

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 7

NOT IN 1985. NOT IN 1984.



QUINCY

Available this Fall.

MCATV

© 1983 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

36112 LIBRARY
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112
36112 LIBRARY
SERIAL ACQ SECTION
MONTGOMERY AL 36112
36112 LIBRARY
SERIAL ACQ SECTION
MONTGOMERY AL 36112

52d Year 1983

Gavel to gaveling with
RAB, NRB, Texas
Cable Show

BARNABY JONES-The



Starring

BUDDY EBSEN

Also Starring

LEE MERIWETHER and MARK SHERA



Year-Round Solution

CHICAGO (WBBM-TV)

Nov '81 9/21%

Nov '82 11/24%

NEW YORK (WCBS-TV)

Nov '81 6/14%

Nov '82 7/19%



OUR 10th YEAR
WORLDVISION
ENTERPRISES INC.

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Company

Source: Nielsen Nov '81, '82

Isn't it
about
time?

Ampex says 'yes' with an important announcement next month.

Broadcasting Feb 7

RAB, Texas Cable from the Lone Star state □ DBS proponent gets Prudential backing □ NTIA's Wunder resigns □ A different view of summer programming from the networks

PIECE OF THE ROCK □ United Satellite Communications acquires \$45 million in capital from Prudential Insurance, which helps insure its proposed DBS launch next fall. **PAGE 31.**

TEXAS TWO-STEP □ All indications are that vendor hoedown in San Antonio was success, but issue of distant-signal rate increase sobers attendees. **PAGE 33.**

NTIA OPENING □ Bernard Wunder resigns as head of National Telecommunications and Information Administration to join private firm; David Markey seen as possible successor. **PAGE 34.**

SUMMER DOLDRUMS □ Networks look for less expensive new programming to fill summer months instead of relying exclusively on repeats. **PAGE 35.**

SPEAKES SPEAKS □ Presidential adviser says networks should cover the good news of the country. **PAGE 36.**

MONIED REVIEW □ House subcommittee casts favorable eye on proposed FCC funding but rakes FTC over coals for proposed closing of four regional offices. **PAGE 36.**

NATPE LOOK □ Upcoming convention product appears heavy with daytime and weekend programming and light in access slots. **PAGE 37.**

SUPER BOWL SNAFU □ NBC is upset by "inadvertent" switching error that resulted in unauthorized use of game feed by cable systems. **PAGE 57.**

RAB: DOING THINGS BIG, TEXAS STYLE □ Record 1,050 radio executives turn out for Radio Advertising Bureau's Managing Sales Conference. Co-op ads, leasing cable channels and new Arbitron studies among major items discussed. How-to sessions focus on promotion strategies and use of computers for greater sales profits. **PAGES 46-56.**

FOWLER REPORTS ON DEREGULATION □ FCC chairman tells New Orleans common carrier conference that communications industry will eventually be in regulation-free marketplace, but warns it can't happen overnight. **PAGE 62.**

AUSTERITY BUDGETS □ Reagan slices communications generally. FCC gains \$6.3 million, barely enough to hold its ground. Only overseas broadcasting units get good fiscal treatment. **PAGE 67.**

MORE PRIME TIME ADS □ ABC-TV says it will add three commercial minutes, retaining two and giving one to affiliates. CBS expected to follow suit. NBC not sure. **PAGE 72.**

NRB: PRAISE AND APPRAISAL □ National Religious Broadcaster's Washington convention hears accolades for association's 40 years of growth. It also is afforded look at next mountains it must climb. **PAGE 75.**

KING OF THE TALK ROAD □ He's Larry King, whose insatiable curiosity and remarkable ad-libbing ability have made him must post-midnight listening on Mutual. **PAGE 103.**

INDEX TO DEPARTMENTS

Business	72	Datebook	22	In Brief	104	Open Mike	28
Business Briefly	14	Editorials	106	Information Age	62	Programming	57
Cablecastings	8	Fates & Fortunes	99	Law & Regulation	67	Riding Gain	40
Changing Hands	78	Fifth Estater	103	The Media	75	Special Report	46
Closed Circuit	7	For the Record	82	Monday Memo	18	Telecastings	66

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10); Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75, *Across the Dial* \$4.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS ■ ABC Radio Networks 44-45 □ American Chiropractic Assn. 69 □ Ampex 4, 60-61 □ Associated Press 39 □ The Bennett Group 20-21 □ Blackburn & Co. Inc. 78 □ Bonneville Broadcasting Sys. 41 □ Broadcast Electronics Inc. 27 □ Broadcast Personnel Inc. 99 □ Broadcast Properties West 83 □ Communications Equity Associates 9 □ Otis Conner Productions/Sound System 43 □ Continental Electronics 70 □ Corinthian Television Sales Inc. Fourth Cover □ DFS Program Exchange 15 □ Embassy Telecommunications 12-13, 29, 30 □ Emery Worldwide Third Cover □ Gannett Corporate Communications 19 □ Grinnan Fixture Co. 63 □ Group W Productions 67, 71, 73, 75, 77, 81 □ The Ted Hepburn Co. 79 □ Insurance Information Institute 11 □ Lorimar 17, 23 □ Lotus Reps 42 □ Robert O. Mahlman Inc. 14 □ MCA TV Front Cover, 6 □ Metromedia Producers Corp. 54-55 □ NBC Radio/Talk Net 58-59 □ Professional Cards 85 □ RKO Television 47 □ Satellite Music Network 64-65 □ Service Directory 84 □ Standard Rate & Data Service Inc. 80 □ Howard E. Stark 62 □ Stereo-Vision 16 □ William B. Tanner Co. Inc. 38 □ Edwin Tornberg & Co. Inc. 82 □ Turner Broadcasting System Inc. 48-49 □ 20th Century-Fox Television 24-25 □ Videotape Production Assn. Inc. 53 □ Worldvision Enterprises Inc. Second Cover/3 □ Steve Wyman & Assoc. 50 □ Youngs, Walker & Co. 101 □

★★★★★

LARRY KING SHOW CLEARED IN 27 OF TOP 30!

Growing list of major markets clear King for live satellite-beamed telecasts!

From the moment we announced that Larry King, nighttime radio's most successful talk-show host, was coming to television in a stimulating and innovative 90-minute show on Sunday nights, the clearances started pouring in at a super-fast rate!

Today, virtually every major group is represented among the more than 100 stations that have said "Yes!" to Larry King.

Here's an opportunity for you to participate in an exciting, meaningful and profitable television venture.

Hurry—the first telecast airs March 13th!



Already cleared by stations from...

GROUP W

STORER

POST-NEWSWEEK

METROMEDIA

TRIBUNE

CHRONICLE

MCGRAW-HILL

MULTIMEDIA

FISHER

GANNETT

SCRIPPS-HOWARD

...and many more!

THE
LARRY KING

A Post-Newsweek Video Production

SHOW

An advertiser-supported series

MCA TV

© 1983 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.

Part way

There's growing sentiment for compromise among FCC commissioners faced with hard call on repeal or retention of financial-interest and domestic syndication rules for television networks. Movement started with Democrat James Quello, who began talking about putting percentage limit on program interests networks might acquire ("Closed Circuit," Jan. 10). He's more convinced than ever that compromise is way to go, is now considering "graduated" entry, perhaps over five to 10 years. Quello has been joined by Republican Mimi Dawson, who feels question should be tied to ownership; she would defer network re-entry until other broadcast entities have had chance to grow. That, of course, depends on anticipated relaxation of seven-seven-seven rule.

From beginning, Democrat Henry Rivera has indicated he feels burden of proof on amending financial-interest and syndication rules rests with networks. Anticipating FCC will have been reduced to five members by time vote comes up on issue, Quello-Dawson-Rivera bloc could tip balance against outright repeal.

All the way

Cable deregulation bill (S. 66), scheduled for hearings next week by Senate Commerce Committee, may meet some opposition from committee's ranking minority member, Ernest Hollings (D-S.C.). Hollings was co-sponsor of alternative legislation (S. 2445) in 97th Congress. Hollings's main objection is that bill is not deregulatory enough. He favors stripping cities of all control over franchising process.

Night and day

Reports persisted late last week that National Academy of Television Arts and Sciences, unable to get ABC, CBS or NBC to carry its presentation of daytime Emmys this year, was considering end-run strategy: Find advertiser to sponsor coverage of presentation ceremonies and then put together ad hoc network to carry it—in prime time.

Under agreement that ended warring between Hollywood and New York groups, Academy of Television Arts and Sciences, based in Hollywood handles prime-time Emmys while NATAS, based in New York, handles daytime, news and

sports Emmys. Some Hollywood members were saying NATAS was committed to "stay out of prime time," as one put it, and that they'd fight any attempt at scheduling prime-time showing of daytime awards.

Keeping off

ABC-TV has promised affiliates it will hold number of prime-time programs likely to run over into 11 p.m. local news slot, highly valued by affiliates, to no more than six between January and June, 1983. Announcement coincided with ABC's recent disclosure that it would implement phase two of its program to increase commercial load in prime time (see story, page 72). ABC pre-empted or ran over into local time periods, both at 11 p.m. and weekend, early news slots, more than 80 times in 1982 and in recent years has had more than twice overruns on each of other two networks.

Call for help

General Electric's departure from broadcasting may finally be getting under way. Goldman Sachs, Wall Street investment firm retained by GE to sell stations (BROADCASTING, Nov. 22, 1982), itself solicited proposals from media brokers two weeks ago to sell radio properties. Of five brokers reportedly invited to submit presentations to Goldman Sachs, Ted Hepburn, Cincinnati, emerged winner. He will handle Schenectady, N.Y., Nashville, Tenn., and Boston radio properties. Goldman Sachs will continue to handle TV's and Denver radio stations. Other reasons for slow pace of deals-in-making: No prices have yet been fixed, and Goldman Sachs's formal, Wall Street style of doing business takes it long time to sift through inquiries.

Full fare

Representative Barney Frank (D-Mass.) is preparing to introduce bill (similar to measure he offered in last Congress [H.R. 3528]) to expose cable transmission of distant signals to full copyright liability effective Jan. 1, 1985. Bill would also exempt systems with fewer than 2,500 subscribers from all copyright liability, effective on same date. It would also exclude satellite resale carriers from passive common carrier exemptions to copyright law and expand master antenna

exemption to include secondary transmission of all over-air signals. Frank is also said to be considering adding provision to delete must-carry rules.

Overseas advice

Former Senator Harrison Schmitt (R-N.M.), who was defeated for re-election, was known in his days on Senate Commerce Committee as vigorous critic of U.S. policy-making in international telecommunications. So his current occupation may allow him to vent his feelings. He is consultant to National Telecommunications and Information Administration in connection with its inquiry into what U.S.'s long-range goals in international telecommunications should be and how they could be achieved. NTIA was directed by Congress to do study and present report early in 1984. Report is expected by early next week.

Another consultant on project is one whose name is familiar to broadcast industry representatives with long memories—Paul Laskin. In early 1960's, he served on subcommittee headed by late Senator Thomas Dodd (D-Conn.) when it investigated alleged link between juvenile delinquency and television.

Canadian preview

Canadian government later this month is expected to announce new policy on broadcasting. Sources say it will address such fundamental questions as role of Canadian Broadcasting Corp., structure of broadcast system, given development of new technologies, including satellites, cable television and pay television, and program production. But topic of most interest to Americans will be manner in which government will make sure Canadians have access to variety of programming—for to government, that presupposes choice of Canadian programming. Government has long been concerned about dominance of American programs on Canadian television. Present policy requires Canadian stations to devote minimum of 30% of their time to home-grown material.

Francis Fox, minister of communications, who is drafting policy, hopes to complete statement in time to discuss it in Los Angeles, early next month. He is to be speaker at symposium on international satellite television, sponsored by UCLA Communications Law Program and International Bar Association, on March 4-5.

Channel change flap

Manhattan Cable Television added the Group W/ABC Satellite News Channel to its New York cable service last week and immediately touched off a controversy. The system operator put the 24-hour, all-news service on its channel 12, which had been occupied by Spanish-language WXTV(TV) Paterson, N.J., and moved WXTV to channel W. The controversy was partially—but apparently not permanently—defused when Manhattan Cable subsequently restored WXTV to channel 12, at least temporarily.

Rene Anselmo, head of Spanish International Communications Corp., licensee of WXTV, said last Wednesday, the day after the switch to channel W occurred, that Manhattan Cable's franchise with the city of New York specifies channel 12 for WXTV, that the switch to channel W had been made without notice and that many Manhattan Cable subscribers could not receive channel W without a converter. If subscribers called Manhattan Cable and complained that they couldn't receive WXTV in its new position, Anselmo said, Manhattan Cable would provide the necessary converter; but that would happen, he claimed, "only if they call."

Manhattan Cable officials countered that most of their subscribers already had been provided with updated equipment capable of receiving channel W, and that any who hadn't been so equipped can get the equipment at no charge.

Late Wednesday afternoon, Anselmo's Washington attorney, Norman Leventhal, petitioned the FCC to order WXTV's return to Manhattan Cable's channel 12. The petition claimed the switch to channel W violated the must-carry rules as interpreted by the FCC. It also asked the commission to issue a show-cause order and initiate a proceeding looking toward imposition of a fine on Manhattan Cable.

Meanwhile, Manhattan Cable, also on Wednesday, returned WXTV to channel 12 and put SNC on channel W. A spokeswoman said Thursday afternoon that it had not been decided whether this would be a permanent or temporary arrangement. "We're still talking to all the parties involved," she said. Anselmo's attorney had already said he intended to push WXTV's petition at the FCC.

Manhattan Cable has carried the Cable News Network, Ted Turner's 24-hour news service, since CNN's inception and will continue to carry it, according to Manhattan Cable officials. Adding SNC, they said, gives the system a "broader range" of programming and, as President John F. Gault put it, will guarantee that subscribers can "receive up-to-the-minute international, national and regional coverage whenever they choose to tune in." As part of the deal, Manhattan Cable will carry the hourly five-minute regional updates from SNC's New York regional associate, WNEW-TV New York.

With the addition of Manhattan Cable, SNC is now on both cable systems serving Manhattan. It was already on the Group W Cable (formerly Teleprompter) system, which serves northern Manhattan. Manhattan Cable serves the southern portion. Getting into that area, which encompasses the Madison Avenue advertising community, was seen as especially important to SNC. Said Lloyd Werner, senior vice president for sales and affiliate relations, Group W Satellite Communications: "This [advertising] community now has direct access to SNC and the opportunity to see for themselves the powerful advertising vehicle this service has become."

Manhattan Cable said it currently serves 170,000 homes, 18,000 hotel rooms and some 1,350 taverns, restaurants and offices. SNC said it is now carried on systems reaching more than 5.4 million homes nationwide.

'Music' to their ears

Warner Amex Satellite Entertainment's Music Television is trumpeting some Nielsen numbers compiled from a Nielsen Home Video Index survey conducted last October among cable subscribers in the Peoria, Ill., Albuquerque, N.M. and Boston areas. Of 100,000 subscribers in the cable systems surveyed, 2,000 were contacted in a random sample telephone poll. Among that group, 1,096 fell into the 12-34 age group, and over 75% of that demographic, MTV says, indicated they had watched the service. The "typical" MTV viewer has a median age of 23 and a median household income of \$30,000, and half of the MTV viewers over 18 are college-educated. MTV viewers, according to the survey, spend 4.6 hours a week watching the service, for an hour on a typical weekday, 75 minutes on a weekend day. Close to 70% watch the service with others viewers for an average audience of 2.7 per home. And 85% of the 12-34's consider the service "excellent."

Building bite

Debts from cable system construction and associated bank loans cut heavily into Rogers Cablesystems' yearend earnings. Although 1982 revenues rose from \$110 million to \$224 million and operating income increased from \$37 million to \$85 million, earnings showed a loss of \$13,332,000 before extraordinary items and a \$10,538,000 loss after extraordinary items. (That item resulted from Rogers' dilution of ownership in its Cableshare subsidiary, which sold public stock early last year.) Earnings last year were six cents per share. Earnings lost 68 cents per share this year.

Rogers' cable system construction and its purchase of UA-Columbia last year increased the amount of long-term debt paid last year by over 300%, from \$17.5 million to

over \$64 million. The company projects, however, with lower interest rates, continuing progress on U.S. construction and the introduction of pay television in Canada, earnings will improve.

Disney debut

Executives of the Disney Channel have postponed the launch of the pay cable service one week, until April 18. Jim Jimirro, president of the Disney Channel, said the launch date for the 16-hour-a-day service was changed "to avoid conflict with the Academy Awards scheduled for that night." Jimirro also announced five additional series are in the final stages of pre-production and five programs and four specials will go into production soon.

The channel already has 293 half hours and 13 hours of original programming for the launch, and expects to spend \$40 million in its first year on new material. Included in production are *Disney Studio Showcase*, a variety show; *The Scheme of Things*, a science program; *New! Animal World*, from Bill Burud; *Wish Upon a Star*, for children 7 through 12; *Good Morning, Mickey*, a seven-day-a-week cartoon show; *Welcome to Pooh Corner*, for pre-schoolers, and *Mousterpiece Theater*, hosted by George Plimpton.

Ad update

American Television & Communications has created its seventh and eighth local advertising sales staffs, adding sales teams at its systems in Birmingham, Ala. (43,000 subscribers), and Austin, Tex. (97,000). Each nine-member staff will be selling local availabilities on the USA Cable Network, Cable News Network, Music Television and ESPN. The Birmingham system also will be selling time on Black Entertainment Television. Rod Clark, former sales manager at WAPI-AM-FM Birmingham, heads the Alabama operation. Joe Harris, former sales manager at KTBC-TV Austin, heads the Texas operation. ATC's other full-scale advertising operations are in Albany, N.Y.; Champaign-Urbana, Ill.; Jacksonville, Fla.; Honolulu; San Diego, and New York.

Friendly foe

Cable is more friend than foe to public television, PBS President Lawrence Grossman told reporters gathered in Los Angeles for PBS's portion of the Consumer Press Tour. "Cable helps us overcome the UHF handicap," Grossman contended. "We thrive in cable homes, contrary to predictions." He estimated PBS viewership is about 30% higher in cable-equipped homes, than in noncabled, despite competition from services directed at children and upscale audiences. Plans for PBS's own cable service are "a long way from implementation," accord-

982 The Success of a Pioneer

SOLD
January 8, 1982

Same County Television, Inc.
Burlington, Arkansas

Has acquired an equity percent interest in
MARGATE VIDEO SYSTEMS, INC.
Bogart, North Carolina

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
January 1982

Landmark Communications, Inc.
at
MARGATE VIDEO SYSTEMS, INC.
Bogart, North Carolina

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
January 1982

United Nations of Boone, Inc.
Boone, North Carolina

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
January 1982

Black River Falls Cable Television
Black River Falls, Wisconsin

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
January 1982

Florida Cable Video, Inc.
Middery & Polk County, Florida

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
January 1982

LECTRO PRODUCTS, INC.
CONSOLIDATED CONSTRUCTION CORP.
CONSOLIDATED DEVELOPMENT CORP.

Key Lease: 100,000 sq. ft. in Ft. Lauderdale, Florida
and 25,000 sq. ft. in Jacksonville, Florida

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
March 1982

The assets of
Telemedia of Key West
Company Cable Systems, Inc.

Has acquired an equity percent interest in
Key West Cable Television, Inc.

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

\$700,000
Industrial Revenue
Development Bond
Due 1992

Prize Reversion, Inc.
Burlington & Summit County, Florida

The offering represents the bond in the transaction.
The bond appears as a number of shares only.

SOLD
March 1982

Franklin Davidson
Development Bond
Due 1990

Turner Hill Television, Inc.
Burlington, Vermont

The offering represents the bond in the transaction.
The bond appears as a number of shares only.

\$925,000 Senior Secured Debt
Due 1990

Turner Hill Television, Inc.
Burlington, Vermont

The offering represents the bond in the transaction.
The bond appears as a number of shares only.

SOLD
April 1982

FLORIDA SATELLITE NETWORK, INC.
PACO COUNTY, FLORIDA

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
May 1982

County Cable Television, Inc., Equal Parts
Hudson County Cable Television, Inc., Fairburn, Georgia
Alcon County Cable Television, Inc., Fairburn, Georgia
Dixie County Cable Television, Inc., Fairburn, Georgia

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
June 1982

CLEAR CABLEVISION, INC.
Chief of Data and Services, Alabama
including Walker and West Jefferson Counties

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
June 1982

Video Design Systems, Inc.
and
TD Growth, Inc.

for the purpose of creating a cable television system
in the State of Florida.

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
June 1982

SATELLITE CABLE TELEVISION, INC.
Shaw Air Force Base, Fort Jackson, and
a portion of Sumter County, South Carolina

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

\$1,000,000 Senior Secured Debt
Due 1990

INCO CABLE, INC.
Great Lakes, Illinois

The offering represents the bond in the transaction.
The bond appears as a number of shares only.

\$2,500,000 Senior Secured Debt
STANTON VIDEO CORPORATION
Stanton, Virginia

The offering represents the bond in the transaction.
The bond appears as a number of shares only.

SOLD
August 1982

OZ CABLE COMMUNICATIONS, INC.
El Dorado and Toward, Kansas

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
September 1982

PLAYING CABLEVISION ASSOCIATES
and
CABLE T.V. OF TALLAPOOSA
Tallapoosa, Georgia

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
September 1982

Golden West Broadcasters, Inc.
a subsidiary of
Hollywood, California
AMERICAN TELEVISION
AND COMMUNICATIONS CORPORATION
Dana Point, California

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
September 1982

THE BADGER GROUP
Ladysmith, Ashland, Tomah, Spurgeon,
Green Bay and Bargersville, Wisconsin

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

SOUTHEASTERN CABLEVISION COMPANY
Cherokee, Georgia, Chester, North Carolina,
Cherokee, North Carolina, Chester, North Carolina,
Upper Chesapeake and Washington,
Maryland, Pennsylvania

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

VALLEY CABLE T.V., INC.
Sioux Falls, South Dakota

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

BARTAN VALLEY CABLEVISION
and
Serving Edison, Highland Park,
Medford, New Brunswick, New Jersey
and North Brunswick, New Jersey

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
November 1982

UPSTATE CABLEVISION, INC.
Serving North Syracuse, New York,
Phoenix and Saratoga Springs, New York

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
November 1982

INTERNATIONAL TV CABLE CORP.
International Falls, Minnesota

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
November 1982

SOUTH EASTERN CABLEVISION COMPANY
Cherokee, Georgia, Chester, North Carolina,
Cherokee, North Carolina, Chester, North Carolina,
Upper Chesapeake and Washington,
Maryland, Pennsylvania

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

VALLEY CABLE T.V., INC.
Sioux Falls, South Dakota

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

BARTAN VALLEY CABLEVISION
and
Serving Edison, Highland Park,
Medford, New Brunswick, New Jersey
and North Brunswick, New Jersey

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
December 1982

COMMERCIAL COMMUNICATIONS, INC.
Commerce, Georgia

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

851 Lincoln Center • 5401 W. Kennedy Blvd. Tampa, Florida 33609 • 813 877-8844

Communications Equity Associates



SOLD
December 1982

COMMERCIAL COMMUNICATIONS, INC.
Commerce, Georgia

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
November 1982

INTERNATIONAL TV CABLE CORP.
International Falls, Minnesota

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
November 1982

SOUTH EASTERN CABLEVISION COMPANY
Cherokee, Georgia, Chester, North Carolina,
Cherokee, North Carolina, Chester, North Carolina,
Upper Chesapeake and Washington,
Maryland, Pennsylvania

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

VALLEY CABLE T.V., INC.
Sioux Falls, South Dakota

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
October 1982

BARTAN VALLEY CABLEVISION
and
Serving Edison, Highland Park,
Medford, New Brunswick, New Jersey
and North Brunswick, New Jersey

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

SOLD
December 1982

COMMERCIAL COMMUNICATIONS, INC.
Commerce, Georgia

The offering represents the stock in the transaction.
The stock appears as a number of shares only.

ing to Crossman, but the network is "still very interested in a PBS cable venture."

Teaming together

Continental Cablevision and Viacom Cablevision last week combined their systems in and around Dayton, Ohio, to provide joint advertising availabilities over five programming services: Music Television, Cable News Network, the Cable Health Network, ESPN and the USA Cable Network. The interconnection includes more than 127,000 homes in Dayton and surrounding towns, townships and counties. Doug Collins, advertising sales director for Greater Dayton Cable, said: "We're offering nearly twice the TV channels normally available at less than half the usual cost to advertisers without the overspill common to network TV affiliates in a given market area."

Healthy sum

Money may not buy happiness, but \$50 million can help pay the rent, for starters. That's the sum raised last week for the Cable Health Network through a financing package that CHN's part-owner, Viacom International, helped arrange. With an assist from Morgan Stanley, \$25 million in senior long-term debt, \$20 million in subordinated debt and \$5 million in preferred stock were placed with a group of banks and institutional investors.

Many of the details of the offering had been discussed in a prospectus released last

October for a separate subordinated debt package Viacom placed ("Cablecastings," Nov. 1, 1982). Under this latest deal, Viacom holds a minority interest in CHN voting securities, maintains a "significant participation in its management" and, if certain conditions are met, can buy up to 80% of CHN voting securities in the future. For the present, CHN Chairman Dr. Art Ulene, and president, Jeffrey Reiss, along with the institutional investors, hold the majority interest in CHN.

A major chunk of the new funds is earmarked to repay \$20 million Viacom lent to CHN for its start-up, but as part of the financing CHN is also to be assigned Viacom's rights to transponder 17 on Satcom III-R.

Getting closer

East Valley Community Cable Inc. last week won the support of a Los Angeles city council committee in its proposal to build the East San Fernando Valley cable television franchise. The Industry and Economic Development Committee voted 2-1 to recommend that Valley be awarded the 160,000-home franchise, over Denver-based United Cable. The committee stipulated that Valley be required to upgrade its December 1980 proposal to reflect increased costs and document the availability of the financial resources to build the system. It was also recommended that half the system's advisory board members be franchise area residents and that nonequity partners in the company not be allowed to sell their shares until 1990. An affiliate of East Valley is building the

adjacent West San Fernando Valley franchise. The committee's recommendation now goes to the full city council which is expected to take a final vote on the franchise bid by the end of April.

USA addition

The American Network, a three-channel programming service affiliated with hotels and hospitals, added the USA Cable Network to its list of offerings. The network presently carries Satellite News Channels, its own movie package and provides a channel for teleconferencing. Although most of American Network's 20,000 "rooms" are in hotels, it is actively negotiating for entry into hospitals. (The network is a subsidiary of American Medical Buildings.) American charges a flat fee of \$3.95 per day for the three entertainment services. John Bowman, a former executive with Echlin Corp., was named president and chief executive officer of American last week.

Double spot

Spotlight, the premium pay cable movie service operated by Cox Cable, Storer, Telecommunications Inc., Times Mirror and Cablevision Systems, will add a second transponder on Satcom IV so that Pacific time zone subscribers will receive programs during the same hours as Eastern time zone subscribers. The addition is an outgrowth of complaints from West Coast viewers for better viewing options. West Coast "prime time," currently beginning at 5 p.m., will move up three hours starting March 1.

Rate pact

The Screen Actors Guild and American Federation of Television and Radio Artists have announced an agreement with producers of industrial and educational films on a new three-year contract which, for the first time, provides rates for basic and pay cable. The agreement, effective retroactively to last August, provides a 5% increase in scale beginning last Tuesday (Feb. 1) and additional increases of between 15% and 25% effective August 1983. The new rates cover films, videotape, slide shows, as well as cable productions.

Open for business

Charlotte Schiff-Jones, former marketing vice president with the now-defunct CBS Cable network, has opened her own programming and marketing firm for the telecommunications industry. The offices of Schiff-Jones Ltd. are at 1775 Broadway, New York 10019; (212) 247-7470.

Spanish strategy

Galavision, Spanish pay cable service, is changing its programming strategy, increasing its first run programming by more than 250% while reducing repeats. The change was prompted by research showing high subscriber disconnect rates.

SEND MY FREE SAMPLE



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

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

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

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

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

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

DO SOMETHING ABOUT DRUNK DRIVING.



You already know the appalling statistics.

Drunk driving costs us 800,000 accidents a year, and 25,000 needless deaths. It adds hundreds of millions of dollars to the insurance premiums we all pay.

Your readers are increasingly concerned. Drunk driving has become one of today's most pressing social problems. They want to know what they can do to stop this epidemic.

That's where you can help. And we can help you.

The property and casualty insurance industry has assembled the facts. We've learned which preventive measures work, and which ones don't.

Tougher drunk driving laws alone are not the answer. The more severe the penalties, the more reluctant judges and juries usually are to impose them.

Instead, new approaches are attacking the problem at its source: the attitudes of potential offenders and of society at large. Drinking before driving must become a social stigma, instead of a socially acceptable form of homicide. By keeping your readers informed, you'll help this change to happen faster.

Our new Drunk Driving Press Kit contains the information you need. We'd like you to have it.

And if you need more facts about

drunk driving, arson, neighborhood crime or other insurance-related issues, write or phone Mary Zavada, Press Relations Director (212-669-9200).

DO IT. Insurance Information Institute
110 William Street
New York, NY 10038

Please send me your Drunk Driving Press Kit.

Name _____

Publication _____

Address _____

City _____

State _____

Zip _____

PI _____



INSURANCE INFORMATION INSTITUTE
A nonprofit action and information center.

ONE DAY AT A TIME

HERE'S WHERE WE ARE:

Albany, Schenectady	WNYT	Jacksonville	WJKS	San Diego	KUSI
Albany, GA	WTSG	Las Vegas	KVVU	Savannah	WJCL
Albuquerque	KOB	Los Angeles	KTTV	Spokane	KXLY
Atlanta	WAGA	Louisville	WDRB	St. Cloud	KXLI
Augusta	WJBF	Macon	WCWB	St. Louis	KPLR
Austin	KTVV	McAllen-Brownsville	KGBT	Tallahassee	WTWC
Baton Rouge	WRBT	Memphis	TBA	Utica	WKTV
Binghamton	WBNG	Miami	WTVJ	Washington, DC	WTTG
Birmingham	WTOO	Milwaukee	WITI	W. Palm Beach	WTVX
Boise	KIVI	Minneapolis	WTCN	Wilmington	WECT
Boston	WSBK	Mobile	WALA	Yakima	KIMA
Buffalo	WUTV	New Orleans	WNOL		
Charleston, SC	WCIV	New York	WNEW		
Chicago	WGN	Norfolk	WTVZ		
Columbia, SC	WLTX	Odessa-Midland	KTPX		
Columbus, GA	WLTZ	Oklahoma City	KOCO		
Columbus, OH	WCMH	Orlando	WMOD		
Dallas-Ft. Worth	KTVT	Phoenix	KNXV		
Denver	KWGN	Pittsburgh	WPGH		
Eugene	KMTR	Portland, ME	WMTW		
Fargo	KTHI	Portland	KLRK		
Grand Rapids	WOTV	Richmond	WRLH		
Greensboro	WJTM	Rochester	WHEC		
Greenville-Spart.	WSPA	Rochester/Mason City	KTTC		
Hartford-New Haven	WTVU	Sacramento	KRBK		
Houston	KHTV	Salisbury	WMDT		

63 MARKETS!



HERE'S HOW WE'RE DOING:

HERE ARE THE SHOWS WE REPLACED:

HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	SHARE	WOMEN 18-49	WOMEN 18-34	MEN 18-49	MEN 18-34	TEENS	KIDS
% CHANGE									
DENVER	ALL IN THE FAMILY	UP 22%	UP 25%	UP 62%	UP 45%	NC	UP 3%	UP 79%	UP 106%
GREENSBORO-HIGH POINT	KOTTER	UP 50%	UP 25%	UP 29%	UP 60%	UP 20%	NC	DN 33%	UP 20%
GREENVILLE-SPARTANBURG	HERE'S LUCY	UP 14%	DN 3%	UP 4%	UP 29%	UP 25%	UP 50%	UP 23%	UP 60%
JACKSONVILLE	SEVEN PERSONS	UP 50%	UP 65%	DN 14%	NC	UP 20%	UP 50%	UP 60%	DN 40%
LAS VEGAS	BULLSEYE	UP 120%	UP 92%	UP 333%	UP 350%	UP 125%	UP 100%	UP 300%	UP 167%
MIAMI	MERV GRUFIN	NC	DN 15%	UP 27%	UP 64%	UP 100%	UP 117%	UP 267%	UP 33%
ODESSA	GOOD TIMES	UP 25%	UP 46%	UP 67%	UP 300%	NC	NC	DN 50%	UP 200%
PHOENIX	EROTIC	UP 50%	UP 20%	UP 160%	UP 125%	UP 43%	UP 14%	UP 67%	UP 100%
YAKIMA	ROCKFORD FILES	UP 60%	UP 40%	UP 60%	UP 100%	DN 25%	NC	UP 300%	UP 500%

REPLACED BY EROTIC FOR A TIME

DISTRIBUTION EXCLUSIVELY THROUGH  EMBASSY TELECOMMUNICATIONS

SOURCE: NSI, 11/81, 11/82

1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CALIFORNIA 90067 • 213/553-3600 • TLX: 910-490-2628

Business Briefly

TV ONLY

Car-X □ Campaign for muffler shops begins in mid-February in 10 markets. Spots will run through November for varying flights in early and late news times. Target: men, 25-54. Agency: Dawson, Johns & Black, Chicago.

Orkin Exterminating Co. □ Campaign for termite/pest control service begins this month in Southern markets and in Northern markets next spring. Campaign will run through June in 130 markets. Spots will air in prime, news, fringe and prime access times. Target: adults, 25-54. Agency: J. Walter Thompson, Atlanta.

Nissin Foods □ Campaign for Cup O' Noodles is currently running in 22 markets. Flight will run through Feb. 27 in day, fringe, prime access and prime times. Target: women, 25-54. Agency: Young & Rubicam, New York.

McCormick & Co. □ Campaign for variety foil-pack products—gravies, meat seasonings, others—begins Feb. 14 in

seven markets. Campaign will run eight to nine weeks in day, fringe, prime access and prime times. Target: women, 25-54. Agency: W.B. Doner & Co., Baltimore.

Peter Paul/Cadbury □ Campaign for cream eggs begins Feb. 14 in 80 markets. Flight will run seven weeks in day, fringe, early fringe and prime times. Target: women, 25-49; children, 6-11. Agency: Young & Rubicam, New York.

Citicorp □ "Better banking" campaign begins Feb. 14 in Chicago, Atlanta, Miami and Portland, Ore. Three six-week flights will run through year at varying times in news, prime, late fringe and sports times. Target: adults, 25-54. Agency: Marschalk Campbell-Ewald, New York.

Pioneer Take Out Systems □ Fast-food chicken franchise begins campaign Feb. 14 for its "bucket brigade" promotion. Flight will run four weeks in all dayparts. Target: women, 18-49. Agency: Asher/Gould Advertising, Beverly Hills, Calif.

Carter-Wallace Inc. □ Campaign for

Rise "super gel" shaving cream begins Feb. 14 in about 15 markets. Flight will run four weeks in day, early fringe, prime and sports times. Target: adults, 18-49. Agency: Grey Advertising, New York.

Quaker State Oil Refining Corp. □ Campaign for motor oil begins Feb. 14 in 58 markets. Four-week flight will air in news times. Target: men, 18-49. Agency: Kenyon & Eckhardt, New York.

Goody's Manufacturing Co. □ Campaign for headache powders and tablets begins this week in 13 markets. Three-week flight will air during news times. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Campbell Soup Co. □ Campaign for Le Menu frozen dinners begins Feb. 14 in 14 markets. Two-week flight will run during daytime and target women, 25-54. Agency: Ogilvy & Mather, New York.

Anderson Clayton Foods □ Campaign for Seven Seas salad dressings begins Feb. 14 in 20 markets. Two-week flight will air in late fringe and fringe times. Target: women, 25-54. Agency: The Bloom Cos., Dallas.

Dean Foods Co. □ Campaign for various dairy products and orange juice begins in late February in 12 markets. Spots will run for varying flights and products in day, fringe and prime times. Target: women, 25-54. Agency: Tatham-Laird & Kudner, Chicago.

John E. Cain Co. □ Campaign for mayonnaise begins in late February in eight markets. Campaign will run for varying flights in all dayparts. Target: women, 25-49. Agency: Harold Cabot & Co., Boston.

WE SPECIALIZE IN MARKETING MEDIUM AND LARGE RADIO STATIONS

Our **MARKETING** includes pricing, presentation work, selling negotiations, and service after the sale all backed by over 20 years of radio management experience.

DON'T BUY OR SELL WITHOUT US.

When confidentiality, integrity and experience are important...

Robert O. Mahlman, Inc.

7 Midland Gardens, Penthouse

Bronxville, New York 10708

914-779-7003

Brokerage Appraisals Consulting

Rep Report

KDNL-TV St. Louis: To MMT Sales from Seltel.

□

WIKS(FM) Greenfield, Ind.: To Hillier, Newmark, Wechsler and Howard from Major Market.

□

WLWL(FM) Minneapolis: To Hillier, Newmark, Wechsler and Howard from Selcom.

□

KRYS(AM) Corpus Christi, Tex.: To RKO Radio Sales from Jack Masla.

BEWITCHED HAS SWITCHED

To DFS Program Exchange.

Now you can acquire exclusive syndication rights to one of America's most popular family programs through the DFS Program Exchange. 'Bewitched' is available on a 100% trade basis, with no cash outlay required.

There are 180 color half hour episodes, providing wholesome entertainment for the entire family.



For further information contact either Sue Radden, Wally Chateaufvert or Tim Strosahl. DFS Program Exchange, 405 Lexington Avenue, New York, New York 10174

or call (212) 661-0800.



PROGRAM
EXCHANGE

Dillard Department Stores □

Washington's birthday sale campaign will air Feb. 18 in nine markets during fringe times. Target: adults, 25-54.

Agency: Faulkner & Associates, Little Rock, Ark.

RADIO ONLY

California Avocado Commission □

Campaign for avocados begins this week in 17 Western markets. Spots will run for varying flights in all dayparts. Target: women, 25-54. Agency: SSC&B, Los Angeles.

RADIO AND TV

Perkins Restaurants (division of Holiday Inns) □

Product promotion begins Feb. 28 in about 25 markets. Five-week flight will air in all dayparts. Target: adults, 18-49. Agency: Chuck Ruhr Advertising, Minneapolis.

Flying Tigers □

Campaign for air cargo service begins this week in 11 markets. Four-week flight will air in all dayparts. Target: men, 25-54. Agency: Marsteller Inc., Los Angeles.

Michigan Apple Committee □

Campaign for fresh apples begins Feb. 9 in four radio markets and nine TV flight markets, all in Midwest. Two-week flight



Priced so low you can put a pair on every viewer with a huge give-away promotion!

Now you can offer major local advertisers one of the biggest traffic builders ever. At 10¢ per pair, advertisers can give glasses away for the purchase of 8-packs, fountain drinks or other high-profit items.

This almost guarantees you'll top all previous ratings. You handle the rights and promotion; the advertiser gets the glasses to your viewers. Our proven package includes FREE window and counter signs.

We've put together successful 3-D promotions in dozens of markets. We can put you and your advertisers into the ballgame within hours. Call for complete prices and delivery details.

STEREO-VISION

Post Office Box 1031 • Louisville, KY 40201
(502) 585-5159

will air in all dayparts. Target: women, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

Florists' Transworld Delivery

Association □ Valentine's day promotion campaign begins this week on national

radio supplemented with 35 spot markets. TV advertising will run on ABC, CBS and NBC in 35% of evening news, 35% late fringe, 10% early morning news and two additional sports programs. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

AdVantage

Surge in advertising. CBN Cable reported there has been influx of advertising over past several weeks and attributed orders to newly published A.C. Nielsen Co. ratings showing network now attracts cumulative weekly audience of seven million, increase of 700,000 viewers in one month. New advertisers cited by CBN Cable: American Home Products Corp., Beiersdorf Corp. (toiletries), Hunt-Wesson Foods, Delta Airlines, Warner-Lambert, Armour-Dial, Thompson Medical Co., Dow Chemical, Viking Sewing Machine Co., Amway Corp., Carter-Wallace, Mars Inc. and Combe Inc. (pharmaceutical products). Renewals have come from Procter & Gamble, Sterling Drug, Clorox Co., Castle & Cooke Foods, Allen Products Co. (pet foods), Nabisco, Nestle, California Grape Commission and Texas Instruments.

Alleged fraud. Foote Cone & Belding, New York, and its subsidiary, Aitkin-Kynett, Philadelphia, are in final stages of investigation into financial irregularities at A-K involving alleged fraud. John Newhall, president of Aitkin-Kynett, said inquiry centers on long-time financial executive who has been discharged. He said "significant" amount of money appears to be involved but total has not yet been determined. He stressed client funds don't appear to be involved. Newhall refused to identify suspect, saying discharged executive's cooperation is still being sought in effort to "untangle the tangled web." A-K bills about \$30 million, of which about 35% is in broadcast. FCB recently agreed to buy Lewis & Gilman, Philadelphia, and eventually merge it with Aitkin-Kynett.

Super year. Despite depressed economy of 1982, last year broke all records for new product introductions, according to 1982 issue of "Dancer Fitzgerald Sample's New Product News." DFS has been tracking this activity for 19 years. Last year saw 1,510 entries, up 14.7% from 1981. DFS reported that 18 categories increased in product introductions, three declined and one remained same. Largest increases were achieved by baking ingredients; canned fruit, vegetables, juices and drinks; fresh meat and fish; health and beauty aids; household supplies; low calorie and dietetic foods, and snacks, crackers and nuts.

McGavren eyes radio. Analysis by McGavren Guild Radio, New York, of spot radio availabilities for 1982 shows that accounts targeted to women dropped to 18% from 22% in 1981 and 28% in 1977. McGavren commented that this "seems odd when you consider radio's ability to reach working women." During 1982 more than half (51%) of requests were for both men and women while youth accounts, including 12-17, 12-34, 18-24 and 18-34, decreased to 17% from 21% in 1981. Continuing as leading demographic was 25-54, accounting for 28%, up from 23% in 1981.



Bonanza for black radio. Miller Brewing Co., Milwaukee, will launch extensive radio campaign next spring for Lite beer, using National Black Network and Sheridan Broadcasting Network, augmented by spot buys in 15 markets. Campaign will run through 1983. Starring in commercials will be Bubba Smith and Deacon Jones, former professional football players. At recent taping session pictured above are (l-r): Jones; Allan Corwin, vice president and associate creative director of Mingo-Jones Advertising, New York, agency for Lite beer; Barry Barrett, brand manager for Lite, and Smith.

LORIMAR

Unbeatable
DALLAS



NO.1 From LORIMAR

READY FOR FALL 1984

Monday Memo

A radio advertising commentary from Alvin Eicoff, A. Eicoff & Co., Chicago

Bring direct-response advertising back to radio

As radio advertising dollars become tighter, radio stations cannot afford to pass up a potential multimillion-dollar source of income. Yet because of an age-old rift, direct marketers remain persona non grata on stations throughout the country.

Once upon a time—more than 25 years ago—radio and direct marketers were blood brothers. From the 1930's through the 1950's, radio derived a tremendous income from direct-response advertising. Certain stations, because of their formats, could virtually turn any direct-response product into gold. WCKY(AM) Cincinnati could pull a million orders for a single item. XERF(AM) across the border from Del Rio, Tex., sold 3,000 Heilbros watches in a single week with a \$12 PI (per inquiry). Other heavyweight direct-response stations included WWVA(AM) Wheeling, W.Va.; WLAC(AM) Nashville; WOR(AM) New York; WGN(AM) Chicago; KMOX(AM) St. Louis; WIBW(AM) Topeka, Kan.; WNAX(AM) Yankton, S.D., and many Mexican border stations.

Why would those stations give up such a lucrative market? Television was one reason. Radio panicked when television debuted. Many radio stations feared they were over-commercialized because of the numerous, long, direct-response commercials they aired. As television turned their listeners into viewers, they desperately reached for something to stem the tide. Suddenly, radio stations changed their formats, announcing that certain hours or even weeks would be commercial-free. And almost as suddenly, \$250,000,000 worth of direct-response advertising was transferred to the coffers of television.

Helping speed this transfer of funds was radio's decision to limit commercials to 60 seconds. That rigid, arbitrary limit denied direct marketers the time necessary to both sell their products and repeat the phone number and address enough times so that it was branded into the listener's mind. Television was waiting in the wings. In the 50's, it had no limit on commercial length.

As the years passed, a new generation of radio management came to power. The neophyte station managers did not understand (or had never been exposed to) direct marketing. They didn't understand that a direct marketer only buys one week of advertising and won't renew a schedule that doesn't deliver orders at a profitable level. They didn't understand the very concept of PIs; that they provided stations with a "cash library" of commercials that could be taken out and run whenever there was unbought time, providing stations with additional income they



Alvin Eicoff is chairman of the board of A. Eicoff & Co., an agency he founded in 1966. The agency is among Chicago's largest. Clients include Allstate, Playboy, Mattel and Time-Life Books. Initially known as a direct-response agency, most of the company's business is now retail. The agency also has an office in New York.

wouldn't have under normal conditions.

Over the last decade, television executives have understood these things and profited from them. It's time for their radio counterparts to show a similar understanding, and to act upon it. Direct marketers and their agencies are actively searching for alternative media outlets. Television is approaching the saturation point—only a finite number of two-minute slots exist—and there are gallons of spillover advertising dollars. Radio has the capability to absorb the spillover.

In a recession, direct marketers prosper. Because many people don't have the discretionary income to go out, they tend to stay home and listen to the radio or watch television, increasing the audiences for direct-response offers.

More than any other medium, radio is in the position to take advantage of this growing audience. It offers the direct marketer an unbeatable combination: the immediacy of broadcast and the specialized audience of print. The ingredients that make narrowcast cable attractive to direct marketers are also present in radio.

What distinguishes radio, however, is its total reliance on sound to communicate a message. Certain direct-response products

lend themselves to audio rather than video presentations; their benefits cannot be demonstrated as well in the eye as in the mind. By painting word pictures about these products (or services), the advertiser allows the listener to fantasize about them. Radio's power—both as a selling and entertainment medium—is generated by the listener's imagination.

Each day brings scores of new direct-response products into the marketplace, many of which are ideally suited for radio. To take advantage of these new products, radio stations must actively solicit the business. To do so, they must immediately dispense with the one-minute ceiling for direct-response commercials. Consider that television has a two-minute limit, and radio has to rely on time-consuming words while television can use time-saving pictures.

Perhaps radio should borrow a page from its own history. In the halcyon days of direct-response radio, a direct-response offer was segmented within a sponsored 10- or 15-minute format. It began with a 30-second opening—the holder—that set forth the offer: "In just a few minutes, I'm going to tell you about a revolutionary new invention..." Normal programming then resumed. Five minutes later, a two-minute commercial aired explaining the benefits of the product, repeating the phone number and address at least four times. Again, regular programming resumed. Finally, a one-minute commercial summarized the offer and repeated the address and phone number two more times.

This "segmented" approach could be implemented today. It could take the form of sponsorship of newscasts, talk shows or any number of different programming modes. The alternating rhythm of commercials and regular programming would be mutually beneficial: People interested in the offer would have an added incentive to listen to the program, and people interested in the program would get two or three chances to respond to the offer.

Perhaps most important, this format would allow the direct marketer to reach a highly targeted audience; the advertising would be woven seamlessly into the show, reaching people predisposed to buy the product.

All of this is not to say that direct marketers should forsake print and television advertising. Radio can be used in conjunction with other media. In this booming era of direct-response advertising, there are enough media dollars for everybody. Direct marketers searching for imaginative, effective alternatives recognize radio's potential as a direct-response vehicle.

The only question is: When will radio stations recognize their own potential? ■

THE PRICE OF LIBERTY

In 1982, the free-press rights of the public under the First Amendment were challenged at every turn. But this year's annual Freedom of Information survey by the Society of Professional Journalists/Sigma Delta Chi found that the struggle to preserve these rights was stronger than ever.

The report said, "In short, it was a year that challenged our resolve to keep America's press free and independent. We won some battles and we lost some. At times we measured progress not by what we achieved but by what we prevented from taking place."

Among the findings, good and bad:

- Federal government officials sought to weaken the Freedom of Information Act.
- Arkansas university officials agreed not to restrain or censor student journalists.
- Citizens in Muskegon, Mich., voted not to censor cable television programs.
- Congress voted to provide criminal sanctions against journalists who identify

intelligence agents or sources, even when that information is already public.

- The U.S. Supreme Court upheld the First Amendment right of the public and the press to gain access to criminal trials.
- Candidates for a Florida Supreme Court vacancy were interviewed in public for the first time.
- Montana journalists established the first legal defense fund to help preserve First Amendment rights.

"Eternal vigilance is the price of liberty," Thomas Jefferson said.

This vigilance is being exercised all across the United States today by citizens and journalists, aided by the Society of Professional Journalists/Sigma Delta Chi.

For a copy of the report, "FOI '82," compiled with the help of Gannett News Service, write: Gannett Corporate Communications, Suite 1600, 1000 Wilson Blvd., Arlington, Va. 22209.



GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

BOSTON-WCVB
WASHINGTON, DC-WJLA
CLEVELAND-WJKW
MIAMI-WTVJ
SEATTLE-KING
MINNEAPOLIS-WCCO
DENVER-KOA
INDIANAPOLIS-WTHR
PORTLAND, OR-KGW
NASHVILLE-WNCE
MILWAUKEE-WITI

FIRM, 52 WEEK COMMITMENTS! WE GOT 'EM!

BREAKAWAY, the Early Fringe Franchise to News, developed by broadcasters for broadcasters, is coming on strong.

BREAKAWAY is first-run programming specially designed to capture and hold women 25-54. And lead them right into your Early News.

Stations that see the pilot — buy it!

So, when **BREAKAWAY** premieres on September 12th, you can either watch the show on your station...or theirs.

KANSAS CITY-KCMO
ORLANDO-WDBO
PROVIDENCE-WJAR
COLUMBUS, OH-WCMH
SAN ANTONIO-KSAT
FRESNO-KJEO
JACKSONVILLE-WJXT
SPOKANE-KREM
ROCHESTER, NY-WHEC
BOISE-KTVB
TBA

Break Away[®]

FOR MORE INFORMATION CONTACT:

 COLBERT TELEVISION SALES

(212) 687-4840
(213) 277-7751

 ENTERTAINMENT CORPORATION

(212) 758-5100 (312) 346-9142
(213) 551-5135 (404) 881-0493

A joint venture of The Bennett Group and Ohlmeyer Communications
One Dag Hammarskjold Plaza • New York, New York 10017 • (212) 940-8304

This week

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

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

■ **Feb. 7**—*Women in Cable, Arizona chapter*, champagne reception, "Accolades '83." Hilton hotel, Phoenix.

■ **Feb. 7**—*NBC Radio's Source network* regional affiliate meeting. Speaker: Grant Tinker, NBC chairman. Beverly Hilton hotel, Los Angeles.

■ **Feb. 7-May 9**—"The New Communications Technology and the Entertainment Industry" course sponsored by *New York University, School of Continuing Education Telecommunications Program*. NYU campus, New York.

■ **Feb. 8**—*Ohio Association of Broadcasters* Dayton

■ Indicates new or revised listing

managers' luncheon. Stouffer's, Dayton, Ohio.

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

■ **Feb. 9**—*NBC Radio's Source network* regional affiliate meeting. Hyatt Regency O'Hare, Chicago.

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

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. 9-April 6**—"Cable Television in New York City," course sponsored by *New York University, School of Continuing Education Telecommunications Program*. NYU campus, New York.

Feb. 10—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Speaker: Edward Fritts, president, National Associ-

ation of Broadcasters. Blackie's House of Beef, Washington.

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.

Also in February

Feb. 14—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Van Gordon Sauter, president, CBS News. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Feb. 15—*Museum of Broadcasting* seminar, "The Future of Cable Programming—Advertiser or Subscriber Supported?" Panelists: David Kenin, USA Network; Caroline Winston, Showtime, and Robert Jeremiah, ESPN. Museum of Broadcasting, One East 53rd Street, 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—Public affairs seminar sponsored by *American Women in Radio and Television*. Speakers include Elizabeth Dole, secretary of transportation; Anne Jones, FCC commissioner; Senator Bob Packwood (R-Ore.); Representative Al Swift (D-Wash.); Thomas Railsback, Motion Picture Association of America, and Marilyn Nejeleski, National Women's Political Caucus. Vista International hotel, Washington. Information: (202) 296-0009.

Feb. 15—*American Women in Radio and Television* Congressional gala. Senate Russell caucus room, Washington. Information: (202) 862-5704.

Feb. 15—*Southern California Cable Club* seminar/workshop on "Selling and Servicing the Cable Consumer." Speaker: Jack Haire, national director of direct sales, Warner Amex. Luncheon speaker: Trygve Myhren, chairman and chief executive officer, ATC. Proud Bird Restaurant, Los Angeles.

Feb. 15-16—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

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*. 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**—*Federal Communications Bar Associ-*

Major Meetings

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

June 13-July 15—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, 1984, 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.

