

Broadcasting Feb 28

Again

AMERICA'S HIGHEST RATED MAJOR MARKET FM STATION.

In the latest ratings, **KS95-FM** achieved a 12.4* share of persons 12 plus. A rating that continues to strengthen our position as the top adult contemporary station in Minneapolis/St. Paul. But even more significant, by achieving the number one rating in adults 18-54, Monday-Sunday,

6A/12M, **KS95-FM** has become America's highest rated FM station in the top 31 markets.*

*FALL 1982 ARBITRON METRO SHARES



To learn more, call your **KS95-FM** sales representative at 612/642-4141, or contact the Christal Company

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52d Year 1983

Special report: Baseball '83
Entertainment Channel
collapse ■ Turner
talks merger

“ENTERTAINMENT™
TONIGHT

HAS BECOME
THE MOST
POPULAR NEW
NON-NETWORK
SHOW ON
TELEVISION”

—New York Times, January 18, 1983

ET's combined average NTI rating of 17.7 for the week ending Jan. 23 was a new high for the series. Further proof that ET is television's most remarkable success story!



TELEVISION DOMESTIC DISTRIBUTION

BIGGEST STORY IN THE BIG APPLE!

On Jan. 3, ET moved to 7:30pm on WABC-TV New York—and in only six weeks completely turned around the ABC flagship's prime access time period! The comparison between December and ENTERTAINMENT TONIGHT's latest week is nothing short of astonishing.*

December Time Period

6 Rating/11 Share

ET's Latest Week

14.1 Rating/21 Share

+135%

+91%

"We anticipated that ENTERTAINMENT TONIGHT would be a winner for us, but it has far exceeded our most optimistic expectations."—William Fyffe, VP & Gen. Mgr., WABC-TV New York

ET IS ENTERTAINING THE NATION!

ET's audience has even topped last year's impressive performance—both in rating and all key demos:**

Up 20% in Rating

Up 15% in Women 18-49 Up 11% in Men 18-49

Up 15% in Women 25-54 Up 13% in Men 25-54

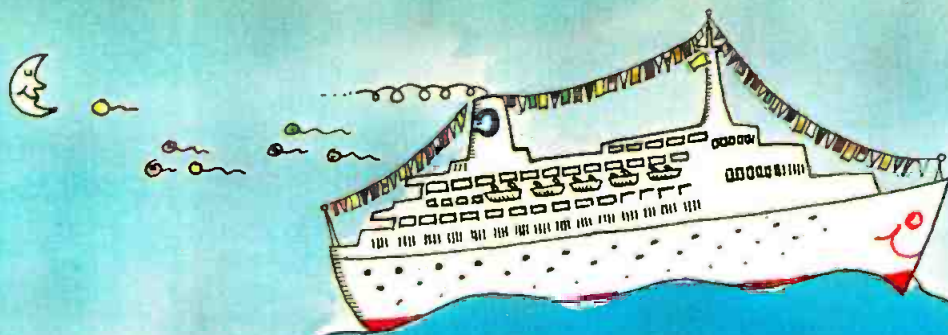


ET VS. THE NETWORKS!

More people get their entertainment news from ET co-anchors Ron Hendren and Mary Hart than any network entertainment/talk show—over 11½ million viewers watch the Monday-Friday strip alone!

That's 120% more total persons than Good Morning America, 152% more than The Today Show and 269% more than CBS Morning News. In fact, the combination of ET and ENTERTAINMENT THIS WEEK reaches significantly more people than those three network morning shows *combined*—and more than the total late-night audience of ABC Nightline and The Tonight Show as well!***

ENTERTAINMENT TONIGHT and ENTERTAINMENT THIS WEEK cover the world of show business like no other programs on television—and America knows it!



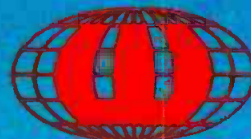
The Love Boat Makes Waves

...with the whole family.
A consistent winner with women,
men, teens and kids.

THE LOVE BOAT is, in fact, #1 with
total viewers in 86 of the nation's top
100 markets.

Setting sail Sept. 1983.
Don't be left at the dock!

OUR 10th YEAR



**WORLDVISION
ENTERPRISES INC.**

The World's Leading Distributor
for Independent Television Producers

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

A Ten Company

Turner talking merger □ 'M*A*S*H' folds its tents after 11 years □ Entertainment Channel to go dark on March 31 □ Broadcasters, cablecasters set for United States Football League debut

TAPS □ Farewell episode of *M*A*S*H*, after 11-year run on CBS, expected to be highest-rated entertainment program of all time. **PAGE 39.**

GONE FISHING □ Atlanta media baron Ted Turner discusses merger and buy-out possibilities with three networks and Metromedia. **PAGE 40.**

NEW GAME IN TOWN □ If all goes as planned, fledgling United States Football League will mean millions of dollars in revenue for broadcasting and cable networks. **BROADCASTING** looks at each team and its rights holders **PAGE 41.**

CHANGES IN ATTITUDES □ NTIA report stresses need for restructuring of ITU. U.S. should remain member, but develop "alternate" organization. **PAGE 43.**

THAT WAS ENTERTAINMENT □ March 31 is last day for Entertainment Channel, but pay cable venture may resurface as advertiser-supported service. **PAGE 44.**

THINGS TO COME □ At MIT conference, cable executives give differing views on telecommunications revolution's effect on medium. **PAGE 45.**

EASTERN VICTORY □ Supreme Court won't review lower court decision exempting EMI. as "passive carrier," from copyright fees **PAGE 45.**

ONE MORE TIME □ New Radio Marti bill is introduced in Senate with "full support" of Reagan

administration. NAB will oppose bill, says Fritts. **PAGE 46.**

CASEY AT THE BANK □ Costs for major league baseball rights soar, due primarily to pay TV contracts. **Broadcasting** covers all bases in "Special Report" that puts ballpark figures in perspective, with team-by-team breakouts of rights holder. **PAGE 51.**

DAY IN COURT □ In ruling on KCET(TV) Los Angeles case, Supreme Court says FCC is not required to see that broadcasters make "special effort" to serve hearing impaired. **PAGE 70.**

BUDGET BATTLE □ CPB asks Congress' aid in fighting Reagan administration's proposed budget cuts. **PAGE 76.**

BUSINESS IS BOOMING □ Despite sagging economy, Fifth Estate's financial picture is good, with generally substantial revenues and profits. **PAGE 84.**

RECORD ATTENDANCE □ Annual Country Radio Seminar in Nashville boasts record crowds, features workshops on agribusiness, length of playlists. **PAGE 96.**

HARD TO SWALLOW □ Networks challenge *Reader's Digest* claims of erosion of Tulsa, Okla., prime time television share. **PAGE 99.**

VIVA EL REVOLUCION □ FCC's Common Carrier Bureau Chief Gary Epstein relishes his role in telecommunications revolution, that of fitting "all the pieces of the puzzle together." **PAGE 119.**

INDEX TO DEPARTMENTS

Bottom Line	86	Closed Circuit.....	7	For the Record.....	101	Open Mike	36
Business	84	Datebook	30	In Brief	120	Programing	96
Business Briefly	18	Editorials	122	In Sync	99	Riding Gain	48
Cablecastings	10	Fates & Fortunes	115	Law & Regulation	70	Stock Index	92
Changing Hands	87	Fifth Estater.....	119	Monday Memo	26	Telecastings	94

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

INDEX TO ADVERTISERS ■ ABC Radio Networks 20-21 □ ABC Television Network 59 □ ADM Technology Inc. Fourth Cover □ Accu-Weather Inc. 18 □ Blackburn & Co. Inc. 86 □ John Blair & Co./Quantiplex 15 □ Broadcast Music Inc. 77 □ CMX/Orron 97 □ Cetec Antennas 100 □ The Christophers 95 □ Classified ads 106-114 □ Columbia Pictures Television 12-13, 57, 71, 80-81, 89, 93 □ ComWorld Domestic Sales 72-73 □ Continental Electronics 101 □ Norman Fischer & Associates Inc. 34 □ Gaylord Broadcasting 75 □ Gold Key Entertainment 32-33 □ The Samuel Goldwyn Co. 85 □ ITC Entertainment 28-29 □ KATU 79 □ Katz 55, 67, 68-69 □ King World 52-53 □ KSTP-FM Front Cover □ H.B. LaRue 90 □ MCATV 6, 19, 27, 31, 35, 38 □ MGM/UA 8-9 □ Mathis & Gold Associates Inc. 83 □ Metromedia Producers Corp. 61, 62-63, 64-65 □ Paramount Television Second Cover/3 □ Park Sign 49 □ Petry Television 24-25 □ PolyGram Television 23, 47 □ Professional Cards 105 □ RCA 16-17 □ Cecil L. Richards Inc. 87 □ Robert W. Rounsaville & Associates 88 □ Scribe Recorders Inc. 58 □ Service Directory 104 □ The William B. Tanner Co. Inc. 115 □ The Tobacco Institute 14 □ United Press International 91 □ Warner Brothers Television 37 □ WJIM-TV Third Cover □ Worldwide Enterprises Inc. 4 □ WOR-TV 50 □ WW Entertainment 11

TOGETHER FOR THE FIRST TIME!!



The electric excitement of a superstar rock concert plus the cross-over appeal of a musical game show!

Imagine today's biggest rock superstars performing their latest hits before a live audience of ecstatic fans. Add the free-spirited excitement of young contestants vying for big cash prizes in a fast-paced musical game show!

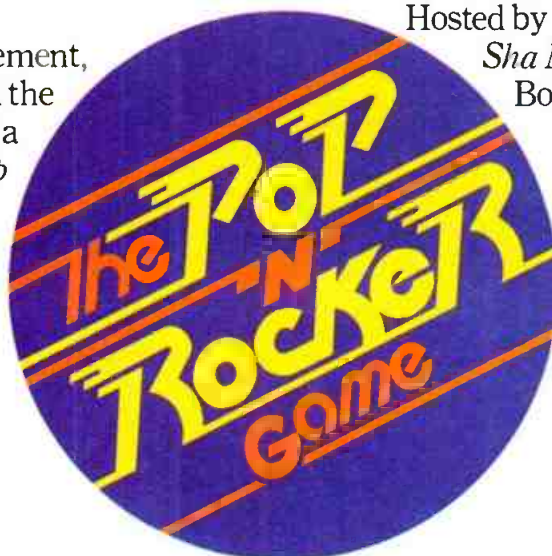
The music, the excitement, the entertainment—all in the pulsating atmosphere of a rock concert. It's *The Pop 'N' Rocker Game*, the

perfect once-a-week hour program for reaching the elusive under-25 audience as well as everyone who ever loved the fast action of a game show!

Hosted by Jon Bauman, *Sha Na Na's* Bowser!



Yes, this is Bowser!



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MCA TV

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A Game In Concert.

A Ron Greenberg Production in association with Alan Landsburg Productions



Post-code loads bigger?

Recent monitoring of prime time network programming by television committees of Association of National Advertisers and American Association of Advertising Agencies has revealed some instances in which nonprogram material exceeds limits set by networks' own standards. Committees, which conducted monitoring over two separate weeks in fourth quarter, say further analysis is necessary before it can be determined whether pattern of excesses constitutes trend, and that once analysis is completed, findings will be discussed with networks.

Periodic monitoring of prime time programming by committees is standard, and was conducted in this instance to determine if elimination of National Association of Broadcasters' advertising codes has led to relaxation of network standards. Networks said they would like to see full report before commenting, and CBS noted there might be some misinterpretation of its standards.

Marked down

There's wide financial wingspread to Ted Turner's efforts to acquire substantial corporation as co-venturer, if not outright purchaser, of Turner Broadcasting and associated news and sports interests (story page 40). He is said to have started with price tag of \$800 million, but figure quickly dropped to \$600 million. More skeptical believe eventual total could be closer to \$250 million. Biggest obstacle to deal was said to be Turner himself, who wants to continue in operational role and go on board of new corporate partner; few are ready to be in harness with so volatile and forceful a personality. One remark heard on street: Price could be \$600 million without Turner, \$250 million with him.

First pass

First to express interest in 13 RKO General Inc. stations that FCC has opened to competing applications (BROADCASTING, Feb. 14) is new company, Cozzin Inc., whose principals are comedian Bill Cosby (51%) and Joe Zingale (49%), former majority owner of WWWE(AM) and WWWM(FM) Cleveland and other stations. In petition filed late last week, Cozzin asked FCC to refuse to accept applications for nine of RKO's facilities for 45 days to give Cozzin chance to purchase them under FCC's distress

distress sale policy. Cozzin claimed that discussions with RKO principals led it to believe that commission approval of proposal would lead to "satisfactory final agreement." RKO attorneys said they were unaware of any discussions and that to their knowledge, RKO had expressed no interest in distress sales.

Stations Cozzin has in mind are WOR(AM) and WRKS(FM) New York; WRKO(AM) and WROR(FM) Boston; WGMS-AM-FM Bethesda, Md.-Washington; WAYY(FM) Fort Lauderdale, Fla.; WFYR(FM) Chicago, and WHBQ(AM) Memphis.

Sky war

Conference on western hemisphere countries that will be held next summer in Geneva to plan use of 12 ghz band for direct broadcast satellite service may provide setting for what some are calling "Second Battle of the Falklands." Both Great Britain and Argentina have listed Falkland Islands as area they intend to serve by DBS. And Falklands, remember, host lots of sheep but only 1,700 residents, all British subjects. Conflict between recent adversaries in war may have to be resolved by credentials committee.

More music

Satellite Music Network, already aloft with three 24-hour radio formats, will soon announce fourth: "Hot Rock," designed, as its name suggests, to reach younger demographics. Altogether, Dallas-based company's first three formats (country, adult contemporary and MOR) now reach 250 affiliated stations.

Senate and copyright

Senate Subcommittee on Patents, Copyrights and Trademarks, formally approved by parent Judiciary Committee last week, is getting down to business. Copyright problems created by home taping of audio and video programming are first priority. Later there'll be oversight hearings for Copyright Royalty Tribunal and Copyright Office, following those scheduled this week by counterpart subcommittee in House (see page 10). There'll also be symposium for subcommittee members and Copyright Office in April.

Subcommittee members appointed last week: Senators Charles McC. Mathias (R-Md.), chairman; Paul Laxalt (R-Nev.);

Orrin Hatch (R-Utah); Robert Dole (R-Kan.); Howard Metzenbaum (D-Ohio); Dennis DeConcini (D-Ariz.) and Patrick Leahy (D-Vt.).

Rightly named

Enterprise going by name of Mountain TV Network Inc. intends to file about 3,500 low-power television applications at FCC, proposing to serve rural areas with multichannel LPTV service. Mountain plans to cluster LPTV stations—as many as 15 transmitters in each location—in about 240 sites west of Mississippi, offering mixture of free and pay programming. Mountain is closely held corporation, 51% owned by Shirley Windsor, of Redvale, Colo. Her husband, William Dean Windsor, president, owns 9%. With Mountain's contributions, FCC will have about 12,000 LPTV applications on file, commission official said. It's processing 50 a month.

Next up: teletext

Teletext authorization is on FCC agenda for March 9, and word is that those hoping for commission to set technical standards ought not to hold breaths. Other problems are on FCC minds: whether teletext should be exempted from equal-time and fairness law, whether teletext is to get must-carry status on cable, how teletext or other services offered on vertical blanking interval on common carrier basis should be regulated.

As same March 9 meeting FCC is expected to make final its rule establishing lottery to choose among rival applicants for same facilities (BROADCASTING, Sept. 27, 1982). Congress gave commission deadline of March 12 to act.

Shortening lists

In what may be new trend in spot radio representation, two firms, Lotus Representatives and Savalli & Schutz, New York, are shrinking operations. Lotus is retaining representation of about 40 Spanish-language stations but giving up its 200-plus "anglo" outlets. George Sternberg, executive vice president of Lotus, has been separated. At S&S, 175-station list has been reduced to about 20 key stations, and firm also hopes to set special assignments for stations having other reps. High cost of service for long lists of radio stations is said to be reason for Lotus's and S&S's moves.

INTRODUCING



MGM

UA #1

The logo features the letters 'UA' in a white, serif font, with a gold film strip looping around them. A large, gold, three-dimensional number '1' stands to the right. A white hash symbol '#' is positioned between the 'UA' and the '1'. A small 'TM' trademark symbol is located above the 'A'.

Rocky
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



25 outstanding motion pictures that are second to none.

Those distant-signal fees

The House Judiciary subcommittee with jurisdiction over copyright has scheduled the Copyright Royalty Tribunal and the Copyright Office for an oversight hearing this Thursday (March 3) and, according to the subcommittee's new general counsel, Michael Remington, the witnesses from those offices will be asked to explain the rationale behind and the implementation of the CRT's increase in the compulsory license fees cable systems must pay to import distant broadcast signals. The rate hike, ordered last October, has sent shock waves through the cable industry. Because of it, many cable systems have dropped or are preparing to drop distant signals, including the satellite-delivered superstations, to limit their copyright liability. According to Remington, the subcommittee's consciousness on the rate hike has been raised by numerous phone calls and letters from cable subscribers protesting the loss of favorite signals.

Remington's comment to BROADCASTING came after he introduced himself to a group of Washington lawyers in a brief talk at an American Bar Association luncheon in Washington last Thursday. He devoted his talk to housekeeping matters and, because of his newness to the job—he joined the subcommittee staff on Feb. 1—was reticent about issues, including cable copyright, which the subcommittee might be taking up. With the exception of hearings on bills to reform the Supreme Court toward the end of March, Remington said, the subcommittee will not be doing much of substance in the next few months. It may take to the middle of April or the first of May to finish all the subcommittee's oversight hearings, he said.

Remington also reported that the subcommittee, which is chaired by Robert Kastenmeier (D-Wis.), has added three members—Michael Synar (D-Okla.), Patricia Schroeder (D-Colo.) and Harold Sawyer (R-Mich.). The additions, which bring the total membership to 14, create a problem for the subcommittee. It will have trouble finding a hearing room that it can use on a regular basis that can seat that many congressmen, Remington said.

Pirate sweeper

Cox Cable, San Diego, the nation's largest cable system with 230,000 subscribers, has launched a campaign to stem its losses from theft of service which may run as high as \$12 million a year. Cox will upgrade descramblers/converters at a cost of \$13 million, improve installations in multiunit dwellings that are particularly prone to theft, use a media blitz to warn pirates of the legal consequences of their actions, and tighten internal security to prevent theft of descramblers/converters. The impetus behind the campaign was the toughening of the California theft-of-service law, which be-

Battle of the bills

Massachusetts legislative committees are scheduled next month to consider conflicting proposals that would (1) prohibit cable television censorship and (2) ban "indecent" material on cable. The latter bill is being promoted by the state's chapter of Morality in Media and by a special advisory committee appointed by former Governor Edward King. The former has been filed by Philip Olenick, a member of the Boston-based Cable Television Access Coalition.

came effective on Jan. 1. The amended law calls for fines of up to \$20,000 and prison sentences of up to one year or both for sellers of unauthorized equipment and fines of up to \$6,000 and sentences of up to 90 days or both for users. Backed by the new law, Cox has set 19 people to the task of tracking down pirates. Using a device called a "sweep analyzer," Cox detectives can make random checks of neighborhoods and determine which homes are illegally connected to its cable. "Right now, we have quite a number of cases with evidence on violators to turn over to the San Diego city attorney and the district attorney for prosecution," said Chuck Peters, Cox's head of security. "We're waiting until after the media campaign to give everyone enough warning and a chance to exchange their illegal boxes and start paying for service. After that we will ask for full protection under the law."

Cox estimates that at least 35,000 homes in its franchise areas steal basic cable service and that another 30,000 are stealing at least one pay service by using unauthorized descrambler/decoders. Cox's annual loss from all the theft is between \$8 million and \$12 million, it said. What's more, it said, the 10 communities served by Cox lose between \$250,000 and \$360,000 annually in franchise fees.

Partnership sale

Home Box Office is proposing to finance the production of theatrical motion pictures through the sales of limited partnerships that could raise \$25 million to \$125 million.

The plan is outlined in a prospectus filed with the Securities and Exchange Commission. Silver Screen Partners, as the venture is being called, would assign pay television distribution rights to HBO but does not propose any exclusive distributorship for theatrical release.

The partnership would be organized by E.F. Hutton & Co. and raise from \$25 million to \$75 million a year for production of up to 10 films. E.F. Hutton & Co. could raise up to \$50 million more annually through the sale

of 100,000 units priced at \$500 each. Hutton executives would fill three of the four top management posts for Silver Screen Partners. E.F. Hutton's president and chief executive officer, Roland Betts, is currently managing a \$20-million limited motion picture production partnership, International Film Investors.

HBO, which would have final say on which films would be financed by the partnership, is not expected to hold an equity position in Silver Screen.

The pay television service already has entered agreements with Columbia Pictures and Orion Pictures Corp. to acquire guaranteed pay television rights to certain films produced by those studios in return for HBO's financing. In addition, the Time Inc. subsidiary is planning to create a major motion picture studio in association with Columbia and CBS Inc. The first of nine HBO made-for-pay television movies is expected to be shown on the cable service in May.

Washington cable

The D.C. Cable Design Commission had its schedule for awarding a cable franchise for the city all worked out. The commission would finish its work on the RFP by the end of March. After reviewing it and perhaps modifying it, the city council would release it in June. Bids would be due in late September or early October, and the commission would have its recommendation on who should be the cable franchisee ready for city council action by end of year.

It now appears, however, that the schedule will shift. According to its chairman, William Lightfoot, the commission has asked the city council to extend the RFP deadline by at least 90 days. Lightfoot said the entire process will probably be "stretched out."

One of the most important of the commission committees, each of which is working on a different aspect of the RFP, is the one looking at ownership and finance. The committee, Lightfoot said, is considering various forms of ownership and control of a cable system, including municipal, economic development corporation, cooperative and, of course, private. Another possibility that is being considered, he noted, is ownership by either the local telephone company (C&P Telephone) or electric utility (Potomac Electric Power) ("Closed Circuit," Feb. 14).

One less MDS operator

California Subscription Television Ltd., a Southern California MDS operator that had been delivering The Z Channel, a local pay programming service, to about 10,000 subscribers has ceased operation and reportedly filed for bankruptcy. Officials of CSTV have not been available for comment, but Group W Cable, which owns and programs The Z Channel for its Los Angeles offices, said last month that it is negotiating with a potential new MDS company to serve the



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Market after market report the surprising fact that not only are women an important audience for Black Belt Theater, but in many cases women are actually *outnumbering* men.

WESH, Orlando delivered more 18-34 women than 18-34 men.

WDIV, Detroit—women 18+ outnumber men 18+.

WAWS, Jacksonville delivered more total women than total men.

WTAF, Philadelphia delivered *twice as many* total women as total men.

So now it's the rock 'em sock 'em non-stop action of Black Belt Theater for the ladies. Call us for more evidence that it's not just men who want their kicks.



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BOISE
BOSTON
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BURLINGTON
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CHARLESTON, WV
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
COLUMBIA
COLUMBUS
DALLAS
DENVER
DES MOINES
DETROIT
FLINT
FLORENCE
FT. SMITH

WNYT
KHAT
KLAX
KVII
WAGA
KERO
WJZ
WBRZ
KBMT
WBRC
KTRV
WSBK
WIVB
WVNY
WCIV
WVAH
WCCB
WGN
WXIX
WKYC
WOLO
WXTX
KTXA
KMGH
KCBR
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HOUSTON
INDIANAPOLIS
JACKSON
JACKSONVILLE
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KNOXVILLE
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LAKE CHARLES
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WPGH
WMTW
KECH
WTVD
KAME
WXEX
WROC
WREX
KTXL
KPLR
KTVX
KSAT
KGTW
KTZO
KMST
KCPQ
KREM
WTWC
KOKI
WRC
WFLX



A Spelling/Goldberg Production
distributed by



subscribers abandoned by CSTV as well as the some 1,300 currently being reached by Group W's own MDS system. CSTV was purchased in March 1982 by Merlin Financial Corp. partners Marty Selko and Jules Fieder for \$4 million from American Transvideo Inc.

Closed-captioned cable

Working with the National Captioning Institute, Vision Cable Communications Inc. will lease Colormax closed-captioning decoders to deaf subscribers in 16 of its systems for \$6 per month. Ed Dunn, NCI's director of consumer sales, said in a prepared statement: "Hearing impaired cable television subscribers can now have access to captioned television programming. It is hard to overemphasize what this means to a person who has been unable to purchase a decoder that retails at \$289." Vision's commitment is also important. The proliferation of decoders is the key to persuading producers and networks to pay NCI to write captions and insert them in their programming. The number of decoders now in use stands at 66,000.

Testing cable ad waters

Hearst/ABC Video Services, purveyor of two cable programming services, announced last Monday 52-week contracts with American Motors for ARTS cultural service and with Warner Lambert and Scott Paper for Daytime. In addition, the Greek National Tourist Organization made a smaller buy on ARTS.



Country kickoff. The cable industry may see its largest extravaganza for a programming launch when the Nashville Network goes on the air next week with seven million homes. More than 50 country performers will participate in the launch in a live five-hour premiere show beginning at 8 p.m. central time and originating in six cities. Performers will include Roy Acuff, Minnie Pearl, Chet Atkins, Ray Stevens and Larry Gatlin and the Gatlin brothers in Nashville; Roseanne Cash and T.G. Sheppard in New York; Tammy Wynette and Don Williams in Chicago; Tanya Tucker and Hoyt Axton in Los Angeles; Lynn Anderson and George Lindsay in Denver, and Emmylou Harris and Bill Monroe in Austin, Tex. The premiere will also include prerecorded appearances by other country stars. Gathered to make the announcement last week in New York were (l-r) Bob Boatman, executive producer, *Nashville Now*; Ron Castell, senior vice president/marketing, Group W Satellite; Harlan Rosenzweig, executive vice president, Group W Satellite; David Hall, general manager, Nashville Network, and Ralph Emery, host of *Nashville Now*.

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With VAC ratings you can show advertisers exactly which of your time periods their potential customers are watching. And prove to them that your station is the most effective use of their budget. In the case of local advertisers it's even a far more accurate targeting

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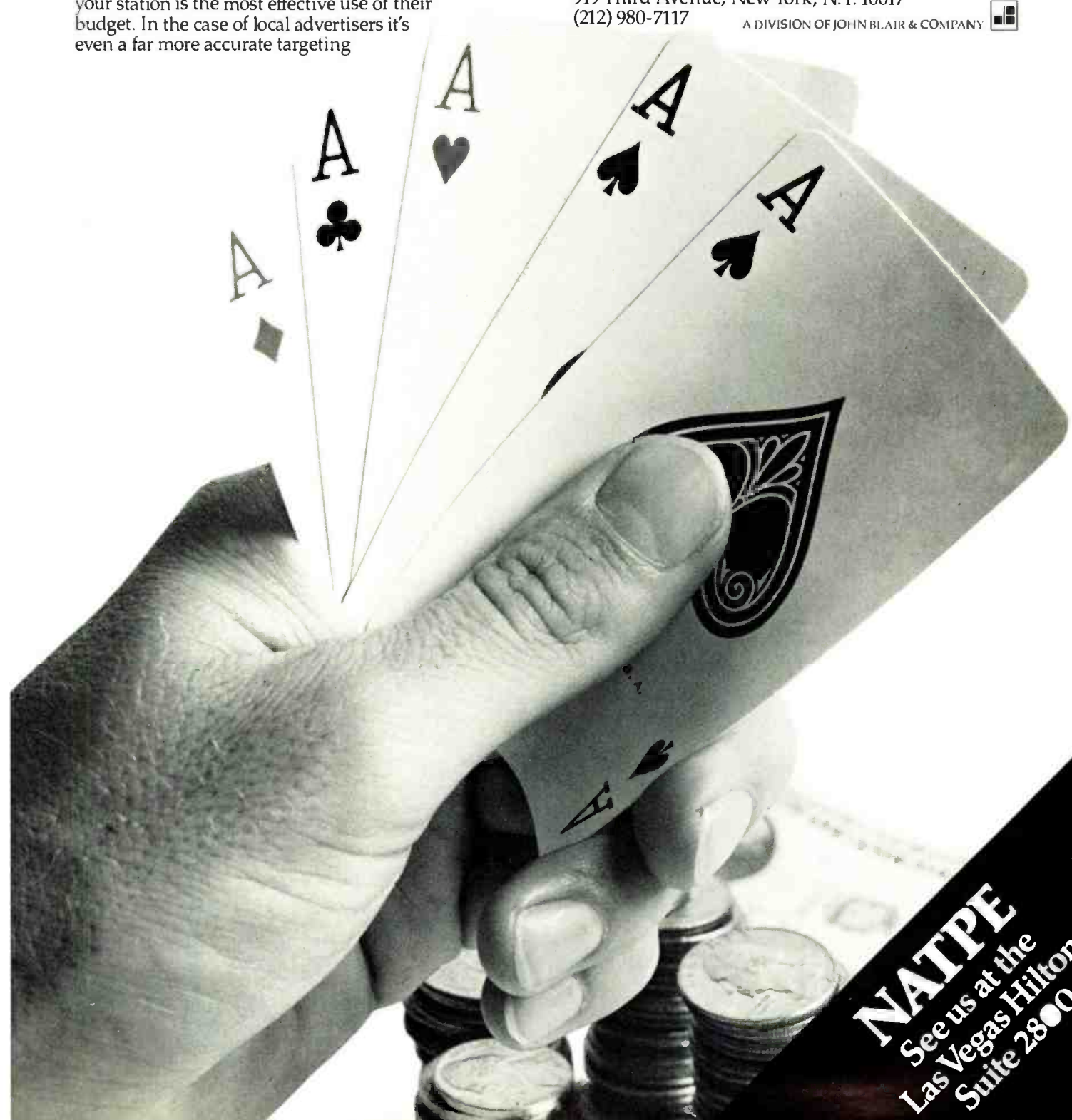
Why not deal yourself in on a pot that could be as much as fifteen times your investment. (And, we can prove that too.) Contact Bill Morris or Ron Laufer at Quantiplex and get in on the May sweep. Our sign up deadline is March 31st.

And, if getting an unfair advantage from VAC bothers your conscience think about this. It's not bothering your competition.

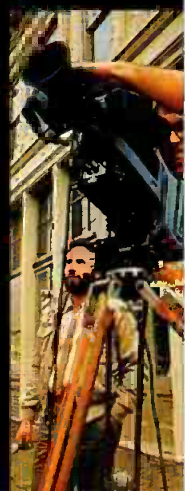
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c/o Quantiplex,
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A DIVISION OF JOHN BLAIR & COMPANY



NATPE
See us at the
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HAWKEYE

ONE-MAN GANG SHOOTS 25 SET-UPS IN 12 HOURS



Mississippi ETV has a one-man equipment gang on the road shooting and recording their new documentary series "Mississippi Roads". They're able to do it because of the versatility of HAWKEYE!

In a recent production covering the restoration of the Natchez Eola Hotel, the HAWKEYE recording camera and that one-man equipment gang were able to cover 25 different set-ups in 12 hours under a producer's direction.

"HAWKEYE gets into tough-to-shoot places," reports Larry Holden, director of production for Mississippi ETV. "It speeds our coverage and its small size puts on-camera individuals at ease. It gives us high quality productions in a cost-effective way."

"Outstanding . . . Impressive"

"The camera video quality is outstanding and recorder performance is impressive. We've been putting HAWKEYE through a tough grind for nearly a year now and we haven't had any major problems."

Segments for "Mississippi Roads" are shot with the recording camera . . . a HAWKEYE studio recorder is used with existing 1" VTRs for multiple generation editing.

HAWKEYE is versatile. It can be easily integrated into your present equipment complement. Ask your RCA Representative for the HAWKEYE facts—camera, recorder, recording camera, or complete systems. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.

Illustrations show HAWKEYE in a variety of locations and configurations at the Natchez Eola Hotel.

RCA

Business Briefly

TV ONLY

Century 21 □ Real estate campaign begins this week in at least 100 spot markets, in addition to ABC, NBC and CBS networks. Campaign will run through year in early fringe and late fringe times. Target: adults, 25-54. Agency: Wells, Rich, Greene, Los Angeles.

Michigan State Lottery □ Campaign for baseball instant lottery game will run statewide beginning in mid-March. Flight will run about nine weeks in all

dayparts. Target: adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

Coca-Cola Bottling Co. of Los Angeles □ Campaign for Diet Coke begins this week in six markets. Introduction will run eight weeks while product endorsement will continue throughout year. Spots will run in prime time and target adults, 18-49. Agency: McCann-Erickson, Los Angeles.

Cargil Co. □ Campaign for Honeysuckle boneless turkeys begins in March in seven markets. Flights will run three

weeks in March, two weeks in April and two weeks in May. Spots will run in day, fringe and prime times. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Taco Bell Corp. □ Taco Lite introduction begins March 7 in Atlanta; St. Louis; Knoxville, Tenn., and Jacksonville, Fla. Flight will run six to seven weeks in fringe, prime access, prime and weekend times. Target: adults, 18-34. Agency: Green & Burkhard, Atlanta.

Chevron Chemical Co. □ Three insecticide products will be advertised in second quarter, with start dates depending on season. Kleenup squirt bottle weed killer, Weed-B-Gon dandelion killer and Tomato/Vegetable insecticide spray will all run in 60 markets in combination of 10-second and 30-second spots during early news, prime and late news times. Each product will air five weeks. Target: adults, 25-plus. Agency: McCann-Erickson, San Francisco.

Bank of America □ IRA campaign begins statewide in California in mid-March. Month-long campaign will air in all dayparts and sports times. Target: adults, 35-plus. Agency: Grey Advertising, San Francisco.

Murjani Jeans □ Campaign for Color Wash denims begins in March in top 30

AdVantage

Blair's diagnosis. Blair Radio's analysis of business opportunities in spot radio in 1982 shows that 25-54 demographic was most requested, climbing to 33.6% from 28.6% in 1981. In second place was 18-49, down slightly from 15.2%. Blair said 12-34 continues to be major group, accounting for 21.5% of requests, down slightly from 23.2% in 1981. Blair noted its review continues new approach of including number of weeks campaign runs when computing business opportunities.

□
New venture. Cable Ad Ventures, Hillsdale, N.J., in association with Focus Video Enterprises Inc., has developed series of "programmicals," short, entertaining or informative video clips interspersed with commercial messages and designed for showing on cable systems. Series now in production are said to include *It Happened Today*, *That's Weird* and *Sports Shorts*. CAV also has signed agreement with Wpix Inc. to handle cable network distribution of *Open Mind*, half-hour series featuring Richard Heffner.

□
New base in New York. CABLESHOP, cable advertising service of Adams-Russell Co., Peabody, Mass., has opened office at 767 Third Avenue, New York 10017, (212) 980-6686. Named as director of marketing and advertising sales in New York is Michael Koslow, former executive vice president and founder of MMS Communications Co., agency specializing in co-op broadcast advertising.

□
Committee formed. American Advertising Federation has formed new legal affairs committee designed to address legal issues in advertising industry. Committee members, including Chairman Robert Tallman, senior vice president at Young & Rubicam, are executives from advertising agencies, media and internal and external agency counsel. According to AAF President Howard Bell, new committee "will provide important resource for legal input and advice." New group will work closely with AAF's government relations committee to develop legislative proposals and responses to government actions.

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we're the best.**

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Accu-Weather, Inc

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619 W. College Ave. State College, Pa. 16801 814-237-0309



No small fry. Approximately \$4.6 million will be spent by Mrs. Paul's Kitchen to launch its new fish sticks and fillets product called Crispier, Crunchier. Extensive network and spot television will be used, along with newspapers and insert coupons. Spot TV will tap top 25 markets and will be slotted in early morning, daytime, early and late fringe and prime time. Agency is Scali, McCabe, Sloves, New York.

**NOT IN 1985.
NOT IN 1984.**



QUINCY

Available this Fall.

MCA TV



ABC RADIO PRESENTS PRO FOOTBALL'S SPRING SEASON.





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

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

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

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

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

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

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

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ARIZONA WRANGLERS	BIRMINGHAM STALLIONS	NEW JERSEY GENERALS	PHILADELPHIA STARS	TAMPA BAY BANDITS	OAKLAND INVADERS
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Exclusive radio broadcasters of the 1984 Summer Olympics

ABC RADIO NETWORKS

markets. Flight will run about four weeks in day, prime and news times. Target: women, 25-49. Agency: Doyle Dane Bernbach, New York.

Gulf Oil □ Campaign begins this week in 22 markets. Four-week flight will air in prime, early fringe, fringe and late fringe times. Target: men, 18-49. Agency: Young & Rubicam, New York.

Life of Virginia □ Campaign for insurance begins this week in 12 markets. Four-week flight will air in day, news and sports times. Target: men, 25-49. Agency: Lord, Geller, Federico, Einstein, New York.

Howard Johnson Co. □ Campaign for restaurants begins this week in 13 markets. Four-week flight will air in fringe and late fringe times. Target: adults, 18-49. Agency: N W Ayer, New York.

Zonin Wines □ Campaign for various wines begins in March in about 10 markets. Spots will be aired through March during prime time. Target: adults, 18-49. Agency: Kircher, Helton & Collett Inc., Dayton, Ohio.

Brown Shoe Co. □ Campaign for Naturalizer shoes begins in late March-early April in 14 markets. Two-week flight will air in day, early fringe, late

fringe and weekend times. Target: women, 25-49. Agency: Kelly, Scott & Madison, Chicago.

RADIO AND TV

Comprehensive Care □ Campaign for alcohol and drug rehabilitation units begins this week in 40 TV markets and 10 radio markets. Flight will run 13 weeks in day and fringe times. Target: adults, 25-54. Agency: Doyle Dane Bernbach, Los Angeles.


Western New York Apple Growers Association □ Campaign for Crisp-aire apples (cold storage process), applesauce and apple juice begins March 7 in seven New York markets and three New England markets. Spots will run through May for varying flights with theme: "Have you had your apple today?" Radio spots will run during 6 a.m.-7 p.m. times and TV spots will air in day and fringe times. Target: women, 18-49. Agency: Hutchins/Young & Rubicam, New York.


Northrup King & Co. (consumer division) □ Campaign for lawn seed begins in late March in about 20 markets. Flight will run two months in news, early fringe, late fringe and prime times. Target: men, 25-54. Agency: Colle & McVoy Advertising, Minneapolis.

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine
 3 years \$160 2 years \$115 1 year \$60
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Broadcasting  Cablecasting Yearbook 1983
 The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

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 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes No
 (required)

For renewal or address change
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The one to read when there's time to read only one.

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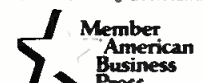
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New York: 630 Third Avenue, 10017.
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 Marie Leonard, Mona Gartner, *advertising assistants*.

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

Richard Mahler, *correspondent*.
 Tim Thometz, *Western sales manager*.
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TELEVISION. Cablecasting.

No longer is
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**The Carole Shaw Show is a
good idea that's happening.**

There are 25 million women out there ready
for an entertaining, informative, forthright,
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Their wait is over.

Firm first cycle commitment: 30 weeks, including
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THE CAROLE SHAW SHOW
Produced in cooperation with and at the
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KVOA-TV

4

Tucson

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11

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2

Houston

WTVF

5

Nashville

A radio advertising commentary from Manning Rubin and Jeff Wolff, Creative Alliance, Inc., New York

Creative movie marketing through radio advertising

When it comes to choosing a medium for marketing new movies, motion picture executives and advertising agencies have treated radio like the black sheep in the family. There seems to be an emotional bias that says only television and print can sell a visual product. When that bias is combined with the tone of poorly conceived spots heard on radio, it only reinforces negative attitudes.

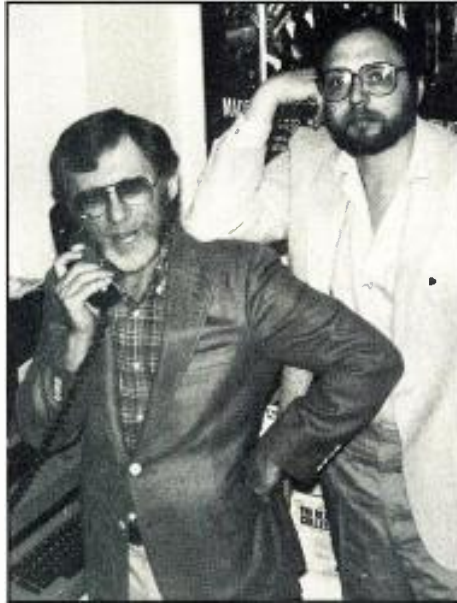
Most movie marketing people feel uneasy about radio because they've been fed a diet of dull radio—hard-to-understand dialogue pulled off an existing soundtrack or a narrator talking the whole time—and it has left a bad taste in their mouths. But radio can be a memorable, powerful tool from a creative point of view. It has been touched by as much genius as television has—maybe more.

Whenever possible, we go for the funny-bone. Last spring and summer, we produced packages of radio spots for the Universal films "Dead Men Don't Wear Plaid" and "The Best Little Whorehouse In Texas." A spoof of the Bogart-inspired detective genre, "Dead Men" stars comic Steve Martin.

Rather than describe the film, we created a climate to complement Martin's zany brand of humor. Using a quiz show format, "contestants" were asked to list 10 things "dead men" don't do. After rattling off absurd non sequiturs like "dead men don't eat roughage" and "dead men don't take showers," time runs out and the moderator adds: "You forgot dead men don't wear plaid," followed by the tag: "a Steve Martin film coming soon to local theaters." People sat up and took notice. Some people took notice lying down.

With "Whorehouse," the movie theme was vividly illustrated by the title, so we developed a series of tongue-in-cheek radio spots that played with the idea that you can't say *that* word on the air. Of course, you can say "whorehouse" (at least on most stations), but we made like you couldn't to emphasize the title's already high visibility. The film opened to exceptional weekend grosses and went on to become one of the summer's big hits.

Effective advertising can open a movie well, but after that it's essentially word of mouth, not necessarily rave reviews, that continues to fill theater seats. With 50% fewer films being made today versus a year



Prior to founding Creative Alliance three years ago, President Manning Rubin spent 18 years at Grey Advertising, New York, as senior vice president/creative director and senior vice president in charge of radio and TV production. CA Vice President Jeff Wolff was formerly creative supervisor at Case McGrath and was one of four members of the J. Walter Thompson special problems group. Both men have had extensive media-buying experience.

ago and production and promotion budgets being trimmed, distributors are examining advertising more closely than ever before as they look for novel, economical ways to promote their films.

Radio is one answer. It's everywhere... in your home and car, on the beach, on your Walkman headset. According to recent studies by the Radio Advertising Bureau, radio's youthful audience is generally the same as the current crop of moviegoers (ages 16-35). But unlike television, radio's audience is consistent throughout the year, making it equally effective in winter, spring, summer and for holiday releases. Agencies buying radio time for movie studios may pinpoint their target audience with far more accuracy than they could in a blanket TV buy. And radio time is generally one-fourth the cost of TV time.

The battle between radio and television advertising has long been one of "reach and frequency," with the rule of thumb being "buy by numbers." But while TV is 90% numbers and 10% gut instinct, radio is trick-

ier, requiring a greater investment of time and energy on the part of timebuyers. Instead of saying: "Give me the most people I can reach for the lowest cost per thousand," the right philosophy for radio is: "Let's reach people who are into this particular genre, and let's reach them in a way that will make them respond." You wouldn't try to sell the film, "Fast Times At Ridgemont High" on WQXR, the *New York Times's* classical music radio station. Buying radio time effectively means selecting market by market, station by station, and that takes time. If movie studios insisted on having people at their agencies who specialized in radio buying, the rewards would be handsome.

Dollar savings, however, should not be the sole determining factor when opting for radio. No other medium can more creatively capture the mood, feeling, location, character or overall image of a film. Like storytelling down through the ages, radio isn't confined to a particular visual image or concept. With an unlimited palette of voice types, background music, special audio effects, bits and pieces of soundtrack dialogue, strong copy, courage and imagination, it's possible to grab listeners by the ears and drag them into theaters.

It's also possible to experiment. The high cost of producing theatrical trailers often prohibits extensive reworking or total re-vamping of an idea. With radio, the chief expense is on-air talent, and when you are not saddled with enormous production costs you have the flexibility of scrapping an idea that's not working to try a completely different tactic.

The power of imaginative radio commercials is still waiting to be tapped by film companies. A couple of years ago, for example, Universal commissioned a package of radio commercials for "The Incredible Shrinking Woman." One spot we created was especially geared to the large auto radio audience.

"Imagine that while you're driving your car," says an announcer, "you suddenly begin to feel yourself shrinking! Slowly you become smaller. Now you can't see over the steering wheel. Uh oh... now you're looking directly into the instrument panel! You can barely reach up to touch the wheel." And so forth.

In 28 seconds, we registered the film's title, demonstrated what happens to Lily Tomlin in the picture, and involved the listener's sense of fantasy. Triggering the imagination. That's radio at its best.

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

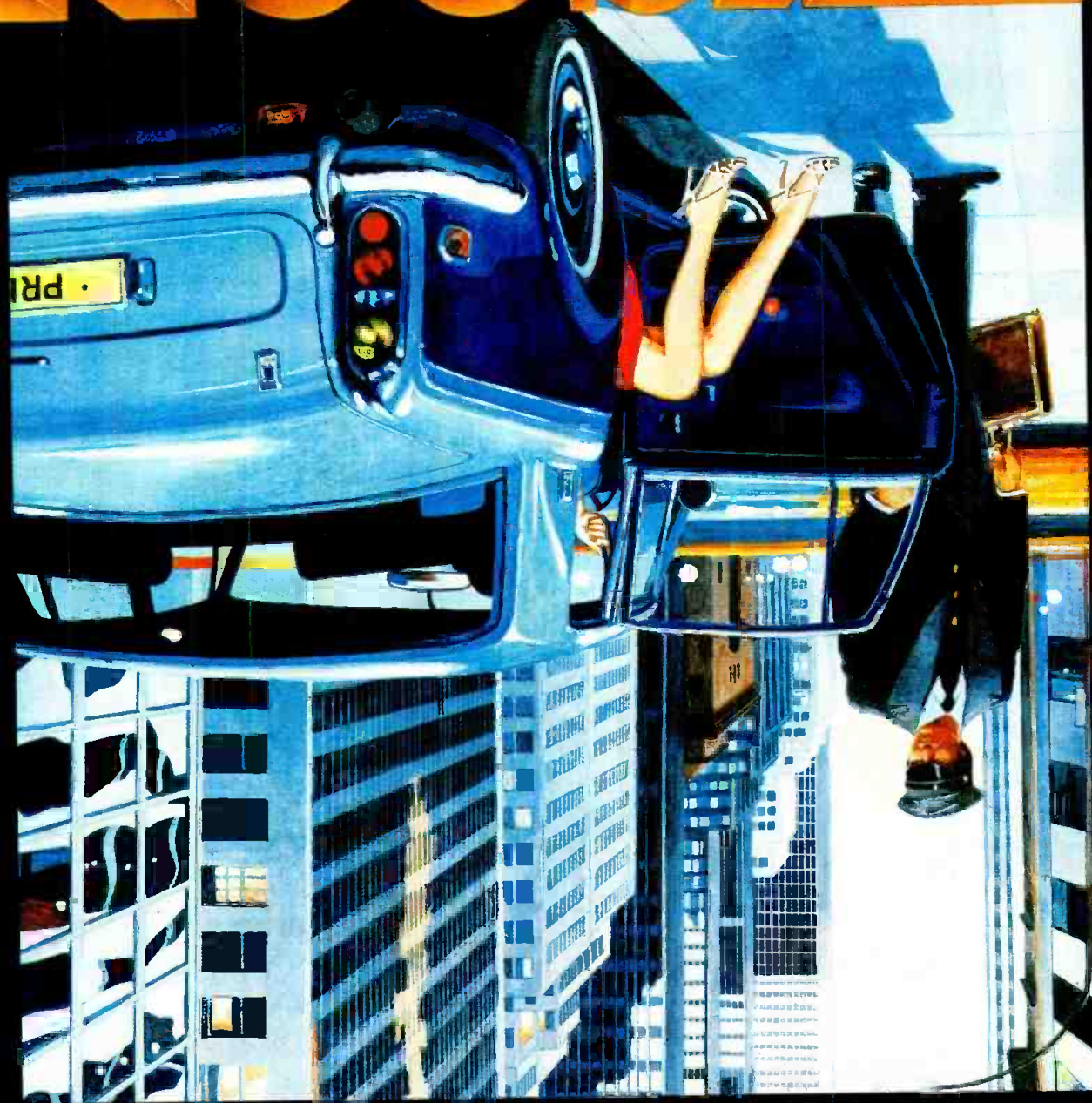
57 hilarious half hours from

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The Story Of A Woman

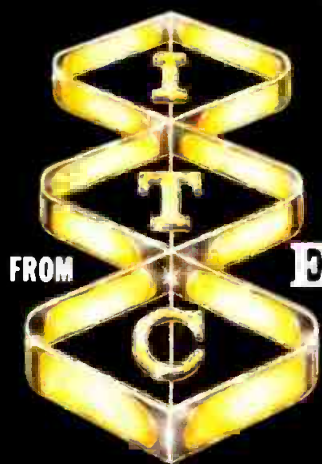
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**10 HOURS OF LOVE,
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AVAILABLE JUNE 1983



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AN **acc** COMPANY

This week

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

March 1—"Managing Media Competition" conference sponsored by *Northeastern University journalism de-*

partment. 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**—*Women in Communications, D.C. chapter.* meeting, "Two-Way Cable: Cable's New Direction." Speakers: Dr. Jerome Lucas, Telestrategies; Richard Neustadt, Kirkland & Ellis, and Winfield Kelly, Storer Cable Communications. National Cable Television Association headquarters, Washington.

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**—"Teletext: A New Business for Broadcasters" seminar sponsored by VSA-Videographic Systems of America. Parker-Meridien hotel, New York. Information: Herbert Corbin or Ellen Gold, (212) 682-6300.

