

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 21

NOT IN 1985. NOT IN 1984.



QUINCY

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MCA TV

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Broadcast, cable deregulation
gain momentum on Hill □
Cable's copyright
conundrum

"THE WEEK IN REVIEW" TOP NEWS STORIES INTO A TOP



When it comes to strong counterprogramming to schedule during weekend problem hours, Turner Program Services has some very good news for you: "The Week in Review."

Every Sunday, "The Week in Review" gives active adults a chance to catch up on all the important news they missed during the busy work week, in just one hour. In a hard-hitting, highly visual format that mixes hard news reports with an irreverent look at light features. And brings viewers a variety of news stories like no other program on TV today.

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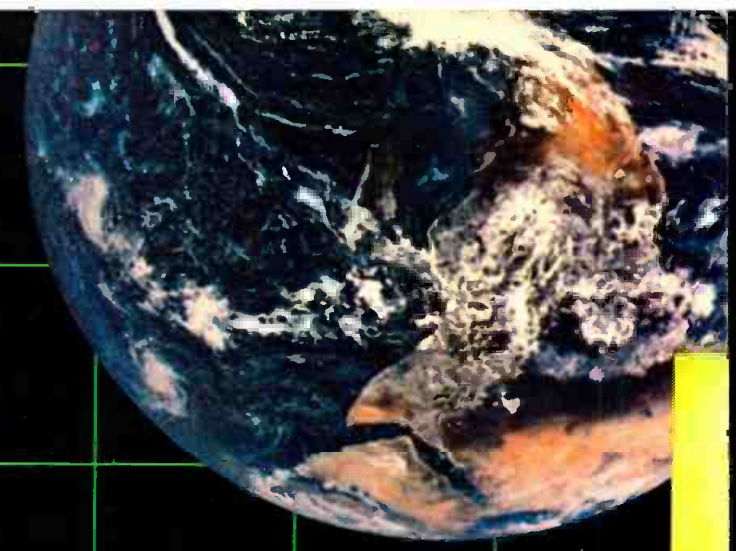
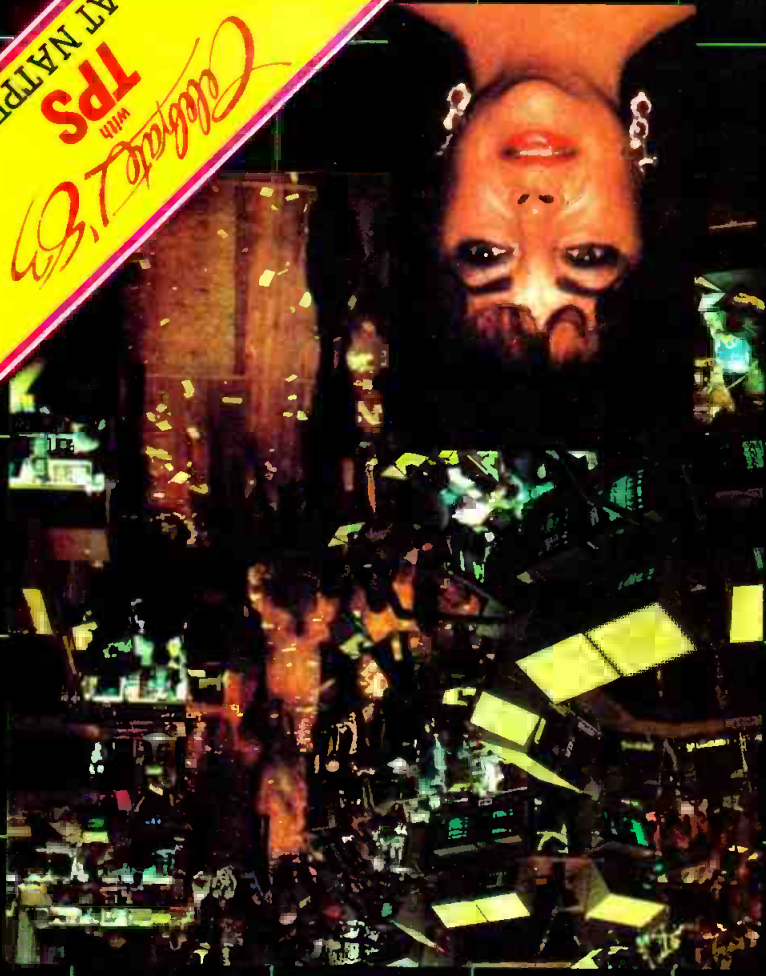
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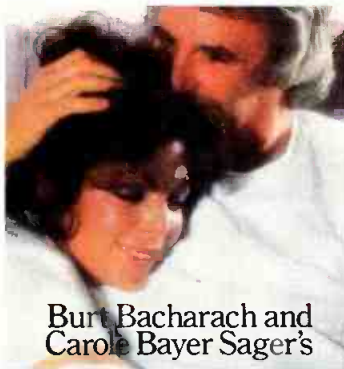
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**Gladys Knight and the Pips,
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Marvin Gaye, Bob Hope, Rich Little,
Barbara Mandrell, Johnny Mathis,
Ben Vereen and Dionne Warwick!
And that's just for openers!**

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performers, each of whom was in some way inspired by or touched by the music of this great artist.

The pilot stars Gladys Knight and the Pips and features appearances by the stars listed above. It's a super show! And a great way to reach out to adult audiences in a sparkling and vibrant atmosphere of outstanding musical entertainment! Call (212) 605-2751.



Broadcasting Feb 21

Deregulation action on Capitol Hill □ Cable tries again to hold off copyright increases □ FCC tosses Berwick Doctrine, proposes scrapping technical rules □ At Large with Tom Murrin

LAYING DOWN THE LAW □ Fifth Estaters are busy on Hill with that branch laden with deregulatory fruit. Broadcasting deregulation bill S. 55 passes unanimously in Senate. **PAGE 31.** Meanwhile, fate of cable deregulation bill S. 66 hangs in balance as cable industry, city governments, continue negotiations and Senate Communications Subcommittee hears testimony. **PAGES 31, 33.** And, in separate filings to U.S. Court of Appeals, NCTA, TBS make 11th-hour attempts to circumvent CRT distant signal rate hike. **PAGE 35.**

WHAT'S IN A NAME □ Comments on antitrust case center on whether AT&T or BOC's should have rights to Bell name, logo. **PAGE 36.**

BACK IN THE PICTURE □ TV coverage of Senate resurfaces in new bill. **PAGE 37.**

ONE-TWO PUNCH □ ABC-TV hopes to put "Thorn" in competitors' sides with next 10-hour mini-series, hot on heels of its *Winds of War* triumph. **PAGE 37.**

DOCTRINE DEFUNCT □ FCC scraps Berwick doctrine which it says had imposed excessive costs on applicants and commission. Eyes elimination of technical rules. **PAGE 38.**

PRODUCTIVE MEETING □ In "At Large" interview with BROADCASTING editors, BICIAP's industrial ally, Thomas Murrin, president of Westinghouse Electric Corp., maps out strategy to turn productivity tide and underscores need for national commitment. **PAGE 50.**

STRATEGY SESSION □ ANA television workshop in New York addresses problems of, and offers some solution to, soaring commercial costs and market fragmentation. **PAGE 56.**

CRYSTAL BALL □ Study for Petry predicts trends in television: local and barter-syndicated programming to play bigger role. CBS to remain "number one." **PAGE 59.**

MOTHERLODE □ Katz Communications acquires representations of Metromedia's six television stations and about \$150 million in billings in that company's move away from in-house representation. **PAGE 62.**

OVER A BILLION SOLD □ National spot TV advertising breaks magic figure for fourth quarter of '82. **PAGE 62.**

AT THE HELM □ CBS-Columbia-HBO joint venture is officially under way with naming of Victor Kaufman, chairman and CEO and Gary Hendler, president and chief operating officer. **PAGE 70.**

FOR SALE SIGNS □ Despite Wometco denials, financial analysts assert signs indicate all or part of MSO founded by late Mitchell Wolfson is on block. **PAGE 71.**

BANNED IN MIAMI □ Local lawyer goes to court to challenge city ordinance preventing "obscene or indecent programming" on cable system. **PAGE 73.**

SETBACK □ NAB's efforts to block introduction of DBS dealt blow as U.S. Court of Appeals rejects petition to stay grant of Comsat's STC service. **PAGE 74.**

MATCHMAKER □ Sue Weil, chief of PBS's programming department, has matched "instinct for quality programs" with ability to convince public stations to carry them; earning critical success and higher ratings for PBS. **PAGE 103.**

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Research shows women 25 to 54 love...

Monte Markham.

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The 45 weekly contributors.

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The LIVE, constantly evolving format.

The 6 local windows including 2 news envelopes.

The only thing they don't love is having to wait until September 12th to watch it regularly.



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A joint venture of The Bennett Group and Ohlmeyer Communications

15-second spots

CBS-TV President Tony Malara got no immediate response to his seemingly offhand suggestion that 15-second commercials might be one way to keep advertising rates down (see story page 56). But it wasn't first time subject had come up. Officials of Alberto-Culver, which pioneered piggybacking in 1960's, say they've tried to buy 15's from all TV networks for use back-to-back but have been turned down by all three.

CBS sources said idea had been discussed "only casually and briefly" by "two or three people" and that no formal study is scheduled. One CBS executive said resultant doubling of inventory would be more than CBS computers could handle. Both network and agency sources also feared upsurge in viewer perception of "clutter." Other reactions ranged from "ludicrous" to "crazy" to "suicidal." What some observers remembered, however, was that it was first public mention by official of same CBS-TV that years ago led way in cutting standard length from 60 seconds to present 30.

Standing pat

If FCC Chairman Mark Fowler brings up item proposing repeal of network syndication and financial-interest rules for vote before June 30—date terms of Commissioners Joseph Fogarty and Stephen Sharp expire (see page 38)—attempt may be made to block Sharp from voting. Some sources say Sharp faces conflict of interest on issue since, as lawyer in private practice, he had worked on NBC's comments in FCC's network inquiry. It was network study staff that recommended rules be repealed. But Sharp told BROADCASTING last week no conflict is involved. "Their position is nothing more than gamesmanship," he said.

Out of park

Rights paid by local broadcasters and cable operators to professional baseball teams may surpass \$90 million this year, increase of almost 40% over 1982 figure, which totalled \$64,950,000. In addition, ABC-TV and NBC-TV will pay total of \$52 million for 1983 rights, last year of multiyear deal for both networks.

Network coverage of baseball for 1984 and beyond may include CBS, which is currently in negotiations with major league

baseball, along with ABC and NBC. On cable front, it's understood that ESPN wants to give USA Network run for its money for 1984 cable rights, provided cable blackout restrictions are relaxed somewhat. Baseball is reportedly amenable.

Doing it themselves

United States Satellite Broadcasting, direct broadcast satellite subsidiary of Hubbard Broadcasting, petitioned FCC last month to form advisory committee to fashion standards for DBS earth station so that manufacturers could make units capable of pulling in all available DBS services. If FCC holds tight, however, it may be spared effort of acting on petition. At instigation of Alcoa-NEC Communications Corp., representatives of various DBS permittees and satellite and earth station manufacturers will meet in Washington tomorrow (Feb. 22) in attempt to form group to tackle standards. FCC official said if Alcoa-NEC is successful and no antitrust problems crop up, FCC-sponsored group "would be redundant and we would be relieved of having to respond to the petition."

Blank filling in

Dr. David M. Blank, who took early retirement as CBS's chief economist after feeling increasingly squeezed out of major policymaking (BROADCASTING, Nov. 1, 1982), is back in business—at another stand. NBC has retained him as consultant to do economic studies related to network's bid to get FCC's program syndication and financial-interest rules repealed. Deal calls for him to put in couple of days per week through this year. He's working with Cory Dunham, NBC executive vice president and general counsel, and Irwin Segelstein, vice chairman.

Lady's past

Prospects of Helen Tayler's confirmation as member of board of Corporation for Public Broadcasting are dimming. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) has told White House he is troubled by nomination, and Goldwater's concerns are shared by other members of Commerce Committee including Senator Ernest Hollings (D-S.C.) (BROADCASTING, Feb. 7). Taylor, of Richmond, Va., was one of four CPB nominees, others swiftly confirmed (see

page 73). Taylor's contributions to Accuracy in Media and Moral Majority raised questions about her stand on public broadcasting. Now, however, it's said, Taylor's FBI file is raising eyebrows.

In house

Erwin Krasnow, senior vice president and general counsel of National Association of Broadcasters, is leading candidate for chairmanship of NAB's new industry self-regulation task force. Although association usually appoints board members to chair committees, Krasnow became likely candidate because of his expertise. Task force was established to explore potential of industry self-regulation along lines of now defunct NAB advertising codes.

Timely effort

FCC hasn't announced any grand plans for celebrating National Children and Television Week (March 13-19). However, word is that Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, is planning special hearing to mark occasion. Hearing won't be aimed at spawning legislation, but will "explore ways of encouraging additional" activity in television for children arena, according to subcommittee source. Although hearing is tentatively scheduled for March 16, no witness list had been established.

Some other day

Criticism of Reagan administration for apparent lack of urgency with which it addresses international telecommunications matters seems to have had little effect, at least in naming of delegation to western hemisphere conference on direct broadcast satellite service. Former FCC Commissioner Abbott Washburn—who was named early to head U.S. team—drew up list of 32 persons he was proposing for delegation and sent it to State Department for approval last October. State Department sent list on for White House approval in December. And Washburn is still waiting for White House action. Washburn has held three meetings of delegate nominees anyway, in preparation for five-week DBS conference, to be held in Geneva, beginning June 13. But commission officials say they have not been as candid with nominees as they could be with official delegates.

**THE
NEW TRADITION**

**IN TELEVISION
DISTRIBUTION
PROUDLY
PRESERVES**

**AN
OLD TRADITION**

OR ON I: SIX YEARS, SIX RUNS

Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short term film licensing, Orion Entertainment announced the availability of ORION I on the traditional basis of six years and six runs.

As with past motion picture packages (FILMS FOR THE 80's, FILMWAYS I), ORION I offers super promotable features with Hollywood's favorite stars. Jessica Lange joins Susan St. James and Jane Curtin as one of three desperate housewives who plan a comical robbery in "How to Beat the High Cost of Living." Sean Connery romances Natalie Wood and listens to President

one of his finest performances as a man who learns love from a small boy (Ricky Schroder), even as he teaches the youngster survival in the wilds of Australia. Also from Australia is one of the highest grossing films of all times — "Mad Max." International favorite Mel Gibson stars as Max in the original adventures of the Road Warrior. Marshal Arts superstar Chuck Norris made his starring feature film debut in the action-packed movie, "Breaker! Breaker!" "Star Trek's" William Shatner trades in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an attractive teenager who becomes "The Babysitter." Robert Blake creates a charismatic detective in the tradition of Sam Spade and Philip Marlowe in the story of "The Big Black Pill."

The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley star with Michael Parks, Rip Torn and Raymond St. Jacques in the fast paced mix of rumor and legend surrounding the late FBI chief in "The Private Files of J. Edgar Hoover." More true life drama is offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a merchant seaman, joins forces with neighborhood store owner Art Carney in



Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you."

"Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estavez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.

More popular performers starring in ORION I include Barbara Eden, Jamie Farr, Richard Benjamin, Dabney Coleman, Eddie Albert, Patty Duke-Astin, John Houseman, Brian Keith, Stuart Whitman, John Saxon, Dirk Benedict, Richard Thomas, Fred Willard, Garrett Morris, Susan Anspach, Trevor Howard, Tony Bill, Cyd Charisse, Don Murray, and more.

From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular 10-second and 30-second promotion spots guaranteed to generate viewer interest.



Henry Fonda in the science fiction spectacular "Meteor." TV's "Fall Guy," Lee Majors joins former matinee idol Cornel Wilde in the epic adventure "The Norseman."

One of the world's great beauties, Angie Dickinson lends her vibrant good looks to suspense director Brian De Palma's erotic classic, "Dressed to Kill," which also features De Palma's wife Nancy Allen and an outstanding performance by Michael Caine. Academy award winner William Holden gives

AEROBICISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

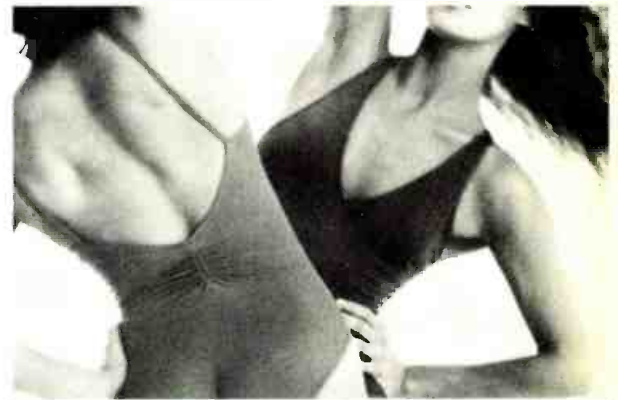
The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip series for television available exclusively from ORION. Five gorgeous instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Aerobicise is a program of "Oxygen Exercises" which raise the pulse rate long enough to produce positive results. Regular viewers of "Aerobicise" will lose weight, look better, feel better and be better.

Watching "Aerobicise" will make viewers want to get up and start moving!

The greatest pleasures in life come from feeling good about yourself. Starting now, let "Aerobicise" work for you and your viewers. The Monday through Friday workouts provide a complete in-home exercise program that is fun to watch and easy to follow.



Due To Popular Demand "Saturday Night's Original Not-Ready-For-Prime-Time-Players" Are Now Ready-For-Anytime

Available to stations on a multi year, multi-limited run basis, giving stations total programming flexibility in all time periods.

"Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players; Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Loraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' TV comedy series giving it continued strength and durability.

Dominating each fast-paced episode will be the most memorable sketches from the Emmy

winning series, including: Samurai Delicatessen, The Killer Bees, The Coneheads, Samurai Night Fever, The Nuds, featuring Gilda Radner as Lisa Loopner, Mr. Bill, Those Wild and Crazy Guys, featuring Steve Martin and Dan Aykroyd, Father Guido Sarducci, Cheese Burgers from the Greek Restaurant, The Blues Brothers, Baba Wawa.

Plus, Bill Murray's popular lounge singer, Nick Rails, Aykroyd's Tom Snyder, Garrett Morris as Tina Turner, Rosanne Roseanadanna and other zany characters.

Young adult comedy at its finest every day on "Saturday Night!"

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series, "That's Funny." Stars like Lucille Ball, Leon Errol, W. C. Fields, Phil Harris, Laurel & Hardy, Edgar Kennedy, Jean Arthur, Billy Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy... only they were

funny!

At RKO, the short subjects division produced over 1,000 films, had full use of the many elaborate sets and plenty of talented performers which today give these rare comedies an expensive look. The RKO comedy gems also feature the early work of directors like George Stevens ("Gunga Din") and Mark Sandrich ("Top Hat").

Hosted by puppets, Leonard

and Alice Finster, "That's Funny" adds a laugh track to these long unseen films making them better than ever.

"Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"



Leonard Finster says: Call...

ORION ENTERTAINMENT CORPORATION

Los Angeles: 213-557-8700
New York: 212-758-5100
Chicago: 312-346-9142
Atlanta: 404-881-0493

Merger meaning

Denver-based Tele-Communications Inc., which two weeks ago announced it would buy Liberty Communications Inc. in stock purchase worth \$182 million ("In Brief," Feb. 7), will spin off "all or most" of Liberty's six TV stations, according to John Malone, TCI president. If TCI, the number-one MSO with over 2.2 million subscribers, wanted to get into TV station ownership it "would do so in substantially larger markets" than those where Liberty owns stations, Malone said.

Liberty, besides its 250,000 basic cable subscribers, owns TV stations in Eugene, Ore.; Eau Claire, Madison, Wausau and La Crosse, all Wisconsin, and an STV operation in Dallas-Fort Worth. A broker estimated the value of Liberty TV's at \$30 million to \$40 million.

The proposed TCI-Liberty merger could be "among the top four" cable deals of all time, believes Donald E. Tykeson, president of Liberty. But reports that compare the TCI-Liberty agreement to Liberty's proposed acquisition over a year ago by Field Communications for close to \$300 million (BROADCASTING, Dec. 7, 1981) are "in error," Tykeson said. Tykeson explained that TCI is assuming about \$60 million of Liberty's debt. That, coupled with a tax recapture and depreciation, puts the total value of the deal in the \$270 million to \$280 million range. Although Tykeson admits that cold calculation indicates the Field deal was "of greater value," it also had "less certainty," Tykeson said, because the final consideration included five-year notes based on Liberty's performance levels and gross revenues. The TCI deal, on the other hand, is all cash.

Bill of rights

The board of the National Satellite Cable Association, meeting last Tuesday in Washington, adopted what amounts to a bill of rights for the private cable or satellite master antenna television (SMATV) industry. The bill of rights, which was included in the testimony presented by NSCA Chairman John Raines to the Senate Communications Subcommittee last Wednesday (see story, "Top of the Week"), demands: (1) The right to exist and compete; (2) The right to be free from unwarranted state and municipal regulation; (3) The right to deal with real estate owners without government interference; (4) The right to equal access to the microwave spectrum, and (5) The right of access to diverse program services.

According to Raines, the NSCA is growing as quickly as the industry. The 130 operators who belong to the association, he said, now pass approximately 450,000 homes, most of which are in multi-unit buildings. (Raines predicted that SMATV operators would eventually reach 30% to 50% of the 30 million people who live in multi-unit buildings.) The expenditures of the association, he also said, will jump from \$50,000 in 1982,

NSCA's first year of operation, to \$200,000 in 1983.

The board also set the dates and place of NSCA's second annual convention: Aug. 15-17 at the Regency Inn in Denver.

Boxing RSVP

The pay-per-view joint venture between ABC Video Enterprises and ESPN, known as Reserved Seat Video Productions (RSVP), announced its premiere event last week—a four-card fight package scheduled for May 20, featuring a bout between World Boxing Council heavyweight champion Larry Holmes and undefeated "Terrible" Tim Witherspoon. The presentation is a joint venture between RSVP and Don King Productions. ESPN's marketing organization will be responsible for marketing the event to STV operators, cable systems and closed-circuit television exhibitors. It's expected that there will be three million or more addressable homes by April. Details of the number of subscribers the venture expects to sign and the cost to subscribers and cable, STV and closed-circuit operators were not available.

Rangers roped

Warner Amex Cable and the Texas Rangers professional baseball team last week wrapped up what sources described as a maximum five-year contract under which the cable MSO has obtained the exclusive rights to up to 100 Rangers games for the 1983 season. The value of the contract over the five-year period is said to be between \$10 million and \$15 million.

Ranger baseball will be the stellar attraction on Warner Amex's Dallas-area sports channel, the third regional sports service the MSO has set up in recent months. (The other two: Pittsburgh and Houston.) All three are known as Home Sports Entertainment and will feature both college and professional sports. The Pittsburgh channel will carry that city's Pirates baseball team, of which Warner Amex's parent, Warner Communications, is seeking to acquire 48%, while the Houston channel will provide coverage of the Astros baseball and Rockets basketball.

USFL for ESPN

ESPN is offering 26 minutes of advertising time during each of its scheduled 34 United States Football League cablecasts for 1983. A 30-second spot will cost \$10,800 for the live cablecast or \$12,000 for the live game plus two repeat performances, the highest spot prices for any programming on the cable network's schedule. As of last week, ESPN had sold 60% of its USFL availabilities.

Last week the network announced it will use two announcing teams, one each for its Saturday night and Monday night cablecasts. Play-by-play specialist Jim Simpson

and analyst Paul Maguire make up the Monday night team. The Saturday night team: Tom Kelly (play-by-play) and Don Heinrich (analyst).

The network also announced last week that 50 sponsors placed advertising orders during January, including 17 first-time buyers. Among them were Anheuser Busch, Avis, Bic, *Business Week*, Burroughs, Cinemax, Ford, General Motors, Getty Oil, Gillette, Mobil, Pennzoil, Perrier, Radio Shack, Stanley Tools and United Airlines.

Wants out

Times Mirror has asked the city council of Brookline, Mass., to transfer the license of its cable franchise there to Cablevision Systems. Brookline is nearly surrounded by franchises Cablevision is building, including the city of Boston, and Times Mirror says it would be uneconomical for it to operate the franchise. Cablevision will pay Times Mirror for all the costs TM has incurred prior to the changeover. Both the city council and state cable commission must approve the transfer, and construction by Times Mirror on the system, scheduled for a November completion, will continue until all approvals are given. Brookline has 25,000 homes. Times Mirror said to date it has spent less than \$1 million in Brookline. Physical plant construction has not yet begun.

Marketing moves

In a reorganization following the departure of Edward Carter, senior vice president, sales and marketing, who has moved to MCI Telecommunications as senior vice president, marketing, Warner Amex has promoted four of its existing sales executives to coordinate sales and marketing activity companywide. Roger Greenwald moves from head of sales and marketing at WA's Cincinnati system to senior vice president, sales, WA. Judy Ranzer, vice president, WA sales promotion, has been named to



Greenwald



Ranzer

senior vice president, marketing. Susan Montgomery, vice president, sales and marketing, Pittsburgh, has been promoted to vice president, sales, Metro Systems (Pittsburgh, Cincinnati, Houston, St. Louis, Chicago, Dallas and Columbus, Ohio). Bill Phil-

ips, company director of sales and marketing, administration has been promoted to vice president, sales and marketing, administration and analysis. Greenwald and Ranzer report to Rupert Walters, executive vice president, marketing, at Warner Amex. Montgomery and Phillips report to Greenwald.

Walters projects a 54% increase in basic subscribers in WA's metro systems for 1983, with a 61% increase in pay subscriptions.

Walters said that Warner Amex had more than \$2 million in local advertising sales in 1982 and that the figure will more than double in 1983.

ARTS-Daytime deals

Hearst/ABC has signed four advertisers to year-long contracts for its ARTS and Daytime services. American Motors signed a one-year deal for spots on ARTS, while Warner Lambert, Mobil Oil and Scott Paper signed contracts for a year's worth of spots on Daytime. Mobile is new to Daytime. In addition, Weight Watchers and Ore-Ida renewed contracts for Daytime. The American Egg Board renewed for ARTS, and the Greek National Tourist Organization has become a new sponsor for ARTS.

Besides the announced advertising commitments last week, ARTS released a demographic study, conducted in-house.

Among other things, the study, known as ARTS III and based on interviews with 500 subscribers, claims the following (the service has 1.725 affiliates serving more than eight million subscribers): 27% of employed



The set-up. The first of what backers hope will be a long chain of franchised Connecting Point stores selling cable television services alongside video equipment was opened in Greeley, Colo., last December. The store's cable display (above) demonstrates the various services available from Daniels & Associates, Greeley's cable franchise operator. Connecting Point franchisees are being offered to cable operators throughout the country by American Cable Connection Inc., a venture backed by Daniels and a number of retailers. According to Scott Campbell, senior vice president, ACC has "commitments for a number of additional franchises. . . Contracts should be signed within the next two weeks."

male viewers make more than \$35,000 per year, compared to the national average of \$11,000; 75% of male subscribers are corporate

decision makers and are concentrated in the 25-54-year-old range; 65% of the ARTS male viewers are college graduates.

SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION'S

FOURTEENTH NATIONAL ABE LINCOLN AWARDS TO DISTINGUISHED BROADCASTERS

Television



MARY ALICE TIERNEY
Community Services Director
WISN-TV
Milwaukee, Wisconsin

For fighting hunger through a food drive that helped more than 10,000 families.



ROBERTA BASKIN
Reporter
WLS-TV
Chicago, Illinois

For citing the dangers of X-Rays to unsuspecting Chicago residents.



LOUISE COLLINS
Broadcaster/Hostess/Interviewer
WBUX-AM
Doylestown, Pennsylvania

For using her creative talent to honor the contributions of women.



THOMAS B. COOKERLY
President, General Manager
WJLA-TV
Washington, D.C.

For a commitment to excellence in public affairs programming.



JOHN E. EVANS
Executive Vice President
WESH-TV
Daytona Beach, Florida

For impacting the future of Florida's children through television.



ERIC G. NORBERG
General Manager
KWIP
Dallas, Oregon

For wise use of radio to alert listeners to dangers of a major windstorm.



WILLIAM H. SPENCER JR.
Station Manager
WAGE
Leesburg, Virginia

For demonstrating that community involvement makes better broadcasters.

Radio



DAVID BERRY
Vice President, General Manager
WODR
Raleigh, North Carolina

For "Our Forgotten Warriors: Vietnam Veterans Face The Challenges of the '80s"

Distinguished Communications Recognition Award

BOB KEESHAN
"CAPTAIN KANGAROO"

For a 26-year career of caring punctuated by delight and joyous laughter of generations of American children and parents.

In a distinguished career as the premiere children's television entertainer Bob Keeshan, through the nationally-aired "Captain Kangaroo" on CBS, has enhanced the quality of life and contributed to the emotional and ethical growth of the children of this nation. Acutely aware of his responsibilities as a broadcaster, his programs have contributed to a better future for our country by broadening the horizons of our children, have forged the universal values of the spirit, family and parenting and have strengthened the best that is in each of us. His efforts have set the standards for children's broadcasting and have been the touchstone by which all other children's programs are measured.

We honor Bob Keeshan for past efforts and for future opportunities in behalf of children's broadcasting.



ABE LINCOLN AWARDS / Fort Worth, Texas 76150

INTRODUCING



MGM



The Black Stallion
Brass Target
The Champ
Comes A Horseman
Convoy
Diner
Doc
Dogs Of War
The End
Eye Of The Needle
Fiddler On The Roof
F.I.S.T.
From Noon Till Three
The Great Train Robbery
He Knows You're Alone
Hero At Large
Hide In Plain Sight
Invasion Of
The Body Snatchers
The Long Riders
The McKenzie Break
Revenge Of The Pink Panther
Tarzan, The Ape Man
2001: A Space Odyssey
Rocky II



TV ONLY

Luzianne Blue-Plate Foods □ Campaign for mayonnaise begins in late March in about 22 markets. Flight will run into November during fringe time. Target: women, 25-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Blazer Herbicide □ Campaign for soy bean herbicide begins in March in about 50 markets. Flight will run for 13 weeks in news, prime, prime access and sports times. Agency: Al Paul Lefton Co., Philadelphia.

Magne Seal □ Retail outlet stores began campaign for steel doors Jan. 6 in Philadelphia and has since added Baltimore, Washington and Pittsburgh. Flight will run through mid-May in most dayparts and will target men, 25-49. Agency: Alten, Cohen & Naish Inc., Philadelphia.

Volume Shoe Corp. □ Campaign for various shoes begins in March in about 60 markets. Flight will run through June in day and prime access times. Target: women, 18-34. Agency: Foote, Cone &

Belding, Chicago.

Commonwealth of Kentucky □ Campaign for Kentucky spring tourism begins in mid-March in seven markets. Campaign will run into mid-April for four to six nonconsecutive weeks. Radio campaign will follow TV schedule. Spots will air in all dayparts. Target: adults, 18-49. Agency: Doe-Anderson Advertising, Louisville, Ky.

DeWitt International □ Pharmaceutical corporation begins campaign Feb. 28 for Clinomint smoker's toothpaste. Four-week flight will introduce product in Dallas, Oklahoma City, Tulsa, Okla., and Chattanooga. It will also air in other markets where product is already in distribution: Chicago, Baltimore, Washington, and markets in Pennsylvania, Georgia, North Carolina and South Carolina. Spots will run in all dayparts and some prime time. Target: women, 18-34. Agency: Leslie Advertising, Greenville, S.C.

Shoney's Big Boy Restaurants □ Campaign for Louisiana-style fish begins in early March in Nashville, and Charleston and Huntington, both West Virginia, for four weeks and in Kansas City, Mo., Savannah, Ga., Greenville-Asheville, N.C.-Spartanburg, S.C., and Beckley-Bluefield-Oak Hill, W. Va., for three weeks. Spots will air in all dayparts and target adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

Supercuts Hair Shops □ Haircutting chain begins campaign in March in 34 markets. Flight will run through March in day, fringe, news, prime access and weekend times. Target: adults, 18-49. Agency: Ketchum Advertising, San Francisco.

William Underwood Co. □ Campaign for B&M baked beans begins in early March in four New England and five Florida markets. Four-week flight will air in day, fringe and weekend times. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

M.B. Walton Inc. □ Campaign for two products begins this week. Roll-O-Matic mop will be advertised in about 30 markets and Vinylife repair kit in 15. Both flights will run four weeks in day and weekend times. Target: women 18-49. Agency: A. Eicoff & Co., Chicago.

7-11 Stores □ Campaign for Big Gulp drink begins Feb. 28 in seven markets. Flight will run four weeks in early fringe, late fringe and prime times. Target:

adults, 18-49. Agency: Young & Rubicam, New York.

Chuck E. Cheese □ Campaign for Pizza Time Theater Restaurants begins this month in 27 markets for varying three-to-four-week flights. Spots will air in all dayparts and target children, 2-11, and adults, 18-34. Agency: Cunningham & Walsh, San Francisco.

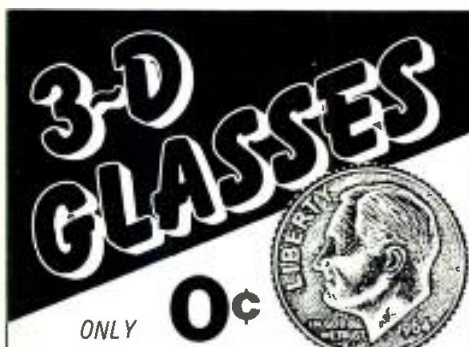
Del Monte □ Campaigns for Patio burritos and Patio Base Line Mexican foods begin Feb. 28 in 27 and 17 markets, respectively. Flights will run for two weeks in day and fringe times. Target: women, 18-49. Agency: Young & Rubicam, New York.

Color Tile Inc. □ Campaign for Color Tile stores begins in late February in about 25 to 30 markets. Flight will run two weeks in news and prime times. Target: women, 25-54. Agency: W.B. Doner and Co., Southfield, Mich.

Regal Ware Inc. □ Campaign for Cookware/Electric begins April 24 on ABC and NBC networks, supplemented with 20 spot markets. Flight will run through May 7 in day and fringe times. Target: women, 18-49. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

RADIO ONLY

McIlhenny Co. □ Campaign for Tabasco Picante sauce begins this week for varying flights in eight markets. Spots will run into second quarter in day, afternoon and evening times. Target: women, 25-54. Agency: Fitzgerald



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 10c 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



Millions of Mounds. Peter Paul Cadbury Inc., Naugatuck, Conn., is alloting almost \$8 million for advertising in 1983, with single largest promotional effort for its Mounds and Almond Joy coconut and chocolate bars. Eight weeks of concentrated advertising starts in mid-March to announce its \$100,000 "Exotic Island Game" that will give consumers opportunities to win free trips to Hawaii as well as cash prizes. Extensive advertising will be carried on television and radio networks. Agency is Dancer Fitzgerald Sample, New York.

CLEAN



SWEEPS!

This past summer—June through August—*House Calls* was the second-highest rated show in all of television!

This kind of powerhouse performance plus its superb



demographics (it had one of the highest ratios of young adults) and its immediate availability, make it an ideal strip for your May or July Sweeps!

HOUSE CALLS

57 hilarious half hours from

MCA TV



Advertising, New Orleans.

U.S. Air Force □ Recruitment campaign begins this month in 10 to 15 markets. Spots will run in all dayparts and target adults, 18-plus. Agency: The Pitluk Group, San Antonio, Tex.

RADIO AND TV

Adolph Coors Co. □ Campaign for Coors premium and light beers begins expansion campaign in 37 markets in

eight states this month. Spots will run throughout year for varying flights in all dayparts and some weekends. Target: men, 18-34. Agency: Ted Bates Advertising, New York.

California Milk Advisory Board □ Campaign for cottage cheese begins in March in 11 California markets. Flight will run into beginning of second quarter in all dayparts. Target: women, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

AdVantage

“Whaler” of a war. Burger King, which late last year was sued by McDonald's and Wendy's over comparative advertising campaign (in actions later dropped), has started new comparative TV campaign featuring its fish sandwich. In 30-second commercial, Burger King's “Whaler” sandwich is shown alongside competitor's fish sandwich. Although Burger King is only name used in spot, competitor's sandwich box is marked with familiar golden arches logo from McDonald's. Commercial also shows Burger King product as larger of two sandwiches. According to John Weir, spokesman for Miami-based Burger King, new commercial is “mini-comparative advertising spot” and is considerably more restrained than previous comparative ad. □

Katz Radio progress report. Analysis by Katz Radio, New York, of spot radio availabilities in 1982 shows that full day, Monday to Friday, 6 a.m.-7 p.m. and weekends were most requested dayparts, each representing 22%. Monday to Friday, 6 a.m.-7 p.m., was in second place with 19% of total requests, followed by drive times, 17%. Twenty-five-to-54 demographic topped all age groupings, included in 35% of total requests, up from 28% in 1981. Following were 18-49, amounting to 16%, and 18-34, 11%. Katz also said that 75% were for 60-second announcements; average number of weeks per campaign was six, and average number of markets per campaign was five. □

Learning early. Television Bureau of Advertising, which introduced MMP (Maximizing Media Performance) system three years ago, reports that Louisiana State University, Baton Rouge, is first university to purchase MMP. Tool is desk-top programable calculator that supplies net reach and frequency data for any media schedule consisting of television, radio and newspapers or combination of any two or three. LSU spokesperson said university decided to buy MMP after account executive from local television station demonstrated its use to LSU class. □

Into cable. Noxell Corp., Baltimore, will make first use of cable television advertising for Noxema skin cream and 12-hour acne medicine this week to reach target audience of 12-24. Commercials will continue throughout year and will stress that use of both products is best possible way to treat acne. Spots will be on MTV and Co-Ed Cable, as well as on several prime time network shows. Agency is SSC&B-Lintas, New York. □

Irresistible offer. Bruce J. Bloom Inc., New York advertising and marketing agency, is offering free, newly published booklet, “16 Steps To An Irresistible Sales Presentation,” to sales and marketing professionals. Book contains practical guidelines agency has used in developing successful sales presentations for marketers in various industries. Booklet is obtainable from Bruce J. Bloom Inc., 19 West 44th Street, New York, 10036. Phone: (212) 840-1536. □

Black appeal. Home Box Office has begun multiyear advertising campaign on Black Entertainment Television cable network to reach black viewers as prospective buyers of HBO pay service. HBO's 30-second spots will be rotated among BET's sports, variety entertainment and family programming. □

McDonald's suit. Television producers Sid and Marty Krofft have won more than \$1 million in damages from McDonald's restaurant chain and its advertising agency, Needham, Harper & Steers, for copyright suit originally filed in 1971 and decided by federal court in 1973. U.S. Ninth Circuit Court of Appeals upheld infringement verdict but sent case back for recalculation of damages, rendered now by U.S. District Court Judge Malcolm M. Lucas. Case involved puppet characters developed by Kroffts for their television show *H.R. Pufnstuf*. Kroffts claim infringement by 11 McDonald's commercials, 66 promotional items and up to 60 personal appearances by “McDonaldland” characters during campaign that ran from 1971 through 1973. Judge Lucas calculated total damages to Kroffts at \$1,044,000, noting that it was impossible to determine profits made by fast-food company as result of “McDonaldland” campaign.

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*.

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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 Iyob, *staff writers*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Kieln, *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 Zarr, 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

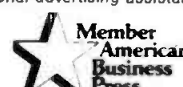
Patricia A. Vance, *director*.

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-Teletexting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

THANKS FOR THE SOUTHERN HOSPITALITY

"YOU REALLY KNOW HOW TO TREAT A LADY."

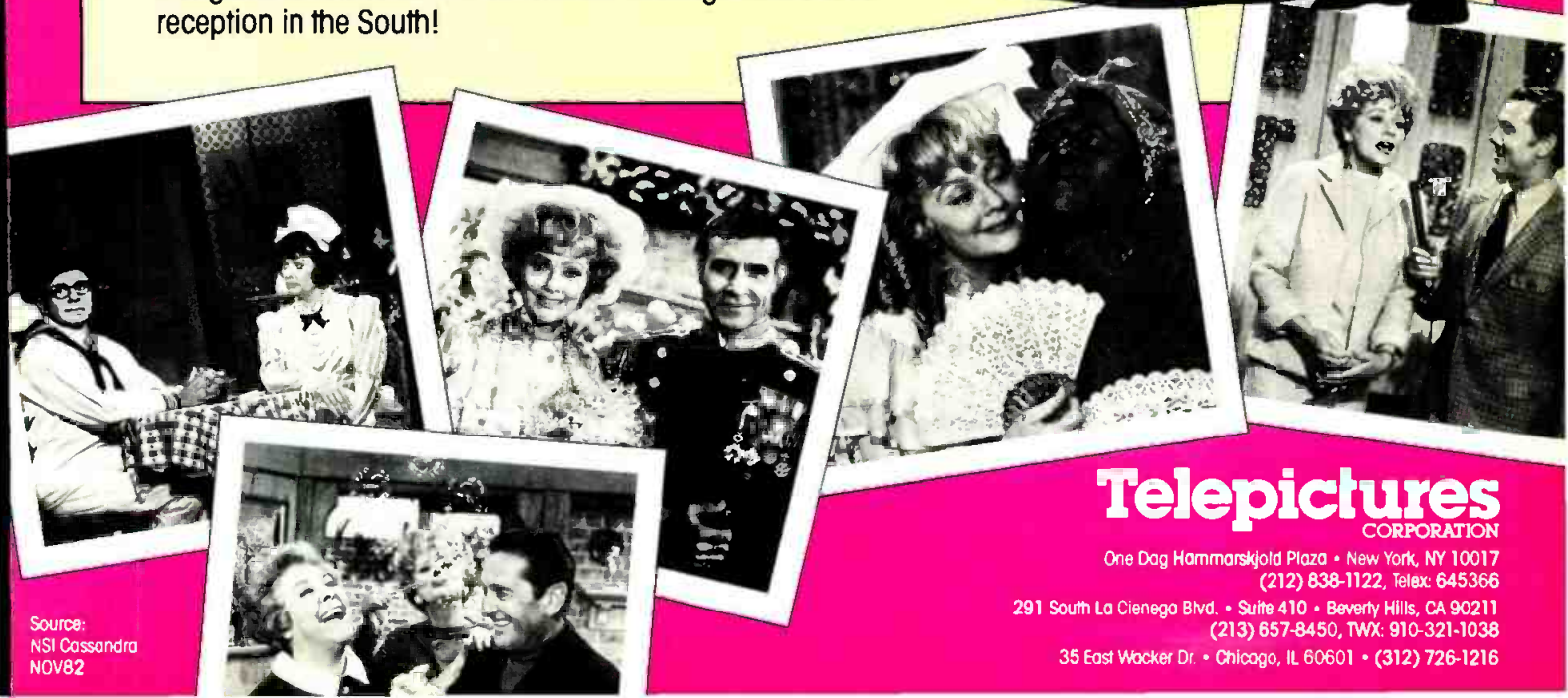
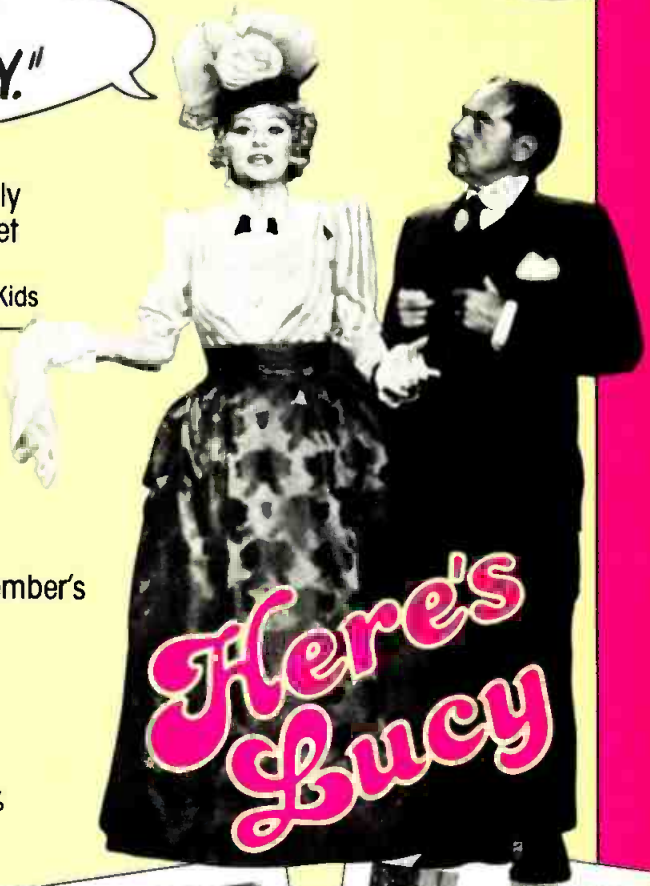
This November WSOC-TV stripped "Here's Lucy" in the highly competitive 4:30-5:00 PM time period and swept the market in the key demos.

	Women 18-34 —000—	Women 18-49 —000—	Teens & Kids —000—
WSOC HERE'S LUCY	16	25	31
WBTV Waltons	10	23	26
WCCB Scooby Doo	4	6	37
WPCQ Starsky & Hutch	8	11	20

And WSOC-TV showed remarkable increases over last November's time period programming in these same demographics.

NOV 82 HERE'S LUCY	16	25	31
NOV 81 Andy Griffith	11	14	20
LUCY'S ADVANTAGE	+5%	+79%	+55%

Congratulations to WSOC-TV. There's nothing like a warm reception in the South!



Telepictures
CORPORATION

One Dag Hammarskjold Plaza • New York, NY 10017
(212) 838-1122, Telex: 645366

291 South La Cienega Blvd. • Suite 410 • Beverly Hills, CA 90211
(213) 657-8450, TWX: 910-321-1038

35 East Wacker Dr. • Chicago, IL 60601 • (312) 726-1216

Datebook

This week

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—*Northern California Broadcasters Association* luncheon meeting. Speaker: Ted Block, senior vice president-management supervisor, Foote, Cone & Belding/Honig. Hyatt Regency, San Francisco.