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

LOJIMAR

ROWAN & MARTIN'S LAUGH-IN

SOLD-IN

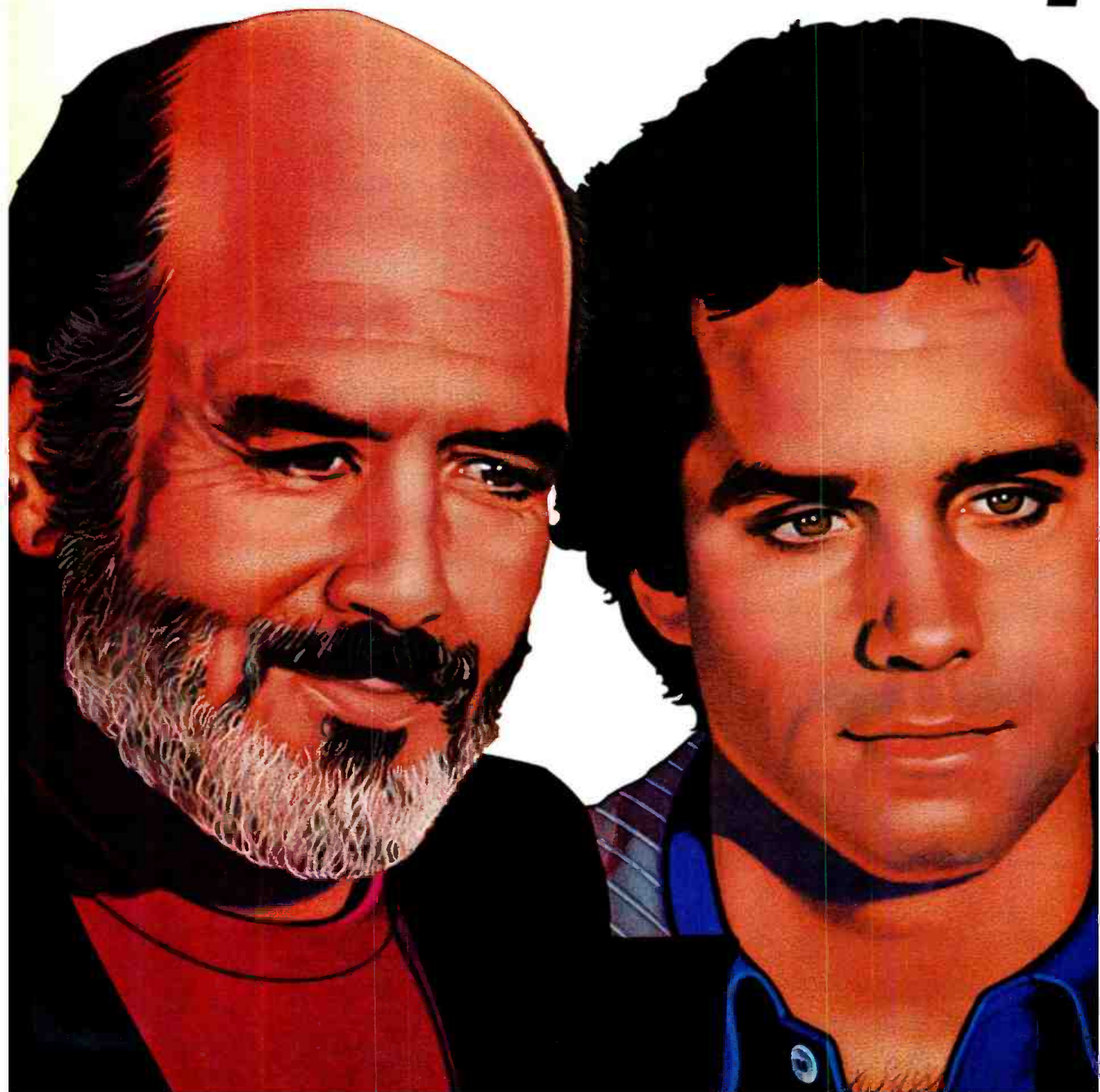
New York	WOR	Los Angeles	KHJ	San Francisco	KTZO
Cleveland	WUAB	Dallas	KTVT	Houston	KHTV
Seattle	KSTW	Albuquerque	WABQ	Phoenix	KTVB
Denver	KTM	San Diego	KNSD	Portland	KPTV
Phoenix	KTVB	San Francisco	KNTS	San Jose	KSTS
Memphis	KATV	San Francisco	KNTS	San Jose	KSTS
Shreveport	KATV	San Francisco	KNTS	San Jose	KSTS
Greenville	KATV	San Francisco	KNTS	San Jose	KSTS
Ft. Lauderdale	KATV	Reno	KZL	San Jose	KSTS
Bozeman	KATV	Tucson	KOLD	San Jose	KSTS
Las Vegas	KLAS			San Jose	KSTS
Wichita	KTVH			San Jose	KSTS

ADD 5

BOSTON WXNE
ST. LOUIS KDNL
HARRISBURG WHP
ORLANDO WMOD
AUSTIN KVUE



***The world's g
couldn't sweep***



eatest lovers us off our feet.

The competition hit us with everything. Still we ended up #1 for 3 years straight.

They came at us with Hollywood's top romantic stars, comic film masterpieces, blockbuster action movies, TV mega-specials, sports spectaculars, you name it. And so it went, week after week.

Still we averaged a solid #1 in our time slot, with a 34 share.

Women found us irresistible.

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

time period.

And, just to prove it wasn't some fickle fling, the ladies made us their #1 primetime series of all summer reruns.*

Year 3 was our strongest yet.

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

And once more in our time slot, Trapper John was an even bigger #1 with the women.



And now, Year 4.

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

Trapper John

#1 in our time slot.



Stay Tuned

A professional's guide to the intermedia week (Feb. 7-13)

Network television □ PBS: *Todd Duncan: A Mighty Voice*, Tuesday, 10:30-11 p.m.; *Australia's Animal Mysteries*, Wednesday, 8-9 p.m.; *Mark Russell Comedy Special*, Wednesday, 9-9:30 p.m.; *Tax Break* (1982 tax information and call-in program), Sunday, 2-4 p.m. [Simulcast on Learning Channel]; *Freedom To Speak** with William F. Buckley (12-part series), Sunday, 10-10:30 p.m.; ABC: *Condo** (comedy series starring McLean Stevenson), Thursday, 8-8:30 p.m.; *Amanda's** (comedy series starring Bea Arthur), Thursday, 8:30-9 p.m.; *The Winds of War* [Herman Wouk] (concluding six parts of WWII mini-series), Monday 8-11 p.m., Tuesday-Thursday 9-11 p.m., Friday 8-11 p.m., Sunday 8-11 p.m.

Radio (check local times on all listings) □ CBS RadioRadio: *On Stage Tonight... Super Concert* (Hall & Oates, Carole King, The Commodores, Air Supply, Sheena Easton and The Little River Band, each recorded live), Saturday, 4 hours in length.

Cable □ ARTS: *New World Ballet* (debut), Monday, 9-10 p.m.; Showtime: *The Doobie Brothers Farewell Concert*, Saturday, 8-9:30 p.m.; The Learning Channel: *Tax Break* (1982 tax information and call-in program), Sunday, 2-4 p.m. [Simulcast with PBS].

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

ation luncheon. Speaker: Peter Pitsch, chief of FCC Office of Plans and Policy. Touchdown Club, Washington.

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

■ **Feb. 19-21**—*International Organization of Women in Telecommunications* first national chapter conference. Washington Marriott hotel, Washington.

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." Wattergate hotel, Washington.

Feb. 23—*Electronic Media Rating Council* board of directors meeting. Television Bureau of Advertising headquarters. New York.

■ **Feb. 23**—*Ohio Association of Broadcasters* "small market potpourri." Holiday Inn, Chillicothe, Ohio.

Feb. 25-27—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

Feb. 25—*Women in Cable, New England chapter*, luncheon meeting. Speaker: Representative Barney Frank (D-Mass.). Hotel Sonesta, Cambridge, Mass.

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.

March 1—Deadline for entries in *Broadcasters Promo*

tion 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, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

March 1-3—*National Association of Broadcasters'* state presidents and executive directors meeting. Marriott hotel, Washington.

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 2**—*Ohio Association of Broadcasters* "small market potpourri." Imperial House, Findlay, Ohio.

■ **March 2-4**—*CBS Radio Network* affiliates board meeting. Ponte Vedra Club, Ponte Vedra, Fla.

March 3-April 14—"Cable Television: Skills and Opportunities," course offered by *New York University, School of Continuing Education*. NYU campus, New York. Information: (212) 598-2371.

March 4-5—Symposium on international satellite television, sponsored by *UCLA Communications Law Program* and *International Bar Association*. Speakers include Mark Fowler, FCC chairman; Henry Rivera, FCC commissioner; Francis Fox, Canadian minister of communications; Clay Whitehead, Hughes Communications Services; Robert Wold, Robert Wold Co.; Stanley Hubbard, U.S. Satellite Broadcasting Co.; Richard Wiley, Kirkland & Ellis law firm; Henry Geller, Washington Center for Public Policy Research, and Joseph Pelton, Intelsat. UCLA, Los Angeles; (213) 825-6211.

March 4-5—*National Association of Black Owned Broadcasters'* seventh annual spring broadcast management conference, "Keeping Pace With the Marketplace." Sheraton hotel, New Orleans. Information: (202) 463-8970.

March 5—"Creating Programming for the New Television

Markets" seminar sponsored by *Programs in Communications, New York University School of Continuing Education*. Speakers include Frank Biondi, HBO; Jack Willis, CBS Cable; Tom Kuhn, RCA Selectavision, and Michael Brandman, Lorimar Productions. NYU campus, New York.

March 6-8—*Society of Cable Television Engineers* eighth annual spring engineering conference, "Business and Data Communications." Biltmore hotel, Los Angeles.

March 7—Deadline for entries in fifth annual *Broadcast Designers' Association* competition to "acknowledge and reward outstanding design contributions in the broadcast industry." Information: Jerry Cappa, WLS-TV, 190 North State Street, Chicago, 60601.

March 7-9—*Advertising Research Foundation's* 29th annual conference and research exposition. Keynote address: John Bowen, president and chief executive officer, Benton & Bowles, and president of American Association of Advertising Agencies. New York Hilton, New York.

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

■ **March 8**—*Michigan Cable Television Association* annual winter meeting. Hilton Inn, Lansing, Mich.

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 10—"The Market for Videotext," seminar sponsored by *New York University, School of Continuing Education*. NYU campus, New York. Information: (212) 598-2371.

■ **March 11-13**—15th annual *FilmFest Midwest*. Marriott O'Hare, Chicago.

■ **March 11-13**—*University of Wisconsin-Extension* seminar, "On-air promotion for public television." UW campus, Madison. Information: Heather Goldfoot, (608) 262-6512.

■ **March 11-13**—*Intercollegiate Broadcasting System* annual national convention. Speaker: FCC Mass Media Bureau Chief Larry Harris. Capital Hilton hotel, Washington.

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 15—"Telemarketing seminar," for broadcasting, advertising and newspaper customers of *New York Telephone*. 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

March 15—*Southern California Cable Club* luncheon. Speaker: Paul Klein, president, Playboy Network. Proud Bird Restaurant, Los Angeles.

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 As*

Errata

Article on FCC's proposal to revise its attribution rules in Jan. 31 issue should have defined widely held corporate licensees as those with more than 50 shareholders. Closely held corporations are those with 50 or fewer.

□

November sweeps figures for Grand Junction, Colo., in Jan. 24 issue should have read: ABC—10 (1981), 7 (1982), -30%; CBS—17, 19, +11.76%; NBC—no affiliate.

sociation/Broadcast Credit Association board of directors meetings. Palmer House, Chicago.

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

■ **March 18**—“Telephone Issues for the States 1983: Implementing Divestiture,” conference sponsored by *Telecommunications Research and Action Center*, Capital Hillon, Washington. Information: Deborah Hollander, (202) 462-2520.

■ **March 19-20**—*University of Wisconsin-Extension* broadcast engineering management seminar. UW campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

March 21—*National Academy of Television Arts and Sciences, Syracuse University chapter*, “speakers” series. Speaker: Sy Amlen, vice president, ABC Entertainment. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

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

■ **March 23**—*Ohio Association of Broadcasters* radio programmers’ “minifest.” Hyatt Regency, Columbus, Ohio.

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.

March 24-26—*Radio-Television News Directors Association* regional meeting. Holiday Inn, Gulf Shores, Ala.

■ **March 24-26**—*New Mexico Broadcasters Association* 32nd annual convention. Sally Port Inn, Roswell, N.M.

March 25—Deadline for entries in second annual *International Radio Festival of New York*, worldwide awards competition in programing, promotion and advertising. Categories for programing include news, entertainment, service, information and editorials; for promotions, program, news, station and contest promotion, and for commercials, 30- and 60-second humor, music, local and public service announcements. Information: International Radio Festival of New York, 251 West 57th Street, New York, 10019, (212) 246-5133.

■ **March 25**—*UPI of New England* Tom Phillips Awards. Sheraton Lincoln Inn, Worcester, Mass.

March 31—Deadline for entries in *National Federation of Local Cable Programers* “Hometown U.S.A. ’83 Video Festival,” designed to “recognize the work of community-based video producers and to encourage the use of local cable television channels.” Information: NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003.

March 31—Deadline for entries in *American Osteopathic Association’s* 27th annual journalism awards competition, recognizing “outstanding performance by journalists who report and interpret osteopathic medicine to the scientific community and the general public.” Information: Journalism Awards Committee, American Osteopathic Association, 212 East Ohio Street, Chicago, 60611.

■ **March 31**—“Telemarketing seminar” for broadcasting, advertising and newspaper customers of *New York Telephone*. 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

April

■ **April 1-2**—*Black College Radio’s* fifth annual convention. Paschal’s hotel in Atlanta’s University Center, Atlanta. Information: (404) 523-6136.

April 4-5—*American Council for Better Broadcasts’* 29th annual conference. Theme: “Television, Children and You.” Seven workshops will be held in cooperation with National Council for Children and Television. Vilas Communication Hall, Madison, Wis.

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

April 5-8—Communications Tokyo ’83, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Po-

MORE THAN 1500 IN USE



5300B MULTI-DECK

For reliable, quiet, cool operation

Most reliable three deck on the market. Our 5300B with plug-in decks for unsurpassed accessibility. Unique internal bulkhead mechanical design insures stable and accurate deck and capstan positioning independent of front panel reference.

More Features?

Rugged machined deck, quiet cool operation with reliable low voltage, solid-state solenoid switching and rear panel LED service aids. Motherboard construction eliminates wiring harness. It’s all there in the 5300B.



For more information, contact your local Broadcast Electronics Distributor, or call.

All deck leads go through this plug-in connector . . . nothing to disconnect to remove deck.

**BE BROADCAST
ELECTRONICS INC.**

4100 N. 24th ST., P.O. BOX 3606, QUINCY, IL 62305-3606, (217)224-9600, TELEX: 25-0142

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 9—Radio-Television News Directors Association regional meeting. Curry College, Milton, Mass.

Open Mike

Keeping up

EDITOR: Let me congratulate you on continued improvement in the content of your fine publication. I, for one, welcome the increased emphasis on the radio side of the industry. Those of us who have dedicated our lives to radio broadcasting certainly need the support and information we can get as we seek to determine new directions and the best course for over-the-air broadcasting to follow in the years ahead, especially in the face of ever-increasing competition from new forms of communications media.—*Marlin R. Taylor, Bonneville Broadcasting Systems, Tenafly, N.J.*

Contributors

EDITOR: The Broadcast Pioneers Library and its board were pleased to see the story at the top of your "Bottom Line" column (Jan. 31) about the success of our 1982 fund-raising campaign. We do want your readers to know, however, that two substantial financial gifts from Hubbard Broadcasting Inc., and Westinghouse Broadcasting and Cable Inc., of \$100,000 each, had been reported earlier in your good magazine. We have also had considerable support from the Broadcast Pioneers organization, from its individual members and from the benefit affairs honoring Sol Taishoff (1981) and Vince Wasilewski (1982).—*Ward L. Quaal, president, Broadcast Pioneers Library, Washington.*

Hard proof

EDITOR: In reference to your Jan. 10 story about withdrawal of the Hawkeye Distilling advertising campaign: I take exception to people who try to tell me what the public will or will not stand for when they obviously don't have any real idea what they are talking about.

We ran a schedule for Hawkeye consisting of 10 announcements and have yet to receive the first complaint. More than that, from Sept. 24, 1982, until Dec. 31, 1982, we ran in excess of 300 announcements for two local liquor stores. The copy offered liquor—bourbon, scotch, gin, rum, vodka—at special prices. These announcements ran in all time periods from the *Today Show* through the *Letterman Show*, in prime, access, news, everywhere. During this period we received fewer than 20 complaints, only two by mail, all the rest on the telephone. Also during this period Corpus Christi had a Baptist convention with 5,000 delegates. We received no complaints from them.

I don't mind being called by any name, but I am certainly tired of people keeping this industry on its knees with their narrow view of the world. I don't know how many people George Hacker [of the Center of Science in the Public Interest] speaks for, but I do know that the good people of this area not only will, but have tolerated hard liquor ads on television.

I think it is pertinent to say that we are currently running a seven-part investigative report on drunk drivers, and we plan a two-hour, prime time special on alcoholism in March.—*T. Frank Smith, president, KRIS-TV Corpus Christi, Tex.*

DBS debate

EDITOR: In the Jan. 24 issue under the "In Sync" section, you reported that Andy Inglis, vice chairman of RCA Americom, said he has "serious questions" about the technical feasibility of United Satellite Television's (USTV) proposed medium-power DBS service. Let me assure Mr. Inglis that the engineering staffs at both Telesat Canada, which pioneered the technology, and General Instrument Corp., which will manufacture the USTV home satellite terminals, have complete confidence in the medium-power service. He is certainly welcome to discuss his doubts with our engineers.

Mr. Inglis also said that USTV's subscribers will have to install earth station antennas as large as two meters in diameter. He was quoted as saying that two meters is "an awful big antenna and just not practical for general home use." We at USTV wholeheartedly agree. However, most of our subscribers who live in single-family homes will install a dish antenna approximately three feet in diameter, not much larger than those proposed by the high-power services. And our service will be available to the public two to three years earlier.

Finally, there is at least one concept Mr. Inglis propounded with which we wholeheartedly concur—namely, the primacy of DBS's future in noncabled areas. Through the end of this decade, these 25 million dwelling units represent the key to USTV's offering. That's precisely why USTV was established—to provide quality pay television to homes, that want to receive it in 1983 and 1984 and in the years to come. We believe that those homes deprived of pay cable entertainment services should not have to wait until 1986 or later to receive the programming cabled homes have enjoyed for years.—*Nathaniel T. Kwit, Jr., president and chief executive officer, United Satellite Television, New York.*

BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

Sol Taishoff, *editor-in-chief (1904-1982)*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump, *assistant editors*.
Kim McAvoy, John Eggerton, John Lippman, Nancy Iyooob, *staff writers*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants
Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING & CABLECASTING YEARBOOK

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

ADVERTISING

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

PRODUCTION

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

ADMINISTRATION

David N. Whitcombe, *vice president operations*.
Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
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*.
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*.



Founded 1931. *Broadcasting-Teletesting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Reg. U.S. Patent Office. □ Coowright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

THE ORIGINAL'S BACK.



MARY HARTMAN, MARY HARTMAN.



She'll turn around that time period.



EMBASSY

TELECOMMUNICATIONS 1901 Avenue of the Stars, Los Angeles, CA 90067

©1983 Embassy Telecommunications

Broadcasting Feb 7

Vol. 104 No. 6

TOP OF THE WEEK

Prudential places a bet on DBS

Insurance giant will invest \$45 million as shareholder in United Satellite, which hopes to steal a march on 12 ghz field by using bird in existing K-band; could get three-year lead

Direct-to-home satellite broadcasting moved a large step closer to reality last week. United Satellite Television Corp., which is planning to launch a quasi-direct broadcast satellite service by this fall, announced it is getting a piece of the rock: Prudential Insurance Co. of America has agreed to provide it with \$45 million in capital, becoming a major shareholder in the venture.

At the same time, USTV announced it was changing its name to United Satellite Communications Inc.

Also last week, General Instrument Corp., another major shareholder in USC, announced that it had received a \$600-million order from USC to manufacture earth stations and decoders for the system.

Nathaniel Kwit Jr., USC president, said Prudential's investment, and those of other major partners—General Instrument and the Galesi Group, a New York real estate company—would provide the venture with from \$50 million to \$100 million in capital.

With its early entry into the satellite broadcasting market, USC would appear to have an opportunity to get a big jump on its potential competitors—including those eight companies the FCC has authorized to provide similar sorts of services over more highly powered direct broadcast satellites. (Comsat's Satellite Television Corp., for example, doesn't expect to inaugurate its service until 1986 at the earliest.) Kwit himself said the "consumer would decide" whether that would be the case. A spokeswoman for STC agreed—but she thought the consumer would decide in STC's favor. "STC will offer a higher quality service that will be more easily affordable and will be available to a broader base of customers," she said.

USC's proposed service is similar to that to be offered by standard DBS, but there are major differences. For starters, DBS operators have been authorized to offer services with a new generation of high-powered satellites operating in the 12.2-12.7 ghz band. USC, however, is proposing to offer service over lower-powered fixed satellites in the 11.7-12.2 ghz band (the K-band).

The FCC has already granted USC permission to launch the service, even though DBS licensees have asked the commission to



Dealers. At the Prudential-United contract signing are (l-r): William S. Field, senior vice president, Prudential's capital markets department; Frederick Shuh, senior vice president, General Instrument's Broadband Communications subsidiary; Nathaniel Troy Kwit Jr., president and chief executive officer, United, and Francesco Galesi, chairman, Galesi Group.

reconsider its action, and those petitions are still pending.

Under the original proposal, USC planned to lease 10 transponders, through GTE Satellite Corp., on Canada's Anik-C2, a fixed satellite scheduled for launch this May, to offer five channels of programming to Western states, and five channels to the East.

Under that game plan, GTE would switch USC over to its own GSTAR A-1 fixed satellite in 1984.

According to Kwit, who is a former president, distribution and marketing, MGM/UA, USC plans to offer five channels of programming to the entire nation, 24 hours a day. The company's primary target would be the 25 million to 30 million households that are "unserved and uncabled." It also would provide service to multiple-family dwellings, hotels, hospitals, cable TV systems, multipoint distribution systems, low-power television stations and satellite master antenna systems, he said.

One of the service's strong points, Kwit noted, was that its technology would make it affordable for smaller entities to tap into satellite programming. (One of his associates, for example, noted that most satellite programming is carried in the C-band [4-6 ghz]). Headend equipment for those C-band systems can cost \$20,000, putting C-band communications out of the question for many smaller cable companies, and for all but the largest apartment complexes. Similar equipment for K-band (11.7-12.2 ghz) systems, however, will run from \$3,000 to \$5,000, he said. "What this system does is to serve a slice of

the market for which C-band is not really economical," Kwit said.

Also according to the plan, Kwit said, the company anticipates devoting two of its channels to movies, one to news, one to sports and one to a mix of cultural, children's and other sorts of programming. By 1988, Kwit said, the company expects to be serving a minimum of five million customers. And USC plans to offer all five channels for from \$15 to \$20 a month, Kwit said.

Hubbard Broadcasting, which has received a construction permit for a DBS system, petitioned the FCC to reconsider its grant to USC, seeking to bar it from offering service directly to homes. Although the FCC was scheduled to address that petition last month (BROADCASTING, Jan. 17), the commission deleted it from its agenda, and put out for comment a last-minute letter it had received from GTE "clarifying" aspects of the plan.

In that letter, GTE said it was studying the possibility of doubling the power on certain transponders on GSTAR A-1—to permit the venture to avail itself of smaller, and therefore cheaper, earth stations. It also said that USC had been discussing the possibility of using only five transponders on Anik-C2 (those beamed at the East Coast).

In a follow-up letter last week, however, GTE told the commission it had decided against that power boost, concluding that it would lead to "an unacceptable delay in the schedule for launch and operation of the GSTAR satellites."

GTE also said that it and USC were await-

ing information from Telesat Canada before they would be able to determine whether or not the venture would be using all 10 transponders on Anik-C2.

Kwit, however, said dropping the proposed increase of power on GSTAR wouldn't affect the company's ability to use smaller earth stations. He said that "break-throughs" in earth station technology would permit the company to use one-meter earth stations, instead of the 1.2-meter models originally proposed. (He also said those one-meter dishes would cost from \$400 to \$600 apiece initially, but that, with economies of scale, their costs eventually would drop to \$300 or less.

Kwit also said the company had been discussing using only the five transponders on Anik-C2 aimed at the East Coast because the five others won't be aimed as well as they might for serving the West. However, even if the company didn't use all 10 Anik transponders, it would still offer a "national" service, using transponders on other satellites, Kwit said. □

IRTS seminar: Programing keys the future

Keynoter Levin trumpets the virtues of cable; Horowitz says it will all come down to the quality of programing

"Programing is everything, and consumers don't care how it gets there." That statement, made by John Healy, vice president, product development and acquisitions, ABC Video Enterprises, during last week's faculty/industry seminar of the International Radio and Television Society, pinpointed what appeared to be the underlying theme of the conference.

Even the technocrats speaking at the conference, which focused on the new technologies this year, endorsed the theme. Case in point: Ed Horowitz, vice president, studio and network operations for Home Box Office. Horowitz, who oversees HBO's satellite network and studio operations, provided an overview of the cable, MDS, STV, LPTV and satellite industries for the seminar participants. And at one point he addressed the potential of high-definition television, and its ability to produce a 35 millimeter quality TV image. Would consumers be willing to replace their NTSC-standard sets with expensive new HDTV-compatible units? "If the programing is there," responded Horowitz, "people will buy it." He said that without substantial creative and marketing efforts, regardless of the medium, "the technology is worthless."

The keynote speaker at this year's annual IRTS seminar was Gerald M. Levin, group vice president/video, Time Inc. While acknowledging the importance of programing for the success of any delivery vehicle, he didn't mince words in asserting that one medium—cable television—will dominate the

video landscape in the near future. "I have one simple point to make," Levin said, "it is inevitable that cable will be the predominant distribution vehicle in the country. We may have six more years of network television, but no more than that."

Admittedly a "vested interest," Levin based his claim in part on the performance of Time's video group, anchored by HBO and American Television & Communications, the largest multiple system operator in the country. Last year, that group accounted for 25% of all Time's corporate revenues, he said, and 50% of the company's operating profit.

He reinforced his position with programing and marketing arguments.

"There isn't a program category that isn't covered on the cable dial," said Levin, including what he called the three highest demand forms—theatrical films and sports and news programing. He said the pay cable business is currently a \$2 billion market for the motion picture industry, bigger than broadcast television and second only to the local theater market. But it's "only a matter of time" before cable surpasses that market as well.

In addition to the top three demand services, Levin noted, cable offers music formats in the form of MTV and live concerts, children's programing and comedy formats providing social commentary "that don't exist in full flower on broadcast television."

"Is it all good?" Levin asked rhetorically. "No. But it is there," providing a multitude of choices for the video consumer, and enabling him, in a sense, to "take control" of the medium.

As to the marketing case for cable, Levin said that as clustering and regional interconnects become more widespread, cable's impact on the community "will increase several-fold." The industry will then consist of markets comparable in size to broadcast markets and will be able to command greater advertising revenues.

Asked about the potential of direct broadcast satellite systems, Levin said he doubted they would emerge as a major medium. "It's a timing question," he said, adding that it will be hard to sell that service to those who have already been offered cable and refused. And with only 30-plus million homes still unwired, and with cable adding three to four million a year, "the window is narrowing," he said.

In other activity at the seminar, Lloyd Werner, senior vice president, marketing and affiliate relations, Group W Satellite Communications, challenged the faculty participants, from universities across the country, to persuade their institutions to participate in Satellite News Channel's (Group W-ABC cable news joint venture) cooperative educational program. The program, said Werner, would enable students to acquire hands-on experience in producing television news programs. The one prerequisite is that the participating schools receive SNC, by either the local cable system or an SMATV system.

The 18-minute SNC format, said Werner, is the perfect tool for studying electronic journalism. And the hourly five-minute lo-



Keynoter Levin:

“We may have six more years of network television, but no more than that.”

cal news segment provides a chance for students to actually produce a news segment. He suggested that universities contact their local operators (those that carry SNC anyway) to see if some kind of venture is possible. A variety of options exist. For example, Werner said that perhaps the system would wire the school and provide a number of hookups in exchange for the production services of the students. The advertising revenue potential for the local segment (based on 18 daily segments at 50% sellout for nine months), he said, was more than \$136,000, enough to pay for the production equipment the school would have to invest in. Revenues could be shared between the school and the system, Werner said, noting also that SNC would provide technical advice for co-op projects.

The IRTS faculty industry which convenes annually at Glen Cove, N. Y., represents the culmination of nationwide competition among hundreds of communications students vying for 10 summer internships in New York. The list is narrowed down to 25 finalists who travel to Glen Cove along with more than 70 faculty members. The two groups work on a joint academic project (this year's task—planned strategy for a fictitious media company looking to expand operations) and attend sessions addressed by leading industry figures. The 10 students selected for internship hopefully represent "a crossed section of the most well-rounded communications students in the country," said ABC's Steve Nenko, this year's college conference chairman. "We've looked for those with the most potential—the future professionals." This year's Frank Stanton fellowship award went to Professor Rod Clefton, Gonzaga University. □

Eyes of Texas are on cable

Distant-signal royalties, refranchising, among hot topics for cable operators at 23d annual Texas Cable Show

The Texas Cable Show, staged last week at the San Antonio Convention Center by the Texas Cable TV Association, lived up to its reputation as a down-to-business marketplace of cable goods and services. The 193 companies that rented space on the exhibit floor and the 800 sales people who manned booths for the three-day event enjoyed the attention of nearly 2,000 cable operators from Texas, Oklahoma, Arkansas and Louisiana. "Nothing unusual happened," said a happy, but harried Bill Arnold, executive secretary of the TCTA, trying to sum up the association's 23d annual convention. "We just had our usual, hospitable, vendor-oriented show."

But there was more to the convention than buying and selling. As the first major cable meeting since the initial shock of the increased distant-signal royalties was felt and since the new Congress was convened, the show served as a forum for discussion of cable's seemingly never-ending copyright and regulatory problems.

The cable industry's copyright problems were aggravated last October when the Copyright Royalty Tribunal dramatically increased the compulsory license fees cable systems must pay for carriage of distant signals. The higher fees were originally scheduled to go into effect on Jan. 1, but cable interests were able to push through a legislation amendment during the final days of the 97th Congress that delayed the effective date until March 15. Because the fees are so much higher under the new rate structure, cable systems feel they must drop some distant signals, which include the three superstations—WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago—to limit their liability. J. C. Sparkman, executive vice president, operations, Tele-Communications Inc., told cable operators at the show that if

no signals were dropped, the industry would end up paying an additional \$30 million a year under the new rate schedule. Despite the postponement, many cable operators already have dropped signals. Many others will follow suit just prior to March 15, now being called Black Tuesday in the industry.

The CRT rate hike also helped to bring the already shaky cable copyright bill crashing to the ground last December. The bill, worked out through compromise by cable, broadcast and motion picture interests, would have preserved the compulsory license, codified the must-carry rules that require cable systems to carry local broadcast signals and resurrected the syndicated exclusivity rule that requires cable systems to block out syndicated programming in distant signals for which a local broadcaster has exclusive local rights.

Although cable interests (led by superstation WTBS owner Ted Turner) were able to win a postponement of the effective date of the CRT action last December (BROADCASTING, Jan. 3), it was generally conceded at the show that any further postponement by the courts or by Congress is unlikely and that Black Tuesday would truly be black. Speaking at a Thursday afternoon panel session, Jim Hedlund, vice president, government relations, for the National Cable Television Association, said "there is no chance whatsoever" that the U.S. Court of Appeals in Washington will hand down a decision on NCTA's appeal of the CRT rate hike prior to March 15 and "there is really no chance" that Congress will supply further relief. With less than six weeks to the deadline, he said, it would be difficult for Congress, which is still in the throes of organizing itself, "to declare the third Sunday in October National Grandmothers Day," let alone pass into law a controversial bill. The only exception to the prophets of gloom and doom was Steve Effros, executive director, Community Antenna Television Association. Although he wouldn't give any details, Effros said he and some other Washington lawyers were working to bail the industry out prior to March 15. Said Effros: "The game ain't over until the fat lady sings."

Trying to make the best of a bad situation, Hedlund urged cable operators "to not waste that day of March 15." By stuffing bills and direct mailings with information on why signals were dropped on that date, he said, cable operators could rally their subscribers to cable's cause. If the subscribers made cable's case to their congressmen and senators, he said, NCTA might be able to get legislative relief from the effects of the CRT decision later this year and head off legislation attempts by the "unholy alliance" of programming, broadcasting and sports to eliminate the compulsory license. Along those same lines, Hedlund said it was somewhat unfortunate that cable interests were able to win postponement of the effective date of the CRT hike. Different cable systems are dropping signals at different times as a result, he said, and "the political uproar has been spread out."

The cable industry's infatuation with the compulsory license showed further signs of

erosion at the Texas Show. The value of the compulsory license has plummeted to the point where some would be willing to give it up under certain conditions. Myron Pattison, an owner of Crawfordsville (Ind.) Community Cable Corp., and a director of NCTA, said he would be willing to give up the compulsory license if broadcasters and programmers would give up signal-carriage rules and syndicated exclusivity. Pattison said he disagreed with his colleagues who say elimination of the license "spells doom for the industry. . . . There are too many satellite services and too many broadcast stations wanting to be carried to cause me to be hesitant to go to the marketplace." Cable operators might even find that some broadcasters are willing to pay to be carried, he said. Effros reiterated CATA's year-and-a-half-old proposal for elimination of the compulsory license. In addition to dropping the license, he said, the proposal calls for the elimination of the must-carry rules. And, under the plan, a cable system would be entitled to carry any signal it can pick off the air (or, to put it another way, without microwave or satellite links) and up to three distant signals. "It's simple, it's clean and it's deregulatory."

It may also be politically impossible to achieve. NCTA's Hedlund said it would be "very difficult" to get Congress to "ride over two or three important industries," as it would have to do to turn the CATA proposal into law. Effros agreed that it would be difficult unless the cable industry had some powerful negotiating leverage. That leverage he said, could be the thrust of the loss of the must-carry rules. Effros said he is preparing to challenge the must-carry rules in court on First Amendment grounds. If he is successful, he said, broadcasters would be willing to talk about a modified form of his proposal that would afford them limited must-carry protection.

During a Thursday morning speech, WTBS(TV) owner Ted Turner outlined his strategy for countering the CRT rate hike, which, according to a WTBS spokesman, has already cost the service around 130,000 subscribers. Buoyed by his success in winning the postponement during the last session of Congress, Turner said he would try to push through an amendment to "permanently exempt WTBS from the higher copyright rates. . . . We would be in a separate category under the old fees which aren't too prohibitive." WTBS deserves special treatment, Turner said, because the service has been paying more for the national rights to much of its programming. Turner said he and his three-person Washington staff are planning "a big campaign" on Capitol Hill. "I know we can carry the Senate," he said, "and I'm going to work the House real hard."

At the same time, Turner said, he would support any efforts of the NCTA in the courts or on Capitol Hill to overturn the effects of the CRT action. Turner will also fight the effects of the action in the marketplace, he said, offering a dollar-a-year-per-subscriber rebate for cable systems that commit now to carry WTBS and Turner's other two services, Cable News Network and CNN Headline news, for three years. But that offer will not



be available forever, Turner warned the cable operators. He said he is only willing to rebate between \$15 million and \$20 million.

According to another Texas Show panelist, Washington attorney Bob James, cable operators would be wise to take a broader look at the copyright question. The program producers, who are behind cable's problems, are also pushing for royalties for home videocassette recording in the form of surcharges on blank videocassettes and VCR's. Cable operators could use that fact as "ammunition" in their fight on Capitol Hill, he said. They could make the case that "copyright interests are pressing on every front and that a great deal of effort is going into legislation that is very anticonsumer."

James had some other advice for the cable operator that served to sum up the current state of affairs in cable copyright. "Be very careful," he said. "It's become tremendously complicated. . . . Be cautious not to add any broadcast signal at any time without understanding the copyright implications. If you make a mistake it can be corrected, but it can cost you a lot of money."

With many of the franchises that were granted in the late 1960's and early 1970's now coming up for renewal by local governments, many cable operators are concerned about losing long-held franchises during the franchising process or being forced to make significant upgrades to their systems that would have severe negative effects on their bottom lines. Refranchising is also causing cable operators bidding for new franchises some anxiety. "With money going into a cable system nearly every day," said TCI's Sparkman, it takes at least 15 years—the typical span of a franchise—to get it back out. If there is no expectation of renewal after the first 15 years, Sparkman suggested, bankers may become reluctant to lend cable operators the money they need.

Cable operators perceive the franchising process as a "no-win" situation, said CATA's Effros at a Thursday morning panel session devoted to the subject. The operators build their systems and try to serve their subscribers in an "economically sensible" way only to come up against towns that demand at franchising time systems comparable to those being constructed in Dallas and Boston, he said. When the cable operators say it can't be done, he said, the towns turn around and ask for new bids.

It's not all that bad, said Susan McAdams, who joined Effros on the panel. McAdams, former director, telecommunications project, National League of Cities, and now a Santa Monica, Calif.-based consultant to cities on cable, accused her fellow panelists of "arguing in the extreme." Small towns are not asking for high-capacity, state-of-the-art cable systems, she said. "If anything, many of the city officials from smaller cities have been rather more conservative than I would like to see them be in terms of their initial position in negotiations," she said. "The majority of city officials are business people and they've been hurt by inflation and the economic downturn, which tend to lower their level of expectation."

A provision of S. 66, a bill introduced in the Senate two weeks ago by Arizona Re-

publican Barry Goldwater (BROADCASTING, Jan. 31), would give cable operators a reasonable expectation of renewal of their franchises. Only if the cable operator failed to live up to the promises of his franchise agreement would the city be allowed to search out new franchisees.

Without actually saying so, McAdams seemed to oppose such a measure. She argued that city officials must have the "the ability to sit down with existing or prospective cable operators and talk about what kind of service the people will get." The officials have a responsibility to make sure their constituents are getting the best service at the best price possible.

Despite the officials' demands, they have shown in many cases an understanding of the cable operators and their problems. She cited the Denver city council's decision two

weeks ago to allow its franchisee, Mile Hi Cablevision, to cut back on the systems and services it would offer in the city due to the uncertainties created by the suit brought by the Mountain States Legal Foundation. What's more, she said, rate increases are almost routinely approved by city councils. "I don't think city officials will turn a deaf ear to any commercial enterprise that is experiencing any sort of difficulty that the city can alleviate."

Instead of backing legislation like S. 66 that would shift cable regulation from the cities to the FCC, McAdams said, cable operators might be better off if they strengthened their relationship with the local officials. It is a "real mistake" for city officials and cable operators not to talk between the time a franchise is granted and the time it comes up for renewal. □

Wunder resigns NTIA post

Reagan appointee plans to join James Collins in private sector; Markey seen as possible successor

For the past year and a half, Bernard J. Wunder Jr. has presided over a National Telecommunications and Information Administration that, by Reagan administration design and his efforts, has shrunk in size, in both personnel and budget, and has lowered its profile. Now, he is joining others in the administration who are leaving government. He submitted his resignation to the White House last week, and will join former Congressman James Collins (R-Tex.)—a former boss and mentor—in Dallas, on March 1, to begin a new career in a business enterprise yet to be clearly defined.

Wunder's tour as head of NTIA—a post that carries with it the title of assistant secretary of commerce for communications and information—has been marked by controversy. An unsigned document—apparently the work of NTIA staffers—alleging mismanagement and a variety of wrongdoing, triggered an investigation of Wunder's stewardship by the General Accounting Office. Among other things, the GAO report disclosed that Associate Administrator Dennis LeBlanc had been detailed to President Reagan during his trips to his Santa Barbara, Calif., ranch, where LeBlanc, who is paid \$58,000 a year, chopped wood and performed other ranch "chores."

But the GAO concluded that "most of the specific charges were not valid." And

Wunder himself considered the report a vindication (BROADCASTING, Dec. 13, 1981). Last week he said the controversy had nothing to do with his decision to leave government. And sources familiar with the situation say he has the full confidence of his superior, Secretary of Commerce Malcolm Baldrige. Another source said "in mitigation of any embarrassment the GAO report might have caused," Bernie "only did what he was told."

The disclosure of Wunder's resignation immediately caused speculation to focus on his successor. And several sources promptly agreed the leading contender is David Markey, a former lobbyist for the National Association of Broadcasters. He joined the staff of FCC Chairman Mark S. Fowler only last month, after serving Senator Frank Murkowski (R-Alaska) as chief of staff for two years. Markey's name is one of several Wunder is said to have suggested to the administration, but Markey is believed to have the support of Baldrige and Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, which would hold confirmation hearings on the nominee.

The anonymous document was only one manifestation of what appeared to be a serious morale problem at NTIA. Staffers on occasion would call reporters with complaints and criticism of the way the agency—established to serve as the President's principal adviser on telecommunications matters—was being administered. Wunder always dismissed such talk as the result of unhappiness with the changes he was making in the agency. It no longer seemed the vigorous outfit it had been under Wunder's predecessor in the Carter years, Henry Geller.

And that was by design. Under Wunder, the number of permanent positions had been reduced from 260 in fiscal year 1981 to 195 in the current year. The appropriation has dropped from over \$17 million to about \$12 million. And the flood of comments the Geller NTIA filed with the FCC had slowed to a trickle. Wunder last week said it was



Wunder



Markey

unnecessary to participate in any but the most important proceedings.

Wunder himself regards the "streamlining" of the agency as one of his major accomplishments. And there were others he mentioned. One was what he considered NTIA's success in sensitizing the "highest levels" of the executive branch to the importance of common carrier policy. He feels the success in securing Senate—if not House—passage of a major common carrier bill helped persuade the Justice Department to work for the settlement of the AT&T antitrust case. He also says NTIA focused "increased attention" on the international area in telecommunications and improved the process of allocating the government's share of the spectrum.

Wunder acknowledged lack of success only in the administration's efforts to end funding for public telecommunications facilities. Congress for the past three years has overridden administration requests to terminate the program. However, Wunder took satisfaction in the fact "we have reversed the trend" in facilities grants—Congress had been appropriating more than \$20 million for the program; the appropriation last year was \$15 million—while at the same time expanding the service areas of public broadcasting.

Wunder had taken over as head of NTIA in June 1981 after serving for two years as minority counsel of the House Commerce Committee's Communications Subcommittee. For four years prior to that, he had been on the staff of the Oversight and Investigations Subcommittee. And last week, Wunder said he had decided that at age 39, the time had come "to go out and earn a real living." An equal factor in his decision was that Collins had called with an offer to help him establish a new venture.

Collins has been a supporter of Wunder since he chose him, fresh out of the Air Force, for his congressional staff, in 1969. Wunder, a native of Columbia, S.C., left Collins to earn a law degree at the University of South Carolina, but returned as an aide on the staff of the Oversight and Investigations Subcommittee, on which Collins was then serving. In 1977, he moved with Collins to the Communications Subcommittee, on which Collins was named ranking minority member.

Collins, who had entered the House in 1968 after winning a special election in Dallas, was returned to private life after failing in a run for the Senate last November. He said last week he had disposed of most of his business interests—in an insurance company and a real estate firm he headed—before or shortly after entering Congress, and was starting in business "from scratch."

He said he would like to establish "a direct sales company," as well as "get into oil and gas—and maybe communications, too." His Consolidated Industries at present has a three-member staff. Collins said Wunder would be vice president but that his precise duties would be spelled out after his arrival in Dallas, on March 1.

Meanwhile, one more word on Wunder's handling of his responsibility at NTIA re-

mains to be heard. The Commerce Department's Inspector General's Office, which had also received a copy of the anonymous document alleging wrongdoing, is still looking into the charges. Senator Dennis DeConcini (D-Ariz.), who requested the GAO investigation and who has told the IG's office of his interest, expects to receive word of the results of the second inquiry in two or three weeks. □

A new network summer song

As networks look to low-cost, new programming instead of repeats, pay cable pursues more original programming and two ad-hoc movie networks may see the light of day

The summer of 1983 just may be shaping up as an unusually competitive race among the three major networks, independent television and pay cable for viewers. The result may be an extraordinary amount of original programming.

Traditionally the time for network reruns, the summer has been targeted this year for the possible start-up or experimental stages of at least two ad-hoc movie networks, one by Metromedia Inc. and another by McCann-Erickson Inc., that would air feature films after their release to pay cable but before any network runs (BROADCASTING, Jan. 31). The proposed once-a-week networks, which in McCann-Erickson's case would not be fully implemented for about two years, would depend on carriage by network affiliates as well as independent stations, if they are to capture the ratings necessary for advertiser support.

ABC Television President John Severino has explained the strategy behind the scheduling of new prime time programming next summer as a means of testing new program concepts and competing against cable services and independent stations.

Severino said ABC has budgeted "several millions of dollars" for new programming to be aired during time slots traditionally set aside for repeats, contending that "with innovative, creative programming" the network can hold its own against competitors. The summer months, a period of low viewership, have emerged in recent years as a boon for pay cable services, particularly HBO.

"We can't kid ourselves," Severino told reporters gathered in Los Angeles for the semiannual Consumer Press Tour. "We can't think we can go into summer reruns and still retain the audience." ABC wants to avoid the risk of unacceptably low ratings from repeat showings of marginal series.

In a separate interview with BROADCASTING, Severino said one goal of the summer introduction of low-cost shows is to "send a message to the Hollywood production community" that "spiraling costs" must be reduced, a complaint often voiced by network executives in recent years. He also said the trial programming would provide access to "people who have never been given a chance

in prime time before" and serve as a forum for new concepts. One example of the latter, which Severino said ABC is "definitely considering," is five-night-per-week strip programming.

Severino said he believes "CBS has already won the season" in terms of ratings and that there's little chance ABC will be able to overtake its rival. While admitting that ABC is "very disappointed" in its prime time ratings through mid-January, Severino claimed network sign-on to sign-off ratings gave ABC a slight lead over CBS. ABC Television Network President James E. Duffy was more optimistic, predicting that ABC could beat CBS if it does well in the February sweeps. Severino blamed the situation, in part, on the National Football League strike (which he said cost ABC about one rating point per week) and the fact that some prime time shows "did not perform well as we'd hoped for," particularly on Thursday and Friday nights.

The executives indicated that ABC, like NBC and CBS, has stepped up its production of made-for-television movies, apparently in direct response to inroads made by pay cable services. Severino said there is a ratings differential of from 20% to 30% between New York, Los Angeles, and Chicago for theatrical films aired by ABC after previous release to pay cable. He singled out "Kramer vs. Kramer" and "Coal Miner's Daughter" as examples of films that did not perform as well as ABC has expected. On the plus side, he noted that ABC is paying a "great deal less than what we used to pay in the past" for theatricals.

Severino also acknowledged that independent stations are having "a great impact" on the networks, primarily with off-network programming. "I think there's a lot more attention placed on the new video technologies than is deserved," he added. Cable "has a long way to go" as an advertising medium before it is considered a major network competitor, Severino said.

Both NBC and CBS have also announced plans to step up original programming next summer.

NBC Entertainment President Brandon Tartikoff told the *Wall Street Journal* last week he originated the concept and said he felt "ripped off" by the competition. He declined to elaborate on NBC's plans for new summer material, although he told reporters in Los Angeles last month the network is making a major commitment to production of motion pictures for television.

CBS, which found ratings success last August with a limited edition series, *Filthy Rich*, announced on Jan. 11 it will introduce nine new programs beginning next May, presumably to compete for a greater share of the declining network audience. Harvey Shepherd, senior vice president of programming for CBS Entertainment, told the *Journal* the new programming is less a response to viewership erosion as it is a chance for the network "to experiment with shows that are a little off the beaten track." A spokesman for CBS would not provide additional details of the network's summer plans, other than to confirm that fewer repeats of at least one top-

rated CBS show—*Dallas*—will be shown next summer, since 28 episodes, instead of the traditional 22 programs, were ordered.

Original programing on the pay cable networks is likely to include the *Terry Fox Story*, the first of three made-for-pay movies scheduled to air on Home Box Office this year. Showtime's original fare will include the *Lone Star Bar and Grill*, an original series of six one-hour episodes produced by Tomorrow Entertainment about a Texas bar that offers daytime escape for a varied assortment of local people. It will also include at least three of seven new one-hour episodes of *The Paper Chase* and a presentation of *Fairy Tale Theater*, a series of dramatized classic fairy tales that feature performances by such noted celebrities as Mick Jagger, Elliot Gould, Christopher Reeve and Bernadette Peters.

"I love summer stock," declared Jim Brooks, an independent producer with the John Charles Walters Group, in reaction to the network announcements. "It sounds like a terrific plan." He is not working on any programs for the summer schedule, but Brooks told BROADCASTING he will be pleased if the networks regard the new time slots as an arena to experiment but "not if it's a place where they relegate things they're not quite sure of after they've been produced." Said Brooks: "Anything that encourages gambling on the part of one of the major networks has to be good."

John Mitchell, president of the independent John Mitchell Co., as well as the Academy of Television Arts and Sciences, sees the trend as "an attempt to come up with some different, innovative programing" in the face of lagging audience interest.

"What they haven't been doing, is giving (the audience) anything to look at," Mitchell argued. "They've been abdicating the summer for years, and getting away with it. People are tired of looking at the retreat stuff."

Mitchell, a former president of Columbia Pictures Television, believes the trend is here to stay. "In my view it has nothing to do with cable or pay television. If I were the president of a network today, I would use the summer as my spawning ground for new talent and concepts. I think it will happen with all three networks."

Leonard Hill, a partner in Hill-Mandelker Productions, said his independent production company has been asked by ABC to consider developing or adapting shows for summer premieres with smaller licensing fees than it would receive for fall debuts.

"It gives them an opportunity to take material that may have been developed for prime time at another network, may have been developed for late-night... and do it as a summer premiere with six episodes, and instead of licensing it for \$400,000 an episode—which might be typical for a fall prime time premiere—license it for \$300,000 an episode," Hill said. "It's a tremendously positive indication that the networks are willing to get competitive again."

Hill accused the networks of taking for granted "their dominance in the marketplace. They fattened themselves by running increasingly large numbers of reruns and by

proclaiming big 'noncompetitive zones,' as it were, during June, July and August, where the networks figured, 'It doesn't matter; we'll always be the dominant broadcasting force and just put retread material on during those periods.'" Now, he said, "they can't afford to be smug. They will have to be more competitive, and I think they're rising to the challenge."

Since the networks can no longer assume their dominance will prevail, Hill concluded, there will be a shift away from the traditional 22-episode plus one repeat format, hinging on a fall premiere. "That's good for television and it's good for independent producers, unless," he warned, "the financial-interest and syndication rules allow the networks to return to programing dominance. If deregulation goes through, there will be no independent producers. We'll all be network employees." □

Speakes says media are blind to silver lining

Reagan spokesman says journalists consider only bad news to be worth reporting; as remedy, he suggests instituting 'upbeat' segment on nightly newscasts

Two years into the Reagan Presidency and at least a year after the President's honeymoon with the press had ended, White House chief spokesman Larry Speakes offered up a rueful question: "Can the Presidency, the modern Presidency, survive the modern world?" Indeed, he wondered, "can any man in public office stand up to the daily drumbeat of the morning newspaper and the clashing cymbals of the evening television show?" Why don't the media, especially television, he suggested, carry a regular "good news" department?

Speakes, in remarks to the National Asso-



Speakes

ciation of Government Communicators, an organization of career public affairs officers, asked the question against what he noted was backdrop of two decades in which not a single President had served two terms. He suggested the failure of anyone since Dwight D. Eisenhower to achieve that distinction was a function of what one observer he quoted called "the steady denigration of the

Presidency."

Speakes, who was not heard to complain about the temper of the news media during the first year of the Reagan administration, noted that the press in those first 12 months or so regarded the Reagan victories in Congress as news. Not so in the second year, when a loss—"any loss"—was news. And now, with inflation reduced from 13% to 3%, Speakes said, that subject is no longer news. "Have we arrived at the journalistic standard where good news is no news?" he asked, and added: while 10.8% unemployed is news, the 89.2% who have jobs and are enjoying "the highest standard of living in the world are not news."

Hence, Speakes's suggestion: "Let's have a good news segment on the nightly news." He suggested a new beat for the newspaper reporter who has been covering "the gloom and doom" and for the television reporter who had been assigned to "the bad economic news." He even had a name for the new-beat—"the up beat."

Speakes acknowledged that the networks did a good job covering General Motors' reinstating of 21,000 workers. And he predicted—on the basis of the economic indicators—that there will be plenty more good news for the media to report in the coming months. "Let's see what a little good news can do for America," he said. "Let's talk about what's great about this country. A happy hour on television would do wonders for us," he said, as his audience laughed. □

Budget news: good for FCC, bad for FTC

Fiscal 1984 allocations are examined by House Appropriation Subcommittee; FCC's \$86.2 million breezes by; FTC is chastized for closing regional offices

If the House Appropriations Subcommittee had sole say over how much money the FCC would receive for fiscal 1984 (which begins next Oct. 1), the commission would seem able to breathe a deep sigh of relief.

The commission's appearance before the subcommittee last week provoked no controversy. No one on the subcommittee seemed to question whether the commission deserved the \$86.2 million the administration has recommended. The toughest questioning, which wasn't so tough in itself, came from Representative Neal Smith (D-Iowa), subcommittee chairman, who wanted to know whether the commission couldn't have found a better frequency to recommend for Radio Marti than 1040 khz (clear channel WHO[AM] Des Moines, Iowa just happens to broadcast on that same frequency). "It [Radio Marti] is a lost cause anyway," Smith concluded, however. The Cubans "will jam that; all you're doing is losing some station a lot of money," Smith said.

The Federal Trade Commission, also up

before the subcommittee that same day, didn't fare as well: Subcommittee Democrats raked the FTC over the coals over the FTC majority's announced desire to abolish four of its 10 regional offices.

The FTC's proposed budget for fiscal 1984, which a majority of that commission approved, received little discussion on its own. (If approved, that administration proposal would leave the FTC with \$59.5 million and 1,119 workyears, a cut of \$1.3 million, and 111 workyears from the amount the administration recommended for fiscal 1983. However, it would also represent a cut of \$4.1 million, and 141 workyears, from the FTC's current funding under a continuing resolution.)

Nonetheless, FTC Chairman James Miller noted that the commission's ability to meet that smaller number in fiscal 1984 assumed that the FTC would be permitted to shut down four of its regional offices—Denver, Los Angeles, New York and Boston—“well before the end of this fiscal year.” And that proposal sparked plenty of debate.

“If this administrative reform is not instituted, the commission would have to undergo major surgery to meet its new fiscal 1984 budget restraints,” Miller said.

Although the Senate Appropriations Committee, in the report accompanying the FTC's continuing resolution last year, had directed the FTC to keep open the Los Angeles, Boston and New York offices, Miller made plain that he didn't think that was a great idea. Miller also said the proposal wasn't aimed at weakening the FTC's law enforcement activities, but at improving its effectiveness.

“A majority of the commission opposes any form of supplemental appropriation designed to retain the present structure,” Miller said. “Furthermore, I understand that the Office of Management and Budget would strongly oppose such efforts as well.

“Should our request for reprogramming be refused, we would be forced to take additional measures to reduce expenditures for the remainder of fiscal 1983, over and above those already planned. One possible alternative... is a six-day furlough of all FTC employees, and a reduction in force for up to 90 temporary employees,” Miller said. “I must emphasize also that time is of the essence. We estimate that every month's delay in restructuring adds \$450,000 to the commission's projected deficit.”

Although the subcommittee didn't say exactly what it would do about the proposal, it supplied the FTC with plenty of hints. Smith said, for example, that the subcommittee “has always wanted these offices open.”

Representative Joseph Early (D-Mass.) said the FTC should be arguing for “expanding the regional offices, not reducing them.”

Representative Robert Mrazek (D-N.Y.) said he disagreed with Miller's “sense of priorities.”

In his presentation, FCC Chairman Mark Fowler noted the importance of the national economy of the business his commission regulates. “Telecommunications is one of the fastest growing sectors of our economy,” Fowler said. “It currently represents 3% of our gross national product, and it is expand-

ing at a 13% annual rate.”

Fowler said the commission had made “substantial” progress in low-power television processing. The FCC, he said, has added 15 new staffers to that effort. It also has dedicated a separate minicomputer to LPTV, Fowler said. He also said the commission expected to have both its computer and lottery mechanisms in place by the beginning of June.

Fowler also noted that the commission's \$86.2 million would represent a \$6.3 million increase over the \$79.8 million under its current continuing resolution. Fowler said the request would leave the commission with the same number of positions—1,896—that it currently has. The commission also requested a pay supplemental for fiscal 1983 of \$3.1 million. □

Looking ahead to NATPE

Annual programing show promises to feature new daytime and weekend fare, with less emphasis on access offerings

The programing marketplace for the 20th annual NATPE International conference, set for March 17-22 in Las Vegas, is likely to be heavy on original programing for daytime and weekends, but light on access fare, according to a number of programing experts.

What's more, of the new programs to be showcased at NATPE, most are likely to have already been exhibited at the recent convention of the Association of Independent Television Stations in Los Angeles (BROADCASTING, Jan. 24).