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.; Stanley Hubbard, U.S. Satellite Broadcasting Co.; Richard Wiley, Kirkland & Ellis law firm; Henry Geller, Washington Center for Public Policy Research, and Joseph Pelton, Intelsat. UCLA, Los Angeles: (213) 825-6211.

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

March 5—"Creating Programming for the New Television Markets" seminar sponsored by *Programs in Communications, New York University School of Continuing Education.* Speakers include Frank Biondi, HBO; Tom Kuhn, RCA Selectavision, and Michael Brandman, Lorimar Productions. NYU campus, New York. Information: (212) 598-7064.

Also in March

■ **March 5**—"Creating Programming for the New Television Markets" conference sponsored by *New York University's School of Continuing Education.* Speakers include Frank Biondi, president, HBO; Nathaniel Kwit, president, United Satellite Communications, and Nyl Henson, Oak Media. NYU campus, New York. Information: Theodora Sklover, (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**—*Annenberg School of Communications* communications colloquium. Speaker: Jack Barry, Barry & Enright Productions, Los Angeles, on "TV's Famous Quiz Scandals: Their Impact on Censorship, Past, Present and Future." Colloquium room, Annenberg School, Philadelphia.

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* an-

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.

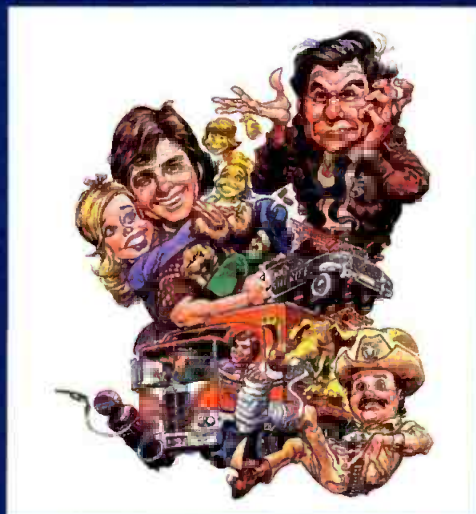
Nov. 7-10—*AMIP '83, American Market for International Programs.* Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

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.

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nual 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 15—*Electronic Industries Association* annual spring conference. Shoreham hotel, Washington.

March 15—*International Radio and Television Society*/*New York Women in Communications* seminar, "Libel and the First Amendment." Moderator: NBC's Richard Salant. Panelists: Herb Schmeitz, Mobil Oil,

Stay Tuned

A professional's guide to the intermedia week (Feb. 28-Mar. 6)

Network television □ CBS: *M*A*S*H* (finale), Monday, 8:30-11 p.m.; ABC: "American Gigolo," Monday, 9-11 p.m.; *High Performance** (action/adventure), Wednesday, 8-9 p.m.; *At Ease** (comedy), Friday, 8:30-9 p.m.; *The Renegades** (police action), Friday, 9-10 p.m.; NBC: *Bob Hope's Road To Hollywood* (entertainment special), Wednesday, 9-11 p.m.; *NBC Reports: Labor in the Promised Land* (documentary), Saturday, 10-11 p.m.; PBS: *The File on Jill Hatch* (3d and final episode), Tuesday, 9-10 p.m.; *Gudonov: The World to Dance In*, Wednesday, 8-9 p.m.

Cable □ WTBS: *Smuggler* (six-hour historical mini-series), Monday, Tuesday and Wednesday, 8:05-10:05 p.m.; The Entertainment Channel: *The Citadel** (10-part drama), Sunday, 8-9 p.m. [to be aired on consecutive Sundays]; ARTS: *The 1982 Tchaikovsky Competition* (musical performance), Sunday, 9-10:30 p.m.; Showtime: *Divorce: Kids In The Middle* (documentary), Tuesday, 8-9 p.m.

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

*indicates a premiere episode

Alice Lucan, Gannett newspapers, Ira Glasser, American Civil Liberties Union, Charles Rembar, libel attorney, and Anthony Marro, managing editor, *Newsday*, 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**—"National Press Forum," to be conducted by National Press Club. Moderator: Larry King, talk show host, Mutual Broadcasting System. Guests: FCC Chairman Mark Fowler and Senator Bob Packwood (R-Ore.), chairman, Senate Commerce Committee. Sponsors: *National Association of Broadcasters*, *Radio-Television News Directors Association*, *Women in Communications*, *American Society of Newspaper Editors* and *American Newspaper Publishers Association*. National Press Club, Washington.

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 Broad-*

casters 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-teleconference successfully," sponsored by *Public Service Satellite Consortium*. PSSC Technical Center, Denver. Information: (202) 331-1154.

March 23—*Ohio Association of Broadcasters* radio programmers' "minifest." Hyatt Regency, Columbus, Ohio.

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

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

March 24-25—*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—*UPI of New England Tom Phillips Awards*. Sheraton Lincoln Inn, Worcester, Mass.

Errata

S. 55, broadcast deregulation bill, was passed by full Senate, not just Commerce Committee, as reported in Feb. 21 issue.

□

Proposed sale of KKZZ(AM)-KOTE(FM) Lancaaster, Calif. ("Changing Hands," Feb. 21), was co-brokered. Transaction was handled for buyer by Chapman Associates, Atlanta. Blackburn & Co., Washington, represented seller.

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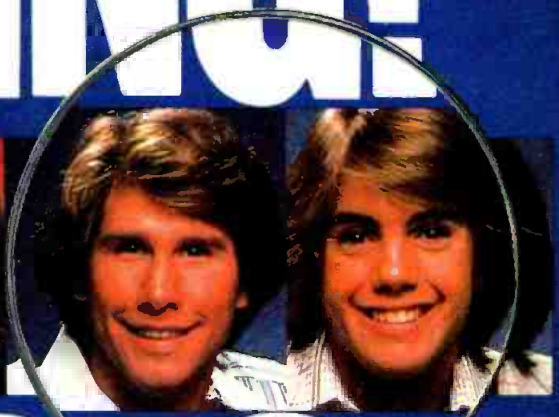
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Now, on the basis of a super second year in which it once again delivered huge numbers of young adults, teens and kids, we're bringing it back for a third!

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MCA TV



Call for cooperation

EDITOR: Your article on Feb. 14, "Fixing the blame for TV programing ills," quotes documentary filmmaker, Frederick Wiseman, terming public TV "a 'failure' because only 15% of its budget goes for programing and the rest is spent on 'bureaucracy.'"

I enjoy Mr. Wiseman's film work but his facts are wrong and that leads him to the wrong conclusions. The Corporation for Public Broadcasting annually collects and audits public television revenue and expenditure figures. In 1981 (the latest year for which final figures are available), CPB reports that public TV stations spent 47.2% of all their operating dollars on program and production expenses. The rest went for engineering, distribution, administration, development, promotion and capital expenditures, all of which, any broadcaster knows, help get programs to their audiences. Of the funds distributed directly to stations by the CPB, the percentage spent on programing and production is much higher—71.2%, according to the audited figures.

Some might quibble about the efficiency of one element or another of those correct figures. That would be a mistake. The important thing to understand about "programing" and distribution and other *non*programing expenditures in public television is that they support interdependent activities. Public television's distinctive competence lies in its ability to produce or acquire superbly crafted work, like Mr. Wiseman's, and extend its reach to relatively large numbers of people, often at a cost of pennies per viewer. These interdependent functions are what make public television valuable to the people.

It seems pointless, then, to pit programing against distribution, since each depends upon the other to do the job right. Public stations aren't "bureaucracy," as Mr. Wiseman avows, they're the means of getting creative works out to the public. Without them, Mr. Wiseman would have to show his work in rented halls. Were that to happen, he and the TV viewers who enjoy him now would be the losers.

Why not, instead of fighting over the value of "programing" versus "broadcasting," join program producers and broadcasters in support of more money to perform *both* essential functions? Then the public might truly be better off.—*John B. Ford, planning associate, National Association of Public Television Stations, Washington.*

Market mix

EDITOR: Whenever BROADCASTING magazine features the comparison of Arbitron sweeps on a market-by-market basis (most recently in the Jan. 24 issue), for some reason our market, Harrisburg-Lancaster-Lebanon-York, Pa., is treated differently from other hyphenated markets. It is split into

three separate markets. With this treatment of the market it shows three number-one stations in the same market—one for Harrisburg, one for Lancaster, and one for York. No way.

We have one market, and one station is number one sweep after sweep; it is WGAL-TV. No other hyphenated market is split up, and ours should not be either.

The only reason I can conceive that we are handled differently is because the figures were supplied by CBS Network research. As you know, we have the very unusual situation of having three CBS affiliates in our market.—*David R. Dodds, general manager, WGAL-TV Lancaster, Pa.*

Other side of the coin

EDITOR: Your Feb. 14 interview with Jack Valenti was most interesting. As the video dealer attacked in his remarks, and president of the Video Software Dealers Association, I was obviously most interested in his remarks concerning the Motion Picture Association of America's effort to monopolize the home video entertainment business.

The surprising thing is Mr. Valenti's misstatement of the facts he marshals to argue for elimination of the right-of-first-sale doctrine. This doctrine, with roots in 18th-century common law, is responsible for Mr. Valenti's clients earning millions of dollars in the past few years. Simply stated, it means that when a video dealer buys a prerecorded movie videocassette, priced and offered by a studio, he is then able to offer it for rental and/or sale to any of the five million VCR owners in America. The dealer bears all the risk of operating his store, meeting his payroll and other expenses, in hopes someone will want to take home that movie.

In America, about 8,000 individuals like myself have taken this risk. We took our savings, signed bank notes and leases, and went into business. About 50% of us who were in the business last year are not this year. Mortality, because of tight competition and very high studio prices for cassettes, as well as the recession, account for the turnover. But to read Mr. Valenti's arguments, you'd never know that. You'd think we are all able to drink the same champagne and eat at the same restaurants where Mr. Valenti "educates" members of Congress about how, he charges, video dealers are getting rich off the poor movie makers.

Mr. Valenti knows better. I know better, too. Mr. Valenti is, I am happy to say, a member of my store's video club. It is my store, The Video Place, about which he speaks in the interview. But his facts are all wrong.

His argument is that I am profiteering. What he means is that Hollywood is not getting every last nickel there is... yet! He argues that I purchase a cassette for \$30 and,

either sell it for \$60 or rent it 100 times for \$6. As a member of my video club, he knows better. A tape I sell for \$60 costs me \$45. And Mr. Valenti doesn't rent tapes from me for \$6; he rents them for as little as \$1.99. And when he says he buys blank tapes for \$22 each, he's playing with the truth again. Our store sells RCA blank tapes for \$11.65. But if he and the MPAA get their way, his version of pricing may become the truth.

The likelihood that we'll rent cassettes 100 times is preposterous. A film like "Superman 2," if we're lucky, will rent every week. And with competition setting prices so low, the first 25 rentals simply pay back the cost of buying the film. Then we have to hope more people want to see what is, by now, a six-month-old cassette. It's no gold rush out there, Mr. Valenti. What it is is hard, retail competition.

Mr. Valenti says that if the right of first sale is repealed, and the studios get a percentage of every video store's rental transaction, it will be "a big boost" for the consumer. But if Hollywood puts its hand in our cash register, thanks to Mr. Valenti, consumers will pay twice as much and, because of the higher operating costs, dealers will be unable to offer such wide selections.

Competition in the marketplace will help this business grow, and Hollywood has nothing to gain but dollars by letting the American way have its run. What none of us need is for the studio moguls to try and dictate, through Congress, how any business should be run.—*Frank R. Barnako, owner, The Video Place, Washington, D.C., and president, Video Software Dealers Association.*

Teamwork

EDITOR: This March marks the 50th anniversary of the Rome (Ga.) Coca-Cola Bottling Co.'s daily sponsorship of the midday news block on WRGA(AM) Rome. Beginning in 1933, this 15-minute live summary of news has been broadcast without interruption, in the old days six days weekly, and in later years, seven days a week. Approaching 18,000 broadcasts, we are aware that an entire generation has depended on this newscast.

Unless someone can show otherwise, we feel that this is the nation's longest continuously sponsored commercial radio program, exceeding perhaps Texaco's long association with the New York Metropolitan Opera.

We have every reason to believe that Coke will continue to bring the news, and join with us for sponsorship of art shows, cultural events, and things important to a community for which it cares.

Radio and Coca-Cola are strong partners in Rome. We feel that the quality of each makes for long, strong partnerships.—*Michael H. McDougald, president and general manager, WRGA(AM)-WQTU(FM) Rome, Ga.*

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KPTV Portland (Ore.)
WFSB-TV Hartford

XETV San Diego
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WBTV Charlotte
WOFL Orlando
WGNO-TV New Orleans
WJAR-TV Providence
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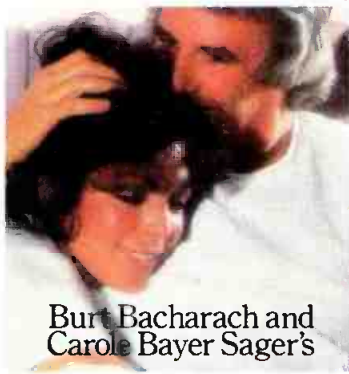
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**Gladys Knight and the Pips,
Dick Clark, Bill Cosby, Phil Donahue,
Marvin Gaye, Bob Hope, Rich Little,
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And that's just for openers!**

It's *Burt Bacharach and Carole Bayer Sager's Salute*... where each week one of the world's great musical superstars appears on stage with Burt and Carole. The occasion is a special hour-long musical tribute featuring hits most identified with the guest superstar.

Joining them, and participating in the celebration and entertainment, is a group of fabulous guest star



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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 28

Vol. 104 No. 9

TOP OF THE WEEK

Mustering out 'M*A*S*H'

The 11-year CBS hit about a 3-year war ends its run with a two-and-a-half hour grand finale bringing in blockbuster ad prices and stimulating related programing

"The television event of the year... the highest rated program in recent years... the end of an era." Those are the terms being used most often to describe the two-and-a-half hour finale of CBS-TV's 11-year-old series, *M*A*S*H*, set to air tonight (Feb. 28) starting at 8:30 p.m. NYT.

Although ABC-TV's recent 18-hour miniseries, *Winds of War*, captured record-breaking audiences and reasserted the strengths of network television, the final episode of *M*A*S*H* may generate an experience increasingly rare, not only in television entertainment but in the national culture.

Advertising agencies predict "Goodbye, Farewell and Amen," the final episode, will attract at least 60% of all television viewers nationally. In some local markets, shares could climb into the 70's. That the episode will outrank the "Who Shot J.R.?" installment of CBS-TV's series, *Dallas*, as the highest rated entertainment program of all time is considered a safe bet. "It's got that potential," said Bob Igiel, vice president, group media director and manager of network programing, N Wayer, and, according to Phil Burrell, vice president, network programing, Dancer Fitzgerald Sample Inc., it is likely to be "the highest rated show of the last four or five years."

"Who Shot J.R.?" captured a 53.3 rating/56 share when it aired in November 1980.

ABC-TV plans to air the feature film, "American Gigolo," opposite the *M*A*S*H* special, while NBC-TV has scheduled a made-for-TV movie, *The Night the Bridge Fell Down*.

For CBS-TV, the ratings windfall is likely to mean record revenues for a single night of prime time programing. The network listed a rate of \$450,000 per 30-second spot and, according to advertising agency executives, averaged a rate of \$400,000 per spot when up-front buying and scatter are considered.

Many local stations quadrupled the rates they normally charge for prime time programing and, in many cases, doubled or tripled the price for time in the 11 p.m. newscasts that will follow the episode. At WCBS-TV New York, rates for time in the episode were the highest the station has ever commanded, according to local sales manager,

Phil Press, and at KHOU-TV Houston, there was a waiting list of advertisers hoping to get into the program if others dropped out. Rates there were triple those the station normally charged for *M*A*S*H* and quadruple those it gets for most other prime time programing. At WNEV-TV Boston, rates during the special were nearly five times those normally charged, while those in the 11 p.m. news following the broadcast more than doubled.

In addition to substantial publicity generated by the final *M*A*S*H* episode, which last week included a cover story in *Newsweek* magazine, various features in many local stations' news and magazine programs and special radio series, a variety of local



The 4077th gang*

and national fund raisers, farewell celebrations and accompanying special TV programs have been planned around tonight's special.

Group W's *PM Magazine* will devote tonight's entire half-hour to a perspective on *M*A*S*H*. Fund raisers for the March of Dimes and other charities are being staged at many stations in connection with "farewell *M*A*S*H* parties."

Special programing to accompany the *M*A*S*H* finale on many CBS affiliates has included five-part features aired last week in local newscasts and afternoon magazine programs. WNEV-TV Boston's *LOOK* and Corinthian Broadcasting's *Afternoon* are among

local programs that covered the *M*A*S*H* legacy all last week, while *2 On the Town*, a local prime access program at CBS-owned WCBS-TV New York and KNXT-TV Los Angeles, have prepared specials for tonight.

Independent stations around the country, especially those that broadcast syndicated reruns of *M*A*S*H*, have also planned special activities, some of them designed to lead in and out of "Goodbye, Farewell and Amen."

WNEV-TV New York will begin at 7 p.m. with a special one-hour episode of *M*A*S*H* entitled "Our Finest Hour," an episode in which an American news correspondent interviews the *M*A*S*H* characters about their feelings about the Korean war. Following it will be *PM Magazine's* special on the program. At 11 p.m., WNEV-TV's normal time slot for *M*A*S*H* reruns, the first episode of the series will air.

Is the end of *M*A*S*H* the end of an era in network television? Ayers Igiel believes so. "It is unlikely we'll ever again see a show that will run 11 years and have that kind of grip on such a large section of the audience," he said. "Television is different today. *M*A*S*H* managed to bridge the gap between the three-network days and those of the multi-choice era."

DFS's Burrell, however, maintains that to call it the end of an era is to "put too many limitations on the imaginations of programers. TV is an evolutionary industry," he said. "There is no such thing as the end of an era."

While some programers said last week that to try to counterprogram the final episode of *M*A*S*H* would be committing "telecide," it was still a fact of television life that something must be shown opposite it.

In Cleveland, Ronald St. Charles, operations and programing director for WUAB(TV), did not make any programing changes to commemorate the *M*A*S*H* finale and will air a regularly scheduled episode from the syndicated series from 7 to 7:30 p.m. Monday. The station will stick with its prior commitment to carry a Big East college basketball game at 8 p.m. that night.

Small market stations were in some cases more aggressive than the majors in taking advantage of the event. Independent KVVU(TV) Las Vegas, for example, is airing four straight hours of *M*A*S*H* episodes, from 7 to 11 p.m. Monday. Among the eight programs being shown are the original pilot

* The 4077th unit (clockwise from bottom left): Max Klinger (Jamie Farr), B.J. Hunnicutt (Mike Farrell), Charles Emerson Winchester III (David Ogden Stiers), Father Francis Mulcahy (William Christopher), Colonel Henry Blake (Harry Morgan), Margaret "Hot Lips" Houlihan (Loretta Swit), and Benjamin Franklin "Hawkeye" Pierce (Alan Alda).

and segments showing the arrival or departure of the show's major characters.

In Los Angeles, KTTV(TV) will pre-empt regular programming Monday night in order to present the first four *M*A*S*H* episodes, in sequence, beginning at 6:30 p.m. The Metromedia station reports its ratings for the 9-10 p.m. time slot have more than doubled since it moved repeats of the series into prime time Jan. 3.

"*M*A*S*H* is unquestionably the most successful series ever to be offered in syndication," explained program director Don Tillman. "It is singularly unique because it is a series that can run in any time period and within days of a time change the audience will find it."

KTVU(TV) Oakland/San Francisco, which holds syndication rights to *M*A*S*H* through 1989, has elected to seek a special-

Successor? Will NBC-TV's *Hill Street Blues* replace *M*A*S*H* as the prime time series with the most loyal following and highest standards in program quality? A number of program analysts believe so. Currently, *Hill Street* ranks 19th among prime time programs, with an average 19.1 rating and a 32 share. Last week, NBC renewed the series for its fourth season, through spring 1984.

ized audience in its Monday night counter-programming and will offer a 1941 MGM special, "Lady Be Good," from 8 to 10 p.m.

"The only segment of the audience not particularly held by *M*A*S*H* are those people who are well up in their years," contends KTVU general manager Alan Bell. "We thought we'd offer them an older movie rath-

er than throw ourselves head-long against what will probably be the most-watched program of the year."

The station airs *M*A*S*H* repeats at 7 p.m. weeknights and, according to Bell, has done various specials in tribute to the series, including one in which co-star Loretta Swit presented her favorite four episodes.

"*M*A*S*H* is a program with more legs than a centipede," Bell said. "It is absolutely unique. It's not possible to duplicate."

Washington's independents are not counter-programming against the finale. Metromedia's WTTG-TV will air a regional college basketball game and Taft's WDCA-TV will air the movie "Burnt Offerings." The day before, however, WTTG-TV was going to air a two-hour special on *M*A*S*H* at 6 p.m. and WDCA-TV planned to show the movie version of the show at the same time.

Ted Turner's looking for a rich roommate

The stakes in the media game are getting too high for him to continue going it alone; overtures to three networks and other major companies seek deal in \$600 million class; company's short-term liabilities too high, assets still too low

FOR SALE: One entertainment conglomerate—includes one cable superstation (WTBS[TV] Atlanta); two news services (Cable News Network and CNN Headline News); two professional sports franchises (baseball's Atlanta Braves and basketball's Atlanta Hawks), and one flamboyant and aggressive entrepreneur. Asking \$600 million, but will consider all offers.

Ted Turner, president and chairman of the aforementioned conglomerate, Turner Broadcasting System, has yet to place that ad in any publication, but he has been busy the last few weeks making that pitch or variations of it to a half dozen broadcasting and publishing companies.

According to Turner officials, the three broadcast networks and Time, Gannett and Metromedia were the prime targets of Turner's approaches. Each was presented a different proposal, they said, tailored to its existing operations. In some cases a total merger was discussed, they said, in others, just a partial amalgamation. Western Union was also reportedly made an offer. One official emphasized that "Ted has no intention of selling out" and that he would not make any deal that would not materially strengthen TBS. Said William C. Bevins, TBS's vice president of finance, who has accompanied Turner on some of his sales forays: "There is no sense of urgency in this thing."

But why is the man who has generated a steady flow of newspaper ink over the past few years slamming the networks and the broadcasting establishment now courting them as possible partners? The official response is that TBS will need a stronger posi-

tion to compete with the powerful alliances being forged by others in the television and programming business. (Those alliances include ABC-Group W, which launched Satellite News Channels in direct competition with Turner's CNN and CNN Headline News; Columbia Pictures-CBS-Home Box Office, which plans a major production studio, and MCA-Paramount-Warner Bros.-Viacom-American Express, which now owns Showtime.)

There may be a more immediate and practical reason for Turner to make a deal. According to a filing with the Securities and Exchange Commission, as of Sept. 30, 1982, TBS's debt situation appeared to be precarious. Current liabilities stood at \$86 million, nearly three times current assets of \$31 million. The negative working capital ratio means that TBS is in great need of cash to pay off the debt that will be coming due this year. "Although [TBS] is currently unable to adequately fund its needs through operations," the filing said, "management anticipates that the company will be able to

meet its cash requirements under its current line of credit and other short-term arrangements." An alternative to refinancing would be to merge with a cash-rich company.

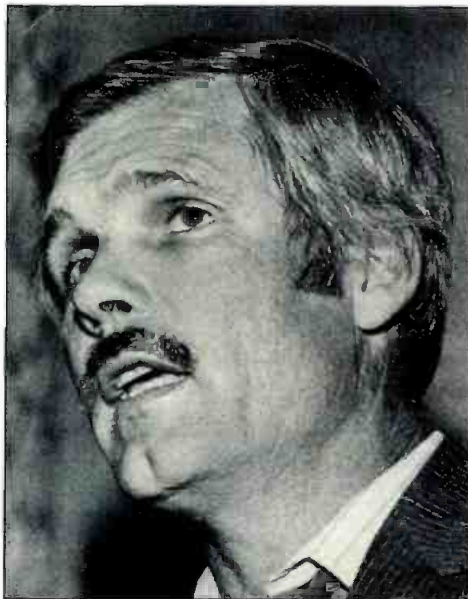
According to TBS spokesman Arthur Sando, the working capital ratio improved a bit during the fourth quarter of TBS's fiscal year, which ended Dec. 31, 1982. Although final numbers are not yet available, Sando said current liabilities at the end of the quarter were \$128 million compared to current assets of \$69 million. TBS's current profit-loss sheet is a bright spot. After a string of losing quarters, TBS reported profits of \$1.9 million during the third quarter and expects profits of \$1 million during the fourth. That will hold down losses for the year to around \$3 million, substantially less than the \$13.4 million in losses reported in fiscal 1981.

John Reidy, vice president, media analyst, Drexel Burnham Lambert, noted that WTBS is a highly profitable enterprise and while CNN "is turning the corner," CNN Headline News "is off the ground." As for reports that Turner's creditors have refused further lending unless another equity partner is brought in, Reidy said that Turner "has been financing on a shoe-string for a long time."

According to a network official, Turner is seeking to sell his company because of the increase in copyright fees that cable systems must pay to carry WTBS and other distant broadcast signals. The rate hike, which Turner has been working hard in Washington to overturn, will force many cable systems to drop WTBS to limit their copyright liability. The resulting loss in revenues, the official said, will create a cash flow crisis for Turner in the second or third quarter of this year. The rate hike also threatens to retard the growth of WTBS.

Despite all his efforts, Turner had failed to put together any kind of deal by the end of last week. The main problem seemed to be Turner himself. Reportedly, nobody wants him to control the company that would result from a merger and some don't even want him on the board of directors.

Because Turner owns such a big piece (87%) of TBS, he could emerge as a major,



Turner

and perhaps the controlling shareholder, in any company that merged with TBS. Turner explained the dynamics of the situation in an "At Large" interview with BROADCASTING editors published on Sept. 20, 1982.

"We've reached the point now where if we were to merge with one of these companies, I'd be the largest shareholder in it," he said. "For instance, if we were to merge with CBS and they gave us a \$500 or \$600 million evaluation of our company... I'd own 30% or 35% of the stock in the company, and [CBS Chairman Bill] Paley only owns 6%. So if you own 35% of one of those companies, you own six or seven or eight times as much as anybody else... So if I merged, I'd effectively gain control of any one of these largest broadcast companies in America right now."

Officials at CBS, ABC, NBC and Metromedia confirmed last week that they had met with Turner, at his request, but indicated that no serious negotiations were under way and did not anticipate the commencement of any. Robert Bennett, head of Metromedia's TV arm, which had been rumored to have made a firm offer of \$600 million to Turner, said he met with Turner last week, but said Metromedia "was in no position to buy Turner Broadcasting nor do we have any interest in doing so. Turner seems to be talking to people... trying to figure out what he should do with his company and trying to get a feel for what it's worth," said Bennett. Metromedia is interested, he said, in the possible sharing with CNN of newsgathering facilities and personnel in far-flung bureaus around the world.

One source close to Metromedia confirmed that company's lack of interest. Turner wants stock, he said, and Metromedia doesn't intend to give up control to someone "who can't be controlled." It's "ridiculous" to think, he volunteered, that any of the companies that Turner is going after would give him a controlling interest.

Financial analysts appeared to doubt that Turner's discussions last week represent serious attempts to sell TBS, primarily because he made no effort to keep them secret. Reidy believes the talks are more likely to lead to a joint venture, rather than outright sale of the company. "No major American company could acquire Turner without a huge dilution of its earnings," he said, but Turner's campaign last week is likely to "flush out" anyone who might be interested in a joint venture with either CNN or WTBS.

Another sticking point in a merger between TBS and one of the broadcast networks are the antitrust laws. An ABC official in Washington said the Justice Department may have serious reservations about such a deal.

Although the media world at large seemed to be caught off base by Turner's abrupt change of course last week, those close to him were willing to concede there was method in his madness. "One of the things we have to give Ted credit for," said financial expert Bevins, "is that he's had a sense of timing and direction that very few people have had in the past six or seven years." □

Football takes a favorable bounce for broadcasters, cablecasters

USFL games are selling well for ABC-TV and Radio and ESPN

The new United States Football League stands to become a multimillion-dollar profit center for broadcasting and cable networks—if all goes well.

On the eve of the USFL's opening kickoff next Sunday (March 6), observers had questions about the league's viability and durability, but the networks that will cover it had no discernible reservations about its salability.

■ ABC-TV, which reportedly paid the USFL close to \$20 million for broadcast TV rights for two years, reported it had sold more than 90% of a commercial schedule that could bring it some \$37.5 million in revenues this year alone.

■ The Entertainment and Sports Programming Network, which was believed to have paid \$10 million to \$11 million for cable rights for two years, was said to have sold 60%-65% of commercial availabilities capable of producing \$7 million to \$8 million this first year.

■ The ABC Radio Networks, which paid \$1.25 million for radio rights for two years, reported it was approximately half-way toward a sell-out—and was deep in negotiations for additional sales—on a commercial package that could yield \$1.95 million in 1982.

ABC-TV will cover 21 games—18 regular-season contests, primarily on Sunday afternoons, plus the two playoffs and the championship game. ESPN and ABC Radio will cover Saturday-night and Monday-night games primarily. ESPN will cover 34, all in the regular season. The ABC Radio Networks, whose USFL lineup was said last week to total 210 stations, more than 70% of them ABC affiliates, will cover 39 games, including next Sunday's opener and the two playoffs and the championship match.

The playoffs are scheduled Saturday, July 9, and Sunday, July 10, both in the afternoon, and the championship is set for Sunday, July 17, in prime time.

The much-publicized signing of the University of Georgia's All-American Herschel Walker by the USFL's New Jersey Generals caused a stir in broadcast ranks as well. ABC Radio, which had planned to cover the Chicago-Washington game as its March 6 opener, started scurrying and was successful in substituting the Jersey Generals' opening game, against Los Angeles in Los Angeles.

ABC-TV, which had not formally announced its choice of teams for the March 6 opener but had been widely expected to show Chicago-Washington, announced Thursday afternoon that it would show New Jersey-Los Angeles—as one of three games to be covered regionally on March 6.

ABC-TV spokesmen insisted the three-game regional plan had been worked before Walker hit the headlines. By feeding games into areas of greatest local interest, they explained, the regional plan would generate

more attention for the USFL as a whole. Besides New Jersey-Los Angeles, the regional feeds will cover Chicago at Washington and Philadelphia at Denver, all three games starting at 3 p.m., NYT.

It was clear that some changes had been made somewhere along the way, because the Washington-Chicago game, now set for a 3 p.m. start, was originally scheduled for 1:30.

Each USFL game on ABC-TV provides for 28 minutes of commercial time, four minutes more than in the National Football League games shown on ABC's *Monday Night Football*. Thirty-second spots are priced at \$30,000 each in regular-season games, \$35,000 each in the two playoffs and \$60,000 each in the championship game.

Officials said last week that more than 90% of the availabilities have been sold—"and at card rates, too," one executive added. In fact, the remaining USFL availabilities have been withdrawn from the strip market. Instead of being sold as USFL-only packages, they're being combined with spots in other ABC events, "to help sell some of our other sports."

Major advertisers on ABC-TV's coverage were identified as Miller beer, Anheuser-Busch, Chevrolet, Buick, Dodge, Honda motorcycles and Basic Four, a computer company said to be using the USFL games as its entry into network television.

To help promote its coverage, ABC-TV scheduled a USFL preview for 2-2:30 p.m., NYT yesterday (Feb. 27). Titled *The United States Football League: The Kickoff Season*, it was to present sportscaster Keith Jackson as host in a review of the league's formation, its teams and some of its key players.

Jackson, who has covered college games for ABC for the past nine years, will handle play-by-play on the USFL games. Lynn Swann, former Pittsburgh Steelers star, will provide commentary.

ABC-TV's 18 regular-season games will be played on Sunday afternoons with one exception: a Friday, June 17, game in prime time (9 p.m. start). The Sunday games are scheduled for 1:30-4:45 NYT except for the opener and the May 8 contest, which is scheduled at 2:30-6 p.m. The July 9-10 playoffs are set for 1:30-5 p.m. and the championship on July 17 is at 8-11:15 p.m.

ESPN's 34 games, all in the regular season, will be presented live at the rate of two a week, on Saturday and Monday nights in almost all cases. ESPN is scheduling 26 commercial minutes per game, with some of those minutes going to cable affiliates for local sales and a few to the USFL for league promotion.

ESPN officials say their 30-second spots are priced at \$10,800 each if shown only in a game's live cablecast. For \$12,000 an advertiser can get his message shown once in the live telecast and once in each of the two repeat cablecasts planned for each game.

ESPN authorities said they had sold 60% to 65% of their availabilities as of last week

and "expect to improve on that" before the season starts.

Major advertisers thus far, they said, are Anheuser-Busch, Nissan (Datsun), Ford, American Motors, General Motors, International Business Machines, Mattel toys, Mennen, Pennzoil and Timex.

An ESPN spokesman said the network had offered to make instant replays available to help game officials decide difficult calls if the USFL wanted that service, but that the league had apparently reached no decision.

ESPN's opening game will be next Monday (March 7), Michigan at Birmingham, starting at 9 p.m. NYT Sportscaster Jim Simpson will handle play-by-play on Monday-night games, with Paul McGuire as analyst. On Saturday night games, Tom Kelly will do the play-by-play and Tom Heinrich the analysis.

ABC Radio's USFL network is offering a package of 39 games, each with a 15-minute pre-game broadcast, a half-time show and a post-game wrapup. Each game package provides for 20 minutes of network commercials, plus 15 minutes to be sold by affiliates and three minutes to be used by the USFL for its own promotion.

The network minutes are pegged at \$2,500 each, and spokesmen said last week that approximately half of the network inventory had been sold to Stroh's beer and Schick razors, and that "a gaggle of advertisers" were in negotiations for much of the remaining time. Some of the inventory will be held back, they reported, for later sale on a scatter basis.

The schedule includes, in addition to regular-season games on Monday and Saturday nights, the March 6 opener, plus the playoffs and championship. The station lineup will be fed by regular network lines, but ABC sources held out hopes that by next year enough stations will have satellite dishes to make satellite feeds feasible.

ABC Radio has two broadcast teams assigned to USFL coverage, one headed by Fred Manfra, sports anchor on the ABC Information Network, who will handle most of the Monday night games, and the other headed by Bob Buck, sportscaster on the ABC Directions network, who will do play-by-play for Saturday games primarily. Mike Barry of WABC-TV New York will be host of the pre-game, half-time and post-game shows on Saturdays and Dan Lovett of the ABC Entertainment network will do those honors on Monday nights. In addition, ABC Radio has three former pro football stars assigned to provide commentary and analysis for the games: Dick Butkus, Paul Hornung and Craig Morton. Each will handle 13 games.

Local radio rights holders working toward ad sellout

Local radio is hoping for a spring harvest from the new United States Football League. To that end it is planting an estimated \$3 million seed money in rights payments to cover games of individual franchises. That is BROADCASTING's estimate following a canvass of the 12 cities where the USFL offi-

cially sprouts March 6.

There was widespread reluctance to discuss rights payments, but most indications are that annual payments to clubs initially are in the \$250,000 range. In two instances—involving the Chicago Blitz and the Tampa Bay Bandits—the local clubs have opted to retain their local broadcast rights.

During the season, local TV play-by-play will be practically nonexistent. Just a handful of games will be presented in times non-competitive to ABC-TV's league telecasts. They include selected games, live or tape delayed, by KPNX-TV Phoenix, KBHK-TV San Francisco, WFLD-TV Chicago and WNEV-TV Boston.

A report on radio activity in the 12 USFL cities follows:



Boston Breakers (Atlantic Division)—Kelley Communications, Boston, a new firm that started last fall and handled Boston College and Harvard football, is working as rights holder with a two-year contract with the Breakers and WBZ(AM) Boston. The latter is to feed a regional network of about 15 stations in New England. Gil Santos and Gino Cappelletti will do play-by-play and color.

Paul Kelley last Wednesday (Feb. 23) said availabilities were "90% sold out" and expected little difficulty in selling the remaining openings.



New Jersey Generals (Atlantic Division)—WOR(AM) New York, which has a one-year rights contract with an option to renew, does not plan a regional network. Charles Steiner, sports director on the station's *P.M. New York* series, will do play-by-play; Dave Herman, vice president of Blair Television, will provide color. Robert Scasciola, former Princeton head coach and now a banker, will be game analyst. A WOR spokesperson admitted "it took time for sales to get off the ground, but things are now going very well." She said that last Tuesday, the day before the Generals announced the signing of top drawing card, Herschel Walker.



Philadelphia Stars (Atlantic Division)—WFIL(AM) Philadelphia belatedly acquired the local team's radio rights. It was still just a "handshake deal" last week with specifics still to be worked out, according to Bill Neil, WFIL program manager. He said that station expects to have a regional network and is looking for its on-air broadcast team. Sponsor negotiations have just start-

ed, Neil said, but felt prospects for sales have been particularly enhanced by the Stars' schedule that includes a home opener with the New Jersey Generals and millionaire running back Herschel Walker, and a July 3 game with the Washington Federals that offers holiday promotional prospects.



Washington Federals (Atlantic Division)—WMAL(AM) Washington signed on early last year as rights holder and set its sights on a regional network of 50 stations that is being coordinated by MetroSports, the Rockville, Md.-based firm that handles broadcast arrangements for major sports entities. WMAL's Johnny Holliday will do play-by-play, assisted by a pair of former National Football League stars, Pete Wysocki (color) and Terry Metcalfe (sidelines commentary).

Bob Bowen, WMAL's general sales manager, was happy with the sales pace that has brought in such major sponsors as Budweiser, Texaco and Pan-American for both local and the regional network and produced a profusion of local advertisers for the pre-game one hour and postgame two hours. Especially, he says, because of a "unique" situation: WMAL is radio originator for the Super Bowl champion Washington Redskins, which limited sales efforts prior to Jan. 30. Despite that, he added, he expects a sell-out by this week.



Birmingham Stallions (Central Division)—Bernie Barker, general manager of WAPI(AM) Birmingham, Ala., is another enthused by what's happened "in view of the fact that WAPI didn't get the award until Friday, Jan. 28, and didn't start selling until Monday morning, Jan. 31." Since then, WAPI has lined up a regional network of more than 50 stations and has an arrangement for games to be picked up by the Arkansas Sports Network of 27 stations.

WAPI's team for Stallions broadcasts is composed of Jim Fyffe, voice of the Auburn Tigers; Herb Winches, sports director of WBRC-TV Birmingham, and Dick James, WAPI sports director.



Chicago Blitz (Central Division)—George Allen's team was in the front of the line when the USFL promotion barrage commenced, but the Blitz was last in getting local broadcast arrangements set. One reason was that the team kept its local broadcast rights and just two weeks ago signed with WCFL(AM) to carry its schedule. The Blitz is still working on a decision about a regional network and has not chosen its broadcast commentators.



Michigan Panthers (Central Division)—WXYZ(AM) Detroit, with a three-year contract in hand, has set up a regional network of 12 radio stations for the Panthers full schedule, according to Michael Packer, station operations director. In addition, WXYZ will offer the ABC Radio Network's league games. Bob Sherman of WXYZ sports will do local play-by-play, with Dan Follis on color and Buck Jerzy, Notre Dame sportscaster, on statistics.

Packer expressed hope that all availabilities will be sold by March 6, but noted that Detroit currently is an area shackled by a very depressed economy.



Tampa Bay Bandits (Central Division)—The Bandits also have opted to retain local regional rights and started putting the broadcast pieces together last November. According to Bob Neil, program director of WFLA(AM) Tampa, Fla., a network of 45 to 50 affiliates is expected. Network sales are being handled by the Bandits and WFLA is doing its local sales. The broadcast team of the Florida State Seminoles, Gene Beckerhoff (play-by-play) and Vic Prinze (color), will handle the games.

Neil reported last Thursday (Feb. 24) that the network is sold out and local positions more than half sold.



Arizona Wranglers (Pacific Division)—KOY(AM) Phoenix holds a three-year rights contract and expects to have at least 10 affiliates on a regional network this opening season. Program Director Charlie Van Dyke said that the station is planning extensive promotions to augment the package. He noted that Phoenix had long sought an NFL franchise and the arrival of the Wranglers has "the Valley poised for pro football." That, he said, has translated into "excellent" sales sponsorships. Veteran network sportscaster Ray Scott will do Wranglers play-by-play with KOY's John Moynihan on color.



Denver Gold (Pacific Division)—Curt Gowdy Sports, Cheyenne, Wyo., rights holder, has contracted with KLZ(AM) Denver, as the flagship station for a regional network of 37 affiliates in Colorado, Wyoming, New Mexico and Nebraska. Mike Nolan of KBTV(TV) Denver is to do play-by-play with Irv Brown on color and Ben Martin, former Air Force Academy head coach, handling

analysis. Al Crosby, general manager of KLZ, said sales on the station have been "excellent," with nine different sponsors on KLZ. Main sponsor on the network will be Coors beer.

David Montgomery, vice president of Curt Gowdy Sports, conceded that the newness of the league initially slowed sales, but that the pace had quickened in recent weeks. He also noted that in the beginning there was wariness about the new venture by some in the Denver area who felt they had been "burned" by other major sports organizations, such as pro basketball and hockey, that had pulled franchises in recent years.



Los Angeles Express (Pacific Division)—KNX(AM) Los Angeles—in an area that abounds in strong competition in the spring from big-time college and pro organizations in baseball, basketball and hockey—is rights holder for the Express. A regional network of four to six radio affiliates is planned. Tom Kelly, KNX sportscaster, and Rich Marotta, the station's sports editor, will handle the games.



Oakland Invaders (Pacific Division)—KGO(AM) San Francisco is rights holder and is negotiating for regional affiliates in nearby Stockton and Sacramento, according to Ron Denman, station manager. KGO Sports Director Joe Strakey will do Invaders play-by-play, backed by Lee Grosscup and Bob Murphy.

Denman said there was a good response from sponsors with four-sevenths of the games completely sold and the other three-sevenths just about gone. □

NTIA warns of problems in ITU

Report says U.S. international telecommunications policy needs to be organized 'at the highest level,' or the country will face confrontation similar to one at Nairobi meeting last fall

U.S. interests in international telecommunications and information services were pictured last week as having become increasingly vulnerable to adverse foreign actions. Developed and developing countries are restricting the free flow of information across their borders. Countries like Japan and West Germany are picking off sectors of the U.S. telecommunications and information industries for subsidized competition. And decision-making within the International Telecommunication Union has become

"needlessly politicized"—to the detriment of U.S. interests—because of the block voting by lesser developed countries.

With that dreary prologue, the National Telecommunications and Information Administration begins a report of some 250 pages on U.S. policies, goals and especially problems in the international telecommunications and information fields. The report, requested last summer by a Congress increasingly concerned about U.S. performance in those areas, does not contain much in the way of extreme recommendations. Its most dramatic proposal, paralleling a recommendation of the head of the U.S. delegation to the ITU Plenipotentiary Conference, in Nairobi, Kenya, last fall (see page 74) is that the U.S. should remain in the ITU but, if the "politicization" of that organization continues, "have available a fully developed, and workable, alternative" organization.

The report, based on public comments and on contributions from affected agencies, including the State and Defense Departments and the FCC, is unequivocal in pointing a finger at what the authors see as the principal problems. It talks of the "dispersal of responsibility and the lack of policy authority at the highest level" of government as having prevented the U.S. from reacting effectively to the "escalating challenge to its defense, economic and political interests." The same failing, the report adds, has "adversely affected the ability of U.S. firms to function effectively abroad by signalling to foreign administrations that these key 'sunrise,' high-tech industries are not valued sufficiently by the nation's political leadership to warrant full collateral support of industry's efforts." Remedial action is said to be needed "now." The effect of a delay of "another 10 years," the report says, "will be catastrophic."

The report spells out some ambitious long-range policy goals for the U.S. They include the free flow of information worldwide, "subject only to the most compelling national security and personal privacy limitations," "a free and competitive marketplace for telecommunications and information services equipment and facilities," and "efficient, nonpolitical international organizations for the development, management, expansion, and nondiscriminatory access to international telecommunications facilities and networks."

The ability to achieve such goals would appear to be beyond the power of the U.S. government as it is presently organized for dealing with international telecommunications and information matters. The report noted that representatives of private industry, Congress, the executive branch and even foreign governments have been "highly critical" of U.S. performance.

The report says that there are more than two dozen departments and agencies of the federal government with primary or at least subsidiary missions in international telecommunications and information matters. And while diversity may breed strength, the report says a review of the groups' activities indicate it also breeds "confusion, conflicts,

jurisdictional disputes, lack of coordination, and lack of adequate preparation."

The report contains no hard recommendations to remedy the situation. But it lists elements it says should be included in an "optional government structure." The first is "high-level attention and responsibility." The second is "a central locus of coordination and decision-making with the necessary authority for implementing policy." Other elements include provision for the continuity of the service of an expert and technical staff and the means of reaching decisions promptly across a range of areas.

What about the structure of such a "optimal" organization? The report offers several alternative proposals, including formalizing the present Interagency Group on International Communications and Information Policy, and strengthening its mandate. The group, composed of senior members of 13 agencies concerned with international telecommunications matters, was established in the State Department under the chairmanship of an under secretary, in response to criticism of the executive branch's performance in international telecommunications policy making.

Whatever the structure, the report says, it must provide "a focal point." At present, it adds, "the private sector, foreign governments, and even the U.S. government itself are not altogether clear as to which part of the federal government deals with these matters and has the authority to express the views of the United States."

The report's views on U.S. participation in the ITU are likely to attract the most attention, given the growing sense of disenchantment among some in the U.S. with that international organization. The report, for instance, notes the experience in Nairobi, last fall, when the U.S. came close to leaving the conference and assessing its continued membership in the organization because of the effort—which narrowly failed—to oust Israel, and when a number of proposals the U.S. opposed were adopted. The report also cites the preference of developing countries for a rigid "a priori" approach in planning the use of the spectrum (while the U.S. favors a flexible approach) and the numerical majority of those countries in a one-nation, one-vote forum, and added: the possibility exists that decisions could be taken in the ITU "which are not in the best interests of the United States and other countries with similar goals."

The report recommends that the U.S. continue as a member of the ITU, at least for a time—1990 is mentioned as a cutoff point—while at the same time seeking a reversal of the "politicization trend." It says the U.S. "and other like-minded" countries "must re-establish influence over the direction of the ITU as an international organization that serves the needs of all its members," including both developing and developed.

But while pursuing that course, the report said, the U.S. should "explore and develop contingency approaches to serve our national interests in the event the ITU continues its drift to greater politicization." The U.S., it added, "must have available a fully developed and workable alternative to the ITU." □

Entertainment Channel's end

March 31 set as final day of The Entertainment Channel; Chairman Taylor will try to reincarnate it as an advertiser-supported service

The Entertainment Channel last week became the latest victim of the cable network shakeout. Official plug-pulling day for the service, composed largely of exclusive BBC programming and a joint venture between Rockefeller Center Inc. and RCA, is March 31.

The pay cable service, which its chairman, Arthur Taylor, described last week as designed for "a multipay marketplace that was developing more slowly than anyone anticipated," has been plagued by a higher than average churn rate, and after nine months in operation could claim a subscriber count of only 50,000. As one analyst put it last week, "If you don't have at least that many subscribers panting to get the service by launch, you might as well forget it." TEC



Taylor

is said to have lost about \$35 million.

A TEC spokesman said that monthly churn rates were not available, but he acknowledged that there were problems. In the new-builds where TEC was initially offered, he said, penetration rates of 40% to 50% were achieved, well above the 20% to 30% projected penetration rates. However, those markets "churned down to the initial projections" within a matter of months, he said.

For those in the industry who will miss TEC, there is still a ray of hope. Taylor is working frantically to get approval from TEC's parent companies to reintroduce the service in an advertiser-supported form, in late June or early July. "I certainly have approval in principle from the board," to move ahead with that project, Taylor told BROADCASTING last week. "But we still have a couple of pieces to put together before we get final approval." Taylor would not elaborate on what pieces he was talking about.

If TEC emerges in advertiser-supported form, it will have a much trimmer staff. Last week 60 staffers were laid off (with 90-day termination agreements) from departments across the board, leaving 90 on the payroll.

The primary difference between the program format of the soon-to-be-terminated

TEC and its planned reincarnation is that the latter will have a heavier dose of "classic American" films, which will not, as in the past, be purchased on an exclusive basis. And the service's costly foreign-film component will be diminished and perhaps even eliminated.

The arrangement with the BBC will also "change slightly," said the spokesman. Under the existing contract, the 5,000 yearly hours of BBC programming from which TEC selects material are not available to any other cable service, whether or not they are seen on TEC. Those programs not selected by TEC, however, can be picked up by over-the-air broadcasters. Under the new arrangement, BBC-produced documentaries and performing arts shows, which TEC does not use in its format, may be seen on other cable services, such as ARTS and Bravo.

What makes Taylor think that TEC can survive any better in the world of advertiser-supported cable, given the failures of CBS Cable and the UTV Network, and bitter complaints from many of the remaining services that advertisers are not providing enough support for the industry? His response: "We are entering the strongest advertising economy of the decade," with the upcoming elections and Olympics year. As for CBS, not only did they set their sights too high, but their ad rates as well. "Ours will be at or below prevailing rates," he said.

Taylor also said last week that most of the current 156 affiliates have verbally "expressed support" for the restructuring proposal. Once the plug is pulled on pay-TEC next month, the current contracts dissolve. Marketing of TEC II has not yet begun.

Skepticism was clearly abundant last week, especially on Wall Street, as to the chances for a successful re-emergence of TEC. Some cable operators expressed disenchantment with the service, complaining that TEC had promised many more Broadway adaptations and musicals than were delivered.

