

# Broadcasting Apr 4

## The Albuquerque Advantage



### KOB-TV

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IBC: Anatomy of a comeback  
Advancing on the NAB  
February sweeps

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More and more Detroiters

are joining in the fun. When we offered coffee and danish with Dick Purtan, over 2000 people showed up in one week. When we offered free FM converters to the first 500 FM-less cars, they were gone within the first few hours when over 1500 people showed up. And when we celebrated the end of winter on March 3 with an outdoor picnic and free hot dogs, over a thousand WCZY listeners stopped in to enjoy the festivities.

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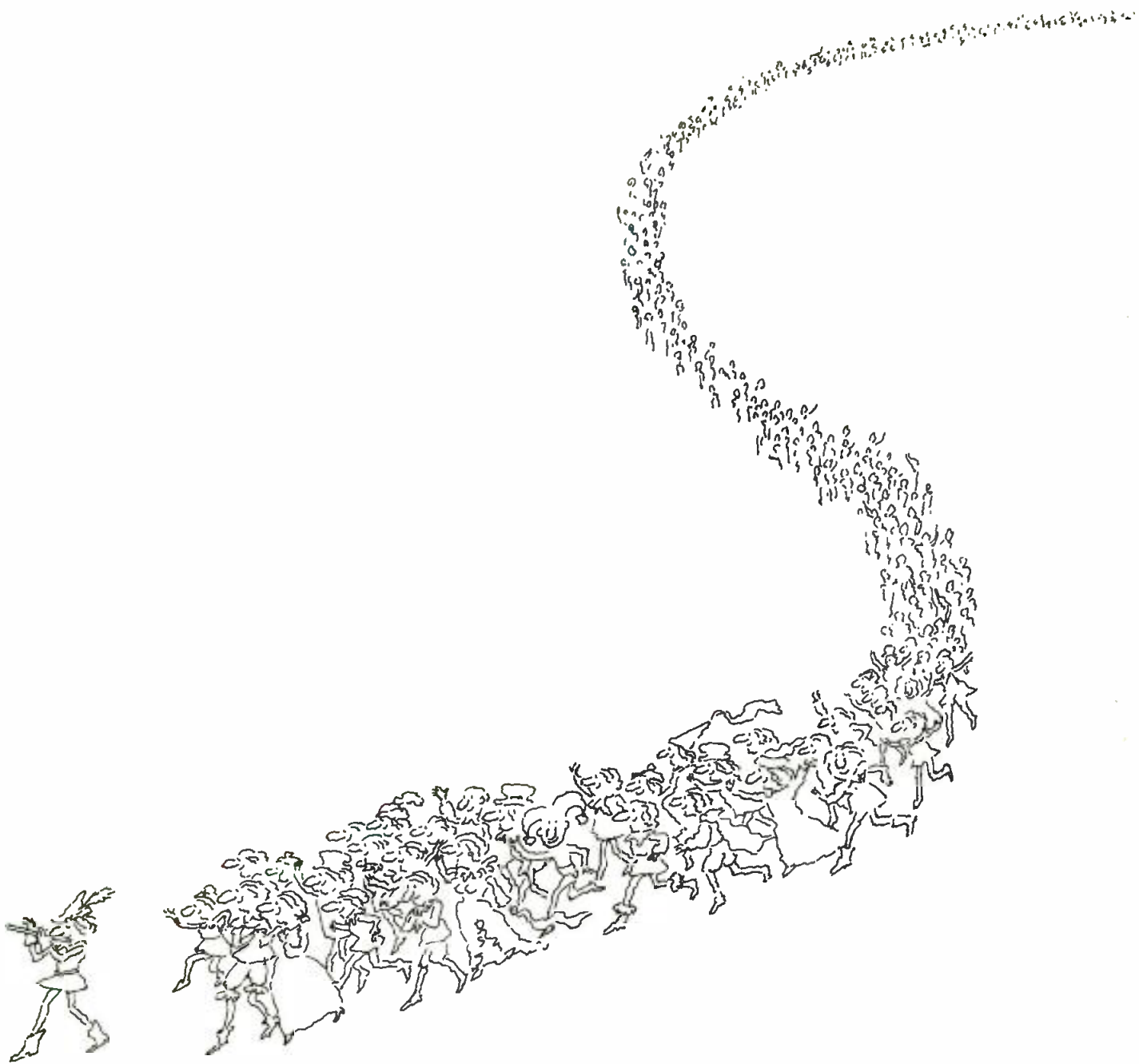
— Detroiters are switching to WCZY, FM 95.5.

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# Broadcasting Apr 4

## ABC sweeps to February victory □ NBC sees signs of resurgence □ FCC approves teletext □ Lottery for LPTV □ Las Vegas for NAB

**UNLEASHING TELETEXT** □ FCC votes for broadcast service without setting standards and without must-carry requirement for cable. **PAGE 31.**

**PLAYING TO WIN** □ Lottery mechanism to decide among mutually exclusive LPTV applicants is approved by FCC, with minorities and diversity preferential factors. **PAGE 31.**

**'WINDS' SWEEPS** □ Bolstered by the *Winds of War*, ABC affiliates easily win the February sweeps over CBS and NBC. **PAGE 32.**

**HIGH FLYING BIRDS** □ ABC's *The Thorn Birds* blows away the competition and finishes as second highest-rated mini-series of all time behind *Roots*. **PAGE 36.**

**WIRTH WORDS** □ House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) tells NAB and NRBA in writing that he opposes Senate broadcast deregulation bill and will link his own dereg package to a spectrum fee. **PAGE 37.**

**LOOKING FOR A RINGER** □ *Star Search* may be the answer for independents and some network affiliates to make a dent in the ratings of CBS's *60 Minutes*. **PAGE 38.**

**NAB'S CAVALCADE** □ Next week in Las Vegas, NAB's 61st annual convention gets under way with the slant on productivity. The agenda appears on **PAGE 48.** Which AM stereo, teletext or half-inch videotape system to choose are among the

questions being pondered on the exhibit floor. **PAGE 60.** A listing of exhibitors, networks, brokers and reps in attendance begins on **PAGE 62.**

**LONG ROAD BACK** □ NBC may still be in the ratings cellar, but with an upturn in major urban markets, an aggressive pursuit of a youthful demographic and a handful of potentially successful shows, Tinker and company believe the corner is being turned toward recovery. **PAGE 121.**

**SAUTER SALVO** □ CBS News president says *TV Guide* article on network's documentary on Westmoreland contained serious errors. **PAGE 128.**

**CHANGING HANDS** □ FCC approves sale of KTLA(TV) Los Angeles, largest sale in broadcasting history. **PAGE 131.**

**SPECTRUM FIGHT** □ Comments at FCC on where to put displaced microwave users when DBS comes on line reveal no easy answers. **PAGE 135.**