Programers cite the abundance of successful programs currently being aired in access as the primary reason producers have forgone the large investment necessary to offer new fare for that time period this year. In addition to Group W's *PM Magazine*, Paramount Television's *Entertainment Tonight*, Viacom Enterprises' *Family Feud*, Colbert TV's *Tic Tac Dough* and *Joker's Wild*, and in a few markets, Sandy Frank's *Lie Detector*, Telepictures' *People's Court* is now being moved into access with reasonable success, according to one programer, and, according to another, the companies offering most of those shows have been actively seeking early renewals for next year.

“The disastrous fallout rate” of first-run shows introduced last year may be another reason for what appears to be a shortage this year, according to Ed Aiken, director of programing, Petry Television Inc., who, with other programers, believes both producers and stations are approaching new offerings more cautiously this year. A third reason, according to Aiken, is lingering uncertainty over the future of the prime time access rule.

“You may see one or two new programs proposed between now and NATPE,” said one programer, “but anyone who attempts to prepare a first-run access show at this stage is likely to find it is too late.” New programs already proposed for access include a new version of the NBC game show *Wheel of*

Fortune from King World and *People Versus*, a drama series being offered by Viacom. Several programers predict that if it gets off the ground, *People Versus* is likely to find a berth on most stations in late-night or early fringe time periods. Viacom is said to be considering offering it either as a strip or a single two-and-a-half-hour feature. Each week's episodes dramatize a single famous court case.

Much of the new daytime, late fringe and weekend fare was displayed at the INTV convention. More recent offerings include Polygram Television's *Finders Seekers*, a half-hour strip in which people who have placed classified ads in the personal sections of newspapers appear and deliver their ads. According to several programers, *Finders Seekers* is likely to find a happier berth in late fringe than in daytime, and if it fails to make a go of over-the-air TV it might be viable for cable.

Although a great many projects have been proposed for daytime, many are having trouble clearing enough stations to get off the ground. According to one programing expert, the impending failure of many of these efforts could add up to a shortage of software for next year.

Along with that shortage, stations face significantly higher prices and shorter license terms for feature film packages and the movies in those packages have most often been aired many times on pay cable and network television. The number of network reruns available for syndication is also declining, according to programers, with a genuine shortage likely to arrive in about two years. At the same time, the number of independent stations and cable services is increasing.

“The diminishing supply of software and the expanding number of outlets is forcing the prices for programing up,” noted one national programer. The result is “decreasing profitability” for stations as well as networks and pay cable services. □

FCC upset over jurisdictional decision

Commission worries that appeals court ruling that district courts can hear complaints could lead to rash of cases across country

FCC officials were stunned last week by a U.S. court of appeals decision that a U.S. district court has the jurisdiction to hear a complaint about the commission's actions. The commission maintains that such complaints can be heard only by a U.S. Court of Appeals. Commission officials said an appeal on one or both issues is likely. The appeal was brought by ITT World Communications.

The appeals court, in an opinion written by Senior Judge David Bazelon, ruled that the district court erred in holding that ITT lacked standing to question whether the

commission had exceeded its authority in holding closed "consultative meetings" with representatives of foreign governments. The appeals court also said the lower court's expressed reservation about its authority in the case was "unfounded." But a commission lawyer said the agency invariably resists district court review of commission actions under the Communications Act. "This decision opens the door to district court review all over the country," he said.

Another aspect of the decision that attracted the attention of some observers was its direction to the district court in Washington to determine whether the commission violated the Sunshine Act when it held the meetings. It raised the question, at least, of whether commission members would be prevented from attending closed meetings with representatives of foreign governments. However, Kalmann Schaefer adviser to the commission on international affairs, said that, "at first blush," the opinion did not appear "to cause problems" for American policy makers.

The case focuses on the consultative meetings the FCC and European govern-

ments have held since 1974 to discuss technical information regarding jointly owned communications facilities. Initially, the meetings were open to the public. ITT filed its suit in February 1980 as the result of a meeting, in Dublin, a few months earlier, that was closed.

The commission had used the meeting to encourage greater competition among record carriers; specifically, it urged its European partners, who preferred doing business with four major carriers, including ITT, to cooperate with two newly authorized carriers, GTE Telenet Communications Corp. and Graphnet Systems Inc. Two other meetings on the same issue were held in 1980, in England, and both were closed.

The commission has characterized the closed meetings as only "informal talks" that facilitate "the exchange of information and views." But ITT argued that the commission's efforts constituted negotiation—and, Bazelon wrote in his opinion for the three-member panel, "there is considerable evidence that would appear to contradict the commission's characterization of the discussions." □

Collins bill hopes to boost minority media involvement

H.R. 1155 would codify FCC's tax certificate and distress sale policies, strengthen commission's EEO policies

A bill to encourage minority ownership and employment opportunities in the telecommunications industry was introduced in the House last week. The measure (H.R. 1155) would also beef up the FCC's equal employment opportunity rules and establish an FCC advisory committee on minority telecommunications development.

Representative Cardiss Collins (D-Ill.) introduced the bill which was referred jointly to the House Energy and Commerce and Ways and Means Committees. Collins is a member of the Telecommunications Subcommittee and has been working on the legislation since last April. In a prepared statement she stressed the need for codifying "existing regulations governing minorities in the communications arena." Collins is concerned "that the marginal gains made by blacks and other minorities in the past five years be protected and advanced. I am fully prepared to marshal necessary congressional and industry forces toward that end," she said.

The bill would revise Title 1 of the 1934 Communications Act to encourage greater participation of minorities. It would:

- Require the FCC to develop a set of eligibility criteria for use in examining applications for new licenses.

- Codify the commission's tax certificate and distress sale policies, and extend coverage to include cable. It would also liberalize the time limits during which applicants slated for a hearing could elect a distress sale (thereby making it available for minority ownership).

- Allow the FCC to waive its multiple ownership rules for small business investment companies to permit them to become more widely involved in financing minority media enterprises.

In addition to strengthening the FCC's EEO rules, H.R. 1155 codifies the FCC's Model Equal Employment Opportunity Program and provides for the annual collection of baseline employment data from firms subject to regulation under the Communications Act. The commission would also be required to hold hearings on an applicant's EEO performance if its record showed less than 50% of work force parity for minorities or women and if the applicant has maintained only a "neutral EEO program" that is unlikely to improve. Also, during an EEO hearing, the bill would prohibit the FCC from considering evidence showing the applicant had upgraded its EEO performance if the upgrading began after the investigation.

According to the bill, the advisory committee would make its first report in one year and continue to meet and advise the FCC until Congress determined that minorities had obtained full parity in ownership and employment. □

Network viewing drop identified

CBS study says that shift in audience does not include valued 25-54 demographic

The viewers that are tuning out the networks are not primarily those that advertisers consider their target audience, but rather are younger and older adults and viewers in lower income brackets, according to a study by CBS/Broadcast Group researchers ("Closed Circuit," Jan. 10).

The core 25-54 age group—the one deemed most desirable by most advertisers—shows relatively few defections in this analysis.

A study of Nielsen data on the three-network prime time audiences for October-November 1982 versus October-November 1981 found that the rating for women viewers aged 25-54 had declined by 2%, and for men viewers in that age group by 4%, while rating losses in the 18-24 age group amounted to 15% among women and 9% among men and, in the 55-and-over class, were 7% among women and 12% among men.

The rating for child viewers also declined, by 12%, but the rating for teen-agers increased by 23%—an against-the-grain performance for which the researchers had no ready explanation last week.

Their study also showed that although the number of homes tuned to the average network prime time program in the same period dropped 5%, from 14,350,000 to 13,680,000 per average minute, the number of viewer homes with annual incomes of \$30,000 or more increased by 12%, from 3,690,000 to 4,150,000.

The analysis covered all regularly scheduled prime time network programming except ABC's *Monday Night Football*, which was on throughout the period in 1981, but because of the players' strike, not in 1982.

The researchers, headed by Vice Presi-

dent David Poltrack, also undertook to quantify the causes of the network rating decline that has been evident—and much talked about—in recent years.

Between 1980 and 1982, they found a five-point decline in the three-network prime time ratings, from an average of 49.4 in Nielsen reports for February, May, July and November 1980 to 44.4 for the same months of 1982. (In the same period the three-network share of audience slipped from 83.6% to 76.5%.)

The researchers were able to attribute 14% of the five-point rating decline to lower levels of homes using television and 42% of the decline to growth in the penetration of the networks' competition—independent stations, pay cable and basic cable—leaving 44% accounted for by the competition's programming itself.

Specifically, pay cable was credited with 1.3 of the five rating points because of its physical growth and with 0.4 rating points because of its programming. Independent stations were credited with 1.3 rating points because of their programming and 0.5 points because of the growth in their number. Basic cable was shown with 0.4 rating points attributable to programming and 0.3 points because of growth, while 0.7 points were written off to lower HUT levels.

The analysis also undertook to show that the proliferation of independent stations is more responsible for their impact on network ratings than is their programming. Considering only the independent stations on the air in the top 20 markets in both 1980 and 1982, the study found the average independent's prime time rating had risen a 10th of a rating point, going from 3.6 to 3.7, or 3%. The highest-rated independent in each market averaged a 4.7 in both years, while the average UHF independent went from a 2.4 rating to a 2.6, an 8% gain. □

FIRST PLACE IN COUNTRY MUSIC NOW GOES TO 81 STATIONS

Alabama
WMLS-FM
Arizona
KBBC-FM
California
KQKK-FM
KSON
KKAL
KUTY

Colorado
KBRQ

Connecticut
WCTY-FM

Delaware
WAMS

Florida
WHOO
WIRK-FM
WBRD
WTRS-FM

Georgia
WIZY-FM
WWWN
WLTE-FM

Hawaii
KDEO

Illinois
WDDD-FM

Indiana
WTHI
WKVI-FM
WROZ

Idaho
KKLB

Iowa
KJJC-FM

Kansas
KFDI
KSKX

Kentucky
WAMZ
WSJP
WAXU-FM

Louisiana
KJAE-FM
KHOM-FM
WIBR
WFPR

Maine
WKCG-FM

Massachusetts
WCAV-FM

Michigan
WZND-FM

Mississippi
WKLY-FM
WCLD

Missouri
KTTS
KTMO-FM
KZML-FM

Montana
KEIN
KERR
KCOL
KLVQ

Nebraska
KSYN

New Mexico
KKBK
KPSA
KUUX
KRSY
KVER

New York
WENE
WNYR

North Carolina
WLAS

Ohio
WOBL
WSAI
WHMQ-FM
WSLR

Oregon
KWVR

South Carolina
WOLS
WESC-FM
WYAK-FM

Tennessee
WSM
WKIN
WDOD
WVTN-FM
WGAP
WBAC

Texas
KEES
KEYO
KVET
KWRC
KOOV-FM

Vermont
WCVR-FM

Virginia
WCMZ-FM
WEEL
WQZQ

Washington
KENE

Wisconsin
WTSO
WCFW-FM

West Virginia
WAJR
WTCR

Wyoming
KTAK-FM
KJML



Presenting Music Country Network, with a first year filled with "firsts" in country music.

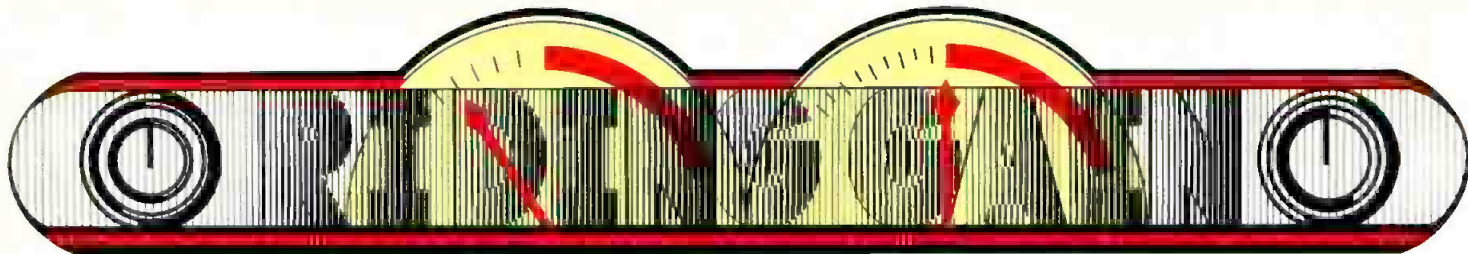
Last April, Music Country Network went on the air with the latest in country music, live celebrity interviews and Associated Press news, sports and weather—every night, all night.

Since then, it's been making country music history with a growing list of "firsts." □ The first live radio interview with Willie Nelson in eight years. □ The first live radio interview with Waylon Jennings in four years. □ The first to debut a long list of pre-release country songs—five of which went to #1 on Billboard charts—by artists like Barbara Mandrell, Sylvia and Conway Twitty. Not bad for a first year.

Tonight, 81 stations nationwide will air Music Country Network, the place for firsts. Live from 10 p.m. to 5 a.m., hosts Chuck Morgan and Al Risen will play the best in country music, interview country stars and take listener phone calls.

For more information, call Glenn Serafin at 212-621-1516, and get your share of the First Place in country.

MUSIC COUNTRY
Network
Represented by the Christal Company.



Local-national sales

Radio stations' local sales in 1982 increased by an average of 21.6% over 1981, while their national sales increased by 25.8%, according to a survey conducted by Torbet Radio, a national sales rep firm, among some 900 radio station managers across the country. Biggest gains were reported in markets ranked 150th and smaller: national up 59% and local up 26%. In markets 1-10, local was up 14%, national up 12%.

The survey, which yielded approximately a 30% return, representing about 270 stations, also found that the "typical" sales department consists of six persons—four male, two female—whose average age is 30.5 years. Almost three out of four sales people (72.5%) have gone through a sales training program, and the average sales person has had 5.3 years of sales experience. The average salesperson was said to handle 63.8 accounts.

In evaluating a salesperson's job performance, station managers said, they look primarily at billings, but also take into account new business, presentations, share of business and communications ability. The quality they rate most important is aggressiveness, followed by experience, appearance, reputation and education, in that order.

On average, the managers reported, 25.6% of station business is national. In the

top 25 markets the figure is 35%, while the average for all other markets is 21.2%. On the whole, Torbet reported, the managers seemed "generally happy" with their national business.

Co-op advertising was said to represent about 12% of station business—6% in markets ranked 1-10, but 13.4% in all markets smaller than 10th.

The survey also found that station managers assist their sales people, but in varying degrees. Three-fourths of them said they help with sales calls, but only 32% carry agency lists. In markets ranked 1-10, 14% of the managers are list-carriers; in markets 150-plus, 55% are.

Torbet said the survey was one of a series it plans for 1983. Other subjects to be covered include networks, advertising/promotion and news.

Network sales

Network radio, which had been in the doldrums during the first half of 1982, rebounded in the final two quarters to register a revenue gain for the year of 11%. That was the bright news included in a report prepared by Ernst & Whinney, New York certified public accountants, for the Radio Network Association. Joseph Larson, executive director of RNA, said the first half of 1982

showed a modest increase of 4%. But in the final half, business climbed by 17%. "And December, which had shown a 12% gain for each of the preceding two years, closed out with a better than 20% increase," Larsen said. "Based on the present trend, 1983 will be another winning year for both the networks and our advertisers." The RNA does not release actual dollar figures.

Frequency research

ABC Radio has approached the Radio Advertising Bureau with its design for a new research study aimed at measuring the effective frequency of commercials broadcast on radio. ABC has suggested to RAB that the study be an industry-sponsored project rather than one by ABC alone. According to ABC, the RAB has been "encouraging."

The study was designed by William McClenaghan, vice president, research services, ABC Radio networks. It has two goals, according to McClenaghan. One is to demonstrate that listener recall to radio commercials increases as the number of commercials carried in a week increases, and the other is to show there is no significant difference in listener recall of a radio commercial campaign scheduled horizontally versus vertically.

McClenaghan said television and magazines have conducted major studies to show the effectiveness of their media but "nothing similar to this has been done for radio."

Ohio innovation

A new audience measurement and research service, primarily for small-to-medium-market radio stations in Ohio, has been launched by the Ohio Association of Broadcasters in cooperation with Tom Myers and Associates, Atlanta.

Dr. Thomas C. Sawyer, OAB executive vice president, said the project evolved from expressions by OAB members of a need for more economical research. He said pricing in each case is worked out between the subscribing station and the Myers firm, but that on average he would estimate that an audience survey providing basic information—totals, shares, demographics—would cost about \$1,500, with more elaborate details costing more. Specifically tailored research would be priced according to complexity and detail.

Sawyer said the new service is not attempting to substitute for Arbitron, the largest nationwide radio audience measurement service. In many cases, he said, stations expressing interest are in markets that Arbitron doesn't measure. In others, he said, the stations are looking for additional details or specially tailored research.

The Myers firm, which has worked with OAB before and with various broadcasters on ascertainment and other market re-



The winner. More than 300 industry figures including representatives from all the major networks as well as FCC commissioner James Quello were on hand for the Broadcast Pioneers 20th annual Mike Award presentation to Jefferson-Pilot's WBT(AM) Charlotte, N.C., for its "distinguished contribution to the art of broadcasting." The award was presented to Joseph M. Bryan (l), chairman of the board of Jefferson-Pilot, by James J. Delmonico, president of the Broadcasters Foundation Inc. at a dinner last Tuesday evening (Feb. 1) in New York.

**"I'm mad as hell,
and I won't take 't anymore."**

KISS 96FM

Howard P. Tanger
President

September 13, 1982

Jeff Mathieu
Vice President
Bonneville Broadcast Consultants
274 County Road
Tenafly, NJ 07670

Dear Jeff:

I'm "mad as Hell, and I won't take it anymore".

How come all the Bonneville tape clients have not gone to satellite? We did on Monday, September 6th. Here's what happened.

Lots of new music...a brighter, friendlier sound. And the music sounds clearer.

Listeners have noticed, too. We've had calls complimenting us on the improved quality of our sound.

So, as I asked before, how come your other clients haven't switched to satellite? Send them to WKSS, Hartford, and we'll gladly let them listen and decide for themselves.

Regards,



Howard P. Tanger



BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670 (800) 631-1600

More of what you come to Bonneville for!

search, uses telephone interviews. Sawyer said that surveys for eight stations have been completed or are under way and that about a dozen others have been ordered and will be started shortly.

"We're initiating this service at the request of members who face new and increased competition and want a service targeted to the smaller markets," he said. "We're anticipating that this pilot project in our small markets, plus our ascertainment experience in the large metro markets, will serve as a basis for further research specialization for individual member needs."

The new service will be supervised by Thomas Myers of the Myers research firm in Atlanta and by Sawyer of OAB in Columbus.

Changing formats

KVI(AM) Seattle is scheduled to become an ABC Talkradio affiliate effective Feb. 28 and plans to air the network's national call-in program from 11 a.m. to 3 p.m., local time. The station also will expand its broadcast of Mutual's *Larry King Show* to include a one-hour weekday morning "reprise" segment, at 10-11 a.m., in addition to the previously-scheduled 11 p.m.-6 a.m. all-night edition.

"Rock of the 80's" is the theme and the name of a new music format unveiled Jan. 11 by XETRA(FM) Tijuana, Mexico, known to San Diego area listeners as 91X. The English-language station formerly had an AOR format. A station spokesman said the change

"reflects a trend now sweeping the country to concentrate on new rock music rather than the more traditional sounds." 91X General Manager John T. Lynch said: "This format has been utilized by KROQ(FM) Los Angeles with tremendous success, and this will be the first time such a format has been aired in San Diego."

CBS owned-and-operated KNX-FM Los Angeles has fine tuned its "mellow rock" format and switched from a semi-automated to all-live format. General Manager Robert Nelson describes the new format as AOR, with the addition of such groups as Men at Work, the Police, the Cars, and Asia. The mellow aspects will be played down and an up tempo feel will be emphasized, according to Nelson. The station has also replaced the majority of its on-air personalities.

WFMR(FM), Milwaukee's commercial classical station, has switched to an adult contemporary format described by General Manager John Pinch as "a clone" of that broadcast by co-owned WMJ(FM) Cleveland. Pinch told BROADCASTING the "Magic" format consists primarily of hits from the 60's, 70's, and a few current records. On the same day WFMR adopted its new format, Jan. 8, WXJY(FM) in nearby Menomonie Falls, Wis., switched from beautiful music to classical, shifting from a Peters Productions format to one consulted by WFMT(FM) Chicago. WXJY has applied for WFMR's call letters, while WFMR is seeking WMGF. According to Pinch, WFMR owner Thomas Embrescia decided to abandon classical music after a study by

The Research Group of Seattle indicated "very, very limited opportunity for growth" in audience. WFMR had maintained its classical format for more than 25 years but reportedly had a net loss of nearly \$250,000 in the six months preceding the change.

At heart

NBC Radio Network announced last week that motion picture and television star Burt Reynolds will host its two-hour Valentine's day special, *Love: The Comedy of It All*. The program will be offered to affiliates for broadcast over the weekend of Feb. 11-13 with the option to repeat it on Valentine's day, Feb. 14.

The show will feature several comedians in "classic" excerpts from TV shows and recordings as well as singers including Frank Sinatra and Bette Midler. Hallmark Cards and Whitman Chocolates will sponsor the broadcast which had cleared 215 stations as of last week.

Job search


WRKO(AM) Boston has introduced a weekly two-hour talk show, *Workline Network*, to help people find jobs, change careers or start new businesses. It's hosted by Dr. Harry J. Sobel, a psychologist, who discusses social, economic and cultural concerns associated with being unemployed, finding a new job or changing careers, and who also presents a State Employment Office representative with information on job opportunities and calls local area chambers of commerce for word on job and business opportunities in their communities. Job seekers and employers with jobs to offer are invited to call in and leave pertinent information along with first names and phone numbers for possible match-up and call-back. A WRKO spokesman said the first program, on Jan. 19, drew more than 3,000 phone calls.

Valley network

A mid-April date has been set for the launch of the California Radio Network, a new commercial network announced last week in Los Angeles. The programming philosophy of the new service is based "on the distinctive and unique way of life enjoyed by [California] residents and the geographical isolation from Eastern-based and biased conventional radio networks." Principals of CRN include: President Harvey Mednick, former corporate vice president, RKO Radio; chief financial officer John Palmer, former owner of KHS(FM) Los Angeles, and executive vice president, Sheldon Kasten, former vice president, Playboy Enterprises.

Marshaling support

National Public Radio has received a \$137,500 grant from the German Marshall Fund supporting the network's international news coverage. The fund has made contributions to NPR in the past and is renewing its commitment. The German Marshall Fund is a private U.S. grant-making institution founded in 1972 by a gift from the Federal Republic of Germany in appreciation of American postwar assistance.



Lotus is the right position

for quality radio representation

- 8 years old and growing fast
- A young, aggressive, hard selling sales staff that fights for your national radio dollar.
- Constant communication with our stations.
- Professional, conceptual selling techniques.
- Research oriented—complete computer capability.

Call or write George Stemberg, V.P. for Station Relations, in New York.

Lotus Reps
Division of Lotus Communications Corporation

New York — 50 E. 42nd St. New York, N.Y. 10017/212-697-7601	Chicago — 203 N. Wabash Ave. Chicago, Ill. 60601/312-346-8442	San Francisco — 2225 Union Street San Francisco, Ca. 94123/415-563-3252
Atlanta — Drawer 7308 Atlanta, Ga. 30309/404-881-0220	Los Angeles — 6777 Hollywood Blvd. Hollywood, Ca. 90028/213-466-8119	Dallas — 7616 LBJ Freeway Dallas, Tex. 75251/214-960-1707

How To Buy A Production Library, Without Getting Burned.

It's the same old story. Their demo sounds wonderful. But their update cuts sound like they were recorded by the All Polanda Polka Trio. And you wonder "why?"

Like Moths to a Flame

They promise you tracks by the guy who wrote McDonalds, but what you get are 5 year old "demo" tracks *he* couldn't sell to his clients.

In fact, many of the cuts in this "all star" library are old tracks bought from local jingle companies that major advertising agencies would never use.

But The Sound System is different — very different.

The Sound System is Otis Conner Production's first library. But it's far from being his first venture into advertising music. Otis Conner has written and produced CLIO Award Winning music campaigns for clients such as: Century 21, Texaco, Crest Toothpaste, Akai Stereo, Paul Mason Light Wine, National Car Rental, Lipton Cup 'O Soup, Macy's and hundreds of other national regional and local campaigns.



When You're Hot You're Hot

With The Sound System you get national sounding music for your local clients because Otis Conner writes and produces every cut in The Sound System using the same singers and musicians that appear on his award winning spots.

And every cut in The Sound System is recorded just prior to you receiving it. Always fresh. Always correct. That means quality music that's hot off the press.

Fire Up Your Sales Team

With The Sound System you can sign up new accounts and increase existing advertising schedules. And we'll show you how. Your sales staff will be trained by the same people who call on advertising agencies for Otis Conner — people who know how to sell advertising music.

Advertising Hot Line

Call your advertising agency. Ask them about Otis Conner Productions. They know about us and the success of our clients. Chances are they've never heard of the companies that produce other libraries.

If you're ready to increase your local sales then we're ready to show you how. For your free demo call us collect today at (214) 358-5500.

And while you're at it . . . ask us about our award winning ID/Promotion campaigns that are working for stations like WASH - Washington D.C.; KEX - Portland, Oregon; K-104 - Dallas, Texas; WIP - Philadelphia; WFYR - Chicago; WAXY - Miami; WCXI - Detroit; WNCI - Columbus and hundreds of others.

The Sound System[®]

OtisConnerProductions
MusicForAdvertising. MusicForTelevision. MusicForRadio.

2829 W. Northwest Hwy, Suite 940
Dallas, Texas 75220 (214) 358-5500



ABC RADIO PRESENTS PRO FOOTBALL'S SPRING SEASON.





INTRODUCING THE UNITED STATES FOOTBALL LEAGUE.™ PRO FANS WANT IT. YOUR STATION CAN PROFIT FROM IT.

The United States Football League has been created to satisfy the sports fan's thirst for pro football action in the spring.

Never before has a new professional sports league started off so fast. Months before the new 12-team league's first kick-off, season ticket sales are running way ahead of the most optimistic projections. Top coaches have been signed. Games will be played in America's best stadiums, including Denver's Mile High Stadium, Giants Stadium in the Meadowlands and Washington's RFK Stadium.

ABC Radio has won the rights to broadcast a schedule of 36 regular season games on Monday and Saturday nights, starting March 6, plus 2 playoffs and the Championship game on July 17.

Give pro sports fans the Spring Football they want. You'll attract premium advertisers. And you can convert your new audience into regular listeners.

Join the ABC Radio Network's broadcasts of USFL Spring Football. Pro fans want it. Your station can profit from it.

For full details, contact Stuart Krane, Director, ABC Radio Network, at (212) 887-5285.

TM designates a trademark of the United States Football League ©1982

ARIZONA WRANGLERS	BIRMINGHAM STALLIONS	NEW JERSEY GENERALS	PHILADELPHIA STARS	TAMPA BAY BANDITS	OAKLAND INVADERS
					
					
BOSTON BREAKERS	L.A. EXPRESS	WASHINGTON FEDERALS	DENVER GOLD	CHICAGO BLITZ	MICHIGAN PANTHERS



Exclusive radio broadcasters of the 1984 Summer Olympics

ABC RADIO NETWORKS

RAB's Managing Sales Conference: Making its mark with radio's ad executives

Attendance at third annual meeting up dramatically; co-op ads, leasing cable channels and two Arbitron studies are focus of talk for two days in Dallas

Searching for new ways to improve station profitability during a recessionary economy, a record 1,050 radio executives met for two-and-a-half days last week for the Radio Advertising Bureau's third annual Managing Sales Conference. Attendance was up from 760 last year. The meeting, held at Dallas-Fort Worth Airport's Amfac hotel, was titled "Leadership for a Turnaround Year," and had a heavy emphasis on co-op advertising—local ad dollars made available to retailers by manufacturers. Two sessions were devoted exclusively to the subject (see page 51).

Fred Walker, RAB conference chairman and president of Broad Street Communications, told attendees at the opening session on Sunday (Jan. 30) to set a goal to obtain one-third of all unspent co-op dollars by 1988. And Miles David, RAB vice chairman and chief executive officer, said the association will soon issue a report naming 750 co-op plans where the manufacturer pays 100% of advertising costs and the retailer none.

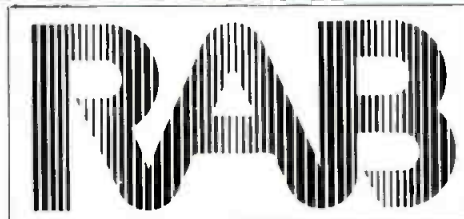
Keynote speaker was Herb Cohen, author of "You Can Negotiate Anything," who told the conference the process of negotiating is more important than the subject of negotiation. "I have yet to see a problem that couldn't be worked out without satisfying both sides."

Prior to the opening of the conference, George Duncan, senior vice president, Metromedia Inc., announced his resignation from RAB's board of directors. Metromedia Radio President Carl Brazell was named by RAB's executive committee to succeed Duncan on the board, and Group W Radio President Richard Harris was named to take over Duncan's post as chairman of the RAB search committee recently formed to find a president for the association. Harris is also chairman of RAB's executive committee.

Behind the scenes at the Amfac hotel last week, a meeting took place among David, Richard Chapin, RAB board chairman and president of Stuart Enterprises, Lincoln, Neb.; Bill Stakelin, National Association of Broadcasters joint board chairman, and Wayne Cornils, NAB vice president, radio. It was called a "preliminary" discussion of possible ways to coordinate industry meetings and activities among radio associations. David touched on this subject in his "State of the Medium" address at the opening session. "If there's overlap we can eliminate between associations, wouldn't it be better to put money now used to duplicate activities into a



On hand. Gathered around the RAB managing sales conference's theme logo are Joseph Dorton (l), RAB conference vice chairman and president of Gannett Broadcasting's radio group, and Fred Walker, RAB conference chairman and president of Broad Street Communications.



David

bigger advertising campaign to reach more advertisers?" David asked ("In Brief," Jan. 31). Another meeting between RAB and NAB on the subject is planned.

There was also talk among some of the broadcasters at the conference about whether RAB would hold its conference at the Amfac again next year, considering the increased attendance which strained the hotel's facilities. A future conference could "conceivably" draw 1,500, according to David.

These figures are up dramatically from 1981, the first year the conference was held, when only about 400 attended.

David told BROADCASTING the association is "seriously weighing" the issue of whether to move the conference site, but he said many of the broadcasters he talked to during this meeting urged him to stick with the Texas setting. "If we decide to move, the conference will still be in a working environment with no tourist attractions and during the same time of year," David said.

Attendees were also informed of a recent deal struck by RAB with Tulsa, Okla.-based sales consultant Ken Greenwood. RAB members can now take a training course that was developed by Greenwood, Sales Performance System (SPS), at a substantially reduced rate. □

Examining Arbitron's minority measure

Jhan Hiber outlines major changes resulting from rating firm's introduction of differential survey treatment

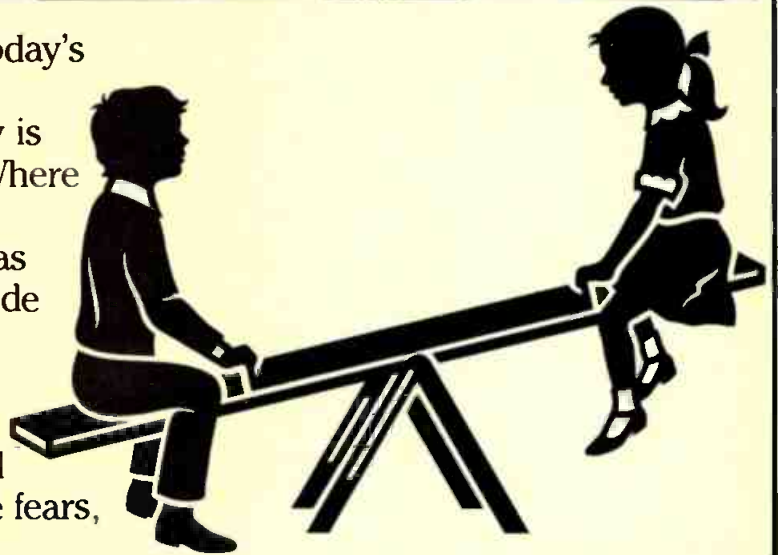
With the winter 1982 introduction of Arbitron's new method of measuring radio markets with large black populations, sizable increases in black listeners were reported. That's one of the observations on the impact

The Children's Hour

What's it like to be a kid in today's changing world?

Where computer literacy is becoming as important as the 3R's. Where mothers go to work as frequently as fathers. Where divorce is as popular as marriage. Where pregnancy and suicide are on the rise. And the pressures seem greater than ever.

This February, RKO Television stations in Los Angeles, Memphis and New York will take a close look at the fears, fun and facts of growing up in 1983.



"The Children's Hour" is the first installment of a comprehensive RKO broadcast project involving news, public affairs and programming entitled, "The Changing Family." Highlights of the effort include a local documentary followed by a live phone-in or discussion segment, referrals to community resources and a week of programming devoted to the issues raised in "The Children's Hour."

"The Changing Family" is one of the most pervasive and powerful forces in American society. And in February, we're going to see it through the eyes of our children.



RKOG
TELEVISION
DIVISION OF RKO GENERAL, INC.

9
WOR-TV
new york

13
WHBQ-TV
memphis

9
KHJ-TV
los angeles

CNN Headline

CNN Headline

FIRST WITH LATE BREAKING STORY

OVERALL NEWS COVERAGE

INTERNATIONAL NEWS COVERAGE

DEPTH OF COVERAGE OF KEY STORIES

NATIONAL NEWS COVERAGE

SNC

FIRST WITH LATE BREAKING STORY

30%

OVERALL NEWS COVERAGE

23%

DEPTH OF COVERAGE OF KEY STORIES

21%

INTERNATIONAL NEWS COVERAGE

14%

NATIONAL NEWS COVERAGE

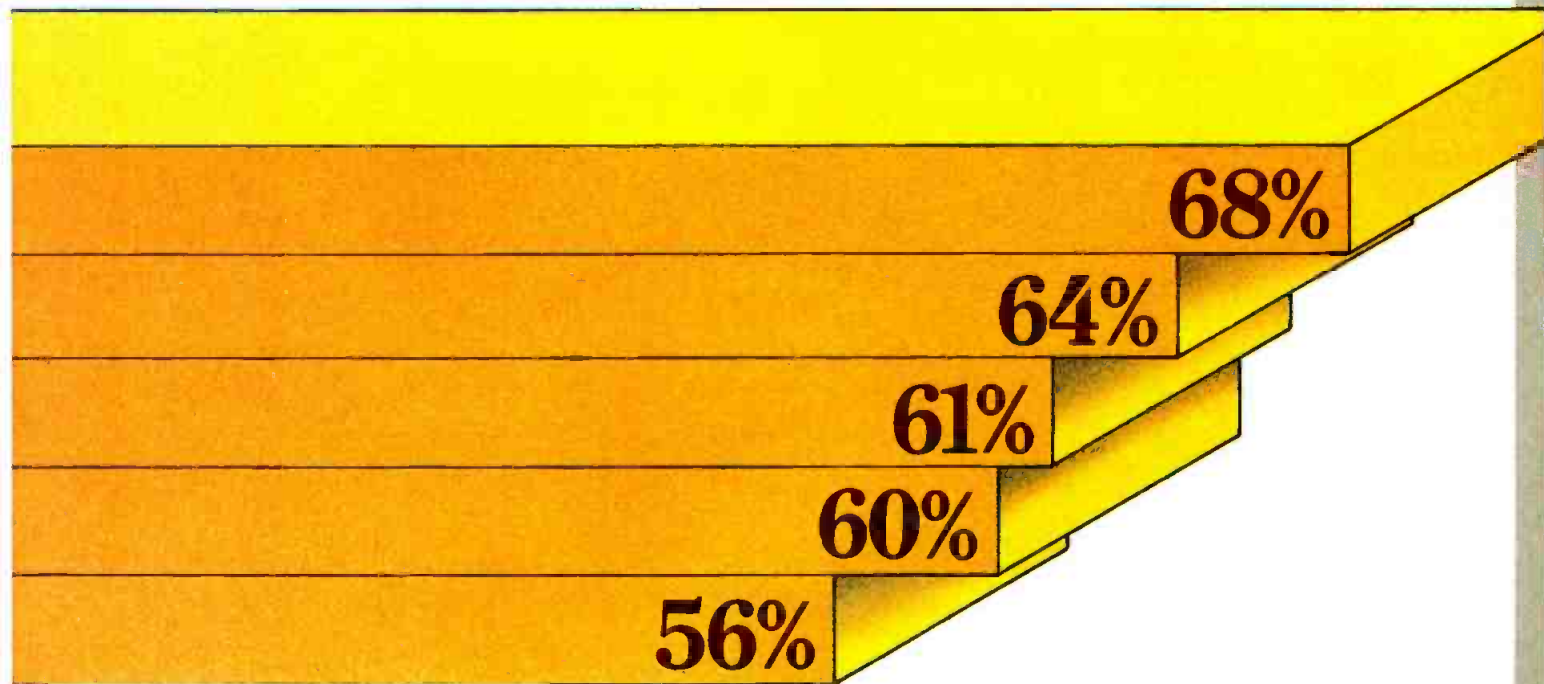
13%

The independent survey was commissioned by Turner Broadcasting and conducted in October, 1982 by Burke Marketing Research. Burke questioned a sample of 371 cable subscribers from selected test markets.

TURNER BROADCASTING SYSTEM, INC. THE LEADER IN TELEVISION

Turner Broadcasting System, Inc., 1000

News or SNC?



No contest.

For those operators who wanted to know how CNN Headline News would stand up against competition, the results are in.

It's CNN Headline by an overwhelming margin.

In an independent survey, subscribers took a good look at both services. By almost three to one, they said CNN Headline News has better overall news coverage.

In one aspect of news reporting after another, subscribers said the service they

preferred was CNN Headline. It wasn't even close. If you think a news service should help you keep your subscribers satisfied, the message is clear. There's no substitute for CNN Headline News.

For details on how Cable News Network and CNN Headline News can help you build and retain your subscriber base, call Nory LeBrun at (404) 898-8500.

CNN HEADLINE NEWS

**DADCASTING
COMMUNICATIONS**

hwood Drive, NW, Atlanta, Georgia 30318

of the new differential survey treatment (DST) made by Jhan Hiber, president of Hiber & Hart, a Pebble Beach, Calif.-based firm that analyzes rating books for stations.

Hiber's remarks came during a seminar he conducted at the RAB conference on the impact of DST.

To induce greater response from black households, Arbitron pays up to four members of a black family with a "male in the 18-34 category" \$5 to complete a diary (\$2 each for no more than five additional, remaining family participants), compared with the 50¢ or \$1 usually paid to participants. DST replaced a telephone-recall method for measuring high density black-populated areas where participants were asked over the phone to recall their daily listening and did not actually fill out their own diaries.

With DST, increases in reported listenership among blacks have been "dramatic," said Hiber, and represent part of the "new reality" of station ratings. In Hiber's view, the new reality is that DST probably measures black listening more accurately than the previous telephone recall method, which he said significantly underreported listenership among blacks.

From his analysis of Arbitron's spring books, Hiber has determined that listenership increases in various markets among blacks range from about 50% to nearly 500%, compared with listening among that group reported in the fall 1981 survey. He cited three markets—Roanoke, Va., New

Orleans and Memphis—to make his point.

In Roanoke, black stations captured an average 13.6 quarter-hour rating among black listeners 18-plus last spring, said Hiber, compared with a 2.3 for the fall 1981 book. Black listening was also up significantly among general market stations to a 10.5 rating last spring from a 3.5 the previous fall.

In New Orleans, reported black listenership almost doubled in the same period among black stations, averaging a 17.2 rating in Arbitron's spring book. Listening by blacks among general market stations in the spring book averaged a 5.8 rating, compared with a 3.7 in fall 1981.

In Memphis, black listening decreased slightly for black stations in the spring to an average 9.5 rating, said Hiber, while it increased among general market stations from an average 3.5 in the fall of 1981 to 10.1. Hiber suggested, however, that those numbers may not represent an accurate assessment of black listening in the market because Arbitron categorized KWAM(AM) as a general market station in the spring book when in fact it had switched to an urban format by that time.

For the spring survey, reported listening time by blacks to black stations was up an overall 42% while time spent listening by that group to general market stations was up 16%, said Hiber.

Differential survey treatment for markets with large Hispanic populations was intro-



Hiber

duced this winter. All participating Hispanic households receive bilingual diaries, and each participant is paid \$2. Hispanic households without telephones are excluded from participation because under Hispanic DST diary mailings are followed by several phone calls. That group's exclusion, said Hiber, could be a significant factor, especially in border areas.

Hispanic DST, said Hiber, will likely result in higher listening among teen-agers and women 18-24 in that ethnic group, higher cume ratings, lower return rates and higher quality homes reporting.

From a sales standpoint, said Hiber, the greatest impact of DST is that it "carves the pie into a different shape [with] black and Hispanic shares gaining and general market shares declining even though listening is the same... the new reality."

The point that stations should emphasize to clients, he said, is that despite DST and the resulting lower shares for general market stations, actual listening levels for those stations have not declined. "Reinforce that in the sales pitch," he said, "the ability to move product."

On a parting note, Hiber also indicated that DST may be a step by Arbitron leading to the elimination of the so-called "high density" black and Hispanic areas by 1984. If DST provides more accurate listening levels of blacks and Hispanics, then the extra sampling units contained in the high density areas would no longer be necessary. A slight decline in listening levels would occur with the elimination of the high density areas, but the much higher increases in reported listening levels brought about by DST would provide more accurate ratings overall. □

That is the way we treat each assignment

Our one on one approach is more than simply a matchmaking process. Before we begin an assignment, we understand you and your needs. We search for and find the person who is not only right for the job, but right for you and your company. We're proud of our thoroughness. We INVESTIGATE! We check and re-check. Many times we even eliminate those applicants who look *so good on paper*.

Our work is done in the strictest confidence to protect you and the prospective applicants, always keeping your urgency in mind.

With over 18 years in the broadcast industry, our far-reaching reputation for honesty, integrity and dependability is solid.

When there are key positions to fill in your organization, let us discuss with you why Steve Wyman and Associates would be the most efficient and effective means of acquiring the right people for those positions.

Our success depends on your success!



One
on
one

**STEVE WYMAN
& ASSOC.**

Executive Search
6065 Roswell Road
Suite 416
Atlanta, Ga. 30328
404-256-0638

Arbitron's study of radio today

Ninety-five percent of all persons 12 and older listen to radio an average of 22 hours per week, said Richard Aurichio, executive vice president, Arbitron, in presenting the key findings of the company's new "Radio

Today" study released to agencies and stations. Other findings highlighted at a late Monday afternoon (Jan. 31) RAB session included:

- An average listener tunes to 2.5 different stations per week.
- Nearly 25% of all listeners tune exclusively to one station per week.
- Eight out of 10 people listen to radio five or more days a week.
- One out of every four people at a median age of 34 listen to overnight radio (midnight to 5 a.m.) with teen-agers and young adults dominating nighttime listening.
- Radio reaches more women 18 to 64 than men of the same age group.
- Men 18 to 34 listen to radio more than any other male age demographic. □



Let's co-op-erate. Tenneco's Henry (at podium); Jefferson Group's Pittman, and Kodak's Saunders, discuss the why's and wherefore's of co-op advertising.

Making the most of co-op ads

Case studies point up various ways radio stations can tap into additional ad revenues

Co-op advertising is a hot topic in radio circles these days. Advertising in which manufacturers, dealers and retailers share the costs accounted for more than \$1 billion in billings last year. Radio's share is estimated at about 15% of that, with print accounting for most of the rest. Potential co-op billings are said to be even greater—an estimated \$8 billion or \$9 billion.

Two sessions during last week's RAB conference explored ways for radio broadcasters to increase their share of co-op revenues.

The first session looked at the specific co-op programs of two companies, Tenneco, makers of Monroe shock absorbers and Walker mufflers, and Eastman Kodak. The second session approached the issue from the radio station perspective, addressing the problems of tapping co-op revenues.

Marilyn Henry, co-op supervisor at Tenneco, said her company is committed to assist its retailers in utilizing co-op dollars. Tenneco provides tapes and scripts and tries to make the turnaround time on claims reimbursement as short as possible (usually about 10 days). The thousands of claims the company receives every year are "100% audited," she said, a process that is in the "best interest of everybody." (RAB and the Association of National Advertisers have designed a documentation system for co-op billings that has become a de facto standard for the industry.)

Radio has accounted for a greater share of Tenneco's co-op dollars in recent years, Henry noted. In 1976, newspapers held 75% of the company's co-op billings, but radio now accounts for a little more than 50%.

Under Tenneco's current program, retailers (some 23,000 in all) may be reimbursed for 50% of their net media buys up to \$3,500 from March 1 to Oct. 1, or up to 2% of their 1982 purchases, whichever is greater. Scripts used in spots that are not provided by Tenneco must adhere to certain guidelines,

and Tenneco prefers that co-op spots air during drive times or around news and sports programs.

Tenneco views radio as an attractive advertising medium, said Henry, adding that "115 million listeners are a captive audience we want to tap."

Kodak's Bob Saunders said his company's dealers receive co-op dollars based on the previous year's purchases. "We want to see them used," he said. Kodak also provides scripts, which retailers need not use, but Saunders recommended that prior approval be obtained for scripts not prepared by the company. Under the company's Color Bank co-op program for dealers selling Kodak paper, the tagline, "We use Kodak paper for a good look," is required.

He urged stations to get together with Kodak's market representatives and "work on retailers together." In addition to spots on air, Saunders said Kodak would support point-of-sale promotions in which stations and retailers collaborate. Other programs that "add value to our products" could be supported with co-op funds, he said.

Station people assigned to handle co-op business, said Charles Pittman, director of the Jefferson Group and moderator of the session, must spend "months and months learning this crazy area." He recommended that stations appoint a co-op specialist to develop such business. The specialist would report to the sales manager but have account executives at his disposal to help him work the co-op field.

Dorothy Aranda, co-op coordinator at WHHR(FM) Hilton Head, S.C., said that retailers are often totally unfamiliar with their co-op options. It's up to the stations to find out what those options are and to educate retailers, she said. "Co-op is ongoing," she said. But it's also "literally mining gold."

Joyce Medaris, co-op specialist with KOSI(FM) Denver, explained that the co-op business is a "relationship among three elements, the broadcaster, the vendor [manufacturer] and client [dealer/retailer]." And the co-op specialist is the liaison for the three elements.

Art Sherwin, vice president of Pinpoint Marketing, New York, a firm that assists manufacturers in administering their co-op programs, said that some companies are reluctant to provide co-op dollars for radio because rates are often negotiated. Newspaper rates, on the other hand, change perhaps

only once or twice a year, and published rate cards can generally be relied upon as firm. For the co-op business at least, he said, "radio needs guaranteed rates" and published rates. He suggested that an industry group be formed, perhaps orchestrated by RAB, to develop methods for publishing stations' retail rates accompanied by audience demographics. Co-op advertising opportunities for radio would increase considerably as a result, he said. □

More life for daytimers on cable

RAB session finds testimonials to leasing cable channels, making daytimers also nighttimers

The message last week at an RAB session entitled "Close Encounter with Cable" seemed to be that, although cable is a competitor, it can be used to help increase the market reach of broadcasters.

Chuck Cooper, president and general manager of WKOR-AM-FM Meridian, Miss., is decidedly upbeat about the potential of cable for radio broadcasters. Within five years, he told the sparsely attended session, "every broadcaster will lease a cable channel or own a cable system" or ought to have done so.

His AM station, a daytimer, has leased the upper end of the FM band on the area's local cable system and pipes a variety of musical formats over the system, including Satellite Music Network's adult contemporary and country formats, a beautiful music service and the AM station's current format, Music of Your Life (syndicated nationally by Al Ham).

"We doubled the system's FM hook-up rate," said Cooper, who noted that the cost of installing the radio-cable service was only \$3,000. That, plus monthly leasing fees, enables his daytimer to reach a nighttime audience. "We're on the edge of today's technology," concluded Cooper. "And if you aren't looking at it, somebody else in your market will be."

Larry Getz, senior vice president and general manager of WELI(AM) New Haven, Conn., related his station's experience over the past several months of leasing the two-minute local availability provided by Storer



Sexy topic. Dr. Toni Grant, psychologist who hosts a daily talk program on KABC(AM) Los Angeles, moderated a session at last week's RAB conference entitled "Managing the Opposite Sex." Panelists included (l-r): Steve Youlious, manager-Eastern sales, CBS Radio Network; Judy Currier, general sales manager, KLOK(AM) San Jose, Calif.; Art Baker, account executive, WKYV(FM) Baltimore, and Diane Sutter, vice president and general manager, WTKN(AM)-WWSW(FM) Pittsburgh. Grant suggested that the need to differentiate between managing members of one's own sex and the opposite sex was more widespread among managers 40-plus. Influenced by the feminist movement of the past decades, those under 40 tend to manage "people, not men and women," she said.

Cable for its carriage of CNN on its New Haven system.

The station leases the time to provide a two-minute headline newscast 13 times daily. It sells a 30-second spot for each newscast and, in addition to the lease fee, splits the advertising revenues with Storer. The WELI(AM) news studio also is used for the cable newscasts, made possible with the addition of one camera and switching equipment. At 56 minutes after the hour a cue tone is transmitted over the CNN signal and the station's cable newscaster provides a one-minute update and then hits the commercial insertion switch, cueing in a 30-second spot. The newscaster gives a 30-second weather update and then it's back to the regular CNN feed. Call letters and frequency location are prominently displayed throughout the newscasts, known as Radiovision. After the cablecast is finished, the anchor goes immediately into a regular WELI news segment. The radio and cable news versions are separate, noted Getz, and are not simulcast.

Lloyd Werner, senior vice president, sales and affiliate relations, Group W Satellite Communications, described the Satellite News Channel operation to session attendees. He said that selling cable is similar to selling radio because schedules of spots are sold to reach a maximum cumulative audience. He said that most orders come from advertisers themselves because agencies "don't know how to handle" cable advertising. Cable spending, he said, usually comes from special promotional budgets, so that cable is not taking money from other media.

Fred Klashman, president of CATAP Corp., a Stamford, Conn., cable representative firm, said his pitch to prospective clients is similar to "the standard RAB sell: "We have something for everybody," be it MTV, ESPN or others. Affordability and the ability to reach "only your target area," he said, are among the advantages.

On whether cable is a threat to radio, Dave Garrison, general manager, WEAN(AM)-WPJB(FM) Providence, R.I., said, "I don't know." On the local level, Garrison said cable could help radio in that it may "open [advertisers'] eyes to other media." The "real" competition, he concluded, comes from newspapers and television. □

Radio horn blowing

RAB session focuses on the value and tactics of good promotions

No radio sales conference would be complete without a session on promotion, and last week's RAB gathering was no exception. In a sense, said Dick Yancey, vice president sales and marketing, Fairbanks Broadcasting, promotion answers the question: "We're all created equal; now what?"

Mike Fisher, local sales manager at WMAQ(AM) Chicago, said that in a competitive market like his, a 10th of a rating point can make the difference between a second-place ranking and a 10th-place ranking. "The difference is in the way you're promoted... We're talking about perceptions."

Fisher said there are basically two kinds of promotion—"the one they [the clients] want and the one we want." The sales department is the key, he said, and must come up with ideas that meet the mutual goals of both station and client—ratings and comes for the station, shoppers and repeat business for the client. When developing promotion ideas, the broadcaster must ask, "How can I make it work for the client?" But, said Fisher, "do it from a position of strength." If a client does not want to participate, his competitor may want to. Whenever possible, he advised, prizes ought to be obtained from participating clients on a trade-for-mention basis.

Charlie Traffas, sales manager, KFDI-AM-FM Wichita, Kan., said that the needs of both client and station have to be well thought out before a promotion is executed. "Otherwise it could be fatal," he said. Station needs might be, among other things, cash flow, ratings or future-billings enhancement. Clients, on the other hand, may need credibility, traffic or sales. "Marry those needs together" in promotions, he said. Customer needs often change daily. "Consider current trends and events, and past successes." Promotions should be perceived as a "genuinely good deal from the consumers' point of view," he added.

Mike Robbins, marketing manager, Susquehanna Broadcasting, based in York, Pa.,

talked about a direct-mail campaign, carried out by his company, that featured a "radio card." The size and shape of a credit card, the radio card entitled consumers to receive discounts for products sold by participating retailers (on a cash-only basis). Card holders had to apply for the radio card, said Robbins, and retailers were willing to pay to have an application display in their stores because the card generated traffic. And the information provided in the applications supplied Susquehanna, which owns 13 stations, with valuable demographic information about its listeners.

The radio card itself was not a promotion, said Robbins, but rather "a vehicle for a lot of promotions. It's a permanent business." The card is available in all 10 of the Susquehanna markets, and so far 345,000 consumers have applied.

Providing the small-market promotion perspective was Tim Menowsky, executive vice president, general sales manager, WSQV(FM) Jersey Shore, Pa. His number-one rule is to do "fun promotions." Second is brainstorming with the staff; discussing every idea, no matter how silly, is important, he said. Third, "you have to spend money to make money," but, preferably, someone else's money whenever possible. All promotions, said Menowsky, should make money as well as generate ratings.

He described two of his station's recent promotions. "The Great Pump-Off" was sponsored by Sunoco, which wanted to generate some "good will" within the community. The company provided a gasoline tank truck that was driven around the station's market by several WSQV "pump girls," looking for cars with Great Pump-Off bumper stickers. The truck would pull those cars over and fill their gas tanks at no charge.

A "Dollar Drop" promotion was inspired by an area mall that wanted to generate more store traffic. In a field adjacent to the mall about \$2,000 in various denominations was dropped from a plane. Retailers at the mall, who purchased schedules to participate, considered the promotion an overwhelming success, said Menowsky. Promotions of that sort, he added, are heavily insured by the station. □

Computer course

RAB session explains how to use the latest technology as a profitable sales tool

While they may "alienate a few people here and make a few people happy there," computers are a fact of life. With that comment, Steve Bellinger, president of WDCZ(AM) Decatur, Ill., started things off last week at an RAB panel session on how to use the computer as an effective sales tool.

A show of hands at the session indicated that computer technology has already made significant inroads throughout the radio industry. All but a handful in the packed session room acknowledged their stations' use of a computer (or computer service) for one purpose or another. The transition to the in-



Only the best in videotape appears on this Monitor!

Announcing the 1983 Monitor Awards.

The Videotape Production Association invites you to participate in the 1983 Monitor Awards—the only national videotape competition designed to recognize excellence of creativity and craftsmanship in all areas of videotape production.

Award Categories include National/Regional Commercials; Local Commercials; Broadcast Programming; Non-Broadcast Programming (industrials, sales presentations, corporate communications, etc.); Cable Programming; and, new this year, Test Commercials. As long as your work was produced on videotape between January and December 1982, it's eligible for consideration.

Individual Craft Awards will be presented for Best Director; Best Editor; Best Director of Photography/Lighting Director/Video Engineer; Best Sound Mixer; and Best Art/Graphic Director.

Deadline for Entries is March 31. So send us the coupon below, immediately. We'll send you complete details and application forms by return mail. Don't delay. Your production could be among the select few to appear on our Monitor!