Tony Hoffman, an entertainment analyst with A.G. Becker, the New York-based brokerage firm, was one of those who initially predicted TEC would not make it as a pay service, and its prospects in the advertiser-supported world, he feels, are no brighter. "I just don't see it." The format, he said, is too narrow in focus to obtain the mass audience needed to sustain an advertiser-supported cable service. "It would probably have validity five years from now, when 5% of the total [basic cable] audience will get you above break-even," Hoffman said. But for the time being what Taylor and company are proposing to do "makes no sense."

Hoffman also suggested that RCA "has no interest in going beyond the losses" already sustained, and perhaps would have pulled out earlier, if the company hadn't been preoccupied with its own top-level management changes.

John Reidy, vice president and media analyst, Drexel Burnham Lambert, said that TEC "has been bloodied by the experience," but he was not prepared to write off Taylor's

Feedback. The FCC's decision to hold oral presentations March 14 on its proposal to repeal the network syndication and financial interest rules (BROADCASTING, Feb. 21) drew more criticism from those opposed to repeal last week. Critics restated earlier complaints about short notice and the scheduling of argument before reply comments are due, but they and others filed requests to participate. As of last Wednesday (Feb. 23), the deadline for notification, two dozen organizations had filed. To no one's surprise, the three major networks, the leading proponents of repeal, each requested representation. Also requesting time were the Committee for Prudent Deregulation and the Motion Picture Association of America, which have been arguing for the rules' retention. Others on the list: the Department of Justice; Taft Broadcasting; Metromedia; ABC TV Affiliates Association; NBC Television Affiliates; Group W; Shooshan & Jackson; Association of National Advertisers; National Association of Independent Producers and Distributors; Association of Independent Television Stations; Paramount Pictures; Springfield TV Corp., licensee of KSTU-TV Salt Lake City; Gateway Communications; Interstellar Media; Owen Greenhalgh & Myslinski, economic consultants; Robert Crandall, economist and senior fellow at Brookings Institution; National Black Media Coalition; Communications Commission of the National Council of the Churches of Christ in the USA and the Office of Communication of the United Church of Christ, and Buena Vista Cablevision. As of last week, the presentations were still scheduled for March 14.

efforts to rejuvenate the service. With a format that is less narrow than some services but not quite as broad as the USA Network, he said, TEC II "may well find a niche." At present its position on Satcom IV presents a limitation, he noted. That bird currently reaches only two million subscribers. □

The future is now

Cable operators get different advice from Kahn and Biondi on how to face new markets

Irving Kahn and Frank Biondi agree that the world is in the middle of a broadband telecommunications revolution. But they differ on how much that will mean to cable television.

Kahn, founder of Teleprompter and now chairman of Broadband Communications and General Electronics, told an MIT conference last week that emerging media may

capture as much as 25% of the cable marketplace.

Biondi, the new president of HBO, agrees that cable may be the Model T of today's technology, but says "an enormous amount is happening on the Model T end of the business." He said he has heard "a hell of a lot of talk" about pay-per-view and direct broadcast satellite technology while cable operators and broadcasters continue to increase their profits.

Kahn argued that SMATV, MDS and STV may each capture 5% of the cable market and DBS will get 10% more, which, he said, makes basic cable "a more shaky investment." He sees today's cable systems in danger if they "continue to pretend that this threat isn't real."

Rural and untapped urban markets are prime targets for what Kahn called the "new wave of signal entrepreneurs." He said that cable operators should recognize "nobody is any longer in the cable business. We are all in the signal transmission business." He praised HBO's deal to supply its package to

the Marriott hotel chain as an "opportunistic approach" which other systems might well emulate.

He said that if companies like HBO "miss a beat" in today's rapidly changing delivery environment they may find film studios bypassing pay cable middlemen to sell directly to the consumer via alternative methods. Kahn sees many in cable suffering from an "ostrich mentality." As an example, he criticized cable for having defended its lack of interest in fiber optics while "telcos raced merrily forward" and developed that technology.

Biondi, however, said: "We have very little idea of what the future marketplace will look like." He said that Wall Street has always been fascinated by technology, but warned against confusing technological development with marketplace demand. There may be a market for high-power DBS, Biondi said, but the big question to him is where it will sell and how it will sell. Biondi sees "a closing window" of homes not already served by cable.

Cable may be the Model T of the new technology, Biondi repeated, but he sees it having many advantages. It's in place, has enormous channel capacity, is good value for the money and operates with a very efficient local monopoly.

Biondi discounted many predictions about how much new delivery systems will hurt traditional operations. As an example, he cited a prediction of how deeply cable would cut into network share of the audience. "You hear about the great crisis in erosion, but it's only been 12% over five years." □

Eastern Microwave cleared by Supreme Court

In decision heading list of cases in Fifth Estate, high court agrees that resale carriers of TV are not liable to pay copyright fees

Eastern Microwave Inc. last week won a major victory for itself and other resale common carriers when the Supreme Court refused to review a lower court decision that EMI is a passive carrier and, therefore, exempt from being held liable for payment of copyright fees.

The appeal had been filed by Doubleday Sports Inc., owner of the New York Mets baseball team. Doubleday contended it is entitled to copyright payments from EMI for the retransmission—by satellite and microwave networks to more than 600 cable systems—of Mets games that are broadcast by WOR-TV New York.

A U.S. district court judge in March 1982 had held that EMI was liable—a decision that jarred resale carriers generally, since it would mean they would pay for programming they had been picking up at no cost. The concern was sufficient to cause the House



Kahn



Biondi

Judiciary Committee to make changes in the draft copyright law, then under consideration, that would in effect overturn the district court's decision. The unanimous opinion of the U.S. Court of Appeals for the Second Circuit reversing the district court (BROADCASTING, Oct. 18, 1982) took on considerable importance with Congress's failure to enact the new copyright bill.

The appeals court made three points in declaring EMI a passive carrier: EMI had only one transponder available for its extra-terrestrial services, so it "naturally" sought to retransmit the signals of a "marketable station." The requirement of an absence of direct or indirect control over the particular recipients of (a passive carrier's) retransmission "is fully satisfied" by EMI. And EMI provides only "wires, cables or other communications channels for the use of others"—the cable systems receiving the signals of WOR-TV and other "originators." The carrier is selling only its services, not the Mets games. □

Hawkins Marti bill would restrict station to Marathon's 1180

Legislation worked out in White House meeting does not please NAB

A new Radio Marti bill (S. 602) was introduced in the Senate late last week, configured in a way the Reagan administration hoped would win the support—or at least avoid arousing the opposition—of American broadcasters. But it was disappointed on that score. The National Association of Broadcasters, said its president, Edward Fritts, will oppose the bill.

Under the measure, introduced by Senator Paula Hawkins (R-Fla.), the station that the administration is determined to establish to break what it says is the Castro government's monopoly on news in Cuba, would be restricted in broadcasting on the AM band to the frequency used by the Voice of America station on Florida's Marathon Key—1180 khz—or to those frequencies of commercial or noncommercial stations willing to lease time for Radio Marti broadcasts.

The bill was introduced with the full support of the Reagan administration. In fact, Hawkins at a press conference on Friday said final details were discussed at a White House meeting on Tuesday, attended by Secretary of State George Schultz, Assistant Secretary of State for Inter-American Affairs Thomas Enders and, from time to time, President Reagan. (At another meeting on the same day, the President sought Radio Marti support from a group of congressmen [see page 76].)

The Radio Marti bill introduced in the last Congress easily passed the House and was reported favorably by the Senate Foreign Relations Committee. But it died in the lame duck session because of a lack of time and the threatened filibuster of Senator Edward Zorinsky (D-Neb.), who was expressing the

concerns of broadcasters in his state and elsewhere who feared establishment of Radio Marti on an AM frequency—as the administration was proposing—would exacerbate the interference problems Cuba has been causing stations in Florida and other states for 15 years.

The new bill was drafted with those concerns in mind. Besides limiting broadcasting to Cuba on the AM band to the Radio Marathon frequency or the frequencies of stations willing to lease time, the bill would permit Radio Marti to choose among other options, such as broadcasting on frequencies above or below the AM band, which extends from 535 khz to 1605 khz, or in the shortwave band. It would even permit Radio Marti to lease time on foreign stations.

If the Radio Marathon option were selected, Radio Marti would be authorized to use its facilities. But what that means precisely, is left open. A State Department official said the two radios might use the facilities "jointly," or that Radio Marti might be "substituted" for Radio Marathon. Another option—considered least likely—is that Radio Marti would become part of the Voice.

Radio Marti would be governed by the Board for International Broadcasting.

One change in the bill from the measure approved by the House is that the Hawkins bill does not provide for compensation to be made to broadcasters who upgrade their facilities to counter Cuban interference. Hawkins said such a provision had been in an earlier version of her bill but dropped. However, she said she would "entertain" such an amendment. She indicated she would not be likely to endorse compensation that was designed to reimburse broadcasters for advertising revenues lost to the interference problems, as well as for improving facilities.

Zorinsky was out of Washington on Friday and, according to an aide, would not comment on the Hawkins bill until he had seen it. But the NAB was ready with a comment, in which it said that, despite a series of talks between Enders and Fritts that extended over several months, "fundamental problems remain." Until those problems are resolved, the statement added, the NAB will oppose the bill.

The brief statement reflects considerable feeling on the matter. For in the last Congress, the NAB avoided going on record in opposition to the administration's Radio Marti bill—it simply stressed its concern regarding Cuban-caused interference, existing and potential. And the NAB's position, as expressed by Fritts, represents the association's first open break with a President whose views it generally finds congenial.

Fritts later told BROADCASTING that the NAB is concerned that establishing Radio Marti on "any" AM commercial frequency (and 1180 khz is shared with WHAM[AM] Rochester, N.Y.) is "potentially detrimental" to the entire AM broadcasting system in America. It could "spawn a radio war" in which U.S. broadcasters would be "devastated," he said. He said the NAB would seek to modify the bill as it moves through the legislative process.

A State Department official said the U.S.

has been attempting to negotiate the issue with Cuba for 10 years, in forums provided by the international organizations to which both countries belong. He said those efforts would continue, but he appeared to rule out any new initiatives, such as discussions in Havana. But if the NAB is worried that Cuba might respond to Radio Marti broadcasts by stepping up the interference its stations are already causing American broadcasters, Hawkins is not. Asked about the threat of retaliation Castro has made, Hawkins said, "The President has asked for Radio Marti. We do what the President wants, not Castro. What he's threatening is against international law. You can't let a two-bit dictator dictate our foreign policy."

A State Department official put the matter more diplomatically: "We don't think the interference problem will increase. But the U.S. shouldn't make foreign policy under foreign threats; such threats are inadmissible."

Hawkins said Radio Marti is needed to provide the Cuban people with "an alternative to government-sponsored news and programs." They are not aware of events involving Cuba internally or internationally, she said. Radio Marti, she said, will provide that information, from what she said was the "mismanagement" of the Cuban economy to the rising cost in lives of Cuban soldiers who have died in Cuba. □

RADAR report shows drop in radio network listening

Network radio listening is off slightly, according to the just-released fall 1982 RADAR report which shows that 71% of people 12 and older listen to one or more network commercials in a week—down 2% from the spring report.

The report, released by Statistical Research Inc., Westfield, N.J., shows ABC's Information Network emerging on top among persons 12-plus, with an average audience estimate of 1,943,000 listeners per commercial broadcast, Monday to Sunday, 6 a.m. to midnight. Following ABC Information are NBC Radio Network (1,730,000) and ABC Entertainment Network (1,642,000). The same three networks also finished on top with adults 18-plus.

Networks showing the largest percentage gains in listeners in the 12-plus demographic are: Sheridan (up 40.5%), RKO II (28.7%), RKO I (up 25.3%), ABC-FM (up 14.8%) and NBC Radio Network (up 6.5%), while CBS Radio Network and NBC's Source slipped 9% and 3% respectively.

As for cumulative listening among persons 12-plus for the total week, NBC Radio Network is the leader followed by ABC Information and ABC Contemporary. According to RADAR, top network programs based on average audience estimates of persons 12-plus are ABC Radio's Paul Harvey news and commentary programs, which held the top three positions, followed by different CBS news-on-the-hour broadcasts. □

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Savior

Fourth-quarter billings in 1982 salvaged an otherwise dismal year for national spot radio. According to the Station Representatives Association, which relies on data supplied to the Radio Expenditures Reports (RER) by 15 rep firms, fourth-quarter billings were up 18% over 1981's last quarter, putting all of 1982 7% ahead of the previous year. Percentage figures do not include "projected" advertiser category billings computed by RER. Network radio finished 1982 with an 11% gain over 1981 ("Riding Gain," Feb. 7).

Festive atmosphere

WNEW(AM) New York's on-air personality, William B. Williams, will host the second annual International Radio Festival of New York's awards presentation ceremonies at the Sheraton Centre hotel on May 20. The awards are presented for outstanding productions in radio programming, advertising and promotion produced or aired between June 1982 and March 25 of this year, the deadline for entries. The competition is open to stations, groups, networks, produc-

ers, syndicators, advertising agencies and other professionals involved in radio.

The festival itself gets under way on May 18 and will feature a series of workshops. Festival headquarters is at 251 West 57th Street, New York 10019.

Super Bowl stats

There seems to have been diminished interest in this year's major football contest, according to just-released CBS Radio listener-ship survey figures for Super Bowl XVII. The telephone survey, performed by Trendex with a nationwide sample of 3,041, showed that among adults 18 years of age and older, 12.5 million tuned into the broadcast—down from 14 million listeners reported by CBS for last year's Super Bowl game. Of the 12.5 million, 8.8 million were men and 3.7 million were women.

Golden mean

KSPL(AM) Seattle has introduced "A-M-R 80" (Adult Musicradio for the '80's), an "all-hit" format, according to Chet Rogers, operations and programming manager for the sta-

tion. "Our research indicated that there was a definite need to bring back some excitement to the AM band," Rogers said. "What the music does is hit right into the heart of the 30-45 demographic that is mentally too young for beautiful music but can't take the harshness of top-40 or album rock station." Rogers added.

A-M-R 80 was designed, packaged and implemented by Chris Clausen of Dallas-based syndicator, Toby Arnold & Associates. The format features a jingle package recorded at Charley Pride's Cecca Sound Studio in Dallas.

Combo sale

Katz Radio has combined sales efforts for the Dallas-based Satellite Music Network (SMN), which has been represented by the rep firm for the past year and a half, with that of the Colorado Springs-based Transtar Network to sell both as one entity under the umbrella of the newly formed Katz Satellite Network. SMN offers three different full-time formats while Transtar programs a 24-hour contemporary format intended primarily for the 25-34 year-old demographic. SMN and Transtar have a combined total of more than 250 affiliates on the air.

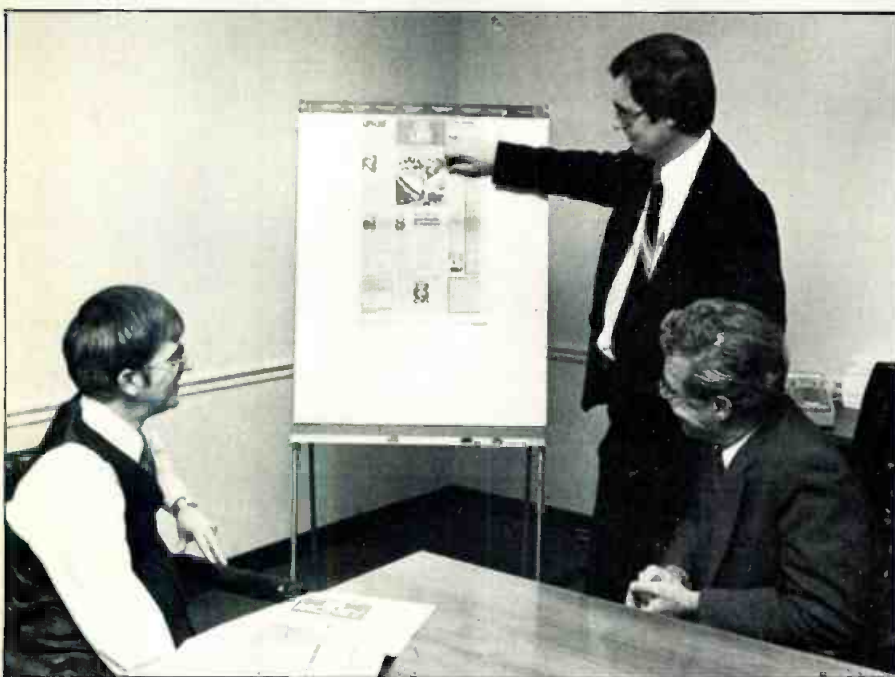
Ken Swetz, president, Katz Radio, said that each of the network's penetration levels was below that usually accepted by agencies and advertisers. The 250-plus affiliates, Swetz said, give the Katz Satellite Network an 80% penetration level for the country, reaching 82 out of the top 100 Arbitron-rated ADI markets. Agencies and advertisers must buy the entire Katz network, like any other "traditional" network buy, Swetz added.

Musical influence

Young adults ages 12 to 34 were more influenced last year by Warner Amex's Music Television (MTV) cable channel for buying records and tapes (68%) than listening to radio stations (63%), according to a survey done by Nielsen's Home Video Index division last October in Peoria, Ill.; Albuquerque, N.M., and Boston. And 81% heard of an artist for the first time while watching MTV, the survey showed. Respondents for the two findings were 636 and 746 respectively.

Spin-off

Through an agreement with song publisher, Famous Music, the first commercial recording of the theme from ABC-TV's recently televised mini-series, *The Winds of War*, has been done by Bonneville Broadcasting System, according to John E. Patton, company chairman and chief executive officer. Bonneville also struck a deal with Applause



Mutual's 'Today'. Mutual Broadcasting is planning to announce new 60-second Monday-to-Friday features taken from the pages of *USA Today*, the national weekday newspaper published by Gannett. Three features, based on information from each day's Money, Life and Entertainment section of the paper, will be transmitted via satellite to stations in the morning, midday and late afternoon. The short features have been heard over the 13 Gannett-owned radio station since last Monday (Feb. 21). The program is scheduled to make its debut over Mutual on April 4. Shown examining a copy of *USA Today* are Gannett News Service vice president and general manager, James Geehan (l); Washington Gannett news director, Michael Anthony (standing), and Mutual's station relations chief, Ben Avery.

Records to press the recording into a 45 rpm single and make it available to the public via retail record distribution outlets nationwide.

The Bonneville recording is under the direction of Lex de Azevedo, the company's director of artists and repertoire, and features the 65-piece Bonneville "Million Dollar Orchestra." Bonneville's satellite subscribers began receiving the recording on Feb. 18. A special mailing of *The Winds of War* theme began going out to tape clients last Tuesday (Feb. 22), said Patton.

Talent search

KABC(AM) Los Angeles is offering a minimum \$25,000-a-year contract to the winner of its "Sportstalk Talent Search," a station-sponsored competition for a new commentator to be added to its weeknightly *Sportstalk* interview/call-in program. The station initially limited the search to women 21 years of age or older, but last week opened it up to men, after receiving "many calls from men who were offended because they didn't receive the same opportunity as the women," explained Program Director Wally Sherwin. Sherwin will name the new commentator on March 28, with the winner's on-air debut scheduled for the Los Angeles Dodgers opening baseball game on April 8. The competition, which is being backed by an extensive print ad campaign, ends March 9.

If the past is any indication, the talent search could lead to a lucrative career for the individual selected. The last time KABC launched such an effort, more than 10 years ago, it hired Kelly Lange as a traffic reporter. Lange is now paired with Jack Perkins as afternoon co-anchor on KNBC(TV) Los Angeles and is said to be one of the most highly-paid women in local television news.

News move

Orange county, a metropolitan area of two million people sandwiched between Los Angeles and San Diego, has acquired its first all-news station with the Feb. 15 format switch of KEZY(AM) Anaheim from album oriented rock. According to General Manager Dan Mitchell, KEZY "could not afford to continue as a music station" after three-and-a-half years as an AOR station and a long previous stint with a top 40 format. Mitchell told BROADCASTING his station will emphasize local news in an attempt to compete with Los Angeles-based KFWB(AM) and KNX(AM). KEZY is affiliated with UPI Audio and expects to add CNN Headline News soon.

Name change

The Birch Report, the Coral Springs, Fla.-based ratings and research company, changes its name to Birch Radio Inc. this week. Birch Radio will be a wholly owned subsidiary of the Birch Research Corp. Management staff remains the same.

RKO fare

The RKO Radio Networks have expanded their programming for both networks. New features on RKO I are: *Steiner on Sports*, a 90-second weekday drive time sports commen-



The bucks stop here. Norman Pattiz, president of Westwood One (r), and Sid McCoy, host of the company's *Special Edition* program (l), make contributions totaling \$2,000 to the United Negro College Fund. Receiving the checks is John T. Stevens, manager of special field marketing, Anheuser-Busch, which is running a fund raising campaign for UNCF.

tary featuring Charley Steiner, RKO sports manager; and *Money, Money, Money*, a 90-second financial feature slated for weekday afternoon drive time, hosted by RKO news correspondent Dean Shephard.

A new addition to RKO II is *Radio Looks at TV*, a 90-second Monday-to-Friday morning drive-time feature reviewing each night's television programs. RKO is also making available to all affiliates a new 90-second feature, *Radio Listens to Records*, described as a review of the latest AOR, top-40 and adult contemporary albums. The show is fed three times each Saturday and is hosted by Dave Sholin of RKO's KFRC(AM) San Francisco.

Playback

The United Stations' new weekly *Great Sounds* nostalgia program has cleared stations in more than 100 out of the top 171 Arbitron-rated markets since making its debut over the weekend of Jan. 28. Stations

clearing the broadcast include WNEW(AM) New York, KPRZ(AM) Los Angeles, KSFO(AM) San Francisco and WOKY(AM) Milwaukee.

The Progressive Radio network is producing a series of 90-second programs centering on the boom in home computers. The programs are available on either a cash or barter basis. Information: call 212-585-9400

Record eater

NBC's Source is gearing up for its live broadcast of the Daryl Hall and John Oates concert on Feb. 27. Eighty stations already have signed up. The broadcast is being produced for the network by Starfleet Blair.

The concert, expected to run approximately two hours in length, will be transmitted live via satellite from the Park West, a music hall in Chicago. Canada Dry Ginger Ale, sponsor of the group's current tour, has purchased 75% of the special's national availabilities, according to a Source spokesperson. The broadcast will make four minutes of local time available to stations.

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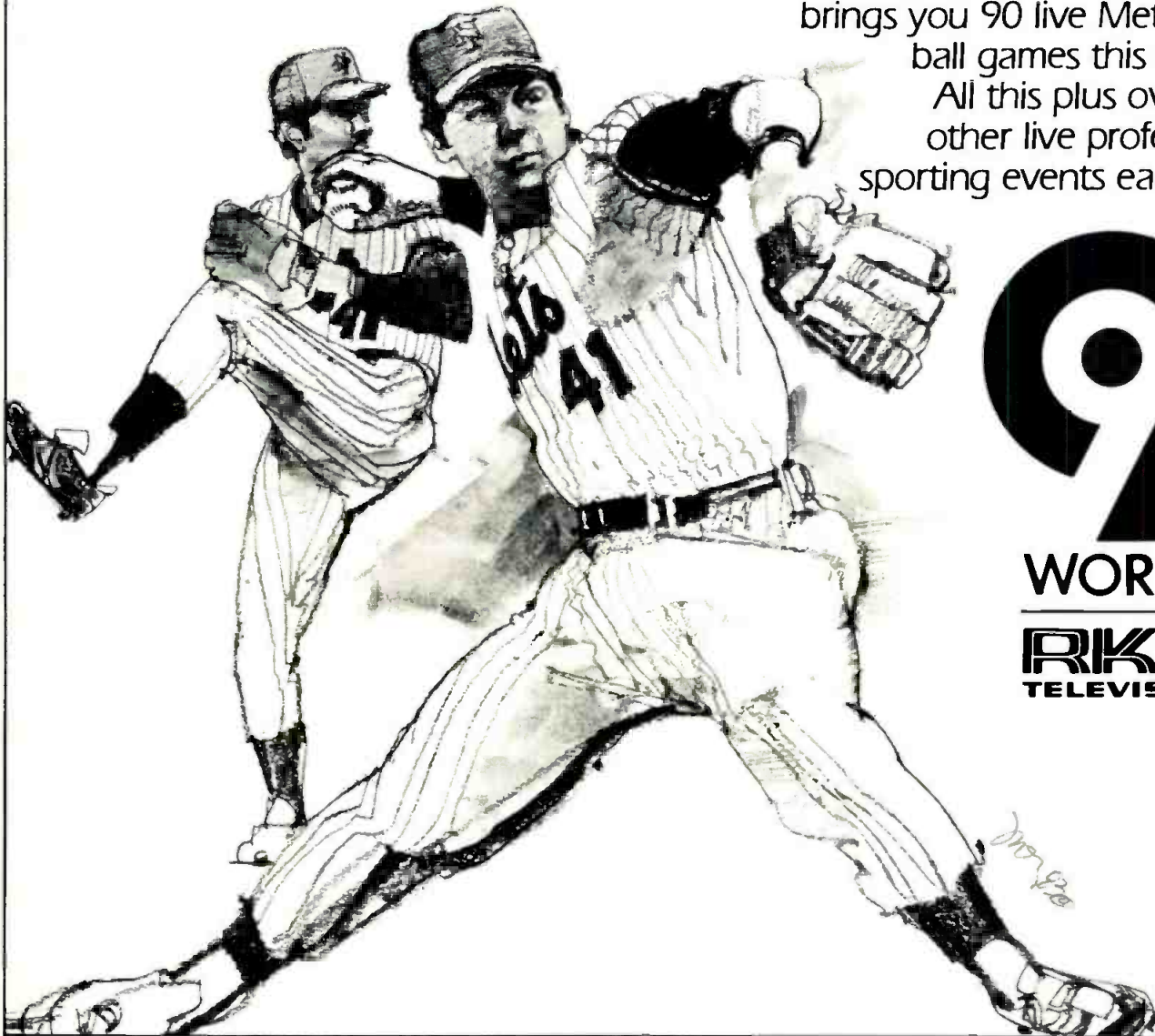
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Mar. 12	St. Louis	Away	May 11	Houston	Away	June 29	St. Louis	Away	Aug. 21	San Francisco	Away
Mar. 26	Philadelphia	Away	May 13	Pittsburgh	Away	June 30	St. Louis	Away	Aug. 26	San Francisco	Home
April 2	New York	Away	May 14	Pittsburgh	Away	July 1	Philadelphia	Away	Aug. 27	San Francisco	Home
April 5	Philadelphia	Home	May 15	Pittsburgh	Away	July 3	Philadelphia	Away	Aug. 28	San Francisco	Home
April 7	Philadelphia	Home	May 20	Los Angeles	Home	July 8	Houston	Home	Aug. 31	Los Angeles	Home
April 9	St. Louis	Home	May 21	Los Angeles	Home	July 9	Houston	Home	Sept. 2	San Diego	Home
April 12	Philadelphia	Away	May 22	Los Angeles	Home	July 10	Houston	Home	Sept. 3	San Diego	Home
April 14	St. Louis	Away	May 27	San Diego	Away	July 14	Cincinnati	Home	Sept. 4	San Diego	Home
April 15	St. Louis	Away	May 28	San Diego	Away	July 15	Houston	Away	Sept. 9	Montreal	Away
April 16	St. Louis	Away	May 29	San Diego	Away	July 19	Atlanta	Away	Sept. 10	Montreal	Away
April 17	St. Louis	Away	May 30	San Francisco	Away	July 23	Cincinnati	Away	Sept. 11	Montreal	Away
April 22	Atlanta	Away	June 3	Los Angeles	Away	July 24	Cincinnati	Away	Sept. 14	St. Louis	Home
April 23	Atlanta	Away	June 4	Los Angeles	Away	July 29	Pittsburgh	Home	Sept. 16	Chicago	Home
April 24	Atlanta	Away	June 5	Los Angeles	Away	July 30	Pittsburgh	Home	Sept. 17	Chicago	Home
April 26	Cincinnati	Away	June 10	Montreal	Home	July 31	Pittsburgh	Home	Sept. 18	Chicago	Home
April 29	Atlanta	Home	June 11	Montreal	Home	Aug. 6	Chicago	Home	Sept. 20	Pittsburgh	Home
April 30	Atlanta	Home	June 12	Montreal	Home	Aug. 7	Chicago	Away	Sept. 24	Chicago	Away
May 2	Houston	Home	June 17	Montreal	Away	Aug. 12	Chicago	Home	Sept. 25	Chicago	Away
May 6	Cincinnati	Home	June 18	Montreal	Away	Aug. 13	Chicago	Home	Sept. 30	Montreal	Home
May 7	Cincinnati	Home	June 19	Montreal	Away	Aug. 14	Chicago	Home	Oct. 1	Montreal	Home
May 8	Cincinnati	Home	June 23	St. Louis	Home	Aug. 19	San Francisco	Away	Oct. 2	Montreal	Home
May 9	Houston	Away	June 24	Philadelphia	Home	Aug. 20	San Francisco	Away			
May 10	Houston	Away	June 25	Philadelphia	Home						



Pay television spurs 29% increase in baseball rights

In large part due to the proliferation of regional pay TV contracts in major league baseball, the total money paid for the rights to carry games in 1983 will jump to \$152,710,000, up 29% from last year's \$118,350,000.

At the team level, where all of the pay cable deals come into play (the only cable contract let by baseball is to the advertiser-supported USA Network), this year's rights total is \$94,710,000, up almost 46% from the \$65 million paid in 1982.

National broadcast and cable networks, all of which are currently in the last year of multiyear pacts with baseball, will pay a total of \$58 million for the rights to games in 1983, up 8.6% from last year's figure of \$53.4 million. NBC-TV is in its fourth year and ABC-TV the fifth of contracts under which they will pay an estimated \$200 million for TV rights through the end of the upcoming season. This year, NBC is understood to be paying about \$28.5 million and ABC \$26 million. Negotiations for 1984 and

beyond are ongoing. CBS-TV has talked with the league about getting a piece of future baseball action. Reports circulated last week that the league was asking for \$1 billion for its network television contracts over the next five years (1984-1988) and that NBC had already agreed to pay \$500 million to renew its contract and was also prepared to shell out the entire \$1 billion if ABC were to decline its renewal option, provided that CBS decides not to bid on it.

CBS Radio is said to paying about the



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You want a fresh new access strip for Fall '83 because your current show is slipping. And yet you want a no-risk access strip.

The new "Wheel of Fortune" fills both demands. Beautifully.

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⊗ **NBC's Number One game show since 1976.**

⊗ **Always an audience builder, increasing lead-in ratings every year since 1975.**

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"Wheel of Fortune" with popular host Pat Sajak, is a word-puzzle game that viewers play instead of watch. Because it doesn't take a graduate degree to play.

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And contestants provide the suspense, risking total loss in quest of greater cash-value prizes.

It all adds up to the greatest "wheel" around and your only new access game with legs for the long-run.

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same amount that it did last year for a similar game package in 1983, which includes the 50th anniversary All-Star Game, July 31; playoffs, Oct. 4-9 (which may be expanded to best-of-seven series, if the players' association approves a recent proposal by Commissioner Bowie Kuhn), and the World Series, currently scheduled to start Oct. 11. CBS Radio will face some serious competition from at least two other networks for the next major league radio contract—ABC Radio and Mutual Broadcasting System. Shelby Whitfield, executive producer and director of sports programming, ABC Radio Networks, told BROADCASTING last week that he has had "preliminary talks" with baseball's negotiating committee concerning a future long-term contract. John Chanin, vice president, sports, Mutual, was so confident last week of his network's proposal to the leagues that he said: "We will probably have the winning bid."

The USA Cable Network is entering its second year of a two-year rights contract, and is believed to be paying about \$1.5 million. It will cablecast between 40 and 45 regular season games, primarily on Thursday nights during prime time. On most game nights, the network provides doubleheader coverage, an East Coast game followed by a West Coast game. ESPN will bid against USA in upcoming talks for a new national cable contract with the leagues.

So far, half of the 26 major league clubs have negotiated a pay TV deal that will be in operation this year. Most of the others are still examining their options, if not for 1983, certainly for 1984.

And while some view the pay TV medium simply as a marketing tool to promote baseball, the profit potential is considered enormous. The Yankees, for example, are reportedly being paid close to \$5 million per year over 15 years by Sportschannel, a New York-area pay sports service. The Texas Rangers have recently concluded a five-year deal with Warner Amex's Home Sports Entertainment valued at between \$10 million and \$15 million.

A national pay sports service, as envisioned by Chicago White Sox President Eddie Einhorn and cable consultant Bob Schmidt in the form of Super Sports Network, may be a bit ahead of its time. A check with the teams about planned participation indicated that SSN will probably not get off to a grand start in 1983, if at all, unless it pursues sports other than baseball. Of the 23 eligible teams (those seen on the three superstations, Atlanta Braves, Chicago Cubs and New York Mets, were not invited to participate, and said they had declined anyway), 14 said they would probably not participate this year. Reasons cited included existing contracts that barred participation and concerns with the technical operation of SSN.

At press time, only the three teams in the venture, the White Sox, Detroit Tigers and Milwaukee Brewers, and the San Diego Padres were committed to participation in SSN this year. The Cincinnati Reds, Philadelphia Phillies and the Seattle Mariners are still studying the proposal, as are the California

Angels.

Most of those polled, however, seemed interested in the proposal, with an eye toward keeping tabs on SSN's progress and perhaps signing up within the next few years if the venture takes off.

Michael Schreter, vice president, treasurer and secretary, Golden West Broadcasters, which owns the California Angels, said he was not surprised that so many teams turned down the SSN proposal, at least for 1983. "It's a new concept," he said, which warrants a lot of thought on the part of club owners, especially considering the five-year commitment that SSN is attempting to elicit from participating teams. But, he added, "it's a definite way to go," and might be particularly attractive to teams that have no other pay TV deal in the works.

Schreter noted that the time zone problem confronts West Coast teams. And because

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1974.....	\$43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,275,000
1981.....	89,525,000
1982.....	118,350,000
1983.....	153,610,000

that problem has to be dealt with first, he said, "I'd be surprised if any West Coast team committed to SSN this year."

Mike Fetchko, an attorney with the Cleveland Indians in charge of broadcasting and cable, said that his team would not participate because "current contracts have to be protected." But he also said that the SSN concept was "very exciting and enticing. It's baseball running baseball."

The Dodgers' Dave Vanderwalker said existing STV and broadcast contracts precluded his team's participation in SSN for another two years. But, like Schreter and Fetchko, he offered that for a team without conflicting contractual obligations, "I can see where SSN would be very beneficial."

Although Group W Satellite Communications is not yet prepared to discuss details, that company appears on the verge of getting into the pay sports business in a big way. It's understood that the four transponders GWSC has reserved on Hughes' Galaxy satellite will be used to tie together a series of regional sports networks which would include a number of professional baseball games.

A look at network programming plans, advertising rates and major sponsors for the coming season follows:

ABC has the rights to the World Series this year, as well as *Monday Night Baseball* and three Sunday afternoon games. The rate

card has not been set yet for the World Series, but the price of a 30-second spot will probably be \$210,000, according to Larre Barrett, director of sports sales for the ABC Television Network. That compares with the \$185,000 per 30-second charged by NBC last year.

Second quarter 30-second spots during *Monday Night Baseball* will be \$70,000 and third-quarter spots are priced at \$60,000. Sunday afternoon 30's will cost \$22,000.

The only major sponsor signed at press time was Miller Beer (through Backer & Spielvogel), which will have the exclusive beer spots for all the Monday night and World Series games this year. Chevrolet and G.M. Parts are negotiating for sponsorships, where they would purchase 60 seconds of advertising per game throughout the season.

The network will present 12 consecutive Monday night games this season beginning June 6, while the World Series is slated to start Tuesday Oct. 11, if the playoff structure is not expanded to a best-of-seven series.

NBC will carry 29 *Game of the Week* telecasts over 26 Saturdays (three doubleheaders), the All-Star Game on Wednesday, July 6, and the American and National League Championship Series, scheduled at this point to begin Tuesday, October 4. NBC also has two prime time dates, Aug. 9 and Sept. 6.

Saturday afternoon 30's are priced at \$33,500 (up from \$32,000 last year) and the two prime time games will cost \$62,500. NBC is charging \$180,000 for the All-Star 30's this year, up from the \$150,000 that ABC charged last year. Two years ago NBC charged \$135,000 for its All-Star spots.

Prime time playoff 30's this year cost \$122,500 (up from \$110,000), while comparable weekend spots are priced at \$70,000 (up from \$55,000) and weekday playoff 30's will go for \$40,000 (up from \$27,500).

NBC baseball sponsors this year include Ford, Miller, Honda Motorcycles, Gillette, Kentucky Fried Chicken, IBM, Michelin Tire, Borden's, Sony, Budget rent-a-car, Ramada Inns, Delco, Ryder trucks, Polaroid and Goodyear. The second quarter is 70% sold out and the third quarter is 60% sold out.

CBS Radio will offer the All-Star game, league playoffs and World Series, and will again sell advertising for the entire package. It's understood that the price of one spot running through the entire package of games tracks roughly the price of one 30-second World Series TV spot, which is expected to be \$210,000 this year.

CBS Radio baseball advertisers this year include Anheuser-Busch, Big A auto parts, Airborne, Dap and Ramada Inns.

In addition to the games themselves, CBS Radio will again offer a host of baseball-related features, such as a baseball preview series of 14-minute reports by Curt Gowdy, March 28-April 1.

The USA Cable Network has priced 30-second baseball spots for its package of 40 to 45 regular season games at \$3,000. Sponsors include Miller, Anheuser-Busch, Dura-

Story continues on page 58.

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AMERICAN LEAGUE EAST

<i>Team</i>	<i>1983 rights</i>	<i>1982 rights</i>	<i>TV originator and affiliates</i>	<i>Radio originator and affiliates</i>	<i>Rights holders</i>
Baltimore Orioles	\$ 3,050,000	\$1,750,000	WMAR-TV 6	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Super TV holds STV rights.
Boston Red Sox	3,200,000	2,700,000	WSBK-TV 4	WPLM 73	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	2,000,000	WUAB	WWWE 40	WUAB holds TV rights; WWWE holds radio rights; Season Ticket holds pay-cable rights.
Detroit Tigers	2,000,000	1,700,000	WDIV-TV 4	WJR 35	WDIV-TV holds TV rights; WJR holds radio rights; negotiations ongoing for STV rights.
Milwaukee Brewers	2,700,000	800,000	WVTV 7	WTMJ 72	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,500,000	6,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	4,400,000	4,000,000	CTV-TV	CJCL 31	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Services holds TV rights.

AMERICAN LEAGUE WEST

California Angels	4,000,000	1,100,000	KTLA	KMPC English 15 Spanish 4	Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights, including Spanish-language radio this year; ON TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	3,400,000	2,000,000	WFLD-TV 2	WMAQ 14	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,300,000	1,000,000	WDAF-TV 18	WIBW 110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KSMP-TV 1	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland As	1,450,000	1,300,000	KHBK 3	KSFO 14	KBHK holds TV rights in partnership with As; KSFO holds radio rights; Negotiations ongoing for Spanish-language coverage in U.S. and Mexico.
Seattle Mariners	1,200,000	1,000,000	KSTW 3	KVI 20	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	2,800,000	KXAS-TV 15	WBAP 14	Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Home Sports Entertainment holds pay-cable rights (Warner Amex).

NATIONAL LEAGUE EAST

Chicago Cubs	3,000,000	1,950,000	WGN-TV 20	WGN 26	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,300,000	8,100,000	CBC-TV English 41 French 18	CFCF 38	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,500,000	4,250,000	WOR-TV	CKAC 40 WHN 25	WOR-TV has partnership arrangements with Mets; Mets retain radio rights; Sportschannel holds pay-cable rights.
Philadelphia Phillies	7,000,000	6,500,000	WTAF-TV	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	2,160,000	1,800,000	KDKA-TV 4	KDKA 36	Group W (KDKA-AM-TV) is broadcast rights holder; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	1,700,000	1,500,000	KSDK 14	KMOX 100-plus	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	2,000,000	1,600,000	WTBS	WSB 70	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,100,000	1,900,000	WLWT 11	WLW 117	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,100,000	2,000,000	KXTH 12	KRBE 40	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds pay-cable rights.
Los Angeles Dodgers	3,100,000	2,750,000	KTTV	KABC 28 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB XEXX 33	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights.
San Francisco Giants	2,000,000	1,000,000	KTVU	KNBR	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language rights.

AL total	\$48,350,000	\$29,400,000
NL total	\$46,360,000	\$35,550,000
Majors total	\$94,710,000	\$64,950,000

Not included in the table are network payments for nationally televised games that total about \$58 million. NBC is understood to be paying \$28.5 million; ABC, \$26 million; CBS Radio, \$2 million; and USA Network, \$1.5 million, for 1983 baseball rights.

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On RKO stations, SOAP once again shows its strength, delivering solid increases in women and men 18-49!

NEW YORK, WOR-TV, 7 pm M-F*				(000's) Adults 18-49
		Rtg	Sh	
November 1982	SOAP	9	15	670
November 1981	Time Period	5	8	253
	SOAP % Increase	+80%	+88%	+165%

LOS ANGELES, KHJ-TV, 7 pm M-F**				
		Rtg	Sh	
November 1982	SOAP	8	13	395
November 1981	Time Period	5	8	179
	SOAP % Increase	+60%	+63%	+121%

Source: *Arbitron **Nielsen



SOAP

A Witt-Thomas-Harris Production
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cell and Phillips Petroleum. The network currently reaches over 15 million cable subscribers through 3,000 affiliates.

A team-by-team breakdown follows:

Baltimore Orioles

WFBR(AM) is entering its first year of a four-year agreement with the baseball club amounting to a figure that is three times higher than the previous four-year package, according to Harry Shriver, president and general manager of the station. Sponsors include Chevrolet, Kelly Springfield Tires, Maryland National Bank and Carquest Auto Parts. Shriver expects two-thirds of the broadcast schedule to be sold out by the beginning of the season.

As for television, WMAR(TV) is beginning its first year of a new two-year deal. There are no pay-cable rights but McLean, Va.-based Super TV has negotiated a new two-year contract for STV rights for 16 home games to be televised in Baltimore over local STV outlet WNUV(TV), and in Washington on WCQR(TV). Super TV had televised some Oriole games last season.

There will be a separate announcing staff for both radio and television. The Oriole organization recently signed former Boston Red Sox announcer Jon Miller to handle on-air radio play-by-play coverage with Tom Marr while veteran Oriole announcer Chuck Thompson will do play-by-play for television along with color commentator Brooks Robinson.

Boston Red Sox

Pay-cable is on the horizon for the Red Sox, but a definite starting date has not been set. The baseball club, the Boston Bruins and WSBK-TV have formed a partnership called the New England Sports Network to offer on pay-cable both games of the Bruins and the Red Sox. "It definitely won't go this year, perhaps next year," reports Stu Tauber, general sales manager of WSBK-TV. The TV station has entered into a new three-year contract with the Red Sox covering 105 games. Tauber says business is fairly brisk and major positions have been sold to Anheuser-Busch, Toyota and Gulf Oil.

Cleveland Indians

The Indians' television rights holder, WUAB(TV), enters the 1983 baseball season with a new three-year contract providing for the annual coverage of 50 away contests. Radio rights holder WWWE(AM) has a contract extending through 1985 and this year will carry all 162 regular season games (as do most radio originators) and 11 pre-season games. Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers and operator of a regional cable-sports channel in the Cleveland area, was also awarded a new three-year contract this year by the Indians. He will market Season Ticket, a package of 50 games (six exhibition and 44 home games) to area cable systems. Season Ticket's marketable universe consists of 18

cable systems with 487,000 subscribers, within a 75-mile radius of Cleveland. The city itself is not yet franchised. Carl Foster, an executive with Stepien's Nationwide Cable subsidiary, hopes to have 10 systems committed to carrying the service by opening day. The first exhibition game will be carried March 22 from Tucson, Ariz., via Westar V.

Anheuser-Busch is the beer sponsor for both WUAB and WWWE. WUAB will spot out the automotive category to various clients, and WWWE has secured Chevrolet as its automotive sponsor. General Tire and Farmers Insurance have also signed on as radio sponsors this year.

Comedian Jonathan Winters, an Ohio native, is to be featured in a series of spots on WUAB promoting Indians baseball. WWWE has the rights to Indians team mascot Tom-E-Hawk and team fight song, "Indian Country," which the station uses to promote its baseball broadcasts.

Detroit Tigers

WJR(AM) is beginning a new five-year contract with the Tiger organization while WDIV(TV) is in the last year of a three-year television broadcast pact. Duane Kell, general sales manager of WDIV, expects the 1983 broadcast schedule to be about 80% sold out by the time the first spring training game is aired March 17. Advertisers include Miller and Chevrolet. According to Kell, there will probably be an on-air promotion campaign



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—In the last two weeks of February, a special report on "Crime in America" is appearing on all ABC News broadcasts, and for a full month on "Good Morning America."

—In March, America will experience an enthralling ten-hour presentation of the best-selling novel, "The Thorn Birds."

—On Easter Sunday, in a television first, ABC takes America to the Vatican for an unusual glimpse of a day in the life of the Pope.

—A week later, ABC will again televise Hollywood's annual Academy Award celebration.

—In October, baseball fans will thrill to the World Series on ABC.

—In February 1984, we will bring home to America the spectacular Winter Olympics, from Yugoslavia.

—Five months later, the Summer Games take place in Los Angeles, as the Olympic tradition continues on ABC.

—And in January 1985, ABC will cover the NFL Championship for the first time, bringing America the excitement of Super Bowl XIX.

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ABC TELEVISION NETWORK

AMERICA'S A HOME WITH ABC

*Source: ABC VPS Estimate applied to NT! HH total audience estimate. **Network Comparison: NTI/NAC Audience estimates, persons 2+, calendar year 1982, all programs in each category. Data subject to qualifications available upon request.

with Chevrolet but details have not yet been worked out.

ON TV, which held STV rights in previous years over the local STV outlet, WXON(TV), is currently negotiating for a new contract. There are no pay cable rights.

Milwaukee Brewers

The team that made it to the World Series last year also formed a joint venture with the Milwaukee Bucks basketball team for a regional pay TV sports network and decided to retain its radio rights, held for the previous two years by WISN(AM) Milwaukee. Whether the Brewers will join the White Sox, Rangers, A's, Astros and Dodgers in retaining all or part of its broadcast TV rights is likely to be decided in the coming months. A three-year contract with WVTV(TV) Milwaukee expires this year. Negotiations on a new contract have not formally begun.

The regional sports network, Wisconsin All Sports Network, could distribute the games of other regional baseball teams as well as professional hockey and college football. It is not likely to be on the air this year, according to Bill Haig, vice president, TV and radio for the Brewers, although it has signed some cable systems to carry its programming. WVTV and a network of seven stations will carry at least 60 games again this season, according to station general manager, Mike Schuch, and time on the network is sold out at an average of \$1,200 per 30-second spot. Major sponsors are Miller Beer, Toyota and True Value Hardware. WTMJ(AM) Milwaukee will originate the radio coverage on a network of 72 stations in 51 markets. In addition to allowing its originating station to sell time in the coverage, the Milwaukee Brewers Radio Network will help WTMJ with the cost of transmitting the game to network affiliates and with other expenses, such as log keeping and billing. WISN gave up its option for two more years of Brewers coverage after it failed to profit from its first two years. The station had paid the team in excess of \$1 million for radio rights in 1982, according to WISN general manager John Hinkle.

New York Yankees

The Yankees have posted the highest broadcast rights for 1983 with a combined market figure of \$11.5 million—up 77% over last year. Originating TV station is WPIX(TV), which is entering its fourth year of a five-year contract. Sponsors basically include the same line-up as last year: Anheuser-Busch, Citibank, Dodge, Toyota, United Airlines, Exxon, Pepsi, Canon, McDonald's and Con Edison, the electric power company of New York City. Thirty-second spots are averaging 20% higher this year, according to a WPIX spokesman.

On the radio side, WABC(AM) will begin the third of a seven-year pact as the originating station of Yankee games. However, the team retains broadcast rights and sells the spots. The radio network consists of approximately 60 stations.

Ninety games this season will be televised over pay cable TV via Sportschannel, which is now in its second year of a 15-year deal.

The same major sponsors for the Mets have bought time for the Yankees (see page 66).

Toronto Blue Jays

Radio coverage of the Toronto Blue Jays is sold out, according to Len Bramson, president of Telemedia Broadcast Services, which plans to broadcast 162 games, eight of them preseason, on a network of about 38 stations in 1982. The originating station will again be CJCL(AM) Toronto, which was purchased last year along with Hewpex Sports network, former radio rights holder of the Blue Jays, by Telemedia of Ontario Inc. General Motors, Petrocan, McDonald's, Canadian Imperial Bank of Commerce, Labatt Breweries and Panasonic are major sponsors on the network, which includes 36 French outlets and two in English. TV Labatt will again produce and market coverage of the Blue Jays, to be distributed over the CTV network.

California Angels

The estimated annual broadcast rights for the Angels rose dramatically this year, following the pending sale of KTLA(TV) Los Angeles by Angels owner Gene Autry and The Signal Cos., to an investment group. Observers noted that Autry's 50% interest in the originating station had kept the rights package down, but the sale, coupled with home attendance records, has brought the team to the brink of implementing a new five-year agreement, reached in principle last year by the Angels and KTLA, predicated on the FCC's final approval of the station's sale. In the meantime, a station spokesman said KTLA plans "about the same" amount of promotional effort this year for its 35 regular season and two exhibition games. KMPC(AM), which will remain in Autry's hands, plans to cover all 81 of the Angels games. In addition, at least four Spanish-language stations in southern California and Tijuana will air all Angels home games. Chevrolet, Anheuser-Busch, Chevron USA and Avco Finance have contracted to sponsor the Spanish-language broadcasts.