**MARKETPLACE CHECK** □ GAO says FCC has no mechanism to verify whether marketplace is working, and suggests analysis section be created in Common Carrier Bureau for that purpose. **PAGE 137.**

**SPACE PIONEER** □ STC's Bodman intends to lead Comsat to fertile fields in space with a practical approach to launching direct broadcast satellite service. **PAGE 163.**

### INDEX TO DEPARTMENTS

Business .....	131	Datebook .....	16	In Brief .....	164	Programming .....	121
Business Briefly .....	10	Editorials .....	166	Journalism .....	128	Riding Gain .....	42
Cablecastings .....	24	Fates & Fortunes .....	159	Law & Regulation .....	135	Stock Index .....	130
Changing Hands .....	132	Fifth Estater .....	163	Monday Memo .....	28	Where Things Stand .....	27
Closed Circuit .....	7	For the Record .....	143	Open Mike .....	23		

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**INDEX TO ADVERTISERS** □ ABC FM Radio Network 49 □ ADDA Corp. 107 □ ADM Technology Inc. Fourth Cover □ Acrodyne Industries 115 □ Ampex Corp. 51, 63 □ Andrew Corp. 99 □ Antenna Technology Corp. 70 □ Associated Press 12-13 □ BMI 3 □ Barclays American Business Credit 94 □ Barkley Broadcasting/Drake-Chenault 139 □ The Beck-Ross Communications Stations 14 □ Blackburn & Co. Inc. 132 □ Broadcast Audio Corp. 42 □ Broadcast Capital Fund Inc. 139 □ Broadcast Electronics Inc. 69 □ Broadcast Personnel Inc. 159 □ Broadcast Properties West Inc. 140 □ CBS Radio Stations News Service 6 □ CMX/Orox 118 □ Chapman Associates 10 □ Classified ads 148-158 □ ColorGraphics Systems Inc. 75 □ Columbia Pictures Television 8-9, 29, 52-53 □ Computer Concepts Corp. 112, 142 □ Continental Electronics 15 □ Convergence Corp. 105 □ R.C. Crisler & Co. Inc. 102 □ DFS Program Exchange 11 □ Dalaworld Inc. 98 □ Delta Electronics 103 □ DigiVision Inc. 111 □ Dilithium Software 101 □ Emery 97 □ Environmental Satellite Data Inc. 117 □ FairWest 45 □ Financial Communications Network Inc. 114 □ Firstmark Financial 136 □ Norman Fischer & Associates Inc. 104 □ GE 71 □ Gannett 61 □ General Motors 91 □ Golden West Television 17 □ The Graphic Express Corp. 100 □ Group W Productions 39 □ Harris Corp. 59, 67 □ Hearst/ABC 25 □ The Ted Hepburn Co. 133 □ Hogan-Feldmann Inc. 122 □ Ikegami Electronics (USA) Inc. 76-77 □ International Tapetronics Corp/3M 123, 125, 127 □ Kahn Communications Inc. 88, 106, 129 □ Kaman Sciences Corp. 92-93 □ Kline Iron & Steel Co. 72 □ KOB-TV Front Cover □ Le Parc Hotel 147 □ Liberman, Sanchez & Bentley 78 □ Microdyne Corp. 109 □ Midwest Corp. Third Cover □ MoreMusic Programming 100 □ Motorola 43 □ Nightingale-Conant Corp. 4 □ Philadelphia Resins Corp. 110 □ Philips Television Systems Inc. 95 □ Professional Cards 145 □ RCA 40-41 □ Radac 120 □ Radio Advertising Bureau 46 □ Cecil L. Richards Inc. 116 □ Robert W. Rounsaville & Associates 134 □ Satellite Music Network 56-57 □ Scribe Recorders Inc. 44 □ Selcom Radio 131, 135, 137, 141 □ Service Directory 144 □ Singer Broadcast Products Inc. 147 □ Stainless Inc. 119 □ Howard E. Stark 128 □ Station Business Systems 89 □ Society Bank 30 □ Stereo-Vision 140 □ Storer Communications 86-87 □ Sunshine Entertainment Network 55 □ The William B. Tanner Co. 113, 161 □ The Tobacco Institute 108 □ Torbet Radio 19-20-21-22 □ Edwin Tornberg & Co. Inc. 143 □ Uni-Set Corp. 26 □ Utility Tower Co. 79 □ Wausau Insurance Companies 73 □ WCZY-FM Second Cover □ WNEW-TV 65 □ World Tower Co. 120 □

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# Closed Circuit

## Filling portfolio

Metromedia is said to be close to agreement to buy Spanish-language KNDN-TV (ch. 33) Dallas from National Business Network Inc. Insiders put price in \$10 million to \$15 million range. Metromedia had opening for seventh TV since it announced it would sell WTCN-TV Minneapolis and WXIX-TV Newport, Ky. (Cincinnati) to buy Field's WFLD-TV Chicago. With sale of VHF, WTCN-TV, and purchase of UHF, WFLD-TV, Metromedia had room for another V. Tight supply of VHF stations in major markets was offered as reason Metromedia is picking up fourth U. Metromedia, under FCC rules, would also be forced to sell KRLD(AM) Dallas.

## Deal near

General Electric Broadcasting is reported to be in final stages of negotiations to sell WRGB(TV) Schenectady, N. Y., for approximately \$32 million. Buyer is reported to be Forstmann Little & Co., New York venture capital firm. Last year G.E. placed all of its eight radio stations and two of its three TV stations up for sale (BROADCASTING, Nov. 22, 1982); disposal of WRGB(TV) would constitute first sale.

## Loading up for May

CBS-TV is said to be contemplating return of *M\*A\*S\*H* to its Monday-night lineup during May sweeps. Episodes would be reruns from this season and would air at 9-9:30 p.m. Also on tap for sweeps are Clint Eastwood movie, "Bronco Billy," and rerun of controversial made-for-TV movie, *Playing for Time*, starring Vanessa Redgrave, on CBS-TV; network premiere of "Apocalypse Now," made-for-TV remake of feature film, "I Want to Live," and two one-hour specials, *Guinness Book of World Records* and *Private Home Movies of the Stars*, on ABC-TV, and made-for-TV movie, *Prisoner Without a Name*, and rerun of "Urban Cowboy" on NBC-TV.

## Busy birds

NBC-TV is beginning satellite distribution of New York schedule today (April 4) using C-Band satellite, but it is reportedly also interested in Ku-band satellites, particularly those of Satellite

Business Systems and is in midst of 90-day test of 20-watt transponder on SBS III. According to one source, NBC holds option through Comsat General for two 40-watt transponders on bird.

Party interested in whether NBC-TV exercises that option, which may have expired last Friday (April 1), is Comsat's satellite broadcasting subsidiary, Satellite Television Corp. It has been eyeing 40-watt transponders for possible medium-power satellite broadcast service prior to launch of its high-power satellite in 1986. Meanwhile, STC has been using NBC-TV test signal for its own tests on feasibility of "early-entry" service ("Closed Circuit," March 28).