■ **Feb. 22**—*National Communications Club* luncheon for Gary Epstein, chief of FCC's Common Carrier Bureau. National Communications Club, Washington.

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

■ Indicates new or revised listing

tergate 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. 23—"Overview of Local Origination," sponsored by *Denver chapter of Women in Cable*, American Cablevision of Littleton, Littleton, Colo. Information: (303) 773-3411.

■ **Feb. 25**—Luncheon, Communications task force of the *National Conference of Black Lawyers*, noon, Washington Marriott. Speaker: Senator Bob Packwood (R-Ore.), chairman, Senate Commerce Committee. Contact: Zora Kramer 632-7260.

■ **Feb. 25**—*Southern California Broadcasters Association* sales and management conference. Speaker: Pam Lontos on sales training and motivation, and Bert Berdis and Alan Barzman on creative radio advertising. Sportsmen's Lodge, Studio City, Calif.

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

Feb. 25—*Philadelphia Cable Club* meeting. Speaker: Paul Klein, president, Playboy Productions. Williamson's, GSB Building, Bala Cynwyd, Pa.

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

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

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

March

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

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

March 1—Deadline for entries in *American Women in Radio and Television's* Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Deborah Arney, AWRIT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

■ **March 1**—"Managing Media Competition" conference sponsored by *Northeastern University journalism department*. Ell Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

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

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**—*International Radio and Television Society* newsmaker luncheon featuring Joseph Ostrow, Young & Rubicam; Robert Buchanan, J. Walter Thompson USA; Arnold Semsky, BBDO; Allen Banks, Dancer Fitzgerald Sample, and Ken Caffrey, Ogilvy & Mather. Waldorf-Astoria, New York.

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—*National Association of Broadcasters* seminar, "Careers in Television Production and Programming." NAB headquarters, Washington.

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.; Stan-

Major Meetings

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 6—*Cabletelevision Advertising Bureau's* second annual conference. Sheraton Center, New York.

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 11-15**—*American Advertising Federation* national convention. Hyatt Regency, Washington.

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. 7-10—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

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.

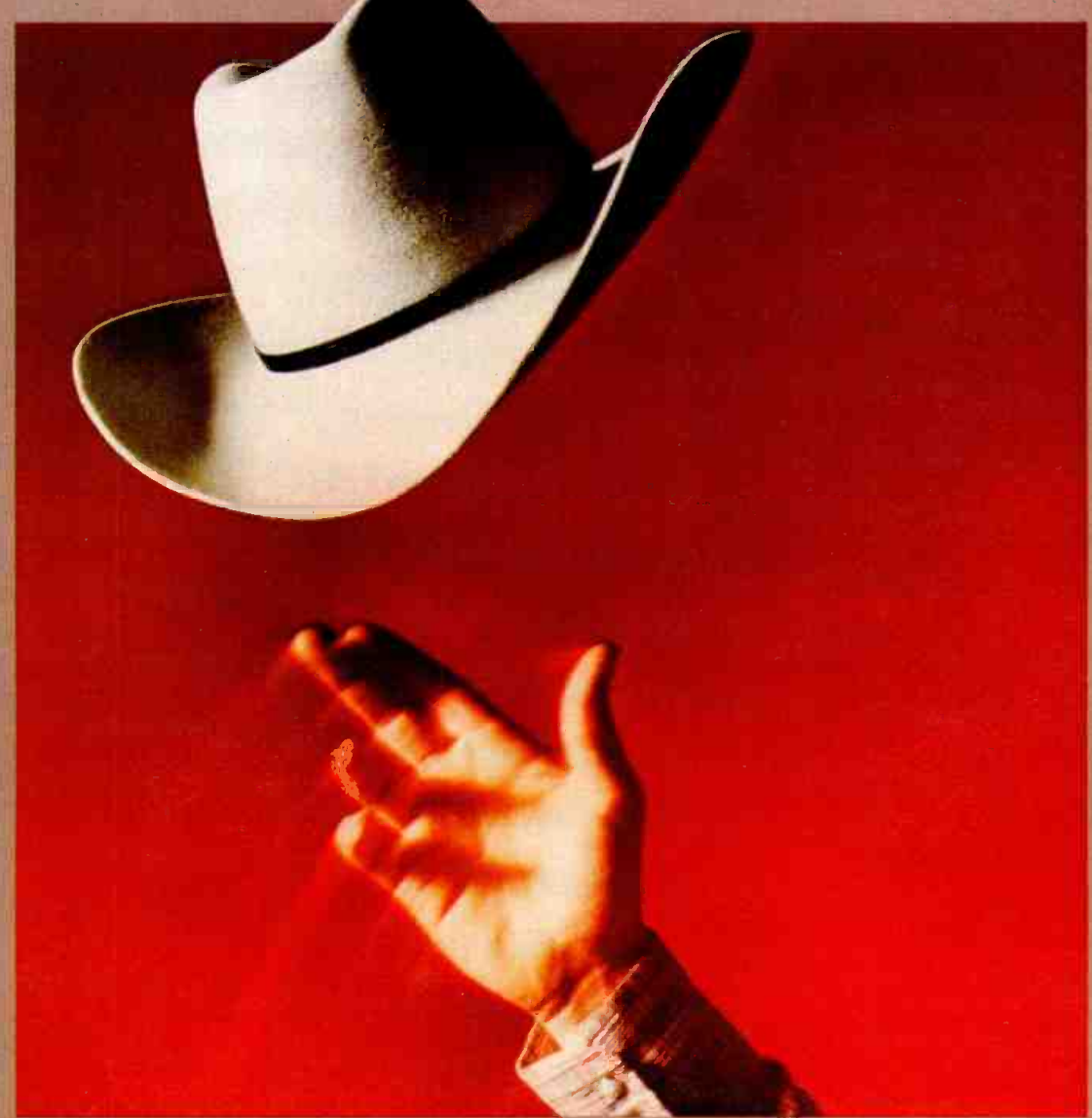
Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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

LORIMAR

Unbeatable

DALLAS



NO.1 From LORIMAR

READY FOR FALL 1984



HOUR
GROWING
3RD HIT

1982

1981

GARY COLLINS, Host

1980

+ **22%**
MORE
HOMES

MAGAZINE BIGGER ALL THE TIME! YEAR! 500 SHOWS!



**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Stay Tuned

A professional's guide to the intermedia week (Feb. 21-27)

Network television □ CBS: *Will There Really Be A Morning?* (dramatic biography of Frances Farmer), Tuesday, 8-11 p.m.; *The 25th Anniversary Grammy Awards... Live*, Wednesday, 8-11 p.m.; *Wizards and Warriors** Saturday, 8-9 p.m.; NBC: *Rage of Angels* part 2 (conclusion of mini-series), Monday, 9-11 p.m.; PBS: *The File on Jill Hatch* part 2, Tuesday, 9-10 p.m.; *Wagner's Ring: Die Walkure Act I*, Monday, 9-10:30 p.m.

Cable □ HBO: *Rich Little's Robin Hood* (comedy special), Saturday, 8-9 p.m.; ARTS: *Rattlesnake in a Cooler and Precious Blood* (companion plays by Frank South), Saturday, 9:15-11:30 p.m.; *Boston Symphony Orchestra Centennial Concert* (its 100th birthday), Saturday, 9-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Hugh Downs on his four decades in broadcasting*, seminar, Tuesday, 12:30-2 p.m.; *Sid Caesar: Master of Comedy*, varied exhibits, extended: now-March 5.

*indicates a premiere episode

ley 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; Tom Kuhn, RCA Selectavision, and Michael Brandman, Lorimar Productions. NYU campus, New York. Information: (212) 598-7064.

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 8-10**—National Association of Evangelicals 41st annual convention. *National Religious Broadcasters* will sponsor four workshops and Thursday luncheon at which Dr. Jerry Falwell of *The Old Time Gospel Hour* and Moral Majority will be principal speaker. Sheraton Twin Towers, Orlando, Fla.

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 13-19—National Children and Television Week sponsored by *National Council for Children and Television*. Theme: "All Your Time is Prime Time... Think About It." Information: NCCT, 20 Nassau Street, Princeton, N.J. 08540; (609) 921-3639 or (213) 622-0349.

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 14-17**—Electronic Industries Association annual spring conference. Shoreham hotel, Washington.

■ **March 15**—International Radio and Television Society/New York Women in Communications panel on libel, moderated by NBC's Richard Salant. Marriott's Essex House, New York.

■ **March 15**—Electronic Industries Association's annual government/industry dinner, featuring presentation of EIA Medal of Honor, this year to Charles Brown, chairman, AT&T. Speaker: Vice President George Bush. Shoreham hotel, Washington.

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 15-17—"National Satellite Opportunities Conference," TVRO seminar/trade show, sponsored by *Satellite Television Technology International*. Riviera hotel convention center, Las Vegas. Information: STTI, Box G, Arcadia, Okla., 73007; (800) 654-9276.

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

■ **March 16-19**—Alaska Radio Conference, "ARC I." Ketchikan, Alaska. Information: Pat Conley or Martha Rosen. KRBD-FM Ketchikan, (907) 225-9655.

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

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

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

March 18—"Telephone Issues for the States—1983; Implementing Divestiture," conference sponsored by *Telecommunications Research and Action Center*.

Capital Hilton, Washington. Information: Deborah Hollander, (202) 462-2520.

■ **March 18-19**—"War, Peace and the Media" conference sponsored by *New York University, department of journalism and mass communication with a grant from Gannett Foundation*. NYU campus, New York. Information: Ann Marie Cunningham or Pamela Abrams, (212) 598-3636.

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-conference 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 24-25—National Association of Broadcasters broadcast management seminar. Mansion Inn, Sacramento, Calif.

March 24-26—Radio-Television News Directors Association regional meeting with Alabama UPI Broadcasters Association. 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 programming, promotion and advertising. Categories for programming 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 25**—Deadline for entries in Folio Awards for Excellence in Broadcast Journalism, sponsored by *Long Island Coalition for Fair Broadcasting*. Information: Dr. Peter Costello, director of media studies, Adelphi University, Garden City, N.Y., 11530.

March 26—"Cable Franchising and Production Symposium" sponsored by *Entertainment Law Society of Pepperdine University School of Law*. Pepperdine campus, Malibu, Calif. Information: (213) 456-4000.

March 31—Deadline for entries in *National Federation of Local Cable Programmers* "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 5—Cabletelevision Advertising Bureau sales workshop. Sheraton Center, New York.

April 5-8—Communications Tokyo '83, sponsored by

continued on page 82

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KPLR-TV St. Louis
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
WTXX-TV Hartford
KPHO-TV Phoenix
XETV San Diego
KCMO-TV Kansas City
WZTV Nashville
WBTV Charlotte
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volume 23



Warner Bros. Television Distribution
A Warner Communications Company

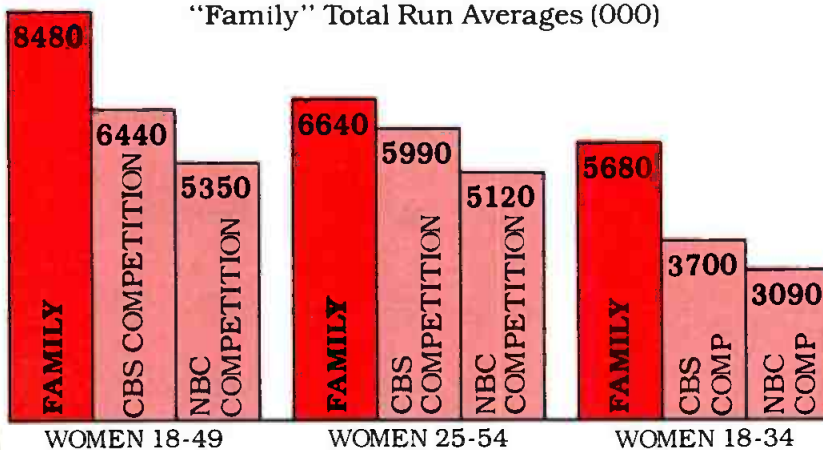
"Family" is brought to life by a superb cast of stars. Meredith Baxter Birney, Sada Thompson, Kristy McNichol, Quinn Cummings, James Broderick, Gary Frank.



Television's strongest young-women-appeal

Four-year run on ABC: More women in every age category.

"Family" Total Run Averages (000)



SOURCE: NTI

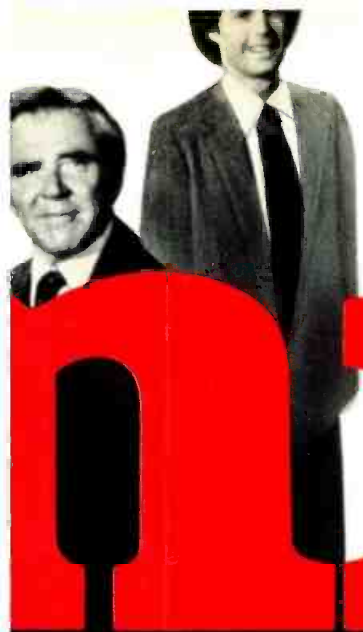
Still unbeaten: A higher concentration of young women than any top network prime time series in the 1981-82 season.

Series	Percent of Total Viewers WOMEN 18-49
Family	36%
Lou Grant	34%
Dynasty	34%
Hart to Hart	33%
Hill St. Blues	32%
Quincy	32%
Knots Landing	31%
Taxi	31%
20/20	31%
Barney Miller	30%
Strike Force	30%
Too Close for Comfort	30%
Trapper John, M.D.	30%



SOURCE: NTI '81-'82 Season To Date (Through April II)

Now an advertiser-sponsored oppo



*The critics raved.
And huge audiences
loved it on ABC.*

Family

prime time series.

Highest concentration of young women of all top-ranked network series seen during its network run.

Family	36%
Dallas	29%
Quincy	29%
Eight Is Enough	27%
Laverne & Shirley	27%
Love Boat	26%
One Day at a Time	25%
Little House on the Prairie	23%
Alice	23%
The Waltons	22%

Percent of Total Viewers WOMEN 18-49



SOURCE: NTI/NAD Nov/Feb. Respective Total Runs Through 11/80

A higher concentration of young women than any prime time series in syndication, or about to go into syndication.

Family	36%
Dynasty	34%
Knots Landing	31%
Taxi	31%
Barney Miller	30%
Trapper John, M.D.	30%
WKRP in Cincinnati	29%
Dallas	28%
Three's Company	28%
Eight Is Enough	27%
The Jeffersons	27%
MASH	27%
Little House On The Prairie	25%

Percent of Total Viewers WOMEN 18-49



LEXINGTON BROADCAST SERVICES COMPANY, INC.

777 Third Ave., N.Y., N.Y. 10017
(212) 838-1185 Telex 640818

SOURCE: NTI '81-'82 Season To Date (Through April II)

rtunity for stripping in Fall, 1983.

A television programming commentary from Stanley Moger, SFM Entertainment, New York

How to fill, not fall into, the communications gap

New York City is a very insular little community, and no one has caught that feeling better than the *New Yorker* magazine's great cover artist, Saul Steinberg. It's our view of the world: There's Madison Avenue and Fifth Avenue and Sixth Avenue, where the SFM offices are, and Broadway and Seventh Avenue and Eighth and Ninth and 10th and 11th Avenues and New Jersey and Kansas and Los Angeles and Japan and maybe a few other big names and that's about it.

You see, in Manhattan, anything west of the Hudson River is considered by some to be Kansas or maybe L.A. If you happen to live in Tennessee or Kentucky or almost anywhere else, from a New Yorker's standpoint you might as well be living on the moon. You've fallen into what I'd like to call the "communications gap."

What sort of New Yorkers think these kinds of terrible things about you? Some of them program your entertainment. I can think of a few who work at major advertising agencies, at the networks. Some are advertisers.

These people have dug this enormous communications gap between themselves and you. They live and work by the numbers. They keep grinding out the same old formula programming because to do anything else would be to invite risk, and to invite risk would be to court failure, and to court failure is as crazy as thinking there's anything worthwhile happening west of the Hudson. So goes their reasoning in making business decisions like turning down *The Life and Adventures of Nicholas Nickleby*, which all three networks did, because they "didn't think it would win the night" and because "all those people talked so funny."

If you've been wondering why the networks seem ultra-cautious these days, the fact is, technology has far outstripped people's ability to view. Look at what you've got competing for those few precious evening hours when people are willing and able to watch something: all the networks, PBS, independent and local stations, all the cable Showtimes and HBO's and Bravos, plus a thousand and one video game permutations and combinations.

But what's going to be up on that six-foot screen on the wall or down on your one-inch wristwatch picture? Nobody's sure. But I have a few thoughts on the subject.

The first thought—and this is a reminder—is that advertising still drives the American economy. As the sources of entertain-



Stanley H. Moger is president of SFM Entertainment, New York. He co-founded SFM Media in 1969 after serving in a variety of positions with radio and television stations, NBC films, and Storer Television Sales, among others.

ment grow and grow via cable and satellite, advertising is sure to follow.

Those of you in radio who have seen your stations deregulated by the FCC and those of you at television stations that are now commercially deregulated, know from your own daily experience that the number of commercial minutes you're selling hasn't increased significantly. You have your own delicate marketplace barometer that tells you how listening and viewing are affected by commercials. The system has all sorts of built-in safeguards against overcommercialization—not the least of which is the blizzard of hardware options the viewer can hook into instantly if the commercial level gets annoying.

My second point—and this, too, is a reminder—is that it's astonishing, given the accelerated growth of segmented channels, segmented magazines, segmented entertainment sections in newspapers, even with the whole focus on self in the 1980's, how much of a media commonality we still share.

My third point is this: Whatever part of our industry you're in, get yourself out on the leading edge. Being out on the leading edge doesn't have to mean being out on a limb. When you innovate, as we try to do at our place, you automatically have an edge.

The whole notion of building a custom network and clearing simultaneous prime time showings can be accomplished by any smart agency or media service. It isn't just the media savvy that makes it possible. It's the client: It's having an advertiser who's willing to put pride in front of dollars, who

believes that the leading edge of entertainment can also be a cutting edge for corporate relations and public goodwill and long-term institutional value. All of the acclaimed Mobil programs on commercial television that have been developed with SFM's full participation—like *Nicholas Nickleby*, the Agatha Christie Mysteries, *Edward and Mrs. Simpson*, *Churchill and the Generals*, *Ten Who Dared*, and many others—all of this has accomplished something very rare and very special and very unusual for an American corporation. It's helped seal some kind of little bond between the consumer and the corporation that says, "Mobil cares."

What we're saying—what N W Ayer is saying—is that it's time to turn back the clock to the days when advertisers and their agents were able to direct the appropriate faces and images and programs to their proper audiences.

And that brings me to my final point: responsibility. Some of you might still be tempted to believe all the responsibility for what we call broadcasting still resides in a few little buildings that are all glass and not much class in the canyons of Manhattan. Don't you believe that. It's a myth.

To get on the leading edge of whatever corner of this industry is your corner, you have to take responsibility. I'm not sure that's going to be easy to do in 1983. This is going to be a very tight, tough, lean year for just about all of us.

So a network turns down a world classic that only 55,000 ticket buyers were able to pay \$100 apiece to see live, and that could have been seen and shared by countless millions more last month free of charge, because it "wouldn't win the night". Does it matter? Do you care?

I think these things do matter. I believe you do care. I say it's time each of us takes more responsibility at our stations, our agencies, our companies, to fill up some of that gap. I don't quite know how to tell you to do that tactically or even strategically, but I can tell you without any hesitation that making the commitment and the effort are necessary. It's a responsibility that's more important than ever in an electronic marketplace that is increasingly becoming free of regulation. There's just no question in my mind that when the FCC defended deregulation actions by stating that "marketplace conditions" would prevail and that consumer access to information and entertainment would widen, the commission was calling for the best from each of us. Not more technology, more time compression, more sell. Not that. This: More conscience. More public awareness. More sensitivity. More heart. ■

**“This instrument
can teach, it can
illuminate; yes, and
it can even inspire.
But it can do so
only to the extent that
humans are
determined to use
it to those ends.
Otherwise it is
merely lights and wires
in a box.”**

Edward R. Murrow

The inscription on the duPont-Columbia Award for Broadcast Journalism means a great deal to us. The inscription on the other side of the award means a lot to us, too. “KNXT-TV for Investigative Reporting.”

Several years ago we made a major commitment to a new Investigations Unit. People in Southern California have come to rely on our revealing, no-holds-barred reports. Now this work has been honored with the highest award in our industry.

The duPont-Columbia Award strengthens our determination to use our lights and wires to teach, to illuminate, perhaps even to inspire.

CBS

KNXT/Los Angeles

2

The team to watch.

Frankenstein, Jaws and C couldn't overpower us.

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

They came at us with Hollywood's blockbuster action movies, comic film masterpieces, top romantic stars, TV megaspecials, 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: NTI 9/79-4/80, 10/80-4/81, 10/81-4/82
*NTI 9 weeks ending 8/23/81

Trapper John

#1 in our time slot.



D7



IN

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KANSAS CITY
BUFFALO

WPIX
WGN
WKBS
KBHK
WRC
KTXA
KMSP
WAGA
KWGN
WRTV
KRBK
KCST
KECH
KSHB
WIVB

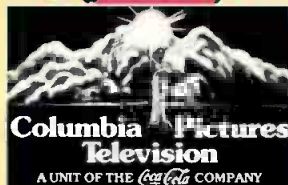


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Broadcasting Feb 21

Vol. 104 No. 8

TOP OF THE WEEK

Broadcast, cable deregulation occupy Hill

The Commerce Committee hearing room in the Russell Senate Office Building was the focal point of communications policymaking in Washington last week. It was there that the full committee reported out S. 55, a bill that gives the nation's radio and television licensees regulatory relief, albeit at the cost of paying license fees (see story below). And it was there that the Communications Subcommittee heard wide-ranging testimony on its cable deregulation bill (S. 66). The succession of witnesses who appeared during the two days of hearings discussed the

bill's provisions that would clearly define (and limit) a municipality's control over its cable franchisee (see story below) as well as the bill's premise that there is enough competition to cable to justify its deregulation (see story, page 33). The hearing room also served as a forum for talk of the Copyright Royalty Tribunal's dramatic increase of compulsory license fees as Ted Turner tried unsuccessfully to add language to S. 66 that would exempt cable systems carrying his superstation WTBS(TV) Atlanta from paying the higher rates (see story, page 34).

Passage for S. 55

Broadcasters get their bill through upper chamber, but rougher road is ahead in House; license fees included

The broadcast deregulation bill (S. 55) sailed through a Commerce Committee mark-up last week. The measure codifies FCC deregulation of radio, abolishes comparative renewal proceedings and requires the FCC to "encourage new and diverse sources of broadcast programming." It also permits the FCC to collect license fees to cover the cost of regulating telecommunications services.

S. 55 passed unanimously and generated little discussion. It is virtually the same as a measure that cleared the Senate last year (S. 1629), with minor changes in the new bill's fee schedule: Fees that ranged from \$1,000 for a license application to \$5,000 for a hearing charge in last year's bill are now \$1,200 to \$6,000, respectively. The measure establishes a schedule of service fees allowing the FCC to collect up to 50% of its authorization level in any fiscal year. The bill is expected to move quickly to the floor and be passed.

Only Senator Frank Lautenberg (D-N.J.), voiced concern about the measure. Lautenberg said he had some "serious reservations" about the bill's proposed removal of the comparative renewal process.

He wants to make sure WOR-TV New York serves the public interest in New Jersey after it moves to Secaucus, N.J., as authorized by an act of Congress last year, (BROADCASTING, Dec. 20, 1982). He said he was going to take a personal interest in the performance of RKO and the FCC to insure the station performs its New Jersey duties.

Senators Bob Packwood (R-Ore.), chairman of the Commerce Committee, and Barry Goldwater (R-Ariz.) sought to ame-



Senate Commerce Committee
Chairman Bob Packwood



Senate Communications Subcommittee
Chairman Barry Goldwater

liorate Lautenberg's concern. Goldwater noted that S. 55 would allow the FCC to renew the broadcast license of a television station only if "the licensee substantially met the problems, needs and interests of the resi-

dents of its service area in its program service."

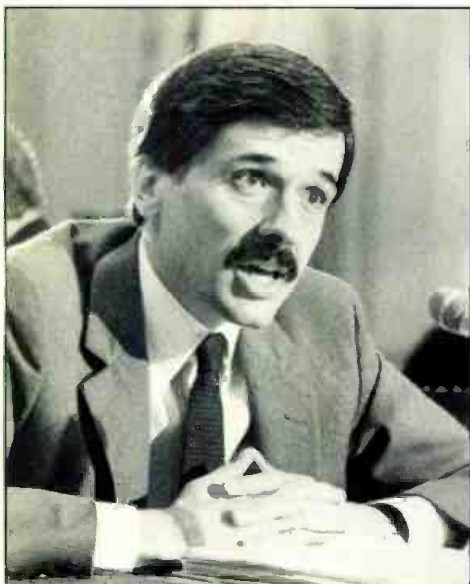
Senator Ernest Hollings (D-S.C.), ranking minority member of the committee, offered an amendment that would allow any person to "file with the commission a petition to establish or an application to offer a new or additional service." The amendment also says the FCC must determine "whether the new or additional service proposed in a petition or application is in the public interest within a year after such petition or application is filed. If the commission initiates its own proceeding for a new or additional service, such a proceeding must be completed within a year after it is initiated." □

Impasse on S. 66

Cable industry, cities take opposing postures on issue; Goldwater tells them to hammer out a compromise

The fate of the cable deregulation bill (S. 66) hung in the balance late last week while representatives from the cable industry and city governments continued negotiations and the Senate Communications Subcommittee listened to testimony on the bill.

The National Cable Television Association and the National League of Cities have been at odds over the bill, which would curtail city and state regulatory authority over cable television. Late last Friday they were continuing negotiations that began last winter when a similar measure (S. 2172) was before the subcommittee. Negotiations have been kept under wraps. After Friday's meeting NCTA announced that no agreement was reached. Instead, NCTA said, "serious difficulties resulted when the NLC put a new proposal on the table which was a significant retrenchment from their earlier positions." Despite those recent complications, NCTA



NCTA's Wheeler

said future meetings are still possible.

Meanwhile, as the parties tried to mend their differences, the subcommittee examined the issues that have been at the crux of the controversy. Senator Barry Goldwater (R-Ariz.), who introduced S. 66 and is chairman of the subcommittee, held two days of hearings on the bill. The first day was devoted to presenting testimony that backed up the argument that a competitive video marketplace is developing and therefore eliminates the need for cable regulation by either federal or local authorities (see story, page 33).

Also during that first hearing the subcommittee heard from Jerry Holley, vice president of broadcasting for Stauffer Communications, Topeka, Kan., who stated the need for retaining the FCC's current "must-carry rules." Holley was testifying on behalf of the National Association of Broadcasters. "As we enter an uncertain future, Congress should reaffirm their commitment to localism by codification of the must-carry rules thereby assuring that viewers will continue to have access to the local stations licensed to serve them," Holley said.

NAB President Edward Fritts noted that the association was not asking for a must-carry provision but instead used the hearing as an opportunity to air its views on the issue. Despite that overture, chances of getting some form of must-carry protection in S. 66 appear slim. The Commerce Committee leadership doesn't look favorably on taking up the matter which became inextricably linked with copyright issues in the last Congress. Broadcasters obtained must-carry protection in the cable copyright compromise bill, H.R. 5949, a compromise which later became embroiled in a number of issues and eventually fell apart. Fritts, however, maintains that the association is probing many areas in addition to the Commerce Committee in an effort to retain the protection.

The fate of must-carry, however, is not likely to remain behind the scenes. The NAB and the NCTA, key parties in the H.R. 5949 compromise, continue negotiat-

ing but not to much avail. NCTA, in particular, is against any NAB efforts to attach a must-carry provision to S. 66. "If they try to muck around with S. 66 we are going to come after them with everything we've got," said NCTA President Thomas Wheeler. Wheeler indicated that NCTA might retaliate by "mucking around with their bills." He said he proposed that the two organizations go to the FCC and ask it to codify the must-carry protection contained in H.R. 5949 (in that bill broadcasters were given must-carry protection of 1% to 2% audience penetration)—a deal Wheeler said Fritts walked away from. Fritts said the plan was undesirable. "It gives us less than what we have now and there were no tradeoffs," Fritts stated. He noted that if NCTA was willing to accept full copyright liability in exchange, then they might have struck a deal. However, he said, the NAB wants to codify the current FCC must-carry rules and will "fight to do that." The only thing the NAB would have gotten, Fritts said, was NCTA "on our side," something he said he wasn't sure the NAB needed to retain the must-carry rules.

The second day of hearings was dedicated to the bill itself. Goldwater told the parties he is anxious for them to reach an agreement and was willing to accept the changes they might offer. However, he stressed he would not wait forever and urged them to move quickly. Goldwater said it was important that a policy be established this year if the cable industry is to achieve its full potential.

The not convinced

Some subcommittee members voiced reservations about the measure. Senator Larry Pressler (R-S.D.) wanted to insure the growth of cable in rural areas. Senator Slade Gorton (R-Wash.) was interested in guaranteeing a competitive marketplace. Gorton led the Senate opposition to the measure last year and represented the NLC's concerns.

There are several key provisions in S. 66 which the NLC opposes. The league attacked provisions that would codify the FCC's authority to set a ceiling on franchise fees; prohibit cities from having direct or indirect control over any programming cable systems, including those municipally owned; redefine system basic service; reduce the number of channels cable systems must make available for public access, and permit the FCC to eliminate cities' authority to restrict the rates charged subscribers for basic service.

In all, the NLC complained, cities will be unable to insure that cable operators fulfill their promises and supply consumers with services on a fair and equitable basis.

The cable industry, on the other hand, claimed that regulatory restrictions must be lifted so it can compete fairly with the new technologies. In addition, the industry claims that cities are setting exorbitant franchise fees that will crush the industry.

"All we seek is the right to compete on a level playing field, unburdened by requirements imposed by local governments which place us at a competitive disadvantage by imposing costs on our subscribers," testified Thomas Wheeler, NCTA president. Wheeler

argued it was unfair that cable's competitors don't "pay franchise fees. they don't have to give away service, they don't have to underwrite various local ventures from production studios to police firing ranges, they don't have to go to a regulatory body to seek permission to adjust rates or services and they don't have to expose their business to local political hijinks when their license is up."

The idea that cable is a monopoly, he maintained, is unfounded. "We may be the only wire in town but cable systems aren't the only way consumers can receive various services," he said. Then Wheeler cited an example of abuse one cable operator suffered. "In Marquette, Mich., the city told the franchise holder that he will not be renewed in order that a virtually identical system may be built by a local group financed by several banks on whose boards several of the same city officials sit," Wheeler said. Frank Greif, director of the mayor's office of cable communications in Seattle, however, contended that cable is a monopoly and because of its distribution service "has extraordinary competitive advantage over other distribution technologies." He argued that cable systems provide the most economical and efficient method of delivering pay programming and other one-way video services.

Because the customers of the cable system are citizens of the city, Greif said, the city's role as a bargaining agent is logical. "We believe S. 66 does not provide any real protection for the interests of consumers and potential users of the system," he said.

Pressler asked Wheeler how S. 66 could insure that cable service is provided in rural areas. Wheeler noted that by removing current regulations, cable systems will have more incentive to serve those areas. Greif, however, argued: "This bill removes from rural communities the ability to attract those small cable operators."

"Seems to me that cable wants the protection of being a common carrier but not the responsibility," Pressler said after listening to more testimony.

Gorton asked how new technologies like direct broadcast satellites can be viewed as



Seattle's Greif



Cable disputants. Stephen Effros (l), executive director of the Community Antenna Television Association, presents his constituents' views on the cable deregulation bill, while Susan Buske (center), executive director of the National Federation of Local Cable Programers and Dallas mayor Jack Evans take the opposing side.

"real competition in rural areas?" Greif replied that those services aren't available in many communities and that it is imperative that local government control monopoly. The competition is there, Wheeler claimed. He noted testimony from the previous hearing indicated that low-power stations will be the prime competition in rural areas.

Jack Evans, mayor of Dallas, joined Greif in testifying against S. 66. Evans expressed concern that the bill would "grant powers to the FCC which would retroactively declare null and void important provisions of existing franchise agreements."

Steve Effros, executive director of the Community Antenna Television Association, said the complaint that cities are left powerless is simply not true. Effros argued that it is unfair to regulate cable and not the other competing technologies.

Susan Buske, executive director of the National Federation of Local Cable Programers, asked the subcommittee to take a longer and more thorough look at cable deregulation before acting on S. 66. She said it shows a serious lack of understanding of the realities of cable systems and their impact on the future. "It contravenes the public interest standard that has been the basis of federal regulation of telecommunications for over 50 years," Buske said.

In a joint statement submitted by Cable America, Maclean-Hunter Cable TV, and Rogers U.S. Cablesystems (all Canadian-owned MSO's) the committee was asked not to support a provision in the bill that would give the FCC authority to investigate foreign ownership of U.S. cable systems and submit evidence of trade barriers to the U.S. Trade Representative. "This policy violates the spirit of fair trade between the United States and Canada," they wrote.

Several civic, religious and activist groups filed a statement of protest with the subcommittee. They objected to many of the bill's provisions and to "imbalanced hearings." The participating groups included: Action for Children's Television; the American Library Association; Black Citizens for Fair Media; Citizens Communications Center; D.C. Cable Coalition Commission, and the Church Federation of Greater Chicago. □

Rival media back cable claim to deregulation

The cable deregulation bill (S. 66) introduced last month by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) is based in part on the belief that other television media create (or will create) a competitive video marketplace that obviates the need for much regulation of cable at either the municipal or federal level. That belief was advanced last Wednesday by a succession of witnesses, who appeared before Goldwater's subcommittee. They saw plenty of competition for cable and plenty of reason for the bill.

"The principles of the First Amendment and the wide range of competitive alternatives to cable, present and potential," testified Washington telecommunications consultant Charles L. Jackson, "together argue for the removal of regulation from the cable industry."

The "competitive alternatives" include low-power television, STV, multichannel MDS, direct broadcast satellites and private cable or satellite master antenna television. The representatives and executives of these media who testified agreed that they could compete with cable, although some complained to Goldwater of problems that were inhibiting their growth and by extension the growth of the competitive marketplace. The complaints ranged from a lethargic bureaucracy at the FCC to anticompetitive practices by cable operators and cable programers.

Although Denver cable consultant Paul Bortz believes cable will be the dominant television medium of the future, he also believes that there will be sufficient competition from other media to insure "an effective and efficient market." Testifying first, Bortz praised the bill's lack of prohibitions on cable ownership. "With existing broadcast service and the development of alternative delivery technologies . . . , it is not possible for a cable system to exercise exclusive control

of the public's access to video programming. Any attempt to restrict video programming desired by the public will be met in the marketplace by other competitors," he said.

The competitive services have yet to establish themselves, Bortz said, and until they do it is proper for the government to guarantee access. He called the bill's requirement that cable systems with 20 or more channels set aside 10% of their "available channels" for access "a reasonable middle ground."

The bill would permit municipalities to regulate the rates of basic cable, defined as the retransmission of broadcast signals, but Bortz said that when cable becomes subject to multichannel competition throughout a market even that would be "too restrictive." He proposed that the bill be amended to stipulate that once it is established that such competition exists in a top 50 market, the municipality may no longer regulate any of the cable system's rates.

James K. Parker, senior vice president and general counsel, CBS Inc., which has proposed DBS and multichannel MDS services (its variation of multichannel MDS is known as Multichannel System), supported the bill in his testimony. There is "very real competition in the video world," he said, for audience, programming and advertising. And he predicted that the competition would only get more severe. Pay cable networks, for instance, which historically are programmed to attract and sustain subscribers are now beginning to program to sustain a large audience, he said.

Parker believes multichannel MDS and DBS can be competitors to cable despite their inherent technical limitations, particularly the highly directional nature of MDS and DBS signals that require line-of-sight dish antennas. The "shadowing" problem created by man-made or natural obstacles between transmitter and dish can be overcome, he said, by small cable systems in which several homes could be served by one well-placed dish.

Don Franco, president of Microband Corp. of America, the largest MDS carrier in the U.S., was certain MDS could compete with cable, but only if the FCC approves the plan for multichannel MDS. The plan, which calls for a reallocation of channels in the Instructional Television Fixed Service band, would give two MDS operators in a given market five channels and a third, four channels. "In our view, achieving an effective counterbalance to cable's monopoly status through marketplace factors may well eliminate the necessity for increased regulation of the cable industry," Franco said. "To achieve regulation by marketplace forces, however, requires viable, alternative delivery systems. Microband believes that multiple channel MDS can be just such a system, providing for the first time true competition to the cable television industry." The only "hold back" to Microband and other carriers, Franco said, is the FCC, which for seven years has been considering expanding the MDS band to allow multichannel MDS. "This is too good an opportunity to get mired down in the bureaucracy," he said.

According to two other witnesses, the



Technologies parade. The subject was "the competing technologies" and some of the nation's best-informed sources on the matter were there to discuss it. L to r: Robert Fountain, executive vice president and chief operating officer, United States Satellite Broadcasting Co.; John Raines, chairman of the National Satellite Cable Association; Don Franco, president, Microband; Richard Bodman, president, Satellite Television Corp., and James Parker, senior vice president and general counsel, CBS.

FCC is also guilty of retarding the development of low-power television. Sol Schildhouse, chairman of the program committee, Neighborhood TV Co., charged that the alternative network proposed by Neighborhood has been "stalled" by FCC action. Neighborhood proposed in the fall of 1980 to create a nationwide network of translators that would rebroadcast the satellite-delivered signal of KUSK(TV) Prescott, Ariz. "The proposal has, however," he said, "been ambushed by an FCC proposal to create a new low-power television service for the benefit of blacks, Hispanics and other minorities." After Neighborhood began applying for translator licenses in September 1980, he said, the FCC decided to lump the translator service into its low-power television service, which he felt was designed to benefit minorities and which has been overwhelmed by some 8,000 applications for service. As a result, he said, "not a single one of Neighborhood's translator applications has been granted even though they were filed in strict accordance with the translator rules and despite assurances by the commission staff when the applications were being developed that they would be routinely granted because they are translator applications." Neighborhood's experience with the FCC is just one example, he said, of how government can have "a contaminating influence on the free flow of ideas."

Richard G. Hutcheson, president of the American Low-Power Television Association, a budding trade association, expressed the concern of many of the hundreds of LPTV applicants: that the FCC would continue to grant their applications at an extremely slow pace. Two months ago, FCC Chairman Mark Fowler promised that by May the staff would begin processing the applications at a rate of 400-500 per month.

However, judging by what he hears from the FCC, Hutcheson said, the FCC seems to be "backpedaling" on the promise. "Instead of 400-500 applications processed per month, we now hear 200-300," he said. "Instead of May; June or later. And we hear that the word 'process' may not necessarily mean 'process to conclusion' but simply movement from one stage of the paper shuffle to another." In response to Hutcheson's request that Goldwater extract "an explicit state-



The competitors. There was plenty to say last week about the new technologies that may be making inroads into cable television's audience. Testifying before the Communications Subcommittee: Sol Schildhouse, chairman of the program committee, Neighborhood TV Co.; Ted Turner, chairman and president, Turner Broadcasting System; Richard Hutcheson, president, American Low Power Television Association; William Wewer, Subscription Television Association, and Jerry Holley, vice president-broadcasting, Stauffer Communications (representing the National Association of Broadcasters).

ment" from the FCC on its plans and expectation for processing LPTV grants, Goldwater expressed sympathy and said he has been in regular contact with Fowler on the matter.

Although Bortz in his testimony questioned the viability of single-channel pay services in competition with cable, William Wewer, a Washington attorney representing the Subscription Television Association (STVA), said STV could compete by offering "a unique blend" of programming, different from anything available on cable. The industry will need some help, however, he said. So that STV operators will be able to sell their services in homes that already subscribe to cable, Wewer said, the access section of S.66 should be expanded to require all cable operators to install a switch on the television sets of their subscribers that would enable them to switch to a television antenna and pick up services, including STV, directly off the air.

A future service that is expected to offer some competition to cable is satellite broadcasting. Although Richard Bodman, president of Satellite Television Corp., doesn't see his company's three-channel subscription service as a direct threat to cable—it will thrive primarily in noncabled areas—he said it will promote competition in the programming market. STC's presence in the market, he said, "should minimize the ability of entrenched satellite-delivered pay networks artificially to hold down revenues to program producers and to increase costs to consumers."

If all the companies now holding DBS construction permits go ahead with their plans, according to Robert Fountain, executive vice president and chief operating officer, United States Satellite Broadcasting



The advisors. Leading off testimony on S. 66 were two of the telecommunications industry's leading consultants: (l) Paul Bortz, managing partner, Browne, Bortz & Coddington, and Charles Jackson, Shooshan and Jackson.

Co., one of those companies, as many as 30 satellite broadcast channels will be available in the latter half of this decade. Satellite broadcasting's "major impact will be to make satellite-delivered programming services more affordable for all who wish to receive them."

With the exception of STV in a few markets, the only pay medium that is currently competing effectively with cable is satellite master antenna television or, as it is known in some circles, private cable. The medium serves small pockets of subscribers primarily in multiunit dwellings with mini-cable systems. Because they operate on private property, they don't have municipal franchises or, more significant, the regulations that go with them. "The private cable/SMATV entrepreneurs have successfully demonstrated that large, well-heeled MSO's and entertainment conglomerates do not necessarily have to control the telecommunications network," said John Raines, chairman of the National Satellite Cable Association, in his testimony. The NSCA, which represents scores of private cable operators, has no objection to the bill since it excludes private cable systems from regulation through its definition of cable.

Private cable's ability to compete with cable is being challenged simultaneously on a number of fronts. Municipal and state governments, Raines said, "have sought to impose restraints and burdens on private cable operations with the implicit intent of driving them out of business." Cable programmers have refused to deal with private cable operators and one cable MSO has petitioned the FCC to deprive private cable operators of microwave links needed to interconnect several separate properties.

Raines only made one specific recommendation to the subcommittee. Some municipalities have refused to grant private cable operators "designated franchises" needed to install cable through public rights of way to interconnect properties, he said. The subcommittee should address this issue and "make it clear that local governments are expected to entertain and grant franchise applications that are truly competitive and promote alternative cable technologies." □

Cable continues fight against CRT's rate hike

Cable interests made last-ditch attempts last week to put off or circumvent the effects of the Copyright Royalty Tribunal's rate hike that would increase by millions of dollars the compulsory license fees large cable operators pay to import and carry distant signals. The new rates are scheduled to go into effect on March 15.

The National Cable Television Association and Turner Broadcasting System, in separate filings, asked the U. S. Court of Appeals in Washington to reconsider its refusal last December to stay the rate hike pending resolution of the appeal filed by NCTA. And the Community Antenna Television Association, in its monthly newsletter, said it had discovered a loophole in the CRT decision that it believes may allow cable operators to carry all the distant signals they want without paying the higher fees.

Meanwhile, TBS apparently failed in its attempt to attach an amendment that would exempt systems carrying its superstation WTBS(TV) Atlanta from the higher rates to Senator Barry Goldwater's cable deregulation bill (S. 66).

Despite all the activity, NCTA's strategy for combating the rate hike remains a mystery. Aside from the renewed request for stay at the appeals court, the NCTA has yet to show what if anything it has in mind to bring relief to its membership. NCTA President Tom Wheeler suggested NCTA would fight the rate hike on Capitol Hill, noting the association is attempting to arouse cable subscribers to its cause. "We have gone to affected systems in key states and they are going to their subscribers," Wheeler said. "The Congress is going to know that [the CRT hike] is hurting consumers." But if NCTA does make a legislative assault on the rate hike, it will be a surprise to TBS's Washington lobbying corps. "It's my understanding," said Bob Ross, TBS's general counsel,

"that NCTA is not going to push in Congress."

Last year at this time, the NCTA thought it was well on its way to solving its copyright problems once and for all. It had hammered out a compromise with broadcasters and motion picture interests that preserved the compulsory license, the mechanism for collecting copyright royalties on distant broadcast signals imported by cable operators, and hopes were high that the compromise would become law.

But as time wore on, it became increasingly apparent that the compromise, introduced in the House as H.R. 5949, would collapse under the weight of numerous other parties that wanted to attach amendments in their own interest to the bill. The final blow came in October, when the five-member CRT made its decision and large cable operator (those reporting more than \$214,000 every six months in basic cable revenue) were suddenly faced with the dismal choice of either dropping distant signals, including superstations WTBS, WGN-TV Chicago and WOR-TV New York, or paying the increased license fees.

With hopes for the compromise shattered, cable interests, led by superstation WTBS owner Ted Turner and the NCTA, turned their attention to overturning the CRT decision. By attaching an amendment to an appropriations bill during the waning days of the 97th Congress last December, they were able to postpone the effective date of the decision from Jan. 1 to March 15.

The NCTA and TBS based their court petitions for reconsideration on the argument that Congress's decision to postpone the effective date of the rate hike was an indication of the lawmakers' feelings on the matter. Said Wheeler: "Congress stepped in and said clearly consumers should not be denied these signals... and that there should be a way of providing interim relief." The argument is supported by results of a survey of the top 30 MSO's, conducted by NCTA and released two weeks ago, that shows the impact of the rate hike will indeed be severe. The rate hike, the survey found, will cause the 28 MSO's that responded to the survey to drop 518 of the 709 signals they now carry that would be subject to the higher rates. And as a result, some 6.2 million cable subscribers would lose one or two channels of service. Filing the petitions apparently wasn't NCTA's idea. According to Ross, TBS had to talk NCTA, the plaintiff in the case, into filing so that TBS could file in support.

