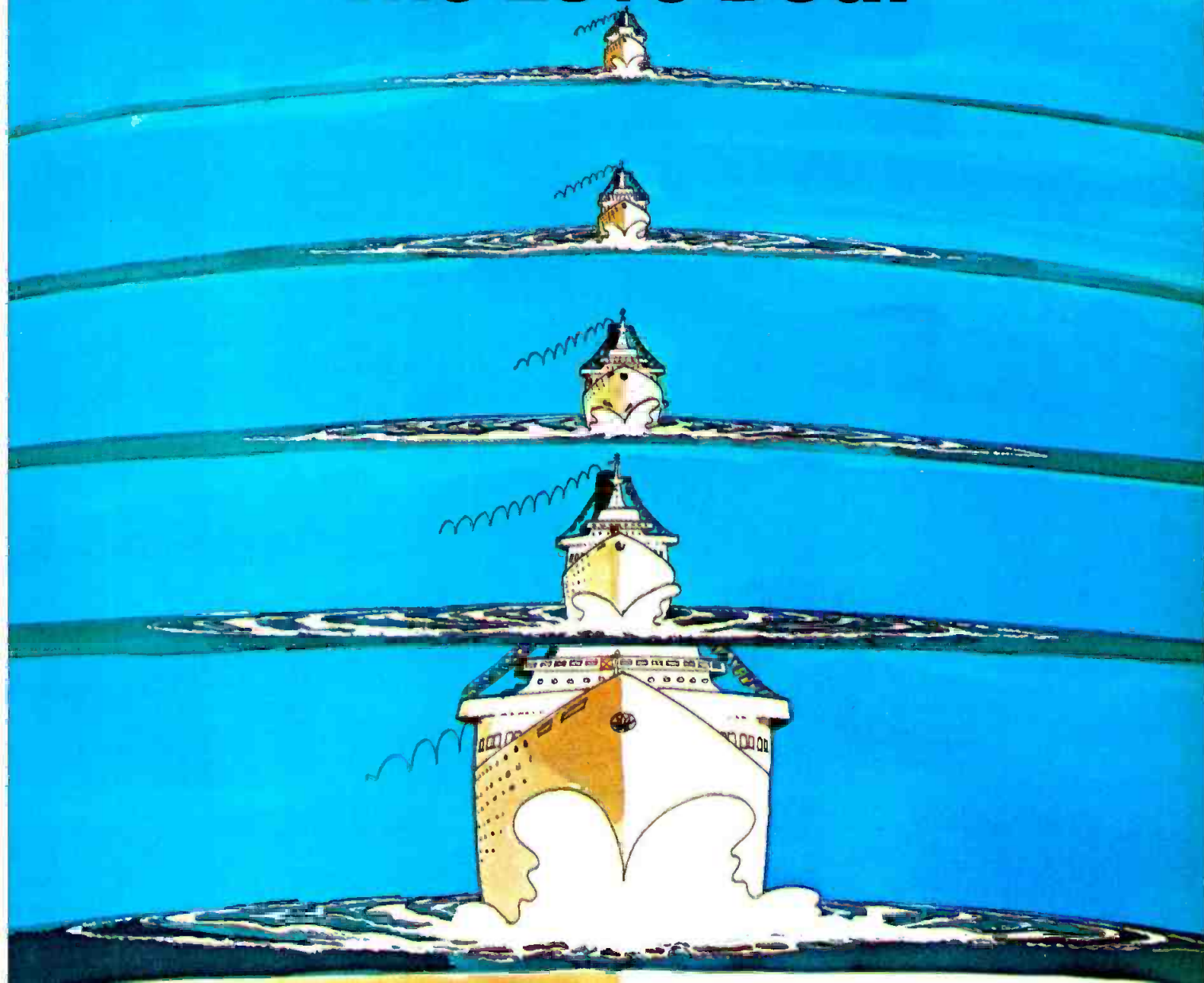
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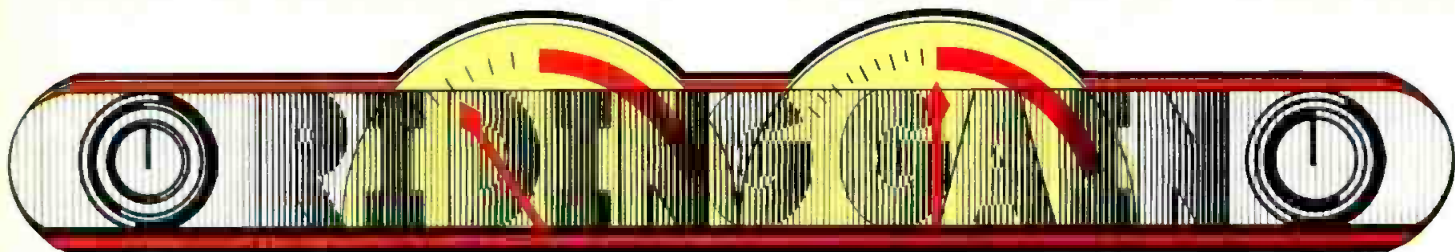


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## Study stats

Which age group holds the buying power for radio advertisers? This question has spawned industrywide studies gathering data in support of both the under- and over-35-plus demographic.

Agencies and advertisers are overlooking the 25-34-year-old demographic, suggests the soon-to-be released, 88-page, McGavren Guild Radio study, "Young America Comes of Age." The 25-34-year-old group constitutes 43.4% of all adults 25-54, the study states, with the Denver-Boulder, Colo., market having the highest percentage of 25-34-year-olds within the 25-54 demographic at 48.7%. Among the other findings in the study, the 25-34-year-old audience accounts for 37.5% of all adults in professional and technical positions as well as being 67% more likely to get employed in those positions, and they make up 27.5% of all adults earning an annual salary in the \$20,000 to \$29,000 range.

The Guild study gathered statistics from Simmons Market Research's 1981 Study of Media and Markets; Radio Advertising Bureau's 1981 Instant Background, 75 Profiles of Key Local Business Opportunities; the 1980 U.S. population census, and the 1982 spring Arbitron reports.

Data from a specially commissioned Arbitron ratings study by Al Ham Productions on the qualitative audience profile of Ham's "Music of Your Life" (MOYL) format—big band and MOR hits from the 1930's to the present—shows that, among its listeners

## Trivia quiz

*CBS's RadioRadio will introduce a 90-second adult contemporary music trivia feature on Jan. 31 as part of its In-Touch series. The first 70 seconds of the program will provide listeners with clues, followed by a pause that will give stations the option of having a local contest by airing the last 20 seconds of the feature containing the answer at a later time.*

and club members, 52% are professional and white collar workers; 32.5% have annual "household" incomes of over \$40,000; and, the category Ham points to as being "very significant," 82% own their own homes, with 21.5% of that figure holding mortgages. Music of Your Life has a targeted demographic of 35-plus with a "hard-core" audience of 45-plus. Ham said.

The McGavren Guild study will be made available Feb. 1 for \$150 through the company's headquarters at 154 East 46th Street, New York 10017. Ham's Arbitron study is currently being sent to MOYL formatted stations across the country.

Another study currently under way by the New York-based Radio Information Center, along with Dean Landsman/Rivers Radio Services of New York and Philadelphia, also aims to show the importance of the old age groups. The two companies were selected

for the study by Ted Dorf, general manager of WGAY-AM-FM Washington, who is head of the 35-plus Committee of Radio Broadcasters. "Preliminary findings indicate that many stereotyped perceptions of adults are wrong, and that people over 45 are actually the primary target for many marketers," Dorf said. A preliminary report on the project is scheduled to be presented at the upcoming RAB Managing Sales Conference later this month.

## Turner turned off

A charter subscriber to the Atlanta-based CNN Radio network has demoted the 24-hour news service to fringe dayparts and weekends and switched, effective Jan. 3, to the ABC Talkradio network.

KCNN(AM) San Diego program/news director John Mainelli told BROADCASTING last week he wants to "get rid" of CNN Headline News, which the station began airing as a charter affiliate last March. Turner Broadcasting introduced the network as CNN2, consisting of the audio portion of the Cable News Network's second television service, later changing the name to CNN Headline News.

Mainelli said KCNN has two months to go on its contract, but would like to get out of it as soon as possible. Mainelli complained that the radio service still sounds too much like a television soundtrack: "CNN just doesn't cut it. The cues are sloppy and floating, the repetition incredible." He claimed that the network has been unresponsive to criticism of its format.

KCNN gave up the pioneer call letters KGR it had held since 1922 when it switched to the network 10 months ago. Mainelli said the new call letters will stay, in part because "CNN suggests news to many people," especially in the San Diego market, where both major cable systems carry CNN's video programming.

He said he is "delighted" to affiliate with ABC Talkradio, despite the fact that its KABC(AM) Los Angeles puts a fringe-quality signal into San Diego. KCNN is also affiliating with the ABC Entertainment radio network.

## Spotlight on spot

Nine-month figures for the 1982 national spot radio market confirm the predictions of many in the business who said it would be an off year. Total sales climbed by slightly less than 2% to \$747.5 million, according to the Station Representative Association, which relies on data supplied to Radio Expenditure Reports by 15 national radio rep firms. The nine-month total for 1981 was \$732.9 million. Total automotive advertising dropped about 9.3% to \$108 million, although advertising sales in the narrower car-and-truck category declined 30.5% to



**Osmond countdown.** CBS's RadioRadio Network has announced a three-and-a-half year contract with Osmond Entertainment's Broadcast International Co. to produce a three-hour adult contemporary countdown show scheduled to premiere the weekend of July 8. The program will be offered to stations in the "flexiformat"—giving affiliates the option of having their local air personalities host the show from a prepared script. Present at the signing (l-r) are: Robert Kipperman, RadioRadio vice president and general manager; Gerard Ferri, president, Broadcast International; Merrill Osmond, president, Osmond Entertainment, and Leslie Corn, director of programming, RadioRadio.

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\$60.4 million from \$86.9 million in 1981. The gas-and-oil category was off 18.4% to \$17.3 million from \$21.2 million. Beer, ale and wine advertising was up 10.6% to \$100.1 million. Air travel/freight spots increased 17.6% to \$74.7 million and advertising expenditures by the restaurant industry rose 21.7% to \$36.4 million. The soft drink category was up 15.8% to \$30 million.

### Beautiful comeback

Beautiful music may well be making a comeback after a year of sagging ratings, if a recent Bonneville Broadcasting survey of 12-plus Arbitron ratings for all beautiful music stations in 12 of the top 25 markets is any indication. Bonneville, the largest syndicator of the beautiful music format, reports an overall 7.7% audience gain among all beautiful music stations from either the spring or summer reports to the new fall books in the following markets: Boston, Chicago, Cleveland, Detroit, Houston, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco, San Diego and Hartford, Conn. Bonneville also said the survey shows a 30.2% gain among those stations in the 12 markets carrying its format.

### 'Six Pack' set

The United Stations, radio program production and distribution company, has a "Six Pack" of holiday radio specials for 1983. The programs were conceived in answer to radio stations' demands for special holiday programming, according to company officials.

The "Six Pack" series, which will consist of three-hour programs for the holiday weekends of Memorial Day, Fourth of July, Labor



Day, Thanksgiving, Christmas and New Year's, will be offered free of charge to stations in the top 171 Arbitron-rated metro markets.

Plans call for stations that carry the company's *Weekly Country Music Countdown* program to have the right of first refusal for the series. Each special will have six minutes of national commercial time, which stations must air, along with six minutes for local time.

### Numbers games

CBS's KHTR(FM) St. Louis has pulled into second place with its new top-40 "Hitradio" format with a 6.9 overall metro share, according to the new Arbitron fall advances released last week. It lands behind its co-owned AM outlet, KMOX, which posted a 23.4 12-plus share.

KHTR has been evolving from a "soft" rock format into its new top-40 sound for the past six months, a CBS spokeswoman said. The station, which had a 3.4 in the spring 1982 Arbitron report, changed call letters from KMOX-FM to KHTR on Dec. 20, 1982, making the ratings reflect the old letters with the new format, the spokeswoman noted.



## Beefing up for business

Business Times Inc. has assembled a staff of 53, including 20 editorial, nine production and seven technical people, to produce a two-hour business newscast to be carried weekdays from 6 to 8 p.m. NYT over ESPN, starting March 1 ("Cablecastings," Jan. 3).

James C. (Denny) Crimmins, president of the company, said *Business Times* will carry 12 minutes of commercials per hour and 48 minutes of editorial. He told a news conference in New York that a number of advertisers are "interested" in appearing on the show but declined to identify them.

Among the program's top staffers, he said, are Douglas Ramsey, editor and former business editor of *Newsweek*; William Wolman, executive editor and former deputy editor of *Business Week*, and Peter Martin, managing editor and former U.S. economic editor of *The Economist*. Crimmins said the *Business Times* also has made an exclusive TV rights agreement with the *Financial Times* of London, making available to it the news from the newspaper's correspondents and stringers in more than 90 countries.

The news segments will include "Market Watch," "High Technology," "Corporate Strategies," "Business People in the News," "Economic Outlook," "Washington Week" and "Sports Update" from ESPN. Crimmins noted there is an affinity between business and sports that makes inclusion of sports news in a business service appropriate.

## Group W promotion

Westinghouse Broadcasting and Cable Chief Counsel Harlan Rosenweig is to get a new job as of Feb. 1—executive vice president of Group W Satellite Communications, reporting to GWSC President Jonathan Hayes. According to the company, in his new post, Rosenweig will "share in the day-to-day operating responsibilities of GWSC."

## Sports networking

Group W Satellite Communications has all but announced its entry into providing regionalized sports services for cable. That, at least, was the perception left by GWSC senior vice president, program planning, Derk Zimmerman, in a speech to the National Collegiate Athletic Association's athletic director's conference in San Diego. Noting that his company has been looking into sports programming for some time, Zimmerman shared some of GWSC's conclusions with the sports directors, while stressing that "we haven't jumped—just yet."

A major point Zimmerman made is that "for a regional sports network to represent a worthwhile and profitable investment of the cable operator's valuable channel space and the viewer's money, there needs to be programming other than event programming. Basically, the service must be a fulltime, full-year, one-stop sports center." Zimmerman's envisioned package would include sports

news and information as well as events.

Zimmerman also cautioned the college officials to "take a hard, cold, objective look at what your product is," saying that each school has to evaluate its own event's worth against the background of the full sports market in its particular region.

And Zimmerman made sure to mention the Sat-A-Dat switching system GWSC developed for Satellite News Channels, a system that can instantaneously switch a cable system between regional and national program feeds.

## Cox criticism

"We think the cable industry should be put out of the black community," says Pluria Marshall, head of the National Black Media Coalition. "It is a disgraceful business in terms of how it treats black folks. There is no black ownership. There are virtually no black folks that work in it and there is no black programming." Marshall has made one of his points—few blacks are employed in



Marshall

the cable industry—by releasing a study of the minority and woman employment record of Cox Cable Communications, one of the nation's largest MSO's. The study, based on 1981 records at the FCC, shows a substantial number of systems are operating in violation of the FCC's "very lenient" guidelines for minority and female employment. Systems serving Saginaw and St. Claire Shores, both Michigan, and Orland Park, Ill., reported no minority employees, it said, and those in Jacksonville Beach and Ocala, both Florida, reported no minority employees in top management positions.

The NBMC decided to "trot out" Cox's record, Marshall said, because the MSO "seems to be going into a lot of communities with black majorities." Marshall suggested that Cox's record is typical of the industry. "We think the worst company is (Tele-Communications Inc.)."

Marshall sent a copy of the NBMC study to FCC Chairman Mark Fowler. In an accompanying letter, Marshall said Cox's failure to live up to the current cable employment guidelines suggest that stricter

guidelines, bringing the hiring quotas in line with those of broadcasting, may be in order. "Stronger standards would be appropriate in light of the growth of cable into urban areas with substantial minority populations," said Marshall, "in light of the commission's practice . . . of treating cable and broadcasting with the same regulatory approach."

Marshall said the cable industry may suffer if it doesn't improve its performance. If cable operators continue to exclude black people from the management of their urban systems, they are going to find black people "telling them in large numbers to get the hell out of the community."

## USA ad-vances

They're selling like hotcakes . . . advertising commitments on USA Cable Network, that is. So far the network has commitments totaling about \$15 million for 1983, slightly more than the total billings it had for all of 1982. With billings of almost \$15 million last year, the network came close to doubling its 1981 output of \$8 million. Contributing greatly to that growth was USA's expansion to a 24-hour schedule last April when C-SPAN moved to its own transponder.

"It's a nice beginning," said Jeffrey Lawenda, USA's vice president, advertising sales and commercial program development, of the commitments obtained so far this year. He was reluctant to talk about billing goals for 1983, but asked if he thought the network would double last year's total billings in the current economic environment, he said: "We're pacing very well and are right on target to do that." He said it was "the quality of the business from a sales standpoint" that has impressed him the most this year. Nine clients are now in the multimillion-dollar advertiser category and among others, have increased their USA budgets to cover additional dayparts.

And a number of advertisers have become involved, to varying degrees, with program sponsorship and development on the network, including Bristol-Myers, Noxell, Mattel, Miller, Hallmark, Kellogg's, General Foods, Mazda and Saks Fifth Avenue.

With all the talk about the creative potential of advertising on cable, Lawenda is somewhat disappointed that more agencies haven't explored that potential on USA. Except for a handful (including a 90-second spot for Chevrolet's Camaro created by Campbell-Ewald), most spots are the same 30's and 60's carried on broadcast television. The media departments of those agencies tapping cable, suggests Lawenda, are buying cable much more effectively than their respective creative departments are developing new approaches for cable campaigns. Longer lengths, compatibility with particular programs and targeting specific audiences are three aspects that creative agency people should devote more attention to, he said.

USA now reaches 15 million homes, an

increase of more than 50% since October 1981 when the network reached just under 10 million. Lawenda attributes those gains to HBO, which has been handling USA's affiliate sales and marketing since Time Inc. bought one-third of the network (along with Paramount and MCA) in 1981.

### Shop talk

The Home Shopping Channel Inc., the Clearwater, Fla., company that has been successfully blending retailing and electronic media, was scheduled to open today (Jan. 17) three new facilities—The Home Shopping Medical Center, Legal Center and Tax Accounting Center. The new facilities join HSC's Home Shopping Mart, a discount merchandise store, in a Clearwater shopping center. Since July 1, 1982, HSC has been drumming up business for the discount store and its other services (insurance and travel) over a channel leased on the local cable system, Vision Cable. The Home Shopping Channel features different personalities who appear at regularly scheduled times throughout the week to sell HSC's various goods and services to the Vision Cable viewers. HSC's name derives from the fact that merchandise can be ordered by telephone and that HSC will deliver the merchandise to those who don't want to pick it up at the HSC store. The addition of the new facilities and services mean the addition of new programs on the Home Shopping Channel: The Medical Center Show, the Legal Center Show and the Tax & Accounting Show. Each features experts from the centers. Membership, which is

opened to all, is required to buy from HSC. According to Jim Stanley, approximately 25,000 households are now belong to the club. Not all are cable subscribers, however. Many are recruited by WWOT(AM) Dunedin, Fla., which broadcasts the audio portion of the Home Shopping Channel. The station is licensed to HSC President Lowell Paxson.



HSC hopes to expand its marketing reach by leasing channels on other cable systems in the Tampa-St. Petersburg area, Stanley said.

### Sunshine center

Anixter Communications, Skokie, Ill., has opened a new sales and distribution center in Tampa, Fla., to serve cable and other telecommunications companies in the state. The new facility will be linked to other An-

ixter Communications plants by Anixter proprietary on-line data processing network, which permits an order taken at one location to be shipped from another within minutes. Using the system, sales people can receive up-to-the-minute information on Anixter's national inventory.

### TBS tally

Turner Broadcasting System is claiming that as of November it had placed WTBS(TV) Atlanta in 25 million homes nationwide, or 30% of all U.S. TV households. It's basing the figure on a Nielsen Television Index survey, which also indicated that WTBS households have increased by 31% since November 1981. Turner also claims that WTBS reached 75% of all cable homes, while CNN now reaches 17.5 million homes nationwide, 21% of all U.S. TV households and 53% of cable households.

### Staunton rebuilds with S-A

Staunton Video Corp., a cable system serving nearly 10,000 subscribers in Staunton, Va., is in the midst of a complete rebuild, according to Scientific-Atlanta based manufacturer that is supplying most of the hardware. When completed in July, S-A said, Staunton Video will boast a 54-channel residential system and a 35-channel institutional loop. Staunton Video's \$2-million order with S-A includes a pre-wired headend, trunk and drop cable, 400 mhz distribution amplifiers, taps and passives, a five-meter earth station and 12,000 descrambler/converters.

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# Independents

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Take a look at what we've got!



Burt Bacharach's and Carole Bayer Sager's **SALUTE** will be one of syndication's most lavish first run musical presentations.

Each week, one of the world's great musical superstars appears on stage with Burt and Carole. The occasion is a special musical tribute featuring hits most identified with the guest superstar.

Joining them, and sharing in the celebration, is a group of outstanding guest star performers, each of whom was in some way inspired or touched by the music of this living legend.

When you see the pilot—which is available now for screening—you'll know why we're so high on this weekly hour series. It's available on an advertiser-supported basis.

The response by stations and advertisers to *The Road To Los Angeles*—hosted by baseball great Steve Garvey—has been overwhelming. This weekly, hour-long series begins its initial telecasting next month.



So once again our production crews will travel across continents to film *new episodes* featuring America's athletes and their international challengers as they prepare for the Olympic Games in Los Angeles in 1984. The new series is **THE ROAD TO LOS ANGELES, YEAR II**. It is available on an advertiser-supported basis for 30 weeks of programming: 20 hours and 10 repeats.



Our newest offering is **SWITCH** a stylish hour adventure series that delighted audiences with its high-action suspense, dazzling settings and clever plots.

*Switch* stars Robert Wagner, currently one of TV's hottest performers (*Hart To Hart*) and Eddie Albert, a perennial favorite. This off-CBS Network series generated high ratings and superb demographics!

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One of the most extraordinary success stories among advertiser-supported programming is **THE HARDY BOYS/NANCY DREW MYSTERIES**. Originally telecast as a weekly series on ABC-TV, it demonstrated unusually strong appeal among young adults and, particularly, hard-to-reach teens and kids.

Starring Shaun Cassidy, Parker Stevenson and Pamela Sue Martin (*Dynasty*), these 46 superbly-produced, suspense-filled hours are available again for a third season as an advertiser-supported program, beginning in the Fall of 1983.



How do you get a half hour comedy series with a full hour of laughs? Only one way—with **THE BJ/LOBO SHOW**—a miracle of editing genius that's made it possible for us to take the hour-long series, *BJ And The Bear* and *The Sheriff Lobo Show*, and turn them into 86 laugh-packed half hours.

*The BJ/Lobo Show* is available on a cash basis as a half-hour series or as an hour series.



Starring Wayne Rogers, Lynn Redgrave, Sharon Gless and David Wayne, **HOUSE CALLS** is the right medicine for your May and July Sweeps. And it's the only new-to-syndication half-hour sitcom that's available now. It's yours on a cash basis.

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Beginning March 1983, Larry King—America's most successful radio talk show host—will star in a 90-minute talk and information show to be *beamed via satellite*.

From the moment we announced **THE LARRY KING SHOW**, the clearances haven't let up. Almost every major station group is represented in the initial lineup.

*The Larry King Show* is available weekly on an advertiser-supported basis.

Week after week, year after year, millions of adult viewers have opened their hearts and homes to Lawrence Welk. They've made him the most successful host in syndication history!

**MEMORIES WITH LAWRENCE WELK**—a selection of Welk's best color hours—features the Welk regulars and many of the biggest names in show business. It's presented with new introductions and



closings by the maestro himself on camera. A new selection of favorite programs is in the works now and will be available for Fall 1983 on an advertiser-supported basis.

## THE POP 'N' ROCKER GAME

combines two of America's favorites—rock music and game shows! The result is a dynamite hour of current hit music, fast-paced game show action and fabulous prizes! All in the pulsating atmosphere of a superstar rock concert!

Each week top rock artists perform their biggest hits and young contestants race to answer music trivia questions before an enthusiastic audience of young adults.

If you're looking for teens and young adults to bolster your weekend ratings—look no further than *The Pop 'N' Rocker Game*. It's available on an advertiser-supported basis for Fall 1983.

## THE POP 'N' ROCKER GAME

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

The format is simple: a 5-second opening and local billboard, followed by 25 seconds of explosive, all-new pre-Olympic footage, capped by a 30-second commercial spot that's yours to sell.

*Quest For Gold '84* is available on a cash basis for 10 runs—from September 1983 through August 1984.



In 1979 *The Rockford Files* came to syndication and proved to be an immediate hit for Independents as a prime time hour. And it was equally strong in the late afternoon, early fringe and late night as well. Its definite adult skew made it an exceptional lead-in to early news programming.

And now we've got **QUINCY**—one of television's finest hours. Like *Rockford*, *Quincy's* strength lies in its adult appeal, particularly women 25 to 54.

With its popular star, Emmy-winner Jack Klugman, *Quincy* has the look of a syndication winner. It's available September 1983 on a cash basis.



But that's not all! In addition to these exciting programs, we've got the **BUCK ROGERS** series—37 fascinating interplanetary hours, including six 2-hour features; **THE HIT LIST** movies, including *Jaws*, *Coal Miner's Daughter* and *National Lampoon's Animal House* among other blockbusters; and the hilarious **WOODY WOODPECKER** cartoons!

And right now, we're developing a new series of all-family **HOLIDAY SPECIALS**. Ask us about them at INTV.

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FLIP WILSON

26 top celebrity guest hosts ... 26 dynamic music acts ... 125 stand-up comics ... "Improv's" 2nd season continues to deliver top late night 18-34 demos and ratings.

## comedy.

"Improv's" Oct. '82 shares increased in 75% of its measured markets (Oct. '82 vs. May '82)\*



ED McMAHON

## #1 in ratings



FATHER GUIDO SARDUCCI

• Sold to NBC "O&O's" ... New York, Los Angeles, Washington, D.C. ... ABC "O&O" Chicago • #1 in its time period in KRON San Francisco ...

## delivery.



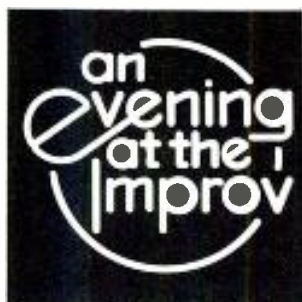
RUTH BUZZI

## #1 in demos.

• KRON San Francisco ... reached 20% more 18-49 adults than closest competition • KNBC Los Angeles ... "IMPROV" delivered in its time period as many 18-34 adults as the total of all other 6 competing LA stations.

For advertising sales information contact: Dan Mulholland

For for domestic and foreign station series scheduling information contact: Jim O'Daig.



American Television Syndication, Inc.

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WHERE BETTER PROGRAMS BEGIN

\*NSI Rating Report, October and May, 1982

## Upbeat outlook for TV's independents

**Country's television loners are finding strength in numbers, both ratings and revenue, as they battle the networks for more viewers and advertising**

The man wanted to make it clear that "I'm not denigrating network affiliates."

"They have a part to play," he explained. "They're part of the media mix, and in this country we need the whole gamut."

But, he said, "in independent television we have time and programing not always available to the network affiliate, which gives us flexibility and a greater opportunity to serve our local audiences."

The man in this case was Milton Maltz, chairman of the expanding Malrite Communications Group, whose television holdings include one network affiliate and three independents and whose faith in television—and in independent TV—was exemplified again late last year in a deal to acquire WXIX-TV Cincinnati at a cost of \$45 million.

Ten years ago—or even five years ago—would an independent TV operator have felt the need, in espousing the independent cause, to emphasize that he wasn't putting down affiliates? Most independents then were too busy trying to make a buck against affiliates to spend time defending them. Maybe, as they have been saying, the independents' day has come.

There are more tangible signs. The \$45 million that Malrite is paying for an independent in Cincinnati is one. The \$140 million that Multimedia, an accomplished and highly successful independent operator, is paying Field Enterprises for WFLD-TV Chicago is another. And Field, withdrawing from station ownership after years as an independent and UHF pioneer, has also negotiated the sales of WLVI-TV Cambridge (Boston), Mass., to the Gannett Co. for \$47 million and KBHK-TV San Francisco to United Television for \$26 million. In Los Angeles, KTLA(TV) figures in a complicated \$245-million deal. Meanwhile, Taft Broadcasting, an eminently successful operator of both affiliates and independents, is swapping an affiliate (WGR-TV Buffalo, N.Y.) and \$70 million for an independent (WCIX-TV Miami).

There are other ways to gauge the size of independent television. The Association of Independent Television Stations, in advance of its 10th anniversary convention this week in Los Angeles, compiled "A Census of Independent Television Stations" as of December 1982. It showed, among other things, that there are 179 independent commercial stations in 86 markets, and that their cover-

age encompasses 65 million TV households, or 78% of the nation's total.

Most of the independents, according to the INTV census, offer general entertainment programs: 116 fit that description. In addition, INTV found, 13 combine general entertainment with subscription TV service, 28 provide religious fare, 14 serve the Spanish-American community and eight mix news and financial information with subscription TV.

But the growth of the independent field—in numbers of stations and in the audience ratings they generate—is what catches the eye of most observers (specifically not excluding the networks).

INTV calls station growth in the past four years "the most important recent trend," noting that 70 new independents have been licensed in that period—eight more than the total independent population on the air in 1969.

And 1982 was the biggest of those four years—25 new independents licensed, after 13 added in 1979, 12 in 1980 and 20 in 1981.

"This is an explosive period for independents," INTV President Herman Land said last week. "In addition to 179 licensed independents, some 150 construction permits are outstanding, and most of those will be independents. The whole landscape is changing. Many markets that didn't have independents do have them now, and many others will get their first independents in the near future."

It's an explosive period for INTV as well, Land added. The association went into its convention this week with 83 members from 56 markets, representing 83% of the potential audience of all independents. The membership's total coverage encompasses some 54 million TV homes, or 65% of all U.S. TV homes. And this, Land said, will grow: He thought there was a good chance INTV would leave the convention this year with as

many as 90 members.

Another sign of independents' growth, Land said, is the importance accorded them by program syndicators. More than 40 syndicators are screening programs at the convention. "Independents are now their primary market," Land said.

"In programing," he continued, "we're changing the face of television. Within the system, it's the independents that are providing the real diversity."

Independents are not uniformly profitable, by any means, but their revenues continue to grow. In 1980, the last year for which the FCC collected figures, the total reached \$1.087 billion. INTV estimates that the figures reached \$1.351 billion in 1981 and \$1.882 billion in 1982.

If INTV's projections are correct, the total will pass \$2 billion this year for the first time, reaching \$2.068 billion. In INTV's estimates, independents' share of television's national spot advertising revenues will be about 25% this year, up from an estimated 23% in 1982.

Revenue gains reflect audience gains, of course, and it is the ratings that have caught the attention of advertisers—and of the commercial networks. Much has been made of the decline in the networks' ratings and share of audience. While news stories often tend to treat it as a loss primarily to pay cable, independents—and many network officials—insist that most of the networks' defecting viewers have turned to independents.

Thus INTV, using Nielsen figures for February of each year, calculates that between 1979 and 1982 independents in the top 20 markets gained two share points in early fringe (6-7:30 p.m.) while the affiliates lost three; in prime access time, independents gained four while affiliates lost six; in late fringe (11-11:30 p.m.), independents again gained four and affiliates lost six, and in late evening (11:30 p.m. to 1 a.m.) independents gained six and affiliates lost 10.

Only in prime time did these calculations indicate that the network loss went primarily to cable, or at least not to independents: In these hours (8-11 p.m.), independents gained two points while affiliates lost seven.

INTV also stresses that young adults (ages 18-49 and 25-54) form substantially greater proportions of independents' audiences than of affiliates' audiences in all dayparts from early fringe through late evening—again, with the exception of prime time—and that independents and affiliates are on a par in proportions of audience in terms of income, education and occupation.

For years, INTV and independents generally have been preaching the theme that, as

"In programing, we're changing the face of television . . . . It's the independents that are providing the real diversity."

—Herman Land, INTV

Malrite's Maltz put it last week, "people don't care whether they're looking at an affiliate or an independent; they're interested in what they see. It boils down to providing entertainment and information."

The commercial corollary is that advertising is as effective when seen in independent programming as when seen in affiliates' programming. Independents were making slow headway selling this idea until INTV commissioned Burke Marketing Research in 1979 to design and conduct a study. The study, done at a cost of \$340,000, tested the same commercials in both environments and



Land

produced results confirming that the two are, indeed, on a par.

The Burke findings have been credited with going a long way toward dispelling the "myth" of noncomparability. At this week's convention, the next step will be revealed: a Simmons Marketing Research study comparing the audiences of independents and affiliates in terms of product usage and demographics and—again—finding parity.

Convention time finds independents, based on a sampling taken by BROADCASTING, going into 1983 with a pretty good business year behind them and in most cases an instinctive belief, if not confidence, that this year will be better.

They also have concerns, most notably that the networks may succeed in their current drive for repeal of the FCC rules barring networks from ownership in independently produced programming and from engaging in domestic syndication. There is also a strong lingering fear that, despite what the networks say, the prime time access rule is not safe from eventual repeal.

Independents for the most part are quick to concede that strong off-network shows have helped them flourish, and they fear that if any of these rules are undone, their access to such shows will dry up.

BROADCASTING's sampling found that, as always, business conditions vary, but on the whole the reports were upbeat.

One of the rosier reports came from Metromedia Television, a premier independent-station group operator. Bob Somerville, vice president-director of sales, said the group has "just finished a banner year" and looks for "substantial" further gains in local and national business in 1983.

The 1983 outlook now, he said, represents a sharp improvement over what it appeared to be a month ago. He said that for January, for instance, business opportunities—advertisers buying or known to be preparing to buy—are currently running more than 20% ahead of a year ago. "The opportunities to do business are out there," Somerville said. "As Tom Tilson [Metromedia Television president] has told me often, for this business the future is paved with gold."

Phoenix was one of the markets repeatedly mentioned as places where "business is going through the roof." Dick DeAngelis, vice president and general manager of KPHO-TV there, said it's true. "Business is *very* good," he reported, hastening to add that "I knock on wood."

Phoenix, he said, is "a very fortunate community in having a diversity of industries not tied to the industries that are faltering today," and also in maintaining good population growth, not only from retirees but primarily from "an influx of youth." Though the construction business is off, DeAngelis said, "the construction that's going on in Phoenix would dazzle you."

As for 1983, DeAngelis, like many others, felt that "so much depends on the national economy." If the economists who say that recovery will start in the first quarter are correct, "it should be a bonanza," and if they're not, "it's hard to say." Over all, however, "I'm optimistic, though I don't have any tangible evidence to support my optimism."

One thing he was sure of, however: "Independents can compete with affiliates on an equal footing, and over time I see [this ability] strengthening." He offered some rating books as evidence: In the last three July books, he said, KPHO-TV was number one in the market, and in the 1982 November Arbitron it was tied for number two, sign-on to sign-off.

John Serrao, president and general manager of KTRV(TV) Nampa (Boise), Idaho, who is chairman of the INTV convention, said business in 1982—his station's first full year—didn't quite go through the roof, but would have "if it had been a normal year." "It was a good year for us," he said. "We met our forecasts."

Serrao looks to 1983 as "a good year for us, because we have four rating books behind us." In the latest of those, for November, he said, KTRV had a 19 average share in Monday-Friday prime time and a 23 average share for its prime time movie seven nights a week—right up there with the averages of two of the three network affiliates.

Ted Adams, general manager of WCIX-TV Miami and chairman of INTV, pronounced 1982 "a pretty good year for us," and said: "I think 1983 will be an up year—I don't know how far up, but up. The stock market is bullish, and that's a good sign."

Malrite's Milton Maltz said 1982 business was "good, but not great, and frankly I'm not surprised. When I look at all the smokestacks that are not smoking, I'm glad I'm in broadcasting." He saw 1983 as "improving," with the improvement already becoming evident.

Speaking for a wide range of stations, Don Robinson, head of Katz Independent Television Sales, said independents "had a terrific year in 1982," outperforming the general spot economy by 3% to 5%.

It was a good year, he said, for several reasons. Among them: Many independents carried baseball, which hadn't been available for much of the 1981 season because of the players' strike; a lot of new independents came on the air "and sopped up a lot of money—many millions," and independents' ratings continued to rise.

Robinson was confident that 1983 "will be



Serrao

a fine year," with "the erosion of network audiences continuing" and independents continuing to improve their audience shares not only in prime time but in other dayparts as well.

"A lot more is being done each year in the way of original programming for independents, and I think this trend will continue and be great for independents," Robinson said. On the sales side, he noted, more rep firms have been setting up units that specialize in selling independents, helping to spread the word more and more.

In Bloomington-Indianapolis, Elmer Snow, president and general manager of WTTV(TV), described business as "pretty darn good," with the 1982 fourth quarter "quite good" and the first quarter off to a "promising" start. "National business is quite strong but local is not as good as we'd like, and I think this is true of many stations," he added.

Gene McGurdy, president and general manager of WPHL-TV Philadelphia, said 1982 had been the "best ever" year for business and 1983 is starting off well. "The first quarter is running ahead of a year ago," he said. "It's hard to project beyond that, because advertisers are not buying long-term and they're buying closer to air date."

Ratings are still rising, McGurdy said, and they got an extra boost from the start of metered measurements in Philadelphia by Nielsen last fall and by Arbitron this month. "Usually the independents are the beneficiaries when meters come in," he said, "so we're operating with higher audience numbers than pre-meter." In some instances, he said, ratings are double what they were.

The big worry is the economy. "With un-



# Family, a public service program that really is a public service.

Today's family is changing faster than most Americans can keep up with. Mothers go to work. Fathers stay at home. And today's kids play computer games instead of stickball.



For three months, starting in February, RKO Television stations in Los Angeles, Memphis and New York will take a look at today's family in a comprehensive broadcast project involving news, public affairs and programming entitled, "The Changing Family."

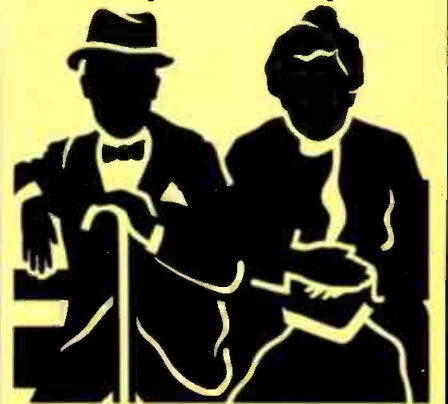
Each month, a locally produced documentary special



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The Children's Hour will examine the pressures on today's kids to achieve and conform. We'll explore the problems and the joys of growing up in today's world. From drug abuse and violence to the new challenges and frontiers facing tomorrow's adults.

Happy Ever After focuses on the revolution in the way Americans meet, marry or don't. We'll contrast the way it was to the way it is. From living together, to the singles scene, to marriage, divorce and today's new family units.



May to December examines the problems that America's increasing number of older people experience at mid-life. Concerns about retirement, social security, grown-up children and career change. And we'll explore ways some people are living longer, better and fuller lives in their later years.

It's one of the most ambitious projects we've ever undertaken focused on the most pervasive force in American society: The Changing Family.



## THE CHANGING FAMILY

**RKOG**  
TELEVISION  
DIVISION OF RKO GENERAL, INC.

9  
WOR-TV  
new york

13  
WHBQ-TV  
memphis

9  
KHJ-TV  
los angeles

employment at 11% to 12% and the budget deficit approaching \$200 billion, it has to worry everybody," McCurdy said. He noted that advertisers learned in earlier recessions that they couldn't stop advertising without losing market share, and so have "kept going" in the current recession. The concern then becomes: "Just how long can you keep doing that?"

Although inflation has slowed, he added, "it's still inflation, and you have to do that much more just to stay even. To improve, you have to pile increases on top of that."

Leavitt Pope, president of WPIX-TV New York, said business had been good in 1982 "and I don't see any reason why it shouldn't continue to be good." While other parts of the country "have had it pretty rough" in the recession, Pope said, "New York has been sort of a safe haven," and he couldn't see why that shouldn't continue, too.

Like other independents, Pope said he is "dead set" against repeal of the FCC's network syndication and financial interest rules. "I can't believe the networks would allow their better shows to go into syndication in a way that would compete with them," he said.

Although the networks insist they no longer seek repeal of the prime time access rule, many independents are not convinced. "Politics in Washington are so thick that I don't know what to think," Pope said. "But by and large, we would rather leave things the way they are—PTAR enabled independents to get an evening audience and, overall, it has increased the programming that's available."

Independents insist that network affiliates



DeAngelis

made a big mistake when their boards supported the networks—"blindly, some say"—on repeal of the financial interest and syndication rules.

"I think it will come back to haunt them" if the rules are repealed, WTTV's Elmer Snow asserted. "We have *Little House* while it's still on the network," he said. "I doubt we'd have it if those rules weren't there." Indicating the importance that affiliates see in the issue, WTTV is running the *Little House* episodes at 7-8 p.m. and, according to Snow, getting a 29 share with them in a market with five commercial and three public TV stations.

Katz Independent Television's Don Rob-

inson seconded the motion. "Stations—affiliates as well as independents—had better make their case to the FCC, because the networks are doing a strong job of selling their side," Robinson said. "There are potential problems for all stations if those rules go down."

As for PTAR, Robinson's advice to colleagues is to keep it—and keep a sharp eye out for attempts to repeal it. "I'm of the rather-be-safe-than-sorry school," he explained.

John Serrao of Nampa-Boise put it this way: "My God, they [the networks] have everything now. They're into all the new technologies. What do they want? I think they could make it very difficult for us to get programs [if the rules were repealed]."

Serrao is also one of many concerned about the outcome of the cable copyright compromise and the Copyright Royalty Tribunal's currently postponed hike in cable fees for importation of distant signals. If the fee hike sticks, he said, "it's going to eliminate independent signals from cable."

KPHO-TV's Dick DeAngelis said of efforts to change the rules: "The biggest battle independents have to fight this year—and affiliates, too, though many don't seem to realize it—is to maintain the status quo." Repeal, he said, would have "negative long-term conse-



Robinson

quences: I see a disruption of the [program] marketplace. It would hurt independents, no doubt about that, and it would hurt affiliates too."

Repeal of PTAR, DeAngelis added, "seems to be not a priority issue now, but it's not a dead issue."

Malrite's Maltz put his support for the rules a little more mildly than some of the others: "You learn to live with every situation that's presented to you, but I think the way it's structured now best fits the public interest."

Program costs are always a concern, but assessments of their current trends vary, like business, from market to market. Some independents said prices are ballooning; others, that they have become relatively stable.

One change cited by several broadcasters is, as one put it, "what's happening in feature films." Typically, they pointed out, feature film packages have provided, on average, for 10 runs over seven years. But with Warner Bros. Television's Volume 23 and

Paramount's Portfolio X, they said, this has been cut to six runs over three years, so that, in Lev Pope's words at WPIX-TV, "you have to get 'em on and off faster," playing them closer together.

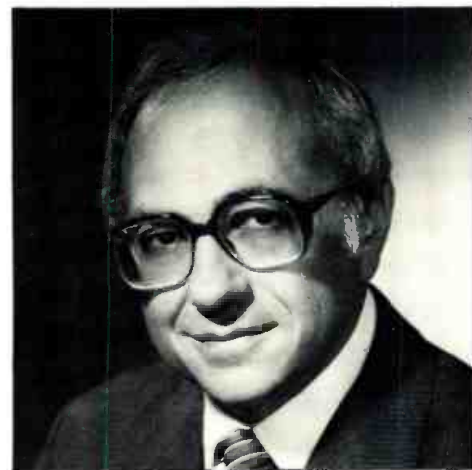
Another growing concern cited by independents: how many plays a film has had on cable before it gets into syndication. "We used to have to worry only about how many plays it had been given on network," said McCurdy, who reported that in Philadelphia a single movie was shown 38 times on three pay services in just one month (last August).

But prior cable plays don't seem to affect the prices of movies in syndication, McCurdy said: "It's a case of supply and demand." The number of feature films suitable for over-the-air broadcast is limited, so those that are suitable are in great demand.

McCurdy called program costs "scary" and continuing to escalate. He also felt that product development, already a problem, would become more difficult if PTAR were repealed. He thinks independents will "inevitably" have to do more local programming, and cites his station's *Dancing on Air*.

Where McCurdy, and others, found program costs scary and still going up, WPIX-TV's Lev Pope said he had seen "no precipitous increases in program costs in the past two years—maybe because of the growing number of barter shows, increasing the program supply."

Elmer Snow in Bloomington-Indianapolis tended to agree: "We had some extremely fast price escalation on syndicated programs and features three or four years ago, and we're not seeing that now—I think some people got burned back then. There seems to



Maltz

have been a general leveling of prices—but they're certainly not coming down."

They're not even leveling in John Serrao's opinion; they're "horrendous," and rising. "That bothers us," he said. "It's the one major area which we can't control."