Please send _____ Monitor Awards entry forms.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

Mail to: MONITOR AWARDS
Videotape Production Association, Inc.
236 East 46th Street 2nd Floor
New York, NY 10017





*Sounds
like...*

Fun!

Mike Stokey's
New Pantomime Quiz

Great concepts are timeless!
"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. This fast-paced hilarious showcase of celebrities acting out crazy messages by playing charades ran for 14 Network seasons.

"Pantomime Quiz" is back!, only it's flashier, faster and crammed with even more celebrities than ever.

**5 half-hours per week.
Now in production for
Fall 1983**

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

New York (212) 953-1744
Boston (617) 449-0400
Los Angeles (714) 644-9078

RadioActiveTV

There's an explosive new force sweeping the country. It's more than a fad... it's a life-style. It involves a brash new music, dynamic new superstars, a flashy and futuristic new look and of course, young people.

RadioActive TV captures the fantastic sights and sounds of this new phenomenon. It is an audio-visual explosion of sights, sounds and action. It's bold, it's daring, and it's a sure-fire hit with with a young audience.

From the producers of "Dance Fever"



Hosted by Nina Blackwood (MTV) and Bruce Penhall (CHiPs)

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

NEW YORK (212) 953-1744

BOSTON (617) 449-0400

LOS ANGELES (714) 644-9078

Sales priorities. The top priority of a station sales manager should be to spend 60% to 80% of his time in the field training and coaching the sales staff, said Don Beveridge, a management sales consultant from Barrington, Ill., in remarks to the closing general assembly at last week's RAB conference. Beveridge presented two laws of professional selling: Never sell on the first call and always tell the customer what he needs. "By 1985 there will be a radio station in every market that will guarantee results" when making a sales call, he said.

formation age, however, has not occurred without some headaches. Most of those at the session also noted the presence of bugs in their computer systems.

Competition within the computer industry also poses a problem for those trying to decide which is the best system for their particular needs. In preparation for the session, moderator Curt Van Loon, president WSQV(FM) Jersey Shore, Pa., said he compiled a list of computer firms last summer to help station managers shop around. Since then, he noted, about half the firms on the list went out of business.

Bob Abernethy, general sales manager at WSUN(AM) St. Petersburg, Fla., said that when his station first hooked into a main-frame computer service three years ago to improve its traffic and billing systems, he was "skeptical." However, the scheduling nightmares he envisioned never materialized, and bookkeeping costs were cut significantly. In addition, Abernethy said, the system allowed him to compile reports of untold value, such as spot availability reports, rate comparisons and a sales tracking program. The station now uses four computers to conduct its daily business, including programming its music rotation.

Abernethy also described a program developed by the station's resident (albeit amateur) "computer nut" who keeps track of the advertising rates charged by newspapers within the St. Petersburg market and the use of newspapers by prospective clients. "It's a real eye opener" for such a client, he said, when presented an accurate estimate of his newspaper expenditures from an outside source. His staff uses the program, Abernethy said, to sell prospects on the added reach and frequency they could achieve by switching a portion of their newspaper budgets to radio.

Jerome Kenagy, president of the Reedsport, Ore.-based Custom Business Systems, cautioned would-be computer system buyers that "each station has its own reality." "You won't find a magic cure-all," he said, and those looking to get on-line quickly with an efficient system should be prepared to spend \$20,000 or more.

Noting that computers are often perceived as a "symbol of perfection in an imperfect world," Jack Sellati, director of information services for Broadcast Communications, told his audience that "computers don't solve problems; people do." A successful computer operation, he offered, "requires a tremendous commitment of energy and thought. . . . If there is weakness at any level of the operation, all levels will be affected." That's why it's essential, he said, to have competent computer staff people.

Joe Pedicino, general sales manager at WLTA(FM) Atlanta, talked about Tapscan, a Birmingham, Ala.-based rating analysis service that has helped his station boost sales.

Tapscan is accessed with a Model III Radio Shack computer (Apple and IBM modes to be available soon). The service is described as "user-friendly" and "is a tool for the sales guy out on the street," he said. It can be used to compile demographic and frequency profiles, cost-per-thousand comparisons, listenership tables and the like.

Dave Weidner, president, Columbine Systems, a computer software firm based in Golden, Colo., advised those shopping around for systems to "dive into the detail of all [a given system] can do and see whether it meshes with your needs." □

Legitimizing the 35-64 demographic

Seminar examines studies of up and coming new audience target

The 35-to-64-year-old is today's new growth market, said Maurie Webster, president of the New York-based Radio Information Center, in announcing the preliminary findings of a study of the "maturity" age group (35-64) at a session on selling older demographics.

Among the study's findings were that the 45-to-54-year-old demographic has the largest average household income, with the 55-to-64 group registering the largest per capita income.

But advertisers and agencies must be educated, Webster said. He called for major industry support backing the use of 35 to 64 as a viable sales demographic. Webster, along with Dean Landsman of Landsman/Rivers Services, a consulting firm, undertook the project for the independent 35-64 committee headed by Ted Dorf, vice president and general manager of WGAY-AM-FM Washington.

Part of the problem lies in convincing ad agencies to use radio in the media mix when



Management maven. At two standing-room only sessions on management styles, Vienna, Va.-based consultant Bill Brower outlined several ways sales managers should be relating to their staff. The sales staff has to have a "sense of influence" in all sales transactions, he said. "If they understand on what basis you [the manager] make decisions, they can be more productive," he said.

targeting older demographics, said David Graves, of WIND(AM)Chicago. If the television industry had plans to use the 35-to-64 age bracket as a targeted demographic it would be easier for radio to sell it, added Edward Kiernan, president of CBS Radio Spot Sales.

Jim West, vice president and general manager of FairWest Co. and national sales director for the popular Music of Your Life (MOYL) format, said broadcasters and station reps need to recognize that research has a "real value" in proving the salability of the 35-64 demographic. West referred to an Arbitron-commissioned study for MOYL showing that 63% of the format's listeners went to college, 41% held corporate stock and 82% owned their own homes ("Riding Gain," Jan. 17). The study used MOYL club members as a sample base, West said.

West agreed that there is a need for the information Webster and Landsman are gathering but wondered if money would be better spent on teaching younger sales people the "value of the older demos and how to sell them." □



Older influences. Panel members (l-r) Dorf; moderator John Boden, president of Blair Radio; Webster; Kiernan; West; Graves, and James Pidcock, vice president, Prime Time Radio (Taft) discuss the finer points of selling the 35-64 demographic.

Super Bowl Sunday satellite snafu

NBC is upset with unauthorized use by cable systems of feed

NBC officials were reported to be hopping mad last week. Some cable companies—no one seemed to know how many—had, without permission, tapped into a “clean” feed—without commercials and interspersed with what NBC technicians and correspondents had assumed would be private conversations between booth and control trucks—of its Super Bowl coverage.

“We do not view this lightly,” said one NBC official who asked not to be identified. “We are looking into it, and we’ll seek whatever action is appropriate through whatever remedies are available.”

Although the NBC official said the network hadn’t determined how widespread the unauthorized use of its programming had been, he was able to describe how the situation evolved.

According to the official, Home Box Office Inc. was drawing up plans for a “business conference” for company executives—

and, others note, top-ranking MSO executives—in Puerto Vallarta, Mexico. The conference was to be in session the same day of the Super Bowl. HBO representatives, the official said, approached the National Football League, requesting permission to transmit to Puerto Vallarta a closed-circuit feed of the game over a backup transponder it leases on Satcom III-R. With NBC’s concurrence, permission was granted (even though the NBC official said HBO was supposed to be getting a “dirty feed”—one with all of the commercials included).

What happened next isn’t precisely clear, but some cable systems took the NBC game in the mistaken belief that the transponder on which it was carried to HBO was a USA Network program. Stephen Brenner, vice president, business affairs, USA Network, said his company wasn’t to blame.

According to Brenner, the problem may have stemmed from USA’s habit of subleasing time on HBO’s spare transponder on occasions when it was carrying programming that had to be blacked out in certain areas. Under that system, USA was able to provide alternative service to cable systems in blacked-out areas, Brenner said.

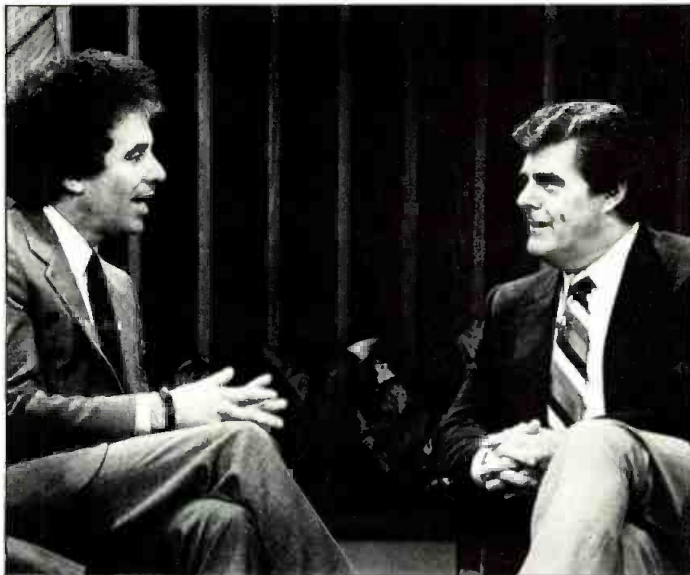
On Super Bowl Sunday, Brenner noted, USA was scheduled to carry wrestling

matches from New York’s Madison Square Garden. Under its agreement with the Garden, Brenner said, the programming had to be blacked out in certain areas. So USA tried to reserve time on HBO’s spare transponder, Brenner said. When HBO informed USA that the transponder wouldn’t be available, Brenner said USA wrote the cable systems, informing them fully a month in advance of the big event, that taped, alternative programming would be supplied upon request to fill the programming vacuum.

On Super Bowl Sunday, however, Brenner said, some cable systems “did what they normally do” when USA programming is blacked out: They switched over to HBO’s spare transponder. “It was an inadvertent error,” Brenner said. “Some cable systems switched to another transponder, and they thus got something that belonged to someone else.

“We didn’t take their signal; we never in any way did anything with their signal,” Brenner said.

J. Steven Main, general manager of NYT Cable TV’s Audubon, N.J., cable system, which serves about 100,000 customers, said his company’s running of the Super Bowl feed was totally inadvertent. “We followed our normal blackout procedures. We had no



Host Braun (right), guest Cottle



Old logo



New logo



Producer Dubrow

New look, higher sights. Multimedia Program Productions is transforming its long-time Midwest hit, the *Bob Braun Show*, into a national syndication contender, *Braun and Company*. The show—originating at wwtv(TV) Cincinnati and now playing on an eight-station lineup in Ohio, Indiana, Kentucky, West Virginia and Tennessee—went through a name-and-format reorientation last month and, depending on the results of the February sweeps, may go national in its sales ambitions.

“There is a great need for programs to fill the 4-6 p.m. time period, because of the dearth of the Mike Douglasses and other shows built around a central character,” says MPP’s Donald Dahlman. “It seems to us that it’s a lot easier to take a show that we know comes across the tube—like a Braun show, which has been successful for many years—and change it to appeal to the 18-49 or 25-54 audience.”

The trick, says Dahlman, is to make the show entertaining enough for youngsters and interesting enough for housewives. ■ To that end, *Braun and Company* now leans heavily toward “substance” as opposed to show business. (The guest pictured here represents both areas: he’s Dr. Tom Cottle, a psychiatrist who is the host of his own syndicated TV show.) Producer Burt Dubrow has switched the emphasis from 80% entertainment, 20% information to 80% information, 20% entertainment. The program still has its own orchestra, which Dubrow calls “the best band in TV this side of the *Tonight Show*.” The show is done “live,” a television art form Dubrow credits with giving *Braun and Company* “a special character.” He has supervised the transition from entertainment to information, and notes that the younger audience demands that it get something back from the time spent watching TV.

knowledge that the Super Bowl was on there," he said. "We had five complaints, but those were from people who were angry because they couldn't watch wrestling." □

Monitor

NBC goes soccer. NBC-TV announced acquisition of television rights to 1986 soccer World Cup. NBC Sports plans prime time telecast of championship game, which will take place in July 1986. Unit also plans to televise other international soccer games leading to World Cup, including 1984 European Cup and European Championships. Terms of agreement were not announced.

□

Financial aid. *Taking Advantage*, series of half-hour, weekly TV programs offering information on improving life styles through better understanding and management of personal finances, is being created by Paramount Television Domestic Distribution in association with McGraw-Hill Broadcasting Co. and McGraw-Hill's *Business Week* magazine. To be available in fall 1983, *Taking Advantage* will be anchored by TV journalists and structured in magazine format meant to offer down-to-earth financial strategies.

□

New deal. Krofft Entertainment has entered joint venture agreement with Paramount Television Production "to create and develop prime time properties for all three networks." Pact is exclusive in all prime time areas, with two half-hour sitcoms planned for immediate development. Krofft's previous productions include *Barbara Mandrell and the Mandrell Sisters* for NBC-TV and *The Donny and Marie Show* for ABC-TV.

Ratings Roundup

The second highest rated broadcast in Super Bowl history brought NBC-TV its third weekly win of the 1982-83 prime time season, giving the network an average 20.5 rating and 31 share for the week ending Sunday, Jan. 30, and boosting its season-to-date average two-tenths of a point, to 15.5/25. Super Bowl XVII averaged a 48.6 rating/69 share, according to A.C. Nielsen Co., and reached a record-breaking 40,480,000 homes, or an estimated 111,500,000 viewers, according to NBC research.

CBS-TV came in second for the week, averaging a 17.3 rating/26 share while ABC-TV averaged a 16.4/25. Season-to-date ratings for those two networks remained unchanged at 18.3/29 for CBS and 16.6/26 for ABC.

NBC's Sunday-night lineup, which included a half-hour post-game show (34/48) and a special broadcast of its two-week-old series, *A Team* (26.4/39), averaged a 42.4/59.7. It knocked CBS's average for the night from its usual 22.1/34 to a 15.4/21.9 and topped *60 Minutes*, usually the top-ranked program for the week, from its average 25.5/40 to 50th place (13.7/19). ABC, which typically scores a 15.9/25 on Sunday nights, averaged a 12.4/17.6 for its lineup of *Matt Houston* (11.1/15) and a network rerun of the movie, *Smokey and the Bandit* (14.9/22).

ABC won Monday, Tuesday, Wednesday and Saturday, while CBS won Thursday and Friday. NBC finished second on Wednesday, Thursday, Friday and Saturday. Its Saturday-night average (15.1/24.7) was for the second consecutive week several points higher than the average that NBC usually captures for Saturday. *Mama's Family*, one of two new se-

ries introduced to that night, slipped slightly, to 17/27 from its first outing at 18.6/28, but *Family Tree*, the other new Saturday-night series, grew from its opening 10.1/18 to 12.7/22. NBC announced last week yet another change in its Saturday-night lineup. *Taxi*, aired from 9:30 to 10 p.m., will go into hiatus until mid-March, to be replaced by *Teachers Only*, starting Feb. 12. *Taxi* started out the season on Thursdays from 9:30 to 10 p.m., but was moved to Saturdays on Jan. 22 after it failed to average more than a 13.3/21.

The First 20

1.	<i>Super Bowl Post XVII (S)</i>	NBC	34.0/48
2.	<i>Dallas</i>	CBS	26.8/41
3.	<i>A Team</i>	NBC	26.4/39
4.	<i>Dynasty</i>	ABC	26.3/40
5.	<i>Magnum, P.I.</i>	CBS	24.1/36
6.	<i>Simon & Simon</i>	CBS	24.0/35
7.	<i>Falcon Crest</i>	CBS	23.8/40
8.	<i>Love Boat</i>	ABC	23.7/38
9.	<i>M*A*S*H</i>	CBS	23.0/32
10.	<i>Hill Street Blues</i>	NBC	22.2/34
11.	<i>That's Incredible</i>	ABC	21.8/31
12.	<i>ABC Monday Night Movie: "Marilyn, Part 2"</i>	ABC	21.0/31
13.	<i>Fall Guy</i>	ABC	20.8/30
14.	<i>Walt Disney: "The Shaggy D.A., Part 1"</i>	CBS	19.9/30
15.	<i>Newhart (R)</i>	CBS	19.9/28
16.	<i>Knots Landing</i>	CBS	19.6/30
17.	<i>Facts of Life</i>	NBC	19.4/28
18.	<i>Real People</i>	NBC	19.1/29
19.	<i>Hope's Super Bowl Special (S)</i>	NBC	18.6/30
20.	<i>Trapper John, M.D.</i>	CBS	18.6/29

The Final Five

64.	<i>Taxi</i>	NBC	10.8/17
65.	<i>ABC Friday Night Movie: "The Fog" (R)</i>	ABC	10.1/16
66.	<i>Dem. Response-State of Union-NBC(S)</i>	NBC	9.2/15
67.	<i>Ripley's Believe It Or Not</i>	ABC	8.7/12
68.	<i>Dem. Response-Analysis-NBC(S)</i>	NBC	8.2/14

The Hottest Network In Radio.

Albany, NY	WQBK AM
Albuquerque, NM	KOB AM
Altoona, PA	WVAM AM
	WPRR FM
Atlantic City, NJ	WMID AM
Baltimore, MD	WFBR AM
Barstow, CA	KWTC AM
Battle Creek, MI	WBCK AM
Beaufort, NC	WBMA AM
Boise, ID	KGEM AM
Cape Cod, MA	WOCB AM
Chambersburg, PA	WOCB AM
Charlotte, NC	WSOC AM
Cincinnati, OH	WLW AM
Cleveland, OH	WJW AM
Columbia, SC	WIS AM
Dallas, TX	WFAA AM
Danville, IL	WDAN AM
Davenport, IA	WOC AM
Dubuque, IA	KDTH AM
Durham, NC	WDNC AM
Eastland, TX	KVMX FM
Eau Claire, WI	WEAQ AM
El Paso, TX	KTSM AM
Eugene, OR	KPNW AM
Fargo, ND	WDAY AM
Forest City, NC	WAGY AM
Fort Pierce, FL	WIRA AM
Fresno, CA	KMJ AM
Grand Junction, CO	KEXO AM
Grand Rapids, MI	WOOD AM
Greenville, SC	WFBC AM
Harrisburg, PA	WKBO AM
Harrisonburg, VA	WSVA AM
Hartford, CT	WTIC AM
Hazleton, PA	WAZL AM
Hobbs, NM	KHOB AM
Houston, TX	KPRC AM
Hutchinson, KS	KWBW AM
Indianapolis, IN	WIFE AM
Jackson, MS	WSLI AM
Jamestown, NY	WJTN AM
Kansas City, MO	KCMO AM
La Crosse, WI	WCLX AM
Lansing, MI	WJIM AM
Little Rock, AK	KARN AM
Louisville, KY	WAVG AM
Miami, FL	WIOD AM
Milwaukee, WI	WTMJ AM
Minneapolis, MN	KSTP AM
Minot, ND	KKOA AM
Missoula, MT	KGRZ AM
Mystic, CT	WFAN FM
Nashville, TN	WSIX AM
New Bedford, MA	WBSM AM
New Orleans, LA	WGSO AM
New York, NY	WVJ AM
Norfolk, VA	WNIS AM
North Platte, NE	KODY AM
Oklahoma City, OK	WKY AM
Omaha, NE	KFAB AM
Orlando, FL	WDBO AM
Owensboro, KY	WDMI AM
Palm Springs, CA	KCHV AM
Pittsburgh, PA	WTKN AM
Porterville, CA	KTIP AM
Portland, ME	WGAN AM
Portland, OR	KXL AM
Preston, ID	KACH AM
Princeton, NJ	WHWH AM
Providence, RI	WHJJ AM
Redding, CA	KQMS AM
Riverside, CA	KPRO AM
Roanoke, VA	WFIR AM
Rochester, NY	WBBF AM
Sacramento, CA	KFBK AM
Saginaw, MI	WSGW AM
Salt Lake City, UT	KALL AM
San Diego, CA	KSDO AM
Santa Barbara, CA	KTMS AM
Sauk Rapids, MN	WHMH FM
Somerset, KY	WSPC AM
Spokane, WA	KHQ AM
Statesville, NC	WSIC AM
Syracuse, NY	WSYR AM
Tampa, FL	WFLA AM
Terre Haute, IN	WTHI AM
Thousand Oaks, CA	KGEO AM
Toledo, OH	WOHO AM
Topeka, KS	WREN AM
Traverse City, MI	WTUM AM
Tucson, AZ	KTUC AM
Tulsa, OK	KELI AM
Twin Falls, ID	KEEP AM
Valdosta, GA	WVLO AM
Venice, FL	WAMR AM
Vero Beach, FL	WTTB AM
Washington, DC	WRC AM
West Palm Beach, FL	WJNO AM
Wichita, KS	KLEO AM
Williamsport, PA	WRAM AM
Wilmington, DE	WOEL AM
Winston Salem, NC	WSJS AM
Worcester, MA	WTAG AM
York, PA	WSBA AM
Youngstown, OH	WFMJ AM
Yuma, AZ	KBLU AM
Zanesville, OH	WHIZ AM

HOW HOT IS IT?

SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number. Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We've talked up shares just about everywhere we're heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around.

Just ask the folks to the left.

So if you're not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.

Talknet

FROM NBC RADIO



THE ULTIMATE VTR. FAST, YET GENTLE. SOPHISTICATED, YET SIMPLE.

THE REMARKABLE VPR-3.

Twenty-six years ago, we introduced the world's first practical videotape recorder. Through the years, you've been telling us what you wanted in a single "dream VTR." Well, that dream's become a reality. The ultimate VTR. We call it the VPR-3. It's a classic. Light years ahead of the rest in technology. Ideal for teleproduction where time is money. For broadcasting where versatility is expected.

And for satellite or cable distribution where dependability is a must.

More Features For Your Money

VPR-3 gives you a tremendous array of exclusive features designed to deliver more value for your money and help you get the job done better and faster. Our ultimate VTR's uncompromising features include: gentle air-guided and vacuum-controlled tape handling, tape acceleration to 500 inches per second



shuttle in just one second with one-hour reels, "fail-safe" dynamic braking, fast (four fields maximum) synchronous lockup, flexibility to operate with three-hour to one-minute "spot" reels without adjustment, superior built-in audio features, automatic audio and video record optimization, simpler operation using a fluorescent system status display and soft-key-driven menus, as

well as extensive and usable diagnostics.

The Ultimate Type "C" VTR

VPR-3. The ultimate one-inch Type "C" VTR. It's all you ever wanted. In a single machine. For details, call Ampex in New York/ New Jersey 201/825-9600; Los Angeles 213/240-5000; San Francisco 408/255-4800; Chicago 312/593-6000; Washington, D.C. 301/530-8800; Dallas 214/960-1162; Atlanta 404/451-7112. Sales, spares and service worldwide.

AMPEX

Ampex Corporation • One of The Signal Companies

SETTING
THE FASHION
IN BROADCAST
VIDEO



AMPEX

AMPEX

AMPEX



00:23:04:18 f3 editor_off stop
setup cue tcgen editr edmod trkng

7 8 9 +
4 5 6 -
1 2 3 FLD
0 → OFF
CUE SEARCH PREVIEW EDIT REVIEW
JOB
VAR
R REAL S STOP P PLAY R RECORD
SRT

Fowler describes the deregulatory course of events

FCC chairman tells common carrier conference that commission is slowly, but inexorably, freeing communications services

The United States is ultimately heading toward a regulation-free telecommunications marketplace. "a world where competitors offer an abundance of facilities and services constrained only by imagination and the capital market." Or so said FCC Chairman Mark Fowler before the Communications Network 1983 Conference in New Orleans last week.

Nonetheless, the movement toward deregulation won't be accomplished overnight, and the commission will consider using transition mechanisms as it effects deregulation in the common carrier area, Fowler said.

"Our map is to incrementally free up select markets and participants within those markets until the necessity for regulation's surrogate function is displaced by the primary regulator—the consumer," Fowler said.

Through proceedings like its competitive carrier rulemaking, in which the FCC proposes to "forbear" from regulating common carriers that don't have market power, the FCC will be focusing on how it defines market participants, Fowler said. "If the marketplace in which they operate is competitive, why regulate as if it weren't?" Fowler said. "Resellers, domsats, specialized interexchange carriers and radio common carriers appear to be among the groups lacking this power that have been or may be deregulated under this theory," Fowler said.

At the same time, Fowler said, even in markets where a particular firm has market power, submarkets within that market—where full competition may be work-

able"—could be deregulated, he said.

"Examples of such candidates for deregulation are new services, where no carrier dominates, or services such as high-speed data," Fowler said.

Fowler also said the "entire" long-distance telephone market was a candidate for deregulation. "In this instance, we have taken the first steps to deregulate. However, we must wait to see the fruits of the modified final judgment and our access charge proceeding ripen. At the time, I expect federal regulators to step away," he said.

As "modern deregulators," Fowler said, the commission should, however, be sensitive to the problems of deregulation, but also be prepared to "accept risks" and use tools available to it—accounting devices, informal regulatory surveillance, reliance on the antitrust statutes and transition time frames—to "ameliorate potential ill effects during these transition periods."

Fowler also said the commission would be hard-pressed to transform the telecommunications marketplace from "pervasive regulation" to "pervasive competition" all on its own.

"Congress can help by redefining the roles of regulation and competition in this industry," Fowler said. "Our enabling statute should be amended to encourage new and innovative services and welcome new market participants.

"Regulated industries have a role as well, not simply in complying with the rules, but making them work. Regulators, both at the federal and state levels, need help in devising new ways to foster deregulation without jeopardizing the legitimate intent behind the regulation in place during the transition. They should focus on different approaches rather than traditional advocacy.

"The states, too, can aid this process. Technology knows no jurisdictional bounds. Eventually and perhaps in the not-too-distant future, competition may move beyond the interexchange market and come to the

local loop. Cellular radio, cable systems, narrow beams, single side band and satellites are only the beginning of competing local pathways. □

Phase two: CBS/AT&T begin last half of N.J. videotext test

CBS's Harry Smith reports that majority of test homes used the terminals every day

"On schedule . . . on target." That's how CBS vice president of new venture development, Harry Smith, described the joint videotext test his company and American Bell are conducting in Ridgewood, N.J., as the two firms announced the beginning of the second phase of the test last week. Few details of the results from the first phase were released during the press conference, although Smith said the services that proved most popular were those designed specifically for the text medium—news, home shopping and personalized computer services. The weather page was the most heavily used of any in the test, he said.

Smith also indicated that "all members of the family" in test homes used the service and "the majority used it every day." "They hated to give them [the terminals] up" when the test was concluded, Smith said, suggesting participants were willing to pay for the service package. It has generally been predicted that an operational videotext service would cost the consumer between \$15 and \$30 per month, but Smith declined to say exactly where within that range the CBS system would fall.

New services are being added for phase two of the test: home banking, which will involve three area banks; interactive television listings for 52 broadcast and cable channels; a computer-assisted comparative shopping guide; personalized stock portfolio tracking, and an electronic "reminder" function for dates and events.

According to Smith, after the phase-two testing is completed, CBS will make a go/no go decision. (American Bell will make its own decision on whether and how to proceed.) And Smith said he believes videotext services such as that under test in Ridgewood could co-exist in the future in the same markets where over-the-air teletext, such as CBS's announced Extravision (BROADCASTING, Jan. 31), is offered.

At the press conference, American Bell's vice president, consumer information services, Dennis Sullivan Jr., indicated that his company expects to announce shortly an advanced in-home terminal for use in the ongoing Knight-Ridder videotext test in Florida. □

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405



THE INSTANT RADIO STATION

You can now acquire a custom-designed radio station with all cabinets and equipment installed and wired, either on outright purchase or 5 year lease with one-month down payment. *Call us for particulars.*

12" Record Cabinets

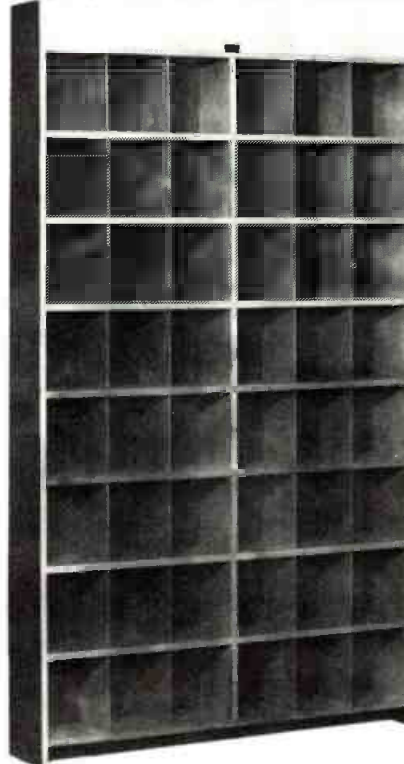


MODEL GS 4812

All cabinets in this series are 12-5/8" Deep x 84" High

Model	Width	Capacity	Price
GS2412	24"	750	164.50
GS3612	36"	1125	199.50
GS4812	48"	1500	234.50

5" 7" 10 1/2" Tape Cabinets



MODEL TC 0748

All cabinets in this series are 84" High x 5 5/8" Deep - 7-5/8" Deep and 11-5/8" Deep

	Model	Width	Capacity	Price
For 5" Tapes	TC0524	24"	310	174.50
	TC0536	36"	465	209.50
	TC0548	48"	620	244.50
For 7" Tapes	TC0724	24"	248	174.50
	TC0736	36"	372	209.50
	TC0748	48"	496	244.50
For 10 1/2" Tapes	TC1124	24"	155	164.50
	TC1136	36"	232	199.50
	TC1148	48"	310	234.50

7" Record Cabinets



MODEL GS 0748

All cabinets in these series are 7-5/8" Deep x 84"

Model	Width	Capacity	Price
GS0724	24"	1200	174.50
GS0736	36"	1800	209.50
GS0748	48"	2400	244.50

**Grinnan Fixture Co., 16041 Georgetown St., N.E.,
Minerva, Ohio 44657 Phones: 216-862-2323, 862-2799**



More than 200 radio stations to date have looked up and hooked up to a better future: Satellite Music Network. We don't promise you the stars. We make you one.

"In morning drive with women 25-54, a key demographic for us, we went from a 4.6 to a 12.3, according to advance ARB ratings, (Fall, 1982). With Satellite Music Network, we're right on the heels of the #1 station in several key dayparts and demographics. And that's something an FM station doesn't expect from AM these days."

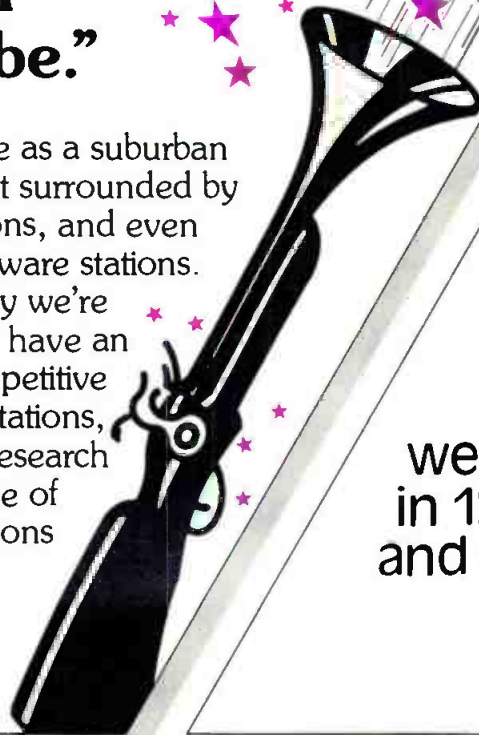
Bob Glassburn, KROW, Reno, Nevada

*in one
satellite*

"We went lock, stock and barrel with SMN, and we're as happy as we can possibly be."

"Here we are as a suburban station in a market surrounded by Philadelphia stations, and even Wilmington, Delaware stations. Yet, for the money we're spending, we can have an airstaff that is competitive with any of those stations, plus have music research done for us by one of the best organizations in the country."

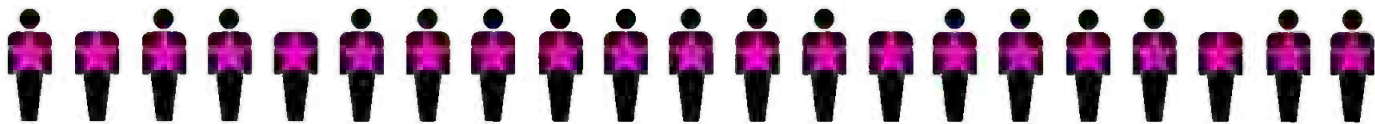
Frank Michaels, WQIQ, Aston, PA



"It's exciting to be part of the new era of radio technology. Especially since we've nearly doubled our share."

"With 54 years of broadcasting experience, I'm extremely sensitive to listener response. Since coming on line with SMN, we've gone from a 2.0 to a 3.4 in 12+ audience (Fall 1982 ARB) and climbed to 7th in the adult 35-54 demographic."

Wally Nelskog, KIXI, Seattle, WA



"In the 25 to 49 age group, we went from a 6 to a 21."

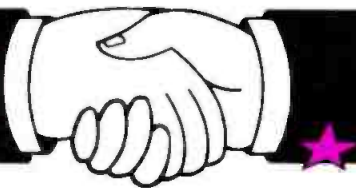
"We've broadened our listener base and we've been taking on many new advertisers along the way. Plus, SMN has given us major market capabilities without the huge expenditures, and as a result has cut our expenses dramatically."

Ric Ducayne, WPCX, Auburn (Ithaca), NY

"From 8th to 2nd book. Meet a rising star!"

Bob Glassburn, KROW, Reno, Nevada

"It's so localized, we've got people wanting to come to the station and meet the announcers."



"The quality of the announcers, I think, is SMN's biggest advantage. And with the localization and the liners, we're able to make the entire board sound local. As a matter of fact, one of the talent scouts from a station in Kansas City called up the station and tried to hire one of the SMN DJ's."

Jim Coombes, KBEK, Lexington, MO

Why stay locked into escalating overhead and harder-than-ever programming control? More than 200 stations, many of whom used to be in the same situation you're in now, found a solution in satellite. And that means Satellite Music Network.

With three formats to choose from—Country, Adult Contemporary and MOR, we can segment and lock into a loyal, buying audience that enjoys you while you market them. As long as we're still available in your market.

That's not overconfidence, it's just that more stations are signing on with us each week. Give us a call at 1-800-527-4892 (In Texas, call collect, 214-343-9205) and let's talk about hitching your wagon to a star. **1-800-527-4892**

Your Future's Looking Up.



11325 Pegasus, Suite E-241, Dallas, Texas 75238



TELECASTINGS



Televised democracy

A Senate subcommittee hearing billed as the first of its kind is scheduled for Feb. 14 in Winooski, Vt. It will be held there in a studio of Vermont ETV, the state's public television network, and in addition to being covered live by the network, it will permit viewers around the state to get their opinions on record—and on the air—by telephone.

The regional hearing of the Senate agriculture subcommittee on rural development was arranged by Senators Mark Andrews (R-N.D.) and Patrick J. Leahy (D-Vt.). Vermont ETV officials said that making it an "audience participation" hearing was suggested by the network's public affairs producer, Jack Barry, and was approved by the Senate Rules Committee as being, in the network's words, "a ground breaking effort in broadening the involvement of citizens in their own government."

Senators Andrews and Leahy will hear both experts and citizens of Vermont in the Feb. 14 hearing. Other Vermont residents who wish to testify are being invited to call Vermont ETV (802-656-3311) before or during Feb. 14 to make arrangements. When the hearing reaches the subject they wish to speak on, they'll be called to give their testimony by telephone.

Advance look

A "NATPE Preview Week" is being offered to program distributors as a chance to showcase their new programs and other offerings by satellite stations for programmers across the nation "in the comfort of their own offices" before the crush of the NATPE International convention begins. The offer is from Synsat, the video service of TVSC/Group W Productions and Bonded Services/Novo Communications.

For \$499, a producer or distributor can hire Synsat to transmit up to 30 minutes of taped material—previews, pilots or high-

lights, along with NATPE convention suite locations or exhibit information—for reception by the estimated 400 TV stations equipped to receive a satellite signal. Synsat says it will alert the program departments of each of those stations when the material is coming and on which satellite and transponder.

Synsat officials have designated March 7-11 as their "preview week" and hope to have enough customers to fill 90 minutes a day through that period. They said last week that a number of major companies had expressed interest but that it was too early for firm orders. One they could be sure of: Group W Productions, a Synsat partner. The NATPE International convention opens in Las Vegas on March 17, six days after Preview Week.

In the marketplace

Afternoon, a daily, one-hour news and features program, produced by Corinthian Broadcasting and currently aired on its six owned stations has entered the competition for a spot as a nationally syndicated early fringe program. To be marketed on a cash/barter basis by Comworld International, Nashville, *Afternoon* is produced and broadcast live at participating stations, and features taped national segments produced and coordinated by Corinthian, which has production bureaus in New York, Chicago, Atlanta and Los Angeles. Corinthian's stations are KXTV(TV) Sacramento, Calif., WANE-TV Fort Wayne, Ind., WISH-TV Indianapolis, KOTV(TV) Tulsa, Okla., KHOU-TV Houston and WVEC-TV Hampton, Va.

Another new program on the marketplace is *Salute*, a one-hour weekly music program distributed on an advertiser-supported basis by MCA-TV and featuring Burt Bacharach and Carole Bayer as hosts. Each episode is a tribute to the work of a particular artist or group. The program is produced by Pierre Cossette.

Helping out

President Reagan's plea to businesses to create "at least one job" may have had nothing to do with it, but a growing number of broadcast stations have started job-creation programs ("Riding Gain," Dec. 6, 20, 1982). The latest word on the subject comes from WHAG-TV Hagerstown, Md.

George Wymer, the station's general manager, said last week he had heard of several radio stations that have started to offer advertising incentives to companies in their communities that create new jobs. And on Jan. 19 Wymer announced that WHAG-TV was starting what he called "a business incentive program." The station will donate \$5,000 in free advertising to businesses that create 50 full-time jobs and an equal amount to new businesses that create 20 new, fulltime jobs. The key word, he said, is "create," explaining the offer would not apply to companies that re-hire employees they had laid off. The station has enlisted the aid of various chambers of commerce and economic development groups in the area. "We've had a few nibbles and hope to land our first company soon," Wymer reported.

Back in the saddle

The syndicated TV series, *The American Horse and Horseman*, hosted and narrated by actor Dale Robertson, is being revived after an eight-year hiatus, with new episodes to be jointly produced by Third Coast Productions of Austin, Tex., and Tejano Productions of Houston. Robertson has agreed to appear in the pilot and, if picked up, the 26 new segments planned will encompass "all aspects of owning, showing, breeding, racing or simply just riding for pleasure." The program, which will be available in either a one-hour or half-hour format, is also expected to include appearances by such horse-loving celebrities as Burt Reynolds, Kenny Rogers, Roy Rogers and Loretta Lynn.

Around the Mall

Here at the Smithsonian, a series of 20 two-minute television features on science, art, history and other fields represented at the Smithsonian Institution in Washington, is available to stations from the Smithsonian Office of Telecommunications for the price of shipping and handling. The series is now in its second season, having aired last year on 40 stations including WOR-TV New York, WCCO-TV Minneapolis and WTTG-TV Washington. For information: Denise Freeland at (202) 357-2985.



Filming 'Here at the Smithsonian'

Communications gets sliced in Reagan budget

FCC gains \$6.3 million, barely enough to hold its ground; only overseas broadcasting units get good fiscal treatment

The FCC will have to tough it out in fiscal year 1984, which begins next Oct. 1, with a \$6.3 million more than it was allowed to spend in 1983, an increase the commission says will enable it only to keep pace with increases in fixed costs and expanding case load. The National Telecommunications and Information Administration will be expected to make do with about the same money as in the current year. The Corporation for Public Broadcasting again faces sharp cuts—sharp enough to cause some in CPB to see the very survival of public broadcasting at risk. Thus, the communications side of the \$848-billion budget President Reagan sent to Congress last week is being treated generally as harshly as other nondefense sectors.

But as was true last year, there are agencies concerned with broadcasting for which the administration seeks more generous treatment—those with the mission of beaming America's message abroad. They include the Voice of America and the radios operating under the aegis of the Board of International Broadcasting—Radio Free Europe, Radio Liberty and, Congress willing, Radio Marti.

The administration's decision to request \$86,159,000 for the FCC in the next fiscal year was made only after a personal appeal by Chairman Mark S. Fowler to the Office of Management and Budget, which was planning to propose only \$78.6 million ("Closed Circuit," Jan. 10). And the money would permit the FCC no more positions than the 1,896 permitted by the \$79,817,000 appropriation under which it is now operating.

But it will enable the commission to meet what it says in its budget justification message are "uncontrollable" fixed-cost increases of some \$4 million, including \$3,215,000 for office space rental. The additional funds also will enable the commission to cover the costs of an increased workload resulting from, among other things, the Computer II decision and the authorization of new services—low power television and cellular radio. The commission says it will spend \$491,000 to expand the use of automatic data processing "to further improve productivity," especially the additional automation of license applications processing.

The commission said the \$86,159,000 would enable it "to meet the needs of a rapidly growing telecommunications industry

without a large increase in resources." The commission noted that telecommunications accounts for some 3% of the gross national product but is growing at a rate of 13%, substantially faster than the economy as a whole.

The NTIA, which was created to serve as the President's principal adviser on telecommunications matters, will continue to operate on a lean budget—\$12,200,000, about the same as Congress provided in 1983 but about \$4 million less than was made available in 1982. And its mission is changing.

The Department of Commerce, its parent organization, said in its description of the budget request that NTIA is eliminating its federal-systems planning and telecommunications protection efforts and is phasing out its coordination of funding for state public safety communications. NTIA, Commerce said, also will cut back on its technical support of broadcasting, cable and related services and, as a result of the consent decree ending the government's antitrust suit against AT&T, end its technical support of administration policies to deregulate the common carrier industry. But, Commerce added, NTIA will step up its work in preparing for the 1985 and 1988 World Administrative Radio Conferences on space communications and the 1984 WARC on short wave broadcasting. And the bulk of the NTIA 1984 budget is devoted to spectrum management—\$7,348,000, some \$117,000 more than is being spent in that area in 1983.

The administration will try for the fourth time to end a program administered by NTIA—providing funds for public telecommunications facilities. In 1981, Congress rejected a request to rescind a \$22 million appropriation, and in 1982 and 1983, it voted \$20 million and \$15 million for the program rather than terminate it, as the administration had proposed. In the 1984 budget, the administration not only is not seeking funds for bricks and mortar; it is not even requesting funds for the administrative costs to end the program, as it did last year.

The Commerce Department says the program can be terminated since 95% of the population now receives public broadcasting. However, CPB officials point out that while that may be true for television, public radio service reaches only some 70% of the population. And the demand for facilities grants remains high—NTIA officials say several hundred applications requesting up to \$100 million are received yearly. However, many of the applications are for funds to replace existing plant rather than to add new facilities.

Funding for CPB itself is likely to be a cause of controversy, as it has been in previous years, when the Reagan administration tried, with limited success, to cut the funds that are transmitted through the corporation to public radio and television stations. The administration is again seeking cuts, this

PIM
MAGAZINE

**No. 1 Among
All First-Run
Strips in Access**

Again!

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

time with the stated policy of continuing to reduce such aid.

With Congress required by law to appropriate funds two years in advance, CPB is now scheduled to receive \$137 million in 1983 and \$130 million in 1984. (The administration had tried and failed to hold the appropriations to \$116.5 million in 1983 and \$93.5 million in 1984.) But in his new budget, the President has proposed a rescission of \$45 million in the 1984 appropriation, which would leave \$85 million, and an appropriation of \$75 million for 1986. The requests, the administration says, signaling the direction of its policy, "underscore the importance of encouraging user and private support for the public broadcasting industry, thus allowing for the continued reduction of federal support."

CPB officials are expected to make a vigorous argument before Congress—as they did last year—for more generous treatment. "We will go to Congress and strongly ask for \$130 million for 1985 and 1986," said Walda Roseman, executive vice president of CPB. "There has been no decrease in responsibilities, and the system is growing." She said that 14 new public television stations are expected to be on the air by fiscal year 1986 and that the number of public radio stations increases 15% each year. "If the appropriation slips below \$130 million," she added, "We're below the base needed for survival."

Such threatened austerity is not the concern of America's foreign broadcast news services. The Voice of America, which broadcasts abroad in English and 41 foreign languages, would receive \$153,231,000 under the new Reagan budget, some \$30 million more than the \$122,230,000 provided by Congress in 1983. A substantial amount of the increase would permit the acquisition and construction of new facilities to broadcast to Communist countries. The VOA's parent, the U.S. Information Agency, would receive \$634,632,000, compared to the \$501,632,000 Congress appropriated for it in 1983. The big increase would help keep Reagan's promise in London last year to "foster the development of democratic values" overseas.

The administration also is seeking an increase in funds for the Board for International Broadcasting, from \$90,300,000 to \$115,702,000. But in 1984, BIB will be responsible for more than the two radios with which it has been identified—Radio Free Europe and Radio Liberty, which broadcast news of the Soviet Union, Bulgaria, Czechoslovakia, Hungary, Poland and Romania to those countries in 21 languages. It will also be responsible for Radio Marti—provided Congress grants the administration's request and authorizes construction and operation of the station that would beam news of Cuba to that country. Congress refused last year. The budget proposes \$9,647,000 for it.

Another of the agencies of concern to the communications industry—the Federal Trade Commission—is due for a sharp slash in funds, from \$64,871,000 to \$59,457,000. Much of that reduction will come from consumer protection budgets which had played the lead role in the ill-fated inquiry into

whether children's advertising on television should be banned, and the unit responsible for the agency's antitrust activities.

The administration, in its explanation of the budget, said the FTC would rely more on marketplace forces—by removing private and public restrictions on market structure and by encouraging business to provide consumers with useful information—to accomplish its goal of improving market performance. And it said the antitrust section would be able to discharge its responsibility with fewer resources "due to productivity improvement and cost reduction efforts by management."

An FTC spokesman offered another explanation: The agency would concentrate on "bread and butter" cases, which offer the likelihood of a better payoff at less expense

than some of those with which it has been burdened—the "kidvid" proceeding, for instance, and the lengthy, eventually aborted, antitrust investigation of the oil industry.

Whatever the reaction to the proposal to reduce activity in those areas, a likely cause of controversy in the FTC budget is the proposed closing of four field offices—in Boston, Seattle, Los Angeles and Denver. The Senate last year, in approving the continuing resolution providing the agency with its current \$64,871,000 budget, earmarked some funds for all of the offices except the one in Denver. The commission two weeks ago asked Congress for permission to reprogram funds in the 1983 budget for the four offices to other activities. If that permission is denied, the FTC, a spokesman said, will be "in the hole" between \$3 million and \$5 million.

Copyright gets its own subcommittee

Senate Judiciary Committee expected to approve formation of new unit to deal with unsettled copyright issues; Mathias picked to chair subcommittee

Copyright issues are expected to play a prominent role in the 98th Congress due to the creation last week of the Senate Subcommittee on Patents, Copyrights and Trademarks. The new subcommittee will exist under the aegis of the Judiciary Committee, which is expected to approve it this month. It's the first time since 1976 that the Senate

Utah, Robert Dole (R-Kan.), Howard Metzenbaum (D-Ohio), Dennis DeConcini (D-Ariz.) and Patrick Leahy (D-Vt.).

Both Mathias and DeConcini were involved in the home taping controversy during the 97th Congress, and when the 98th Congress convened two weeks ago, both introduced home taping legislation (BROADCASTING, Jan. 31). Mathias's bill, S. 31, calls for placing a royalty fee on the manufacturers and importers of home recording and taping equipment to compensate copyright owners. It exempts home viewers and listeners from copyright liability and also alters the role of the Copyright Royalty Tribunal so that it would rely more on free market negotiations between parties in settling royalty fees for home taping.

Additionally, Mathias introduced two bills, S. 32 and S. 33—one for audio and the other for video—that would give copyright holders some control over first rental rights of tapes. DeConcini's bill, S. 175, excludes home taping royalties entirely and exempts home viewers from copyright liability.

To those in the broadcasting and motion picture industries who have a vested interest in resolving those copyright issues, the new subcommittee is a positive sign. "We are encouraged by the development of the subcommittee. We found during the cable copyright negotiations a lack of focus in the Senate on copyright issues," said Steven Stockmeyer, senior vice president for government relations at the National Association of Broadcasters. He called the subcommittee a "healthy development," but refused to comment on whether the defunct cable copyright bill, H.R. 5949, would be revived there.

Jack Valenti, president of the Motion Picture Association of America, is also encouraged by the formation of the subcommittee. He called Mathias one of the most knowledgeable senators on the subject of artistic property rights and said he will provide fair hearings. He maintained the subcommittee was needed because the new technologies have "outstripped the law and left copyright in a frail position."

Ralph Oman, who was minority counsel of the pre-1976 subcommittee and who will be chief counsel for the new one, noted that



Mathias

has devoted a subcommittee to that subject.

Formation of the subcommittee is viewed as a signal that the Senate feels a need to settle some of the pressing issues surrounding copyright law, such as copyright liability for home taping and syndicated exclusivity protection for copyright owners. These concerns were addressed by the Judiciary Committee during the 97th Congress, but were unresolved.

Senator Charles McC. Mathias (R-Md.) was chosen by Judiciary Committee Chairman Strom Thurmond (R-S.C.) to chair the subcommittee, which will comprise Senators Paul Laxalt (R-Nev.), Orrin Hatch (R-



Metzenbaum



DeConcini



Leahy



Laxalt



Hatch



Dole

it will have jurisdiction over international law and certain aspects of privacy and freedom of information. He said Mathias plans to address many issues and is devising a subcommittee agenda. Oman would not say whether the senator intends to re-examine cable copyright although he said Mathias considers it an important issue. □

CBS puts DBS costs at over \$180 million

In filing at FCC, it reiterates opposition to commission's refusal to set HDTV standards

The first phase of CBS's proposal to offer high-definition television over a direct-broadcast satellite system should cost about

\$180 million. So said CBS in a filing at the FCC last week.

In the filing, CBS also hinted that it was fishing around for partnership arrangements that might help it cut back on the amount it would have to invest.

CBS also reiterated that it thought the commission's refusal to allocate the entire DBS spectrum to HDTV, and its refusal to adopt a procedure to establish HDTV standards, were mistakes. "The decisions by the commission not to establish technical specifications for a new HDTV service and not to devote the entire DBS band to such HDTV service have important consequences that make it impossible for a number of cost factors to be estimated with any degree of accuracy at the present time," CBS said. "These consequences could even impact the feasibility of DBS/HDTV service."

The filing would seem to bring CBS's DBS application into compliance with the FCC's desires. The commission had approved CBS's DBS application last year

(BROADCASTING, Nov. 8, 1982), but on the condition that CBS submit cost projections for its plans.

CBS said the first phase of its DBS/HDTV proposal would consist of one satellite, positioned to serve the Eastern, and perhaps the central, time zone. Together with a ground-ready spare, the cost would be about \$140 million. The single earth station controlling and monitoring the satellite, which would be located in Las Vegas, would run about \$20 million, CBS said.

In its "preoperational" stage, CBS said, it also might buy around 100 earth stations (at about \$1,000 apiece) for marketing and consumer test experiments.

CBS also noted that it would have to wait for the Regional Administrative Radio Conference for DBS to come up with "key technical operating parameters," and for the FCC to decide how those parameters would be implemented in the United States, before it could estimate "real space segment" costs.

It also said that projected penetration rates

THE HUMAN BODY IS A



A SERIES OF PUBLIC SERVICE RADIO AND TV SPOTS ADVISING YOUR AUDIENCE ON HOW TO KEEP IT RUNNING RIGHT



Even with today's modern technological advances, it's impossible for us to produce anything that even runs a close second to the human body. It's complex, compact and completely self-controlled. Unfortunately, many of us take our "Super Machines" for granted. We overwork them, we abuse them, and worst of all, we neglect them. The result: pain, disability and other serious health problems.

Help us motivate your audience to protect its health!

With this series of public service radio and TV spots, you can help inform your audience about the importance of maintenance and preventive health care.

FREE!

60 SECOND AND 30 SECOND SPOTS FOR TELEVISION AND RADIO

TO: American Chiropractic Association
1916 Wilson Blvd./Arlington, Virginia 22201

83-1

Please send me your new series of produced public service spots titled "The Super Machine" for:

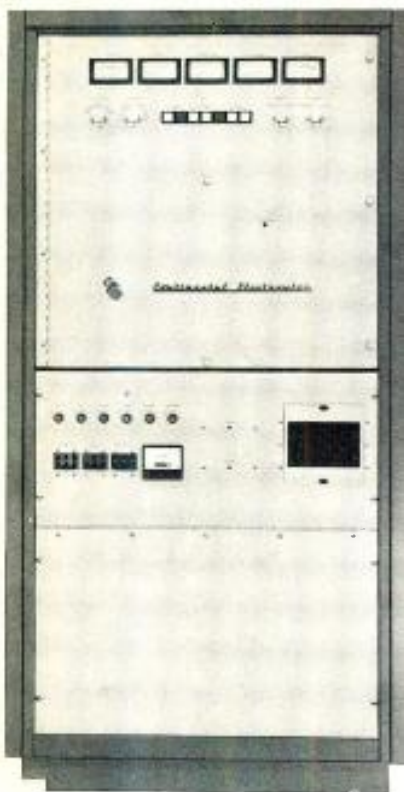
- Television (1-60 sec. and 1-30 sec. Filled Spots)
- Radio (4-60 sec. and 4-30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director _____

Station _____

Street Address _____

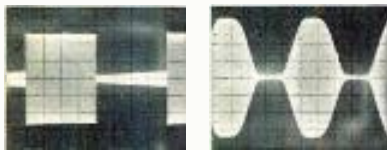
City _____ State _____ Zip _____



Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



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

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

© 1982 Continental Electronics Mfg. Co. /5101

Continental
Electronics

for any DBS system would be affected by the video distribution alternatives—cable, satellite master antenna systems and possible multichannel multipoint distribution systems—becoming available to the public. CBS also said that DBS/HDTV might be feasible under the FCC's ground rules, but that, "as a practical matter, there must be a de facto HDTV standard that every key participant in the establishment and operation of DBS can accept."

CBS said the Joint Committee on Inter-Society Coordination was forming a com-

mittee to do just that. And CBS said it would "participate actively in this committee to attempt to achieve such a de facto standard."