The CATA loophole is found by taking advantage of some anomalies in the FCC rules and the copyright law and making a strict interpretation of the CRT decision. According to the CRT decision, the higher rates do not apply to "any signal which was permitted" under the FCC's distant-signal rules, which limited the number of distant signals a cable system could carry and which were officially dropped by the FCC on June 24, 1981, "or a signal of the same type substituted for such permitted signal." According to FCC records, at least 33 "specialty" channels (mostly religious and foreign-language stations) were permitted to be carried by all

cable systems regardless of size or location prior to the FCC's dropping of the distant-signal rules. And, according to the Copyright Office, the "specialty" stations are to be treated as independent stations.

If all of this is true, said CATA, "it can only follow that since . . . there were at least 33 independent signals that were 'permitted' to be carried prior to June 24, 1981, and since the rule says that you can take a signal 'of the same type' and substitute it for one of those 'permitted signals' then the [higher rates do] not apply until at least the 35th independent signal is added. . . . Every cable system was allowed to import at least one independent signal under the commission's old rules. . . . Therefore, it's on the 35th signal that you would have to pay [the higher rates]."

CATA's job now is to get a court decision on its interpretation. Without an affirmative court ruling, cable operators will be unlikely to risk carrying affected distant signals past the March 15 deadline without paying the higher rates for them. Fritz Attaway, vice president and counsel of the Motion Picture Association of America, which was instrumental in convincing the CRT to raise the rates in the wake of the dropping of the FCC's distant-signal rules, said the CATA idea was "clever. . . but when it comes down to actual practice, I seriously doubt that any cable operator is going to rely on this theory to carry distant signals under the old rates. If they do, I hope I'm involved in the infringement action that would definitely result from that reliance." To remove the uncertainty in applying the CATA's reading of the rules, CATA Executive Director Steve Effros said last week that he was busy trying to find a way to get a court to look at it prior to the March 15 deadline.

Responding to early inquiries on the matter, the Copyright Office has opened up a proceeding aimed at clarifying the issue. Since comments are due on March 1, the office may be able to make a ruling prior to March 15. If the Copyright Office accepts CATA's interpretation, the association will have some powerful ammunition to bring into court, assuming the Copyright Office's ruling were appealed. And if the Copyright Office rejects it, CATA may still benefit since it could appeal a negative decision and get the court test it desires.

TBS President Ted Turner announced at the Texas cable show three weeks ago (BROADCASTING, Feb. 7) his plans to attach to whatever bill he could an amendment permitting cable systems to carry WTBS without paying the higher rates for it. True to his word, Turner testified before Goldwater's Communications Subcommittee, arguing that his amendment should become part of the cable deregulation bill (S. 66). "As unjustified as the CRT decision may be for the cable industry in general," Turner said, "its imposition on the superstation is particularly inequitable on both copyright and communications policy grounds." It's unfair from a copyright standpoint, Turner said, because the superstation buys the national television rights to its programming. "There is no reason to impose a Draconian, second payment on cable owners for this programming," Turner

said.

The rate hike also will have a "catastrophic impact" on communications policy, he said. Since many cable systems will be unable to afford to carry the superstation, he said, many communities will be deprived of the program diversity and competition the superstation could have brought to them.

Despite the communications policy argument, Goldwater indicated at the hearing that he did not want Turner's amendment cluttering up his bill. Although Goldwater

expressed some sympathy for Turner's situation, he said attaching the amendment would mean referring the bill to the Judiciary committee, which has jurisdiction over copyright matters. He referred Turner to that committee.

Although Turner was rebuffed in his first public attempt to get his amendment moving, he is certain to keep trying. "It just means it doesn't get done at this stage," said Ross. "It doesn't mean it doesn't get done at some other stage." □

Who gets to ring the Bell?

Comments to Judge Greene on Justice antitrust settlement argue that the 22 Bell operating companies, not AT&T, should have rights to Bell name, logo

Competitors and customers by the score last week took advantage of one more opportunity to comment on the settlement of the Justice Department's antitrust suit against AT&T. The target this time was AT&T's proposed plan for restructuring itself in line with the settlement as approved by the U.S. district court in Washington, a settlement that calls for the divestiture by Jan. 1, 1984, of 22 Bell operating companies (BOC's). Few if any of those commenting thought the plan sufficient to guard them against the possible anticompetitive activities of what they appeared to feel would remain an 800-pound gorilla in the telecommunications marketplace.

The use of the Bell name, trademark and logo was one issue that cropped up repeatedly in the comments filed with Judge Harold Greene, who heard the case and is now presiding over the settlement. The role and power of the Central Staff Organization that would be created to serve the seven companies into which the 22 BOC's are being spun off is another.

The most extreme critic of the plan was MCI Communications Corp., which since its creation in 1972 has battled AT&T for a piece of the long-distance telephone market. It said the plan will not succeed in breaking up the Bell system and, as a result, should be rejected. MCI urged Greene to require AT&T to present a new plan—"one that will render [the local operating companies] truly separate and independent"—by April 1.

GTE Corp., ITT and the Computer and Business Equipment Manufacturers are among those expressing concern about AT&T plans to assign title to the Bell logo and trademarks to the CSO for use by the seven new companies within the U.S.—but to continue using the name Bell itself, as in the new subsidiary, American Bell, and on the products it markets.

The critics express the fear that the public will continue to link AT&T with the BOC's, with the result, they say, that one of the purposes of the divestiture—to establish separate ownership and identities for AT&T and the BOC's—would be defeated.

CBEMA said that, as a result, the court "should fashion a remedy which ensures that

the American consumer is not misled by marketing practices as to the post-divestiture independence of the BOC's from AT&T and its affiliates."

AT&T spokesman Pic Wagner noted that the consent decree does not require the company to give up the name or trademark—and made clear it would not. "We own it [the name], and we're not about to give up 100 years of heritage just so competitors can gain another edge," he said. An alternative to the proposal for joint use that is included in the AT&T reorganization plan is simply to deny the BOC's any right to the name and trademark.

If the competitors feel AT&T would benefit from the confusion that might result from joint use of the Bell name by AT&T and the operating companies, they saw AT&T as benefitting clearly and unfairly from the operations of the proposed CSO. The staff would provide the seven new companies with many of the services available to them as part of the Bell system—procurement, for instance.

And Stromberg-Carlson Corp., which designs, produces and markets switching equipment to telephone companies, was not alone in the concern it expressed. It said there is a "clear danger" the staff would discriminate in its procurement practices in favor of Western Electric, which would remain part of AT&T under the settlement. It is "crucial," Stromberg-Carlson said, that procurement be conducted on a regional basis.

MCI's criticism focuses on the contention that AT&T's plan will not result in the effective breakup of the company. "The plan provides no incentives for the [local operating companies] to assert independence and hasten the competitive benefits of equal access," MCI said. "Instead, the plan interferes with the divestiture process, allowing AT&T to co-locate its facilities and personnel with [the local companies] up to 20 years and 'central organizations' staffed with ex-AT&T employees."

MCI also questioned whether AT&T intends to permit the local companies to meet their obligations to afford AT&T's competitors as well as AT&T "equal access" to the local exchanges—a matter that concerned many of those commenting. Their question was whether the local companies would have the resources necessary to provide equal access to all customers.

Satellite Business Systems, for instance, said the plan would deprive the BOC's of the

resources needed to afford all carriers the same degree of access to their facilities that they provide AT&T. SBS said the court should permit the BOC's after divestiture to demand the resources they need. And, to prevent AT&T "from using the settlement to gain an unfair advantage over its competitors," it said, the court should hold annual reviews of the reorganization until each BOC has afforded all carriers equal access.

It wasn't only competitors who expressed reservations. A citizen group—Black Citizens for Fair Media—raised questions regarding the division of assets between AT&T and the operating companies, the proposals governing patent licensing and the release of technical information to non-Western Electric manufacturers and the terms under which the local companies would use Bell System trademarks, particularly provisions barring the use of the Bell name on non-Western Electric-supplied products. If not changed, the group said, "those provisions will afford AT&T significant anticompetitive incentives and advantages." □

Trying again to get TV into the Senate

Mathias reintroduces legislation to allow coverage; Long-Baker compromise falls through

Television coverage of the Senate entered the legislative picture again last week. A measure (S.Res. 66) that would allow television and radio coverage of the Senate was introduced and has been sent to the Senate Rules Committee for consideration. It is the same as a resolution introduced in the last Congress (S.Res. 436) which died during the lame-duck session.

Senator Charles McC. Mathias (R-Md.), chairman of the Senate Rules Committee, introduced the measure, which was co-sponsored by Senate Majority Leader Howard Baker (R-Tenn.) and Senators Dennis DeConcini (D-Ariz.), Jake Garn (R-Utah) and James McClure (R-Idaho). A spokesman for Mathias said the senator intends to put the resolution before the Rules Committee without delay.

Mathias's action came as opponents of Senate broadcasting exposure rebuffed an attempt at compromise. Senator Baker, who introduced S.Res. 436 in the 97th Congress and has been working hard to gain support for Senate telecasts (BROADCASTING, Feb. 14), failed to bring about a settlement with Senator Russell Long (D-La.), who had threatened to filibuster the previous resolution.

Baker had proposed the introduction of television on an experimental basis for one year, in the hope of persuading the Louisiana senator to go along. Last week Long turned the proposal down. On Long's side are Senators John Stennis (D-Miss.), Wendell Ford (D-Ky.), Mack Mattingly (R-Ga.), John Danforth (R-Mo.), Quentin Burdick (D-

N.D.) and Daniel Inouye (D-Hawaii).

If the resolution moves quickly out of the Rules Committee and to the floor, extended debate is expected.

Baker has said he hoped for action early in the session. He may also add a provision to

prohibit the use of broadcast coverage for political or commercial purposes, a move intended to counter objections raised to the use of outtakes of House television coverage as campaign material (BROADCASTING, Feb. 14). □

ABC-TV readies another salvo

It will air 10-hour presentation of Colleen McCullough's novel, 'The Thorn Birds,' March 27-30

A network television mini-series based on a best selling romantic novel, promoted with an extensive on-air and print campaign and aired near the end of the prime time season, when competition from the other two networks may be less intense than at the height of the season: ABC-TV is counting on that combination for another major ratings boost when it airs its 10-hour adaptation of Colleen McCullough's *The Thorn Birds* at the end of next month (March 27-30).

Advertising agencies predict *Thorn Birds* will capture audience shares averaging in the low 40's and will attract a viewership less broad than did ABC's recent presentation of the 18-hour mini-series, *Winds of War*, which surprised many advertisers by delivering an audience significantly larger than expected. ABC is asking for \$150,000 per 30-second spot in *Thorn Birds* and has sold about two-thirds of the available time, according to ABC-TV vice president, general sales manager, Warren Boorum.

That *Thorn Birds* is not yet sold out is said to be due in part to resistance by some advertisers to sponsor a program in which a Catholic priest succumbs to adultery. Although the church itself has not criticized the program, the Rev. Donald Wildmon, head of the Coalition for Better Television, has written to major advertisers suggesting a boycott because of the program's content.

According to Boorum, the bigger problem with selling *Thorn Birds* came as a result of ABC's decision in January to reschedule the mini-series from a four-day run in the May rating sweeps to March, when it could benefit ABC's season-to-date ratings before the end of the 1982-83 season. Advertisers had already made their first-quarter plans when the move was announced, said Boorum, and although some have moved money out of the second quarter into March to take advantage of the mini-series, those looking for prestigious vehicles had already made their commitments. "Rather than a major vehicle for a few advertisers," he said, *Thorn Birds* "will add some spice to the advertising efforts of many."

Boorum denied reports that selling problems connected with the mini-series are bringing ABC rates closer to \$120,000-\$125,000 per 30-second spot. According to one media buyer, however, "if they're not sold out yet, they've got problems."

ABC's plans to promote *Thorn Birds* are along the lines of campaigns it has mounted for other mini-series of comparable size, according to Candace Farrell, vice president, advertising, publicity and promotion, ABC



Motion Pictures. The extent of the on-air campaign, to begin three weeks before the show's premiere, has not been decided, she said.

ABC spent \$21 million on production of *Thorn Birds*, which stars Richard Chamberlain, Rachel Ward, Barbara Stanwyck and Christopher Plummer. Stan Margulies, who produced two earlier ABC mini-series, *Roots* and *Roots: The Next Generation*, produced the new mini-series for Warner Brothers Television Productions. Henry Mancini wrote the musical score.

Based on a novel that sold 6.5 million copies, *Thorn Birds*'s primary appeal is said to lie in its story line, which is "an incredible love story," according to Christy Welker, ABC vice president for mini-series. "You cannot help but get caught up in it."

The cast, which includes Piper Laurie, Jean Simmons, Ken Howard, Richard Kiley and Bryan Brown, is also considered a strong point; as is ABC's demonstrated ability to promote its mini-series extremely well. "Personally, I have a gut feeling that it will surprise a lot of people," said a network programming expert at one major advertising agency last week, who echoed the thoughts of several other programming analysts, in predicting *The Thorn Birds* would outperform the ratings it is expected to capture, especially now that ABC can promote *The Thorn Birds* as another mini-series from the network that presented the highly successful *The Winds of War*. □

FCC ends Berwick doctrine, would drop tech standards

Commission gets rid of rule it says caused broadcasters, FCC unneeded expense; recommends tossing out AM, FM, TV transmission regulations

The FCC last week scrapped its so-called Berwick doctrine, which in operation has permitted parties to challenge whether an applicant for a new station or an applicant for a transmitter move actually intends to serve a center-city area rather than the outlying area it received a preference to serve. The FCC said the doctrine had imposed excessive cost on broadcast applicants and the agency alike. The FCC vote was 5-2 with Commissioners James Quello and Stephen Sharp dissenting.

At the same time, the commission voted to repeal rules that permitted FM and TV stations to be licensed to an unlisted community near a community listed in the table of assignments without petitioning for a rulemaking to add that community to the table.

The commission also rejected Sharp's proposal to stop granting 307(b) preferences in intrametropolitan areas ("Closed Circuit," Feb. 14). (Those preferences are derived from Section 307(b) of the Communications Act, which directs the FCC to provide a "fair, efficient and equitable" distribution of broadcast licenses among the states and communities.) But there were indications that the FCC would consider launching a separate rulemaking to address Sharp's concerns.

The Mass Media Bureau and the Office of General Counsel opposed Sharp's proposal vociferously, contending that it was unsound legally, would create enforcement problems and would abandon 50 years of commission precedent. Although several commissioners said they were "intrigued" by Sharp's proposal, only Quello offered a tentative vote in support. "I could go either way on this," Quello said. "Maybe this simplifies the whole thing," he said. "I think it might encourage minority ownership."

In other action, the commission launched a notice of inquiry aimed at eliminating or modifying technical regulations that were no longer useful or were "overburdensome."

At the same time, the commission proposed to eliminate technical rules governing transmission system requirements for AM, FM and TV transmitters. (It said competition among broadcasters was probably sufficient to control picture and sound quality without regulation.) It also proposed to eliminate technical standards seeking to control the quality of reception on auditory assistance receivers for the hearing impaired. It stressed that it wasn't proposing to eliminate standards that guard against those devices causing interference.

Among the questions the commission said it wanted to address in the notice of inquiry was whether competition and diversity in the telecommunications industry was now sufficient in certain areas to warrant elimination or revision of technical quality regulations—those, for example, that mandate minimum performance standards to assure that a TV

set can receive and demodulate a transmitted signal.

Although commission standards currently require certain equipment to be able to receive or send signals to and from other equipment, the FCC asked whether such regulations could be dropped for "mature" services where safety is not a factor.

The commission also asked whether there might be better regulations for controlling interference than the commission's current ones.

The FCC also said that under its spectrum efficiency rules—which currently seek to control the amount of spectrum used to produce a given service output—where a single function and a maximum bandwidth are prescribed, additional technical regulations, such as modulation type and frequency, may not be necessary. It said those rules might be eliminated where use of a channel is not limited to a particular communications func-

tion.

Edward Fritts, president of the National Association of Broadcasters, greeted the FCC's proposals with caution.

"We applaud the commission for its ongoing efforts to eliminate unnecessary regulations and its logical approach regarding a free marketplace," he said. "We caution, however, that in this emerging technological age, with a plethora of new electronic communications delivery systems soon to be introduced, that a consistent system of technical standards must be maintained for all to live by.

"Broadcasting by its nature must have compatible transmission standards to operate. Without technical standards, chaos would result. New products will be slow in reaching the marketplace, competitive markets will be limited, United States manufacturers may lose market share and the public will suffer," Fritts said. □

FCC advances hearing date on controversial issue

Setting the scene for yet another chapter in what promises to be an engrossing saga, the FCC last week announced that on March 14 it would hear "oral presentations" on its proposal to repeal its network syndication and financial-interest rules.

The proposal caused at least a minor stir, since no one expected the commission to present such an opportunity until after reply comments in the proceeding are filed April 26. (When the commission launched the proceeding, Chairman Mark Fowler said the FCC would try to schedule oral arguments on the proposal some time after the reply comments had come in [BROADCASTING, June 28, 1982].)

Willard (Randy) Nichols, Fowler's chief of staff, said the move demonstrated that the commission didn't intend to permit the proceeding to "drag on interminably." Even with hearings scheduled earlier than expected, some observers doubted that the matter would come to an FCC vote before June 30, when the terms of both Commissioners Joseph Fogarty and Stephen Sharp will end. Nichols didn't seem to share that view. "We'd like to have all seven commissioners vote on it," he said. "We don't want to lose that as an option."

News of the scheduling seemed to provoke more anxiety among those supporting the rules than those arguing for repeal.

Michael Gardner, who is representing the Committee for Prudent Deregulation, which has been arguing vociferously for retention of the rules, said the commission's action was "very unwise because it gives an impression that the commission is making a rush to judgment." Gardner said the commission should have waited until after the reply comments came in and the written record of the proceeding was complete. "It just doesn't make sense," he said.

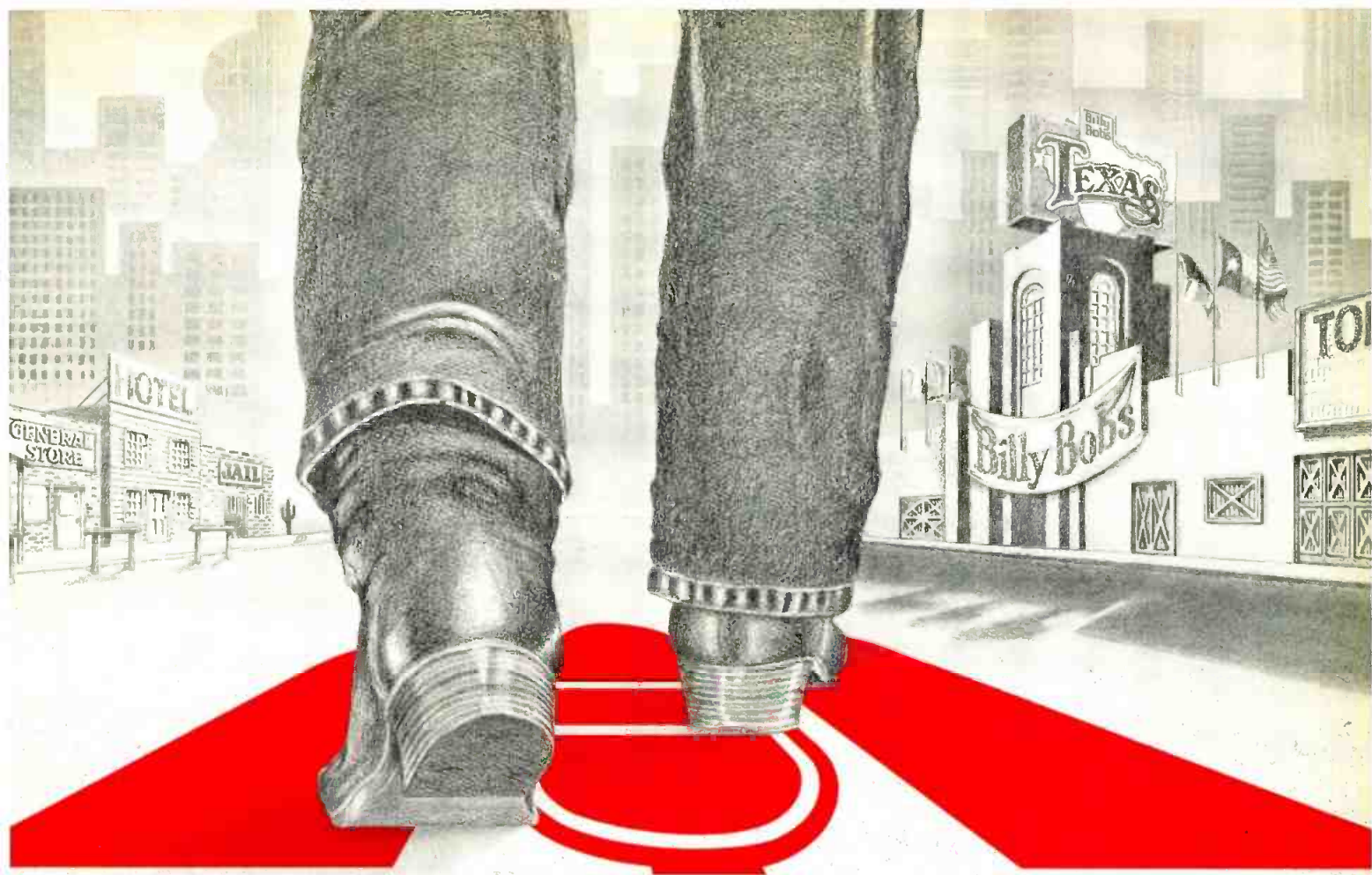
Jack Valenti, president of the Motion Picture Association of America, echoed that viewpoint in a letter of protest to the commission last Friday (Feb. 18), charging that the commission's "precipitous" scheduling of the oral arguments wouldn't permit the parties sufficient time to prepare. "This action is prejudicial to the rights of program producers, independent TV stations, public and consumer groups and other affected parties, and effectively denies these parties any opportunity to engage in a reasoned and informed oral argument before the commission," Valenti said.

"The reality as well as the appearance of evenhandedness and deliberate decision making in this proceeding requires that oral argument be held on the basis of a complete record. If you are committed to due process and fair play, oral argument must be scheduled after reply comments have been submitted, and with sufficient time to adequately prepare."

The networks, which have been leading the charge for repeal, were singing a more optimistic tune. "The idea appeals to me," said Donald Wear, CBS vice president, Washington. "It could help everyone sharpen the focal point of debate and could result in better reply comments," he said.

Howard Monderer, NBC vice president for law, Washington, agreed. "It's fine," he said. "The FCC doesn't have to hold any oral proceeding; this is an extra," he said. "If they think it's good now, fine."

Some suggest that getting the item up before June 30 really need not make a difference. Even if Fogarty's and Sharp's presence would make a difference in the commission's vote, the parties injured in that first round would almost certainly petition the commission to reconsider its action. The chances of action on a petition for reconsideration before June 30 are slight. The important votes to count would still seem to belong to those on duty after June 30: Fowler and Commissioners James Quello, Anne Jones, Mimi Weyforth Dawson and Henry Rivera.



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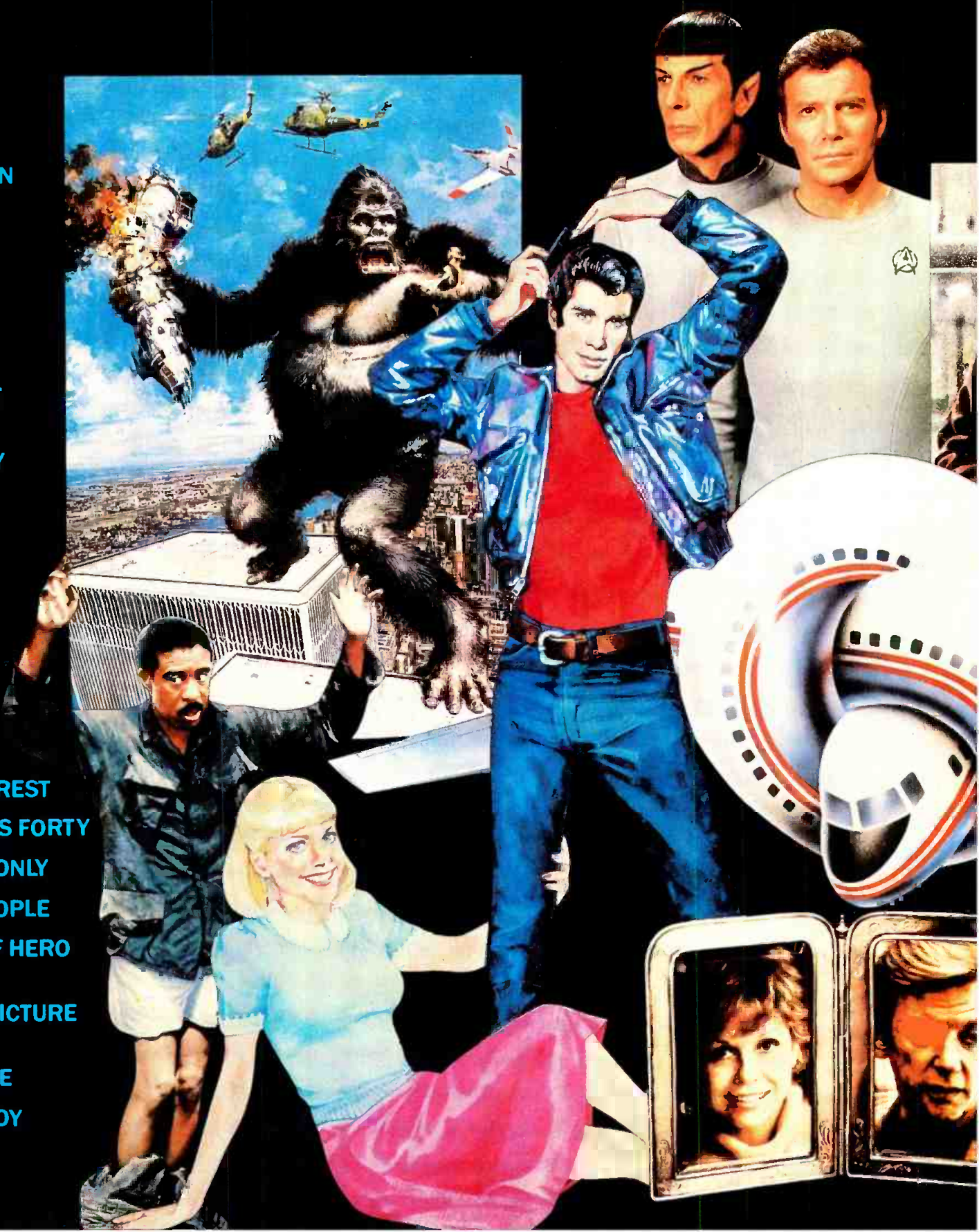
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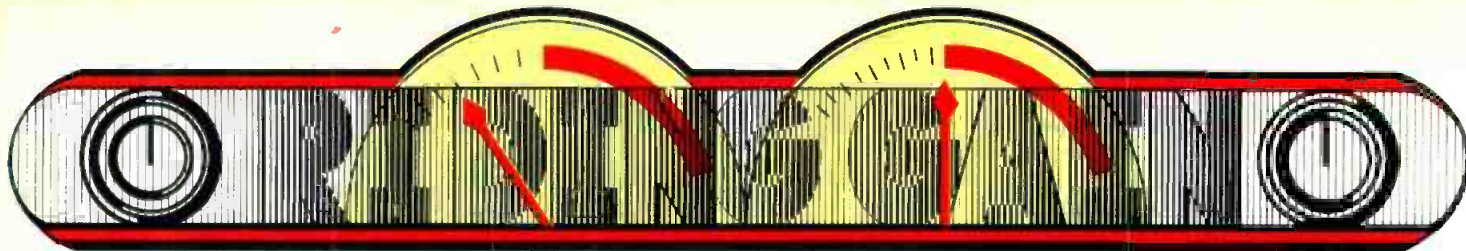
The untoppable performance that opened the 5,000-seat amphitheatre at Altos de Chavon, Dominican Republic. Reviewers couldn't get enough: "The Chairman of the Board at his very best!" —NY Daily News... "One helluva show!" —Boston Herald American (2 hours)



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USFL update

ABC Radio announced last week that 215 stations have signed to air its twice-a-week broadcasts of United States Football League games beginning March 6 ("In Brief," Feb. 7). Approximately 70% of the stations are ABC affiliates, according to a company spokesman.

ABC is offering stations a minimum of 39 games, primarily on Saturday and Monday nights. The schedule includes two playoffs and a championship game ("Riding Gain," Dec. 13, 1982). Among the stations that will broadcast games scheduled for national distribution are WIL(AM) St. Louis, KSTP(AM) Minneapolis-St. Paul, KOMO(AM) Seattle, WPLO(AM) Atlanta, KSON(AM) San Diego and KEX(AM) Portland, Ore., all of which are in nonleague cities.

Louis Severine, vice president and director of sales, ABC Radio Networks, projects that the broadcast schedule of the games will be between 75% and 80% sold by March 6. Exclusive beer company advertiser will be Strohs.

Charlotte switch

Off the air since Jan. 30 because of financial difficulties, WIST(AM) Charlotte, N.C., may have found a rescuer. Consolidated Theaters, the licensee, has reached an agreement to sell the station to George H. Buck

Jr., owner of seven radio stations, including co-located WHVN(AM). The purchase price was not disclosed, but Consolidated Theaters bought a controlling interest in WIST three years ago for \$185,000 (BROADCASTING, April 14, 1980). Buck will have to sell WHVN to make room for WIST. He said he also will seek a major facilities change at the same time by requesting WIST's full-time frequency of 1240 khz. WHVN is a daytimer on 1310 khz.

Hill feedback

National Radio Broadcasters Association executives Abe Voron, Sis Kaplan, Bernie Mann and lobbyist Robert Schule met with congressional leaders on Capitol Hill last Tuesday (Feb. 15) to discuss radio deregulation and, according to Voron, the group concluded that: There is "little" or "no chance" that S. 55 (the bill that would, among other things, codify the FCC's deregulation action) is going to get serious consideration in the House in as much as both Senate and House leaders are interested in a more comprehensive bill that would "totally" deregulate radio. "S. 55 is only a partial deregulation bill," said Voron.

Separate meetings were held between the NRBA contingent and Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee; Representative Timothy E. Wirth (D-Colo.), chairman of the

House Telecommunications Subcommittee; Representative Al Swift (D-Wash.) a member of that subcommittee and FCC Chairman Mark Fowler.

Rockin' the bay

By the end of this month the San Francisco Bay area expects to gain two top 40 formats, while losing one Spanish-language and one "free-form country" format, as KBRG(FM) San Francisco switches to KITS(FM), adopting the Hot Hits syndicated format, and KFAT(FM) Gilroy-San Jose enters its second month as a "contemporary top 40" station under the new call letters, KWSS(FM).

KFAT made the change Jan. 17. Dave Van Stone, program director, who moved from KLUC(FM) Las Vegas, also owned by Western Cities Broadcasting, termed the new format a "mixture of contemporary hits with some choice oldies."

A spokeswoman for KBRG said no firm date has been set for the station's format change, although other sources indicated it would be before March 1. The station, owned by Entertainment Communications Inc., has not named a program director, but general manager Alan Goodman said it will adopt a Hot Hits format and go "back to basics, back to what top 40 radio used to be before the market was broken into segments in the early 1970's."

KBRG's switch has sparked a letter-writing campaign in the Latino community, generating pleas that the area's only 24-hour, Spanish-language FM station retain its format. A separate group, Committee to Save KMPX, has been fighting for the return of a Big Band format to local airwaves since KMPX(FM) dropped the format last August.

Cable interest

Westinghouse's radio division is eyeing the prospect of having its owned AM stations launch ventures with local cable television systems similar to that of Broad Street Communications' Radiovision concept now in operation at WEL(AM) New Haven, Conn. Broad Street leases a two-minute local availability spot 13 times a day from Storer Cable, which carries Cable News Network locally, in order to cablecast headline news (BROADCASTING, Feb. 7). The cable newscast originates from the WEL news studios which houses a television camera and switching equipment.

Radiovision would work well with Group W's AM stations which are heavily involved with news and talk programming, said Warren Maurer, vice president of the AM station group. The radio division is primarily looking at the cable television service provided by Westinghouse's new Stamford, Conn.-based Satellite News Channels which provides regional five minute "windows" each hour for local broadcasts. Maurer said. However, Maurer noted that any firm plans to get



Dry run. Mutual and Doubleday Broadcasting's joint production venture of a three-hour weekly album rock program has been firmly set for an April 2 premiere date. The show, which will be titled *Rock USA*, will be hosted by Doubleday's WAPP(FM) New York air personality Ted Cannarozzi (l). Producer of the show is John Platt, formerly of DIR Productions (r). Handling the engineering duties is Bob Iorio (c). *Rock USA* will be fed from WAPP studios to stations in stereo via satellite over Westar IV transponders 1D and 2D.

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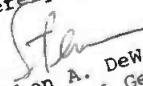
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involved with cable are at least six months to a year away.

Interest in the Radiovision concept was fueled recently when a contingent of Westinghouse Radio executives made a trip to New Haven to inspect WELI.

Compact disk

WNCN-FM New York, a classical music station owned by GAF Broadcasting, has begun testing a compact disk player in broadcasts. The player, on loan from Denon, is a "laser-read" device for playing back digitally recorded four-inch disks. The disks have a 90 db dynamic range and a 90 db signal-to-noise ratio, producing a virtually noise-free sound, according to Matthew Field, general manager of the station.

The test, which began on Feb. 7, was

scheduled to run for one week, but due to "enthusiastic" audience response, Denon has allowed the station to test the equipment for an indefinite period, said Mario Mazza, director of programming and operations, WNCN. About five hours per week are put aside for the test, Mazza said.

In the marketplace

Listening In, a series of half-hour jazz interview programs, is now available to commercial and noncommercial stations from Three, a Los Angeles-based radio production company. The series, currently distributed in Australia by the Australian Broadcasting Commission, is hosted by Bob Rosenbaum, former air personality and current radio columnist for *Not Just Jazz* magazine. Among jazz artists featured in the 15-

part series are: Mose Allison, Benny Golson, Freddie Hubbard, Walter Davis, Horace Silver, Joanne Brackeen, Leroy Jenkins and Joe Farrell. Three is also developing a two-part series on the late alto saxophonist Art Pepper and participating in the Jazz Radio Cooperative, a national program and information service for Jazz Radio programming. Three is at 3571 Beethoven Street, Los Angeles 90066, providing preview cassettes on request.

Rock marriage

Noble Broadcast Consultants, San Diego-based radio consulting firm, has reached an agreement with Rick Carroll & Co. to market Carroll's Rock of the '80's music format. The format, which concentrates on new rock releases, was developed by Carroll in 1980 while he was program director of KROQ-FM Pasadena, Calif. After a dramatic rise in KROQ's ratings, Carroll left the station last July to form a radio consulting firm in partnership with former radio programmer Larry Groves and former record promoter Marty Schwartz. Rock of the '80's is the fifth music format now being marketed by Noble throughout the country.

Early bird

FairWest Studios of Dallas is getting a head start on the holiday season with the announcement that it will syndicate nationally a Christmas album that stations can sell through promotions with local advertisers. The album will primarily contain traditional holiday songs and medleys, some of which are recorded, mixed and produced by FairWest. Stations will be able to localize the album including from one to three songs by local music groups, according to Jim West, vice president and general manager, FairWest. Additionally, stations will be able to buy a customized version of the Christmas album with their call letters and logo on the cover in quantities of 2,500 and up.

Country numbers

The Country Music Association has released survey figures showing 2,114 full-time country stations on the air in 1982. The figure is up 18% over 1981's total of 1,785. Since 1978, the number of full-time stations has increased by 964, according to the CMA.

SMN's count

The Satellite Music Network (SMN) as of last Monday (Feb. 14) had 162 stations on the air receiving one of its three formats: Country Coast-to-Coast, Starstation (adult contemporary) and Stardust (big band/nostalgia). Over all, SMN has 239 signed station contracts to broadcast one of the three formats.

Additions

ABC has picked up six more stations for its Talkradio service, including the company's owned Detroit outlet, WXYZ(AM). The total affiliates now stand at 55.

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WRMZ Columbus, OH
WJYN Nashville, TN
WGLD Greensboro/Winston Salem/
High Point, NC
WABY Albany, NY
WBBF Rochester, NY
WEZG Syracuse, NY
WCWA Toledo, OH
WSBT South Bend, IN
WVGO Lansing, MI
WHMP Springfield, MA

KRVR Quad Cities, IA/IL
WGCA Charleston, SC
WREN Topeka, KS
WWSA Savannah, GA
KYNR Colorado Springs, CO
WSPB Sarasota, FL
WVFM Lakeland, FL
KLMS Lincoln, NE
KHAR Anchorage, AK
KPUA Hilo, HI
WIS Columbia, SC
WIVS Crystal Lake, IL
WWOC Avalon, NJ
WADB South Belmar, NJ
WDOE Dunkirk, NY
WLYC Williamsport, PA
WMYD Wickford, RI
KRRG Laredo, TX
WORA Warrenton, VA
WQRC Barnstable, MA

WKBV Richmond, IN
WSDR Sterling, IL
WPUB Camden, SC
WHOM Poland Spring, ME
WKRZ Wilkes Barre, PA
WDWS Champaign, IL
WKLA Ludington, MI
WNLK Norwalk, CT
WOMI Owensboro, KY
VOCM St. Johns, New. Canada
CJCL Toronto, Ont. Canada
CKWG Winnipeg, Man. Canada
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The productivity campaign: what it's all about

It's been a year since WEAZ(FM) Philadelphia's Jerry Lee began to go public with his plan for a massive, five-year broadcast campaign to correct the nation's downward course in terms of productivity. He and his National Association of Broadcasters colleagues didn't have to look far to find an industrial ally for their fledgling Broadcasting Industry Council to Improve American Productivity (BICIAP)—Thomas J. Murrin, president of Westinghouse Electric Corp.'s Public Systems Co. For decades a concerned observer of America's dwindling role in the international marketplace, Murrin four years ago was instrumental in the creation of Westinghouse's own productivity and quality center. In this "At Large" with BROADCASTING editors Murrin explains the need for a national commitment and an explicit strategy to turn the productivity tide, and underscores why 365 TV stations and 2,850 radio stations have already committed an average of 45 spots a month (for TV) and 100 spots a month (for radio) towards fulfillment of BICIAP's mission—as well as why the NAB is dedicating its April 10-13 convention in Las Vegas to the productivity cause.

How did you get hooked on the subject of productivity?

About four years ago, in getting ready for an upcoming Westinghouse management council, it dawned on us that the subject of productivity improvement would be appropriate. The reasons were basically two: One, we were desirous then, as we still are, of continuing to improve the performance of our corporation—our customer service, our ability to produce goods and services well and at as low a cost as possible. And although we didn't have productivity improvement, *per se*, in mind at that time, we sort of backed our way into the realization that we could no longer assume that markets would increase, or that prices could be raised ad infinitum or that we could be more selective in providing more attractive goods and services. Rather, we had to do better with what resources we could influence.

The second principal factor was quite external, really very global. We and others became increasingly aware that foreign industrial organizations, including some of our foreign competitors, were getting very, very able in their design and production of goods and services—witness the large number of foreign automobiles and machine tools and cameras and watches and many other really high-quality products that Americans have been purchasing.

We were particularly struck by the realization that, whereas for decades we had thought of ourselves as the second largest electrical apparatus company in the world—topped only by General Electric—we came to appreciate that at least one Japanese firm (Hitachi) and at least one German firm (Siemens) had become larger than we.

We now talk universally about productivity and quality improvement—and it's important to stress that quality is an equally important aspect of this program. That's quite a change in attitude in four years, and we think one of the more important things that we have discovered.

What are the broadcasting and cable arms of Westinghouse doing about productivity and improved quality?

When we got started I think we had the typical American businessperson's mindset that productivity improvement efforts ought to be concentrated in the factory, and they ought to be aimed principally at blue collar workers. And, indeed, for many decades in the United States, that's where such emphasis has been placed.

We didn't appreciate, for example, that most of the employees in Westinghouse are now white collar. And, typically, they are more highly compensated than their factory counterparts, so in terms of employe costs, something approaching 70% are found in the office. And an organization like broadcast and cable is, of course, almost totally made up of professionals, management people, white-collared individuals, if you will. And we have developed techniques to significantly improve the productivity of the white collar work force. Typically, it gets referred to as "office technology," and it involves, for example, the extensive use of personal computers, electronic mail, teleconferencing and audio conferencing techniques, as well as high-speed printing of communications and facsimile transmission—a system of newly emerging electronic-based capabilities that now permit very substantial improvements in the productivity of white collar people.

Happily, our broadcast and cable organization is developing a considerable interest in this area, and is doing a lot of things that really are much more productive than they were earlier, and we think are bringing an even higher quality service to our audience than was the case before. It is permeating the entire corporation, including broadcasting and cable, and we think that will be an increasingly significant evolution in the future.

How do you perceive the role of the electronic media in stimulating a more universal public awareness of the subject of productivity?

It's been quite a struggle, frankly, to promote and popularize an interest in and a commitment to productivity and quality improvement in our own organization. As we've gotten into it, we've begun to realize that no one company, no matter how proficient it gets, can really do an outstanding job over a long time, particularly facing

foreign competition.

The Japanese, for instance, have a very effective team-like relationship among their government—headed by the Ministry of International Trade and Industry (MITI)—their industry, their labor and their academic leaders. They do strategic planning on a national basis. We really do not have a mechanism in the United States to do that well. Through their television, for example, they are continuously running what we would call documentaries aimed at educating all of their citizens on the need to be frugal in using resources. For example, virtually every Japanese knows the statistics on the import of oil and gas, on their utter dependency on imports for other resources. Very few Americans have that appreciation. We think we're self-sufficient; we think God has graced us with all kinds of unlimited resources.

On Tokyo television in the morning, for example, you can learn six foreign languages—that's part of their effort to enhance their individual and collective effectiveness to compete in the world. Obviously, the ability to speak a foreign language greatly enhances their international competitiveness. I doubt that we would have great support for running six languages on morning prime time on our media.

But we believe that television and radio can be used as a mechanism to educate our people, to motivate our people, to develop in our own way a consensus that helps build a team. You know even better than we the power of the mechanism. That's one reason why we're tremendously enthused about this Broadcasting Industry Council to Improve American Productivity. We think it's going to have a discernible impact on much of the citizenry.

As far as the BICIAP campaign is concerned—what are the key areas for productivity?

Well, let me quickly mention the key areas that we at Westinghouse are concentrating on—areas we think are quite basic and generic, and ones that would be suitable for any American company. There are basically three—equally important and interrelated. One has to do with people, one has to do with technology and one has to do with quality.

At Westinghouse we now have about 16,000 of our employees meeting weekly in "quality circles." In groups of six, eight or 10, people who normally work together take an hour or more of company time to address whatever problems they think are important and to develop whatever solutions they think are suitable. It's a great way to get people involved—it's part of participative management, if you will.

In technology, there are many exciting new opportunities. We touched on office technology; another is robotics. It really is not yet significant in the United States, but I think it's going to have to be.

Then quality. That seems like a mundane subject to some; a lot of American business people feel they've always dedicated themselves to quality. But frankly, we find weaknesses when we examine in great detail how we design and build our products and services—particularly if we ask ourselves: Are we doing it right the first time?

That's a simple slogan. We used to have it on our factory walls a few decades ago. Apparently, when the Japanese visited us, they took pictures of those banners and thought we meant it literally, because they've gone back and have educated virtually all of their people—and motivated them—to do everything they do right the *first* time.

And from our studies, and from our own improvements in quality, we find that if you concentrate on that, it doesn't, as most Americans would have argued earlier, cost more. Not so, really. If you do it right the first time, you end up using less labor, less material, less time, less money, less energy, less space, fewer resources—and that really is the definition of productivity improvement as well as quality improvement.

Now, more broadly, we have come to the realization that this effort, to be very successful, is bigger than any company and bigger, really, than any industry, and has to be a national undertaking—and particularly has to be joined by government, labor and academic leaders, along with business leaders. And in that regard, we have developed so-called American strategies for productivity improve-

ment and international competitiveness, and suggest five principal areas, a global strategy for trade and investment, to formally articulate what it is that we're setting out to do.

It is a strategy for maintaining crucial U.S. technological advantages. For decades, we've been virtually the leader in all the important technologies—but that leadership is dissipating, and if we're not careful, we're going to be second best, or worst, in a lot of important areas. A strong alliance among these parts of our citizenry is needed to improve the quantity and quality of engineers and scientists.

Japan, with a population of only about half the United States, is now graduating each year almost twice as many engineers as we. And the Russians, whom we face in a different context—that's not a commercial competition, it's a political, but hopefully, not a military competition, although it could be, some day—they're graduating something approaching 300,000 engineers, five or six times ours.

So we have to develop a capability in our school system—really starting with the primary grades and high school, and most particularly at the university level, to produce more high-quality, technically trained people.

Beyond that, we think it's terribly important that we improve the incentives and the mechanisms for savings by our citizens, and that in turn, to provide the capital necessary to fund new plants and equipment, research and development, a lot of the things that we really have to do.

But perhaps most important, the part of this that's most difficult for Americans and our country is to develop some consensus-based policy formulation mechanism. If we're threatened with an invasion, if a Sputnik goes over, if there's some disaster, we're great at reacting to that, but we don't seem to have a national facility for being proactive or for anticipating great needs, and for planning ahead to do something about them in time.

So, part of the challenge is this consensus-based process. And that again is where the media in general, and perhaps television and radio particularly, can be so powerful in communicating to large numbers of our people why this is important and what they ought to be doing.

What is the outlook for America?

Well, if one is pessimistic, the outlook in many respects is bleak. We are terribly damaged in our economy, what with the loss of jobs and by what's happened in the steel industry and the automotive industry. Those unfortunate phenomena are very largely the result of the much better job that the Japanese have done in becoming productive and being able to produce high-quality steel and automobiles, compared to ourselves.

They now are targeting, in a very formal way, several other new and more sophisticat-

ed and more important segments of industry: microelectronics, computers, communication equipment, machine tools and robots. They're making tremendous progress in catching up with us in terms of capabilities—and in some areas, I'm afraid, they are already getting ahead of us.