## Space age realities

With all three commercial TV networks testing (ABC, NBC) or getting ready to test (CBS) piping of programs to affiliates by satellite, question affiliates are asking is simple: Who's going to pay for piping? NBC sources say NBC definitely will not pay for its affiliates' satellite receive dishes. ABC officials aren't saying, but betting is that they'll ask affiliates to buy dishes but will provide some method of reimbursement. CBS officials say they're considering several alternatives—in part dependent on outcome of AT&T's projected rate hike—but they hope to have report for their affiliates at annual meeting in May.

Networks currently pay AT&T \$15 million or so apiece per year, with affiliates picking up about half. Affiliate sources say they've become concerned because networks contend satelliting won't be much less expensive. They suspect networks are contemplating ultra-elaborate systems that will enable them to feed regional lineups. If so, these sources say, that part of cost, as one put it, "is the networks' own problem, because we're not going to pay to help them compete with our national spot business."

## Crowded race

Candidates for National Association of Broadcasters radio board vice chairmanship are proliferating. Charles Jones, WRSZ(AM) Sarasota, Fla., is latest to declare. (Jones was elected to radio board in March and is former NAB radio vice president.) Candidates now total four. Others are Walter May, president, WPKE(AM)-WDHR(FM) Pikeville, Ky., Gary Stevens, president, Doubleday

Broadcasting, New York, and Cliff Gill, KWVE(FM) Marina del Rey, Calif.

## Report card

Opening general session at TV part of National Association of Broadcasters convention next week will get latest word on what public thinks of television programming. Study conducted for NAB by McHugh-Hoffman research firm found 38% of those interviewed saying they're watching more TV than they were six years ago but 49% saying they're watching less.

Television broadcasting network programs are still most popular in both cable and noncable homes, but in cable homes, people also like cable-only programming. Viewers see improvement in technical quality and are receptive to technological innovation. Bottom line: Public has positive opinion about television, but broadcasters need to keep in tune with times and freshen programming.

## Reluctant relocation

RCA Americom's proposal to switch digital radio program transmissions of ABC, CBS, NBC and RKO from Satcom I-R to II-R later this year (see "Riding Gain," page 42) caused stiff opposition from network executives late last week. Dramatically different orbital slot of II-R bird could require relocation of earth dishes at some affiliate locations. Strong protests are said to have RCA looking at possible alternatives.

## Cold shoulders

Still no peace on New York end of national Emmy award front. CBS News President Van Gordon Sauter advised his people last week that CBS News once again will stay out of National Academy of Television Arts and Sciences' news Emmy program, but that CBS News people may enter on own hook if they wish. NBC sources said NBC News will probably take similar tack, while ABC sources said they were undecided but inclining toward participation. NBC alone did not participate in sports Emmys, also administered by NATAS, but reportedly is now inclined to join others in NATAS's daytime Emmy project. All three networks have passed on carrying daytime Emmy ceremonies, but NATAS has not written off possibility of ad hoc network ("Closed Circuit," Feb. 7).





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# Business Briefly

TV ONLY

**Mission Macaroni Co.** □ Campaign for spaghetti and pasta products begins this week in 15 markets. Six-week flight will air in day, fringe and news times. Target: women, 18-49. Agency: Vantage Advertising, San Leandro, Calif.

**Vachon Ltd.** □ Campaign for puff pies begins April 18 in Portland, Me., and Providence, R.I. Flight will run six weeks in day, early fringe, fringe and weekend times. Target: women, 18-49. Agency: Arnold & Co., Boston.

**Silver Dollar City (Theme Park)** □ Campaign for Ozark Mountain craft festival begins April 11 in eight markets. Five-week flight will air in all dayparts. Target: adults, 25-54. Agency: Ogilvy & Mather, Houston.

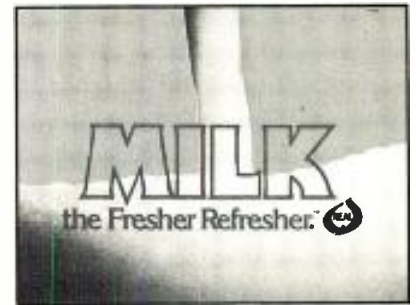
**National Pork Producers** □ Campaign for fresh pork begins in mid-May in about 13 markets. Flight will run four weeks in day, early fringe, prime access, late fringe and news times.

Target: women, 18-49. Agency: Lord, Sullivan & Yoder Advertising, Des Moines.

**First Union National Bank** □ IRA campaign begins April 11 in Charlotte, Raleigh, Durham, Winston-Salem, High Point, Greenville, Wilmington and Asheville, all North Carolina, and Spartanburg, S.C. Four-week flight will air in day and prime times. Target: adults, 25-49. Agency: Burton-Campbell, Atlanta.

**Century Importer Inc.** □ Campaign for O'Keefe beer begins in April in Baltimore, Washington and Philadelphia with Boston market starting later in year. Four-week flight will air in fringe, late fringe prime and sports times. Target: men, 18-34. Agency: Ogilvy & Mather Partners, New York.

**Swift Co.** □ Campaign for Brown & Serve breakfast sausage begins this week in Miami and Tampa, both Florida. Flight will run four weeks in day, early fringe and late fringe times. Target:



**Slow pour.** American Dairy Association has created new TV and radio spots for its on-going milk campaign. Theme "Milk. The fresher refresher," emphasizes milk's "great taste and refreshment," particularly with meals. Thirty-second TV spots feature families at social gatherings where milk is being served. New 60- and 30 second radio spots continue musical theme and lyrics that suggest milk helps make you feel good both on hectic and relaxing days. Campaign will run through September. D'Arcy-MacManus and Masius, Chicago, is agency.

women, 18-49. Agency: Grey Advertising, New York.

**Athena Corp.** □ Campaign for Echols roach killer begins April 4 in 18 markets. Three-week flight will air in day and weekend times. Target: women, 18-49. Agency: A. Eicoff & Co., Chicago.

**M.B. Walton Inc.** □ Campaign for Roll-A-Matic mop begins April 11 in 50 markets. Spots will run three weeks in day and weekend times. Target: total women. Agency: A. Eicoff & Co., Chicago.

**Cuisinarts Inc.** □ Campaign for food processor begins in late April in 15 markets. Spots will run two weeks in early fringe, prime and news times. Target: women, 25-54. Agency: Geers Gross, New York.

**Michigan State Lottery** □ Baseball instant lottery follow-up campaign begins this week and will run statewide through April 10. Spots will run in all dayparts and target adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

**Dixie Federal Savings** □ Image campaign is under way in five Louisiana markets: Lake Charles, Shreveport, Baton Rouge, Lafayette and New Orleans. Theme of commercial emphasizes making "money talk" uncomplicated. Spots will air throughout year. Agency: Ogilvy & Mather, Houston.