Ted Adams at WCIX-TV also reported program costs "going up, up, up." "If I had a wish list," he said, "I'd wish for less exhibition of greed on the part of program suppliers—but maybe that's too strong: Maybe I should just say I'd like to see less in the way of higher prices from syndicators. But it's hard to believe costs have gone up as much as the salesmen would have us believe, especially on older shows." □

**Congratulations  
to "FYI" on  
the start of  
its fourth year.**

**And thanks  
to the people  
who make it  
happen.**



**Host: Hal Linden**

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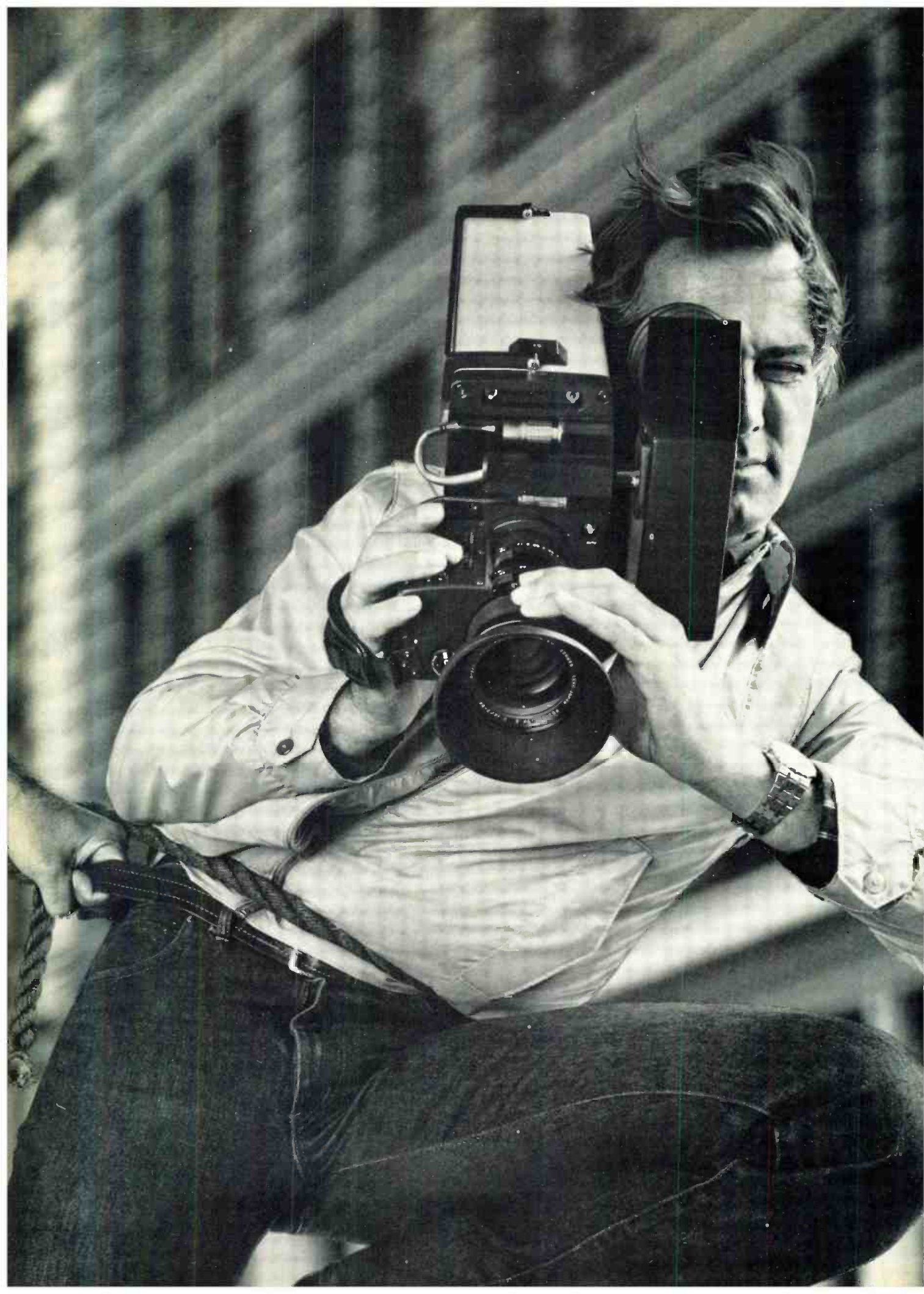
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LINDA KLINE	Head Writer
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CAROL LUIKEN	Hal Linden's Wardrobe
SAL MANIACI	Assistant Producer
GREG MASON	Business Manager
NEIL O'DONNELL	Field Producer
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SUSAN POMERANTZ	Associate Director
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**ABC Television Network **



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It's the new Harris TC-90.

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

### Only 7.9 pounds.

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

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

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

### No blind-siding to the right.

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

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

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

### Built-ins, not add-ons.

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

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

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



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

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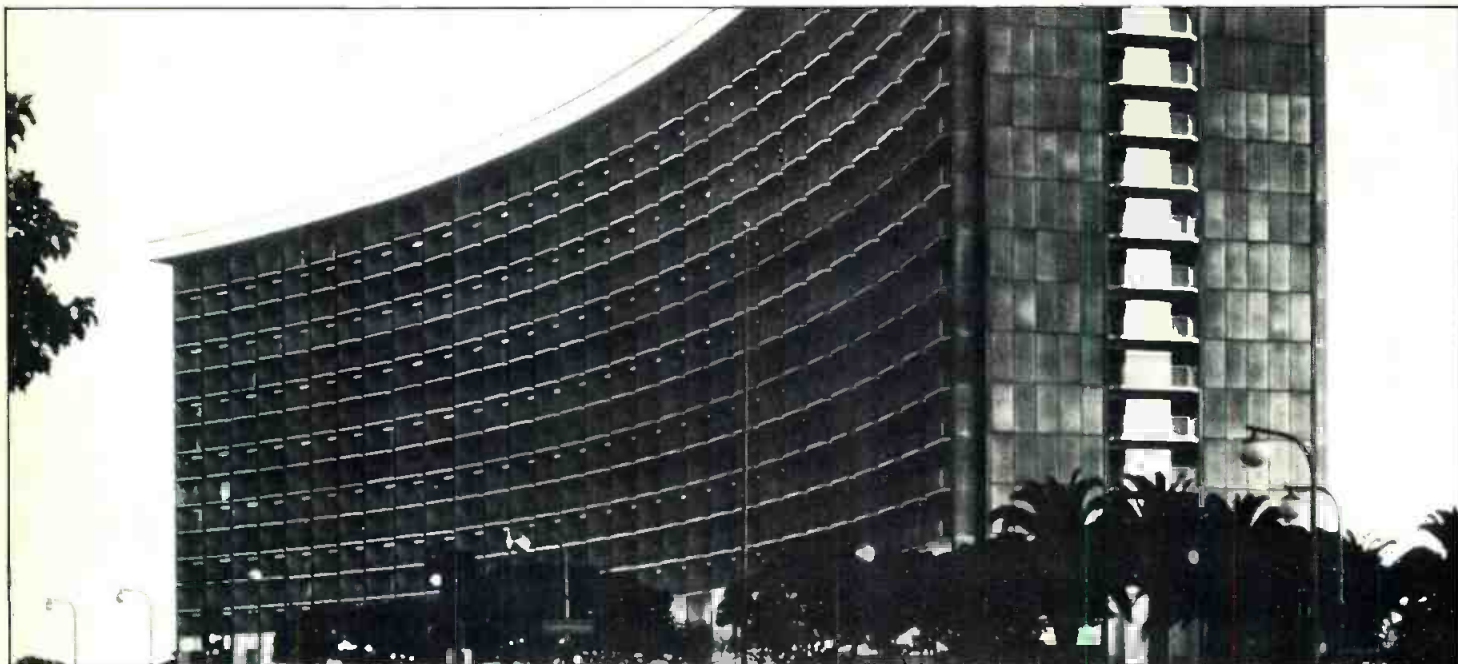
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# HARRIS



## Indie activity at the Century Plaza

**INTV's annual gathering is on in Los Angeles with increased emphasis on screenings, financial interest and syndication rules**

The Association of Independent Television Stations began meeting in Los Angeles last Saturday (Jan. 15) for its 10th annual convention. There are several departures in format this year as compared with previous years, as a result of what INTV President Herman Land termed "the tremendous growth and success of independent stations in recent years."

The meeting, headquartered at the Century Plaza hotel, will for the second year feature screenings by program suppliers. "All indications are that the screenings will be even more successful than they were last year in Washington," Land told BROADCASTING last week. "We sold out our screening capacity very quickly. There is growing interest [in our industry] on the part of syndicators because of the primary market we re-

present." He said more syndication companies have affiliated with INTV than ever before. The screenings began Saturday afternoon and will continue through today (Jan. 17). For the first time, syndicators are holding a reception for attendees, tonight at the 20th Century-Fox Studios.

Land sees two overriding issues confronting INTV members this year: the possible repeal of FCC rules prohibiting television networks from domestic syndication and ownership participation in programs others produce, and cable copyright legislation. The latter topic will be addressed Tuesday at 10:15 a.m. by a panel on the "The Cable Copyright Crisis." Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, will discuss the "Congressional Outlook" on Tuesday at 2:30 p.m., to be followed by former FCC Chairmen Dean Burch and Richard E. Wiley addressing the question, "Should the Financial Interest and Domestic Syndication Rules Be Repealed?" The con-

vention adjourns at 4:45 p.m. Tuesday.

Other sessions available to the roughly 650 conventioners who are expected include a presentation of the first INTV Service Award, to John W. Kluge, chairman and president of Metromedia Inc., at the Sunday luncheon; a gala dinner hosted by the four Los Angeles independent VHF stations Saturday night at the studios of KTLA(TV) in Hollywood, and an "investors' look" at communications Tuesday at 9 a.m., during which analysts from Boston and New York will assess the television industry. On Monday at 10:45 a.m., a panel containing representation from cable, syndication, market research and a major studio will discuss "The Future of Network Programing," with emphasis on how independents will be affected. Also new this year are two workshops—for sales managers and program managers—running on Saturday morning concurrent with a closed general managers' session.

The full agenda follows:

### Sunday, Jan. 16

**INTV welcome**, 9-10:30 a.m. Los Angeles room. Reports from INTV executives and FCC Mass Media Bureau chief Larry Harris.

**Opening session. *The Future of Network Programing***, 10:45-noon. Los Angeles room. Moderator: Anthony Cassara, Golden West Television. Panelists: Ed Vane, Group W; Paul Lenburg, ASI Market Research; Gary Nardino, Paramount Television; Greg Nathanson, Showtime.

**Luncheon**, 12:15-2 p.m. Los Angeles room. Special Guest: John Kluge, Metromedia chairman and president.

**Three concurrent sessions. *Research and New Techniques to Maximize Sales***, 2:30-3:25 p.m. (repeated at 3:35 p.m.) Sherman Oaks room. Moderator: Diane Sass, WNEW-TV New York. Panelists: Gene Cunningham,

Blair Television; Cathy Egan, Katz Independent Television Sales; Richard Feldman, Metro TV Sales. ***Can Meters Increase Your Profit?*** 2:30-3:25 p.m. (repeated at 3:35 p.m.) Encino room. Moderator: Bill Frank, KCOB(TV) Los Angeles. Panelists: Blaine Decker, Arbitron; Jon Gluck, MMT Sales; John Ruzzi, WPHL-TV Philadelphia; Don Searle, KCOB(TV) Los Angeles; David Traylor, A.C. Nielsen. ***New Independent Station Workshop***, 2:30-4:15 p.m. Plaza room. Moderator: Gene Adelstein, KZAZ-TV Tucson, Ariz. Panelists: Daniel Brenner, FCC; Milt de Reyna, WPML(TV) Mobile, Ala.; Robert Hamacher, KAYU-TV Spokane, Wash.

### Monday, Jan. 17

**Morning sessions. *Trends in Agency Buying***, 8:45-9:45 a.m. Los Angeles room. Moderator: Robert Jones, INTV. Panelists: Gene DeWitt, McCann-Erickson; Don Martin, Ralston-Purina; Ethel Rosner, Ted Bates

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Alan is also an accomplished musician and will treat the audience to pop tunes of the day, often performed on location. And, every Friday night, a major top 40 attraction will be highlighted.

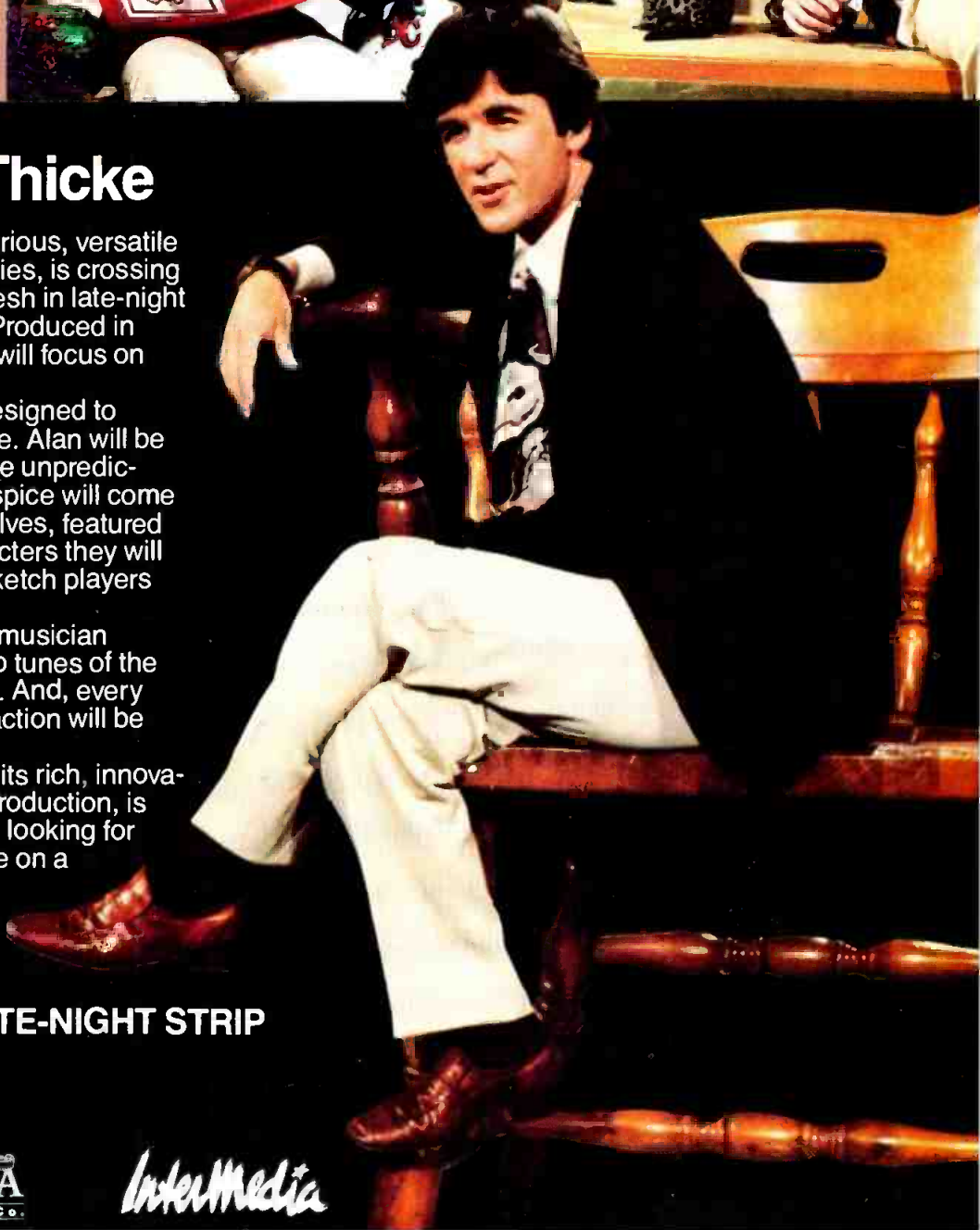
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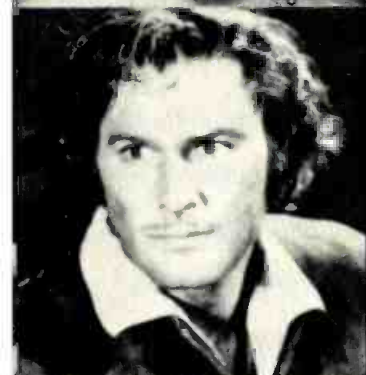
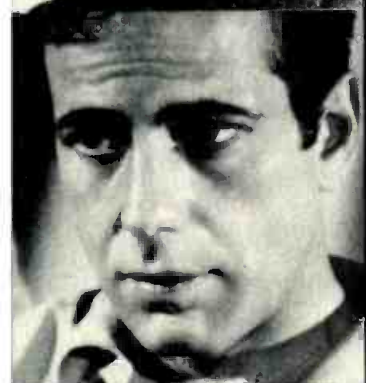
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**Program Distribution.** 9:45-9:55 a.m. Los Angeles room. Harold Protter, KPRL-TV.

**The STV-Indie Marriage.** 9:55-10:30 a.m. Los Angeles room. Moderator: Richard Block, Dick Block & Associates. Panelists: Burt Harris, Harriscope Broadcasting and Harris Cable Corp.; Michael Kievman, Cox Communications; Lionel Schaen, SelecTV Programming.

**Promoting the Independent Station.** 10:45 a.m.-12:15 p.m. Los Angeles room. BPA promotion prize winners and INTV promotion awards.

**Screenings.** 12:15-5:15 p.m. Individual suites.

**Distributors' party.** 6:30-8 p.m. 20th Century-Fox studios.

## Tuesday, Jan. 18

**Session. Investors Look at Communications.** 9-10 a.m. Los Angeles

room. Moderator: Milton Maltz, Malrite Communications. Panelists: Alice Frenz, Shawmut Bank of Boston; Dennis Leibowitz, Donaldson Lufkin & Jenrette; David Londoner, Wertheim & Co.

**Session. The Cable Copyright Crisis.** 10:15-11:25 a.m. Los Angeles room. Moderator: Herman Land, INTV. Panelists: Fritz Attaway, Motion Picture Association of America; Roger Cooper, Roger Cooper & Associates; David Polinger, WPX Inc.; Carol Randles, NAB; J. Laurent Scharff, INTV counsel; James Mooney, NCTA.

**Session. Financial Interest and Domestic Syndication: the ANA Position.** 11:30-noon. Thomas Ryan, ANA.

**Luncheon.** 12:15-2 p.m. Beverly Hills room. Special Guest: Stephen Sharp, FCC commissioner.

**Congressional outlook.** 2:30-3 p.m. Los Angeles room. Representative Timothy Wirth, chairman Telecommunications Subcommittee.

**Closing session. Should the Financial Interest and Domestic Syndication Rule be Repealed.** 3:15-4:45 p.m. Los Angeles room. Moderator: Herman Land, INTV. Panelists: Dean Burch, representing the Committee for Prudent Deregulation; Richard Wiley, representing CBS.

## How suite it is

**INTV program offerings expected to be viewed by record number of buyers**

At least 48 program syndicators will be screening their wares at this week's INTV convention, a field nearly two-thirds larger than that assembled for last year's event in Washington. Program watchers note a smaller number of first-run series available this year, but expect a larger crowd of potential buyers, representing both independent and affiliated stations.

This year's INTV convention is likely to be "much busier" than last year's, according to Mike Levinton, vice president, director of programming, Blair Television. Its location in Los Angeles will permit many more companies to establish a presence, he said either formal or informal.

Levinton and a number of other program experts predict a significant increase this year in the number of buyers from affiliated stations hoping to beat their competition at screening first-hand some of the season's new first-run series. Although buyers in the

largest markets have already been approached with many of these series, those in medium and small markets will have their first chance at INTV to see such series as Columbia Pictures Television/Sandy Frank's *Lie Detector* and Paramount Television's *Taking Advantage*.

New movie packages, one from Paramount Television and another from Warner Brothers Television, are likely to be among the products of most interest to independents, according to a number of prospective buyers, including Barbara Smith, program director and film buyer, WCIX-TV Miami. Many movies have been held off the TV market in the last two or three years while distributors assessed the impact of pay TV, but this year, according to program watchers, there is a slight increase in the product available.

Among offerings for daytime, Syndicate Services' 90-minute block of game shows appears to be generating substantial interest. Being marketed especially to independents, the package includes three new versions of game shows that previously had network runs: *Chain Reaction*, *Three on a Match* and *Eye Guess*. They are co-ventures of

Syndicast Services, Dick Clark Presentations and Bob Stewart Productions and are being bartered together or separately.

Another daytime series attracting attention is Group W Production's *He-Man and Masters of the Universe*, a package of 65 animated half-hours featuring characters adapted from Mattel toys. Other children's series to be shown at the convention include Lexington Broadcast Services' *Superfriends*, a package of off-network animated series of 100 episodes featuring such cartoon characters as Superman, Batman and Robin, and Wonder Woman. Lexington Broadcast Services will also release at the convention *The LBS Children's Theater*, a 52-week series of first-run half-hour specials hosted by Chuck McCann. Episodes include *The Remarkable Rocket*, based on the Oscar Wilde story of the same name and narrated by David Niven, and *The Sorcerer's Apprentice*, narrated by Vincent Price.

In late-night fare, *Mary Hartman, Mary Hartman*, released for syndication for the first time since its original runs in 1976-77, appears to be generating some interest. Being distributed by Embassy Telecommunications, it is to be available for April of this year in a package of all 325 original episodes.

Another new entry to late night, *Carson Comedy Classics*, is being offered by Columbia Pictures Television. The series of daily half-hours is a collection of the skits Carson has done for years on the *Tonight Show*.

Yet another late-night show, just announced in Hollywood last week, is *Thicke of the Night*, a 90-minute weekday program hosted by the Canadian talk show host who has also been a writer and producer for Norman Lear. It is a production of MGM/United Artists, Fred Silverman's InterMedia Co. and the Metromedia stations (see page 106). Another new late-night show, *The Larry King Show*, starring Mutual Radio Network's all-night host, is scheduled to be screened at the convention by producer

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## MCA-TV.

A new crop of off-network shows, a staple for independents, will also be offered, including the *BJ/Lobo Show* and *House Calls* from MCA-TV and available immediately and *Rowan and Martin's Laugh-In* from

Lorimar, *Red Skelton* from Group W and *Taxi* from Paramount, available late in 1983 and *Benson* from Columbia Pictures Television and *Diff'rent Strokes* from Embassy.

Although the number of first-run syndicated shows is down from previous years,

Barry Thurston, vice president, programming, Field Communications, believes the INTV convention will generate "a lot of conversations" that are likely to lead to new packages in time for NATPE. "It will be interesting," he said, "to see what comes out of INTV."

## Programs and people in the INTV screening rooms

- Alan Enterprises** 1759  
26170 Pacific Coast Hwy., Malibu, Calif. 90265  
Vietnam: The Ten Thousand Day War, Speed Racer, Abbott and Costello Show, Felix the Cat, Mighty Hercules. **Staff:** Alan Gleitsman, Cheri Rosche, Ron Harrison, Chris Buchanan.
- All American Television** 1501  
250 Fifth Ave., Suite 503, New York 10001  
America's Top 10, Portrait of a Legend, We're Dancin', Revolutions Per Minute, America's Top 10 Book of Love, An America's Top 10 Christmas, Rock 'n' Roll: The Early Years, America's Top 10 Music Video Awards. **Staff:** George Back, Joan Marcus, Dick Perin, Marvin Grieve.
- Almi Television Productions** 1460  
1500 Broadway, New York 10036  
Oklahoma, South Pacific, Jennifer's Journey, The Entertainers, American Life. **Staff:** Charles Larsen, Graham White, Mary Bowl.
- American Television Syndication** 1601  
150 W. 58th St., New York 10019  
An Evening at the Improv, Grand Prix All-Star Show, Lorne Greene's Wilderness. **Staff:** Larry O'Daly, Jim O'Daly, Dan Mulholland.
- Andrews & Associates** 1602  
1270 Avenue of the Americas, New York 10020  
This is Your Life\*, This Day in Sports\*, Talk About Pictures\*, Track News Service\*. Phil Silvers Show, Our Miss Brooks, The Millionaire, Have Gun Will Travel, Trackdown, Whirlybirds, Brothers Brannagan, Air Power, Rendezvous, Navy Log, Perfect Ten, Group I. **Staff:** William Andrews, John Carson, Don Toye, George Mitchell.
- Blair Video Enterprises** 801  
717 Fifth Ave., New York 10022  
Wake Up the Echoes—A History of Notre Dame Football, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, Sons of Christmas, News that Rocked '82, Rock 'n' Roll Show.
- Capital Cities Television** 759  
4100 City Line Ave., Philadelphia 19131  
Series V of Capital Cities Family Specials, Our Daily Bread, Can't Read... Can't Write documentaries, Juggler of Notre Dame.
- CBN Syndication** 1001  
Virginia Beach, Va. 23463  
Superbook, Flying House, XPOSE, Another Life, 700 Club. **Staff:** John McEntee, Ed Mashatka, Norman Mintle.
- Claster Television Productions** 1101  
660 Kenilworth Dr., Towson, Md. 21204
- Columbia Pictures Television** 1660  
Columbia Pl., Burbank, Calif. 91505  
Charlie's Angels, Benson, Soap, Fantasy Island, Barney Miller, Carson's Comedy Classics, Police Woman, Starsky & Hutch, SWAT, Hart to Hart, What's Happening, Carter Country, Family, Police Story, 18 feature packages, miniseries, cartoons, other series. **Staff:** Joseph Indelli, Richard Woolen, Steve Astor, Janet Bonifer, Richard Campbell, Patrick Kenney, Mitchell Sallitt, David Mumford, Herb Weiss, Ken Doyle, Steve Mulderig, Don Bryan, Tom Holland, Beryl Katsafanas, Stewart Stringfellow, Jack Ellison, Gary Montanus.
- Comworld International** 960  
Box 1788, Provo, Utah 84601  
Wanted by the FBI, Afternoon. **Staff:** Peter Yaman.
- DFS Program Exchange** 1160  
405 Lexington Ave., New York 10174  
Bewitched\*, Olympic Champions, Super Bullwinkle Show, Scooby Doo, Flintstones, Bullwinkle, Rocky & His Friends, Underdog, Tennessee Tuxedo, Uncle Waldo, Dudley Do Right & His Friends, The Jetsons, Johnny Quest, Inch High Private Eye, Young Samson, Space Kiddettes. **Staff:** Jack Irving, Sue Radden, Wally Chateaufvert, Tim Strosahl.
- ELA Syndication** 860  
153 E. 53d St., New York 10022  
Herself the Elf. **Staff:** Ave Butensky, Ron Zaka, Bill Koenigsberg, Rich Goldfarb, Athene Deveaux.
- Entervision** 959
- European Television** 1654
- Florida Film Productions** 1055
- Four Star Entertainment** 1002
- Genesis Entertainment** 1559  
245 Perimeter Center Pwy., Suite 420, Atlanta 30246  
Classic Country featuring the Stars of the Grand Ole Opry, World War II, Wild Wild World of Animals, Wilderness Alive, The Africans, Danny Wilson's Afterschool Specials, Third Testament, Life Around Us. **Staff:** Gary Gannaway, Roger Adams.
- Gold Key Entertainment** 902  
931 N. Cole Ave., Hollywood  
Bill Burrud's Quest, Odyssey, Main Events II, Poseidon Files.
- Golden West Television** 1259  
5800 Sunset Blvd., Los Angeles 90028  
Woman To Woman\*, Being with John F. Kennedy, Scared Straight, Richard Simmons Show, Couples, Gene Autry movie package, Hollywood Christmas Parade. **Staff:** Bill Schickler, Bruce Johansen, Betty Alofsin, Jim Francis, Carla Hammerstein, John Garofolo.
- Group W Productions** 1860  
70 Universal City Pl., Universal City, Calif. 91608  
Red Skelton Comedy Hour\*, He-Man and Masters of the Universe\*, PM Magazine, Hour Magazine, NEWSFEED. **Staff:** Edwin Vane, George Resing Jr., Leonard Giarraputo, Frank Miller, Daniel Cosgrove, Andy Spitzer, Jack Swindell, Linda McMann, Judith Bernat, Jim McCann, Cathy Considine, Clark Morehouse, Jack Foley, Owen Simon, Carol Strond, Nancy Hartwell.
- Jeff Vander Lou Productions** 859  
2953 Dr. Martin Luther King Dr., St. Louis 63106  
Phoenix Rising, Cruise Brothers and Miss Malloy, Dragon's Riddle, After Hours With, Breaking Point.
- King Features Entertainment** 1701  
235 E. 4th St., New York 10017  
Zoom, Popeye, Cool McCool, Beatles, Beetle Bailey, Barney Google, Snuffy Smith, Crazy Kat, Perspective on Greatness, Blondie, Flash Gordon, TV Time Capsules, Hints from Heloise, The Butcher, Linehan & Co.\* **Staff:** William Miller, Donald Barrabee, Toby Rogers.
- Lexington Broadcast Services** 1202  
800 Third Ave., New York 10022  
Battle of the Beat, Family, Superfriends, How the West Was Won, Inspector Gadget, LBS's Children's Theater, LBS Music Network, The Road to Sarajevo, Health Field, Peter and the Magic Egg, Prime of Your Life, Strawberry Shortcake, Sha Na Na, Dr. Snuggles, Glen Campbell Music Show, Laugh Trax. **Staff:** Henry Siegel, Robert Turner, John Ranck, Roger Lefkon, Wendy Phillips, Roberta Marcus, Lisa Merians.
- Lorimar** 702  
10202 W. Washington Blvd., Culver City, Calif. 90230  
Laugh-In\*, Dallas, Eight is Enough, film packages. **Staff:** Tony Brown, Ken Page, Chuck Atkins, Dennis Greshman.
- MCA TV** 1760  
445 Park Ave., New York 10022  
Switch\*, House Calls\*, BJ/Lobo Show\*, Memories with Lawrence Welk\*, Those Amazing Animals\*, Hardy Boys/Nancy Drew Mysteries, Quincy, Buck Rogers\*, Incredible Hulk, Rockford Files, Salute\*, Larry King Show\*, Quest for Gold\*, Road to Los Angeles\*, Pop 'n' Rocker Game\*, Hit List, Champagne Movies, Universal Network Movies, Battlestar Galactica, Olivia Newton John special\*. **Staff:** Al Rush, Lou Friedland, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Marc Grayson, Chuch Gerber, Bobbi Fisher, Stephanie Beatty.
- Media Five** 901  
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M	1	3					KLXV 10 P
	9	26					KTNV 13 A
	7	20					KVBC 3 N
	9	26					KVVU 5 I

Viewers in r. 416

**INDEPENDENT RANKINGS**

STATION	CITY	RANKING
KVVU • TV	LAS VEGAS	9/26
KPHO • TV	Phoenix	6/20
KPTV • TV	Portland	8/19
KTRV • TV	Boise	6/19
WGN • TV	Chicago	7/17

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\*\* NIELSEN-NOVEMBER 1982 LAS VEGAS, SUN-SAT,7AM-1AM/METRO

Survey subject to qualifications as defined by reporting service.

1983 American Hotline Series. Ort... as in Sport. Why Your Kid is on Drugs. American Dreams. Off the Record. Semi-pro. Sweet 16 and Pregnant. Shoot Don't Shoot. Going Straight. Say Goodbye Again. Hard Time. Combat in the Classroom. Whatever Happened to Lori Jean Lloyd. Mom I Want to Come Home Now. Angel Death. Just Kidding. Buster & Me. **Staff:** Linda Sheidon, Rae Brooks.

**Metromedia Producers Corp.** 1102  
5 TV Place, Needham Branch, Boston 02192

Tom Cottle Up Close. Merv Griffin Show. Pantomime Quiz. Cosmic Code. Survive. Radioactive TV. Miller's Court. Healthbeat. Dynasty. Vega\$. That Girl. Ann Sothern Show. New Avengers. Untamed World. Presidential Command Performance. Assassins Among Us. Cancer Confrontation. Sex Teen-age Style. A Question of Personal Privacy. Teen-age Suicide: Don't Try It. Angel Death. Undersea World of Jacques Cousteau. Jane Goodall and the World of Animal Behavior. Little Gloria... Happy At Last. Naked Under Capricorn. Sara Dane. I Claudius. Wild Times. Roughnecks. Cosmic Code. Groovy Ghoulies and Friends. Crusader Rabbit. My Favorite Martian, five film packages. Fantasy Island. Charlie's Angels. Starsky and Hutch. Family. Strike Force. S.W.A.T.. Movin' On. Dusty's Trail. Chooper One. Firehouse. Here We Go Again. Primus. **Staff:** Robert Bennett, Paul Rich, Carl Menk, Jim Ricks, Bill Featherstone, Ed Hawkins.

**MGM/UA Television** 1260  
1350 Avenue of the Americas, New York 10019

ChiPs. World of Mother Teresa. Evening with Gene Kelly. Courtship of Eddie's Father. How the West Was Won. Man/Girl from U.N.C.L.E.. Medical Center. Please Don't Eat the Daisies. Then Came Bronson. Thin Man. Conquest. Dakari. Gilligan's Island. Mothers-in-Law. My Mother the Car. Patty Duke Show. Rat Patrol. Outer Limits. 15 motion picture feature packages. Pink Panther. Tom and Jerry. New Tom and Jerry Show. MGM/105. Bugs Bunny & Warner Bros. Cartoons. Popeye. Crime Does Not Pay. Our Gang. Passing Parade. Pete Smith Specialties. Circus Parade. The Citadel. Fame. Gavilan. Seven Brides for Seven Brothers. McClain's Law. Flamingo Road. Chicago Story. The Yearling. Pandamonium. Meatballs & Spagetti. Gilligan's Island. Sean. Studs Lonigan. Magic of the Stars. James Cagney: That Yankee Doodle Dandy. Farrell for the People. Paper Dolls. Cry for the Strangers. Hear No Evil. Johnny Belinda. Journey's End. I Was a Mail Order Bride. I Take These Men. Witness for the Prosecution. Casey Stengel. Dear Liar. Death of a Centerfold. Fantasies. Incident at Crestridge. Marion Rose White. This House Possessed. Trials of Oscar Wilde. On the Run. **Staff:** Lawrence Gershman, Joseph Tirinato, George Blaug, Susan Swimer, Jean Goldberg, Stacy Valenza, Robert Corona, Philip Smith, Leslie Friends, William Kunkel, Sheryl Hardy, Robert Horen, Thomas Dwyer, Jay Silha, Virgil Wolff, Ken DuBow, Peter Preis, John MacDonald, Bill Wineberg.

**Muller Media** 802  
36 W. 44th St., New York 10036

American Diary\*. Premier Showcase. Real McCoys\*. Masters of the Martial Arts. Fabulous Follies. Just for Laughs. **Staff:** Leonard Soglio,

Robert Muller.

**Multimedia Program Productions** 1060  
140 W. Ninth St., Cincinnati 45202

Country Comes Alive 3, Austin City Limits Encore. Nashville on the Road. Pop Goes the Country Club. Young People Specials. Donahue. **Staff:** Donald Dahlman, Jay Dunlap, Lee Jackoway, Joe Cifarelli, Dan McCarthy, Jane Dowden. Larry Frankenbach, Betty Mills.

**OPT/TPE** 1159  
919 Third Ave., New York 10022

Solid Gold. Entertainment Tonight. Starsearch The Face of the Eighties. Blood Fued. Sadat. Helen and Teacher. A Woman of Substance. **Staff:** Phil Flanagan, Mary Jane Hastings, Karen Volkman, Mike Weiser.

**Orion Entertainment** 1702  
1875 Century Park East, Los Angeles 90067

Orion I. Aerobicise. That's Funny, Saturday Night. **Staff:** Jamie Kellner, Alex Horwitz, Scott Towle. Larry Hutchings, Donald Frey, Rick Jacobson, Richard Colbert, Thomas Cario.

**Pappas Teleproductions** 1859

**Paramount Television** 1059  
1 Gulf & Western Pl., New York 10023

Paramount First Run Entertainment Specials\*. Portfolio X\*. Taking Advantage\*. Taxi. Mork & Mindy. Portfolio 8 and 9. **Staff:** Rich Frank, Randy Reiss, Bob Jacquemine.

**Polygram Television** 1801  
3940 Overland Ave., Culver City, Calif. 90230

Movie Package. Boy Who Drank Too Much. Critical List. Fighting Back. First You Cry. Nowhere to Run. Something for Joey. Thornwell, Vampire, Eric Sevareid's Chronicle, Other Views/Other Voices\*. Carole Shaw Show\*. Laurel and Hardy Laughtoons\*. **Staff:** Norman Horowitz, Dalton Danon, Dick Jolliffe, Tay Voye, David Friedman, Jack Garrison.

**Syndicast Services** 1402  
2 W. 45th St., New York 10036

Three on a Match\*. Eye Guess\*. Chain Reaction\*. Twice a Woman. Woman's Page. Country Jamboree. Anka, Ebony/Jet Celebrity Showcase\*. Battle of the Las Vegas Showgirls II. NAACP Image Awards\*. Macfadden TV Movies\*. What's at the Movies\*. Good Vibrations\*. Freeze Frame. Olympic Dreams\*. Great American Sports Debates\*. Olympic Gold\*. **Staff:** Leonard Koch, Sheldon Boden, Harold Comings, Garry Lepkanich, Terry Paoillo.

**D.L. Taffner** 1401  
1370 Avenue of the Americas, New York 10019

Children's Animated Classics. Hollywood, World at War. Blood and Honor\*. Jennie. Benny Hill Show. After Benny Thunes Presents, Thames Originals\*. Wayne & Shuster. Three's Company. Too Close for Comfort. KGB Connections. Al McGuire Onsports\*. **Staff:** Dick Cignarelli, Mike Fahn.

**Telepictures Corp.** 1802  
One Dag Hammarskjold Pl., New York 10017

Newscope. Love Connections. New Dick Van Dyke Show. Fridays. People's Court. Real People. Here's Lucy. My Favorite Martian. N.I.W.S.. two movie packages. **Staff:** Richard Robertson,

Jim McGillen, Scott Carlin, Jim Martz, Mark Robbins, Jody Shapiro, Diana Foster, Rich Grove, Howard Weiner.

**Tribune Productions** 701  
435 N. Michigan Ave., Suite 1429, Chicago 60611

At The Movies, U.S. Farm Report. **Staff:** Sheldon Cooper.

**Turner Program Services** 1201  
1050 Techwood Dr., Atlanta 30318

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Movietone News. The Smithsonian, Trapper John, Dance Fever, Midnight Special. Batman, Lost in Space, Voyage to the Bottom of the Sea, Daniel Boone, Century 11. **Staff:** Steve Roberts, Robert Morin, Joseph Greene, Bob Buchanan, Jim Puffer, David Skillman, Gary Grandolph, Denny Juravic, Al Shore, Tony Bauer.

**Viacom Enterprises** 1402  
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Family Fued, Hawaii Five-O, All in the Family, Mary Tyler Moore. Bob Newhart, Viacom Features VIII, Viacom Features Nine, Gasp, Special Delivery, The Exploitable. People Vs. **Staff:** Robert Glaser, Joseph Zaleski, Jack Kelley, Paul Kalvin, Dennis Gillespie.

**Victory Television** 660  
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Lou Grant, Rhoda, White Shadow, WKRP in Cincinnati, Streets of San Francisco. **Staff:** Jim Victory, Chuck Wolfertz, Ben Okulski, John Rohrs Sr., John Rohrs Jr.

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**Worldvision Enterprises** 602  
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CHICAGO	WGN, 10 pm	+ 71%
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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%
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DENVER	KWGN, 10 pm	+ 92%
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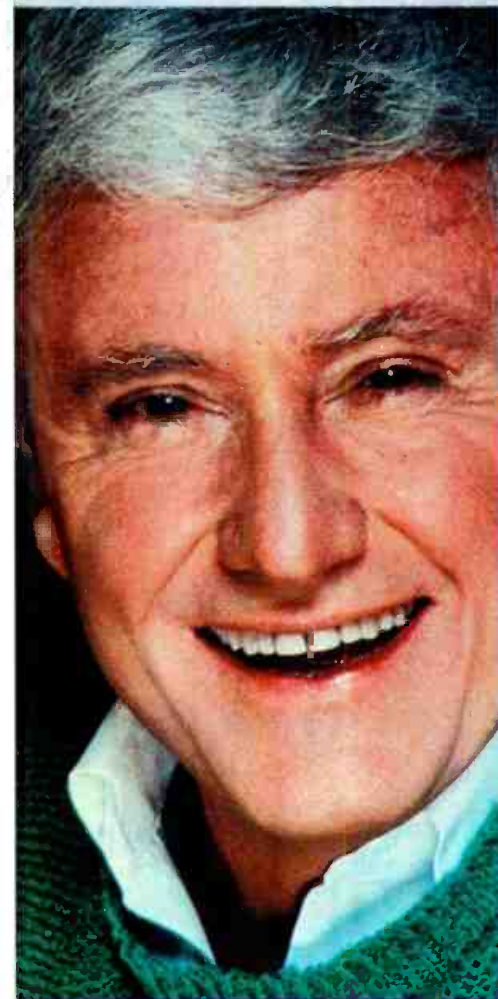
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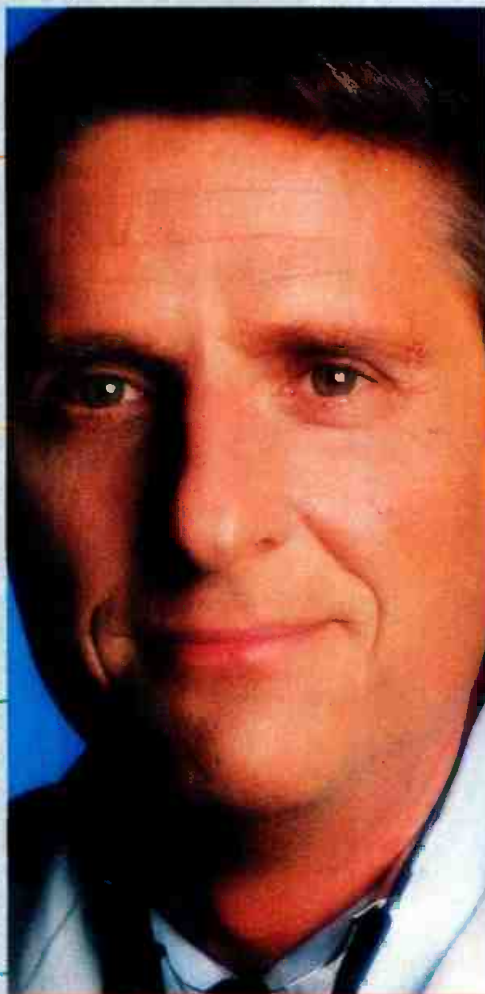
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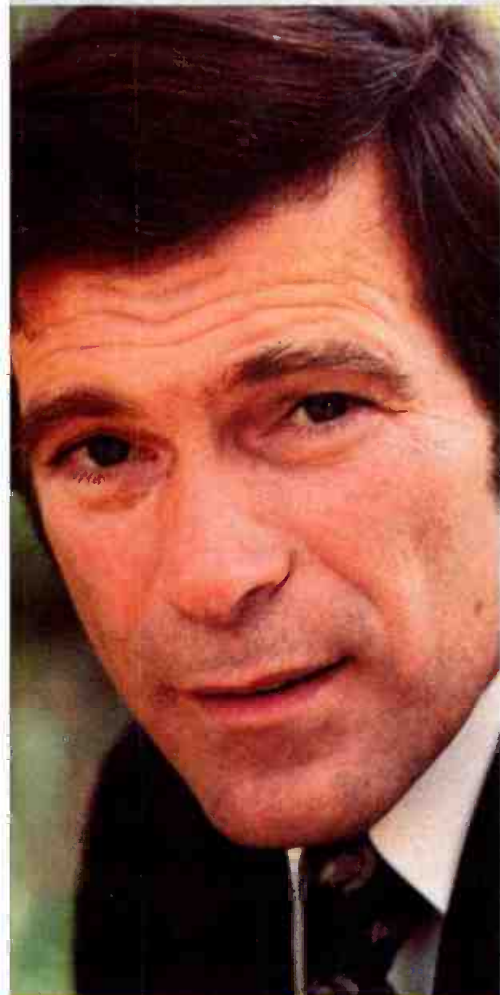
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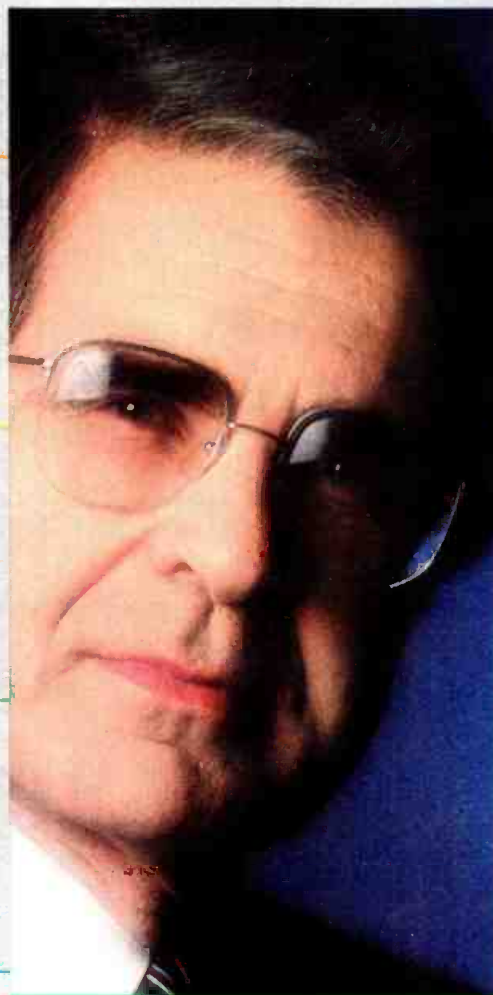
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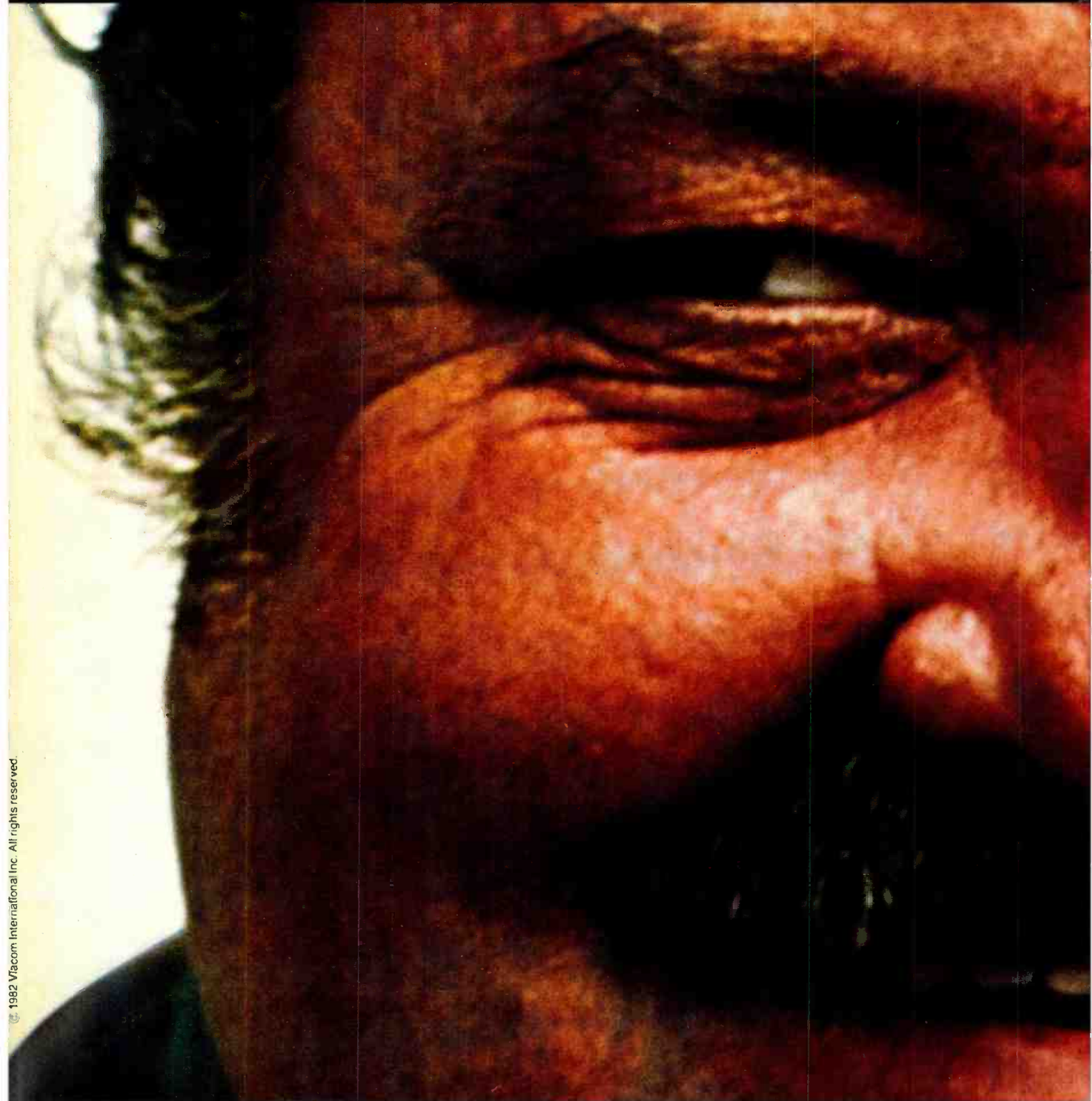
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## FCC in 1983: Undaunted deregulatory march

**Chairman Fowler seems sure of most of the votes that he needs, as the marketplace-oriented approach of Reaganism continues; loss of Sharp and Fogarty seen as having little impact on five-member FCC**

There's still more deregulation on the way for the mass media. The FCC, under the chairmanship of Mark Fowler, has made important strides in that direction over the past 20 months. The prospects for further movement in broadcasting seem especially strong, both because the commission already has cleared from its plate many of the common carrier items that have been demanding its attention, and also because Fowler has demonstrated that he has the votes to support most of his positions.