That suggests that if they continue that progress, and we don't get rejuvenated and revitalized, they will indeed, over the next several years, become pre-eminent in those industrial segments, also. And not only does that suggest that most of the American companies involved would be in a very difficult competitive situation, but many of the employees involved would be threatened. The tax base those industries represent would be dissipated.

There is also a leveraging factor that might be even more hurtful to the United States: Many American industrial organizations that are not in those particular segments use those components and that equipment to make their own products. For example, Westinghouse is in the elevator business. Elevators are powered and controlled these days by very sophisticated electronic systems. If Japanese elevator competitors have superior electronics equipment to build into their elevators, their elevators will, over time, be superior to ours unless we do the same.

There's an example closer to your own industry, in the media. The equipment used to record, or to telecast, if you go back many years, was always American-made. Now, as the Sony trademark suggests, it's frequently Japanese. I think it's worrisome that our competitors could have access to superior equipment to use against us.

So that could be very bad. The worst case scenario suggests that, say, by the year 2000, we're growing soybeans and corn and lumber, and exporting only those types of agricultural commodities around the world. Typically in that scenario, we have a service economy: Half of us are making hamburgers, and the other half are eating them. I'm not an economist, but I don't see that that's a credible way to run a country like ours.

You know, we still have the greatest array of resources in the world, we have remarkable people, we have a great system, we have the biggest single market. But what we need is a Sputnik, if you will: something to startle us, scare us a little bit, to motivate us so that we get our act together. And if we do that, then we can excel in the fields I just mentioned, and many others that are emerging—biotechnology and other advanced areas of technology, so that we will have a continued high standard of living, and also be able to support a national security base in defense that is adequate to deter any aggressor.

So, I am concerned, but I'm basically optimistic about the future, and particularly now that we have people in your profession joining in this effort—we are much more enthused than we were earlier. ☐

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Cape Cod, MA	WOCB AM
Chambersburg, PA	WCBG 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
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Durham, NC	WONC AM
Eastland, TX	KVMX FM
Eau Claire, WI	WEAQ AM
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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
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Norfolk, VA	WNIS AM
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Oklahoma City, OK	WKY AM
Omaha, NE	KFAB AM
Orlando, FL	WDBO AM
Owensboro, KY	WOMI AM
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Pittsburgh, PA	WTKN AM
Porterville, CA	KTIP AM
Portland, ME	WGAN AM
Portland, OR	KXL AM
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Princeton, NJ	WHWH AM
Providence, RI	WHJJ AM
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Riverside, CA	KPRO AM
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Rochester, NY	WBBF AM
Sacramento, CA	KFBK AM
Saginaw, MI	WSGW AM
Salt Lake City, UT	KALL AM
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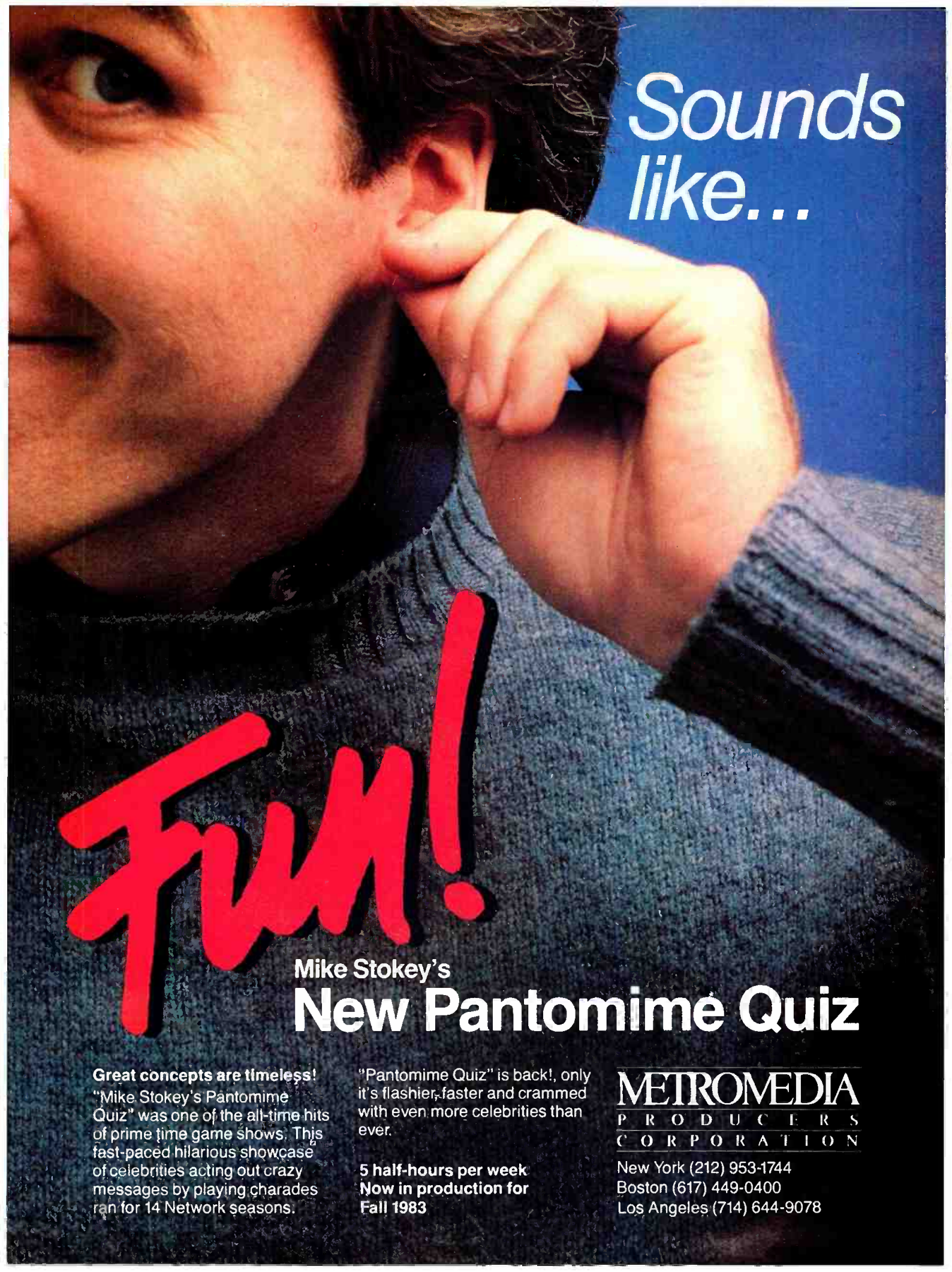


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Costs, fragmentation top minds of those at ANA workshop

What to do about increasing costs and market fractionalization in TV is discussed by 500 seminar attendees

The twin problems of escalating television costs and reaching mass audiences in an era of fragmentation occupied the attention last week of speakers at the Association of National Advertisers television workshop in New York.

Approximately 500 advertiser agency and broadcasting executives gathered at the Plaza hotel last Tuesday (Feb. 15) to hear speakers discuss television audience measurement, costs of television commercials, the outlook for syndication, network and station television and ways to minimize waste in television advertising.

A spirited discussion emerged from a panel session examining the prospects for local television, network television and TV syndication. James Coppersmith, vice president and general manager of WCVB-TV Boston, opened the dialogue by asserting that in the years ahead, the television station can flourish by accenting localism, regionalism and production.

"The bloom already is off the cable television rose," he insisted. "And the three television networks will have a lot more to worry about—their stranglehold is not etched in granite."

Coppersmith noted that WCVB-TV has prospered through a policy of localism, regionalism and in-house production and called on other stations to take a similar approach. He said network affiliates can no longer rely totally on the networks and independents cannot depend on a continuing flow of off-network programming.

"Stations can offer localism in programming and community involvement that cable and networks simply cannot provide," Coppersmith said. "I see the networks still commanding a 50% share in the next decade, and DBS will be successful. But cable



ANA workshop participants. Robert Haller, Creative Firepower; Miner Raymond, Miner Raymond Associates, and James Coppersmith, WCVB-TV Boston.

is too cost-intensive and there will be a shakeout, and teletext will not make it."

Tony Malara, president of the CBS Television Network, voiced the view that the network's share of audience by 1990 would be about 70%. He felt that network erosion is "manageable." Malara pointed to recent CBS research indicating that the "most desirable" audiences—adults 25-54 and upper-income families—have not declined significantly.

"We see a natural cap on cable's growth," Malara continued. "We feel that network programs will continue to be popular. After all, the television networks have had more than 30 years of experience in producing programs. We have all the resources to produce a superior product."

In reply to a question on how costs to advertisers can be restrained as fees to producers and performers soar, Malara said CBS is experimenting with ways to produce pilots differently and to have different arrangements on scripts. He said expanded advertising inventory is another option and said that the introduction of 15-second spots is under consideration.

Henry Siegel, chairman of Lexington Broadcast Services Co., New York, suggested advertiser-supported syndication as "the hedge" against network inflation. He noted

that advertiser syndication (barter) has grown tremendously over the past 10 years and can now provide advertisers with economies, particularly in comparison with network costs. Siegel said there are more than 100 program series available. He gave examples of combining several syndicated series and said the mixture provided substantial economies in costs.

Siegel reported that advertiser syndication has grown from \$30 million in 1972 to \$300 million in 1982 and predicted a rosy picture for syndication in the future.

"By the end of the decade, network prices will be out of sight," he projected. "Network inventory will be too limited to meet the demand. So advertisers will have an even more urgent need for an alternative. At the same time, stations will scarcely be able to afford prices for cash syndication."

Jack Hill, senior vice president and director of media research for Ogilvy & Mather, New York, reviewed the status of television research and reported on steps being taken to improve research in the future. Hill stressed that the Nielsen meter system works well and has made valuable contributions but said it "is too damn expensive." He said the Arbitron household diary "may be marvelously efficient but is not marvelously accurate."

Hill discussed the Cable Audience Mea-



Tony Malara, CBS-TV; Alvin Kalish, GrandMet USA; and Jerome Dominus, CBS-TV.



Andy Rooney, CBS News; Diane Morgan, Marriott Hotels; and Ted Shaker, Arbitron.

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surement Study (CAMS) completed by Nielsen and said its findings will be revealed next month at the Advertising Research Foundation conference. The study is sponsored jointly by the Cabletelevision Advertising Bureau and the National Cable Television Association. Hill said the study tests the ability of seven different methods to measure both broadcast and cable audiences, and added: "What I can say is that this study has the potential to put the kiss of death to existing local market audience measurement technology, including the meter."

Michael Atkin, senior vice president and corporate director of media information and systems, Needham, Harper & Steers, New York, discussed the program environment and commercial recall. Atkin said that numerous studies have been made over the years, but there is no unanimity on whether program environment makes a difference.

The skyrocketing costs of producing television commercials was explored by Miner Raymond, president of Miner Raymond Associates, commercials/communications consultant. He noted that the cost of shooting

commercials has doubled over the last four years and will climb by 25% to 30% this year. Raymond urged advertisers and agencies to differentiate between "wasteful" and "nonwasteful" commercials. He suggested that care be taken not to build lavish sets when only a portion will appear in the commercial, or to hire 40 extras for a scene when 20 will do.

Michael von Gonten, senior vice president, Burke Marketing Services, said the odds on people watching a commercial go up when viewers are involved by the plot, by a special, by programs they like and watch regularly, and when clutter is minimized.

Writer Andy Rooney of CBS, the luncheon speaker, spoke in his usual serio-comic vein and lambasted much of the advertising he sees on television. He called on advertisers to be "more honest," and added: "I'm appalled when I hear it costs more to sell a product than it costs to make it. There is so much spent in packaging. Some toothpaste is all packaging and no toothpaste. I'm tired of commercials that are better than the products." □

CBS-TV will be the leading network in 1985, according to most survey respondents, including 53% of those affiliated with ABC and 77% of those affiliated with NBC. No affiliates of either CBS or NBC predicted ABC would be number one in 1985, although 47% of ABC affiliates surveyed predicted so. Three percent of CBS affiliates predicted NBC would be number one in 1985 along with 23% of NBC affiliates surveyed. Among independents, 88% went for CBS, 13% for ABC and none for NBC. Group executives were unanimous (100%) in favor of CBS leadership in 1985 and among agency executives, it was nine percent for ABC, 86% for CBS and five percent for NBC.

Among all survey respondents, 19% foresee a fourth commercial network by 1985.

In 1979, 89% of station managers surveyed said they plan to carry more local programming. In 1982, that percentage dropped to 78%, a trend Petry attributes to the fact that many stations have increased local programming over the last two to three years and that growth in that genre is leveling off.

The kinds of local programming likely to be emphasized, according to general managers, are soft news and information (85%), hard news (79%), local sports (33%), local talk (27%) and children's (25%).

Prices for syndicated programming are likely to grow by 14.5% annually between now and 1985, according to general managers. That compares to a growth rate of 15% between 1978 and 1980 and of 12.3% between 1976 and 1978. Of program syndicators surveyed, 87% said the primary reason program prices have skyrocketed is competitive bidding among stations. Most general managers surveyed (82%) said they plan to seek outside help from consultants and other sources when making programming decisions and some (20%) said they plan to participate in

Petry looks at the future

Its commissioned survey of executives finds local and barter-syndicated programming to be big in future; most see CBS remaining number one

Television revenues will "almost double from 1980 to 1985," but increased costs will drive stations to depend more on locally produced and barter syndicated programming, according to a study by Butterfield Communications for Petry Television, New York. Based on a survey of nearly 200 station general managers, group operators, agency media directors and program syndicators, the report, "The Future of Television. Opportunities. Challenges," attempted to uncover major trends developing in television in the 1980's. Surveys were conducted from December 1981 to June 1982.

According to the report, station general managers predict revenues will grow by about 13.5% annually between now and 1985, compared to a 14% annual growth rate between 1978 and 1980. Although affiliates anticipate growth remaining at about 13% a year, independents predict their growth rates will drop from the 19.2% a year enjoyed from 1978 to 1980 to about 14.9% between now and 1985. "Their perception is that the glory days are over," said Petry vice president, director of marketing, Harry Stecker.

Media directors surveyed were "more bullish" than broadcasters, according to Stecker, predicting annual growth rates of 14.8% for television as a whole between 1982 and 1985. Agencies "are interested in more opportunities in sponsorship environments" such as ad hoc networks, as well as "advocacy advertising and local programming," Stecker said.

Although Petry itself anticipates greater growth for national than local spot over the next three years, station general managers believe the opposite. Affiliates expect

12.8% annual growth in national spot and 14.3% in local, according to the survey, while independents predict national will increase by 13.1% and local 16.8% a year. Petry bases its position on trends between 1978 and 1980, when local sales growth overall lagged behind national by more than two percentage points (15.2% versus 13.1%).

Escalating programming costs have led to "real conflicts among general managers" about barter syndication, according to Stecker. More general managers (29%) predicted in 1982 that they will carry less barter syndication than they did in a 1979 survey (21%) conducted by Petry. At the same time, 18% of general managers surveyed in 1982 said they plan to carry more barter syndication, compared with 15% in 1979. Only major market independents appear to agree about their future with barter syndication, with 66% predicting they will carry more of it in the coming years. "Syndicators and agencies are increasing barter," said Stecker, who said the trend among syndicators to set up their own internal sales departments is "dangerous" and "threatens the flow of revenues to TV stations."

Network prime time audience shares will decline to 75% by 1985, according to station general managers surveyed. Group executives predicted a decline to 77% and media directors forecast a decline to 76%. "There was general agreement that network shares would continue to erode in the mid-80's," said Stecker, "and would probably fall to 70% by 1990."

Independent operators are most concerned about the future impact of competition from new independent stations, according to the survey. While only 33% of general managers at affiliated stations said they "expect a major impact from new independents," 50% of independents responded positively to that question.



Quite a mix. Approximately \$18 million at an annualized rate will be spent on advertising, heavily in television, to introduce Seagram's Mixers (nonalcoholic products) in the New York market, starting Feb. 28. The new line of mixers, including ginger ale, tonic water, club soda and seltzer, is a joint venture of Joseph E. Seagram & Sons and the Coca-Cola Bottling Co. of New York. Coke New York will handle production and marketing. The campaign will include television, radio, newspaper and point-of-sale promotion. The agency is Della Femina, Travisano & Partners, New York, which will handle the national rollout of mixers.

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*Erik Andersen,
News Director, WITI-TV,
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*Wes Lynch,
News Director, KREM-TV,
Spokane, WA*

"We're aggressive and we use NEWSFEED aggressively. We use the sports highlights a lot. They're much better than ABC's Daily Electronic Feed. It's the stuff the competition can't get."

*John Kline,
News Director, KATU-TV,
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As a result of escalating prices and greater emphasis on local programming, few stations surveyed expect to carry more syndicated fare in the coming years. Affiliates in the top 10 markets were unanimous in predicting they will carry less, while among affiliates generally, 12.7% said they would carry more, 36.3% expect to carry less and 51% expect to carry about the same amount. Among independents, 10.5% predict more, 26.3% predict less and 63.2% predict levels to stay about the same.

Dwindling supplies of off-network programming will lead to the production of more first-run programming, according to syndicators surveyed, with dramatic series and magazines on the increase and talk and game shows on the decline.

Broadcasters in 1982 felt generally less threatened by competition from over-the-air pay TV than they did in 1979. In Petry's latest survey, 14% of general managers expect a major impact from STV, while 13% of group executives and 22% of agency executives do so. In 1979, 26% of general managers anticipated a major impact.

Only 2.5% of general managers predict much impact from videocassette recorders, down from 15% in 1979, while 33% expect a major impact from direct to home broadcasting. □

Katz claims Metromedia gold mine

Rep will take over business for group owner's six TV stations; reported worth is \$150 million

Katz Communications struck a bonanza last week when it acquired the representation of the six Metromedia television stations, covering national spot TV billings amounting to about \$150 million.

With the Metromedia television business, Katz's broadcast billings (both television and radio) now total about \$750 million. John Blair & Co., generally conceded to be the industry's top-billing rep, is expected to report billings of almost \$700 million for 1982.

Metromedia's move away from in-house representation reflects a trend that has been evident in broadcasting for some years. Other group-owned TV stations that opted for outside representation in recent years were Top Market Television (Post-Newsweek), WGN Continental and RKO Television Representatives. The dwindling ranks of company-owned firms still include Storer Television Sales, Group W Television Sale, Corinthian Television Sales and TeleRep, owned by Cox but representing other stations, plus the representative arms of the three networks.

The shift to out-of-house representation has been spurred in recent years by skyrocketing costs of operations, making the running of a short list of stations prohibitive. Costs have risen steeply in computer operations, research and expanded regional fa-

Spot buying breaks billion-dollar barrier

Fourth quarter of 1982 sees billings of \$1,030,893,000; figures show national spot TV grew by 18% last year

National spot television advertising exceeded \$1 billion in sales for the first time in any three-month period during the fourth quarter of 1982, according to the Television Bureau of Advertising ("Closed Circuit," Feb. 14).

Roger D. Rice, president of TVB, said that a canvass of television station representatives by Touche Ross & Co., a New York accounting firm, showed that national spot TV gross billings totaled \$1,030,893,000 for the final quarter of 1982. The figure topped the previous record of \$899.9 million for the second quarter of last year.

Walter A. Schwartz, president of Blair Television and chairman of TVB's national

sales advisory committee, said that exceeding the billion dollar mark in a quarter "is an important milestone for national spot television as a whole." He said the new high was attained through significant political advertising in October, significant growth of independent stations and the continued support of the nation's leading advertisers during the quarter.

Rice commented that it is "especially interesting to note that in 1982 the volume of national spot TV exceeded the combined total network and national spot radio, cable TV advertising and farm publications."

Rice added that the Touche Ross report showed that total national spot TV advertising in 1982 increased by 18% to \$3.3 billion. He cautioned that growth was not uniform, varying from region to region and station to station. □



Big deal. All smiles greet the news that Katz has been named national spot TV representative for the six Metromedia stations, accounting for about \$150 million in billings. Pictured (l to r) are Richard D. Mendelson, president and chief operating officer, Katz Communications; John W. Kluge, chairman, president and chief executive officer, Metromedia Inc.; James L. Greenwald, chairman, president and chief executive officer of Katz Communications, and Robert Bennett, senior vice president, television broadcasting and production, Metromedia Inc. The addition is expected to give Katz billings of over \$750 million.

ilities accommodating sales growth in various parts of the country.

In the changeover, Metromedia network affiliates WCVB-TV Boston and WTCN-TV Minneapolis will be sold by Katz American Television, which represents affiliates in major markets. Metromedia's independent outlets, WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington and KRIV-TV Houston, will be handled by Katz Independent Television. Metromedia's national spot sales organization, Metro TV Sales, will be merged into Katz American Television and Katz Independent Television.

Richard D. Mendelson, president and

chief operating officer for Katz Communications, who will oversee the transition, said the personnel of Metro TV Sales's 12 offices will be "welcomed into the appropriate Katz division." But a Katz spokesperson confirmed that William J. Tynan, president of Metro TV Sales, will not be the joining Katz organization.

The association between Katz and Metromedia began in 1979 when Katz Radio assumed representation of nine radio stations from Metro Radio Sales, which subsequently has been dissolved. The Katz representation firm now has 22 sales offices situated throughout the country. □

TRIBUNE COMPANY BROADCASTING CLEANS UP WITH SOAP!

SOAP does it again! On Tribune stations, SOAP delivers solid increases in women and men 18-49!

				(000's) Adults 18-49
CHICAGO, WGN-TV, 10 pm M-F				
November 1982	SOAP	Rtg	Sh	
		10	16	594
November 1981	Time Period	6	9	260
	SOAP % Increase	+67%	+78%	+128%

DENVER, KWGN-TV, 10 pm M-F

November 1982	SOAP	7	16	105
November 1981	Time Period	4	8	51
	SOAP % Increase	+75%	+100%	+106%

Source: Nielsen



SOAP

A Witt-Thomas-Harris Production
distributed by



Comark to make LPTV mark

The imminent and potentially large market for LPTV transmitters has drawn another supplier: Comark Communications Inc. of Southwick, Mass., and Colmar, Pa. According to Stuart M. Kravitz, Comark's director of marketing, the maker of full-power UHF transmitters has been busy developing UHF and VHF LPTV units for introduction next fall when demand is expected to start picking up. Comark will be in competition with a number of established LPTV transmitter/translator manufacturers, including Acrodyne Industries, EMCEE Broadcast Products, Television Technology Corp. and Thomson-CSF.

While Comark prepares to enter the new market, it is also hoping to strengthen its position in an old one with a new line of high-efficiency, wideband UHF transmitters that are expected to replace its current line. Set for introduction at the National Association of Broadcasters convention in April, the new S series transmitters will be available with full redundancy in output powers of 30 kw, 60 kw, 90 kw and 120 kw. The transmitters are designed around wideband 30 kw klystron tubes, which are linked in parallel to achieve the higher output powers. The tubes are used in the final stage of both the transmitters' aural and visual sec-

tions. If either of the tubes fails, Kravitz said, aural and visual signals can be multiplexed into one tube with a flip of a switch with only a 35% loss in signal strength.

According to Kravitz, the S series transmitters have an operating efficiency of about 40%, meaning that 40% of the electrical power feeding the transmitter is turned into RF power. The efficiency can be boosted to 55%, he said, with an optional pulser system that costs around \$26,500. On the 60 kw transmitter, he said, the option could save approximately \$21,000 a year on the operator's electric bill, assuming a cost of seven cents per kilowatt hour.

A big selling point of the new transmitters, Comark feels, is their relatively low cost. Kravitz said that Comark will be able to deliver stripped down ("without a lot of redundancy") versions of the 60 kw unit for "well below \$400,000." It will feature the 30 kw unit (the CTT-U-30S) at the NAB show.

All together now

If the resolution on General Electric and RCA color television sets looks the same a few years from now, there will be good reason for it. The two companies have signed a "technical aid and licensing agreement" to produce a picture tube system promising better performance, reliability and econo-

my. The system, called COTY-29, short for combined optimum tube and yoke in a 29-millimeter neck, was developed by RCA, but under the agreement both RCA and GE will begin incorporating it into their sets in 1984. It was designed primarily to lower manufacturing costs and thus will permit RCA and GE to compete more effectively with other manufacturers. The lower manufacturing costs, according to RCA, stem from the miniaturization of the yoke, the assembly of electro-magnetic coils that directs the electron beam that creates the picture on the tube's screen. The diminutive yoke consumes less material and consequently costs less. The new system will be used in sets ranging in size from 13-inch diagonal to 25-diagonal.

Oh no you don't

The National Association of Broadcasters has come down hard on General Electric's petition at the FCC, asking for some rule changes that would permit it to market a new product intended to enhance the enjoyment of multichannel (stereo) television sound when that service makes its debut in American homes (BROADCASTING, Dec. 6, 1982). Using a "dead spot" in the local FM band, the "low-power remote sound device (LPRSD)," which the product is being called

WHERE THERE'S SMOKE, THERE'S CONTROVERSY.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Walker Merryman can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



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THE TOBACCO INSTITUTE.

until the GE marketers come up with a more salable name, would broadcast the stereo audio of a television program to "headset receivers." The range of the low-power transmitter would be limited to the room in which the television set is located, GE said in its petition, and the broadcasts would not interfere with regular broadcasting.

In comments calling for dismissal of GE's petition, the NAB told the FCC that "GE's proposal simply does not, and cannot, provide for interference-free operation of this remote sound device." NAB said the product could interfere with reception by the television set to which the product is attached, and it could interfere with nearby television sets and FM radio. The interference problem is exacerbated by the fact that the consumer must tune the product. "There is certainly no guarantee of proper tuning—or of the time it will take the consumer to tune the device properly," the NAB said.

More on what's at NAB

Among the hundreds of new broadcast products slated for introduction at the 1983 National Association of Broadcasters convention are a digital stills storage system from

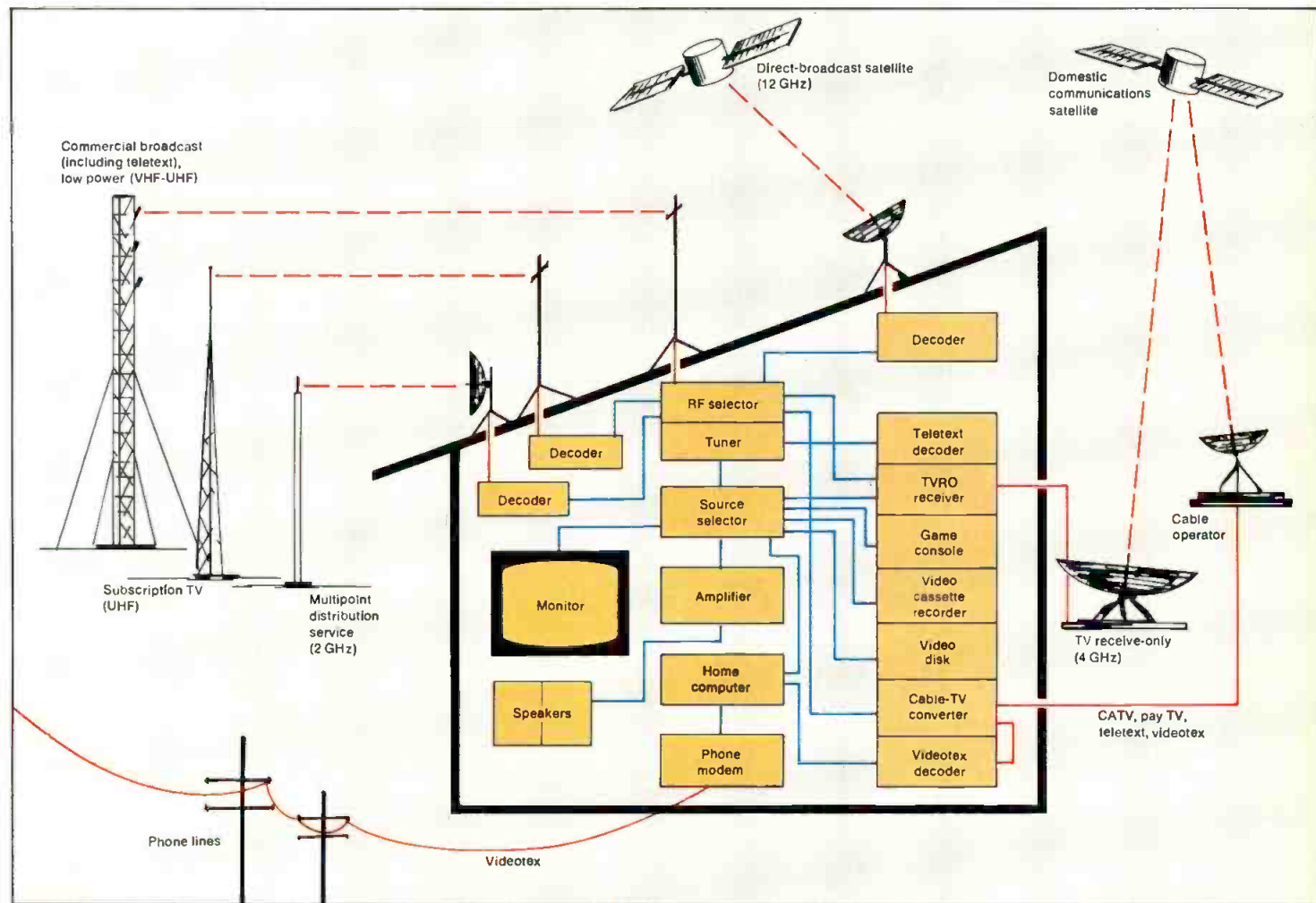
Rank Precision Industries Inc., West Nyack, N.Y.; Apple software for the broadcast station from Computer Concepts, Phoenix, and a variety of studio accessories from For*A Corporation of America, West Newton, Mass.

The Rank Slide Film is a portable, self-contained system, capable of storing up to 80 stills on an eight-inch Winchester magnetic disk. The stills can be fed into the system from a number of sources, including slide scanners, cameras and videotape recorders. The stills can be called up in rapid succession (one per second). Through a process called "interfield interpolation," the unit will automatically "clean up" stills emanating from cameras by eliminating any movement in them. To broadcasters with Apple computers, Computer Concepts will offer a series of "program modules," priced at between \$310 and \$390. The software can be used in the newsroom for word processing, assignments and archiving and in the business office for keeping track of maintenance schedules, parts inventory and advertising accounts. For*A's array of new products includes the TKY-4600 title keyer, the FVW-300 video writer, the PC video synchronizer and the TRC-3500 time code reader. For*A will also feature its \$8,000 time

base corrector (the FA-410) introduced at the 1982 NAB.

Get processing

In a letter last week, M/A-COM Development Corp. urged FCC Chairman Mark Fowler to direct the commission's Private Radio Bureau to begin processing applications seeking authority to distribute video using point-to-point microwave links in bands above 13 ghz and on three omnidirectional channels at 2 ghz. According to M/A-COM, the FCC's Columbia Pictures decision of 1981 authorized the use of private microwave frequencies to distribute video. Nonetheless, M/A-COM said, the Private Radio Bureau has "flatly and unilaterally decided to refuse to process" applications. M/A-COM, which said it has developed a point-to-point microwave radio that would operate in the 23 ghz band, also noted that Spectradyne Inc., which has filed to distribute video in the private Operational Fixed Service, has already asked the Court of Appeals in Washington to force the bureau to act. "It indeed seems most unfortunate that this matter must be resolved by court order rather than through responsible agency action," M/A-COM said.



The future is now. With the exception of the direct broadcast satellite service, the services represented in this schema, which originally appeared in the January issue of the Institute of Electrical and Electronics Engineers' *Spectrum*, are available today. And with United Satellite Communications' promise to offer a DBS service this fall, even that may soon be available (BROADCASTING, Feb. 7). The component television system at the heart of the illustration comprises a monitor and a set of speakers fed through a "source selector" by the decoders,

converters and tuners necessary to receive the various services. The services sent to home via radio waves, coaxial cable and telephone lines are complemented by a videogame console, a home computer, a videocassette recorder and videodisk player. Even the most acquisitive videophile may not need all the gear shown in the picture. The 4 ghz earth stations coupled with the UHF and VHF antenna and tuners, for instance, could make the cable service redundant since most cable systems offer no more than broadcast and satellite signals.



TELECASTINGS



Sweep ringers

The stunting by the three major networks during the February local rating sweeps by A.C. Nielsen and the Arbitron Co. is up 89% over last year, according to NBC-TV researchers, who note that the three networks have planned 136 half-hours of special programs for this month, compared with 72 special half-hours aired in the same month a year ago. Regular programming scheduled this month amounts to 43% of the networks' prime time schedule, while last February it accounted for 63%.

Foreign alliance

CBS/Broadcast International, expanding its operations around the world, has made its first major entry into Latin America with deals to supply programming to three TV networks there.

John Eger, vice president in charge of CBI, said Globo TV of Brazil will be getting daily satellite feeds of all CBS-TV hard-news broadcasts; TV Manchete, a new five-station network due to commence operations in Brazil in April, will get news and public affairs broadcasts, probably shipped in cassettes at first, and Radio Caracas in Venezuela will receive "everything we have"—news, public affairs, sports, movies and other entertainment programs—with transmission by satellite, when technical problems are resolved.

Delivery of programs to Globo TV has already started. Delivery to Radio Caracas is to begin "in a couple of months" and to TV Manchete when that network starts in April. The buyers handle the language dubbing.

All are three-year deals and, Eger said, as "in every major deal we make, we try to deliver a package" that extends beyond the programming involved to include such collateral services as promos, information on audience demographics and advertisers and consultations on "things we can do together." The last customarily includes talks on subjects ranging from program trends to co-financing and cable and pay possibilities.

The Latin deals, Eger said, are "very similar" to those CBI has with the 9 network in Australia, the BBC in Britain, the ARD network in West Germany, the CBC and CTV networks in Canada and the Tokyo Broadcasting System in Japan. CBI is now in 73 countries, up from about 40 two years ago.

Prime time computers

Independent television producer Philip DeGuere, whose credits include CBS-TV's *Simon & Simon*, is producing a pilot for an unspecified network "about teen-age computer geniuses who battle the forces of evil through the amazing things they do with computers." In what may be the first show

of its kind, DeGuere is bringing in micro-computer experts and negotiating with IBM, Xerox and Apple for permission to use state-of-the-art equipment from those companies in the one-hour program.

"We have to create our own franchise," DeGuere said, noting that television's standard fare of policemen, private detectives, lawyers and doctors would not fit into the concept. "The fact is, youngsters of all ages are into computers these days," DeGuere said. "Computer camps are becoming increasingly popular. Schools offer computer classes in the normal course of study. These are creating a generation of people who can do things through computers that were never before possible. That's what our show is about."

DeGuere, who is calling the series *Whiz Kid*, knows whereof he speaks. He wrote scripts for *Simon & Simon* on a computer-based word processor and has asked for "electronic mail" from other computer enthusiasts responding to his story concepts.

Crime tips

According to figures released by the Eye-witness Anonymous program, an anti-crime strategy developed by KABC-TV Los Angeles in association with local law enforcement agencies, the television station's broadcast of information on unsolved criminal cases has led to 1,328 arrests (including 20 for murder), more than 200 criminal convictions and the confiscation of more than \$9 million in illegal drugs by law enforcement agencies between May 1981 and the end of last year. The program, which encourages viewers to dial a toll-free number with information related to a crime, claims responsibility for the recovery of \$687,000 in stolen property and the solution of arson cases involving more than \$1 million in damages during that 19-month period. Rewards of up to \$500 are offered in the program.

On the stump

"Just two years from now, in 1985, the money spent by all cable, including pay, for programming per subscriber will be greater than what free television can spend per television home." That was the forecast of NBC executive vice president and general counsel, Corydon Dunham, last Wednesday in arguing for repeal of the FCC's financial-interest and syndication rules. Addressing a luncheon meeting of the National Academy of Television Arts and Sciences, in New York, Dunham said that by keeping its rules, the government is accelerating the transfer of programming from free to pay TV.

Pay TV already wields significant buying power in the program marketplace, said

Dunham, because it can generate "equal or greater revenues from smaller audiences" than the free networks can. By 1986, pay revenues will equal those of free TV, he said, and by 1990, they will "surpass free TV revenues."

Pay TV now "outbids the free networks by paying 78% more per average film" than do the free networks, said Dunham, and it is challenging the free networks in the purchase of series programming. "If you took HBO's subscriber base at seven cents a subscriber, HBO could outbid CBS for *Dallas*," he said. "Every major supplier is developing product for pay... and those suppliers have another interest" in that many are "the owners of as well as suppliers for cable systems."

AMIP tally

The American Market for International Programs said 50 officials of U.S. program production and distribution companies have signed as delegates attending AMIP as buyers. AMIP, a joint production of Perard Associates, the National Video Clearinghouse and the MIDEM Organization, will make its debut Nov. 7-10 in Miami Beach. AMIP also reported that 36 overseas producers and distributors, attending as buyers, also have signed as participants. Two other firms involved in the event are Eastman Kodak, which has underwritten a pocket piece calendar and the official press reception, and Eastern Airlines, designated as the official carrier for the Americas.

Passing the plate

Public station WNET(TV) New York is appealing to its supporters for financial contributions—not once but twice.

In a letter to members, John Jay Iselin, president of the station, asked last week for a one-time-only contribution to raise at least \$1 million over the next few weeks in what he called "bridge-financing" to preserve future programming plans now jeopardized by a cash shortfall.

In addition, the station announced plans to go on the air on March 5 with a recruitment campaign to obtain a record-setting \$2.5 million by signing up 60,000 new members in a 16-day period.

Iselin said these steps were necessary because of federal cutbacks in funds, the effects of the recession and skyrocketing costs. WNET has trimmed costs by laying off staffers, freezing wages and temporarily postponing several new programs, he said, and although the station is sound financially in its day-to-day operations, the bridge financing is needed so WNET will not have to borrow to meet programming obligations. Together, WNET and WGBH-TV Boston supply the Public Broadcasting Service with 90% of its prime time programming, Iselin said.

CAPTURE YOUR MOST WANTED AUDIENCE!

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POLICE WOMAN



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The AFTERNOON formula is both simple and ingenious. Once you come on aboard, we provide you with a complete blueprint for success. Just build a set to our specifications, hire your on-air talent and assign a production team. We do the rest.

Why Afternoon?

Why gamble on high cost, high risk off-network reruns? Now there's a viable alternative with a track record to prove it really works.

AFTERNOON is an up-tempo daily hour with a unique balance of news, information and entertainment that reaches the right audience (women 18-49) at the right time (just before your early news).

The secret? AFTERNOON is produced live in your town. Each day, co-hosts entertain and inform viewers with a combination of live interviews, stories supplied by our national production bureaus and breaking news.

VARIETY

Wednesday, June 23, 1982

"The show will have a national flavor through the taped pieces we'll do in advance," says Jim Dauphinee, executive producer of the strip, which will be called "Afternoon."

"But the heart of the program will be the live, local and topical—we'll be able to react instantly to what's happening that day," says Dauphinee.

The trend spotters see this Corinthian project as the first of what could be a major commitment by station groups, and even individual stations, to produce local, in-house programs.

Live makes it better. Local makes it work.

AFTERNOON is always up-to-date because it's live. And because it's local, AFTERNOON is automatically customized to each market.

That's good news for advertisers too, because they know the value of a show that's tuned in to hometown values.

Live & Local

ON THE AIR LAST YEAR IT TO YOU THIS YEAR

FIRM "GO" FOR 2ND SEASON!

The ideal news lead-in.

AFTERNOON keeps audiences up-to-the-minute with three regularly scheduled news windows in every hour.

Live and direct from the AFTERNOON set, these windows are a great way to get breaking stories on the air before your competition.

And even more important they serve as a showcase for your news talent, as well as providing a strong lead-in for news programs to follow.



Here's how it works.

Put it together and here's the formula that makes AFTERNOON work for you.

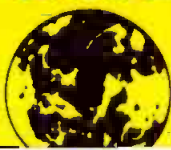
- Daily features from our national production units.
- High quality local production.
- Regularly scheduled news breaks.
- Live co-hosts.
- A set that's easily installed.

AFTERNOON is produced by Corinthian Broadcasting Corporation, a company of the Dun & Bradstreet Corporation, and represented for syndication by ComWorld Domestic Sales. Together, we can show you how easy it is to make our AFTERNOON part of your afternoon.

Five full-time national production bureaus.

AFTERNOON's national production units supply participating stations with six features on a wide range of fascinating subjects every day (more than 600 already produced). We also provide a full set of scripts (intros and epilogs) for each show, as well as promotional materials, on-line consultation and regular newsletters.

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CBS-Columbia-HBO venture picks top officials

Motion picture firm will be headed by Victor Kaufman as chairman/CEO; Gary Hendler is tapped to be president

Operations were officially under way last week within the motion picture production company established late last year by CBS, Time Inc. (through HBO) and Coca-Cola (through Columbia Pictures). Victor A. Kaufman was appointed chairman and chief executive officer of the new venture, and Gary J. Hendler was named president and chief operating officer.

Kaufman was most recently executive vice president of Columbia Pictures Industries and vice chairman of the company's motion picture division, Columbia Pictures. As executive vice president, Kaufman was responsible for Columbia's corporate development, planning and strategy, as well as for supervision of its television syndication operations. As studio vice chairman, he supervised international operations, pay cable and home entertainment. He also was responsible for Columbia's outside financing program for motion picture production.

Gary Hendler is a founding partner of the Los Angeles-based law firm, Armstrong, Hendler & Hirsch, specializing in legal practice in the entertainment industry. The firm represents such Hollywood stars as Robert Redford, Barbra Streisand, Goldie Hawn, Sean Connery, Sally Field, Nick Nolte and Sydney Pollack.

The new venture will have offices in both New York, where Kaufman will be based, and Los Angeles, where Hendler will oversee production operations.

"Gary and I will function as partners in all aspects of the business," Kaufman told BROADCASTING last week. Hendler will be in charge of film-project selection.

The first order of business, said Kaufman, is to select a full-time staff. He declined to name any of those currently under consideration. He also declined to discuss possible future projects except to say that none had been selected yet and that there is "no fixed timetable" to get one in the works. Once the venture gets into high gear, it will be producing between 12 and 15 films a year, said Kaufman.

Kaufman will be reporting to an executive committee comprising top-level executives from the three companies that have formed the venture, including Thomas Wyman, president and chief executive officer of CBS; Gene Jankowski, president, CBS/Broadcast Group; Francis T. Vincent Jr., president and chief executive officer of Columbia; Richard C. Gallop, executive vice president, finance, law and administration, Columbia; Gerald Levin, group vice president of Time's Video Group, and Frank Biondi, newly appointed president of HBO. Columbia's Vin-



Kaufman



Hendler

cent will serve as the first chairman of the executive committee.

The joint production-house venture was first announced last December as an attempt by the three partners to increase the world's supply of theatrical motion pictures and to participate in the profits that successful films will generate in various media—theatrical

film distribution and pay and broadcast television. The pay-per-view market will also be explored.

The venture will have \$400 million with which to conduct business, with the three partners putting up half of that and a line of credit from a group of banks accounting for the other \$200 million. □

Major moves at Time Video, HBO

Heyworth to Time Video, Biondi new president of HBO; Fuchs, Cox also advance

James O. Heyworth, president and chief executive officer of Time Inc.'s pay cable service, HBO, left that post last week to become deputy group vice president, video, of Time Inc., a newly created post. He is succeeded at HBO by Frank Biondi Jr., who had been executive vice president, planning and administration there.

In addition to the top-level management changes, HBO also announced changes in its corporate structure, which Biondi told BROADCASTING parallel "quite consciously," the structures of the three major broadcasting networks.

HBO is now formally divided into two main working groups—HBO Entertainment Group, to be headed by Michael Fuchs, ex-

ecutive vice president, programming, and HBO Network Group, to be run by Tony Cox, executive vice president, operations. Both Fuchs and Cox take on the additional title of president of their respective groups.

Under the new structure, both Fuchs and Cox pick up one additional function, previously under the domain of Biondi as executive vice president, Research, for both programming and marketing, goes to the Entertainment Group and corporate development goes to the Network Group.

Heyworth said he will be working closely with Gerald Levin, Time's group vice president, video, in the overall management, administration and planning of Time's video group, which includes HBO; Time's major MSO subsidiary, American Television & Communications; a new videotext business, and several other projects currently in development. "My move to this corporate posi-



Heyworth



Biondi



Fuchs



Cox

tion," he said, "is part and parcel of an effort on the part of Time Inc. to strengthen the group management of video."

Aside from the additional function picked up by both Fuchs and Cox, their roles in general "will stay quite the same," said Biondi. "We really run this business as a group."

"Our overall objective," said Biondi, "is to continue to grow," with Cinemax being a "very important priority." It's hoped that that service will grow on the "same order of magnitude" in 1983 as it did last year, when it

doubled its size from one million to two million subscribers. Developing new forms of financing for motion pictures is also high on the list, he noted, as evidenced by HBO's participation in the production company joint venture with CBS and Columbia Pictures (see story, page 70).

The message underlying all of last week's announced changes, offered Biondi, is that "Jim Heyworth has left this place in good shape and that we'll continue with the same strategy," but perhaps setting the sights a bit higher. □

What's in store for Wometco?

Although officials deny reports part or all of company is up for sale, financial analysts think otherwise

Despite repeated denials from Wometco corporate executives, financial analysts persist in their belief that the company is, if not currently entertaining bids, at least looking for a buyer or buyers.

The stock is currently priced at \$33.25 per share on the New York Stock Exchange, with more than 17.5 million shares outstanding. The heirs of Mitchell Wolfson Sr., Wometco's founder and chairman until his death last month (BROADCASTING, Feb. 7), control about 36% of the stock.

Analysts estimate, conservatively, that if sold outright, the company could be worth perhaps \$42 per share, or close to \$740 million. If broken up and sold as individual units, analysts say the stock is worth perhaps \$50 per share, or about \$880 million. Either way, the sale price attached to the company by analysts is significantly higher than the current market value, which is a little more than \$585 million.