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KTGR/KCMQ – Columbia, MO . . . . .	\$1,225,000
WSIR-AM – Winter Haven, FL . . . . .	\$537,000
WZIP-AM – Daytona Beach, FL . . . . .	\$365,000
WTYS-AM – Marianna, FL . . . . .	\$275,000
WYPR-AM – Danville, VA . . . . .	\$275,000
WDCF-AM – Dade City, FL . . . . .	\$252,000
WLOX-AM – Biloxi, MS . . . . .	\$200,000
WCKC-AM – Milton, FL . . . . .	\$125,000
WMFL-AM – Monticello, FL . . . . .	\$100,000

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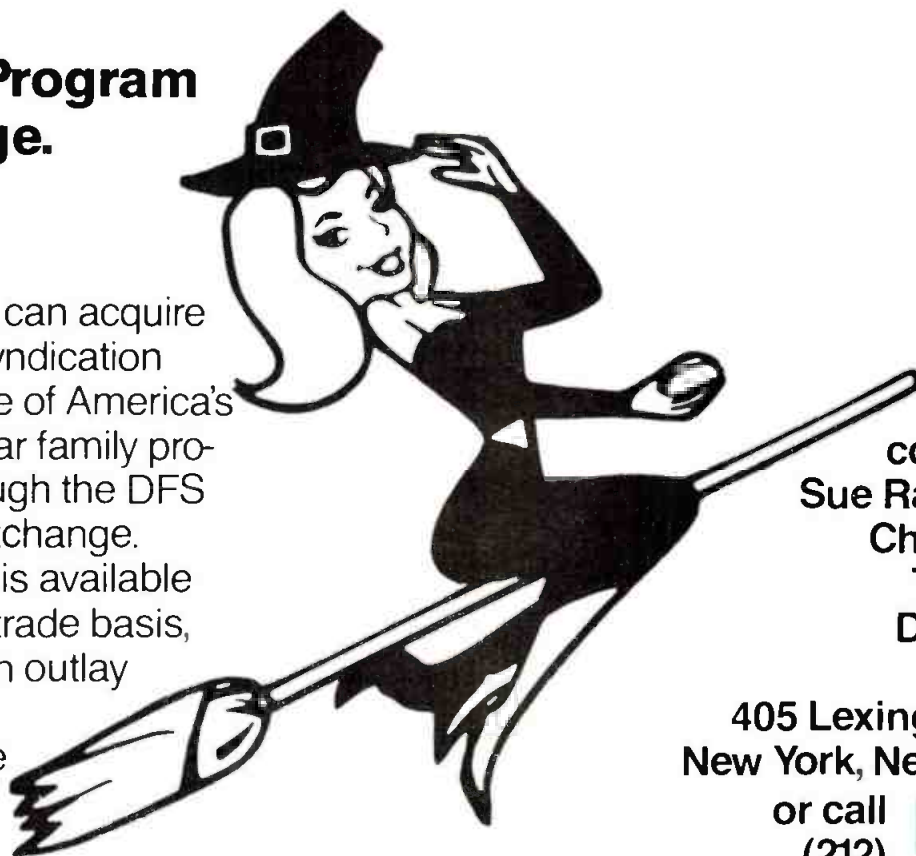


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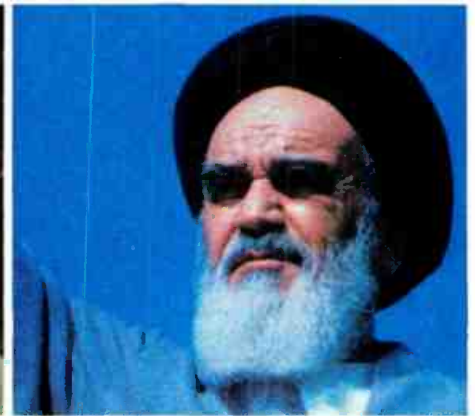
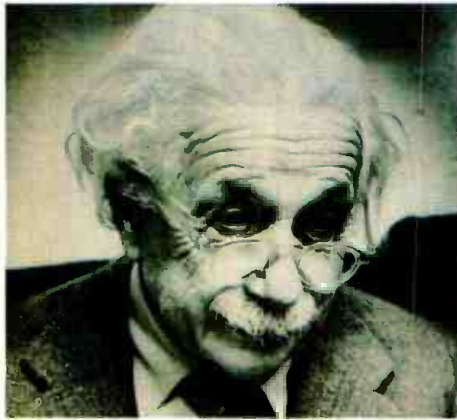
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John W. Hinckley Jr. opened fire. Ron Edmonds, AP photographer, swallowed hard, held the shutter on his camera down and headed toward the gun shots.

In less than a minute, the attempt on the President's life had been thwarted. And Edmonds had taken a series of Pulitzer Prize-winning photographs.

Talent, guts and timing. That's what makes a photograph or a story a Pulitzer candidate. It also explains why so few news people—even news services—ever win the award.

The greatest exception, Associated Press.

Our 1969 photograph of a Viet Cong prisoner being executed on a Saigon street earned us one. So did our famous photo of a young Vietnamese girl fleeing a napalm attack in 1973.

Our latest Pulitzer? Saul Pett's explosive series on government bureaucracy, vintage 1982.

All told, we have won more Pulitzer Prizes than any other news-gathering organization in the world, in the categories in which AP is eligible to compete.

And for excellence in the area of broadcast journalism, we've been awarded a duPont-Columbia Award, a Peabody, two Janus Awards and several Overseas Press Club Awards.

---

## HOW TO GET THE FRESHEST NEWS FROM AROUND THE WORLD.

---

While other news services were busy maintaining antiquated communication systems, AP was pioneering the "electronic newsroom" concept.

While other news services were considering a shift toward satellite news delivery, AP was

amassing the largest privately-operated satellite network in the world. Nine hundred earth stations and one-and-a-half transponders.

And while others were trying to work the bugs out of flexible, 'pick-and-choose' programming systems, AP had been offering that for years.

What does it all mean? Just this: AP members get higher quality, fresher, more saleable news than their competitors, often beating them to stories by a full day.

---

## WHY HARD NEWS MAY BE YOUR EASIEST SELL.

---

AP members have said this about Associated Press Broadcast Services.

"Not only does the Associated Press provide accurate and comprehensive coverage of major news stories, it also provides a substantial volume of useful information, like consumer and business stories, often overlooked by its competitors."—Dick Uliano, WMZQ Radio, Washington, D.C.

That's a news service that people in your market can believe in. And it's one they'll turn to for information. It's also one which advertisers are willing to entrust with their reputation.

In fact, as Dave Hunter of KNOT, Prescott, Arizona says of his advertisers, "Clients like the idea of 'owning' AP and know that if they don't say yes right away, the competition probably will. The result: almost instant sales."