There has been speculation about whether Fowler will still have those votes after June 30, when the terms of Commissioners Joseph Fogarty, a Democrat, and Stephen Sharp, a Republican, expire and the commission is permanently reduced to five members. But an examination of the commissioners' voting records over the past year, and interviews with the commissioners themselves, indicate that the loss of Sharp and Fogarty should make no big difference.

Fowler will lose his strongest supporter in Sharp (the only commissioner, for example, who sided with the chairman in the FCC's Waters Broadcasting case (BROADCASTING, Dec. 6, 1982). In that, the majority overrode a Review Board ruling and awarded an FM grant in Hart, Mich., to a black woman over the competing application of local residents. And Fowler will also miss Fogarty, who voted with the chairman on most key mass media items, even though he led the opposition in several tough votes.

After Fogarty's departure it will fall to Henry Rivera, a former business lawyer, and

by his own description a "conservative to moderate Democrat," to represent what for this commission is the extreme left wing. Rivera, who told BROADCASTING he expected to vote with the chairman on most mass media issues, just as he has in the past, said, however, he saw little hope of overpowering the chairman in the few cases when their opinions might vary.

(In those few cases, in fact, Rivera said he thought Fowler would be able to count on having Commissioner Mimi Dawson, a Republican, on his side, and that Rivera would tend to side with Commissioner Anne Jones, a Republican. Commissioner James Quello, a Democrat, would be the "swing vote" in those cases, Rivera said, but would side with the chairman 75% of the time. "I guess I'm pessimistic," Rivera said.)

Others suggest that Fowler's mission was probably assured after Sharp replaced Commissioner Abbott Washburn, who voted against the chairman on as many key mass media issues last year as any other commissioner.

With Washburn still aboard, the dissenters—Fogarty, Jones and Rivera—from the commission majority's decision to approve the sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. (BROADCASTING, Dec. 13, 1982) might have had the votes they needed to designate that application for hearing, they said. (The church was allowed to sell despite allegations of fraudulent fund raising.) Washburn might have furnished that same group with the extra vote needed to add conditions to RKO General Inc.'s movement of WOR-TV New York to New Jersey (BROADCASTING, Dec. 13, 1982).

(The minority had argued for forcing RKO to relocate to Newark, instead of Secaucus, as RKO wanted. Secaucus is nearer New York. The minority also argued for

limiting RKO to an 18-month license term. The majority permitted RKO to relocate in Secaucus and gave it a full five-year term.)

Dawson, however, said that neither Sharp's replacement of Washburn, nor the departure of Sharp and Fogarty, made, or will make, a difference on major items. (For that matter, she also said the FCC would be heading in the same direction, even if a Democrat had landed in the White House instead of President Reagan. The FCC, she said, has been on a deregulatory roll since Dean Burch took over its chairmanship in 1969.) "When the most heated arguments we have are over hearing items, that tells you something about this commission," she said.



■ Chairman **Mark Fowler** (whose term expires June 30, 1986) is especially optimistic about the prospects for the year ahead. He said he will "hate to see" both Fogarty (whom he said has come to rely on increasingly for advice on common carrier matters) and Sharp leave as required on June 30, but he doesn't think he'll be hurting for votes with the four commissioners remaining.

Although Fowler noted that Sharp has been giving him particularly strong support, he said he isn't planning to force any items in particular to a vote before Sharp's departure, just as, he said, he didn't postpone actions to take advantage of Sharp's arrival last year. "I didn't hold items up for Sharp, and I didn't avoid items with Washburn," Fowler said.

His highest hope for the year ahead is that Congress will pass "remedial" legislation addressing comparative renewals, the fairness doctrine and equal time law. (The commission already has urged Congress to eliminate its current comparative renewal process, permitting it to renew automatically the licenses of licensees who meet minimal standards (BROADCASTING, Sept. 21, 1981); at the same time, it recommended elimination of the fairness doctrine and equal time law.)

Among the top items on the commission's mass media agenda will be its teletext proceeding, which would open up use of the

**Cuba campaign.** WKAT(AM) Miami Beach, Fla., (1360 khz) has petitioned the FCC for temporary authority to increase its nighttime power from 1 kw to 2.3 kw to overcome interference it said it is receiving from a 10 kw Cuban station operating on the same frequency. In its petition, WKAT(AM) said the power increase could cause a "slight degree" of interference to WSAI(AM) Cincinnati—which hasn't given its permission for the increase—but urged the commission to grant the increase nonetheless. Without the increase, WKAT(AM) said, it would have no choice but to shut down at night, "abandoning southern Florida to Cuban radio."

If "Cuban interference to American stations is offset by increased American station power counterinterfering with the Cuban stations, an accord between the nations must be reached, particularly in view of the lack of Cuban FM and TV service," the station said. "It is America, not Cuba, that has the upper hand in Cuba's illogical war," it said. "The fear that Cuba will retaliate to any effort to respond to their illegal acts has already turned broadcaster against broadcaster. It is up to the FCC under these 'extraordinary circumstances' to provide the leadership to establish a policy which, although slightly injurious to some AM broadcasters, will, in the long run, provide greater protection to all AM broadcasters," it said. The petition also said that WSAI(AM) has made clear that it hasn't granted its permission for the increase both because it felt the Cubans could retaliate by increasing their power, causing WSAI greater interference, and because the State Department would have no incentive to reach an agreement settling the problem with Cuba if such private arrangements were reached. An attorney for WSAI had no comment.

# Bob Zschunke on Milwaukee and WTV.

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*Bob Zschunke is Sr. V.P. Marketing and Media Services, Hoffman, York & Compton, Milwaukee.*

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vertical blanking interval; its TV stereo proceeding, which proposes to open up use of TV aural subcarriers; its FM proceeding proposing to drop restrictions on services offered with subsidiary communications authorizations, and its proceeding aimed at permitting resale of excess capacity on channels used for studio-transmitter links and inter-city relay stations. Fowler said.

Also high on the agenda will be action on the commission's proposal to permit the television networks to own cable systems, implementation of its lottery mechanism for choosing among rival applicants and deregulation of television along the lines of its action deregulating radio (Fowler said the last item wouldn't be addressed as soon as some others.)

The commission also will move forward with its character proceeding, attempting to decide whether it should concern itself with behavior that isn't "directly relevant to broadcast operation," Fowler said. It also will decide whether to permit more VHF drop-ins and create additional FM stations.

Fowler would be inclined to approve the enlargement of VHF and FM opportunities "if the engineering fits and they don't cause undesirable interference to existing stations."

Among the toughest items the commission will address in the year ahead, because of the "competing interests involved," Fowler said are its proposals to repeal its network syndication and financial rules and to reallocate channels between the Instructional Television Fixed Service and the multipoint distribution service.

The worst decision the commission has had to make under his chairmanship, Fowler said, was denying renewal to Simon Geller for WCVA-FM Gloucester, Mass. (BROADCASTING, May 24, 1982), not that Fowler, who sided with the majority, would have voted differently. "That's why we need new comparative renewal legislation," Fowler said.

Among the accomplishments of which he is most proud are the many commission actions that resulted in reducing the "paperwork burden" on noncommon carriers from 27.2 million hours during fiscal 1981 to 9.8 million hours in fiscal 1982.

The commission's best mass media actions in 1982 included its elimination of the antitrafficking rule (BROADCASTING, Nov. 22, 1982), which Fowler said established that "profit is not a dirty word," and its decision to "eliminate the cloud hanging over AM-FM combinations," by dropping public notices adopted in 1979 warning that acquisitions of

AM-FM combinations would be subject to future proceedings considering their divestiture (BROADCASTING, March 8, 1982).



■ One commissioner who has demonstrated strong support for the chairman's mass media positions is **James Quello**, a Democrat who was reappointed by President Reagan to a term ending June 30, 1984 (the first opportunity the President will have to appoint a new commissioner, unless one leaves early).

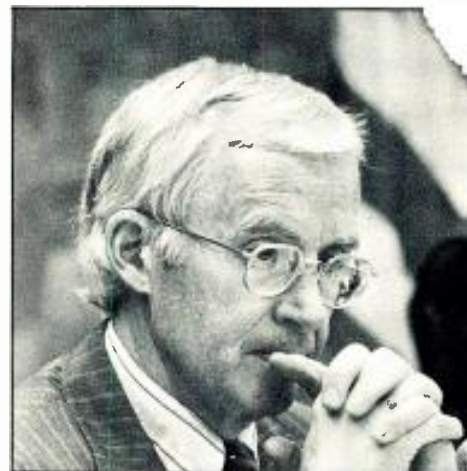
Although Quello said he is "philosophically attuned" to the chairman—and that, as a result, the chairman will be able to count on his vote in most instances—there could be exceptions. Especially troublesome for Quello is the commission's proposal to delete its financial interest and domestic syndication rules, which prohibit television networks from acquiring financial interests in independently produced programming and bar them from domestic syndication. Quello also has problems with the FCC's proposal to reallocate channels from the Instructional Television Fixed Service to the multipoint distribution service. (Quello has said that commercial interests should have to meet a "heavy burden of proof" in demonstrating why ITFS frequencies should be reallocated for commercial purposes.

If Quello were in charge of the FCC's mass media agenda, the top items he would schedule for the year ahead would be a notice of proposed rulemaking proposing TV deregulation along the lines of the commission's deregulations of radio and notices of proposed rulemaking examining the need for the FCC's multiple ownership and media concentration rules. He also would act on the commission's proposal to permit

noncommercial broadcasters to offer subscription television service; on its proposal to permit networks to own cable systems ("I assume they're going to get there"); on its proposal to drop restrictions on the use of subsidiary communications authorizations, and on its proposal to authorize teletext.

The commission's worst mass media decision last year was to leave the setting of AM stereo standards to the marketplace, in Quello's opinion. "We should have selected one standard," Quello said.

Among the commission's best mass media actions last year, Quello said, was its decision to launch a rulemaking aimed at requiring TV receiver manufacturers to reduce UHF noise figures from the maximum 14 db now allowed to 12 db (BROADCASTING, Nov. 22, 1982); its notices of proposed rulemaking that would drop restrictions on the use of subsidiary communications authorizations and permit noncommercial FM broadcasters to use those to make money; its notice of proposed rulemaking aimed at permitting noncommercial broadcasters to offer subscription television service, "and generally reducing paperwork burdens and eliminating unnecessary regulations."



■ Commissioner **Joseph Fogarty**, a Democrat whose regulatory philosophy appears to be farther from the chairman's than any other commissioner's, still offered Fowler considerable support on key mass media items last year.

At the same time, however, he probably offered the chairman his most substantial opposition. That, said Fogarty, is because he believes that deregulation should be based on a public interest finding—on what impact an action will have on the public—while Fowler assumes "broadcasting should be deregulated for deregulation's sake, because he believes the marketplace will protect the public."

As in the past, Fowler can count on the commissioner to oppose him when that showing isn't met. "I don't want to rush into deregulation pell mell," Fogarty said. "Don't do away with it without a proper public interest finding."

Topping Fogarty's list of the worst decisions in the mass media area was the commission's approval of the sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. (BROADCASTING, Dec. 13, 1982). "That was

**Persistent Proxmire.** Senator William Proxmire (D-Wis.) announced last week that he would again introduce a bill in the new Congress to abolish the fairness doctrine and equal time law. Proxmire has introduced similar measures in 1975, 1977, 1979 and 1981. The senator, in a statement, said the measure will be called the First Amendment Clarification Act of 1983. Proxmire said the fairness doctrine and equal time law violate the First Amendment and said they are "unnecessary."

"The doctrine, for example, does not stimulate the free expression of diverse ideas. Rather, it promotes the 'sameness' of ideas," Proxmire said. "Stations avoid the airing of controversial issues because they fear a challenge to their license renewal or expensive litigation resulting from a fairness complaint." Proxmire stated. Proxmire also dismissed the idea that government regulation is necessary because of spectrum scarcity.

"If television and radio, the most popular disseminators of news and opinion, continue to be tied down by government controls like the fairness doctrine and the equal time rule, the people of our nation will continue to be the losers," Proxmire added.

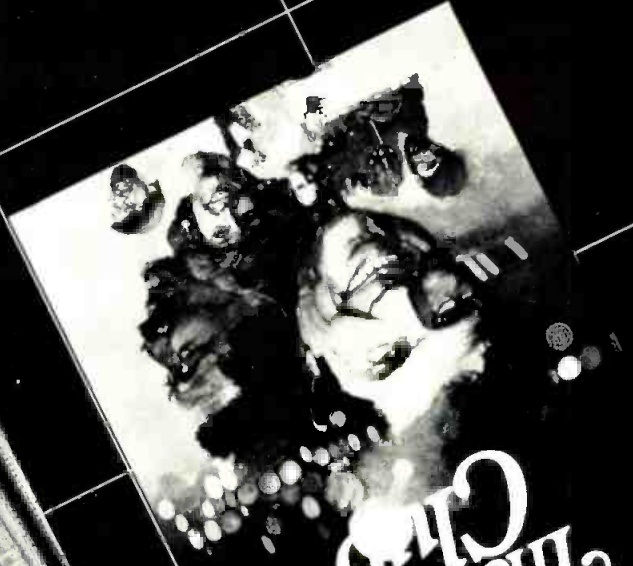


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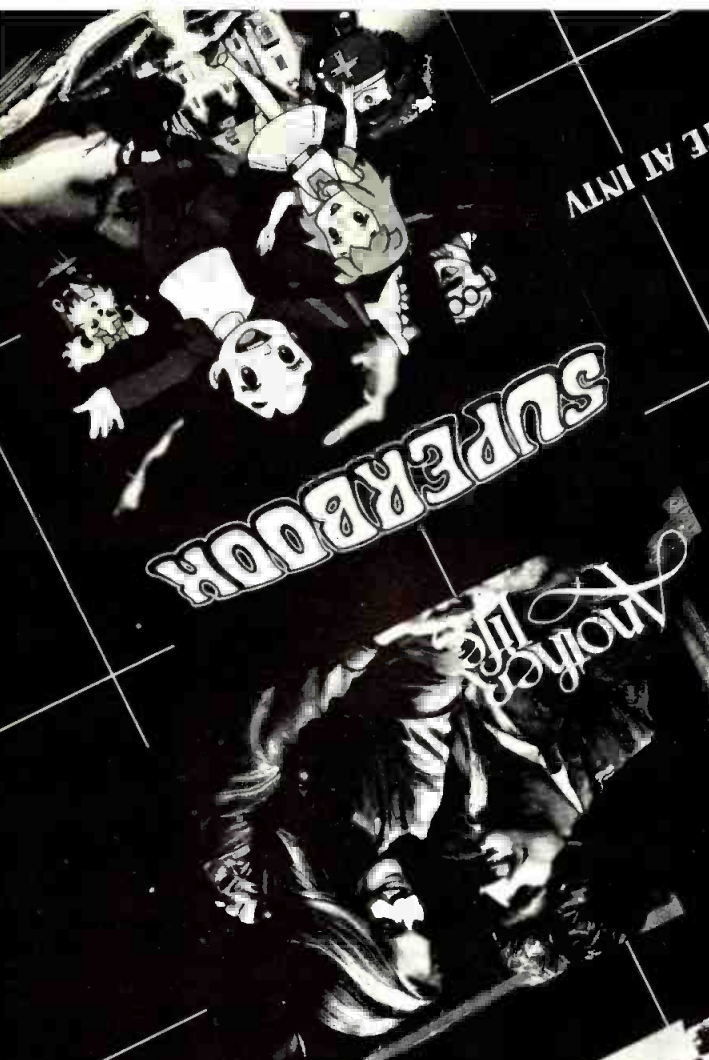
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atrocious. That's got to be the worst."

Also a problem was the commission's decision to permit RCA Americom to sell \$13 million worth of "pre-paid leases" on Satcom IV transponders (BROADCASTING, March 29, 1982), he said. "We capitulated to big business."

The "sleeper," however, was the commission's decision to launch a rulemaking proposing to change the table of allocations to permit land mobile and fixed services to share all UHF television frequencies nationwide on a secondary basis (BROADCASTING, Nov. 22, 1982). Broadcasters ought to "fight like hell" to preserve that spectrum and not let it be thrown away "to private radio, which is about as obsolete as a dinosaur," Fogarty said. "That could be devastating in the future."

Among the best decisions in the mass media area, Fogarty said, was the commission's decision, over the objections of Fowler and Sharp, to overrule the Review Board in awarding a grant to Waters Broadcasting Corp. for a new FM station in Hart, Mich. (BROADCASTING, Dec. 6, 1982). Also among the best, he said, was the elimination of the requirement that broadcasters file annual financial reports.

If he could set the mass media agenda, Fogarty said he, too, would put out a proposal re-examining the need for the commission's rule of sevens, which limits broadcast ownership to seven television stations (no more than five of them VHF's), seven AM's and seven FM's, even though he thought it especially important to address whether the existing television networks would have to be treated under separate ground rules. "I want to see the fourth network emerge," Fogarty said.

Fogarty also said he would propose deregulating television, but "do it more honestly" than the commission did in deregulating radio.



■ When it came down to the bottom line, Commissioner **Anne Jones**, a Republican, whose term ends June 30, 1985, has gone along with the chairman on key mass media items far more often than she hasn't, and she sees no reason for that record to change in the year ahead. "The chairman and I are very close philosophically, but we don't always agree on implementation," she said. "Hopefully those differences will narrow. I have no desire to be the great dissenter."

If she could set the commission's agenda for the year ahead, she'd first concentrate on increasing the commission's efficiency. "We slow things down for a thousand years."

The top mass media items she would address would be TV deregulation, along the lines of the commission's deregulation of radio; bringing the commission's regulation of somewhat similar media—multipoint distribution services, cable and direct broadcast satellite service—into conformity, and resolution of the commission's docket on character issues. "I don't think this commission should look into a licensee's character," she said.

Topping her list of the worst decisions the FCC has made under Fowler's chairmanship was its rejection of a reduction of AM channel spacing from 10 to 9 khz. She also thinks it was a mistake to authorize Comsat's Satellite Television Corp.—and seven other companies—to begin construction of direct to-home satellite broadcasting systems.

Among the best of the commission's decisions over the past year, she said, was its elimination of the antitrafficking rule (because it got rid of a needless regulation); its advisory to Congress that original legislation authorizing the commission to use lotteries to choose among mutually exclusive applicants for initial telecommunications licenses was unworkable (because that move resulted in better legislation), and the consolidation of its Cable Television and Broadcast Bureaus into a new Mass Media Bureau.



■ Commissioner **Mimi Dawson**, a Republican with a term running to June 30, 1988, and clearly one of Chairman Mark Fowler's strongest allies on the mass media front over the past year, should prove to be one of his strongest allies over the coming year as well.

If there are subjects in which their personal philosophies on mass media matters diverge, she's not sure what those are, because "the commission hasn't addressed the great philosophical issues" localism, regulatory parity, defining competition and "defining diversity in the 1980's," she said.

Dawson hinted that equal employment opportunity was one subject on which her vote was not assured. "I don't know how much honest deregulation we can take in the EEO area, and preserve what has been good about it," she said.

She also hinted that she would have problems with outright elimination of the

commission's ownership rules. "One of the things we often forget is the importance of transitions, especially when we confront ownership in the video area," she said. "For us to take any step that will end up in five years back at the commission because it resulted in uncompetitive activity... that doesn't make sense."

One of the commission's best decisions over the past year was to permit domestic satellite operators to sell transponders on a noncommon carrier basis (BROADCASTING, Aug. 2, 1982), Dawson said. One of the commission's "most disappointing" decisions, will prove to be its authorization of low-power television, whose promise, she said, probably won't be matched in reality.

If she were setting the commission's mass media agenda, she would address the commission's multiple ownership and attribution rules and propose deregulating television.

The commission's biggest challenge she said, will be tackling the problem of how to bring operators of similar services—say, an FM broadcaster offering paging service with his subsidiary communications authorization and a radio common carrier offering that same service—"into regulatory parity." She also thought the commission would have to address how best to avoid limiting "innovation because it doesn't fit into our little boxes."



■ Commissioner **Henry Rivera**, by his own description a "conservative to moderate Democrat" (whose term ends June 30, 1987), also has regularly voted to support the chairman's positions over the past year, and he admits the chairman may count on his vote for most mass media items again this year.

Both he and the chairman believe in freeing broadcasters from unnecessary regulation, he said, even if the two would pursue different paths. "I would like to see competition replace our regulation, by introducing as many media outlets as possible," Rivera said. "I think the chairman would like to regulate by the marketplace only. That concept is really no regulation at all, and that will lead to concentration of ownership, which will intensify existing monopolies," Rivera said.

If Rivera could set the agenda, he said, he would try to introduce as much competition as he could—for example by expediting the commission's grants of low-power television licenses, moving forward on the VHF drop-in proceeding and its proposal aimed at creating

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*Shelly West & David Frizzell*

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# COUNTRY COMES ALIVE 3

MULTIMEDIA PROGRAM PRODUCTIONS, INC.

additional FM stations—all before he would start looking at the commission's ownership rules

The toughest proposal for Rivera to buy would be "total abandonment" of the commission's multiple ownership rules. He also said he would oppose any proposed legislation giving broadcasters property rights in their licenses. "I don't think that's necessary, and it turns the spectrum into something that is purchased from the government and used thereafter for private gain," he said. "I happen to believe that spectrum is a public resource."

One of the worst decisions the commission made over the past year, according to Rivera, was its approval of the sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. "It was an abrogation of all our ability to police our own licensees—to hold them accountable for their actions with a hearing."

Also bad, he thought, was the commission's failure to act on children's television.

Among the best, he said, was the commission's decision to act on recommendations of the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications (BROADCASTING, Dec. 6, 1982). Also high on his list was the commission's decision, over the objections of Fowler and Sharp, to overrule the Review Board in granting the application of Waters Broadcasting Corp. for a new FM station in Hart, Mich. he said.



■ Commissioner **Stephen Sharp**, a Republican, has a shorter track record than his fellow commissioners, but still demonstrates unwavering support for the chairman.

But that's not, Sharp said, because he's anybody's "sure vote." Instead, he said, it's because he and the chairman are philosophically attuned and because he tries to work out any problems he might have with a bureau recommendation or a fellow commissioner before items are addressed in meetings. "Let the other commissioners make the speeches," he said. "You can get a lot more done if you're not out there trying to get credit for it."

If he could set the mass media agenda, one item he would try to resolve would be the commission's character proceeding,

deciding where the commission should "draw the line" in looking at a licensee's behavior. He also would address the FCC's attribution rules. "If you own 1% of the stock of a publicly held corporation, you're considered to have control, and that's ridiculous," Sharp said.

Another rule he would take a crack at is the commission's rule of sevens. "Logically, it makes sense to get rid of it altogether; practically and politically, probably some sort of compromise will be necessary," Sharp said.

The worst mass media decisions the commission has made under Fowler, Sharp said, weren't bad in their bottom lines but in the way the commission handled them. In that category sharp would place the commission's wavering over RCA Americom's

requests to auction transponders on Satcom IV. "It should have been done right the first time," he said.

The commission also could have repealed its antitrafficking rule with "more finesse," Sharp said. "It should have been done more quickly."

Among the commission's most significant accomplishments, he said, was getting most of its Track One legislative recommendations incorporated into law. "It's the first time in 22 years commission-sponsored legislation has been made into law," he said.

Among the commission's best mass media decisions, he said, was its elimination of the requirement that broadcasters submit annual financial reports, its deregulation of subscription television and its "moving along" of direct broadcast satellite service. □

## U.S. judge says Utah city ordinance censoring cable is unconstitutional

### City of Roy ordinance bars cable system from showing 'indecent material as defined by law' and 'community standards' of Roy

Efforts of governmental units in Utah to protect citizens from cable television offerings that officials regard as unfit or improper have broken again on the shield of the First Amendment as held by a U.S. district judge in that state. In January 1982, it was a state law that Judge Bruce S. Jenkins declared unconstitutional (BROADCASTING, Jan. 18, 1982). Now it is an ordinance of the city of Roy, a community with a population of 21,000. As in the opinion striking down the state statute, Jenkins's opinion in the Roy case says the law must fail because of "overbreadth." What's more, the Roy decision suggests that the power of government to restrict First Amendment rights of broadcasting does not apply in the case of cable.

The Roy city ordinance at issue bars the distribution by cable of any "indecent material as defined by law and in violation of the community standards of the community" of Roy. The local cable system, Community Television of Utah, as well as three subscribers to the system, challenged the ordinance as being unconstitutional—an argument the city of Roy sought to rebut by relying principally on the Supreme Court decision in the Pacifica Foundation case (BROADCASTING, July 10, 1978).

In that decision, the court affirmed the FCC's authority, under the public interest standard, to impose sanctions on a station for broadcasting "patently offensive material" at a time when it could be available to children. The commission had also cited the "intrusive" nature of broadcasting and its ability to "surprise" listeners.

But broadcasting and cable television are different, and for a variety of reasons, Jenkins held. Among other things, he said, users of a cable system must subscribe and pay a fee, and they receive signals through privately owned wires, not through "the public airwaves." And there is a distinction, he added, between surprising radio listeners

with "uninvited dirty words" and "sending over private wires nonpornographic material on request." Accordingly, Jenkins said, "Roy City's reliance on Pacifica is misplaced."

Jenkins also found the ordinance wanting under the standard for evaluating permissible regulation of communication that the Supreme Court wrote in the *Miller* case. The court held then that "the trier of fact" must determine "(a) whether the 'average person, applying contemporary community standards' would find that the work, taken as a whole, appeals to the prurient interest... (b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law; and (c) whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value." The Roy ordinance, Jenkins concluded, satisfies none of those requirements, including the "average person" item.

The ordinance defines "indecent material" as "the representation or verbal description of (a) an erotic human sexual or excretory organ or function; or (b) erotic nudity; or (c) erotic ultimate sexual acts, normal or perverted, actual or simulated, or (d) erotic masturbation; which under contemporary community standards is patently offensive." The ordinance defines "erotic" as "tending to arouse sexual feelings or desires."

Jenkins also said the city erred in citing, as it did, the widespread use of cable service within the community as justification of the restriction on programming and in singling out one form of communications for "special treatment." Some 80% of the city's potential subscribers receive cable service. But Jenkins said that if numbers were to trigger application of a constitutional standard, it is "an irony of striking strangeness that the growing popularity of a work of art or authorship would in some fashion enlarge the power of government to restrict or suppress its content." And as for the city focusing on cable television, Jenkins said, that "poses questions of evenhandedness, equality before the law and equal protection." He said it



is difficult to distinguish between seeing a motion picture in a theater and at home.

Jenkins stressed that "public tolerance is not public approval... We need not approve, but we tolerate to the line of community standards drawn in Miller," he said. "That public tolerance stems from selfishness as well as from benevolence. We tolerate the distasteful so that we may enjoy the good which may deal with the same subject with sensitivity, compassion and understanding. The doctrine of overbreadth deals with the danger of legislating away the good when excising what *some* consider to be bad."

And Jenkins concluded that the ordinance in question "fails because of overbreadth. It simply treads in territory which is preserved for the people," he said.

The earlier decision in which Jenkins struck down a content-limiting law as unconstitutional involved HBO and four cable systems offering a pay service in the state. They contended that the law, which barred the distribution of "indecent" material, violated the First Amendment. Jenkins, in agreeing with the plaintiffs, said, "There is no law saying you have to subscribe to a cable system any more than you have to subscribe to the *Salt Lake Tribune*. One of the greatest virtues of our system, I think, is freedom to choose."

However, the issue is not finally resolved. Utah did not appeal Jenkins's decision overturning the state law, but the city of Roy plans to appeal its defeat to the U.S. Court of Appeals for the 10th Circuit, in Denver. "Our ordinance is different from the state law," Roy's city attorney, Roger Dutson, said last week. "That law did not adequately define the material prohibited. Ours does." □

## Reagan wants leaks plugged

### White House releases guidelines for dealing with the press

In President Reagan's own colorful phrase, he has had it up to his "keister" with leaks to the press. They have been disrupting work on the budget and other matters. As a result, the White House last week issued a set of guidelines aimed at restricting the flow of news to designated, and identifiable, channels.

Essentially, it will be the responsibility of the director of communications, David Gergen, or his office to assign officials to answer reporters' questions on specific subjects. Staff members not so designated must receive clearance from Gergen before answering reporters' questions.

Gergen, in briefing reporters on the guidelines, said the President was particularly disturbed about leaks regarding the work being done on the 1984 fiscal year budget and on other subjects that appeared in the *Washington Post* and the *New York Times*.

Gergen thought it "appalling" that an aide walks out of a meeting with the President "and makes comments, some of which are misleading, to the press." He cited stories on the budget as well as one in the *Washington Post* following the President's news conference, in which White House aides, unidentified, were quoted as saying the President viewed Soviet Premier Yuri V. Andropov's call for a summit meeting as a "public relations" effort.

Gergen said the President "has been irri-

tated on more than one occasion," then quoted him as saying in a meeting: "I've had it up to my keister with these leaks."

The guidelines, issued in a memorandum by chief of staff James A. Baker III, say that the communications department will seek to "insure key members of the staff are available to the press, to provide an open and full flow of information to the press." But they also seek to discourage the use of anonymous sources—the technique invariably used by the press in printing leaks. "On-the-record interviews should be recognized as the best way to conduct most interviews with the press," the guidelines say.

The memorandum is only the latest in a series of efforts going back several administrations aimed at plugging leaks. The Reagan White House itself made such an effort last year. But, in time, officials resumed their practice of leaking information to reporters.

Reporters expressed little alarm over Baker's guidelines. Jack Smith, CBS News bureau chief in Washington, said: "I don't think it will stop us. It may present us with the situation of a few more gates than before to go through, but reporters are resourceful. They'll continue to get the news fully and accurately."

The guidelines were issued on Monday, a day after the *Dallas Morning News* published an interview with Baker in which he said Secretary of Labor Raymond J. Donovan should resign because of allegations linking him to organized crime. However, a special prosecutor twice concluded, after investigations, that no credible evidence for that link could be found, and Donovan has refused to quit. Baker gave the interview during a turkey shoot on his Texas ranch.

Baker, who apologized to Donovan for the statement attributed to him, said in a handwritten postscript to the guidelines: "The President refused to make an exception for interviews in turkey blinds." □

## Washington Watch

**Uplink revisited.** Some 50 Republicans—including members of Congress and Reagan cabinet secretaries—will participate in Senate Republican Conference's second annual Operation Uplink devoted to comment on President Reagan's State of the Union address. Republican officials will speak briefly in one-hour program that satellite technology will make available to 500 television stations and 4,000 cable systems, following President's address, on night of Jan. 25. Director of communications for conference, Carter Clews, said decision to produce second program of responses to State of the Union was made because of "overwhelming response" to 1982 "satelcast" during which 26 senators commented on President's address. Some 30 television stations and 60 cable systems recorded some or all of that program for use in their news programs

□

**NAPTS funding.** Board of trustees of National Association of Public Television Stations last Wednesday (Jan. 12) tightened its belt in anticipation of further administration budget cuts for public broadcasting. To that end, Washington meeting reviewed issues of NAPTS's advertising experiment (BROADCASTING, Jan. 3) and discussed development this year of new authorizing legislation to cover corporation for Public Broadcasting's budget for 1987-1989. Expected later this month: Reagan request for \$45-million rescission in fiscal 1985 budget to reduce CPB appropriations from \$130 million in fiscal 1984 to \$85 million in 1985. Also under study was current authorization of \$137 million for 1983 CPB budget and 1984's \$130 million, which seem to be safe.

□

**Canton callback.** National Black Media Coalition, National Association of Black Owned Broadcasters, Stark county (Canton, Ohio) and Akron branches of National Association for the Advancement of Colored People have petitioned FCC to reconsider its decision approving sale of WJAN-TV Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. (BROADCASTING, Dec. 13, 1982). In petition, groups urged FCC to designate application for hearing and "unless distress sale relief is elected by PTL, deny the application." United Church of Christ already has petitioned for reconsideration,

## Geller's media access plan

**In 'Washington Post' article he suggests running for Congress or Presidency to assure availability of broadcast time**

For leaders of political action groups that have money to spend but are frustrated by an inability to buy time on broadcast stations, Henry Geller, former FCC general counsel and former head of the National Telecommunications and Information Administration, has a suggestion: Run for the Presidency, or even the Senate or the House of Representatives. Congress has written laws that would assure access, and at reasonable rates, too.

Geller offered his suggestion in an article in the "Outlook" section of the Sunday *Washington Post*, on Jan. 9. It was in the form of an answer to an article by Philip Stern, who funds Stern Community Law Firm and complained of the inability of his political action committee to buy time on stations during the fall election campaign to





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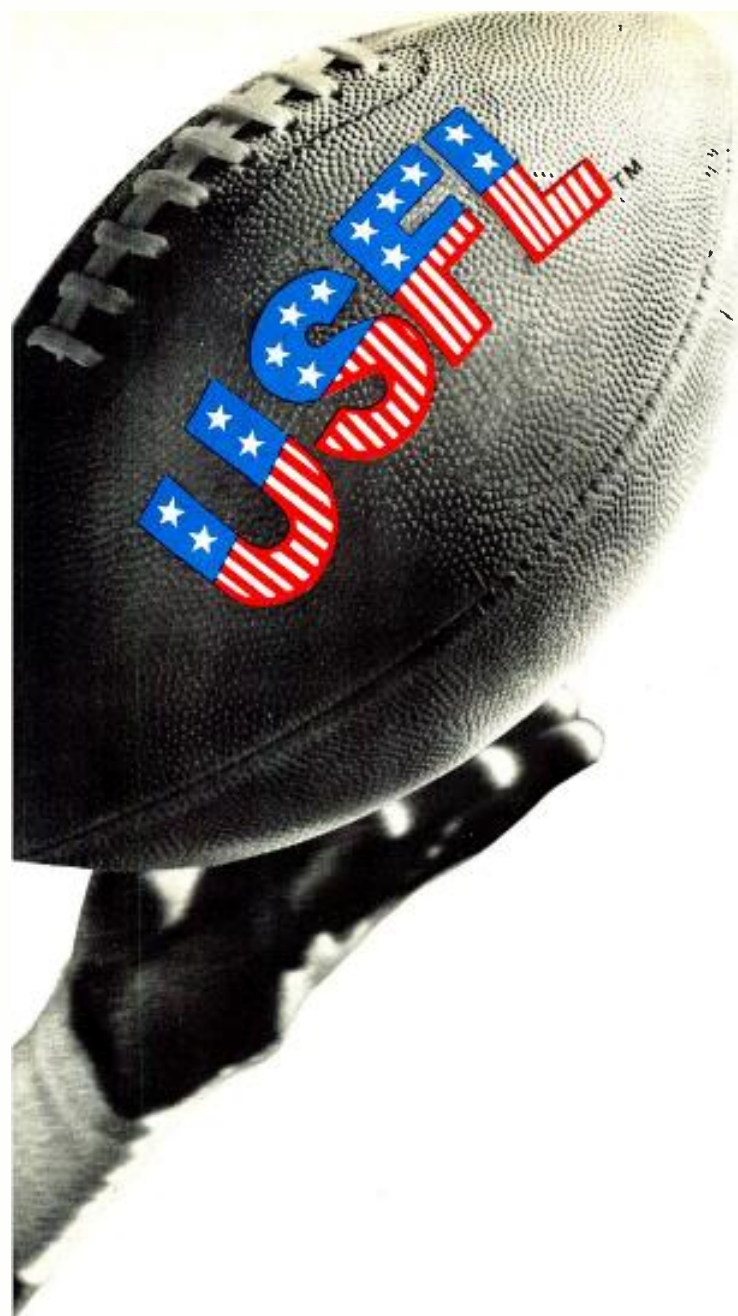
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# ABC RADIO NETWORKS

call attention to members of the Senate and House who opposed the nuclear-weapons freeze (BROADCASTING, Nov. 15, 1982).

Geller, who now heads the Washington Center for Public Policy Research, said Stern is correct to say that the stations exercise "practical control" over the commercials they will accept or reject. What Stern and others seeking to express views on radio and television should do, Geller said, is to become a legally qualified candidate for President or for the Senate or House, and take advantage of the laws written for federal candidates.

The laws, Geller noted, "require broadcasters to afford reasonable access"—through sale or gift of time to federal candidates, and at the lowest unit rate. What's more, broadcasters could not censor Stern; candidates' programming is exempt from broadcaster control. And Stern would be entitled to equal opportunities with all other candidates in the same race who have been sold or given time.

It is not so much Geller's concern for the plight of Stern and other political activities that drove him to offer the suggestion. Rather, he feels there is something terribly wrong with the present political broadcasting scheme and would like to see it changed. But as a practical matter, he feels, that wouldn't be easy. Congress likes the present setup and broadcasters, he noted, can block any proposal involving "their contributing more to the public interests."

But, Geller said, "if every Tom, Dick and Harriet" followed his suggestions and ran for office simply to espouse their views on various issues, from abortion to the nuclear freeze, they would "make a mess of the present law," and force Congress to focus on the job of revising it. That's his goal.

Geller's personal preference, as it has been for some time, is to do away with the program-content regulation and the public interest standard of the Communications Act, and require broadcasters, instead, to pay a fee for their use of their airwaves. The resulting revenue would be used to subsidize public broadcasting, which would take on the responsibility for the public service functions broadcasters are now required to provide.

Failing that—and Geller doesn't have much hope in seeing the change being made—he would prefer elimination of the fairness doctrine and the candidates' access law and their replacement with a general access requirement. Stations would be required to make spot or program time avail-

able at no cost to members of the public, including candidates. That idea originated with Charles Firestone, a public interest lawyer and a member of the law faculty of the University of California-Los Angeles. Geller doesn't think that idea is likely to be implemented, either. The commission has already turned it down. □

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## Higher price for use of FOIA

**Justice Department circulates guidelines among agencies, saying fees should be charged more often than in past for searching for and duplicating information**

The Reagan administration is tightening the rules under which journalists and others request information under the Freedom of Information Act. Fees, as a result, should be charged more often than in the past. A spokesman sought to refute suggestions that the aim is to affect the number of requests.

The Department of Justice, in guidelines circulated throughout the government, said agencies should not waive fees for searching for and duplicating information unless the requester can establish that release of the material would "primarily" benefit the general public.

The department listed four other criteria it said an agency should consider in reviewing waiver requests—the value to the public of the records themselves, whether the requested information is already available in the public domain, the requester's identity and qualifications and any personal interest of the requester's that might be benefitted by disclosure.

The guidelines "are not designed to narrow the scope of the FOIA regarding information made available or not made available," according to a Justice Department spokesperson. The guidance is concerned solely with conforming the rules on waivers to what Congress intended in the legislation, he said.

Assistant Attorney General Jonathan C. Rose, whose name appears on the guidelines memorandum, told reporters last week that, under current practices, fees often were not collected in cases where Congress clearly meant them to be; he mentioned businesses obtaining information for their own purposes. However, some critics are reported to fear that the guidelines will raise roadblocks

in the path of journalists and others with legitimate public-interest need for government information.

There does appear to be at least a change in emphasis from policy followed under the Carter administration. In a Jan. 5, 1981, memorandum accompanying guidelines distributed to government agencies, then-Attorney General Benjamin Civiletti said the agencies had too often failed to grant fee waivers in the face of sufficient public-interest showings. Congress, he said, "clearly intended" that the discretion for granting waivers be exercised "generously." The new guidelines, on the other hand, emphasize the need for a more tight-fisted approach, and at one point say that "indigency," in and of itself, is not sufficient reason for a waiver. □

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## Sharp: some concern on children's TV

**Though commissioner does not think it's within FCC's jurisdiction, he believes broadcasters should provide young-people's programming**

Broadcasters should provide an adequate amount of programming for children, but the FCC has no business forcing them to do so, Commissioner Stephen Sharp said at a brown-bag lunch with reporters last week.

Sharp also said he wouldn't "necessarily" be opposed to the commission convening some sort of meeting with industry representatives and the public to discuss children's television programming—as Commissioner Henry Rivera has suggested. But "I would prefer that he [Rivera] do that in July," said Sharp, whose own term expires June 30.