Fifteen Angel home games will be televised by ON TV, the subscription service aired over KBSC-TV Corona (Los Angeles). ON TV's contract extends through 1984. It has carried selected home games of the Angels for the past six seasons.

Chicago White Sox

More than two-thirds of the White Sox games this year will be seen exclusively on pay television via ON TV's two-channel STV service and suburban cable systems. Sportsvision, the pay channel owned jointly by the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball), is marketing a 112-game subscription package of White Sox games for 1983. Sportsvision leases time on UHF channel 60, one of two channels composing ON TV's STV service in Chicago. Subscribers are charged \$15 for the two-channel package and \$21.95 for Sportsvision a la

carte. Cable subscribers are charged an average of \$12 for the sports channel. The service now claims about 25,000 STV subscribers and 5,000 cable subscribers (cable marketing has just begun). Laureen Fadel, director of broadcast operations for the White Sox, said the break-even figure that the team is working with is 60,000 pay subscribers. She said that figure should be reached in the latter part of 1983, largely due to cable subscriber growth.

A breach of contract suit filed against Sportsvision by Chuck Dolan's Sportschannel more than a year ago is still pending. Sportschannel claims that it was given the exclusive cable rights to White Sox games for the 1981 and 1982 seasons by former White Sox owner Bill Veeck. The current club ownership took control of the team between those two seasons and launched its own sports channel, disavowing Dolan's claim to the rights for any White Sox games in 1982.

Television originator WFLD-TV will carry 40 games this year (37 regular and three exhibition), down from 45 in 1982, fed to the station by Sportsvision. Television sponsors include True Value Hardware, area Dodge dealers and Anheuser-Busch. The station is in the second year of a four-year contract.

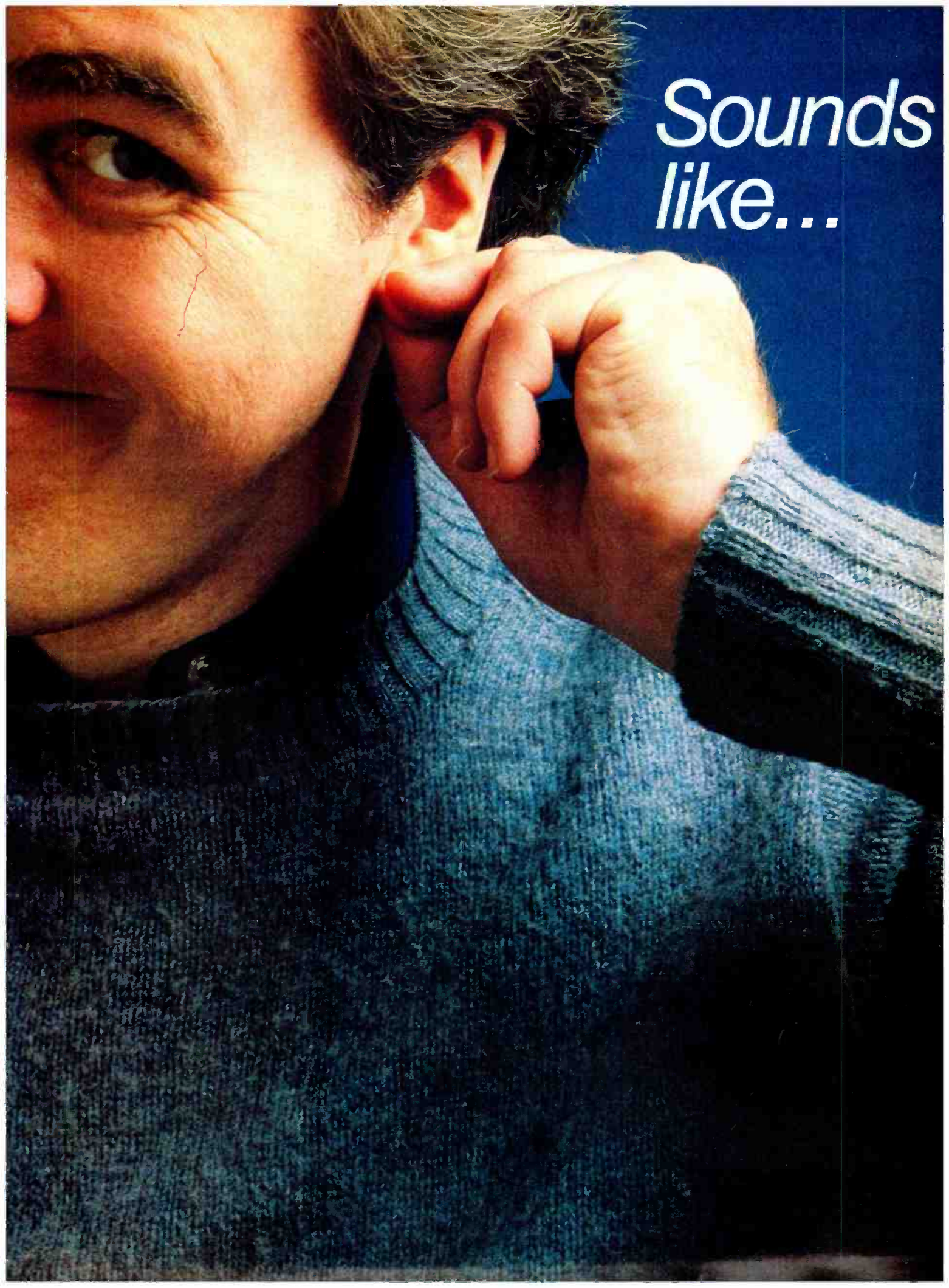
Radio originator WMAQ is entering the second year of a five-year contract it has with the White Sox to carry the full season. Sponsors include Honda, Anheuser-Busch, General Finance, Central Tire, Texaco and True Value Hardware.

Kansas City Royals

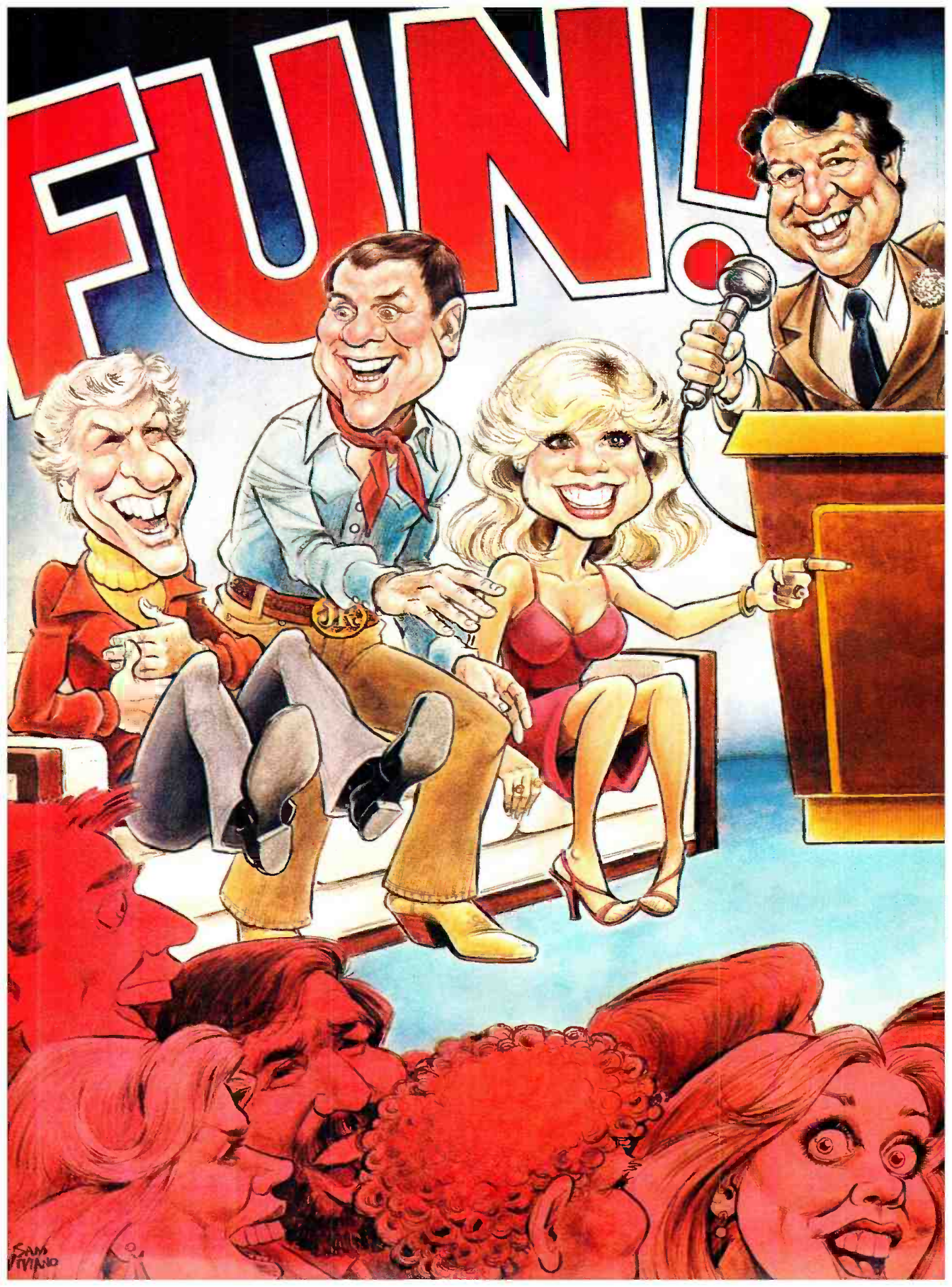
WIBW(AM) Topeka, Kan., will again originate coverage of the Kansas City Royals on one of the largest radio networks—110 stations—in major league baseball. Time on the network is sold out at \$60,000 per 60-second spot, according to Bob Fromme, general manager of Stauffer Communications' Royals Radio Network. Pabst Beer, Datsun, Getty Refining and marketing, Yago Sangria and Guy's Potato Chips will return to sponsor 162 regular season games and 16 spring training games, while Budweiser Beer and True Value Hardware will sponsor 30 minutes of pre- and post-game programming. WDAF-TV Kansas City will broadcast 45 regular season games, an exhibition game and any post-season games with major sponsorship from Miller Beer and Chevrolet. The Royals are "relatively close" to a decision on pay TV rights, according to Bryan Burns, director of broadcasting for the team, who said Super Sports Network as well as several regional multiple system operators have made offers. Burns anticipates that no more than "50 or 60" Royals games would be carried on cable each season at the outset, to prevent a negative impact on the gate. Telecable Corp., Tele-Communications Inc., Landmark Communications and American Television & Communications Corp. own cable systems in the vicinity of Kansas City.

Minnesota Twins

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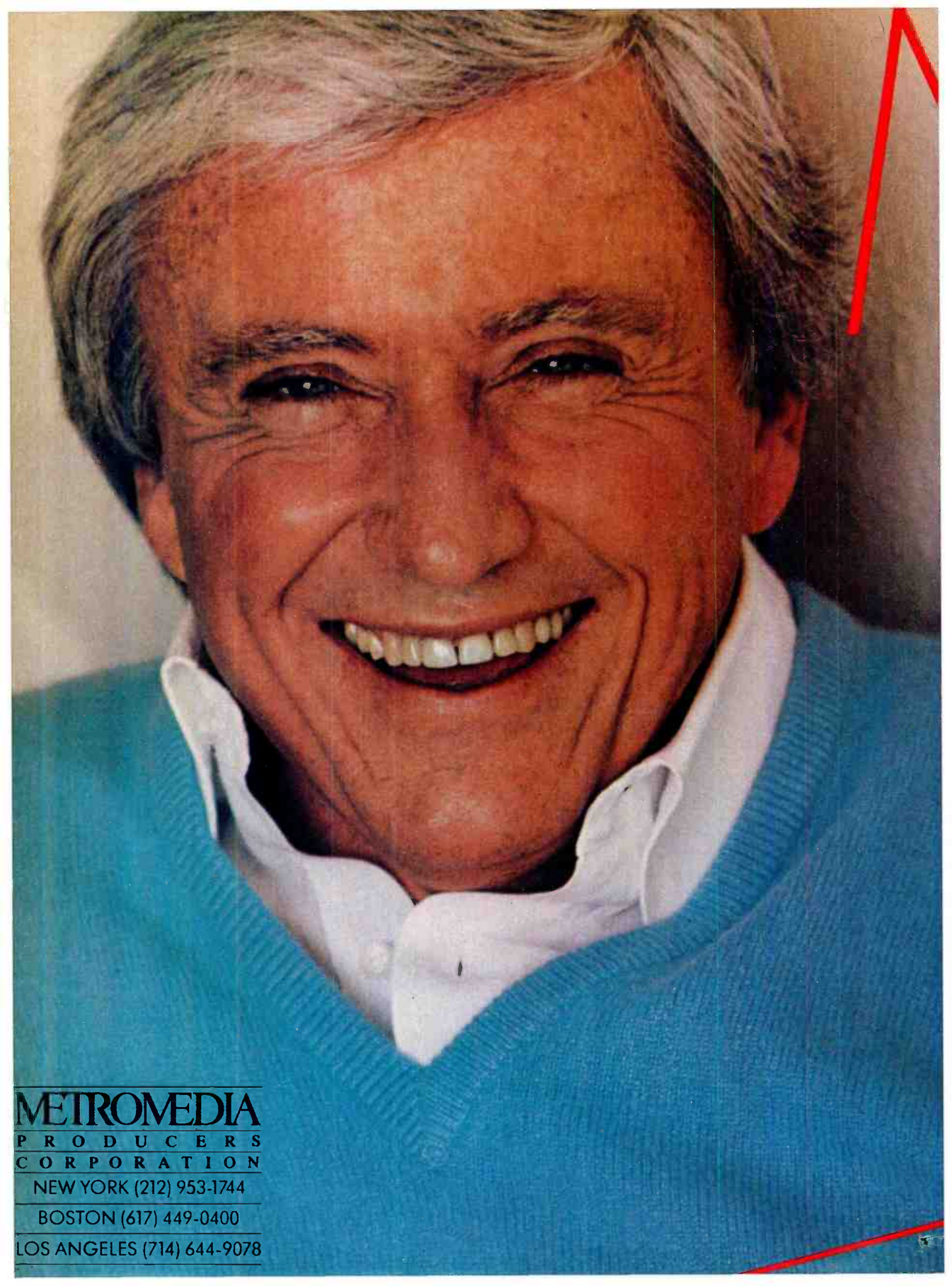
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AMERICA

subject of a lawsuit filed by Midwest Radio-TV Inc., Minneapolis, after the team entered a joint venture with the North Star hockey team and United Cable Television Corp.'s Home Entertainment Network a little over a month ago. Midwest Radio-TV bought what it believed were the radio and TV rights and a right of first refusal to pay TV rights last October from Midwest Federal Savings and Loan Association, according to Jim Rupp, president, Midwest-Radio-TV. The case is set to go to trial in late April. Meanwhile, KMSP-TV Minneapolis continues to sublet the rights of Twins coverage and will carry 50 games this year. WCCO(AM) Minneapolis will originate coverage to a radio network of 25 stations that is three-quarters sold out at an average of \$185 per 30-second spot. Pabst, Farmers Insurance, Midwest Federal Savings and Loan and True Value Hardware are major sponsors.

Oakland Athletics

KBHK(TV) is entering the second year of a three-year joint venture agreement with the A's, with 42 games scheduled and the option for five others. Ten of the home games will be seen exclusively on KBHK. KBHK has added former San Francisco Giants manager Bill Rigney as a commentator. According to KBHK general manager Bill White, the station is planning an intensive promotion campaign, to include "billboards, newspaper ads, 'TV Guide' advertising, point-of-purchase promotions, bumper stickers and an automobile giveaway." The station will highlight game results on the air with the introduction of an "instant scoreboard" graphics package to be displayed after each game during program breaks.

KSFO, which holds the A's radio rights through 1984, reports increased sponsor and station interest over last year. Scotty Hemley, director of sports programming for the station, said the network expects to add two or three stations before the season starts.

Seattle Mariners

Discussions are being held in Seattle on bringing pay cable and the Mariners together, but the earliest chance for such a union is 1984. This season KSTW(TV) is telecasting 50 games, five at home and 45 away. The station is operating in the second year of a two-year pact. Its coverage of the Mariners' games will be fed to Boise, Idaho; Portland, Ore., and Spokane, Wash. The station has signed two major sponsors, Anheuser-Busch and True Value Hardware, but has four or five clients it expects to soon sign. Radio seems headed for a good baseball year, according to John Hendricks, general sales manager of KVI(AM). He estimated that the baseball inventory is 80% sold, with major commitments made by Budweiser, Chevrolet, Chevron Oil, Farmer Insurance Co. and Fred Meyer Stores.

Texas Rangers

Warner Amex Cable has signed a reported maximum five-year pact with the Rangers, starting this year, which will bring to the

club between \$10 million and \$15 million over the period of the contract (BROADCASTING, Feb. 21). Warner Amex has obtained exclusive rights to 100 Rangers' game for the 1983 season.

Thirty games will be carried on commercial television over KXAS-TV Fort Worth and fed to a network of 15 stations. Roy Park, executive director of the Texas Rangers Baseball Network, which acts as sales agent, said business has been "very good."

Chicago Cubs

WGN-TV reports that sales are proceeding smoothly this year with about 70% of the advertising schedule already sold, according to Dennis Fitzsimmons, director of sales. The station will telecast about 150 games. Major sponsors already sold include Toyota, Union Oil, True Value Hardware and Canon. WGN-TV has signed a new long-term arrangement to carry the Cubs games but would not specify its length. A spokesman for the Cubs said the team has no plans at this time to enter the pay-cable television field. On radio, WGN(AM) will broadcast all regular games and 12 exhibition contests.

Montreal Expos

With the baseball strike of 1981, the Expos' five-year TV contract for \$32.5 million with the Canadian Brewer Carling-O'Keefe was extended for a sixth year. The brewer has turned around and subcontracted Expo games to CBC-TV, now on nearly 60 English and French stations. Radio affiliates have also increased, from 24 on the English network to 38.

New York Mets

Radio, TV and pay cable rights have jumped nearly 150% in 1983 for the Mets. WOR-TV will begin its 21st season as the originator of television broadcasts, a "partnership agreement" it has had with the baseball club since the Mets began playing in 1962. Sponsors include Anheuser-Busch, Nissan Motors/Datsun and Manufacturers Hanover Trust. Sales are running about 30% ahead of last year, according to Robert Fennimore, station vice president and general manager.

Mutual's WHN(AM) will begin its first year of a three-year contract for radio coverage.

As for pay-cable rights, Sportschannel, a subsidiary of Cablevision, is in its second year of a 30-year agreement, and will air 60 games, both home and away. Sponsors for the cable channel include Budweiser, Toyota and Getty Oil.

Philadelphia Phillies

The Phillies have a new television originator this year—Taft Broadcasting's WTAF-TV. The station has signed a 10-year contract with the team, which provides for the televising of 83 games in 1983 (70 away games and 13 Sunday-afternoon home games). Taft owns 48% of the Phillies. Television sponsors this year include Anheuser-Busch, Roy Rogers restaurants and Toyota.

Prism, the Bala Cynwyd, Pa.-based regional pay cable programmer, is entering the

third year of a five-year contract with the Phillies. It has the exclusive rights to 30 home games in 1983 and will provide them to 81 cable systems in Pennsylvania, New Jersey and Delaware. Prism currently has about 330,000 subscribers, each of whom pays between \$10 and \$11 for the service (operators pay Prism \$5.25 per subscriber).

Radio rights holder WCAU(AM) negotiated a 10-year contract with the Phillies last year.

Pittsburgh Pirates

KDKA-TV will carry 60 Pirate home games this season, with major sponsors including Anheuser-Busch and Giant Eagle food chain. Negotiations with automobile companies are still being conducted. On the radio side, KDKA holds the rights for all 162 games, and the playoffs. Constantine Grab, program director at the station, expects a "fairly large increase in sales over last year" with major clients including Chevrolet, Mellon Bank and Anheuser-Busch. The Pirates have additionally sold rights to Warner Amex Cable for a newly developed pay-cable service called Home Sports Entertainment-Pittsburgh. A five year contract was signed for rights to broadcast 60 home games the first two years, increasing to 80 to 100 games in the last three years of the contract.

St. Louis Cardinals

KSDK(TV), in the middle of a five-year agreement, holds rights for the Redbirds through 1984. It has rights to 40 games (including one exhibition game). According to Tony Bello, KSDK vice president, director of sales, the schedule is 80% sold inside games (and is about 90% sold during pre- and post-game shows). Major sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger stores, True Value Hardware and Southwestern Bell. An official for the team said the club was looking for cable or pay TV options "but right now there's nothing out there." (Last year, he noted, the club did do seven STV games over Cox Broadcasting's KDNL-TV, and had hoped to do more this year, but Cox dropped its STV mode.)

Atlanta Braves

Braves games (between 135 and 150 in 1983) are seen on superstation WTBS(TV), commonly owned by Turner Broadcasting System. The radio originator is WSB(AM) but the Braves retain the radio rights and sell the advertising for the 162 regular season games and 10 exhibition contests the station broadcasts. WTBS sells the Braves telecasts, which now reach 5,024 cable systems with a total of 25 million subscribers. On March 28 and 29, WTBS will present a two-part, four-hour documentary on the Braves. The video footage used for the documentary was selected from 170 hours of videotape that was shot during the Braves 1982 season. Venerable sportscaster Red Barber will narrate the program.

Cincinnati Reds

Television rights holder WLWT(TV) is in the fourth year of a five year contract with the Reds, while radio originator WLW(AM) has

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just signed a new 10-year deal starting with the 1983 season.

WLWT will carry 48 Reds telecasts this year, mostly away games. Sponsors include Anheuser-Busch, area Ford dealers, Gulf and Frisch's Big Boy restaurants.

Houston Astros

The ball club continues to retain conventional television and radio rights, doing its own selling and administrating of regional networks. KRBE(AM) Houston, formerly KENR, continues as originating station for a radio network of 40 stations with KRBE-FM there simulcasting night games. New TV originator is KXTH(TV) Houston for a network of approximately 12 stations. Art Elliott, director of broadcast operations for the Astros, conceded that sales were "a trifle slow" in February but that historically sales come on "like the spring floods" in March. Among major sponsors already committed to returning are Anheuser-Busch and Nissan Motors.

Los Angeles Dodgers

The Dodgers continue to use KYTV(TV) as their exclusive originating station for television and KABC(AM) for radio. The network for radio has expanded to 28 English-lan-

guage and three Spanish-language stations this year.

ON TV, the subscription television service aired over KBSC-TV Corona, is entering its seventh season televising 15 home games from Dodger Stadium. The games are scheduled to continue on ON TV through 1984.

San Diego Padres

Television rights for the Padres transferred from KFMB-TV to NBC-affiliate KCST-TV San Diego this year, in a new three-year contract. A station spokesman said details of an extensive promotion campaign are still being worked out and that advertisers are responding "better than expected." KCST-TV expects to offer 49 regular and two exhibition games.

WFMB(AM) has renewed its three-year contract for English-language coverage, which continues exclusively on that San Diego outlet. Spanish-language coverage, emanating from XEXX(AM) Tijuana, has expanded to 33 stations, including a number in Mexico.

According to Jerry Coleman, director of radio and television for the team, the Padres "are very interested" in cable and/or pay television coverage of their games and are

contemplating a "substantial cable operation," involving from 40 to 50 games this season. Coleman says the baseball club is negotiating with at least one MSO and one STV program service for game coverage and eventually will try to obtain access to the cable systems serving an estimated 350,000 households in the San Diego market, the nation's most heavily wired.

San Francisco Giants

This season marks the end of a five-year radio and television contract between KTVU(TV) and KNBR(AM) and the Giants. Team spokesman Pat Gallagher said 1984 "will be a very interesting year for us because we anticipate getting involved in pay cable coverage. We know we're going to be getting into it, the question is how." (The Giants have not yet ventured outside the traditional broadcast arena.)

For this season, KTVU will cover 31 regular season games (all at home) and feed four other stations. KNBR will present play-by-play from all 162 regular season games plus eight pre-season contests. KOFY San Mateo enters its second year of Spanish-language coverage, with 33 games featured. □

Law & Regulation

FCC upheld in KCET(TV) case

High court affirms renewal of Los Angeles noncommercial station and says commission is not required to make television serve deaf

The FCC, a public broadcaster whose license was under challenge and a group of deaf persons in California are in agreement that the public interest would be served if television broadcasting were made more available to the nation's hearing impaired, believed to number between 8.5 million to 20 million. But, the Supreme Court held last week, there is nothing in the law requiring the FCC to see to it that broadcasters make a special effort to offer that service.

The court issued the ruling—by a 7-2 vote—in affirming the commission's decision to renew the license of noncommercial KCET(TV) Los Angeles. In the process, it rejected the argument that Section 504 of the Rehabilitation Act, which forbids discrimination against the handicapped by those receiving federal funds, requires the commission to review a public television station's renewal application under a stricter standard than it applies to a commercial licensee.

"No party suggests that a licensee, whether commercial or public, may simply ignore the needs of the hearing impaired in discharging its responsibilities to the community which it serves," the majority said, in the

opinion written by Justice John Paul Stevens. But, Stevens added, "we are not... persuaded that Congress intended the Rehabilitation Act of 1973 to impose any new enforcement obligation on the Federal Communications Commission."

Sue Gottfried, representing a group of hearing impaired residents in the Los Angeles area, in 1977 petitioned the FCC to deny the license renewal applications of KCET and seven local commercial stations because, she said, they had not ascertained the needs and interests of the hearing impaired and had violated Section 504. She contended that the stations had failed to carry enough programming with special captioning or other aids to benefit the hearing impaired.

The commission rejected both arguments. As for the one involving the Rehabilitation Act, the commission said that the statute does not apply to commercial stations and that while it might apply to public outlets, the allegations were premature until the agency responsible for enforcing the law—the Department of Education—found the station in violation.

The U.S. Court of Appeals in Washington affirmed the decision regarding the commercial stations. But it said that a public broadcasting station subject to Section 504 should be held to a stricter "public interest" standard than a commercial station and that the commission should not renew KCET's license without inquiring into its efforts to meet the needs of the hearing impaired.

The appellate decision raised the question as to whether the commission is obligated to implement laws or policies for which other

agencies of government are responsible. Thus, if the Supreme Court decision had gone against the commission, officials felt, it would have established a difficult precedent.

The commission maintains it may choose to follow the principles underlying statutes and policies beyond the scope of the Communications Act—as in the case of the equal employment rules, for instance—if it feels such action is required by the public interest mandate of the Communications Act. But it argued in the KCET case that requiring stations to engage in closed captioning for the hearing impaired was not practicable because of the technical complexities involved. It also said, however, it would consider the matter in a license renewal proceeding if KCET were found—by the "proper" agency—to be in violation of Section 504.

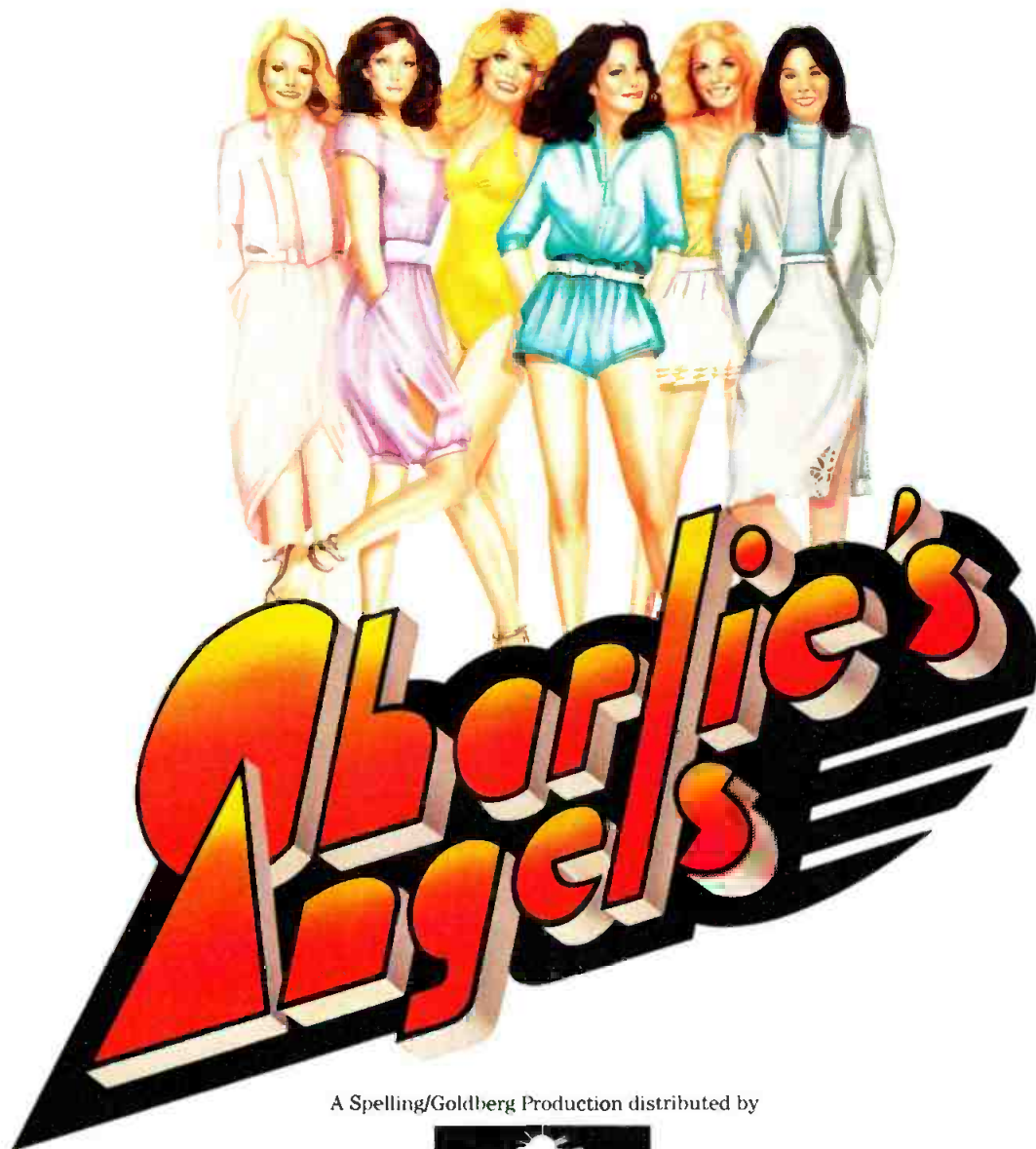
The court majority accepted that argument. If a licensee were found guilty of violating the Rehabilitation Act—or any other federal statute—"the commission would certainly be obligated to consider the possible relevance of such a violation in determining whether or not to renew the lawbreaker's license," Stevens wrote for the court. But, he added, "in the absence of a direction in the Rehabilitation Act itself, and without any expression of such intent in the legislative history, we are unwilling to assume that Congress has instructed the Federal Communications Commission to take original jurisdiction over the processing of charges that its regulates have violated that act." Stevens pointed out in a footnote that

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WASHINGTON, D.C., WRC-TV 4pm, M-F	Rtg	Sh	Women 18-49
Charlie's Angels January 1983	8	23	53
Charlie's Angels January 1982	7	20	43
CLEVELAND, WKYC-TV 4pm, M-F			
Charlie's Angels January 1983	7	20	37
Charlie's Angels January 1982	5	15	31

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"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 contribution of each of the stations. It'll be 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.
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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.

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

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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.

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.
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- 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.

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the commission's duties "derive from the Communications Act, not from other federal statutes."

The court made it clear that public television stations are subject to requirements—imposed either by the funding agency, the Department of Education, or the commission—that they take the steps necessary to assure the hearing impaired of access to the station's programming. But, Stevens said, "unless and until such a differential standard has been promulgated, the Federal Communications Commission does not abuse its discretion in interpreting the public interest standard... when it declines to impose a greater obligation to provide special programming for the hearing impaired on a public licensee than a commercial licensee."

The two dissenters in the case—Justices Thurgood Marshall and William J. Brennan—said in a statement written by Marshall that the commission erred in disregarding Section 504. Previous decisions by the court make it clear that where an agency is required to assess the public interest, Marshall wrote, "the agency must give at least some consideration to other federal statutes that are pertinent to the administrative decision."

An agency may choose not to follow the prescription of the statute in question, Marshall said. If the agency concludes the statute should not prevent the achievement of

the objectives embodied in its regulatory scheme—and gives its reason for that conclusion—"the agency's determination will not lightly be overturned," Marshall said. "But the agency cannot simply 'close its eyes' to the existence of the statute," he added.

Gottfried's attorney, Charles Firestone, said he was "disappointed" by the decision. But he drew comfort from what he said was its narrowness. The decision did not go to substance, he said—and from the conviction it "may" help in another case in which the Gottfried group is seeking to force the government to direct public television stations to assure the hearing impaired access to their programming.

Firestone noted that the Supreme Court held that funding agencies are responsible for enforcing the Rehabilitation Act.

A U.S. district judge in October 1981 ordered a cutoff of Department of Education funds for public television programming until the government assures such access. He acted after a trial in which the DOE, the FCC, the attorney general and the Health and Human Services Department were accused of failing to apply Section 504 of the Rehabilitation Act to public television (BROADCASTING, Nov. 2, 1981). The matter is now on appeal before the U.S. Court of Appeals for the Ninth Circuit. □

Gardner's grim assessment was not challenged by Diana Lady Dougan, coordinator-designate for international communication and information policy, or William Salmon, senior adviser for science and technology to the under secretary of state for security assistance, science and technology. Dougan would be the first person to hold the coordinator's job, a post created in response to the criticisms of those, such as Fascell, who have said the department needs a focal point for international communications and information policy, not only for elements within the department but for all agencies within the federal government concerned with those matters. The office will be formally established "within the next few weeks," she said. She also serves as executive secretary of a group of senior officials of 14 federal agencies with primary interests in international communications and information—the Senior Interagency Group on International Communication and Information Policy.

Dougan, whose nomination went to the Senate last week but who has been working in her post as a consultant for two months, said that neither the government nor the private sector is "satisfied" with the representation being offered the international telecommunications conferences. "Nor should they be," she added. "That concern," she said, "can translate into substantive action." She said the U.S. must start earlier, in preparing for international telecommunications conferences, "devote more thought power and generally become better prepared." And Salmon said the problems are outrunning the resources devoted to them. "The importance of communications is expanding at a much greater rate than the resources devoted to it. We need more resources in State and other agencies."

Dougan was not prepared to say that the U.S. should "seek direct alternatives to the ITU," as Gardner suggested. But she did say that as the international organizations "become the composers of political anthems rather than the architects of technical agreements, we must re-examine our role and participation... At minimum, we must pursue in-depth contingency planning, including more effective use of bilateral and multilateral consultations.

Over all, Dougan's testimony was upbeat. She said that because of the "resources and commitment" of the department and the "increased attention of senior people," she is "optimistic" regarding the future. She also said she and her colleagues "are working on more expeditious and comprehensive conference preparation."

But Fascell appeared more impressed by Gardner's recommendations: he said he endorsed them. He also said the U.S. is proceeding "converse" to them. And he expressed some doubt that the new coordinator's office in the State Department would succeed in its mission. He was not sure Dougan would have sufficient authority to make the plan work. "It would make sense" if her superior, the under secretary of state for security assistance, science and technology, William Schneider, were in charge "and you were in the line of command," Fascell told Dougan. "But if they

ITU critic sees more problems

Gardner predicts continued confrontations between U.S. and Third World countries over international spectrum

The U.S. machinery for making international telecommunication policy was described again last week as in urgent need of strengthening. This time, the critic was the head of the U.S. delegation to the International Telecommunication Union plenipotentiary conference in Nairobi, Kenya, last fall. His criticism came in testimony before the House Subcommittee on International Operations. And this time, there was general agreement from the State Department, expressed by officials with the mission of improving that machinery.

But the chairman of the subcommittee, Representative Dante Fascell (D-Fla.), who over the years has frequently expressed the kind of criticism he heard from Mickey Gardner, head of the delegation to Nairobi, was not entirely comforted by what he heard from the State Department. The new organization being established to deal with the problems under discussion, he said, "sure as hell will be looked at by me."

Gardner, a Washington attorney, appeared still shaken by the experience of his six weeks in Nairobi, when only four votes of the 133 nations present—the margin by which Third World countries failed in a move to expel Israel from the ITU—separated the U.S. from the need to make good on its threat to leave that world body. He said that Nairobi demonstrated that "radical Third World forces" have the power to alter the ITU's "fundamental mandate and to subvert its activities in a manner which is unac-

ceptable to U.S. interests," Gardner added:

"The fact that our membership... was so close to being terminated suggests strongly that we may be faced once again with a similar situation at one of the 15 upcoming ITU conferences remaining in this decade. While Israel's membership may not be the issue in future conferences, jamming, irrational allocation of the spectrum or ownership of the geostationary [orbits] are all important issues which may arise under circumstances where we are not able to muster the sufficient votes to prevail."

Gardner offered two remedial suggestions that he has been making since returning from Nairobi in November (BROADCASTING, Nov. 15, 1982). The first is to "elevate telecommunications within the government" and commit the resources needed to plan for the forthcoming ITU conferences in a "creative and timely fashion." The U.S. should do better than simply engage in "damage control exercises," reacting defensively to the agendas of others, he said. His second—and more dramatic—suggestion is that the U.S. should develop "a compatible alternative to the ITU" which the U.S. and like-minded countries could use as a means of formulating a "global consensus on important points" in advance of "contentious international conferences." If worse came to worst, and the U.S. was "forced," as it almost was last fall, to withdraw from the ITU, the new policy-making body—for which Gardner offered no details—could be used "for the continued, rational use of the spectrum and geostationary orbit." Gardner said such a threat, made at Nairobi, had a sobering effect on Third World countries.

Pat Barbato on WUAB-TV Cleveland/Lorain.

"Naturally, independents are important to me because they keep my costs per point in line.

"But what I really like about WUAB is that they don't relate to being an independent. They relate to being a television station.



Pat Barbato is Vice President-Associate Media Director, The Marschalk Company, Cleveland.

"We're looking mostly for a demographic of 25 to 54 adult. And WUAB delivers it. They do a great job with the Cleveland Indians. Their promos are the best I've seen. They even go out of the market on cable.

"You have to realize that independent Gaylord stations, like WUAB, can't always assume they're going to get a chunk of your budget. So they do try harder to put together a good package for you.

"WUAB is one of the finest independents I've ever worked with. From beginning to end, they really are professionals."

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just stuck you over there to get rid of you, that wouldn't be so good." And he said the structure was "sure as hell" something he would examine.

It wasn't all gloom and doom at the hearing Fasel had called in order to review the results of the Nairobi conference, as well as the second United Nations Conference on the Exploration and Peaceful Uses of Outer Space, or UNISPACE '82, held last August, in Vienna. Kalmann Schaefer, international affairs adviser to the FCC and a vice chairman of the U.S. delegation to the plenipotentiary conference, agreed "there is room for improvement" in the way the U.S. prepares for international telecommunications conferences. But he said, "After 15 years and dozens of international conferences, I don't remember one where the U.S. gave anything away or anything happened that hampered the U.S. So we must have been doing something right."

And he was not giving up on the Third World. "There has been a rising tide of nationalistic concerns introduced in the conferences," Schaefer said. "But the day will come when the Third World realizes that disruption of ITU conferences will be against their own best interest." □

Dealing with Radio Marti's frequency dilemma

Iowa senator says President assured him station won't go on WHO Des Moines slot; White House confirmation or denial not forthcoming

President Reagan last week had a score of senators and House members in for a pep talk on Radio Marti on Tuesday. The idea was to impress the lawmakers—most of them supporters of the proposal to establish a radio station that would broadcast news of Cuba to that country—with the President's interest in the project and to assure them the necessary legislation would be introduced "soon." But the meeting resulted in some confusion as to whether the President gave assurances the station would not be established on 1040 khz, the frequency on which WHO(AM) Des Moines, Iowa, operates.

Senator Roger Jepsen (R-Iowa), who along with other members of the Iowa delegation had objected to Radio Marti proposals in the last Congress because of the administration's expressed interest in 1040 khz, was convinced he had such an assurance. He issued a press release to announce the development.

But confirmation was lacking at the White House and State Department. So were denials. Aides in both places appeared determined not to say anything that might offend Jepsen and thereby complicate an already delicate political situation.

A White House spokesman said he was not aware that the subject of frequencies had been discussed in detail. "But that could be his [Jepsen's] understanding," the spokesman said. "I'm not confirming, I'm not de-

nying. I don't want to comment on the senator's understanding," he said.

The spokesman said he did not want to get into the touchy frequency issue except to emphasize the administration's commitment to work closely with members of Congress and broadcasters "in addressing their concerns." It is, the spokesman added, "prematuring to discuss the frequency issue in a specific manner at this time."

At the State Department, Assistant Secretary of State for Inter-American Affairs Thomas O. Enders, who had been at the gathering, had not, apparently, informed members of his staff of the assurance reportedly given Jepsen. At least one member of Enders's staff said Jepsen's press release contained the first word on the subject he had heard.

Enders and Vice President George Bush were at the gathering, which deepens the confusion. Enders and Bush were among those with whom Jepsen said he had discussed the matter. And, Jepsen said, the officials "indicated that the 1040 signal was no longer being considered for broadcasting by Radio Marti."

As reported by Jepsen, the President had given his assurance in a jocular fashion. When he broached the subject, Jepsen said, Reagan smiled and said that an official at the station where the President had worked as a sports announcer in the early 1930's once promised him a job if he lost the one he had. "The President assured me that 1040 was out of the question and joked that he wanted to keep that WHO option open," Jepsen said.

The frequency issue is at the heart of the controversy that blocked Senate action on a Radio Marti bill in the last Congress. Cuba has proposed installing a 500 kw station on 1040 khz, and WHO officials fear Cuba will make good on such a threat if Radio Marti operates on the frequency—with the result that the signals of both Radio Marti and WHO will be drowned out.

Given what he took to be the President's assurances, Jepsen said in his press release that he is satisfied WHO and its listeners "will not suffer because of Marti broadcasts," and added, "I will support the Radio Marti legislation when it comes before Congress."

But Iowa's is not the only delegation the administration must convince. Other members of Congress are sensitive to expressions of concern from broadcasters in their states and districts worried about a power war being touched off by Radio Marti, regardless of the AM frequency on which it is located—but particularly if it is located on the one on which they operate.

As a result, the administration is focusing its effort, in preparing its legislative push for Radio Marti, on winning the support of the broadcasting industry. Enders has been the point man in that operation, in an intensive series of daily talks with Edward Fritts, president of the National Association of Broadcasters. A State Department official said a bill would probably be introduced—but by the end of last week—but if it is, it might not be with the NAB's blessing.

Fritts on Thursday said the administration has been "more accommodating" on the issue than it has ever been. But he also said "significant problems" remain to be re-

solved. "We're still talking" he said. "But I won't say we're making progress."

Cuban-caused interference to American stations has been a problem for years. And Fritts said his concern, in his talks with Enders, is "to make sure" the danger of that interference being exacerbated is "minimized." He is also making clear concern about the present level of interference.

Fritts declined to discuss the substance of the talks, but he indicated that he is stressing the NAB's principal suggestion for dealing with the Cuban-caused interference problem—"negotiation" with the Cubans. □

CPB presents familiar Hill battle cry

Says Reagan cuts could permanently damage U.S.'s public TV system

The Corporation for Public Broadcasting made a plea to Congress last week to fight another round of budget cuts proposed by the Reagan administration for CPB's fiscal years 1985 and 1986. The White House has proposed to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut another \$55 million out of the \$130 million authorized for CPB in fiscal 1986.

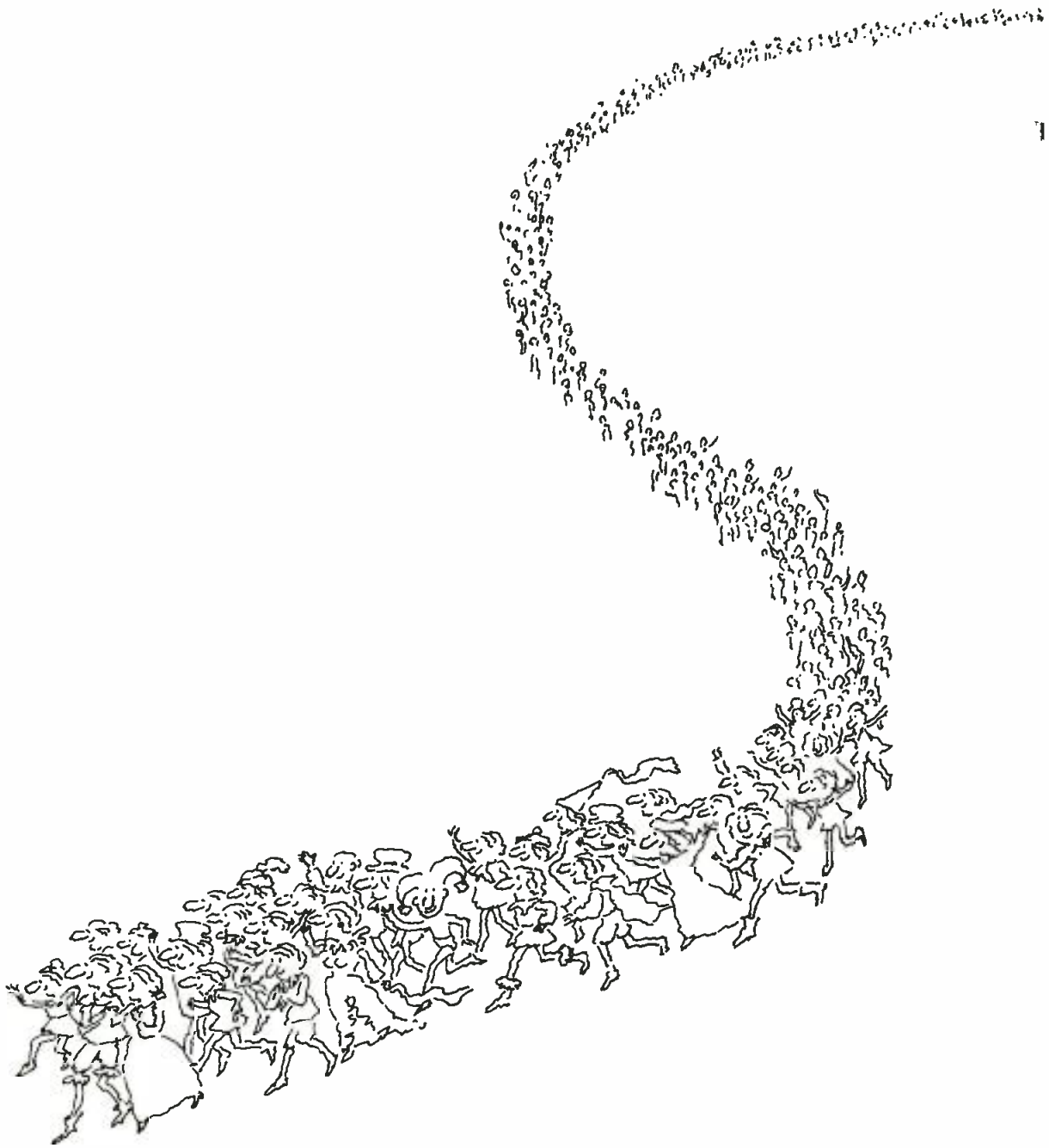
CPB President Edward J. Pfister, in a statement before the Subcommittee on Labor, Health, Human Services and Education of the House Appropriations Committee, called the proposed cuts "an assault on the concepts of two year advance funding for the CPB that Congress itself legislated."

The Congressional Arts Caucus, in a letter sent to the subcommittee and signed by 29 members of its executive committee, said the "cuts would have a devastating impact on public radio and television in the United States."

Sharon Rockefeller, chairman of CPB's board of directors, said further cuts would "cripple the character of public broadcasting." She noted that in her home state of West Virginia, 24-hour broadcast days have been reduced to 16 hours at two public television stations, and that weekend morning programming has been dropped at public stations in Charleston and Huntington, the two largest markets in the state.

Pfister and Rockefeller emphasized the proposed budget cuts are most damaging to new program productions which usually require two-year lead times. The current run of high quality programming on public stations, they explained, is due to programs that were planned before the Reagan administration came to office.

Rockefeller testified the Reagan administration's belief that budget cuts in public broadcasting should be made up by voluntary contributions from the private and commercial sectors presented a "Catch-22." Without enough funds to produce new programs and services, Rockefeller explained, quality will decrease and public broadcasting will lose its audience, along with private contributions. "We don't want to start on that downward spiral," said Rockefeller. □



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Washington up close: Broadcasters to make rounds on Capitol Hill

NAB sponsors annual three-day conference comprising visits with congressmen, legislative briefings for state association presidents, executive directors

State broadcasting association presidents and executive directors will gather in Washington this week for some first-hand exposure to Congress, the FCC and to one another. It's an annual visit for the broadcasters, who will represent at least 48 states this year. The National Association of Broadcasters sponsors the three-day conference, which will feature legislative briefings, visits to congressmen, a closed meeting for the executive directors and a reception and dinner attended by FCC commissioners. About 300 broadcasters are expected to attend, 100 of whom are state association officials.

The conference will be kicked off on Tuesday, March 1, by a four-hour, closed-door session, attended by the executive directors. This forum was designed to give the officials a chance to speak candidly about their associations and discuss mutual problems. Peter Easter, executive director of the Virginia Association of Broadcasters, who will lead the meeting, said some of the items slated for discussion include membership development, long-range goals, maximizing contact with other broadcasting associations, methods of raising outside income and providing members with worthwhile services.