If you've been looking for a news service like that, one which you, your listeners and your sales manager can believe in, look into Associated Press.

For more information, contact Glenn Serafin, Broadcast Services Division of Associated Press. (212) 621-1511.



# Associated Press. Without a doubt.



**Coming of age.** RKO Radio Sales, New York, celebrated its 21st anniversary with party and dinner at New York's 21 restaurant. Bill Hogan, president of RKO-owned radio representative firm, assured more than 50 staffers from around U.S. that company intends to continue operating in its present form despite trend toward broadcast groups company-owned reps moving to outside representation. Grouped around birthday cake are (l-r) Don Garvey, manager of New York office; Jim Bell, Los Angeles manager; Debbie Tassone, vice president and director of research; Hogan; Linda Packer-Spitz, vice president and manager, Chicago; Sonny Mitchell, manager, San Francisco; Jerry Kelly, vice president and director of sales, based in New York; Linajeane Trosper, manager, Atlanta; Terry Grimme, manager, Detroit, and Christi Lynn Taylor, manager, Dallas.

**Realignment.** Dancer Fitzgerald Sample has consolidated its spot television and radio buying operations into offices in New York, Chicago and Los Angeles. Until last year, buying for 12 Western markets was handled by agency's southern California office in Torrance, but was moved to Los Angeles. Remaining buying for West Coast was handled in San Francisco. That buying now has been shifted to Los Angeles. In addition, Dancer has set up Midwest buying center in Chicago. Los Angeles and Chicago offices will report to Peggy Green, senior vice president and director of spot buying operations in New York. Dancer bills almost \$200 million in spot broadcasting.

**Long, long commercial.** CLIO Enterprises, which presents CLIO award for television and radio commercials, must believe in cliché that "Commercials are better than the programming." Bill Evans, president of CLIO, said it has in preparation for June start, *The Clío Show*, half-hour weekly program for cable television. Program is joint venture of CLIO Enterprises, television producer, John Alexander, and director, Nelson Sykes. Program will have magazine format and will discuss advertising and marketing.

**Leffingwell Chemical** □ Campaign for barley begins in April in nine markets while campaign for wheat, peas and lentils begins in May in two Washington State markets. Campaigns will vary from two to 12 weeks according to market. Spots will air in farm programming time and target farmers. Agency: Swanson, Rollheiser, Holland, Omaha, Neb.

**Florists' Transworld Delivery Association** □ Campaign supporting National Secretary's Week begins April 22 on network business programming, supplemented with top 30 spot markets. Flight will run through April 28 in morning and evening drive. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

**CNA Insurance** □ Campaign begins in second quarter in Atlanta, Houston, Denver, Pennsylvania and Syracuse, N.Y. Spots will air in morning, midday and afternoon drive. Target: adults, 25-plus. Agency: Frank C. Nahser, Chicago.

## RADIO AND TV

**Adolph Coors Co.** □ Campaign for Coors Light beer begins in May in over 100 markets. Spots will run for varying flights in morning, afternoon and evening times. Target: men, 18-34. Agency: Foote, Cone & Belding, Chicago.

## RepReport

Wicz-TV Binghamton, N.Y.: To Katz Television Continental from Seltel.

KAVE-TV Carlsbad, N.M.: To Katz Television Continental (no previous rep).

KEZL(FM)-KUDE(AM) San Diego: To CBS-FM National Sales from Jack Masla.

KPOP(FM) Sacramento, Calif.: To CBS-FM National Sales from Lotus Representatives.

KMMO(AM) Midland, Tex.: To Blair Radio from Roslin Radio.

KNFM(FM) Midland, Tex.: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

WFBT-TV Minneapolis: To Adam Young (no previous rep).

WBBG(AM)-WMJI(FM) Cleveland, Ohio: To Eastman Radio from Torbet Radio.

Wwxx-FM Nashville: To Major Market Radio from Jack Masla.



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WKMF-AM  
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WGMZ-FM  
FLINT, MICHIGAN

WKTZ-AM  
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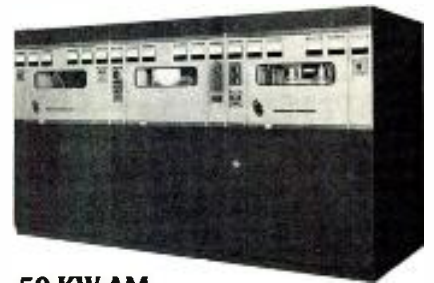
1 KW AM



5 KW AM



10 KW AM



50 KW AM



1/2.5 KW FM



10 KW FM



20/25 KW FM



40/50 KW FM

**Northeast**  
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(201) 383-8797

**Southeast**  
John Hutson  
(704) 687-1016  
Dave Hultsman  
(205) 822-1078

**Midwest**  
John D. Abdnour  
(815) 672-8585  
Jim Littlejohn  
(612) 479-2633  
Barry Ariaz  
(615) 822-0256

**Southwest**  
Steve H. Schott  
(214) 423-3644

**Northwest**  
Tom T. Cauthers  
(503) 254-2818

**West**  
Steve Keating  
(213) 851-6380  
Ken Perkins  
(214) 381-7161

*Continental Electronics*



## This week

**April 3-5**—International Teleconference Symposium, to be held in five locations concurrently, sponsored by *Intelsat; Overseas Telecommunications Commission Australia; KDD (Japan); Teleglobe Canada; British Telecom International, and Comsat*. Locations: Sydney, Tokyo, London, Toronto and Philadelphia. Information: U.S. conference administrator, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

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

**April 5**—American Marketing Association conference, "Cable—Its Impact on Advertising and Marketing." Chicago Downtown Marriott.

**April 5**—Women in Cable, Southern California chapter, meeting. Marina Marriott, Los Angeles.

**April 5-6**—Cabletelevision Advertising Bureau's second annual cable advertising conference for both ca-

■ Indicates new or revised listing

ble and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

**April 5-6**—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

**April 5-8**—Communications Tokyo '83, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

**April 6**—New York Television Academy luncheon. Speaker: Nathaniel Kwit Jr., president and chief executive officer, United Satellite Communications Inc. Topic: "Direct Broadcast Satellite: Its Implications for the Entertainment Industry." Copacabana, New York.

**April 6**—National Academy of Television Arts and Sciences, Syracuse University chapter, "speakers series," featuring Bob Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 7**—"Videotext and Teletext—Boom or Bust?" seminar sponsored by *New York University, Interactive Telecommunications Program*. NYU campus, New York. Information: Meryl Enerson, (212) 598-3338.

**April 7**—"Public Radio in the Washington Area," public forum sponsored by *Washington Area Chapter of the Union for Democratic Communications*. Martin Luther King Library, Washington. Information: (202) 797-8911.