He also said he would especially like to see the commission address its attribution rules and its rule of sevens, which limits ownership by any single entity to seven TV's (no more than five of those VHF's), seven AM's and seven FM's, both of which, he said, "generally" don't make sense. "We need to bring some reality to how the rules are put together," he said.

Although some fear that dropping the rule of sevens could lead to the development of enormous broadcasting chains, Sharp said he didn't think that would be the case. Instead, he said, lifting the rule could permit smaller groups to develop a big enough base to permit them to forge better deals with syndicators, and could help spur the development of a fourth network. Once a group owner had a sufficient base, it would probably be cheaper and easier to form a network than to try to establish 20- or 30-station chains, he said.

Some fear has also been expressed that the National Association of Broadcasters' dropping of its advertising code might lead to advertising clutter and tasteless ads, causing public outcry and, eventually, the creation of standards by the FCC.

Sharp said he didn't think the commission should try to step in, nor will it be called to. "I suspect, on what I've seen on radio, that won't be the case," Sharp said. "Radio stations fight among themselves over who has the fewest commercials." □

**Editorializing thaw.** Repeal of the FCC's political editorializing and personal attack rules would greatly stimulate broadcast political editorializing. That is one finding of a survey by the National Association of Broadcasters, the National Broadcast Editorial Association and the Radio-Television News Directors Association. According to the survey of commercial broadcast stations, only 3.1% editorially endorse legally qualified applicants for public office, even though more than 45% of the nation's broadcasters air other types of editorials. Nonetheless, 35% of those surveyed said they would endorse candidates if the FCC's political editorializing rule were repealed, and an additional 7.7% said they would consider running endorsements following a repeal. The survey results were submitted as a supplement to the NAB's 1980 FCC petition repeal or modification of the personal attack and political editorializing rules. The groups said the results show the regulation "discourages over-the-air expression of political opinion. The stark figure representing the percentage of licensees who endorse political candidates, contrasted with the much larger percentage of broadcasters who regularly air other forms of editorial opinion, underscores the need for prompt commission action."

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# TELECASTINGS



## Texas action

KLMG-TV Longview, Tex., scheduled to go on the air this summer, will be a CBS-TV affiliate. The Longview-Tyler area of northern Texas has been served by KLTV(TV) Tyler (ch. 7), an ABC-TV affiliate, and KTRE(TV) Lufkin (ch. 9), an NBC-TV affiliate. KLMG-TV (ch. 51) is owned and operated by KLMB(TV) Inc., of which Mrs. Clara McLaughlin is president. The station is planning to place a strong accent on local and regional news.

## Scientific series

Noncommercial KTEH(TV) San Jose, Calif., and WNET(TV) New York are joining forces on a new half-hour program on science and technology titled *Tomorrow/Today*. The proposed 13-week series will be a KTEH production in association with WNET for national distribution to public television stations. WNET's involvement will include editorial input, taping of host segments and development of an educational program, including viewer guides and repackaging of video segments for school and home use.

## Shaw business

"You either love her or you hate her," said PolyGram Television President Norman Horowitz of Carole Shaw, host of the new half-hour weekday morning series his company began marketing last week. To be produced by PolyGram in association with Little Joey Productions, *The Carole Shaw Show* will feature interviews taped at NBC-owned WRC-TV Washington before a live audience who will be called upon for participation. Shaw, who is editor of *BBW, Big Beautiful Woman* magazine and author of "Come Out, Come Out, Wherever You Are," a women's self-help book, specializes in teaching people to like themselves better and to develop their own personal style.

Polygram plans to barter the series in an initial run of 26 weeks plus four weeks of repeats.



Shaw

## Women's writes

A report released month by a committee of the Writers Guild of America West, alleges discrimination against women writers by Hollywood television program producers. Naomi Gurian, executive director of WGA West, said the study of the 1980-82 seasons documents an "appalling" record of hiring women.

The survey of 2,277 series episodes, carried out by a special committee on the hiring of women, found that 2,700 men were given teleplay writing credits, compared with 655 women. Of the latter credits, about half were attributed to only 44 women, according to the report.

Among the popular shows for which no women received teleplay credit, the study claims, were *CHiPs* (1980-81), *Hill Street Blues* (1980-81), *Taxi* (1981-82), *Dukes of Hazard* (1980-82) and *Real People* (1980-81).

The report singles out several production companies where the majority of writing credits were given to male writers. Alan Landsburg Productions had one woman and 58 men receiving teleplay credits for *That's Incredible* and David Gerber Productions had only one woman receiving credit for an episode compared with 58 men, the survey found. The report said that MGM Television had 79 male writers and two female writers during the 1980-82 seasons, while Warner Brothers Television employed 283 men and 23 women as writers during the same period. The typical production company had between 10% and 27% of its television scripts written by women, according to the survey.

Female membership in the Writers Guild's West Coast division has dropped from 20% to 19% during the past five years, and the percentage of feature films written by women has declined from 9% (172 films) in 1980 to 7% (165 films) in 1981. There was no immediate indication what might be done with the report. The Directors Guild of America filed formal sex discrimination charges against several motion picture studios in 1981.

## Taboo talk

The sensitive subject of contraceptive advertising on radio and television was the basis of a lively debate over WOR(AM) New York between Roy Danish, executive director of the Television Information Office, and Alfred A. Moran, president of the Planned Parenthood Association.

Appearing on *The Sherrye Henry Show* on Danish contended that broadcasters refuse contraceptive advertising because they are reluctant to face community reaction. He said studies have indicated that people have strong opinions that such advertising is inappropriate.

Moran insisted that many television commercials and programs are sexually provocative but at the same time, TV stations and networks draw the line on carrying commercials that will provide a more bal-

anced view of the subject for young people. He said that surveys have shown that about one-half of persons under 35 do not object to contraceptive advertising. He noted that some critics find contraceptive advertising offensive because of its highly personal nature but added that this attitude does not prevent stations from carrying commercials for such personal products as sanitary napkins, hemorrhoid treatments and products for the incontinent.

Danish said there are religious overtones to the contraceptive advertising issue and observed that broadcasters are more sensitive to religious than to personal sensibilities. Danish said he was not prepared to say that broadcasters will not accept contraceptive advertising in the future, but added that public attitudes will have to change markedly.

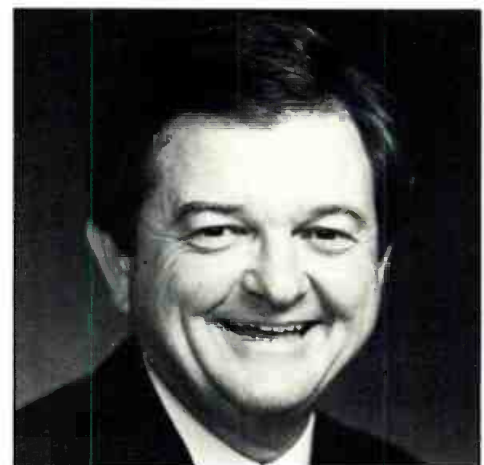
## 'Papers' pushers

Rights to the story of James E. Goodale, former general counsel of *The New York Times*, who played key role in the *Times's* decision to publish the top-secret Pentagon Papers in 1972, have been acquired by Jack Barry & Dan Enright/Phil Rogers Productions for development as a long-form TV drama, the production companies announced last week. They said they had also optioned rights to *Without Fear or Favor*, Harrison Salisbury's history of the *Times*, for additional material for the drama, to be titled, *The Pentagon Papers*.

## Repeat performance

For the 11th time since 1962, Bob Barry, sports director of KTUV(TV) Oklahoma City, has been named Oklahoma Sportscaster of the Year by members of the state chapter of the National Sportscasters and Sports-writers Association. Barry won that accolade for the first time in 1962 and repeated in 1967, '69-'71, '75, '77, '79-'82.

Barry will receive his award at the national organization's 24th annual awards dinner to be held in Salisbury, N.C., April 10-12.



Barry



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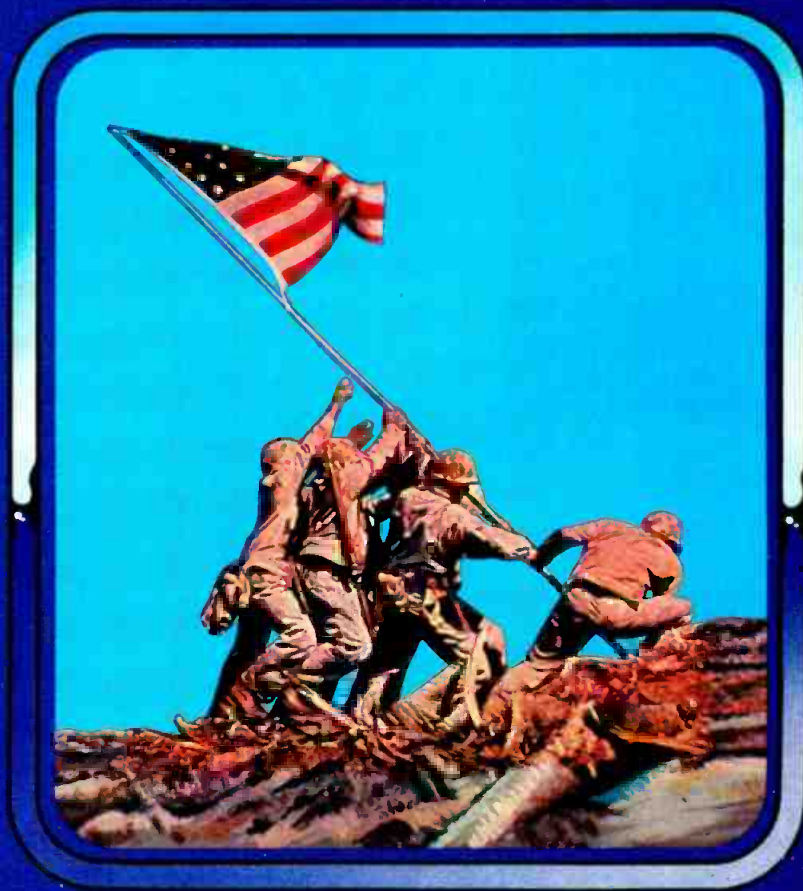
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# Stock Index

Exchange and Company	Closing Jan 12	Closing Wed. Jan 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	52 1/8	54 1/2	-2 3/8	- 4.35	9	1,510
N Capital Cities	124	119 3/4	+4 1/4	+ 3.54	18	1,627
N CBS	58 1/2	59 3/4	-1 1/4	- 2.09	12	1,637
N Cox	44 3/4	41 7/8	+2 7/8	+ 6.86	20	1,268
A Gross Telecasting	37 3/4	37 1/4	+ 1/2	+ 1.34	10	30
O LIN	34 3/4	33 1/2	+1 1/4	+ 3.73	20	360
N Metromedia	284	282 1/2	+1 1/2	+ 5.3	19	957
O Mooney	3 3/4	4	- 1/4	- 6.25	13	3
N Outlet Co.	48 7/8	47	+1 7/8	+ 3.98	19	132
O Scripps-Howard	22 1/4	23 3/4	-1 1/2	- 6.31	12	230
N Storer	28	28 1/4	- 1/4	- .88	18	459
N Taft	40 3/4	39 5/8	+1 1/8	+ 2.83	10	379
O United Television	11 3/4	11 1/8	+ 5/8	+ 5.61	16	141

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	23 1/4	20 1/4	+3	+14.81	16	92
A Affiliated Pubs.	40 1/2	37	+3 1/2	+ 9.45	15	210
O A.H. Belo	34 7/8	34 1/4	+ 5/8	+ 1.82	16	326
N American Family	15 1/2	15 1/8	+ 3/8	+ 2.47	13	209
O Associated Commun.	22 1/2	20 3/4	+1 3/4	+ 8.43		54
N John Blair	47 3/8	43 3/4	+3 5/8	+ 8.28	11	185
N Charter Co.	11 7/8	12	- 1/8	- 1.04	5	259
N Chris-Craft	58 3/4	58 1/4	+ 1/2	+ .85	14	128
N Cowles*	54	54			31	214
N Dun & Bradstreet	103 3/4	99 5/8	+4 1/8	+ 4.14	21	2,810
N Fairchild Ind.	15 1/8	14 7/8	+ 1/4	+ 1.68	9	198
N Gannett Co.	58 1/2	59	- 1/2	- .84	17	3,113
N General Tire	34 3/4	31 1/4	+3 1/2	+11.20	24	819
O Gray Commun.	44	44			11	21
N Gulf United	26 5/8	27 3/8	- 3/4	- 2.73	9	736
N Harte-Hanks	39 3/8	38 3/8	+1	+ 2.60	15	388
N Insilco Corp.	23 3/4	20 7/8	+2 7/8	+13.77	21	361
N Jefferson-Pilot	30	29 1/2	+ 1/2	+ 1.69	7	643
O Josephson Intl.	15 7/8	14 7/8	+1	+ 6.72	14	62
N Knight-Ridder	46 7/8	49 1/8	-2 1/4	- 4.58	16	1,516
N Lee Enterprises	38 1/2	37	+1 1/2	+ 4.05	14	264
N Liberty	14	14 1/8	- 1/8	- .88	9	179
N McGraw-Hill	75 1/2	71 1/2	+4	+ 5.59	18	1,880
A Media General	45	44	+1	+ 2.27	10	312
N Meredith	88 1/2	87	+1 1/2	+ 1.72	10	274
O Multimedia	49 1/2	48 3/4	+ 3/4	+ 1.53	18	504
A New York Times Co.	57 1/8	57	+ 1/8	+ .21	12	716
A Post Corp.	35 1/4	35 1/4			18	64
N Rollins	16 1/2	17 1/8	- 5/8	- 3.64	10	437
N Schering-Plough	39 1/2	39 5/8	- 1/8	- .31	12	2,102
N Signal Cos.	27 1/8	24	+3 1/8	+13.02	14	1,957
O Stauffer Commun.*	43	43			10	43
A Tech Operations	20	19 1/8	+ 7/8	+ 4.57	9	16
N Times Mirror Co.	62 1/2	61	+1 1/2	+ 2.45	16	2,135
O Turner Bcstg	16 3/4	16 1/2	+ 1/4	+ 1.51	32	342
A Washington Post	58	54 3/4	+3 1/4	+ 5.93	16	820
N Wometco	27 1/2	25 7/8	+1 5/8	+ 6.28	15	376

## CABLE

A Acton Corp.	8	8			40	40
N American Express	64 7/8	63 1/4	+1 5/8	+ 2.56	11	6,229
O Burnup & Sims	9 3/4	9 1/2	+ 1/4	+ 2.63	10	85
O Comcast	19 1/2	27	-7 1/2	-27.77	15	87
N General Instrument	50 1/2	48	+2 1/2	+ 5.20	15	1,567
N Heritage Commun.	9 5/8	10 1/4	- 5/8	- 6.09	17	71
O Rogers Cablesystems	8 3/8	7 1/8	+1 1/4	+17.54	17	184
O Tele-Communications	25 1/2	27 1/2	-2	- 7.27	71	537
N Time Inc.	48 1/4	49 3/4	-1 1/2	- 3.01	20	2,462
O Tocom	11 1/4	9	+2 1/4	+25.00	9	63
N United Cable TV	22	22 1/4	- 1/4	- 1.12	19	241
N Viacom	30	29 3/8	+ 5/8	+ 2.12	18	342

Exchange and Company	Closing Jan 12	Closing Wed. Jan 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	4	3 3/4	+ 1/4	+ 6.66	57	22
N Coca-Cola	49 1/4	51 1/8	-1 7/8	- 3.66	17	113
N Disney	64 1/4	61 3/8	+2 7/8	+ 4.68	19	2,143
N Dow Jones & Co.	67	66 1/8	+ 7/8	+ 1.32	25	2,137
O Four Star	5	5 1/2	- 1/2	- 9.09	28	3
N Getty Oil Corp.	55 5/8	52 3/4	+2 7/8	+ 5.45	6	4,501
N Gulf + Western	17 5/8	16 1/4	+1 3/8	+ 8.46	7	1,304
N MCA	69 1/4	69 3/8	- 1/8	- .18	17	1,639
N MGM/UA	8 1/2	7 7/8	+1 3/8	+19.29	27	423
N Orion	17 1/2	17	+ 1/2	+ 2.94	3	120
O Reeves Commun.	19 1/2	20 1/4	- 3/4	- 3.70	7	160
O Telectronics	12 1/8	12	+ 1/8	+ 1.04	34	255
O Video Corp. of Amer.	6 7/8	6 1/4	+ 5/8	+10.00	8	11
N Warner	31	34	-3	- 8.82	7	1,969
A Wrather	23 7/8	23 1/2	+ 3/8	+ 1.59	28	53

## SERVICE

O BBDO Inc.	66	63	+3	+ 4.76	12	192
O Compact Video	5 3/4	5 1/4	+ 1/2	+ 9.52	2	19
N Comsat	75 5/8	72 3/8	+3 1/4	+ 4.49	15	605
O Doyle Dane Bernbach	22 3/4	21 1/2	+1 1/4	+ 5.81	11	130
N Foote Cone & Belding	40 3/4	40 1/4	+ 1/2	+ 1.24	9	111
O Grey Advertising	78	73 1/2	+4 1/2	+ 6.12	7	45
N Interpublic Group	49 1/4	46 3/4	+2 1/2	+ 5.34	12	229
N JWT Group	29	28 1/8	+ 7/8	+ 3.11	69	153
O MCI Communications	38	36 1/2	+1 1/2	+ 4.10	27	3,653
A MovieLab	4 1/8	4	+ 1/8	+ 3.12	5	7
O A.C. Nielsen	78	72 1/4	+5 3/4	+ 7.95	20	876
O Ogilvy & Mather	47 1/4	45	+2 1/4	+ 5.00	13	201
O Telemation	4 3/4	4 3/4			13	5
O TPC Communications	2 1/4	1 3/4	+ 1/2	+28.57	2	2
O Unitel Video	8 1/4	8 1/2	- 1/4	- 2.94	14	11
N Western Union	45 1/4	45 1/4			12	927

## ELECTRONICS/MANUFACTURING

O AEL	18 1/4	16 3/4	+1 1/2	+ 8.95	9	35
N Arvin Industries	18 7/8	18 7/8			18	131
O C-Cor Electronics	19 1/4	21 3/4	-2 1/2	-11.49	15	58
O Cable TV Industries	5 3/4	5	+ 3/4	+15.00	18	17
A Cetec	6 1/8	5 1/2	+ 5/8	+11.36	15	13
O Chyron	30 1/4	28 1/2	+1 3/4	+ 6.14	23	82
A Cohu	6 7/8	5 7/8	+1	+17.02	15	12
N Conrac	32	32 1/2	- 1/2	- 1.53	16	71
N Eastman Kodak	85	85 1/4	- 1/4	- .29	13	13,811
O Elec Missile & Comm.	12 1/4	13 1/2	-1 1/4	- 9.25	111	34
N General Electric	97 1/2	93	+4 1/2	+ 4.83	13	22,091
N Harris Corp.	41 1/8	36 3/4	+4 3/8	+11.90	19	1,288
O Microdyne	12 3/4	11 1/8	+1 5/8	+14.60	23	59
N M/A Com. Inc.	23 1/8	22 7/8	+ 1/4	+ 1.09	21	905
N 3M	78 5/8	73	+5 5/8	+ 7.70	14	9,231
N Motorola	88 3/8	82 7/8	+5 1/2	+ 6.63	18	3,370
N N. American Philips	52 7/8	48 5/8	+4 1/4	+ 8.74	10	731
N Oak Industries	14 1/8	13 3/4	+ 3/8	+ 2.72	8	230
A Orrox Corp.	12 5/8	10 3/8	+2 1/4	+21.68	21	28
N RCA	23 1/4	22 3/4	+ 1/2	+ 2.19	11	1,754
N Rockwell Intl.	45 7/8	43 1/8	+2 3/4	+ 6.37	12	3,504
A RSC Industries	5 3/8	5	+ 3/8	+ 7.50	41	17
N Scientific-Atlanta	16	16 5/8	- 5/8	- 3.75	39	374
N Sony Corp.	14 1/2	15	- 1/2	- 3.33	13	3,344
N Tektronix	62 1/2	59 3/4	+2 3/4	+ 4.60	16	1,179
O Telemet (Geotel Inc.)	3	2 5/8	+ 3/8	+14.28	16	9
A Texscan	18 3/8	18 1/8	+ 1/4	+ 1.37	25	109
N Varian Associates	65 3/4	62 7/8	+2 7/8	+ 4.57	22	607
N Westinghouse	43 3/4	38	+5 3/4	+15.13	8	3,764
N Zenith	14 5/8	14	+ 5/8	+ 4.46	91	277

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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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## Turner Program Sales: Syndication's rookie-of-the-year

**It is still small, in comparison to its competitors, and not all of its first-year efforts have been lucrative, but TPS, led by veteran programmer Henry Gillespie and buoyed by the success of CNN news on broadcast stations, is turning into another Ted Turner inspiration made good**

A year ago tomorrow, CNN Headline News, then known as CNN 2, went on the air as a second 24-hour-a-day cable news service from Turner Broadcasting System. At the time, marketing that service to conventional television and radio stations was barely a gleam in Ted Turner's eye. Today, segments of CNN Headline News and excerpts of its older co-owned service, Cable News Network, are carried by 133 television stations to 80% of the U.S. population and an audio version of CNN Headline News is broadcast over 50 radio stations.

Turner Program Services, the division of TBS created to market CNN Headline News to broadcasters, will celebrate its first anniversary in March, at the NATPE International annual convention in Las Vegas. In today's crowded field of broadcast program syndicators, TPS ranks among the smallest, but its first-year accomplishments, which also include the assembling of ad-hoc networks of over 100 stations for the broadcasting of three major sporting events, can hardly be called insignificant.

The company's plans for 1983, including a new campaign to promote Turner Network Television as a fourth broadcast network and efforts to expand the international distribution of Turner news and entertainment programming, indicate an agenda even more ambitious than last year's.

"We are going to be in the program distribution business," said TPS President Henry Gillespie, who, prior to joining TPS last January, was head of Columbia Pictures Television Distribution and before that president of Viacom Enterprises. "When you put together 110 stations for 90% of the country you are putting together a fourth network," he said, referring to TNT's broadcast last month of the National Collegiate Athletic Association basketball match between the University of Virginia and Georgetown University, which drew a national Nielsen rating of 9.5, and, unlike TNT's earlier broadcasts of two National Football League Players Association games, is expected to have earned a profit for TBS, once all the figures are in.

TPS is expected to have lost about \$2.5 million in 1982, primarily because its major product, CNN Headline News, was not actively marketed to broadcasters until late last spring and did not go on the air at the bulk of its affiliated stations until late summer and

early fall. November and December were break-even months, however, according to Bill Bevins, chief financial officer for Turner Broadcasting. The NFLPA games, which did not fare well in the ratings, set the company back by about \$800,000.

CNN Headline News is only about one-third sold out, a problem Gillespie attributes to the fact that it is a relatively new service and that advertising agencies are not yet familiar enough with TPS as a syndication company. Another reason for the low percentage, he said, is the fact that there is so

tween broadcasters' newscasts and those run on cable systems carrying the 24-hour-a-day service in the same market.

Ratings for CNN Headline News have been mixed, but Gillespie maintains the lowest ratings have come at independent stations that have never previously carried news and will require some time to develop local identities as news stations. About 80% of CNN Headline News affiliates, many of which carry actualities from the service rather than the full, half-hour newscasts themselves, are actually ranked first or second in their markets for news, according to Gillespie. Among affiliates for both CNN Headline News and CNN excerpts, 21 are independent stations, and 112 are affiliates of the three major networks.

At WIXT(TV) Syracuse, N.Y., where CNN Headline News is aired from 6 to 6:30 p.m. weekdays, the show captured an eight rating and 16 share in November 1982, up from the 6/11 captured the year before by ABC's *World News Tonight*, now aired at a later time period.

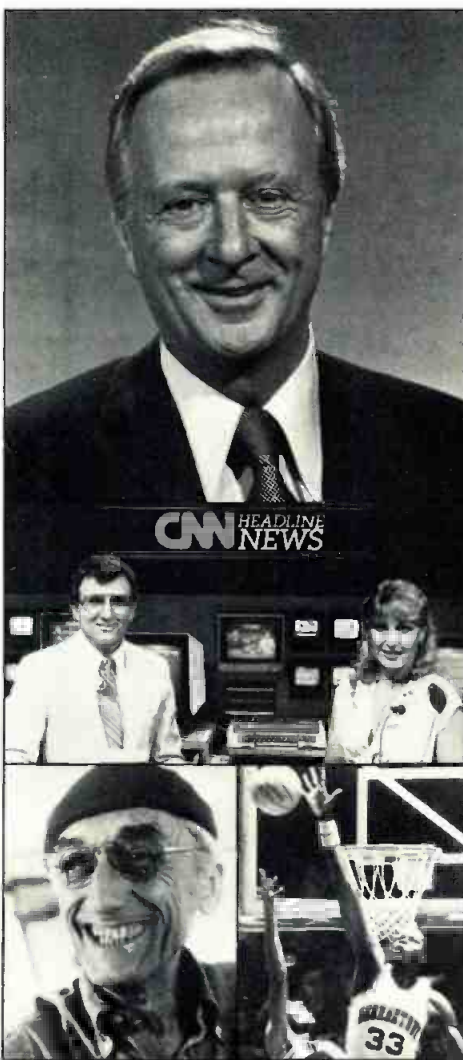
In San Francisco, where KRON-TV airs CNN Headline News all night on weekends and at 6 a.m. and 11:30 a.m., the 11:30 a.m. broadcast captured a 3/11 in November 1982, up from a 2/8 the month before and from the 1/7 captured the year before by the NBC soap opera, *Doctors*.

In Chicago, CNN Headline News drew a 1 rating/2 share from 9 to 10 p.m. on WFLD-TV in November, up from a one rating/share in October.

Plans for 1983 appear to be somewhat dependent on the kinds of programming Gillespie and Turner Broadcasting, which also operates superstation WTBS(TV) Atlanta, can line up. Gillespie, who said his first priority in 1982 was building a network of stations to carry CNN Headline News, began actively negotiating for the rights for additional programming last October. His goals for 1983 include building the roster of TV stations for CNN Headline News and CNN excerpts to 150, adding 100 radio affiliates and syndicating a half-hour weekly series. Candidates for the series include *Starcade*, a game show with a video game format.

A series of once-a-month special event programs involving sports or entertainment that would be marketed to an ad hoc network of stations is also on the drawing board, according to Gillespie, as is a syndicated movie package. TPS is financing a \$4-million package of seven new hours of Jacques Cousteau specials, currently in production on the Amazon river. Cousteau also has sold the company the rights to *Odyssey*, a 13-hour series not previously released in the U.S.

TPS has recently begun marketing *Week in Review*, a half-hour, Sunday evening news roundup aired on WTBS. It is also marketing a series of three public affairs entitled specials *Impact* and *Nashville Alive*, a weekly half-hour music series, also seen on



Gillespie and some of TPS's properties

much inventory available in a service that can be used by broadcasters at virtually any time during each 24-hour day. Broadcasters are limited to taking two hours daily from CNN Headline News and CNN, a policy instituted to avoid too much duplication be-

WTBS.

While Cousteau and the movie package would be syndicated to stations, the monthly special event series would be sold and promoted as broadcasts from TNT. By gradually building regular program offerings from TNT, Gillespie hopes to be able to market two nights of prime time entertainment per week by the spring of 1984.

Can TPS and Turner Broadcasting afford to program two nights of prime time? "We just made an \$800,000 investment pay off on a one-time-only event [the basketball game]," said Gillespie. "The question is, can we do it on a weekly-use basis?"

Internationally, Gillespie would like to add 10 stations overseas to CNN Headline News's roster in 1983. TPS already syndicated WTBS's *World Championship Wrestling* service to stations overseas and CNN

Headline News is aired by a station in St. Thomas, Virgin Islands.

Despite its status as a new kid on the block in program syndication, TPS appears to have favorably impressed program watchers in key places. "They come up regularly with a new piece of product," said Mike Levinton, vice president, director of programming for Blair Television, New York, who perceives TPS as "aggressive." According to Phil Oldham, vice president, programming operations, Katz Television, New York, CNN Headline News is "far from a major hit, but it has not done that badly" in the ratings. (He notes it is difficult to define exactly how well the service does in the ratings because so many stations carry actualities rather than full, half-hour broadcasts.) The news service has filled a void for many broadcasters, he said, by providing actualities on a 24-hour basis. □

know why we can't live together."

Tinker said "NBC would like to get some of that [cable] audience back with some of the programming we present," such as *Fame* and other series perceived by the critics as "quality" shows. He characterized continued audience fragmentation "more a function of our not doing our jobs as well as we can do them" than perceived advantages of cable programming. "I don't know if we can reverse that trend," he added, "but I think we can arrest it."

In response to questions about NBC's third-place ratings position more than 18 months after he took office, Tinker said he is not discouraged, but conceded: "The hill is steeper than we thought." He added that he is "a little disappointed in how long it takes people to find those shows" of quality on NBC, such as *Hill Street Blues*, *Fame* and *St. Elsewhere*. The executive said NBC has stuck with some shows longer than the ratings might have indicated "simply because they were well done" or, as in the case of *Fame*, they attracted demographics of interest to particular advertisers. That series, he said, sells "at a higher number because of the [affluent] audience that sees it." At the same time, Tinker discounted the suggestion that the network might be moving toward "narrowcasting."

NBC's health "is much, much better this year as compared with last year," Tinker stated, attributing the change to "doing our business better, more efficiently." He claimed affiliates have been "wonderfully supportive" during his tenure, although "daytime [they believe] is our pressing problem. . . . They would like us to turn it around, and quickly." Tinker acknowledged that NBC is hurt "a lot" by major-market pre-emptions when they occur. "The clearance matter is a very important matter, he said.

Regarding the network's latest news programs, Tinker conceded that *NBC Overnight* and *Early Today* don't cover their expenses, much less make a profit, but will continue for the foreseeable future. He said NBC plans to keep a news magazine series in its schedule, somewhere, indefinitely. He said, when asked, that it was "a very tough call" not to schedule the network's upcoming one-hour weekly news magazine, *Monitor*, opposite CBS's *60 Minutes* on Sunday night. □

Earlier, NBC Entertainment President Bran-

## Tinker answers the critics

**NBC chairman and Timothy make case for repeal of financial rules before consumer press; Tinker sounds note of optimism on network's performance this year**

Two top NBC executives took the network's arguments for repeal of the FCC's financial interest and domestic syndication rules directly to television industry reporters during an informal news briefing in Los Angeles. NBC Inc. Chairman Grant Tinker made a Saturday appearance at Los Angeles's Century Plaza hotel during NBC's segment of the semiannual Consumer Press Tour, during which about 100 television critics from major U.S. and Canadian newspapers review programming and trends at network-hosted sessions.

Tinker introduced Raymond Timothy, group executive vice president, NBC, who declared that "eventually we will not be able to compete in the marketplace for the very best programs" unless the rules are modified or eliminated.

"We face the day when, in competing for the programs, we won't have enough of a war chest to win," he asserted, singling out "cable companies and the like" as potential threats. Timothy contended that competition from other entities has hurt the networks' ability to obtain major boxing bouts and motion pictures and will "ultimately" affect series programming as well.

"Within a couple of years," he said, networks may reach the point where they will lose to cable in bidding for dramatic and comedy series. "We feel picked upon in that this regulation only affects the networks."

Timothy said NBC has no plans to enter syndication, should the rules be dropped, opting instead for sale of syndication rights to other companies for a percentage of profits that he estimated might range "from zero to 50%—we don't expect to get all of it." Tinker claimed: "The amount of dollars can be almost obscene" when successful off-network shows are sold in major markets, noting that deficits piled up in the first and second runs of successful shows, such as *Hill Street Blues*, often disappear quickly during

syndication. "I think it's a matter of survival," Tinker concluded. "The [network] business is not as good a business as it once was."

Tinker also expressed the need to deregulate



Tinker

late, while downplaying the impact of cable programming on NBC. "Theatrical movies," particularly those shown recently on pay cable services, "lose a little of their luster by the time they get to us," he conceded. He insisted the network does not counterprogram "against cable programming. I don't

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don Tartikoff told reporters NBC is willing to be patient with some shows that aren't bringing in high ratings and will try to reschedule them. But NBC has started to replace failed series with some that aren't "going to get us 20 more Emmy nominations," he said, singling out *The A Team* and *Bare Essence* as examples of new entries.

"We're in the circulation business," Tartikoff asserted, adding: "I don't think we'd ever stick with an 18 or 19 share unless we think it can get a 27 share eventually." Attracting an affluent audience is not enough, he said, "unless we can make a living at it." Later, Tartikoff said the network "can only handle so many quality shows," because of its need for a broad-based audience.

NBC has stepped up its production of made-for-television movies as a direct result of cable's competition, Tartikoff indicated. He cited three recently broadcast theatrical films—"Seems Like Old Times," "Hopscotch" and "Blue Lagoon"—as specific examples of films NBC had not "rested" enough after they appeared on pay cable services. Although the network is producing twice as many made-for-television movies as it did a few years ago, Tartikoff said the practice of offering commitments to certain stars to appear in such movies in order to obtain other network commitments was discontinued with Tinker's arrival and that the last of these deals is being "burned off" now.

As for cable's overall impact on NBC programming, Tartikoff said, "ratings on cable [on a given night] are not significant enough

yet to make us reconsider programming decisions." He said one study showed *Hill Street Blues* receives higher ratings in pay cable households than in noncabled households. □

NBC News President Reuven Frank told his audience he is "not about to make any more changes" in the news division for a while, and he spent much of his time discussing *Monitor*, the revamped NBC news magazine to be seen Saturdays at 10-11 p.m. (NYT) beginning March 19.

Frank had hoped to go head-to-head with *60 Minutes*, but NBC researchers determined the network had a competitive advantage on Saturday. He stressed NBC's commitment to stick with the program, saying he is confident it will be around for some time. (The network's most recent news magazine, *NBC Magazine*, floundered in the same time slot two years ago and was eventually canceled).

*Monitor* host Lloyd Dobyns, joining Frank, compared the new program to *Weekend*, an NBC news magazine he previously hosted. In differentiating *Monitor* from *60 Minutes* ("a news western") and ABC's *20/20* ("a rock star every week"), Dobyns said, "I think you ought to kick ass and take names." Dobyns said he will appear as host of the series, write much of it and do reporting from the field.

Producer Sy Pearlman, also a *Weekend* veteran, said *Monitor's* content will include investigative reports, features, profiles and "picture stories" that contain no narration.

Commenting on fine-tuning of the *Today* show, Frank said he found it "clumsy and confusing" before changes were instituted last October. "There was the sense you didn't know who was in charge," he said, adding that Bryant Gumbel is now clearly "the man in charge" of the show. □

## CBS announces spring tryouts for fall schedule

Six comedies and three dramas will be placed in prime time

CBS-TV last week announced plans to air limited runs this spring of nine new prime time series. If successful, the six comedies and three hour-long dramas could be added to the network's schedule full time next fall.

*ACE CRAWFORD*, *privateye*, a half-hour comedy with five episodes planned, stars Tim Conway as a bumbling private detective. Another comedy, with 13 half-hours planned, is *Mama Malone*, starring Lila Kaye as a Brooklyn housewife with her own TV cooking show and a lively family.

*Goodnight, Beantown*, five half hours of comedy, is about a TV anchorman (Bill Bixby) and a woman feature reporter (Mariette Hartley) who is brought in to revive his show's sagging ratings. *Gun Shy*, starring

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## Ratings Roundup

In a week that brought higher-than-average prime time ratings for all three networks, CBS-TV took the top position again, finishing with an overall 19.2 rating and 30 share, 1.8 rating points ahead of ABC-TV (17.4/27) and 3.6 points ahead of NBC (15.6/24). ABC's *Monday Night Football*, a half-hour rerun of Sunday afternoon football on CBS and a rerun of NBC's *TV Censored Bloopers* helped boost the three-network rating and a share for the week ending Sunday, Jan. 9, to 52.2/80.1, up from the previous week's combined average of 48.9/78.7.

ABC won Monday, Tuesday, Wednesday and Saturday while CBS won Thursday, Friday and Sunday. CBS had 14 programs in the top 30, while ABC had 11 and NBC had five. Season-to-date averages put CBS (18.3/29) nearly two points ahead of ABC (16.4/26) and three points ahead of NBC (15.3/25).

ABC's final broadcast of *Monday Night Football*, a game between the Dallas Cowboys and Minnesota Vikings, drew the series' second highest rating this season (24.2/39), topped only by the season's first game, between the Cowboys and the Pittsburgh Steelers (24.9/42). A rerun of *TV Censored Bloopers* drew a 20.4/30 but neither pulled NBC out of third place on Tuesday night nor boosted the ratings of *St. Elsewhere* (12.1/21), the program for which *Bloopers* had been scheduled as lead-in in an effort by NBC to promote the new series.

*The CBS Evening News* averaged its biggest weekly lead over the other two networks since Dan Rather took over as anchor and managing editor in March 1981. CBS averaged a 15.8/26 for the week, against NBC's 12.2/20 and ABC's 12/20. Season-to-date averages put CBS two points ahead of the other two in news, with a 13.9/25, against ABC's 11.9/22 and NBC's 11.3/20.

1.	<i>60 Minutes</i>	CBS	32.6/46
2.	<i>CBS NFL Playoff</i> (7-7:28 p.m.)	CBS	32.4/52
3.	<i>CBS NFL Playoff Post Games Show</i>	CBS	30.2/48
4.	<i>Dallas</i>	CBS	25.7/38
5.	<i>Jeffersons</i>	CBS	25.6/37
6.	<i>Alice</i>	CBS	25.3/38
7.	<i>NFL Monday Night Football</i> "Dallas vs. Minnesota"	ABC	24.2/39
8.	<i>Gloria</i>	CBS	23.4/33
9.	<i>Trapper John, M.D.</i>	CBS	23.3/41
10.	<i>Falcon Crest</i>	CBS	23.2/39
11.	<i>Magnum, P.I.</i>	CBS	23.2/34
12.	<i>Dynasty</i>	ABC	22.5/40
13.	<i>Love Boat</i>	ABC	21.8/35
14.	<i>Fall Guy</i>	ABC	21.7/33
15.	<i>Simon &amp; Simon</i>	CBS	21.5/32
16.	<i>M*A*S*H</i>	CBS	20.6/29
17.	<i>Newhart</i>	CBS	20.6/29
18.	<i>Archie Bunker's Place</i>	CBS	20.5/29
19.	<i>TV Censored Bloopers</i>	NBC	20.4/30
20.	<i>Three's Company</i>	ABC	18.9/28

## The Final Five

65.	<i>Inspector Perez</i>	NBC	11.0/19
66.	<i>Voyagers</i>	NBC	10.0/16
67.	<i>Bring 'Em Back Alive</i>	CBS	10.5/17
68.	<i>Hollywood-Gift-Laughter</i>	ABC	9.8/16
69.	<i>O'Malley</i>	NBC	9.8/16

Barry Van Dyke. Geoffrey Lewis and Tim Thomerson, is a comedy planned for six half hours about a gambler and two inept outlaws. The series is based on the Disney film, "Tales of the Apple Dumpling Gang."

*Small & Frye*, six half hours of comedy, stars Darren McGavin and Jack Blessing as the operators of a detective agency. *Foot in the Door*, starring Harold Gould, Kenneth Gilman and Diana Canova, is a comedy of six half hours about a widower who moves to New York and sheds 40 years of repressive married life.

Jeff Conaway and Walter Oklewicz will star in *Wizards and Warriors*, a one-hour drama with comic overtones about a prince and his loyal vassal who fight the forces of evil in their kingdom. Eight episodes are planned.

*The Mississippi*, an hour-long drama, in six episodes filmed on location, stars Ralph Waite as a New York lawyer who retires and returns to his native South to operate a riverboat, but continues to find himself involved in legal cases.

Another drama produced on location, *Jenny Blue*, stars Gil Gerard as a mystery man who runs a restaurant/bar in New Orleans and becomes involved in criminal cases. Five hour-long episodes are planned.

ABC-TV is currently considering some new spring programs, according to a spokesman, but is not likely to announce plans for several weeks. NBC has announced spring runs for three series so far. *Casablanca*, *Teachers Only* and *Buffalo Bill*. □

## Silverman's latest

**'Thicke of the Night' is new offering from InterMedia; show will be syndicated for late-night**

Plans were unveiled in Los Angeles last Monday (Jan. 10) for a new late-night 90-minute entertainment series developed by former NBC President Fred Silverman in partnership with MGM/UA Television and Metromedia Television. The syndicated strip, *Thicke of the Night*, will be hosted by Alan Thicke, a Canadian writer/producer/performer currently starring in a daytime talk program on that country's CTV Network.

Silverman's InterMedia Entertainment Co. is an equal partner with the other two firms in producing and distributing the comedy/music series, which has been cleared on at least six of Metromedia's owned stations for September debut. Negotiations are under way to guarantee clearance on Metromedia's WCVB-TV in Boston. *Thicke of the Night* is being offered on a barter basis with nine minutes per 90-minute program available to national advertisers. No sponsors have yet been announced.

Speaking before a news conference at the Bel Air hotel, Silverman was reluctant to compare *Thicke of the Night* to NBC's *Tonight Show with Johnny Carson*, which he expects the new series to compete against in many markets, saying: "It represents a very fresh, new point of view in late-night television." □

"It isn't a talk show," Silverman maintained. "We've talked ourselves to death. [*Thicke of the Night*] will be an unpredictable comedy show, with a dash of music," he said.

Silverman predicted the new series would be "as attractive to today's audience as Ernie Kovacs, Steve Allen and Jack Paar were in their time." (All three preceded Carson as host of *The Tonight Show*.)

Silverman estimated he would need commitments from markets serving at least 70% of the U.S. to proceed with the series. □

## 'Reader's Digest' plans foray into field of entertainment

**Company taps former Disney channel executive to head programing division**

Reader's Digest Association Inc., publisher of the monthly magazine, has formed an entertainment subsidiary to develop programs for network and cable television and syndication. Jeffrey Grant, who most recently served as vice president and chief operating officer of the Disney Channel, has been named president, Reader's Digest Entertainment Inc.

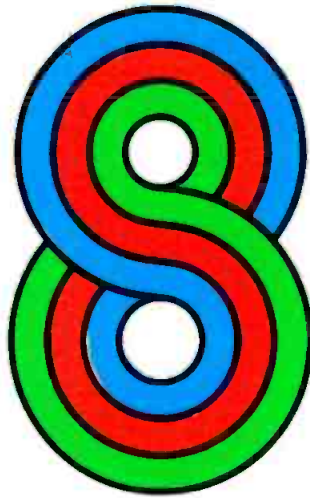
The company is not entirely new to television programing. It formed a joint venture with Telecom in 1982 to produce 130 episodes of a series now showing on the Cable Health Network entitled *Life Time*, which Grant had a part in developing.

Grant told BROADCASTING that the magazine's "large army of editors" will provide the entertainment division with story ideas for possible adaptation to television. "Thirty-nine million is a television number," Grant said, referring to the *Digest's* monthly readership. The editors there are used to thinking "in television terms." Indeed, many stories that have appeared in Reader's Digest books or magazines have been developed for television. "But we're not limited to that," said Grant, adding that the new subsidiary will use many sources outside *Reader's Digest* for program development.

Grant said that he has already exercised an option for one property, but declined to be specific other than to say it was based on the true story of a woman recently in the news.

Anything "with an eye toward quality" is how Grant described the projects that he will try to develop. Examples include made-for-television (including cable) movies, series, one-hour dramatizations and Broadway adaptations. Since the development process is "quicker" for cable, the first RDE programs are likely to show up there first, Grant said.

Before joining the Disney Channel, which he left last October after the dissolution of the joint venture between Disney and Group W Satellite Communications, Grant was executive vice president of Telecom Entertainment, a subsidiary of Benton & Bowles Inc., the New York-based advertising agency. Before that he served at B&B as vice president, associate director-programing, overseeing production of television films produced on behalf of the agency's clients. □



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# Changing Hands

PROPOSED

**WQRB(AM)-WBAG-FM Burlington N.C.** □ Sold by Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1,750,000. **Seller** is owned by Lawrence E. Neese. Viola Neese Johnson (Lawrence's mother) and G.C. Starnes. None have other broadcast interests. **Buyer**, principally owned by James A. Heavner, also owns WFMD(AM)-WWQQ-FM Wilmington and WCHL(AM) Chapel Hill, both North Carolina; WKQQ(FM) Lexington, Ky.; and cable systems in Orange and Durham counties and Chapel Hill, all North Carolina. It has spun off, subject to FCC approval, WQRB Burlington to Heavner's daughter because of station's proximity to WCHL (see below). WQRB is 1 kw daytimer on 1150 khz. WBAG-FM is on 93.9 mhz with 50 kw and antenna 230 feet above average terrain.

**KGBX(AM) Springfield, Mo.** □ Sold by Stauffer Communications Inc. to Springcom Inc. for \$825,000. Stauffer is publicly traded group owner of five other AM's, three FM's and two TV's. Gerald N. Holley is vice president-broadcasting. **Buyer** is owned by Alfred C. Sikes, J. Neal Ethridge, Noel Boyd, Gary S. Cansler and Gail L. Frederick. Sikes, Ethridge, Boyd and Cansler are also partners in KLGT(FM) Breckenridge,

Colo.; KRMS(AM)-KYLK(FM) Osage Beach. KJAS(AM) Jackson and KJAQ-FM Gordonville, all Missouri. Frederick is also a partner in KLGT. KGBX is on 1260 khz with 5 kw full time.