That is the primary reason analysts insist that the Wolfson family would want out. Since the death four years ago of Louis Wolfson II, son of Mitchell Wolfson Sr. and heir apparent to the Wometco chairmanship, no Wolfson family member has taken an active interest in the firm.

In addition to its broadcasting interests, which include one FM and six television stations, including the number-one ranked WTUV-TV Miami, the company owns 46 cable systems serving 230,000 subscribers; Wometco Home Theater, an STV programming operation; bottling and vending divisions, and an entertainment division (mo-

tion-picture theaters and tourist attractions primarily).

Tony Hoffman, a communications analyst with A.G. Becker, said that there was considerable support within the Wolfson family to "sell the whole thing in pieces." The timetable for selling remains unclear, however, until Mitchell Wolfson's estate is settled. "Estates take forever to get probated," Hoffman said.

Ed Tavlin, with the Miami brokerage house of Prescott, Ball & Turben, concurred. "They want their money's worth and they want out," he said. "They see an undervalued asset that has greater value if put on the auction block."

Ted James, with Montgomery Securities, a brokerage house based in San Francisco, is convinced the Wolfson family is entertaining offers. "The family had its stock up for \$50 per share last year but had no offers," he said. He also reports that the family recently had meetings with two investment banking firms to explore alternatives. He said they are looking for a buyer that will pay close to \$50 per share and guarantee retaining the company's long-time employees. Legend has it, said James, "that the only way to get fired from the company was to lie to Mitchell."

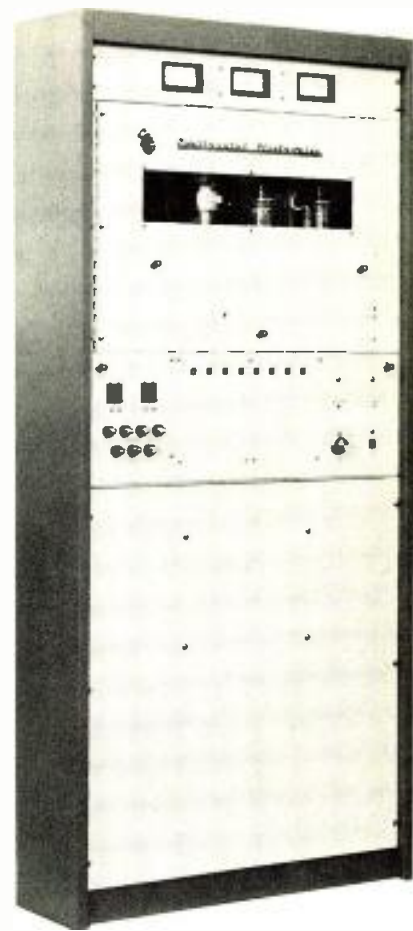
The company's response to analysts' speculation is that business continues as usual at Wometco and a sale is not in the cards, with the possible exception of the faltering STV unit.

"There is no intention to sell, break it up or take the company private," Van Myers, newly appointed president and chief executive officer of Wometco Enterprises, told BROADCASTING last week. "That is what I have been told by the major stockholders of the company," he emphasized, referring specifically to Wolfson family members.

The principal family stockholder is Frances W. Carey, daughter of Mitchell Wolfson Sr. She is said to be the family member most intent on selling off the company assets. Mrs. Carey declined to comment.

Her husband, Elton Carey, newly appointed chairman of Wometco and official "family representative," did respond. The company's operations, he said, "are excellent businesses and we're not interested in selling." He added, however, that the company is aware of its "fiduciary responsibilities," but has decided against playing "the spin-off game." He said that in the next few years, the market value of the company's various businesses "should be worth a lot more money than they are now." □

Never mind. Columbia Pictures chairman and chief executive officer, Frank Price, announced last Monday (Feb. 14) that he will not resign to become an independent producer, as he had announced the previous week (BROADCASTING, Feb. 14), but will continue in his present job. Price, explained his sudden change of heart in a statement released last week: "While I found the idea of independent producer status to be initially appealing, further analysis led me to conclude that I like my present role too much to leave."



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Stock Index

Exchange and Company	Closing Wed. Feb 16	Closing Wed. Feb 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54 5/8	52 3/4	+1 7/8	+ 3.55	10	1,582
N Capital Cities	127	125	+2	+ 1.60	19	1,666
N CBS	55 3/4	56 1/4	- 1/2	- .88	11	1,560
N Cox	43	45 1/4	-2 1/4	- 4.97	19	1,219
A Gross Telecasting	41 1/4	42 5/8	-1 3/8	- 3.22	11	33
O LIN	34 1/2	32 3/4	+1 3/4	+ 5.34	19	357
N Metromedia	305	300	+5	+ 1.66	21	1,028
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	47 5/8	46 3/4	+ 7/8	+ 1.87	18	128
O Scripps-Howard	23 1/2	23 3/4	- 1/4	- 1.05	13	243
N Storer	28 7/8	26 7/8	+2	+ 7.44	18	473
N Taft	42	38 5/8	+3 3/8	+ 8.73	11	391
O United Television	13 3/8	13 3/8			19	161

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	23	23			16	91
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	38 1/4	38 1/2	- 1/4	- .64	17	358
N American Family	18	17	+1	+ 5.88	15	243
O Associated Commun.	24 1/2	22 1/4	+2 1/4	+10.11		58
N John Blair	50 1/2	49 1/2	+1	+ 2.02	11	197
N Charter Co.	12	12 3/8	- 3/8	- 3.03	5	262
N Chris-Craft	59 5/8	58 3/4	+ 7/8	+ 1.48	14	129
N Dun & Bradstreet	111 1/2	105	+6 1/2	+ 6.19	23	3,020
N Fairchild Ind.	18 1/2	17 1/8	+1 3/8	+ 8.02	11	242
N Gannett Co.	62 5/8	58 3/4	+3 7/8	+ 6.59	19	3,332
N General Tire	34	33	+1	+ 3.03	24	801
O Gray Commun.	44	42	+2	+ 4.76	11	21
N Gulf United	28 5/8	28 1/8	+ 1/2	+ 1.77	10	792
N Harte-Hanks	39	39 1/4	- 1/4	- .63	14	384
N Insilco Corp.	21 3/4	21	+ 3/4	+ 3.57	19	330
N Jefferson-Pilot	30 7/8	28 1/2	+2 3/8	+ 8.33	7	662
O Josephson Intl.	16 1/8	16 1/8			14	63
N Knight-Ridder	49 1/8	48	+1 1/8	+ 2.34	17	1,589
N Lee Enterprises	41 3/4	40 3/8	+1 3/8	+ 3.40	15	287
N Liberty	16 5/8	15 5/8	+1	+ 6.40	11	213
N McGraw-Hill	75	74 1/2	+ 1/2	+ .67	18	1,867
A Media General	39 1/2	42 1/2	-3	- 7.05	9	274
N Meredith	91 3/8	90 1/4	+1 1/8	+ 1.24	11	283
O Multimedia	32 3/4	49 3/4	-17	-34.17	12	333
A New York Times Co.	62	57 3/8	+4 5/8	+ 8.06	13	777
A Post Corp.	33 7/8	35	-1 1/8	- 3.21	17	62
N Rollins	15 1/8	14 7/8	+ 1/4	+ 1.68	9	401
N Schering-Plough	42 1/2	41 7/8	+ 5/8	+ 1.49	13	2,262
N Signal Cos.	29 3/8	27 7/8	+1 1/2	+ 5.38	15	2,120
O Stauffer Commun.*	43	43			10	43
A Tech Operations	25 1/8	25 1/4	- 1/8	- .49	11	20
N Times Mirror Co.	63	62 1/2	+ 1/2	+ .80	16	2,152
O Turner Bcstg.	16 1/4	16 1/4			31	332
A Washington Post	60 1/4	59 3/8	+ 7/8	+ 1.47	17	851
N Wometco	33 1/8	32 3/8	+ 3/4	+ 2.31	18	452

CABLE

A Acton Corp.	8	8 3/8	- 3/8	- 4.47	40	40
N American Express	53	63 5/8	-10 5/8	-16.69	9	5,088
O Burnip & Sims	8 3/4	8 3/4			9	77
O Comcast	21	18 3/4	+2 1/4	+12.00	16	94
N General Instrument	63 1/4	58 3/4	+4 1/2	+ 7.65	19	1,963
N Heritage Commun.	11 1/8	10 3/8	+ 3/4	+ 7.22	20	82
O Rogers Cablesystems	9 1/8	9 3/8	- 1/4	- 2.66	18	201
O Tele-Communications	28 1/8	26 3/4	+1 3/8	+ 5.14	78	592
N Time Inc.	46 3/8	45 7/8	+ 1/2	+ 1.08	19	2,366
O Tocom	11 1/4	10	+1 1/4	+12.50	9	63
N United Cable TV	20	21 1/4	-1 1/4	- 5.88	18	219
N Viacom	30 1/2	30 1/4	+ 1/4	+ .82	19	348

Exchange and Company	Closing Wed. Feb 15	Closing Wed. Feb 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	4 3/4	4 3/4			68	26
N Coca-Cola	47 5/8	47 5/8			16	109
N Disney	67	66 7/8	+ 1/8	+ .18	20	2,234
N Dow Jones & Co.	33 1/4	32 1/4	+1	+ 3.10	12	2,121
O Four Star	8	5 1/2	+2 1/2	+45.45	44	4
N Getty Oil Corp.	54 1/2	53 5/8	+ 7/8	+ 1.63	6	4,410
N Gulf + Western	18	17 3/8	+ 5/8	+ 3.59	8	1,331
N MCA	39	35	+4	+11.42	10	1,847
N MGM/UA	9 1/2	9 1/2			31	473
N Orion	18 7/8	17 1/4	+1 5/8	+ 9.42	3	129
O Reeves Commun.	18	18 1/4	- 1/4	- 1.36	6	147
O Telepictures	13	13 1/2	- 1/2	- 3.70	36	274
O Video Corp. of Amer.	6 5/8	6 5/8			7	11
N Warner	29 3/8	32 1/8	-2 3/4	- 8.56	6	1,866
A Wrather	23	23 1/4	- 1/4	- 1.07	27	51

SERVICE

O BBDO Inc.***	35 1/4	33 1/2	+1 3/4	+ 5.22	7	205
O Compact Video	5 3/8	4 7/8	+ 1/2	+10.25	2	17
N Comsat	67 3/4	70 3/8	-2 5/8	- 3.73	14	542
O Doyle Dane Bernbach	24	22 1/2	+1 1/2	+ 6.66	12	138
N Foote Cone & Belding	42 1/2	41 3/4	+ 3/4	+ 1.79	10	116
O Grey Advertising	78	78			7	45
N Interpublic Group	47 1/4	47	+ 1/4	+ .53	11	220
N JWT Group	33 7/8	31 1/2	+2 3/8	+ 7.53	81	178
O MCI Communications	41 1/8	39 5/8	+1 1/2	+ 3.78	29	3,954
A Movielab	4	4			5	7
O A.C. Nielsen	73 1/4	73 1/4			19	822
O Ogilvy & Mather	46 1/4	47 3/4	-1 1/2	- 3.14	13	196
O Telemation	4 3/4	4 3/4			13	5
O TPC Communications	2	2			1	2
O Unitel Video	9 1/4	8 3/4	+ 1/2	+ 5.71	16	12
N Western Union	42 1/2	40 7/8	+1 5/8	+ 3.97	11	870

ELECTRONICS/MANUFACTURING

O AEL	22	23 1/2	-1 1/2	- 6.38	11	43
N Arvin Industries	19 1/8	19 5/8	- 1/2	- 2.54	18	133
O C-Cor Electronics	20	21 1/4	-1 1/4	- 5.88	16	60
O Cable TV Industries	7 1/4	6 1/2	+ 3/4	+11.53	23	22
A Catec	7 1/2	7 3/8	+ 1/8	+ 1.69	18	16
O Chyron	24 1/4	22 3/4	+1 1/2	+ 6.59	19	66
A Cohu	7 3/4	8	- 1/4	- 3.12	16	13
N Conrac	36	34	+2	+ 5.88	18	80
N Eastman Kodak	85 5/8	83 1/2	+2 1/8	+ 2.54	13	13,912
O Elec Missile & Comm.	10 1/2	10 1/4	+ 1/4	+ 2.43	95	29
N General Electric	102	102 1/4	- 1/4	- .24	13	23,111
N Harris Corp.	47 3/4	43 1/4	+4 1/2	+10.40	23	1,495
O Microdyne	15 5/8	13 3/4	+1 7/8	+13.63	28	72
N M/A Com. Inc.	27 3/4	28 1/4	- 1/2	- 1.76	26	1,086
N 3M	77	76 1/4	+ 3/4	+ .98	14	9,040
N Motorola	111 3/4	107	+4 3/4	+ 4.43	23	4,261
N N. American Philips	56	54 1/2	+1 1/2	+ 2.75	11	774
N Oak Industries	15 3/4	13	+2 3/4	+21.15	9	256
A Orrox Corp.	8 1/8	12 1/2	-4 3/8	-35.00	14	18
N RCA	22 3/4	23 1/8	- 3/8	- 1.62	11	1,717
N Rockwell Intl.	48 1/4	51 1/8	-2 7/8	- 5.62	13	3,686
A RSC Industries	5 3/4	6 1/4	- 1/2	- 8.00	44	18
N Scientific-Atlanta	18 1/2	18 1/2			45	433
N Sony Corp.	14 1/8	13 7/8	+ 1/4	+ 1.80	13	3,258
N Tektronix	70 7/8	70 1/4	+ 5/8	+ .88	18	1,337
O Telemet (Geotel Inc.)	3	3 3/8	- 3/8	-11.11	16	9
A Texscan	24 3/8	23 5/8	+ 3/4	+ 3.17	33	144
N Varian Associates	72	69 3/4	+2 1/4	+ 3.22	24	665
N Westinghouse	45 3/8	46 3/8	-1	- 2.15	9	3,904
N Zenith	14 1/2	15	- 1/2	- 3.33	91	274

Standard & Poor's 400

Industrial Average 166.61 162.96 + 3.65

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. *** BBDO stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Making federal case out of 'cable porn'

Miami lawyer seeks injunction against city ordinance barring 'obscene' programs on CATV citing First Amendment violation; other activists inveigh against 'indecent' on medium

A Miami lawyer who says he does not like the idea of the city intruding into his bedroom to turn off his television set has gone to court to challenge a city ordinance barring obscene or indecent programming by the local cable television system.

If recent developments are any guide, similar cases will be filed in courts around the country. For the Miami ordinance is only another indication of how states and municipalities are being asked to respond to the possibility—if not the likelihood—of explicit fare on the local cable system. The Miami ordinance was proposed by Mayor Maurice Ferre after a trip to New York during which he saw "naked bodies" on one of the local cable systems.

The Miami ordinance went into effect on Sunday, Feb. 13, a few days after Ellis Rubin had petitioned the U.S. District Court in Miami for a preliminary injunction barring enforcement of the ordinance. He contended it violates the constitutional right of freedom of speech and what he asserts as the additional Constitutional right of privacy. Judge William Hoevler will hold a hearing on Rubin's request on Feb. 24.

Rubin, who lives and practices in Miami and who has subscribed to the local cable system, Miami Cablevision, is not acting in its behalf but his own. The system is required by the terms of its license to abide by all city ordinances. But Rubin appears incensed. "I'm a lawyer who has practiced Constitutional law, and it disturbs me that Miami thinks it has the right to send the city manager into my bedroom to turn the television set off," he said.

One of the grounds on which he claims the ordinance is unconstitutional is a provision empowering the city manager to determine that material is obscene or indecent and to suspend or terminate the cable system's license—"the right to accuse, try, convict and sentence, all in one person," Rubin said. He noted that the Supreme Court, in 1973, in the landmark obscenity case, *Miller v. California*, had left the determination of whether material was obscene to a "jury's" determination based on contemporary community standards.

The Miami city counsel, Jose Garcia-Pedrosa, expressed confidence the ordinance would withstand the challenge. He said Florida cities are empowered to enforce the state's antiobscenity law. He also said that, in seeking a franchise, Miami Cablevision was aware it would be bound by requirements imposed by the city, "including no

obscenity or indecency." The city granted the franchise in October 1981, long before the ordinance was passed. "But the system agreed in advance to the city's exercise of its police powers," Garcia-Pedrosa said.

The Miami controversy is likely to be repeated many times around the country in view of efforts being made by religious groups to push such legislation. Morality in Media, based in New York, has developed a model law it has offered to groups, cities and legislatures in a number of states—Tennessee, Missouri, Arizona, California, North Dakota, New York, Louisiana and Massachusetts, among them—whose representatives have expressed interest in barring from cable television material they consider indecent, what is coming to be called "cable porno."

A spokesperson for the Morality in Media, Evelyn Dee, said it has become involved in the issue "because cable porn is all over the place. More of it is coming into the home. People are concerned."

The model legislation is patterned after the language in the FCC's decision holding that a program of Pacifica Foundation's WBAI(FM) New York had been indecent—a ruling ultimately sustained by the Supreme Court (BROADCASTING, July 10, 1978). The model law defines indecency as material that (1) depicts or describes "a human sexual or excretory organ or function or (2) nudity or (3) ultimate sexual acts, normal or perverted, actual or simulated or (4) masturbation, which under contemporary community standards for cable television is patently offensive."

Morality in Media is not alone in its efforts. The Roundtable, a nationwide organization with headquarters in Memphis, has

agreed to join with it in sponsoring a series of dinners and prayer breakfasts to stimulate public awareness of the issue and to provide guidance as to what individual citizens can do to combat such cable programming.

The first dinner was held in Memphis on Jan. 27, and was addressed by the president of Morality in Media, the Reverend Morton A. Hill, S.J. He not only urged support of a bill now pending before the Tennessee legislature, but he urged his audience—of more than 1,400—to write to President Reagan, urging him to instruct the Department of Justice to vigorously enforce existing federal laws barring obscenity.

The anti-"cable porn" drive has even reached Congress. Senator Dennis DeConcini (D-Ariz.) in the last Congress introduced a bill to apply to cable television the same ban on the transmission of obscene, indecent and profane material that the criminal code applies to broadcasters. The bill died in committee, and an aide to DeConcini last week said no decision had been made on whether to reintroduce the measure in the new Congress. However, officials of Morality in Media believe it will.

There is more to the drive than religious fervor. Citizens for Decency through Law Inc., of Phoenix, a nonprofit organization established 26 years ago to assist prosecutors of obscenity cases, has become a legal research resource for communities and states considering legislation to ban indecent or obscene programming on cable television. Bruce Taylor, general counsel of the organization, in fact, said it has been encouraging concerned viewers not to consider only new legislation. "We are telling people they should look at obscenity statutes now on the books and seek prosecution under them," he said.

Taylor believes programs offered by some pay cable services, like Playboy and Plea-



CPB's new lineup. The Corporation for Public Broadcasting has added some new faces to its board. Last week the Senate confirmed the nominations of Karl Eller (left), former president of Columbia Pictures Communications and former president of Combined Communications, and Richard Brookhiser (center), senior editor of *National Review*. The nomination of CPB Board Chairman Sharon Rockefeller (right) was also approved. The Senate Commerce Committee, however, is holding back the nomination of Helen Taylor of Richmond, Va., because several members raised concerns about her views on public broadcasting and questions about her political contributions (BROADCASTING Feb. 7).

sure Channel, as well as the subscription television service. ON TV, are obscene. And he believes states and communities have the authority to move against obscenity in any medium. Even though regulation of broadcasting is regarded as a federal matter, Taylor contends that the federal government "can't bar the prevention of obscenity by cities and states." However, he does not know of any case where a state or city is attempting to outlaw obscenity on television.

Meanwhile, officials of the cable system in the eye of the storm, Miami, are taking a relaxed attitude. Charles Hermanowski, managing general partner and a 15-year veteran of cable television, said, "I've never had pornographic material on a cable system, and I'm not about to start now."

Does he expect the new ordinance to cause any problems? "I don't know why it should," he said. What does he think of the suit Rubin has filed? "No comment."

For all of the concern being demonstrated by groups like Morality in Media and The Roundtable, legislation of the type they favor has not fared well in court. In Utah, U.S. Judge Bruce S. Jenkins last year struck

down a state law and an ordinance enacted by the City of Roy that were aimed at excluding from cable television the same kind of programming of concern to Miami. He held that both were unconstitutional (BROADCASTING, Jan. 18, 1982). However, the judicial review string has not run out. The City of Roy, which had consulted with Citizens for Decency Through Law in developing its ordinance, has appealed to the U.S. Court of Appeals for the 10th Circuit, in Denver.

The decision of the appeals court is likely to be felt far beyond the borders of Roy. In Milwaukee, for instance, an ordinance banning indecency and obscenity on cable television had been drafted with the help of Morality in Media and Citizens for Decency Through Law and adopted in May 1981. Milwaukee has yet to grant a franchise, but it is now negotiating the terms of one with Warner Amex. "It will be a year before we have any subscribers," City Attorney Grant Langley said last week. And in the meantime, he said, he will review the ordinance to see how it stands up in light of the "judicial scrutiny" given similar legislation in the state of Utah. □

tion has failed to deal adequately with questions of localism in two respects. NAB cited the statutory requirement that broadcast services be allocated equitably among the states and communities and asked whether that permits national licenses. It also asked the court to consider whether the commission violated the Carroll doctrine in failing to hold a hearing on the question of whether the STC service would adversely affect local service to the degree that the public would be harmed. Both appeals also raise the question of whether the grant of multiple channels to a DBS entrepreneur is arbitrary, given the multiple ownership limits imposed on terrestrial broadcast licensees.

In its attack on the STC grant, NAB raised questions unique to that company: One was whether the Communications Satellite Act of 1962 authorizing the establishment of Comsat prohibits it from operating as a broadcaster and from financing a venture unrelated to its primary mission of serving as America's link in an international communications satellite system. Another question raised was whether STC's DBS operation will be improperly cross-subsidized by revenues from Comsat's regulated monopoly services. □

NAB loses a round in DBS fight

Court of Appeals denies its request to stay introduction of Comsat's STC service

The National Association of Broadcasters, which failed in efforts before the FCC to block the introduction of direct broadcast satellite service, is not having any more success in the U.S. Court of Appeals in Washington. That court last week rejected NAB's petition to stay the commission's grant of Satellite Television Corp.'s application to offer DBS service.

The NAB indicated it regards the court's action, issued in a brief order, as only the first skirmish in the battle. The case now proceeds to a decision "on the merits," Erwin Krasnow, NAB senior vice president and general counsel, said. And the standards for deciding on whether to grant a stay, he noted, "are different from those used in deciding a case on the merits."

Nevertheless, by NAB's own analysis, the rejection of the stay request may hurt the association's chances in future court battles over the DBS issue. NAB had sought the stay until the judicial review process was completed. Unless the request was granted, it told the court, "STC's immediate expendi-

ture of enormous sums on construction of its satellite system will unavoidably prejudice the court's consideration of the issue on appeal and the commission's reconsideration of its action in the event of remand—to NAB's irreparable detriment."

The court, in denying the stay request, said NAB had failed to demonstrate the "irreparable injury and likelihood of success on the merits to warrant the preliminary relief sought, nor has it shown that injunctive relief would not harm the substantial public interest in expeditious development of direct broadcast satellite technology."

STC, a subsidiary of the Communications Satellite Corp., expressed its pleasure with the court action. "We're delighted," said a spokesperson. "STC will continue to move ahead vigorously to develop this unique television service for the American public."

NAB is proceeding in two related cases to block direct broadcast satellite service. It has appealed the commission's order authorizing the new service, and it has appealed the grant of STC's application—the first of eight the commission has thus far approved. The court has consolidated the two appeals in one proceeding.

In both, the NAB contends the commis-

What happens to local service when STV expands?

That's question FCC may face as city of Worcester, Mass., plans to fight proposed increase in STV hours

The FCC's deregulation of subscription television (BROADCASTING, June 21, 1982) cleared the way for any television station to broadcast as much STV programming as it wants.

But an announcement by WSMW-TV (ch. 27), the sole television station licensed to Worcester, Mass., that it is planning to increase its pay television offering appears to be drawing a chilly reception from parts of the community itself.

Last week the Worcester city council directed the city's legal department to contact the FCC to find out what steps it could take to block the move. It also resolved to complain directly to the station's owner, Melvin Simon Associates Inc., Indianapolis, making clear that "we want local service," according to Francis McGrath, Worcester city manager.

Worcester councillor Timothy Cooney, who said he was especially concerned that the station's proposal would deprive the community of local television news, told BROADCASTING the council also had agreed to establish a blue-ribbon committee to determine whether there was sufficient interest—and whether sufficient financial backing could be raised—to challenge the station's renewal. If those actions didn't convince the station to drop its plans soon, Cooney said he would urge the council to seek an injunction prohibiting the STV expansion.

Brian Higgins, WSMW-TV vice president

Pow wow. ABC, CBS, NBC, Cable News Network, the Association of Independent Television Stations, the Commissioner of Baseball and Hughes Television Network last week asked the FCC to convene a meeting, bringing together all interested parties, to try to hammer out an interim settlement of the commission's proceeding aimed at determining how much AT&T should charge for—and how costs should be allocated among users of—television transmission service.

In comments at the FCC, those "user parties" said cancellation charges, customer provision of local channels and projections of part-time usage were the only points on which the parties needed FCC assistance to move further toward a settlement. "Because of the spirit of cooperation that exists among all parties, we believe that the chances for achievement of an interim settlement are extremely good," they said. Those same parties had earlier suggested that the rate for part-time interexchange service reduced from the current 93 cents to 70 cents per channel mile hour, and that the rate for full-time interexchange service be increased from the current \$68.15 to \$75 per channel mile per month (BROADCASTING, Dec. 6, 1982).

and general manager, said the station still planned to stick to its game plan. While it has been offering American Television & Communications's Preview program service from 7 p.m. until 6 a.m. on weekdays, and from 3 p.m. until 6 a.m. on weekends, on March 1 the station plans to start offering that programming from 5 p.m. until 6 a.m. on weekdays, and from 1 p.m. until 6 a.m. on weekends, he said. (Higgins also said the station had been discussing increasing its pay offering even more, but that no plans had been "finalized.")

Nonetheless, Higgins said, WSMW-TV still intended to serve the community. "We've been serving Worcester for 13 years," he said. "We'll obviously continue to do our share of public service," he said.

According to Higgins, ATC has already acquired WQTV's subscriber list from Satellite Television & Associated Resources, which has been providing the WQTV service. After WQTV's customer decoders are converted to receive WSMW-TV's signal, WSMW-TV would start serving those Boston customers with its own signal, Higgins said.

Higgins also said WSMW-TV was currently serving about 40,000 subscribers. After the Boston subscribers are added to its reach the station would be serving a minimum of 70,000 subscribers, he said. □

FCC to examine its regulations of call letters

The time has probably come for the commission to launch a rulemaking "looking into the current usefulness of our call letter assignment policies."

Or so said the FCC in permitting the Classical Broadcasting Society of San Antonio Inc. to use KPAC as the call for a new non-commercial FM station in San Antonio, Tex., over the objections of KISS Broadcasting Inc., licensee of KMAC(AM), also in San Antonio.

Under the FCC's current policy, stations may request call letters of their choice, except for the initial letter, as long as those letters are available, in good taste, and are sufficiently dissimilar phonetically and rhythmically from existing call letters of stations in the same service area, so there will be no significant likelihood of public confusion.

The FCC, however, said that the controlling question is simply whether the letters in two call signs, apart or in combination, would sound sufficiently alike to an average listener so that the listener would confuse one station for another.

In its order, the FCC said the difference between the M and the P in KMAC and KPAC were "sufficient to dispel a significant likelihood of public confusion."

To the extent that its analyses in earlier cases were inconsistent with the analysis it was presenting now, the FCC said it was overruling those. "Until we have concluded our forthcoming rulemaking on call sign assignments, we shall apply the common sense test for public confusion described above," the FCC said. □

Deregulation direction. Comprehensive deregulation of the long-distance telephone market isn't feasible—at least in the near term. FCC Commissioner Henry Rivera said before the Institute for Study of Regulation in Kansas City, Mo. Nonetheless, the commission should fashion a transition to a market structure in which "competition can supplant regulation by means of deregulatory reform on a systematic basis in discrete 'candidate' submarkets," Rivera said. "During such a transition, some regulatory intervention will be required in those 'core' markets in which a firm exhibits dominant influence. But to the extent possible, we should allow carriers, even in markets which they 'dominate,' to engage in vigorous fair competition in order to obtain the maximum benefits and the least distortions from the 'selective competition' caused by this pro-competitive regulatory intervention," the commissioner said.

He also said that "discrete" candidate submarkets that may be appropriate for deregulatory reform were physically distinct markets, such as international private line service, "for which cost allocation presents fewer problems"; new competitive high technology markets, in which the dominant carrier exercises no market power, such as the high-speed switched digital market, and rate experimentation services in the "core" service offering

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Baker's call for better programing

Group W head, in citing survey showing people enjoy sports over watching TV, says broadcasters must give viewers what they really want

People still spend most of their leisure time watching television, but most of them get more fun out of something else—jogging or running or playing ping-pong, for instance.

That was the core finding of a survey reported last week by Dr. William F. Baker, president of Group W Television and chairman of Group W Satellite Communications. Speaking to the Texas Association of Broadcasters at San Antonio, Baker said 50% of those surveyed listed participatory sports as their most enjoyable leisure activity, while only 15% named television as most enjoyable. Even reading rated two percentage points higher than TV, he added.

What this means, Baker told the broadcasters, is that "your enemy may not be competing technologies. It may turn out to be the Nautilus machine and ping-pong."

Baker said the survey was conducted for Westinghouse Broadcasting and Cable, parent of the Group W operations, by Decision Research Corp. of Lexington, Mass., among a national sample of 500 TV viewers in January. The purpose, according to DRC, was to learn how people are spending their leisure time, how they are using television and how well Group W's *PM Magazine* is fulfilling viewer needs and desires. DRC said the findings can be projected, within four percentage points, to all people in the continental U.S. who watch TV at least five hours a week.

DRC reported that 80% of the sample said they watch TV to "relax and unwind," and that 66% said they prefer programs that "entertain" to those that are "informative."

Yet the only program types rated "very enjoyable" by more than one-third of the sample were national news and local news (each named by 54%); informational shows like *PM Magazine* (44%) and movies (40%). At the other extreme, only 12% said they were "very satisfied" with prime time network programs, and close to a third ranked four program types as "not at all enjoyable": game shows (31%); "shows about Hollywood and other national personalities like *Entertainment Tonight* (29%); talk shows (29%) and reruns of old prime time programs (also 29%).

"Confronted with developments like these, what can we do?" Baker said. "I think a lot."

At Group W, he said, "we're developing all our energies to those strategies that we think can turn present problems into future advantages." He cited enlisting TV stations



Baker

as regional affiliates of the Satellite News Channel cable service, and the highly successful *PM Magazine* series. "To my way of thinking," he said, "[*PM*] is the kind of productive programing that *all* of us are going to have to work toward in this decade. We need all the bright ideas we can get."

Baker cited the proliferation of specialty magazines. "Who can doubt that something similar is happening in the world of television?" he asked, and added:

"I don't suggest that the three networks are near death. They're still quite powerful. (And like large animals, are never more dangerous than when they are finally threatened.) They still will always have 100% penetration and continue to garner a large segment of the audience. Meanwhile, each year we see a corresponding expansion in the role played by the local independents—and by a hundred or more channels of cable. That is not only because these multiple, alternate signals are now technologically feasible. Even more, it's because the public is increasingly demanding a wider choice."

As this trend continues, Baker said, "no longer will New York or Washington, D.C. call the shots for the rest of us. The real trends all begin elsewhere. That means our viewers and listeners are fast becoming fed up with the old forms and contents of mass programing that suited the '50's so well. The

people are growing weary of the 'least objectionable program.' They want the program of their own first choice—and they want it when they want it."

This means "enormous programing cost pressures" and, particularly for local stations, a need "to achieve greater efficiencies in programing." To that end, he said, "we need more meaningful measurements" that go beyond the gross numbers and show "what the people really want, who our publics are, and how they differ" and whether they really enjoy what they watch.

"The road to the future is an un-lonesome trail," Baker said, because most people are already on it. It's our job to see where it's going. And then to get out in front as soon as possible." □

AWRT members hear it straight from regulators

Public affairs seminar features speakers including Jones, Ferris, Wiley, Cox, Harris and Packwood

Communications issues affecting both cable and broadcasting were the focus of a day-long seminar last week in Washington sponsored by the national chapter of American Women in Radio and Television. Promoted as a public affairs seminar the event attracted 125 members and interested observers.

The seminar's agenda covered a variety of issues and featured FCC officials, Congressmen and members of the communications industry. To kick-off the affair, attendees heard from Sallie Forman, director of government relations for NBC in Washington, on "How to Get Involved in the Legislative Process." Forman presented a step-by-step overview on how a bill winds its way through Congress.

The panel session "The FCC Yesterday, Today and Tomorrow" had a lineup including: FCC Commissioner Anne Jones, former FCC Chairmen Charles Ferris and Richard Wiley, and former FCC Commissioner Kenneth Cox. There was praise and criticism from the panel on current FCC deregulatory policies. Cox, now senior vice president of regulatory affairs for MCI Telecommunications, told the group he disagreed with arguments that "there is no spectrum scarcity." Instead, he maintained that "it is finite... we are never going to have all the spectrum we need." Cox noted that with the current FCC "the tide of deregulation has reached full flood. It's often ignoring the reason for adoption of FCC rules in the first place."

Wiley, now a partner with Kirkland & Ellis, Washington, said that the marketplace

has been transformed by technical advances. "The day has gone when over-the-air broadcasting is the be-all and end-all. We now have a video marketplace. The American people couldn't care less about how a program is delivered," he said.

Jones, on the subject of spectrum scarcity, said that because of the new technologies it is conceivable that you could sell or lease spectrum. She also pointed out that turning the public airwaves into private property might put their access out of reach for many groups, especially public or noncommercial users, who might be unable to afford to rent or buy.

They also heard from FCC Mass Media Bureau Chief Larry Harris on the subject of ownership opportunities. Harris told the audience that "you're in a very difficult position. When it was very bad to be a minority, you were; when it was good, you weren't." Harris saw the common carrier field as an especially lucrative marketplace for women because of the high demand for lawyers, economists, statisticians, engineers, managers and sales people. "Women in computer sales are far ahead of the rest," said Harris.

For women seeking ownership in broadcasting and communications, Harris coun-

the new technologies. "If cable is going to fulfill its promise, then cable is going to have to stop being regarded as a social dream machine or as golden geese by local regulators," she stated.

Fox talked about the "hot topic" of franchise fees. She said that local regulators' attempts to maintain control over franchise fees and raise the fees to as high as 5% of a cable system's gross revenues, were creating serious problems for the industry.

The battle for control over the franchise process is now being fought in Congress. Legislation has been introduced in the Senate, that undercuts cities' authority to set franchise fees. Fox would not comment on the ongoing negotiations between cable and the National League of Cities in trying to reach a compromise on the measure.

"Communications Issues before the 98th Congress," was the title of a session hosted by Senator Bob Packwood (R-Ore.). Packwood is chairman of the Senate Commerce Committee, which sets communications policy. Packwood discussed pending communications legislation in the Senate. He noted that the broadcast deregulation bill (S. 55) sailed through his committee and would likely pass in the Senate. He said he was uncertain what would happen to the measure when it reached the House. S. 55 is similar to a measure which was introduced and passed by the Senate last year, but died in the House (see "Top of the Week").

Packwood also said he was skeptical about the future of cable, which might be outdistanced by the new technologies. When asked what his position was on broadcast ownership rules, he told the audience he would get rid of the FCC's rules and leave it to the antitrust laws. However, he said, it was unlikely his committee would act on those rules.

There is an important role for government to play in setting standards, said Erwin Krasnow, senior vice president and general counsel for the National Association of Broadcasters. Krasnow talked about the pros and cons of television and radio deregulation. He said it was "OK for the FCC to be a traffic cop but not a morals and vice squad." There are areas in communications that need regulation, Krasnow explained.

In particular, he said, broadcasters look to the FCC to authorize new technologies and set technical standards. He said there was a "crying need" for the FCC to get involved in setting standards. "We think it is a big mistake to have the marketplace set standards," he said.

Another session included discussion by Representative Al Swift (D-Wash.) on the early release of election results by broadcasters and its effect on voters. Swift is a member of the House Telecommunications Subcommittee and a member of the House special task force on elections. Swift noted that there are some definite First Amendment conflicts surrounding that issue. He cited several ways that broadcasters might be curbed from releasing early election results; however, he said, they all raise serious First Amendment questions. "One thing is clear," Swift said, "the less we have to legislate in that area the better off for everybody." □

Vietnam press coverage still controversial

USC conference examines consequences of war reporting

Ten years after America's formal withdrawal from the Vietnam War, the manner in which the American press covered that conflict remains a source of controversy. Did the coverage — especially television's — influence the conduct of the war and, as critics claim, in ways that were not justified by the facts? Was the press, in effect, largely responsible for what has come to be regarded as America's first defeat in war?

Perhaps no single event in that war offers a better textbook example of what the controversy is about than the North Vietnamese Tet offensive in January 1968. Some 80,000 troops attacked more than a dozen cities in the south, including Saigon and Hue. The ferocity of the attack was all the more stunning in view of earlier statements of American officials that such an offensive was be-



Harris



Packwood



Braestrup



Laurence

seled, their best bet is to seek out venture capitalists and insurance companies. Harris said it was unlikely the FCC, on its own volition, would include women as minorities. He urged the AWRM members to "sell yourself as professionals and forget about thinking of yourself as a minority. If you can show [the venture capitalists and insurance companies] you'll make money, they'll go with you."

In other comments, Harris described the low-power television application process at the FCC as finally beginning to make some headway, although he admitted that in the beginning it was an "unmitigated disaster." The FCC, Harris said, had not even drawn up "short-range plans" when it authorized the new service. "You cannot open up 7,500 applications without the staff to process them," Harris explained. About 38 of 342 staff members of the Mass Media Bureau are currently assigned to LPTV duty, Harris reported, and once the computer is up and running by May 1, Harris said, he expects the FCC to grant between 300 and 500 LPTV applications per month.

The future of cable television was another topic of discussion. Brenda Fox, general counsel for the National Cable Television Association, talked about some of the problems facing cable systems today. She noted that cable is facing "stiff competition" from

yond the enemy's capability. In most of the news media, Tet was an "allied disaster." Two months later, President Johnson announced his intention not to seek re-election.

Peter Braestrup, former Saigon bureau chief for the *Washington Post*, wrote a book, "Big Story," published in 1977, sharply critical of the press's coverage, particularly television's. The press had been overwhelmed by the event, he said, and had transformed an allied victory on the ground into a defeat in the minds of the American public (BROADCASTING, June 20, 1977). Braestrup, now editor of the *Wilson Quarterly*, published by the Washington-based Woodrow Wilson International Center for Scholars, is still defending his thesis. But he has been disputed by another veteran of the Saigon correspondent corps, John Laurence, an ABC News correspondent now based in London.

The occasion was a four-day conference on "Vietnam Reconsidered: Lessons from a War," sponsored by the University of Southern California School of Journalism. And to Laurence, one of the lessons learned by governments around the world is the need to impose strict censorship on coverage on military affairs. He said the British imposed "dictatorial censorship" on coverage of their Falklands war because, they said in effect, "The Americans lost their war in Vietnam

because of the press."

But Laurence, who covered the war as a CBS News correspondent, believes criticism of the reporters' work in Vietnam is a self-serving exercise. Those who say the journalists in Vietnam were "inexperienced" or "irresponsible" and were "shaken" by the Tet offensive "and then dramatized their reports because of personal fear and foreboding" were overreacting "to the truth of the time," he said.

Braestrup, in his book, wrote of reporters who had been "shocked" and "unsettled" by combat and permitted personal reactions to appear in their copy. Not the correspondents Laurence remembers. "The reporters who covered the Tet offensive were uniformly steady under combat pressure," he said. Furthermore, he said, the only evidence Braestrup offered in support of his claim "is the behavior of one rattled reporter and the author's own reactions."

But Laurence does not claim the coverage was always on the mark. He said reporters' work can be only as accurate as their sources of information—this, after noting that erroneous reports that a Viet Cong unit had penetrated the American embassy in Saigon during the Tet fighting were based on information from military police at the scene.

Braestrup, during his turn at the conference, did not criticize the press for its initial reports of the Tet offensive: "In crisis, first reports are always partly wrong." But the failure to convey what he perceived as the changing conditions following the offensive

in February and March, he said, "was perhaps the media's greatest sin."

But did the coverage alter the course of the war? Braestrup said such claims are impossible to substantiate. In fact, he said, polls at the time showed that public support for the war continued on a slow decline begun in 1965.

But Braestrup's conclusion was not that the media—whatever their failings, real or imagined—bore responsibility for the course of events. He said that it could be

speculated that the politicians would have reacted "more calmly" if the press and television "had portrayed the battlefield with more cold light and less black fog." But, he said, "the ultimate responsibility—for candor and coherence before the crisis and for firm leadership and coherence in crisis—lay not with the media but with the President. By failing to meet this responsibility, Lyndon Johnson made the Tet crisis in Washington and his own humiliation, in large measure, a self-inflicted wound." □

Changing Hands

PROPOSED

WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM), Leesburg, Fla. □ Sold by General Communicorp. to Starr Broadcasting for \$7.3 million. **Seller** is owned by Robert Herpe, former board chairman of National Radio Broadcasters Association, who has no other broadcast interests. **Buyer** is headed by Michael Starr, general manager and principal in WMOD-TV Melbourne, Fla. WSCR is 1 kw daytimer on 1220 khz. WPLR is on 99.1 mhz with 10 kw and antenna 950 feet above average terrain. WHLY is on 106.7 mhz with 100 kw and antenna 928 feet above average terrain.

KRLA(AM) Pasadena, Calif. □ Sixty percent sold to Western Broadcasting Corp., owner of other 40%, for \$4,679,164. **Sellers** are

Voice in Pasadena Inc. (25%), Goodson-Todman Broadcasting Inc. and Pasadena Broadcasting Co. (15% each) and Charles W. Jobbins (5%). They became stockholders in KRLA, along with Western, in 1978 settlement when all were competing applicants for 1110 khz facility covering Los Angeles. Agreement included option for Western to acquire balance of stock. **Buyer** Western is owned by entertainer Leslie Townes (Bob) Hope (44.5%), William R. Pagen (17.2%), Norman R. Tyre (9.04%), TV personality Art Linkletter (5.7%) and five others. KRLA is on 1110 khz with 50 kw day and 10 kw night.

WFMR(FM) Milwaukee, Wis. □ Sold by Thomas Communications Corp. to Josephson International Inc. for \$3.2 million ("In Brief," Feb. 14). **Seller** is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%), Fostoria, Ohio, investment company headed by Robert F. Bell, president. Embrescia bought, subject to FCC approval, WIFE(AM) Indianapolis for \$1.3 million (BROADCASTING, Feb. 7). Thomas Communications last year acquired 60% balance of WFMR's stock—it already owned 40%—from G. Douglas Cotrin for \$2 million (BROADCASTING, May 31, 1982). Embrescia's brother, James Embrescia, is principal owner of WWWF(FM) Cleveland. **Buyer** is publicly traded, New York-based international talent and management agency and group owner of three AM's and three FM's. Alvin H. Schulman is president. WFMR is on 96.5 mhz with 20 kw and antenna 806 feet above average terrain.

KXYZ(AM) Houston □ Sold by Slater Broadcasting Co. to 13 Radio Corp. for \$2.3 million ("Closed Circuit," Jan. 31). **Seller** is principally owned by Manning Slater, who bought station in 1979 for \$1.8 million from ABC (BROADCASTING, Feb. 5, 1979). **Buyer** is subsidiary of New York-based Infinity Broadcasting Corp., which is principally owned by Michael A. Wiener, Gerald Carrus and Richard Ullman. Infinity Broadcasting owns five FM's and 80% of WJIT(AM) New York. KXYZ is on 1320 khz with 5 kw full time. *Broker: W. John Grandly.*

WBKZ(FM) Glen Burnie, Md. □ Sold by The Baltimore Radio Show Inc. to Belvedere Broadcasting Corp. for \$1.5 million. **Seller** is owned by some 130 stockholders and headed by Harry R. Shriver, president. It also owns WFBK(AM) Baltimore and WOYK(AM) York, Pa. **Buyer** is principally owned by Thomas F. McNulty and wife, principal

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owners of WWIN(AM) Baltimore. WBKZ is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

KKZZ(AM)-KOTE(FM) Lancaster, Calif. □ Sold by Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for \$800,000. **Seller** is owned by David A. Rodgers, who owns WBML(AM) Macon, Ga. Last year he sold WBIS(AM) Bristol, Conn., for \$463,000 (BROADCASTING, Oct. 11, 1982). **Buyer** is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Southwest Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KVOZ(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif.; KVKM(AM)-KGEE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. KKZZ is 1 kw daytimer on 1380 khz. KOTE is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain. *Broker: Blackburn & Co.*

KVSO(AM) Ardmore, Okla. □ Sold by KVSO Broadcasting Co. to Stauffer Communications Inc. for \$750,000. **Seller** is principally owned by Albert Riesen Jr. and family. Deal includes sale of co-located *The Daily Ardmore* for \$6.55 million plus real estate for \$700,000 for total of \$8 million. **Buyer** is Topeka, Kan.-based newspaper publisher and group owner of five AM's, three FM's and two TV's. Stanley H. Stauffer is president. It is requesting waiver of FCC's cross ownership rules for 18 months while it seeks buyer for radio station. KVSO is on 1240 khz with 1 kw day and 250 w night.