**April 7-10**—American Advertising Federation district seven conference. Opryland hotel, Nashville.

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

**April 8-9**—Eleventh annual broadcast journalism seminar, as part of regional *Radio-Television News Directors Association* conference (Kansas, Missouri, Iowa, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UPI broadcasters. University of Kansas, Lawrence. Information: David Dary, UK School of Journalism, Lawrence, Kan., 66045; (913) 864-4755.

**April 8-9**—Society of Professional Journalists, Sigma Delta Chi, region one conference. Theme: "Media in the Age of Change." Sheraton-Boston, Boston.

**April 8-10**—Society of Professional Journalists, Sigma Delta Chi, region two conference. Theme: "Survival of Journalism in the 80's." Cavalier hotel, Virginia Beach.

**April 8-10**—Society of Professional Journalists, Sigma Delta Chi, region 10 conference. Theme: "Reporting on Energy and Nuclear Disarmament." Sheraton-Spokane, Spokane, Wash.

**April 8-10**—California Associated Press Television-Radio Association (CAPTRA) 36th annual convention. Speaker: Bill Kurtis, *CBS Morning News*. San Jose Hyatt, San Jose, Calif.

**April 8-10**—Women in Communications Pacific Northwest regional meeting, "Communications Explosion: Creativity, Connections, Careers." Westwater Inn, Olympia, Wash.

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

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

**April 9**—Association of Maximum Service Telecasters special meeting of board of directors. Desert Inn, Las Vegas.

■ **April 9**—"Italian-Americans and the Media: Building a Positive Image" conference sponsored by *Commission for Social Justice and National Italian-American Foundation*. Keynote speaker: Van Gordon Sauter, president. CBS News. Sheraton Center, New York.

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

**April 10**—Association of Maximum Service Telecasters 27th annual membership meeting. Convention Center, Las Vegas.

## Major Meetings

**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.

**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.

**Jan. 29-Feb. 1, 1984**—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

**Feb. 12-16, 1984**—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

## Also in April

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

■ **April 10-12**—Kentucky CATV Association annual spring meeting. Radisson hotel, Lexington.

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

**April 10-13**—National Gospel Radio Seminar. Radis-





**WOMAN TO WOMAN**

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## Stay Tuned

A professional's guide to the intermedia week (April 3-10)

**Network television** □ PBS: (check local times) *Luciano Pavarotti and the New York Philharmonic*, Monday, 8-9 p.m.; *Until She Talks* (play), Tuesday, 9-10 p.m.; *Born of Fire* (National Geographic special on earthquakes and volcanoes), Wednesday, 8-9 p.m.; *Dateline—Moscow* part 1 (special on American coverage of the Soviet Union), Wednesday, 10:30-11 p.m. [part 2 to air April 14]; *Creativity with Bill Moyers* (repeat of series), Sunday, 7-8 p.m. [to air on consecutive Sundays, 7-7:30 p.m.]; *The Historic Ghetto of Venice* (Holocaust week special), Sunday, 10-11 p.m.; NBC: *Prime Times* (comedy special about early TV programing), Monday, 9-10 p.m.; *Casablanca*\*, Sunday, 10-11 p.m. [limited run for next three Sundays]; ABC: *Ryan's Four* (medical drama series), Tuesday, 9:30-11 p.m. [pilot] and Wednesday, 9-10 p.m. [series premiere]; CBS: *The Magic of David Copperfield V*, Friday, 9-10 p.m.

**Radio** (check local times) □ NPR: *The Most Dangerous Game*\* (series of 3 documentaries and a roundtable discussion on nuclear strategies of U.S., USSR and West Germany), Monday-Thursday, 8-9 p.m. each night; Mutual: *The USA Today*\* (daily features taken from U.S.A. Today newspaper) Monday-Friday, (three 60-second segments); ABC Information: *Lab Menagerie* (five-part series on lab animal research), Monday-Friday, ABC Entertainment: *Here Comes Oscar* (five-part pre-Academy Awards special), Monday-Friday.

**Cable** □ HBO: *The Yesterday Show* (comedy), Wednesday, 10:30-11 p.m.; *Willie Nelson & Family*... in concert, Sunday, 8-9:30 p.m.; SPN: *Talk Back America*\* (live, call-in issues program), Wednesday, 8:30-9 p.m.; ARTS: *Swan Lake, Minnesota* ("fairy tale verite/video ballet") Tuesday, 9-10 p.m.; *First Edition*\* (series on books, authors and publishing), Wednesday, 11:30-midnight; *Performers Showcase*\* (musical arts special), Thursday, 9-10 p.m.; *Portrait of Giselle*, Saturday, 9-10:30 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programing, now through April 30.

\*indicates a premiere episode

son Plaza hotel, Nashville.

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

**April 11**—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

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

**April 11**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 11**—*Women in Cable, Rocky Mountain chapter*, dinner meeting. "Stress Management." Speaker: Dr. Art Ulene, president, Cable Health Network. Hilton Inn South, Denver.

**April 11**—*Women in Cable, Dallas-Fort Worth chapter*, dinner meeting. Doubletree Inn, Dallas.

**April 12**—*National Academy of Television Arts and Sciences, New York chapter*, conference, "U.S. Television in Third World Countries: Blessing or Curse?" Panelists: Lady Diana Dougan, Department of State; Gerard Bolla, UNESCO, and Michael Solomon, Telepictures Corp. St. Peter's Lutheran Church, New York.

**April 12-14**—*Jerrold division of General Instrument Corp.* technical seminar. Red Lion Motor Inn, Portland, Ore.

**April 13-15**—*National Broadcast Association for Community Affairs* Midwest conference. Marriott's Pavilion hotel, St. Louis. Information: Charlotte Ottley, (314) 444-3336.

**April 14**—*Conference of State Cable Agencies* annual meeting. World Trade Center, New York. Information: Gerry McGrath, New Jersey Office of Cable Television, (201) 648-4009.

**April 14**—Meeting of *National Frequency Coordinating Committee of Society of Broadcast Engineers*. KLAS(TV) Las Vegas. Information: Richard Rudman, (213) 462-5392.

**April 14**—*National Academy of Television Arts and Sciences, Syracuse chapter*, "speakers series," featuring Len Berman, NBC sportscaster. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 14**—*Central Educational Network's* "Learning Styles and the Adult Learner: Post-Secondary Education Professional Development Teleconference." To be transmitted from Lincoln, Neb. Information: (312) 545-7500.

**April 14**—"Terrorism and the Media in the 1980s," sponsored by *Media Institute and Institute for Studies in International Terrorism of State University of New York*. Dirksen Senate Office Building, Washington. Information: Pauline Howard, (202) 298-7512.

**April 14-15**—*Alabama Cable Television Association* spring meeting. Birmingham Hyatt, Birmingham, Ala.

**April 14-17**—*Women in Communications* Northeast regional meeting. "Thriving in the '80s." Sheraton Inn, Liverpool, N.Y.