**WNAU(AM)-WOKM(FM) New Albany, Miss.** □ Sold by Tallahatchie Broadcasting Corp. to Dixie Broadcasting for \$735,000. **Seller** is owned by William O. Rutledge (28%), president, and four others. None have other broadcast interests. **Buyer** is a partnership of William Dunnivant, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnivant owns 22.2%. WNAU is on 1470 khz with 500 watts full time. WOKM is on 103.5 mhz with 36 kw and antenna 79 feet above average terrain.

**WRCS(AM)-WQDK(FM) Ahoskie, N.C.** □ Sold by WRCS Inc. to Charles E. Franklin (75%) and his wife, Elizabeth (25%), for \$600,000. **Seller** is owned by Richard V. Surles, who has no other broadcast interests. **Buyer**, Charles Franklin, is principal owner of WJIK(AM) Camp Lejeune, N.C. His wife has no other broadcast interests. WRCS is a 1 kw daytimer on 970 khz. WQDK is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WMOE(AM) Alpharetta, Ga.** □ Sold by North

Fulton Broadcasting Inc. to Charles E. Stovall for \$449,000. **Seller** is owned by Ann Marie Baker (51%) and Maurice Negrin (49%), who have no other broadcast interests. **Buyer** also owns WPKZ(AM) Pickens, S.C., and WGML(AM) Hinesville, Ga., and has also purchased, subject to FCC approval, WRED(AM) Monroe, Ga. (see below). WMOE is on 1400 khz with 1 kw days and 250 w nights.

**WDBI-FM Tawas City, Mich.** □ Sold by Pridnia Broadcasting Co. to Tawas City Broadcasting Co. for \$415,000, including assumption of approximately \$400,000 in debt. **Seller** is principally owned by John D. Pridnia, who has no other broadcast interests. **Buyer** is owned by Donald J. Backus and Martin J. Pennoni (38% each); James C. Moriarty (14%) and John Thibert (10%). Backus and Pennoni own recording studio in Lansing, Mich.; none have other broadcast interests. WDBI-FM is on 101.7 mhz with 3 kw and antenna 275 feet above average terrain. *Broker: Chapman Associates.*

**WJCK(FM) Rensselaer, Ind.** □ Sold by J.C. Broadcasting Inc. to Northstar Communications Inc. for \$350,000. **Seller** is owned by Donald L. Clark and family, who have no other broadcast interests. **Buyer**, jointly owned by Thomas and Rosemarie Jurek (husband and wife), has also applied for construction permit for new FM at Winamac, Ind. Thomas is also principal owner of WRIN(AM) Rensselaer. WJCK is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WRIO-FM Cape May, N.J.** □ Sold by Cape Christian Broadcasters Inc. to Paul and Nancy Schumacher (husband and wife) for \$275,000. **Seller** is owned by William C. Lamon and Leonard Verity, who also own WRYO(FM) Crystal River, Fla. **Buyers** have no other broadcast interests. WRIO-FM is on 102.3 mhz with 3 kw and antenna 145 feet above average terrain.

**WRED(AM) Monroe, Ga.** □ Sold by Monroe Broadcasting Inc. to Charles E. Stovall for \$245,000. **Seller** is owned by Earl Akery, who has no other broadcast interests. **Buyer** has also purchased, subject to FCC approval, WMOE(AM) Alpharetta, Ga. (see above). WRED is on 1490 khz with 1 kw days and 250 w nights.

**WQRB(AM) Burlington, N.C.** □ Sold by Village Companies of Chapel Hill Inc. to Burlington Communications Inc. for \$225,000. **Seller**, principally owned by James A. Heavner, is buying WQRB and co-located WBAG-FM from Burlington-Graham Broadcasting Co. (see above), and spinning off WQRB to comply with the FCC duopoly rules. Village Companies also owns WCHL(AM) in nearby Chapel Hill. **Buyer** is owned by Mari Heavner, James Heavner's daughter. WQRB is 1 kw daytimer on 1150 khz.

**WQWQ(AM) West Springfield, Mass.** □ Sold by J. William O'Connor to Portuguese Broadcasting Inc. for \$225,000. **Seller** and his wife, Dorothy, also own WVNH(AM) Salem, N.H. **Buyer** is owned by Manuel Angelo and his wife, Maria, and Bernardino Cou-

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tin and his wife, Maria (25% each). Manuel Angelo has been Portuguese-language programmer at WQWQ for past four years. None have other broadcast interests. WQWQ is on 1490 khz with 1 kw day and 250 w night.

Other proposed station sales include: KOH(AM) St. Maries, Idaho (see "For the Record," page 124).

APPROVED

**WWVA(AM)-WCPI(FM) Wheeling, W. Va.** □ Sold by Columbia Pictures Radio Stations Inc. to Wheeling Broadcasting Inc. for \$8.8 million. **Seller** is subsidiary of Coca-Cola Co., and has also sold KCPX-AM-FM Salt Lake City to same buyer (see below). **Buyer** is owned by John Price and family, who own KROW(AM) Reno and KKRD(FM) Wichita, Kan. They bought last year KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno for total of \$4.5 million, spinning off KOH for \$950,000 (BROADCASTING, Dec. 17, 1982). WWVA is on 1170 khz with 50 kw full time. WCPI is on 98.7 mhz with 50 kw and antenna 390 feet above average terrain.

**WAPI-AM-FM Birmingham, Ala.** □ Sold by Newhouse Broadcasting Corp. to WAPI Inc. for \$4 million. **Seller** is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family, who also sold WSYR-AM-FM Syracuse, N.Y., for \$5.1 million (BROADCASTING, Sept. 13, 1982) and WTPA(FM) Harrisburg, Pa. (BROADCASTING, Aug. 16, 1982). Deals conclude Newhouse's exit from broadcasting business. **Buyer** is owned by Harold W. Ripps and Herbert A. Meisler (41.67% each) and Bernard S. Dittman (16.66%). Ripps and Meisler are Birmingham-based real estate developers. Dittman owns WABB-AM-FM Mobile, Ala. WAPI is on 1070 khz with 50 kw day and 5 kw night. WAPI-FM is on 94.5 mhz with 100 kw and antenna 1,214 feet above average terrain.

**KCPX-AM-FM Salt Lake City** □ Sold by Columbia Pictures Radio Stations Inc. to Crossroads Broadcasting Inc. for \$2.95 million. **Seller** has also sold WNVA(AM)-WCPI(FM) Wheeling, W. Va. to same buyer (see above). **Buyer** is owned by John Price and family. KCPX is on 1320 khz with 5 kw full time. KCPX-FM is on 98.7 mhz with 27 kw and antenna 2,930 feet above average terrain.

**KACY(AM) Port Hueneme and KACY-FM Oxnard, both California** □ Sold by Channel Islands Broadcasting Corp. to Sunbeam Radio partnership for \$2.59 million. **Seller** is principally owned by Franz and Marcia Allina, who also are principal owners of WBAB(FM) Babylon and WGBB(AM) Freeport, both New York. They bought KACY-AM-FM in 1979 for \$1.69 million. **Buyer** is owned by Edmund Ansin and Harold Frank. Ansin owns WCKT-TV Miami. Frank is vice president and general manager of WINZ-AM-FM Miami. KACY is on 1520 khz with 50 kw day and 1 kw night. KACY-FM is on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

**KSSN(FM) Little Rock, Ark.** □ Fifty percent

sold by Paul Rothfuss and Jim Long to Kerby Confer and Jerome Atchley for \$2,425,000. **Sellers** each own 25% of stock and are transferring their interest to other shareholders, who also each own 25%. Long is principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principal owners of WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C., and WGVL(AM) Greenville, S.C. KSSN is on 95.7 mhz with 100 kw and antenna 1,005 feet above average terrain.

**WCTW(AM)-WMDH(FM) New Castle, Ind.** □ Sold by Delta D Inc. to Midwest Radio Consultants of Indiana Inc. for \$2 million plus \$50,000 for noncompete agreement. **Seller** is principally owned by George F. Ferry and John R. Ulz, who sold WTIM(AM)-WEEE(FM) Taylorsville, Ill., for \$550,000 (BROADCASTING, Oct. 18, 1982). **Buyer** is principally owned by David C. Schaberg, who is Lansing Mich.-based broadcasting consultant and has no other broadcast interests. WCTW is on 1550 khz with 250 w full time. WMDH is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain.

**WSBA-TV York, Pa.** □ Sold by Susquehanna Broadcasting Co. to Mohawk Broadcasting Ltd. for \$2 million. **Seller** is York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Earlier deal to sell WSBA-TV for \$2.45 million fell through (BROADCASTING, June 21, 1982). **Buyer** is

group of limited and general partners headed by Cary W. Jones, who is president and part owner of KTRV(TV) Nampa, Idaho. WSBA-TV is CBS affiliate on channel 43 with 1,860 kw visual, 186 kw aural, and antenna 530 feet above average terrain.

**WAMX(FM) Ashland, Ky.** □ Sold by Stereo 94 Inc. to Stoner Broadcasting System Inc. for \$1.75 million. **Seller** is principally owned by Dick Martin, who also owns co-located WCM(AM). **Buyer**, principally owned by Thomas H. Stoner, is licensee of WGNT(AM) Huntington, W. Va.; WYRK(FM) Buffalo, N.Y.; WIMZ-AM-FM Knoxville, Tenn.; and KHAK-AM-FM Cedar Rapids and KSO(AM)-KGGO(FM) Des Moines, both Iowa. WAMX is on 93.7 mhz with 66 kw and antenna 1,400 feet above average terrain.

**KBWD(AM)-KOXE(FM) Brownwood, Tex.** □ Sold by Brown County Broadcasting Co. to Ultimate Radio Corp. for \$1.4 million. **Seller** is owned by William Jamar Jr. (51%) and wife, Jane (49%), who own KBIL(FM) San Angelo and are part owners of KSNY-AM-FM Snyder, both Texas. **Buyer** is owned by Lawrence and Susan Ludka (50% each). Lawrence Ludka is Brownsville, Tex., attorney. Susan Ludka owns 10% of CP for new TV at Tyler, Tex. KBWD is on 1380 khz with 1 kw day, 500 w night. KOXE is on 101.5 mhz with 100 kw and antenna 490 feet above average terrain.

**KNFM(FM) Midland, Tex.** □ Sold by Citimedia Corp. to Bakcor Broadcasting Inc. for

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and Daytime AM \$3,500,000 on Terms

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\$1,050,000. Seller is owned by Neal L. Spelce Jr., chairman, and others who bought KNFM in 1980 for \$775,000 (BROADCASTING, Dec. 8, 1980) They also own KIZZ(AM)-KIXS(FM) Killeen, Tex. Spelce also owns KTXZ(AM) West Lake Hills, Tex. Buyer is owned by George M. Bakkee (60%); Michael J. Corey (25%), and Betsy Dwyer. Robert L. Burgess and Guy Buschman (5% each), who own KMND(AM) Midland, Tex. KNFM is on 92.3 mhz with 100 kw and antenna 390 feet above average terrain.

WMID(AM) Atlantic City and WGRF(FM) Pleasantville, both New Jersey □ Sold by WMID Inc. to AMCOM Inc. for \$1 million. Seller is owned by Julann Griffin, owner of

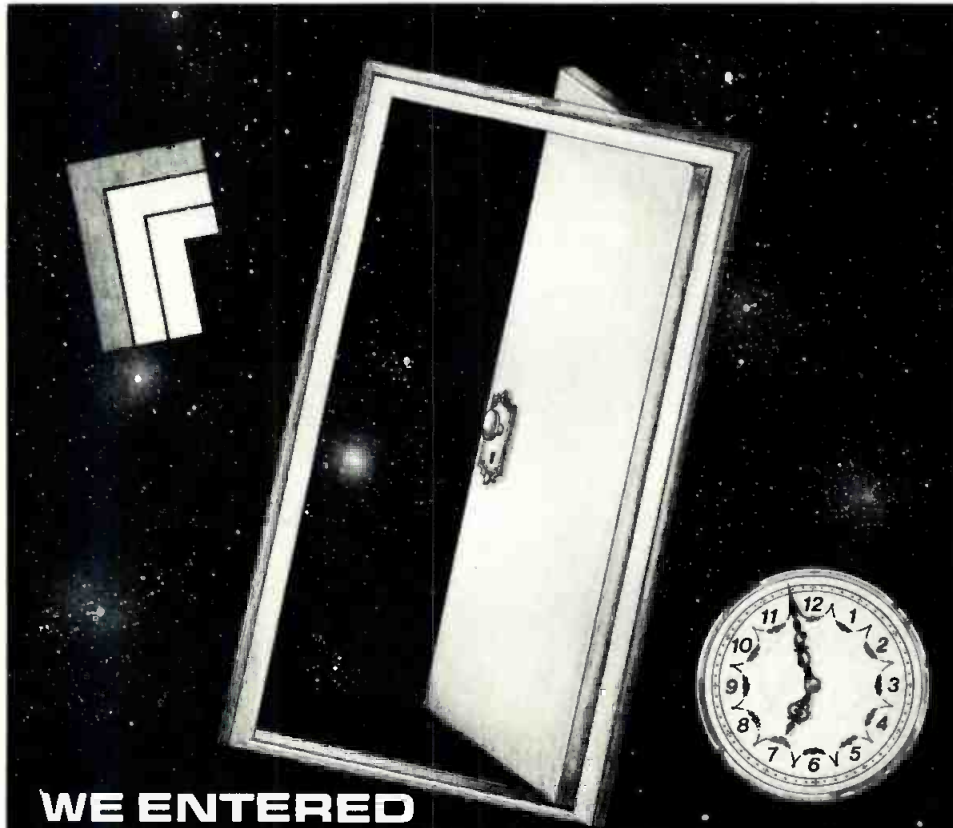
WENE(AM)-WNRD(FM) Endicott, N.Y., and former wife of talk show host, Merv Griffin. Buyer is owned by John Mullen, Media, Pa., businessman, who has no other broadcast interests. WMID is on 1340 khz with 1 kw day and 250 w night. WGRF is on 99.3 mhz with 3 kw and antenna 290 feet above average terrain.

KFAT(FM) Gilroy, Calif. □ Sold by KFAT-Levin Radio Inc. to Western Cities Broadcasting Inc. for \$900,000. Seller is owned by estate of Harvey Levin, which also owns KUIC(FM) Vacaville, Calif. William Horwich is executor. Buyer is owned by Peer Pedersen and Howard C. Warren (30% each). Richard C. Phalen (21.23%) and brother, William R.

Phalen (18.77%). They own KMJJ(AM) North Las Vegas and KLUC(FM) Las Vegas; KZZP-AM-FM Mesa and KNST(AM)-KRQQ(FM) Tucson, both Arizona. KFAT is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

KUBA(AM)-KXEZ(FM) Yuba City, Calif. □ Sold by Leroy J. Neider and Eugene Mills to Ridge L. Harland for \$775,000. Sellers have no other broadcast interests. Buyer is Hillsborough, Calif., business consultant whose son, Robert R. Harland, is general manager of stations. KUBA is on 1600 khz with 5 kw day and 2.5 kw night. KXEZ is on 103.9 mhz with 3 kw and antenna 187 feet above average terrain.

WDBL-AM-FM Springfield, Tenn. □ Sold by Middle Tennessee Enterprises Inc. to Canto Communications Corp. for \$600,000. Seller is owned by H.A. Webster, who has no other broadcast interests. Buyer is owned by James M. Canton, who owns WTSL(AM) Hanover, N.H. WDBL is 1 kw daytimer on 1590 khz. WDBL-FM is on 94.3 mhz with 3 kw and antenna 215 feet above average terrain. □



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## ARF to look at new research problems

"The new marketplace" will be the focus of the Advertising Research Foundation's 29th annual conference to be held at the New York Hilton March 7-9. The upcoming conference was discussed last week at ARF's annual business meeting in New York.

Jules Fine, executive vice president and director of marketing services at Ogilvy & Mather and chairman of the program committee for the ARF conference, said it will be devoted to advances in research techniques "for measuring and dealing with a significantly more complex, sophisticated consumer world."

Keynoting the ARF's annual conference will be John S. Bowen, president and chief executive officer of Benton & Bowles and the current chairman of the American Association of Advertising Agencies, who will speak about improving the public image of advertising.

Other featured speakers at the conference will be 20/20's Hugh Downs and John Naisbitt, chairman of the Naisbitt Group and author of the book, "Megatrends."

ARF, with a membership of over 300 advertisers, agencies, media groups, research firms, associations and universities, expects to draw more than 2,000 registrants to its March conference. The conference will feature an exhibit area, to be called Research Expo '83, where more than 100 firms will demonstrate techniques in advertising research.

At the business meeting last week, Mike Naples, president of ARF, said the organization "is now the strongest it has ever been." In three years, the nonprofit organization has turned a \$450,000 deficit into a \$100,000 surplus by trimming full-time staff and generating greater interest in its conferences and workshops. □

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## AM stereo on parade at CES

**Consumer Electronics Show brings out three proponents making strong pitches: Motorola, Magnavox and Harris; Kahn stays in background**

Just as they went their separate ways in developing AM stereo technology, the four companies competing for industry acceptance of their individual systems presented themselves in markedly different fashion at the winter session of the semiannual Consumer Electronics Show in Las Vegas (Jan. 6-9).

Motorola set up its own low-power AM radio station at an elaborate exhibit in the Hilton hotel section of the six-acre show. The company trumpeted Delco's recent decision to choose Motorola's C-Quam system for GM automobile radios. A banner prompted observers to "get on the bandwagon" with the system, currently in use at WIRE(AM) Indianapolis.

In the Las Vegas Convention Center, site of the main exhibition, Magnavox demonstrated on-air performance of its PMX AM stereo system. The system was being used

by KMJJ(AM), an MOR format station in Las Vegas.

Harris Corp. also demonstrated its own system over a local station, KORK(AM), and displayed equipment in a Hilton hotel suite.

Manufacturers of the Kahn system, which did not participate in the recent stereo AM tests by Delco, elected not to go to Las Vegas.

Christopher Payne, Motorola's AM stereo broadcasting manager, told BROADCASTING that Delco's recommendation last month has made "an enormous difference" in industry interest in the system. He estimated the number of stations ordering equipment for AM stereo transmission from the company has tripled since that announcement. Payne predicted that GM vehicles equipped to receive AM stereo would appear with the 1984 model year, and he expects at least two receiver manufacturers to announce plans to produce C-Quam-type receivers. He said that some manufacturers have been reluctant to commit to AM stereo-equipped radios until their current inventories are reduced. Motorola decided to set up its own mini-station

at CES, Payne explained, to control all elements in the processing chain.

The Magnavox demonstration relied on a prototype receiver modified for stereo reception. A spokesman for the company said he expects a line of Magnavox/PMX-equipped receivers "in several price categories" to be introduced later this year.

"At least 13 Far East radio manufacturers producing several million receivers annually" have built prototype PMX receivers, according to Louis Slangen, vice president of product planning for Magnavox's parent firm, N.A.P. Consumer Electronics Corp. "Chips for those PMX systems have been provided by National Semiconductor," he said. Commercial delivery of AM stereo signal exciters made by Continental Electronics is expected early this quarter, following FCC type acceptance in October. KMJJ was the second station to begin using the Magnavox system.

Pricing for the first portable AM stereo receivers using Magnavox technology, to be made in Hong Kong, is expected to be "well under \$20," according to National Semiconductor.

Roger Burns, director of strategic planning for Harris Corp., downplayed the importance of Delco's Motorola endorsement, adding "it had not diminished the interest in our system." He said Harris has "firm orders" from 110 stations for its AM stereo equipment in addition to the 14 Harris-based stations now operating.

"We should add about 10 or 12 stations each month through February," Burns told BROADCASTING, "at which time we will go into full production of the [stereo] modulation monitor."

According to Burns, National Semiconductor has designed an integrated circuit chip, similar to that developed for Magnavox, that is capable of receiving the Harris system. The chips, which are not interchangeable, are likely to be used in low- or medium-priced receivers. Burns noted Jensen's "strong endorsement" of the Harris system and said that Sansui has worked "closely" with the company in developing its new line of AM stereo receivers. (Jensen has not yet made a commitment to build an AM stereo receiver, however.)

Sansui was the only manufacturer among the 11 at the show demonstrating AM stereo radios offering a receiver designed to receive all four of the systems. The auto radio, using a single IC chip and special circuitry, is expected to be on the market next June. Six other manufacturers displayed car AM stereo prototypes and two others offered stereo AM portables. One firm, Samsung, introduced a high-fidelity system with AM stereo capacity and the remainder included clock radios, large portables and "music center" products.

Harris has announced an agreement with Crutchfield, a mail-order company, to supply AM stereo adapters for car radios and, in

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a separate move, reduced its per-receiver royalty charge to 10 cents, compared with fees of up to 50 cents assessed by competitors.

Although Kahn/Hazeltine did not have an

official presence at the show, Kahn Communications last month announced formation of Kahn Consumer Products, which will produce an AM stereo/FM stereo tuner dubbed "Stereo, Stereo." □

## Beta Hi-Fi flies high in Vegas

### New high-fidelity video and audio VCR makes big splash at Consumer Electronics Show

The marriage between high-fidelity audio and video was bolstered at the winter Consumer Electronics Show with the introduction by Beta format videocassette recorder manufacturers of Beta Hi-Fi, a new audio system for VCR's that relies on FM technology for video head retrieval of stereo audio information. Prototype equipment using the AFM audio circuitry (also known as Beta Hi-Fi) was displayed prominently by Sony and other manufacturers at the exhibition, with delivery of the new high-end VCR's to retailers expected by next summer. The technology was developed jointly by the Beta format VCR manufacturers.

Industry observers view Beta Hi-Fi's introduction as an attempt by Beta proponents to capture some of the 70% VCR market share enjoyed by VHS-based systems. Other Beta-type manufacturers besides Sony are Aiwa, Marantz, NEC, Sanyo, Teknika, Toshiba and Zenith.

Stereo sound recording and playback have been available in the VHS format for some time, but Beta group spokesmen contend Beta Hi-Fi yields "true high fidelity" that rivals digital disk recording for dynamic range. The VHS systems record through a

separate audio head with a dynamic range of about 40 db, while the Beta Hi-Fi method is said to provide a range of more than 80 db by using a video head-based pickup that records simultaneously with the video signals. The system, which is compatible with existing Beta videotapes and recorders, is purported to have a frequency response extension from 20 hz to 20 khz, owing to a "writing speed" of about seven meters per second. Harmonic distortion is said to be less than 0.3% at 1 khz and channel separation more than 60 db.

Manufacturers were not releasing suggested retail prices for the Beta Hi-Fi equipment or software. A catalogue of more than 50 movies and concerts from a dozen companies utilizing the new technology also was released.

"Beta Hi-Fi is the perfect companion for component TV," said Joseph A. Lagore, president of Sony Consumer Products. "It also pays off the promise of projection TV, with sound as dramatic as the big projected picture." Lagore emphasized that "Beta Hi-Fi is an improvement on the existing Beta format, and not a new format of its own," therefore not requiring special formulations of blank tape.

As part of Sony's own Beta marketing program, the company plans to introduce a series of music cassettes, including "video 45's," that will take advantage of the AFM

technology.

The FST, as Toshiba calls it, is expected to be available in June, and was demonstrated in prototype by Toshiba alongside the company's standard elliptical models. The FST uses a four-lens focusing system, compared with standard three- and two-lens systems, and a smaller beam spot size than conventional CRT's. Toshiba claims virtually no horizontal or vertical distortion, no missing picture and a viewing area 27% wider than cylindrical or spherical picture screens provide. It also says the FST cuts the reflection of ambient light (for a sharper and brighter picture), provides greater picture resolution and less convergence error.

The flat and square approach to component television was prominently featured, with many manufacturers offering receivers in that style in screen sizes ranging from 25 to 60 diagonal inches. Coupled with the trend toward component audio/visual systems, Ousdorf Corp. introduced 26 new "electronics furniture" designs, many accommodating the high technology video components now available.

At the opposite end of the spectrum, a number of mini-screen television receivers were introduced at the show, including Watchman, claimed by Sony as "the world's first flat-screen TV available to the consumer." The black-and-white receiver has a two-inch diagonal screen and uses an electron gun placement underneath, parallel to the screen to maximize portability. (The Watchman is one-and-one-quarter inches thick.) A new Casio unit, available in the U.S. next July, features a two-and-three-quarters-inch screen utilizing a twisted pneumatic type liquid crystal. The "Casiovision" LCV-30 is one inch thick. □

## In Sync

### Teletext in winter

Three major consumer electronics manufacturers demonstrated teletext decoders for the British teletext system at the Winter Consumer Electronics Show in Las Vegas, according to British Videotex and Teletext, a group of British companies formed to promote British teletext in the U.S. Decoders were shown by Zenith Radio, Magnavox and General Electric. They were demonstrated with the help of KTNV-TV Las Vegas, which imported Keyfax, a teletext magazine being broadcast on an experimental basis by Field Broadcasting's WFLD-TV Chicago, and rebroadcast it during the show. (Keyfax, a service of Field and other communications firms, is distributed via satellite by Southern Satellite Systems.)

### Engineering prize

The winner of the National Association of Broadcasters 1983 Engineering Award is Joseph A. Flaherty, vice president, engineering and development, CBS/Broadcast Group. NAB will present the award to the



Flaherty

26-year CBS veteran during its annual convention April 10-13 in Las Vegas. Flaherty is responsible for all television engineering activities of the CBS/Broadcast Group. That includes the development and acquisition of new equipment and the planning and installation of technical facilities. As an active member of the Society of Motion Picture

and Television Engineers and European professional societies, Flaherty is known internationally. He can take much of the credit for the establishment of the world digital television production standard that was adopted last February by the International Radio Consultative Committee (CCIR). He is also responsible for the increasing interest in this country in high-definition television and other "advanced television systems." The NAB award is not Flaherty's first. He has received Emmys for his work in electronic news gathering and he is the winner of the 1974 David Sarnoff Gold Medal and the 1979 Montreux International Achievement Gold Medal. Flaherty graduated in 1952 from the University of Rockhurst in Kansas City, Mo. Before joining CBS in 1957, he served with the U.S. Army Signal Corps and worked at WDAF-TV Kansas City and NBC-TV.

### Dream home

Satellite Television Corp., the satellite broadcasting subsidiary of Comsat, has taken another small step toward launching its

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service in 1986. It announced last week the signing of an \$800,000 contract with Cornwall Associates Inc. of Pasadena, Calif., to design its broadcast center near Las Vegas. The Pasadena, Calif.-based architectural and engineering firm will "prepare detailed construction drawings, bid documents, site development plans and performance test plans and procedures." The broadcast center will be used to control the broadcast satellites and to edit, reproduce and transmit programming to them. STC announced last month that it had purchased 39 acres of land northwest of Las Vegas for the center. STC is building the center in the Nevada desert because the arid atmosphere will cause minimal degradation to signals being transmitted to the satellites.

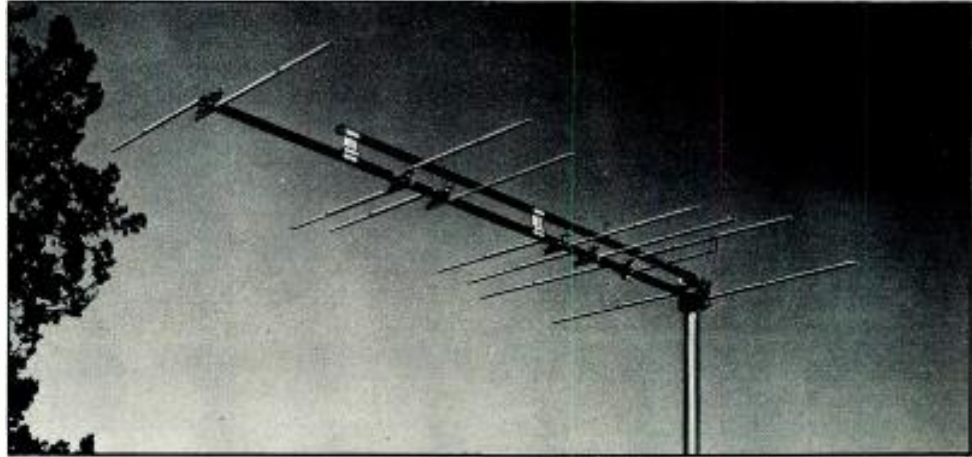
## Clean and shine

Users of one-inch videotape recorders now have a tape evaluator all their own. Television Equipment Associates Inc., South Salem, N.Y., has introduced a tape evaluator that handles one-inch tape exclusively. Consequently, the Elcon 254 is smaller and more compact than the two-inch, one-inch evaluators now in widespread use. The machines' wiping and honing features are identical to those of other Elcon evaluators, TEA said, but the system that locates and identifies flaws in the tape has been "substantially simplified." The state of the tape is shown on three LED displays that stretch across the control panel. The displays represent the "Outer Edge," the "Center (Video)," and the "Inner Edge."

## Biggest gets bigger

NEC America Inc., Elk Grove Village, Ill., says it has received a multimillion-dollar contract to expand the capability of the routing switcher it delivered to NBC-TV in Burbank, Calif., in 1980—a switcher that, according to NEC America, is already the largest in the world. The NEC model TKA-105 now features 150 inputs by 270 outputs

(40,500 crosspoints) with 270 controllers. Once NEC finishes its upgrade, the switcher will have 210 inputs by 360 outputs (75,600 crosspoints) and 360 controllers. Besides its size, the switcher features LSI's in critical circuits for greater stability and reliability as well as lower power consumption. It handles four digitized audio channels for each video input. NEC plans to finish expansion of the unit by mid year.



New from Winegard

## TV feelers

Winegard Co., Montgomeryville, Pa., has introduced two new VHF yagi antennas for cable and MATV systems. The low-band model, CA-7002/CA-7006, is designed to re-

ceive channels 2 through 6. The high-band model, CA-8007/CA-8013, will pick up channels 7 through 13. Each of the \$206 antennas features 75-ohm, low-loss, gamma-matched driven elements, mounted on a heavy blue anodized boom. The antennas are delivered preassembled.

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# For the Record

AS compiled by BROADCASTING, Jan. 3 through Jan. 7, 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

- Sahuarita, Ariz.—Arizona Bravo Ltd. seeks 1210 khz, 10 kw-D, 1 kw-N. Address: 1309 Vale Blvd., S.E., Albuquerque, N.M. 87106. Principals: Edward L. Gomez, chairman, and others, who also are principals in KIRT(AM) Mission, Tex., and KABQ(AM) Albuquerque, N.M. Filed Dec. 23, 1982.

- Sahuarita, Ariz.—El Sahuarita Broadcasting Inc. seeks 1210 khz, 10 kw-D, 500 kw-N. Address: 3490 Irving Road,

Sahuarita 85692. Principals: Diego A. Valenzuela, president (40%) and six others, none who have other broadcast interests. Filed Dec. 23, 1982.

- Tucson, Ariz.—Benito Juarez Sandoval seeks 580 khz, 5 kw-D, 500 w-N. Address: 32099-E Road 122 Extension, Visolia, Calif. 93291. Principals: Sandoval has no other broadcast interests. Filed Dec. 21, 1982.

- Many, La.—WLV-TV Inc. seeks 1530 khz, 1 kw-D. Address: 595 San Antonio Ave., Many 71449. Principals: Edwin T. Baldrige (75%) and Tedd W. Dumas (25%), who also own KWLTV-FM, Many. Filed Dec. 23, 1982.

- Donna, Tex.—Gulf Coast Broadcasting Co. seeks 1210 khz, 50 kw-D, 5 kw-N. Address: P.O. Box 632, Roma, Tex. 78584. Principals: Maida I. Moscorro (100%), who has no broadcast interests. Filed Dec. 23, 1982.

- San Benito, Tex.—Gisela Rodriguez seeks 1210 khz, 50 kw-D, 1 kw-N. Address: 4654 Flat Rock Court, Fort Worth, Tex. 76132. Principals: Gisela Rodriguez is wife of Marcos Rodriguez Sr., principal owner of KESS(FM) Fort Worth; KLAT(AM) Houston, and also applicant for new AM's at Carrollton and Universal City, both Texas, and Albuquerque, N.M. Filed Dec. 23, 1982.

- Tucson, Ariz.—El Sol Broadcasting Inc. seeks 580 khz, 5 kw-D, 500 w-N. Address: 2654911 East Broadway, Tucson 85711. Principals: Mucio D. Carlon, president (20%), and four others, none who have other broadcast interests. Filed Dec. 29, 1982.

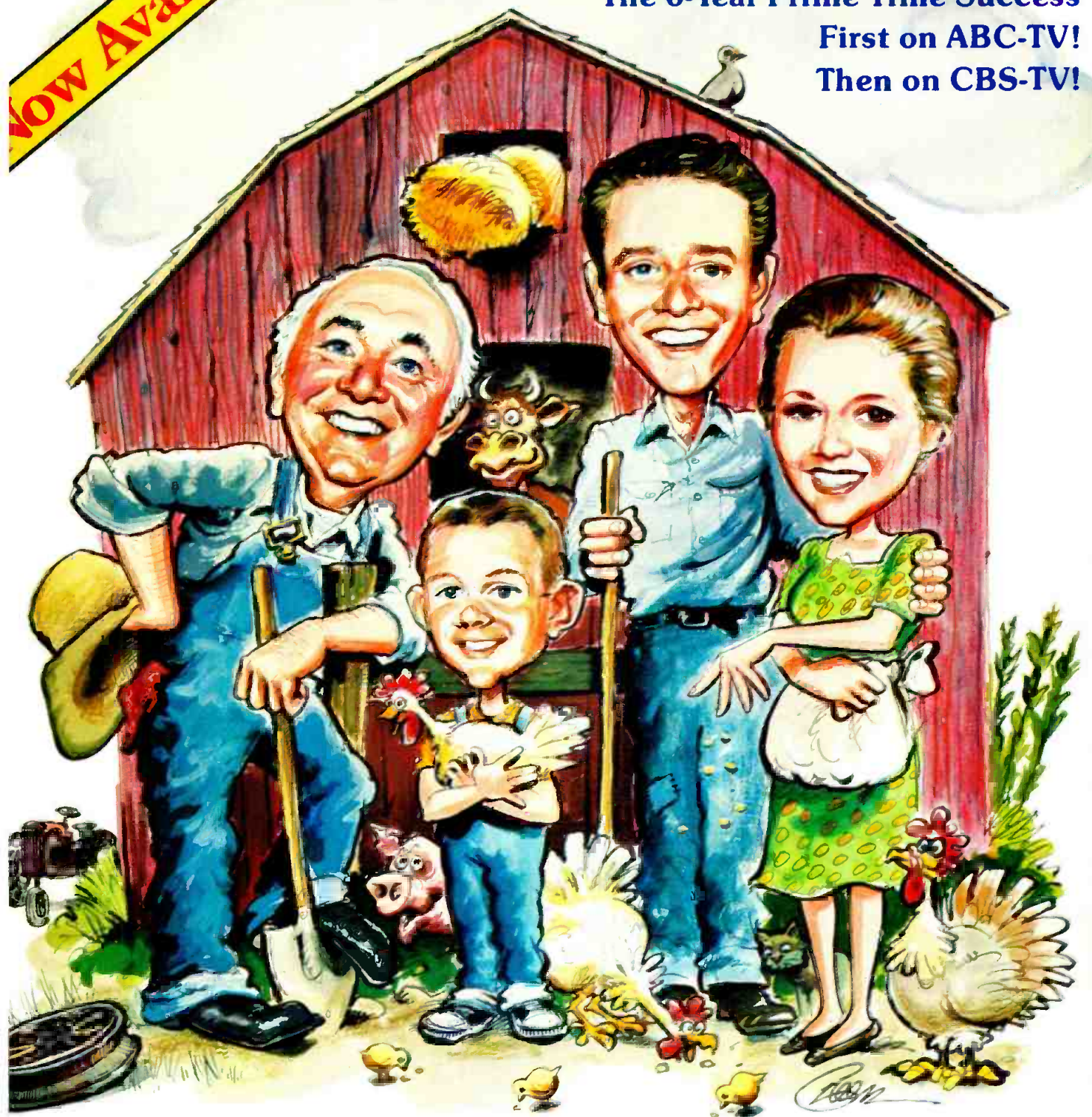
- Tucson, Ariz.—Elliot-Phelps Broadcasting seeks 580 khz, 5 kw-D, 500 w-N. Address: 4733 Calle de la Feane, Tucson 85714. Principals: Group of three general partners and 13 limited partners. Principals include Richard A. Heatley (limited, 8%) and Phyllis J. Ehlinger (general, 89%). Heatley is chief engineer at KZAZ-TV Tucson and Ehlinger



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is account executive at KTUC(AM)-KNDE(FM) Tucson. Filed Dec. 29, 1982.

■ Bockingham, Vt.—WTIJ Broadcasting Inc. seeks 570 khz. 500 w-D. Address: Box 107, Bellows Falls, Vt. 05101. Principals: Applicant owns WTIJ(FM) Bellows Falls, Vt. Filed Dec. 23, 1982.

## FM actions

■ \*Covington, Ind.—Doxa Inc. granted 90.3 mhz. 19 kw. HAAT: 265 ft. Address 5th & Harrison Streets, Covington 47932. Estimated construction costs: \$68,600; first-quarter operating cost: \$8,700. Principal: Noncommercial corporation; Gregg Curtis, president. He is Covington pastor and educator and has no other broadcast interests. (BPED-820406AD). Action Dec. 16, 1982.

■ Liberal, Kan.—Don M. Delly granted 102.7 mhz. 50 kw. HAAT: 353 ft. Address: 835 East 5th St. Cushing, Okla. 74023. Principal: Don M. Kelly is president and principal owner of KUSH(AM) Cushing, Okla., and sole owner of KLTR(AM) Blackwell, Okla. (BPH-820222AY). Action Dec. 22, 1982.

■ Natchitoches, La.—Black Star Broadcasting Co. dismissed application for 95.9 mhz. 3 kw. HAAT: 300 ft. (BPH-810903AD).

■ Ontonagon, Mich.—Ontonagon County Broadcasting Inc. granted 98.3 mhz., 3 kw. HAAT: 300 ft. Address: P.O. Box 407, Houghton, Mich. 49931. Principals: Harvey L. Desnick and wife, Susan T. (70% jointly) and James W. Lienan (30%). Harvey Desnick is president and 97% owner of WHUH(FM) Houghton, Mich. (BPH-820624BD). Action Dec. 22, 1982.

■ \*Duluth, Minn.—Northwestern College Radio granted 90.5 mhz. 3 kw. HAAT: 480 ft. Address: 3003 North Suelling Avenue, Roseville, Minn. Estimated construction costs: \$65,000; first-quarter operating cost: \$30,000. Principal: Richard Gunderson is president of board of trustees. Northwestern College is licensee of KTIS-AM-FM Minneapolis; KFNW-AM-FM Fargo, N.D.; KNWC-AM-FM Sioux Falls, S.D.; KNWS-AM-FM Waterloo, Iowa and WNNC(FM) Madison, Wis. (BPED-820222AV). Action Dec. 16, 1982.

■ Steelville, Mo.—Twenty-One Sound Communications Inc. granted 96.7 mhz. 500 w. HAAT: 640 ft. Address: 150 South Highway 67, Florissant, Mo. 63031. Principals: Ran-

dal L. Wachter (100%), who is Florissant, Mo., engineering consultant and salesman and also applicant for new AM at Salem, Mo. (BPH-820324AJ). Action Dec. 16, 1982.

■ Leland, Miss.—The River Broadcasting Inc. granted 102.3 mhz. 3 kw. HAAT: 300 ft. Address: 218 Matustream Mall, Greenville, Miss. 38701. Principal: George E. Pine II, president (23.7%) and seven others, who also own WNIX(AM) Greenville. (BPH-820611AJ). Action Dec. 22, 1982.

■ Lumberton, Miss.—Community Broadcasting Inc. granted 95.3 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 723, Wiggins, Miss. 39577. Estimated construction costs: \$63,000; first-quarter operating cost: \$7,500; first-year revenue: \$100,000. Principals: Alton R. Byrd (51%) and wife, G. Joyce Byrd (49%). They own WIGG(AM) Wiggins, Miss. (BPH-820202AD). Action Dec. 16, 1982.

■ \*Bath, N.Y.—Area Youth for Christ Radio granted 103.1 mhz. 91 w. HAAT: 599 ft. Address: P.O. Box 506, Bath 14810. Estimated construction costs: \$29,300; first-quarter operating cost: \$23,500. Principal: Nonprofit corporation; Richard M. Snavelly is president. He is executive director of Area Youth for Christ Inc., Bath evangelistic association, and has no other broadcast interests. (BPH-820217AB) Action Dec. 16, 1982.

■ \*Broken Arrow, Okla.—Creative Educational Media Corp. granted 90.5 mhz. 100 kw. HAAT: 930 ft. Address: 110 West Kenosha Street, Broken Arrow 74012. Estimated construction costs: \$76,000; first-quarter operating cost: \$18,450. Format: Educational. Principal: nonprofit, non-stock corp.; Gerald D. Ingles is president. He is LPTV applicant for five translators throughout state. (BPED-810511AF). Action Dec. 2, 1982.

■ Warm Springs, Ore.—Confederated Tribes of Warm Springs, Oregon granted 96.5 mhz. 100 kw. HAAT: 1,092 ft. Address: P.O. Box C, Warm Springs, Ore. 97761. Principal: Indian tribe of over 2,000 members. Albert Frank Sr. is Tribal Council chairman. (BPH-820624BE). Action Dec. 16, 1982.

■ Hilton Head, S.C.—Mark Anthony Broadcasting dismissed application for 105.5 mhz. 3 kw. HAAT: 273 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. (BAL-821101HL). Action Dec. 17, 1982.

■ \*Garden City, S.D.—South Dakota State University granted 89.3 mhz. 84.81 kw. HAAT: 1,415 ft. Address: Box 2218B Pugsley Center, Brookings, S.D. 57007. Estimated construction costs: \$139,000; first-year operating costs: \$45,000. Principal: nonecommercial educational institution. Permittee of KESD-FM-TV. (BPED-820507AM). Action Dec. 16, 1982.

■ Minor Hill, Tenn.—Minor Hill Broadcasting dismissed application for 92.1 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 220, Loretto, Tenn. 38469. (BPH-82070AK). Action Dec. 14, 1982.

■ Pearsall, Tex.—Pearsall Broadcasters Inc. granted 95.3 mhz. 3 kw. HAAT: 235 ft. Address: P.O. Box K, Oil Field Road, Pearsall, Tex. 78061. Estimated construction costs: \$30,000; first-quarter operating cost: \$7,000; first-quarter revenue: \$10,000. Principals: Walter H. Herbot Jr. (70%), Jesus R. Sifuentes and wife, Elizabeth M. (15% each). They own KVWG(AM) Pearsall. Herbot also owns KBEN(AM) Carrizo Springs, Tex. (BPH-810911AB). Action Dec. 22, 1982.

■ Vergennes, Vt.—Radio Vergennes Inc. granted 106.3 mhz. 719 w. HAAT: 657 ft. Address: Garvey Hill, Northfield, Vt. 05663. Estimated construction costs: \$75,400; first-quarter operating cost: \$35,300; first-quarter revenue: \$65,000. Principals: Richard C. Longfellow Jr., president (33.33%) and five others. He is Northfield, Vt., teacher. None have other broadcast interests. (BPH-811216A). Action Dec. 6, 1982.

## TV applications

■ Oroville, Calif.—Golden Valley Communications seeks ch. 28; ERP: 5,000 kw vis., 500 kw aur., HAAT: 984 ft.; ant. height above ground: 220 ft. Address: 9253 Woodleaf Star Route, Oroville 95965. Principal: Applicant has no other broadcast interests. Filed Dec. 21, 1982.

■ Oroville, Calif.—Gridley Community TV seeks ch. 28; ERP: 3,981 kw vis., 398 kw aur., HAAT: 2,231 ft.; ant. height above ground: 281 ft. Address: 1232 Harvard Lane, Clovis, Calif. 93612. Principals: Stephen J. Mewhart (100%), who also is principal in applications for new TV's in Clovis, and Anaecortes, Wash. Filed Dec. 21, 1982.

■ Oroville, Calif.—Oroville Communications 28 Ltd. seeks ch. 28; ERP: 1601 kw vis., 152 kw aur., HAAT: 1,601 ft.; ant. height above ground: 152 ft. Address: 736 Madison Ave., Redwood City, Calif. 94061. Principals: Farrell B. Jones (90%) and Patricia Luz Gonzalez (10%). Jones is principal in eight applications full-service TV's. Filed Dec. 21, 1982.

■ Oroville, Calif.—Oroville TV seeks ch. 28; ERP: 582 kw vis., 116 kw aur., HAAT: 1,638 ft.; ant. height above ground: 165 ft. Address: 3357 Kimberly Road, Shingle Springs, Calif. 95682. Principals: Jane Filler, Dora Clapp, and James Avel (one-third each). Filed Dec. 21, 1982.