WMFD(AM) Wilmington, N.C. □ Sold by Village Radio of Wilmington Inc. to WMFD Inc. for \$500,000. **Seller** is subsidiary of Village Companies, Chapel Hill, N.C.-based group owner of two AM's and two FM's, principally owned by James A. Heavner. It also bought, subject to FCC approval, WQRB(AM)-WBAG(FM) Burlington, N.C., for \$1.75 million (BROADCASTING, Jan. 17) and has spun off, subject to FCC approval, WQRB for \$165,000 (see "For the Record," page 84). **Buyer** is owned by Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizzard (25% each). Carolina Bottlers is owned by local investors Carl B. Brown Jr. and Donald R. Watson. Hauser is former general manager of Village's WCHL(AM) Chapel Hill, N.C. WMFD is 1 kw daytimer on 630 khz.

KNWA(FM) Fayetteville, Ark. □ Sold by Kessler Mountain Broadcasting Inc. to Noalmark Broadcasting Corp. for \$457,500. **Seller** is owned by Paul E. Van Hook, E. H. Froning and Rip Lindsey, who have no other broadcast interests. **Buyer** is El Dorado, Ark.-based group owner of four AM's and four FM's headed by William C. Nolan Jr., president. KNWA is on 103.9 mhz with 800 w and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

WETQ(FM) Oak Ridge, Tenn. □ Sold by Rau Radio Stations Inc. to O. Ray Harper for \$400,000. **Seller** is Washington-based group

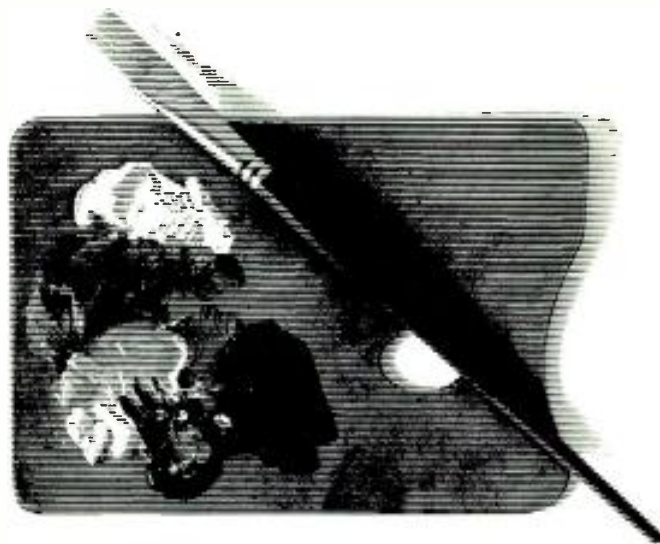
owner of five AM's and five FM's owned by Robin Rau Henry, president, and family. Last year Rau Radio also sold WARK(AM)-WWCS(FM) Hagerstown, Md., for \$730,000 (BROADCASTING, May 10, 1982). **Buyer** is principal owner of WYSH(AM) Clinton, Tenn., which he bought last year for \$500,000 (BROADCASTING, Sept. 13, 1982). WETQ is on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain.

WPAR(AM) Parkersburg, W. Va. □ Sold by Burka Broadcasting Inc. to Composite Broadcasting Inc. for \$374,000. **Seller** is owned by some 100 stockholders and headed by Bernard A. Burka, president. None have other broadcast interests. **Buyer** is owned by John W. Patten, president (19%),

and four others, who are principal owners of WNUS(FM) Belpre, Ohio. WPAR is on 1450 khz with 1 kw day and 250 w night.

KDOG-TV (CP) Nacogdoches, Tex. □ Sold by Dogwood Broadcasting Corp. to KLMB-TV Inc. for \$200,000. **Seller** is principally owned by Raymond G. Schindler, who also is president of KVLG(AM)-KMUZ(FM) La Grange, Tex., and KLMN(TV) Fort Smith, Ark. **Buyer** is group of 15 stockholders headed by Clara J. McLaughlin, president (32.79%), which also holds construction permits for new TV's at Longview and Paris, both Texas. It plans to use KDOG-TV as satellite to Longview station. KDOG-TV is authorized to operate on channel 19 with 2,500 kw visual, 250 kw aural, and antenna 1,501 feet.

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ized to operate on channel 19 with 2,500 kw visual, 250 kw aural, and antenna 1,501 feet above average terrain.

Other proposed station sales include: WULT-TV (CP) New Orleans; WQRB(AM) Burlington, N.C., and WISQ(FM) West Salem, Wis. (see "For the Record," page 84).

APPROVED

KKTV(TV) Colorado Springs □ Sold by Capitol of Colorado Corp. to Ackerley Inc. for \$15.5 million. **Seller** is subsidiary of Capitol Broadcasting, Jackson, Miss.-based group owner of one AM, one FM and three TV's. It also sold, subject to FCC approval, WJTV(TV) Jackson, Miss., for \$19 million (BROADCASTING, Dec. 20, 1982) and co-located WSLI(AM)-WXYL(FM) for \$2.75 million (BROADCASTING, Feb. 14). T. M. Hederman Jr. is president. **Buyer** is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and last year bought WIXT(TV) Syracuse, N. Y., for \$13.8 million (BROADCASTING, May 10, 1982). KKTV is CBS affiliate on channel 11 with 85.1 kw visual, 42.6 kw aural, and antenna 2,380 feet above average terrain.

KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. □ Sold by Chartcom Inc. to Surrey Broadcasting for \$10 million. **Seller** is subsidiary of Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which is selling off its radio station group. Charter

last year sold WDRQ(FM) Detroit to **Amaturo Group** for \$5 million (BROADCASTING, Nov. 1, 1982). Charter has not yet announced buyers for its remaining stations, KIOI(FM) San Francisco and KCBQ-AM-FM San Diego. Chartcom also publishes *Redbook* and *Ladies' Home Journal* and is former publisher of afternoon *Philadelphia Bulletin*, which ceased publication last year. **Buyer** is headed by Kent Nichols, chairman, and Campbell Stuckeman, director. Surrey Broadcasting owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City, latter bought last year for \$3.65 million (BROADCASTING, April 19, 1982). Surrey already announced it has put Wisconsin stations up for sale for \$6 million (BROADCASTING, Dec. 20, 1982). KYKY is on 98.1 mhz with 100 kw and antenna 540 feet above average terrain. WOKY is on 920 khz with 5 kw day and 1 kw night. WMIL is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

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

KMHT-AM-FM Marshall, Tex. □ Sold by Radio Marshall Inc. to Marshall Media Inc. for \$1.1 million. **Seller** is owned by H. A. Bridge Jr. (50%) and E. W. Mahone Jr. and

wife, Mildred (25% each). They are former owners of KLUE(AM) Longview, Tex., which they sold in 1980 for \$525,000 (BROADCASTING, Aug. 4, 1980). **Buyer** is owned by George Franz (50%), Clint Formby (30%) and Ray Eller (20%). Formby owns 50% of KPAN-AM-FM, 45% of KTEM(AM)-KPLE(FM) Temple, and 40% of KVLT(AM) Levelland, all Texas. Franz is general manager of KTEM(AM)-KPLE(FM) and, with Eller, principal owner of KSAM(AM)-KHUN(FM) Huntsville, Tex. KMHT is on 1450 khz with 1 kw day and 250 w night. KMHT-FM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

Other approved station sales include: WSUL-FM Monticello, N. Y., and KBUH-AM-FM Brigham City, Utah (see "For the Record," page 84).

CABLE

Cable systems serving northwest Arkansas, near Fort Smith and Little Rock □ Sold by Rural Antenna Systems Inc. and Town and Country Cablevision to Razorback Cable Association for \$4 million. **Seller**: Rural Antenna is headed by Ralph Lewis, president, and Town and Country is headed by Des Rush, president. **Buyer** is general partnership of DMN Cable Investors, New York, and Metro Cable, Riverton, Wyo. DMN Cable Investors is headed by Drew M. Netter, president. He is president of tax advantage investment division of Stuart Coleman & Co., Wall Street investment firm. Metro Cable is headed by Robert Threlkeld, president. Metro also operates cable systems in Colorado, Wyoming, Idaho, South Dakota and Iowa. Sold systems serve 7,000 basic subscribers and 4,000 pay subscribers. **Broker**: Daniels & Associates for sellers.

Cable system serving Farmersville, La., and Leland and Hollandale, both Mississippi □ Sold by Commco Cable TV to Broadband Cablevision Inc. for \$2.1 million cash. **Seller** is part of El Campo, Tex.-based Commco Construction Co., cable plant construction firm. Bill Jenkins is president. Commco also recently sold 890-subscriber cable system serving Cabot, Ark., for \$700,000 (BROADCASTING, Feb. 7). **Buyer**, owned by Nathan Levine, is Dallas-based 20-system MSO with 24,000 basic subscribers and 30,000 pay subscribers. Sold systems serve 3,000 basic subscribers and 1,100 pay subscribers with 78 miles of plant. **Broker**: Daniels & Associates for seller.

Cable system serving Weaverville, Calif. □ Sold by Trinity Cable TV Inc. to Dickinson Communications Ltd. for \$500,000. **Seller** is owned by Victor and Helen Schults, who are part owners of other systems in California and Washington. **Buyer** is headed by William S. Dickinson, managing general partner. Dickinson Communications also owns 50% of Dickinson Pacific Cablesystems, 32,500-subscriber cable system serving Huntington Beach, Westminster and Fountain Valley, all in Orange county, Calif. Weaverville system serves 700 basic subscribers and 500 pay subscribers with 21 channels and 21 miles of plant. **Broker**: Daniels & Associates for seller.



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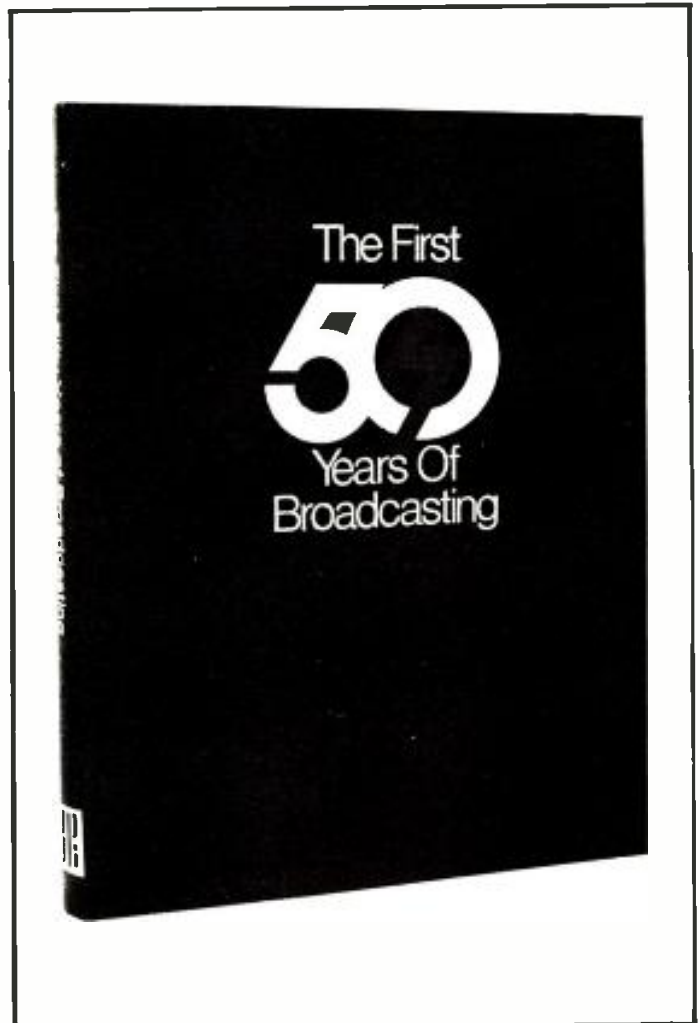
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*BROADCASTING's first issue (Oct. 15, 1931) traced the four other estates to
Edmund Burke by way of Thomas Carlyle: "Burke said there were Three Es-
tates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth
Estate more important far than they all." The three earlier parliamentary es-
tates: the Lords Spiritual, the Lords Temporal and the Commons.



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Communication Industries Association of Japan. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

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

April 8—Broadcasters' Promotion Association board meeting. Fairmont hotel, New Orleans.

April 8-9—Eleventh annual broadcast journalism seminar, as part of regional *Radio-Television News Directors Association* conference (Kansas, Missouri, Iowa, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UPI broadcasters. University of Kansas, Lawrence. Information: David Dary, UK School of Journalism, Lawrence, Kan., 66045; (913) 864-7555.

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

April 9—Radio-Television News Directors Association regional meeting. Davenport hotel, Spokane, Wash.

April 9-10—National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law workshop for station counsel. Aladdin hotel, Las Vegas.

April 10-12—"The Independent Documentary: Implications of Diversity" conference sponsored by *American Film Institute* and *Corporation for Public Broadcasting*. Keynote speaker: Fred Friendly, former president of CBS News and current professor emeritus, Columbia University Graduate School of Journalism, New York. Kennedy Center, Washington.

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

April 10-13—National Gospel Radio Seminar. Radisson Plaza hotel, Nashville.

April 10-17—Prix Futura Berlin, international radio and television contest, held every two years and organized by Sender Freies Berlin and Zweites Deutsches Fernsehen under auspices of *European Broadcasting Union*. Categories for radio and television are drama and documentary. Television Center, Berlin. Information: Organisationsbüro Prix Futura, Sender Freies Berlin, Masurenallee 8-14, D-1000, Berlin 19.

April 11—Matrix Awards luncheon sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.). Waldorf-Astoria, New York.

April 14—National Academy of Television Arts and Sciences, Syracuse University chapter, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 15-17—Alabama AP Broadcasters Association annual convention. Gulf Shores State Park, Gulf Shores, Ala.

April 17-19—Virginia Cable Television Association annual convention. Speaker: Ted Turner, Turner Broadcasting System. Homestead, Hot Springs, Va.

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

April 18-20—Armed Forces Radio and Television Service worldwide workshop. Anaheim Sheraton, Anaheim, Calif.

April 18-23—"Radio-TV Week," sponsored by *Illinois Broadcasters Association* and *Southern Illinois University, Carbondale*. Department of Radio-TV, SIU campus, Carbondale, Ill.

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

April 21-22—National Association of Broadcasters broadcast management seminar. Palmer House, Chicago.

April 21-23—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet,

veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

April 22-23—Radio-Television News Directors Association region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

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

April 24-27—Eleventh annual "Telecommunications Policy Research Conference." Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia, 19122; (215) 787-8473.

April 25-27—Satcom '83, sponsored by *International Association of Satellite Users*. Hyatt Orlando, Orlando, Fla.

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

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

April 29—Deadline for applications for *Society of Broadcast Engineers'* certification exams. Information: Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

May

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

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

May 7—Radio-Television News Directors Association region 13 meeting with Virginia AP Broadcasters. Sheraton Fredericksburg, Fredericksburg, Va.

May 8-11—International Television Association's 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

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

May 11—New England Cable Television Association spring conference. Sheraton Tara, Nashua, N.H.

May 11—"A Study of Careers at Cable TV Programming Services," sponsored by *New York University School of Continuing Education Telecommunications Program*. NYU campus, New York.

May 12-13—Federal Communications Bar Association conference on international communications, co-sponsored by Georgetown University's International Law Institute. Capital Hilton hotel, Washington.

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

May 13-14—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

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

May 14—Radio-Television News Directors Association region 14 meeting with Florida AP Broadcasters. Busch Gardens, Tampa, Fla.

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

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference), sponsored by *Native American Public Broadcasting Consortium*, Downtown Holiday Inn, Minneapolis.

May 16-19—Arbitron Radio Advisory Council meeting. Homestead, Hot Springs, Va.

May 16-19—Canadian Cable Television Association 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

May 18-19—Ohio Association of Broadcasters' spring convention. Dublin Stouffer's, Columbus, Ohio.

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

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

May 19-20—University of Wisconsin-Extension "Broadcast Engineering Management" seminar. UW campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 20-22—Pennsylvania AP Broadcasters annual meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

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

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

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

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

June

June 2-4—Arizona Broadcasters Association spring convention. Sheraton El Conquistador, Tucson, Ariz.

June 2-5—Alabama Association of Broadcasters spring convention. Holiday Inn, Sheffield, Ala.

June 5-7—Microwave Communications Association annual convention. "MCA '83: Opportunities in New Technologies." Washington Marriott hotel, Washington. Information: Chris Selin, Suite 705, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

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

June 8-10—CBS RadioRadio affiliates board meeting. New York.

June 8-10—Oregon Association of Broadcasters spring conference. Inn of the 7th Mountain, Bend, Ore.

June 9-11—South Dakota Broadcasters Association annual convention. Holiday Inn, Spearfish, S.D.

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

June 9-12—Missouri Broadcasters Association meeting. Rock Lane Lodge, Branson, Mo.

June 9-12—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi, Miss.

June 11-15—American Advertising Federation annual convention. Hyatt Regency, Washington.

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

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by *University of Wisconsin-Extension*. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512 or (608) 262-8953.

June 13-17—National Association of Broadcasters board of directors meeting. NAB headquarters, Washington.

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

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

June 15—Deadline for entries in 26th annual "Cindy" awards for documentaries, public service and public affairs, sponsored by *Information Film Producers of America*. Information: Wayne Weiss, IFPA, 750 East Colorado Boulevard, Suite 6, Pasadena, Calif., 91101; (213) 795-7866.

June 15-17—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: *Canadian Department of Communications, Telesat Canada, Teleglobe Canada, University of Ottawa, Canadian Petroleum Association and Ontario Ministry of Industry and Trade*. Kent Street Holiday Inn, Ottawa. Information: Information Gatekeepers, 167 Corey Road, Suite 111, Brookline, Mass., 02146; (617) 739-2022.

June 16-17—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. Grand Hyatt hotel. New York.

June 16-18—*Maryland/D.C./Delaware Broadcasters' Association* annual convention. Sheraton Fontainebleau Inn. Ocean City, Md.

■ **June 16-18**—*Iowa Association of Broadcasters* convention. Clear Lake. Mason City, Iowa.

June 17-21—*Georgia Association of Broadcasters* annual convention. Ironworks Convention Center. Columbus. Ga.

June 19-23—*International Conference on Communications*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel. Boston.

June 23-26—*Virginia Association of Broadcasters* annual summer convention. Cavalier. Virginia Beach.

June 23-26—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel. New Orleans.

■ **June 26-29**—*Florida Association of Broadcasters* annual convention. Boca Raton hotel and club. Boca Raton, Fla.

July

■ **July 10-13**—*New York State Broadcasters* executive conference. Grossingers Convention Center, Grossingers. N.Y.

July 13-15—*Arbitron Television Advisory Council* meeting. Quail Lodge. Carmel, Calif.

July 15-17—*Oklahoma Broadcasters Association* annual summer meeting. Shangri La. Afton, Okla.

July 19-20—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. San Francisco. Information: (202) 331-1154.

August

Aug. 7-10—*CTAM '83* annual convention. Town & Country hotel. San Diego. Information: (404) 399-5574.

Aug. 15-18—*Arbitron Radio Advisory Council* meeting. Shangri-La. Afton, Okla.

■ **Aug. 16-18**—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow. Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs. W. Va.

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

■ **Aug. 29-31**—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

September

Sept. 7-9—Second annual *Great Lakes Cable Conference and Exposition*. Sponsor: Illinois-Indiana Cable TV Association. Indianapolis Convention and Exposition Center. Indianapolis. Information: Shirley Watson,

618-249-6263.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers, Cable Television Association of Great Britain, Electronic Engineering Association* and *The Economist* magazine. National Exhibition Center. Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria. New York.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel. South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace. Las Vegas.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international conference. Caesars Palace. Las Vegas.

■ **Sept. 23-25**—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, S.D.

October

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead. Hot Springs, Va.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel. New Orleans.

■ **Oct. 8-11**—*Texas Association of Broadcasters* fall convention. Hyatt Regency, Fort Worth.

■ **Oct. 12-13**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

■ **Oct. 13-16**—*Ohio Association of Broadcasters* fall convention. Epcot Center. Orlando, Fla.

Oct. 19-21—*Kentucky Broadcasters Association* fall

convention. Hyatt Regency, Lexington, Ky.

Oct. 23-25—*Televent U.S.A.* second international telecommunications conference. Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, 1777 F Street, N.W., Washington, 20006; (202) 842-8184.

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

November

■ **Nov. 1-3**—*Atlantic Cable Show*. Convention Hall. Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara. Lake of the Ozarks, Mo.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel. Las Vegas.

December

Dec. 5-8—*Arbitron Radio Advisory Council* meeting. South Seas Plantation. Captiva Island, Fla.

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

January, 1984


Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa. Carlsbad, Calif.

Jan. 16-20—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

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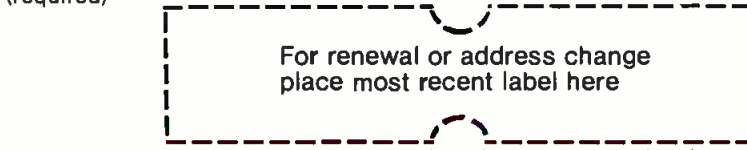
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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No



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For the Record

As compiled by BROADCASTING, Feb. 7 through Feb. 11, 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

- Olyphant, Pa.—Emke Media Enterprises Inc. seeks 750 khz, 2.5 kw-D. Address: 124 River Street, Drawer 401, Olyphant, Pa. 18447. Principals: Ruth M. Griffiths (50%), James J. Emmel (39%) and Rosemary Emmel (11%); who have no other broadcast interests. Filed Feb. 9
- Humacao, P.R.—Bernardo Reyes Guadalupe seeks 890 khz, 1 kw-U. Address: 13 m. 25 Condado Moderno, Caguas, P.R. 00625. Principals: Guadalupe has no other broadcast interests. Filed Feb. 20.
- Cedar Bluff, Va.—Cedar Bluff Broadcasting Co. seeks 770 khz, 500 w-D. Address: P.O. Box 411, Cedar Bluff, Va. 24609. Principals: Acie Rasnake, president (25%) and three others, none who have other broadcast interests. Filed Feb. 10.

FM applications

- Anchorage, Alaska—Alaska Black Broadcasting seeks 103.9 mhz, 2.5 kw, HAAT: 229 ft. Address: 1928 Columbine Street, Anchorage 99504. Principal: Major C. Jones Jr. (100%), who is employed with American Forces Radio and Television Service, Elmendorf Air Force base, Alaska. Filed Feb. 3.
- Sanibel, Fla.—Sanibel Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 201 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 are applicants for new FM's at Quincy, Panama City and Micanopy, all Florida. Filed Feb. 4.
- Valdosta, Ga.—Rainbow Group seeks 96.7 mhz, 2.4 kw, HAAT: 331 ft. Address: 1238 Ponderosa Dr., Valdosta 31601. Principals: Denton B. Harris (70%), Joseph P. Williams (20%) and John W. Wood (10%), who have no other broadcast interests. Filed Feb. 3.
- Honolulu—Guy Erway Jr. seeks 99.5 mhz, 100 kw, HAAT: -380 ft. Address: 5530 Camino Cerralvo, Santa Barbara, Calif. 93111. Principal: Erway also is applicant for new LPTV station at Goleta, Calif. Filed Feb. 4.
- Honolulu—Kenneth S. Hayashi Corp. seeks 99.5 mhz, 78 kw, HAAT: -119 ft. Address: 1870 Veteran Ave., Los Angeles 90025. Principal: Kenneth S. Hayashi (100%), who also is applicant for new FM at Lahaina, Hawaii (see below). Filed Feb. 4.
- Lahaina, Hawaii—Kenneth S. Hayashi Corp. seeks 101.1 mhz, 180 kw, HAAT: 1,275 ft. Principal: Kenneth S. Hayashi (100%), who also is applicant for new FM at Honolulu (see above). Filed Feb. 4.
- *Boise, Idaho—Idaho Migrant Council Inc. seeks 90.1 mhz, 25.6 kw, HAAT: 2,588 ft. Address: 715 South Capitol Blvd., P.O. Box 9469, Boise 83707. Principal: Noncommercial entity which has no other broadcast interests.
- Port Huron, Mich.—Gingrich Broadcasting Ltd. seeks 102.3 mhz, 1.1 kw, HAAT: 500 ft. Address: 1039 Division, Port Huron 48060. Principal: Dorothy Gingrich (100%), who has no other broadcast interests. Filed Feb. 7.

■ *McKinney, Tex.—International Institute seeks 91.3 mhz, 10 kw, HAAT: 375 ft. Address: P.O. Box 917, Lewisville, Tex. 75067. Principal: Subsidiary of Grace Fundamental Church of Lewisville, noncommercial institution. Donald R. Howard is president. Filed Feb. 4.

TV applications

- Green Valley, Ariz.—Green Valley TV Inc. seeks ch. 46; ERP: 84.9 kw vis., 8.49 kw aur., HAAT: 2,304 ft.; ant. height above ground: 113 ft. Address: 900 N. W. Eighth Avenue, Gainesville, Fla. 32601. Principal: Subsidiary of publicly held American Satellite and Television Inc. Mark K. Goldstein is president. ASTI, through subsidiaries, operates cable system at Alachua, Fla., and is applicant for new full service TV's at Fort Collins, Colo.; Forest City, N.C.; Rome, Ga., and Ogden, Utah. Filed Jan. 31.
- Asheville, N.C.—Local Majority TV seeks ch. 62; ERP: 1995.3 kw vis., 19.95 kw aur., HAAT: 1,009 ft.; ant. height above ground: 286 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Millard V. Oakley (100%), whose broadcast interests include four AM's and two FM's, all Tennessee; cable system serving Crossville, Tenn., and applicant for several full service and low-power TV stations. Filed Feb. 1.

FM actions

- *Fort Valley, Ga.—Joy Public Broadcasting Corp. granted 91.3 mhz, 100 kw, HAAT: 360 ft. Address: 2711 Chelsea Terrace, Baltimore 21217. Estimated construction costs: \$11,600; first-quarter operating cost: \$6,000. Principal: Noncommercial corporation. Joseph Brown is director and vice president. (BPED-820105AD). Action Jan. 31.
- *Northfield, Mass.—Northfield Mount Hermon school granted 91.5 mhz, 252 w, HAAT: 301 ft. Address: 206 Main Street, Northfield 01360. Principal: Educational institution which has no other broadcast interests. (BPED-820628AF). Action Jan. 31.
- Vandalia, Mo.—Vancom Inc. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 115 Vlasie Drive, Ballwin, Mo. 63011. Principal: William E. Ott (100%), who is engineer at KMOX(AM) St. Louis, and has no other broadcast interests. (BPH-820426AL). Action Jan. 26.
- Cut Bank, Mont.—Glacier Communications Inc. granted 102.7 mhz, 50 kw, HAAT: 573 ft. Address: Box 1425, Cut Bank 59427. Principals: Closely held group of more than 25 stockholders headed by Douglas B. Johnson, president. None have other broadcast interests. (BPH-820803AL). Action Feb. 1.
- *Schnecksville, Pa.—Lehigh County Community College granted 90.3 mhz, 871 w, HAAT: 157 ft. Address: 2370 Main Street, Schnecksville 18078. Estimated construction cost: \$16,800; first-year operating cost: \$5,000. Principal: Noncommercial educational institution which has no other broadcast interests. John G. Berrier is president. (BPED-

820614AE). Action Jan. 31.

■ Freeport, Tex.—Satellite Syndicated Systems Inc. granted 103.3 mhz, 100 kw, HAAT: 453 ft. (BPH-820825BQ). Action Jan. 31.

■ Deer Park, Wash.—Tri-County Broadcasting granted 107.1 mhz, 3 kw, HAAT: -66 ft. Address: Box 111, Colville, Wash. 99114. Estimated construction cost: \$20,000; first-year operating cost \$34,800; first-year revenue: \$60,000. Principals: Eric E. Carpenter and father, Gerald E. Carpenter (45% each) and Louis Musso III (10%). They own KCVL(AM)-KCRK(FM) Colville, Wash. (BPH-826127AF). Action Jan. 26.

■ Institute, W. Va.—Kanawha Economic Development Corp. granted 90.9 mhz, 1.9 kw, HAAT: 428 ft. Address: One Bruce St., Institute, W. Va. 25112. Estimated construction cost: \$73,000, first year operating cost: \$46,000. Format: Educational. Principal: Applicant is nonprofit corp. set up to provide minorities with experience and training for broadcast careers. Robert T. Lipscomb is president of board of directors. He's also director of KOJC(FM). Lipscomb is chemist at Union Carbide Corp. in Institute. (BPED-810121AB). Action Jan. 31.

Ownership changes

Applications

- WULF-TV [CP] New Orleans—seeks assignment of construction permit from New Orleans Area Telecasters to New Orleans Channel 20 Inc. for \$130,000. Seller is owned by Coastal Television Co. (61.25%) and Crescent City Television Corp. (38.75%). CTC has no other broadcast interests. CCTC's principal William G. Baker owns 25% of applicant for new TV at Memphis. Buyer is owned by Mutual Communications Corp. (80%), Coastal Television Co. (12.25%) and Crescent City Television Corp. (7.75%). MCC is wholly owned by Malcolm I. Glazer. CTC is group of 13 stockholders headed by Constantine G. Demmas, president and 16.9% owner. CCTC is group of six stockholders headed by Philip Y. Hahn, president and 16.6% owner. Glazer owns WTWO-TV Terre Haute, Ind.; KQTV(TV) St. Joseph, Mo., and WRBL(TV) Columbus, Ga. He also is principal in applicant for new TV's at Irving, Tex.; Orange Park, Fla.; Knoxville, Tenn.; Toledo, Ohio, and Salt Lake City. Filed Jan. 12.
- WQRB(AM) Burlington, N.C. (1150 khz, 1 kw-D)—Seeks assignment of license from Village Companies of Chapel Hill Inc. to Falcon Communications Inc. for \$165,000. Seller is Chapel Hill, N.C.-based group owner of two AM's and two FM's principally owned by James A. Heavner. It bought, subject to FCC approval, WQRB(AM) along with co-located WBAG(FM) Burlington, N.C., for \$1.75 million (BROADCASTING, Jan. 17) and is spinning off AM. Buyer: William A. Hawks (100%), who has no other broadcast interests. Filed Feb. 4.

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

■ **WISQ(FM)** West Salem, Wis. (100.1 mhz, 3 kw)—Seeks transfer of control of Everybody's Mood Inc. from stockholders (70% before; none after) to Highlands Broadcasting Inc. (none before; 70% after). Consideration: Assumption of about \$270,000 debt plus working capital. Principals: Sellers of 70% are bowing out; Donald Burr, 30% owner, will retain interest. Burr also is principal along with transferee Terry Rochester in WWQI-TV [CP] La Crosse, Wis. Buyer is headed by Donald G. Zirke, chairman, and Albert Mole, president, who also are applicants for new FM at Stevens Point, Wis. Filed Jan. 21.

Actions

■ **KKTV(TV)** Colorado Springs (CBS, ch. 11, 85.1 kw vis., 42.6 kw aur., HAAT: 2,380 ft.)—Granted assignment of license from Capitol of Colorado Corp. To KKTV Inc. for \$15.5 million. Seller is subsidiary of Jackson, Miss.-based Capitol Broadcasting Co., group owner of one AM, one FM and three TV's. T.M. Hederman Jr. is president. It also sold subject to FCC approval, WJTV(TV) Jackson, Miss. for \$19 million. Buyer is subsidiary of Ackerley Inc., which is principally owned by Barry Ackerley, who owns Bellevue, Wash.-based outdoor and airport advertising firm and also owns WIXT(TV) Syracuse, N.Y., which he bought this year for \$13.8 million (BROADCASTING, May 10, 1982). (BALCT-821203KO). Action Jan. 19.

■ **WSUL-FM** Monticello, N.Y. (98.3 mhz, 2 kw, HAAT: 360 ft.)—Granted assignment of license from Daw Communications Inc. to Radio Monticello Inc for \$475,000 (BROADCASTING, Oct. 18, 1982). Seller: Daniel S. Dayton (100%), who has no other broadcast interests. Buyer: C.E. Feltner Jr. (100%), who is president of Krypton Corp, New York and Palm Beach, Fla., motion picture library, and has no other broadcast interests. (BALH-821124EB). Action Feb. 3.

■ **KMHT-AM-FM** Marshall, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Radio Marshall Inc. to Marshall Media Inc. for \$1.1 million. Seller is principally owned by H.A. Bridge Jr. (50%), E.W. Mahone Jr., and wife, Mildred (15% each), who have no other broadcast interests. They are former owners of KLUE(AM) Longview, Tex., which they sold in 1980 for \$525,000 (BROADCASTING, Aug. 4, 1980). Buyer: George A. Franz (50%), Clint Formby (30%) and Ray A. Eller (20%). Formby owns 45% of KTEM(AM)-KPLE(FM) Temple, Tex., where Franz is general manager. Franz and Eller also each own 30% of KSAM(AM)-KHUN(FM) Huntsville, Tex. Formby in addition owns 50% of KPAN-AM-FM, 40% of KLV(AM) Levelland, and 30% of KTBB(AM) Tyler, all Texas. Formby sold his interest in KTBB, subject to FCC approval. (BALH-820818GY.Z). Action Jan. 28.

■ **KLUR(FM)** Wichita Falls, Tex. (99.9 mhz, 100 kw, HAAT: 820 ft.)—Granted assignment of license from KLUR Broadcasting Co. to Sam and Pamela Beard for \$2 million. Seller is subsidiary of Great Lakes Broadcasting Co. Carl Adams is chairman and Sam Beard is president and general manager. Adams owns 67.5% of KNCY-AM-FM Nebraska City, Neb. Adams also controls WHAP(AM) Hopewell, Va. Buyer is KLUR's general manager Sam Beard and wife, Pamela, who have no other broadcast interests. (BALH-821207GN) Action Feb. 3.

■ **KBUH-AM-FM** Brigham City, Utah (AM: 800 khz, 500 w-D, FM: 107.1 mhz, 3 kw, HAAT: 590 ft.)—Granted assignment of license from Brigham City Broadcasting Inc. to First National Broadcasting Corp. for \$450,000. Seller: Gary S. Yantes (51%) and family, who have no other broadcast interests. Buyer: Brent T. Larson (100%), who owns KAIN(AM) Nampa, Idaho; 17.5% of KXA(AM)-KYXX(FM) Seattle; 51% of KCKO(AM) Spokane, Wash.; 89% of KSVC(AM)-KKWZ(FM) Richfield, Utah; 40% of KSIT(FM) Rock Springs, Wyo. (BALH-82031GE). Action Jan. 27.

Facilities changes

FM applications

Tendered

■ **KEWC-FM** (89.5 mhz) Cheney, Wash.—Seeks CP to change TL; change HAAT to 2,183 (H), 840 ft. (V) and make changes in ant. sys. Ann. Feb. 9.

Accepted

■ **WGLF** (104.1 mhz) Tallahassee, Fla.—Seeks CP to increase HAAT to 673.5 ft. Ann. Feb. 9.

■ **KOZE-FM** (96.7 mhz) Lewiston, Idaho—Seeks modification of CP (BPH-811103AD) to make changes in ant. sys.

and increase ERP to 25 kw. Ann. Feb. 10.

■ **KRBV-FM** (104.9 mhz) Pocatello, Idaho—Seeks modification of CP (BPH-810731AF) to decrease ERP to 90 kw; increase HAAT to 1007 ft. and change TPO. Ann. Feb. 9.

■ **KNAN** (106.1 mhz) Monroe, La.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 452 ft. and make changes in ant. sys. Ann. Feb. 9.

■ **KFMZ** (98.3 mhz) Columbia, Mo.—Seeks CP to make changes in ant. sys. increase HAAT to 350 and change TPO. Ann. Feb. 10.

■ **KBLL-FM** (92.1 mhz) Helena, Mont.—Data Filed 1-27-83 in accordance with FCC's first reports and order adopted 5-27-82 and released 6-3-82 in doc. 80-523 showing proposed operation on frequency of 99.5 mhz; change TL; increase ERP to 30 kw; increase HAAT to 790 ft. and change TPO. Ann. Feb. 9.

■ **KNIF** (95.3 mhz) Gilmer, Tex.—Seeks CP to change TL; decrease ERP to 1 kw; increase HAAT 500 ft. and change TPO. Major environmental action under section 1.1305. Ann. Feb. 9.

■ **KZZK-FM** (102.7 mhz) Richland, Wash.—Seeks CP to make changes in ant. sys and reduce HAAT to 1,100 ft. Ann. Feb. 10.

■ ***WUWM** (89.7 mhz) Milwaukee—Seeks CP to make changes in ant. sys: increase ERP to 15.44 kw; increase HAAT to 871 ft. Ann. Feb. 10.

TV actions

■ ***KAET** (ch. 8) Phoenix—Granted CP to change HAAT to 1758 ft. change TL; also change ant. sys. Action Jan. 31.

■ ***KHET** (ch. 11) Honolulu—Granted CP to change ERP to 175 kw vis., 38 kw aur.; change TL; and make changes to ant. sys. Action Jan. 31.

■ **KLDH-TV** (ch. 49) Topeka, Kan.—Granted MP (BPCT-800514KE) to change ERP to 3.475 kw vis., 347.5 kw aur.; change HAAT to 1476 ft. also, change ant. sys. Action Jan. 28.

■ ***WKGB** (ch. 53) Bowling Green, Ky.—Granted CP to make changes to ant. sys. Action Jan. 31.

■ ***WCVN** (ch. 54) Covington, Ky.—Granted CP to make changes to ant. sys. Action Jan. 31.

■ **WKMR** (ch. 38) Morehead, Ky.—Granted CP to make changes to ant. sys. Action Jan. 31.

■ ***WKMU** (ch. 21) Murray, Ky.—Granted CP to make changes to ant. sys. Action Jan. 28.

TV application

Accepted

■ **KLRT-TV** (ch. 16) Little Rock, Ark.—Seeks MP (BPCT-800516KF) to change HAAT to 1,772 ft. and make changes to ant. sys. Ann. Feb. 7.

AM actions

■ **KWIP** (1460 khz) Dalles, Ore.—Denied construction permit to change hours of operation to U by adding 1 kw-N; change frequency from 1460 khz to 880 khz and make changes in ant. sys. Action Jan. 27.

■ **KIXI** (880 khz) Seattle, Wash.—Denied application to change city of license from Seattle, Wash. to Mercer Island, Wash. Action Jan. 27.

FM actions

■ **KNDE** (99.5 mhz) Tucson, Ariz.—Granted CP to change TL; change HAAT to 190 ft. (H) and make changes in ant. sys. Action Jan. 14.

■ **KGBA-FM** (100.1 mhz) Holtville, Calif.—Granted modification of CP (BPH-11,193, as mod.) to change SL and RC. Action Jan. 31.

■ **KSPB** (91.5 mhz) Pebble Beach, Calif.—Granted CP to change ERP to 1 kw; change HAAT to 485 ft. and change TPO. Action Jan. 31.

■ **KAER** (92.5 mhz) Sacramento, Calif.—Granted CP to make changes in ant. sys.; change TL; change SL & RC; change type trans.; change type ant.; decrease ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Action Jan. 31.

■ **WOKD** (98.3 mhz) Arcadia, Fla.—Granted CP to change TL; change ERP to 1.70 kw; change HAAT to 400 ft. and make changes in ant. sys. Major environmental action under section 1.305. Action Jan. 31.

■ **WQZY** (95.9 mhz) Dublin, Ga.—Granted CP to change type ant.; increase HAAT to 299 ft. and change TPO. Action Jan. 31.

■ **WKRK** (107.1 mhz) Vandalia, Ill.—Granted CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 1.75 kw; increase HAAT to 383 ft. and change TPO. Action Jan. 31.

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- WZVN (107.1 mhz) Lowell, Ind.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant. decrease ERP to 1.55 kw; increase HAAT to 400 ft. and change TPO; major environmental action under section 1.1305. Action Jan. 31.
- KEZS (107.5 mhz) Liberal, Kan.—Granted CP to change frequency to 107.5 mhz.; change ERP to 100 kw; change HAAT to 511 ft.; change TL; change type trans. and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 31.
- WNCW (96.7 mhz) Paris, Ky.—Granted CP to change TL and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 26.
- KSMB (94.5 mhz) Lafayette, La.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1077 ft. and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 31.
- KBYO (104.9 mhz) Tallulah, La.—Granted modification of CP (BPH-800326AH) to change TL and SL; environmental action under section 1.1305. Action Jan. 31.
- WKXA-FM (98.9 mhz) Brunswick, Me.—Granted CP to decrease ERP to 15 kw; increase HAAT to 400 ft. and change TPO; major environmental action under section 1.1305. Action Jan. 31.
- WFMP (104.5 mhz) Fitchburg, Mass.—Granted CP to change TL; change ERP to 37 kw; change HAAT to 563 ft.; change type trans.; install aux. trans. and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 31.
- WGTF (96.3 mhz) Nantucket, Mass.—Granted CP to increase ERP to 36 kw. Action Jan. 31.
- WMUS-FM (106.9 mhz) Muskegon, Mich.—Granted CP to change TL; change HAAT to 483 ft. and make changes in ant. sys.; major environmental action under section 1.1305. Action Jan. 31.
- KZMO-FM (94.3 mhz) California, Mo.—Granted modification of CP (BPH-790928AK, as mod.) to decrease HAAT to 266 ft. Action Jan. 31.
- *WCVH (90.5 mhz) Flemington, N.J.—Granted CP to make changes in ant. sys.; increase ERP to 78 w; decrease HAAT to 450 ft. and change TPO. Action Jan. 31.
- WSFL (106.5 mhz) Bridgeton, N.C.—Granted CP to change station location to New Bern, N.C. Action Jan. 31.

- *WSOE (89.3 mhz) Elon College, N.C.—Granted CP to increase ERP to 500 w and change HAAT to 104 ft. Action Jan. 26.
- WNPQ (95.9 mhz) New Philadelphia, Ohio—Granted CP to change TL; increase ERP to 3 kw; change HAAT to 300 ft and make changes in ant. sys. Action Jan. 26.
- WOBN (105.7 mhz) Westerville, Ohio—Granted CP to change frequency to 105.7 mhz; change ERP to 28 w (H); change HAAT to 40 ft. (H). Action Feb. 3.
- KYNG-FM (105.5 mhz) Coos Bay, Ore.—Granted CP to change TL; change ERP to 740 w; change HAAT to 545.7 ft. and make changes in ant. sys. Action Jan. 31.
- *WQSU (88.9 mhz) Selingsgrove, Pa.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Action Jan. 31.
- *KUGS (89.3 mhz) Bellingham, Wash.—Granted CP to increase ERP to 100 w and change HAAT to 260 ft. Action Jan. 31.
- WCIR-FM (103.7 mhz) Beckley, W. Va.—Granted CP to change TL; change ERP to 5 kw; change HAAT to 1,483 ft.; change type trans. and make changes in ant. sys. Action Jan. 26.

- against Quincy Cable TV Inc., Quincy, Wash., for failure to carry programming of Spokane, Wash., TV stations as required by FCC mandatory signal carriage rules. Action Feb. 9.
- FCC revised Class I TV rules to permit operation of TV interface device, which is defined as any device, including stand-alone RF modulator, that attaches to and uses a TV receiver to display video images. Action Feb. 9.
- FCC ALJ Joseph P. Gonzalez granted application of Superior Broadcasting of California for new TV on ch. 24 at Chico, Calif., and denied competing application of the Far West Broadcasting Co. ALJ resolved failure to report ownership interests and public file issues in favor of Superior and also found that it was entitled to substantial media diversification credit and management integration preference over Far West. Decision becomes effective 50 days after release or unless appeal is filed within 30 days. Action Jan. 25.
- FCC Review Board granted William Shearer and Arike Logan-Shearer as joint tenants, application for new FM on 107.1 mhz at Ventura, Calif., and denied competing applications of Absolutely Great Radio Inc. and Ventura Broadcasting Co. Board reversed initial decision of ALJ Joseph Chachkin released March 12, 1982, based on Absolutely Great's superior integration proposal. Action Jan. 31.
- FCC ALJ Byron Harrison granted application of Cedar Creek Radio Co. for new FM on 95.9 mhz at Malakoff, Tex., and denied that of competing application Henderson County Radio. ALJ concluded that Cedar Creek's application was superior to Henderson County's because former proposed full-time integration of its three principals in daily management and had no attributable media interests. Action Feb. 4.

In contest

FCC Actions

- In response to objection by National Black Media Coalition, conditioned renewals of eight radio stations on submission of certain data demonstrating efforts to comply with FCC's EEO rules and conditionally renewed license of six other stations whose EEO compliance had been questioned. Stations receiving unconditional renewals were: WCRB(FM) Waltham, Mass.; WNRS(AM) Saline and WJQB(FM) Ann Arbor, both Michigan; WVNO(FM) Mansfield, Ohio; **WFAH(AM)-WDJQ(FM) Alliance, Ohio. Station receiving unconditional renewals were WGU-L(AM)-WPSO(FM) New Port Richey, Fla.; WTMG(AM) Ocala, Fla.; KLCL(AM)-KHEZ(FM) Lake Charles, La.; WXLK(FM) Roanoke, Va.; WPTW-AM-FM Piqua, Ohio. Action Feb. 9.
- FCC affirmed \$5,000 fine it levied April 22, 1982,

Call letters

Applications

Call	Sought by
	New TV's
	New AM
KBWS	Lake Region News Corp., Sisseton, S.C.
	New FM's
WLSO	Spencer Communications Inc., Spencer, Ind.
WNKU	Northern Kentucky University, Highland Heights, Ky.
WMED	University of Maine, Calais, Me.
KNSX	Twenty-One Sound Communications Inc., Steelville, Mo.
	Existing AM's
WJYA	WJYI Marietta, Ga.
WCWY	WBGY Tulsa, Okla., Tenn.
	Existing FM's
WLOM-FM	WNAW-FM Annapolis
WYMJ-FM	WDJX Xenia, Ohio
KSNE	KMYO Broken Bow, Okla.

Grants

Call	Assigned to
	New AM
KADR	Clayton County Broadcasting Co., Elkerd, Iowa
	New FM's
KDEI	Louisiana State University, Alexandria, La.
KDAO	Louisiana State University, Shreveport, La.
KKBJ-FM	Bemidji Radio Inc., Bemidji, Minn.
KDNW	Northwestern College Radio Foundation, Duluth, Minn.
WLUN	Community Broadcasting Inc., Lumberton, Miss.
WJYY	Rumford Communications Inc., Concord, N.H.
WJTY	Joy Public Broadcasting Corp., Lancaster, Wis.
	New TV's
WBFS-TV	Miami STV Inc., Miami
WIIM-TV	John R. Powley, Iron Mountain, Mich.
KTGC	Texas Gulf Communications Inc., Nederland, Tex.