"Additional cost estimates will follow FCC implementation of the RARC '83 technical operating parameters, achievement of practical de facto standards for DBS/HDTV, understanding the plans of third parties regarding the manufacture, sale and installation of DBS/HDTV sets and reception equipment, and making appropriate cost and risk-sharing arrangements with third parties," CBS said. □

Washington Watch

Leahy honored. Senator Patrick J. Leahy (D-Vt.) was honored by Society of Professional Journalists, Sigma Delta Chi, for his work in last Congress in protecting Freedom of Information Act from what society calls "disabling" legislative amendments that had been offered by Reagan administration. Society presented him with its First Amendment Award at ceremony in Washington, where Leahy announced plans to introduce "affirmative" FOIA bill—Freedom of Information Improvement Act of 1983. Among other things, bill would strengthen standard for waiving search fee for members of news media, nonprofit groups that intend to make information available to public and persons engaged in scholarly research. It also would restore "delicate balance" between national security and need to know by requiring agencies to consider whether need to protect classified national defense and foreign policy information outweighs public interest in disclosure. Provision would be revival of measure Leahy and Senator David Durenberger (R-Minn.) introduced in last Congress. □

Copyright roster. Members of House Subcommittee on Courts, Civil Liberties and the Administration of Justice (which has jurisdiction over copyright) have been named. Robert Kastenmeier (D-Wis.) remains chairman. Members are: (* denotes new members) Jack Brooks (D-Tex.), Barney Frank (D-Mass.), *Romano Mazzoli (D-Ky.), *Dan Glickman (D-Kan.), *Bruce Morrison (D-Conn.), *Howard Berman (D-Calif.), ranking Republican *Carlos Moorehead (R-Calif.), *Henry Hyde (R-Ill.), *Michael DeWine (R-Ohio) and Thomas Kindness (R-Ohio). □

Telecommunications appointments. House Republican members of Telecommunications Subcommittee were selected last week. They are: ranking minority member, Matthew Rinaldo (R-N.J.), Carlos Moorehead (R-Calif.), Thomas Tauke (R-Iowa) and Mike Oxley (R-Ohio). Oxley is new to subcommittee. □

Bunkfeldt challenge. Despite brief, unsigned court order affirming without opinion FCC decision in case, Bunkfeldt Broadcasting Corp. of Utica, N.Y., is continuing to challenge constitutionality of FCC rule under which person's race may be used as basis for rejecting broadcast application. At issue is rule permitting only members of certain prescribed minorities—black and Hispanics among them—to file applications for AM clear channels if those applications do not meet specific service-related criteria, such as whether proposed station would serve area not now receiving AM service. Bunkfeldt's application to transform its daytime-only station, WUTQ(AM), now on 1550 khz, into unlimited time station on clear channel (1200 khz) did not meet service criteria. And licensee's owners, Rudy and John Bunkfeldt, father and son, are white. As result, commission would not accept application, and U.S. Court of Appeals, in four-paragraph order, on Jan. 6, affirmed that decision. Bunkfeldt's counsel, Lauren Colby, has petitioned court for rehearing by full 11-member circuit. Petition does not challenge validity of previous court opinions holding that commission may consider race in comparing mutually exclusive applications. But it says that question of whether race may be used as criterion for accepting or rejecting application without consideration being given to its merits "is of sufficient importance to justify an opinion from this court." If opinion is not forthcoming, Colby said, client is prepared to seek Supreme Court review. □

UHF's for oil exploration. FCC has proposed to reallocate UHF television channels 15 and 16 to offshore radio telecommunications service in outer continental shelf area of Gulf of Mexico off coasts of Texas and Louisiana. FCC said frequencies currently allocated to service weren't sufficient to meet communications needs of expanding offshore oil and gas development industry. □

Comsat go. FCC has granted Comsat permanent authority to provide basic satellite transmission capacity directly to public at all domestic international earth stations. It also granted it permanent authority to get necessary facilities from Intelsat.

Wirth's view on the state of the industry

He wants financial-interest and syndication rules retained, favors changes in ownership rules, and deregulation now for radio

"Go forth and invest in new services... not in lawyers and lobbyists." That was the advice Congressman Tim Wirth (D-Colo.) had for broadcasters last Monday, as he delivered the first of a planned series of Reuters lectures (underwritten by that international news service) at New York Law School.

Wirth, chairman of the House Telecommunications Subcommittee, drew that assertion from his view that "Washington is increasingly irrelevant" to the communications industry.

The "commercial and business decisions" being made elsewhere are more important in an era of deregulation, he said. Overall, Wirth maintained "the electronic media marketplace is developing well and is on its way to becoming truly competitive."

That doesn't mean the television networks and their supporters should expect the FCC to rescind the financial-interest and syndication rules. Wirth made clear his position that rescission of those rules would not foster "the full diversity of the marketplace and of ideas" that he believes should be a government goal. "The networks argue that the future of free television is at stake," he said. "I disagree: the future of free television is in the marketplace." Rescission, Wirth argued, could hurt independent stations, which have flourished because of the rules. And Wirth pointed to the support the Association of National Advertisers recently threw behind the effort to retain the rules.

Wirth, responding to one questioner who noted the Justice Department's support for the network position, said: "It's often difficult to remind regulatory agencies that they are creatures of the Congress" and not of the executive branch of government. He said, however, that "Congress will have a great deal of opportunity over the next four to five months to remind the FCC" of its lineage, particularly on the financial-interest and syndication rules issue.

Another in the audience asked Wirth if he saw reasons to extend the financial-interest rule to pay networks. Wirth said that although "there may be some future reason for extension... the major battle today is to maintain it."

Wirth outlined what he called "two major goals"—the encouragement of competition and "a diversity of information sources in our society." He called the latter "the most fundamental public interest goal." The first area, the congressman said, "is proceeding fairly well." "Protectionist efforts that failed" didn't hinder the growth of cable and other technologies.

At the same time, Wirth cautioned against another threat to diversity—White House efforts to "emasculate our rich and rewarding public broadcasting system" by slashing its budget. Wirth indicated his intention to fight

to maintain the budget for the Corporation for Public Broadcasting at the 1982 level of \$130 million.

Wirth also turned his attention to other concerns of broadcasters, notably the fairness doctrine. He said broadcasters shouldn't "be worrying about" it since it isn't keeping quality entertainment and news off the air. He said he wouldn't consider abolishing comparative license procedures without something to take their place, and he repeated his position that the multiple ownership rule is "ripe for reform," citing a more "rational" basis than the number seven.

Wirth said he "looks forward to the day when there will be enough diversity" for complete deregulation, but "we're not there yet in most places in the video marketplace." There have been new entrants, Wirth said, but "they are not yet fully competitive." And Wirth spoke of a need for setting standards to guide deregulation so that regulations could be "removed layer by layer as competition develops." □

Tuesday Productions and AFTRA at it again

San Diego-based Tuesday Productions, which last year won a \$9.3-million judgment against the American Federation of Television and Radio Artists, has filed a new lawsuit in U.S. District Court against 29 local offices of AFTRA, charging that the union's locals had engaged in a group boycott directed at the commercial production company.

The complaint contains language identical to that used by Tuesday when it sued AFTRA's national office and locals in New York, Los Angeles and San Diego four years ago.

"Every AFTRA local is liable in this instance," Tuesday attorney John D. Collins, explained last week, "because every local was involved in the boycott as an agent of AFTRA National and is therefore a co-conspirator. For that reason, we wanted to make sure that all the union's available assets were 'in the pot,' so to speak."

AFTRA filed for bankruptcy last Nov. 1 under Chapter 11 of the federal bankruptcy law and is continuing to appeal implementation of the U.S. District Court's May 20, 1982, verdict against it.

Collins said the suits were filed last Wednesday (Feb. 2) in San Diego "to make sure the full term of the contract was covered in the suit." The effective date of AFTRA's national radio and television recorded commercials contracts was Feb. 7, 1979.

Locals named in last week's complaint are located in the following cities: Atlanta; Boston; Chicago; Cincinnati-Columbus-Dayton, Ohio; Cleveland; Dallas-Fort Worth; Denver; Detroit; Fresno, Calif.; Honolulu; Houston; Kansas City-Omaha; Louisville, Ky.; Nashville; New Orleans; Peoria, Ill.; Philadelphia; Phoenix; Pittsburgh; Portland, Ore.; Racine-Kenosha, Wis.; Rochester, N.Y.; St. Louis; Sacramento-Stockton, Calif.; San Francisco; Seattle; Minneapolis-St. Paul, and Washington-Baltimore.

There was no immediate comment from AFTRA officials. □



beats

ENTERTAINMENT
TONIGHT

in 73% of the
head-to-head
markets

including

SAN FRANCISCO
BOSTON • DALLAS
MIAMI • SAN DIEGO
MINNEAPOLIS-ST. PALM
ST. LOUIS • BALTIMORE
MILWAUKEE
NEW ORLEANS
CHARLOTTE • RENO
RALEIGH-DURHAM
OKLAHOMA CITY
RICHMOND • TOLEDO
WICHITA-HUTCHINSON
ALBUQUERQUE
ROANOKE-LYNCHBURG
WEST PALM BEACH
CHAMPAIGN-SPRINGFIELD
LAFAYETTE, LA

No. 1
Among All
First-Run
Strips
in Access

 **GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

ABC to add three minutes of prime time ads

Network will keep two minutes, stations will get one; CBS expected to follow; NBC not sure

ABC-TV is once again leading the network pack in the time-expansion derby.

The network reported last week that beginning on April 2 it will offer an additional two minutes of network and one minute of local advertising in prime time segments each week. CBS-TV seemed inclined to venture in the same direction while NBC-TV plans to review the situation this week.

ABC-TV estimated its latest round of expansion would yield \$15 million a year. The time for four 30-second spots on the network will come out of periods usually reserved for promotions and other nonprogramming material while the local commercials will be carved out of station breaks.

ABC-TV took the initiative last spring by saying it would enlarge the number of prime time commercials. Originally, the network proposed to add seven minutes of prime positions and two minutes of local spots weekly, but modified its approach when affiliates objected.

Instead, ABC-TV adopted a three-tier plan, spreading the increases over a year. As of last fall, it made room for three-and-a-half minutes of network time (seven 30-second spots) and one minute of local commercials (two 30-second spots).

Following ABC-TV's lead, CBS-TV and NBC-TV expanded their prime time inventory by the same amounts. The moves brought in additional revenues of about \$20 million yearly to each network.

With phase two in place for April, ABC-TV is expected to implement its third step in September. Officials would not say last week the number of additional spots to be made available in the fall. As of April 2, ABC-TV will have expanded by seven-and-one-half minutes, leaving it only one-and-one-half minutes shy of its original target of nine minutes weekly of network and local spots.

Starting in April, the additional network spots will be telecast in *T.J. Hooker*, *Love Boat*, *Fantasy Island* and *Matt Houston*. Local spots will be inserted into *Ripley's Believe It or Not* and *ABC Sunday Night Movie*.

Affiliate disenchantment with the original proposal led to its modification, and, according to Robert E. Rice, president and general manager of WRAU-TV Peoria, Ill., and chairman of the ABC-TV Network Affiliates Association, there is still "displeasure" among many affiliates. Their main concern is that advertisers may have used spot TV for funds placed in the added network periods.

"But we can't stop it," Rice acknowledged. "The network says it will pull the plug if we can show that it hurts the affiliates. We have no proof that these moves have affected our audience. They say that by adding to the commercial inventory, they can keep prices from going higher."

The notion that expanded availability tends to moderate network rates was downplayed by Jack Otter, senior vice president and director of network programming for SSC&B Inc., New York. Otter said prices are affected by "supply and demand" and when demand outstrips supply, prices will climb.

"There has been a demand for network time," he continued, "and rates have risen. The networks increased their commercial inventories last year and prices didn't fall. Certainly the audience doesn't gain by having more commercial interruptions."

Aaron Cohen, vice president, national sales for NBC-TV, has not moved on the time-expansion matter since most of the company's top executives had not yet returned from the Super Bowl. But he was

certain that the matter would be reviewed this week.

"We don't have to rush on this matter," he said. "As the number-three network there's not that much urgency. Frankly, we need the promotion time to build up our ratings and this certainly will be a factor in our decision. But we don't have to rush into it."

Rick Busciglio, senior vice president and director of broadcast, McCann-Erickson, New York, said it is difficult to gauge the effect the added commercial time will have on advertising. He noted that the increase last fall added only about 2% to the volume and he felt that was not significant. Since the TV networks have said that only nonprogramming time is involved, he added, the impact on nonprogram content doesn't seem adverse.

Guy Main, chairman of the CBS-TV Affiliates Association and executive vice president of WCIA(TV) Champaign, Ill., said the association's board has been opposed to the network's incursion into prime time. He said he did not know of CBS's latest plans but said he was certain that affiliates wouldn't like it.

"The board feels that such added commercials make for more clutter," he said. "I don't know what we can do, but we'll do what we can." □

Keeping tabs on Taft

Security analysts hear rundown of company's 'excellent year' with broadcast revenues up 13%

"Nearing the end of an excellent year." That's how Taft Chairman Charles S. Mechem Jr. described his company last week to security analysts in New York. Mechem and Taft President Dudley S. Taft were among Taft executives who met with the newly formed Media and Entertainment Analysts, a group combining the former Printing and Publishing Analysts and Entertainment Analysts organizations.

The Taft presentation coincided with the company's release of results for the quarter ended Dec. 31, 1982, when operating profits climbed 9% to \$14.9 million on revenue gains of 10% to \$78 million. Net income in the quarter was down from \$11 million, \$1.11 per share, to \$7.9 million, 84 cents per share, reflecting a nonrecurring gain the year before of \$3.8 million on the sale of stock in Kinder Care Learning Centers.

Turning his attention to the full year, Mechem told the analysts that revenues for Taft's fiscal 1983, which ends March 31, would rise 4% and operating earnings would be up 3%. That operating figure would be 7%, he said, if the \$3 million Taft will lose in its cable joint venture with TeleCommunica-

tion Inc. were excluded. Those cable losses, he said, were larger than anticipated, and "as much as we believe in the medium, and in the long-term potential of the TCI-Taft partnership's strategy, we would obviously be happier if the initial investment could have less negative short-term impact." Taft also took a \$4-million loss this year on its feature-length animated film, "Heidi's Song."

Looking at the company's "strengths," however, Mechem noted that year-to-date broadcast revenues are up 13%, and should be up 14% by fiscal year-end. Profitability is up 6% so far, and should be up 7% by March 31. Television revenues for the year should rise 15%, Mechem said, although radio has been soft.

Taft's Attractions Group (its amusement park operations) saw revenues rise 4%, although profitability was off 13%. That contrasts sharply with the results for Taft's Entertainment Group. Although revenues there will be off 11% for the year, profits should climb 29%. Taft laid those gains to record orders and lower production costs at Hanna-Barbera; two important sales from that animation house's film library; "outstanding" sales by Worldvision, and reduced overhead at Taft's live-action production units.

Focusing on the future, Mechem called Taft "especially well positioned for the rather unpredictable, but certainly consumer-oriented, economy of the 1980's and 90's."

Expressing confidence in the future of over-the-air television, Mechem noted Taft's "solid mix of independents and affiliates" and reiterated Taft's intention to upgrade its markets, citing the 1979 purchase of WDCA(TV) Washington, pending swap of WGR-TV Buffalo, N.Y., "a mediocre performer in recent years," for WCIX-TV Miami plus \$70 million. Taft's strategy in broadcasting, Mechem said is to be "in large markets and in growth markets as the economic infrastructure of the nation changes."

In cable, "we've made a measured investment in the medium, . . . and it has permitted us to develop a stake with confidence that start-up losses will soon diminish and leave us with many valuable properties."

Reviewing Taft's recent history, Mechem noted that from 1977 through fiscal 1982, company assets grew from \$250 million to \$611 million, revenues more than tripled from \$109 million to \$358 million, and operating profit and earnings doubled, hitting \$74 million and \$38.8 million, respectively. Taft's September buy-back of 500,000 shares of stock, its purchase of WCIX and construction of a Hanna-Barbera Land park

required establishing a \$100-million line of credit, which Mechem conceded would change Taft's debt structure from 68% equity and 32% debt to 54%/46%. But he called that "a prudent use of leverage—one that reflects our commitment to continue growing."

Dudley Taft reviewed the workings of various groups in detail. In broadcasting, he paid particular attention to margin slippage for the Taft television stations, down to 36% in 1982 from 44% in 1980. The reasons, Taft said, started with the inclusion of WDCA, which was operating at a loss when purchased and additionally "that we've tried to make some intelligent investments in news and syndicated programing to improve our market standings. And we have succeeded."

Turning to cable, Taft said the TCI/Taft joint venture now serves 134,000 subscribers in 16 systems, most of which provide 12 basic channels and one pay, with the venturers currently upgrading the three largest of those systems to 20 channels. Now, Taft said, the venture is moving out of the "acquisition posture" it's been in for a year, and into a "marketing posture." □

UPI parent company gets new chairman

Entrepreneur John Jay Hooker buys interest in Media News Corp.; he is to become board chairman and reportedly will take active role in UPI

UPI last week underwent its second major ownership change in eight months, as media entrepreneur, lawyer and erstwhile political candidate John Jay Hooker secured a one-third interest in Media News Corp., which acquired UPI last June. Hooker is to become chairman of the board of Media News, and, according to the announcement made by Donald F. Ruhe, another owner, Hooker will "take an active role in the operation of the news service."

Hooker replaces Len R. Small (no relation to UPI President William Small) as Media News chairman. Small and Cordell J. Overgaard, senior partner in the Chicago law firm of Hopkins and Sutter, are stepping down from the Media News board "to devote more time to their principal businesses." Small's family owns a newspaper group based in Moline, Ill., which, he said, has lately "required my full attention." Hooker, Ruhe and

UPI Vice President William E. Geissler are to be the principals of Media News.

According to Hooker, he had "studied UPI with a view to purchasing it" before Media News did so last year. Hooker expressed confidence the news service "will soon be in the black." The departing Small said that Hooker, whom he called a "very successful, innovative businessman," will "help us complete the task of turning the company around," a task Small said is "over the transitional phase."

Hooker had been publisher of the *Nashville Banner* when it won a Tennessee Press Association award in 1980; he had become a part owner of the paper in 1979, and sold his interest in 1980. His biography, as reported by UPI, included a stint as President Kennedy's representative in 1961 talks that secured the release of prisoners taken in the Bay of Pigs invasion, the Democratic nomination for the 1970 Tennessee gubernatorial race and an unsuccessful U.S. Senate run in 1976. In his entrepreneurial pursuits, Hooker is given credit for helping to found LIN Broadcasting and Hospitals Corp. of America. □



Hooker and Ruhe

PM
MAGAZINE

beats

PEOPLE'S COURT
in 60% of the
head-to-head
markets

including

SAN FRANCISCO
MINNEAPOLIS-
ST. PAUL
CHARLOTTE
CHARLESTON-
HUNTINGTON
WILKES BARRE-
SCRANTON
TOLEDO

No. 1
Among All
First-Run
Strips
in Access

GROUP W
PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: Nov. 1982 NSI Cassandra Rating

Stock Index

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	53 1/2	50 5/8	+2 7/8	+ 5.67	9	1,550
N Capital Cities	124	123 1/2	+ 1/2	+ .40	18	1,627
N CBS	57 3/4	56 3/4	+1	+ 1.76	12	1,616
N Cox	44 1/2	43 1/2	+1	+ 2.29	20	1,261
A Gross Telecasting	39 3/4	38 1/2	+1 1/4	+ 3.24	10	32
O LIN	33 1/2	33 3/4	- 1/4	- .74	19	347
N Metromedia	290	288	+2	+ .69	20	978
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	46	45 3/8	+ 5/8	+ 1.37	17	124
O Scripps-Howard	23 1/4	22 3/4	+ 1/2	+ 2.19	13	240
N Storer	28 5/8	26 3/4	+1 7/8	+ 7.00	18	469
N Taft	39	40	-1	- 2.50	10	363
O United Television	11 5/8	11 1/2	+ 1/8	+ 1.08	16	140

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	23 5/8	23 5/8			16	94
A Affiliated Pubs.	40 5/8	39 5/8	+1	+ 2.52	15	211
O A.H. Belo	39 1/4	36 3/8	+2 7/8	+ 7.90	18	367
N American Family	16 1/2	15 1/8	+1 3/8	+ 9.09	13	223
O Associated Commun.	21 1/4	20 1/2	+ 3/4	+ 3.65		51
N John Blair	49 1/2	48 3/4	+ 3/4	+ 1.53	11	193
N Charter Co.	12 1/8	12 1/4	- 1/8	- 1.02	5	265
N Chris-Craft	58 3/8	60 3/8	-2	- 3.31	14	127
N Cowles	51	51			30	202
N Dun & Bradstreet	102	100 1/2	+1 1/2	+ 1.49	21	2,763
N Fairchild Ind.	16 1/2	14 1/4	+2 1/4	+15.78	10	216
N Gannett Co.	55 3/4	55 1/4	+ 1/2	+ .90	17	2,967
N General Tire	31 1/4	30 7/8	+ 3/8	+ 1.21	22	736
O Gray Commun.	43	43			11	21
N Gulf United	27 7/8	28 7/8	-1	- 3.46	10	771
N Harte-Hanks	38 3/8	35 3/8	+3	+ 8.48	14	378
N Insilco Corp.	22 3/4	21 3/4	+1	+ 4.59	20	346
N Jefferson-Pilot	29 5/8	28 3/8	+1 1/4	+ 4.40	7	635
O Josephson Intl.	17	16 5/8	+ 3/8	+ 2.25	15	66
N Knight-Ridder	46 1/4	44 3/4	+1 1/2	+ 3.35	16	1,496
N Lee Enterprises	40 1/4	38 3/4	+1 1/2	+ 3.87	14	277
N Liberty	14 3/8	14 1/4	+ 1/8	+ .87	10	184
N McGraw-Hill	74 3/4	71 3/4	+3	+ 4.18	18	1,861
A Media General	42 1/2	42 5/8	- 1/8	- .29	9	295
N Meredith	90	88 7/8	+1 1/8	+ 1.26	10	279
O Multimedia	50 1/2	50 3/4	- 1/4	- .49	18	514
A New York Times Co.	54	56 7/8	-2 7/8	- 5.05	12	677
A Post Corp.	35	34 3/4	+ 1/4	+ .71	18	64
N Rollins	15 1/8	15 5/8	- 1/2	- 3.20	9	401
N Schering-Plough	39 7/8	39	+ 7/8	+ 2.24	12	2,122
N Signal Cos.	27	27			14	1,948
O Stauffer Commun.	43	43			10	43
A Tech Operations	21 5/8	21 3/4	- 1/8	- .57	10	18
N Times Mirror Co.	60 5/8	60 1/2	+ 1/8	+ .20	15	2,071
O Turner Bcstg	15 1/2	15 1/4	+ 1/4	+ 1.63	29	316
A Washington Post	55 1/2	55 1/2			16	784
N Wometco	33 3/4	27 1/2	+6 1/4	+22.72	18	461

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	8 3/8	7 7/8	+ 1/2	+ 6.34	42	42
N American Express	64 7/8	63 1/4	+1 5/8	+ 2.56	11	6,229
O Burnup & Sims	8 1/8	8 7/8	- 3/4	- 8.45	9	71
O Comcast	19 1/4	17 3/8	+1 7/8	+10.79	15	86
N General Instrument	55 1/2	48 5/8	+6 7/8	+14.13	16	1,722
N Heritage Commun.	10 7/8	10 3/8	+ 1/2	+ 4.81	19	80
O Rogers Cablesystems	8 1/8	8	+ 1/8	+ 1.56	16	179
O Tele-Communications	25 1/4	24 7/8	+ 3/8	+ 1.50	70	531
N Time Inc.	45 3/4	47 7/8	-2 1/8	- 4.43	19	2,334
O Tocom	9 3/4	10	- 1/4	- 2.50	8	55
N United Cable TV	22 3/4	23 3/4	-1	- 4.21	20	249
N Viacom	28 3/8	29 1/8	- 3/4	- 2.57	17	324

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	5	4	+1	+25.00	71	28
N Coca-Cola	49 1/8	46 3/4	+2 3/8	+ 5.08	17	113
N Disney	67 1/2	66 7/8	+ 5/8	+ .93	20	2,251
N Dow Jones & Co.	68 1/4	65	+1 1/4	+ 1.92	24	2,113
O Four Star	5 1/2	6 1/4	- 3/4	-12.00	31	3
N Getty Oil Corp.	52	54	-2	- 3.70	6	4,208
N Gulf + Western	17 3/8	17	+ 3/8	+ 2.20	7	1,285
N MCA	34	33 7/8	+ 1/8	+ .36	8	1,610
N MGM/UA	9 3/8	9 7/8	- 1/2	- 5.06	30	466
N Orion	17	17 1/2	- 1/2	- 2.85	3	116
O Reeves Commun.	18 1/4	16 3/4	+1 1/2	+ 8.95	6	150
O Telepictures	11 7/8	11 7/8			33	250
O Video Corp. of Amer.	6 1/2	6 1/8	+ 3/8	+ 6.12	7	11
N Warner	30 3/8	29	+1 3/8	+ 4.74	7	1,929
A Wrather	22 7/8	23	- 1/8	- .54	27	51

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	67	67 1/2	- 1/2	- .74	13	195
O Compact Video	5	5 1/4	- 1/4	- 4.76	2	16
N Comsat	70 3/4	68 7/8	+1 7/8	+ 2.72	14	566
O Doyle Dane Bernbach	22 1/4	21 1/2	+ 3/4	+ 3.48	11	128
N Foote Cone & Belding	41 3/4	40 3/4	+1	+ 2.45	10	114
O Grey Advertising	78	78			7	45
N Interpublic Group	48	46 1/2	+1 1/2	+ 3.22	12	223
N JWT Group	29	27 1/2	+1 1/2	+ 5.45	69	153
O MCI Communications	37 3/4	35 7/8	+1 7/8	+ 5.22	27	3,629
A Movielab	3 5/8	4 1/8	- 1/2	-12.12	5	6
O A.C. Nielsen	75	70 1/2	+4 1/2	+ 6.38	19	842
O Oglivy & Mather	47 1/2	47 3/4	- 1/4	- .52	13	202
O Telemation	4 3/4	4 3/4			13	5
O TPC Communications	2 1/8	1 7/8	+ 1/4	+13.33	2	2
O Unitel Video	8 1/4	7 3/4	+ 1/2	+ 6.45	14	11
N Western Union	39 5/8	41 1/4	-1 5/8	- 3.93	10	811

Exchange and Company	Closing Wed. Feb 2	Closing Wed. Jan 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	21 1/2	19 1/4	+2 1/4	+11.68	11	42
N Arvin Industries	19	18 3/8	+ 5/8	+ 3.40	18	132
O C-Cor Electronics	20 1/4	19 1/4	+1	+ 5.19	16	61
O Cable TV Industries	6 3/4	7 1/4	- 1/2	- 6.89	21	20
A Cetec	6 7/8	6 1/8	+ 3/4	+12.24	16	15
O Chyron	29	28 1/2	+ 1/2	+ 1.75	22	79
A Cohu	7 3/4	7 5/8	+ 1/8	+ 1.63	16	13
N Conrac	34 1/4	32 1/2	+1 3/4	+ 5.38	17	76
N Eastman Kodak	84	80 7/8	+3 1/8	+ 3.86	12	13,648
O Elec Missile & Comm.	11 3/4	12 1/2	- 3/4	- 6.00	107	32
N General Electric	100 1/4	92 7/8	+7 3/8	+ 7.94	13	22,714
N Harris Corp.	40 7/8	37 7/8	+3	+ 7.92	19	1,280
O Microdyne	12 5/8	11 3/4	+ 7/8	+ 7.44	23	59
N M/A Com. Inc.	27 3/4	24 5/8	+3 1/8	+12.69	26	1,086
N 3M	75 3/4	74	+1 3/4	+ 2.36	14	8,894
N Motorola	96 3/4	95 7/8	+ 7/8	+ .91	20	3,689
N N. American Philips	51 3/8	49 5/8	+1 3/4	+ 3.52	10	710
N Oak Industries	11 3/4	13 1/8	-1 3/8	-10.47	7	191
A Orrox Corp.	13 1/4	13 1/2	- 1/4	- 1.85	22	29
N RCA	20	21 3/8	-1 3/8	- 6.43	10	1,509
N Rockwell Intl.	48 3/4	44	+4 3/4	+10.79	13	3,724
A RSC Industries	6 1/4	6	+ 1/4	+ 4.16	48	20
N Scientific-Atlanta	18	18			44	421
N Sony Corp.	13 7/8	14 3/8	- 1/2	- 3.47	13	3,200
N Tektronix	66 1/4	64 1/4	+2	+ 3.11	17	1,250
O Telemet (Geotel Inc.)	2 7/8	2 7/8			15	9
A Texscan	22 3/8	19 7/8	+2 1/2	+12.57	31	132
N Varian Associates	66 3/4	63 1/2	+3 1/4	+ 5.11	23	616
N Westinghouse	43 7/8	42	+1 7/8	+ 4.46	8	3,775
N Zenith	14 3/8	14 1/2	- 1/8	- .86	90	272

Standard & Poor's 400 Industrial Average 161.22 156.86 + 3.36

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.

National Religious Broadcasters looks at life at 40

Washington convention studies social and technical changes, shores up NRB's foundations

More than 4,000 persons associated with religious broadcasting gathered in Washington last week to testify to the power of modern communications. It was the 40th anniversary convention of the National Religious Broadcasters, and President Reagan appeared in person with his wife to congratulate the evangelical broadcasters.

The convention theme was, "Christian Media—Facing the Future with the Bible," but it spilled over to many other areas. There were calls for the broadcast ministry to work more closely with the local church and exhortations for strict adherence to NRB's code of ethics.

There were concerns too. At sessions involving FCC representatives, delegates pressed on issues dealing with deregulation, allocations and the emerging technologies. And there was general unhappiness about the Copyright Royalty Tribunal's decision to deal religious broadcasters out of participation in cable copyright royalties.

Approximately 70 workshop sessions covered a spectrum of topics. More than 20 were devoted to the different facets of conducting TV ministries, including the assessment of low-power television's potential and how-to sessions on production and administration.

Top Hispanic evangelical leaders in communications were featured at workshops for Hispanic broadcasters, convened by the Rev. H.O. Espinoza, NRB Hispanic committee chairman.

Hispanic National Religious Broadcasters emerged as a new arm of NRB at this year's convention. "Our goals," Espinoza said, "are to unite Hispanic evangelicals so we can minister to our people with better resources, better training and to work together with English-speaking organizations and leadership. We want to bring an integration of our efforts with all Christian groups."

A new workshop series, "Women in Media," offered two sessions with an overview of the topic and three sessions on methods for improving the effectiveness of women in the media.

Dr. Howard O. Jones, associate evangelist with Billy Graham, convened a session on "The Role of the Black Broadcaster in the Cities." Jones also is chairman of the NRB's Black Broadcasters Committee, formed to involve more black broadcasters in the goals and objectives of the association. A Wednesday morning highlight was a breakfast for black broadcasters and friends, at which the principal speaker was Bishop J.O. Patterson

of Memphis, recently elected to the NRB board of directors.

Graham sees both promise and problem in new technology, thanks lawmakers for upholding constitutional freedoms

Breakfast conversation usually doesn't deal with weighty matters. Not so when Billy Graham spoke to the National Religious Broadcasters annual congressional breakfast last Tuesday (Feb. 1).

The evangelist had both good news and bad for a 7:30 a.m. turnout of senators, representatives and convention delegates.

The good news was about benefits of the "explosion of technology that puts the whole world into your hands."

Graham offered a "look in the sky" and saw an expected 27 direct broadcast satellites by 1986, with the potential of giving the home viewer live programming not carried by local stations. He also cited other services that will be relayed by satellite.

The potential of low-power TV, teletext and the expected growth of cable were not bypassed in Graham's good news.

The bad news of the evangelist was offered with a warning: "With all this new technology, the hardware is in place for either God or Antichrist."

He said the new age brings problems along with promise and "hard questions we cannot escape." Graham, admitting he didn't have all the answers, enumerated areas of concern:

- There will be hundreds of other communications voices competing for the attention of people religious broadcasters want to reach.
- Religious broadcasters must change strategies in time to gear up for the smaller specialized audiences.
- There will be a necessity "to equip our citizens, surrounded by media technology, to know the difference between truths, half-truths and lies."
- The new technology requires vast expenditures of production and promotion monies.

In a brighter mood, Graham declared it was entirely appropriate "that you congressmen be recognized at a convention of religious broadcasters, because of your role in the development of the media. From my first-hand observations [during my travels], I can say that no other nation enjoys a communications system that is on a par with what we have in the United States."

"The fact is that our media, including religious broadcasters, are remarkably free of government restraints—thanks to the consti-



beats

FAMILY FEUD in 58% of the head-to-head markets

including

PITTSBURGH
MIAMI • ST. LOUIS
MINNEAPOLIS-ST. PAUL
PORTLAND, OR
NEW ORLEANS
BIRMINGHAM
RALEIGH-DURHAM
SALT LAKE CITY
LOUISVILLE • DAYTON
HARRISBURG-LANCASTER
WILKES BARRE-SCRANTON
KNOXVILLE • GREEN BAY
ROCHESTER
BATON ROUGE
BEAUMONT-PORT ARTHUR

No. 1
Among All
First-Run
Strips
in Access



GROUP W
PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

tutional guarantees of freedom of speech and religion."

NRB to start charging dues as deficits mount under old voluntary system of support

Faced with growing deficits, the NRB board of directors unanimously approved a new dues structure to replace the pledge system now in effect.

The new assessments are expected to produce \$400,000 each year, "providing the financial base necessary for current and continuing operations," according to Dr. Thomas F. Zimmerman of the Assemblies of God and a member of NRB's executive committee. Voluntary pledges, based on NRB guidelines, was not working because half of the associations' 500 organizational members consistently gave the minimum \$200 annual donation, it was said.

NRB Executive Director Ben Armstrong said that has resulted in a current cash flow deficit of \$70,000, up \$10,000 from last year. He said it was a "chilling thought" but continuing in that direction would bankrupt NRB. He noted that a secular counterpart of NRB, the National Association of Educational Broadcasters, went bankrupt last year due to similar deficit problems.

The new dues scale starts at \$10 per month for members with yearly incomes below \$25,000. At the top of the scale, members with incomes of \$3 million or more will pay \$489 per month. Middle-range dues, which apply to the majority of the NRB membership, fall between \$70 and \$145 each month.



First Lady honors. President Reagan shared the limelight Monday at the NRB convention with his wife, Nancy, who received a special award from the association for her efforts to prevent drug abuse among young people. The First Lady, in turn, had praise for the assembled religious broadcasters, saying, "The work that you do is marvelous." It was the President's second straight appearance at the convention, but the first time any First Lady has appeared. Originally, the presentation was to have taken place at the White House, but Mrs. Reagan specifically requested the opportunity to come to the Sheraton Washington. Shown at the presentation with the Reagans is Dr. Ben Armstrong (right), executive director of NRB.

Armstrong said that the dues will pay for expanded services to members with the package of benefits to be further enhanced in future years.

The board also voted unanimously to

maintain headquarters in Morristown, N.J., instead of moving to Washington, a change under consideration for several years. The decision last week was based on current financial considerations and on the advice of Richard E. Wiley, counsel to NRB and former FCC chairman.

Theologian Henry condemns prime TV programming excesses at NRB's closing banquet

In an evangelical "state of the union" address to the closing banquet Wednesday (Feb. 3), Dr. Carl F. H. Henry offered an appraisal of how Christians are responding—and should respond—to the world around them.

In his talk, the evangelical theologian and author declared the media "are inescapably implicated in shaping values." He readily conceded that much of what the media offers is commendable, but then said:

"Nonetheless, we need to guard against and to challenge the sordidness, the dramatized graffiti of a retrograde culture, that airs periodically, even in prime time television."

Henry said that despite some network effort to "self-critically examine their prime time behavior," it has not been enough. "Portrayal of violence and gratuitous sex is still high," he emphasized. "Television has sadly abolished the uniqueness of childhood; it promotes child abuse by thrusting on all youngsters—regardless of age—all manner of adult beliefs and role models."

Henry avoided mention of censorship, but said he saw a need "to monitor the propaganda role of television writers, producers and sponsors, lest they turn church-state separation into an artifice simply to prevent moral pressure on the networks."

The theologian told his audience that, to an extent, some blame must be placed else-

Broadcasting

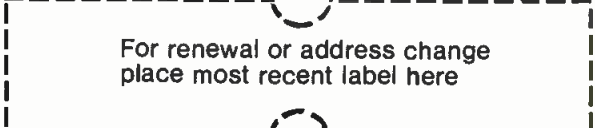
1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting Magazine**
 3 years \$160 2 years \$115 1 year \$60
 (Canadian and international subscribers add \$20 per year)

- Broadcasting Cablecasting Yearbook 1983**
 The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
 (required) No



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

where. He asked: "Do we evangelicals as well perhaps sell Christ short and cheaply? . . . Are we not responsible in part for the perversion of media liberty?" He said there was need to ask God for new vision; that "easily vocalized pieties and hurried sermon cliches" are not enough.

Reagan affirms support of NRB's goals, deplors misuse of First Amendment

In his address, President Reagan congratulated religious broadcasting on its "phenomenal growth" in a time of recession, and noted: "There may be some who feel frightened or threatened by your success. I am not one of them. As far as I am concerned, the growth of religious broadcasting is one of the most heartening signs in America today."

The President drew a standing ovation with his announcement during a Thursday (Feb. 3) morning prayer breakfast at the White House that he would sign a proclamation making 1983 the Year of Bible.

Much of the rest of his address was a reaffirmation of his support of repeal of outright bans on prayer in the schools, the granting of tax credits to parents of children educated in private schools and the endorsement of the Respect for Human Life Bill introduced by Representative Henry Hyde (R-Ill.).

In connection with those issues, Reagan said he was shocked "when I hear the First Amendment used today as a reason to keep traditional moral values away from policy making. The First Amendment was not written to protect the people and their laws from religious values; it was written to protect those values from government tyranny."

The President shared the spotlight with his wife, Nancy, who accompanied him to the convention and who received a special NRB award for "her outstanding contribution in her drug abuse programs for the youth of America."

"I hope you'll forgive me," Reagan interjected, "if I digress just long enough to say publicly how proud I am of Nancy and the job she's doing helping to fight drug addic-

tion."

The award to the First Lady was presented by Mary Gustavson, wife of NRB President E. Brandt Gustavson, and Ruth Armstrong, wife of NRB Executive Director Ben Armstrong.

Draper revisits Minow's wasteland, but sees springs of hope now

Addressing the opening session Sunday evening (Jan. 30), Southern Baptist Convention President James T. Draper took delegates back 22 years to an event in the same hotel that shook the broadcast industry.

The Euless, Tex., pastor quoted excerpts from the speech of then FCC Chairman Newton Minow to the National Association of Broadcasters in which TV was castigated for its programming and called "a vast wasteland."

Draper said that although he agreed with Minow's assessment, he was now optimistic about finding "springs of hope in a media wasteland." He reported that there are 65 television stations that showed 15 hours or more per week of religious broadcasting.

He also cited 996 religious TV programs being produced by 280 TV and film producing organizations and 835 religious radio programs being produced by 535 radio productions houses.

Draper said there were three strategic challenges that, if adopted with greater commitment, would "allow the springs to flow" at a more accelerated pace.

First, he said, broadcasters must remain loyal to the message of the Bible and resist the temptation to produce a "counterfeit appeal." Second, he said, broadcasters of different denominations must remember "our common ground." And third, he stressed, Christian media and local churches should work together more closely.

Gustavson's report cites NRB value to local church, praises association's growth

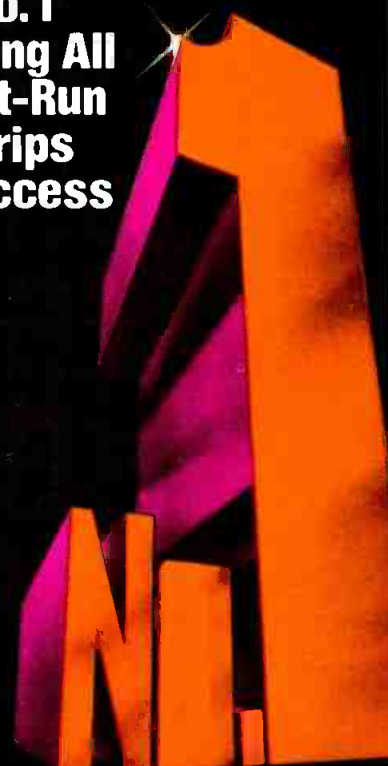
In his annual report Monday morning, NRB President E. Brandt Gustavson focused on the role of the NRB in supporting the local



beats
these shows in 100%
of the
head-to-head markets

CHiPs • SOAP
CHARLIE'S ANGELS
ALL IN THE FAMILY
ALICE • STAR TREK
LAVERNE & SHIRLEY
WKRP IN CINCINNATI
SANFORD & SON
MORE REAL PEOPLE
SATURDAY NIGHT
JOKERS WILD
YOU ASKED FOR IT
MADAME'S PLACE

**No. 1
Among All
First-Run
Strips
in Access**



Fowler's warm-up act. The growing international dimensions of NRB was underscored at the convention's annual FCC luncheon last Tuesday. At the headtable, and speaking briefly before FCC Chairman Mark Fowler delivered his remarks, was Amero Bire of Papua, New Guinea, a recent convert to Christianity. Bire was attired in the headdress and attire of the stone-age culture to which he belongs and which was discovered just a few years ago. The largest foreign delegation at the convention, numbering 40, came from Korea. Japan had 32 delegates and 22 were from Taiwan.



Source: Nov. 1982 NSI Cassandra Rating

church and the tremendous growth of NRB, especially since 1966.

He reminded delegates that some inside and outside the local church are apprehensive because they believe religious broadcasting ministries will make the local congregation "obsolete, or at least destitute." That calls for a spirit of harmony between the local church and religious broadcasters, Gustavson declared, "and we who broadcast must simply strengthen, broaden and enhance the outreach [of the entire church of Christ]." □

Dispute over issue ads

Stations resist advertiser's demand that interest group's replies be kept off the air

Long Island, N.Y., broadcasters are "holding firm," according to Franz Allina, president of The Radio Company Inc., against complaints by one of their important advertisers, the Long Island Lighting Company (Mineola, N.Y.), that "fairness" announcements by a public interest group, the Shoreham Opponents Coalition, are "inaccurate, irresponsible and simplistic," and should not be aired. The protests are the latest facet in the controversial building of the Shoreham nuclear power plant, now under construction on the north shore of Suffolk county, L.I.

Allina, whose company owns WGBB(AM) Freeport and WBAB-FM Babylon, both New York, was one of half a dozen station opera-

tors to receive a letter from LILCO that protested "in the strongest terms possible, any decision to air the script. . . ." of the SOC. LILCO said it was "not objecting to the free time [given to] the coalition under the fairness doctrine. . . [but to] the content of the spot your station has been asked to air." Mentioned specifically was the coalition's statement that ". . . LILCO claims to have a plan to evacuate us if there is a serious accident. Can you believe it?" and "[the utility's] profits are more important than our health and safety." LILCO requested that the L.I. stations "hold not only the coalition, but any other organizations and individuals who may request free time to speak on this and any other issues relating to LILCO, to the highest standards of accuracy and responsibility."

Reactions to the advertiser's demand have been similar: most stations have aired the SOC spots as is or with slight alterations.

According to Allina, "the public airing of views" is the issue in question. "When we air the coalition announcements, we will do so not because of any fairness doctrine obli-

Money raiser. The Democratic party is looking to showbiz to generate some money for its treasury. Final plans were to be announced at the Democratic National Committee meeting in Washington on Feb. 5, but word in Los Angeles last week was that the party would present a 17-hour television "extravaganza" on NBC beginning Saturday, May 20, and running over into the following day. The Democratic Memorial Day Show, as it is being called, would feature rock concerts, comedy routines and guest appearances by movie and television performers in a marathon effort to raise money for the party. Democratic pollster Patrick Caddell, who is credited with the idea, is quoted as saying that the telethon, "would be a veritable Woodstock on television."

gation, and not because the announcements meet (or fail) certain standards of 'responsibility'; we will air them because they may bring listeners' attention to questions that are important to Long Island," he said. □

Changing Hands

PROPOSED

WIFE(AM) Indianapolis □ Sold by Communicom Broadcasting Partners, debtor in possession, to Chagrin Valley Broadcasting Co. for \$50,000 cash plus assumption of \$1,250,000 note. **Seller** is partnership formed by Broadcast Associates of Denver

and Communicom Corp. of America. Broadcast Associates is owned by F. C. Hamilton (49.5%), Jack A. Vicker and his wife, Carolyn (24.75% each), and Jack M. Stern (1%). CCA is owned by Kenneth E. Palmer, who also owns WWDJ Hackensack, N.J., and WZZD(AM) Philadelphia. They bought WIFE in 1981 for \$1.3 million (BROADCASTING, May 11, 1981) and must sell because of financial distress. **Buyer** is principally owned by Thomas J. Embrescia, who owns 51% of WFMR(FM) Milwaukee. His brother, James Embrescia, is principal owner of WWWM(FM) Cleveland. WIFE is on 1370 khz with 5 kw day and 1 kw night.

WKAP(AM) Allentown □ Sold by WKAP Inc. to LWB Allentown Corp. for \$650,000. **Seller** is subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's, which last year bought KOOL-TV Phoenix for \$78 million (BROADCASTING, June 22, 1982) and sold WVOJ(AM) Jacksonville, Fla., for \$600,000 (BROADCASTING, Sept. 27, 1982). **Buyer** is owned through subsidiaries by James E. Moltz, chairman and president (11.6%), and over 40 others, whose other broadcast interests include WLAG(AM)-WWCG(FM) La Grange, Ga.; WHLI(AM)-WKJY(FM) Hempstead, N.Y., and WJYI(AM) Marietta, Ga. WKAP is on 1320 khz with 5 kw day and 1 kw night.

WSIR(AM) Winter Haven, Fla. □ Sold by Cypress Central Communications Corp. to Paul Leopold and family for \$537,500. **Seller** is owned by Randall Jeffery, Allen Sperring, William Reed and William Siegal, who have no other broadcast interests. **Buyers** are Miami garment manufacturers and have no other broadcast interests. WSIR is on 1490 khz with 1 kw day, 250 w night. **Broker:** Chapman Associates

WHYW(AM) Braddock, Pa. □ Sold by Bennis Communications Inc. to Christian Religious Enterprises Inc. for \$500,000. **Seller** is prin-

Capitol Broadcasting Corporation

has acquired

WCRT/WMJJ-FM
Birmingham, Alabama

for

\$3,381,000

from

Magic City Communications, Inc.

We are pleased to have served
as broker in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.,
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

2/7/83

ci ally owned by Robert A. Bennis and family, whose other broadcast interests include WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFL(AM) Lookout Mountain and WJTT(FM) Red Bank, both Tennessee. They bought WHYW along with co-located WHYW-FM last year for \$3 million (BROADCASTING, June 14, 1982). **Buyer** is group of seven member churches headed by J. Alfred Van Winsett, chairman. He is pastor of Ebenezer Baptist Church, Pittsburgh. WHYW is 1 kw daytimer on 1550 khz.

WAYD(AM)-WORJ(FM) Ozark, Ala. □ Sold by RJG Communications to MSB Communications Inc. for \$410,000. **Seller** is owned by Jay A. Baxter, Gordon Bostic and Jay A. Akin, who own WXOQ(AM) Tupelo, Miss., and in addition Baxter and Bostic own WJHR(FM) Jackson, Tenn., which has been sold, subject to FCC approval, for \$1.2 million (BROADCASTING, Jan. 10). **Buyer** is principally owned by Steve McGowan and William B. Blout, who also are principal owners of WULA(AM)-WKQK(FM) Eufaula, Ala. WAYD is 1 kw daytimer on 1190 khz. WORJ is on 103.9 mhz with 3 kw and antenna 190 feet above average terrain. *Broker: Blackburn & Co.*

WMRC(AM) Milford, Mass. □ Sold by Milford Radio Corp. to Loren F. Ghigione for \$290,000. **Seller** is owned by estate of Lawrence Shane, which has no other broadcast interests. **Buyer** owns daily Southbridge, Mass., *The News*, and has no other broadcast interests. WMRC is on 1490 khz with 1 kw day and 250 w night.

WWZD(FM) Buena Vista, Va. □ Sold by Rockbridge Communications Inc., debtor in possession, to Shenandoah Broadcasting Inc. for \$251,000. **Seller** is owned by Melvin H. Sorrells and wife, Dorothy (52% jointly), and their daughter, Jean B. Geason and her husband, James A. Geason (48% jointly), who have no other broadcast interests. **Buyer** is owned by John A. Parry, William Hollingsworth and O. Max Leach (20% each) and two others. Parry owns 29% of KTXI(AM) Mercedes and 20% of KFIM(FM) El Paso, both Texas. Hollingsworth is program director at WFIR(AM) Roanoke, Va., where Leach is general manager. WWZD is on 96.7 mhz with 3 kw and antenna 296 feet above average terrain.

Other proposed station sales include: KBCU(FM) [CP] Van Buren, Ark.; KPRO(AM) Riverside and KWTC(AM)-KZNS(FM) Barstow, both California (BROADCASTING, Jan. 31); KTYD(FM) Santa Barbara, Calif. (BROADCASTING, Jan. 31); KXXN(AM) Santa Barbara, Calif.; KIDN(AM) Pueblo, Colo.; WRTH(AM) Wood River, Ill. (BROADCASTING, Jan. 3); KKKA(FM) (CP) St. James, Minn.; WMBH(AM) Joplin, Mo.; KEZK(FM) St. Louis (BROADCASTING, Jan. 3); WVOS-AM-FM Liberty, N.Y. (BROADCASTING, Jan. 31); WFNC(AM)-WQSM(FM) Fayetteville, N.C.; KSEO-AM-FM. Durant, Okla. (BROADCASTING, Jan. 31); WYTV(TV) Youngstown, Ohio (BROADCASTING, Aug. 16, 1982); WPCC(AM) Clinton, S.C.; WHSM-AM-FM Hayward, Wis. (BROADCASTING, Jan. 31); KVOW(AM)-KTAK(FM) Riverton, Wyo. (BROADCASTING, Jan. 31). (see "For the Record," page 82).

WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y.; and WTOV-TV Steubenville, Ohio □ Sold by Ziff Davis Broadcasting to Television Station Partners for \$57 million. **Seller** is division of Ziff Davis Publishing Co., subsidiary of Ziff Corp. Last year Ziff sold WJKS-TV Chattanooga for \$18 million to Media General and WRCB-TV for \$16 million to Sarkes Tarzian. Ziff Corp. is principally owned by William Ziff and family. **Buyer** is group led by I. Martin Pompadur, former Ziff Corp. president, and Ralph Becker, former president of Ziff Davis Broadcasting, and Elliot Stein Jr., New York personal investor. Pompadur, Becker and Stein will control general partner, while units in limited partner will be offered to public. WRDW-TV is CBS-TV affiliate on channel 12 with 316 kw visual, 30.2 kw aural, and antenna 1,590 feet above average terrain. WEYI-TV is CBS-TV affiliate on channel 25, with 2,035 kw visual, 203 kw aural, and antenna 2,044 feet above average terrain. WROC-TV is NBC-TV affiliate on channel 8 with 316 kw visual, 48.5 kw aural, and antenna 500 feet above average terrain. WTOV-TV is NBC-TV affiliate on channel 9 with 316 kw visual, 31.6 kw aural, and antenna 950 feet above average terrain.

WRIP-TV Chattanooga □ Sold by WRIP Inc. to Roy Hess and David Smith for \$1.5 million and \$500,000 for consultancy agreement. **Seller** is owned by Jay Sadow, who sold WRIP(AM)-WOWL(FM) Rossville, Ga.,

last year for \$1,060,000 (BROADCASTING, May 17, 1982), and has no other broadcast interests. **Buyer** Hess is principal owner of WPML(TV) Mobile, Ala. Smith is vice president of Comark Communications Inc., Southwick, Mass., equipment manufacturer. WRIP-TV was off air from October 1981 to March 1982 due to fire that destroyed transmitter building and transmitter gear. WRIP-TV is independent on channel 61 with 595 kw visual, 91.2 kw aural, and antenna 980 feet above average terrain. It has CP to go to 2,400 kw.

KUBB(FM) Mariposa, Calif. □ Sold by Mariposa Broadcasting Inc. to Sierra Foothills Broadcasting Inc. for \$525,000. **Seller** is owned by Robert C. Hughes and family, who have no other broadcast interests. **Buyer** is owned by Dennis L. Cresswell, president (25%), Anthony Rossi (24%) and others, who own KLOQ(AM) Merced, Calif. KUBB is 2 kw daytimer on 96.3 mhz.

Other approved station sales include: WIFN(FM) Franklin, Ind., and WQOK(AM) Myrtle Beach, S.C. (See "For the Record," page 82).

Cable

Cable system serving Cabot, Ark. □ Sold by Cable TV Systems of Arkansas to Satellite Cable TV Corp. for about \$700,000. **Seller** is subsidiary of El Campo, Tex.-based Commco Construction Co., cable plant construction firm. Bill Jenkins is president. **Buy-**

November 13, 1981

Warner-Amex
Cable Communications Co.
has completed the acquisition of the assets of

Sandia Cablevision, Inc.
a cable system serving the communities of
Immokalee, LaBelle
and Port LaBelle, Florida

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

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

March 31, 1982

Nationwide Communications, Inc.
has completed its initial entry into the CATV industry
through the purchase of the assets of

Fairfield Cablevision Associates
a cable system serving over
14,000 basic subscribers in the principle
cities of Lancaster and Circleville, OH and several
surrounding counties

Todd Hepburn, Vice President of the undersigned, initiated this transaction and represented the buyer in the negotiations

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

The Broadcast Specialist with the Cable Connections

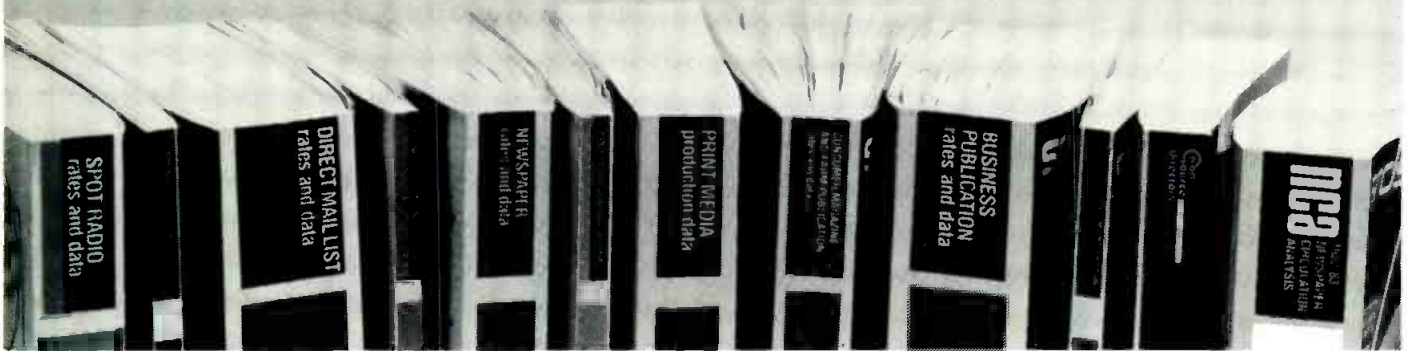
Todd Hepburn, VP. CATV Division will be available for discussion
at the OCTA on March 14 & 15. Check with the Hyatt for suite number.

THE
TED HEPBURN
COMPANY

P.O. Box 42401, Cincinnati, OH 45242 (513) 791-8730

Essential Tools for Media Decision-Makers

All the facts. Easy-to-locate. Up-to-date.



The books professionals depend on — in agencies, in advertiser firms — to make wise media-buying decisions. Because SRDS publications provide you with the latest, most authoritative, most complete data — *all in one place.*

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

BUSINESS PUBLICATION RATES & DATA. Monthly. More than 4,000 business, trade and technical publications, includes editorial profiles, rates, mechanical requirements, copy regulations, circulation, personnel, issue and closing dates.