Also on Tuesday, a series of cocktail receptions will be sponsored by the Texas, Arkansas, Florida, Alabama and Wisconsin broadcasters.

There will be legislative briefings Wednesday morning by the NAB's government relations department, before the broadcasters begin making rounds on Capitol Hill. According to Steven Stockmeyer, NAB's senior vice president, government relations, the two most important legislative issues the broadcasters will discuss with the congressmen include broadcast deregulation in the House and the importance of codification of the FCC's must-carry rules. Stockmeyer said the groups will thank senators for adopting S. 55, the broadcast deregulation bill, and discuss their concerns over Cuban interference, copyright issues and syndicated exclusivity protection, and they will also press the case for televised coverage of the Senate. After the delegations meet with their congressmen, the NAB, Stockmeyer said, will poll the broadcasters to see "who's with us and who's against us."

The NAB will host a reception/dinner at the Marriott Wednesday night featuring Wil-

lard Scott of NBC's *Today*. The Pennsylvania Association of Broadcasters will also hold its annual Gold Medal dinner and reception at the Washington Hilton that night at 6:30 p.m. This year's Gold Medal will be presented to ABC Chairman Leonard Goldenson. Other highlights of Wednesday's activities include a breakfast sponsored by Louisiana broadcasters at the Marriott, featuring FCC Commissioner James Quello, and another breakfast hosted by New York broadcasters, to be held at the NAB, with FCC Commissioner Henry Rivera.

On Thursday, Bill Stakelin, NAB joint board chairman, will greet the broadcasters for a session titled, "NAB and You—Growing Stronger Together." NAB President Edward Fritts, Executive Vice President and General Manager John Summers and Stockmeyer will discuss what the association is "ready and willing to do for state associations." NAB has provided various services for state associations in the past and will formalize those services this year with an itemized list. Also, Summers said, the association will announce how it intends to portion out \$50,000 of funds set aside by the NAB's boards to reimburse officials of state broadcasting associations for costs incurred while attending NAB-sponsored functions and while working on legislative issues with the national association (BROADCASTING, Jan. 24).

Also on Thursday, the broadcasters will

hear about direct mail and marketing, at 9:30-11 a.m., from Jonah Gitlitz, senior vice president, Direct Mail/Marketing Association in Washington; Anne McGuire, manager of the Direct Marketing Association in New York, and Mike Gretschel, president of the Market Development Group, Washington.

Following that session, membership and fund raising will be the subject of another, at 11-12 p.m., with Joe Reilly, executive director of the New York State Broadcasters, and Dini Sterngold, manager of membership and marketing, American Society of Association Executives. Luncheon speaker on Thursday will be FCC Chairman Mark Fowler.

The afternoon sessions: "TARPAC—Its Needs and Purposes," with Bill Turner, chairman of the NAB's Television and Radio Political Action Committee; "Knuckling Under to Subpoenas," with Steve Nevas, NAB legal department, and Ken Heady, executive director of the Arizona Broadcasters Association; "Hotels and Conventions—How to Negotiate and Get What You Ordered," with Tom Sawyer, executive vice president, Ohio Association of Broadcasters, Herb Loepere, Hilton hotels, Peter Nelson, Holiday Inn hotels, and Skip Boyd, Marriott hotels, and a regulatory and legal update presented by Erwin Krasnow, NAB senior vice president and general counsel, and Barry Umansky, NAB deputy general counsel. □

A growing activism at the grass roots

State associations are on rise in members, budgets and staff professionalism

On the occasion of the NAB's state president's and executive director's meeting this week in Washington, BROADCASTING surveyed a number of state associations and found their concerns to be as diverse as the scope and size of their organizations. Those concerns ranged from state legislation and the growth of new technologies to association funding and educational seminars to help the local broadcaster.

Some states, such as California, boast massive membership rosters. Others, like Maryland, Delaware and the District of Columbia, combine their forces in one association. Budgets range from as little as \$10,000 to New York's \$180,000.

The Hawaii Broadcasting Association is loosely knit, with one secretary to handle its affairs. By contrast, the Georgia Association of Broadcasters has one of the largest staffs, with a full-time director and two support staff members.

Priorities at state associations also differ. Some concentrate on lobbying their state legislatures, while others focus more on educational services. The executive directors

who guide the organizations are equally diverse. They are lawyers, lobbyists, current and retired broadcasters, advertising agency executives, public relations consultants and even academicians.

Despite the sagging economy, most state broadcasting associations are growing. As the associations grow, many executive directors say their functions and responsibilities are changing to meet the needs of an increasingly competitive industry. Richard Wyckoff, NAB senior vice president, broadcast liaison, thinks broadcasting associations are at a crossroad. "What these states have to look at now is: 'Do we stay merely as a gathering place for broadcasters to meet socially, and for business twice a year at our conventions, and have a watchdog in the state capital; or do we move beyond that and move from the part-time to the full-time executive director whereby we can offer more services?'" Wyckoff said. He believes some associations have already made the transition and that a trend is being set. There are roughly 13 to 15 state associations that employ full-time executive directors. Wyckoff thinks that as the associations grow stronger that figure will increase. He already sees broadcasters formalizing their organizations. "State associations are starting to

make formal assignments for lobbying; they are fund raising, and some are even starting to collect for their own political action committees," Wyckoff stated. He said that because of increased competition from the new technologies, in particular, broadcasters cannot be complacent.

Others agree with Wyckoff that broadcast associations are taking a more sophisticated approach. Vic Biondi, full-time executive director for the California Broadcasters Association, foresees a healthy future for associations. Biondi joined CBA a year ago and



California's Biondi (r) with former NAB President Vincent Wasilewski

is impressed by the issues with which broadcast associations are dealing. He also thinks they will become more and more active on the congressional level. CBA is one of the largest associations, listing a membership of roughly 250 radio and television stations out of about 500 licensees. Biondi, who has a broadcast journalism background, primarily functions as a lobbyist at the state legislature. He noted that the northern and southern California broadcasters associations (both separate from CBA) offer educational services, such as sales and management seminars, which most other state broadcasting associations include in their membership packages. CBA publishes a monthly newsletter to inform members about legislative issues.

Biondi also thinks associations need to boost their congressional lobbying activities. Broadcasters, he said, must "communicate and work more with members of Congress from their state and to support the NAB's legislative efforts." The potential of grass roots lobbying is still not realized by broadcasters. Biondi said. Harnessing that potential has become a priority at the NAB, however, and the conference this week will encourage broadcasters to combine their lobbying efforts with those of the NAB. The NAB also has established a series of legislative liaison committees to help state associations monitor and lobby their congressmen.

The Texas Association of Broadcasters is active on national issues. When the TAB's executive director and president go to Washington this week, roughly 25 other Texas broadcasters will join them. Bonner McLane, executive vice president of the TAB, said the association represents 427 radio and television stations. McLane thinks broadcast associations are becoming more professional and will have to provide more services in the future. As the industry be-



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

DENVER, KWGN-TV, 10 pm M-F			Rtg	Sh	(000's) Adults 18-49
November 1982	SOAP		7	16	105
November 1981	Time Period		4	8	51
	SOAP % Increase		+75%	+100%	+106%

Source: Nielsen



SOAP

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Texas's McLane



N.Y.'s Reilly



Georgia's Sanders



Kentucky's Whitlock



Ohio's Sawyer



N.C.'s Hargrove

comes less regulated, the original need for associations as lobbyists will diminish, he said. McLane predicted that sales and management seminars will become more common.

Right now the TAB is fighting state legislation that would limit advertising by utility companies. All broadcasting associations appear to be facing key legislative challenges in light of reduced federal funds to state governments. Most associations say they are constantly battling attempts by state legislatures to tax the industry.

Joe Reilly is the New York State Broadcasters Association's first full-time executive director. Reilly has been with NYSBA for two and one half years and was a broadcaster for more than 20 years. (NYSBA has

275 radio and television members out of about 350 licensees in the state.) In addition to his chief duties as a lobbyist, Reilly says NYSBA provides numerous services. It sponsors two major annual conventions, an awards program, sales seminars, small-market workshops and several broadcast/legislator regional meetings. Every year NYSBA sends 35 New York broadcasters to Washington. "Broadcasters are realizing they need to band together and make their association more sophisticated and professional," said Reilly.

One problem shared by associations, Reilly said, is funding. Dues represent roughly 50% to 90% of most associations' revenues. Some associations raise money through conventions and seminars, although the greatest

profits are realized through ventures such as insurance programs for members. Both the NYSBA and the Georgia Association of Broadcasters offer group insurance programs. The GAB, which has been called a "real moneymaker," co-sponsors an annual beauty contest to raise funds.

Bill Sanders, executive vice president of the GAB, said the association was one of the first to hire a full-time director and to develop a liaison with the FCC. He noted that the FCC's regional office in Atlanta is turning complaints over to the GAB and allowing stations to handle the complaints. The project has been 100% successful. Sanders added, GAB also watches the state legislature closely. Georgia broadcasters are continually working for revisions of the state's sunshine



Honest words at Abe Lincoln ceremonies. "Television is blamed for doing a lot of things to people that it doesn't do—and can't do because, for one reason, people are too smart and too independent to let it happen." So said Gene F. Jankowski, president of the CBS Broadcast Group, at the 14th annual Abe Lincoln Awards dinner of the Southern Baptist Radio and Television Commission in Fort Worth on Feb. 17. Jankowski, who received the SBRTC's Distinguished Communications Medal, its highest award, cited social scientists and TV's critics as particularly prone "to begin every examination of television by asking, 'What is it doing to people?'" That approach, he said, "underestimates the customer" because the American people are neither "automatons" nor "pushovers, in front of a television screen or anywhere else." Worse yet, Jankowski said, "it is a natural step from the assumption that television causes certain things to happen, to the assumption that it can 'cure' those things. And that puts us on dangerous grounds. To mislabel causes and then promise cures for the misunderstood causes is, in other fields, called quackery."

Top honorees in the 1983 Abe Lincoln Awards (BROADCASTING, Jan. 3 et seq.) were (front row, l-r): Jankowski, recipient of the distinguished Communications Medal; Bob Keeshan, creator and host of *Captain Kangaroo* and recipient of Distinguished Communications Recognition Award; Mary Alice Tierney, community services director, WISN-TV, Milwaukee, and winner of the Abe Lincoln Award for television, and David Berry, vice president and general manager, WODR(FM) Raleigh, N.C., winner of the Abe Lincoln Award for radio. Other honorees, each receiving Abe Lincoln Merit Awards, were (back row, l-r): Thomas B. Cookerly, president and general manager, WJLA-TV, Washington; William H. Spencer Jr., station manager, WAGE-AM, Leesburg, Va.; Roberta Basikin, investigative reporter, WLS-TV Chicago; John E. Evans, executive vice president, WESH-TV Daytona Beach, Fla.; Eric G. Norberg, general manager, KWIP-AM, Dallas, Ore., and Louise Collins, program personality, WBUX-AM, Doylestown, Pa. The honorees are shown with Jimmy R. Allen (far right), president of the Baptist organization, which sponsors the annual awards.

laws and are trying to achieve unanimity on standardized procedures for broadcast rights to high school sporting events.

Sanders believes "state associations must work together and share ideas."

J.T. Whitlock, executive director and treasurer of the Kentucky Broadcasters Association, has served in that post for 16 years and is also general manager of WLBN(AM)-WLSK(FM) Lebanon, Ky. An NAB official described Whitlock as a dedicated and effective lobbyist and a "one-of-a-kind director for an association its size." His effectiveness may be reflected in the relatively few problems Kentucky broadcasters face from their state legislature. As a result, KBA will focus on national legislative issues and will play an active role in NAB's legislative liaison activities.

There are other full-time executive directors who have gained recognition, including Tom Sawyer, executive vice president of the Ohio Association of Broadcasters. Sawyer was a leading candidate for the NAB presidency last year when the association was searching for a successor to Vincent Wasilewski (BROADCASTING, Aug. 2, 1982). OAB has 330 radio and television members, representing 100% of the TV licensees and 90% of the radio licensees in the state. Sawyer said the OAB is concerned about any restrictions on advertising. It wants to protect broadcasters' rights to manage free of government interference.

Wade Hargrove, general counsel and executive director of the North Carolina Association of Broadcasters, was asked 12 years ago to run the association, in addition to his practice of law. He and three other attorneys



Pa.'s Maurer



Virginia's Easter



Utah's Glade



S.C.'s Uray

in Tharrington, Smith & Hargrove serve the association. Hargrove places a heavy emphasis on government relations. The NCAB is keeping an eye out for legislation affecting cameras in the courtrooms and efforts to place restrictions on beer and wine advertising. Hargrove thinks that state associations will become increasingly more active in government relations. He predicted that not only will they "take themselves more seriously, but they will be taken more seriously." NCAB has about 300 radio and television station members.

The Pennsylvania Association of Broadcasters has also retained an attorney as its counsel and executive director, Bob Maurer, who has been with PAB since 1960. His association claims 168 radio and television stations, and directs its energies toward the state legislature. One of its chief worries is taxes. Maurer noted that the state must raise \$400 million in new tax revenues and that the broadcasters fear their industry may be targeted.

Peter Easter, executive director of the Virginia Association of Broadcasters, is head of a management company responsible for other associations. Easter says his association's membership is stronger than ever and that the VAB has doubled the number of sales and management seminars since 1978.

Smaller broadcasting associations, despite fewer members and smaller budgets, can be well organized. Both the Utah Broadcasters Association and the South Carolina Broadcasters Association enjoy that reputation. Earl Glade, a retired broadcaster, "runs a tight ship," an observer said in Utah. Glade works from his home, managing the UBA, which has 61 radio and television members.

Richard Uray is executive manager of the South Carolina association and is also a full-time chairman of the University of South Carolina's broadcasting department. Uray has no staff. Lobbying is done by the SCBA's board. Uray believes state associations have taken on a more professional air. He says that while the NAB represents broadcast interests on the national level, the need for state associations remains strong.

Some 300 delegates will second that motion in Washington this week. □

Business

It was a very good year

1982 revenue and profit results for many broadcast and cable firms indicate strong performances

Despite the recession, 1982 revenues and earnings of broadcasting, cable and related operations show persistent strength in the yearend financial reports currently issuing from publicly owned companies.

In some diversified companies, broadcasting and cable were clearly the corporate portfolio's top performers in terms of revenue and profit growth—although in many if not most cases they are by no means the biggest divisions.

Television market strength is singled out for stockholder attention in a number of the reports. Radio market strength is mentioned less frequently: in a few cases the radio market is in fact called soft or sluggish.

Cable revenues continue to grow, as the reports attest. But the cost of building new franchises and upgrading systems is clearly holding down cable profits—an unsurprising phenomenon mentioned in some reports, implicit in others. Occasionally, though rela-

tively rarely, a slowdown in the growth of cable subscribers is also cited.

The latest reports include the following:

■ Metromedia, group broadcaster and entertainment, radio paging and outdoor advertising management company, reported 1982 revenues advanced 20% to \$407,074,000, and operating income rose 18% to \$98,379,000. Counting income from discontinued operations and \$202,388,000 in gains on dispositions (including sales of KMBC-TV Kansas City, KSAN-FM San Francisco and outdoor advertising properties), net income for the year totaled \$309,153,000, an increase of 418%.

The company's broadcasting revenues for 1982, helped in part by the acquisition of WCVB-TV Boston, rose 21% to \$324,253,000, and the broadcasting division's operating income reached \$108,987,000, a gain of 19%, putting its operating profit margin at 33.6% versus 34.1% in 1981. The entertainment division—including Metromedia Producers Corp., Ice Capades and Harlem Globetrot-

ters—recorded an 8% increase in revenues, to \$78,672,000, but showed a \$4,368,000 operating loss as compared with a \$1,676,000 loss in 1981. The newly formed telecommunications division, which includes radio paging and cellular communications, had fourth-quarter and full-year revenues of \$1,943,000, with \$413,000 in operating profit.

■ Viacom International, whose interests encompass multiple station and multiple cable system ownership, cable programming services and TV program production and syndication, reported record high revenues and earnings. Revenues increased 31% above the 1981 record, reaching \$274,847,000, while earnings rose 30% to \$24,592,000, or \$1.95 per share on a fully diluted basis, compared with \$1.51 in 1981.

The company noted that the earnings growth would be 19% if nonrecurring items that affected 1981 earnings were excluded from the comparison. One of the extraordinary items was an extra \$2 million received in 1981 because the Showtime pay cable service, then owned equally by Viacom and Teleprompter, had achieved "certain subscriber goals." The \$2 million represented an after-tax gain of \$1,874,000. Since then, of

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course, Viacom has acquired full ownership of Showtime for \$75 million and agreed to merge it with The Movie Channel in return for \$75 million and a 23% interest in the Showtime-Movie Channel joint venture (BROADCASTING, Jan. 10).

For the 1982 fourth quarter, Viacom reported earnings of \$7,666,000, up 66%, on revenues of \$75,656,000, up 28%.

■ Warner Communications Inc. reported 1982 revenues rose 23%, reaching \$3,989,985,000, but earnings growth was held to 14%, largely because of a difficult fourth quarter in which profits fell 56.5%. Profits for the full year were put at \$257,811,000, or \$3.96 a share versus \$3.57 in 1981.

The fourth-quarter profit drop, reducing earnings for the period to \$33,008,000 from

\$75,857,000 a year earlier, was blamed primarily on a steep fall in operating profits of the consumer electronics division—from \$136.5 million in the fourth quarter of 1981 to \$1.2 million in 1982's fourth. The drop was compounded by declining profits from video game cartridges, from Atari's coin-operated games unit and pre-tax losses that turned out to total \$35 million incurred in the sale of Knickerbocker Toy Co. to Hasbro Industries.

For Warner's filmed entertainment division—theatrical films, movies in TV syndication and TV series—it was quite a different story, with 1982 operating income up 311% to \$101,796,000, the second highest level in the company's history. Within the division, revenues from theatrical distribution were down 23%, to \$338,635,000, but

revenues from theatrical films in TV syndication were up 14%, to \$183,954,000, and those from TV series were up 11%, to \$171,499,000.

The report did not break out Warner's share of Warner Amex Cable, but offered this report: "The substantial cost associated with the building and development of new Warner Amex cable systems and the creation of new cable programming services resulted in WCI realizing a loss during 1982 from its cable operation. However, WCI is confident that Warner Amex will provide a major source of earnings to the company within a few years."

For the company as a whole, Stephen J. Ross, chairman and chief executive, expressed long-term confidence but said results for the first quarter of 1983 should be "well below" those for 1982's fourth quarter, and that, despite an upturn expected in the second half, earnings for the full year 1983 will probably be lower than those for 1982.

■ Times Mirror Co., Los Angeles-based newspaper publisher that in recent years has become one of the leading broadcast and cable companies in the country, reported 1982 revenues up 2.3% to \$2.21 billion with net income of \$139.9 million, or \$4.09 a share, down from \$150.3 million or \$4.40 a share in 1981.

Times Mirror's broadcasting and cable group recorded gains of 18% in revenue, reaching \$225.4 million, with operating profit up 8%, to \$69.4 million. These results, the company said, were bolstered by strength in major TV markets, "notably KDFW-TV Dallas-Fort Worth and KTVI(TV) St. Louis."

The results were not broken out to show cable and broadcast separately, but the statement indicated cable results were "disappointing," because of the "high cost of developing and upgrading cable franchises and a slowdown in growth of cable subscribers."

■ Media General, newspaper publisher and group station owner, based in Richmond, Va., reported 1982 net income of \$32,512,000, up 3% from 1981, on revenues of \$429,409,000, up 17%.

Its broadcast division, aided in part by the addition of WJKS-TV Jacksonville, Fla., almost tripled its revenues, reaching \$64,705,000 as compared with \$23,362,000 in 1981, and boosted its operating profit by 15% to \$9,283,000.

The newspaper division's revenues increased 5% to \$183,416,000, accounting for \$26,140,000 in operating profit, while newsprint revenues climbed 10% to \$159,404,000 and represented \$27,039,000 in operating profit.

■ Cowles Broadcasting said 1982 net income rose 7% to \$3,690,000 on a 16% increase in revenues, which reached \$20,541,000. Earnings per share were put at 93 cents as compared with 87 cents in 1981.

■ The New York Times Co., with interests not only in newspapers but also in broadcasting and cable, magazines, books, information services and forest products, reported 1982 net income of \$54.3 million, a record, up 9% from 1981, on revenues totaling \$933.7 million, a gain of 11%.

The company's broadcasting and cable operations, which represented about 5% of revenues and 3% of operating profit, report-

Bottom Line

Refinancing. Rogers Cablesystems Inc., large Toronto-based MSO serving subscribers in U.S., Canada and Ireland, is planning \$150-million debenture offering to refinance partial bank debt, which amounted to \$283 million (Canadian) as of Aug. 31, 1982, end of 1982 fiscal year. Sale is planned for mid-March with Drexel Burnham Lambert as lead underwriter.

ABC dividend. Board of directors of ABC last week declared cash dividend of 40 cents per share on ABC common stock, payable March 15, to shareholders of record on Feb. 28.

Viacom dividend. Viacom International, New York, declared quarterly cash dividend of 52 cents per share on company's \$2.10 convertible preferred stock, payable April 1 to holders of record March 16.

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ed revenue gains of better than 27%, to \$46,982,000. But their operating profit declined by 23%, to \$2,728,000, "due primarily to increased costs associated with the growth of the company's New Jersey [cable] system," which at yearend had 98,500 basic subscribers, up 17% from 84,000 a year earlier.

■ The Interpublic Group of Companies, New York, which comprises three major worldwide advertising agencies and several related companies, said net income increased 30% in 1982, totaling \$19,777,000, or \$4.25 a share, while gross income reached \$545,322,000, a record, up 24% from 1981. The company attributed the net income gain primarily to record revenues and earnings for Interpublic's domestic operations, the acquisition of the remaining 51% interest in the SSC&B: Lintas International system of agencies and a change in accounting practices. Net new business in 1982 was also said to have set a record, totaling \$305 million.

■ John Blair & Co., New York, reported 1982 net earnings of \$17,061,000, a record, up 25% from the year before, on revenues that rose 21% to \$321,551,000, also a record.

Commissions earned in Blair's TV and radio station representation business, widely believed to be the biggest in the field, totaled \$52,417,000, a gain of 19%, while revenues from time sales of its owned stations (three TV, four radio) came to \$24,772,000, a gain of 10%. The bulk of its revenues and the biggest increase came in its graphics division (coupon production and other commercial printing operations): \$244,362,000, a gain of 23%.

Earnings per share for 1982 were \$4.42, up from \$3.65 in 1981.

In the 1982 fourth quarter, earnings rose 2% to \$5,785,000 on revenues that advanced 12% to \$92,393,000. For the quarter, revenues from the graphics division rose 10% to \$69,707,000, while those from station representation increased 21% to \$15,733,000 and from owned stations, 11% to \$6,953,000.

Jack W. Fritz, Blair president and chief executive officer, said the company's owned television station turned in substantially better operating results in 1982 than in 1981, but that its owned radio stations, its radio representation business and its sheet-fed printing operations fell below their 1981 results. He said the fourth-quarter results reflected increased losses from certain other business activities including the delivery of TV commercials by satellite through its Blairsat Inc. subsidiary and the closing of Blairsat in December after some \$7 million in losses over two years (BROADCASTING, Jan. 10).

■ Foote, Cone & Belding Communications, Chicago, said that agency revenues increased by 4.6% last year, totaling \$179,990,000, but that net income was down 8.9% to \$10,912,000, or \$3.88 a share, from restated earnings of \$11,977,000, or \$4.27 a share, in 1981.

FCB said its 1982 U.S. advertising operations increased in volume by 9.8% but that this was more than offset by reduced earnings from certain international operations,

recruitment advertising and public relations.

■ Grey Advertising, New York, said its 1982 net income rose 2.2% to \$6,809,000, while income from commissions and fees climbed 25% to \$142,150,000. Gross billings were put at \$948,141,000 versus \$758,693,000 in 1981. The 1982 figures included the results of three foreign companies not included in 1981.

■ A.C. Nielsen Co., Northbrook, Ill., reported that profits for fiscal 1982 climbed 22.8%, reaching \$44,191,000, a record, on sales that rose 11.3% to \$643,826,000. The Nielsen board last Monday authorized a two-for-one stock split and a 9.7% increase in the quarterly dividend. The new dividend rate, 17 cents per common share, is payable May 2 to stockholders of record April 11. □

Changing Hands

PROPOSED

WEZI(FM) Memphis □ Sold by Harte-Hanks Radio Inc. to Firstcom Corp. for \$3.2 million. **Seller** is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four TV's. Robert G. Marbut is president and CEO. Harte-Hanks acquired WEZI when it bought Southern Broadcasting group of seven radio stations in 1978 for \$33 million (BROADCASTING, June 26, 1978). Buyer is owned by Kerby Confer and Jerry Aichley. They own KSSN(FM) Little Rock, Ark., acquiring full control this year for \$2,425,000 (BROADCASTING, Jan. 17). Confer also is principal in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(FM) Grey Court, S.C. WEZI is on 105.9 mhz with

100 kw and antenna 760 feet above average terrain.

KJCK-AM-FM Junction City, Kan. □ Seventy-five percent sold by Ralph L. Weir Jr. to Steven D. Roesler for \$980,000. **Seller** has no other broadcast interests. **Buyer** is president and 25% owner of KJCK-AM-FM. KJCK is 1 kw daytimer on 1420 khz. KJCK-FM is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain.

WADA(AM) Shelby, N.C. □ Sold by Cleveland County Broadcasting to Charter Communications Corp. for \$360,000. **Seller** is headed by Boyce J. Hanna, president, who also owns 26% of WGAS(AM) South Gastonia, N.C. **Buyer** is owned by equally by Miquel Cuadros and William L. Shaw. Cuadros is San Juan, P.R., attorney. Shaw is former

Major Market—Midwest

Fulltime AM and Class B FM Top Rated Combo
Priced at 2½ times 1983 Billing Price \$5.7 million

Major Market—Midwest

Class A FM 1983 Projected Billing \$800,000
Exclusive Format Price \$2 million—terms

Medium Market—Midwest

Class C FM Price \$2 million—terms
Priced at 10 times Cash Flow
(less than 2½ times 1982 Billing)

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general manager of WIVI(FM) Christiansted, Virgin Islands. Neither has other broadcast interests. WADA is on 1390 khz with 1 kw day and 250 w night. *Broker: R. A. Marshall & Co.*

KABG(FM) Cambridge, Minn. □ Sold by Isanti Broadcasting Inc. to Intercontinental Communications Corp. for \$330,000. **Seller** is headed by Stewart Dahl, president, who has no other broadcast interests. **Buyer** is principally owned by Richard Hencley, president, who also owns WHTL(FM) Whitehall, Wis. KABG is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WUCR(AM) Sparta, Tenn. □ Sold by Athens Broadcasting Corp. to Radio Station WTX, a partnership, for \$300,000. **Seller** is principally owned by Steve H. Snowdon and his wife, Joan, who are principal owners of WLAR(AM) Athens and WMCC(FM) Etowah, both Tennessee, and are applicants for new FM at Clarksville, Va. They bought WUCR two years ago for \$425,000 (BROADCASTING, April 20, 1981). **Buyer** is principally owned by Patricia Wilson and Charles D. Howard. Wilson is sales manager at WSM-AM-FM Sparta, Tenn. Howard is program director at WPTN(AM) Cookeville, Tenn. WUCR is 1 kw daytimer on 860 khz.

Other proposed station sales include: KRWA(FM) Waldron, Ark.; KTLA(TV) Los Angeles (BROADCASTING, Nov. 1, 1982); KRLA(AM) Pasadena, Calif. (BROADCASTING, Feb. 21); WDJF(FM) Westport, Conn.

(BROADCASTING, Jan. 21); WIAF(AM) Clarksville, Ga.; WBKZ(FM) Glen Burnie, Md. (BROADCASTING, Feb. 21); WZYC(FM) [CP] Newport, S.C.; WTXY(AM) Whiteville, N.C.; WMFD(AM) Wilmington, N.C. (BROADCASTING, Feb. 21); WVSO(AM) Ardmore, Okla. (BROADCASTING, Feb. 21); WETQ(FM) Oak Ridge, Tenn. (BROADCASTING, Feb. 21); KXYZ(AM) Houston (BROADCASTING, Jan. 31); KDOG-TV [CP] Nacogdoches, Tex. (BROADCASTING, Feb. 21); KVTX(TV) [CP] Victoria, Tex.; WPAR(AM) Parkersburg, W. Va. (BROADCASTING, Feb. 21); and WNBK-FM New London, Wis. (see "For the Record," page 101).

APPROVED

WOTV(TV) Grand Rapids, Mich. □ Sold by Time Inc. to LIN Broadcasting Corp. for \$32 million. **Seller** is publicly traded. New York-based publisher of *Time* and other magazines, owns American Television & Communications, MSO with 122 cable systems and franchises in 33 states serving more than two million basic and 1.8 million pay subscribers, and Home Box Office, among other properties. Jerry Levin is group vice president in charge of video. **Buyer** is publicly traded New York-based group owner of five AM's, five FM's and four TV's. Donald Pels is chairman and president. WOTV is NBC affiliate on channel 8 with 282 kw visual, 56.2 kw aural and antenna 970 feet above average terrain.

WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis □ Sold by King Broadcasting Co.

and Metroplex of Missouri Inc., respectively, to Stephen Adams for \$8 million. **Seller:** King Broadcasting is Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and family, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for \$4 million (BROADCASTING, Sept. 5, 1977). Metroplex is Cleveland-based group of one AM and five FM's, principally owned by Norman Wain and Bob Weis. Last year they sold WHTT(AM) Miami for \$2.2 million (BROADCASTING, Nov. 22, 1982), and bought WFYV(FM) Atlantic Beach, Fla., for \$3 million (BROADCASTING, Dec. 20, 1981). **Buyer** is subsidiary of Adams Communications Corp., which is owned by Stephen Adams, president and owner of Center Group Broadcasting, Tyler, Tex.-based owner of KIVA-TV Farmington, N.M.; KCMN(AM) Colorado Springs and 51% each of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan. Adams was granted FCC approval to buy WTNW(AM)-WLAV(FM) Grand Rapids, Mich. (see below), and also bought, subject to FCC approval, WILX-TV Onondago, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982). WRTH is on 1590 khz with 1 kw full time. KEZK is on 102.5 mhz with 100 kw and antenna 450 feet above average terrain.

WTWN(AM)-WLAV(FM) Grand Rapids, Mich. □ Sold by Shepard Broadcasting Corp. to Adams Radio of Grand Rapids Inc. for \$5 million plus \$1.25 million for five-year non-complete agreement. **Seller** is principally owned by John Shepard, president, who also owns 40% of CP for new TV on channel 54 at Muskegon, Mich. **Buyer** is subsidiary of Adams Communications Corp., which also bought WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis (see above). WTWN is on 1340 khz with 1 kw day and 250 w night. WLAV is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain.

KOTN(AM)-KFEX(FM) Pine Bluff, Ark. □ Sold by Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for \$1,075,000. **Seller** is owned by Winston J. (Buddy) Deane, who has no other broadcast interests. **Buyer** is owned by Calvin G. Arnold, former vice president and general manager of KKYK(FM) Little Rock, Ark. KOTN is on 1490 khz with 1 kw day and 250 w night. KFEX is on 92.3 mhz with 27 kw and antenna 115 feet above average terrain.

WSTX(AM) Christiansted, Virgin Islands □ Sold by Virgin Islands Broadcasting Corp. to Caribbean Basin Broadcasting Inc. for \$525,000. **Seller** is owned by Reginald F. Lewis, New York attorney, who last year bought WCRN(FM) Charlotte Amalie, Virgin Islands, for \$500,000 (BROADCASTING, Oct. 25, 1982). WSTX is on 970 khz with 5 kw day and 1 kw night.

Other approved station sales include: WVCF(AM) Ocoee, Fla.; WPCF(AM) Panama City, Fla.; WJDW(AM) Corydon, Ind.; WCNF(FM) Whitehall, Mich.; KEKR-TV [CP] Kansas City, Mo.; KGBR(FM) [CP] Gold Beach, Ore.; WYSS(FM) Saegertown, Pa.; KUGR(AM) Green River, Wyo., and KVOW(AM)-KTAK(FM) Riverton, Wyo. (see "For the Record," page 101).

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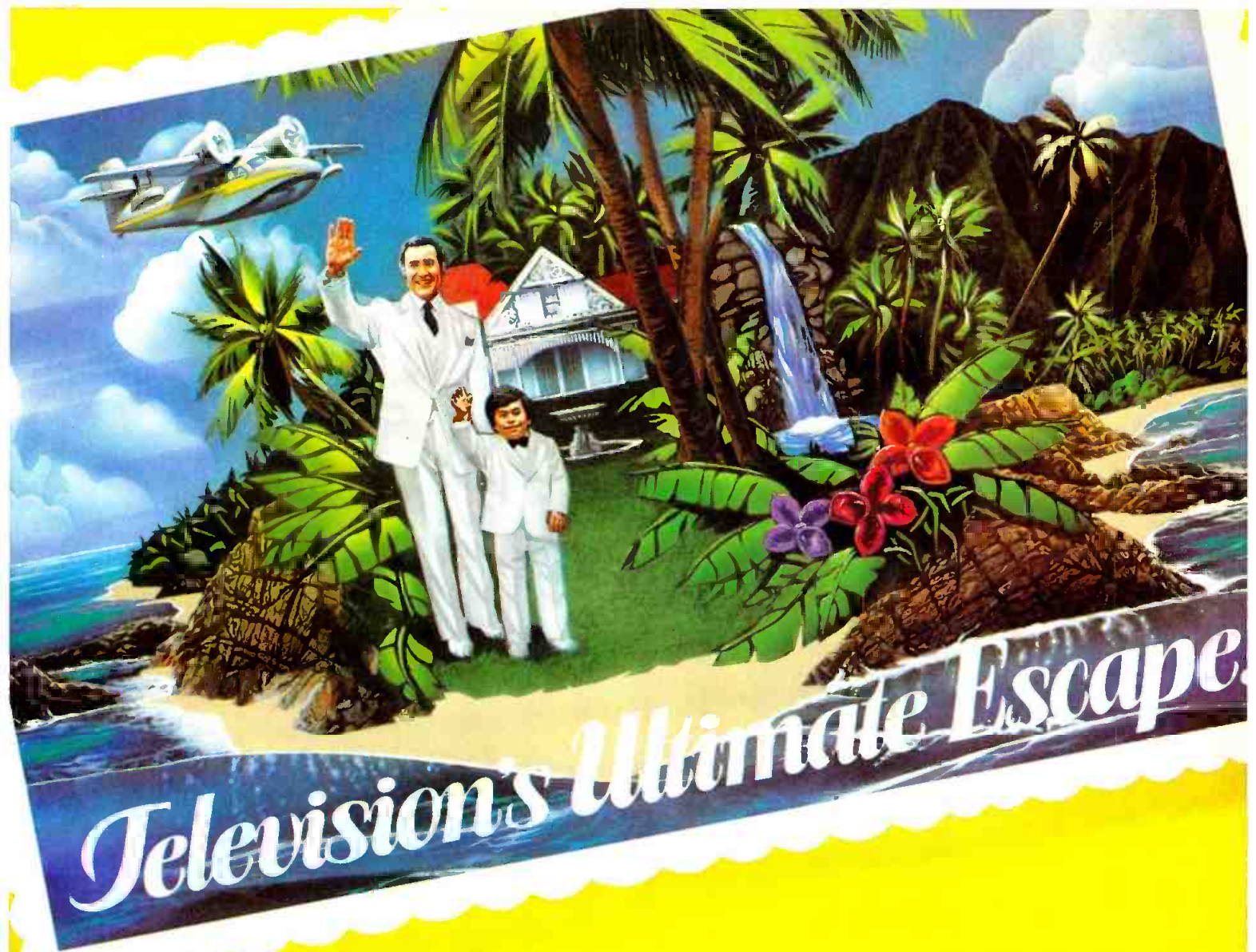
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Good year. Advertising on network television in 1982 topped the 1981 total by 11.4% to reach \$6,232,313,000, according to data compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Procter & Gamble again headed the list with network TV spending of almost \$393 million and was followed by General Motors, almost \$233.1 million; American Home Products Corp., almost \$131.4 million and Ford Motor Co., almost \$113.9 million.

Product categories showing the largest increases in network TV spending over the previous year included publishing and media, up 103%; home electronics and musical instruments, up 63%; travel, hotels and resorts, up 92%; office equipment, stationery and writing supplies, up 51%.

October-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	\$ 34,038,200	\$ 41,427,100	+21.7
Daytime:			
Mon.-Fri.	323,792,200	340,062,500	+ 5.0
Sat.-Sun.	291,879,500	283,541,000	- 2.9
Early fringe:			
Mon.-Fri.	79,058,000	92,205,500	+16.6
Sat.-Sun.	21,873,200	23,725,500	+ 8.5
Nighttime:			
Mon.-Sun.	927,631,600	1,026,567,100	+10.7
Late night:			
Mon.-Sun.	93,977,800	98,362,700	+ 4.7
Total	\$1,772,250,500	\$1,905,891,400	+ 7.5

January-December

	1981	1982	% chg.
Early morning:			
Mon.-Fri.	\$ 105,266,700	\$ 129,161,200	+22.7
Daytime:			
Mon.-Fri.	1,135,281,800	1,217,566,600	+ 7.2
Sat.-Sun.	649,995,200	735,018,300	+13.1
Early fringe:			
Mon.-Fri.	268,559,900	314,796,900	+17.2
Sat.-Sun.	145,701,700	153,596,400	+ 5.4
Nighttime:			
Mon.-Sun.	2,921,612,000	3,319,632,900	+13.6
Late night:			
Mon.-Sun.	366,404,200	362,540,800	- 1.1
Total	\$5,592,821,500	\$6,232,313,100	+11.4

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$ 493,977,700	\$ 528,875,600	\$ 410,423,000	\$1,433,276,300
April-June	578,327,900	537,103,400	457,791,000	1,573,222,300
July-Sept.	489,683,000	432,498,100	397,742,000	1,319,923,100
Oct.-Dec.	654,556,900	659,145,900	592,188,600	1,905,891,400
Total	\$2,216,545,500	\$2,157,623,000	\$1,858,144,600	\$6,232,313,100



Moving up. Kenneth Bagwell, president of the television stations division of Storer Communications, Miami, Fla., has been elected to the newly created position of executive VP, operations, and to the additional post of president of Storer's cable communications division. Bagwell had been president of the television stations division, which will continue to report to him, since 1979. As president of the cable division, Bagwell succeeds Arno Mueller, who is leaving to form his own firm, but will remain a consultant to Storer on local government relations systems, realignment and franchise renewals.

USA Network pushes sales and marketing

USA Cable Network, Glen Rock, N.J., will invest more than \$9 million in 1983 in sales and marketing efforts, including an extensive consumer advertising campaign, to increase its viewership base among cable operators.

The USA advertising push is designed to promote primarily its USA Daytime schedule, with the theme, "A World of Entertainment Every Weekday," and its sports offerings, with "Weekend Sports Every Weekday."

USA intends to use spot television and spot radio in 28 of the top 100 markets. Radio was launched last week and television will begin this week. Commercials also will be made available to USA subscribing cable systems. The agency for the USA Network is Marsteller Inc., New York.

The broadcast and cable effort will be buttressed by a print campaign to promote tune-in. USA's other major programming dayparts, USA Kidstime and USA Nightline, will be supported by an expanded tune-in and national print campaign.

A USA official noted that the current \$9 million budget for marketing and sales activities contrasts with one for \$250,000 in 1980. □

MALRITE COMMUNICATIONS GROUP Inc.
OF CLEVELAND, OHIO
HAS ACQUIRED THE ASSETS OF
KLAK AND KPPL-FM, LAKEWOOD-DENVER, COLORADO
FROM THE DES MOINES REGISTER AND TRIBUNE
DES MOINES, IOWA
FOR \$8,000,000

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UPI UPDATE (#5) What's Up at UPI?

Let's hear it for better regional reporting!



UPI has just appointed six new regional broadcast editors. They're helping to build bigger and brighter UPI state broadcast reports in each division. Whether it's harvesting farm news or trolling for fishing reports, our new broadcast editors are helping to bring you news from closer to home. And, just as important, written for the ear.

UNITED PRESS INTERNATIONAL



One Up on the World

Stock Index

Exchange and Company	Closing Wed. Feb 23	Closing Wed. Feb 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	53 5/8	54 5/8	-1	- 1.83	9	1,554
N Capital Cities	134 3/4	127	+7 3/4	+ 6.10	20	1,768
N CBS	55 1/2	55 3/4	- 1/4	- .44	11	1,553
N Cox	44 1/4	43	+1 1/4	+ 2.90	20	1,254
A Gross Telecasting	41 1/8	41 1/4	- 1/8	- .30	11	33
O LIN	38	34 1/2	+3 1/2	+10.14	21	393
N Metromedia	306	305	+1	+ .32	21	1,032
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	48 3/4	47 5/8	+1 1/8	+ 2.36	19	131
O Scripps-Howard	23 1/2	23 1/2			13	243
N Storer	29 1/8	28 7/8	+ 1/4	+ .86	18	477
N Taft	41 3/4	42	- 1/4	- .59	11	388
O United Television	13 1/2	13 3/8	+ 1/8	+ .93	19	162

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	26	23	+3	+13.04	18	103
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	38 1/4	38 1/4			17	358
N American Family	17	18	-1	- 5.55	14	230
O Associated Commun.	24 1/2	24 1/2			58	58
N John Blair	49 1/2	50 1/2	-1	- 1.98	11	193
N Charter Co.	12 1/8	12	+ 1/8	+ 1.04	5	265
N Chris-Craft	59 7/8	59 5/8	+ 1/4	+ .41	14	130
N Cowles	17 5/8	17 3/4	- 1/8	- .70	10	70
N Dun & Bradstreet	114	111 1/2	+2 1/2	+ 2.24	23	3,088
N Fairchild Ind.	18 1/8	18 1/2	- 3/8	- 2.02	11	237
N Gannett Co.	64	62 5/8	+1 3/8	+ 2.19	19	3,406
N General Tire	32 3/4	34	-1 1/4	- 3.67	23	772
O Gray Commun.	44	44			11	21
N Gulf United	27 7/8	28 5/8	- 3/4	- 2.62	10	771
N Harte-Hanks	38 1/2	39	- 1/2	- 1.28	14	380
N Insilco Corp.	23	21 3/4	+1 1/4	+ 5.74	20	349
N Jefferson-Pilot	29 7/8	30 7/8	-1	- 3.23	7	641
O Josephson Intl.	15 1/2	16 1/8	- 5/8	- 3.87	13	60
N Knight-Ridder	47 3/4	49 1/8	-1 3/8	- 2.79	16	1,545
N Lee Enterprises	40 3/4	41 3/4	-1	- 2.39	15	280
N Liberty	16 5/8	16 5/8			11	213
N McGraw-Hill	79	75	+4	+ 5.33	19	1,967
A Media General	41 7/8	39 1/2	+2 3/8	+ 6.01	9	291
N Meredith	91	91 3/8	- 3/8	- .41	10	282
O Multimedia	32 1/4	32 3/4	- 1/2	- 1.52	12	328
A New York Times Co.	65	62	+3	+ 4.83	14	815
A Post Corp.	34 3/8	33 7/8	+ 1/2	+ 1.47	18	63
N Rollins	14 5/8	15 1/8	- 1/2	- 3.30	9	387
N Schering-Plough	44 3/8	42 1/2	+1 7/8	+ 4.41	13	2,361
N Signal Cos.	30 7/8	29 3/8	+1 1/2	+ 5.10	16	2,228
O Stauffer Commun.*	43	43			10	43
A Tech Operations	24 1/2	25 1/8	- 5/8	- 2.48	11	20
N Times Mirror Co.	64 3/4	63	+1 3/4	+ 2.77	16	2,211
O Turner Bcstg.	21 1/2	16 1/4	+5 1/4	+32.30	41	439
A Washington Post	60 1/2	60 1/4	+ 1/4	+ .41	17	855
N Wometco	32 3/4	33 1/8	- 3/8	- 1.13	18	447

CABLE						
A Acton Corp.	8	8			40	40
N American Express	55	53	+2	+ 3.77	9	5,280
O Burnup & Sims	8 1/8	8 3/4	- 5/8	- 7.14	9	71
O Comcast	20 1/2	21	- 1/2	- 2.38	16	91
N General Instrument	63 7/8	63 1/4	+ 5/8	+ .98	19	1,982
N Heritage Commun.	12 3/4	11 1/8	+1 5/8	+14.60	22	94
O Rogers Cablesystems	8 3/8	9 1/8	- 3/4	- 8.21	17	184
O Tele-Communications	28 3/8	28 1/8	+ 1/4	+ .88	79	597
N Time Inc.	47 7/8	46 3/8	+1 1/2	+ 3.23	20	2,443
O Tocom	10 5/8	11 1/4	- 5/8	- 5.55	8	60
N United Cable TV	20 7/8	20	+ 7/8	+ 4.37	18	228
N Viacom	28 3/4	30 1/2	-1 3/4	- 5.73	18	328

Exchange and Company	Closing Wed. Feb 23	Closing Wed. Feb 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	4 7/8	4 3/4	+ 1/8	+ 2.63	70	27
N Coca-Cola	48 3/4	47 5/8	+1 1/8	+ 2.36	17	112
N Disney	75 1/2	67	+8 1/2	+12.68	23	2,518
N Dow Jones & Co.	33 1/4	33 1/4			12	2,121
O Four Star	7 3/4	8	- 1/4	- 3.12	43	4
N Getty Oil Corp.	52 3/4	54 1/2	-1 3/4	- 3.21	6	4,269
N Gulf + Western	21 5/8	18	+3 5/8	+20.13	9	1,599
N MCA	37 3/4	39	-1 1/4	- 3.20	9	1,787
N MGM/UA	10 1/8	9 1/2	+ 5/8	+ 6.57	33	504
N Orion	18	18 7/8	- 7/8	- 4.63	3	123
O Reeves Commun.	17 1/4	18	- 3/4	- 4.16	6	141
O Telepictures	13 1/4	13	+ 1/4	+ 1.92	37	279
O Video Corp. of Amer.	6 3/8	6 5/8	- 1/4	- 3.77	7	11
N Warner	27 7/8	29 3/8	-1 1/2	- 5.10	6	1,771
A Wrather	22 5/8	23	- 3/8	- 1.63	27	50

SERVICE						
O BBDO Inc.	36 1/2	35 1/4	+1 1/4	+ 3.54	7	212
O Compact Video	5 5/8	5 3/8	+ 1/4	+ 4.65	2	18
N Comsat	70 5/8	67 3/4	+2 7/8	+ 4.24	14	565
O Doyle Dane Bernbach	22	24	-2	- 8.33	11	126
N Foote Cone & Belding	42 3/4	42 1/2	+ 1/4	+ .58	10	117
O Grey Advertising	81	78	+3	+ 3.84	7	46
N Interpublic Group	46 3/8	47 1/4	- 7/8	- 1.85	11	215
N JWT Group	30 3/8	33 7/8	-3 1/2	-10.33	72	160
O MCI Communications	41 1/4	41 1/8	+ 1/8	+ .30	29	3,966
A Movielab	4	4			5	7
O A.C. Nielsen	73 1/4	73 1/4			19	822
O Ogilvy & Mather	43 3/4	46 1/4	-2 1/2	- 5.40	12	186
O Telemation	5	4 3/4	+ 1/4	+ 5.26	13	5
O TPC Communications	2	2			1	2
O Unitel Video	8 3/4	9 1/4	- 1/2	- 5.40	15	11
N Western Union	41 1/2	42 1/2	-1	- 2.35	11	850

ELECTRONICS/MANUFACTURING						
O AEL	21 1/4	22	- 3/4	- 3.40	11	41
N Arvin Industries	19 3/8	19 1/8	+ 1/4	+ 1.30	19	134
O C-Cor Electronics	20 1/2	20	+ 1/2	+ 2.50	16	62
O Cable TV Industries	7	7 1/4	- 1/4	- 3.44	22	21
A Cetec	7 1/2	7 1/2			18	16
O Chyron	24 3/4	24 1/4	+ 1/2	+ 2.06	19	67
A Cohu	8	7 3/4	+ 1/4	+ 3.22	17	14
N Conrac	34 7/8	36	-1 1/8	- 3.12	18	78
N Eastman Kodak	88 1/2	85 5/8	+2 7/8	+ 3.35	13	14,380
O Elec Missile & Comm.	10	10 1/2	- 1/2	- 4.76	91	28
N General Electric	106 3/4	102	+4 3/4	+ 4.65	14	24,187
N Harris Corp.	51	47 3/4	+3 1/4	+ 6.80	24	1,597
O Microdyne	15	15 5/8	- 5/8	- 4.00	27	70
N M/A Com. Inc.	28 5/8	27 3/4	+ 7/8	+ 3.15	27	1,120
N 3M	76 1/2	77	- 1/2	- .64	14	8,982
N Motorola	111 1/2	111 3/4	- 1/4	- .22	23	4,252
N N. American Philips	57 3/4	56	+1 3/4	+ 3.12	11	799
N Oak Industries	13 3/4	15 3/4	-2	-12.69	8	224
A Orrox Corp.	7 1/4	8 1/8	- 7/8	-10.76	12	16
N RCA	22 7/8	22 3/4	+ 1/8	+ .54	11	1,726
N Rockwell Intl.	48 1/8	48 1/4	- 1/8	- .25	12	3,676
A RSC Industries	6 1/2	5 3/4	+ 3/4	+13.04	50	21
N Scientific-Atlanta	19	18 1/2	+ 1/2	+ 2.70	46	445
N Sony Corp.	13 1/4	14 1/8	- 7/8	- 6.19	12	3,056
N Tektronix	73 1/2	70 7/8	+2 5/8	+ 3.70	19	1,387
O Telemet (Geotel Inc.)	3 3/8	3	+ 3/8	+12.50	18	10
A Texscan	24 1/4	24 3/8	- 1/8	- .51	33	143
N Varian Associates	68 3/4	72	-3 1/4	- 4.51	23	635
N Westinghouse	45 7/8	45 3/8	+ 1/2	+ 1.10	9	3,947
N Zenith	14 7/8	14 1/2	+ 3/8	+ 2.58	93	281

Standard & Poor's 400 Industrial Average 164.26 166.61 - 2.35

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

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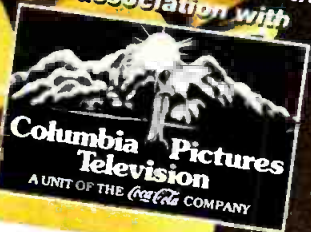
Angie Dickinson is *POLICE WOMAN*, the key to capturing young urban adults 18-49 like no other crime drama on TV!