■ Fort Walton Beach, Fla.—Ro-Mar Communications Inc. seeks ch. 35; ERP: 1,216 kw vis., 121 kw aur., HAAT: 269 ft.; ant. height above ground: 273 ft. Address: 766 Suite B, Deltona Blvd., Deltona, Fla. 32725. Principals: Rosemarie Coyne and Robert K. Coyne (50% each), who have also filed for LPTV application for four Florida communities but have no other broadcast interests. Filed Dec. 28, 1982.

■ Rome, Ga.—North Georgia Television Ltd. seeks ch. 14; ERP: 1,288 kw vis., 257 kw aur., HAAT: 762 ft.; ant. height above ground: 267 ft. Address: 15 Barnstable Way, Rome 30161. Principals: Robert T. Cheatham III (95%) and Juanita Haynes (5%). Cheatham also is applicant for new FM at Wichita Falls, Tex., and new TV at Cape Coral, Fla. Filed Dec. 27, 1982.

■ Bettendorf, Iowa—Haynes Communications Co. seeks ch. 30; ERP: 750 kw vis., 75 kw aur., HAAT: 594 ft.; ant. height above ground: 529 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principals: Carl Haynes (100%), who is applicant for new FM's at Le Claire, Iowa; Golden, Colo.; and Nederland, Tex. Filed Dec. 17, 1982.

■ Missoula, Mont.—Owen Broadcasting Enterprises seeks ch. 17; ERP: 1,000 kw vis., 10 kw aur., HAAT: 2,248.9 ft.; ant. height above ground: 152 ft. Address: 3636 Tallula Ave., 208, Knoxville, Tenn. 37919. Principals: Dennis H. Owen (100%), who is applicant for new LPTV stations but has no other broadcast interests. Filed Dec. 22, 1982.

■ Forest City, N.C.—Forest City TV Inc. seeks ch. 66; ERP: 82.2 kw vis., 8.2 kw aur., HAAT: 1,907 ft.; ant. height above ground: 111 ft. Address: 900 N.W. Eighth Ave., Gainseville, Fla. 32601. Principals: American Satellite and Television Inc. (90%) and Raymond K. Sisler (10%). Mark Goldstein is president of AS&T, which also owns cable system serving Alachua, Fla. Filed Dec. 15, 1982.

■ Goldsboro, N.C.—Friendship Broadcasting seeks ch. 17; ERP: 1,117 kw vis., 112 kw aur., HAAT: 999 ft.; ant. height above ground: 1,024 ft. Address: 110 Hunters Lane, Elizabeth City, N.C. 27909. Principals: A. Hartwell Campbell (15.4%), president, and seven others. Campbell owns WGA(AM) Elizabeth City, N.C. Filed Dec. 22, 1982.

■ Goldsboro, N.C.—Wayne Telecasters seeks ch. 17; ERP: 2,850 kw vis., 420 kw aur., HAAT: 1,159 ft.; ant. height above ground: 1,158 ft. Address: P.O. Box 1355, Goldsboro 27530. Principals: George G. Beasley (40%), and four others. Beasley is Goldsboro, N.C.-based group owner. Filed Dec. 22, 1982.

■ \*Beaumont, Tex.—Believers TV Outreach Christian Center Inc. seeks ch. 34; ERP: 61.79 kw vis., 6.18 kw aur., HAAT: 370 ft.; ant. height above ground: 385 ft. Address: 4230 Highland Ave., Beaumont 77705. Principals: Noncommercial corporation; Howard Cameron Jr. is president. It has no other broadcast interests. Filed Dec. 21, 1982.

■ Farewell, Tex.—Best Broadcasting Inc. seeks ch. 18; ERP: 874 kw vis., 87 kw aur., HAAT: 438 ft.; ant. height above ground: 430 ft. Address: 205 9th Street, Farewell 79325. Principals: Gil W. Patschke (100%), who owns KJN(AM) Farewell, also holds CP for new FM at Farewell. Filed Dec. 28, 1982.

■ Midland, Tex.—West Texas Communications seeks ch. 18; ERP: 1,293 kw vis., 255 kw aur., HAAT: 682 ft.; ant. height above ground: 673 ft. Address: 4619 Dietrich, San Antonio, Tex. 78219. Principals: Rodger Weems (75%) and Rolando A. Romero (25%). Weems also is general partner in applicant for new TV at Hobbs, N.M. Filed Dec. 1, 1982.

■ Marshfield, Wis.—Wisconsin TV Ltd. seeks ch. 39; ERP: 236 kw vis., 23.6 kw aur., HAAT: 663 ft.; ant. height above ground: 622 ft. Address: 3100 Ellias St, Stevens Point, Wis. 54481. Principals: Journal Printing Co. (90%) and Ann Glinski (10%), who have no other broadcast interests. Glinski is general partner and sole limited partner in Journal Printing Co., publisher of Stevens Point, Wis., Daily Journal. Filed Dec. 21, 1982.

## TV actions

Darville, Ky.—Robert L. Bertram granted ch. 56. 660.69 kw vis., 66.06 kw aur., HAAT: 466 ft. (BPCT-820723KF). Action Dec. 29, 1982.

■ International Falls, Minn.—John W. Boler granted ch. 11; ERP: 57.28 vis., 8.57 kw aur., HAAT: 369 ft.; ant. height above ground: 344 ft. Address: 4001 13 Avenue South, Fargo, N.D. 58103. Principal: Boler operates LPTV station at Bemidji, Minn. (BPCT-820827K1). Action Dec. 30, 1982.

■ Jefferson City, Mo.—The Fab Foundation Inc. granted ch. 36. ERP: 1,012.5 kw vis., 200.36 kw aur., HAAT: 930

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ft. (BPED-810511AF). Action Dec. 29, 1982.

■ **Humacao, P.R.**—Samuel Lugo Perez dismissed application for ch. 68: ERP: 528 w vis., 48 w aur.; ant. height above ground: 52 ft. (BPCT-820715KE).

## Ownership changes

### Applications

■ **WMOE(AM) Alpharetta, Ga.** (1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of North Fulton Broadcasting Inc. from Ann Marie Baker (51% before; none after) and Maurice Negrin (49% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: \$449,000. Sellers have no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C. and WGML(AM) Hinesville, Ga. and has also purchased, subject to FCC approval, WRED(AM) Monroe, Ga. (see below). Ann. Jan. 12.

■ **WRED(AM) Monroe, Ga.** (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Monroe Broadcasting Inc. from Earl Akery (100% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: \$245,000. Principals: Akery has no other broadcast interests. Stovall also owns WPKZ(AM) Pickens, S.C., and WGML(AM) Hinesville, Ga., and has also purchased, subject to FCC approval, WMOE(AM) Alpharetta, Ga. Ann. Jan. 12.

■ **KOFE(AM) St. Maries, Idaho** (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KC Corporation to J & M Marian Enterprises for \$127,000. Seller: Barbara I. Kellogg (75%) and her brother, Orville Case, (25%). Neither has other broadcast interests. Buyer: is owned by Maurice and Joan McInerney (husband and wife), who have no other broadcast interests. Maurice is former director of radio/TV programming for the Catholic archdiocese of Denver. Joan is office manager for Interior Resource Inc., Colorado Springs. Ann. Jan. 12.

■ **WJCK(FM) Rensselaer, Ind.** (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from J.C. Broadcasters Inc. to Northstar Communications Inc. for \$350,000. Seller is owned by Donald L. Clark and family, who have no other broadcast interests. Buyer, jointly owned by Thomas and Rosemarie Jurek (husband and wife), has also applied for a CP for a new FM at Winamac, Ind. Thomas is also principal owner of WRIN(AM) Rensselaer. Ann. Jan. 12.

■ **WQXQ(AM) West Springfield, Mass.** (1490 khz, 1 kw-D, 250 w-N) Seeks assignment of license from J. William O'Connor to Portuguese Broadcasting Inc. for \$225,000. Seller and his wife, Dorothy, also own WYNH(AM) Salem, N.H. Buyer is owned by Manuel Angelo and his wife, Maria, and Bernardino Coutinho and his wife, Maria (25% each). Angelo has worked at WQXQ for past four years. None has other broadcast interests. Ann. Jan. 12.

■ **WDBI-FM Tawas City, Mich.** (101.7 mhz, 3 kw, HAAT: 275 ft.)—Seeks assignment of license from Pridnia Broadcasting Co. to Tawas City Broadcasting Co. for \$440,000, including the assumption of approximately \$400,000 in

debt. Seller is principally owned by John D. Pridnia, who has no other broadcast interests. Buyer is owned by Donald J. Backus and Martin J. Pennoni (38% each); James C. Moriarty (14%) and John Thibert (10%). Backus and Pennoni own recording studio in Lansing, Mich.; none has other broadcast interests. Ann. Jan. 12.

■ **WNAU(AM)-WOKM(FM) New Albany, Miss.** (AM: 1470 khz, 500 w; FM: 103.5 mhz, 36 kw, HAAT: 79 ft.)—Seeks assignment of license from Tallahatchie Broadcasting Corp. to Dixie Broadcasting for \$735,000. Seller is owned by William O. Rutledge (28%), president, and four others. None has other broadcast interests. Buyer is a partnership of William Dunnington, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnington owns 22.2%. Ann. Jan. 12.

■ **KGBX(AM) Springfield, Mo.** (1260 khz, 5 kw.)—Seeks assignment of license from Stauffer Communications to Springcom Inc. for \$825,000. Seller is major group owner with five other AM's, three FM's and two TV's. Gerald N. Holley is vice president broadcasting. Buyer is owned by Alfred C. Sikes, J. Neal Ethridge, Noel Boyd, Gary S. Cansler and Gail L. Frederick. Sikes, Ethridge, Boyd and Cansler are partners in licensees of KLGT(FM) Breckenridge, Colo.; KRMS(AM)-KYLK(FM) Osage Beach, KJAS(AM) Jackson and KJAQ-FM Gordonville, all Missouri. Frederick is also partner in KLGT. Ann. Jan. 12.

■ **WQRB(AM)-WBAG(FM) Burlington, N.C.** (AM: 1150 khz, 1 kw-D; FM: 93.9 mhz, 20 kw, HAAT: 230 ft.)—Seeks assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1,750,000. Seller is owned by Lawrence E. Neese, Viola Neese Johnson (Lawrence's mother) and G.C. Starnes. None has other broadcast interests. Buyer, principally owned by James A. Heavner, also owns WMFD(AM)-WWQQ(FM) Wilmington and WCHL(AM) Chapel Hill, both North Carolina; WKQQ(AM) Lexington, Ky., and cable systems in Orange and Durham counties and Chapel Hill, all North Carolina. It has, subject to FCC approval, spun off WQRB(AM) Burlington to Burlington Communications Inc. because of its proximity to WCHL(AM) Chapel Hill (see below). Ann. Jan. 12.

■ **WQRB(AM) Burlington, N.C.** (1150 khz, 1 kw-D)—Seeks assignment of license from Village Companies of Chapel Hill Inc. to Burlington Communications Inc. for \$225,000. Seller, principally owned by James A. Heavner, is buying WQRB and co-located WBAG-FM from Burlington-Graham Broadcasting Co. and spinning off WQRB to comply with FCC's duopoly rules (see above). Buyer is owned by Mari L. Heavner (100%), the daughter of James A. Heavner. She has no other broadcasting interests. Ann. Jan. 12.

■ **WRIO-FM Cape May, N.J.** (102.3 mhz, 3 kw, HAAT: 145 ft.)—Seeks assignment of license from Cape Christian Broadcasters Inc. to Paul and Nancy Schumacher (husband and wife) for \$275,000. Seller is owned by William C. Lamon and Leonard Verity, who also own WRYO(FM) Crystal River, Fla. Schumachers have no other broadcast interests. Ann. Jan. 12.

■ **WRCS(AM)-WQDK(FM) Ahoskie, N.C.** (AM: 970 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from WRCS Inc. to Charles E. Franklin (75%) and his wife, Elizabeth, (25%) for \$600,000.

broadcast interests. Charles Franklin is principal owner of WJIK(AM) Camp Lejeune, N.C. His wife has no other broadcast interests. Ann. Jan. 12.

### Actions

■ **WAPI-AM-FM Birmingham, Ala.** (AM: 1070 khz, 50 kw-D, 5 kw-N; FM: 94.5 mhz, 100 kw, HAAT: 1,214 ft.)—Granted assignment of license from Newhouse Broadcasting Corp. to WAPI Inc. for \$4 million. Seller is subsidiary of Newhouse Newspapers and also sold, last year WSYR-AM-FM Syracuse, N.Y.; for \$5.1 million (BROADCASTING, Sept. 13, 1982) and WTPA(FM) Harrisburg, Pa. for \$1.25 million (BROADCASTING, Aug. 16, 1982). Buyer: Harold W. Ripps and Herbert A. Meisler (41.6% each) and Bernard S. Dittman (16.66%). Dittman owns WABB-AM-FM Mobile, Ala. Ripps and Meisler are Birmingham real estate developers (BAL-H-820504 HD.E). Action Dec. 22, 1982.

■ **WHOD(AM)-WHOI(FM) Jackson, Ala.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 1.7 kw.)—Granted transfer of control of Vogel-Ellington Corp. from William R. Vogel (64% before; none after) to William R. Vogel Jr. (89% after). Consideration: \$30,000. Principals: William Vogel Sr. is selling majority interest in licensee to son. (BTCH-821103EK). Action Dec. 17, 1982.

■ **KSSN(FM) Little Rock, Ark.** (95.7 mhz, 100 kw, HAAT: 1,000 ft.)—Granted transfer of control of First Com Corp. from Paul Rothfuss and Jim Long (50% before; none after) to Kerby Confer and Jerome Atchley (50% before; 100% after). Consideration: \$2,425 million. Principals: Sellers each own 25% of stock and are transferring interests to other shareholders, who also each own 25%. Long is principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principals in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C. and WGVL(AM) Greenville, S.C. (BTCH-821116EH). Action Dec. 28, 1982.

■ **KFAT(FM) Gilroy, Calif.** (94.5 mhz, 1.15 kw, HAAT: 2,580 ft.)—Granted assignment of license from KFAT-Levin Radio Inc. to Western Cities Broadcasting Inc. for \$900,000. Seller: Subsidiary of KUIC-Levin Radio Inc., which is owned by estate of Harvey Levin. Estate also owns KUIC(FM) Vacaville, Calif. William Horwich is executor. Buyer: Peer Pedersen and Howard C. Warren (30% each), Richard C. Phalen (21.23%) and brother, William R. Phalen (18.77%). They own KMJJ(AM) North Las Vegas and KLUC(FM) Las Vegas; KZZP-AM-FM Mesa, and KNST(AM)-KRQQ(FM) Tucson, all Arizona, and KZAP(FM) Sacramento, Calif. (BALH-821105EZ) Action Dec. 22, 1982.

■ **KACY(AM) Port Huemne and KACY-FM Oxnard, Calif.** (AM: 1520 khz, 50 kw-D, 1 kw-N; FM: 104.7 mhz, 2.85 kw, HAAT: 1,580 ft.)—Granted assignment of license from The Channel Islands Radio Inc. to Sunbeam Radio Partners for \$2.59 million. Seller is principally owned by Franz and Marcia Alliana, who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York. Alliana bought KACY-AM-FM in 1979 for 1.69 million (BROADCASTING, July 30, 1979). Edmund Ansin and Harold Frank Ansin own WCKT-TV Miami. Frank is vice president and general manager of WINZ-AM-FM Miami. (BAL-H-821118GE.F). Action Dec. 28, 1982.

■ **KUBA(AM)-KXEZ(FM) Yuba City, Calif.** (AM: 1600 khz, 5 kw-D, 1 kw-N; FM: 103.9 mhz, 3 kw, HAAT: 110 ft.)—Granted assignment of licensee from Leroy J. Neider and Eugene Mills to Ridge L. Harland for \$775,000. Sellers have no other broadcast interests. Buyer: Harland is Hillsborough, Calif., business consultant whose son, Robert Harland, is general manager of stations. (BAPL-821102HW) Action Dec. 17, 1982.

■ **WJOE(AM)-WGUCO(FM) Port St. Joe, Fla.** (AM: 1080 khz, 1 kw-D, FM: 93.5 mhz, 1.85 kw, HAAT: 160 ft.)—Granted assignment of license from Bay County Land and Abstract Inc. to Brown Broadcasting of Florida Inc. for \$175,000. Seller: Donald Crisp (100%), who has no other broadcast interests. Buyer: John Brown University (100%), Siloam Springs, Ark.-based educational institution that owns one AM and two FM's. It also recently sold KMCK(FM) Siloam Spring, Ark. and is permittee of non-commercial station at Siloam Springs. John Brown University also is applicant for new FM at Naples Park. (BAPL-821018GN.O). Action Jan. 3.

■ **WCTW(AM)-WMDH(FM) New Castle, Ind.** (AM: 1550 khz, 250 w-U; FM: 102.5 mhz, 50 kw-D, HAAT: 500 ft.)—Granted assignment of license from Delta D Inc. to Midwest Radio Consultants of Indiana Inc. for \$2 million. Seller is principally owned by George F. Ferry and John R. Ulz, who sold WTIM(AM)-WEEE(FM) Taylorsville, Ill., for \$550,000 (BROADCASTING, Aug. 30, 1982). Buyer is principally owned by David C. Schaberg, who is Lansing,

## 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
<b>Total Radio</b>	<b>9,159</b>	<b>1</b>	<b>0</b>	<b>9,160</b>	<b>565</b>	<b>9,725</b>
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
<b>Total TV</b>	<b>1,068</b>	<b>4</b>	<b>7</b>	<b>1,079</b>	<b>169</b>	<b>1,248</b>
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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Mich.-based broadcasting consultant and has no other broadcast interests. (BAL.H-821206AA.B). Action Dec. 23, 1982.

■ **KILJ(FM)** Mt. Pleasant, Iowa (105.5 mhz, 3 kw)—Granted transfer of control of KILJ Inc. from Paul L. Dennison (100% before; 50% after) to Paul L. Dennison & Joyce E. Dennison (none before, 50% after). Principals: Paul Dennison is transferring interest to his wife. (BTCH-821105 FJ). Action Dec. 17, 1982.

■ **WAMX(FM)** Ashland, Ky. FM: (93.7 mhz, 66 kw, HAAT: 1,400 ft.)—Granted assignment of license from Stereo 94 Inc. to Stoner Broadcasting System Inc. for \$1.75 million. Seller: Principally owned by Dick Martin, who also is principal owner of co-located WCMI(AM). Buyer is principally owned by Thomas H. Stoner. Stoner Broadcasting is licensee of KSO(AM)-KGGO(FM) Des Moines, Iowa; WGNT(AM) Huntington, W. Va.; WYRK(FM) Buffalo, N.Y.; WIMZ-AM-FM Knoxville, Tenn. and KHAK-AM-FM Cedar Rapids, Iowa. (BALH-82.1108FW). Action Dec. 17, 1982.

■ **WLDR(FM)** Traverse City, Mich. (101.9 mhz, 50 kw)—Granted transfer of control of Great Northern Broadcasting System Inc. from Roderick C. Maxson (52% before; none after) to Donald J. Witala (48% before; 100% after). Consideration: \$21,800. Principals: Transferor is selling his stock to minority stockholder. (BTCH-821108FS). Action Dec. 17, 1982.

■ **KASM(AM)** Albany, Minn. (1150 khz, 1 kw-D)—Granted transfer of control of Stearns County Broadcasting Co. from Urban J. Keppers and Andrew Glatzmaier (50% before, none after) to SVM Enterprises (none before; 50% after). Consideration: \$150,000. Principals: Sellers have no other broadcast interests. Buyer is owned equally by Norman C. Skalicky, Roger J. Voit and William J. McGuire, who have no other broadcast interests. (BTC-821105EY). Action Dec. 23, 1982.

■ **KLLR(AM)** Walker, Minn. (1600 khz, 1 kw-D)—Granted assignment of license from Stagg Broadcasting to Michael C. Steele for \$150,000. Seller has no other broadcast interests. Buyer: Steele is general manager of WENY-AM-TV and WLEZ(FM) Elmira, N.Y., and 2.5% owner of KWEB(AM)-KRCH(FM) Rochester, Minn., which has

been sold, subject to FCC approval (BROADCASTING, Nov. 1, 1982). Steel owns 16% of applicant for new TV at Hollywood, Fla. (BAL-821022EA). Action Dec. 17, 1982.

■ **KSWM(AM)-KELE(FM)** Aurora, Mo. (AM: 940 khz, 500 kw-D; FM: 100.1 mhz, 2.7 kw, HAAT: 170 ft.)—Granted assignment of license from KSWM Inc. to KSWM-KELE Broadcasting Corp. for \$290,000. Seller is principally owned by Galen O. Gilbert, who also is principal owner of KBTN(AM) Neosho, Mo.; KPET(AM) Lamesa, Tex.; KDXE(AM) Sulphur Springs, Tex.; KXEO(AM)-KWWR(FM) Mexico, Mo.; and KTXJ(AM)-KWYX(FM) Jasper, Tex. He sold KCOT(FM) Lamesa, Tex. (BROADCASTING, Jan. 10). Buyer: Charles W. Allison, chairman (16.77%), and five others, none of whom have other broadcast interests. (BAL.H-821116EE). Action Dec. 28, 1982.

■ **WMID(AM)** Atlantic City and WGRF(FM) Pleasantville, N.J. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: 290 ft.)—Granted assignment of license from WMID Inc. to Amcom Inc. for \$1 million. Seller: Julann E. Griffin (100%) also owns WENE(AM)-WMRD(FM) Endicott, N.Y. Buyer: John Mullen (70%), Robert Dome (20%) and Harry Sparks (10%). Dome owns Dome & Associates, Philadelphia station representative firm. Sparks is former general manager of WFG(AM)-WINN(FM) Atlantic City, N.J. (BAL.H-821105FH.I). Action Dec. 17, 1982.

■ **WRNW(FM)** Briarcliff Manor, N.Y. (107.1 mhz, 2.45 kw, HAAT: 330 ft.)—Granted assignment of license from WRNW Inc. to FM 107 Stereo Inc. for \$400,000. Seller: Fred A. Schreier (100%), who has no other broadcast interests. Buyer: Michael E. Schwartz and Donald L. Wilks (50% each), who own WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts, and WRKZ-AM-FM Wilkes-Barre, Pa. They also each own 37.5% of WKZE-AM-FM Orleans, Mass., and 35% each of applicant for new TV at Middletown, Conn. (BAL.H-821105FA). Action Dec. 22, 1982.

■ **WSBA-TV** York, Pa. (CBS, ch. 43, 1860 kw vis., 186 kw aar; HAAT: 530 ft.)—Granted assignment of license from Susquehanna Broadcasting Co. to Mohawk Broadcasting Ltd. for \$2 million. Seller: York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. Earlier deal to sell

WSBA-TV for \$2.45 million fell through (BROADCASTING, June 21). Buyer: Cary W. Jones, Kapuna Inc. (general partners, 13.5% each); Calypso Corp.; Laidlaw, Adams & Peck Inc. and The Clarion Group (3% each) and Robert L. Dudley (2%). Kapuna Inc. is owned by John A. Serrao. Calypso Corp. is owned by Curtis Bertsch, Laidlaw, Adams & Peck is nationwide investment and brokerage firm. The Clarion Group is general partnership of John V. Celms, Kenneth M. Socha and Thomas J. Beener. Cary W. Jones is president and part owner of KTRV(TV) Nampa, Idaho. (BAPLCT-821102HY). Action Dec. 30, 1982.

■ **WDBL-AM-FM** Springfield, Tenn. (AM: 1590 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment of license from Middle Tennessee Enterprises Inc. to Canto Communications Corp. for \$600,000. Seller H.A. Webster (100%), who owns WTSL(AM) Hanover, N.H. (BAL.H-821109GJ.I). Action Dec. 28, 1982.

■ **KTEK(AM)** Alvin, Tex. (1110 khz, 500 kw-D)—Granted transfer of control of Brazoria Broadcasting Inc. from Martin S. Botter to Doris M. Botter. Principals: Transaction is only redistribution of ownership among existing stockholders. (BTC-821022EI). Action Dec. 17, 1982.

■ **KBWD(AM)-KXOE(FM)** Brownwood, Tex. (AM: 1380 khz, 1 kw-D, 500 w-N; FM: 101.5 mhz, 100 kw, HAAT: 490 ft.)—Granted assignment of license from Brown County Broadcasting Co. to Ultimate Radio Corp. for \$1.4 million. Seller: William Jamar Jr. (51%) and wife, Jane E. (49%), who own KBIL(FM) San Angelo, Tex., and are part owners of KSNY-AM-FM Snyder, both Tex. Buyer: Lawrence Ludka and wife, Susan (50% each). Lawrence Ludka is Brownsville, Tex., attorney. Susan Ludka owns 10% of CP for new TV at Tyler, Tex. (BAL-821191HL). Action Dec. 17, 1982.

■ **KRIH(AM)** Hallettsville, Tex. (1520 khz, 250 w-D)—Granted assignment of license from Ritchey Communications Co. to Tom E. Donnelly for \$53,263. Seller: Robert F. Ritchey, president and 40% owner of assignor, also is 25% owner in group that bought, KPFP(FM) Gatesville, Tex., for \$150,000 (BROADCASTING, Nov. 22, 1982) Buyer: Donnelly currently owns 49% of KRIH(AM). (BAL-821117FG). Action Dec. 28, 1982.

■ **KNFM(FM)** Midland, Tex. (92.3 mhz, 100 kw, HAAT: 390 ft.)—Granted assignment of license from Citimedia Corp. to Bakcor Broadcasting Inc. for \$1,050,000. (BROADCASTING, Nov. 29, 1982). Seller is owned by Neal L. Spelce Jr., chairman, and others who bought KNFM in 1980 for \$775,000 (BROADCASTING, Dec. 8, 1980). They also own KIZZ(AM)-KIXS(FM) Killeen, Tex. Spelce also owns KTXZ(AM) West Lake Hills, Tex. Buyer: George M. Bakke (60%), Michael J. Corey (25%), Betsy Dwyer, Robert L. Burgess and Guy Buschman (5% each), who own KMND(AM) Midland, Tex. (BALH-821108FV). Action Dec. 17, 1982.

■ **KTER(AM)** Terrell, Tex. (1570 khz, 250 w-D)—Dismissed assignment of license from Gale Broadcasting Inc. to Floyd Broadcasting Inc. for assumption of \$244,000 note. (BAL-820818HL) Action Dec. 9, 1982.

■ **KCPX-AM-FM** Salt Lake City (AM: 1320 khz, 5 kw-U; FM: 98.7 kw, 2,930 ft.)—Granted transfer of control of KCPX Inc. from Screen Gems Broadcasting Corp. (100% before; none after) to Crossroads Broadcasting Inc. (none before, 100% after). Consideration: \$2.95 million. Principals: Seller is subsidiary of Columbia Pictures Industries Inc., which earlier this year merged with Coca-Cola Co. It is also selling WWVA(AM)-WCPI(FM) Wheeling, W. Va. Buyer is subsidiary of Price Broadcasting Co., which is owned by John Price and family, who own KROW(AM) Reno and KKR(D)FM) Wichita, Kan. They also bought KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno for \$4.5 million (BROADCASTING, Dec. 13, 1982) and spun off KOH for \$950,000. They are also buying WWVA(AM)-WCPI(FM) Wheeling, W. Va., for \$8.8 million (see below). (BTC-821105 FD.E). Action Dec. 28, 1982.

■ **WWVA(AM)-WCPI(FM)** Wheeling, W. Va. (AM: 1170 khz, 50 kw-U; FM: 98.7 mhz, 50 kw, 390 ft.)—Granted transfer of control of Columbia Pictures Radio Inc. from Columbia Pictures Radio Stations Inc. (100% before; none after) to Wheeling Broadcasting Inc. (none before; 100% after). Consideration: \$8.8 million. Principals: Seller is subsidiary of Columbia Pictures Industries Inc., which earlier this year merged with Coca-Cola Co. Buyer is subsidiary of Price Broadcasting Co., which is owned by John Price and family, who own KROW(AM) Reno and KKR(D)FM) Wichita, Kan. They also bought KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno for \$4.5 million (BROADCASTING, Dec. 13, 1982) and spun off KOH for \$950,000 (BROADCASTING, Oct. 11, 1982). They are also buying KCPX-AM-FM Salt Lake City for \$8.8 million (see above). (BTC.H-821105FF.G). Action Dec. 28, 1982.

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## RADIO

### HELP WANTED MANAGEMENT

**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.

**Small Market station manager** wanted. Looking for professional who can sell, oversee sales team, other station personnel and manage internal operation of station. Station location: southern Wisconsin, community of 9000. Write: Jeff Smith, 543 South Tomahawk, Tomahawk, WI 54487. 715-453-4482, or 715-453-2253 evenings.

**Sales Manager:** medium AM/FM. Top shelf market leader through talent and integrity wants experienced sales manager with like attributes. Unique market, benefits and career potential. Normandy Broadcasting Corporation, 217 Dix Avenue, Glens Falls, NY 12801. 518-793-4444. EOE.

**Wanted: go-getter** to manage small market station in Missouri with opportunity to buy 25% from profits. 813-756-8395.

**WKS, Indianapolis,** seeks experienced, responsible, promotional minded program director. Send tape, resume and references to General Manager, WKS-FM, 1800 N. Meridian Street, Indianapolis, IN 46202. EOE, M/F.

**Christian station needs** experienced sales manager. Must be goal-oriented achiever. Can become station manager. Also, need combination announcer-salesman. Located in medium NC market. Write Box M-69.

**Program director:** WNYC-FM. Reports directly to manager of broadcasting. Responsible for supervising program acquisitions, schedule, program development and production, on-air promotion, announcing staff and operations for public radio station. Familiarity with contemporary classical music important. Knowledge of audience research and FCC compliance required. Qualifications include: 5 years' experience in broadcasting including 2 in supervisory capacity. Send resume in confidence to: Department of Personnel, WNYC, 1 Centre St., New York, NY 10007. WNYC is an Equal Opportunity Employer.

**If you've achieved the goals** you've set for yourself in sales, and now want to move into sales management, keep reading! We are a No. 1 rated FM, located in the heart of the Rockies. There are 7 other stations chasing us, in this town of 70,000, but they'll never catch us, because we have other people like you giving us the edge. You'll need the ability to motivate, to teach & to lead! Send letter, resume & support materials to Steve Benedict, GM, PO. Box 4106, Missoula, MT 59806. EOE.

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**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, PO. Box 1400, San Luis Obispo, CA 93406.

**Top 100 market AM/FM** has immediate opening for aggressive, goal-oriented salesperson. Good salary, excellent commission and benefits. Send resume and billing history to Frank Kelley, GM, PO Box WHYL, Carlisle, PA 17013.

**Wanted: aggressive,** energetic salesperson for Monterey Bay radio station. 2 years' experience. Guarantee plus commission. Sean Conrad, 408-475-5527.

**Major market all-news station** is seeking an experienced general sales manager. Must have all-news sales management experience, strong interpersonal skills, ability to manage by objectives and a proven record of developing winning sales people and managers. Excellent company benefits. Send resume to WTOP Newsradio 15, 4646 40th St., NW, Washington, DC 20016. Attn: Personnel. No phone calls accepted. EEO, M/F.

**Arizona based group** is looking for aggressive sales person with proven track record and management aspirations. Training by nationally known sales consultant. Very progressive AM/FM combo. Salary open. Send resume to KAAA/KZZZ, Box 3939, Kingman, AZ 86402, or call 602-753-2537 for interview.

**Are you a barracuda?** I need two more. I run an aggressive, successful class B FM that likes to eat newspaper competition. If you think you can cut it, send your resume and last 2 years billing history to Judith Poulin, WECM, 221 Washington St., Claremont, NH 03743 EOE.

**Come to mid-coast Maine.** We need an experienced Sales Manager for the number one small market stations in the state. AM/FM combo. You will be responsible for organizing and directing a sales staff carrying an account list including regional sales. Excellent salary plus commission. Write with full details and sales record to Box M-87.

**Southwest Florida's** fastest growing radio station seeks dynamic individual with proven sales background. Write first/then call: WCAI, PO. Box 06199, Ft. Myers, FL 33906; 813-334-1350. Carl Rubin.

### HELP WANTED ANNOUNCERS

**Announcer** for small town size, big market sound on our AM/FM combo MOR. Not an entry level position. We're looking for someone ready to settle down in beautiful part of the country on Lake Michigan. We're expanding and need dedicated, responsible announcer. Play by play an asset, not a requirement. Resume/tape to Don Anderson, WCSY AM/FM, 559 Phoenix, South Haven, MI 49090.

**Small group has openings** for newperson, announcer, and salesperson. AM-FMs. Solid communities. Real opportunity. You'll like Colorado and New Mexico. EOE. Radio Station KRSN, Box 1176, Los Alamos, NM 87544.

**Great personality slot!** PM Drive, Northeast market leader. Team player who keeps in touch and communicates with relevance. Send written production skills, resume, salary requirements. An Equal opportunity employer. Write Box M-89.

**Morning man** for small mkt. station in SE Tenn. Send tape and resume to WDEH, PO Box 330, Sweetwater, TN 37874.

**Needed yesterday.** Morning man in southwestern LA. 100K FM contemp. Tape and resume to PO. Box 999, Lake Charles, LA 70602.

**Announcer/news person/program director.** Beautiful music station in New York metro area. Experienced only need apply. Tape, resume, salary requirements: WHTG-AM-FM, 1129 Hope Road, Asbury Park, NJ 07712. Attn: F. Gade. EOE.

**We need you** in the Florida panhandle! If you can take over the position of top banana on our two man morning show, then we have a place for you now. We are looking for a showman with a unique style and imagination. If you can fill the bill, we can fill your pockets. Salary open, Contact us now. Send a resume to Box M-100.

**Making less than \$200 per week,** but worth more? Send tape to: Roger Utneher, WRLO, Box 509, Antigo, WI 54409. 100 KW FM in northern Wisconsin. Experience, strong production and community involvement for good benefits and salary growth.

**WOOD Radio** has rare midday opening. Mature announcer with solid experience in AC personality radio a must. Tapes, resume with references to Skip Essick, WOOD, 180 N. Division, Grand Rapids, MI 49503. EOE/M-F.

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Write Box M-76.

**The talk of our town!** Market leader, Northeastern personality-information station adding an involved, interesting, team player for telephone talk. Good sense of production. Please send resume, salary requirement, and written description of how you organize your homework. An Equal opportunity employer. Write Box M-82.

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**Colorado Springs, CO:** chief/assistant chief engineer needed for Rocky Mountain AM-FM combo. Applicant must have 3 to 5 years' experience, FCC first or general class license. Strong maintenance background. Send resume to Director of Engineering, Wiskes/Abaris Communications, Box 431, Manitou Springs, CO 80829. EOE, M/F.

**Chief Engineer** for L.A. FM. We're looking for a creative engineer who takes pride in a great sounding radio station. Must be great at studio and transmitter maintenance. If that's you, send resume to Box M-48.

**Broadcast/recording technician.** National Public Radio seeks broadcast/recording technicians to work at our Washington, D.C., headquarters. Individuals must have 3 years' broadcast recording engineering experience. Strong background in radio news production; music mixing and remote recording skills desirable. Excellent company benefits. Send resume and salary history to: National Public Radio, Personnel, 2025 M Street, NW, Washington, DC 20036.

**Austin radio station** looking for qualified studio and transmitter engineer with at least five years' broadcasting experience. Must be knowledgeable of directional antenna systems. Excellent salary and benefits. Contact Bob Dalchau or Dan Kenny, 512-327-7790. EOE.

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**Top radio writers** - major network seeking the best news writers in radio. If you can tell the story conversationally for others to read on the air, send us a resume, writing sample and an aircheck cassette - if you're on the air. No beginners. Looking for polished writers who can write factually but with a flair. Openings in Washington and New York. Women and minorities encouraged to respond. Radio Network, 350 Fifth Avenue, New York, NY 10001, Suite 3308.

**Want challenge, opportunity,** and commitment to news? Immediate opening in 2-person dept. 24 hr, 5 KW, KIML, Gillette, WY. Looking for quality/ability/experience. Excellent facility, great staff. EOE. Contact David King, News Dir., 307-682-4747.

**News/Sports Director** - San Luis Obispo, California. Station has outstanding news profile and major college PBP. Beautiful city with great climate. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting and colorful PBP need apply. Tape/resume to Dan Clarkson, GM, Radio KVEC, Box 787, San Luis Obispo, CA 93401. EOE/M/F.

**Newperson** for AM/FM MOR. Staff expansion. Not an entry level position. Looking for someone ready to settle down in beautiful part of country on Lake Michigan. Play by play an asset, not a requirement. Tape/resume to Don Anderson, WCSY AM/FM, 559 Phoenix, South Haven, MI 49090.



## HELP WANTED NEWS CONTINUED

**New England 5KW AM** seeks Sports Director. Do AM and PM drive sports or AM sports and midday news. Experience necessary. Hockey and football PBP helpful. Tape and resume: WCAP, 243 Central Street, Lowell, MA 01852. EOE.

**Reporter/Producer** needed to help cover Alaska's largest city. Seeking individual with good production skills and on-air delivery, radio news experience, and desire to do feature oriented public radio style journalism. Salary: \$16,000 to \$18,000. DOE. Begins: April 1, 1983. Deadline for applying: Feb. 7, 1983. Send resume, tape & references to: Search Committee, KSKA, 4101 University Drive, Anchorage, AK 99508. KSKA is an equal opportunity employer.

**Morning anchor** for Denver NPR station. Minimum 2-3 years' experience. Broad liberal arts background desirable. Interviewing/production skills necessary. Tape, resume, and letter to: Kimberly Taylor, KCFR, 2056 South York Street, Denver, CO 80208. AA/EOE/FMH.

**Chicago suburban FM** seeks news director. Experienced applicants submit tape, resume to DBC Broadcasting, 18037 Torrence Avenue, Lansing, IL 60438. PBP helpful. EOE.

**News producer**—salary: \$11,500-\$13,000; deadline 2/1/83; Contact: Dan Simeone, WILL-AM-FM, University of Illinois, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801; EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** — looking for a pro with a minimum of three years' experience as a Program Director. Four-hour air shift is included in duties. This is an exceptional opportunity for the right person—a person with exceptional motivational skills, organizational skills and leadership. Don't apply unless you have all three and can prove it. Sunbelt station with excellent benefits. Send resume only, with references and written support materials for the outstanding jobs you've done in the past. Write Box M-40.

**Top-rated, Midwest** medium market FM contemporary hits station is searching for an outstanding experienced program director. Resume Box M-77.

## SITUATIONS WANTED MANAGEMENT

**Small market specialist:** Country broadcasting consultant, 25 years' experience, seeks GM position with potential for ownership. Replies confidential. Write Box K-69.

**General Manager:** solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programing, leadership and organizational skills. Take-charge individual with strategies for developing maximum profits. Managed AM/FM, all markets. Excellent credentials. Write Box M-12.

**Vice-President/General Manager,** radio, excellent sales track record in radio and TV, ready for radio ownership or part-ownership position. Will move to operate fulltime. Prefer SE, presently in California. Call 415-944-5396. Let's talk!

**Dedicated, young broadcast team** would like to invest in and manage your small market FM or AM station, or purchase it on contract. Downpayment available, college degrees, good references and commercial experience. For details, please write to Howard Espravnik, Three North Michigan St., No. 4, Valparaiso, IN 46383.

**Seasoned professional manager** looking for Southeast challenge. Investment possible. Small or medium market preferred. Write Box M-35.

**One/two punch.** Hard working creative husband and wife looking for solid growth opportunity as GM/Sales Mgr. team. Strong backgrounds in sales, programing, production, research, budgets, and people development. Perfect combo for takeover or turnaround. Write Box M-49.

**General Manager.** Former GM, NYC suburban station; former GSM major NYC station, seeks GM position major, medium or suburban market. Write Box M-68.

**Cannonade for the '80's.** A new way to look at fading AMs. 813-831-2787, Box 320276, Tampa, FL 33679.

**Compatibly employed GM** seeking change. 13 years successful management, ten with same station, some chain management. By the book operator, excellent with people, professional, sales-oriented. Only surprises good ones. I'll pay my move, furnish credentials, references. Prefer small/medium market. No rush. Write Box M-73.

**I need a job.** (stations sold). Multiple station management experience with strong sales and programming background. Let me put profits in your station in the 80's. Rich Dixon, 1225 Elberta Drive, Hanford, CA 93230.

**Available now:** mature, professional broadcaster who likes work on incentive plan. Thoroughly experienced and reliable and great salesman—medium or small markets. Will answer your reply with resume and photo. Prefer East. Write Box M-102.

**Experienced PD/DJ** is returning to broadcasting after 1 year absence. Currently employed non-broadcast field. 6 years last station. Reasonable. Call Don Noe, 704-535-3526, or write 6515-4 Monroe Rd., Charlotte, NC 28212.

**Are you looking** for someone that understands computer software and also understands break-even, R.O.I. and I.R.R. as related to broadcasting? Well, I do! I offer 12 years' experience from staff announcer to GM. I also offer a B.B.A. degree in marketing and minor in computer science. I desire a position in mid to upper management, depending on situation. Location: West or Pacific Northwest. Salary: Open above \$22.5K. Available: Feb. 1, '83. Contact: G.L. Howell, 55 Creighton, Pocatello ID, 83201. 208-232-6341.

**Does it all**—management, sales, programming. 15 years, top dollars, top ratings. Box M-103.

**If the problem** is your GM, your investment isn't paying off the way it should and you're unconvinced things will improve dramatically in 1983, yet you know your property will never be worth more than what your present management can do with it. You also know that the difference between radio stations (between money machines and underdeveloped properties) is the difference between GM's and although under-achievers always come much cheaper (you get what you pay for) the best GM's are usually part-owners—bottom-line GM's who take advantage of opportunities often missed by non-owner GM's, and GM's who spend money as if it were their own, because it is. Options: 1) offer an equity position to a proven pro who can turn things around, 2) sell stock to someone who recognizes the upside potential you do, 3) offer an opportunity to earn ownership, 4) a combination of options. After all, you need a complete-charge pro with a reputation for building winning organizations and championship sales teams (a selling manager who knows what he's doing, because he's done it) and soon I'll be available to consider all options. Promise: only you and I will know we talked, ever! Box M-81.

**Losing your shirt?** Thinking of selling? This experienced GM can increase the value of your property before you put it on the market. I'll force the gross up, trim expenses, reduce trade liability and remedy any FCC violations to insure maximum marketability and profit at time of sale. Knowledgeable in operations and license transfer; Industry credentials and record of performance second to none. Looking for short-term assignment. Box M-105.

## SITUATIONS WANTED ANNOUNCERS

**Country boy wants** to come home! Trained, mature announcer seeks small market station. Michael, 212-287-5210.

**Excellent knowledge of music.** Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

**Trained jock with good pipes.** Loves gospel, urban contemporary. Will go anywhere for first job. Terry G. Posey, 312-975-0898.

**One slightly used DJ** has voice, and permission of FCC to use same on-the-air; he is, however, seriously lacking a radio station's permission to utilize the above. If your station has permission available, call Tom Baker, 505-881-6344.

**Professional attitude & sound.** Bill Whetzel, N104 W16269 Donges Bay Road, Germantown, WI 53022. 414-255-3659.

**DJ, college trained,** 3rd phone, seeks entry level position, anywhere, any format. 1-year experience college station, eager for that first job. Contact Mike Weaver, Star Rte. 1, Box 114P, Pryor, OK 74361. 918-434-6339.

**1981 college grad** seeks position to work and progress. Experienced in A/C personality, country, play-by-play and news. Neil Isaacs, 616-798-4613.

**Ambitious announcer,** 1½ years' experience, four year degree, looking for sports and/or DJ position, small to medium market. Midwest area. Write Box M-74.

**I increased income** and ratings 30 and 21 percent respectively my first year, 1982, in top 100 market. New owners said, "Not good enough to keep him." What do you think? Send particulars, compensation package and buy-in possibilities to S. Boltz, RR1, Box 101D, Coal Valley, IL 61240.

**Highly experienced personality** available, hard worker, good pipes. Randy, 3907 Angol Place, Jacksonville, FL 32210. 904-771-7386.

**Personality country DJ,** gospel & some MOR. 37 yrs' experience, 24 last station. Best recommendations. Desires early morning or any time slot. Bill Buchanan, 1506 Bragg St., Sanford, NC 27330, or call 919-776-5239, collect.

**Please hire my fiancé** or no wedding bells in my future. For further information, call him. Thank you, the future Mrs. Dwayne Hagendorf, 516-643-2259.

**Friendly, personally sounding,** versatile professional. Over six years country, contemporary, big band, easy listening experience. Write Box M-75.

**Looking for best new evening announcer?** I'm your man. Looking for best career opportunity and decent salary. Ohio, adjoining state. Doug Hendricks, 419-387-7761.

**Creative young DJ,** good production, writes/reads news. Will relocate. Dwayne Hagendorf, 6 Howard St., Wheatley Heights, NY 11798. 516-643-2259.