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

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

CO-OP SOURCE DIRECTORY. Semi-annually. Over 2,800 co-op advertising programs. Each includes eligible media, timing, accrual, participation, ad specifications, media requirements, aids available from manufacturer, reimbursement method and more.

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

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

DIRECT MAIL LIST RATES & DATA. Contains over 55,000 business lists and consumer lists. Subscription includes 24 updates over the year. Includes list source, rental rates, quantity, commission, restrictions, test arrangements and method of addressing.

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

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

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

STANDARD RATE & DATA SERVICE, INC. 3425
5201 Old Orchard Rd., Skokie, IL 60077

SUBSCRIPTION ORDER

Please enter one-year subscription(s) for the publication(s) checked below.

- Check enclosed for \$ _____ Bill my company.
 Please send me additional information on Foreign Media Publications.

Quantity of Subscriptions	Subscription Rates Including Postage
_____ Business Publication Rates and Data	\$183.00
_____ Change Bulletins (Optional)	\$ 35.00
_____ Canadian Advertising Rates & Data	\$143.00
_____ Community Publication Rates & Data	\$ 26.00
_____ Consumer Magazine and Farm Publication Rates & Data	\$154.00
_____ Change Bulletins (Optional)	\$ 35.00
_____ Direct Mail Lists Rates & Data	\$153.00
_____ Newspaper Circulation Analysis	\$ 50.00
_____ Newspaper Rates & Data	\$157.00
_____ Change Bulletins (Optional)	\$ 35.00
_____ Print Media Production Data	\$102.00
_____ Spot Radio Rates & Data	\$150.00
_____ Change Bulletins (Optional)	\$ 35.00
_____ Spot Radio Small Markets	\$ 54.00
_____ Spot Television Rates & Data	\$143.00
_____ Change Bulletins (Optional)	\$ 35.00
_____ Co-op Source Directory	\$132.00

Your Name _____

Title _____

Company Name _____

Address _____

City/State/Zip _____

Type of Business _____

Signature _____ Date _____

er is Phoenix-based MSO with 13,000 subscribers on systems in Alabama, Arkansas, Illinois and Missouri. William G. Jackson is president and principal owner. Cabot system

serves 890 basic subscribers with 35 channels and passes 2,200 homes with 44 miles of plant. *Broker: Daniels & Associates for seller.* □

UN-AWRT conference examines problems of women in broadcasting

Although employment figures have risen, women are still denied policy-making role, they say

"I do not believe things have changed to any appreciable degree. Some room has been made for intelligent women, mostly on camera, but they are still not tolerated in policy-making positions where they would threaten the male ego." That's Helen Marmor's view of where things stand for women in broadcasting in the United States, based on her years of experience with NBC News where she is executive producer, religious programs.

Marmor's comments reflected the consensus of attendees at a meeting jointly sponsored by the United Nations and the New York chapter of American Women in Radio and Television. The roundtable discussion was part of a three-day UN seminar attended by women producers from 12 countries (including the U.S.) who are participating in a project to develop an "international women's television series" to be called *Women and Development*. The AWRT joint session, as described by the New York chapter president, Betty Hoffman, was designed to provide a forum for foreign producers and their American colleagues to exchange ideas on the status of women in communications in their respective countries and the coverage of women's issues worldwide.

On the question of "women's issues," NBC News's Marmor suggested that given the complexity of world problems, "I don't know what 'women's issues' are... but I do know they are broader than how many of us can make a place for ourselves in radio or television."

Among the other AWRT members on hand were Marlene Sanders, correspondent-producer, CBS News; Beryl Pfizer, producer, *Ask NBC News*, and Phyllis Bosworth, producer, *CBS Morning News*. Pfizer, focusing on coverage of women's issues, said: "We have to fight the season of silence," one that's developing now that "the dramatic stories are over." Pfizer contrasted the attention devoted to the murder charge lodged against the president of the California unit of the National Organization for Women (NOW) with an issue she said is being ignored—inequality in pensions for women.

CBS News's Sanders, while noting some statistical advances (from two females among 50 male correspondents at the networks in 1964 to 20 out of 100 total today), said that broadcasting reflects patterns of the whole culture. There are, she said, no women as major network anchors, something Sanders suggested is important in providing role models to young viewers. And while "we are not relegated to 'women's stories' any more... interviewing the wives of candidates," there is still, she said, a "gap in

management" where essential coverage decisions are determined.

One area where there has been a great deal of change, according to Sanders, is in radio. That occurred "once they found out there was no increase of accidents" among drivers who heard a woman's voice on their car radio.

While there was a great deal of statistical change during the 1970's, Sanders thinks things are "stuck" now, a situation compounded because "the statistics are not so bad that we can scream."

The observations of foreign producers reflected similar concerns and situations facing women in the broadcasting organizations in their own countries. Independent Canadian filmmakers Laurette Deschamps and Michele Renaud-Molnar said no women were on the program committee of Canada's government broadcasting operation. Nigeria Television Authority's Gold Oruh, noting that she's the only woman in a management position there, said most women are still "posted to research, the library, the film department," rather than to broadcast positions. Dagmar Loe, who is one of eight women among the Norwegian Broadcasting Corp.'s 25 television reporters, said that if it weren't for the women in the department, "we wouldn't have stories about children, older people or equality." In Norwegian television, Loe said, there are only "two women bosses." However, the statistics reported by Madiha Kamal of Egyptian Television were more impressive: She's head of Channel 1. Another woman heads the other Egyptian channel—a natural outgrowth, she said, of their prior experience in radio.

A group of women broadcasters in Britain have taken some steps on their own against a background where "women are concentrated in the lower pay areas" in broadcasting and are "still given the soft stories... and few foreign stories," according to program editor Eleanor Stephens. They've formed a production organization called Broadside that has been commissioned to produce the "flagship weekly affairs series" for the new Channel 4 in the United Kingdom. Stephens said that "women have a slightly different viewpoint" on stories, and "if you exclude women" from story selection and reporting "you exclude half the population and half the story."

Independent producer Lynn Rogoff, who's the U.S. representative in the UN's women's series project, working through the auspices of PBS affiliate WNET(TV) New York, told her American colleagues that the UN is "very excited that the U.S. is participating." But a more somber note was interjected by WNET's Martha Hennesy—who said that PBS, given its current budget situation, hasn't yet secured the necessary funding for this project. □



beats

these shows in head-to-head markets

PM WINS 90%
vs. The Jeffersons

PM WINS 88%
vs. Little House on the Prairie

PM WINS 82%
vs. Barney Miller

PM WINS 64%
vs. Three's Company

PM WINS 58%
vs. Tic Tac Dough

**No. 1
Among All
First-Run
Strips
in Access**

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

As compiled by BROADCASTING, Jan. 24 through Jan. 28, 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

- Denton, Md.—Bayshore Communications seeks 840 khz, 1 kw-D. Address: 400 Alleghany Street, Blacksburg, Va. 24060. Principals: Edward A. Baker (100%), who also is applicant for new AM's at Claremont, N.C., and Union City, Ind. His father, Vernon Baker, is applicant for new AM at Earlysville, Va. (see below). Filed Jan. 21.
- Frankenmuth, Mich.—Siefker Broadcasting Co. seeks 660 khz, 1 kw-D. Address: 2620 North Baldwin, Ithaca, Mich. 48847. Principals: Carol J. Siefker (51%) and Gregory W. Siefker (49%). Gregory Siefker is president and principal owner of WMLM(AM) St. Louis, Mich. Filed Jan. 24.
- Annadale, Va.—Archilla-Marcocci Spanish Radio Co. seeks 840 khz, 2.5 kw-D. Address: P.O. Box 4667, Clearwater, Fla. 33518. Principals: Efrain Archilla-Diez (60%) and Carl J. Marcocci (40%). Archilla-Diez is vice president of WALO(AM) Humacao, P.R. Marcocci bought, subject to FCC approval, WKTM(FM) North Charleston, S.C. (BROADCASTING, Jan. 31). Filed Jan. 21.
- Annadale, Va.—Asian American Communications Inc. seeks 840 khz, 2.5 kw-D. Address: 6319 Frontier Drive, Springfield, Va. 22150. Principals: Nguyen Ngoc Phuc, president (20%) and seven others, none who have other broadcast interests. Filed Jan. 21.
- Burke, Va.—EZ Communications seeks 840 khz, 2.5 kw-D. Address: 10380 Democracy Lane, Fairfax, Va. 22030. Principals: EZ Communications is licensee of WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia; WEZC(FM) Charlotte, N.C.; WEZB(FM) New Orleans and WBZZ(FM) Pittsburgh, Pa. Filed Jan. 21.
- Earlysville, Va.—Rural Radio Service seeks 840 khz, 10 kw-D. Address: P.O. Box 889, Blacksburg, Va. 24060. Principals: Vernon H. Baker (100%), who is principal in

WBZI(AM)-WGIC(FM) Xenia, Ohio; WKGM(AM) Smithfield, Va.; WESR-AM-FM Onley-Onancock, Va.; and applicant for new AM's at Hanaham, S.C.: Point Pleasant, W. Va.; Blountville, Tenn. His son is applicant for new AM at Denton, Md. (see above). Filed Jan. 21.

- Purcellville, Va.—Martha and Philip Hahn seeks 840 khz, 1 kw-D. Address: 10198 Bessimer Lane, Fairfax, Va. 22032. Principals: Martha Hahn is daughter of Philip Hahn, who also is applicant for new noncommercial AM at Tamarae, Fla., and principal in applicant for new TV at New Orleans. Filed Jan. 21.

FM applications

- Wasilla, Alaska—Snow Peak Limited Partnership seeks 99.7 mhz, 25 kw, HAAT: -138 ft. Address: Box 5090, Wasilla 99687. Principals: Snow Peak Corp. (99%) and Stephen M. Brooks (1%). Snow Peak Corp. is owned by Stephen Brooks, president (20.34%) and seven others, none who have other broadcast interests. Filed Jan. 20.
- St. Johns, Ariz.—Bold Productions Inc. seeks 95.7 mhz, 100 kw, HAAT: 464 ft. Address: 2025 W. Marquette Road, Chicago 60636. Principal: Edgar E. Mullin (95%) and wife, Verna L. (5%), who also are applicant for new AM at St. Johns. Filed Jan. 25.
- *Hot Springs, Ark.—Central Arkansas Christian Broadcasting Inc. seeks 90.1 mhz, 5 kw, HAAT: 781 ft. Address: Corner of 4th and Garland Streets, Hot Springs 71901. Principal: Noncommercial corporation. James E. Gill Jr. is president. It has no other broadcast interests. Filed Jan. 5.
- Cambria, Calif.—E.G. Wallenbrock seeks 94.3 mhz, 3 kw, HAAT: -99 ft. Address: 1420 Spencer Street, Cambria, Calif. Principal: Wallenbrock has no other broadcast interests. Filed Jan. 14.
- Rosamond, Calif.—Carole Prenter seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 2020 Strand, Hermosa Beach, Calif. 90254. Filed Jan. 19.
- Micanopy, Fla.—Henweigh Ltd. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 607 E. University Ave., Gainesville 32601. Principals: The Pfyne Corp. (45%), Alexander R. Bednarek and son, Robert (22.5% each), Kenneth E. Brooten Jr. and Michael J. Wilhelm (5% each). Pfyne Corp. is owned by Michael Wilhelm's wife, Anita Wilhelm. Brooten and Michael Wilhelm are Gainesville, Fla., and Washington attorneys, respectively. Robert Bednarek is employed by Corporation for Public Broadcasting, Washington. Filed Jan. 24.
- Micanopy, Fla.—Jemco Communications Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 522 Park Street, P.O. Box 2696, Jacksonville, Fla. 32203. Principals: James E. Martin Jr. (79%) and Wanda N. Denny (21%). Martin is principal owner of KMKM(FM) St. Augustine, Fla., and owns 2.3% of WAWS(TV) Jacksonville, Fla. He also is applicant for new FM's at Florida City, Fla.; and Irmo, Andrews, and North Charleston, all South Carolina, and Las Vegas. Filed Nov. 24.
- Micanopy, Fla.—Minority Media of Micanopy seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1297, Boca Raton, Fla. 33429. Principal: Katherine T. Mansfield

(100%), who has no other broadcast interests. Filed Jan. 21.

- Micanopy, Fla.—Music Express Inc. seeks 97.7 mhz, 3 kw, HAAT: 279.5 ft. Address: 315 North Monroe Street, Tallahassee, Fla. 32301. Principals: Wayne G. Fields (60%), Rodney J. Long and William D. Feinberg (20% each), who own WONE(FM) Gainesville, Fla. Filed Jan. 24.
- Micanopy, Fla.—Umberger Broadcasting Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Principals: Benjamin L. Umberger and wife, Karla (95%) and Benjamin's parents, Wilber L. Umberger and wife, Barbara. They are permittee for new FM at Immokalee, Fla. Filed Jan. 24.
- Panama City, Fla.—Panama City Communications Co. seeks 103.5 mhz, 100 kw, HAAT: 497 ft. Address: P.O. Box 436, Micanopy, Fla. 32667. Principals: Terri S. Pollack and husband, Sanford B. Cohen (50% each). Cohen is account executive at WXIA-TV Atlanta, Ga. They also are applicant for new FM's at Micanopy and Quincy, both Florida. Filed Jan. 21.
- Great Bend, Kan.—Breadbasket Enterprises Inc. seeks 107.9 mhz, 300 kw, HAAT: 99 ft. Address: 1315 Eisenhower Street, Great Bend 67530. Principals: Lance L. Saylor (55%) and Leonard W. Schneider and family. Lance Saylor is advertising, salesman at KVGB-AM-FM Great Bend, Kan. Filed Jan. 20.
- Great Bend, Kan.—Channel 300 Inc. seeks 107.9 mhz, 100 kw, HAAT: 900 ft. Address: 3800 21st Street, Great Bend 67530. Principal: Paula Hoisington (100%), who has no other broadcast interests. Filed Jan. 24.
- Great Bend, Kan.—H. Derner & T. Hawks & R. Siebert seek 107.9 mhz, 100 kw, HAAT: 958 ft. Address: P.O. Box 303, Colby, Kan. 67701. Principal: Applicant has no other broadcast interest. Filed Jan. 18.
- Great Bend, Kan.—Ferdick P. Reynolds Jr. seeks 107.9 mhz, 100 kw, HAAT: 905 ft. Address: 3443 Burlingame Road, Topeka, Kan. 66611. Principal: Applicant's parents are principal owners of KSKX(AM)-KMAJ(FM) Topeka, Kan. Filed Jan. 24.
- Alexandria, Minn.—Principals Three Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 910 Bay Lane, Alexandria 56308. Principals: Richard C. Aga, Kurt T. Kolstad and Donald L. Erickson (one-third each), who have no other broadcast interests. Filed Jan. 17.
- Lowville, N.Y.—Black River Broadcasting Co. seeks 99.3 mhz, 1.3 kw, HAAT: 415 ft. Address: 1400 20th Street, Washington 20036. Principal: Kathy G. Root (100%), who also is applicant for new FM at Fredericktown, Ohio. Her husband, Thomas Root, owns 20% of WSWR(FM) Shelby, Ohio, and is applicant for new LPTV station at Westerville, Ohio. Filed Jan. 24.
- Lowville, N.Y.—Lowville Radio Inc. seeks 99.3 mhz, 900 w, HAAT: 556 ft. Address: Box 283, Lowville, 13367. Principal: Nancy U. Atwood (100%), who has no other broadcast interests. Filed Jan. 24.
- Lowville, N.Y.—North Country Broadcasting seeks 99.3 mhz, 1 kw, HAAT: 483 ft. Address: 7594 State Street, Lowville, N.Y. 13367. Principals: Patricia Fitch, Edward Schnabl and Carl Hillyer (one-third each).
- Marlow, Okla.—Gary D. Wafford seeks 92.1 mhz, 1.7 kw, HAAT: 400 ft. Address: 1818 East Mohr Lane, Mustang, Okla. 73064. Principal: Wafford is former announcer at WKY(AM) Oklahoma City. Filed Jan. 24.
- Wedgefield, S.C.—Eastover Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 169 ft. Address: A-7, 725 Cedar Lane Road, Greenville, S.C. 29611. Principals: Ted A. McCall and Alton L. Finley Jr. (50% each). McCall is chief operator at WGS-TV Greenville, S.C. Finley is president and 51% owner of WMRB(AM) Greenville, S.C. Filed Jan. 25.
- Amarillo, Tex.—C.B. Cooper and D.R. DePriest seek 96.9 mhz, 100 kw, HAAT: 679 ft. Address: P.O. Box 1061, Columbus, Miss. 39701. Principals: Cooper and DePriest own WKOR-AM-FM Starkville, Miss., and WPEZ(FM) Jackson, Miss. Filed Jan. 24.
- Amarillo, Tex.—Golden Spread Communications Inc. seeks 96.9 mhz, 100 kw, HAAT: 679.6 ft. Address: 514 East Ninth, Amarillo 79105. Principals: Morris L. Overstreet (80%) and Charlie Broomhead (20). Broomhead is manager of KHBQ(FM) Canyon, Tex. Filed Jan. 24.
- Amarillo, Tex.—Logos Communications Corp. seeks 96.9 mhz, 100 kw, HAAT: 839 ft. Address: 6020 Lilac Lane,

**NOTE
NEW
ADDRESS**

**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**P.O. Box 8698
Washington, D.C. 20011
Tel: (202) 291-8700**

Amarillo 79106. Principals: Gary Millikan (80%) and Don Sittion (20%), who have no other broadcast interests. Filed Jan. 24.

■ Amarillo, Tex.—Rolling Plains Broadcasting Corp. seeks 96.9 mhz, 100 kw. HAAT: 692 ft. Address: 1406 North First Street, Haskell, Tex. 79521. Principals: Ken Lane and wife, Nelda (50% each), who own KBRR(FM) Haskell, Tex. Filed Jan. 24.

■ Amarillo, Tex.—Sugartime Broadcasting seeks 96.9 mhz, 100 kw. HAAT: 680 ft. Address: 925 West Central, Amarillo 79108. Principals: Mark Norman, Doug Williams, Charlie Phillips, Kevin Grice and Dwight Williams (20% each). Williams is principal owner of applicant for new FM at Woodward, Okla., in which Norman also holds interest. Filed Jan. 24.

■ Hearne, Tex.—Hearne Broadcasting Co. seeks 94.3 mhz, 3 kw. HAAT: 300 ft. Address: P.O. Box 442, Hearne 77859. Principal: Judith G. Werlinger (100%), who has no other broadcast interests. Filed Jan. 19.

■ Quincy, Wash.—Central Washington Majority Broadcasting Inc. seeks 96.7 mhz, 100 w, HAAT: 1,065 ft. Address: 1926-200 Southwest, Lynnwood, Wash. 98036. Principals: Sherrill Bushman and Ruth Moore (40% each) and Rick Bushman (20%). Moore is Auburn, Wash., city employee. Rick Bushman is employed with Auburn, Wash. cable TV system. Filed Jan. 25.

■ Charleston, W. Va.—Communicast seeks 100.9 mhz, 900 w, HAAT: 500 ft. Address: 1415 Rhode Island Ave., N.W. Washington, D.C. 20005. Principal: William A. Clark (100%), who is employee of WMAL(AM) Washington. Filed Jan. 24.

■ South Charleston, W. Va.—CLW Communications Group seeks 100.9 mhz, 3 kw. HAAT: 300 ft. Address: 6815 Shallowford Road, Chahanooga 37421. Principal: Subsidiary of AMG International, nonprofit corporation. Spiros Zodiatis is president. It owns WHYD(AM) Columbus, Ga.; WSCW(AM) South Charleston, W. Va.; and WCRM(FM) Dundee, Ill., plus CP for new TV at Jackson, Tenn. Filed Jan. 24.

TV applications

Green Valley, Ariz.—Skyline Communications Group seeks ch. 46; ERP: 360 kw vis., 36 kw aur., HAAT: 1,477 ft.; ant. height above ground: 120 ft. Address: 635 N. Craycroft, Suite 202, Tucson, Ariz. 85711. Principals: H.C. Hood (50%) and seven others, none who have other broadcast interests. Filed Jan. 19.

■ Mountain Home, Ark.—Baxter Broadcasting Inc. seeks ch. 43; ERP: 1,000 kw vis., 100 kw aur., HAAT: 427 ft.; ant. height above ground: 71.4 ft. Address: P.O. Box 727, Mountain Home 72653. Principals: Mercedes Riley (50%) and husband, Edward N. Riley (25%) and Layton Bowman (25%). Edward Riley owns 50% of cable systems serving Bull Shoals and Flippin, both Arkansas; and 50% of cable system serving Gainesville, Mo. Filed Jan. 13.

■ Bloomington, Ind.—Local Majority TV seeks ch. 63; ERP: 1,000 kw vis., 100 kw aur., HAAT: 457 ft.; ant. height above ground: 278 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Millard V. Oakley (100%), whose broadcasting interests include four AM's and two FM's, all Tennessee, cable system serving Crossville, Tenn., and various LPTV applications, and applicant for new TV at Wichita, Kan. (see below). Filed Jan. 21.

■ Wichita, Kan.—Local Majority TV seeks ch. 33; ERP: 2,000 kw vis., 200 kw aur., HAAT: 256 ft.; ant. height above ground: 1,594 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Millard V. Oakley (100%), whose broadcasting interests include four AM's, two FM's all Tennessee, cable system serving Crossville, Tenn., and various LPTV applications, and applicant for new TV at Wichita, Kan. (see above). Filed Jan. 21.

■ Vineyard Haven, Mich.—Katy Communications Inc. seeks ch. 58; ERP: 1,836 kw vis., 183.6 kw aur., HAAT: 450 ft.; ant. height above ground: 436 ft. Address: 853 Dundee Avenue, Elgin, Ill. 60120. Principal: Katy Industries Inc. (100%). Malcolm K. Bellairs is president of Katy Communications, which also owns WIVS(AM) Crystal Lake, and WXR(AM) Woodstock, both Illinois. Filed Jan. 20.

■ Scottsbluff, Neb.—Dakota Broadcasting Inc. seeks ch. 16; ERP: 665 kw vis., 66.5 kw aur., HAAT: 537 ft.; ant. height above ground: 481 ft. Address: P.O. Box 677, Rapid City, S.D. 57709. Principals: Sherwood Corner and Gilbert D. Moyle (50% each). Corner is president and Moyle is secretary-treasurer of KEUN-TV Rapid City and KIVV-TV Lead, both South Dakota. Filed Jan. 20.

■ Seranton, Pa.—Local Majority TV seeks ch. 64; ERP: 1,000 kw vis., 10 kw aur., HAAT: 1,276 ft.; ant. height above ground: 314 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Millard V. Oakley (100%), whose broadcasting interests include four AM's and two FM's in

Tennessee, cable system serving Crossville, Tenn., various LPTV applications, plus applicant for new TV's at Wichita, Kan., and Bloomington, Ind. (see above). Filed Jan. 21.

■ Wenatchee, Wash.—Stanley G. Emert Jr. seeks ch. 27; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,300 ft.; ant. height above ground: 74.6 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney, and applicant for new FM at St. Johnsbury, Vt., and TV's at Virginia Beach, Va.; Charleston, W. Va.; Flint Mich.; and Wenatchee, Wash. Filed Jan. 13.

FM action

■ Payson, Ariz.—Rim Country Publishing Inc. denied application for 103.9 mhz, 230 kw, HAAT: 907 ft. (BPH-790328AR). Action Dec. 13, 1982.

TV actions

■ Ponce, P.R.—Consumer Educational Research & Development TV Center dismissed application for ch. 26; ERP: 5.4 kw vis., 986 w aur.; HAAT: 104 ft. (BPET821029KF). Action Jan. 20.

■ San Juan, P.R.—Consumer Educational Research & Development TV Center returned application for ch. 74, ERP: 54.8 kw vis., 5.4 kw aur. (BPET-821026LF). Action Jan. 19.

■ Charlotte, V.I.—Consumer Educational Research & Development TV Center dismissed application for ch. 3, ERP: 72.96 kw vis., 14.56 kw aur., HAAT: 1,746 ft. (BPET-821029KG). Action Jan. 19.

Ownership changes

Applications

■ KBUC(FM) [CP] Van Buren, Ark. (102.3 mhz, 3 kw, HAAT 300 ft.)—Seeks assignment of construction permit from Van Buren Community Service Broadcasters Inc. to Crawford County Communications Inc. for \$30,000. Seller has no other broadcast interests. Buyer: William L. Pharis (56.77%) and wife Karen Ann Pharis (43.33%), who own KAYR(AM) Van Buren, Ark. Filed Jan. 14.

■ KPRO(AM) Riverside and KWTC(AM)-KZNS(FM) Barstow, all California (KPRO: 1440 khz, 1 kw-D; KWTC: 1230 khz, 1 kw-D, 250 w-N; KZNS: 94.3 mhz, 3 kw, minus 192.6 ft.)—Seeks transfer of control of Inland Empire Broadcasters from five of six stockholders (80% before; none after) to Milt Klein and Shayle R. Ray (none before; 80% after). Consideration: stock and assumption of liabilities for total of about \$2 million (BROADCASTING, Jan. 31). Sellers are Les Richter, Thomas Spiel, John Pennington, Bart Singletary and Joe Lanfranco (16% each). Howard Fisher, president and 20% owner, will keep his position and interest. Buyer Klein is former general manager of KHJ(AM) Los Angeles and Ray is Los Angeles business and financial consultant. Filed Dec. 16, 1982.

■ KTYD(FM) Santa Barbara, Calif. (99.9 mhz, 34 kw, HAAT: 550 ft.)—Seeks assignment of license from Antares Broadcasting Co. to KTYD Inc. for \$1,225,000 (BROADCASTING, Jan. 31). Seller: Southern Minnesota Broadcasting Co. (80%) and Gregory D. Gentling Jr. (20%). SMBC is owned by G. David Gentling, father of Gregory Gentling, who owns four AM's and four FM's, including co-located KBLs(AM). Buyer: Robert C. Liggett Jr. and N. L. Benton (50% each). Liggett is principal owner of WFMC(FM) East Lansing, Mich.; WZZR(FM) Grand Rapids, Mich.; WZLD(FM) Cayce-Columbia, S.C.; WHNN(FM) Bay City-Saginaw, Mich.; WLF(AM) Columbia, S.C. He also was granted FCC approval to sell WL(AM) Minneapolis-St. Paul and buy WABX(FM) Detroit. Benton is one-third owner of Midcontinent Broadcasting Co., licensee of KELO-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. He also has interests in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. Filed Dec. 31, 1982.

■ KXXN(AM) Santa Barbara, Calif. (1290 khz, 500 w-D)—Seeks assignment of license from Stanley T. Deck to Capitol Broadcasting Corp. for \$150,000 plus assumption of about \$200,000 in notes. Seller: Deck also owns KDIX-AM-TV Dickinson, N. D., who bought KXXN (formerly KKIO) in 1981 for \$300,000 (BROADCASTING, June 15, 1981). Buyer: Terrence T. Janisch and Douglas R. Jones (50% each), who have no other broadcast interests. Filed Dec. 17, 1982.

■ KIDN(AM) Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Scribner Broadcasting Inc. from David G. Scribner (100% before; none after) to MarTec Corp. (none before; 100% after). Consideration \$146,500. Principals: Seller has no other broadcast interests. Buyer is owned by Paul T. Jones and Samuel L. Sharp (50%). After closing MarTec Corp. will transfer 10% stock of Eric Da-

mian Kelly, P.C. and William S. Cook. Filed Jan. 21.

■ WRTH(AM) Wood River, Ill. (590 khz, 1 kw-U)—Seeks assignment of license from King Broadcasting Co. to Adams Radio of Missouri Inc. for 1.8 million (BROADCASTING, Jan. 3). Seller: Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and family, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for \$4 million (BROADCASTING, Sept. 5, 1977). Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, president and owner of Center Group Broadcasting, Tyler, Tex.-based group owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan, and KIVA-TV Farmington, N.M. He also bought, subject to FCC approval, WILX-TV Onondaga, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982) and WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for \$1.25 million and KEZK(FM) St. Louis (see below). Filed Dec. 21, 1982.

■ WIFE(AM) Indianapolis (1310 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Communico Broadcasting Partners, debtor-in-possession to Chagrin Valley Broadcasting Co. for \$1.3 million. Seller is partnership formed by Broadcast Associates of Denver and Communico Corp. of America. Broadcast Associates, which has no other broadcast interests, is owned by F.C. Hamilton (49.5%), Jack Vicker and his wife Carolyn (24.75% each) and Jack M. Stern (19%). Hamilton owns oil and gas exploration interests in Denver, as does Vickers. Stern owns farms and real estate holdings. Communico Corp of America is wholly owned by Kenneth Palmer, president. He also owns WWDJ(AM) Hackensack, N.J. and WZZD(AM) Philadelphia. They bought WIFE in 1981 for \$1.3 million (BROADCASTING, May 11, 1981). Buyer is Thomas J. Embrescia (90%) and Fostoria Corp. (10%). Fostoria Corp. is Fostoria, Ohio-based business investment firm with 160 stockholders. It holds minority interest in WFMR(FM) Milwaukee. Embrescia owns 51% of WFMR. His brother James Embrescia, is principal in WBBG(AM)-WWWM(FM) Cleveland. Filed Jan. 11.

■ WMRC(AM) Milford, Mass. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Milford Radio Corp. to Loren F. Ghiglione for \$290,000. Seller: Estate of Lawrence Shane, which has no other broadcast interests. Earlier deal to sell station to Brent Lambert and Eric Johnson for \$315,000 fell through (BROADCASTING, April 12, 1982). Buyer: Ghiglione owns and operates daily *The News*, Southbridge, Mass., and has no other broadcast interests. Filed Jan. 20.

■ KKKA(FM) [CP] St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Seeks assignment of construction permit from Watonwan County Broadcasting Co. to Starship III Broadcasting Inc. for \$12,234. Seller: Terrence P. and John V. Montgomery (40% each), Richard Rogers (15%) and Lorraine Rogers (5%), who have no other broadcast interests. Buyer: Darryl W. Hensley, president (58%) and three others, including seller Richard T. Rogers. Hensley also owns KZEV(FM) Clear Lake, Iowa, and is principal owner of KDWD(FM) Burlington, Iowa. Filed Jan. 21.

■ WMBH(AM) Joblin, Mo. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Chief Broadcasting Co. of Missouri, Inc. from Lovell Morris "Jack" Beasley and Edwin Percival (100% before; none after) to Little Chief Broadcasting Co. of Fayetteville Inc. (none before; 100% after). Consideration: \$200,000. Principals: Seller Beasley also owns 35% of KREK(AM) Bristow, Okla., and 39% of CP for new FM at Bristow. Buyer is owned by Levoy P. Demaree (89%) and wife, Reba (11%), who own co-located KKUZ(FM); and KKEG(AM)-KFAY(FM) Fayetteville, Ark.

■ KEZK(FM) St. Louis (102.5 mhz, 100 kw, HAAT: 450 ft.)—Seeks assignment of license from Metroplex Communications of Missouri to Adams Radio of St. Louis, Inc. for \$5 million (BROADCASTING, Jan. 3). Seller: Norman Wain and Robert Weiss (50% each), who own WHTT(AM) Miami and WHYI-FM Fort Lauderdale; WMGG(FM) Clearwater, Fla.; WRMR(AM) Alexandria, Va.; and WPXK(FM) Woodbridge, Va.; WFYU(FM) Atlantic Beach, Fla., and one-third of permittee for new TV on ch. 19 at Shaker Heights, Ohio. Buyer: Subsidiary of Adams Communications Corp.; which is owned by Stephen Adams, who is president and owner of Center Group Broadcasting, Tyler, Tex.-based owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan. He also bought subject to FCC approval, WILX-TV Onondago, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982) and WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for \$1.25 million (BROADCASTING, Jan. 3) and WRTH(AM) Wood River, Ill. (see above). Filed Dec. 21, 1982.

■ WVOs-AM-FM Liberty, N.Y. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Sullivan County Broadcasting Corp. to Sullivan Marketing Inc. for \$800,000 (BROADCASTING, Jan. 31). Seller: Seymour D. Lubin and Harry G. Borwick (50% each), who have no other broadcast interests. Buyer is principally subsidiary of The Wireless Works

Inc., licensee of WSLB(AM)-WPAC(FM) Ogdensburg, N.Y. It is owned by Christopher B. T. Coffin and Patricia C. Tocatian (27.4% each); Eugene H. Blabey II (19.1%); James P. McGuinness (5.6%) and Doris G. Wheaton (6.9%). Filed Jan. 10.

■ WFNC(AM)-WQSM(FM) Fayetteville, N.C. (AM: 940 khz, 50 kw-D, 1 kw-N; FM: 98.1 mhz, 100 kw)—Seeks transfer of control of Cape Fear Broadcasting Co. from Victor W. Dawson (51% before; 50% after) to Margaret Dawson H. Dickson and Ann Cameron Highsmith (none before; 50% after). Consideration: \$572.79. Principals: Transferor is selling one share of his interest in his nieces, which changes his percentage in ownership of licensee from 51% to 50%. Upon completion of transaction, his nieces will own balance of stock (49%) formerly owned by their mother. Filed Dec. 21, 1982.

■ KSEO-AM-FM Durant, Okla. (AM: 750 khz, 250 w-D; FM: 107.1 mhz, 1.9 kw. HAAT: 365 ft.)—Seeks assignment of license from KSEO Broadcasting Co. to Durant Broadcasting Corp. for \$340,000 (BROADCASTING, Jan. 31). Seller: Robert H. Peterson and family, who have no other broadcast interests. Buyer: Bill Landtroop (26%) and wife, Sue Landtroop (22%), and their son, Steve Landtroop (22%). Glen D. Burke (20%) and Carolyn S. Corbin (10%). Burke is general manager at KSEO-AM-FM, where Corbin is assistant manager and Steve Landtroop is sports director. Bill Landtroop is Durant businessman. Filed Dec. 27, 1981.

■ WYTV-TV Youngstown, Ohio (ABC, ch. 33, 912 kw vis., 182 kw aur., HAAT: 557 ft.)—Seeks assignment of license from WYTV Inc. to Youngstown Broadcasting Inc. for \$9 million (BROADCASTING, Aug. 16, 1982). Seller is publicly traded. Waltham Mass.-based electronics manufacturer and cable MSO. Buyer: A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WTAP(TV) Parkersburg, W. Va., and bought, subject to FCC approval, WBKO(TV) Bowling Green, Ky. Dudley owns 24.5% each of KLBK(TV) Lubbock and KTXS(TV) Sweetwater, Tex., and 17% of WSME-AM-FM Sanford, Me., plus 2% WSBA-TV York, Pa. Subject to closing, Dudley and Benedek are also principals in group that was granted FCC approval to buy WDAU(TV) Scranton, Pa. Filed Jan. 21.

■ WKAP(AM) Allentown, Pa. (1320 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from WKAP Inc. to LWB Allentown Corp. for \$650,000. Seller: Subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner

of four AM's, six FM's and three TV's. Last year it sold WVOJ(AM) Jacksonville, Fla., for \$600,000 (BROADCASTING, Sept. 27, 1982) and bought KOOL-TV Phoenix for \$78 million (BROADCASTING, June 21, 1982). Buyer: subsidiary of Lawrence-Williams Broadcasting Corp., which is owned by C.J. Lawrence & Co. Inc., owned by James E. Moltz, chairman and president (11.6%) and over 40 others. C.J. Lawrence Inc. owns 25% of WHLI(AM)-WKJY(FM) Hempstead, N.Y. Moltz also is chairman of LWB Atlantic Corp., licensee of WLAG(AM)-WWCG(FM) La Grange, Ga., and which owns one-third of WJYI(AM) Marietta, Ga. Filed Jan. 21.

■ WHYW(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Seeks assignment of license from Bennis Communications Inc. to Christian Religious Enterprises Inc. for \$500,000. Seller is principally owned by Robert A. Bennis and family, whose other broadcast interests include WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFLI(AM) Lookout Mountain, and WJTT(FM) Red Bank, both Tennessee. They bought WHYW along with co-located FM last year for \$3 million (BROADCASTING, June 14, 1982). Buyer: Group of seven churches headed by J. Alfred Van Winsset, chairman, Ebenezer Baptist Church, Pittsburgh, Pa. None have other broadcast interests. Filed Jan. 21.

■ WPCC(AM) Clinton, S.C. (1410 khz, 1 kw-D)—Seeks assignment of license from Radio Station WPCC Inc. to Laurens County Radio Inc. for \$88,800. Seller: Group of nine stockholders headed by E.M. Spencer, president, and Dan Lynch, general manager. Buyer: Dan Lynch (40%), Lynn W. Cooper Jr. and Ray D. Whiteford (30%) who, except Lynch, have no other broadcast interests. Filed Dec. 27, 1982.

■ WWZD(FM) Buena Vista, Va. (96.7 mhz, 3 kw, HAAT: -296 ft.)—Seeks assignment of license from Rockbridge Communications Inc., debtor-in-possession to Shenandoah Broadcasting Inc. Buyer: Rodger Gray, Jack Stringer, John A. Parry, William Hollingsworth and O. Max Leach (20% each). Parry owns 20% of KFIM(FM) El Paso and 29.22% of KTXI(AM) Mercedes, both Texas. Hollingsworth is program director at WFIR(AM) Roanoke, Va. Leach is general manager at WFIR. Filed Dec. 21, 1982.

■ WHSM-AM-FM Hayward, Wis. (AM: 910 khz, 5 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 466 ft.)—Seeks assignment of license from Inland Communications Corp. to Windsor Communications Inc. for \$300,000 (BROADCASTING, Jan. 31). Seller: William Landgraf Jr. (50.1%), and wife

Arbadella (39.9%) and Indru S. Thawani (10%), who have no other broadcast interests. Buyer is principally owned by Paul E. Lowrey (70%), who is news director at WKTY(AM)-WSPL(FM) Lacrosse, Wis. Filed Dec. 29, 1982.

■ KVOW(AM)-KTAK(FM) Riverton, Wyo. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 278 ft.)—Seeks transfer of control of Riverton Broadcasting Inc. from Tony A. Kehl (52% before; none after) to Jeffrey S. and Stephen A. Kehl (48% before, 100% after). Consideration: \$498,100 (BROADCASTING, Jan. 31). Principals: Transferor, current 52% owner of licensee, is transferring his interest to his sons, who currently each own 24%. Tony Kehl also is president and one-third owner of KWOR(AM)-KENB(FM) Worland, Wyo., and vice president and 60% owner of KBMN(AM) Bozeman, Mont. Filed Dec. 15, 1982.

Actions

■ KUBB(FM) Mariposa, Calif. (96.3 khz, 2 kw-D)—Granted assignment of license from Mariposa Broadcasting Inc. to Sierra Foothills Broadcasting Inc. for \$525,000. Seller: Robert C. Hughes and family, who have no other broadcast interests. Buyer: Dennis L. Cresswell, president (25%), Anthony Rossi (24%) and others, who own KLOQ(AM) Merced, Calif. (BAPL-821201FG). Action Jan. 17.

■ WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio—Granted assignment of license from Ziff Davis Broadcasting to Television Partners for \$57 million. Seller is division of Ziff Davis Publishing Co., subsidiary of Ziff Corp. Last year Ziff sold two other of its TV's, WJKS-TV Jacksonville, Fla., for \$18 million to Media General and WRCB-TV Chattanooga for \$16 million to Sarkes Tarzian. Buyer is group headed by I. Martin Pompadur, former president of Ziff Corp., and also consists of Ralph Becker, president of Ziff Davis Broadcasting, and Elliot Stein Jr., New York-based personal investor. Pompadur, Becker and Stein will control general partner in buying group, while units in limited partnership will be offered to public through brokerage firms. (BALCT-821112HH, HF, HE, HG). Action Jan. 18.

■ WRIP-TV Rossville, Ga. [Chatanooga, Tenn.] (ch. 61, 595 kw vis., 91.2 kw aur., HAAT: 980 ft.)—Granted assignment of license from WRIP Inc. to Chatt-Chann 61 for \$1.5 million. Seller: Jay Sadow, who is former owner of WRIP(AM)-WOWE(FM) Rossville, Ga., which he sold last year for \$1,060,000 (BROADCASTING, May 17, 1982). WRIP-TV returned to air March 4 after destruction by fire two years ago (BROADCASTING, Nov. 9, 1981). Buyer: David Smith and Ron Hess (50% each). Hess is chairman and 75% owner of WPMT-TV Mobile, Ala. Smith owns 4.8% of WPTT-TV Pittsburgh. (BAPLCT-821123KN). Action Jan. 18.

■ WIFN(FM) Franklin, Ind. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Vogel Douglas corp. to Franklin Broadcasting Inc. for \$325,000. Seller: Principally owned by William R. Vogel and Ronald Douglas. Vogel is principal owner of WHOD-AM-FM Jackson, Ala. WMPI(FM) Scottsburg, Ind., WNOI(FM) Flora, Ill. and WDOH(AM) Delphos, Ohio. Buyer: Subsidiary of Bereman Newman Communications which is owned by William H. Bereman and Joseph F. Newman. Bereman is president of Entertainment Marketing Enterprises Inc. Indianapolis sports promotion and marketing firm. Newman is Indianapolis advertising executive and former 50% owner of KVOV(AM) Henderson, Nev. (BALH-82119GK). Action Jan. 17.

■ WQOK(AM) Myrtle Beach, S.C. (1450 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from Rawley Communications to PhDian Communication for \$318,750. Seller: David Rawley Jr. and family, who are newspaper publishers and also own co-located WJYR(FM) Myrtle Beach, S.C. Buyer is headed by Daniel F. Gibbons, former vice president of news at Durham Life Broadcasting, Raleigh, N.C. (BAL-821124EQ). Action Jan. 19.

■ KBIL(FM) San Angelo, Tex.—Dismissed assignment of license from San Angelo Broadcasters Inc. to Baron Radio Corp. for \$1.5 million (BALH-821115HW). Action Jan. 18.

Services

dataworld inc

AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

HARRISON SYSTEMS LTD.

Systems Design - Installation

Consultant Support Services

301-731-5677

DON'T BE A STRANGER

To Broadcasting's 191,781* Readers
Display your Professional or Service
Card here. It will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 5.2
readers per copy

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies
FAA Negotiations

JOHN CHEVALIER, JR. AVIATION SYSTEMS ASSOCIATES, INC.

1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, AL 35007
(205) 663-3709

UNUSED CALL LETTERS

CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
(601) 981-3222

contact

BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Facilities changes

AM applications


Tendered

■ WFTG (1400 khz) London, Ky.—Seeks CP to change frequency to 980 khz; change hours of operation to 1 kw-D and make changes in ant. sys. Ann. Jan. 28.

■ WEPG (910 khz) South Pittsburg, Tenn.—Seeks CP to

Professional Cards


ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

TELEPHONE (703) 569-7704

CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
1901 WAINWOOD COURT SPRINGFIELD VA 22151
MEMBER AFCEE

Moffat, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCEE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers

150 Wesley Rd
Creve Coeur IL 61611
(309) 698-3160
F.W. HANNEL, P.E.
Member AFCEE

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Member AFCEE

LAWRENCE L. MORTON, E.E. AND ASSOCIATES
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL
Cellular, Field Engineering, Computerized Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

EDM & ASSOCIATES, INC.
Broadcast AM-FM-TV-LPTV-ITFS Translator
Frequency Searches & Rule Making
Carrier Cellular Satellites
MDS P P Microwave
FCC 1st Class & PE licensed staff
1444 Rhode Island Ave. N.W. Suite 1018
Washington DC 20005 Phone (202) 234-4150

EDWARD F. LORENTZ & ASSOCIATES
CONSULTING RADIO ENGINEERS
1334 G St. N.W., Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, DC 20005
(202) 296-2722
Member AFCEE

DAVID STEEL & ASSOCIATES Inc
DAVID STEEL, Sr., P.E.
P.O. BOX 230
QUEENSTOWN, MARYLAND 21658
(301) 827-8725
Member AFCEE

JULES COHEN & ASSOCIATES PC.
Suite 400
1130 M St. N.W.
Washington DC 20036
(202) 659-3111
Member AFCEE

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design, Modifications
Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

RALPH E. EVANS ASSOCS.
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCEE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

ANDRUS & ASSOCIATES, Inc.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MARYLAND 20904
(301) 384-5374
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCEE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P O BOX 18312
DALLAS, TEXAS 75218
Computer Aided Design & Allocation Studies
For Engineering
(214) 669-0294
Member AFCEE

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCEE

McCLANATHAN & ASSOC., INC.
Consulting Engineers
APPLICATIONS & FIELD ENGINEERING
RADIO TELEVISION
PO Box 750
PORTLAND OREGON 97207
Member AFCEE IWX 910 464 6112
Phone (503) 246 8080

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCEE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCEE

 **RADIO ENGINEERING CO**
CONSULTANTS
NORWOOD J. PATTERSON
1900 VIEW DRIVE
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, RD #2
Medford, N.J. 08055
(609) 983-7070

George Jacobs & Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCEE
8701 Georgia Ave.
Silver Spring, MD 20910
Suite 402
(301) 587-8800

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W., Suite 702
Washington, D.C. 20036
(202) 775-0057

increase power to 5 kw. Ann. Jan. 28.

Accepted

- **KAAY** (1090 khz) Little Rock, Ark.—Seeks CP to make changes in N augmentation patterns. Ann. Jan. 28.
- **KMEN** (1290 khz) San Bernardino, Calif.—Seeks MP(BP-820524BK) to augment nighttime standard pattern. Ann. Jan. 24.
- **WLTH** (1370 khz) Gary, Ind.—Seeks modification of CP (BP-20466, as mod.) to make changes in TL (nighttime site only). Ann. Jan. 24.
- **KOIL** (1290 khz) Omaha, Neb.—Seeks CP to make changes in ant. sys. and change TL. Ann. Jan. 28.
- **WSFW** (1110 khz) Seneca Falls, N.Y.—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. Jan. 28.
- **WGOS** (1070 khz) High Point, N.C.—Seeks CP to make changes in ant. sys. to decrease height of tower, and to change TL. Ann. Jan. 28.
- **KLIQ** (1290 khz) Portland, Ore.—Seeks MP (BP-20415, as mod.) to make changes in facilities. Ann. Jan. 24.

FM applications

Accepted

- **KCAW** (104.7 mhz) Sitka, Alaska—Seeks CP to change type trans.; change type ant.; change ERP to 4.29 kw and change TPO. Ann. Jan. 28.
- **KDES-FM** (104.7 mhz) Palm Springs, Calif.—Seeks CP to install aux. ant.; to be operated on ERP of 92 w; change HAAT to 521 ft. and change TPO. Ann. Jan. 27.
- **WHCN** (105.9 mhz) Hartford, Conn.—Seeks CP to change type aux. ant.; increase ERP to 3.0 kw; increase HAAT to 836 ft. and change TPO. Ann. Jan. 27.
- **WMMK** (92.1 mhz) Destin, Fla.—Seeks modification of CP (BPH-790525AG) to change TL; increase HAAT to 285 ft. and make changes in ant. sys. Ann. Jan. 27.
- **KHPR** (88.1 mhz) Honolulu—Seeks CP to change SL; change type ant.; decrease ERP to 25 kw; increase HAAT to 2,091 ft. and change TPO. Ann. Jan. 28.
- **KULA** (92.3 mhz) Waipahu, Hawaii—Seeks CP to change ERP to 100 kw (H) and 99.8 kw (V); decrease HAAT

to 1950 ft. and change TPO. Ann. Jan. 27.

- **WRİK** (98.3 mhz) Metropolis, Ill.—Seeks modification of CP (BPH-800516AB) as mod. to decrease ERP to 1.32 kw; increase HAAT to 456 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.
- **WSEI** (92.9 mhz) Olney, Ill.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 500 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 25.
- **WSRX** (88.5 mhz) Allendale, Mich.—Seeks CP to change TL; change ERP to 137 w; change HAAT to 135 ft. and make changes in ant. sys. Ann. Jan. 26.
- **WSUS** (102.3 mhz) Franklin, N.J.—Seeks CP to change ERP to 521 w; decrease HAAT: to 745 ft. and change TPO. Ann. Jan. 27.
- **KFLQ** (91.5 mhz) Albuquerque, N.M.—Seeks modification of CP (BPED-820217AU) to make changes in ant. sys.; decrease HAAT to 4058 ft. and change TPO. Ann. Jan. 27.
- **WHCB** (91.5 mhz) Bristol, Tenn.—Seeks modification of CP (BPED-811030AD) to make changes in ant. sys.; change TL; decrease ERP to 1.55 kw; increase HAAT to 2,310 ft. and change TPO. Ann. Jan. 27.
- **WBGY-FM** (93.3 mhz) Tullahoma, Tenn.—Seeks modification of CP (BPH-820128AG) to increase HAAT to 986 ft. and change TPO; major environmental action under section 1.1305. Ann. Jan. 27.
- **KELA-FM** (102.9 mhz) Centralia, Wash.—Seeks CP to change TL; change ERP to 100 kw (H); -40 kw (V); change HAAT to 1,057 ft. and make changes in ant. sys. ann. Jan. 27.

TV applications

Accepted

- **WDPB** (ch. 64) Seaford, Del.—Seeks CP to change ERP to 19 kw vis., 1.91 kw aur. and change TL. Ann. Jan. 27.
 - **WSKG-TV** (ch. 46) Binghamton, N.Y.—Seeks CP to change ERP to 500 kw vis., 50 kw aur.; change HAAT to 1,230 ft. Ann. Jan. 26.
- AM actions**
- **KFLR** (1230 khz) Phoenix—Granted CP to make changes in ant. sys. (increase D radiation efficiency). Action Jan. 19.
 - **KTUC** (1400 khz) Tucson, Ariz.—Granted CP to change TL. Action Jan. 13.
 - **KTJS** (1420 khz) Hobart, Okla.—Granted CP to change TL; request waiver of section 73.1125 of the rules. Action Jan. 19.
 - **WLAC** (1510 khz) Nashville, Tenn.—Granted CP to make changes in ant. sys. Action Jan. 14.

FM action

- **KIEE** (100.7 mhz) Harrisonville, Mo.—Granted modification of CP (BPH-801203AK) to increase HAAT to 834

ft.; major environmental action under section 1.1305. Action Jan. 17.

TV actions

- **WCIU-TV** (ch. 26) Chicago—Granted CP to change ERP to 2,000 kw vis. and 200 kw aur. Action Jan. 18.
- **WRWR-TV** (ch. 30) San Juan, P.R.—Granted MP (BPCT-800328KF) to relocate main studio outside city limits of San Juan. Action Jan. 17.

In contest

Procedural ruling

- **Carthage, Tex. FM proceeding** (K-106 Inc. and East Delta Communications Inc.)—ALJ Frederic J. Coufal granted joint request by applicants; approved agreement authorized reimbursement to East Delta in amount of \$50,000; dismissed with prejudice East Delta's application; granted application of K-106 and terminated proceeding (BC Doc. 82-97-98). Action Jan. 3.

Call letters

Grants

Call	Assigned to
	Existing FM's
WMJJ	WQEZ Birmingham, Ala.
KWSS	KFAT Gilroy, Calif.
WOOJ-FM	WSWF-FM Lehigh Acres, Fla.
WIQI	WJYW Tampa, Fla.
WRBQ-FM	WRBO Tampa, Fla.
WWET	WVTL Monticello, Ind.
WYST-FM	WYST Baltimore
WINQ	WXYW Winchendon, Mass.
KQRS	KQRS-FM Golden Valley, Minn.
WZXQ	WDGM Canton, Miss.
WQNY	WEIV Ithaca, N.Y.
WKXZ	WCHN-FM Norwich, N.Y.
KRCK	KLLB Portland, Ore.
WMGZ-FM	WMGZ Sharpesville, Pa.
KRBE-FM	KRBE Houston
WRKR-FM	WRKR Racine, Wis.
	Existing TV
WINT-TV	WCPT-TV Crossville, Tenn.



Broadcast Properties West, Inc.

Broadcast Brokers

Specializing in stations located in the 13 western states.

Broadcast Properties West, Inc.
221 First Avenue West/Suite 420
Seattle, Washington 98119
(206) 283-2656
William L. Simpson
Craig Simpson

◆

Broadcast Properties West of San Francisco, Inc.
1255 Post Street/Suite 625
San Francisco, California 94109
(415) 441-3377
Chester P. Coleman

◆

Broadcast Properties Southwest
1667 South Mission Road/Suite C
Fallbrook, California 92028
(619) 728-8018
Charles R. Kinney

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager and general sales manager positions available within Broad Street Communications FM division. We own WQUE/New Orleans, WYOR/Miami, KJYO/Oklahoma City. Acquisition plans require management candidates. Send comprehensive resume and exhibits of work to Thomas J. Durney, Executive Vice-President/FM Division, C/O WQUE Radio, 1440 Canal Street, Suite 800, New Orleans, LA 70112. Only top-notch managers with documentable success, please.

General Manager for new FM near Kansas City. Great challenge for sales-oriented manager able to train, motivate and control costs. Send resume to Warrensburg Broadcasting, Box 840, Warrensburg, MO 64093.

General Manager: honest, experienced, aggressive, performance-oriented manager wanted to manage a station owned by financially strong regional broadcasting group. Most desirable Arkansas location. Medium market. Excellent growth opportunities. Guarantee plus incentives. Write Box M-176.

General Manager. AM/FM-TV combo. People and FCC oriented. Northeast small market. Reply Box P-23.

Turn-around - experienced manager for medium market FM. Equity possible for right person. Box P-39.

Young, aggressive Sunbelt communications group seeking take-charge selling, do-it-all general manager for under-developed property. Newest equipment, best conditions. You can be a hero! Send resume, letter and your qualifications to Box P-47, EOE.

HELP WANTED SALES

A rare opportunity: I am looking for a professional co-op co-ordinator and the very best sales consultants, not order takers, for a growing group of stations based in Wyoming. If you believe that you're the best, have a minimum of two years' experience and a proven track record, then we should get together. Send your letters, complete resumes and salary history to: Harry L. Dyer, KSGT, P.O. Box 100, Jackson Hole, WY 83001. 307-733-2120. EOE.

Experienced broadcast account executive wanted for top east Texas combination, 100,000 Watt adult contemporary stereo FM, country AM. Send resume to: Charles Gilmore, KEBE/KOOI Radio, Jacksonville, TX 75766. EOE.

Experienced professional to settle into Carolina resort area. Growing station. Investment possibility. Good package for right person. Manager, WKHJ, Holly Hill, SC 29059. 803-496-5352. EOE.

Key West opportunity. Aggressive pro to service existing list and develop new accounts at FM rocker. Salary plus commission. Recession-proof resort area. Send complete resume to Box 2494, Key West, FL 33045.

WWNR is expanding sales staff. Top list, excellent draw and commissions. Resume and references to: Sales Manager, P.O. Drawer AE, Beckley, WV 25801. EOE.

Opportunity for experienced radio person wanting full time sales. Excellent, continuous training program. Box P-32.

WRIV, Eastern Long Island's 1st station continues to grow! We're looking for an experienced, aggressive, account executive to grow with us. We get results and you will, too. Resume and billing history to Bruce Tria, WRIV, 1 East Main Street, Riverhead, NY 11901. EOE.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Write Box M-76.