POLICE WOMAN. 91 hours.
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POLICE WOMAN



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TELECASTINGS



Inside Smithsonian

Smithsonian Discovery Theater, a series of one-hour specials about the exhibits of the Smithsonian Institution, is now being distributed by 20th Century-Fox Television for broadcast beginning next fall. Co-produced by NEP Programs Inc., Wilkes-Barre, Pa., and Michael Young Productions, Los Angeles, the series uses celebrities to illustrate three or four topics in each episode. The just-completed pilot features appearances by Robert Guillaume, star of the ABC-TV series, *Benson*, and the Broadway cast of "Cats." About eight specials will be produced each season, according to NEP Programs president, Michael Fields. Michael Young Productions has produced a number of syndicated series, including *Soap World*. NEP Programs is a subsidiary of NEP Communications Inc., owner of WNEP-TV Wilkes-Barre-Scranton.



SDT's Jim Davis, Michael Young and James Morris Jr.

Peacock plucked

NBC-TV lost one of its smaller affiliates to ABC-TV last week bringing the total of NBC affiliates captured by ABC to 12 since November 1981. (Of those 12, four are satellites.) South Dakota Broadcasting Co.'s KSFY-TV Sioux Falls (ch. 13), and its satellites, KABY-TV (ch. 9) Aberdeen and KPRY-TV (ch. 4) Pierre, will become primary affiliates of ABC under an agreement that is to become effective within the next six months. The three stations together reach a 62-county area in five states, South Dakota, Iowa, Minnesota, Nebraska and North Dakota, and bring the total of ABC affiliates to 212. ABC will discontinue its affiliation with KDLT-TV (ch. 5) Mitchell-Sioux Falls.

Bonanza's back

The Ninth U.S. Circuit Court of Appeals in Los Angeles has reinstated a \$105-million antitrust suit originally filed in January 1981

against NBC-TV and a syndication company by the producer of the television programs, *Bonanza* and *High Chaparral*. The suit charges that the network and National Telefilm Associates engaged in so-called "block booking" practices when the series were syndicated to local stations following their network runs. A spokesman for producer David Dortort, plaintiff in the case, said the claims against NBC are primarily related to alleged neglect of "fiduciary responsibility."

Dortort is charging that the value of *Bonanza*, which aired in 1959-1973, and *The High Chaparral*, which aired in 1968-1971, was reduced by the alleged block booking, and he seeks \$35 million in damages. The award would be trebled if upheld since it involves antitrust practices. The appellate court's action, overturning a lower court holding that Dortort had no grounds to sue since he was a profit participant in the syndication, clears the way for a Los Angeles district court trial, probably within the next

12 months. NBC had syndication rights to *Bonanza* before selling them to NTA following the implementation of the FCC's financial-interest and syndication rules in 1973.

Report cards

Thousands of Beverly Hills, Calif., parents have received brochures from the city's school district claiming excessive television viewing has a negative impact on students, "both academically and emotionally." About 3,800 households received the February mailing, which suggests that parents limit the time their children watch television, monitor children's viewing and direct the children to other activities. The document presents results of statewide testing that found students who watch less than one hour of television per day scored consistently higher on basic skills tests than those watching three hours or more per day. The brochure concludes: "After hundreds of scientific studies and decades of debate, the jury is in. Not only does television violence have detrimental emotional effects on our children, but the mere passive process of watching is equally detrimental, both academically and emotionally. And Beverly Hills children are no exception."

Alcohol wary

The Caucus for Producers, Writers and Directors, a Hollywood-based entertainment industry association, has issued a statement warning the creative community that alcohol is the first "drug of choice in the United States" and its abuse ought not be made to appear "cute, macho, or acceptable" in television and films. The Caucus suggests: "Try not to glamorize the drinking

Poised Metromedia. "Metromedia is ready to explode," said Bob Bennett, president of that company's broadcasting and production divisions, who hosted a reception in New York last Tuesday (Feb. 22) to offer advertising executives an update on his company's activities. Recently announced plans for a once-a-week movie network are not meant to "hurt the networks," he said, but to offer independent stations a way out of the programming shortage that could develop if the FCC repeals its financial interest and syndication rules. "We're doing it for our own salvation." The proposed network will probably offer an evening of prime time entertainment, perhaps on Saturday or Sunday, he said. Metromedia is "not planning now or in the future to try to fill up a full-service fourth network." It is, however, substantially strengthening the news operations at its owned stations in an effort to gear up for a 10 to 11 p.m. nightly national newscast "in some form." Metromedia Producers Corp. is now the "largest producer of first-run syndicated programming," according to Chet Collier, executive vice president of MPC's syndication division. Among the company's offerings are *Healthbeat*, a weekly half-hour that reaches 60% of U.S. homes, *Tom Cottle Up Close*, now covering 50% of the U.S., and *Pantomime Quiz*, a half-hour game show Metromedia is offering as an alternative to magazines in access.

or serving of alcohol as a sophisticated or an adult pursuit. Avoid showing the use of alcohol gratuitously in those cases when another beverage might be easily and fittingly substituted. Don't associate drinking alcohol with macho pursuits in such a way that heavy drinking is a requirement for proving oneself a man.

Farm follow

The 11th in a continuing series of *Capital Cities Special Reports*, examining the economic problems of American farmers, will be nationally syndicated April 4-17 on more than 150 stations. The television documentary will be sponsored on a barter basis by the Fram Corp., East Providence, R.I. Tom Wicker, associate editor of the *New York Times*, will serve as host of the program, titled "Our Daily Bread." The series is a Capital Cities Communications production.

JFK revisited

Golden West Television is distributing *Being with John F. Kennedy*, a two-hour television special incorporating exclusive footage from four films shot during Kennedy's campaign and term in office. Two of the documentary films have never been shown on television. The program is produced by former network television correspondent Nancy Dickerson and film producer Robert Drew, who originally produced four candid films used in the special.

On location

Why in the World, the Public Broadcasting Service's twice-weekly series bringing together students and experts to discuss current events, will be originating from WNET(TV) New York for the next nine weeks with CBS television commentator Jeff Greenfield as host. In all, 22 shows will be taped at the station. In addition to his work on CBS's *Sunday Morning* and the *CBS Morning News*, Greenfield has authored or co-authored nine books, including "Television: The First 50 Years" and "Playing to Win." Among guests lined up to meet the students: CBS reporter Mike Wallace, New York Mayor Ed Koch and political media consultant David Garth. *Why in the World* is a co-production of Satellite Education Service Inc. and KCET(TV) Los Angeles in association with WNET. In the past, shows have originated from Los Angeles, Washington and Disney World in Orlando, Fla.

Job fair

In a move designed to help Connecticut's jobless, WTXN-TV Waterbury, Conn., will produce and carry a two-hour *Job Call* program on Sunday, March 8, from 6-8 p.m.

The live program will include interviews with job placement specialists and a selected group of unemployed citizens and appearances by local government officials. Leading state employers are expected to pledge jobs for the program. In addition, a phone bank will be installed to take viewers' calls inquiring about jobs that will be listed and broadcast during the program.

Christopher Awards

We Congratulate the 1983 Winners

Christopher book, film and television awards are given each year to writers, producers and directors for artistic excellence in creating works that affirm the highest values of the human spirit.

Television Specials

Blood and Honor (Independent Network) Daniel Wilson, executive producer; Linda Marmelstein, supervising producer; Bernd Fischerauer, director; Robert Muller, writer

Brooklyn Bridge (WNET/PBS) Richard Kilberg, executive producer; Ken Burns, producer/director; Amy Stechler, writer

FDR—ABC News Special Presentation Pamela Hill, executive producer; Richard Richter, Robert E. Frye, senior producers; Richard Gerdau, Jon Fauer, Tom Priestley, directors; Ann Black, Ed Harris, Richard Gerdau, Richard O'Regan, Tom Priestley, Kathy Slobogin, producers; Ann Black, David Brinkley, Richard Gerdau, Peter Jennings, Tom Priestley, Kathy Slobogin, Richard Threlkeld, Steve Zousmer, writers

The Flight of the Condor (WNET/BBC) George Page, executive producer; Michael Andrews, producer/writer; David Heeley, producer of "Nature" series

Lois Gibbs and the Love Canal (CBS) Robert Greenwald and Frank von Zerneck, producers; Glenn Jordan, director; Michael Zagor, writer

NBC White Paper: Facing up to the Bomb Sy Pearlman, producer; Gerald Polikoff, director; John Hart, writer

Night of 100 Stars (ABC) Alexander H. Cohen, executive producer; Hildy Parks, producer and writer; Roy A. Somlyo, co-producer; Clark Jones, director

Oh, Boy! Babies!—An NBC Special Treat Carole and Bruce Hart, executive producers; Carole Hart, producer; Gail Frank, director; Bruce and Carole Hart and Sherry Coben, teleplay

Roses in December: The Story of Jean Donovan (PBS) Ana Carrigan, producer/director/writer; Bernard Stone, producer/director

The Scarlet Pimpernel (CBS) Mark Shelmerdine, executive producer; David Conroy, producer; Clive Donner, director; William Bast, writer

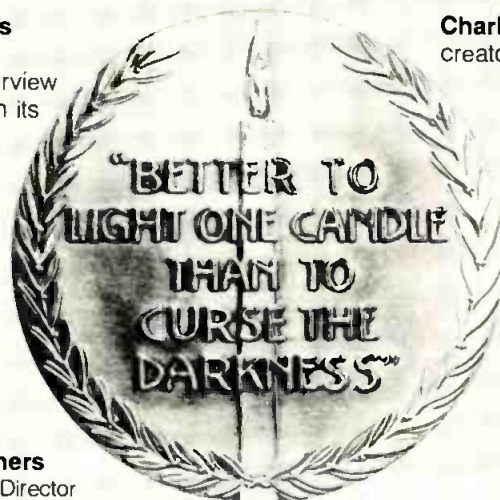
A Woman Called Golda (Independent Network) Harve Bennett, executive producer; Gene Corman, producer; Alan Gibson, director; Harold Gast and Steven Gethers, writers

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Getting in tune with country radio

With record attendance, annual Country Radio Seminar offers speeches, workshops on various parts of station operations

There's a lot of country music in Nashville, especially on Friday and Saturday nights, but there was more interest than usual on Feb. 18 and 19 as 640 radio and record industry executives gathered at the Opryland hotel for the 14th annual Country Radio Seminar sponsored by the Organization of Country Radio Broadcasters (OCRB).

This year's attendance set a record, reflecting the growth and strength of that format. Country music is now the second most-listened-to format on radio, according to a Torbet Radio study. And according to the Country Music Association, the number of full-time country stations on the air in 1982 rose 18.4% to 2,114, while the number of stations now airing at least five hours of country music per day stands at 3,055.

The conference agenda included speeches and 22 workshops on topics ranging from agribusiness to image marketing. Hot topics of discussion included whether stations should use long playlists (more than 50 records) or short and the value of on-air personalities.

For the second consecutive year, exhibitor suites were allowed in the evening. Sixteen companies were on hand to offer programming and other services.

The 11-member OCRB board of directors filled five seats on Saturday and elected new officers on Sunday morning. Jim Ray, vice president/general manager of KMMM(AM)-KOKE-FM Austin, Tex., was elected president. Ray, who was this year's seminar agenda committee chairman, succeeds Bob English, vice president/general manager, WMLX(AM)-WUBE(FM) Cincinnati. Re-elected as the association's executive vice president, secretary and treasurer, respectively, were: Roy Wunsch, senior vice president, marketing, CBS Records, Nashville; Susan Roberts, administrative assistant, OCRB, and Jeff Walker, president, Aristo Music Associates, Nashville.

Next year's Country Radio Seminar is scheduled for March 1-3 at the Opryland hotel.

Long vs. short playlists

One of the more popular sessions of the seminar centered on the growing controversy over the length of station record playlists. Favoring longer lists (50 or more songs) were Michael Oatman, executive vice president, Great Empire Broadcasting, Wichita, Kan., and Lon Helton, program director, KHJ(AM) Los Angeles. Defending shorter lists were Dene Hallam, program director,

WKHK(FM) New York, and Daniel O'Toole, national program director, Capitol Broadcasting Corp., Mobile, Ala.

Oatman, the more vocal advocate for longer playlists, said that no arbitrary figure should be assigned to the number of records a station plays. Stations should break new records, he said. "Too much repetition of any hot record will burn out the audience." Oatman warned the audience that stations have to start discovering new artists. "Otherwise there will be nothing left to country music in 50 years."

Helton said that by having a longer playlist, stations can avoid duplication of songs. Helton noted that his station uses new music as a "buffer" for high-rotating "current" songs on the list.

As for the use of shorter playlists, Hallam said stations in small and medium markets can have more flexibility in adding songs, while major market stations need tight lists to keep up with the intense competition. O'Toole said that most program directors in the top 50 markets favor shorter playlists, according to an "informal" survey conducted by his staff. In markets 50 to 75, 62% of the respondents favored shorter lists, O'Toole said, while in markets 75-100, 50% liked short lists. Additionally, 74% of those who voiced support for shorter playlists were the top-rated country stations in their market, O'Toole noted.

The findings of the study were gleaned from questionnaires received from 61 stations across the country.

Radio agribusiness

Farm reporting is becoming big business for country radio stations covering farm areas. That was the message echoed by panelists at an early morning session examining radio's agribusiness.

Ed Shane, program director, KTRH(AM) Houston, cited published reports illustrating the growth of farming in 1982. In that year, 44 million Americans grew some of their own food and 86% were involved in some type of gardening, Shane said.

"Advertisers need you for placing spots in farm reports just as much as you need them," said Ralph Seeley, broadcast operations director, Livestock Business Advisory Services, Kansas City, Mo.

Seeley, who anchors *The Helming Report*, five-minute farm features fed to stations twice each weekday, said general managers should equip their farm departments with the proper tools, such as a market quotation system and syndicated farm programming. A farm department can't be started overnight. It takes two years of devotion by a station before it really begins to pay off, he said.

Russell Lamb, general manager of



Keynoter Chuck Blore

WOOR(FM) Oxford, Miss., told the audience of his success in selling out a series of daily *Progressive Farmer Network* reports to advertisers before the show debuted. That was the only way the station manager would allow the show to go on the air, he said.

Bill Wells, sales manager of KSO(AM) Des Moines, Iowa, said his station started broadcasting farm reports in 1975—one year after the station switched to a country format—"and it hasn't hurt our ratings in the metro market." Wells said the station staff conducted a survey showing that farmers want farm information often and throughout the day. And 66.5% preferred to listen to a country station, he added.

Generating new business

Changing times are creating opportunities for radio stations to find new accounts, according to Gary Drenik, a regional Radio Advertising Bureau executive from Willoughby, Ohio, at a session designed to show station managers ways to increase sales. Among developments cited as worth investigating were: (1) Legislation. Deregulation in many industries is leading to increased competition. (2) New technology. Japanese manufacturers will start to market personal computers aggressively in the U.S. (3) Health care. Hospitals have begun to market their services directly to consumers.

Advice on how to communicate with retail customers was offered by Susan Smith, manager of retail advertising, Sealy Inc., Chicago, who told the station managers in the audience that their sales staffs should deal with retailers in "simple, nonratings terminology." The sales staff needs to work with retailers in writing clear, concise copy and selecting proper jingles, she said. As for co-op advertising, sales people should know everything there is to know about available co-op dollars for the client, she said. □

Barry & Enright to take bigger plunge in production for television, cable

Independent production company, whose mainstays are 'Joker's Wild' and 'Tic Tac Dough,' to unveil two pilots at NATPE

Barry & Enright Productions, an independent company whose mainstay has been game shows, is shifting emphasis to cable, network and theatrical film production, according to President Jack Barry. In an interview with BROADCASTING, Barry emphasized that the firm's two syndicated game shows, *Tic Tac Dough* and *Joker's Wild*, "are still the backbone of the company, which enables us to branch out into other fields."

Barry & Enright announced last week that both series, distributed by Colbert Television Sales, will continue in first-run production for the 1983-84 season. Colbert is 50%-owned by the production company and distributes programming from other producers as well. Altogether, Barry said, his company has allocated about \$20 million for production this year. "We have a great number of things in development," Barry said, including "seven movies made for television, one

theatrical motion picture, six cable specials, 10 1/2-hours of situation comedies and three 90-minute music specials."

In addition, Barry & Enright Productions is partnered with Columbia Pictures Television and Richard Lewis Productions in the limited comedy series, *Mama Malone*, premiering on CBS-TV next month in prime time. The firm, headed by Barry and long-time associate Dan Enright, is also syndicating two first-run series, *Jack Anderson Confidential* and *Soap World*, the latter in association with King World Productions. Barry, expressing disappointment in the time periods that the two shows have been given on stations that carry them, said the fate of the two properties is uncertain. Another series, *Nipsey Russell's Juvenile Jury*, is in its first 20-episode season on cable's Black Entertainment Network.

According to Barry, one of the most successful ventures for the company has proved to be theatrical film production. After completing several unprofitable films, Barry & Enright produced "Private Lessons" at a cost of about \$2.5 million. The movie, distributed by Universal Studios, has recouped "close to \$45 million," according to Barry, and will be followed by *Private School*, a film in the same genre, next July. Said Barry: "We will become very involved in motion pictures."

Barry said his separately owned cable company will "probably not go much further in cable [system] ownership, because of the cost of developing new cable systems." One exception is in Los Angeles, where Jack

Ratings Roundup

The 18-hour mini-series, *Winds of War*, brought ABC-TV its fourth weekly ratings win in the 1982-83 prime time season for the week ending Feb. 13. The mini-series attracted an estimated 140 million viewers over its seven-day telecast and displaced an earlier ABC mini-series, *Roots*, as the most-watched network mini-series in television history.

The First 20

1.	<i>Winds of War, part VII</i>	ABC 41.0/56
2.	<i>Winds of War, part II</i>	ABC 40.2/54
3.	<i>Winds of War, part IV</i>	ABC 39.0/57
4.	<i>Winds of War, part III</i>	ABC 38.7/54
5.	<i>Winds of War, part V</i>	ABC 36.1/51
6.	<i>Winds of War, part VI</i>	ABC 35.2/49
7.	<i>60 Minutes</i>	CBS 26.4/40
8.	<i>Magnum, P.I.</i>	CBS 21.7/32
9.	<i>Love Boat</i>	ABC 21.5/34
10.	<i>Fall Guy</i>	ABC 21.5/32
11.	<i>Amarda's</i>	ABC 21.4/31
12.	<i>Laverne & Shirley</i>	ABC 20.2/28
13.	<i>Condo</i>	ABC 19/30
14.	<i>T.J. Hooker</i>	ABC 18.5/30
15.	<i>A Team</i>	NBC 18.5/26
16.	<i>Dallas</i>	CBS 18.5/25
17.	<i>Happy Days</i>	ABC 18.2/26
18.	<i>CBS Tuesday Night Movies— "Caddyshack"</i>	18.1/25
19.	<i>Different Strokes</i>	NBC 18.0/29
20.	<i>Wall Disney Valentine</i>	CBS 18.0/25

The Final Five

57.	<i>Highway Honeys</i>	NBC 9.9/14
58.	<i>Bring 'Em Back Alive</i>	CBS 9.9/16
59.	<i>CBS Wednesday Night Movie— "The In-Laws"</i>	CBS 9.7/14
60.	<i>Magic or Miracle</i>	NBC 8.1/11
61.	<i>St. Elsewhere</i>	NBC 6.6/10

CMX
IS OUT TO
REVOLUTIONIZE
EDITING.

THE EVOLUTION GOES ON.

Barry Cable intends to bid on a new franchise serving the proposed 8,000-household Playa Vista community, adjacent to the Playa del Rey/Westchester franchise already held by Barry. The new franchise would give Barry a potential subscriber base among seven separate Los Angeles area franchises of about 25,000 homes, he estimated. Barry pegs current subscribership of franchises in Illinois and Alabama at between 12,000 and 18,000. "We have options on several additional franchises," he said, "but will probably stay put with what we have for a while."

"We are developing a group within this company that will devote itself entirely to the production of programs for cable," Barry said. The group is to be headed by Doug Jarvis and based in Barry & Enright's Century City, Calif. headquarters. (Barry's cable operations are overseen from an office in Torrance, Calif.)

Barry & Enright expects to have two pilots ready for the NATPE International exposition next month. Barry described them as, "in a general way, dealing with human emotions."

Ratings Roundup

With ABC-TV's *The Winds of War* subsided, CBS-TV edged back into first place in the prime time Nielsen ratings for the week ended Feb. 20, nosing out ABC by eight-tenths of a rating point. CBS had an 18.2 average rating/28 average share; ABC 17.4/27, and NBC 16.3/25.

Thanks to *Winds*' spectacular performance the week before, ABC is just six-tenths of a point behind CBS in the season-to-date averages—and uncatchably ahead in the ratings for the February local-measurement sweeps.

Part One of NBC's four-hour *Rage of Angels* mini-series on Sunday (Feb. 20) pulled a 22.3/34 to rank fourth for the week. Less successful was NBC's *Bare Essence* premiere in a two-hour episode on Tuesday, which at 15.0/23 lost more than five rating points from its lead-in, *The A Team* (20.6/31), and trailed both the regular Tuesday lineup on ABC and the *CBS Tuesday Night Movie: Murder in Coweta County* (20.9/33). For its part, *A Team*, making its second appearance, provided the best performance NBC has had in that time period in two years, up five share points from its premiere and six share points ahead of *Happy Days* (16.7/25) competition on ABC. NBC researchers said it was the worst beating *Happy Days* had ever received in that time period from a regularly scheduled program.

The *ABC Monday Night Movie*, starring Ann-Margret in her TV drama debut in the made-for-TV *Who Will Love My Children?* was the week's fifth-ranked program at 22.2/33. Two new series entries on ABC, making their second weekly appearances, came in second in the Thursday 8-9 p.m. NYT block: *Condo*, at 8 p.m., had a 17.8/27 and *Amanda's*, at 8:30, had a 16.7/25. They didn't approach CBS's *Magnum P.I.* (23.3/35) but easily outdid NBC's *Fame* (13.7/20).

Two NBC specials, *TV Censored Bloopers* and *Candid Camera Special*, back to back

'Digest' ad causes stir in Midwest

Full page in 'New York Times' claims Tulsa, Okla., is forerunner of future where prime time network viewing slides as number of cable channels increases

Reader's Digest took a full-page advertisement in the *New York Times* two weeks ago and plans other insertions in marketing trade publications to call attention to research showing erosion of television network share in prime time in Tulsa, Okla.

The advertisement, headlined "Tulsa is Driving the Networks Nuts," cited an A.C. Nielsen study commissioned by a leading agency which found that network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and

in the 9-11 p.m. block Monday night, outperformed CBS's regular Monday lineup but fell short of the Ann-Margret movie on ABC. *Bloopers* scored 21.1/30; *Candid Camera*, 20.6/33.

An ABC special, *Dom De Luise and Friends*, at 8:30-9:30 on Wednesday drew a 19.5/28, beating out both CBS's *Seven Brides for Seven Brothers* (16.9/25) and NBC's *Real People* (14.3/21).

In the season-to-date averages CBS now leads with 18.2/29, followed by ABC at 17.6/28 and NBC at 15.5/25. For the February Nielsen and Arbitron sweep periods, which end this week, ABC has a 24.1 rating average, CBS a 17.3 and NBC a 15.2.

The First 20

1. <i>Dallas</i>	CBS25.8/40
2. <i>60 Minutes</i>	CBS24.8/40
3. <i>Magnum, P.I.</i>	CBS23.3/35
4. <i>NBC Sunday Night Movie—Rage of Angels, part I</i>	NBC22.3/34
5. <i>ABC Monday Night Movie—Who Will Love My Children?</i>	ABC22.2/33
6. <i>Falcon Crest</i>	CBS22.1/37
7. <i>Jeffersons</i>	CBS22.1/32
8. <i>M*A*S*H</i>	CBS21.8/31
9. <i>Love Boat</i>	ABC21.6/36
10. <i>Simon & Simon</i>	CBS21.5/32
11. <i>TV Censored Bloopers (S)</i>	NBC21.1/30
12. <i>Dynasty</i>	ABC20.9/36
13. <i>CBS Tuesday Night Movies—Murder in Coweta County</i>	CBS20.9/33
14. <i>That's Incredible</i>	ABC20.9/31
15. <i>Fall Guy</i>	ABC20.9/31
16. <i>One Day at a Time</i>	CBS20.8/31
17. <i>Candid Camera Special (S)</i>	NBC20.6/33
18. <i>A Team (N)</i>	NBC20.6/31
19. <i>Three's Company</i>	ABC20.7/30
20. <i>Hill Street Blues</i>	NBC19.9/32

The Final Five

57. <i>CBS Saturday Night Movie—The Fighter</i>	CBS11.4/20
58. <i>Family Tree (N)</i>	NBC10.7/20
59. <i>Voyagers (N)</i>	NBC10.7/17
60. <i>ABC Friday Night Movie—First Family</i>	ABC10.7/17
61. <i>Bring 'Em Back Alive (N)</i>	CBS9.5/17

56% in 36-channel homes. It called Tulsa "the future. in microcosm."

At the same time, the *Digest* released results of another study it had commissioned to see how the top 15 magazines fare in the same cable and noncable environment. Conducted by Audits and Survey, this study found "there is absolutely no erosion of magazine coverage or readership in cable homes," according to the *Reader's Digest* ad. The magazine concluded that the audience not reached by the networks can be reached most effectively by magazines, particularly the *Digest*.

David Poltrack, vice president, research, CBS/Broadcast Group, said the *Digest* ad-

TULSA is driving the networks nuts.

Newest share of adverst. & reading: Full Network cuts as up to 70%. And certain to 100%.

The future, in measurements can be found in Tulsa, where half of all cable homes already have 36 channels, while the rest have 12 channels. A leading A.C. Nielsen study in another television market shows that network shares are dropping.

The network share of prime-time viewing averaged 90% in non-cable homes.

- In 12-channel homes, network viewing dropped to 74%.
- In 36-channel homes, network viewing plummeted to 56%.

Tulsa, Oklahoma, is representative of what's happening all across America. And happening fast.

The *Digest* commissioned Audits & Surveys to study Tulsa to see how the top 15 magazines fare in the same cable, non-cable situation and found there is absolutely no erosion of magazine coverage or readership in cable TV homes—the very homes advertisers want most.

These findings hardly justify a special tabulation of the nationwide Fall 1982 NIELSEN study.

where magazine reading was underway by cable and pay-TV availability.


How, then, can 100% reach the network advertiser? Certainly not by adding more television. It's a simple matter of reaching the audience that's not reached by the networks.

Conclusions:

It's no longer a matter of a television exposure vs. a print exposure. It's a matter of a print exposure vs. no exposure at all.

And that's not enough why, more than ever, the last million dollars of local television has its results better spent as the first million dollars of a magazine budget.

Ad and Sales representatives for a copy of the study, or more Reader's Digest information, write: Reader's Digest, 300 N. Zeeb Road, Hightstown, NJ 08520.



vertisement was based on a study commissioned by Ogilvy & Mather, whose findings were released late last year (BROADCASTING, Nov. 29, 1982). He said they are not at variance with projections made by CBS recently placing network prime time shares in 1990 at an average of 70%, with 80% in noncable homes, 60-plus in basic cable households and 54% in pay cable homes. Poltrack believes that the growth in the number of 36-channel homes will be limited because of viewers' unwillingness to pay more money, the decline in the years ahead of cable programming services and the industry's inability to fill so many channels. He said that part of the network's decline in shares in Tulsa can be attributed to the large number of distant independent TV stations available there.

Roger Rice, president of the Television Bureau of Advertising, said the *Digest* is inaccurate in describing Tulsa as the future in microcosm.

He said Tulsa has almost 50% cable penetration, making it 11th among 211 television ADI's. He also disputed the magazine's contention that the audience not reached by prime time network television can be reached most effectively by magazines. Rice said advertisers can turn to affiliates in non-network dayparts, to independent stations and to networks in periods outside of prime time.

'Pirates' yields 10% penetration

Distributor Universal says it is too soon to determine film's success on pay

According to statistics released last week by Universal Studio's pay television division, about 125,000 viewers paid \$10 per TV set to see "Pirates of Penzance," the first film to premiere simultaneously in theaters and on pay television.

Gerald Hartman, vice president of marketing for the division, said "it will take months to find out who went to theaters and who stayed home and watched" the Feb. 18 pay-per-view release. He said it was too early to tell whether the experiment was a success. Earlier, Universal had asked subscription television services to guarantee a minimum 30% penetration. However, the studio estimated that 10.4% of the approximately 1.2 million potential subscribers signed up.

Since Universal split its revenue with operators, its pay-per-view box office was about \$600,000, compared with \$225,000 grossed on opening night in approximately 100 theaters. The five ON TV STV systems carrying "Pirates" averaged a 10.4% penetration, slightly above the 10.1% who signed up last November for "Sophisticated Ladies" and 31% who paid extra for "Star Wars" in September. ON TV subscriptions ranged

from 7% in Dallas-Fort Worth to 13% in Phoenix.

In Los Angeles, where the film was available on both cable and STV, SelecTV reported a sign-up rate between 10% and 12% among its 107,000 STV subscribers. Valley Cable said 7% of its 16,000 subscribers took the movie. Cable systems had reportedly been asked to guarantee a 15% penetration rate. □

Radio's exclusion from study explained

A New York research firm has denied that its exclusion of radio from a recent study of leisure time activities (BROADCASTING, Jan. 10) implied that radio is not a dominant medium.

That implication had been imputed to Research & Forecasts Inc., which did the survey for United Media Enterprises, a Scripps-Howard company involved in newspaper syndication, television production and book publishing. The release of the study triggered immediate criticism which R&F sought to answer with an explanation of radio's absence.

The explanation didn't satisfy Mike McGee, vice president and general manager of WGSO(AM) New Orleans, who wrote R&F President John Crothers Pollock to say it "epitomizes the art of circumlocution." Nor did it satisfy the National Radio Broadcasters Association, which advised members

through its newsletter that the survey "must have been taken during a full moon."

Answering the initial repercussion, R&F's Pollock emphasized that the survey concentrated on leisure time activity whereas "radio is so closely meshed with so many other activities that respondents had difficulty in discussing radio as a separate thing they focus on for a specific period of time. Radio was removed from the list of leisure activities included not because it was overlooked but because it is so universal as to be almost indistinguishable from other aspects of daily concern." Pollock said that R&F's decision followed a pre-test of the questionnaire.

WGSO's McGee wrote Pollock that he hoped "your firm will have the fortitude to junk the report, admit a mistake was made and conduct the study once again in a completely fair manner."

NRBA charged that Pollock's explanation to Joseph Tiernan, its membership services director, "was a perfect example of gobble-dygook."

However, Pollock, stuck to his guns. "Of course, if we had been doing a study of media, radio-listening would have shown up significantly," he said. He conceded, in retrospect, that some footnotes might have helped to clarify the status of radio, a medium that he had described to NRBA's Tiernan as one "so closely meshed with so many other daily activities... that it is scarcely distinguishable from eating, sleeping and breathing—the daily round of activities engaged in to satisfy basic needs." □

In Sync

Concern over gigahertz

The rise of satellite broadcasting may have a more immediate impact on broadcasters than heretofore thought. When the FCC allocated the 12.2 ghz to 12.7 ghz band to the direct broadcast satellite service last summer, it opened a new proceeding aimed at finding new spectrum for the terrestrial microwave operators that now use that band. At first it was presumed that the displaced microwave operators would be moved up into the 18 ghz band, but in January the FCC expanded the proceeding to consider allowing microwave operators to use a number of frequencies above 947 mhz now used for broadcast auxiliary services, including ENG links, dispatching and studio-to-transmitter links.

Concerned that an FCC action in the proceeding might be detrimental to broadcasters, the National Frequency Coordinating Committee, a group formed by the Society of Broadcast Engineers, decided to sponsor a tutorial in Washington within the next three or four weeks to enlighten FCC regulators on how broadcasters use the auxiliary bands and how unwise decisions regarding the bands might harm broadcasters. According to Richard Rudman, chief engineer, KFWB(AM) Los Angeles, and chairman of the NFCC, broadcasters want a guarantee that there will be enough channels available

for mobile links, critical to ENG and some sports production.

Rudman would also like to slow down the proceeding. "I think the FCC is acting with undue haste," he said. When the FCC revised its proceeding last January, it gave affected parties until March 25 to prepare and submit their comments and, according to Rudman, that is just not enough time. If the SBE board agrees with him, he said, the organization will formally ask the FCC to extend the comment deadline.

Microband's case

The fate of Microband Corporation of America's proposal at the FCC to increase the number of MDS channels in each market from two to 14 depends in large part on its ability to deflect opposition from educational institutions and other users of the Instructional Television Fixed Service, from which the new MDS would be taken. Microband Chairman Mark Foster has tried to stress to FCC officials and to the press that Microband's proposal would not deprive any current user of ITFS band on his channels. The Microband plan is based on the premise that there are plenty of unused or underused ITFS frequencies in most markets. According to information Foster gave BROADCASTING, none of the 28 channels dedicated to the service in Pittsburgh; Port-

land, Ore., and Providence, R.I., are now in use. If Microband's plan is approved by the FCC, Foster said, it might be necessary to shift the channels of some ITFS users in some markets to improve spectrum efficiency, but, Foster said, Microband will be willing to pick up the cost of the channel shifting in markets where it is involved. According to Microband's proposal, the 14 MDS channels would be divided among three operators—two would receive five channels and one would receive four. The carriers would lease the channels to operators who would program them with a mix of advertiser-supported and pay programs attractive enough to allow them to compete with cable systems. Foster said the creation of such a service could benefit many ITFS users. Microband's operators, he said, would be willing to distribute ITFS programming along with their entertainment programming. Most ITFS channels are used to distribute instructional programming to schools and other institutions, but Foster said he believes such programming would do more good if it were delivered to homes.

Assuming that the FCC accepts the Microband plan, it will have to decide how to grant the three blocks of channels in each market. To avoid a deluge of applications that could stall the introduction of multi-channel MDS service, Foster said, Microband is also pushing the idea that the first two blocks of channels be awarded to the

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licensees of the two MDS channels in each market. Since Microband is the leading MDS carrier, such a grandfathering scheme would serve its interests well.

NDBSA?

Washington, where the Yellow Pages list seven pages of associations ranging from the American Fertility Society to Zero Population Growth Inc., had better brace for a new entry. Proponents of the direct broadcast satellite service, meeting in Washington at the invitation of Alcoa-NEC Communications Corp., decided they need a trade association of their own. According to John Eagan, manager of the business planning group of Coopers & Lybrand, the Washington management consulting and accounting firm that organized the meeting for Alcoa-NEC, the proponents, representing most of the DBS applicants and a number of satellite and earth station manufacturers, formed a planning committee that will come up with the charter and structure of the association. The committee is scheduled to meet on or about March 21 in Washington, he said.

The primary or at least the initial purpose of the association will be to come up with the standards for a low-cost home earth station. Such standards, favored by most of the DBS permittees, would permit the manufacture of earth stations capable of picking up all DBS services. The standards are particularly important to the earth station manufacturers, such as Alcoa-NEC, which are eager to tool up for the new market. The proponents had hoped to discuss the standards at the meeting last week, but lawyers advised them that they should put off such talk until the association is formed to avoid any anti-trust problems. One of the DBS applicants, United States Satellite Broadcasting, has asked the FCC to establish an advisory committee to address the standards question, and, according to Eagan, the consensus of the proponents was that the FCC should create such a committee. Its efforts could be coordinated with those of the DBS association, Eagan said.

Although the need for standards may be the catalyst, the association will fulfill other functions. It will publicize the industry, collect information and statistics on it and represent it before government regulators. (One problem the proponents have already identified, Eagan said, is the outlawing by zoning ordinances of home earth stations of any size.)

The spoiler

A new study prepared by the Yankee Group concludes that the medium-power satellite broadcasting service planned by United Satellite Communications Inc. for launch this fall will act as "the spoiler," capturing the rural market targeted by Comsat's Satellite Television Corp. and other prospective high-power direct broadcast satellite operators long before their services are launched. The satellite transponders USCI plans to use are but one-tenth the power of the ones the high-power operators have proposed. But the study supports USCI's contention that "the booming signals of high power DBS are tantamount to overkill" in light of improvements in earth station technology. The

study predicted that USCI's entry into the market would be the catalyst for an industrywide scaling down of DBS from the 200-watt transponder level favored by the high-power operators to the 40-watt to 100-watt range. "This in turn will dramatically improve the economics of DBS in general," the study said, "making it much more competitive with cable and terrestrial broadcasting as a delivery medium." The marketplace threat of USCI combined with the acceptance of medium-power DBS will prod the high-power DBS operators to advance their schedules to put up competing systems in 1985 or 1986.

Because of its early start, USCI's only competition at first will be the sellers of C-band earth stations, which can be used to intercept satellite-delivered cable programming services. The study said USCI would capture the lion's share of the direct-to-home market, its revenues rising to \$160 million by 1984.

Dropping out

Having failed to win the contract to supply United Satellite Communications Inc. with earth station components, Orrox announced it was curtailing operations of Satcom, a subsidiary formed in mid-1980 to develop and manufacture earth stations for the satellite broadcasting business. USCI announced earlier this month (BROADCASTING, Feb. 7) that it had agreed to buy \$600 million worth of earth stations from General Instrument, which owns a piece of USCI. But what crushed Satcom was GI's decision to acquire \$200 million worth of low-noise block converters—one of the key elements of an earth station—from Japanese manufacturers rather than Satcom. According to Orrox President and Chief Executive Officer Philip Arenson, Satcom is out of the manufacturing business, but that it may license some of the technology developed over the past three years at a cost of \$3 million to other manufacturers. Prospects for Satcom were also dashed, Arenson said, by the announcement of Oak Industries last October to delay its DBS plans. The combined effect of the USCI and Oak announcements, he said, was to close the market for Satcom converters for at least two years.

Netcom gets Eros

Eros, Broadcast Programming Inc.'s adult pay television service, has a new satellite carrier: Netcom Enterprises. Netcom announced its new client last week, although a spokesman said Netcom has been distributing the service on Satcom IV since Feb. 10 under terms of a contract signed around Feb. 1. Prior to its deal with Netcom, Eros was distributed by Wold Communications. The switch by Eros represents the second major loss for Wold in as many months. The Financial News Network switched from Wold to a transponder controlled by Rainbow Programming Services on Jan. 14. Eros is beamed to STV and cable affiliates each Thursday, Friday and Saturday from 11 p.m. to 2 a.m. NYT. Compact-Netcom, a partnership of Netcom International, Netcom Enterprises's parent, and Compact Video Services, is now providing tape playback and uplinking services for Eros at its facility in Burbank, Calif.

For the Record

As compiled by BROADCASTING, Feb. 14 through Feb. 18, 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 station

FM action

■ Albemarle, N.C.—Victor Broadcasting denied application for 100.9 mhz, 3 kw, HAAT: 300 ft. (BPH-9676). Action Sept. 1, 1982.

Ownership changes

Applications

■ KRWA(FM) Waldron, Ark. (103.1 mhz, 3 kw, HAAT: 285 ft.)—Seeks assignment of license from Radio Waldron to Good News Broadcasting Corp. for \$115,000. Seller is owned by Haskell and Verlaine Jones, who also sold, subject to FCC approval, KDQN-AM-FM DeQueen, Ark. Buyer: Chester A. Coco (100%), Waldron, Ark., who has no other broadcast interests. Filed Feb. 4.

■ KTLA(TV) Los Angeles (ch. 5; 50 kw vis., 5 kw aur.; HAAT: 2,990 ft.)—Seeks transfer of control of Golden West Broadcasters from Orvon Gene Autry, individually and as sole voting trustee of revocable trust, and The Signal Companies (100% before; none after) to Golden West Television Holding Co. (none before; 100% after). Consideration: \$245 million (BROADCASTING, Nov. 1, 1982). Seller is owned by Gene Autry (50.1%) and The Signal Companies (49.9%). Deal calls for The Signal Companies to pull out of Golden West Broadcasters and Autry to become 100% owner of Golden West properties, which include five AM's, one FM and one other TV. They will then spin-off KTLA to Golden West Television Holding Co. Buyer is owned by Golden West Associates I (87.3%), Anthony B. Cassara (5%), Golden West Associates II (2.7%) and seven others. Golden West Associates I & II are limited partnerships with sole general partner consisting of KKR Associates. KKR Associates general partners include Jerome Kohlberg Jr., of Larchmont, N.Y.; Henry R. Kravis of New York; George R. Roberts of Atherton, Calif., and Robert I. MacDonnell of Hollisborough, Calif. Limited partnerships in Golden West Associates I & II will be sold to various investors. Deal includes Golden West Associates I & II to contribute total of \$65 million to funding of acquisition, of which 97% will be provided by Golden West Associates I.

■ KRLA(AM) Pasadena, Calif. (1110 khz, 50 kw-D, 10 kw-N)—Seeks transfer of control of KRLA Inc. from shareholders (60% before; none after) to Western Broadcasting Corp. (40% before; 100% after). Consideration: \$4,679,164 (BROADCASTING, Feb. 21). Principals: Sellers are Voice in Pasadena Inc. (25%), Goodson-Todman Broadcasting Inc. and Pasadena Broadcasting Co. (15% each) and Charles W. Jobbins (5%). VPI stock is voted by A. William Olson. G-T stock is voted by Robert H. Forward. PBC stock is voted by Edward J. Flynn. Buyer, which already owns 40% of KRLA, is owned by Leslie Townes (Bob) Hope (44.5%); William R. Pagen (17.2%); Norman R. Tyre (9.04%), Art Linkletter (5.7%), and five others. Filed Jan. 25.

■ WDJF(FM) Westport, Conn. (107.9 mhz, 50 kw, HAAT:

245 ft.)—Seeks transfer of control of Flamm Communications Inc. from Donald J. Flamm (100% before; none after) to Franz and Marcia Alliana (none before; 100% after). Consideration: \$2 million (BROADCASTING, Jan. 24). Principals: Seller also owns co-located WMMM(AM), which he will keep. Buyers own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York, and recently were granted FCC approval to sell KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million (BROADCASTING, Jan. 17). Filed Feb. 4.

■ WTRS-AM-FM Dunnellon, Fla. (AM:920 khz, 500 w-D; FM: 102.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Citrus Broadcasters Inc. to Asterisk Communications Inc. for \$385,000. Seller is principally owned by Edward B. McLaughlin and Robert E. Kusch, who also are principal owners of WTTB(AM) Vero Beach, Fla. Buyer is owned by Richard S. Ingham (100%), who is vice president and 50% owner of KIEM-TV Eureka, Calif. Filed Feb. 7.

■ WIAF(AM) Clarkesville, Ga. (1500 khz, 5 kw-D)—Seeks assignment of license from Joseph Broadcasting Inc. to Radio Habersham Inc. for \$160,000. Seller: Jacqueline A. Joseph and family, who also own WDYX(AM)-WGO(FM) Buford, Ga. Buyer: Dallas M. Tarkenton III (100%), who has no other broadcast interests. Filed Feb. 8.

■ WBKZ(FM) Glen Burnie, Md. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from The Baltimore Radio Show Inc. to Belvedere Broadcasting Corp. for \$1.5 million (BROADCASTING, Feb. 21). Seller is owned by some 130 stockholders. Harry R. Shiver is president. It also owns WFBR(AM) Baltimore and WOYK(AM) York, Pa., latter which it bought in 1981 for \$664,000 (BROADCASTING, Aug. 24, 1981). Buyer is principally owned by Thomas F. McNulty and wife, Mary, who also are principal owners of WWIN(AM) Baltimore. Filed Feb. 9.

■ WZYC(FM)[CP] Newport, N.C.—Seeks transfer of control of Emerald Communications Inc. from Robert J. Barnett and others (67.6% before; none after) to Frederick J. McCune. Consideration: \$33,500. Principals: Transferees are Robert J. F. Barnett (19.8%), Sandra Smith-Strasel (24.4%) and Susan M. B. Romaine (23.4%). Barnett is account executive at KYUU(FM) San Francisco. Romaine is account executive at WGAY-AM-FM Silver Spring, Md. Transferee McCune already owns 23.8% of WZYC(FM), and 13.5% of WBMA(AM) Beaufort, N.C. Filed Feb. 3.

■ WTXY(AM) Whiteville, N.C. (1540 khz, 1 kw-D)—Seeks assignment of license from Waccamaw Broadcasting Inc. to Tuffy Broadcasting Inc. for \$106,000. Seller: Tommie Grainger and Kendrick Wilkes Jr. (50% each). Grainger also owns 50% of WJXY(AM) Conway, S.C. Buyer: David B. Putnam Jr. (80%) and wife, Anne (20%), who have no other broadcast interests. Anne Putnam's father, John Sawyer, is director and controls 35% of Great Trails Broadcasting Corp., group owner of five AM's, four FM's and two TV's. Filed Feb. 4.

■ WMFD(AM) Wilmington, N.C. (630 khz, 1 kw-U, DA-2)—Seeks assignment of license from Village Radio of Wilmington Inc. to WMFD Inc. for \$500,000 (BROADCASTING, Feb. 21). Seller is 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. (BROADCASTING, Jan. 17) and has spun-off, subject to FCC approval, WQRB for \$165,000 (BROADCASTING, Feb. 21). Buyer: Carolina Bottlers Inc. (50%) and Lee W. Hauser and Brett Blizard (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. Filed Feb. 9.

■ WVSO(AM) Ardmore, Okla. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KVSO Broadcasting Co. to Stauffer Communications Inc. for \$750,000 (BROADCASTING, Feb. 21). Seller is principally owned by Albert Riesen Jr. and family. Deal includes sale of co-located *The Daily Ardmorette* 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. Buyer is requesting waiver of FCC's cross ownership rules for 18 months until buyer can be found for radio station. Filed Feb. 9.

■ WETQ(FM) Oak Ridge, Tenn. (94.3 mhz, 1.82 kw,

HAAT: 395 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to Odis Ray Harper for \$400,000 (BROADCASTING, Feb. 21). Seller is Washington-based group owner of five AM's and five FM's owned by Robin Rau Henry, president, and family. Earlier deal to sell WETQ along with co-located WATO for \$520,000 to Mark Manafa fell through after FCC approval. Last year Rau Radio also sold WAR-K(AM)-WWCS(FM) Hagerstown, Md., for \$730,000 (BROADCASTING, May 10, 1982). Buyer: Harper is principal owner of WYSH(AM) Clinton, Tenn., which he bought last year for \$500,000 (BROADCASTING, Sept. 13, 1982). Filed Feb. 4.

■ KXYZ(AM) Houston (1320 khz, 5 kw-U, DA-N)—Seeks assignment of license from Slate 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: Subsidiary of Infinity Broadcasting Corp., which is principally owned by Michael A. Wiener, Gerald Carus and Richard Ullman, who also own KOMA(FM) San Jose, Calif.; WIVY-FM Jacksonville, Fla.; WBCN(FM) Boston; WKTU(FM) New York; WYSP(FM) Philadelphia, and 80% of WJIT(AM) New York. Filed Feb. 9.

■ KDOG-TV [CP] Nacogdoches, Tex. (ch. 19, 2,500 kw vis., 250 kw aur., HAAT: 1,501 ft.)—Seeks assignment of license from Dogwood Broadcasting Corp. to KLMB-TV Inc. for \$200,000 (BROADCASTING, Feb. 21). 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: Group of 15 stockholders headed by Clara J. McLaughlin, president (32.79%), who also hold construction permits for new TV's at Paris and Longview, both Texas. They plan to use KDOG-TV as satellite to Longview station. Filed Feb. 1.

■ KVTX(TV) [CP] Victoria, Tex. (ch. 31; 12.4 kw vis.,

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2.2 kw aur., HAAT: 514 ft.)—Seeks assignment of license from Community Television of Victoria to Number 1 TV Inc. for \$165,000. Seller: Inelda J. Straham (60%) and Donald L. Seyfert (40%). They were granted construction permit Nov. 20, 1981 (BROADCASTING, Jan. 25, 1982). Buyer: Mary J. Arthur, president (44.4%) and others, who recently were granted FCC approval to buy WEXY(AM) Oakland Park, Fla. Arthur also owns 51% of WKEM(AM) Immokolee, Fla. They also bought, subject to FCC approval, KCDC-TV Midland, Tex., for \$200,000 (BROADCASTING, Jan. 3). Filed Jan. 24.

■ WPAR(AM) Parkersburg, W. Va. (1450 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from Burka Broadcasting Inc. to Composite Broadcasting Inc. for \$374,000 (BROADCASTING, Feb. 21). Seller: Bernard A. Burka, president, and others, none of whom have other broadcast interests. Buyer: John W. Patten, president (19%) and four others, who are principal owners of WNUS(FM) Belpre, Ohio. Filed Feb. 7.