**April 15**—*Television Bureau of Advertising* regional sales training seminar. Colony Square, Atlanta.

**April 15**—*Advertising Association of Baltimore* symposium, "Odyssey 1990." Hyatt Regency, Baltimore.

**April 15**—Deadline for applications in *Western Public Radio's* third national radio training project seminar for mid-level independent, public and commercial radio producers. Project funded by John and Mary Markle Foundation. Information: Western Public Radio, Fort Mason Center, Building D, San Francisco, 94123; (415) 771-1160.

**April 15-16**—*Women in Communications* South regional meeting. "The Art of Communication." Birmingham Hyatt, Birmingham, Ala.

**April 15-16**—*Women in Communications* North Central regional meeting. "Communications: The Linking Dimension." Sheraton Mayfair Inn, Milwaukee.

**April 15-16**—*Society of Professional Journalists, Sigma Delta Chi*, region nine conference. Theme: "The Media Takes a Critical Look at Itself." Little America

hotel, Salt Lake City.

**April 15-17**—*Society of Professional Journalists, Sigma Delta Chi*, region eight conference. Theme: "Political News Coverage." Dallas.

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

**April 15-17**—*Foundation for American Communications* conference for NBC owned and operated stations and NBC affiliates on "NBC Journalism Economics Issues." Pine Isle resort, Atlanta. Information: (213) 851-7372.

**April 16**—West Coast Hispanic Telecommunications Symposium, conducted by *National Association of Broadcasters' department of minority and special services* and hosted by *University of Southern California's Media Institute for Minorities*. Davidson Conference Center, USC, Los Angeles.

**April 16**—*Radio-Television News Directors Association* region three meeting with *Utah Society of Professional Journalists, Sigma Delta Chi*. Little America, Salt Lake City.

**April 16-17**—*American Public Radio Network* conference. Radisson Plaza hotel, St. Paul.

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

**April 17-20**—*National Public Radio's* annual conference with presentation of Edward R. Murrow Award by Corporation for Public Broadcasting. Hyatt Regency, Minneapolis.

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

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

**April 19**—*Southern California Cable Club* luncheon meeting. Speaker: William Ryan, president of Palmer Communications and chairman of Cabletelevision Advertising Bureau. Following meeting: SCCC advertising workshop for system advertising managers and client and ad agency personnel. Proud Bird restaurant, Los Angeles.

**April 19**—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

**April 19**—*Television Bureau of Advertising* regional sales training seminar. Stouffers Inn, Denver.

**April 19-21**—"Can U.S. Industry Survive the World Economic Revolution?" conference for journalists, sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

**April 20**—*International Radio and Television Society*

## Errata

Photo labeled "Lane" accompanying story on FCC's financial interest-network syndication rules, referring to John Lane, counsel for Westinghouse Broadcasting and Cable Inc., was misidentified. Picture was **Dick De Angelis**, vice president and general manager of KPHO-TV Phoenix.

□

Buyer of **KHNO(AM) Harvey, N.D.** was not Fritz Onken, as reported in "Changing Hands," March 7. **Prairie Communications Inc.**, owned by John Settle, wife Carol, and Norman Weckerly bought KHND.

□

Buyer of **WASK-AM-FM Lafayette, Ind.** is **Richard L. Duchossois**, not Paul and Ann Sindlinger as reported in "Changing Hands," March 28. Duchossois also owns **KDAL(AM) Duluth, Minn.**



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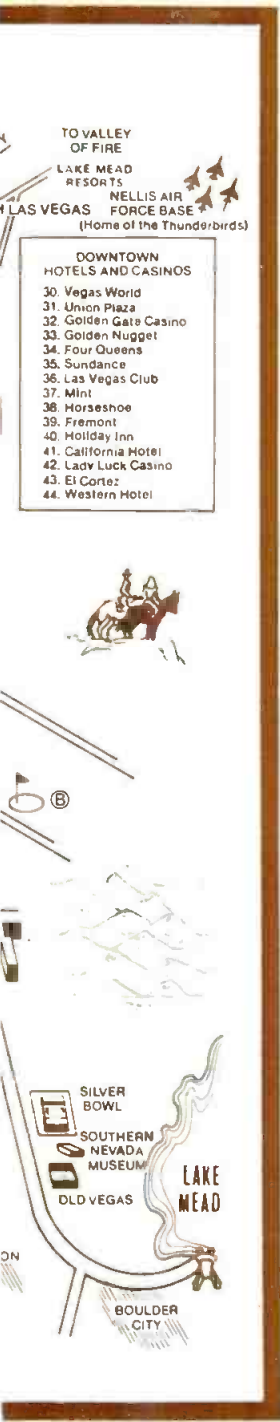
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LIBRARY FACCIANI'S 200 W. Sahara	384-5200
PHILIPS SUPPER HOUSE 4545 W. Sahara	873-5222
THE BOOTLEGGER 5025 S. Eastern #10	736-4939
THE BREWERY 3824 Paradise Rd.	731-1050
THE VINEYARD 3630 S. Maryland Pkwy.	731-1606