Twin Falls, Idaho—5 kw MOR opening for mature, entry-level DJ. \$750 month. Jack Hall, 208-733-3381. KTLC, Box 65, Twin Falls, ID 83301. EOE/MF.

Mature-sounding announcer for live assist nostalgia format AM station. Resume and tape to WYUS, P.O. Box 324, Milford, DE 19963.

Experienced sign-on for country FM, who can also do sales. PBP helpful, excellent opportunity and benefits for qualified individual. Send tape and resume to: KODY, Box 1085, North Platte, NE 69103. Attn: Randy Opitz. No phone calls. EOE.

Southeast. Hottest group in Southeast needs experienced announcer, strong on production. Excellent pay and benefits. Send resume to Box M-166.

Experienced broadcaster starting new FM in small, beautiful northern California mountain community. If your production sounds like medium market or better and you're willing to be our production director (no air shift) for low initial wages in exchange for long term gains and mountain location, please send tape, resume and references to: Plumas Wireless, Route 1, Box 708E, Quincy, CA 95971. 916-283-4070.

Central New York modern country FM needs experienced morning personality. Must have good production skills. Send tape and resume to: Mark Fuller, WPCX-FM, P.O. Box 126, Auburn, NY 13021.

Experienced, mature DJ. Tight board. Commercials important. Busy shift. \$200 range. Southeast NY. Advancement potential. AM-FM. EOE. Resume to Box P-21.

Nightclub DJ in nation's top resort. Must know music of '40s and '50s to current disco and project personality. Send resume to PO Box 2226, Palm Springs, CA 92263.

Strong production and afternoon personality for group-owned adult contemporary AM. Mature voice and experience a must. No beginners. Send aircheck/resume to Joe Taylor, General Manager, WIZE, P.O. Box 1104, Springfield, OH 45501. An equal opportunity employer.

Evening announcer for Arizona's leading easy listening FM. Polished presentation with production skills required. Tape, resume, references to J.D. Freeman, OM, KQYT, 3501 N. 16th St., Phoenix, AZ 85016. EOE, M/F.

Experienced morning personality. Full time A/C in top 100 market to take great-rated morning drive and make it even greater. Excellent salary and benefits with growing group. Outstanding opportunity. Send tape and resume right away to General Manager, WRR0, P.O. Box 1440 Warren, OH 44482. EOE.

Country jocks wanted now. Great turnaround opportunity. New owners, new ideas. Looking for growth people, not grumblers. This could be your perfect deal in warm, growing, mid-sized Texas market. Air check, references and past experience to P.O. Box 4132, Bryan, TX 77805. EOE/M-F.

Ohio market searching for morning personality. Must be creative and entertaining. Excellent facilities and staff. Solid benefit plan. Tape and resume to Kert Radel, PD, WFIN, Findlay, OH 45840. EOE, M/F.

Consultant seeking performers for New England and Midwest, AC, easy listening. 'YOYL. Cassette and resume to Broadcasting Unlimited 16 Coltsway, Wayland, MA 01778. EOE.

KQIX is still looking for an experienced morning drive personality. We want a warm, humorous, intelligent communicator for our No. 1 A/C FM station that covers Colorado's western slope. Tape, resume and salary requirements to: Don Rhea, KQIX, Box 340, Grand Junction, CO 81502. EOE.

HELP WANTED TECHNICAL

50KW FM & DA-AM & digital STL. Top 100 market. Excellent salary & benefits. 3 years' experience in repair and maintenance. FCC first or general class license required. SBE certified preferred. Send resume to Michael Hayes, WVIC, 2517 E. Mt. Hope Ave., Lansing, MI 48910.

Engineer, AM/FM, small market in south Texas. Experience with automation necessary. Resume and salary requirements to KVOU/KYUF, Box 758, Uvalde, TX 78801.

KMET/FM. Technical maintenance engineer. This is a unique career opportunity for the special person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. This requires a first class or general FCC license and major market experience. Union position. Call or send resume to: Metromedia, Inc., Human Resources, 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481. EOE.

Experienced broadcaster starting new FM in small, beautiful northern California mountain community. If you are experienced in preventive maintenance, can fix anything, are willing to work hard for low initial wages in exchange for long term gains and mountain location, please send resume, references and a tape (if you can help in production) to: Plumas Wireless, Route 1, Box 708E, Quincy, CA 95971.

Engineer. Large market Midwest FM. Rebuild studio, relocate transmitter; helped by top engineering consultant. Box P-40.

HELP WANTED NEWS

Early morning news. Experienced only. Must have mature, smooth and mellow "easy listening" delivery. Tape, resume & writing samples to WSRS, West Side Station, Worcester, MA 01602.

News Director—immediate opening for personable individual with quality writing and anchor skills. Tape/resume to Don Nordine, KKXL AM/FM, Box 997, Grand Forks, ND 58206.

Opening for two farm directors in Nebraska and Iowa. Experienced NAFB members with farm background. Resume to Box P-45. An equal opportunity employer.

WKSU News/public affairs coordinator. Duties: administration of news and public affairs function of station, including full responsibility for daily creation, production, and scheduling of all news and public affairs programming. Establish and execute overall news policy in cooperation with general manager. Establishment of news contacts and methodology for coverage of all pertinent news and public affairs. Train and supervise small number of news readers/reporters. Participate in community needs ascertainment as directed. Generate material for use on NPR's All Things Considered and Morning Edition and produce and host local segments of Morning Edition. On-air anchoring, reporting, moderating, and hosting as required. Additional responsibilities may include on-air work and production other than news/public affairs. Public appearances and presentations may also be required at times. Qualifications: college degree in journalism, broadcast journalism, or related field preferred. Extensive practical experience in commercial or public radio news/management desired. Ability to write for air and possession of excellent on-air voice and presence are necessary. Demonstrated ability to produce news/public affairs for radio, with creative and in depth treatment essential. Knowledge of local, national, and international affairs will be most helpful. Salary competitive. Deadline: 2-18-83. Audio cassette (no reel tapes, please) demonstrating reading, reporting and production ability and 3 letters of recommendation must accompany resume. Apply to: Search Committee, WKSU, Kent State University, Kent, OH 44242. Kent State University is an affirmative action/equal opportunity employer.

HELP WANTED NEWS CONTINUED

We seek a candidate with a wide range of interests who is capable of great interviews, exciting production, and has a mature and professional air sound. Telephone talk experience is a plus. We offer a challenging position with a competitive salary, good facilities, and an unbeatable benefit package. Tape and resume to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

News director needed for growing contemporary FM in scenic college town. We are looking for an intelligent, well-motivated individual with a minimum of 1-year experience. Tapes & resumes to: Joe Moss, PD, WZOZ, P.O. Box 1030, Oneonta, NY 13820. EOE.

Small market modern country music radio station looking for newperson with experience writing and delivering newscast. Prefer knowledge of central Florida's news sources. Send tape, resume and salary requirements to General Manager, WGTO, PO Box 123, Cypress Gardens, FL 33880. EOE, M/F.

Experienced news director with impeccable credentials, highest standards of integrity, strong leadership skills, and intense love of news. Already strong news image here, but want to reach greater heights. Excellent pay and benefits. Tape and resume to Jim TerLouw, KQIL-KQIX, Box 340, Grand Junction, CO 81502. EOE.

Dominant news facility seeks addition. Looking for experienced, energetic news reporter for 50K AM/100K FM. Arbitron rated No. 1, CBS affiliate. Good pay. Send tape and resume to Russ Clarkson, News Director, WFNC/WQSM Radio, P.O. Box 35297, Fayetteville, NC 28303. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director wanted for top East Texas combination. 100,000 watt adult contemporary stereo FM, country AM. Duties include air shift and some production. Must have excellent voice, strong delivery. Send non-returnable tape to: Alan Mather, KEBE/KOOI Radio, Jacksonville, TX 75766. EOE.

Opportunity for experienced radio person wanting full time sales. Excellent, continuous training program. Box P-33.

SITUATIONS WANTED MANAGEMENT

Attention station owners/group owners. General Manager with 20 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programing. High achiever of goals and profit-oriented. Strong sales development ability. Excellent credentials. Write Box M-124.

Vice-President/General Manager, radio: excellent sales and management track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

Husband and wife team: for morning fun and profit. Ownership, management, sales, programing, book-keeping experience. Mid-Atlantic preferred. Sm to med market. Write Box M-115.

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.

General Manager. Solid professional achiever, fifteen-year track record of accomplishments. Past 6 years headed winning stations in highly competitive rated markets. Sound management strategies, leadership, generated top sales, ratings, profits. A positive people motivator. Strong credentials in sales and programming. Presently in California, will relocate. Write Box M-175.

Looking for honest, straight-talking sales manager? I'm looking for you! Experienced small market salesman. Midwest. Write Box P-2.

Successful VP sales seeks better opportunity with long-term commitment. Verifiable track record, proven expertise. Responsible for remaking sales departments from top down. Specialist in co-op, retail marketing, consultant sales, promotions. Previously, consultant to major groups. Seeks same capacity, with VA/INC preferred. Please reply to Box P-5.

Station owners: sick of the radio business? Thinking of selling? Experienced general manager can fix your station and help get maximum sale price. Specialist in turnarounds with knowledge of license transfer, as well as industry credentials and record of performance second to none! Looking for short term assignment prior to sale. Box P-22.

Dynamic, successful sales manager, with proven track record and knowledge of all aspects of radio, seeks similar position in Northwest or Southwest. Write Box P-27.

Broadcast veteran—25 years+ radio-TV switched to cable TV and had enough. Seeking general management position with sound future. Let's team-up and make \$\$\$\$ for the both of us. Write Box P-42.

SITUATIONS WANTED SALES

Female, 39, mature/dependable, seeks position in sales and announcing. West or Southwest. Kam Murphy, 1115 S. Arbutus Street, Lakewood, CO 80228. 303-988-5393, after 5:00 p.m.

Volume, profit, results. Consultant with proven track record available now. Let's talk. Jerry Clegg, 703-463-6715.

SITUATIONS WANTED ANNOUNCERS

Excellent knowledge of music. Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

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, after 6 PM/EST.

Talk Show Host from Pittsburgh radio is looking. I am the best. 412-321-5071.

Talented young sportscaster with 5 years' commercial experience seeks move to medium-major market. Available in 2 weeks. Joe, 503-884-5569.

Give a beginner a home. I'm bright, personable and know my craft. College experience, RRT, contemporary/rock formats, news, strong production. Michael, 212-543-9428, evenings. Will relocate!

Dr. Mucho Morgan! Outrageous morning pro. 12 years' experience, positive thinker, team player. Great ARB's, references. 100% promotion participation. All shifts, sizeable markets. 717-854-2123.

Career-minded, excellent reader and voice. Experienced. Wisconsin or surrounding states. Bill Hess, 7661 South North Cape Road, Franklin, WI 53132. 414-529-4493.

1981 college grad seeks employment. Experienced in A/C personality, country, play-by-play, and news. Neil Isaacs, 616-798-4613.

9 years' experience, dependable, excellent references. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Help!! We changed formats and I miss my country music. Seeking medium market on East Coast, but all offers considered. Live formats only. Nearly 7 years' experience. B.A., family man. Write Box P-37.

Announcer—15 years' experience. Seeks part-time work in W. Pa. or eastern Ohio. Write Box P-17.

Professional attitude and sound. Bill Whetzel, N 104 W 16269 Donges Bay Rd., Germantown, WI 53022. 414-255-3659.

Have job, will travel—positive mental attitude and small market experience included. Al Doyle, 312-279-2519, evenings.

Talk show host—Currently No. 1 in major Eastern market. National award winner. Genuine pro (mature, entertaining, excellent interviewer). Any format (phones, music, live). Proven ratings booster. Rare opportunity for progressive management seeking top personality. Prefer South or West, but consider all replies. One letter could solve all your station's talk-show problems, so why not write me? Box P-19.

Good voice. Easy to get along with. 3 months' on-air experience. Paul, 414-453-4548; 414-543-8683.

Attention Midwest: Need an intelligent, creative, personable talent with good production skills on your staff? Then call Charlene Nyren, 414-529-3617.

Major market talk host wants to fill need at your station for music/talk, talk or news. Write Box P-43.

SITUATIONS WANTED TECHNICAL

Chief. Well experienced in audio processing and RF, AM & FM, all power levels; supervisory experience and good at working with budgets; a professional who wants to work with professionals in a good company. 615-428-1372.

SITUATIONS WANTED NEWS

Small markets news sportscaster. 4 years' well-rounded experience seeks initial commercial opportunity. Larry, 313-732-1262.

Experienced sportscaster seeks PBP position. I can do it all, especially hockey. Call Marc, 612-253-2399.

Sports or sports/news—young, experienced, versatile sportscaster. PBP, all sports. Call Steve, 315-298-4850. Available now.

FB/BKB PBP announcer wants to do baseball. Also knows hockey; can write, sell, print/TV news exp. Currently off air, will work anywhere. Call now: Mike Saelens, 703-971-3806.

Sportscaster with big ten PBP experience. Knowledge, understanding of sport and its broadcast. Mark Rosman, 201-536-4183.

Award-winning news/talk, trained at top Chicago station. Wyoming, northern and southern California track record. Arthur T. Lynch, 16650 Union, Victorville, CA 92392. 619-243-4641; 312-848-9263.

Strong and experienced talent-producer currently working part time seeking news-talk show in New England. Give me the chance, I'll give you the numbers. Write Box P-9.

Big Apple sports/news assistant. Seeks more exposure in smaller market as sports anchor/PBP. All-around sports experience. Telephone talk. Looking for good sports market. For T and R: Todd Alan, 2 North Ridge, Armonk, NY 10504.

Experienced black make broadcaster, heavy news with smooth network sound. Available immediately. Karl Gayle, 212-325-5451.

Looking for first break. News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324.

News Director—experienced in major market looking for challenge. C. Hickman, 9501 E. 89th St., Kansas City, MO 64138.

Sports Director. Sixteen years' experience. Award winner. Professional baseball, college football/basketball. CBA. Excellent skills. Hard worker. Write Box P-26.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Program Director, 6 years at last station, out of radio in '82 to pursue other interests, is returning to broadcasting. Strong background all phases. Reasonable. Call Don, 704-535-3526.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

NC/SC/VA, 12 years' experience. 32 years old. Have been operations manager, program director, news director, music director, announcer/sales. If you have opening in any of above, I'm interested. Write Box P-28.

TELEVISION

HELP WANTED MANAGEMENT

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.

General manager. Group owns multi-stations in SW. Excellent salary, benefits and opportunity to grow. Candidates should have 10-15 yrs' experience all areas of TV. Must have been Gen. Mgr. or Asst. Gen. Mgr. Resume: PO Box 27206, Houston, TX 77027, or call 713-871-0995.

Network affiliate station in the West is seeking a computer/traffic department supervisor. We are looking for strong management skills and Bias computer experience. EOE. Write Box M-158

Sales Manager. Group owns multi-stations in SW. Excellent salary, benefits and opportunity to grow. Candidates (mature) should have 5-10 yrs' experience media sales. Resume: PO Box 27206, Houston, TX 77027, or call 713-871-0995.

Unique opportunity exists for chief engineer to help design, equip and construct a brand new TV station, Channel 12 in Medford, Oregon, located in the beautiful Rogue River Valley. Applicant should have strong experience in transmitter operation and maintenance, studio equipment, ENG and microwave installations. Responsibilities include training and supervision of technical personnel, FCC filings and record keeping, and facilities documentation. Construction starts soon, so act fast. Send resume with references: General Manager, Sunshine Television Inc., 10 Crater Lake Avenue, Suite 16, Medford, OR 97501.

General Manager. AM/FM-TV combo. People and FCC oriented. Northeast small market. Reply Box P-24.

Business manager for new VHF TV station in Medford, Oregon, market 152. Experience in sales traffic, billing, broadcast business computer systems and all phases of accounting is required. Help manage the construction of a new facility located in beautiful southern Oregon. Send resume and references: General Manager, Sunshine Television, Inc., 10 Crater Lake Avenue, Suite 16, Medford, OR 97501.

Station Manager/Sales Manager for Northeast network UHF. Need experience. Reply Box P-25.

HELP WANTED SALES

Aggressive, top-rated, Midwestern independent television station has a place for two salespeople. If you are a top radio salesperson, this is an especially good opportunity to enter television. We train and use every proven sales aid, plus top commission in the market. Here is a real opportunity for winners. Equal opportunity employer. Reply to PO, Box 2255, Ft. Wayne, IN 46801.

Experienced account executive for local sales position in south Florida; rapid growth market and station. You must have superior selling and account development skills. The ability to find and use audience research is a necessity. Minimum two years' television sales experience required. Send resume/references, and your selling philosophy to Box P-11. EOE.

Local Sales Manager—top ABC affiliate is seeking an experienced local sales manager. Must have TV sales experience with a demonstrable track record of setting and accomplishing goals. College education is desirable. Send resume to KMBC-TV, 1049 Central, Kansas City, MO 64105. No phone calls, please. An equal opportunity employer.

Local/regional sales manager, strong Midwest NBC affiliate, broadcast sales management experience necessary. Salary commensurate with experience. Send resume and references to Larry Proffitt, KSN, Box 333, Wichita, KS 67201.

HELP WANTED TECHNICAL

Transmitter supervisor. Immediate openings. Strong RF background. Ability to work unsupervised. UHF experience preferred. Openings at two locations: KTXA-TV 21, Arlington, Texas; and KTXH-TV 20, Houston, Texas. Salary commensurate with experience. Send resume to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Rapidly growing Midwest teleproduction facility has immediate need for chief engineer with background in 1" type C, TK-76, EC-35, Grass Valley, CMX. Send resume with salary history and requirements to PO, Box 6183, Cincinnati, OH 45206.

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

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.

New York City post production facility has two openings: (1) maintenance engineer, minimum of 5 years' experience. (2) operation supervisor, minimum of 3 years' experience. Both positions require experience with 2" and 1" formats and all support equipment. Send resume and salary history to Box P-6.

Maintenance engineer: entry level. Some electronics background required. Write Brian Lockman, C-Span, Suite 155, 400 North Capitol Street, N.W., Washington, DC 20001.

Engineering—chief engineer assistant. Ground floor opportunity in broadcasting! Our Telecommunications div. seeks an assistant to chief engineer to work with the latest radio, TV and satellite systems at our West Windsor, NJ, campus. You'll be involved in working on public radio station WWFM, a county-wide cable TV network, closed circuit TV and academic programs in radio and television. Position requires an FCC 1st or general license, experience in radio and/or TV construction and maintenance and preferably a two or four year college degree. SBE certification a plus. Salary range: \$12,618 to \$22,535. Actual salary dependent on experience, excellent benefits. Work in an academic environment. Send resume to: Mercer County Community College, Personnel Services, Dept. GS, PO, Box B, Trenton, NJ 08690. Equal opportunity/affirmative action employer.

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.

Maintenance engineer. Major videotape production and post-production company has position open for maintenance engineer. Must have minimum of three years' experience with maintenance of CMX system, Grass Valley switchers, 1" C, 1" B, 2" formats. Reply Box P-20.

Television maintenance engineer—University of Maryland. To calibrate, maintain and repair broadcast-quality audio and video equipment. Appropriate training required; 1st class license and three years' experience preferred. Address applications and inquires to R. Swanner, Tawes Fine Arts Building, Department of Communication Arts and Theatre, College Park, MD 20742.

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, PO, Box 44169, Las Vegas, NV 89116.

TV studio engineer for ABC affiliate in WPB, FL. First phone required. Experience in videotape, camera control and switching. Send resume and salary requirements to Personnel, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

Television engineering position openings anticipated in various aspects of the broadcast operation. Resumes accepted on continuous basis. Salary range: \$12,318 to \$17,448 minimum/annual. Two years television/broadcast electronics or equivalent required. Contact: Paul E. Few, University Television, Box 83111, Lincoln, NE 68501. AA/EEO.

Maintenance engineer: minimum two years' experience in maintenance of wide range of equipment for PBS station in major market. Send resume and salary history to Personnel, WEDU-TV, 1300 North Boulevard Tampa, FL 33607. EOE.

Engineer technician with 3/4"-2" quad and TCR-100 maintenance background. So. Cal. location. RF a plus. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, PO, Drawer X, Santa Barbara, CA 93102.

HELP WANTED NEWS

No. 1 news team is searching for a weekend anchor/producer. Experienced. Send tape and resume to John Howe, PO, Box 10,000, Reno, NV 89510. EOE.

Sports Director. Can you continue our tradition of sports excellence, lead our 3-person department, and creatively entertain both sports fanatics and folks who think the Super Bowl is a giant salad bar? If you've got the style and personality to make our sportscast sizzle, rush resume and VTR to JB, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. EOE.

Denver television looking for on-air sports reporter. Prime time. Please send tape and resume to News Director, PO, Box 5667, Denver, CO 80217. An equal opportunity employer.

News photojournalist. KWTW, a CBS affiliate in Oklahoma City, is seeking a photojournalist. Experience in all aspects of ENG photography and 3/4" editing to NPPA standards a must. Creativity combined with hustle a must. Requires: a high school diploma or equivalent, plus one year of prior related experience. Send resume and videotape to: Bilye Gavitt, KWTW, PO, Box 14159, Oklahoma City, OK 73113. EOE/M-F.

No. 1 news team is searching for on-air reporter. Experienced. Send tape and resume to John Howe, PO, Box 10,000, Reno, NV 89510. EOE.

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.

Reporter/anchor. Experienced news reporter needed for medium size market in Sunbelt. Strong reporting skills and some anchoring experience required. Send resume and salary requirements to Box P-36. EOE, M/F.

Immediate opening for experienced street reporter in the fastest growing market in the country. ABC affiliate for Naples/Fort Myers in beautiful southwest Florida. Beginners need not apply. Minorities encouraged. Rush tape and resume to: Rick Snyder, News Director, WEVU-TV 26, 28950 Old 41 Road SE, Bonita Springs, FL 33923. EOE.

Peoria, Illinois ABC affiliate seeks a news producer for our 10PM newscast. Reporting and video tape editing experience required. Salary range in the mid to high teens. No beginners. Send resume to Ron Davis, VP-News, WRAU-TV, 500 North Stewart, Creve Coeur, IL 61611. EOE.

HELP WANTED NEWS CONTINUED

Hawaii calls. We are looking for a solid TV reporter with hands-on experience. Good at turning over rocks and finding stories. Capacity to develop sources essential. No beginners, please. Send resume to Box P-7. EOE.

Photographer—one of the reasons our unique approach to news has been so successful is the contribution of our photographers. We are increasing our staff and looking for a talented individual with creative story ideas, sensitive use of video and imaginative editing. Send tape and resume to: Tony Burden, N.D., KMSP-TV, 6975 York Avenue, S. Minneapolis, MN 55435. EOE.

Expanding news operation has two immediate openings: one for anchor/reporter/producer with strong on-air presentation and television news experience; the other for a reporter with ENG skills. Send videotapes and resumes to George Rousseau, WVNY-TV, 100 Market Square, Burlington, VT 05401. Equal opportunity employer.

Weathercaster—ABC affiliate in Sunbelt is looking for an experienced professional for prime weathercasts. Credible presentation with enthusiastic personality and previous experience required. Meteorologist preferred. Send resume and salary requirements to Box P-35. EOE, M/F

News producer for top station, NE medium market. Live capability, helicopter, large staff. We seek a well-organized producer for 6PM and special news projects. Computer experience helpful. Resume to Box P-49. Equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager. Top 15 market in the Pacific Northwest is seeking a motivated production manager. Major market experience producing local programming desired. Send resume to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/M/F.

Great opportunity for a creative producer/director who has at least five years major market experience. Heavy emphasis on commercials and industrials. To work with one of the country's leading production houses, send tape and resume (no calls) to: Dan Rogers, Telemation Productions, 834 North 7th Avenue, Phoenix, AZ 85007.

Film director. Experienced editor, shipper, take-charge person. Live in beautiful high Sierras. Write confidentially to: Betty Miller, Box 410, Las Vegas, NV 89125.

Art director—must have a major degree in commercial art, minimum five years experience as TV art director, possess working knowledge of electronic production equipment, understand all on-air graphics and print media. Resume/samples to: Kurt Eichsteadt, Program Director, KCRA-TV, 310-10th St., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Assistant production manager/associate Producer/Director. Pacific Northwest public television station seeks professional to coordinate technical personnel schedule and facilities; act as associate producer and director. Minimum qualifications: Bachelor's degree in broadcasting or work experience; 2 years' supervision of scheduling people and facilities; 3 years' professional experience in broadcast television. Salary \$14,232—\$20,988, plus liberal benefits. Deadline: Feb. 22, 1983. Send resume to Steve Welch, 83-TS-3E, KCTS/9, University of Washington, AC25, Seattle, WA 98195. FOF/AA

WBZ-TV, Boston. WBZ-TV in Boston is looking for a producer-director for a new form of daily information program. The candidate must currently be producing and directing at a commercial station. The person we are looking for is aggressive, organized and creative and works well with people. Direct resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An EOE.

Creative genius. Network affiliate in top 40 market needs super audience promotion manager with great skills for inventive and effective on-air promotion. Send resume to Box P-30.

Aggressive Dallas-based sports production company is looking for an experienced producer/writer to work on magazine type shows for broadcast, cable and foreign distribution. Strong sports knowledge a must. Field production experience is essential. Salary and benefits commensurate with experience. Send resume and demo reel to Holden Production Group, 6131 Luther, No. 210, Dallas, TX 75225. All inquiries confidential.

Wanted—a producer-director with experience in directing live programs and commercial production. Send resume to Barry Sikes, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE, M/F.

Program Manager. Dominant station in Midwest top 60 market seeks experienced programmer. Must be self-starter with strong knowledge of syndicated and feature product, local programming and FCC. Send resume and salary requirements to Box P-48. EEO/M-F.

PM Magazine co-host to complement our current female co-host. Looking for a great on-air personality. Producing/writing skills extremely useful. Send resume and tape to: Producer, PM Magazine, 4 Broadcast Plaza, Albuquerque, NM 87103. EOE.

Videographic artist. WOSU-TV is seeking an individual to design and develop graphic art work for TV programs and production. This individual will design and develop sets and staging styles, and monitor construction and handling of sets and props. This individual also prepares two dimensional visuals, and designs and prepares other graphic print and promotional materials. Applicants must have a Bachelor's degree in art or related field, experience in TV graphics/design, and knowledge in using a photo-static copying machine, airbrush, silkscreens, water-colors, acrylic paints and hot press, or equivalent education and experience. Starting salary: \$15,720 to \$17,520. Qualified applicants for the above position should apply by February 11, 1983, to Professional Employment Services, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity/affirmative action employer.

We are looking for an outstanding sports photographer/editor. Shoot with an Ikegami 79, edit on BVU 800's. Strong sports knowledge and 2 years' experience a must. Salary commensurate with experience. You will be working on magazine programming for cable, broadcast and foreign distribution. Send resume and demo reel to Holden Production Group, 6131 Luther, No. 210, Dallas, TX 75225. All inquiries confidential.

Executive producer. National award-winning major market Pacific Northwest public television station seeks executive producer with management skills interested in maintaining station track record. Will be responsible for day-to-day editorial and program operations of production units. Minimum qualifications: BA in Communications or closely related field. May substitute equivalent work/training experience. Five years' experience as product/director in broadcast television; 2 years' experience in television broadcast management; verifiable national production credits in a key role (producer, executive producer) or acceptable equivalent demonstrated ability. Salary: \$22,248-\$34,776, plus liberal benefits. Deadline: Mar. 7, 1983. Resume to: Selection Committee, 83-P-4E, C/O Terao, KCTS/9, University of Washington, AC25, Seattle, WA 98195. EOE/AA.

WBZ-TV, Boston. WBZ-TV in Boston is looking for a host for a new form of daily information program. Candidate must currently be employed in commercial television in a talk format. Please send a resume and cassette to Richard Kurlander, Program Manager, WBZ-TV, Boston, MA 02134. An EOE.

SITUATIONS WANTED MANAGEMENT

Promotion manager in top 15 market affiliate for four years. Strong production background. Experience in news, public affairs. Seeks major market creative services management or executive producer position. Phone 305-274-4552.

Experienced program manager seeks more challenging position as General Manager or Station Manager in medium or small market. Outstanding references, will relocate. Box P-15.

SITUATIONS WANTED TECHNICAL

ENG technician—news & feature story. Five years' experience. First class FCC. Call Chuck, 215-933-7022.

SITUATIONS WANTED NEWS

Attractive female. Northwestern grad, Master's degree, 2 years' TV experience, reporter-anchor. Seeks mid-market reporter position with emphasis on hard news. Write Box M-117.

Anchorman. 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

Sportscaster/PBP. Experienced-educated, 9 years radio-TV, 5 years college radio PBP. Shoot, edit, produce. Master's degree. Looking for radio-TV combo including major college/pro PBP. Box M-123.

Experienced female sportscaster desires video broadcasting opportunity. Well-versed in all aspects of sports reporting on the high-school, college, and professional levels. Write Box M-162.

Available for auditions/interviews in PA, NJ, Maryland, Delaware. 12-year radio communicator seeking move to TV as anchor, host, weatherman. Some TV experience, excellent appearance. Positive thinker, great references. John, 717-854-2123.

Enthusiastic meteorologist eager to work full time in medium market. On-air TV, radio experience in college. Communicates weather on interesting, personal level. Available immediately. For resume/tape, call Chris Thompson, 815-756-3325.

Meteorologist. AMS professional with seal. Fast pace, authority, unique wit, expertise. Now in major with computer graphics. Write-Box P-1.

Award winning news producer available immediately. I'm a solid journalist with extensive experience producing documentaries, magazines, investigative reports. 212-951-8921, nights.

Photo journalist/editor. Hard working, 23 year old college graduate—Communications. Photographer/editor intern for KBTU, Denver, and WPTA-TV, Fort Wayne—20 weeks. Willing to pay own relocation. Eager to serve you. Call or write: 303-795-9998; John Franzgrote, 5779 Green Oaks Drive, Littleton, CO 80121.

Not Osgood, almost asgood. Reporter with distinctive flair, Network experience. Available April. Call 312-726-1245, weekdays.

Law/legal affairs rpt. Practicing trial lawyer, excellent legal credentials, experienced in on-air broadcasting. Presently employed. Write Box P-8.

Sports reporter/anchor. B.A., Communications, Villanova University, 4 years' college PBP. Enthusiastic, aggressive, colorful. Just what you're looking for. Have tape & top references. Al Oxenreiter, 412-531-8882.

Reporter—highly qualified newsman in major market looking for TV job in medium or small market. Box M-36.

black female anchor—7 years' experience, currently working in top 50. Seeks new challenge in competitive market. Write Box P-14.

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.

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchor/reporting skills, impressive "involvement" packages. Tape shows versatility. Box P-16.

News veteran (42) with extensive radio/TV reporting and anchoring background seeks news director position. Currently teaching advanced broadcasting in major university and writing and producing a nationally syndicated radio feature. Will consider additional anchor duties. Write Box P-18.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced word/information processing systems specialist seeks opportunity as television broadcasting automated systems specialist. Solid background, degree. Resume, write Ken Reagle, WWWCCSDPCE, Box 2629, APO NY 09403.

Female seeks entry level position in production. B.S. Communication degree. Worked two years as producer, director, editor and cameraperson for campus station. Internshiped at CBS affiliate. Help a young person get a start. Will relocate anywhere. Contact Lorie Moran, 3421 Harvard, Erie, PA. 16508. 814-864-5351.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Limited internships. Mix practical experience with classroom training, working side-by-side with Illinois Statehouse presscorps, in unique, intense 1-year challenge. Leads to M.A. \$2,640 stipend, tuition waiver during 6-mo. internship with Capitol TV, radio and audio networks. Qualified applicants for '83-84 term being considered. Write Bill Miller, Public Affairs Reporting graduate program director, Sangamon State Univ., Springfield, IL 62708 or call 217-782-1402. April 1 deadline.

HELP WANTED INSTRUCTION

Broadcast faculty member for Department of Communication. Successful candidate will supervise TV production courses, as well as teach TV production. One or more additional areas of specialization sought in subjects such as cable and new technologies, international broadcasting, media management, broadcast journalism, or other related broadcast areas. Qualifications sought include Ph.D. degree (ABD possibly considered), professional experience, and teaching experience. Position begins in mid-August, 1983. Letter of application, vita, letters of recommendation, and other materials should be submitted by March 1, 1983, to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, PO. Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. AA/EEO employer.

Mass communication theory and research. Associate or full professor to teach such courses as mass communication theory and research, broadcast journalism, and public relations. Candidate would be expected to provide leadership in developing mass communication program. Doctorate required. Strong research and curriculum development experience essential. Salary: \$23,976-\$36,540, depending on qualifications. Send resume and letter of recommendation to Gary T. Hunt, Department of Speech Communication, California State University—Los Angeles, Los Angeles, CA 90032. Closing date: March 1, 1983.

Broadcasting assistant professor or instructor to teach television production and related broadcasting lecture courses for large undergraduate program with liberal arts emphasis. Appropriate TV production experience required; advanced degrees preferred; teaching experience a plus. A permanent, tenure-track position. Start September, 1983. Salary for ten-month academic year is open and competitive with usual benefits. Send letter, resume and names of three references by 2 March, 1983, to: Dr. Joseph L. Peluso, Dept. of Communication, Seton Hall University, South Orange, NJ 07079. EO/AAE.

Broadcast faculty member wanted at Eastern New Mexico University. Teach production, mass media, sales, management. Ph.D. required, professional experience desired. Rank and Salary open. Write: Dr. Larry Bradshaw, Sta. 19, ENMU, Portales, NM 88130. ENMU is an AA/EOC employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color remote unit, include equipment list, pictures, price and available date. Box P-38.

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.

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.

Complete color remote truck. Includes 5 RCA TK44 cameras with Varolot lenses, heads and tripods, GVG 1600-1L switcher, Quantum audio board, Clearcom system monitoring equipment, etc. Call Bob Martin, Gillicable TV 408-998-7333.

RCA TK-28B film chain, complete with Multiplexer, TP-66 and FR-35 projectors with pic clear, TP-7 slide projector, full remote control of color correction. Call General Television Network, R. Hippler, 313-548-2500.

5KW AM transmitters: 1977 CCA 5000D, RCA BTA-5H and BTA-5T. All units guaranteed to pass proof. M. Cooper. 215-379-6585.

TV-mobile van with generator. Beautiful GMC-motor home. 2 RCA TK760's, 2 Sony BVU200's with 3/4" editor and TBC, computer image switcher, RCA-BC8 audio board. Ready to go. \$115,000. Call Chief Engineer, 313-355-2901.

Harris 1KW AM, MW-1A, 2 yrs. old, like new. Also, Gates BC-1G and RCA BTA-1R. On-air and guaranteed. Call M. Cooper, 215-379-6585.

2.5 KW Sparta 602 FM, 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

Collins, 37M-7, 7 sections, FM antenna operating at 97.3, 3" 250' Heliac coaxial cable. Best offer. 617-997-9436.

Used towers for sale: 1-380' 42" face guyed, 1-120' 24" face guyed. Will sell one or both. Installed turnkey, Mattioni Tower Contractors, 205-288-5812.

Tower for sale: 1-890-foot Kline (FM/TV) 1-140-foot self-support (FM). Call 901-274-7510.

Grass Valley 1600-7G switcher with 24 input; all options including chroma key, D-S keyer, borderline option etc. and custom auxilliary distribution matrix; Vinten pedestals No. 702; lanaro spots/softies; scrimmer; IVC-9000's. Syke; all excellent condition. Call David Fleming, 914-439-4310 (11 AM-4PM).

Thirty six AM and FM transmitters in stock, all have meet FCC proofs. All powers. Continental, Collins, RCA, Harris/Gates, Sparta, CCA, Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Scully 280B-2 recorder, servo, rack mounted, like new. \$2400 or best offer. 919-934-6869.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

TK-27 Telecine cameras, \$3000. TR 70 Quad tape recorders, \$5000. Master control switcher with 17 event preset, \$5000. RCA TK-45 studio cameras with or without pan heads and pedestals. Price negotiable depending on configuration. Dual Raytheon KTR-2A STL microwave system, \$10000. TR 600 Quad tape recorder, \$8000. TK 76B RCA ENG cameras with lens, \$10,000. Contact: T. Arthur Bone, WPRI-TV, Providence, RI. 401-438-7200.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Comic relief. Just for laughs. Biweekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

Comedy gets listeners—top D.J.'s share proven comedy methods. Free information. Box 111-B, Newburgh, IN 47630.

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

Positions available. Weekly newsletter, \$15.00/15 weeks. Job Leads, Trent Bldg., Irvington, NY 10533.

For rent: across street from FCC. Four-office suite, 1025 sq ft. \$17 per sq. ft. Available immediately. Contact H.T. Boland, 202-223-4300.

I have a proven, successful, unique big money-making sales promotion for your auto dealer. It is too good to give away. Send \$10.00 for complete package now to: Auto Money-A, 910 Coolbaugh, Red Oak, IA 51566. Money back guarantee.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Tired of Tanner & TM. Affordable custom client jingles. Free specs. Philadelphia Music Works, PO. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Editor. Diverse, daily, feature-oriented, syndicated program. Someone creative, organized, wise. Box 3363, Chapel Hill, NC 27514.

RADIO

Help Wanted Management

OPERATIONS MANAGER

KPTL Radio in Carson City, Nevada, is looking for an experienced person to direct the operations function of both KPTL-AM and KKBC-FM. This is a newly created position designed for the individual who possesses excellent supervisory, training and operational skills. The person hired will be a member of the KPTL/KKBC management team responsible for structured planning, budgeting, and marketing strategy. If you have a college degree or equivalent and five years of related broadcast experience, send resume and cover letter with salary requirements to:

Jerry Schafer
General Manager
KPTL/KKBC
1937 N. Carson St.
Carson City, NV 89701. EOE

Help Wanted Management Continued

BROADCAST GROUP INTERESTED

in aggressive, experienced General Manager with documented track record in sales motivation, profit development, audience building, and image development. Excellent opportunity with powerful, dominant AM radio station in beautiful medium-sized Southwest market. Send complete resume to: United Communications Network Inc., P.O. Box 2531, Roswell, NM 88201.

Help Wanted Sales

MAJOR MARKET RELIGIOUS AM/FM

seeks person with strong background in religious sales to develop FM spot sales effort. Group owner, excellent opportunity for advancement. Complete resume and salary requirements to Box P-34. EOE.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Technical



MUTUAL BROADCASTING SYSTEM

OPERATIONS MANAGER

Join the technological leader in network radio broadcasting.

MBS has an immediate opening at our Crystal City, Virginia, headquarters for an operations manager to provide direct on-duty supervision of technical staff in their operation of program distribution systems.

Successful candidate will have understanding of the basic skills necessary for technical operations, 3-5 years' experience in operations for a broadcast facility, and at least one year supervisory experience.

MBS offers complete company-paid benefits with a pleasant and convenient location.

Qualified candidates are invited to submit a resume and salary requirements to our Personnel Department.

1755 S. Jefferson Davis Highway
Arlington, VA 22202

An equal opportunity employer, M/F

Situations Wanted Management

GENERAL SALES MANAGER/DIRECTOR OF SALES

ATTENTION G.M.'S AND GROUP SALES V.P.'S: Totally professional and dedicated Radio G.S.M. seeks career move to solid, growing group. Major market candidate offers finest track record of success, credentials and reputation available. At 34 background includes General Sales Management of nationally respected FM in Top 5 market, and Regional Management of one of the most prominent National Rep Organizations.

ORIENTATION: Creative Marketing and Sales Development. Knowledge of all areas of radio research and concept data. Team motivator with "hands on" involved approach.

FINANCIAL SKILLS: Budgeting, projecting, sales analysis, inventory controls.

CANDIDATE is a communicator at all levels who handles responsibility and delivers profit.

Send a note to the box number below. Will forward more information, and phone on request. Confidentiality respected.

P.O. Box 4212
Cherry Hill, New Jersey 08034

TELEVISION

Help Wanted Programing,
Production, Others

CABLE TELEVISION PROGRAMMING COORDINATOR

The City of Torrance, as part of its recently granted cable franchise, seeks a Programming Coordinator to join our management staff. The Coordinator will be responsible for operation of our government access channel, training of others in production techniques, liaison with the franchisee, and development of goals and objectives for cable use.

Salary potential is \$2400 to \$3100 per month with a unique management benefit package which can be tailored to your individual needs.

Applicants **MUST** have proven managerial ability and experience in television production, staff development, and community relations. Experience in local cable programming, public administration, and knowledge of the Torrance community are desirable.

To apply, send your resume showing the above qualifications to:

William L. Ghio
Personnel Services
City of Torrance
3231 Torrance Blvd.
Torrance, CA 90503

Equal Opportunity
Employer M/F

PROMOTION WRITER/PRODUCER

If you have a love for writing bright, clean, convincing TV promo copy and possess the right mix of people skills, production skills and a high standard of broadcast promotion—read on.

KYW-TV, Group W, wants you in their Creative Services Department. Please send your TV/Radio reel and resume to: Brian O'Neill, Creative Services Director, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

KYW-TV 3 W GROUP

Group W is an equal opportunity employer

Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Current 3/4-inch video recording system performance falls below the performance of 3 tube, portable cameras. In developing the Hawkeye broadcast quality camera/recording system, RCA engineers closed the performance gap between cameras and recorders. By developing a new method to record chrominance and luminance on standard 1/2-inch VHS cassettes, they were able to improve overall picture quality while reducing weight and the number of moving parts.

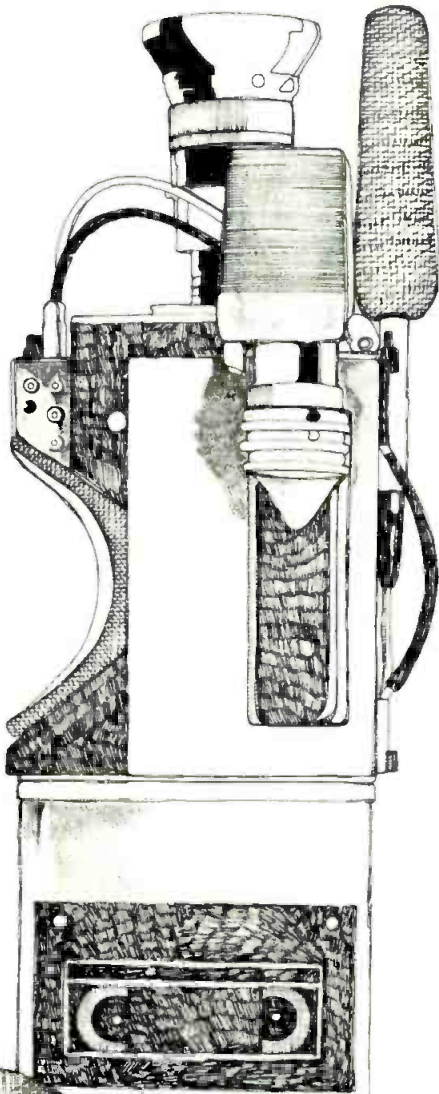
Virtually any picture you encounter on your home screen has been touched by RCA engineering. As America's largest supplier of commercial video equipment, we are involved in every step: studio cameras, portable cameras, video recorders, editing equipment, telecine equipment, transmitters and broadcast antennas. As you read this, we are moving ahead with advanced development programs in digital video equipment and the creation of a completely solid state color television camera.

Our commitment is to continue to set the pace for the industry we pioneered. If you are an engineer who is interested in furthering the development of advanced broadcast technology, we invite you to share this adventure with us. For career details, please write to: **RCA Broadcast Systems Division, Joy K. McCabe, Dept. PR-2, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.**

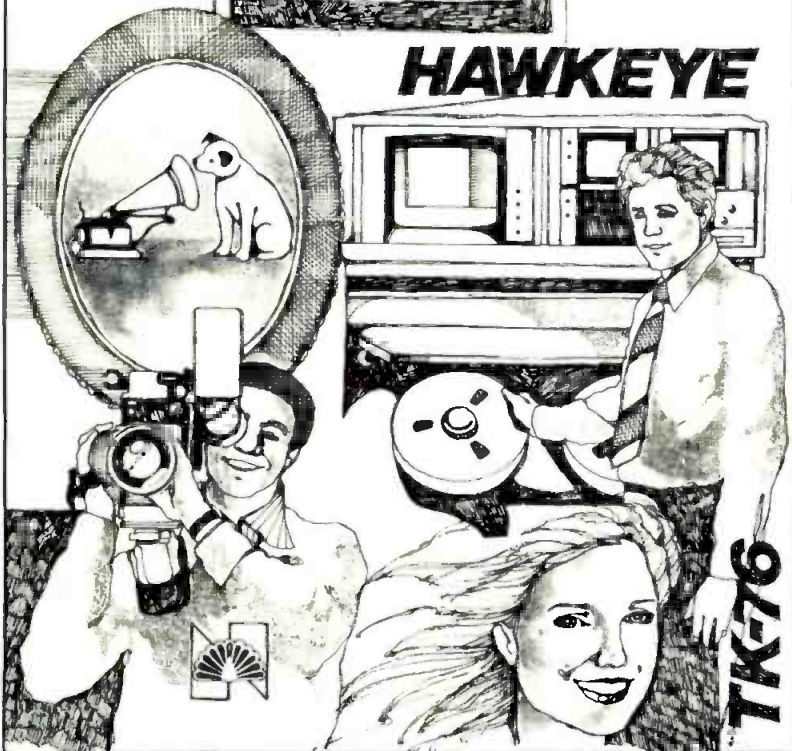
Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA



HAWKEYE



**WBZ-TV
BOSTON**

WBZ-TV in Boston is looking for a producer-director for a new form of daily information program. The candidate must currently be producing and directing at a commercial station. The person we are looking for is aggressive, organized and creative and works well with people. Direct resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An EOE.

WTVF NASHVILLE

Audio/video maintenance technician needed to repair various technical equipment. General class FCC license required. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

PRODUCTION MANAGER

One of the country's leading PBS production centers is looking for the right person to guide its production effort. Requirements: minimum five years' producing/directing experience; understanding of PTV programming; experience with all sophisticated production and post production techniques; and ability to deliver under pressure. Please send resume and salary requirements in confidence to WQED, Personnel Office, 4802 Fifth Avenue, Pittsburgh, PA 15213. An equal opportunity employer.

WBZ-TV BOSTON

WBZ-TV in Boston is looking for a host for a new form of daily information program. Candidate must currently be employed in commercial television in a talk format. Please send a resume and cassette to Richard Kurlander, Program Manager, WBZ-TV, Boston, MA 02134. An EOE.

WTVF NASHVILLE

Director needed for production department. Person will direct commercials and promotional sessions, programs and newscasts. Creative ability and previous experience a must. Send resume: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

**METROMEDIA
P R O D U C E R S
C O R P O R A T I O N**

DRAMATIC SERIES FOR NATIONAL SYNDICATION

Executive Producer: Directs large staff in execution of show concept for a nationally syndicated dramatic series. Responsible for overall look and production of programs including story development, script supervision, pre- and post-production. Minimum 7 years' experience in film and dramatic production. **Producer:** Responsible for production of each episode of dramatic series for national syndication. Provides creative input and control in development and execution of scripts. Supervises day-to-day activities of associate producers and director. Min. 5 yrs. in film & dramatic production. **Associate Producer:** Assists producer in all facets of program production. Coordinates day-to-day activities. Must have 3 years' experience in film production and drama. **Director:** Responsible for technical production of dramatic series for national syndication. Designs shooting scripts, supervises location scouting, directs crew and talent. Must be thoroughly knowledgeable in all aspects of film production for drama. Min. 5 yrs. **Story Editor:** Organizes research for story development. Supervises script writing on a day-to-day basis. Is responsible for delivery schedule to meet script deadlines. Three years' experience in writing for TV. Metromedia is an EOE. Send to:

Metromedia Producers Corp.
Attn: C. Christensen
5 TV Place
Needham Branch Boston, MA 02192

Help Wanted Technical

**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

Situations Wanted News

SPORTS DIRECTOR

SUPER PRO AVAILABLE

Proven No. 1 ratings puller. I've covered big time college & pro sports & have network experience. I'm an award-winner who can dominate a market. I've done it before. If you're looking for a professional sports image with top ratings, I'm your man. Write Box M-116

Situations Wanted Management

VETERAN BROADCASTER

with 26 years of well rounded experience in all phases of radio and television seeks position as general manager where past experiences can be fully and profitably utilized. All markets considered. Write Box P-4.

ALLIED FIELDS

Help Wanted Technical

CHIEF ENGINEER/ MAINTENANCE ENGINEERS

Wold Communications is accepting applications for chief engineer and maintenance engineer(s) for employment in its Los Angeles tape playback facilities. Applicants should have hands-on experience maintaining Sony/Ampex/RCA 1" and 3/4" tape machines, associated editing controllers, audio and video distribution equipment. The chief engineer position requires a minimum of five years' experience in broadcasting or associated qualified experience. Maintenance engineer (s) require a minimum of two years' hands-on experience with equipment listed above. These position openings will maintain a brand new state of the art system being constructed at this time. Please send salary requirements and resume to: Lee Ullmann, Vice President, Operations, 10880 Wilshire Boulevard, Los Angeles, CA 90024. EOE

WOLD
Communications

A subsidiary of Robert Wold Company, Inc.

Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68. Vantage Press, 516 W. 34 St., New York, N.Y. 10001

Help Wanted Management

NATIONAL ENDOWMENT FOR THE HUMANITIES

Media Program Officer, Humanities Projects in Media Program, Division of General Programs. Responsibilities: reviews, analyzes, and processes grant applications; advises prospective grant applicants and Program staff; analyzes and summarizes recommendations of reviewers and panelists; recommends approval or disapproval of payment requests; assists in assessing program's accomplishments; travels to conduct site visits and speak for the program. Qualifications: an excellent background in radio or television production or programming, especially in the public sector; excellent writing and speaking skills, a B.A. in a field of the humanities (as Congressionally defined) is required. The salary range for this position is \$29,374-\$45,406 per annum. Applicants must submit a Personal Qualifications Statement (government resume form No. 171) to receive consideration for this position. The form may be obtained by calling or writing the address below. Applications must be received by March 15, 1983. Apply to: Alan L. Taylor, Assistant Director of Personnel, National Endowment for the Humanities, 806 15th Street, NW, Room 410, MS 150, Washington, DC 20506. Telephone: 202-724-0356. An equal opportunity employer.

DIRECTOR JOURNALISM PROGRAMS

Experienced detail-oriented executive for a national organization. Speaking, writing skills a must. Minimum six years media background. Resume, and salary to Box P-46.

Public Notice

PUBLIC NOTICE

Applications for cable television license, Holliston, MA. The town of Holliston will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on Monday, April 11, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Holliston. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town Hall, P.O. Box 207, Holliston, MA 01746

PUBLIC NOTICE

The technology/distribution committee of the Board of Directors of National Public Radio will meet on February 22 and 23, 1983, to discuss policy issues. The meeting will be held in rooms 208-209 of the Canterbury Hotel, 1733 N Street, NW, Washington, DC from 8:30 a.m. to 5:30 p.m. on February 22 and from 8:30 a.m. to noon on February 23, 1983. For further information concerning this meeting, please contact Michael A. Glass, NPR General Counsel, 202-822-2043

Public Notice Continued

PUBLIC NOTICE

Applications for cable television license, Town of Boylston, Massachusetts. The town will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission (CATV). Applications may be filed at the address below until 12 noon on April 12, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Boylston. Please file 15 copies of the application with the Town. A copy of the application must also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's Office during regular office hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. The Board of Selectmen of the Town of Boylston reserve the right to reject any and all applications. The Board of Selectmen, 84 Main Street, Boylston, MA 01530.

NOTICE OF AVAILABILITY

of a request for a proposal for a cable communications franchise. The City of Forest Lake and the Townships of Forest Lake and New Scandia in Washington County, and the Township of Columbus in Anoka County, Minnesota, invite proposals for a cable communications franchise. A copy of the instructions to applicants is available from the undersigned without charge. The complete request for proposals, including the preliminary franchise ordinance and application form, are available from the undersigned at a cost of \$400 per complete set. Proposals will be accepted until April 22, 1983, at 4:00 p.m. All proposals will be available for public inspection during normal business hours at the Office of the Forest Lake City Clerk, 220 N. Lake Street, Forest Lake, MN. Each proposal shall be accompanied by a \$2,000 non-refundable filing fee, payable to the Clerk of City of Forest Lake. Dated January 26, 1983. Robert R. Houle, City Clerk, 220 N. Lake Street, Forest Lake, MN 55025. 612-464-3550

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Employment Service

UNEMPLOYED OR SEEKING OBJECTIVE CRITIQUE?

Major market talent/programers/consultants introduce two services: (1) Professional performance evaluations—telescoped tapes critiqued. Constructive reports within 3 weeks. Fee: \$25 per critique. (2) Employment marketing service—computerized. Registration: \$50 til employed or 6 months. Resumes & 3 cassettes required—additional dubs our responsibility. Potential employers negotiate through JH&A. Check or money order must accompany orders. Jim Harrington & Associates, PO Box 12944, Pittsburgh, PA 15241.

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, newpeople & 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.**

Consultants

RADIO CONSULTING

Limited Resources

Feel like David fighting Goliath? You can win your radio battle even if you have limited resources. Hands-on, bottom-line sales and programming consulting by experienced manager who specializes in getting the job done against staggering odds.

1-800-237-7500



Radio Programing

COMEDY'S IN!

"THE GROUCH CLUB"® Longest-running laugh schtick in the business. Tremendous audience loyalty. Sponsor grabber. YOUR PRICE.

FUN SEEKERS, Inc.
(216) 237-9335

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884



Wanted To Buy Stations

FM OR AM/FM

Aggressive young management group seeks FM or AM/FM combo. Northeast metro or suburban market. All replies confidential. Write Box M-171.

For Sale Stations

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

SE Major	C1.C FM	\$3,750K	\$1,600K	Bill Chapman	(404) 458-9226
R.Mt. Metro	C1.IV/C1.C	\$2,000K	\$550K	Elliot Evers	(213) 366-2554
R.Mt. Medium	VHF-TV	\$1,940K	\$400K	Greg Merrill	(801) 753-8090
M.Atl. Metro	AM/FM	\$1,500K	\$600K	Jim Mackin	(207) 623-1874
SW Medium	C1.IV	\$1,150K	\$300K	Bill Whitley	(214) 680-2807
SW Medium	AM/FM	\$775K	\$175K	Greg Merrill	(801) 753-8090
SW Small	Fulltime	\$575K	\$125K	Bill Whitley	(214) 680-2807
FL Metro	AM	\$525K	\$200K	Bill Cate	(904) 893-6471
SE Small	Fulltime	\$410K	\$75K	Mitt Younts	(804) 355-8702
SE Small	AM/FM	\$300K	29%	Ernie Pearce	(615) 373-8315

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.

CLEARANCE SALE ALL RADIO STATIONS MUST GO!

(1) Class A FM in 800,000 metro. Will sell at some price. Asking \$1.5 mil. (2) Combo in old South area, 18-000, county exclusive, down to \$450K and falling. (3) Excellent growing combo asking \$2 mil... now ready to deal. (4) Potentially a regional FM in a rural area. It's a C. \$500K, terms. (5) Okla. class A FM, small, \$350K is 2 X's gross and 7 X's cash flow. (6) Mo. combo, can dominate multiple counties. Coverage AM, class C, FM, \$1.3 mil. (7) Class A FM, great area, doing \$265K, asking \$600K. (8) Doubling coverage of Class A FM to include larger metro, \$650K, let's deal. (9) Rural AM's in Illinois and in Idaho. About \$650K each.