**Warm, layback sound,** intelligent, resonant, smooth delivery. A friendly voice with a personalized performance. Call after 7:00 PM, 201-433-5458, Ken Miller.

**B.A. Communications,** 3 years' experience. Good delivery, production, some sales. Prefer medium market. Rick, 513-661-2419.

## SITUATIONS WANTED TECHNICAL

**Innovative Technical Director** available for group operation. Experienced in installation and maintenance of DA's, STL's, automation systems, budgets, high power AM and FM plants. Have computer, will travel. Rick Neace - 817-481-4633.

**Connecticut chief,** 23 years' radio experience. Relocate anywhere for solid position, immediate or future. Reliable! Write Box M-83.

## SITUATIONS WANTED NEWS

**Your ticket to Teamland:** Vibrant, spicy, warm, motivated AC/AOR/newstalk female personality; skillful writer, terrific pipes, features and interviews my speciality. Team me with a hot jock or co-anchor for your Spring book. Heavy experience, top references. 813-686-4081.

**News/sports reporter.** B.A./Radio, S.F. State Univer. 1-1/2 years' college experience. Jon Peterson, 4195 Bayberry Drive, Santa Rosa, CA 95404. 707-539-7586.

**Looking to bolster** your news image? Let a 15-year pro help you. Write Box M-84.

**Major market PBP veteran** anxious to expand career. Knowledgeable, articulate with an excellent voice and on-air presence. All opportunities affording personal and professional growth considered. Chet Wright, 4479 King Springs, Smyrna, GA 30080, or call 404-434-7629.

## SITUATIONS WANTED NEWS CONTINUED

**News Director**—radio only! Sixteen years in broadcast news and business management. Creative, innovative, perceptive, excellent story developer, good delivery. A motivator, professional, good attitude. Vance Coleman, 819 Arrowhead Ln, NE, Cedar Rapids, IA 52402. 319-393-9021.

**Small markets news/sportscaster** seeks first pro break. Experienced reporter, real go-getter. Larry, 313-732-1262.

**News Director**—sports director in Midlands. Will relocate. Award-winning play-by-play. Available soon. Write Box M-107.

**Write and Anchor Better** Than Lois Lane. Ready to work for you. Call Tiger, 201-773-3492.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**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.

**Offshore professional** seeking opportunity. Experience all phases in multiracial, multicultural environment. Available 1 February. Write Box M-37.

**Operations director** for your satellite programmed station. Experienced, professional, knowledgeable. Able to interface local identity. Box M-80.

## TELEVISION

### HELP WANTED MANAGEMENT

**KLRU-TV, Austin, Texas**, seeks Chief Engineer with strong background in studio maintenance, supervision and some RF KLRN, San Antonio, seeking studio maintenance engineer. Positions available immediately. Contact: Director of Engineering, Box 7158, Austin, TX 78711. 512-471-4811. EOE/AA.

**Sales manager**—strong ABC VHF in beautiful coastal SE city. Candidates should have station experience in all areas of TV sales. Previous management experience beneficial, but not mandatory. Excellent salary and benefits with great company. Send references and track record. All responses guaranteed strictly confidential. EOE. Write Box M-96.

**California Public Broadcasting** Commission seeks program analysts in the areas of station affairs, evaluation, communications and planning. Responsibilities include public broadcasting funding, grants management, liaison with public stations, federal and state media policies, public telecommunications planning and cable technology research and demonstration. Qualifications include at least one year of work with public broadcasting and two years of program analysis and a college degree. Applications for examination (California State Form 678) may be obtained from any California State Personnel Board Office or by calling 916-324-1405 and submitted postmarked no later than January 28, 1983, to the testing coordinator: California Postsecondary Education Commission, Personnel Office, 1020-12th Street, Sacramento, CA 95814. Do not mail applications to the State Personnel Board. Interviews for establishment of civil service list will be conducted February, 1983, in Sacramento, the location of the position. State of California is an equal opportunity/affirmative action employer.

**General Manager**. Group-owned UHF NBC affiliate, NW Arkansas. Demonstrated success in sales, budgeting, programming, personnel management. Resume: Box 1867, Ft. Smith, AR 72902.

**Director of TV broadcasting** for top 50 market station serving eastern New York, western New England. Responsibility involves planning, integrating, administering entire program output of station including supervision of production staff, ITV, traffic, and continuity departments. Experience in PBS programming and production background preferred; supervisory and administrative experience required plus appropriate college degree. Send resume with cover letter: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

## HELP WANTED SALES

**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, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

**Account executive** with at least three solid years' track record in TV time sales. Excellent benefit package offered by respected group broadcaster active in regional sports packaging. Send resume and earnings history to: Jared VanHorn, American Family Broadcast Group, 500 East Fourth Street, Waterloo, IA 50703, EOE.

**Aggressive, energetic sales** Manager with ability to recruit and train staff for growing Texas VHF market. EOE. Box M-42.

**Account executive**—top 50 network affiliate seeks experienced and ambitious salesperson with knowledge of agencies, retail and specializing in new business development. Submit in writing to Harrol A. Brauer, III, Local Sales Manager, WVEC-Television, 613 Woodis Avenue, Norfolk, VA 23510. EOE/MF.

**General sales manager**—medium market group owned network V is losing excellent sales manager to major market. Are you his replacement? Good salary and benefits. Excellent opportunity for future growth. Send complete resume and salary history to Box M-98. An equal opportunity employer.

### HELP WANTED TECHNICAL

**KUAM-AM/FM/TV** on tropical Guam needs ambitious and competent chief engineer. Attractive salary, plus living allowance. Send resume to Hammett & Edison, Inc., P.O. Box 68, International Airport, San Francisco, CA 94128.

**RF-transmitter maintenance** engineer for combination TV-FM station. TV is 5KW tetrode transmitter. Call 213-475-8525.

**Immediate openings** in engineering for maintenance (3-5 years' studio experience) and MCO (1-3 years' experience) in SE top 40 market. Send resume and salary requirements to Director of Engineering, WPTF-TV, Box 1511, Raleigh, NC 27602.

**Assistant to chief engineer**. The New York office of a foreign broadcaster requires a television engineer to supervise the operation and maintenance of its equipment. Must be experienced in broadcast practice, have a good television background and be capable of working to the highest professional standards. Should be prepared to work irregular hours and be available for occasional travel. Send resume or letter of application to Box M-67.

**Engineer Technician** with 5 years' experience in maintaining television equipment. General Telephone required. Contact Chief Engineer, KPVI-TV, Pocatello, ID 83201; 208-233-6667.

**Transmitter/microwave engineer** needed immediately by Las Vegas NBC affiliate. Must have first or general class license. Experience with RCA F Line low band desired. Reply with resume, salary history and availability to: Director of Engineering, KVBC-TV, P.O. Box 44169, Las Vegas NV 89116.

**Transmitter Maintenance**—Boston. Minimum 2 years' experience with UHF transmitters. Contact Vic Turner, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

**Top dollar for the right person**. We're a major market, state-of-the-art TV production facility with CMX, Chyron IV, Grass Valley, DVE, Quantel, Ikegami cameras, Sony 1", RCA TR600's and BVU-800's. We need a very experienced engineer strong on maintenance and some operation. We're good, we're growing and we're going to make the right person a very attractive proposal. Call 215-568-4134, Mr. Schwartz.

**Maintenance engineer** with General Class License needed in Dayton, Ohio. Require experience in ENG and other station maintenance. Contact Lou Woosley, 513-263-2662. WKEF-TV. EEO, M/F.

**Chief engineer/transmitter maintenance**—Phoenix. Minimum 2 years' experience in TV with UHF transmitters. Ability to maintain state-of-the-art equipment. Send resume to Don Thomas, KNXV-TV, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

**Maintenance engineer**. If you are an experienced qualified maintenance engineer, we would like to hear from you. We offer up to 32K for a 35-hour week for the right person. Excellent benefits and working conditions. Send resume to: Richard Pfister, Chief Engineer WTTG, Metromedia, Inc., 5151 Wisconsin Ave., NW Washington, DC 20016. EOE.

**Southern California**. Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Tri-Nity Broadcasting Network, P.O. Box A, Santa Ana, CA 92711. An equal opportunity employer.

**Come work in beautiful northeastern Vermont!** Lyndon State College is seeking a competent, versatile video engineer/technician with maintenance and repair experience. Position also includes some teaching responsibility for additional compensation. This is a challenging position requiring skill and ingenuity. Lyndon State College Cable Channel 2 is the only local TV facility in the area. Specific qualifications include a B.S. in electronic engineering or media, required; Master's preferred. FCC 1st Class License or equivalent required, with three years of working in repair situation of broadcast equipment. College-level teaching experience preferred. If you like skiing, hunting, fishing, beautiful scenery, working in a college environment, and have experience with 3/4 inch studio and field hardware, please send letter of interest, resume, and references to: Ray C. Dethy, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. If you wish additional information or the full position description, please call 802-626-9371, ext 107, or write.

**Sunbelt stations need** TV chief engineer & assistant chief. Send complete resume, references, and salary history. Salary: DOE. EOE. Consultant, Box 100, Gardendale, TX 79758.

### HELP WANTED NEWS

**Camera/field producer**. Washington news service seeks person to shoot and produce daily news stories for beginning reporters. Start in March. Benefits. Send resumes to Bob Lorentzen Television Production, 1508-B2nd St. NW, Bradenton, FL 33529.

**Assignments editor**. Upper Midwest. Experienced only. Work with live remotes. This is a well-paid position for the right person. Send letter and resume to Box M-56. We are an equal opportunity employer.

**Weathercaster**. KWTW, the CBS affiliate in Oklahoma City, is looking for a weathercaster. We are the number one weather station in Oklahoma City. Number three person in our highly sophisticated forecast center, backs up one of America's foremost chief meteorologists using state-of-the-art technology. Must be degreed meteorologist and have at least one year of television weather experience. Knowledge of computerized graphics helpful. Good chance for someone with talent and knowledge, backed up by experience, to learn. All replies confidential. Send resume and tape to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**Meteorologist**: must have BS in meteorology, climatology, or atmospheric science with two years' broadcasting experience. Send tape and resume with first letter to Eric Braun, ND, WEWS, 3001 Euclid Avenue, Cleveland, OH 44115. No calls, please.

**Experienced meteorologist/weather forecaster** to work with the no. 1 rated station in the market. Send resume and tape to: John Howe, KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

**KTBS-TV has an opening** for chief news photographer. Must have at least three years' experience in television news photography. Some administrative experience would be helpful along with photo-journalism or related degree. Duties include administrative as well as field-related. Salary commensurate with experience. Send tape and resume to News Director, KTBS-TV, Box 44227, Shreveport, LA 71134. EOE.

**Primo People, Inc.** News directors, anchors, reporters, weathercasters, sportscasters & producers are now invited to send tapes to nationwide talent specialists. All markets. No fees to talent. Immediate openings. Attention general managers: we may already have your next news star. Contact: Steve Porcicelli, Primo Newservice Inc., 182 Sound Beach Ave., Old Greenwich, CT 06870. 203-637-3653.

## HELP WANTED NEWS CONTINUED

**Anchor.** Southern medium market VHF ABC affiliate seeks M/F anchor for early and late news. Must be mature but energetic. Some special reporting required. Producing experience a plus. Minority applicants encouraged. EOE. \$25-\$30,000. Write Box M-86.

**KSTP-AM-FM-TV** is looking for a staff meteorologist. Must have a minimum of a BS in meteorology and radio broadcast experience; two to three years' professional forecast experience required as well. Some television experience and an AMS radio seal preferred. Interested applicants should submit a resume to: Dennis Felten, Director of Meteorology, KSTP, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

**Solid career opportunity** for a news professional who has a well-rounded background and who wants to grow into management responsibilities. We want a news director who is organized, aggressive and who knows how to continually refine an already good product. Commercial TV experience required. Send resume to Box M-99. We are an equal opportunity employer, M/F.

**News director/anchor.** Midwest market looking for an experienced news director/anchor. Must have solid on-air skills besides journalism background. Administrative experience is desired. Salary and benefits very competitive. Send tape to Dave Peschau, WXOW, PO. Box 128, La Crosse, WI 54601. EOE.

**Assignment editor** with minimum two years' experience, for an aggressive, top-rated, south Florida station. As main architect for each news day, person sought must be a skilled pro with outstanding news judgements, capable of working with a seasoned and professional news team. Excellent writing skills a must. Solid news production techniques and producing knowledge helpful. All replies confidential, and must include a brief, written description of your news philosophy and salary requirements. EEO. Write Box M-90.

**10 p.m. producer;** strong writer, creative, good news judgement, and newsroom leader. Must have proven track record as producer. Send resumes to Pat Krohlow, WLUK-TV, 787 Lombardi Avenue, Green Bay, WI 54304. EOE.

**Producer/Reporter** (public affairs). Producer/reporter for KAKM Public Television, Anchorage, Alaska needed to produce and moderate public affairs series and specials. Candidates must have solid journalistic and on-camera skills. College degree in journalism, broadcasting or related field and minimum of two years experience required. (Starting salary: \$19,425-\$28,000, plus benefits). A video resume tape will be requested from finalists. Do not send with application. Send resume to KAKM, 2677 Providence Drive, Anchorage, AK 99504. EOE.

**Reporter.** WJXT-TV, the Post-Newsweek station in Jacksonville, is looking for a general assignment reporter. Experience in reporting business and economic stories is preferred. Applicants should have at least two years' TV reporting experience. Please send tapes, resumes, and salary requirements to Rick Gevers, Executive News Producer, WJXT-TV, PO. Box 5270, Jacksonville, FL 32207. EOE, M/F.

**Executive producer.** aggressive, creative news leader with strong writing and production skills needed; at least 2 years' experience required. If you are a proven news trend-setter, send resume to Lois Matheson, News Director, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. EOE.

**Reporter:** 3 years minimum professional experience and degree required. Strong writing and reporting skills essential. Print experience will be considered in lieu of broadcasting. EOE. Reply to: Mary McCarthy, WFBC TV, PO. Box 788, Greenville, SC 29602.

**Sports director/anchor.** WXOW needs solid on-air anchor and administrative sports director who is willing to shoot and edit besides manage staff. Must love local sports. Play-by-play experience is desirable. Salary and benefits extremely competitive. Send tape to Dave Peschau, WXOW, PO. Box 128, La Crosse, WI 54601. EOE.

**Weekday 6 & 11 PM anchor** to join aggressive, medium market news team. ABC affiliated station is part of growing communications company. Florida-style living with salary & fringe benefits above average. Experienced broadcasters only need apply. No phone calls. Tape/resume to Tom Sanders, ND, WTLV, PO Box TV-12, Jacksonville, FL 32231. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Director of Programming.** Leading PTV facility in Southwest seeks aggressive professional to fill senior management position. Station is award-winner in programming, development, and consistently ranks in top 10 PTV viewership. Position responsible for all aspects of programming, including long range planning, developing and maintaining programming philosophy, practice and procedures, supervising all personnel in activities related to program research, acquisition, production, scheduling and promotion, developing program concepts for local, regional, and national distribution, serving on regional and national public television program committees. Responsible for assuring adherence to copywrite laws and FCC rules, budget development and supervision and representing station to community in all programming matters. 7-10 years' broadcasting experience and program/production area, of which two years should be supervisory. Public broadcasting experience preferred. BA in broadcasting or related field required. Salary range of position: \$26,790-\$40,196. Resumes to be received no later than January 21, 1983. Submit application and/or resume to: University of New Mexico Personnel, 1717 Roma NE, Albuquerque, NM 87131, between 8 AM-5 PM weekdays. Mention this ad on your application in reference requisition No. 1205A. AA/EOE.

**Staff announcer/weathercaster.** We're still looking for a strong staff announcer with weather responsibilities. Previous applicants need not re-apply. Send resume and tape to Production Manager, WSAZ Television 3, PO. Box 2115, Huntington, WV 25721. EEO.

**Videographer/Director.** KAID/PTV needs experienced person for directing daily public affairs program, operating EFR 1-inch editing. Must work well within tight deadlines. No OJT. Call 208-385-1616, or write BSU Personnel Department, 1910 University, Boise, ID 83725, for application. Closes 1/24/82. EOE.

**Senior producer** for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter explaining qualifications by February 15, 1983. Write Box M-95.

**Documentary producer**—seeking segment producers for national PBS program on news media. We need producers with serious journalistic experience, preferably in national media, and with demonstrable skill in producing 20-minute and half-hour videotape documentaries. Please send resume and tape to Pat Wright, One Lincoln Plaza, 3rd Floor, New York, NY 10023.

**Producer/director.** Seeking first rate producer/director to join aggressive, fast growing broadcast production facility. Must have demonstrated skills as an experienced professional in field and studio production work. Background in one-inch video tape, editing, videography, electronic graphics, lighting, SFX essential. Individual must be client and quality-oriented with a high degree of organizational skills. Self-starter with a minimum of three years' television producing/directing experience. Send resume, references and tape to David Sanks, Operations Manager, WISC-TV, 7025 Raymond Road, Madison, WI 53711. No calls, please. Application deadline: January 31, 1983. EOE-M/F.

**Videographer/editor** for daily live & taped afternoon show. 3-4 yrs' exp. in news & feature story shooting/editing required. Also, must have ENG/microwave broadcast and producing exp. Submit resume & tape to Robin Sestero, WISH-TV, PO. Box 7088, Indianapolis, IN 46207.

**Director/switcher** position available in Huntsville, Alabama. Experience required in directing fast-paced newscasts and switching station breaks. Contact: Lew Koch, Operations Manager, PO. Box 2555, Huntsville, AL 35801. 205-533-3131. EOE.

**Space shuttle television.** Immediate opening for an aggressive professional to supervise a television production center at Johnson Space Center. We are seeking a strong manager, knowledgeable with the engineering and production aspects with a Bachelor's degree in either field. Excellent wages and benefits. Call 713-488-1621 to arrange interview. Taft Broadcasting Corporation, 914 Gemini Avenue, Houston, TX 77058. EOE/MFH.

**Senior scenic designer.** South Florida Public Television station, WPBT/Channel 2, needs a creative person for design and realization of studio sets for television. Duties include selection of materials (sets and props); supervision of construction and installation; and working with production staff in the visual requirements for television production. Required: five years' experience as a scenic designer, of which two years were spent in design and execution of scenic elements for major television productions. College degree with major coursework in art of the equivalent with formal training in scenic design for television. Competitive salary and benefit package. Send resume in confidence to: Manager of Administrative Services, PO. Box 2, Miami, FL 33161-0002. An equal opportunity employer, M/F.

**Production technician.** Aggressive, fast growing broadcast production facility is seeking an experienced individual in studio and location production. Solid background in all aspects of television production essential, with emphasis on one-inch video tape systems, location technical, lighting, videography, editing. Individual must be client and quality-oriented with a high degree of organizational skills. Must have a minimum of three years' television production experience. Send tape, resume and references to David Sanks, Operations Manager, WISC-TV, 7025 Raymond Road, Madison, WI 53711. No calls, please. Application deadline: January 31, 1983. EOE-M/F.

## SITUATIONS WANTED MANAGEMENT

**Top 10 independent GSM,** planner, motivator, organizer, promotions. Seeking stable situation with top organization. References. 216-477-5271.

## SITUATIONS WANTED TECHNICAL

**Los Angeles only.** Director of Engineering, age 35, seeking engineering management position in broadcasting or post production. Very extensive management and maintenance/operations experience in both fields. Currently employed, top 15 market broadcast level post facility. Wife's career requires relocating. Write Box M-18.

**Technical director:** Knowledge of GVG, Ampex AVC-33 and Vital switchers, Quantel and ADO DVE. Currently doing live national news. Interested in doing sports, music, news. Quality is number one interest. Write Box M-50.

**Chief Engineer,** thoroughly experienced in all phases of television; management plus hands-on maintenance of VHF/UHF and all phases of studio. Will travel if necessary. For resume, call or write: William Taylor 601-366-7526. 227 Gunter Street, Jackson, MS 39216.

**Follow Reagan's advice!** Add one master control engineer with first phone and help our economy. Call Mary, 916-753-1036. Hire the unemployed!

## SITUATIONS WANTED NEWS

**Sportscaster available** immediately. Experienced, degreed. Shoot, edit, anchor, report. Professional, energetic, knowledgeable. Ken Bland, 215-438-3806.

**Degreed young talent,** broadcast majored, communications meteorology, meteorology minors. Extensive sports knowledge, aggressive interviewer. I'll do do sports and news reporting and weather too! Jeff Crelius, 716-434-4676.

**Female anchor seeks** top 50 market position. Eight years on-air experience. Prefer moderate climate. Call Cheryl, 918-492-1805.

**I've done it all** in broadcasting from disc jockey to radio news, TV producer, cameraperson, videotape editor to TV field reporter. 13 years' broadcast experience, 5 years major market experience NYC. If you can use the talents of a take-charge, people-oriented, attractive woman, call Alexandra Hays, 212-758-6304.

## SITUATIONS WANTED NEWS CONTINUED

**Meteorologist:** five years' on-air experience. I enjoy relating the weather to people. Confident, relaxed professional with interesting and enthusiastic personality. Write Box M-70.

**Experienced radio weatherman** desires change to TV. Excellent audition tape. Prefer SE. Bill Vale, 1486-A Dresden Dr. NE, Atlanta, GA 30319. 404-231-1250.

**Meteorologist**—ready to move up! I'm looking for medium to large market. If you want someone who enjoys weather, then write Box M-101.

**Aggressive black female reporter** seeks medium market position. Journalism degree, experience. Phone 317-283-7720.

**Middle-market reporter/assignment editor/bureau chief** wants to move up. 3 years' experience, including live. Top-notch journalism. Paul, 309-829-1326.

**Weathercaster/reporter**—early 30-s. B.A., strong meteorological knowledge, light TV experience. Not a Coleman yet, but a warm, personable style your audience will want to take home. Need the job yesterday. 305-962-1108.

**Reporter:** aggressive newswoman with lots of experience and personality wants serious working situation. Good live and on-set. Experience: top-40 street reporter, NY local and network assignment editor, newspaper reporter. Please write Box M-72.

**Feature reporter.** Good writing. Intelligent stories are trademarks. A.P. award winner. Ready for better market. Alan, 309-764-9694.

**Sports.** (TV or radio) Rian Danz, 206-236-2124; 8225-A West Mercer Way, Mercer Island, WA 98040.

**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.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Science producer/researcher** interested in meteorology, environmental science, and space technology. Computer graphics experience. On-air potential. Seeking entry level position. Tape available. Write Box M-78.

**Talented, versatile technician** seeks entry level position in television. FCC General license. Will relocate. Have wheels. Call Mike, 215-623-7498.

**Producer/director.** Emmy award winner. Top 20 market—news, sports and special events. Reply Box M-104.

## CABLE

### HELP WANTED MANAGEMENT

**Leading cable MSO** seeks program manager for one of its Michigan systems. Individual must have supervisory/management experience, familiarity with broadcast/cable operations. Public relations/marketing background also essential. Reply to: Continental Cablevision, 27800 Franklin Road, Southfield, MI 48034. Attn: Candace MacGillivray. EOE.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Television equipment sales manager** professional. Candidate should have strong technical background with extensive sales and management experience. Excellent compensation/benefits package. BSI is an established national equipment supplier with annual sales in excess of \$10MM. Send resume to Broadcast Systems Inc., P.O. Box 15291, Austin, TX 78761. Call Don Forbes, 800-531-5232, for further details.

## HELP WANTED INSTRUCTION

**Assistant professor:** The department of radio-television at Southern Illinois University at Carbondale seeks an assistant professor for Fall, 1983, to teach courses in broadcast management, programming, and audience research. 9-month, tenure track appointment in one of the largest and most prestigious radio-TV departments in the nation. Responsible for coordinating the management emphasis in the graduate program and conducting research. Ph.D. in Radio-TV or related area with professional experience in broadcast management required. Evidence of successful teaching and research preferred. Salary is competitive and dependent on qualifications. Send letter of application, resume, and 3 letters of reference by February 1, 1983, to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University at Carbondale, Carbondale, IL 62901.

**Television production:** instructor/assistant professor to teach broadcast production with emphasis in television. Master's required, Master's plus hours preferred. Television production experience required. Salary—\$13,000-\$16,000, depending on qualifications and experience. Non-tenure track, renewable annually to three year maximum. Submit application, resume, and names of three references by February 15, 1983, to: Don B. Morlan, Chairperson; Department of Communication Arts; University of Dayton; Dayton, OH 45469. University of Dayton is an AEO employer.

**Department of speech** Communication and Theatre. Instructor. One academic year appointment starting August, 1983. Master's degree in video communications preferred, but will consider Bachelor's level given exceptional experience. Thorough knowledge of video systems operation and interconnection helpful. Teach video performance and direction courses in electronic communications curriculum. Supervise work of student operational personnel. Send letter of application, resume and transcripts by March 7, 1983, to Dr. Larry Grisvard, Acting Chairperson, Department of Speech Communication and Theatre, Southeast Missouri State University, Cape Girardeau, MO 63701. An equal opportunity, affirmative action employer, M/F.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iurbe 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.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue. 813-685-2938.

**Quad VTR's**—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color Cameras.** Clearance on Norelco PC-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 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Film Cameras**—two RCA TK 27 film cameras, unbelievable low price. 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.

**SMC DP 2 automation system.** 5 carousels, automatic logging, extel printer. Used very little, reasonable. Dave, 419-255-1470.

**Cary Fitch left Broadcast Systems, Inc.,** and formed Television Systems & Services. For personal service, product information, straight talk and the best values on new television equipment, call TS&S. US: 800-531-5143; Texas, 512-837-1769.

**Channel 49-antenna.** RCA TFU24DM pylon, less-deicers. Ideal for LPTV transmitting. Contact George Molnar, WIPB-TV, 317-285-4771.

**Complete color remote truck.** Includes 5 RCA TK44 cameras with Varatol lenses, heads and tripods, GVG 1600-1L switcher, Quantum audio board, Clearcom system monitoring equipment, etc. Call Bob Martin, Gillcable TV 408-998-7333.

**Portable 1" video recorder.** Hitachi HR-100 with batteries(3), power supply, quick charger, Anvil case. Low hours, excellent condition. \$25,000. Barco 14" color monitor CM-33 with Anvil shipping case. \$1700. Call Richard, 512-478-8585.

**Quantel DPE 5000/SP**—Digital special effects unit, single channel, with freeze & freeze up-date & digiflips. Up to 40 push-button moves. Complete with cables, remote control. New condition. \$60,000. Financing available. 201-444-2911. Television Graphics, 555 Broad St., Glen Rock, NJ 07452.

**Audio console bargains!** Recording tapes. Cart machines. Limiters. Write for catalog: Box 213, Dunkirk, MD 20754.

## 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

**Computerized FM channel searches,** and other services including FM open allocations listings. William P. Turney, Technical Broadcast Consultant, Box 241, Osage City, KS 66523. Phone: 913-528-3130.

## MISCELLANEOUS

**The Weather Channel** wants your 3/4" video tape of snow, ice storms, tornadoes, dust storms, floods, heavy rains, etc. Call Linda Lloyd or Joe Gareri, 404-434-6800.

**For your audio production,** let us do it, reely! Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078.

**Programming wanted.** If you have quality programming, and need help getting it to cable, SMA TV, Ind. TV, PD films or radio productions, call us, we can help. 516-825-3132.

**3-D glasses.** 7c each. Contact Mike Kanarek, c/o WKYT-TV, 606-299-0411.

## INSTRUCTION

**Cassette recorded** preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90266. 213-379-4461.

**RADIO**  
Help Wanted Technical

# **RADIO/ TELEVISION ENGINEERS**

Responsible for all actions relative to site surveys, systems design, procurement data packages, supervision of installation of systems, and acknowledges operational and nonoperational aspects of system prior to acceptance from the contractor by Government representatives, in the areas of AM-FM/FM stereo television broadcasting equipment systems, carrier radio systems, CCTV, CATV, MATV, audio-visual display systems and audio-visual equipment/systems for armed forces and other activities world-wide. Position requires travel world-wide up to 15% of the time. Incumbent must possess a Federal Communications Commission (FCC) radio telephone general class license. In accordance with AR600-50, incumbent must annually complete, or as financial status changes (which ever occurs soonest), statement of financial interest (DD Form 1555). This is a U.S. Civil Service General Schedule, GM-13 position (salary: \$34,930.00.) Applicants should submit the Standard Federal Application Form SF-171 to Sacramento Army Depot, attn: Recruitment & Placement Branch, Sacramento, CA 95813. Phone 916-388-3156, Autovon 839-3156. Sacramento Army Depot is an equal opportunity employer.

**PARKWAY COMMUNICATIONS CORP.**  
The Broadcast Service of U.S. News & World Report  
**MANAGER, TECHNICAL OPERATIONS**

Nation's largest syndicator of fine arts and news feature radio programming seeks a take-charge professional with proven technical and administrative abilities. Successful applicant will have excellent production skills, plus the managerial ability to direct all technical operations of the company, including development and administration of department budget, scheduling of manpower and facilities, setting and maintaining technical standards, planning for future growth and development of company. Relocation to Washington, DC area necessary. Send resume with references and salary requirements to:

President  
Parkway Communications Corp.  
7979 Old Georgetown Road  
Bethesda, MD 20814  
EEOC/M-F

**Help Wanted Sales**

**GENERAL  
SALES  
MANAGER**

Top-rated black adult contemporary station in a top ten market seeking strong sales manager to lead sales department of seven representatives. Must have solid experience in managing radio sales team and in sales promotion development and implementation. Compensation to include percentage of sales. Send resume (in confidence) to Box M-92.

**CHIEF ENGINEER  
WQRS-FM  
DETROIT, MICHIGAN**

An excellent salary and benefit package is being offered to attract an outstanding chief engineer to our premier classical music station. We are looking for an engineer with excellent technical and people skills and is an engineering innovator. Our plant is only two years old and has absolutely top of the line equipment with a new transmitter plant on the drawing boards. We do a good deal of local live and satellite programming. We require an engineer with excellent credentials and dedication to a second-to-none signal. This is an excellent opportunity to join a group broadcaster with radio and television stations nationwide. Complete resume with professional references to Gerald T. Plemmons, Vice President-Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, RI 02903. An EOE, M/F.

**CHIEF ENGINEER CLASS B FM**

Midwestern major market seeks experienced chief. Must be knowledgeable in audio processing, maintenance, STL, studio construction and computer sciences. Great opportunity with growing group for hard-working skilled individual! EOE. Write Box M-17.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**TELEVISION**

**Help Wanted Management**

**NEW TV STATION**

Channel 49, Topeka. Hiring entire staff. Send resume to: Mid America Broadcasting of Topeka Inc., PO Box 2229, Topeka, KS 66601. An EEO employer.

**Help Wanted Programing,  
Production, Others**



**ON-AIR PROMOTION  
WRITER/PRODUCER**

We need a person with

- demonstrable writing and production talent
- good organizational and management skills
- high initiative and ambition
- experience in a TV promotion dept
- a goose down parka

We offer:

- opportunity to work for a strong #2 on way to #1
- work with a well rounded Creative Services staff of 6
- creative freedom in producing complete on-air advertising product
- more money than you are making in a medium or small market
- complete benefit package
- a white Christmas in 1983 (negotiable)


Call if you're interested and send resumes, portfolios, tapes and success stories right away

Joe M. Rape Buffalo, New York  
Creative Services Director 14207  
WIVB-TV (716) 874-4414  
2077 Elmwood Avenue

WIVB-TV is an equal opportunity employer.


**Help Wanted News  
Continued**

# METEOROLOGIST



New Orleans, one of America's great cities, can have some of America's worst weather. Hurricanes, floods and tornadoes mean we need a professional meteorologist who knows his or her stuff, especially computer graphics.

We have the staff and the latest hardware. What we need now is a person who can follow in the shoes of the city's most respected weatherman and give viewers the



kind of information they've come to expect from the market's overwhelmingly Number One station.

Send a tape and resume to:

Jim Boyer  
News Director  
WWL Television  
1024 N. Rampart St.  
New Orleans, LA 70176

No calls/WWL is an equal opportunity employer.

**Help Wanted Technical**

**EXECUTIVE PRODUCER**

The United States Information Agency (USIA) is currently recruiting for an AV production officer for its television and film service in Washington, D.C. The executive producer serves as a senior advisor on all videotape and motion picture productions. Successful applicants must possess at least six years of experience producing and directing videotape and film programs, preferably for television audiences. Salary range is \$48,553 to \$63,115. Full federal fringe benefits apply. To apply submit standard federal application form (SF-171) or resume to: Office of Personnel for Broadcasting, B/P-82-250, Rm. 1341, 330 Independence Avenue, SW, Washington, DC 20547. Applications must be received by January 24, 1983 to be considered. USIA is an equal opportunity employer.

**Help Wanted News**

**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.

## SENIOR BROADCAST ENGINEER

with an established background in complex broadcast project management. Candidate will play a major part in design, specification and implementation of broadcast systems to be incorporated into STC's Broadcast Center complex. This will include extensive and advanced automated program facilities, editing facilities, and program production facilities. This individual will also be involved in equipment evaluation and selection as well as participate in industry development of emerging new technologies such as teletext and high definition television.

Requires BSEE and minimum of 5 years' broadcast project experience. Candidate should have established familiarity with state-of-the-art broadcast video equipment and technical standards. Design, testing and implementation of complex video systems using latest construction techniques is also required.

Satellite Television Corporation offers a competitive starting salary as well as liberal fringe benefits including Retirement, Medical/Dental coverage, ESOP, Savings Plan, Credit Union, etc. Interested applicants should send resumes, including salary history to STC/COMSAT, Sheila Ryan, Dept. B-2, 950 L'Enfant Plaza, SW, Washington, D.C. 20024.



**Satellite Television Corporation**  
A COMSAT Company

An Equal Opportunity Employer



# SENIOR STAFF ENGINEER

## TELETEXT

The National Broadcasting Company is now seeking a highly qualified technical professional for a key position at our New York City headquarters. The selected candidate will be responsible for the following:

- Defining TELETEXT delivery standards, coordinating special equipment requirements, and preparing equipment specifications.
- Defining equipment needs to manufacturers, conducting design reviews, and supporting software production.
- Interfacing with executive affiliates in liaison with receiver/decoder manufacturers.

Required is a minimum of 10 years' experience with a major television equipment manufacturer, network, major station group or equivalent. Background should include 5 years of industry representation on standards committee, technical societies or equivalent. Also required is a broad based knowledge of broadcast operations and digital TV disciplines. Recent TELETEXT work experience is desirable.

The ideal candidate will possess a Bachelor of Science in Engineering or Physics, with Digital Electronics or Computer options, and post-graduate studies in a related field.

NBC offers a salary commensurate with experience and an excellent benefits package. For prompt consideration, please submit resume with salary requirements in confidence to:



# NBC

Ms. V. Branker/SSE,  
Suite 1678,  
30 Rockefeller Plaza,  
New York, NY 10012

Men and women of all races are encouraged to apply.



Engineering

## Television Engineering Maintenance

KABC-TV has immediate opportunities for individuals with extensive experience in maintenance and repair of equipment in support of ENG/mini cam operations. Experience in maintaining Ikegami HL-77/HL-79 mini cams, Sony BVU-110, and related audio equipment is essential. Exposure to microwave technologies is preferred. Qualified applicants interested in arranging a personal interview should submit resume along with salary history to:

**DEAN FERUCE**  
ABC Personnel  
4151 Prospect Ave.  
Los Angeles, CA 90027

An Equal Opportunity Employer  
M/F/V/H

## Help Wanted Sales

### SALES

### REPRESENTATIVES

If you are an established independent manufacturer's representative calling on broadcast and cable accounts, Midwest Corporation would like to talk to you. We are seeking highly motivated individuals to represent our Mobile Unit Group in the following geographic areas: New England, Rocky Mountain, Great Plains, Northwest and Canada. The commission structure on these large capital expense items will not disappoint you. For further information, call John Loughmiller, Midwest Corporation, Mobile Unit Group, 502-491-2888, between 1 and 5 p.m. E S T.

For  
Fast Action Use

# BROADCASTING'S

Classified Advertising

**Help Wanted Sales  
Continued**

**TV STATION  
SALES MANAGER**

This attractive opening offers the individual an opportunity to assume primary responsibility for the sales department of an affiliated VHF station located in the sunbelt. We are seeking an energetic, innovative, self-starter who can take charge and produce.

Must have 3-5 years television sales management experience in local and national sales, and in local new business development. Proven ability to generate revenue in a competitive environment a necessity. Prefer someone with a marketing degree or equivalent in experience.

This position offers tremendous resources, responsibility and opportunities for advancement. The salary is attractive and we offer an excellent benefits package. Please send resume and salary requirements to:

**Box M-71.**

We Are An Equal Opportunity Employer M/F

**ACCOUNT EXECUTIVE**

Top 20 network affiliate in the Rocky Mountain West looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send your resume to Box M-62. EOE, M/F.

**Situations Wanted News**

**CONTRACT EXPIRED**

Versatile, hard-hitting reporter with extensive anchor experience. Attorney with economics background, and ability to bring the best stories in right and on time. Five years top-25 market. Seeking challenging position in quality operation. Outstanding references, will relocate, available now. Box M-53.

**ECONOMICS/BUSINESS  
REPORTER**

Ph.D. in economics. 4-plus years of experience in TV news. Award-winner. Can shoot and edit 3/4" tape. Presently in top 15 market and syndicated show. Mel Stone 612-642-4236 or 647-1773.

**ENTHUSIASTIC METEOROLOGIST**

eager to work full time in medium market. On-air TV and radio experience in college. Communicates weather on interesting, personal level. Available immediately. For resume/tape, call Chris Thompson, 815-756-3325.

**ALLIED FIELDS  
Help Wanted Technical**

**DIRECTOR OF  
ENGINEERING**

**Audio Production Facility**

Bonneville Productions is looking for a key individual to oversee the technical operation of its Salt Lake City tape duplication and audio recording facilities.

The successful candidate will be responsible for the design, construction, maintenance, and enforcement of technical standards for 3 Gauss high-speed duplicator lines, 5 recording studios including 24-track, and a multi-media production center.

This position has supervisory responsibility for a staff of 10 engineers and technicians. The applicant must be well versed in professional audio production techniques and equipment, have a BSEE or equivalent technical background, and have a minimum of 3-5 years' experience in a professional audio engineering capacity to include some supervisory experience. Excellent interpersonal skills are a must.

Please reply to Ellen Richardson, Personnel Director, Bonneville Productions, 130 Social Hall Avenue, Salt Lake City, UT 84111; 801-237-2431.

**A Division of  
BONNEVILLE  
INTERNATIONAL CORP.**

Equal Opportunity Employer

**Consultants**

**RADIO CONSULTING**

*Pay ONLY for results!*

Strategic planning for programming and sales plus in-house and on-the-street coaching by experienced network/major group executive. Honest appraisal of what I can accomplish for your station up front. No fees, no b.s. — you pay only for results.

1-800-237-7500



**Miscellaneous**

**RADIO SURVEYS**

Raw data special offer, 100 calls—\$395.00. Call Dick Warner collect at 404-733-0642.

**S-A-M-S**

**3-D TV  
VIDEO GLASSES**

Priced for quick sale. Call: Peter Matoian, c/o Douglas Drug Inc., North Providence, RI. 401-353-5200.

**Employment Service**

**RADIO JOB PLACEMENT**

If you are an announcer, news or sports person, programer, sales, sales management or General Manager, seeking to "move up", NATIONAL BROADCAST TALENT COORDINATORS can help you. NATIONAL is the nation's leading radio placement service. NBTC services radio stations in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

NATIONAL BROADCAST TALENT  
COORDINATORS  
Dept. B P.O. Box 20551  
Birmingham, AL 35216.  
205-822-9144

**RADIO JOBS**

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

**Wanted To Buy Stations**

**AM OR FM STATION**

Regardless of market or condition. Midwest. All replies confidential. Write Box M-85.

**LOSERS**

We're interested in your problem radio station, regardless of its current financial losses. Outright purchase or buy in. All replies answered promptly. Box 2040, St. Petersburg, FL 33731.

**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
GA	AM	\$20,000 downpayment
CO	FM	\$30,000 downpayment
IA	AM	\$35,000 downpayment
TN	AM	\$30,000 downpayment
MT	FM	\$50,000 downpayment
MS	AM	\$35,000 downpayment
WI	AM	\$50,000 downpayment
ND	AM/FM	\$15,000 downpayment

**109 North Main, 2nd Floor  
Sioux Falls, SD 57102 605/338-1180**



For Sale Stations Continued



**CHAPMAN ASSOCIATES®**  
nationwide mergers & acquisitions

STATION		CONTACT			
SE	Medium UHF-TV	\$18,000K	Cash	Bob Thorburn	(404) 458-9226
SE	Metro AM/C1.C FM	\$2,500K	Nego.	Bill Chapman	(404) 458-9226
MW	Major Fulltime	\$2,000K	Nego.	Peter Stromquist	(612) 831-3672
W	Suburban Fulltime	\$1,300K	\$350K	Ray Stanfield	(213) 366-2554
MW	Small FT/C1.C FM	\$1,108K	Cash	Peter Stromquist	(612) 831-3672
R.Mt.	Small C1.IV	\$775K	\$174K	Greg Merrill	(801) 753-8090
NE	Small AM	\$575K	\$175K	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
FL	Small AM	\$110K	\$25K	Bill Cate	(904) 893-6471

To receive offerings within your area of interest, or to sell, contact Chapman Co. Inc., 1835 Savoy Drive, Suite 206, Atlanta, GA 30341. (404) 458-9226.

**WALKER MEDIA & MANAGEMENT INC.**

New England class B FM with good AM. Asset book value equals \$400,000 asking price.

813-778-3617  
John F. Hurlbut  
PO Box 1845  
Holmes Beach, FL 33509

**STAN RAYMOND & ASSOCIATES**

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others  
404-351-0555 1819 Peachtree Rd., NE  
Suite 606  
Atlanta, GA 30309

**FOR SALE**

Fulltime AM 1 kw station. Real estate included. Excellent opportunity for Spanish broadcaster. \$350,000. cash. Principals only—no brokers. Submit financial qualifications with inquiries to Joe Madas, PO. Drawer K, Blythe, CA 92225. 619-922-7143.

**HAWAII**

Neighbor island AM/FM combination. Terms to qualified buyer. Write Box M-79.

**FM CP FOR SALE IN CALIFORNIA**

Class A FM CP at Red Bluff. Ted Storck, PO. Box 40, Thief River Falls, MN. 218-681-1230.

**BOB KIMEL'S**

**NEW ENGLAND MEDIA, INC.**

Ask about the two new and exclusive Northeast listings just received. Start 1983 wisely—get on our regular mailing list to learn about listings first.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963 802-524-3159



**Dan Hayslett**  
& associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**NORTHERN NEW ENGLAND**

Successful class B FM and class 4 AM. Sales up 11% in '82. \$1.3MM and it's yours. Principals only. Reasonable terms to qualified buyer. Show financial qualifications on your letterhead. Reply Box M-93.

**SUNBELT FULLTIME AM/FM**

Black FM dominates ARB. Valuable land & modern, well-equipped studios with automation systems. Price of \$1.7M is less than 8X cash flow. Only serious inquiries will be answered. Write Box M-88.

**FOR SALE**

Major market AM.  
Price \$1,575,000.  
Box M-106.

**CARIBBEAN FM POWERHOUSE**

Make your fortune in the sun. \$1,500,000. Cash or terms. Inquires to Box M-91.

**TEXAS**

Fulltime AM in small, stable, farming community. Profitable. Less than 2X gross. \$50,000 down. Verify you have down payment in reply. Box M-97.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, TN. 38157

- Class C 100,000 watts. Large Mississippi city. \$1.8 million.
- Fulltime. Northern Alabama. Fantastic buy. \$570,000.
- 6 stations, NC.
- 16 stations, TN.
- AM-FM, western VA. Nice town. \$690,000.
- Daytimer in large WY city. \$250,000.
- AM-FM Arizona. \$400,000.
- FM in So. CA coastal city. \$600,000.
- 4 stations, FL.
- AM-FM. Class C. Large GA coastal city. \$3.7 million.
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## Media



Turner

**Jack C. Clifford**, president. Colony Communications. Providence, R.I., named chairman of board. **Roger R. Turner**, VP and director of operations. Colony Communications, succeeds Clifford..

**Joseph E. Lake**, VP and general manager. KXTV(TV) Sacramento,

Calif., named president of Corinthian Broadcasting subsidiary. Great Western Broadcasting, licensee of KXTV. **Allan Howard**, VP and general manager. Corinthian's KOTV(TV) Oklahoma City, succeeds Lake. **John Irvin**, VP and general manager of Corinthian's WANE-TV Fort Wayne, Ind., succeeds Howard. **Ted Kohl**, director of broadcast operations for Corinthian's KHOU-TV Houston, succeeds Irvin.

**Dick Yankus**, from WKSJ(AM) Prichard, Ala.-WKSJ-FM Mobile, Ala., joins WHND(AM) Monroe, Mich.-WMJC(FM) Birmingham, Mich., as general manager.