■ WNBK-FM New London, Wis. (93.5 mhz, 3 kw, HAAT: 800 ft.)—Seeks assignment of license from William Haig Broadcasting Corp. to Goetz Broadcasting Corp. for \$150,000. Seller is principally owned by William Haig and wife, Naomi, who have no other broadcast interests. Buyer: Nathan L. Goetz, president, and brother, Robert Goetz (50% each). They own WDLB(AM)-WLJY(FM) Marshfield, and WFAW(AM)-WSJY(FM) Fort Atkinson, all Wisconsin. They also own 50% of WDRB-AM-FM Reedsburg, Wis. Filed Feb. 4.

Actions

■ KOTN(AM)-KFEX(FM) Pine Bluff, Ark. (AM: 1490 khz, 1 kw-D, 250-w-N; FM: 92.3 mhz, 27 kw, 115 ft.)—Granted assignment of license from Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for \$1,075,000. Seller is owned by Winston J. (Buddy) Deane, who has no other broadcast interests. Buyer is owned by Calvin G. Arnold (100%), who is former vice president and general manager of KKYK(FM) Little Rock, Ark., and has no other broadcast interests. (BAL-H-82126EL). Action Feb. 7.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Granted assignment of license from Orlando Broadcasting Inc. to William A. Masi for \$400,000. Seller: James S. Beatrice (100%), who also was recently granted FCC approval to sell WFXV(AM) Oakland Park, Fla. for \$1.5 million (BROADCASTING, Feb. 14). Buyer: Masi is Fla.-based radio programmer and has no other broadcast interest. (BAL-82126EK). Action Feb. 7.

■ WPCF(AM) Panama City Beach, Fla. (1290 khz, 500 w-D)—Granted transfer of control of Community Service Broadcasting Inc. from Walter C. Sherman (100% before; none after) to Charles K. Winstanley. Consideration: \$25,000. Principals: Seller owns 51% of stock. Buyer currently owns 39% of stock and also 9.4% of KJIN(AM)-KCIL(FM) Honma, La. (BAL-820105FO). Action Feb. 7.

■ WRTH(AM) Wood River, Ill. (590 khz, 1 kw-U)—Granted assignment of license from King Broadcasting Co. to Adams Radio of Missouri Inc. for \$1.8 million. Seller is Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and family, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for \$4 million (BROADCASTING, Sept. 5, 1977). Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, president and owner of Center Group Broadcasting, Tyler, Tex.-based

group owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault S. Marie, both Michigan, and KIVA-TV Farmington, N.M. He also bought, subject to FCC approval, WILX-TV Onondaga, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982) and WTVN(AM)-WLAV(FM) Grand Rapids, Mich., for \$1.25 million and KEZK(FM) St. Louis (see both below). (BAL-82122IFB). Action Feb. 15.

■ WJDW(AM) Corydon, Ind. (1550 khz, 250 w-D)—Granted assignment of license from Dennis R. Hill to Lifesyles Inc. for \$15,000. Seller: Hill also owns 24.5% of applicant for new FM, at Vincennes, Ind., and 24.5% of applicant for new LPTV at St. Mathews, Ky. Buyer: Jon D. Walsh (50%). Hill will keep 50% interest. Walsh has same broadcast interests as Hill. (BAPL-82115HV). Action Feb. 7.

■ WTVN(AM)-WLAV(FM) Grand Rapids, Mich. (AM: 1340 khz; 1 kw-D, 250 w-N; 96.9 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Shepard Broadcasting Corp. to Adams Radio of Grand Rapids Inc. for \$5 million plus \$1.25 million for five-year noncompete agreement. Seller is principally owned by John Shepard, president, who also owns 40% of CP for new TV on ch. 54 at Muskegon, Mich. Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, who is president and 100% owner of Center Group Broadcasting, which owns KIVA-TV Farmington, N.M.; KCMN(AM) Colorado Springs, and 51% of WGTU-TV Traverse City and WGTQ-TV Sault S. Marie, both Michigan. (BALH-82121OHC). Action Feb. 9.

■ WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8, 282 kw vis., 56.2 kw aur.; HAAT: 970 ft.)—Granted assignment of license from Manhattan Cable Television Inc. to LIN-Central Broadcasting Corp. for \$32 million. Seller: Subsidiary of Time Inc., publisher of Time magazine, which has no other broadcast interest. Time Inc. also owns American Television & Communications, major MSO. Gerald M. Levin is group vice president. Buyer is publicly traded, New York-based group of five AM's, five FM's and four TV's. Donald Pels is chairman and president. (BALCT-82123OKE). Action Feb. 16.

■ WCNF(FM) Whitehall, Mich. (95.3 mhz, 3 kw, HAAT: 430 ft.)—Granted assignment of license from Blueberry Broadcasting Inc. to Muscom Inc. for \$260,000. Seller: Principally owned by Alastair B. Martin and wife, Edith, who have no other broadcast interests. Buyer: Frazier Reams Jr. (75%) and Susan R. Reams (25%), who are principal owner of WWMN(AM)-WNCK(FM) Flint, Mich., and WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. (BALH-821208GP). Action Feb. 4.

■ KEKR-TV [CP] Kansas City, Mo. (ch. 62, 1.868 kw vis., 186.8 kw aur., HAAT: 1,120 ft.)—Granted assignment of license from Choice Channel of Kansas City Inc. to Channel 62 Partnerships for \$30,000. Seller: Edward D. Schneider man (37.5%), Debra Slotnick and David Block (25% each) and Marvin Zambrosky (12.5%). Buyer is partnership owned 60% by Media Central Inc. and 40% by Choice Channel of Kansas City Inc. Media Central is principally owned by Morion J. Kent. (BAPCT-821209KQ). Action Feb. 4.

■ KEZK(FM) St. Louis (102.5 mhz, 100 kw, HAAT: 450 ft.)—Granted assignment of license from Metroplex Communications of Missouri to Adams Radio of St. Louis Inc. for \$5 million. Seller: Norman Wain and Robert Weiss (50% each), who own WHTT(AM) Miami and WHYI-FM Fort Lauderdale; WMGG(FM) Clearwater, Fla.; WRMR(AM)

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

March 14

A unique opportunity for advertisers prior to the March 17-22 NATPE Conference in Las Vegas. BROADCASTING's March 14 issue will preview the show with a full list of exhibitors and the show agenda. Advertising deadline: March 4.

March 21

An on-the-scene report of what will take place at the 20th Anniversary Conference. On-site distribution of March 21 issue—a 5,000 plus overrun—will take place at noon, Saturday, March 19. Advertising deadline: March 11.

March 28

A complete wrap-up of what happened at the NATPE Conference. A must for all advertisers... for subscribers who did not attend will get all the news in one place. (It's almost like being there.) And those who attended will find out what they missed. Advertising deadline: March 18.

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Alexandria, and WPXK(FM) Woodbridge, both Virginia; WFYU(FM) Atlantic Beach, Fla., and one-third of permit-tee for new TV on Ch. 19 at Shaker Heights, Ohio. Buyer: Subsidiary of Adams Communications Corp.; which is owned by Stephen Adams, who is president and owner of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan. He also bought subject to FCC approval. WLX-TV Onondaga, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982) and WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for \$1.25 million and WRTH(AM) Wood River, Ill. (see both above). (BAL-821211FB). Action Feb. 7.

■ KYKY(FM) St. Louis and WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. (KYKY: 98.1 mhz, 100 kw, HAAT: 540 ft.; WOKY: 920 khz, 5 kw-D, 1 kw-N; WMIL: 106.1 mhz, 19.5 kw, HAAT: 180 ft.)—Granted assignment of license and transfer of control from Chartcom Inc. to Surrey Broadcasting for \$10 million. Seller is subsidiary of Charter Co., Jacksonville, Fla.-based oil and insurance conglomerate. Last year Charter sold WDRQ(FM) Detroit to Amature Group for \$5 million (BROADCASTING, Nov. 1, 1982). It also owns KIOI(FM) San Francisco and KCBQ-AM-FM San Diego. Buyer is headed by Kent Nichols, chairman. Surrey also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City. (BALH-820507EF, BCT-820507EA), BALH-820507EE). Action Jan. 24 and Feb. 3.

■ KGBR(FM) [CP] Gold Beach, Ore. (92.7 mhz, 2.6 kw, HAAT: 1,030 ft.)—Granted assignment of construction permit from James N. Hoff to Chambers Broadcasting for \$4,200. Seller: Hoff also owns 98% of KRED(AM) Eureka, Calif., and 49.8% of KPDI(FM) Eureka, and 37% of applicant for new FM at Rohnert Park, Calif. Buyer: George L. Chambers and wife, Bonnie (50% each), who each own 30% of KTPJ(FM) Tehachapi, Calif. (BAPH-821123HD). Action Feb. 8.

■ WYSS(FM) Saegertown, Pa. (94.3 mhz, 4 kw, HAAT: 300 ft.)—Granted assignment of license from Saegertown Broadcasting Corp. to Osborne Broadcasting Inc. for \$325,000 plus \$100,000 for noncompete agreement. Seller: Principally owned by Arthur Arkelian, who owns 70% of WWCB(AM) Corry, Pa. Buyer: Thomas L. Osborne (60%) and wife, Linda (40%). (BALH-821213HF). Action Feb. 8.

■ WSTX(AM) Christiansted, St. Croix (970 khz, 5 kw-D,

1 kw-N)—Granted assignment of license from Virgin Islands Broadcasting Corp. to Caribbean Basin Broadcasting Inc. for \$525,000. Seller: Principally owned by William M. Carpenter who has no other broadcast interests, but is applicant for new FM at Christiansted. Buyer: Reginald F. Lewis (100%), who last bought WCRN(FM) Charlotte Amalie, V.I. for \$500,000 (BROADCASTING, Oct. 25, 1981). (BAL-821215EB). Action Feb. 7.

■ KUGR(AM) Green River, Wyo. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Wagonwheel Communications Corp. from Wycom Corp. (51% before; none after) to Alan W. Harris (49% before; 100% after). Consideration: \$150,000 plus \$25,000 for consulting agreement. Principals: Seller is owned by William R. Sims, who also owns KSAA-FM Casa Grande, Ariz., and 80% of applicant for new FM at Santa Fe, N.M. Buyer is current 49% owner of KUGR and has no other broadcast interests. (BTC-821215EC). Action Feb. 7.

■ KVOW(AM)-KTAK(FM) Riverton, Wyo. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 278 ft.)—Granted transfer of control of Riverton Broadcasting Inc. from Tony A. Kehl (52% before; none after) to Jeffrey S. and Stephen A. Kehl (48% before; 100% after). Consideration: \$498,100. Principals: Transferor, current 52% owner of licensee, is transferring his interest to his sons, who currently each own 24%. Tony Kehl also is president and one-third owner of KWOR(AM)-KENB(FM) Worland, Wyo., and vice president and 60% owner of KBMN(AM) Bozeman, Mont. (BTC-H-821215EC.D). Action Feb. 7.

Facilities changes

AM applications

Tendered

■ WJNO (1230 khz) West Palm Beach, Fla.—Seeks CP to change city of license to Palm Beach, Fla.; change frequency to 1040 khz; increase day power to 10 kw and night power to 1 kw; install DA-N; change TL; Major environmental action under section 1.1305. Ann. Feb. 16.

■ WPAD (1560 khz) Paducah, Ky.—Seeks CP to increase night power to 5 kw and make changes in ant. sys. Ann. Feb. 16.

■ WTND (920 khz) Orangeburg, S.C.—Seeks CP to increase power to 5 kw. Ann. Feb. 18.

Accepted

■ WLIP (1050 khz) Kenosha, Wis.—Seeks CP to make changes in ant. sys., and change TL. Ann. Feb. 14.

FM applications

Tendered

■ KRLT (93.9 mhz) South Lake Tahoe, Calif.—Seeks CP to change frequency to 93.9 mhz.; and change ERP to 6 kw. Ann. Feb. 16.

■ *WBHI (90.7 mhz) Chicago—Seeks CP to change frequency to 90.7 mhz.; change ERP to 8 w; change HAAT to 55 ft. H&V and make changes in ant. sys. Ann. Feb. 16.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Seeks CP to change ERP to 3 kw and change HAAT to 300 ft. Ann. Feb. 16.

■ WMLD (96.9 mhz) Manati, P.R.—Seeks CP to change TL; change ERP to 25 kw; change HAAT to 883 ft. H&V and make changes in ant. sys. Ann. Feb. 16.

Call letters

Applications

Call	Sought by
New TV's	
KSDT	San Diego Television Inc. San Diego
KBBM-TV	The Public Television Network of Missouri, Jefferson, Mo.
Existing AM's	
WSES	WRZR Raleigh, N.C.
KULE	KTRO Ephrata, Wash.
KAMT	KMO Tacoma, Wash.
Existing FM's	
WSCY	WEZG-FM Syracuse, N.Y.
WHTX	WXKX Pittsburgh, Pa.
WNBT-FM	WGCR Wellsboro, Pa.
WLAC-FM	WJYN Nashville, Tenn.

Grants

Call	Assigned to
New TV's	
WLCT	CTV of Connecticut, New London, Conn
WNOL-TV	Cypress Broadcasting Ltd., New Orleans
WSJU	Three Star Telecast Inc., San Juan, PR
New FM's	
KITX	DLB Broadcasting Corp., Hugo, Okla.
Existing AM's	
KTOX	KYME ComIdaCom Ltd., Boise, Idaho
WOHP	WTOO Triplett Broadcasting Inc., Bellefontaine, Ohio
WMKE	WBSC Great Trails Broadcasting Corp., Milwaukee
Existing FM's	
WZFM	WRNW Briarcliff Manor, N.Y.
WCKX	KYME London, Ohio
KITS	KRBG San Francisco
KYMG	KGCS Derby, Kan.
WKKJ	WBEX-FM Chillicothe, Ohio
WSRA	WXRF-FM Guayama, P.R.
WKQB	WDWQ St. George, S.C.
KKBO-FM	KYND Pasadena, Tex.
KMNT	KELA-FM Centralia, Wash.

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RADIO

HELP WANTED MANAGEMENT

General manager wanted for small market AM/FM combo in Ohio. Salary commensurate with experience. Stock option available. Successful sales managers are invited to apply to Box P-60.

Commercial manager with good track record and ability to recruit and train staff for south Texas station. EOE. Box P-126.

Major group broadcaster seeks high-achiever general manager for new acquisition in Southeast market. Must be solid professional with heavy sales background and top leadership and organizational skills. Write Box P-111.

Sales Manager for Chicago area AM. Supervision over sales staff of six. Successful sales management record with emphasis on training required. All replies confidential. Send resume to Box P-102.

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.

Manager. Group owner offering growth potential seeks experienced General Manager for AM in top 50 Midwest market. Must be experienced in national sales, with working knowledge of all facets of the business including budgeting, programming, and FCC regulations. Send full resume, salary requirements, history and references in first letter. All replies confidential. EOE. Please reply Box P-152.

Media group looking for radio station general manager. Properties are located in Western and West Coast states. Must be competent in all areas with strong sales background and bottomline orientation. Right individual would have opportunity for group management. Write Box P-153.

Midwest radio station group looking for General Managers. Someone raised in Midwest and familiar with agriculture is desired. Reply Box P-160. EOE.

HELP WANTED SALES

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.

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.

There's always a sales job available for a competent experienced radio salesperson. We offer a career opportunity for the person that can take advantage of it. (Management considered). Top rated adult station. Market just under 100,000 and growing daily. KCIN, Box 1428, Victorville, CA 92392.

We are expanding again in New England and are in need of a sales manager with a proven track record who wants the potential of becoming a GM in our organization. If you're such a person, send resume and salary requirements to Porter Broadcasting Services Inc., PO Box 329, Bath, ME 04530. Attn: Bruce Biette.

If you love small market radio like we do, can sell, announce, want to move to the sunny Gulf Coast, and have a chance to own a piece of the rock, get in touch with me. Bob Clark, President, WABF Radio, Drawer AS, Fairhope, AL 36532. 205-928-2384. EOE.

Looking for sales manager. Seeking individual experienced in all aspects of radio sales with effective management/communication abilities. Must be a team person. 2 positions available in medium markets, SE U.S. Write Box P-162. EOE.

HELP WANTED ANNOUNCERS

Staffing new urban-contemporary. Males/females/EOE. Send resume and air check: WSOL, Drawer 367, Orangeburg, SC 29116.

Jackson Hole, Wyoming. KSGT AM, with an upbeat MOR, country and oldies format, is now accepting tapes and resumes for a combination music director and drive time air shift. Also, news director for another station. Only career-minded, sincere & dedicated individuals with two years' experience will be considered! Send all tapes, complete resumes and salary history to Harry L. Dyer, KSGT, P.O. Box 100, Jackson, WY 83001. EOE.

50 kw WWAV-FM, covering Portland and Lewiston, needs a programmer/producer who's self-motivated, creative, and aggressive. New Englanders preferred. Gary Bruce, WLAM/WWAV, Box 929, Lewiston, ME 04240. EOE.

Like sunshine? Announcer/copy writer. Growing Gulf Coast market. FM affiliate. Experienced only. Females and minorities encouraged. Must be able to handle remote broadcast, production and air shift. Bryan Odom, WSGL, P.O. Box 8899, Naples, FL 33941. EOE.

Announcer for air shift and production. AM & FM, Rio Grande Valley of Texas. Send tape: KSOX, 345 South Seventh, Raymondville, TX 78780, or call Chris, 512-689-3333. EOE.

HELP WANTED TECHNICAL

Chief engineer: busy, active AM/FM. Four studios, SMC automation, remote/two-way gear, two dishes, future challenges. Great living on Lake Michigan, 80,000 metro, 90 minutes from Chicago. Grow with 13-station Midwest family group. Gayle Olson, WSJM/WIRX, Box 107, Benton Harbor/St. Joseph, MI 49085; 616-983-3992.

Midwest radio station group looking for engineers. Someone raised in Midwest and familiar with area helpful. Reply Box P-159. EOE.

HELP WANTED NEWS

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 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, WOI-AM-FM, Iowa State University, Ames, IA 50011. EOE/AE Deadline: March 3, 1983.

News writer for south Texas station. Must combine good writing skills with speed and accuracy and have authoritative delivery. EOE. Box P-128.

The Gilcom Corp., with stations in Pennsylvania and West Virginia, is looking for applicants for future positions in news and sports talk. Send tapes and resumes to: Tony Booth, Group Program Director, WFBG, Box 2005, Altoona, PA 16603.

Reporter/Anchor for number one AM in college town. Must have good writing skills and delivery. Tape and resume to Mary Earle, News Director, WTKO, Box 10, Ithaca, NY 14850.

Reporter to gather, write, air local news. Commercial radio experience required. Salary open. H. Borwick, WVOS AM-FM, Liberty, NY. 914-794-6543. EOE, MF.

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SITUATIONS WANTED MANAGEMENT

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.

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.

Sales Manager wants to return to New York state as General Manager. 25 years' experience in sales. Good all-around radio man in announcing—first phone. Will make your station profitable and control costs. Good references and morals, sober. Write Box P-143.

2 years small market GM, 12 years' experience. Ownership change makes me available. Dedicated, not afraid of hours. A positive, professional leader for your station. Prefer Midwest or Southwest. Call Pat Chambers, 314-431-6350 or 431-3593.

Brain surgery—you wouldn't go to a general practitioner for brain surgery, so why give your sick radio station to a general manager when you really need a highly skilled specialist? I turn around failing radio operations quickly and efficiently on a contract basis. Documented record of success; fearless in the face of formidable challenges. Box P-146.

General sales manager, major market, seeks growth as GM. High achiever, motivator, ratings specialist with medium-ranked station specialized audience. References, case histories support track record. Write Box P-147.

Attention: New York state. Sales manager wants to return as general manager. Plenty of radio experience, plus sales. Started in radio as announcer-sales-first phone. Worked in small, medium market. Will make your station profitable and control costs. Write Box P-148.

General Manager—now employed, seeking change. Successful, result-oriented career. Professionalism, integrity, community involvement. Fair minded with eye to bottom line. Good with people. Prefer small/medium market. Box P-150.

General manager. Cream of the crop! Experienced in all phases of broadcast. Young, enthusiastic, the kind of person you need in charge of your station. Location unimportant compared with opportunity. Write Box P-157.

SITUATIONS WANTED ANNOUNCERS

Stop looking. New voice to fit your needs. Call me and my tape is post-marked. Ted Robinson, 414-352-7314.

Creative, hard working young man wants entry level position in radio. Will do sales, production, promotion, air-shift, etc. Please contact Mike, 312-282-6035.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

D.J., 5 yrs.' experience, looking for work in medium size market. Dave Cardosi, 1378 N.W. Lennington Cir. Kankakee, IL. 815-933-6779.

Now available to smaller markets: announcer/sportscaster with 5 years' diversified experience. 1st phone. Kurt, 213-349-3324.

Strong voice, great personality. Trained professionally. Mature & educated. Experience in entertainment. Versatile. Relocate anywhere. Call 312-777-3227, for tape and resume, Mark.

Announcer/sportscaster 6 1/2 years' experience. know rock format. Southern Rockies. West Coast respond anytime. 303-651-3079.

Multi-talented hard worker, impeccable references, great attitude, good production. Seek CHR or A/C medium market air or small market programing in East. Alan, 203-347-7445.

Personable. Professional sounding. Impeccable references. Eager to improve. Troy Sass, 11205 N. Parkview Drive, Mequon, WI 53092. 414-242-2033.

Call For Free Sample of my voice and creativity. Limited offer! Don't miss it! 201-773-3492.

SITUATIONS WANTED TECHNICAL

Chief, 17 years' experience with AM, FM, TV, cable, seeks engineering position with noncommercial operation in Southeast. Very strong on RF, audio, total plant construction, maintenance. Resume on request. Don Mussell, P.O. Box 423, Santa Cruz, CA 95061.

New construction, updating, contract engineering available for east Tennessee area. Call 615-690-4440.

SITUATIONS WANTED NEWS

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.

Looking for someone to handle your sports? I have PBP experience. Looking for small market in Midwest. Call John, 314-664-6061.

News caster with experience and drive seeks initial commercial opportunity small and medium markets. Larry, 313-732-1262.

One of early talk show innovators seeks return to talk broadcasting, or news. Been doing good music. Wish change. Call 313-682-7798.

**SITUATIONS WANTED PROGRAMING
PRODUCTION, OTHERS**

Professional, 9 years' experience all facets public/commercial/automated. Prefer programming position, Western states. Charles Marston, 307-877-3646. Available immediately.

Sales and ratings type of programing, 12 years' experience, 919-768-6934; 4841 Winchelsea Rd., Winston-Salem, NC 27104.

Ahoy all eastern medium market stations! Looking for a first rate production person who can turn out dazzling spots with ease? I'm the answer to your prayers. Funny, last-paced, original, creative. Highly innovative and a dedicated worker. Accomplished copy writer and midday jock as well. For tape and resume, write Box P-151.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

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.

Director of listener support. Immediate opening for this management position at WGBH-FM, Boston. The incumbent will be responsible for on-air membership campaigns, direct mail and special fundraising events. Solid experience in fundraising, a commitment to public radio, good writing and on-air skills are essential. Salary contingent on experience. Send resume to: WGBH Personnel Office (A-141), 125 Western Avenue, Boston, MA 02134 WGBH is an equal opportunity employer.

GM for new independent. Prefer person with extensive experience in marketing of independent station(s). Call Art Hook, 615-894-4980, between 9 and 11 a.m.

HELP WANTED SALES

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.

Can you fill our new local sales manager's shoes? We're looking for a marketing oriented sales representative with prior broadcast sales experience. Send letter and resume to: Linda Blackburn, WTOV-TV, P.O. Box 9999, Steubenville, OH 43952. EOE.

Experienced account executive for local/regional sales. Top list at No. 1 station in market. Must have superior selling and development skills in television. Send resume to WIFR-TV, Box 123, Rockford, IL 61105, or call Local Sales Manager, Dennis Grill, 815-987-5342. EOE.

Northeastern group-owned television network affiliate has an immediate opening for an experienced, aggressive account executive. Outstanding opportunity for growth with a company committed to the communications industry. Send resume and salary history in confidence to Box P-163. EOE.

Chicago's newest station is looking for two aggressive self-starters for its local sales staff. Radio or TV sales experience desired. Call Mark Kohrus, 312-871-8520.

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.

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.

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 ISI switchers. Send resume and salary requirements to Bob Gremlion, Director of Broadcast Operations, WGNO-TV, Suite 2912, I.T.M. Building, New Orleans, LA 70130.

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.

Engineering Manager for Northeast metropolitan PTV. Strong production and design background necessary. Minimum five years' experience, two years in supervisory capacity. Send resume and salary history to Engineering Director, WETA-TV, Box 2626, Washington, DC 20013.

Maintenance Engineer. WFSB, a Post-Newsweek station, has an immediate opening for a maintenance engineer whose chief responsibilities will be the satisfactory operation and repair of digital, computer, RF, video switching and ENG equipment. Experience in TV broadcasting plus FCC license required. Resumes should be sent to: Susan Paulauskas, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

Chief engineer for major market TV station and large production facility. Looking for strong, aggressive chief, qualified in maintenance and operation, to manage fast-growing, state-of-the-art facility. Group owner. Send resume to Box P-144. An Equal Opportunity Employer.

HELP WANTED NEWS

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.

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.

HELP WANTED NEWS CONTINUED

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.

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.

Reporter/weekend anchor wanted for medium-size Southeastern market. Challenging opportunity for professional with strong reporting and anchoring experience. Rush resume to Box P-139.

WEAU-TV seeks experienced news reporter to handle general assignment news. Previous broadcast experience is preferred. Resume and tape to: News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls, please. An Equal Opportunity Employer.

WFTV needs an experienced ENG cameraperson/editor. If you can meet the pressure of daily deadlines in a competitive market, send your resume and samples of your work to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. WFTV is an equal opportunity employer.

Broadcast meteorologist wanted for topnotch Southeastern station. Growing weather operation; ideal for meteorologist with charisma and personality. No beginners, please. Rush resume to Box P-140.

Reporter/weekend anchor. KGAN-TV is looking for an experienced reporter with good packaging skills to report and anchor our weekend newscasts. Great working environment in a station committed to news. Tapes and resumes to Alan Oldfield, News Director, KGAN-TV, Box 3131, Cedar Rapids, IA 52406.

Managing editor—medium-size Southeastern market is looking for dedicated, professional managing editor. Great opportunity to run day-to-day operation. Number one news station in the market and growing. Must have at least four years in television news—at least two of those in a supervisory position. Rush resumes to Box P-141.

Sports producer. We are a major market Midwest affiliate and we are looking for a person who can work with our award winning sports team to produce visual, provocative, state-of-the-art sportscasts. The person we seek must be able to pick just that right highlight, know how to mix videotape with graphics, understand pacing, and people-handling. If you love sports, producing and managing, this could be a terrific opportunity with a well-respected station. Send resume to Box P-161. EOE.

Producer—5 PM & 10 PM shows. Live capitol bureau, remote van arriving soon, staff of 30. News leader in market. Fast-paced productions. Require crisp writing for news-of-the-day shows. Tapes & resumes to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No calls, Please. An Equal Opportunity Employer.

Nationally syndicated news program seeks experienced, aggressive reporters. Send resume to Box P-149.

Producer—creative, driving producer needed for one hour early newscast. This medium-sized Southeastern market is the leader. Looking for someone who can take us to new heights in television news production. Applicants must have at least one year's experience in producing. Rush resumes to Box P-142.

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.

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 proximity New York City. TV station experience important. Send resume & written details to Box P-119.

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 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.

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.

Videographer/editor for daily live & taped afternoon show. Must have 3-4 years' exp. shooting/editing ENG feature stories/news features. Also need microwave brdcstg. 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.

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.

Producer/director. Position demands high creativity in commercial work. Minimum five years' experience in all areas of studio and remote production. Salary negotiable. Send resume and tapes to Bill Sikes, KSNW-TV, 833 N. Main, Wichita, KS 67201. EOE.

Executive producer—programming for CBS affiliate. Creative coordinator for range of programming including a daily magazine show and news. Good organizational and people skills a must. Broad experience in programming/news preferred. Send resume to Alma Newsom, Program Manager, KHOU-TV, P.O. Box 11, Houston, TX 77001, or call 713-526-1111. EOE M/F.

SITUATIONS WANTED MANAGEMENT

General manager! 31 years practicing television! Thoroughly experienced all aspects: Management! Sales! Programming! News! Production! Promotion! Outstanding record of achievements! Overcomes fiercest competition/overwhelming obstacles! Provides professional, quality leadership. Produces spectacular sales, profits; prestige! 619-353-8033!

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.

Top 15 market sales pro experienced in national sales, marketing and as local sales manager seeks position as national sales manager in top 50 market. Box P-156.

SITUATIONS WANTED SALES

TV General Sales Manager employed in one of the top 3 markets available. Creative, independent specialist with previous local/national radio time sales experience. Experienced in the formation of a new TV station. Write Box P-154.

Hard-working, ambitious male seeks sales position. Hands-on experience in all phases of syndication process, including sales, traffic, distribution, publicity. Outstanding references. College degree. Call or write: Barry Glassman, 1841 Central Pk. Ave., Yonkers, NY 10710. 914-779-8746.

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.

Studio operator. 4 years film-video experience in major TV station. College background with FCC first phone. Hardworking, dependable and ambitious. Can relocate anywhere any hours. Please call: Larry, 415-886-7767, or write Box 3761, Hayward, CA 94540.

SITUATIONS WANTED NEWS

Anchorman. 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

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.

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.

A 7-for-1 winner! News director, anchor, executive producer, assignment editor, producer, reporter, writer. Write Box P-108.

News Director seeks challenge of medium or large market reporting. AP/UPI award winning dedicated journalist, not a news reader. BA in broadcast journalism. Want out from behind desk to do what I do best: report. Call Scott, 517-356-0180.

Anchorman, 35, solid writer, producer. Currently 60's mkt, looking for new opportunity. Box P-158.

SITUATIONS WANTED NEWS CONTINUED

Interesting, informative, authoritative, and accurate—words used by Marylanders to describe my radio weather shows and forecasts. Have a television opening? American Meteorological Society accredited. Jay, 301-484-8615.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

NYU TV graduate seeks entry-level position. Experience includes production staff member for ABC program and directing public access show. Will relocate. Call Neil, 914-352-3483.

Producer, director, editor. Presently employed as production manager of video and film facility. Seeking new challenge and location. Ten years' experience. Commercial, industrial and television production. Dramatic and documentary. CMX editor capable in all aspects of production. Write Box P-155.

Recent graduate seeking entry level production or programming position. B.A. Communications. CBS affiliate internship experience. Good writing skills. Will re-locate. Help a beginner! Contact Kris Nicovich, 3857 South Fraser, Aurora, CO 80014. 303-690-5736.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Manager of community access corporation. High degree of organizational, production, public-relations, community out-reach skills required. Challenging position for innovative, creative person who can work with newly formed non-profit board. Resume, references, salary history and requirements to: Personnel ACAC, Suite 300, GMU Metro Campus, 3401 N. Fairfax Drive, Arlington, VA 22201.

Networking specialist for a national satellite telecommunications company in Denver. Primary responsibility includes networking of telecommunications facilities and services for the implementation of video-teleconferences and distribution of other satellite-assisted operational services. Other responsibilities include client consultation, research and report development. Requires college degree and good organizational, communicative and writing skills. Prior experience in video-teleconferencing, networking or satellite communications helpful, but not required. Salary negotiable, commensurate with experience. AA/EOE. Send resume to: Public Service Satellite Consortium, 2480 West 26th Avenue, Suite 90B, Denver, CO 80211. Attn: Helen Lauck, Director, National Satellite Network.

HELP WANTED SALES

Growing broadcast systems company desires to engage services of sales rep. Commission compensation. Send resume, references, etc. to Box P-165.

HELP WANTED TECHNICAL

Broadcast systems company has openings for supervisors, prefer chief engineer with construction background, 10 plus years' experience, SBE certification; and engineers/technicians, minimum 2 years' electronics education, 5 years' experience in maintenance or systems installation. Send resume, salary requirements, and references to Box P-166.

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.

Limited internships. Mix practical experience with classroom training, working side-by-side with Illinois Statehouse presscorps, in unique, intense 1-year challenge. Leads to M.A. \$2,640 stipend, tuition waiver during 6-mo. internship with Capitol TV, radio and audio networks. Qualified applicants for '83-'84 term being considered. Write Bill Miller, Public Affairs Reporting graduate program director, Sangamon State Univ., Springfield, IL 62708, or call 217-782-1402. April 1 deadline.

HELP WANTED INSTRUCTION

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/EOE 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.

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. The University of Georgia is an equal opportunity/affirmative action employer.

Assistant professor of communications—full-time 9-month contract. Requirements: Ph.D. degree in communications, or all work but the dissertation completed. Professional work experience in television production. Desired starting date: September, 1983. Salary: competitive; depending on qualifications and experience. All applicants must submit a letter of application, vita, placement folder including terminal transcript and three letters of recommendation through the Southern Utah State College Personnel Office, Cedar City, UT 84720, no later than March 4, 1983. Candidates will visit the campus at their own expense. AA/EOE.

Instructor or assistant professor, preferably with Ph.D. and television experience, to teach broadcasting and basic journalism courses in small college seeking to develop its telecommunications facilities. Apply before March 12 to: Dr. Russell J. Jandoli, Head, Mass Communication Department, St. Bonaventure University, St. Bonaventure, NY 14778.

Communication: assistant professor. Tenure-track position beginning September, 1983. Responsibilities include teaching four courses per academic year at the undergraduate level in television production and related fields, as well as general administration of the audio visual department which includes the campus television studio and the AV equipment pool. Successful candidate will also be expected to be involved with grant activities related to media and the support of other units on campus that have secured grants that are media dependent. Applicants must have Ph.D. in communication, with strong video background, though A.B.D.'s will be considered if they have video experience. Minimum 9-month salary of \$21,000, with standard faculty benefits package. Summer appointments negotiable. Submit application letter, vita, and names and phone numbers of three references to Chairperson, Communication Department, College of Letters, Arts and Sciences, University of Colorado, PO Box 7150, Colorado Springs, CO 80933-7150. UCCS in an affirmative action/equal opportunity employer. Application deadline: 15 April, 1983.

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.

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.

2.5 KW Sparta 602 FM. 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

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.

**FOR SALE EQUIPMENT
CONTINUED**

Character generators—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Auditronics 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.

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.

Chyron IV titling system, 32K memory, 6 fonts, colorizer/keystroke. Chyron IIIB titling system: 16K memory, 4 fonts, colorizer/keystroke disc drive. Ampex VPR-2B, AST head TBC & monitor bridge, optional s/o motion controller. Leitch SPG-130N, sync pulse generator used with Chyron. Television Graphics, 201-444-2911. 555 Broad Street, Glen Rock, NJ 07452.

1 KW AM transmitters: RCA BTA-1R, Gates BC-1G. Both 1965, exc. cond. M. Cooper. 215-379-6585.

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 salicons. Remote cube van with or w/o equipment. Much more. Excellent prices. Call today, 518-449-7213, Terry, Ted or Bob.

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

Attention: communicators in need of work! You're not thinking. Use everything you've got. Register with CPS. We offer an array of services to get you on the job. There is no fee after placement. Find out more. Communications Placement Services, Inc., 2025 Eye Street, NW, Suite 813, Washington, DC 20006. 202-659-8251.

MISCELLANEOUS

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.

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.

Programming needed! Distribution arranged for top quality programming on cable. SMA-TV, ind. TV, LPTV and radio. Inquiries from independent producers and major distributors welcome. Please call 800-645-3663 or 516-825-3132.

Positions available. Weekly newsletter. \$15.00/15 weeks. Job Leads. Trent Bldg., Irvington, NY 10533.

**TELEVISION
Help Wanted Sales**

Broadcasting syndication firm has immediate openings in the positions listed. Our services and capabilities are growing and expanding so we're continually seeking proven professionals.

ADVERTISING SALES

Enthusiastic individual with broadcast sales experience to join our sales team. Will handle diverse client list excluding beer and auto. Must be a success oriented self-starter with 2-3 years experience.

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Proven leader in all phases of station clearance to expand present station roster. Must be familiar with TV, radio and cable on barter basis. 2-3 years solid background experience.

We offer a competitive compensation and benefits program and an extremely challenging environment. All applications will be confidential. A decision will be made prior to the NATPE convention. For consideration, please forward your resume and current salary information indicating position desired to:

Box P-164

An Equal Opportunity Employer

Help Wanted News

**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.

RADIO

Help Wanted Management

**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.

Situations Wanted Management

ASSIGNMENT

Take 50 kw AM music station with 5 years plummeting ratings. Increase audience over 100% with virtually no budget. Rebuild sales dept. to prepare for record '83. Cut costs. Restore morale. Return facility to preeminence in communities served. Lead. Motivate. Response: assignment completed in less than one year. Reply: WSWE, 110 Newton Rd., Woodbridge, CT 06525.

Help Wanted News

**KNEW, OAKLAND/SAN
FRANCISCO**

Looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct people a must. Tapes and resumes only [no calls] to Jim Wood, Operations Manager, KNEW, P.O. Box 910, Oakland, CA 94604. EOE, M/F/H.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

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.

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**Help Wanted News
Continued**

SPORTS PRODUCER

Needs extensive sports and production experience. Will coordinate planning and assignments. Will produce sportscasts with sports director. Needs ideas, creativity, organization and commitment. We are an equal opportunity employer. Send tape and resume to Ken Middleton, Assistant News Director, Programs, WJLA, 4461 Connecticut Avenue, NW, Washington, DC 20008.

**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.

**Help Wanted Technical
Continued**

**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

**Help Wanted Programing,
Production, Others**



SHOW PRODUCER

We need an experienced self-starter with endless energy and fresh ideas to lead a staff of 20. This Hour Magazine-like show includes studio interviews and demonstrations and field packages produced by two full field crews. This daily afternoon hour is No. 1 with its 18-49 target, and needs that gunner who loves long hours, hard work and a real creative challenge. At least two years related experience absolutely required. Send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. EOE, M/F.



CABLE ARTIST

Long Island's Newsday seeks computer-graphic artist for cable channel. Experience with Teidon graphics preferred. Rush resume to: S. Dietrich

NEWSDAY INC.
Long Island, NY 11747
An EOE, M/F.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

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.

Help Wanted Management

**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.O. Box 14925, Okla. City, OK 73113.

An Equal Opportunity Employer



Help Wanted Technical

**TV MAINTENANCE
ENGINEER**

The State University of New York Central Administration, New York Network located in Albany, New York, invites applications for the position of TV Maintenance Engineer to be responsible for maintenance of TV plant and equipment. Performs adjustment and repair of network transmission, studio and other electronic and mechanical equipment; works with highly sophisticated laboratory and field measurement devices; assists in design of communications systems; performs modification on equipment to ensure optimum performance; designs modification circuitry; installs equipment as required; performs technical operation tasks as required.

Qualifications are: Minimum five years satisfactory and significant television broadcast equipment maintenance; or B.S.E.E. plus three years significant television broadcast operations and maintenance experience.

Excellent fringe benefits are available: salary will be commensurate with qualifications and experience. The search committee will begin review of applications on March 21, 1983. Letters of interest and resumes should be sent to:



State University of New York
Central Administration
Office of Personnel and Affirmative Action
S-125, State University Plaza
Albany, New York 12246

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Situations Wanted Management

NYC, BOSTON, PHILY, D.C.

Top 10 market TV sales manager ready to be your general sales manager who will overachieve your 1983 budget! 7+ years management. National rep and local sales experience help generate consistent success. Write Box P-137.

**Situations Wanted Programing,
Production, Others**

FRENCH BI-CENTENNIAL OF FLIGHT

Experienced cameraman with 13 years commercial balloon piloting experience seeks assignment as cameraman/field producer covering this colorful and historic celebration. Resume and broadcast ballooning reel available. Contact: Allen Emer, 365 1/2 Lake Ave., Oakhurst, NJ 07755. 201-870-3518.

ALLIED FIELDS
Help Wanted Sales

**RESEARCH
PROJECT
MANAGER**

Career
Position
In a
Growing
Industry

The Arbitron Ratings Company, a Control Data Company, has an opportunity for an experienced broadcast or marketing researcher to design, direct, analyze and report the results of large scale action-oriented field experiments. Due to our expanding research program, we have an immediate opening for a research project manager. This is a career opportunity for an individual who wants to do high quality, highly visible research in a dynamic setting.

Candidate should have at least 5 yrs.' experience in all phases of survey research particularly with analysis of large data bases. A degree in the social or management sciences is required and experience in the communications field is preferred.

We offer an excellent benefit package, competitive salaries and a convenient suburban Washington, DC, location. For immediate consideration, please send a detailed resume with salary requirements, in confidence to:

J.B. Orange
Personnel Administrator

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COMPANY**

A Control Data Company
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An Affirmative Action Employer.

Radio Programing

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WE SUPPLY 'EM!
YOU SELL 'EM!

For demo and details, phone:

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Incubating Success

or slowly developing failure? It's often difficult to tell which direction your radio station's programming is moving. The waiting gets expensive. You don't want to pull the plug too soon on a future winner, yet worry about staying too long with a loser. Proven, objective method of evaluating your programming based on actual ARB diaries can quickly answer your question.

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Employment Service

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10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

**Employment Service
Continued**

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If you are an announcer, news or sports person, programmer, sales, sales management or general manager seeking to "move up," National Broadcast Talent Coordinators can help you. National is the nation's leading radio placement service. NBTC services radio stations in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

**NATIONAL BROADCAST TALENT
COORDINATORS**
Dept. B, P.O. Box 20551
Birmingham, AL 35216
205-822-9144.

Miscellaneous

3-D GLASSES

For price & delivery details, contact: StereoVision (502) 585-5159
P.O. Box 1031 Louisville, KY 40201

ONLY

10¢

Public Notice

PUBLIC NOTICE

The Membership Committee of the Board of Directors of National Public Radio will meet on Tuesday, March 1, 1983, to discuss membership criteria and nonmember access to NPR PLUS. The meeting will be held at the Four Seasons Olympic Hotel, Seattle, Washington, from 9 a.m. to 4 p.m. For further information concerning this meeting, please contact Michael A. Glass, NPR General Counsel 202-822-2043.

Business Opportunity

**SATELLITE TIME
AVAILABLE**

Full video transponder. Call Nick Leone, Trans Global Galactica Corp., 312-745-1161.

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STATION		CONTACT			
SE Major	C1.C FM	\$3,750K	\$1,600K	Bill Chapman	(404) 458-9226
W Medium	C1.IV/FM	\$2,750K	\$850K	Ray Stanfield	(213) 366-2554
R.Mt. Metro	VHF-TV	\$1,940K	\$400K	Greg Merrill	(801) 753-8090
FL Major	Fulltime	\$1,600K	\$600K	Bill Cate	(904) 893-6471
SW Medium	C1.IV	\$1,150K	29%	Bill Whitley	(214) 680-2807
MW Medium	C1.IV	\$995K	Cash	Peter Stromquist	(612) 831-3672
R.Mt. Metro	Fulltime	\$650K	\$150K	Brian Cobb	(303) 322-3763
NE Small	AM	\$575K	\$175K	Jim Mackin	(207) 623-1874
SE Suburban	C1.IV	\$350K	Terms	Bill Cate	(904) 893-6471
R.Mt. Small	AM	\$235K	\$60K	Greg Merrill	(801) 753-8090
SE Small	AM	\$130K	\$35K	Ernie Pearce	(615) 373-8315

To buy or sell, for appraisals or financing — contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

WE ARE PLEASED TO ANNOUNCE

the availability of a radio station in a major Western ski resort on negotiable terms at a price of:

\$1,000,000

Please contact Bill Martin or David Martin. Available exclusively from:

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Bob Marshall, President

Under-developed southeastern coastal Class C FM with companion AM located near outstanding resort market. Power increase will add coverage over two metropolitan markets. \$1.2 million, including real estate, on negotiable terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
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MD	AM	\$400,000	25%
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AZ	AM	\$35,000	downpayment
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LA	FM	\$20,000	downpayment
TN	AM	\$30,000	downpayment
IA	AM	\$35,000	downpayment
SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
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109 North Main, 2nd Floor
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MONEY MACHINE

Low on dial 5 kw non-directional signal gives excellent coverage over one of Southeast's best black markets. Black population within coverage area over 175,000. Gospel programming. Excellent ratings. Current cashflow will more than cover debt. Real estate included. Qualified principals only. Write Box P-91.

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AM-FM-TV-Appraisals
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If you plan to buy a radio station in 1983, you should be talking with us.

The Holt Corporation is currently offering FM and AM/FM stations in the Northeast, Midwest, Southwest, and Rocky Mountain areas including facilities with strong cash flow, as well as situations for the turnaround buyer. Whatever specific strategy your group has in mind for your next purchase, we should be able to promptly offer excellent matching in geographic area, price range and facility type.

Contact us now to review present offerings, and to insure your inclusion for future contact when stations are listed which fit your specific acquisition standards. For immediate personal service, please contact Bernhard Fuhrmann, Leigh Moylan or Arthur Holt.

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AM/FM single station market, \$725,000 with \$210,000 down. AM daytimer single station market, \$210,000 with \$52,000 down. AM/FM good real estate and equipment, \$550,000, terms. AM Class IV in Seacoast area, \$600,000 with \$220,000 down. These are new listings. We have many other attractive properties available. ARE YOU ON OUR MAILING LIST?

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802-524-5963 802-524-3159

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5000 watt low dial NDA fulltime AM with class A FM. State of art equipment. Valuable real estate. Located in gorgeous Sunbell resort. Great growth and potential. \$1,400,000, terms: \$975,000, cash. Qualifications a must on first letter. Write Box P-94.

JWC ORNELL & ASSOCIATES LTD.

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Many attractive opportunities available for sellers and qualified buyers. Call or write to be placed on our mailing list.

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Full time 1000 w. Excellent market. \$575,000—favorable terms.

RIVERSIDE BROADCASTING CO.

213-906-0400, 213-271-4774

NW TEXAS

Good small market 250 w daytimer. Excellent dial position. Absentee owner, underdeveloped, \$150,000 terms, \$140,000, cash. Write Box P-145.

STAN RAYMOND & ASSOCIATES Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
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Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

William Coyle, office products branch manager, Xerox Corp., Dallas, joins Warner Amex Cable there as VP, operations.

Michael Callaghan, assistant to president, Scripps-Howard Broadcasting, Cleveland, named president of Scripps-Howard Cable Services Co., responsible for cable systems in Florida, California, Michigan, Connecticut and Colorado.

Appointments, American Television & Communications, Englewood, Colo.: **Craig McCrystal**, regional manager, Piedmont region, to head of American Cablevision of Kansas City, Mo.; **John Neal**, regional manager, south central region, to manager, Capitol Cablevision of Jackson, Miss., succeeding **Aubrey Miller**, who moves to Memphis CATV Inc. as director of operations.

Edward Campbell, president and general manager, Warner Amex Cable Communications, Pittsburgh, named president and general manager of new cable system in Milwaukee where franchise contest awaits approval by city.



Gordon

Robert Gordon, president, Western Broadcasting, Missoula, Mont., and before that VP and general manager, WCPO-TV Cincinnati, joins WLWT(TV) Cincinnati as general manager.

Joseph Kelly, from Custom Audience Consultants, Washington-based radio re-

search firm, joins WAKY(AM) Louisville, Ky., as general manager.

Tom Scheithe, sales manager, WKKN(AM) Rockford, Ill.-WYFE-FM Winnebago, Ill., joins WEZV(FM) Fort Wayne, Ind., as general manager.

James Griffin, director of broadcast operations, WJLA-TV Washington, named VP, director of broadcast operations.

Dennis Williamson, VP and general manager, KTVL(TV) Medford, Ore., joins KREM-TV Spokane, Wash., in same capacity.

David Pearlman, general sales manager of Group W's KJQY(FM) San Diego, joins its KODA(FM) Houston as VP and general manager.

Leonard Norcia, general sales manager, Owensboro on the Air Inc., licensee of WVJL(AM)-WSTO(FM) Owensboro, Ky., and parent of Owensboro Cablevision, named assistant general manager.

Gary Eaves, general manager, WBZZ(FM)

Pittsburgh, joins WDBQ(AM) Orlando, Fla., in same capacity.

Ron Jones, station manager, WHK(AM) Cleveland, named VP and general manager.

Neil MacMillan, program director, WGCH(AM) Greenwich, Conn., joins WVIP-AM-FM Mount Kisko, N.Y., as general manager.

Cal Shields, program director, KACE(FM) Inglewood, Calif., named operations director.

Teresa Saylor, operations manager, KSBW-TV Salinas, Calif., named manager of programming and operations.

William Ascani, from Scullion, Nilson & Beekman, Denver, joins United Cable Television there as regional business manager.

Carolyn Kondo-Ito, manager of accounting, Wailea Land Corp., Maui, Hawaii, joins KYW-TV Philadelphia as accounting supervisor.

John McGuinness, and **Dean Saueressig**, assistant national directors of credit and collections, ABC, New York, named to newly created positions of associate national directors of credit and collections.

Appointments, Tribune Cable Communications, Mahwah, N.J.: **Calvin Craib**, financial analyst, to director of financial planning and analysis; **Frances Payne**, financial analyst, to senior financial analyst; **Kevin Dorney**, director of accounting, to newly created position of director of tax and audit; **Michael McGory**, senior accountant, Arthur Young & Co., New York, to same capacity, and **Maureen Torrens**, from Scholastic Inc., New York, to junior financial analyst.

Appointments, Warner Amex Cable Communications, New York: **Roger Greenwald**, VP, sales and marketing, Cincinnati, to senior VP, sales; **Judy Ranzer**, VP, sales promotion, to senior VP, marketing; **Susan Montgomery**, VP, sales and marketing, to VP, sales, metro systems, and **Bill Phillips**, director of sales and marketing administration, to VP, sales and marketing, administration and analysis. Appointments form sales team that assumes responsibilities of Ed Carter, senior VP, sales and marketing, who has joined MCI Communications (see "Technology" below).