These properties either have a lot of potential upkick or they have a good history of earnings and are priced accordingly.

John Mitchell and Associates
P.O. Box 1065
Shreveport, LA 71163
318-868-5409

For Sale TV UHF

Independent
Major (top 20) Market

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

AM/FM UPPER MIDWEST

1,000,000 plus market. Tremendous potential. \$1,500,000, terms available. Write Box P-3.

WESTERN TV STATION

Profitable, modern VHF network affiliate in 3-station growth market. \$4,000,000. Respondents please provide financial qualifications. Box P-10.



Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
AZ	AM	\$35,000	downpayment
PA	AM	\$35,000	downpayment
LA	FM	\$20,000	downpayment
TN	AM	\$30,000	downpayment
IA	AM	\$35,000	downpayment
SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
KY	FM	\$50,000	downpayment
SD	AM	\$40,000	downpayment

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

AM RADIO STATION

Washington, DC area.
\$1.2 million—terms.
Please write Box P-12.

R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Dick Briggs, formally Director of Research and Development for Morris Newspaper Corporation has joined R.A. Marshall & Company in our Hilton Head office. Dick has 24 years experience in radio, television and newspapers with an extensive background in acquisitions, marketing, management and journalism.



508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1083

BILL - DAVID ASSOCIATES

BROKERS - CONSULTANTS

303-636-1584

2508 Fair Mount St.

Colorado Springs, CO 80909

UHF TELEVISION CONSTRUCTION PERMITS

Several markets available. Medium & small. Call Bill Kitchen, Quality Media Corp., 404-324-1271.

FOR SALE

Class IV AM with Class A FM (application for Class C filed). Property includes solid brick building, 1500 square feet, in city residential area, plus four valuable acres in housing development area on the edge of town. Equipment updated and all in a fast growing Rocky Mountain major market. Price is \$950,000, with 29 percent down and the balance at low interest long term. Prospectus available to financially qualified person. Write PO. Box 583, Rupert, ID 83350, or call 208-436-3251.

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, Tn. 38157

CLASS C FM TOP 25 MARKET, WEST COAST

Underdeveloped station with excellent Class C signal in large West Coast metro. Well-equipped. Asking price based on realistic appraisal of current cost of money. Excellent station for growing group owner. Write Box P-44

- Class C 100,000 watts. Large Mississippi City. \$1.8 million.
- Fulltimer. 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.
- 4 stations, FL.
- AM-FM. Class C. Large GA coastal city. \$3.7 million.
- AM-FM. NE Indiana city. \$670,000.
- FM. Nice town. Northern Ohio. \$240,000.
- Low power TV CP covering 12,000. So. Ga. \$15,000.
- Fulltimer in So. CA coastal city. \$600,000.

**88 LISTINGS NATIONWIDE
CALL TO GET ON OUR MAILING LIST
BUSINESS BROKER ASSOCIATES
615-756-7635 (24 hours)**

BOB KIMEL'S NEW ENGLAND MEDIA, INC. MAJOR MARKET POWER AM

Excellent facility—\$850,000 Terms available

8 DRISCOLL DR.
802-524-5963

ST. ALBANS, VT. 05478
802-524-3159

\$15,000 Cash and
Appropriate Credit/Collateral
Buys a Radio Station
Great Market
California

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

FOR SALE

5 KW. Florida. Medium market.
\$525,000.

5 KW. Mississippi. metro
market. \$425,000. Write Box
P-29.

Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLI-CITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2" x 11" bound in long-life 3-ring binder. **\$34.95**

T5541 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES, by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **\$12.95**

T51181 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide. too! 304 pps., 406 illus. **\$15.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____ My _____ payment is enclosed

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

CLASS A FM

Small Midwest market. Exclusive county coverage of almost 50,000 population. Outstanding owner/operator or small group operator opportunity. Asking \$400,000, with \$125,000 down and balance seller financing. Gross billing at \$250,000 annual level. Write Box P-41.

FULLTIME AM

Texas medium market.
\$800,000 — terms.
Please reply Box P-13.

FORMER FBI RADIO COMMUNICATIONS STATION

2500 square feet on 10 acres zoned for radio station. 32 miles from Wash., D.C. \$124,000 — owner financed. Call Tom Moore, 703-347-9100. ERA-VIP Realty.

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

WALKER MEDIA & MANAGEMENT INC.

Florida FM. Excellent market — profitable. \$1.9 million.

813-778-3617
John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509

FOR SALE

Florida East Coast fulltime 1 KW AM. Growth market. Priced roughly 2 1/2 X gross. Principals only — no brokers. Inquire Box P-31.

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

SUPERIOR 5000 WATT SIGNAL EXCELLENT AM OPPORTUNITY

Top rated AM facility in top 50 Sunbelt market. Asking price well below twice annual revenues. Excellent value in AM similar to FM values of early 1970s. Write Box P-50.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Neil McHugh, senior VP, cable division, Viacom, New York, named VP and general manager, Viacom World Wide.

Appointments, American Cablesystems, Boston: **David Keefe**, general manager, Quincy, Mass., system, to VP and regional manager, Massachusetts operations; **George Douglas III**, regional manager, New York operations, to VP, advertising and program development; **Anne Bailey Berman**, director of development, to VP, corporate development, and **Roni Lipton**, VP, program development, to newly created position of VP, business and government relations.

Carl Falvo, executive VP, WCPA(AM)-WQYX(FM) Clearfield, Pa., named president of parent Clearfield Broadcasters Inc.



Elson

Barry Elson, VP, corporate development, United Cable Television, Denver, joins Cox Cable Communications, Atlanta, as VP and general manager, Western division, for Cox Cable systems.

Nick Evans Jr., VP and general manager, WAGT-TV Augusta, Ga., named president and general manager.

Guy Hempel, station manager, WTOL-TV Toledo, Ohio, named general manager.

Gary Mizga, in charge of Minnesota Cablesystems, Southwest, Rogers Cablesystems, Minneapolis, named executive VP and regional manager, in charge of all Minneapolis area cable TV operations.

Ray Clemons, manager, Alabama area, Storer Cable, Montgomery, Ala., named VP, operations, Southeast region, based in Sarasota, Fla. **Wayne Watkins**, manager, Georgia area, Albany, Ga., succeeds Clemons.

David Pearlman, general sales manager, Group W's KJQY(FM) San Diego, named VP and general manager of Group W's KODA(FM) Houston.

Hal Rosenberg, VP and general manager, KFSD-FM San Diego, named senior VP of parent Lotus Communications.

Herm Gebert, sales manager, KHEP-AM-FM Phoenix, named general manager.

Peter Coughlin, general sales manager, WCMF(FM) Rochester, N.Y., named station manager.

Chris Davala, operations manager, WGST(AM) Atlanta, named station manager.

James Sheehan, senior VP, chief financial officer; **Martin Greenburg**, VP, radio, and **David Lane**, VP, TV, Belo Broadcasting Corp., Dallas, elected to board of directors.

Dan Kelley, head of own Los Angeles marketing and promotion company, joins WYDD(FM) Pittsburgh as operations manager and program director.

Roy Coffman, program director, KYNN-AM-FM Omaha, named operations director.

Larry Scott, operations manager, KSBY-TV San Luis Obispo, Calif., joins KCOY-TV Santa Maria, Calif., in same capacity.

Jim Freeman, general sales manager, WSBT-TV South Bend, Ind., named assistant general manager, WSBT-AM-TV and WTHQ(FM) South Bend. **Joe Kelly Jr.**, program director, WSBT(AM)-WTHQ(FM), named director of radio operations for stations.

Robert Kerstein, controller, Falcon Communications, Los Angeles, named treasurer and chief financial officer.

Pat Armstrong, manager of budget, American Television & Communications, Denver, named director of budget.

W. Dillaway Ayres Jr., director of business planning, ABC Inc., New York, named director, corporate planning. **Glenn Elliott**, manager, corporate planning, named associate director, corporate planning.

Robert Niles, director, network pricing, NBC-TV, New York, named VP, marketing.

Greg Ballard, from Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington, joins Turner Broadcasting, Washington, as assistant general counsel. **Linda Freeman**, from government relations department, National Cable Television Association, Washington, joins Turner there as director of congressional relations.

Nick Pond, corporate director of sports development, Capitol Broadcasting, Raleigh, N.C., named corporate director of special projects.

Janine Hill, VP, Salmon Brothers Inc., New York, joins Time Inc. there as assistant treasurer.

Suzanne Westcott, research director, WCXI(AM) Detroit, joins WXYZ(AM)-WRIF(FM) there in same capacity.

Mark Mayo, manager of general accounting, Buffalo (N.Y.) *Courier Express*, joins WTAE

division, Hearst Corp., Pittsburgh, as resident controller. WTAE encompasses WTAE-AM-TV and WXXX(FM) Pittsburgh.

Glenn Koach, director of financial planning and analysis, Tribune Company Cable Communications, Mahwah, N.J., named controller of Tribune's Tampa (Fla.) Cable Television Inc.

Peggy Milner, accounting supervisor, Reliable Insurance Co., St. Louis, joins KMOX-TV there as manager of finance.

Steven Wishner, director of financial services, Viacom International, New York, named assistant treasurer.

Marketing

Appointments, BBDO, Detroit, following acquisition of Dodge automotive account: **William Oswald**, from Kenyon & Eckhardt, Detroit; **Kenneth Steadman**, from J. Walter Thompson, Detroit, and **Phillip Seth**, from Young & Rubicam, Detroit, to senior VP's-management supervisors. **Eugene McCarthy**, from J. Walter Thompson, Detroit, to senior



Sherlee Barish, Executive recruiter. The best there is, because she's been doing it longer and better. Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers. Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

VP, executive director of media services. **Ray Schneider**, from Chrysler Corp., Detroit, to senior VP, chief financial officer. **Thomas Neuman**, from BBDO, New York, to senior VP, director of research. **William Williams**, from Kenyon & Eckhardt, Detroit; **David Hubbard**, from Grey Advertising, Detroit, and **Edward Klosterman**, from J. Walter Thompson, Detroit, to VP's-account supervisors. **Karen Ritchie**, from Campbell-Ewald, Detroit, and **Ted Zahrfeld**, from J. Walter Thompson, Detroit, to VP's-media directors. **Susan Stoll**, from Rockwell International, Detroit, to VP, manager of TV-radio operations. **Kirk Beauregard**, from W.B. Doner, Baltimore, to senior VP, associate creative director. **Garry Nielsen**, from Campbell-Ewald, Detroit; **Robert Foster**, from McCann-Erickson, Los Angeles, and **John Gahagan**, from J. Walter Thompson, Detroit, to VP's-associate creative directors. **Gary Lamont**, from Campbell-Ewald, Detroit, and **Tom Clarke**, from J. Walter Thompson, Detroit, to VP's-art supervisors. **H. Kyle Given**, from Campbell-Ewald, Detroit, and **James Brown**, from McCann-Erickson, Detroit, to senior television producers. **Charles Seelhoff**, from McCann-Erickson, Detroit, to VP-business manager, television production. **David Dreschel**, from Campbell-Ewald, Detroit, to senior television producer.

Donna Blythe and **Kerry Hamilton**, associate media directors, Ingalls Associates, Boston, named VP's.



Montgomery

Clark Montgomery, senior VP, Grey Advertising, New York, named executive VP.

John Baker, senior art director, and **James Mott**, VP, creative supervisor, Barickman Advertising, division of Doyle Dane Bernbach, Kansas City, Mo., named VP's,

group creative directors.

Diane Niederman, media supervisor, Needham, Harper & Steers/USA, Chicago, named associate media director.

Dennis Schmidt, group creative director, Grey Advertising, New York, joins Long, Haymes & Carr, Winston-Salem, N.C., as senior VP, creative services.

Arlene Goldberg, director of client services, Bruce J. Blume Inc., New York, named VP, client services.

Judith Hofschler, VP, associate media director, Ketchum Advertising, Pittsburgh, named media director.

Janet Bachus, assistant account executive, Kenrick Advertising, St. Louis, named media supervisor.

James Leary, account executive, NBC/independent team, Avery-Knodel Television, New York, named assistant sales manager of team. **Christopher Greiner**, marketing associ-

ate, A-K TV, named account executive.

John Hanington, account executive, independent/blue team, Blair Television, New York, named assistant sales manager of team.

Barbara Thompson, operations coordinator, Torbet Radio, Detroit, named account executive.

Mary Sue McCleish, media planner, Tatham-Laird & Kudner, Chicago, named media supervisor.

Susan Harris, account executive, Maurer, Fleisher, Anderson & Conway, Washington communications and advertising agency, named director of advertising.

Eric Bosch, local sales manager, WMCA(AM) New York, joins Television Bureau of Advertising there as marketing sales executive, national sales division.

Linda Marconi-Dorminey, account executive, ABC-TV Spot Sales, Chicago, named Midwest sales manager.

Randall Mosher, art director, Sive & Associates, Cincinnati, named manager, art services.

Helen Sullivan, account executive, Henry J. Kaufman & Associates, Washington, named account supervisor.

David Nelson, general sales manager, WTOP(AM) Washington, joins WCFL(AM) Chicago in same capacity.

Ben Canada, local sales manager, WVUE(TV) New Orleans, named general sales manager. **Joanne Hilton**, sales assistant, WAFB-TV Baton Rouge, joins WVUE, succeeding Canada.

Dennis DeMichele, general sales manager, WFBC-AM-FM Greenville, S.C., joins WMC-FM Memphis as sales manager.

Earle Curtice, account executive, KFSD-FM San Diego, named sales manager.

Bob Huntley, local sales manager, WSOC-AM-FM Charlotte, N.C., joins WSB-AM-FM Atlanta as radio sales manager.

Appointments, WTAR(AM)-WLTJ(FM) Norfolk, Va.: **Thurman Worthington**, national sales manager, to general sales manager; **Ed Johnson**, regional sales manager, to national and regional sales manager, and **Cindy Butler**, account executive, to sales promotion manager.

Rick Keilty, local sales manager, WCMH-TV Columbus, Ohio, named manager, marketing and sales development.

Dan DuVall, regional account executive, WBT(TV) Charlotte, N.C., named national sales manager.

Susan Singer, from KECH(TV) Salem, Ore., joins KGW-TV Portland, Ore., as account manager.

D.J. Wilson, account executive, KIRO-TV Seattle, named TV sales department manager.

Ray Heacox, marketing and retail sales manager, KGW-TV Portland, Ore., named local sales manager.

Faye Wagner, account executive, KVIQ(TV) Eureka, Calif., named to newly created position of local agency coordinator.

Mike Tonarelli, from Lanier Business Products, Tulsa, Okla., joins KBEZ(FM) there as account executive.

Bob Allen, manager, Pacific division, Pro Radio, Los Angeles, and **Rick White**, sales manager, KMIK(FM) Lake Oswego, Ore., join KJJJ(AM) Phoenix-KEZC(FM) Glendale, Ariz., as senior account executives

Theo McCullough, account executive, ABC Spot Sales, San Francisco, joins KPIX(TV) there in same capacity.

Thomas Humpage, from WGAR(AM) Cleveland, joins WKYC-TV there as account executive.

Programing

Frank Mancuso, president, distribution division, Paramount Pictures Corp., Los Angeles, named president, motion picture division.



Blumberg

Phillip Blumberg, VI in charge of creative affairs, ABC Motion Pictures, Los Angeles, joins Home Box Office, New York, in new post of director of development, original programming, East Coast.

Hal Gaba, VP, syndication acquisitions Embassy Communications, Los Angeles named president of newly created Embassy Pay Television, and VP of Embassy Communications.

Joseph Greene, VP and general sales manager, telecommunications division, 20th Century-Fox Film Corp., Los Angeles, named senior VP, domestic syndication. **Larry Harris**, VP, business affairs, telecommunication division, named senior VP.

Sheryl Hardy, director of TV international administration and client relations, television distribution division, MGM/UA Entertainment, Los Angeles, named to newly create position of VP, international marketing administration.

Jeanne Grady, film acquisitions director, Bravo and Escapade/Playboy Channel, Rainbow Programing Services, Woodbury, N.Y., join Playboy Cable Network, New York, as VI director of film acquisitions.

Scott Spiegel, director of creative affairs, Th Konigsberg Co., Los Angeles independent production company, joins ABC Entertainment there as executive producer, motion pictures for television.

Bob Williams, production manager, defunct CBS Cable, New York, joins The Disney Channel, Los Angeles, as director of operations. **Art Reynolds**, VP, marketing and programming, Oak Media Development Corp., San Diego, joins The Disney Channel, Los Angeles, as VP, sales and marketing.

David MacFee, VP, Schulke Radio Productions, South Plainfield, N.J.-based radio programming syndicator, named executive VP.

Gail Kobe, executive producer, defunct daytime serial, *Texas*, NBC-TV, New York, joins *Guiding Light* serial, CBS-TV there, in same capacity, succeeding **Allen Potter**, who joins NBC-TV as executive producer, *Another World*.

Oscar Lawson, producer, and **Jose Roberto Gutierrez**, associate producer, *Nuestra Familia*, Hispanic Telecommunications Network, San Antonio, Tex., named VP's.

Jim Weathers, VP, special projects, Metro-media Producers Corp., Los Angeles, resigns.

Jeffrey Weiss, legal counsel, Barry & Enright Productions, Los Angeles, named VP, business affairs.

Jeffrey Snetiker, director of finance, television productions division, Paramount Pictures Corp., Los Angeles, joins Group W Productions there as controller.

Midge Murphy, associate director of contracts, ABC Motion Pictures, Los Angeles, named director of contracts.

Joseph Fulmino, manager of affiliate audits, Showtime, New York, named director of affiliate audits.

William Avery, news director, WNEB-TV Bay City, Mich., named program director.

Roy Lind, air personality, WJDA(AM) Quincy, Mass., named program director.

Chuck Urban, member of programming staff, KYNN-AM-FM Omaha, named program director, succeeding **Roy Coffman** (see "Media," above).

Carey Curelop, program director, WABX(FM) Detroit, joins WYNF(FM) Tampa, Fla., in same capacity.

Dan Wilson, from KPUR(AM) Amarillo, Tex., joins KJYO(FM) Oklahoma City as program director and air personality.

Richard Wagar, from WKID(TV) Fort Lauderdale, Fla., joins WISH-TV Indianapolis as production manager.

Bob Ridle, operations manager, WKDW(AM)-WSGM(FM) Staunton, Va., joins WTAR(AM)-WLTJ(FM) Norfolk, Va., as production manager.

John Fischer, from WNEP-TV Scranton, Pa., joins WGR-TV Buffalo, N.Y., as executive producer, *PM Magazine*.

D. Wendal Attig, from KTUL-TV Tulsa, Okla., joins WKBW-TV Buffalo, N.Y., as manager, commercial production department.

David Wilson, program consultant, Frank N. Magid Associates, Marion, Ohio, joins KRON-TV San Francisco as program manager.

Craig Pushard, sports anchor, WMTW-TV Poland Spring, Me., named sports director.

Dawn Bouzeos, from WFRV-TV Green Bay, Wis., joins KNTV(TV) San Jose, Calif., as sports anchor.

News and Public Affairs

Al Vecchione, executive producer, *MacNeill Lehrer Report*, named VP and general manager of newly formed MacNeill/Lehrer-Gannett Productions, New York.

Evelyn Leopold, editor, general news, Reuters North America, New York, named to newly created position of associate editor, responsible for editorial quality of service worldwide.

Greg Caputo, assistant news director, WBBM-TV Chicago, named news director.

Bob Janis, assignment editor, WHTM-TV Harrisburg, Pa., named news director. **Leila McDowell-Head**, from WKYS(FM) Washington, joins WHTM-TV as general assignment reporter.

Michael Dreaden, coordinating producer, WNBC-TV New York, joins WNYT(TV) Albany, N.Y., as news director.

Hal Goldin, reporter, WLAQ(AM) Rome, Ga., named news director.

Jane Waldman, news editor, WILD(AM) Boston, named news director.

Appointments, WCPX-TV Orlando, Fla.: **Joe Mittiga**, assignment editor, to assistant news director; **Robin Smythe**, news assistant, to assistant assignment editor; **Lauren Kreshover**, from WKIS(AM) Orlando, to news assistant/associate producer, and **Claire Metz**, from WESH-TV Daytona Beach, Fla., to Volusia

Changes at BPI. Lawrence B. Taishoff, president and publisher of Broadcasting Publications Inc., has announced staff changes effective Feb. 1.

David N. Whitcombe has been named vice president/operations. Gene Edwards becomes director of sales and marketing while maintaining responsibility for clients in the South. Philippe E. Boucher has been named assistant treasurer and controller following the retirement of Irving C. Miller, vice president and treasurer. Miller will serve as financial consultant to BPI on a part-time basis.

Others retiring include senior editors Frederick M. Fitzgerald and Rocco Farnighetti, both of whom have been retained as editorial consultants.

county (Fla.) reporter.

Cynthia Keller, anchor-reporter, WCKY(AM) Cincinnati, joins noncommercial WGUC(FM) there as news and public affairs director.

Appointments, KING-TV Seattle: **Gene Greer**, from KMTV(TV) Omaha, to 5 p.m. weekday news producer; **Liz McHale**, morning news producer, to 6:30 p.m. weekday producer, and **Lisa Yaekel**, from KOMO-TV Seattle, succeeds McHale.

Bernice Grant, news writer, WCB(AM) New York, joins UPI there as executive assistant to president.

Burt Goodman, news director, KARZ(AM) Phoenix, joins Associated Press there as broadcast editor.

Henry Medrano, KTBC-TV Austin, Tex., joins KTTV(TV) Los Angeles as assignment editor.

Charles Sykes, senior editor, *Milwaukee Magazine*, joins WISN-TV Milwaukee as coordinator of investigative unit.

Matt Shelley, assignment editor, KHQ-TV Spokane, Wash., joins KGW-TV Portland, Ore., in same capacity.

Glen Brandow, afternoon anchor-reporter, WCKL(AM) Catskill, N.Y., joins WTRY(AM) Troy, N.Y., as afternoon anchor.

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
For a confidential discussion, call 312-394-9330.

Youngs, Walker & Company
ONE CROSSROADS OF COMMERCE
ROLLING MEADOWS, ILLINOIS 60008

Linda Schaefer, co-anchor and reporter, KCST-TV San Diego, joins KTBC-TV Austin, Tex., as co-anchor.

Fred MacFarlane, bureau chief, California Public Radio, Sacramento, joins Kentucky Educational Television, Lexington, Ky., as public affairs producer.

Terry Thill, reporter, WTOL-TV Toledo, Ohio, named noon news anchor. **Deborah Baker**, from Medill News Service, Washington, joins WTOL-TV as reporter.

Gayle Conner, from WLEX-TV Lexington, Ky., joins WLKY-TV Louisville, Ky., as news photographer-reporter.

Appointments, WCPX-TV Orlando, Fla.: **Cliff Oliver**, 6 p.m. producer, to special projects producer; **Jorge Figueredo**, 11 p.m. producer, succeeds Oliver; **Carolyn Reitz**, weekend producer, succeeds Figueredo; **Carole Nelson**, anchor, WFTV(TV) Orlando, to noon and 6 p.m. anchor, and **Larry Mullins**, reporter, WHLY(FM) Leesburg, Fla., to reporter.

Cora Ann Mihalik, anchor-reporter, WJKW-TV Cleveland, joins WTCN-TV Minneapolis as weekend news anchor.

Todd Wilson, from Cinemagraphics, Newton, Mass., joins WMTW-TV Poland Spring, Me., as news photographer.

Tom Chisholm, from KNTV(TV) San Jose, Calif., joins WCBS-TV New York as weather anchor.

Joe Spencer, reporter, WXYZ-TV Detroit, joins ABC News, Chicago, as correspondent.

Angela Shelley, reporter, KSTP-TV Minneapolis-St. Paul, joins KTTV(TV) Los Angeles in same capacity.

Technology

Seth Baker, president, Reeves Communications, New York, resigns to form own communications firm in Los Angeles. **Marvin Green**, chairman and chief executive officer, Reeves, assumes Baker's post.



Faust

James Faust, general manager, cable television, subscription television and videotext, Zenith Radio Corp., Glenview, Ill., named executive director and general manager.

Richard Smith, head of project team for installation of FDR (first data resources) computer system, Warner Amex Cable Communications, New York, named VP, information systems and data services.

Jack Hammar, manager of manufacturing operations, Tocom Inc., Dallas, named VP, manufacturing.

Appointments, Jay Rose Sound, Boston commercial production studio, specializing in radio and television commercials: **Carol Gormally**, director of advertising and promotion, WEEL(AM) Boston, to head of studio marketing development and sales; **Donald Goonan**, music librarian, to chief audio engineer; **Nanci Hersh**, soundtrack engineer, Tabby Andriello studio, New York, succeeds Goonan; **Andre Kolarevic**, maintenance engineer, to technical director, and **Gail Dufosse**, from WBCN(FM) Boston, to production editor.

Jim Schoedler, from RCA Corp., Cherry Hill, N.J., joins Videosmith Inc., Philadelphia video production facility, as chief engineer.

Ronald Marsiglio, director of marketing, Sylvania brand, NAP Consumer Electronics Corp., Knoxville, Tenn., named VP, product planning, color television. **Louis Slangen**, director of business planning, audio, NAP-CEC, named VP, product planning, purchased products.

Phil Hayes, chief engineer, KFXM(AM) San Bernardino-KDUO(FM) Riverside, both California, joins KSHO(TV) Honolulu as chief engineer.

Michael Koenig, engineer, King Broadcasting's KREM-TV Spokane, Wash., joins co-owned KGW-TV Portland, Ore., in same capacity.

Promotion and PR

Elizabeth Randall, director, print advertising, West Coast, CBS Entertainment, Los Angeles, named VP. **Herman Aronson**, director, operations and creative services, advertising and promotion, East Coast, CBS Entertainment, New York, named VP.

Susan King, administrative assistant to president, Creamer Dickson Basford/New England, Providence, R.I. public relations firm, named office manager.

Maureen Corray, writer-producer, creative services department. WRAU-TV Peoria, Ill., named creative services director.

Mercedes Sandoval, assistant promotion director, WKHK(FM) New York, named promotion and advertising director.

Scott Brickell, promotion manager, WHP-AM-FM-TV Harrisburg, Pa., named director of creative services and promotion.

Doug Smith, master control operator, WNEE(TV) Hartford, Vt., named promotion production assistant.

Bobbi Wedlan, director of development, Denver Art Museum, joins noncommercial KERA-TV Dallas as director of corporate communications and promotion. **Jonnie England**, publicist, KERA-TV, named assistant director.

Joan Jackson, marketing specialist, Data-max Computer Corp., Owensboro, Ky., joins Keller-Crescent Co., Evansville, Ind., as

public relations assistant.

Appointments, advertising and promotion department, WJLA-TV Washington: **Kathi Devlin**, producer-writer, KDFW-TV Dallas, to on air promotion manager; **Emily Barr**, from KSTP-TV Minneapolis, and **Marilyn Tenebaum**, film editor, WJLA-TV, to producers writers.

Jim Byrne, media information manager WNEV-TV Boston, joins WCVB-TV there a public relations representative.

Allied Fields

Joseph Holmes, director of military television and radio services, White House, Washington, named special assistant by President Reagan. Holmes has been overseeing compilation of television record of Reagan Presidency.

Melville Weiss, VP and research director Scarborough Research, New York, joins Mediamark Research there as VP, research. **Christine Schlagheck**, from Macro Communications, New York, joins Mediamark a sales executive.

Deaths



Wolfson

Mitchell Wolfson, 82, chairman and president of Wometco Enterprises, Miami, since company's founding in 1925, died of heart attack Jan. 28 at Mount Sinai hospital, Miami. Wometco group owner of six TV's and one FM, was started by Wolfson and his brother-in-law Sidney Meyer as Wolfson-Meyer Theater Co. in 1925 with construction of Capitol Theater, Miami. Company expanded into chain of theaters and got into broadcasting in 1948 with construction of Florida's first television station, WTVJ(TV) Miami. Today, in addition to soft drink bottling division and entertainment division that encompasses theaters and tourist attractions, Wometco's stake in electronic media includes subscription television service and its Wometco Cable TV subsidiary. Wolfson is survived by son and daughter.

Malthon M. Anapole, 56, chairman of department of mass communications, Lycoming College, Williamsport, Pa., died of heart at tuck Jan. 23 at Williamsport hospital. He is survived by his wife, Norma, one daughter and two sons.

Carlton Nopper, 74, former chief engineer WMAR-TV Baltimore, and engineer at station for 32 years, died of cancer Jan. 28 at Greater Baltimore medical center. He is survived by his wife, Adelaide, two sons and two daughters.

Sandra Brown, 23, intern, legal department National Association of Broadcasters, and student at UCLA, Los Angeles, died of heart attack Feb. 2 at George Washington hospital Washington. She is survived by her parents.

Mutual's Larry King: Five years of questions and he's still curious

The Larry King Show debuted with 28 affiliates on the Mutual Broadcasting System Jan. 30, 1978. Today it serves 272 stations. Last week King and company celebrated the show's fifth anniversary with a live broadcast from the Palm restaurant in Washington where many of King's famous guests returned, not to toast him, but to continue the conversation. King says it's not his style to receive accolades; when assembled with the famous and glamorous, he would rather ask the questions.

Questions are King's trade. His show, which airs live via satellite from midnight to 5 a.m. each weeknight, has become as popular as the guests he interviews. His lineup is studded with politicians, entertainers and authors. King says he doesn't bone up for his interviews because he wants "to be in the same boat" with his audience. King thinks that if he has a lead on his audience regarding his guest's field, then he may miss the obvious question.

King's five-hour show is divided between a three-hour guest interview segment and a two-hour "Open Phone America," where King presides over a national call-in smorgasbord of comment, questions and sports trivia.

There were early signs that King would become a broadcaster. "I always wanted to be in radio, I never wanted to do anything else." King says his earliest memory is listening to the radio. He remembers looking at the radio set and being consumed with curiosity about the people behind the voices.

Growing up in the Bensonhurst section of Brooklyn, King was a "natural talker." But, he notes, not an actor. "I was the kind of kid who would go to the ball game and come back and tell all the other kids about the game, try to remember it pitch by pitch. At a ball game, most kids would ask for autographs; I would ask questions."

Until 1978, when he went to Mutual, King spent 20 years at various Miami radio and TV stations. Before that, King's horizon was the Brooklyn skyline. "I knocked around at a bunch of odd jobs in New York, must have had 20 jobs in four years. I had helped out my mother, after my father died, until she went back to work. My brother was in law school. So I went to Miami on a gamble, took the train, and arrived with \$11 and looked up an uncle who lived there. I knocked on doors and eventually got hired by WHAR(AM) Miami Beach, a very small, 250 watt station."

King did chores at the station until an announcer's spot opened up. His name at the time was still Larry Zeiger. Ten minutes before going on the air for the first time, he was told by the general manager: "You can't use the name Zeiger; it's not show biz." At that



Larry King—host, *The Larry King Show*, Mutual Broadcasting System, Arlington, Va.; b. Nov. 19, 1933, as Lawrence Harvey Zeiger, Brooklyn, N.Y.; announcer and air personality, WAHR(AM) [now WMBM] and WKAT(AM) both Miami Beach; 1957-59; air personality, WIOD(AM) and WTVJ(TV) both Miami, 1959-1977; columnist, *Miami News* and *Miami Herald*, 1967-1978; present position since 1978; divorced; daughter, Chaia. 15.

moment the manager's eye caught a glimpse of a display advertisement in the newspaper for a retailer named King and assigned him that name.

King's first interview show originated from a Miami Beach restaurant. He interviewed whoever walked through the doors, at first mostly waitresses and the restaurant staff, but later, once the show caught on, celebrities. King credits those early days, when he never knew who was going to walk through the restaurant's door next, with honing his skill to conduct interviews without formal preparation.

When King went to Washington in April 1978, after conducting *The Larry King Show* from the studios of WIOD(AM) Miami for nine weeks, he encountered a familiar face. King relates how he was upset after arriving at the Mutual studios to do his first broadcast from Washington that "no one from the network was here. It was just the engineers." But one executive introduced himself: Martin Rubenstein, now Mutual's president but then executive vice president for administration. It was also Rubenstein's first day on the job. It didn't take long for each to recognize the other: King and Rubenstein attended the same high school in Brooklyn, with King graduating a year earlier. Although they knew each other then, they were "in different crowds", and hadn't been friends. "I will always remember Marty was the only person from the network here on the night it started," recalls King.

The original idea for the show came from Ed Little, then Mutual's president, with whom King had worked briefly when Little owned WGMA(AM) Hollywood, Fla. Little recalls that he wanted to create an overnight

news and information program to fill the void left by other networks after their last newscasts at 11:30 p.m.

Initially, Mutual carried Long John Nebel's all-night radio call-in show from WMCA(AM) New York. But it was difficult to take a local show national, King explains, and Nebel fell victim to cancer and was unable to continue. Little had watched King rise in the Miami market and was impressed with him as a sports announcer "who was very good at color and play-by-play." Although Little remembers his first idea was to have the all-night show include five different hosts in five different cities, he quickly was struck by King's "audio charisma" and asked him to do the show single-handedly.

Like an amoebic organism, *The Larry King Show* has begun to divide and reproduce itself. Last week, Mutual began transmitting *In Focus*, a two-and-a-half minute mini-interview by Larry King with one of his guests, to be aired by stations during daytime parts. In March, King will begin hosting his own 90-minute TV interview show, which he describes as similar to his radio show, but "capsulized." He will have three guests, each for 30 minutes, and include a 12-minute call-in segment from viewers at the end. It is being produced by Post-Newsweek and distributed by MCA. So far, King reports, the show has been sold to 79 stations representing 72% national coverage.

Has the heavy publicity made King a personality himself? "Oh sure," King responds, "you have to. In fact, if I didn't become a personality, then I wouldn't be any good." However, King follows one rule: "I'm never more of a personality than my guest."

King looks at himself as both an interviewer and an entertainer, although "I'm an interviewer first." He explains he's an entertainer in the sense that he must "keep the show moving. A large part of the show I'm not interviewing."

King enjoys the free-for-all call-in segment of his show as much as interviewing guests. While some may think it peculiar to solicit opinions from strangers in the early morning hours, King revels in it. "I love doing this," he exclaims between calls, and believes the high caliber of his caller's questions reflects the quality of his show. "It makes just listening to the radio that much more exciting," and, if his style seems a bit unorthodox, King explains, it's because he "loves rulebreakers."

King, as he might say, is on a roll. Successful broadcasters, King believes, must be risk takers, willing to stay curious about the world. King recalls that once he was "on with a guy in Miami, an old friend who does a talk show. Before I went on he says, 'Jesus, I've asked all the questions and I've heard all the answers.' And, boy, I said, 'That has not happened to me. I have not asked all the questions and I haven't heard all the answers.'" King paused, but added, "and if I ever get that way—I'll quit." ■

Greenville, N.C.-based **Multimedia Inc.** announced agreement with **American Television & Communications Corp.**, Denver, to swap three **North Carolina systems plus \$22.5 million for four Oklahoma cable systems owned by ATC.** Deal will cluster systems Multimedia and ATC already own in North Carolina and Oklahoma. Multimedia's North Carolina systems serve 9,000 basic subscribers and pass approximately 20,000 homes in cities of Archdale and Monroe and parts of Gaston county. ATC's present North Carolina cable interests include 52,350-subscriber system serving Charlotte and 10,350-subscriber system serving High Point. ATC's Oklahoma systems serve cities of Stillwater, Cushing, Norman and Midwest City with total of 30,000 subscribers. Multimedia's current Oklahoma cable interests include 47,500 subscribers, with 46,000 of them associated with systems in Oklahoma City area. Multimedia spokesman said value of total deal is between \$27 million and \$30 million, given rough three-for-one subscriber swap. North Carolina systems are owned by Tar River Communications Inc., in which Multimedia holds 60% interest. Balance of stock is owned by John Oscher, E.B. Chester and C. David Smith. Swap involved about 20% of Tar River's 52,000 subscribers, Multimedia spokesman said.

One of cable industry's most celebrated acquisitions—which produced **Rogers-UA Cablesystems** (as partnership of Rogers Cablesystems and UA Theaters)—is **breaking up.** Announcement last Friday said two partners would divide between them systems held in U.S.

FCC has won cellular radio court case even before case was argued in court. Department of Justice last week followed other appellants, Millicom Inc. and Telephone and Data Systems Inc., in asking U.S. Court of Appeals in Washington to dismiss its appeal. Appellants had argued in briefs that commission, in reserving for wireline carriers half of spectrum set aside for new service, had violated antitrust laws. Millicom, which was first to appeal commission decision, dropped out in December, and T&DS in January. Justice is understood to have quit after deciding fighting it alone would be futile.

MCI Communications Corp. announced last week that it had agreed in principle to buy 24 transponders from **Hughes Communications Inc.** to increase its capacity for telephone service. Transponders will be

Consistency argument. Three major networks speak with forked tongue in a pleading before the FCC that constraints on their control of programing should be eliminated, said Ralph Baruch, chairman and chief executive officer of Viacom International Inc., during last week's IRTS faculty/industry seminar (see "Top of the Week," page 32). "ABC, CBS and NBC have said time and time again, supported by their own studies, that in 1990 they will still be the dominant force in television audience, revenues and profits," said Baruch. He quoted CBS/Broadcast Group President Gene Jankowski as saying, in last week's issue of *Time* magazine, that the networks "are the only national instantaneous distribution system, and are likely to remain so." On the other hand, Baruch continued, "the networks say that, because of the new technologies, they will be seriously hurt—by new technologies in which they have very substantial interests. And, finally they say to the government that, because of these new technologies, by the end of the decade they will be seriously injured to the detriment of the American public. To me, that's a three-way contradiction." According to Television Bureau of Advertising projections, broadcast revenues will increase four-fold in this decade, to \$40 billion in 1990, said Baruch, adding, "That's what I call a healthy growth!" He said that if networks want a stake in profits of producers they should be willing to share in possible losses as well. And, he said, "I certainly believe that the creator of a television program should share in the profits networks are making from his creativity... fair is fair." What networks really fear, he said, is competition from within their own backyard, primarily independents with assists from PBS, and they "are at a loss to know how to deal with it except through control of programing."

on **Galaxy II**, which is scheduled for launch next September, **Galaxy III**, which is slated for July 1984 launch. William McGowan, MCI chairman, said transponders, together with MCI's fiber network under construction, would increase company's total capacity for voice and data services by about 50%. Company also announced it had bought 90,000 miles of single-mode optical fiber cable from Siecior Corp., Hickory, N.C., to build long-distance network along rail rights-of-way it has received from CSX Corp. Amtrak. **MCI Airsignal**, MCI subsidiary, announced last week **FCC had approved its plans to offer radio paging service** in New York; Boston; Hartford, Conn.; Phoenix; Tucson, Ariz., and Tulsa, Okla.

Three nominees to Corporation for Public Broadcasting's board breezed through Senate Commerce Committee confirmation hearings last Friday and names should go to floor for vote soon. They are current CPB board chairman, Sharon Rockefeller; Karl Eller, former president of Columbia Pictures Communications and former president of Combined Communications, and Richard Brookhiser, senior editor, *National Review*. **Nomination of Helen M. Taylor** of Richmond, Va., however, is being held back until she completes final disclosure and answers questions submitted by Senator Ernest Ingersoll (D-S.C.) about her views on public broadcasting. In addition, concerns about Taylor's political contributions have surfaced. Taylor served on Reagan-Bush National Campaign Committee's Federal Policy Advisory Board.

Senate Majority Leader **Howard Baker** (R-Tenn.) indicated last week he is prepared to take up resolution to allow television coverage of Senate. Baker told colleagues he is working on accommodating concerns of senators opposed to measure and feels that compromise might be reached soon enough to debate issue week of Feb. 27.

National Radio Broadcasters Association Executive Vice President **Abe Voron** said that, in general, he agrees with concept of working with other radio organizations on industry matters. Voron's remarks were in response to speech given by Miles David, vice chairman and chief executive officer, Radio Advertising Bureau, at that association's managing sales conference last week. David called for coordination of activities among NAB, NRBA and RAB. NAB and RAB officials met at conference to discuss subject (see page 32). Voron, however, reiterated NRBA's long-standing position against association mergers and combining industry meetings. Voron did not totally agree with David's remarks that radio's future has less to do with government because of "reduced" regulation and more to do with advertising ("In Brief," Jan. 31), maintaining industry still hasn't achieved full deregulation.

In letter to CBS/Broadcast Group President Gene Jankowski, representatives of five Protestant denominations charged that **60 Minutes** segment "The Gospel According to Whom?," which focuses on activities of World Council of Churches, contains "personal attacks" against church officials and agencies, and requested air time to respond to claimed attacks under FCC's "per attack" rule. CBS News, saying late Friday that it had only received letter, expects to have reply this week.

Ted Bates & Co., New York, issued media bulletin last week examining potential of cable television systems to obtain advertising and urged cable to launch more aggressive sales effort. Bates noted from minuscule base three years ago, there are now local cable availabilities in 98 of top basic 207 DMA's. Bates said there are 55 interconnects in top 51 DMA's, with more than one in New York, Chicago suburbs and Cleveland. Bates said cable systems serve local time can be competitive with local radio, using radio rating benchmarks and offering local merchants lure of television at lower levels. Bates suggested that local systems combine themselves into interconnects to simplify purchasing, strive for uniform system audience measurement and take aggressive stance toward

Agency said national sales representative is key but said only rep, Eastman, now dominates cable industry. "Competition among several reps is necessary for a healthy marketplace," bulletin

□

Myers, executive VP in charge of bottling and vending operations, **Wometco Enterprises Inc.**, Miami, named president and chief executive officer of company, whose interests include broadcast station ownership. He succeeds Mitchell Wolfson, founder-chairman president who died on Jan. 28 (see "Fates & Fortunes," page 10). Arthur H. Hertz, executive VP and chief financial officer, takes additional responsibility as chief operating officer. Elton M. Cary, director, named chairman and Mitchell Wolfson Jr., director, named chairman. Charles J. Simon, director and consultant, named man of executive committee.

□

Communications Inc. and Liberty Communications announced intention to merge, under agreement and plan of exchange which calls for TCI to acquire all 1.3 million outstanding shares of Liberty held company for \$140 per share. Deal is believed to include debt absorption, but is far from \$300 million Liberty holders sought for company (BROADCASTING, Dec. 7, 1981).

□

National Black Media Coalition has jumped into issue of Cuban interference to American stations with criticism of aspects of new paper presented to State Department by National Association of Broadcasters' All Industry Task Force (BROADCASTING, Jan. 10). NBMC objected to proposal that U.S. lift present 50 kw power limit on stations that could radiate toward Cuba as means of encouraging that country to negotiate interference problems. NBMC said authorizing such power increases would make "it difficult, if not impossible," for commission to implement program of carving new stations out of clear channels it has broken down. And many of those stations, NBMC said, "are likely" to be owned by minority companies. NBMC also opposed option paper's suggestions that consider withdrawing from International Telecommunication Union or work for Cuba's exclusion from that body. NBMC said first proposal "astounding" and second could only "exacerbate" interference problem. NBMC found merit in other suggestions—that U.S. offer to help Cuba improve its broadcasting system in exchange for Cuban help in solving interference problem and that senior post be created in State Department where responsibility for coordinating and implementing international telecommunications policy would be located.

□

NBC-TV issued last Friday clarification of its moves to increase number of spots in prime time, started last fall (see story, page 72). Network said that in fourth quarter it actually added average of only one and a half 30-second spots per week, instead of seven, and on Jan. 12, it will increase weekly network spots by average of three 30-second announcements, instead of four as earlier reported. In April it will augment local 30-second spots by average of one, and not two. NBC-TV also revealed that in September it will add three or four 30-second national spots and one local 30-second commercial each week.

□

United Broadcasting Co. basically qualified to be licensee, granted it renewal for **KBAV-FM San Jose, Calif.** At same time, FCC found that competing applicant, Public Communications Inc., not qualified to be licensee, basing that conclusion on PCI's failure to make an adequate showing under the financial and technical issues designated under it."

□

NBC release late last Friday (Feb. 4), said piracy of its Super coverage by cable systems appeared to be far more widespread than initial reports indicated earlier in week (see story, page 57). NBC said piracy appeared "intentional," and that it extended "beyond" New York metropolitan area. Release also said NBC failed to identify all systems that picked up transmission, and that it might file civil actions against offenders.



Democratic vote. Representatives of the networks—major and minor, over-the-air and cable—and of stations testified in Washington last week before the panel of the Democratic National Committee that will pick a site for the party's 1984 national convention. None expressed a preference among the five cities still under consideration—San Francisco, Chicago, Detroit, New York and Washington—but all detailed the needs they would have at any location. They talked of thousands of square feet of work space, of skyboxes for anchor booths, of floor passes and credentials and of hotel accommodations. Indications were that the number of personnel—correspondents, technicians and support people—representing radio and television stations and small networks would be greater than ever. Gene Gibbons, of UPI Audio, chairman of the Radio-Television Correspondents' Association, predicted an increase of 15% to 50% over the approximately 2,500 who showed up for the Republican and Democratic conventions in 1980. There were a couple of new wrinkles in the testimony. Rich Schlesinger, of Post-Newsweek Television, appeared in behalf of a newly formed association of 20 television news bureaus operated by group owners, individual stations and nonmajor networks. The bureaus have banded together to secure a stronger voice than they would have individually in dealing with the site selection committee. The organization may also be used by its members in negotiating for facilities and space on other occasions—at congressional hearings, for instance. And Richard P. Sabreen, vice president for Television News Operations and general manager for NEWSFEED, Group W, shown here (l) accompanied by Steve Holt, a Group W radio correspondent, made the Democrats an offer: Group W would serve as "coverage consultants" regarding the needs of nonnetwork broadcasters.

ABC Radio is expected to announce this week that it has so far signed just over 200 stations to air new **United States Football League** games beginning March 6. Affiliates of ABC's Information Network have right of first refusal for broadcasts.

□

Toshiba Corp., Tokyo, has announced plans to market what it calls world's smallest AM-FM radio, called "Walky." It weighs three ounces and measures 4.9 by 3.5 by 2.2 inches and will retail at about \$60 in Japan, where Toshiba says it will be available by mid-April; overseas by summer.

□

National Hispanic organization has indicated its opposition to proposed new studio being formed by **CBS, Columbia Pictures and Time Inc. (Home Box Office)** in letter to antitrust division of U.S. Justice Department. League of Latin American Citizens warned new venture would dominate communications industry "in a fashion that will have a short- and long-term adverse impact on [the] Hispanic community [and] on other minority groups." Division last month announced it is conducting preliminary investigation into proposed alliance. Letter singles out CBS for allegedly "unfairly and inaccurately portray[ing] the Hispanic community."

Editorials

Going up and down

Old hostilities are being revived, though at a lower decibel level thus far, as ABC-TV prepares to introduce, in April, the second phase of its season-long plan to enlarge its weekly prime time inventory by 18 or 19 30-second commercials. The first phase of the plan, which allots affiliates four of those spots for local sale, went into effect last fall, with the other networks predictably following suit. In April, CBS seems likely to follow suit again; NBC says it doesn't want to, but will decide shortly.

From the beginning it has been hard to find anyone who professed enthusiasm for this deal, which ABC said was necessary to help offset rising costs and keep a lid on advertising rates. Affiliates don't like it. To them, and to station reps, it's a scheme by which the networks can draw off millions of dollars from spot TV. Advertisers don't think it'll bring rates down but may keep them from soaring out of sight. Accordingly, as long as the new spots are created out of promotional and other nonprogram time, advertisers tend to favor expansion. Advertising agencies have been skeptical, wondering what 18 or 19 extra spots a week would do to the viewer's perception of "clutter."

The one attitude common to all is resignation. If a network decides to do this, everyone agrees, there's little that anyone else can do to stop it.

That is not the best recommendation we have ever heard advanced for a new venture. Perhaps its redeeming corollary is that, as has been said here before, networks undertaking such an expansion will self-protectively keep an eye on viewer and advertiser reaction and will back off if they detect irritation.

Another thought comes to mind: The current go-round is occurring at the same time that TV networks are submitting papers to the FCC, in their bid for repeal of the program syndication and financial-interest rules, to show that network audiences have experienced a real decline in recent years.

This may be so irrelevant that it amounts to an entirely different subject, but we are reminded that it was a showing of declines in network radio audiences, back in TV's early growth period, that led to strong and eventually intolerable advertiser pressures on network radio rates. That was 30-odd years ago, and there are no real parallels between network TV now and network radio then. But it's a haunting memory.

Something, perhaps, to think about when commercial positions are being added for the expressed purpose of preventing increases in network TV rates.

Stand by for action

The next presidential election is not to be held for another 21 months, but the time is here for broadcasters to dust off their copies of the political broadcasting laws. Cries for access to the airwaves will be heard any day.

Senator Alan Cranston (D-Calif.) announced his presidential candidacy last week. Former Vice President Walter Mondale is expected to announce his this week. Senator John Glenn (D-Ohio) is on the verge of declaring his discovery of a groundswell of support during his tireless touring of the lecture circuit. President Ronald Reagan is being implored by supporters to say without further delay that he will run for re-election. What was thought to be the election year of 1984 is becoming the election years of 1984 and 1983.

From now on, Section 312(a) of the Communications Act (requiring broadcasters to give candidates for federal office "rea-

sonable access" to the air) and Section 315 (mandating equal broadcasting and cable opportunities for rival candidates for any office and throwing in a fairness standard to complicate things) will be favored reading for candidates and their advisers. As supplemental reading, the Supreme Court's *CBS vs. Carter-Mondale* ruling can brighten political lives. That decision, rendered in 1981, after the last presidential election, virtually removed broadcasting from the process of deciding when a campaign has begun and put it at the anytime disposal of federal candidates.

To be sure, the candidates now surfacing must go through minor technicalities to qualify as legal candidates entitled to the benefits of political broadcasting law. The qualification will come sooner than later. It's going to be a long and arduous campaign.

Good, bad and real news

Larry Speakes, the White House chief spokesman, was acting in the tradition of his office when he berated the news media, as reported elsewhere in this magazine, for playing up bad news and playing down good. At about this stage in any presidential spokesman's tenure, the losing struggle to put the best face on his employer at all times begins to take its toll.

Speakes, however, went beyond his personal experience to assert that over the past two decades there had been a "steady denigration of the Presidency." That is a harsh charge, unsubstantiated by facts, but probably believed by Speakes's recent predecessors and their bosses.

Lyndon Johnson flew to Chicago on the morning after announcing his decision not to seek re-election to denounce the nation's broadcasters, assembled in convention, for driving him out of office by their coverage of the Vietnam war. Richard Nixon never forgave the media for reporting Watergate. Gerald Ford paid the media few compliments when he lost to Jimmy Carter, and Carter was at odds with the media when he lost to Ronald Reagan. In each case, the record shows that events, and not the media, did the incumbent in.

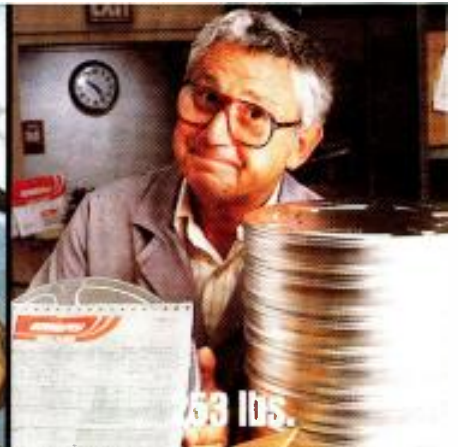
"Let's have a good news segment on the evening news," Speakes suggested. He got his wish last Friday when unemployment was reported to have declined, after rising for 18 months.



Drawn for BROADCASTING by Jack Schmidt

"Doesn't it depress you to know that we send our signal 25,000 miles into space, and when it comes all the way back, somebody isn't at home?"

NO MATTER WHAT YOU SHIP EMERY IS THE ONE FOR ALL



No matter what size, no matter where it's going or when it has to be there, there is one shipping company big enough to meet all your needs. Emery Worldwide offers a full range of delivery times—all without weight restrictions. One call to Emery handles it all, all over America.

EMERY FIRST FLIGHT. THE ONE YOU NEED FOR IMMEDIATE DELIVERY.

If it has to be there right away, Emery First Flight Service gets it there on the first and fastest plane available. For your most urgent shipments, there's no faster Emery service.

EMERY A.M. THE ONE YOU NEED FOR THE NEXT MORNING.

If time is of the essence, only Emery A.M. Service schedules delivery door-to-door of virtually any size, any weight shipment to most of America the next morning.

EMERY P.M. THE ONE YOU NEED FOR THE NEXT AFTERNOON.

If time is less critical, Emery P.M. Service delivers door-to-door virtually any size, any weight shipment to most of America the next business afternoon—at a savings.

EMERY DAY 2. THE ONE YOU NEED WHEN YOU HAVE MORE TIME.

If you have even more time, use Emery Day 2 Service. Your shipment arrives dependably before 5 P.M. on the second business day—at a considerable savings!

EMERY'S CONTROLLED SHIPPING SYSTEM: BUILT FOR RELIABILITY.

From the time your shipment is picked up until it's delivered on time, it's handled by well-trained Emery personnel using Emery equipment—Emery trucks, Emery planes, and our own Superhub in Dayton, Ohio. It's a system designed for total reliability.

EMERY'S DISCOUNT SYSTEM. THE ONE YOU NEED FOR IMMEDIATE SAVINGS.

The more you ship, the more you save with Emery's Multiple Shipment Discounts. And best of all, you can receive these discounts immediately, without a qualifying time period.

Ship multiple pieces to one consignee, and save even more, because Emery consolidates them on one airbill and bills you for total shipment weight, not for each piece weighed separately.

EMERY WORLDWIDE. THE ONE YOU NEED... HERE AND OVER THERE.

In addition to handling all your U.S. shipments, Emery also offers a full selection of services to meet all your international and Canadian shipping needs.

For details on all Emery services, call your local Emery Worldwide office.

EMERY WORLDWIDE

Any size. On time. For sure.



Finally
there's a rep firm that has
all the answers.

YES

We can say that because we know we have the one answer you want most from a rep firm.

At Corinthian Television Sales 'yes' is more than a word. It's a way of doing business based on great new capabilities and resources that make your job a whole lot easier.

Corinthian Television Sales has sales people who know their market. We can tell you what's happening now, as well as what's being planned for next quarter. And we'll get back to you fast!

Corinthian Television Sales has complete computer capabilities to give you all the data you need

about make-goods, confirmations, demographics, the works.

Most important, we've got some great reasons for the new spirit at Corinthian Television Sales: the backing of both Dun & Bradstreet and Corinthian Broadcasting Corporation plus the experience and know-how of the 50 year old firm you've always known as PGW.

With all of this, we have more than just a commitment to say yes. We have the resources to mean it.

So go ahead, ask us anything. You already know what the answer will be.

Corinthian Television Sales, inc.

DB a company of
The Dun & Bradstreet Corporation

FEB 10 1983
University Library
Maxwell AFB, AL