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General Manager is sought for a public radio station in an isolated, arctic community. Applicants should have five years' experience in broadcast communications, with at least one year of broadcast management experience. Preference will be given to applicants with experience in both commercial and public radio and in cross-cultural communications. Applicants should show a strong background in fiscal and personnel management, as well as a familiarity with FCC regulations and requirements. Candidates must be prepared to make a two year commitment to relocate to, and live in the USA's farthest north community. Proposed salary is \$40,000+. DOE, and housing. A thorough resume/application must be postmarked no later than March 15, 1983, and sent to: Board of Directors, Silak Kuagvik Communications, Inc., POB 109, Barrow AK 99723. KBRW Radio is an equal opportunity employer.

Radio Advertising Bureau, Inc. Regional manager. Radio sales management person, with larger market experience, and now working in the Southwest, to headquarter in Dallas to cover regional cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letters and/or resumes to: Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls accepted!

General sales manager needed for powerhouse AM in top Southern market. Must be seasoned professional, with extensive sales experience specializing in people development. Write Box P-112.

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box P-127.

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.

Dynamic and aggressive small market station seeking a go-getter sales manager. Attractive salary and bonus plan. Send resume today to Box P-57.

Major market pro—WQDI AM needs top salesperson to sell in Miami market because of power increase. Must be aggressive. Send resume and billing history to: David Hussong, G.M., 507 N.W. 2nd St., Homestead, FL 33030.

Top notch husband & wife management team to take over radio station. Compensation plan will include formula for acquiring 100% of radio station within ten years. Will consider man, or woman separately with same option. 32-year radio vet will marry gal who can bill ten a month & leave you the station. I'm serious. Write Box P-62.

Unusual opening! Ready to take over a top list at two dominant stations in the Northeast growth market? Three years' broadcast experience, please. Send resume and references to Kay Mayr, GSM, WLAD/WDAQ, 198 Main St., Danbury, CT 06810.

Aggressive, growing station in the West Palm Beach market looking for an experienced, self-motivated account executive. Street sales. \$20,000 draw plus starter list. Tremendous potential for the right person. Resume in complete confidence to Box P-67.

Excellent opportunity for aggressive, experienced account executive. Salary plus commission. Take over active account list. Radio Station WCIT, Lima, OH. Call Robert F. Rice, 419-228-9248, for personal interview.

Reno sales people: Want more money? Better accounts list? Also need a sales manager, preferably with Reno experience. Box P-115.

Earn enough to own your own station. Spend the next three years selling our new, fantastic co-op reporting system to top radio station executives and your surplus from commissions earned should be enough to put you on top. We need someone with a solid sales background, not afraid of commission selling, able to travel extensively and who is now living in or near Chicago, New York, Atlanta or Los Angeles. Call Bob Manley, 800-858-4366, for details.

Lake Tahoe! Need experienced professional for expanding sales staff. Outstanding career opportunity. Excellent list. Box P-116.

HELP WANTED ANNOUNCERS

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.

Wake-up morning man for the Berkshire's number one contemporary station. Tape and resume, salary requirements to Bob Catar, WUPE, PO Box 126, Pittsfield, MA 01202.

Personality morning man wanted for leading modern country. We pay more for market our size. Great place to live and raise children. Low cost of living. Send tape and resume Larry Baker, WXXR, P.O. Drawer 968, Cullman, AL 35055. EOE.

Staffing new urban-contemporary. Males/females/EOE. Send resume and air check: WSOL, Drawer 367, Orangeburg, SC 29116.

50,000 watt FM CHR seeks qualified A.M. drive air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, P.O. Box 758, Ocean City, MD 21842. No phone calls. 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.

Chief Engineer. AM/FM combination in southeastern New Mexico. FM is maximum power, automated, with brand new Harris 25kw transmitter. AM is 5kw day, 500 watts night with new Harris transmitter. EOE. Call John King, KBIM, 505-623-9100.

Chief engineer needed. RTO license. Work experience desirable. EOE. 57kw. Location on Rosebud Sioux Reservation. Housing available; salary negotiable. Resume to Lorna Smith, Box 146, St. Francis, SD 57572-0146.

HELP WANTED NEWS

Experienced, aggressive news broadcaster wanted for the Berkshires. Tape, resume and salary requirements to Philip Weiner, WUPE, P.O. Box 1265, Pittsfield, MA 01202. EOE.

KFOR radio needs experienced News Director. Send tape and resume: Roger Larson, P.O. Box 80209, Lincoln, NE 68501. EOE.

100kw A/C needs News Director. Tapes and resumes to Malt Caesar, WPEZ, Box 900, Macon, GA 31202. EOE.

Midwest small market AM-FM in agricultural college town needs solid news director with experience. \$900/mo start plus. Call manager, 402-375-3700.

News director for great Midwestern college town. Good pay and benefits. Send resume and tape to KCJJ, Box 2118, Iowa City, IA 52244

Experience essential, to set up one man news. Go from there! Send resume-tape: J. Case, KCIN, Box 1428, Victorville, CA 92392

News producer for public radio stations. Responsible for production of newscasts utilizing wide variety of wire services and audio sources. Editing and voicing ability of prime importance. No street reporting. B.A. level degree in journalism or related area, or equivalent experience. Public radio experience desired. Salary: \$16,900. Send current resume and air check demonstrating skills to Donald Forsling, WOIAM-FM, Iowa State University, Ames, IA 50011. EOE/AAE Deadline: March 3, 1983.

News director for a state of the art regional news voice in northern Wisconsin. This is an opportunity to set up a new credible operation. You'll have a free hand. Ability to deliver news on-air a must. Journalism graduate preferred. Resume to Box P-125.

We're looking for an enthusiastic radio news professional, who's interested in digging up and reporting local news in one of America's great resort communities. This is not an entry level job. Salary based on experience and ability. Benefits excellent—lifestyle superb. Tapes and resumes to Kevin Payne, News Director, KVMR Radio, 1000 Lionsridge Loop, Vail, CO 81657.

News writer for south Texas station. Must combine good writing skills with speed and accuracy and have authoritative delivery. EOE. Box P-128.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for a 100 kw AC FM station in northern Wisconsin. If you're a promotionally oriented PD with experience and want to work in a regional top drawer state of the art facility, send your resume today to Box P-124.

Full-time production person: stable solid operation is looking for clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio—all the tools and a reputation for award-winning commercials. Send resume, availability and tape of production work to: Eric Michaels, Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. WVMT is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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.

Broadcast veteran—25 years+ radio-TV switched to cable TV and had enough. Seeking general management position with sound property. Let's team-up and make SSSSS for the both of us. Write Box P-42.

I want to be the best & most community-involved GM or SM your small market station has had. My 20 years' experience includes being top 20 market personality, successful account executive, university professor & military public affairs officer. Doctorate in communications, family, mid-thirties 303—243-8174

Three turn-a-rounds, a 43% increase in 1982 with .05% bad debt loss and currently showing a 63% January 1983 increase. GM with strong leadership and training ability desires to relocate in the West with family. Salary open. 812—865-2315.

General Manager. Former owner. 20 years' experience. Profit oriented. Knows industry/FCC regulations. Write Box P-83.

General manager: sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box P-87.

Lee Nye, a/k/a Joshua T. Bear, now available. 14 years' radio experience. 916—786-3593; P.O. Box 1441, Citrus Heights, CA 95611.

Experienced sales manager with proven track record wishes to move up to a general manager's position in small Northwest market. Write Box P-97.

Husband and wife team: for morning fun and profit. Ownership, management, sales, programming, book-keeping experience. Mid-Atlantic preferred. Sm to med market. Write Box M-115.

General manager/VP. Solid professional with 22 years developing people, stations and profits. Specializing in agency and local sales, programming, leadership and organizational skills. Will look at exchanging experience for part ownership. Qualified AM/FM and TV. References: Small/medium, SE. Write Box P-109.

Dynamic, solid, successful medium market General Manager seeks new opportunity due to ownership change. Great credentials, solid background, and profitable experiences in all phases of radio. Will consider all opportunities, but offer with equity has the most value. If you are looking for someone who makes a commitment, write Box P-113.

I know radio! Selling, programming, GM. 20 years success. Small, large markets. First phone. Wife (optional). secretary-receptionist. Copywriter. Box P-114.

SITUATIONS WANTED SALES

Top account executive with seven years' experience seeks sales management opportunity. Prefer Florida or Ohio. Write Box P-90.

SITUATIONS WANTED ANNOUNCERS

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.

1981 college grad seeks employment. Experienced in A/C personality, country, play-by-play, and news. Neil Isaacs, 616—798-4613.

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.

Good voice. Easy to get along with. 3 months' on-air experience. Paul, 414—453-4548; 414—543-8683.

Enthusiastic, stable, 31, single. Priorities opportunity over remuneration. Professional sound. Any shift. Midwest preferred. Pete Fellenz, 414—626-2432.

Announcer-Technician. 1st phone, Production, copywriting, sales skills. Write Box P-96.

Experienced! Topical! Articulate! Inquisitive! Talk show host-producer will put excitement into every kilohertz. Available immediately. 216—732-8383.

Stop looking. New voice to fit your needs. Call me and my tape is post-marked. Ted Robinson, 414—352-7314.

Dolbyized Tonsils can be yours. My tape, too. You've found your woman! Phone Phebe, 201—773-3492.

Announcer/sportscaster. 6½ years' experience, know rock format. Southern Rockies, West Coast respond anytime 303—651-3079.

Dedicated, responsible, professional, with 13 years' experience, seeks position in growing medium market, (mid Atlantic, Northeast). Worked all formats, offer a proven track record in news, production, and programming. Consider me a blue chip investment! I am a family man, looking for a stable employer. Write Box P-107.

Lee Nye a/k/a Joshua T. Bear, now available. 14 years' radio experience. 916—786-3593; P.O. Box 1441, Citrus Heights, CA 95611.

Bachelor's degree. Excellent voice, production, copywriting, news writing. Prefer South or SW. Want Entry level. Call Mike, 309—788-1935 or 786-1265.

SITUATIONS WANTED TECHNICAL

Chief engineer—not contract, thorough preventive maintenance, instant troubleshooting, extensive experience remoted AMs, AM directionals, studios. Need salary-deducted moving loan. 305—971-9679.

SITUATIONS WANTED NEWS

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.

Radio sports at its best—you don't have to read it first in the paper. PBP, personalized sportscasts, interviews, and talk show. Experienced. Will do anything to complement sports work. Currently employed. Call Steve Charles, 219—233-1757.

Relocate anywhere. Commercial radio ND two years. Two years commercial production. One year ND college radio. B.A. Radio-TV, University of Idaho. Seek challenging position. Write Box P-132.

Sportscaster—young radio-TV veteran. PBP from high school to major college and minor league. Sportstalk. Single, very relocateable. Keith, 617—722-8157.

Looking for first break. News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Classy female anchor/reporter. 2 years medium market, award winner, BA journalism. I'm a winner, and so is the organization that hires me! 517—799-0717.

Newsman with New York City writing and reporting experience seeks on-air work. Contact Joe Clines, 516—486-1099.

News Director—experienced newsman in major market looking for challenge. C. Hickman, 9501 E. 89th St., Kansas City, MO. 64138.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

20 years—Management, sales, programming, announcing. 2250 S. Oliver, Suite 107, Wichita, KS 67218. 316—681-2385.

Florida broadcasters: looking for a PD that understands radio as a business? If you're a promotional oriented station, I have solid background in radio and management expertise to give direction to your staff. Let's create a sound that sells! Write Box P-134.

Professional, 9 years' experience all facets public/commercial/automated. Prefer programming position, Western states. Charles Marston, 307—877-3646. Available immediately.

TELEVISION

HELP WANTED MANAGEMENT

WUTR-TV, Utica, NY seeking General Manager with strong management experience and proven ability to maintain cost control. Sales experience desired but not mandatory if candidate has experience at managing people and an understanding of how to set rates and control sales inventory. Reply Personnel Director, Box 550, Ithaca, NY 14850.

Advertising manager. Aggressive independent Atlanta TV station has an immediate need for an imaginative professional to assume complete responsibility for directing internal and external promotional campaigns. Knowledge of the market and previous management experience essential. Reply Box P-82.

Public television manager. Local public television station has an immediate opening for full-time president/general manager reporting to board of trustees. Substantial related experience required. Competitive salary DOQ. Send complete resume to KTCATV Search Committee, George Gruenwald, Chair, at the following address: Campbell Mithun, Inc., 1000 Northstar Center, Minneapolis, MN 55402. An EOE.

Director of Broadcasting—Public TV station in NY market. Responsible for all station programming, acquisition, production, engineering and broadcast operations; administration of heavy contract production schedule. Degree and minimum five years' experience required. Resumes to: General Manager, WLIW/Channel 21, 1425 Old Country Road, Plainview, NY 11803. EEO.

Manager of broadcasting—Pacific Northwest Public television station seeks professional to coordinate broadcast schedule, station break and continuity material, on-air promotion, traffic and operations, and audience research activity. Minimum qualifications: Bachelor's degree in communications or closely related field; 2 years' directly related experience in program scheduling and supervision; basic knowledge of audience research tools and methodologies; demonstrated knowledge of screening and evaluation of program submissions; experience in planning on-air promotion campaigns. Salary: \$19,732-\$30,864, plus liberal benefits. Deadline: March 21, 1983. Send resume to: Ken Terao, RE: 83/B-5E, KCTS/9, B60 Administration, University of Washington, (AC-25). Seattle, WA 98195. EOE/AA.

Executive opportunity. General Manager for school district-owned KRMA-TV (PBS affiliate). MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage the station's license. Salary commensurate with experience—\$50,000 range/negotiable. Submit letter of application, complete resume including references, to Superintendent of Schools, Terminal Annex Station, Box 5468, Denver, CO 80217. Deadline: March 14, 1983.

HELP WANTED MANAGEMENT CONTINUED

Local/regional sales manager for new independent in 43 ADI. Candidate should be people-oriented, strong in leadership, successful local sales experience and ready for a new challenge. Excellent salary, benefits and growth opportunity with an excellent company. EOE. Send resume and sales history to: General Sales Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

HELP WANTED SALES

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.

Television syndication sales—NY TV syndication firm seeking experienced sales executives in all U.S. regions. Vast feature film inventory new and classic—children's first run series—special. Generous commission structure. Resumes only, to Box P-110.

General sales manager needed for Southeast's most exciting indie—all American 40! Energy, enthusiasm, leadership skills required. Our city offers unbeatable climate, lifestyle, civic activities and low cost of living; our station offers excellent benefit, salary and override package, facilities, and the best people you'll find anywhere to work with! Resume and letter to Tom Scanlan, VP/GM, All American 40/WKFT, 230 Donaldson, Fayetteville, NC 28301. EOE/M-F.

HELP WANTED TECHNICAL

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.

Engineer: Television production engineer for public broadcast station. Responsible for production recording, editing and remotes. Completed minimum of two years studies in electronics technology at a reputable institute or equivalent military training. Minimum two years' experience in production recording, editing and repairing electronic equipment in a television station. FCC license required. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. EOE.

Wanted: video technician, maintenance experience required. ENG experience preferred. Great opportunity for operations engineer, doing some maintenance, to move into a maintenance-oriented position. Live and work in a warm resort community. Contact: John Ross, Chief Engineer, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. 512-854-4733.

Video maintenance engineer. Expert in 1" Sony recording and editing equipment, Grass Valley switcher and Rank Cintel. The Tape House Editorial Co., 212-557-4949. Mark.

Transmitter/microwave maintenance engineer needed immediately by Midwest NBC affiliate. Reply to Director of Engineering, KOTA-TV, 605-342-2000.

TV technician. Philadelphia television station has an opening for a TV technician. The person we're looking for should have a minimum of two years of electronics school and two years of TV station experience. Send resume to "TV Technician," P.O. Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.

Way down yonder in New Orleans—experienced maintenance engineer wanted for growing independent TV facility. Will maintain RCA 2" VTR's and TK-27 Film Chain, Sony VTR's, Central Dynamics and IS1 switchers. Send resume and salary requirements to Bob Gremillion, Director of Broadcast Operations, WGNO-TV, Suite 2912, I.T.M. Building, New Orleans, LA 70130.

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 inquiries to R. Swanner, Tawes Fine Arts Building, Department of Communication Arts and Theatre, College Park, MD 20742.

WOFL Orlando, Florida, is seeking an experienced UHF transmitter and studio maintenance engineer for immediate employment. Heavy maintenance and general class license are required. Salary commensurate with experience. Write C.E., WOFL, P.O. Box 5729, Orlando, FL 32855. An EEO employer.

Full-time engineering position, FCC license required, previous television engineering experience. Send written resume to John M. Lackey, Chief Engineer, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls please. WTVQ-TV is an equal opportunity employer.

Engineers/technicians. Working & teaching in Nigeria is the toughest job you'll ever have—and the most rewarding. Maintenance, installation, transmission technicians needed. Minimum 5 yrs' experience. Resumes: Jacaranda International, 210 E. 86th St., No. 600, NYC 10028.

Television maintenance engineer: Number 1 market broadcaster seeking 2 maintenance engineers knowledgeable in 2" Quad and all helical formats, TBC., RCA film and live cameras, Grass Valley 1600 switchers, signal distribution. RF and transmitter knowledge a plus. FCC license a must, plus 3-5 years' maintenance experience. Board swappers-don't apply. This is a union shop with excellent benefits. Start 33K, depending on experience. Write Box P-123.

Assistant chief engineer—Hollywood post production facility is looking for positive, management-oriented engineer to assume supervisory and hands-on maintenance responsibilities. Duties will include supervision of videotape operators, and primary responsibility for preventative maintenance and repair of 1" and 3/4" VTR's, switchers, TBC's, and terminal equipment. Systems experience is essential. Familiarity with DVE's, editing computers, and Chyron is a plus. Position offers excellent salary and benefits. Company offers strong employee orientation, and an informal, close-knit working environment. Send letter and resume to Box P-131.

HELP WANTED NEWS

New Florida newsroom needs weatherman who can sell the weather without lots of equipment. Work with top anchor team. Some environmental reporting. Respected and growing corporation. Exciting market. Resumes to Box P-58. EEO.

We are losing a primary anchor to a major market. Can you fill those shoes, and produce both on-the-street and on the set? We want an extremely competitive personality for an equally competitive market. Don't apply unless you've got the experience and track record to prove it. Rush resume and videocassette to JB, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Dominant sunbelt station, seeks aggressive, versatile general assignment reporters. Two years' prior experience required. Send tapes and resumes to Ron Price, Assistant News Director, WRAL-TV, PO Box 12000, Raleigh, NC 27605. No phone calls. EOE/MF.

Are you a good reporter who can also shoot? We need reporter/photographer to work Carbondale, IL, bureau. We're number 1 in 72nd ADI. Send tape with 1st letter to: J. Janes, News Director, KFVS TV, PO Box 100, Cape Girardeau, MO 63701. No beginners please.

Top 60 Midwest market net affiliate seeks ENG photographers. Serious about news; live truck, latest equipment. Competitive salary, great benefits. Experienced photojournalists only. Send letter and resume to Box P-68.

WIS-TV, South Carolina's leading news station, is losing its Carolina traveler. Our man is moving and we're looking for a reporter to travel throughout the state digging out top-notch feature material. Must be creative and have excellent writing skills. Send recent tape and resume to: Gary L. Anderson, News Director, WIS-TV, Box 367, Columbia, SC 29202. EOE.

Sports information assistant: production, preparation and marketing of radio-TV materials about athletics. Desire experience in highlight football show. Write releases and edit for media guides and game programs. Salary: \$15,575. Send resume by March 7 to Employment Office, Western Michigan University, Kalamazoo, MI 49008.

Alaska Nightly News needs reporter and photographer/editor. Both positions open immediately. Salary: DOE. Send resumes to: Alaska Nightly News, Channel 2 Broadcasting, PO Box 102880, Anchorage, AK 99510.

Reporter for award-winning ENG cable TV news team. Immediate opening for degreed, min. 2-year experienced reporter, who desires hard work and tropical surroundings. Tape and resume to Randy Shaw, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Consumer reporter for major market, NE TV station. Must be an experienced on-air communicator. A self-starter who is able to conceive, develop and produce visually interesting consumer oriented news packages. Letter and resume to Box P-120. EEO station.

Group-owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box P-92. We are an equal opportunity employer. M/F.

Broadcast Consultants is seeking quality anchors and meteorologists for important positions with top medium and major market client stations. Cinematographers & commercial director/producers also needed. Rush tape/resume to: Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107. No fee.

Sports reporter/weekend sports anchor. Gulf Coast ABC affiliate seeks energetic, skilled sportscaster to fill immediate opening. Live van and satellite down link help make us the market leader in sports. Excellent benefits and great weather. Send tape, resume and references by March 15th to Rick Diaz, News Director, KRGV-TV, P.O. Box 5, Westlaco, TX 78596. AA-EOE.

News director. Experienced news director with the desire to be number one in a highly competitive market. Must be experienced in all facets of news management. Please send resume to Box P-121.

Anchor/co-anchor. Aggressive news station—Southwestern market—seeks experienced anchor or co-anchor. Please send resume only (do not send tapes) to: Box P-122.

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/MFH.

Film director. Experienced editor, shipper, take-charge person. Live in beautiful high Sierras. Write confidentially to: Betty Miller, Box 410, Las Vegas, NV 89125.

TV director for public TV station. Applicants should have at least two years of full-time TV directing experience at a broadcast station and have strong background in live and taped performance and cultural affairs programs. Send resume and 3/4 inch videocassette sample of work to Will George, WNED-TV, 184 Barton Street, Buffalo, NY 14213. An equal opportunity employer.

Program scheduler for established pay cable network located proximately New York City. TV station experience important. Send resume & written details to Box P-119.

Video script writer for Maryknoll team in Bolivia. Spread the values of the kingdom with modern means of communication. Minimum one year experience. Please state age and religion. Willingness to learn Spanish and to make three year commitment with Catholic mission organization. Room and board, stipend, transportation. Now screening for four month formation program at Maryknoll to begin August, 1983. Write Lay Mission Office, Maryknoll, NY 10545.

Director/switcher position available in 89th market. Must be experienced in directing fast-paced newscasts and commercials. Send resume to Jack James, Production Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Production manager—fast-growing television station in Sunbelt is seeking a production manager. Responsibilities include coordination and management of all station production. News and commercial production experience required. Send resume and salary requirements to Box P-129. EOE.

Director/switcher, position open. Must have news/commercial experience. Excellent opportunity to work for group-owned VHF. Send resume to Box P-99.

Promotion manager needed. Small market sunbelt station with large market problems needs experienced promotion person. Ability to create, direct, and post produce full service, long range marketing/promotion plans a must. Organization and attention to daily needs essential. First timers need not apply. Send resume only to Box P-130. EOE.

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.

Videographer/editor for daily live & taped afternoon show. Must have 3-4 years' exp. shooting/editing ENG feature stories/news features. Also need microwave broadcast exp. Producing, writing exp. helpful. Send resume & tape to Robin Sestero, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46268.

Producer/cinematographer/editor. Pacific Northwest TV station is seeking a person with proven experience in producing complete segments for a talk/magazine format. Must be a skilled cinematographer/editor. Send tapes and resumes to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

Cable TV—immediate openings for on-air promotion producers for expanding major pay cable network. Looking for creative writer/producers with at least one yr. exp. An excellent opp'ty to get back what you put into this position. Send resume & cassette to: Tod Berman-The Playboy Channel, c/o Cablevision Program Enterprise, 100 Crossways Park West, Suite 200, Woodbury, NY 11797.

Director. 3 to 5 years experience directing and switching newscasts using live remotes, 1 inch, and DVE. Looking for individual able to handle crews and with good working knowledge of various aspects of production. No phone calls. Send resume and tape to: Gene McDonald, Production Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. A Media General Station. EOE/MF.

Art director/broadcasting. Extensive on-air and print design experience. Minimum 5 years' experience in top twenty TV market as art director or asst. art director. Demonstrated managerial skills. Send resume with video cassette and salary requirements to: Box 1481, Grand Central Station, NYC 10163. An EEO. 212-210-2612.

Public affairs/minority affairs director. Responsible for the coordination and production of all local public affairs programming. All applicants must have BA or BS degree, on-camera interview experience, 3/4 inch editing experience, EFP/ENG camera experience, one year news or public affairs experience. Resume to: KIXE-TV, Attn: General Manager, P.O. Box 9, Redding, CA 96099. Application deadline: March 11, 1983. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking a broadcast management position. 12 years experience in broadcast advertising. 2 years as production manager. 4 years as producer director. 36 years old. 504-275-8603.

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.

General sales manager—strong credentials, proven organizational abilities and interpersonal skills with medium to major market stations accustomed to bottom-line responsibilities. Looking for long term relationship. Let's talk at NATPE or before! Reply Box P-65.

I've been a long time in the making! Over 20 years major and medium market radio/TV. Mature professional with solid experience in sales, programming, operations, budgeting, new stations, start-ups and people management seeking GM challenge and commitment. Excellent references. Write Box P-101.

SITUATIONS WANTED TECHNICAL

Technician, prefer Chicago area Christian broadcasting, will consider other. Experience includes: cameraman, studio technician, radio announcer, chief engineer-radio and TV, MCR installation, and more. Call 815-459-2911 and ask for Bob.

SITUATIONS WANTED NEWS

Anchorman. 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

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.

Photo journalist/editor. Hard working, 23 year old college graduate—Communications. Photographer/editor intern for KBTB, 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.

Black female anchor—7 years' experience, currently working in top 50. Seeks new challenge in competitive market. Write Box P-14.

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.

On my return to TV news, let me augment your staff with my substantial experience reporting, anchoring, writing, and producing. Contact Chuck Dimond, 2136 Avon Street, LA, CA 90026, or call 213-660-2701.

Dynamic, aggressive female anchor-producer looking for serious news commitment. Will go anywhere. Linda. 216-331-7583.

Reporter: aggressive newswoman with lots of experience & personality. Good live & on-set. Experience: top 40 street reporter, NY local & network assignment editor, newspaper reporter. Write Box P-74.

Motivated, experienced reporter/photographer/editor seeks position with small to medium market station. Mike 303-224-3620.

Meteorologist seeking weather-only, weekday position in medium market, preferably Southeast. Experienced small, major markets. Write Box P-93.

Anchorman—articulate, attractive, intelligent. Fourteen years experience including producing and management. Journalism degree. Write Box P-133.

Hustling sports anchor/reporter/producer seeks position with small to medium market station. Recent grad with 3 years' professional experience. Excellent production skills. Mark, 607-748-8591.

I'm not looking for a job, I'm looking for a career. Degreed. 3 years radio news, 3 years TV news in the military where you do it right the first time! Anchor, report, shoot, edit. Writing a real strength. Call J.T. Corcoran, 813-525-1075.

Anchor—national credits and 28th market experience. Seeks medium market position. Mr. Daniels, Number 93, 2550 West Louise Drive, Phoenix, AZ 85027.

After 1584 radio weather shows, I'm ready to switch to television. Accredited with American Meteorological Society and Washington, DC, chapter. Any size market considered. Jay, 301-484-8615. 6601 Amleigh Road, Baltimore, MD 21209.

Vivacious, hard working and imaginative female reporter seeks new challenge. 4 years experience, with Spanish language capability. Write Box P-95.

Reporter—highly qualified newsmen in major market looking for TV job in medium or small market. Box M-36.

Female anchor of cable news magazine desires anchor/reporting position in small, medium market. B.A. Communications. Excellent writing skills. Will relocate. Write Box P-98.

Newscast director. 6 years' experience in mid-20's market. Ready for your challenging position. Live news and sports are my strength. Background also includes program conception and production. Degreed. Awards. Write Box P-106.

A 7-for-1 winner! News director, anchor, executive producer, assignment editor, producer, reporter, writer. Write Box P-108.

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, WWMCCSDPCE, Box 2629, APO NY 09403.

Need a storyteller? Creative, hard working writer/producer with PM Magazine and on-air reporting experience seeks challenging feature reporter, co-host or features producer spot. Call David, 617-527-1071.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Graduate assistantships available—Radio-TV department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in department's graduate program in mass communications: radio-TV. Must be accepted for admission to graduate school. Radio-TV department housed in new buildings; outstanding broadcast facilities. For more information, write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. 501-972-3070.

HELP WANTED INSTRUCTION

Broadcasting: teach courses in broadcast production (radio/television) starting Aug. 25, 1983. Closed circuit radio and full production television studio serve as labs. M.A. with significant experience or Ph.D. Send resume, graduate and undergraduate transcripts and placement papers to Dr. Edwin Carpenter, Head, Division of Language and Literature, Northeast Missouri State University, Kirksville, MO 63501. Closing date is March 10, 1983. NMSU is an equal opportunity employer.

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 3-1-83, to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, P.O. Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. AA/EEO employer.

HELP WANTED INSTRUCTION CONTINUED

Department chairperson: Dept. of mass communication, UW-Milwaukee, seeks a departmental chairperson for Fall, 1983. Duties also include teaching and community/professional relations. Dept. has three sequences: journalism, radio-television and mass communication. Ph.D. required; media experience and administrative experience highly desirable. Tenure rank appointment—assoc. or full professor—and record of teaching scholarship, service must meet university's standards for tenure. Salary is competitive. Women and minorities especially encouraged to apply. Apply before March 15 to: Prof. E.S. Grow, Dept. of Mass Communication, UW-Milwaukee, P.O. Box 413, Milwaukee WI 53201. EOE.

Journalism: tenure track position: assistant professorship in broadcast journalism program, School of Communication, The American University, Washington, DC, beginning September, 1983. Competence to teach radio and television news writing, editing, reporting, delivery, field and studio production. Master's degree and teaching experience preferred. At least five years' professional experience in broadcast journalism required. Salary range: low to mid-twenties. Send letter of application and resume by March 4, 1983, to: Broadcast Search Committee, School of Communication, The American University, Washington, DC 20016. An affirmative action/equal opportunity employer.

The University of Southern California School of Journalism anticipates up to four tenure-track assistant/associate professor appointments for the 1983-84 academic year: two in broadcasting (broadcast/reporting and broadcast production), requiring ten years' experience with major broadcasting organizations, on-air experience in TV or radio, substantial electronic publications and solid grounding in public affairs, history, ethics and law; one in print (editing & design); and one in mass media and society. The school also seeks a one-year visiting professor in public relations/advertising. Advanced degrees preferred; Ph.D. required for mass media and society. Send letters of application, resumes, references and sample publications to New Appointments Committee, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695. An equal opportunity/affirmative action employer.

Ohio University is seeking an assistant professor of telecommunications to start September 1, 1983. Ph.D. preferred; expertise and potential for strong scholarly productivity in one or more of the following areas: social issues; public policy; telecommunications economics; cable; cultural studies; new technologies; international communication. Interest in teaching audio or video productions highly desirable. Tenure-track position; salary: \$17,500-\$19,200. Send application letter, vita and three reference letters to Dr. Karin Sandell, School of Telecommunications, Ohio University, Athens, OH 45701. Ohio University is an affirmative action/equal opportunity employer.

Dean of Journalism, The University of Georgia. The University of Georgia invites applications and nominations for the position of Dean of the Henry W. Grady School of Journalism and Mass Communication. Qualifications include an earned doctorate; a distinguished scholarly record; substantial administrative experience; teaching experience; and familiarity with mass media research. Position to be filled by July 1, 1983. Salary competitive. To apply, send application letter, vita, and the names and addresses of three persons who can provide letters of reference to the search committee chairman: Dean Howard C. Ansel, School of Pharmacy, The University of Georgia, Athens, GA 30602. Applications must be received by March 1, 1983. The University of Georgia is an equal opportunity/affirmative action employer.

Communications faculty position, MA or beginning Ph.D. (Ph.D. necessary for tenure track), 12 hour load includes some of the following: communications theory, broadcast journalism, media history, media law and ethics, communications for management, newswriting. Broadcasting knowledge desirable. \$19,000-\$21,000, beginning August, 1983. Send resume and transcripts to Catherine Mitchell, Communications Program Director, Department of Literature, University of North Carolina at Asheville, Box 8467, Asheville, NC 28814, by March 7, 1983. EOE.

Media studies—assistant professor, terminal degree preferred. Teach film production and theory, communications theory, introduction to mass media; and develop media arts projects. College teaching experience and production ability. Deadline: March 14, 1983. Send application letter and resume to Dr. Donald Conoley, Chair, Media Studies, Sacred Heart University, P.O. Box 6460, Bridgeport, CT 06606. AA/EOE.

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.

RCA extender for TK-27 MI-557301-A2. KCBA-TV, Channel 35, 646 E. Alisal Street, Salinas, CA 93905. Contact: Phil Linn, 408-422-3500.

Wanting used audio carts, 2 1/2-3 1/2 minutes, good condition only. Call 813-876-0455, Jay.

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—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease or sale—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.

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.

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.

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, \$10000. Contact: T. Arthur Bone, WPRI-TV, Providence, RI. 401-438-7200.

Broadcast equipment for sale—Sony VCRs, Ampex VR-2000, Tektronix waveform monitors and vectorscopes, RCA TK-27, 35mm film projectors, camera lenses, Vidifont No. 131, Ampex Sio-Mo HS-100C. For further information, contact Rick Melamed, ABC-NY. 212-887-4981.

Studio lighting system—used, excellent condition. 12 Stage Brite 7.2KW dimmers w/2 scene control, 2 years old. Also, 100 Kliegl Rotolectrics in frame, 4 connector strips. J. Kutzner, 612-646-4611.

Character generators—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Dealer demo equipment for sale. Hitachi HR-200 type-C 1" VTR w/HST, DVS DPS-1 TBC, Sony 3/4" edit systems, Hitachi FP-40SS ENG camera w/super saturation, remote cube van with or w/o equipment, much more. Excellent prices. Call today: 518-449-7213, Terry, Ted or Bob.

Auditorics 110 B air console with spare power supply. New, slashed to \$10,000.00. IGM automation system with two 42 go carts, CTR, printer, logger, racks, only \$18K, ITC tape decks, optional. Collins 830 F 2A 10 kw FM transmitter with A-830 exciter and generator. For more information: Call 601-442-4895. Ty or Ron.

Portable 1" video recorder. Hitachi HR-100 with batteries (3), power supply, quick charger, anvil case. Low hours, excellent condition. \$25,000. Barco 14" color monitor CM-33 with anvil shipping case. \$1700. Call Richard, 512-478-8585.

Complete rack mounted 7 meter Scientific-Atlanta Satellite Receiving system. Comprised of one 8010A dish, two 6602 receivers, one 8840 antenna position controller, one 8240 deicing subsystem, one 8769 LNA power supply, and one 7630 LNA protection switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214-988-3005.

5000 watt CCA transmitter on 1370 and spares with CBS limiter/AGC processing; modulation monitor. Now in use. Going to 10 kw. Will deliver at cost. \$10,000 for all. 803-854-2671.

Thirty-six AM and FM transmitters in stock, all have met FCC proofs. All powers. Continental, Collins, RCA, Harris/Gates, Sparta, CCA, Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600.

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.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Computerized FM channel searches, and other services including FM open allocations listings. William P. Turney, Technical Broadcast Consultant, Box 241, Osage City, KS 66523. Phone: 913-528-3130.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Introducing The Radio Production Newscassette. A newsletter on tape for air talent/production people. Includes production samples, job openings, etc. Rush \$5.00 (refundable with order) for debut cassette. RPN, Robark Productions, Box 2444, Durham, NC 27705.

**MISCELLANEOUS
CONTINUED**

Beautiful music record library available. Rare opportunity for music programmer, syndicator, or, private collector. Over 5,000 albums in good condition, each catalogued by album title, artist, and individual song titles. Approximately 75% instrumental, 25% vocal. Bonus: large Christmas collection, plus patriotic, religious, big band, and showtune albums included. Serious offers only, please. All inquiries answered promptly. Write Box P-103.

**RADIO
Help Wanted Management**

**GENERAL
MANAGER**

**KMOD/KBBJ
TULSA, OK**

Immediate opening for a sales-oriented, experienced General Manager at Oklahoma's top AOR. Send resume to or contact directly John W. Barger, Senior V/P, Clear Channel Communications Inc., 5350 E. 31st St., No. 200, Tulsa, OK 74135. 918-664-2810. EOE/M-F.

**WNDE/WFBQ
BUSINESS MANAGER**

Group owned AM/FM in Indianapolis. Responsible for all financial, personnel and EEO functions. Excellent opportunity for an experienced business manager. Send resume to Corporate Controller, Gulf Broadcast Group, P.O. Box 42, 100, St. Petersburg, FL 33742. An equal opportunity employer.

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This is a truly exceptional opportunity for an INNOVATING PEOPLE PERSON to develop the product and growth of a truly great radio station.

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Equal opportunity employer,
M/F.

77 KOB AM

Help Wanted News

NEWS/PUBLIC AFFAIRS PRODUCER

News/public affairs producer for 100,000 watt NPR affiliate. Duties: Serves as producer for state-wide distributed business program and produces other program segments. Qualifications: BA/BS in Communications or related field; three years broadcasting experience with preference for NPR background; knowledge of business helpful; creative production skills needed. Salary: \$15,416. Deadline: March 11, 1983. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFT-FM, 2108 Weimer Hall, Gainesville, FL 32611. (Non-returnable production tape encouraged). The University of Florida is an equal employment opportunity/affirmative action employer which encourages applications from minority groups and women.

Help Wanted Announcers

MAJOR MARKET MORNING DRIVE

The fast growing, leading AOR in the 15th largest market seeks a morning personality/entertainer who can support a music format that's on the cutting edge of the '80's. Great chance to have your creativity fully appreciated. Call Dick Poe, KQRS-FM, 612-545-5601. EEO employer.

Situations Wanted Announcers

**TOP
MORNING
TEAM**

If you're ready to win and willing to pay for the best, nationally known and respected morning team, currently on the air in top 3 market would be willing to re-locate. Write Box P-84.

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**TELEVISION
Help Wanted News**

**CBS AFFILIATE IN
MAJOR CALIFORNIA MARKET**

has immediate opening for meteorologist/weathercaster. Only experienced TV weathercasters need apply. Come help us get to number one! Send resume and tape to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. EIE/M-F.

TV NEWS PRODUCER

Aggressive news department in 40's Sunbelt market seeks applications for weekend newscast producer. Ample chances to substitute on weekday shows and work on special projects. Minimum of one year experience as newscast producer required, journalism degree preferred, and reporting experience helpful. Send resumes to Box P-56.

**WE'RE LOOKING FOR THE
BEST SPORTSCASTER**

to add to our growing team of news pros in one of the best markets in California. If you think you're the right person for this major opportunity, come help us get to number one! Send tape and resume to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. EOE/M-F.

Help Wanted Technical

**TV
ASSISTANT
CHIEF
ENGINEER**

Immediate opening for TV assistant chief engineer with group owned ABC network affiliate. FCC first class license required, plus the ability to supervise and maintain studio equipment including ENG, ACR-25, AVR-2, vital switcher and related broadcast equipment. Please send resume and salary requirement to:

Box P-100

Microwave Radio Engineer

For HBO's new Satellite Communications Center

HBO, a wholly owned subsidiary of Time Inc., is building a new Satellite Communications Center in Hauppague, Long Island. The facility will start with four 11-meter uplink dishes and will include on-site origination facilities for HBO and Cinemax as well as other Time Inc. Video Group projects.

To be responsible initially for installing and integrating all microwave transmitters and antennas at the new facility and then to maintain systems at optimum efficiency.

Applicants must be experts in R/F satellite communications involving video voice and data. A BSEE is preferred plus a minimum of 5 years relevant experience with an emphasis on operations and maintenance. A 1st class Radio Telephone License or Ⓢ equivalent is essential.

We offer a good salary and the all inclusive Time Inc. benefits.

Please send your resume including salary history to
Scott Tipton, Director of RF Systems, Box KST,
HBO Studio Productions, 120A East 23rd Street,
New York, NY 10010.

An equal opportunity employer.



COMMUNITY PROGRAMING DIRECTOR

Mile Hi Cablevision, currently developing the highest quality cable system for the City and County of Denver, has an exciting career opportunity available for a community programing director. This individual will organize and direct all local community programing activities and television production operations, including remote site and mobile unit programing facilities. Will develop annual plan to achieve and monitor such activities, serve as our representative with the City Council, community and special interest groups to determine and ensure community access programing meets community needs, and work with marketing and advertising departments to ensure programing efforts are compatible with overall plans. Additionally, will supervise and direct programing and television staff, prepare and monitor department budget, work with area educational institutions to develop internships and/or study guidelines, and perform other various assignments. The successful candidate will have a B.A. in Mass Communications or related field, 5 years experience in cable television in addition to 5 years experience in electronic media management, and demonstrated skills in organizing and conducting community and/or public relations activities. Experience in budgeting, and the ability to interface with people from all socio/economic backgrounds essential. We offer a superb compensation and benefits package. Please expedite submission of resume, complete with salary history and background in confidence to:

Ms. Shirley Perrin
Personnel Coordinator
MILE HI CABLEVISION
1385 S Colorado Blvd., Suite 616
Denver, CO 80222. EOE.

PROGRAM DIRECTOR

for CBS-TV affiliate on the coast, in the Sunbelt. Station is number 1 in programing and news. We want a pro with a good track record. Send resume to Box P-105. EOE. M/F.

Copy/Production Coordinator

THERE'S A SPOT AVAILABLE IN SOUTHERN CALIFORNIA

KCOP is where the action is. We're a leading Los Angeles independent television station with an excellent opportunity for a Copy/Production Coordinator.

You'll copywrite for syndicated program promotion and movie showcases, as well as coordinate the production process. Your background should include accurate typing skills, a BS/BA and 3 years promotions and/or copywriting experience.

If your abilities and interests suit the assignment, we offer a fine starting salary, benefits that include medical, dental and life insurance coverage, plus a fast-paced work atmosphere. Like to get in on the opportunity? Apply by sending only your resume to:

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Personnel Administrator
KCOP-TV
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NATIONAL SALES MANAGER

Super Aggressive Blair Owned Top 50 Independent in Sunbelt is searching for dynamic National Sales Manager. If you have demonstrated your ability to increase business share, send resume to: David Murphy, President and General Manager, KOKH-TV 25, P.D. Box 14925, Okla. City, OK 73113.

An Equal Opportunity Employer



TV TRAFFIC MANAGER

Florida network affiliate looking for experienced traffic manager to supervise 4 people. Must have experience on multiple systems and good leadership skills. Salary commensurate with skills. Contact: Anne Roberts, WJKS-TV, 904-641-1700. Station now a Media General property. EOE.

**Help Wanted Management
Continued**

**TELEVISION
BUSINESS
MANAGER
KTSP-TV PHOENIX**

Group-owned CBS station looking for experienced television business manager to head department. Will supervise accounting, billing, collections, budgets, personnel; and building services projects. This new ownership opportunity will require detailed involvement in day to day activities of many departments. Prior experience mandatory. Written resumes only to General Manager, KTSP-TV, 511 W. Adams, Phoenix, AZ 85003. An equal opportunity employer, M/F.

Help Wanted Sales

**INDEPENDENT TV
LOCAL
SALES MANAGER**

Top 15 market Sunbelt independent seeks knowledgeable individual who has 3-5 years' independent sales management experience, including heavy emphasis on local direct as well as agency sales.

Proven ability to motivate, manage and train local sales department, interface with management team and generate high sales volume a necessity.

Position offers great opportunity in an aggressive, competitive environment with room for advancement. Send resume and salary requirements to:

Box P-135

**ACCOUNT
EXECUTIVE**

Tired of cold weather in depressed markets? Local sales opening for experienced, aggressive TV salesperson in warm, sunny Florida. Network affiliate with rewarding commissions for the right person. All inquiries very confidential. Write Box P-136. EOE.

**OPPORTUNITY PROFESSIONAL
SALESPERSON**

Major group operator seeking professional salespeople for several recently-expanded television and radio stations in Sunbelt. If you like making sales calls and sales is your forte, these opportunities carry real potential. Desk executives need not apply. Confidentiality assured. Sales background and character references, in resume, essential. Write: Vice President Personnel, PO Box 32488, Charlotte, NC 28232.

**Help Wanted Sales
Continued**

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... with Arbitron's Television Stations Sales Department. Our fast growing service has exceptional opportunities for sales manager and account executives.

The persons we are seeking should have several years' experience in television broadcast sales and a solid foundation in the use of audience research. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement. To explore this unusual opportunity, send your resume with salary history, in confidence, to:

Personnel Director

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**GROUP
OWNED
NETWORK
AFFILIATE**

Seeking experienced sales mgr. Responsible for total sales operation. Strong sales mgmt. Background and inventory control required. Send complete resume and all references in first letter. All replies confidential. EOE. Reply

Box P-138.

**Help Wanted Sales
Continued**

**TELEVISION LOCAL SALES
MANAGER**

Sunbelt dominant affiliate looking for someone to direct staff of six sales people, retail director and local assistant. Station is part of growing three-station chain. Will be responsible for hands-on development of local retail accounts as well as major market agency business. Station or rep sales experience a must. College education preferred. An equal opportunity employer. Write Box P-81.

Situations Wanted Management

NYC, BOSTON, PHILLY, D.C.

Top 10 market TV sales manager ready to be your general sales manager who will over-achieve your 1983 budget! 7+ years management. National rep and local sales experience help generate consistent success. Write Box P-137.