Kristine Yackel, corporate controller, Cable-systems-Southwest, Rogers CableSystems, Minneapolis, named chief regional financial officer.

SEND MY FREE SAMPLE



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

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

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

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

Name _____

Station _____ Title _____

Address _____

City _____ State _____ Zip _____

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

Larry Siegel, publisher, *Ottumwa* (Iowa) Courier, named director of human services for parent, Lee Enterprises, group owner of four AM's, one FM and four TV's.

Appointments, WFSB-TV Hartford, Conn.: **G. William Ryan**, VP and general manager, to president; **Barry Barth**, director of broadcast operations, WJXT-TV Jacksonville, Fla., to VP and station manager, and **Cathy Nierle**, business manager, to VP, administration.

Kevin Shand, traffic supervisor, WRAL-TV Raleigh-Durham, N.C., named supervisor of traffic, film and station standards.

Donna Bridges, director of telecommunications services, Kansas Public Television Service, Wichita, Kan., licensee of noncommercial KPTS(TV) Hutchinson, Kan., elected VP.

George Pickering, union relations manager, General Electric, Lynn, Mass., joins WNEV-TV Boston as director of employe relations

Michele Menapace, from noncommercial WCET(TV) Cincinnati, joins WMVS(TV) and WMVT(TV), both noncommercial Milwaukee stations, as membership manager.

Marketing

Carolyn Roughsedge, from Needham, Harper & Steers/USA, Los Angeles, joins New York office as VP, director of broadcast production. **Elizabeth Tyre**, from Marschalk, New York, joins Needham, Harper & Steers there as senior account executive.

James Brandhorst Jr., senior VP and assistant to president, Kenyon & Eckhardt, New York, named senior VP and director of account services. **Dennis Zolnierzak**, VP, account supervisor, Marschalk Co., New York, joins Kenyon & Eckhardt there in same capacity.

Appointments, Campbell-Ewald, Warren, Mich.: **James Bernardin**, executive VP, creative director, to director of creative development and new client services; **Sean Kevin Fitzpatrick**, from Dancer Fitzgerald Sample, Torrance, Calif., succeeds Bernardin, and **Richard Anderman** and **Milton Sandling**, VP, senior account executives, to account supervisors.



Lebow

Barbara Lebow, art director, Trahan, Burden & Charles, Baltimore, joins W.B. Doner there in same capacity.

Paul Wolfe, freelance writer, joins Cunningham & Walsh, New York, as copywriter.

Doug Scharfberg, media director, Scharfberg & Associates,

Jenkintown, Pa., named VP and member of board of directors.

James Collier III, from own advertising agency, Richmond, Va., joins Mil-Mor Advertising there as head of new Mil-Mor Media division.

Appointments, Foote, Cone & Belding, New York: **Jay Kosanke**, media supervisor, to as-

social media director; **Rosemary McCabe**, media planner, to media supervisor; **Ellen McKnight**, assistant planner, to media planner; **Bob Perry**, from Wells, Rich & Greene, New York, to media supervisor; **Dan Azzarro**, from Wells, Rich, & Greene, to media planner; **Andrea Jacobs**, media buyer, Benton & Bowles, to spot broadcast buyer, and **Daniel Frankl**, from Benton & Bowles, to account executive.

Al Herring, from W.B. Doner, Detroit, joins Aviso, Lansing, Mich., communications firm, as media director of new division providing specialized marketing and media advertising services.

Ellen Levine, manager, nighttime and news pricing, NBC-TV, New York, named director, pricing.

Jerry Gardner, regional manager, Southwest, Radio Advertising Bureau, named VP, regional sales, responsible for cities in East and Northeast.

Appointments, SSC&B Lintas, New York: **Peter Bulkley**, from Dancer Fitzgerald Sample, New York, to account supervisor; **Susan Connolly**, from J.B. Williams, New York, to group research manager; **Geri Warren Roper**, from Leber Katz Partners, New York, to senior account executive; **Catherine Brown**, from Foote, Cone & Belding, New York, to media planner; **Daniel Sheehan**, from Art Directors Club, and **Steve Greene**, from J. Walter Thompson, New York, to copywriters; **Kathleen Nolan**, from SFM buying service, New York, to broadcast media supervisor, and **Ray Schulte**, from J. Walter Thompson, New York, to account executive.

Sales managers named VP's, Blair Television: **Richard Buck**, ABC/red team, New York; **Christopher Pearse**, Houston, and **Ed Youngmark**, independent team, Los Angeles.

Appointments, Katz Television: **Nelson Trotter**, general sales manager, WLWT(TV) Cincinnati, to manager, Washington office: **Michael Steinberg**, research analyst, to research manager, silver team, New York; **Gerald Staggers**, from Eastern Business Consultants and Management Services, Newark, N.J., to sales research analyst, bronze team, New York, and **Stewart Day**, from Wells, Rich, Greene, New York, to sales research analyst, olympic team, New York

Claudia Powers, senior buyer, account coordinator, SSC&B, New York, joins Avery-Knodel Television there as account executive.

Larry Walters, executive art director, Ad Com, Chicago, joins Tatham-Laird & Kudner there in same capacity. **LuAnn Hamel**, media planner, N W Ayer, Chicago, joins Tatham-Laird & Kudner there as assistant media planner.

Patty Kellert, VP, MG Media, New York firm specializing in advertising musical artists and concerts, named executive VP. **Deborah O'Rell**, account executive, named VP, media

Sally Wilcox Jennings, media supervisor, Dial Media, Cranston, R.I., named media director.

Timothy Robisch, account executive, Christal Radio, Detroit, joins Katz Radio there in same capacity.

Alexander Pfaff, from ABC Radio, New York, joins NBC Owned Stations division there as account executive.

Larry Parks, from KVIL-FM Highland Park, Tex., joins Warner Amex of Dallas as advertising sales manager.

Laura MacCallum, from KHOW(AM) Denver, joins Grant & Pollack advertising there as associate public relations director.

Donald Heller, general sales manager, non-commercial WHYV-TV Wilmington, Del., joins Blair Television, Philadelphia, as account executive.

Robert Barron, national sales manager, KMGH-TV Denver, named general sales manager.

Charles Gibbs, manager of electronic media relations, Church of Jesus Christ of Latter-day Saints, Salt Lake City, joins KUTV(TV) there as director of marketing and programming.

John Long, director of sales, WJLA-TV Washington, named VP, director of sales.

R. T. Wardell, national sales manager, WDHO-TV Toledo, Ohio, assumes additional duties as director of marketing.

Michael Dorsey, general sales manager, WFSB-TV Hartford, Conn., named VP, sales and marketing.

Ron Steinman, regional sales manager, WTRX(AM) Flint, Mich., named sales manager. **Mitch Trummer**, from WTAC(AM) Flint, Mich., joins WTRX as account executive.

Edward Burke, regional sales representative, KOGO(AM)-KPRI(FM) San Diego, joins XETRA-AM-FM Tijuana, Mexico, as regional marketing consultant and sales representative.

Marcia Davis, account executive, KQYT(FM) Phoenix, named retail sales manager.

Chuck Conrad, managing director, creative services, WHAS-TV Louisville, Ky., joins WANX-TV Atlanta in newly created position of local sales manager.

Mallory Farmer, sales service manager, WKYC-TV Cleveland, named sales administration manager. **Irene Mikitis**, senior sales service coordinator, succeeds Farmer.

Robert Grimm, sales manager, WQAM(AM) Miami, joins WINZ(AM) there as senior account executive.

Jon Milan, from WAAM(AM) Ann Arbor, Mich., joins WQRS-FM Detroit as account executive.

Connie Martinez, account executive, KLAK(AM)-KPPL(FM) Denver, named co-op sales specialist.

Tony Odachowski and **Jeff Slatkin**, from WKHK(FM) New York, join WNBC(AM) there as account executives.

Louise Smith, account executive, WMAQ-TV Chicago, joins WBBM(AM) there in same capacity.

Earl Jordan, account executive, KACE(FM) Inglewood, Calif., named assistant sales manager.

Programing



Baer

Arthur Baer Jr., VP, corporate development, Northwest Industries, Chicago, joins Rainbow Programing Services, Woodbury, N.Y., as president.

Jon Gumpert, senior VP, business affairs, United Artists Corp., New York, resigns to become independent

consultant.

Nanci Pfeffer, regional manager, station sales, ABC Radio Enterprises, New York, joins NBC's *The Source* there as regional director, affiliate relations.

Appointments, Embassy Communications, Los Angeles: **Martin Kaplan**, staff attorney, ABC Entertainment, Los Angeles, to general counsel, Embassy Television: **Stuart Lisell**, director, participation and producer accounting, Embassy Pictures, to VP, producer accounting; **Anne Aikman**, director, legal affairs, Embassy Television, to director of legal affairs, Embassy Pictures, and **Ron Beckman**, from Wyman, Bautzer, Rothman, Kuchel & Silbert, Los Angeles, to counsel.

Chris Sohl, associate producer, *The Joker's Wild*, Barry & Enright Productions, Los Angeles, named associate producer of B&E's *Tic Tac Dough*, succeeding **Rita Katsotis**, resigned.

David Auerbach, freelance producer, Los Angeles, joins Alan Lansburg Productions there as executive VP.

Nikki Wine, senior producer and director of special projects, Goodphone Communications, Woodland Hills, Calif., radio and television production firm, named VP, director of special projects.

Appointments, Entertainment and Sports Programing Network: **Bob McCarthy**, independent advertising sales representative, Chicago, to director, advertising sales, Chicago; **Debbie George**, commercial sales coordinator, New York, to senior commercial sales coordinator, and **Richard Darrow**, general accounting supervisor, Bristol, Conn., headquarters, to manager, accounting.

Robert Noah, freelance producer, Los Angeles, joins Reg Grundy Productions there as VP.

Stephen Kutner, VP, pay television, MGM/UA Home Entertainment, New York, joins United Satellite Communications, New York, as VP, program acquisitions. **Richard Bruning**, VP, treasurer, United Artists, New York, joins USCI as VP, finance

Michael DiPasquale, director of accounting, Cablevision Programing Enterprises, Woodbury, N.Y., named controller. **Robert Pollichino**, director of finance, named VP, operations.

Bob Schiller and **Bob Weiskopf**, television

writers/producers, Embassy Television, Los Angeles, join 20th Century-Fox Television there in same capacity. **George Truesdell**, manager, cash, investment and banking, 20th Century-Fox, named assistant treasurer.

Diana Foster, account executive, domestic division, Telepictures, Los Angeles, named director of Southwest sales, remaining in Los Angeles until regional office in Dallas is established.

Lee Kirbach, from Storer Cable Television, Anaheim, Calif., joins SelecTV, Marina Del Rey, Calif., as sales manager, Midwest and South.

Alonzo Miller, assistant program director, KACE(FM) Inglewood, Calif., named program director. **E.Z. Wiggins**, assistant music director, named music director.

Dave Ross, from WOKQ(FM) Dover, N.H., joins WNGN(AM) Pawtucket, R.I., as program director.

Mike Scott, program director, WGAR(AM) Cleveland, joins co-owned WKSW(FM) there in same capacity.

Pam Graziano, assistant manager of programing and promotion, KSBW-TV Salinas, Calif., named assistant program manager and public service director. **Timothy O'Leary**, from KIEM-TV Eureka, Calif., joins KSBW-TV there as assistant sports director.

James Mergen, from KFI(AM)-KOST(FM) Los Angeles, joins KGIL-AM-FM San Fernando, Calif., as program director.

Denny Nugent, assistant program director, WTVN(AM) Columbus, Ohio, joins WHAS(AM) Louisville, Ky., as program director.

Stanley Pederson, VP and director of broadcasting, WJLA-TV Washington, joins KYTV(TV) Springfield, Mo., as program manager.

Don Welch, from WDEF-TV Chattanooga, joins WTVC(TV) there as producer and host, *Good Morning Don*.

Appointments, *Evening Magazine*, KYW-TV Philadelphia: **Steve Bronstein**, field producer, to associate program producer; **Geoff Baer**, associate program producer, KYW-TV Philadelphia, to field producer; **Susan Cohen-Dickler**, associate producer, *Satisfaction Guaranteed*, to tips producer, and **Susan Roumelis**, associate producer, *People are Talking*, to field producer. **Cindy Fenneman**, story producer, *Evening Magazine*, to producer, *Satisfaction Guaranteed*.

Joe Folger, from KQRS-FM Golden Valley, Minn., joins KEGF(FM) Fort Worth as music director and air personality.

Joe Schmit, weekend sports anchor, WBAY-TV Green Bay, Wis., named sports director.

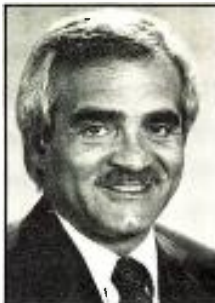
Jim Memolo, from Sportsphone, New York, joins WJDM(AM) Elizabeth, N.J., as sports director.

Eddie Gallaher, air personality, WASH(FM) Washington, joins WWDC(AM) there in same capacity.

Scott Fischer, air personality, WKQK(FM) Chicago, joins KPPL(FM) Denver in same capacity.

News and Public Affairs

Mitchell Cannold, producer, Satellite News Channel, Stamford, Conn., named director of news.



Mastroianni

Ernie Mastroianni, from Medill School of Journalism, Northwestern University, Chicago, joins WTLV(TV) Jacksonville, Fla., as managing editor and 6 p.m. anchor.

Gerald Jensen, news director, WEYI-TV Flint, Mich., joins KOLD-TV Tucson, Ariz., in same capacity. **Dennis Kendall**, anchor, WEYI-TV, named acting news director.

Mike Seldin, reporter, WJDM(AM) Elizabeth, N.J., named news director.

Appointments, news department, KYW-TV Philadelphia: **Frank Traynor**, producer, 11 p.m. news, to operations manager, news department; **Andy Lax**, producer, weekend edition, 11 p.m. news, succeeds Traynor; **Mike Willman**, assignment editor, to producer, weekend news; **Lauren Lipton**, producer, 5 p.m. news, to special projects producer; **Cindy Voron**, producer, noon news, succeeds Lipton; **Rob Feldman**, writer and 6 p.m. producer, succeeds Voron, and **Kevin Donahue**, assistant weekday assignment editor, to day assignment editor.

Greg Albrecht, executive producer, WAFF-TV Huntsville, Ala., joins WTLV(TV) Jacksonville, Fla., as producer, 11 p.m. news.

Dave Overton, late news producer and night assignment editor, WISH-TV Indianapolis, named executive news producer.

Colleen Dudgeon, producer, 5 p.m. news, WBBM-TV Chicago, named executive producer, early news.

Amy McGregor-Radin, acting public affairs director, WBZ-TV Boston, named public affairs director.

Bobbi Martin, from WGHP-TV High Point, N.C., joins WXIII(TV) Winston-Salem, N.C., as High Point bureau chief.

Craig Dellimore, editor-reporter, Associated Press Radio, Washington, and **David Roe**, news director, KNUS(AM) Denver, join WBBM(AM) Chicago as anchors-reporters.

Mark Potter, from WPLG(TV) Miami, joins ABC News there as correspondent.

Michael Schneider, news assistant, KTRK-TV Houston, named associate news producer, 7 a.m. news.

Appointments, WFBC-TV Greenville, S.C.: **Kim Brattain**, reporter, WSOC-TV Charlotte, N.C., to 6 and 11 p.m. co-anchor; **Mike Mathews**, reporter, WIS-TV Columbia, S.C., to same capacity, and **Rob Adams**, news photographer, WSPA-TV Spartanburg, S.C., to same capacity.

Tracey Moore, co-anchor, WDEF-TV Chattanooga, joins WTVC(TV) there in same capacity.

Sandy Eng, from WKCT(TV) Miami, joins KING-TV Seattle as 5 and 11 p.m. weekend anchor. **Larry Schick**, from KSBW-TV Salinas, Calif., joins KING-TV as weather anchor.

Nancy Laffey, weekend anchor, WITI-TV Milwaukee, named weeknight co-anchor. 6 and 10 p.m.

Susan Wallace, from KCPQ(TV) Tacoma, Wash., joins WJXT-TV Jacksonville, Fla., as reporter.

Chris George Legeros, reporter-weekend anchor, KGAN-TV Cedar Rapids, Iowa, joins KIRO-TV Seattle as reporter.

Doug Wallace, news photographer, WBAY-TV Green Bay, Wis., named chief news photographer.

Technology

Appointments, MCI, Washington: **Edward Carter**, senior VP, sales and marketing, Warner Amex Cable Communications, New York, to senior VP, marketing; **Carl Vorder Bruegge**, senior VP, sales and marketing, MCI, to senior VP, sales; **John Zimmerman**, from Firestone Tire & Rubber, Akron, Ohio, to VP, human resources, and **Tim Fitzpatrick**, from GTE Corp., Stamford, Conn., to VP, leasing and construction.

Robert Farrington, director and VP, manufacturing, Stainless Inc., North Wales, Pa., communications tower design and manufacturing firm, named president and chief operating officer, succeeding **Henry Guzewicz**, who continues as chairman of board and CEO.

Par Peterson, technical manager, Southwest, Rogers Cablesystems, Minneapolis, named director of engineering, responsible for technical, project and service operations for all Minnesota properties.



Rozzini

Paul Rozzini, VP, manufacturing, tele-systems division, Chyron Corp., Melville, N.Y., elected VP of Chyron. **Lawrence Mincer**, director of corporate development, named sales manager, video cable products division.

William Tiemann, from Winegard Co., Burlington, Iowa, joins General Instrument, Sherburne, N.Y., as sales manager, satellite TV reception systems.

James Mann, corporate controller, Technicolor, Los Angeles, named VP, finance, professional film division.

William Jarret, from Matrix Video, New York, joins International Production Center, New York cable production facility, as director of engineering.

Kathryn Strachan and **John Detwiler**, affiliate representatives, Group W Satellite Communications, Stamford, Conn., named national account managers.

Guy Hempel, general manager, WTOL-TV Toledo, Ohio, elected VP of parent, Cosmos Broadcasting.

New board. The International Teleconferencing Association, formed in October 1982 (BROADCASTING, Oct. 25, 1982), has elected directors. The eighteen-member board is divided into three categories, each headed by a previously elected ITCA officer.

Users: David Boomstein (president, ITCA), Citibank, New York; Beverly Bach, Procter & Gamble, Cincinnati; Robert Blair, IBM, White Plains, N.Y.; Thomas Maher, ITT, N.Y.; Sandra Foy, Allstate Insurance Co., Northbrook, Ill.; Richard Jackson, Aetna Life & Casualty, Hartford, Conn., and Pamela Rosprin, Tandem Computers, Cupertino, Calif.

Researchers/consultants: Lorne Parker (vice president, ITCA), Center for Interactive Programs, University of Wisconsin, Madison; Jeff Charles, Institute for the Future, Menlo Park, Calif.; Robert Keiper, Robert Keiper Associates, San Diego, Lynn Svenning, Telecommunications Research Group, Los Angeles; William Dutton, Annenberg School of Communications, University of Southern California Los Angeles; Hal Johnson, MediaSense, Boulder, Colo., and Jacques Vallee, author and independent researcher.

Vendors of products and services: Elliot Gold (treasurer, ITCA), Telespan, Altadena, Calif.; Michael Hiles, Centro Corp., Los Angeles; Virginia Ostendorf, Kellogg Telecommunications Corp., Littleton, Colo.; Gregory Paulsen, NEC America, Fairfax, Va.; Patrick Portway, VSN Satellite Communications Services, San Ramon, Calif.; Glen Southworth, Colorado Video, Boulder, Colo., and Susan Pereyra, Connex International, Danbury, Conn.

Ami Porder, from WJAR-TV Providence, R.I., joins Entertainment and Sports Programming Network, Bristol, Conn., as associate studio producer.

Paul Grzebnik, engineering manager, WCXI-FM Detroit, joins WQRS-FM there as chief engineer.

Promotion and PR

Appointments, Hill & Knowlton: **Mary Mosler**, VP, Chicago, to senior VP; **Robert Harris**, account executive, Chicago, to VP, and **Carl Thompson**, coordinator of financial relations, Denver, to VP. Joining as account executives, Chicago: **David McMullen**, from American Judicature Society, Chicago, and **Cynthia Bowles**, from Baxter & Korge, Texas.

Cynthia Teiwes Boldt, from *Arizona Legislative Review*, Phoenix, joins KHEP-AM-FM there as public relations director.

Katherine Heinz, account supervisor, Burson-Marsteller, Pittsburgh, joins Ruder, Finn & Rotman, Washington, in same capacity.

Susan Nordquist, production director, KYUU-FM San Francisco, joins KRE(AM)-KBLX(FM) Berkeley, Calif., as advertising and promotion director.

Clark Grant, from Bay Area Interconnect, San Jose, Calif., joins KSBW-TV Salinas, Calif., as manager of advertising and promotion.

Lori Langholz, promotion assistant, WTVN-TV Columbus, Ohio, named promotion director.

Allied Fields

Joe Dembo, VP, CBS News, radio, New York, named to board of directors, Associated Press Broadcasters, succeeding **Bob Benson**, VP, news and sports, ABC Radio. Three major radio-TV networks share two seats on board, each with rotating two-year terms.

Arthur Salisch, operations and research director, Radio Information Center, New York, joins Arbitron there as client service representative, Eastern radio station sales. **Marjorie Johnson**, from Seltel, New York, joins Arbitron there as account executive, Eastern

television station sales.

Craig Blakeley, from law firm of Wilmer, Cutler & Pickering, Washington, joins Schnader, Harrison, Segal & Lewis there as associate, specializing in communications law.

Elected officers, Palmetto chapter, American Women in Radio and Television, Columbia, S.C.: **Lois Duke**, Lawrimore Communications, Columbia, president; **Renee Zeide**, WCSC-TV Charleston, vice president; **Betty Roper**, Clarendon Broadcasting, Manning, secretary, and **Lyda Mathis**, Henderson Advertising, Greenville, S.C., treasurer.

Deaths

Charles Bluhdorn, 56, chairman of Gulf & Western, diversified company which owns Paramount Pictures, died of heart attack Feb. 19 on board plane returning from business trip in Dominican Republic. Survivors include wife and son.

Robert Cox, 67, former executive officer, FCC, died of heart attack Feb. 14 at Northern Virginia Doctors hospital, Arlington, Va. He is survived by two sons and daughter.

Robert Goodwin, 55, among first black writers for television, died of cancer Feb. 13 at University of California at Los Angeles medical center. Goodwin wrote for such shows as *Bonanza*, *The Big Valley*, *All in the Family*, among others. He is survived by eight daughters and three sons.

Bob Longwell, 72, Detroit radio and television air personality for 40 years on stations including WJR(AM), and WXYZ-AM-TV, died Feb. 6 at Botsford General hospital, Farmington, Mich. He is survived by his wife, Catherine, daughter, Vicki, and son, Robert, general manager, WDBO-FM Orlando, Fla.

Howard Maier, 77, one-time assistant television director, U.S. Information Agency, died of cancer Jan. 28 at his home in Hallandale, Fla. He is survived by his wife, Laurette.

James Eike, 71, retired personnel official, U.S. Information Agency, died of cancer Feb. 8 at his home in Fairfax, Va. He is survived by his wife, Claire and daughter.

Gary Epstein: shaping the telecommunications future

The changes in the television industry over the past several years have been dramatic. Cable television, on the strength of pay television, has grown to challenge the dominance of broadcasters. And believing they have a better way of delivering television to the home, media ranging from satellite broadcasting to videodisks have emerged to compete with cable operators and with broadcasters.

But despite the vast scope and suddenness of the television revolution, there are many who believe that it pales in comparison to what is happening in telecommunications, where the convergence of the telephone and computer and the push for more competition in a business long dominated by AT&T is causing enormous upheavals.

That view is shared by Gary Epstein, the 36-year-old chief of the FCC's Common Carrier Bureau, who abandoned a lucrative practice as a broadcasting lawyer for government service and a chance to play a role in the telecommunications revolution. "I really do think that some of the most exciting things happening are happening in telecommunications," Epstein says in his spacious corner office, filled with the frayed hand-me-down furniture of a bureaucrat, on the fifth floor of the FCC's Washington headquarters. "The information age really has to do with how people interact with each other."

As head of the Common Carrier Bureau, Epstein is more than a witness to the revolution, he is a shaper of it. According to the Harvard law school graduate, decisions made at the FCC or in the judicial arena over the past two years, most notably the AT&T-Justice Department consent decree and the FCC's Computer II and access-charge decisions, have set the policies it is now the bureau's task to implement. "The big job this year," Epstein says, "is to find a way to fit all the pieces of the puzzle together to make sure things work out for the best."

There are, of course, additional pieces to the puzzle. The Common Carrier Bureau also is charged with regulating domestic satellite communications, the multipoint distribution service, the digital electronic message service, cellular radio, radio paging and international record carriers. Each must have its place in tomorrow's telecommunications environment.

Epstein is pro-competition—if he were not, he admits, FCC Chairman Mark Fowler would not have picked him to take over the bureau in July 1981—but he is no ideologue. He believes that FCC actions and court rulings aimed at fragmenting the AT&T monopoly will ultimately benefit the public. Although he feels decisions that permitted other companies to make and market tele-



Gary Marvyn Epstein—chief, Common Carrier Bureau, Federal Communications Commission, Washington; b. Nov. 28, 1946, New York; BS, electrical engineering, summa cum laude, Lehigh University, Bethlehem, Pa., 1968; JD, Harvard University, 1971; communications attorney, Arent, Fox, Kintner, Plotkin & Kahn, Washington, 1971-1981; present position since July 1981; m. Jeralyn Needel, June 29, 1969; children—Daniel, 9, and Deborah, 6.

phone equipment already are paying dividends to the public in the form of lower prices, he is reserving judgment on actions designed to put MCI, Southern Pacific and other long-distance carriers on an equal footing with AT&T until he sees some results.

The obvious enjoyment Epstein derives from his job was tempered in the beginning by apprehension. Although he had done some common carrier work in private practice, he admits he didn't know much about common carrier law when he took the job. "I was a bit worried about my learning curve and whether or not I would be able to catch on." Almost two years later, Epstein's apprehension seems ludicrous in retrospect. Not only does he understand the complicated and often arcane stuff of common carrier regulation, but he has the ability to explain it to others. "If the commissioners don't understand it," he says, "I'm not doing my job." (He demonstrates his teaching skill in the course of the interview by drawing diagrams to explain an element of the access-charge decision.)

Epstein's understanding of telecommunications issues was facilitated by the electrical engineering he learned as an undergraduate at Lehigh University. In his broadcasting practice, he says, the only thing the degree did for him was to help keep consulting engineers in line. His one dissatisfaction with the job, Epstein admits, is the money: He says he took a 50% cut in salary when he joined the civil service. Consequently, he says, he doesn't want to make a career at the FCC.

What Epstein says he needs now is some

criticism. "It's difficult to get an objective evaluation of what kind of job you are doing because the people who come in to see you don't have any incentive to say to you, 'Hey Epstein, you really screwed that one up.'" The telecommunications lobbyists are simply reluctant to offend the chief of the Common Carrier Bureau, he says.

Counterbalancing the challenge and excitement of shaping the information age for Epstein are the frustrations of trying to meet the challenge with limited resources and of trying to deal with the enormous pressure that can be brought by large companies that make up the telecommunications industry. At Epstein's command in the bureau are some 300 lawyers, engineers and economists—not nearly enough, he says, to implement the FCC's new policies and carry on the day-to-day monitoring and regulation of the services that the bureau must oversee. The problem would be a lot worse if not for the quality of the staff, Epstein said. "The bureaucracy has got a bad name in Washington," he said, "so I was very pleasantly surprised at the dedication and ability of the people who work here." Epstein has found one way of alleviating the manpower problem. "I work considerably harder here than I did as a lawyer. And I worked reasonably hard on the outside." He claims to put in more than 80 hours a week on the job.

And there is always the hope deregulation will lighten the bureau's workload. The bureau has already completely deregulated resellers of MTS and WATS services and it has a strong commitment to avoiding comparative hearings wherever possible. The domestic satellite branch's proposal to reduce spacing between satellites is designed to increase the number of satellites that can be squeezed into the limited orbital arc so that comparative hearings can be avoided. "I was out there practicing for 10 years," he says, "so I know what comparative hearings are like."

Epstein is able to deflect much of the pressure by adhering to three rules (modeled on Isaac Asimov's three rules of robotics): "Don't screw around with the public interest; don't screw around with American industry, except where it conflicts with the first rule, and don't appear stupid, except where it conflicts with the first two rules." With companies the size of AT&T, Western Union and RCA applying the pressure, he says there "is a real tendency to let the second rule overtake the first" but it's one that he believes he has so far been able to resist.

Despite the frustrations—relieved during the few hours he reserves for himself by what he calls "recreational math" and pick-up basketball games—Epstein seems to be thriving at the focal point of the telecommunications revolution. "It's exciting to be involved with this," he says. "It will ultimately change the way people live and do business."

Washington Post Co. has made first entry into cable TV business by purchasing 50% interest in SportsChannel Associates from Charles F. Dolan's Cablevision Program Enterprises. SportsChannel serves 270,000 cable subscribers and 100,000 pay subscribers in New York area. Deal also includes 25% interest in New England SportsChannel. In prepared statement, Washington Post Co. President Richard D. Simmons said "this venture is a splendid opportunity for our company to enter a cable programming business with exceptional potential for profit growth." WPC spokesman described venture as one of "new media" that complements company's newspaper, broadcast station and programming interests. SportsChannel exclusive offerings include New York Yankees and Mets games, New York Islander hockey games, New Jersey Nets basketball games, New Jersey Devils hockey games and New York Racing Association events. New England SportsChannel carries Boston Celtics basketball games and Hartford Whalers hockey, as well as offering most New York SportsChannel events. WPC also is applicant at FCC for cellular mobile radio system in Washington market.

Senator Barry Goldwater (R-Ariz.) is expected to introduce FCC reauthorization bill today. Bill sets ceiling of \$86.4 million for fiscal 1984 and 1985 but allows for discretionary funding for salary, retirement and other employee benefits. Senate Appropriations Subcommittee on State, Justice, the Judiciary and Related Agencies is holding hearing, March 2, on FCC FY 1984 budget.

Senate Rules Committee is planning hearings some time in March on resolution (S. Res. 66) that would allow television and radio coverage in Senate. Senate Rules Committee Chairman Charles McC. Mathias (R-Md.) had hoped to move resolution, introduced two weeks ago, quickly through committee and to floor. However, several senators requested hearings. Senators making request were Russell Long (D-La.), Quentin Burdick (D-N.D.), J. Bennett Johnston (D-La.), Lloyd Bensten (D-Tex.), John Danforth (R-Mo.), William Proxmire (D-Wis.), Mack Mattingly (D-Ga.), Christopher Dodd (D-Conn.), Walter Huddleston (D-Ky.), John Stennis (D-Miss.), David Boren (D-Okla.) and John Tower (R-Tex.).

Special, market-by-market sweep reports that will exclude ratings for ABC-TV's 18-hour blockbuster *Winds of War* from averages for month of February are to be issued by A.C. Nielsen Co. along with regular quarterly sweep reports this spring. Request for special reports came from NBC-TV on behalf of many of its affiliates, according to spokesman for Nielsen, who said some CBS-TV affiliates have also requested special breakout. Reports, which spokesman said will "in no way resemble Nielsen's regular sweep reports" and so could not be mistaken for them, will be issued in at least top 50 markets and perhaps more, depending on requests from stations.

HBO has signed agreement with Silver Screen Partners, newly-formed limited partnership which hopes to raise \$75 million or more to produce theatrical films, whereby HBO will participate in packaging selection of films to be produced, and will also have the exclusive pay-cable rights to those films. In return, HBO is guaranteeing investments of limited partners who participate. Silver Screen recently filed its limited-partnership offering with SEC, which, if approved, will be offered to public in April. Minimum partnership share will be priced at \$5,000 and it's anticipated that entire offering underwritten by E.F. Hutton, will be sold in two or three months. Roland Betts, president of International Film Investors Inc., is president of Silver Screen. Partnership hopes to produce 10 to 12 films annually per year and repeat offering on annual basis.

In addition to exclusive pay-cable rights, for showing after first theatrical runs, HBO is to receive 5% of profits derived from all runs other than pay-cable (theatrical, videodisk, etc.).

Senator Bob Packwood (R-Ore.) told members of communications task force of National Conference of Black Lawyers last week he supports establishment of affirmative action guidelines to increase



Front seat to victory. Viewers were treated to a thrilling moment in the Daytona 500 mile stock-car race on Feb. 21 when CBS-TV carried live the finish of the event, as seen through the front window of the car in which winner Cale Yarborough was driving. CBS had installed Racecam camera equipment and an audio device in the back of Yarborough's auto (plus another in Tim Richmond's LeMans) and conducted interviews with him 54 times during the four-hour telecast, only during a "yellow flag" (periods when cars slow down during accidents). CBS said the telecast earned "rave reviews" in newspapers throughout the country and scored an 8.7 rating and a 26.0 share. Figures on the estimated total audience were not available.

minority ownership in telecommunications. Packwood also spoke about need for expanding full First Amendment protections to electronic media. He said there is growing need for Congress to address issue before it becomes Supreme Court issue. Senator talked about number of communications issues including multiple broadcast ownership limits, which he said, he would leave to normal antitrust laws. "The day for need of seven-seven-seven rule is gone," he said. Packwood will be luncheon speaker at CBS's affiliates government relations committee meeting in Washington today.

Turns out that TV stations in 30 markets, none of them in top 10, were unanimous in supplying their 1981 revenues figures to Broadcast Industry Revenue Reporting Committee. That means market figures for only those 30 will be compiled. Totals will be reported back to stations involved, but feeling among committee members at meeting last week was that market figures should not be made public lest they be used for projections that couldn't possibly be accurate. For whatever its worth, virtually all stations in those 30 markets reported sizable revenue increases in 1981 over 1980. Accounting firm report to committee, formed and financed by four leading broadcasting trade associations to take up slack left by FCC's departure from financial data collection, showed no real change from earlier broadcast estimates: Only 64.3% of TV stations and 34.5% of radio stations bothered to send in data (BROADCASTING, Dec. 13, 1982). Committee decided not to go out of business, but will try another tack for 1982 figures: working with numerous market groups that compile their own data through independent accounting firms.

Representative Barney Frank (D-Mass.) last week called congressional cable rate setting "a terrible idea." He told New England chapter of Women in Cable that cable industry faces dilemma because it hasn't figured out what to do when Copyright Royalty Tribunal sets rates it doesn't like. One-time appeal to Congress to set rates seems reasonable, he said, but he cannot see Congress continuing to determine rates. Frank defended measure he is co-sponsoring (BROADCASTING, Feb. 14), to repeal must-carry rules but make cable

tems transmitting distant signals subject to full copyright liability, way to keep government as far away as possible from programming decisions. He told BROADCASTING he has gotten little pressure from the industry about bill (H.R. 1388). He speculates this is because the position is well known and that cable operators may be reluctant to waste time protesting something that he claims will cost them very little.

National Association of Broadcasters filed comments with Environmental Protection Agency last week asking agency to establish a reasonable scientifically justified radio frequency radiation standard. "EPA is seeking comments on proposed rulemaking to develop radiation protection guidelines. NAB stated need for federal standard to guide FCC in carrying out its statutory obligations under provisions of National Environmental Policy Act and Communications Act. NAB suggested that EPA work with other federal agencies involved in issue and asked that communications industry be given opportunity to provide input into decision-making process.

In statement at FCC last week, **National Association of Broadcasters** urged FCC to continue scrutinizing applications seeking authority to broadcast programming to foreign transmitters, as commission is required to under Section 325(b) of Communications Act. NAB noted that although commission had asked Congress to repeal that section, Congress had "wisely" rejected that proposal. NAB also said commission should reject any such applications that would result in creation of "de facto" stations in United States.

If all goes as planned, any public information in FCC's files may be accessible to home computers, and, eventually, applications may be filed electronically, said James McKinney, FCC Private Radio Bureau chief, in interview with BROADCASTING last week. Not only is commission moving to put more of information it keeps on file into computer network, but it's also moving to permit outsiders to gain electronic access to public portions of data base, he said. McKinney, who is heading FCC committee overseeing automation, said committee hoped to have much of information it keeps on file in data base by fiscal 1984. He also said FCC would issue notice of inquiry within 30 days seeking comment on how it should go about offering access to that information without "tying up" commission resources.

Subject to FCC approval, **WAKE(AM)-WLJE(FM) Valparaiso, Ind.**, has been sold by Porter County Broadcasting Corp. to Porter County Radio Associates for \$1,310,000. Buyer is headed by Kenneth W. Gneuhns, general partner, former owner of WSEX(FM) Arlington Heights, Ill. Eckburn & Co., Washington, handled transaction.

Thanks primarily to blockbuster theatrical movie, "E.T. The Extra-Terrestrial," and such other hits as "On Golden Pond" and "Best of the Whorehouse in Texas," MCA Inc. reported record 1982 revenues and earnings. Revenues rose 19% to \$1,587,618,000, while income climbed 96% to \$176,198,000, or \$3.69 per share, compared with \$1.88 per share in 1981. Hit movies helped push record entertainment division's revenues to record \$1,014,750,000, 29%, but division's television revenues were down 25%, to \$7,092,000.

Electronic Media Rating Council has added three new members, bringing total to 21. Inductees are **Metromedia Inc.**, station group owner; **McGavren Guild**, radio rep firm, and **Standard Communications**, owner of KUTV(TV) Salt Lake City. Each will have representation on board of EMRC (formerly known as Broadcast Rating Council). Metromedia will be represented by Roy Bacon, research director; McGavren Guild by Ellen Hulleberg, executive vice president, marketing and communications, and Standard Communications by Bob Temple, vice president and general manager, KUTV.

Senator Barry Goldwater (R-Ariz.) has much to say about media. In speech in Senate recently, Goldwater struck out at television media.

He was critical of networks for not providing quality programming and instead praised public broadcasting and urged that its funding be increased. Goldwater later voiced concern about news media's refusal to "say anything good about United States." He said he monitored national network news show and found that "83 percent of material shown included matters of bad events in the world and, particularly the United States." He made call for media to "try reporting some good things, at least for awhile."

Robert King, president and general manager of WGN-TV Chicago since May 1982 and past vice chairman and chairman of NAB's TV board, will leave station in mid-March to form his own consulting firm, working from his home in Winnetka, Ill. King spent almost 21 years with Capital Cities Communications, and was senior VP when he left in 1982 to join WGN-TV. When asked why he was leaving after only nine months at station, King said "the kind of energy the day-to-day running of a station demands" wasn't for him "in the long term," and that he felt he had accomplished his goal of helping restructure and streamline WGN-TV operation. As for his consulting venture, he said, "God gave me a talent to see a problem and come up with a solution. I want to see if that's marketable."

Walda Roseman, executive vice president of Corporation for Public Broadcasting, has advised board and organization of intention to leave that post on Aug. 1 to take job in private sector. Previously, she held policy positions with National Public Radio, Office of Telecommunications Policy and National Cable Television Association.

Controversial nomination of Helen M. Taylor to Corporation for Public Broadcasting board is still held up in Senate Commerce Committee. Virginia Republican Senators John Warner and Paul Trible (Commerce Committee member), however, are pushing for Taylor and want to meet with Senator Barry Goldwater (R-Ariz.) and some Democrats who have voiced strong reservations about her. Trible and Warner may ask that committee schedule vote on nomination. If vote takes place, Democrats say, they want to meet informally with Taylor first. Doubts have been raised about Taylor's nomination because of political contributions and information contained in her FBI file (BROADCASTING, Feb. 21). Commerce Committee Chairman Bob Packwood (R-Ore.) has also stated an interest in Taylor nomination.

Walt Disney Productions has named **Ronald W. Miller and Raymond L. Watson** to succeed E. Cardon Walker as chairman and chief executive officer. Miller, president and chief operating officer, will become chief executive. Watson, board member and head of Watson, Eberling & Lund land development firm, becomes chairman.

Open heart broadcast. In what is believed to be a broadcast television first, Phoenix noncommercial station KAET(TV) last Wednesday night originated live coverage of open heart surgery from a Phoenix hospital. About 50 PBS affiliates carried the two-hour program, which included response to viewer questions phoned in to Dr. Edward B. Diethrich, medical director of the Arizona Heart Institute and supervising surgeon during the operation. AHI and KAET co-produced the program, a segment in a month-long series of special programs on caring for the heart shown locally by the PBS outlet.

The broadcast, which was carried by some stations on a tape-delay basis, included feeds from one "observation dome" and three operating room cameras, plus in-studio commentary by cardiologist Dr. Samuel Kinard. Diethrich completed a triple bypass operation in the Wednesday night broadcast on Bernard Schuller, 62, of Elwood, Wis. During the 95-minute operation, Diethrich bridged three clogged arteries using portions of veins from the patient's legs. Concluded Diethrich: "He's going to make a complete recovery."

Diethrich recently performed successful triple by-pass surgery on Senator Barry Goldwater (R-Ariz.), who will appear on the series next week to discuss his experience for KAET viewers.

Editorials

Not an empty stage

It has not been often if at all in television history that a single network season has contained two programming events that moved and shook the nation. This season has had *Winds of War* and tonight will have the last episode of *M*A*S*H*, two programs alike only in their ability to compel attention.

Winds of War was designed to be what Hollywood used to call an epic, Cecil B. DeMille hiring 10,000 extras to build pyramids in Culver City. *M*A*S*H* was crafted on a smaller and more loving scale. That both could find their way to national exhibition says something more complimentary of television than a good deal of recent commentary has been.

Eleven years ago, when *M*A*S*H* went on the air, the other features on the CBS-TV Sunday night schedule were *Anna and the King*, *The Sandy Duncan Show*, *The New Dick Van Dyke Show* and *Mannix*. The CBS-TV Saturday night lineup, the strongest on the air, is still remembered for *All in the Family*, *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *Mission Impossible*. Tucked between the first two at the beginning of the 1972-73 season was something called *Bridget Loves Bernie*. Program selection was just as chancy then as it is now.

*M*A*S*H* ended its first season in 46th place with a rating of 17.5 and a share of 27, when a share under 30 was considered fatal. The argument is made that in those days networks were more generous in giving programs time to find an audience. It is true that networks make shorter commitments to new productions now, but they are still keeping some shows on the air longer than the numbers justify in the hope that the magic of a *M*A*S*H* will be repeated.

One reason for the success of *M*A*S*H* is that it grew with its audience. The *M*A*S*H* of 1983 is far more sophisticated than the *M*A*S*H* that first went on the air, and so is a television audience that has far more viewing options. It is understandable that the end of *M*A*S*H* is mourned, but it is wrong to think that an era of some kind has gone with it.

Missed chance

Both the regulators and the regulated in the communications world that is under the jurisdiction of the FCC have reason to welcome last week's Supreme Court decision in the KCET(TV) case. Had the court gone the other way, the FCC could have become, willingly or not, one of the biggest law enforcement agencies in Washington. That said, it must be added that the court failed to go quite far enough to clean up the appellate court's work it was correcting.

The Supreme Court had been asked to rule that the FCC was obliged to enforce a federal statute prohibiting recipients of federal funds from discriminating against the handicapped. If the court had taken that course, the same principle could have been applied to other federal statutes. Fortunately for the preservation of common sense in the regulatory process, the court said the FCC had no obligation to extend enforcement duties beyond those prescribed in the Communications Act.

But the KCET case, which has taken several awkward turns, may take more. The appellate court decision that was the subject of the Supreme Court's opinion last week was overturned only in the part holding that KCET's license renewal was hostage to the station's service to the deaf as required under the Rehabilitation Act of 1973 and the station's use of federal funds. The appellate

court, ever faithful to its determination to tell the FCC how to regulate, had also as much as ordered the commission to conduct a rulemaking that would give the deaf "meaningful access to broadcasting."

It would be contrary to the philosophy of the incumbent and deregulatory-minded FCC to instigate that kind of exercise, but the appellate instruction remains at the disposal of any petitioner who wishes to invoke it. The Supreme Court overlooked the opportunity to tell the U.S. Court of Appeals for the District of Columbia to stick to its job, reviewing FCC actions for their legality, and let the FCC do its. The Supreme Court had reason to issue a reminder. Only a month before the appellate court told the FCC to do something about television service for the deaf, it had been rebuked by the Supreme Court for overstepping its authority by ordering the FCC to oversee radio format changes.

The Court of Appeals in Washington could have used another lesson last week.

By themselves

This is the season for yearend financial reports from publicly owned companies, a time when all the promises and predictions, explanations, rationalizations and speculations that have emanated from corporate executive suites over the past year are put to the ultimate test. Yearend reports may not tell the whole story, but they tell the nub of it succinctly, and they're awfully hard to argue with. Either you made it or you didn't.

The yearenders that have been coming out of companies involved in broadcasting, cable and related fields give last year's pessimists poor marks in prognostication. Highlights are reported elsewhere in this issue and have been reported in preceding issues, and they're solidly on the side of last year's optimists. With the economy in the worst mess since the Great Depression, pessimism was understandable—but, as these reports make plain, dead wrong. With relatively few exceptions, the major electronic media came through the year with solid gains; in most cases 1982 was the best year of their commercial lives.

Some electronic media fared better than other electronic media, of course. The point here is that in a time of economic stagnation, the electronic media are not only alive but also healthy and growing. There may be businesses that offer more excitement and promise, but those that come to mind are all illegal.



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NETWORK VIEWING MAY BE DOWN..

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but **NOT** on WJIM-TV

We analyzed the survey results and here's what NIELSEN reported for mid-Michigan and **WJIM-TV**

	<u>1980</u>	<u>1981</u>	<u>1982</u>
Rating	19	20	21
Share	31	33	37
Homes (000)	58	65	72
Persons (000)	105	117	133

Source: NIELSEN Lansing Mkt. Feb '80-'81-'82 DMA & Station Totals;
(day part summary sect.) Prime - M-Sat. 8-11 PM, Sun. 7-11 PM

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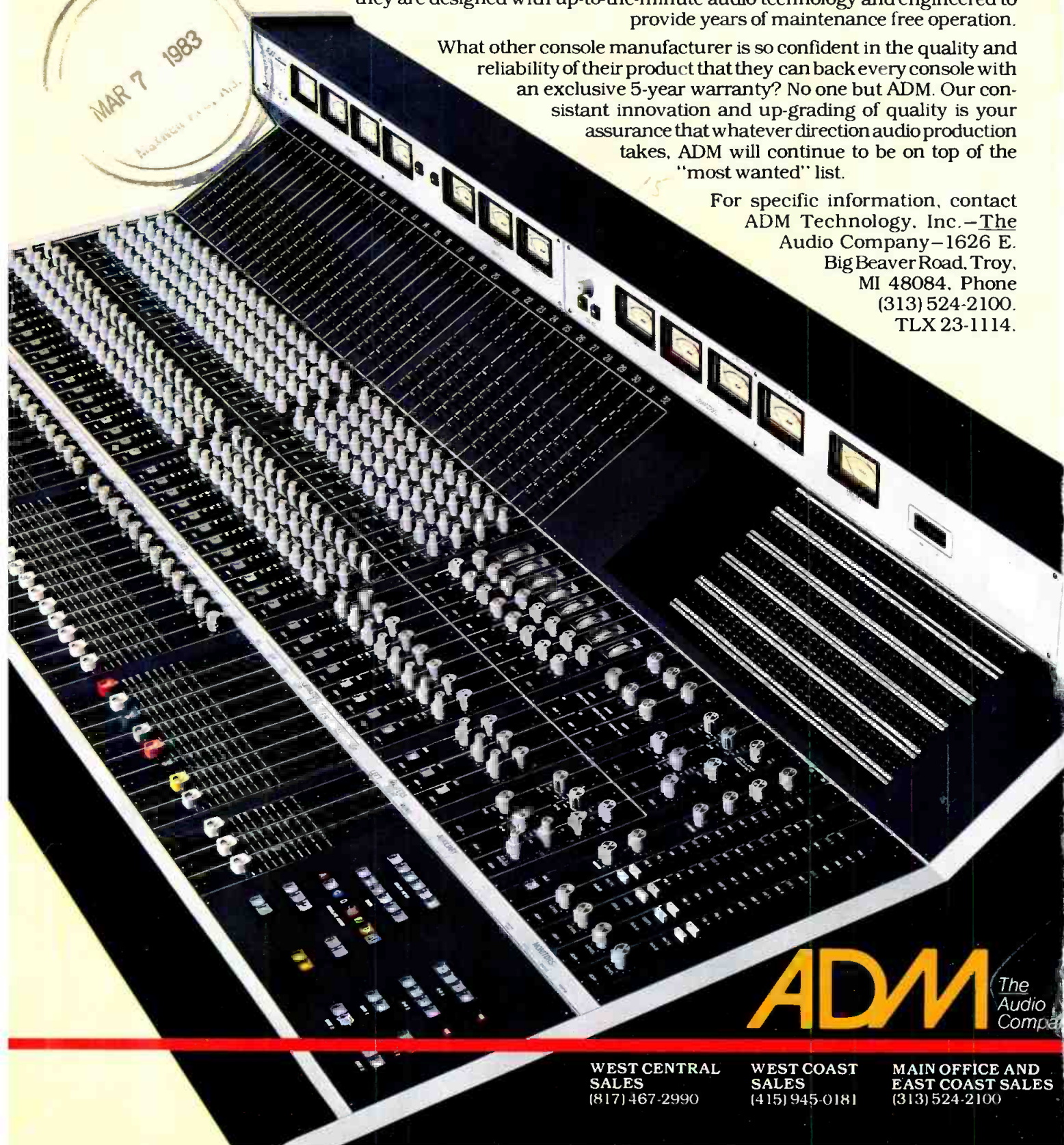
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