**Richard Plotkin**, assistant general manager. WSSN(TV) Chicago, named general manager.

**Thomas Wells**, general manager. Lafayette (La.) TV Cable Co., joins Group W Cable as general manager of its St. Bernard parish, La., system.

**John Proffitt**, director of programming. McGraw-Hill Broadcasting, Denver, named VP and general manager of McGraw-Hill's KERO-TV Bakersfield, Calif.,

**Darryl Compton**, news business manager. KRON-TV San Francisco, named operations manager.

**Joseph McGranaghan**, VP and general manager. WKOK(AM)-WQKX(FM) Sunbury, Pa., elected executive VP of parent Sunbury Broadcasting.

**Tom Howe**, director of programming. noncommercial KNME-TV Albuquerque, N.M., joins noncommercial KCTS-TV Seattle as assistant general manager and director of broadcasting.

**Edward Weiss**, general manager. WKIX(AM)-WYYD(FM) Raleigh, N.C., named VP of parent Adelphi Broadcasting.

**Robert Longwell**, general manager. WJR-FM Detroit, joins WDBO-FM Orlando, Fla., as general manager.

**Frank Bussone**, station manager and chief

operating officer. WEEK-TV Peoria, Ill., named general manager and chief executive officer.

**Ronald Pulera**, general sales manager. WKW-TV Cleveland, joins WTEN(TV) Albany, N.Y., as president and general manager.

**C.C. Mathews**, from Hefel Broadcasting's WKSJ(FM) Greenfield, Ind., joins co-owned WYYS(FM) Fairfield, Ohio, as operations manager and program director.

**Neal Stannard**, program director, traffic manager and air personality. WLPR(FM) Mobile, Ala., named operations manager.

**Jack Hayes**, general manager. KLVV(AM) Las Vegas, resigns to devote full time to Programming Plus, his Las Vegas management consulting firm.

**Frank S. De Tillio**, general sales manager. WDCA-TV Washington, joins WFLA-TV Tampa-St. Petersburg, Fla., as station manager.

**David Ingraham**, director of finance and administration. KNBC(TV) Los Angeles, named station manager.

**Dennis Rainwater**, operations manager. KEBC(FM) Oklahoma City, named to newly created position of station manager.

**Bill Kirwin**, sales manager. KOZY(AM) Grand Rapids, Mich., named station manager.

**Martin Colby**, station manager. XETV(TV) Tijuana, Mexico, named general manager, succeeding **Julian Kaufman**, who will open independent consulting firm. **Joan O'Laughlin**, operations director, named station and general sales manager.

**Bruce Bagg**, program manager. WTAX(AM) Springfield, Ill., named station manager.

**Mary Lou Jennerjahn**, VP, commercial clearance, program practices. CBS/Broadcast Group, New York, named VP and assistant to president of CBS Television Network. **Winifred Gorlin**, director, program practices. CBS/Broadcast Group, named VP, program practices.

**Ira Goldstein**, partner. Moses & Singer law firm, New York, joins Metromedia, Secaucus, N.J., as general counsel. Wayne, Ind.

Appointments. Daniels & Associates, Denver: **Frank Kroncke**, from Worldbook Childcraft International, Boston, to national sales manager; **Terri Eurich**, from Petro Lewis Corp., Denver, to national training manager; and **Connie Butterworth**, from Foote, Cone & Belding, Denver, to marketing services manager.

**Judith Dove Kouffman**, unit manager, non-commercial WGBH(FM) Boston, joins non-commercial KUSC(FM) Los Angeles as assistant director of development.

**Stephen Riddleberger**, director of special projects. Radio Advertising Bureau, New York, joins Bonneville Broadcasting System, Tenafly, N.J., as manager, finance and administration.

## Marketing



McDonald

**Frank McDonald**, senior VP and director of media and marketing services, Cunningham & Walsh, New York, named executive VP. **John Hughes**, media director. Caravatt Communications, New York, joins Cunningham & Walsh there as associate media director.

**Phil Gerber**, from J. Walter Thompson, Chicago, joins Tatham-Laird & Kudner there as

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senior partner and director of media operations.

**Ron Mitchell**, general manager, Detroit office, BBDO, named executive VP.

Appointments. D'Arcy-MacManus & Masius: **Rita Winters**, writer, St. Louis, to VP, creative director; **Ronald Vander Kelen**, VP, general manager, K-Tel International, Minneapolis, to St. Louis as VP, Anheuser-Busch sports media group, and **Gail Fujisawa**, associate media director, and **Jacque O'Connor**, spot broadcast manager, Chicago, to VP's.

**Jerry Brown**, VP, director of account services, Ogilvy & Mather, Atlanta, joins Los Angeles office as VP, management supervisor.

**Alice Goldberg**, senior VP, Benton & Bowles, New York, named director of research services.

**Louis DiJoseph**, senior VP, associate creative director, Young & Rubicam, New York, named group creative director.

Account executives named account directors, Foote, Cone & Belding, New York: **Peter Dearing**, **Linda Lustig**, **Anne Lynn**, **Micheal Miller** and **Chris Novak**. **Leigh Hubler** and **Fred Langbecker**, assistant account executives, named account executives.

**Dana Christensen**, research supervisor, BBDO, New York, joins Geer, Dubois advertising agency there as research associate.

**Harry Stecker**, director of research, Petry Television, New York, named VP, director of marketing.

**Charles Hitchins**, VP, manager, ABC sales team, Blair Television, Chicago, named manager of that office.

**William Koenigsberg**, broadcast manager, Ed Libov Associates, New York, named VP, director of broadcasting for media buying and planning agency.

**Steve Mull**, associate creative director, and **Kathie Hoppe**, associate recruiting director, Leo Burnett Co., Chicago, elected VP's.

**Nanci B. Orgel**, supervisor, Station Advertising Services, ABC-TV, New York, named manager.

**John Bitting**, sales manager, Chicago office, McGavren Guild Radio, named regional manager there.

**Eva Schmatz**, VP, account supervisor, Young & Rubicam, New York, joins Marsteller Inc. there as VP, director of business development.

**Paul Russell**, from Adgraphix, Columbus, Ohio, joins Byer & Bowman advertising there as art director.

**Mary Mack**, from Christenson, Barclay & Shaw, Kansas City, Kan., joins Mission Ad-

vertising, Mission, Kan., as VP, client services.

**John Martin**, account executive, RKO Radio Sales, Chicago, named St. Louis regional manager, based in Chicago.

**Mukut Kumar Dave**, group media supervisor, Young & Rubicam, Chicago, joins Trahan, Burden & Charles advertising, Baltimore, as media director. **Bill Gordon**, from Vansant, Dugdale & Co., Baltimore, joins TB&C as senior account executive.

**Frederick Collman**, director of operations, Western region, Acton CATV, Acton, Mass., named manager of marketing and advertising sales.

**Heather Farnsworth**, local sales manager, KHBK-TV San Francisco, named general sales manager.

**Anthony (Tony) Twibell**, general sales manager, KREM-TV Spokane, Wash., joins KTSP-TV Phoenix (formerly KOOL-TV) in same capacity.

**Ron Piro**, local sales manager, WEEI(AM) Boston, named general sales manager.

**David Blythe**, local sales manager, WEHT(TV) Evansville, Ind., named general sales manager.

**Dick Polgreen**, local sales manager, WLKY-TV Louisville, Ky., named VP.

**Timothy Ames Williams**, local sales manager, WINZ-FM Miami, assumes additional duties as national sales manager for WINZ-AM-FM. **Tom Denniberg**, account executive, WINZ(AM), named local sales manager.

**Richard Muzzy**, account executive, WSPD(AM) Toledo, Ohio, named sales manager.

**Dennis Gianotti**, account executive, WYDD(FM) Pittsburgh, named local sales manager.

**Tom Foster**, sales representative, Group W Cable's Eugene, Ore., system, named sales manager, Group W's Lewiston, Idaho, system.

**Alan Ecklund**, local sales manager, KMCA(AM)-KISS(FM) San Antonio, Tex., named sales manager.

**Scott Hayner**, from KNDO(TV) Yakima, Wash., joins KOMO-TV Seattle as national sales manager.

**Douglas Parsons**, senior account executive, WLFL-TV Raleigh-Durham, N.C., named local and regional sales manager.

**John Kennedy**, president, Sportsmarketing Specialists, Detroit, joins D'Arcy-MacManus & Masius, Los Angeles, as senior regional account executive.

**Dick Kelley**, general sales manager, WHN(AM) New York, joins USA Cable Network, Glen

Rock, N.J., as account executive, advertising sales.

**Drew Fitzgerald**, account executive, Conradi-Johnson & Associates, St. Louis, joins Kenrick Advertising there in same capacity.

**Sandra Bigby**, marketing manager, Hicks Communications, Dallas, named account executive for Hick's KIXX(FM) Denton, Tex.

**James Bradford Murray**, general manager, WATD(FM) Marshfield, Mass., joins WHDH(AM) Boston as account executive.

## Programing

**J. Douglas Cox**, director of sales, CBS National Sales, New York, joins TPC Communications, Sewickley, Pa., as president and chief executive officer. TPC is Television production company.

**Charles Weber**, president and chief operating officer, Embassy Communications, resigns. Weber will complete work on special projects for Embassy, including a feasibility study "for a proposed joint venture with Prudential Insurance Co. for the development of a modern motion picture and television studio-office complex in West Los Angeles."

**Mike Meads**, manager of motion pictures for television, ABC Broadcast Standards and Practices, West Coast, Los Angeles, named director, current drama.



Soglio

**Leonard Soglio**, VP, Gold Key Entertainment, New York, joins Muller Media as senior VP. Muller is New York pay TV production and syndication firm.

**Al Burton**, executive VP for creative affairs, Embassy Television and Tandem Productions, Los Angeles,

joins Universal Television there as executive producer and consultant for prime time comedy series.

**Lynne Dowling**, director of operations for Trident Television Associates, New York, joins D. L. Taffner Ltd. there as director of marketing for TV program distribution firm.

**Glenn Turner**, controller, Bosustow Entertainment, Santa Monica, Calif., animation studio, named VP, business affairs.

**Robert Gutkowski**, VP, programing, Entertainment and Sports Programing Network, Bristol, Conn., resigns but will continue with ESPN in consulting capacity. Appointments, ESPN: **Elliot Stern**, studio producer-director, to coordinating producer; **Rich Keegan**, associate studio producer, to studio producer-director; **Bryan Cooper**, operations producer, to senior operations producer; **Richard King**, network operations and traffic coordinator, to

senior network operations and traffic coordinator; **Sharon Donnarummo**, day of air coordinator, to network facilities assistant; **Melinda Mazo**, staff secretary, to assistant operations producer; **Chris Petersen**, network operations and traffic coordinator, to supervisor, network facilities; **Marcia Richards**, staff secretary, to day of air coordinator, and **Peter Sumpf**, studio technician, to network operations and traffic coordinator.

Appointments, Warner Amex Satellite Entertainment Co.: **Bill Hart**, sales manager, Cable Atlanta, Atlanta, and **Ronald Hurdle**, sales administration manager, Warner Amex Cable Communications, Dallas, to regional managers, Southwestern region, Dallas, and **Debra Stephens**, national sales manager, KNX-FM Los Angeles, to regional manager, Western region there.

Appointments, Columbia Pictures Television, Los Angeles: **Robert Chasin**, VP, business affairs, to VP in charge of business affairs; **Gary Fogel**, director of business affairs, succeeds Chasin, and **Michael Lauer**, director of business affairs, to business affairs office, Columbia Pictures Television Distribution.

**Charles Melniker**, manager of business affairs, The Entertainment Channel, New York, named director of business affairs.

**Mel Smith**, program manager, KWGN-TV Denver, named to newly created position of director of program services for parent Tribune Broadcasting, Chicago.

**Steve Holbrook**, from WKSJ-FM Mobile, Ala., joins WDBO-FM Orlando, Fla., as program director.

**Ed Palen**, production director, WTAX(AM) Springfield, Ill., named manager, succeeding Bruce Bragg (see "Media" above).

**Jason Kane**, assistant program director, WPKX(AM) Alexandria, Va., assumes additional duties as music director.

**Philip Yzaguirre**, news producer-writer, WMAR-TV Baltimore, joins WTTG-TV Washington as associate producer.

**Steve Silverman**, producer-director, Philadelphia Phillies professional baseball coverage, WPHL-TV Philadelphia, joins KCST-TV San Diego as executive producer, San Diego Padres professional baseball coverage.

**Carole Hemingway**, talk show host, KABC(AM) Los Angeles, joins The Playboy Channel there as host of interview program, *Loving Relationships*.

**Cliff Yeargin**, sports director, WLOS-TV Asheville, N.C., joins WMAR-TV Baltimore as sports producer.

**Tony Ventrella**, reporter, KOMO-TV Seattle, joins KING-TV there as sports anchor.

## News and Public Affairs

**Reid Collins**, correspondent, CBS News, New York, named anchor, CBS Radio's *World*

*News Roundup*, succeeding **Dallas Townsend**, anchor of broadcasts for past 25 years, who will anchor three weeknight *News-on-the-Hour* broadcasts. **Rita Braver**, associate producer, *CBS Evening News with Dan Rathner*, named reporter, CBS News, Washington.



Whedon

**Peggy Whedon**, ABC News's first woman correspondent and originator and producer of ABC-TV's former public affairs program, *Issues and Answers*, will leave network in February to join Public Affairs Satellite System in Washington as producer of news and special programming for radio and television.

Pubsat is distributor of independently produced programming with satellite network of 300 commercial TV stations and 1,450 public and commercial radio stations.

**Jeff Sprung**, director of news, ABC FM Network, New York, assumes additional responsibilities as director of news for ABC Rock Radio Network.

**Bill Gillen**, assistant news director, WLS-TV Chicago, joins Maine Broadcasting System, Portland, Me., as news director of WLBZ-TV Bangor, Me., and WCSH-TV Portland, succeeding **Fred Nutter** in that post at WCSH-TV. Nutter assumes newly created position of public affairs and editorial director for both stations.

**Edward Fleming**, producer, *Politithon*, non-commercial WPBT(TV) Miami, named coordinating producer, *Nightly Business Report*. **Frank Brown**, assistant producer, *Nightly Business Report*, to associate producer.

**Earl Jennings**, reporter WAGE(AM) Leesburg, Va., named news director.

**Nick Lawler**, from WNEV-TV Boston, joins WDVN-TV Washington as assistant news director.

**Dean Daniels**, news producer, WBNS-TV Columbus, Ohio, joins WTAE-TV Pittsburgh in same capacity.

**Jack Wimer**, Washington bureau chief, Chronicle Broadcasting, joins Chronicle's KRON-TV San Francisco, as associate news director for coverage. **Diane Masciale**, from Cable News Network, Atlanta, joins KRON-TV as weekend producer.

**Don Webb**, anchor and former news director, WKRC(AM) Cincinnati, retires.

Appointments, KCST-TV San Diego: **Tom Stephens**, from WTVG(TV) Toledo, Ohio, to associate producer, *Top Story at 6:30*; **Dave Gonzales**, from KTVX(TV) Salt Lake City, to weekend anchor, and **Bob Lawrence**, from WTOL-TV Toledo, Ohio, to reporter.

**Tom Becherer**, news director, WLKY-TV Louisville, Ky., named VP. **Dale Mader**, from WKYT-TV Lexington, Ky., joins WLKY-TV as news photographer.

**Nerissa Williams**, from WSOC-TV Charlotte, N.C., joins WDIV(TV) Detroit as reporter.

**Donna Kessler**, news photographer-editor, WTAJ-TV Altoona, Pa., joins WNYT(TV) New York in same capacity.

**Greg Wilson**, reporter-anchor, KPLR-TV St. Louis, joins WHFB-TV Rock Island, Ill., in same capacity. **Pat Kearns**, reporter, WOC(AM) Davenport, Iowa, joins WHBF(AM) Rock Island, Ill., as reporter-editor.

**Sam Crenshaw**, from WRBL-TV Columbus, Ga., joins WHP-AM-TV Harrisburg, Pa., as reporter and weekend anchor.

**Iris Shelton**, from KRLA(AM) Pasadena, Calif., joins KNX(AM) Los Angeles as reporter.

**Laura Bruce**, from KAAL(TV) Austin, Minn., joins WJRT-TV Flint, Mich., as reporter.

**Charley Keyes**, from WFBC-TV Greenville, S.C., joins WIS-TV Columbia, S.C., as senior reporter. **Tom Posey**, producer-director, Lexington County (S.C.) hospital, joins WIS-TV as chief photographer.

**Robin Quivers**, from WWDC(AM) Washington, joins WNBC(AM) New York, as news anchor.

Appointments, news department, KTVH(TV) Hutchinson, Kan.: **Kenn Woodward**, reporter, to photographer-editor; **Carl Wiebe**, from Harvest Inc., Wichita, Kan., production com-

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pany, to photographer-editor, and **Julie Rockler**, reporter. KMST(TV) Monterey, Calif., to same capacity.

**Mary Ann Rotondi**, recent graduate, Yale University, New Haven, Conn., joins KIRO-TV Seattle as news writer.

**Don Kent**, meteorologist, WBZ-TV Boston, retires after 36 years as broadcast meteorologist.

**Bruce Iwamoto**, from KPRL(AM)-KPRA(FM) Paso Robles, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter-photographer.

**Stanley Forman**, from *Boston Herald American*, joins WCVB-TV Boston as news cameraman.

**Allan Schear**, from WNEW-TV New York, joins WGR-TV Buffalo, N.Y., as news photographer.

**Kevin Johnston**, from WTVO(TV) Rockford, Ill., joins WIFR-TV there as reporter-weekend anchor.

## Technology

**John (Jack) Kinn**, executive secretary, joint election device engineering counsel, and director of EIA solid state products division, Electronics Industries Association, Washington, named director of EIA's engineering department.

**Rich Hajdu**, broadcast sales manager, MZB & Associates, Dallas-based video equipment supplier and system contractor, named area manager, sales and operations, Houston, San Antonio and Austin, all Texas.

**Frank Alioto**, Northeastern regional manager, Adda Corp., Wakefield, Mass., named national marketing manager, ESP systems, digital video information storage and retrieval systems.

**George R. Jones**, VP, MCA Videodisk, Los Angeles, retires, but remains with MCA as consultant.

**Tinga Lingelbach**, production-operations manager, Fusion Media, New York, joins TVC Video, New York post-production facility, as director of administrative services.

**Frank Colby**, from WXVT(TV) Greenville, Miss., joins Shoreline Ltd., Hollywood, Calif., teleproduction equipment distributor, as broadcast sales representative.

**Michael Koulopoulos**, manager, analytical instrumentation group, and **Julian Soshnick**, legal counsel, Analogic Corp., Wakefield, Mass., elected VP's.

**John Gibbons**, from nuclear technology division, Westinghouse Electric, Pittsburgh, named manager, employe and labor relations, Group W Satellite Communications, Stamford, Conn.

**James Waldorf**, chief technician, Two Rivers, Wis., system, American Television & Com-

munications, named to same position at Wheat Ridge (Colo.) system, American Cablevision division of ATC.

**Otis Freeman**, VP, engineering, WPIX(TV) New York, named senior VP, engineering. **Robert Murch**, engineer, WPIX, named VP.

**Gener Wilczak**, maintenance supervisor, WJBK-TV Detroit, named assistant chief engineer.

## Promotion and PR

**Barbara Rockefeller**, assistant manager, audience information, ABC public relations, New York, named press representative, business information.

**Leslie Littlehale**, advertising director, MGM/UA Entertainment, New York, joins Almi Distribution Corp., New York, as VP, advertising/publicity, responsible for Almi Television Productions, Almi Films and Libra Cinema Films.

**Allan Brent**, executive VP, and **Richard Goldberger**, senior VP, Herbert S. Benjamin Associates, public relations firm, Baton Rouge, retired.

**John Heinen**, producer and manager of on-air promotion, WXIA-TV Atlanta, named promotion director.

**Kim Kelly**, promotion-advertising director, WFYR(FM) Chicago, joins KF(AM) Los Angeles as promotion director.

**Jo-Jo Shutty-MacGregor**, freelance broadcast reporter, Detroit, joins WJRT-TV Flint, Mich., as creative services director.

**Deb Berg**, graphic designer, WRAU-TV Peoria, Ill., joins WBLN(TV) Bloomington, Ill., as creative services assistant.

## Allied Fields



Lehman

**Bruce Lehman**, chief counsel for House Subcommittee on Courts, Civil Liberties and Administration of Justice, joins Washington law firm of Swidler, Berlin & Strelow, Lehman, who was instrumental in shaping cable copyright compromise in 97th Congress, will work primarily on copyright and communications cases. His successor on subcommittee has not been chosen.

**Darlene Tolbert Palmer**, telecommunications consultant and former manager of President Carter's minority telecommunications development program, appointed telecommunications fellow on faculty of Massachusetts Institute of Technology, Cambridge, Mass.

**James E. Boddorf**, executive VP, McGraw-

Hill Publications, New York, joins Veronis, Suhler & Associates, New York investment banking firm specializing in sale of communications properties and companies, as senior VP.

**Deborah Arney**, associate editor, Armed Forces Communications and Electronics Association, Washington, joins American Women in Radio and Television there as director of public relations.

**Frank Allen Philpot**, director of children's and youth programing, PBS, Washington, joins U.S. Chamber of Commerce as syndication manager, broadcast division. He will be responsible for distribution of chamber's syndicated radio and television programs to commercial and public stations.

**Edgar (Eddie) Gaskins**, clerk, office of chairman, FCC, Washington, retires after 31 years with commission.

Elected officers, Southern California Broadcasters Association: **Bob Fox**, KVEN(AM)-KHAY(FM) Ventura, chairman; **George Green**, KABC(AM) Los Angeles, vice chairman; **William Shearer**, KACE(FM) Inglewood, secretary, and **Bob Nelson**, KNX-FM Los Angeles, treasurer.

## Deaths

**Henry W. (Hank) Slavick**, 80, pioneer broadcaster and general manager of WMC-AM-FM-TV Memphis when he retired in 1968, died of complications following stroke at St. Francis hospital, Memphis. Slavick began career in Army radio on Pacific Coast in early 1920's, joined WMC(AM) as operator in 1925. He was instrumental in development of national emergency weather warning system in 1968. He remained as director of Scripps-Howard Broadcasting, WMC-AM-FM-TV owner. Survivors include his wife, Leonore O'Hara Slavick; two sons, William and Philip, and daughter, Diane.

**Maurice L. Myers**, 73, retired chief engineer and technical consultant to WPAY-AM-FM Portsmouth, Ohio, died of heart attack Dec. 21 at Mercy hospital, Portsmouth. He is survived by his wife, Marjorie, and daughter.

**Frank Jones**, 55, chief news photographer, WCPO-TV Cincinnati, died of heart attack Jan. 7 at his home in Cincinnati. He is survived by his wife, Lois, four sons and daughter.

**Randy Blair**, 32, sports director, WJZ-TV Baltimore, died of apparent heart attack Jan. 8 at Woodbourne community center there while participating in charity basketball game as part of station team that plays number of benefit games throughout year. He is survived by his wife, Marjorie, and son.

**Tex Antoine**, 59, TV weathercaster in New York for thirty years, was found dead in his apartment in New York Jan. 12. Police spokesman said he apparently died of natural causes. He became television weatherman for WRCA-TV (now WNBC-TV) New York in 1949, switched to WABC-TV in 1966 and was discharged in 1977 after making on-air remark to which station objected. He later appeared briefly on WNEW-TV.

## ABC's Burke: creating tomorrow's journalism today

"Many people born and raised in the television news industry have a mind-set that's very strong, and I think they'll have to change, because the times are changing: the competitive demands, the demands of affiliates are changing. . . . People in news have to see themselves more as broadcasters." Those thoughts from David Burke, vice president of ABC News and assistant to its president, Roone Arledge, may not be palatable to some in the profession.

Nor is the criticism implied in Burke's call for change softened for those who see him as a relative newcomer to TV journalism—he has only been in the field five years. Burke's curriculum vitae describes what he calls a "checkerboard" of public and private service. The next to last entry is secretary and chief of staff to then New York Governor Hugh Carey.

But Burke's track record in broadcast journalism entitles him to attention. Under the aegis of the Arledge management team of which Burke is a key part, ABC News has flourished.

"Our goal of moving ABC News into contention has improved all three, [network news operations]," Burke maintains. "It was stultifying when we started," he says, "with one on top and unchallenged, another in second place and not discontented, and the third [ABC] not in the game at all." Now, says Burke, "it's different—and the changes have been healthy and good." Burke is not ignoring the rating spread that competitor CBS has opened of late in evening television news, but is focusing on changes in television journalism perhaps best exemplified by ABC's *Nightline* series that marked the beginning of the wave of news expansion at the broadcast networks.

For Burke, the willingness of ABC News to experiment with *Nightline* and its predecessor, *America Held Hostage*, is part of the same flexibility that resulted in his being hired from a government post. At ABC News, Burke says, "transferability of skills is important" and "whatever success we've had to date is due largely to management not being bound by precedent in personnel decisions." He cites as further examples the news organization's hiring of print journalists such as James Wooten.

Burke's own package of skills has stood him in good stead over the years, and yielded some exciting moments. It was a "rather heady experience," he says, with some understatement, for a 25-year-old to be part of regular monthly meetings with the President of the United States, as he was during his service on John Kennedy's advisory committee on labor-management policy. Speaking of his time as a legislative aide, Burke describes the thrill of having "made law"—



David Warren Burke—vice president of ABC News and assistant to the president, ABC News, New York; b. April 3, 1936, Brookline, Mass.; BA, economics, Tufts University, Medford, Mass., 1957; MA, economics, University of Chicago, 1960; assistant to U.S. secretary of commerce and U.S. secretary of labor, 1961-65; also served during that time as executive secretary, President's Advisory Committee on Labor-Management Policy; legislative assistant and administrative assistant to Senator Edward M. Kennedy (D-Mass.), 1965-71; vice president for administration and development, Dreyfus Corp., New York, 1971-75; secretary to governor of New York (and chief of staff for Governor) 1975-77; present position since August 1977; m. Beatrice Pollock, 1959; children—David, Jr. 22; Terrance, 15; Brendan, 12; Owen, 11; Kathleen, 10.

being responsible for the ultimate shape of legislation. "Neighborhood health centers exist in this country because I made sure they did," he boasts. He adds, however, there are some elements of the "Great Society" programs in which he was involved that "you can be critical of now."

And that's not to ignore his position as secretary to New York's governor. That job had him virtually running the day-to-day affairs of the state, and presiding over the state's financial rescue of the City of New York from the brink of bankruptcy, a task helped by his years with the Dreyfus investment company.

That pattern of alternating public and private service was suggested to Burke by one of his graduate school mentors, then Dean, now Secretary of State, George P. Schultz. (Burke admits Schultz wasn't thrilled with his choice of political sides in public life. "'Go into public service, yes,' he told me, 'but not with those people.'")

These days, after running the State of New York, Burke jokes that "ABC News is child's play." But speaking more philosophically, he indicated the respect he has for journalism and journalists. "One of the hottest things for someone experienced in public

life is to find the same metabolism level of pressures, enthusiasm [and] bright and dedicated, if not zealous, people," he said. "Television news combines the caliber of people you find in government—people of competence, dedication, intelligence—with issues that attracted me to public service."

Just what does he do in his role as vice president of ABC News? Burke concedes the job is amorphous in some respects as he is responsible for dealing with corporate ABC on securing time for news broadcasts and he's at the top of reporting lines for advertising, promotion and affiliate relations. But Burke stresses that "there's a very, very thin management at ABC News," with Arledge, Dick Wald, himself, George Watson and Irwin Weiner the "only people in management who aren't hands-on." "In many ways," Burke said, "management here is fungible. . . . Part of the health of this news organization is that we all participate in such things as planning for the future."

One product of that planning premiered Oct. 19, *The Last Word*, which Burke notes "many people said is not news." While "we don't know yet if it's proved itself" (it is logging 3-plus ratings) and while "we will keep changing it," Burke sees *The Last Word* as a forerunner to future programs. "There's going to be more melding" of program formats down the road, Burke said, and "news and information will play a far greater role in networking." (At ABC, the news department already programs some 29% of network hours, Burke notes.)

To those who would say *The Last Word* isn't news, Burke holds up the example of such venerable news broadcasts as *Face the Nation* and *Issues and Answers*. Speaking as someone who worked the other side of those programs, preparing guests, Burke claims their formats are open to great manipulation of a kind that can infect coverage of politics in general. "There's no passion in politics any more," he said, "and that's partly our fault," with television news having helped to "dehumanize" the political process by turning it into "just another thing on television."

Such worries underlie the hard thought ABC News is giving to not carrying the Democrats' response to the State of the Union address immediately after President Reagan makes his speech next week. "News divisions have to keep a watchful eye on their editorial judgments" says Burke, arguing that the Democratic Party's message, to be delivered to the networks on cassette nine hours in advance of the President's remarks, can't really be considered a reply to them.

Looking back over a life that included contact with many powerful individuals, Burke points to one figure who provided an "enormous influence on my life" and for whom "I suspect I still do things that would hopefully please him"—his late father, a police officer who was, "a man of high standards and a sense of responsibility." ■

U.S. Court of Appeals for Seventh Circuit has affirmed most of federal jury's finding in case in which AT&T was held to have violated anti-trust laws by attempting to choke off competition in telephone service MCI was seeking to offer. But, court set aside \$1.8 billion judgment—largest in history—awarded MCI, and sent case back for retrial on question of damages. Lower court jury awarded MCI \$600 million damages. Amount was tripled under provisions of antitrust law. However, since it threw out some of findings against AT&T, appeals court said damages award could not stand. Appeals court rejected jury's finding that AT&T had engaged in predatory pricing. According to court opinion, "it is in the interest of competition to permit dominant firms to engage in vigorous competition, including, and especially, price competition." Court held that AT&T prices could not be predatory since MCI had failed to prove HiLo service was priced below its long run instrumental cost. But court sustained finding that company had illegally refused to provide MCI with interconnection to Bell system local exchanges, saying, "The evidence supports the jury's determination that AT&T denied the essential facilities when they could have been feasibly provided." Court also affirmed jury's determination on several other issues—that AT&T had negotiated with MCI in bad faith, had unlawfully sought before state utility commissions to block MCI's entry into market, had unlawfully removed interconnections temporarily provided under court order, and had provided inappropriate equipment when ordered by FCC to interconnect. Parties can now either ask full bench of seventh circuit to rehear case or appeal to Supreme Court, rather than go back to district court on damages issue.

Viacom announced agreement under which it plans to acquire KSLA-TV Shreveport, La., CBS affiliate, in tax-free stock swap valued at \$29.9 million. Current owners include Delores LaVigne, 48.52%; Winstin Linam, 12.32%; Jeanne Linam, 12.32%.

ABC News President Roone Arledge announced in Los Angeles last Thursday (Jan. 13) ABC Television Network will devote two weeks beginning Feb. 13, to special programing on crime in America. Arledge told television critics gathered at Century Plaza hotel for semi-annual Consumer Press Tour that series will "investigate the nature of violent and individual crime in this country" and be highlighted by 10-part report on *ABC World News Tonight* focusing on various aspects of crime-related issues. Arledge said segments will begin on Feb. 13 with special edition of *This Week With David Brinkley* and continue through Feb. 24, when special 90-minute edition of *Viewpoint* will feature "live" discussion of relationship between media portrayals of crime and incidence of "crime in the streets." Other elements will be seen during regularly scheduled segments of *Nightline*, *The Last Word*, *20/20*, *This Week* and *World News This Morning*. Crime-related programing will extend through March 11 on ABC's *Good Morning America*. In response to reporters' questions, Arledge said he has "no plans at all" to change anchors or format on *World News Tonight*, despite its uneven ratings performance. He speculated that ABC is "probably more affected by Home Box Office, cable and some of the syndicated programs" than is competitor CBS, in terms of news programing, because of ABC's younger audience.

"Narrowcasting" lacks economic justification, Wall Street analyst Tony Hoffman said last week. A.G. Becker entertainment stock specialist said "narrowcasting" concept rests on two false premises: that people are particularly interested in what they see and that they are willing to pay for special offerings. He sees broadcasting's economic justification remaining secure amid alternative delivery methods. Hoffman predicted viewers will pay only to watch sports, films and possibly pornography on television, and foresees at most 20 advertiser-supported cable channels.

Polish authorities last week ordered expulsion of UPI correspondent in move that State Department denounced as effort "to intimidate

other Western correspondents in Warsaw." Officials in Warsaw accused Ruth Gruber of illegally gathering "intelligence" information—reference to two rolls of film said to contain pictures of military installations that had been sent to her on train from Gdansk in Poland. She said she did not know what was on film or who had sent it. Poland's top government spokesman said expulsion, on Saturday, was warning to other Western reporters to stick to subjects of general journalistic interest and to avoid stories bearing "on special institutions that deal with the military, with weapons and so on." Washington, State Department said action was part of pattern of harassment of Western embassies and Western correspondent in Polish capital. Department said it is considering "number of options" against Polish government to retaliate against expulsion of UPI correspondent.

Department of Commerce has endorsed FCC's proposal to permit daytimers to start operation before sunrise and to continue operation after sunset, and to use diurnal curves in computing zones of protection for co-channel dominant stations. In comments at FCC, department also said it supported related notice of inquiry's proposal giving preference in comparative hearings to daytimers applying for FM license in their communities after having petitioned FCC to amend FM table of assignments; permitting use of nighttime power by daytimers who provide unique nighttime service to their communities, and permitting daytimers to apply for low-power licenses if such service will provide only nighttime service in their communities—that would "enable communities now deprived of local service to receive full-time, up-to-the-minute information about local news, weather and community events."

What does Showtime/Movie Channel joint venture net Viacom? Announcement mentioned \$75 million cash payment, same cash payment Viacom paid Westinghouse last year for half of Showtime. But that deal provided for additional payments based on Showtime's



Debating network radio. Top radio executives were in full force at last Wednesday's International Radio and Television Society (IRTS) luncheon in grand ballroom of Waldorf-Astoria Hotel fielding questions from Av Butensky, president of IRTS, on direction of network radio. Stations should view their association with network as "making good business sense" for them in local marketplace, said Richard Brescia, senior vice president for CBS Radio Networks. Networks create viable opportunity for advertisers, he said. New programing plans were discussed by Richard Penn, vice president and general manager for NBC Radio Network who said his network just finalized plans to do series of "superstar" shows—specials hosted by well known personalities—on regular basis (BROADCASTING, Jan. 3). As for satellite technology's effect on networking, Jack Clements, senior VP, Mutual Radio Network, said, "it allows us to return to what network radio is all about—live programing." Clements told group Mutual can now deliver up to 11 programs simultaneously via its satellite system over Westar IV. Most of executives sounded optimistic that 1983 will be better year. In first half of 1982, business was "soft," said Thomas Burchill, president of RKO Radio Networks, but network radio "enjoyed" good revenues in second half.



mance, raising question whether Showtime/Movie Channel venture doesn't involve more than \$75 million as well. Answer being due to such inquiries is that "there's been no public disclosure of her financial arrangements."

though FCC was slated to address at meeting last week petition by **Inboard Broadcasting** seeking to bar **GTE Satellite Corp.** and **United Satellite Television** from offering quasi-direct broadcast satellite service directly to homes this year, commission deleted item from agenda in wake of receipt of letter from GTE "clarifying" aspects of plan. Letter, delivered to commissioners night before meeting, said USTV said it indicated it might only want to use four transponders to cover West Coast during initial phase of plan. (USTV originally had planned to use 10 transponders—leased through GTE on Canada's **Orion C-II**, a fixed [11.7-12.2 ghz] satellite scheduled for launch this April—to serve entire country.) GTE also said it was studying possibility of doubling power on certain transponders on **GSTAR A-1**—fixed satellite it planned to switch USTV over to in 1984—which it said might permit signals to be received with one-meter dishes instead of 1.2-meter ones currently contemplated. FCC officials said commission plans to put information out for comment.

**Rmuel A. Simon**, executive director of Telecommunications Research and Action Center, has reacted angrily to what he calls NBC's "hostile" attitude regarding conference **TRAC** will hold on Tuesday (Jan. 18) in Washington on FCC's proposed repeal of network financial interest and syndication rules. **ABC** and **CBS**, as well as **NBC**, declined invitations to participate in conference, which will be addressed by members of Congress, affected industries and Reagan administration. But Simon, in letter to Jack Robertson, of Gray and Pomeroy, NBC lobbyist, accused NBC of "reprehensible and hypocritical" conduct in attempt to "discredit" conference. Simon, in interview, referred to letters that NBC's Washington counsel, Howard S. Underer, had written turning down invitation and copies of which had been sent to conference participants. Letters said conference could not be "appropriate" for discussion of rules networks are seeking to persuade FCC to repeal, and noted that **Committee for Independent Deregulation**, which represents producers and others opposed to repeal, had already provided \$7,500 for conference sponsorship. Simon made public exchange of correspondence with CPD to support his position that grand is "unconditional" and "discretionary" to **TRAC**. Simon said CPD will bear entire \$15,000 cost of conference in view of networks' refusal to share sponsorship. **TRAC**'s purpose of conference—which will be attended by more than 100 representatives of church, labor and civil rights groups—is to help them decide whether to become involved in repeal issue and, if so, on which side. Simon said **TRAC** has yet to take position. **NBC**, meanwhile, issued statement expressing disappointment that Simon has reacted personally. "But it said, 'We believe that the FCC will provide a completely fair and open forum for all sides to be heard on this issue.'"

**Motion Picture Association of America** last week filed petition with FCC seeking declaratory ruling on propriety of **Ted Turner's** broadcasts of spot over superstation **WTBS(TV)** Atlanta opposing increase in fees that **Copyright Royalty Tribunal** has ordered cable television systems to pay (**BROADCASTING**, Jan. 10). Spot featured **Thomas Wheeler**, president of National Cable Television Association, who said increase would force many systems to drop channels and asked viewers to urge their congressmen to remedy situation. Although **Turner Broadcasting System** saw matter as fairness doctrine question and had indicated it would make time available for presentation of opposing views, **MPAA** feels that isn't enough.

**Corporation for Public Broadcasting** will operate with budget of \$35,950,000 for fiscal 1984 that begins Oct. 1, according to proposed budget given CPB board of directors last Friday (Jan. 14) in Washington. Monies in excess of administration-decreed budget of \$130 million primarily derive from interest and refund revenue. Proposed budget will be voted on by full CPB board March 2-3. For TV, it



**Diamond anniversary.** UPI celebrated its 75th year in operation last week with opening of UPI photography exhibit at National Geographic Society building in Washington. Making it official were Vice President George Bush (l), pictured with National Geographic President Gilbert Grosvenor and UPI President William J. Small.

includes \$65.8 million, drop from current \$68.5 million, for community service grants, and \$21.9 million for TV production expenditures, up from current \$18.2 million. In radio, proposed budget calls for increase in community service grants to \$18.5 million, up from \$16.8 million, and drop to \$10.5 million for radio production, down from \$12.1 million. Among other board action was re-election of CPB President **Edward Pfister** to CPB/**Annenberg School of Communications** project council.

**National Public Radio's** 15-member board of directors last Friday (Jan. 14) unanimously approved formation of new "profit making" subsidiary called **NPR Ventures**. It will incorporate NPR enterprises ranging from transmission of digital nonbroadcast data to establishment of nationwide paging system as well as future projects.

**President Reagan** was scheduled to make conference call Friday night (Jan. 14) to television stations in Washington, Buffalo, N.Y., Cincinnati, Kansas City, Mo., and Birmingham, Ala., to endorse their **Job-a-Thon** broadcasts. Programs give unemployed opportunity to make personal pitch on air, while telephone switchboards are set up to give employers access to job seekers.

**NBC-TV** confirmed last Friday that **First Lady Nancy Reagan** has agreed to make guest appearance on **Diff'rent Strokes**, expected to be **March 19**. Reagan, who will not be paid for appearance, is to play herself in episode that revolves around drug abuse among young. Her appearance is first acting stint by first lady since 1975, when **Betty Ford** called **Mary Richards** on **The Mary Tyler Moore Show**. It was agreed to, according to Reagan's press secretary, "because the show reaches millions of people... and it is an excellent opportunity to communicate to children about drug and alcohol abuse." Episode is to be taped **March 10**.

**Joe Wizan**, former president of **CBS Theatrical Films** division, and independent television and theatrical films producer, has been named president of **20th Century-Fox Film Corp.**, succeeding **Sherry Lansing**, who resigned post last month (**BROADCASTING**, Jan. 3). Wizan has been associated with Fox since September as producer of film, "Faithfully Yours." His film credits include "Last American Hero," "And Justice for All" and television movie, **Night of the Scarecrow**.

**Michael Remington**, deputy legislative affairs officer for administrative office of U.S. Courts, joins House Judiciary Subcommittee on copyright as chief counsel. Remington, former staff counsel on subcommittee, succeeds **Bruce Lehman** who left to join Washington law firm ("Fates & Fortunes," page 142). Remington begins Feb. 1.

# Editorials

## Fruits of regulation

The independent television broadcasters at the INTV convention in Los Angeles this week—and other independents, too, of course—can bask a bit in the recognition they are getting as first-class citizens of the television world. Their stature is acknowledged in the prices at which independent stations are being bought and sold these days. It is evident in the more assiduous courtship they receive from program suppliers, in the growing number of independents being built, in rising ratings and increased revenues.

Not that the independents ever questioned their rights to first-class status. It just took a while to convince a lot of other people. That they have succeeded is a tribute to years of hard work through lean times, doggedness, inventiveness and unending salesmanship by themselves individually and by the Association of Independent Television Stations.

Their success is also a tribute, in part, to the FCC's prime time access rule, which has made off-network hits available for prime time showing on independents by keeping them out of network affiliates' prime time in the top 50 markets. Repeal of PTAR seemed a more real threat a year ago than now, but independents are still wary—no less so than affiliates, for which PTAR has also been a financial blessing in another way.

The divisive issue in the television business now is the proposed repeal of FCC's rules barring networks from domestic syndication and from ownership of independently produced programs. The networks are gung ho for repeal, and they have won the support of the directorates of their respective affiliate bodies (but always with the boards explicitly assuming PTAR will stay intact). Independents—and program suppliers—are no less gung ho to keep the rules as they are. Independents are convinced that if the rules go, so eventually will go much of the best programming.

It's a tough question, and there's no telling at this point which way the FCC will eventually jump. The safest conclusion now is that first-class citizenship conveys no immunity from first-class problems.

## A leaner FCC

This is the year that the FCC loses two-sevenths of its membership. The guess here is that the effect will be salubrious. The salaries of two commissioners and their staffs will be saved. Given comparable competence of personnel, a commission of five members will operate with no less efficiency and wisdom than a commission of seven. Other agencies, the Federal Trade Commission and Securities and Exchange Commission, for example, have never seen a need to add two members to the five they have had.

There will be lingering regret, of course, that the five-member FCC was brought into being by a legislative act with unsavory undertones. The reduction in FCC force was wanted by legislators with a genuine desire for smaller government. It happened also to suit a vindictive senator who was holding an FCC nominee hostage out of spite that his own candidate had been rejected. Stephen Sharp, the innocent victim, was confirmed for the seat he must vacate next June 30 only after the term was shortened to less than eight months.

As an article beginning on page 78 of this issue reports, none of the five FCC members who will survive the cut next June 30 seem to be troubled by the shrinkage of their number. Nor should they be. If, as will be possible, decisions are reached by a majority of

two out of a quorum of three, such votes will not be substantially skimpier than the majority of three out of a quorum of four that has made major policy in the past.

Will it be easier for a strong-willed FCC chairman to get his way among five votes than seven? Perhaps, but if so, it will also be arithmetically easier for a chairman's strong-willed opponent to find decisive support. As has been the case with a seven-member FCC, five members will work in harmony or dissonance according to their philosophies and dispositions. As always, it will be the quality of character that counts.

## The man in Washington

Eddie Fritts goes to his first National Association of Broadcasters board meeting as president of the association this week. He missed the last meeting, but he had helpers there. It was then that he emerged as president after a contested election that for a while threatened to split the organization into rival television and radio camps.

It was hazarded here at that time than an Eddie Fritts who was politically astute enough to win the NAB presidency against serious opposition would also prove astute enough to realize that, despite his radio-only background, television has more problems in Washington, his new base of operation, than radio has. He has lived up to his friends' expectations. As a story elsewhere in this issue explains, Fritts's most outspoken opponents of last summer are now his fans. There is more to be learned growing up in Indianola, Miss., than some bigger city boys realized.

Fritts has done what he had to do. He toured the provinces to let the natives see the chief and then got down to work at headquarters. He was just settling into the office when the copyright compromise blew up in the NAB's face, but that was not his or the NAB's fault. There is some justice in the NAB's claim of a defensive victory when the Congress refused to overrule or indefinitely delay the Copyright Royalty Tribunal's big increase in fees cable systems pay for distant signals.

Fritts is talking—correctly, it is thought here—of reopening negotiations with the National Cable Television Association in search of another copyright compromise. But he approaches that as realistically as he has approached other problems, including his election.



Drawn for BROADCASTING by Jack Schmidt

*"This is a consulting engineer's report: 'The firm is shorted to the frammis by the whatchamacallit?'"*



## ***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.

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