ALLIED FIELDS

**Help Wanted Programing,
Production, Others**

**AUTHORS WANTED BY
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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, 616 W. 34 St., New York, N.Y. 10001

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MW Medium	Fulltime	\$1000K	Terms	Ernie Pearce	(615) 373-8315
NW Metro	FT/C1.B	\$1000K	\$250K	Elliot Evers	(213) 366-2554
M.Atll. Metro	AM/FM	\$875K	Terms	Mitt Younts	(804) 355-8702
R.Mt. Small	C1.IV	\$775K	\$114K	Greg Merrill	(801) 753-8090
SE Metro	C1.IV	\$600K	Terms	Bill Cate	(904) 893-6471
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Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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Fates & Fortunes

Media



Jernigan

Sam Jernigan, executive VP and general manager, People's Cable Co., Rochester, N.Y., joins Media General Cable of Fairfax (Va.) as president.

Ron Jones, station manager, WHK(AM) Cleveland, named VP and general manager.

Richard DeFabio, general manager, WFTN(AM) Franklin, N.H., joins WASY(AM) Gorham, Me., in same capacity.

Dean Jones, from Century 21 Realty, Blackfoot, Idaho, joins Group W Cable as manager, Pocatello, Idaho, system.

Toby Bouchey, director, Tri-Cities Visitor and Convention Bureau, Richland, Wash., joins Group W Cable as manager, Richland system.

Appointments, Cablevision Systems Corp.: **Robert Sullivan**, general manager, Long Island (N.Y.) system, named chief financial officer. **Rusty McCormack**, director of advertising sales, Long Island system, succeeds Sullivan. **Arthur Thompson**, assistant general manager, Long Island system, named director of operations, cable group, responsible for publishing, advertising sales, data processing, programming, purchasing and personnel.

Bruce Clark, operations manager, Colony Communications, Providence, R.I., named executive director, cable-MDS operations. **Donald Olson**, director of broadcast sales, named executive director, broadcast operations. **Everett Chorney**, controller, named executive director.

Dave Collins, production director, WCKO(FM) Pompano Beach, Fla., named operations manager.

Keith Lollis, from King Broadcasting, Seattle, joins KDRV-TV Medford, Ore., as station manager.

Ralph Oakley, promotion and public relations director, WSJV(TV) Elkhart, Ind., named assistant station manager.

M.B. (Bud) Johnson, one-time chief of operations, KLEE-TV (now KPRC-TV) Houston, and more recently program director and broadcast standards coordinator, KSTW(TV) Seattle, retires after 35 years in television.

Bruce Chastine, assistant controller, WSOC-TV Charlotte, N.C., named controller, suc-

ceeding **Mack Murphy**, retired. **Nancy Mayer**, director of broadcast standards and practices, named administrative coordinator, accounting department.

Donald R. Crews, partner in Dallas law firm of Hughes & Hill, joins Harte-Hanks Communications, San Antonio, Tex., as senior VP, legal, and secretary.

Loraine Strait, assistant secretary and senior staff attorney, and **Kenneth Danielson**, assistant treasurer, Storer Communications, Miami, elected VP's.

John Behrendt, manager of business administration, NBC Radio, New York, named manager of business administration at NBC-owned WYNY(FM) New York.

Ronald Marshall, from Jacobs Engineering, Pasadena, Calif., joins NBC, Los Angeles, in newly created post of manager, architectural design and planning.

Robert Johnston, production manager, WTBS(TV) Atlanta, named director, production and operations.

Joyce Campbell, VP, programming, noncommercial WETA-TV Washington, named VP and station manager.

Thomas Bringola, business manager, WCVB-TV Boston, named VP.

Janice Donaldson, senior staff assistant, Amstar Corp., Philadelphia, joins noncommercial WHYY-TV Wilmington, Del., and noncommercial WHYY(FM) Philadelphia as personnel director.

Doris Johnson, secretary-treasurer, South Florida Public Telecommunications, licensee of noncommercial WHRS-FM-TV Boynton Beach, Fla., named VP, finance, and secretary.

Suzanne Westcott, research director, WCXI(AM) Detroit, joins WXYZ(AM)-WRIF(FM) there in same capacity.

Marketing

Gaston Braun, director of commercial production, and **Elin Jacobson**, group creative director, N W Ayer, New York, elected senior VP's.

Peter Dimsey, senior VP, Kenyon & Eckhardt, New York, named executive VP and general manager of Detroit office.

Gary Himes, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Harriet Berger, media director, Bowes/Hanlon Advertising, Atlanta, named VP.



Taylor

John Taylor, director of communications, D'Arcy-MacManus & Masius, St. Louis, elected VP. **Jane Tassinari**, manager of negotiations, corporate spot broadcast unit, D-M&M, New York, elected VP.

Jeanne Jost Oliver, media director, Grant & Pollack Advertising, Denver, named VP.

Janet Case, assistant to president, M&N Advertising, Houston, named executive VP.

Matthew DeSimone, VP and account supervisor, Grey Advertising, New York, named management supervisor.

Appointments, Keller-Crescent Co., Evansville, Ill.: **Jack Cohen**, senior VP, director of client services, to executive VP; **Kenneth**

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Forbes, group VP, to senior VP; **Ronald Edwards**, VP, to group VP, and **Frederick Kitch**, executive VP, named to executive committee.

Alan Hogenauer, assistant professor, New School for Social Research, New York, joins Marketing Systems Inc., New York-based marketing and advertising research firm, as president and chief executive officer.

John Dittmeier, and **Nile Noyes**, research planners, Petry Television, New York, named group research managers. **Marsha Diamond**, and **Pamela Thornton**, junior research planners, named research planners.

Terry Byrne Broccolo, and **Katie Flynn Carter**, media planners, J. Walter Thompson, Washington, named media supervisors.

Edward Duffy, manager of marketing production, Group W Cable, New York, named director of marketing production.

Alex Papagan, director of marketing, Colony Communications, Providence, R.I., named executive director.

Dan Lawlor, Midwest sales manager, USA Cable Network, Chicago, named director of advertising sales, Eastern region, New York.

David Slavick, media analyst, Kimberly-Clark, Detroit, joins W.B. Doner there as senior media planner.

Jan Donovan, member of independent sales team, Blair Television, Chicago, named assistant sales manager. **Mark Driscoll**, from WDIV(TV) Detroit, joins Blair Television, Chicago, as account executive, ABC team.

Kerry Clawson, administrative assistant, Ketchum Advertising, Pittsburgh, named media supervisor.

Del Heintz, director of marketing, Tele-Communications, San Francisco, joins Communications, southern California cable system, Los Angeles, as director of marketing services.

Douglas Greenlaw, VP and general manager, WHFT(TV) Miami, joins CBN Cable Network as Midwest sales manager in newly opened Chicago office.

John Moss, national account executive, RadioRadio, CBS, New York, joins Mutual Broadcasting System there as account executive.

James Johnson, corporate director of marketing, KIRO-TV Seattle, named VP, corporate marketing and planning.

Timothy Medland, local sales manager, WIBC(AM) Indianapolis, named general sales manager. **Mark Engledow**, account executive, succeeds Medland.

Ed Groves, local sales manager, WNGE(TV) Nashville, joins WTVC(TV) Chattanooga as general sales manager.

Bob Parente, national sales manager, KTXL(TV) Sacramento, Calif., named general sales manager. **John Dadiw**, account executive, KTXL named local sales manager.

Sherri Thompson, account executive, WPRW(AM) Manassas, Va., named sales manager.

Scott Donahue, account executive, Selcom, Chicago, named sales manager.

Carl Kiedrowski, member of production staff, WGR-TV Buffalo, N.Y., named commercial producer.

Denise Miller, account executive WCXI-AM-FM Detroit, named local sales manager.

Art Greenberg, national sports coordinator, WHK(AM) Cleveland, named national sales manager.

Janie Thompson, traffic manager, WNIS(AM) Portsmouth, Va., joins WTAR(AM) Norfolk, Va., as continuity director. **Mary Weber**, from WLUM(FM) Milwaukee, joins WTAR as account executive.

Chris Jenkins, account executive, KPIX(TV) San Francisco, joins KBHK-TV there as local sales manager.

Michael Zillioux, marketing manager, Sonic Cable Television, San Luis Obispo, Calif., joins KSBQ(AM) Santa Maria, Calif., as local sales manager.

Bill Knobler, general sales manager, KHOO(FM) Waco, Tex., joins KEGL(FM) Fort Worth in same capacity.

Denise Miller, account executive, WCXI-AM-FM Detroit, named local sales manager.

William Mockbee, sales development and research director, WCVB-TV Boston, named VP, research.

Richard Charnack, marketing services director, WINZ(AM) Miami-WINZ-FM Miami Beach, named local sales manager, WINZ-FM.

Bob Berube, account executive, WTVX(TV) Fort Pierce, Fla., named local sales manager.

Rob Fields, from KXAS-TV Fort Worth, joins KTBC-TV Austin, Tex., as local sales manager.

Jim Sanders, from KFPW-TV Fort Smith, Ark., joins KPOM-TV there as local sales manager.

Don Kirkland, from WAIT(FM) Chicago, joins WCFL(AM) there as account executive.

Cydnee Thompson, from WLUM-FM Milwaukee, joins WILD(AM) Boston as account executive.

Dick Tracy, from NBC Spot Sales, Chicago, and **Terri Travis**, account executive, WDCA-TV Washington, join WFLD-TV Chicago as account executives.

Patty Tavormina, account executive, WRVA(AM) Richmond, Va., joins WIP(AM) Philadelphia in same capacity.

Bob Adkins, station manager, KOMO(AM) Seattle, joins KVI(AM) there as account executive.

Programing



Weisman

Michael Weisman, co-ordinating producer, major league baseball, NBC Sports, New York, named executive producer, NBC Sports, position vacant since May 1982 departure of Don Ohlmeyer (BROADCASTING, May 24, 1982). Weisman had been one of several coordinating producers to take on expanded responsibilities following Ohlmeyer's exit.

Frank Dawson, from CBS Entertainment, Los Angeles, joins Universal Television there as director of comedy development.

Jean Abounader, associate director, documentary programing, HBO, New York, named director, documentary programing. **Neal Brodsky**, manager of documentary, succeeds Abounader. **Lucy Chudson**, manager, family programing, named director, family programing.

Warren Bahr, VP and director of marketing, Blair Video Enterprises, New York, named senior VP. **Philip Kent**, director of program development, named VP.

Bruce Heller, director of business affairs, Viacom, East Coast, New York, joins Showtime there in same capacity.

Betsy Zeger, associate director of station relations, Radio Advertising Bureau, New York, joins Krause & Remal Music, San Francisco production firm that composes scores for television commercials, as director of marketing, based in Los Angeles.

E. Jamie Schloss, VP, business affairs and finance, EMI Television Programs, Los Angeles, joins Warner Brothers Television Distribution there as VP, business affairs and administration.

Michael Graham, independent consultant, joins Columbia Pictures Television, Los Angeles, as director of business affairs.

Frank Beatty, international sales manager, Turner Program Sales, Atlanta, named director of international sales.

Rebecca Ruthven, regional sales manager, The Entertainment Channel, central region, Chicago, named regional director of sales and affiliates, central region. **Daniel Zifkin**, regional sales manager, Chicago, named to newly created position of regional marketing manager. **David Intrator**, Michigan regional operations manager, Acton CATV, St. Joseph, Mich., succeeds Zifkin.

Sydney Kathryn McQuoid, regional marketing manager, Warner Amex Satellite Entertainment Co., Dallas, joins Cable Health Network there as affiliate relations marketing manager.

Lee Kirbach, from Storer Cable, Anaheim, Calif., joins SelecTV Programming, Los Angeles, as sales manager, Midwest and South. **Ken Karpman**, marketing coordinator, Warner Amex Satellite Communications, Los Angeles, joins SelecTV as sales manager, East and Southwest.

Roy Huggins, independent producer, enters exclusive agreement with Columbia Pictures Television, Los Angeles, to develop and produce television programming.

Jane Shea, program coordinator, Rolling Stone Magazine Productions, New York, joins station relations department, Narwood Productions, New York, handling station clearance for syndicated radio series and specials including *The Music Makers*, *Country Closeup*, *Outlook* and *Minding your Business*.

Catherine Hand, executive assistant, Embassy Communications, Los Angeles, named VP, Embassy Pictures.

David Manson, independent producer, Los Angeles, enters exclusive agreement with ABC Entertainment and ABC Circle Films there to develop and produce motion pictures for television.

Steven McPeck, assistant general manager, Metrotape, Metromedia's Los Angeles-based production facility, named VP and general manager.

Norman Zeller, Eastern sales manager, The Weather Channel, Atlanta, named VP, market development.

Lois Jane Friedman, research director, Post-Newsweek's WPLG(TV) Miami, named director of marketing and research, Post-Newsweek Video, New York.

Jay Robert Nash, independent crime historian and author, has signed agreement with production division of Chicago Review Press to produce 90-second radio spots and 30-minute television shows entitled *Jay Robert Nash's Crime Journal*.

Kevin Moloney, financial analyst, ITEL Corp., San Francisco, joins Videowest Productions there as controller.

Cary Pall, from WTAE(AM) Pittsburgh, joins co-owned WXX(FM) there as program director.

David Malin, corporate administrative assistant, Family Life Radio, Tucson, Ariz.-based group owner of seven religious radio stations, named corporate program manager.

David Hatfield, TV and radio editor, *Arizona Daily Star*, Tucson, joins KVOA-TV there as program director.

Mike Elliott, general manager, WAWA(AM) West Allis, Wis.-WLUM(FM) Milwaukee, joins WIOD(AM) Miami as program director.

Andy Beaubien, program director, WCOZ(FM) Boston, joins KSRR(FM) Houston in same capacity.

Mark Taylor, program director, WCEZ(FM) Ju-

pter, Fla., joins WCKO(FM) Pompano Beach, Fla., as program-music director.

Dean Tyler, independent radio programming consultant, joins WPEN(AM) Philadelphia as program director.

William Sweney, special projects producer, Metromedia Producers Corp., Boston, joins WSB-TV Atlanta as production manager.

Jay Spivey, stage manager, KTVY(TV) Oklahoma City, named production manager.

Young-Hee Kang, director and production manager, KPWR-TV Bakersfield, Calif., joins WTHR(TV) Indianapolis as associate director.

Alan Williams, weekend sports anchor, WBIR-TV Knoxville, Tenn., joins WAAV-TV Huntsville, Ala., as sports director.

Dave Robbins, air personality, WBBM-FM Chicago, named music director.

Barry Young, air personality, WFAA(AM) Dallas, joins WGBS(AM) Miami in same capacity.

Charles Maday, program manager, noncommercial WMHT(TV) Schenectady, N.Y., joins Eastern Educational Television Network, Boston, as coordinator of acquisitions, inter-regional program service.

Bob Crowley, assistant program director, KGAK(AM) Gallup, N.M., named program director.

Dave Armstrong, sports anchor-reporter, KSNW(TV) Wichita, Kan., named sports director.

Denny Luell, program director, KACY-AM-FM Oxnard, Calif., joins KBZT(FM) San Diego as air personality.

News and Public Affairs

Steve Hellis, production associate, ABC News special events unit, New York, named associate producer, *World News Tonight*.

Thomas Hudson, managing editor, Visnews, London, named head of news.



Friedlein

director for station.

Bob Janis, assignment editor, WHTM-TV Harrisburg, Pa., named news director. **Jack Neyhard**, from Associated Press, Harrisburg bu-

reau, joins WHTM-TV as assignment editor.

Glen Gardner, news director, WPOE(AM) Greenfield, Mass., joins KRNA(FM) Iowa City, as assistant news director.

Roger Bell, executive producer, *Late News*, KABC-TV Los Angeles, named assistant news director, *Eyewitness News*.

Ron Bates, from WHK(AM) Newport News, Va., joins WTVZ(TV) Norfolk, Va., as news director, *Newsbreak 33*.

Wesley Sturr, news director, KVOC(AM) Casper, Wyo., joins KCWY-TV there as assignment editor.

Nancy Pressel, news producer, KHSL-TV Chico, Calif., joins KNTV(TV) San Jose, Calif., as night assignment editor.

Steve Craig, executive producer and anchor, WNEP-TV Scranton, Pa., joins WEWS(TV) Cleveland as producer-reporter.

Tom McGee, from WJBK-TV Detroit, and **Lynne Russell**, from KENS-TV San Antonio, Tex., join CNN Headline News, Atlanta, as anchors. **Brian Jenkins**, anchor-reporter, KTUL-TV Tulsa, Okla., joins Cable News Network, Los Angeles, as correspondent.

Dave Gonzales, weekend anchor-reporter, KTVX(TV) Salt Lake City, joins KCST-TV San Diego in same capacity.

Jim Thomas, anchor, KTTV(TV) Los Angeles, joins KNBC(TV) there as reporter.

Neila Smith, from WCBS-TV New York, joins WCSH-TV Portland, Me., as anchor.

Steve Ozenovich, reporter-producer, WVUE(TV) New Orleans, named weekend anchor.

Della Crews, anchor-reporter, WGGB-TV Springfield, Mass., joins WJXT-TV Jacksonville, Fla., as reporter.

Jim Proctor, reporter, WTOL-TV Toledo, Ohio, named weekend weather anchor.

Eleanor Jean Hendley, public affairs director, KYW-TV Philadelphia, named general assignment reporter. **Lynda Bramble**, special projects coordinator, KYW-TV, succeeds Hendley.

Mary Kroencke, from KTVX(TV) Salt Lake City, joins WJLA-TV Washington as anchor-reporter.

Nancy Laffney, weekend anchor, WITI-TV Milwaukee, named weeknight co-anchor, 6 and 11 p.m.

Appointments, WTVC(TV) Chattanooga: **Ken Hairston**, from KDFB-TV Amarillo, Tex.; **Vickie Wing**, from WBIR-TV Knoxville, Tenn.; and **Karla Winfrey**, from WSMV-TV Nashville, named reporters; **Frank Hille**, from KDFM-TV Beaumont, Tex.; and **Scott Williams**, from Graphic Design Ad Group, Chattanooga, to news photographers.

Paul Sims, from WATE-TV Knoxville, Tenn., and **B.J. Harrison**, from KOCO-TV Oklahoma

City, join WSOC-TV Charlotte, N.C., as reporters.

Technology



F. Raymond McDevitt, VP, technical operations, Warner Amex Cable Communications, New York, named senior VP, technical operations.

Geoffrey Roman, director of network planning, General Instrument, Sherburne, N.Y., named VP, engineering and marketing.

John Dahlquist, director of marketing, Jerrold distribution systems division, General Instrument, Hatboro, N.J., named director of system technology, Jerrold division. **Joseph Briley**, director of planning, Jerrold division, Hatboro, named to newly created post of VP, marketing.

Gerald Kaplan, member of technical staff, technical operations group, RCA American Communications, Princeton, N.J., named manager, technical programs.

Richard Miller, VP and general manager, tactical satellite terminals operation, Harris Corp., Melbourne, Fla., joins Comtech Communications, Hauppauge, N.Y., as president, government systems division, and corporate VP.

Gary Arnold, director of corporate planning, National Semiconductor Corp., Santa Clara Calif., named VP and chief financial officer.

Koichi Sadashige, managing director, Matsushita avionics systems, Panasonic, Secaucus, N.J., assumes additional responsibilities as general manager, audio-video systems division.

Donald Kleffman, VP and general manager, audio-video systems division, Ampex, Redwood City, Calif., reassigned to international division, with greater responsibility for company's video business. **Mark Sanders**, general manager, videorecorder group, audio-video systems division, succeeds Kleffman as divisional general manager.

Dan Thompson, controller, E-Systems, Salt Lake City, named VP, finance and administration, commercial division, Arlington, Tex.

Michael Felix, general manager, advanced technology division, Ampex Corp., Redwood City, Calif., named VP.

Bob Ritchie, acting manager, engineering services, Suburban Cablevision, East Orange, N.J., named manager, engineering services.

Marilyn Jones, executive assistant to chairman, Chyron Corp., Melville, N.Y., elected assistant secretary of company.

Douglas Truckenmiller, director of engineering, Colony Communications, Providence,

R.I., named executive director of technology.

Charles Vick, from KOUS-TV Hardin, Mont., joins KCWY-TV Casper, Wyo., as chief engineer.

Richard Kerlin, assistant chief engineer, WHTM-TV Harrisburg, Pa., named chief engineer.

Appointments, engineering department, WSPA-TV Spartanburg, S.C.: **Fred Tuck**, studio supervisor, to assistant chief engineer; **Jimmy Lizer**, engineer, to videotape operations supervisor, and **Barbara Helfer**, master control engineer, to maintenance engineer.

Steve Houg, engineering supervisor, KCCI-TV Des Moines, Iowa, named assistant chief engineer.

Kathleen Taylor, audio technician, Cable News Network, Atlanta, joins WSPA-TV Spartanburg, S.C., as producer-director, creative services department.

Promotion and PR

Roger Fischer, publicist, Rogers & Associates, Los Angeles, joins Robert Wold Co. there as director of corporate communications.

Stephen Weinheimer, manager, broadcast advertising, NBC, Los Angeles, named manager, print planning, NBC-TV.

Barry Nemcoff, VP, broadcast services, Manning, Selvage & Lee, New York, joins Kalish & Rice, Philadelphia, as VP, public relations.

Jane Pierce, director of news information, Cable News Network, Washington, joins Manning, Selvage & Lee there as media relations director and account executive.

Jennifer Davies, copy editor, *The Boston Globe*, joins WNEV-TV Boston as media information manager.

Mike Diem, from KMOM(AM) Monticello, N.Y., joins WJON(AM)-WWJQ(FM) St. Cloud, Minn., as sales promotion director.

Alyce Gibbons, freelance publicist, Los Angeles, joins KABC-TV there as publicist.

Allied Fields

Donald Jansky, associate administrator for spectrum management, National Telecommunications and Information Administration, Washington, leaves to form own telecommunications consulting firm, Jansky Telecommunications Inc., there.

Bruce Crawford, president and chief executive officer, BBDO International, and **Byron Lewis**, president, Uniworld Group, named co-chairmen of CEBA (Communications Excellence to Black Audiences) awards program of World Institute of Black Communications, New York

William Fleischman, VP, and **David Jorgenson**, president of Dataquest subsidiary of A.C. Nielsen, Northbrook, Ill., elected to Nielsen board of directors. **Dell Henry**, director of operations, marketing research group, USA, elected executive VP and member of board of directors. **J.C. Nielsen**, director of research and development, marketing research group, USA, elected VP.

Avery Gibson, director, television market development, advertiser/agency sales, Arbitron, New York, named VP, television market development.

John Kurpinski, VP and partner, Eastern Cable Communications, Jamison, Pa., named Member of the Year by Society of Cable Television Engineers.

Stuart Rogers, from Eastman Kodak, Rochester, N.Y., joins U.S. Information Agency, Washington, as director, office of public liaison.

Kathryn Schumacher, sales and marketing representative, Unidyne Cos., San Diego, joins Noble Broadcast Consultants there as sales executive.

Thomas Ficara, sales manager, WBUD(AM)-WKXW(FM) Trenton, N.J., joins Louisiana State University, Baton Rouge, as coordinator of electronic media.

Leslie Harris, director of operations, Leslie A. Harris Co., New York firm which provides on-air screening and monitoring of network television programs and commercials for advertising agencies, elected VP.

Deaths

Robert Hutchings, 78, former general manager, WPDR(AM) Portage, Wis., died Feb. 6 at Portage hospital of complications following bleeding ulcer. He is survived by his wife and son.

Val Adams, 66, television and radio reporter and columnist for *New York Times* from 1951 to 1969, and for New York's *Daily News* since 1969, died at Ridgewood (N.J.) hospital following surgery for lung cancer. Survivors include son and daughter.

James Bailey, 62, producer, WKZO-TV Kalamazoo, Mich., died of respiratory failure Feb. 5 at Bronson Methodist hospital there. He is survived by his wife, Madge.

Sonny Dove, 37, sports commentator, WNYE(FM) New York, and noncommercial WGBB(AM) Freeport, N.Y., and former college and professional basketball player, died Feb. 14 at Long Island College hospital, New York, of injuries sustained in auto accident.

Edith Lee, 40, wife of Bertram Lee, president of New England Television, Boston, died of pulmonary hypertension Feb. 5 at Massachusetts general hospital. She is survived by her husband, Bertram, and two daughters.

The lady in charge of the program pipeline for public television

Sue Weil describes her role as chief of the Public Broadcasting Service's programing department as a cross between "gadfly and matchmaker"—a successful combination, if her record is any reflection. To her credit: shaping a PBS schedule that has brought public television both critical acclaim and higher ratings.

In less than two years as senior vice president of programing, says PBS President Larry Grossman, Weil has already achieved the "great respect" of the public broadcasting community. "She has great taste and a real instinct for quality programs," said Grossman. But it is her ability to convince public television stations to carry those programs, along with her "eye for what's going to be important," he said, that makes Weil a valuable and successful programing leader.

PBS's program lineup shows the Weil touch—the science series, *Life on Earth*, *Creativity with Bill Moyers*, *American Playhouse* and *In Performance at the White House*, to name a few of the series launched under her command. And then there have been such specials as the English import, *Brideshead Revisited*, last year, and *The Ring*, this year. Plus the new PBS documentary series, *Frontline*, which scored high ratings in its premiere.

Weil's success can also be attributed to the fact that she is a "team leader," said Ron Hull, director of the program fund at the Corporation for Public Broadcasting. Hull credits her with assembling a staff that has "made it all possible."

Weil oversees three major programing divisions: children's and family programing (which includes arts and humanities), news and current affairs, and program acquisitions. Hull remarked that she has been on duty during the "best and worst times for public broadcasting" and noted that Weil has been instrumental in bringing about better times. While her background is firmly rooted in the performing arts, as opposed to broadcasting, Hull said she has mastered the art of dealing with the disparate groups in public television.

She joined PBS as director of arts and humanities programing in 1978, was named senior vice president and managing director of prime time in 1980 and assumed her current position in May 1981. Before Weil came to PBS she was director of the dance program at the National Endowment for the Arts in Washington from 1976 to 1978. It was at the Walker Art Center in Minneapolis, however, when she was coordinator of performing arts for seven years that Weil began making those connections with the arts community that has enabled her to at-



Suzanne Fern Weil—senior vice president, programing, Public Broadcasting Service, Washington; b. June 22, 1933, Minneapolis; BA English, University of Minnesota. 1969; coordinator of performing arts, Walker Art Center, Minneapolis. 1969-76; director of dance program, National Endowment for the Arts, Washington, 1976-78; director of arts and humanities programing, PBS, 1978-80; senior vice president and managing director of prime time programing, PBS, 1980-81; present position since May 1981; m. Fred Weil Jr., 1952; child—Peggy, 28.

tract some major talents like Twyla Tharp and Norman Lear to PBS.

In addition to her programing duties she is a spokesperson for the service. In an article last month, in *American Arts*, Weil wrote about the future of public broadcasting:

"Public television has its troubles, but cable isn't one of them. In fact, cable is helping us stay alive and well despite extraordinary budget cuts and our unusual financial woes. For example, our audiences are 30% higher in cable markets than in noncable. One reason for this is fairly simple: 178 (61%) of our stations are on the UHF band and therefore are harder to find on television sets. The cable tuner makes UHF stations as accessible as VHF, and the results are dramatic in every market."

If there is a message Weil would like to get across about public television it is that "it is different." It is important, she stressed, that PBS does things nobody else is doing. "If the networks decided to do performance programing four nights a week, I would say: 'Great, we will go do something else.' because there are a million other things to go out there and do.

"Next year we are going to try something new," Weil said, explaining that PBS is working on a program that would be a "one-

night, one-subject evening devoted to topics like the plight of American high schools and youths and drugs."

Weil feels PBS needs to do more experimental programing. To her, experimental means programs dealing with younger people involved in the arts of today, not necessarily new art forms. "I think we see a lot of the same faces on public television."

She has ambitions for other program types. Children's programing, she says, is a form "where we are thin"—even though "we are head and shoulders above everybody else." Her primary concern is that there is not enough new children's programing and not enough programs that deal with older children.

Weil is more concerned about the fiscal survival of public television than she is about the abundance of its programs, maintaining that PBS has access to more than enough product. "We say no to many more programs than we say yes to," she said.

"We can raise more money in the private sector and we can raise more money from the public. We can cut back our broadcast hours, sell our satellite time and cut back our staff, but if the federal government brings us down to the level that has been suggested by the White House [\$75 million annually] then it will be very difficult to make up the difference."

The big challenge beyond survival, Weil said, will be to make sure the programing pipeline stays filled. PBS's strong record for the last two seasons, along with the ratings and critical acclaim, came about because of the long-range planning PBS started when it foresaw that the federal government's support would be pared back. "Our challenge now is to make sure our programs are seeded for the next three to four years hence. We can drift along for the next couple of years pretty well," she said.

Because of budget cuts, Weil said, PBS must become more inventive; and in the event of reduced broadcasting time, must concentrate on its best programing, "not watered down stuff."

One of Weil's missions is to make sure her department is in tune with public television stations. Weil says it is essential that "we keep our finger on the pulse of the stations and know what they want and then try and go after that. We are working for them and they are working for the public."

When she is not keeping her finger on that pulse, Weil finds time to relax just about every weekend in Minnetonka, Minn. She occupies an apartment in Washington during the week; her husband, Fred, lives in Minnetonka. He is president of the Republic Acceptance Corp., a commercial finance company based in Minneapolis. In Minnetonka, Weil likes to cook and read, take off her shoes and "become a country person and wife."

Something is up at The Entertainment Channel. Rumors pervaded New York last week that RCA-Rockefeller Center pay cable service may soon pull plug or undergo drastic changes in effort to boost subscribership which has been stalled for several months at fewer than 50,000 homes. Fueling rumors: hiring freeze in effect for last couple of weeks and slowdown in program buying that, according to one TEC spokesman, "may have come to a halt." TEC's official line was "no comment." RCA official conceded, however, that service's owners were "considering various alternatives."

To improve its management of spectrum, FCC should give licensees more technical and operational flexibility to use their spectrum as they see fit, Peter Pitsch, chief of FCC's Office of Plans and Policy, said in speech before Federal Communications Bar Association in Washington last week. According to Pitsch, spectrum use is currently confined to one purpose, and licensees, therefore, are prohibited from considering all reasonable alternatives. Under system permitting "allocational flexibility," however, licensee's own self interest would lead him to analyze many alternatives, and "improvements in spectrum efficiency would inexorably follow," Pitsch said. With such flexibility, licensees would be able to respond quickly to changing supply and demand conditions. "Allocational flexibility would allow licensees to explore sharing by time of day," Pitsch said. "One obvious candidate is spectrum use for business traffic during the day and for entertainment during the prime time hours," he said. "Undoing spectrum gridlock will create many winners: licensees, innovators, business, minorities and consumers. The time to try allocational flexibility is now."

Country time

A record 640 country radio and record executives gathered last Friday and Saturday, Feb. 18-19, at the Opryland hotel in Nashville for the 14th annual Country Radio Seminar. Sponsored by the Organization of Country Radio Broadcasters (OCRB), the event has grown significantly since its debut in 1970 when only 45 attended. Last year's attendance was 570.

One-time West Coast radio personality Bob (Emperor) Hudson, who built a reputation for his comical verse, delivered the keynote address on Friday morning, which focused on the survival of AM radio and the need for programmers to try something different.

AM radio cannot compete with FM on a music level, he said. In a humorous presentation which ran 30 minutes overtime, Hudson made light of AM stations that play commercial-free music sweeps and their attempt to be "slick." Programmers who use the slogan "the hits keep on coming" still have low ratings because they don't realize that the "hits kept on going." More music does not build an audience, he said. AM radio needs to be involved with the listener, Hudson suggested.

Scheduled to keynote the seminar on Saturday morning was Chuck Blore, a creator of TV spots for radio stations.

The seminar was to end with its usual banquet and "new faces" show, which for the first time was slated to be taped by ABC Radio for broadcast during its upcoming *Super Eagle Cross Country Music Show* broadcasts, aired weekly over the ABC Entertainment network. BROADCASTING has learned that the OCRB is looking to syndicate the annual "new faces" show on a regular basis.

On the administrative side, the 11-member OCRB board was to meet Saturday afternoon to elect new board members. Up for grabs are two at-large seats (three-year terms), two radio industry seats (one-year terms) and one record industry seat (two-year term). On Sunday morning the new board plans to vote for an association president and executive vice president. As of last week, Bob English, vice president and general manager of WMLX(AM)-WUBE(FM) Cincinnati, and Roy Wunsch, senior vice president of marketing, CBS Records, Nashville, held those two spots respectively. The OCRB by-laws do not prohibit any of the board or officers to be re-elected.

Soviet Foreign ministry issued to NBC last week, what Soviets described as "serious warning" (through network's Moscow bureau) to stop airing "slanderous" reports on possible KGB and Bulgaria connections to attempted assassination of Pope in 1981. If NBC persists, ministry warned, action would more than likely be taken to curtail "the contacts of the company and its bureau in Moscow with appropriate Soviet organizations." Warning was issued in response to two hour-long documentaries on KGB-Bulgarian connection (first program aired last September and second, on Jan. 25). Reuve Frank, president of NBC News, responded last week that "we are confident of our story and stand by it. It would be inappropriate to respond [further] to the Soviet statement."

Senator Larry Pressler (R-S.D.) appears interested in taking over role left vacant by failure of Senator Harrison Schmitt (R-N.M.) to win re-election—that of urging administration, and State Department in particular, to strengthen government policymaking in international telecommunications. In Senate debate last week on President's nomination of Richard McCormack as assistant secretary of state for economic and business affairs—job that carries with responsibility for department's Office of Telecommunications—Pressler criticized department for what he termed failure to plan adequately for international telecommunications conference through 1980's. Pressler noted that members of Commerce Committee, on which he sits, have tried to get State Department and rest of executive branch to focus on problem and devise solution, thus far with "only limited and temporary success." Pressler said he will explore issue with his colleagues on Foreign Relations and Appropriations Committees. Those three committees, he said, should be able to impress on administration and State Department "that the Senate expects them to give more high-level attention to international telecommunications and information policy." Good beginning, Pressler said, would be for McCormack, in his new job, to take "personal and persistent interest" in preparing U.S. for issues it faces in international telecommunications forums. McCormack's nomination was approved by voice vote.

FCC last week launched rulemaking aimed at determining whether divested Bell operating companies should be required to offer customer premises equipment, enhanced and cellular radio service through separate subsidiaries.

FCC last week approved settlement agreements under which nonwireline cellular applicants proposed partnerships to provide service in Milwaukee and Indianapolis. At same time, commission approved those companies' plans to provide service in those markets. Partners for Milwaukee operation are Westel-Milwaukee Co. and Cellular Mobile Systems of Illinois Inc. Partners for Indianapolis are Cellular Mobile Systems of Indiana Inc., Midwest Mobilphon Corp. and Westel-Indianapolis Co. Applicants are first nontelephone companies to receive cellular grants.

CBN Continental Broadcasting's negotiations to sell WXNE-TV Boston (BROADCASTING, Dec. 6, 1982) to Capital Cities Communications have been "discontinued," CBN announced late last week. Pat Robertson, CBN president, said that "other stations owned by Capcities in the Northeast area presented a potential for delay at the FCC in the processing of the applications." Others close to negotiations said CBN was worried about possible overlap problems generated by Capcities' WPRO-AM-FM Providence, R.I., and WTNH-TV New Haven, Conn. Robertson added that CBN board of directors "voted unanimously that henceforth the station is not for sale."

ATC's Preview Subscription TV Inc. announced last week that it has arranged to offer its programming service to Boston customers of Satellite Television & Associated Resources, which has decided to call it quits. Nathan Garner, Preview president, said firm planned to exchange its own decoder boxes for those of STAR's customers over the next few months, without charging STAR customers for conversion.

sion. Preview spokesman said programing would eventually be offered over nearby WSMW-TV Worcester, Mass., which is already serving about 40,000 customers with Preview programing. Spokesman said STAR programing was being transmitted over WQTV(TV) Boston to about 30,000 customers. Preview is hoping to attract about 20,000 of those customers, spokesman said.

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Member of Maine legislation has introduced bill to outlaw political advertising on radio and television in state. Observers, noting that questions have been raised about constitutionality of measure and whether state has authority to regulate broadcasting, say Representative Neil Rolde (D-York) is concerned primarily with raising issue of skyrocketing costs of political campaigning. But Rolde said that although costs issue was factor in his decision to introduce bill, he intends to make serious effort to secure its passage. He said he does not think 30- and 60-second commercials "add anything to enlightenment of the public." Rolde also said measure seems to have struck "chord" in public: he said people have approached him on street to express support of measure. He has also received letters on subject from out of state. "All of that encourages me, so I'm going ahead." Maine Association of Broadcasters will oppose bill. "We don't think it's in the public interest," said MAB president Richard Walsh. He said broadcasters share concern about campaign costs. But, he added, Rolde bill "doesn't address the problem." He noted money not spent on radio and television would be spent on other media.

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Southern Baptist Radio and Television Commission last Thursday (Feb. 17) presented its top Abe Lincoln Award in television to Mary Alice Tierney, community services director. WISN-TV Milwaukee for coordinating that station's "Food for Families" drive for Milwaukee-area needy. At same presentation ceremonies in Fort Worth, companion award in radio went to David Berry, vice president and general manager, WQDR-FM Raleigh, N.C., for initiating 32-part news and public affairs series on Vietnam veterans and resources available to them. Two finalists were chosen from eight merit award winners announced two months ago (BROADCASTING, Jan. 3). This is 14th year in which SBRTC has recognized broadcasters for contributions made through public-service programing and projects.

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Mariner Communications reached agreement to sell WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio, to Seven Hills Communications Ltd. for estimated \$10 million to \$11 million. Mariner is owned by Elmer Ward Jr., Joe Scallon and 10 others. Last year their deal to sell Ohio radio stations along with KBEQ(FM) Kansas City, Mo., to David T. Chase and family for \$21.5 million fell through (BROADCASTING, March 29, 1982). Mariner bought Ohio stations in 1979 from Queen City Communications for \$17 million, then record price for AM-FM combination (BROADCASTING, Nov. 5, 1979). Buyer is headed by Charles K. Murdock, who will be president of Seven Hills Communications Inc., general partner. He will be joined by group of local investors including Bill Dewitt, Cincinnati real estate developer and son of late William Dewitt, former owner of Cincinnati Reds. Murdock, former general manager of WLW and 10% owner of Queen City Communications, is president of Murdock Productions, Cincinnati-based cable TV production company.

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Screen Actors Guild President Ed Asner assured union's annual membership meeting last week that SAG is "not hungry for a strike" against network, cable and theatrical film producers when its current contract expires July 1. Asner told union members that negotiations on new proposed contract, reached as consensus among union leadership, will begin in May. Thirteen-week strike at expiration of last SAG contract caused delay in start-up of 1980-81 prime time season. Ken Orsatti, national executive director of 50,000-member union, told delegates: "If there is a way on God's earth to negotiate this contract without a major confrontation with producers, we dedicate ourselves to finding it."



Recognition. Former ABC Owned Television Stations President Richard A. O'Leary (l) was the guest of honor last Tuesday (Feb. 15) at a farewell dinner at New York's Tavern on the Green. About 85 ABC executives, including John C. Severino (r), president of ABC Television, attended the dinner for O'Leary, who left the network last year to form his own television marketing and consulting firm in New York.

FCC last Thursday (Dec. 17) approved swap of Pulitzer's KSDK-TV St. Louis for Multimedia's WFBC-TV Greenville, S.C., and WZLH(TV) Winston-Salem, N.C., and denied petitions filed by National Black Media Coalition and St. Louis Broadcast Coalition and others which sought to deny applications. FCC also authorized tax certificates be issued to Pulitzer for trade of KSDK-TV and to Multimedia for trade of WFBC-TV because swap results in break-up of grandfathered combinations of broadcast stations and daily newspapers in same market.

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Malrite Communications Group Inc., has sold its North Carolina cable subsidiary, Outer Banks Cablevision Inc., to Outer Banks Cablevision Associates for about \$7 million. Buyer is limited partnership controlled by New York-based Sutton Capital Associates, general partner in cable systems serving over 24,000 basic subscribers. System serves Kill Devil Hills, Nags Head and Manteo, all resort communities on Cape Hatteras in Dare county, with 6,700 basic subscribers. Hotel units account for about another 1,000 subscribers. Communications Equity Associates, Tampa, Fla., handled transaction for buyer.

News is perishable. ABC News's exclusive report last Wednesday (Feb. 16) that President Reagan had dispatched aircraft carrier Nimitz to Mediterranean waters off Libya and four AWAC radar planes to Egypt in the face of an apparent threat from Libya was broadcast despite a request from the White House that it be delayed 24 hours. The decision to go with the report on ABC's first feed, beginning at 6:30 p.m., Wednesday, was made after ABC News executives in Washington and New York conferred on the White House request—and after sources for piece were double-checked. The report, prepared by the network's Pentagon correspondent, John McWethy, had already been held back one day at the request of his sources. The President's national security adviser, William Clark, had called ABC News Washington Bureau Chief Edward Fouhy on the matter after failing to reach ABC News President Rooney Arledge. Fouhy said the White House was "unhappy" with the report and wanted it delayed—not cancelled, he stressed. Fouhy declined to divulge details of his conversation with Clark, but a White House official said Clark had been concerned about "sensitive intelligence matters and sensitive matters involving other governments." The dispatch of AWACS and Nimitz, which had been providing backup for U.S. Marines in Beirut, was ordered after Libyan leader Moammar Khadafi ordered troops to Libya's borders with Sudan, Egypt and Chad. CBS and NBC ran their own versions of the story on Wednesday after ABC broadcast the McWethy piece.

Editorials

Mission

It has been unfashionable among broadcasting representatives in Washington to believe that deregulatory legislation can be had in the 98th Congress. Fashion may have been changed last week when the Senate, setting some kind of speed record, unanimously adopted S. 55, the bill that codifies the FCC deregulation of radio and considerably eases the television broadcaster's lot at license renewal time.

True, the House has given no signs of similar interest in deregulation, but the swiftness and unanimity of the Senate action will not pass unnoticed on the other side of the Capitol. The experts would be wise to abandon the defeatist notion that all is certain to be lost in the House.

S. 55 falls far short of the ideal deregulation that broadcasters seek. Television broadcasters are entitled by logic and circumstances to at least the relief that is accorded radio in the bill. The political reality, however, seems to be that television will have to wait a while.

It is in the common interest of all broadcasters to see a companion to S. 55 through the House. If all broadcaster organizations unite in their support, the guess here is that there is at least an outside chance of success. If broadcasters let this chance go by, they'll deserve all the regulation they'll get.

Breakdown

For a while last year it looked as if broadcasters and cable operators had composed their differences over copyright and related legislation. H.R. 5949, the cable copyright bill that resulted from compromises by the National Association of Broadcasters and National Cable Television Association, had been adopted by the House and was making progress in the Senate. In December it all fell apart when the Copyright Royalty Tribunal upped the distant-signal rate.

As reported elsewhere in this issue, the CRT decision still hogs center stage in the Washington copyright scene. It is likely to remain there for a while. To people like Ted Turner, it takes first priority, and when Turner finds a devil to pursue, the action gets exciting. Cable system operators too face dislocations on a significant scale if the CRT deadline of March 15 arrives without modification of the order. Their resistance may not be as colorful as Turner's, but it is very real.

Broadcasters have less stake than superstations or cable operators have in what the CRT did or in what may come of the CRT's action. Whatever scale of cable fees is set, the broadcasters' share will no doubt remain as minuscule as it has been in past CRT distributions. It would not matter much to their bottom lines to side with Turner and the NCTA on the distant-signal royalty.

There are, however, other differences that are separating broadcasting and cable by an increasing distance. The NAB, as reported by its president last week, is beginning to think that total copyright liability for cable is attainable. As long as the NAB talks like that, the NCTA will not be caught in the same room, let alone at the same table.

Full copyright liability for cable is not the NAB's invention. It has been advocated by the Reagan administration's telecommunications expert, by professional sports and by the Motion Picture Association of America, although the last, according to its president, Jack Valenti, has higher-priority legislative aims right now

(see "At Large," BROADCASTING, Feb. 14). Those forces have clout enough to make things happen if they ever get together.

The thought here is, however, that talk of copyright liability comes too late. The time for broadcasters and program suppliers to seek that kind of legislation was after the Supreme Court in 1968 ruled that the copyright law of that time contained no cable liability for the use of broadcast signals. Instead of seeking legislative action, the broadcasters assigned all their forces to support the cable regulation that was about to emerge from the FCC. It is the recent dismantling of those FCC controls that has reawakened the broadcasters' interest in copyright liability, which was not enough protection to suit them back when it might have been attained.

As the distance between them widens, neither broadcasting nor cable stands to gain. Anybody want to try a little statesmanship?

With friends like those...

The board of directors of the American Newspaper Publishers Association has returned from a meeting in Hawaii bearing a resolution that sides—sort of—with broadcasters and cablecasters in their quest for editorial freedom. "ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which information is disseminated," the resolution read. That's all that the ANPA intends to do on behalf of the electronic media now, the association said.

At least one member of the ANPA board must have been disappointed. Last November, in an eloquent speech, Arthur Ochs Sulzberger, publisher of the *New York Times*, called upon his fellows "to join with their electronic brethren to close the First Amendment gap" (BROADCASTING, Nov. 22, 1982). He regretted that print publishers "are putting distance between themselves and electronic publishers when it comes to the First Amendment" for fear that somehow broadcast regulation might rub off on print. Said Sulzberger: "The line between print and electronic journalism is thin at best and getting thinner. Any oversight of free speech is not the role of government."

Other directors of the American Newspaper Publishers Association would be truer to proclamations of freedom on their editorial pages if they had adopted their colleague's speech as their resolution.



Drawn for BROADCASTING by Jack Schmidt

"I hope I'm not too late."

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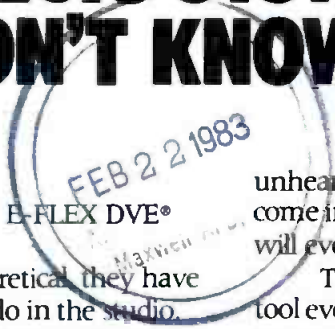
WCCO-TV NEWS

Minneapolis/St. Paul

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*Source: ARB October and November 1982 Monday-Friday Metro Share subject to limitations.

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