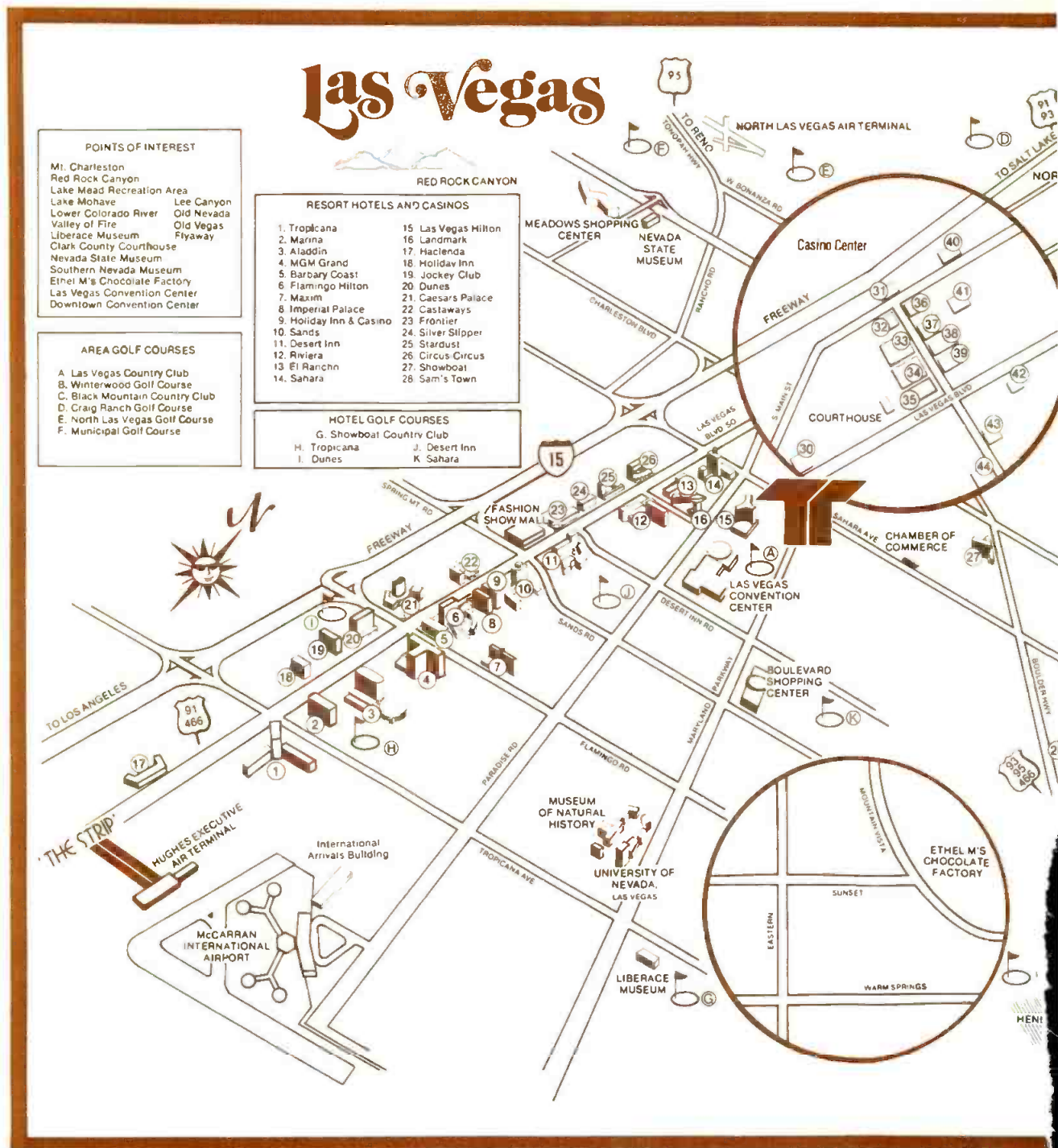
## HOTELS

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BALI HAI BLAIR HOUSE 336 Desert Inn Road, Zip: 89109	734-2141
CAESARS PALACE 3570 Las Vegas Blvd., Zip: 89109	731-7110
DESERT INN HOTEL & COUNTRY CLUB 3145 Las Vegas Blvd. S., Zip: 89109	733-4444
FRONTIER HOTEL 3120 Las Vegas Blvd. S., Zip: 89109	734-0110
HACIENDA HOTEL & CASINO 3950 Las Vegas Blvd. S., Zip: 89119	739-8911
HILTON HOTEL 3000 Paradise Road, Zip: 89114	732-5111
JOCKEY CLUB OF LAS VEGAS 3700 Las Vegas Blvd. S., Zip: 89109	736-8800
MAXIM'S HOTEL & CASINO 364 Convention Center Drive, Zip: 89109	731-4300
MGM GRAND HOTEL 3645 Las Vegas Blvd. S., Zip: 89109	739-4111
RIVIERA HOTEL 2901 Las Vegas Blvd. S., Zip: 89109	734-5110
SAHARA HOTEL 2535 Las Vegas Blvd. S., Zip: 89114	737-2111
SANDS HOTEL 3355 Las Vegas Blvd. S., Zip: 89109	733-5000
TROPICANA HOTEL 3801 Las Vegas Blvd. S., Zip: 89109	739-2222



- 385-3781
- 300 421-8320
- 739-5595
- 735-9311
- 382-2640
- 736-4900
- 384-3540
- 385-1141
- 800 385-1000
- 300 385-3222

# NATIONAL ASSOCIATION OF BROADCASTERS LAS VEGAS CONVENTION CENTER



## Las Vegas

- POINTS OF INTEREST**
- Mt. Charleston
  - Red Rock Canyon
  - Lake Mead Recreation Area
  - Lake Mohave
  - Lower Colorado River
  - Valley of Fire
  - Liberace Museum
  - Clark County Courthouse
  - Nevada State Museum
  - Southern Nevada Museum
  - Ethel M's Chocolate Factory
  - Las Vegas Convention Center
  - Downtown Convention Center

- AREA GOLF COURSES**
- A. Las Vegas Country Club
  - B. Winterwood Golf Course
  - C. Black Mountain Country Club
  - D. Craig Ranch Golf Course
  - E. North Las Vegas Golf Course
  - F. Municipal Golf Course

- RESORT HOTELS AND CASINOS**
- |                         |                      |
|-------------------------|----------------------|
| 1. Tropicana            | 15. Las Vegas Hilton |
| 2. Marina               | 16. Landmark         |
| 3. Aladdin              | 17. Hacienda         |
| 4. MGM Grand            | 18. Holiday Inn      |
| 5. Barbary Coast        | 19. Jockey Club      |
| 6. Flamingo Hilton      | 20. Dunes            |
| 7. Maxim                | 21. Caesar's Palace  |
| 8. Imperial Palace      | 22. Castaways        |
| 9. Holiday Inn & Casino | 23. Frontier         |
| 10. Sands               | 24. Silver Slipper   |
| 11. Desert Inn          | 25. Stardust         |
| 12. Riviera             | 26. Circus Circus    |
| 13. El Ranchin          | 27. Showboat         |
| 14. Sahara              | 28. Sam's Town       |

- HOTEL GOLF COURSES**
- |                          |               |
|--------------------------|---------------|
| G. Showboat Country Club | J. Desert Inn |
| H. Tropicana             | K. Sahara     |
| I. Dunes                 |               |

**SIGHTSEEING**

- |                            |                 |
|----------------------------|-----------------|
| American Sightseeing       | 384-1230        |
| Scenic Airlines            | 739-1900        |
|                            | or 800 634-6801 |
| The Gray Line of Las Vegas | 384-1234        |

**TRANSPORTATION**

- American Airlines
- Amtrak
- Avis Rent-a-Car
- Budget Rent-a-Car
- Greyhound
- Hertz Rent-a-Car
- Las Vegas Transit Authority
- Trailways
- TWA
- United Airlines

SUNDAY  
APRIL 10th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

*Visit Toilet Radio's  
Suite 2919 at  
the Las Vegas Hilton*

MONDAY  
APRIL 11th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
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3 \_\_\_\_\_  
4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

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TUESDAY  
APRIL 12th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
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4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

WEDNESDAY  
APRIL 13th

Bkfst \_\_\_\_\_  
9 \_\_\_\_\_  
10 \_\_\_\_\_  
11 \_\_\_\_\_  
Lunch \_\_\_\_\_  
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4 \_\_\_\_\_  
5 \_\_\_\_\_  
6 \_\_\_\_\_  
Dinner \_\_\_\_\_

NOTES

newsmaker luncheon, "Five Ways to Look at an Advertising Dollar." Panelists: Robert Alter, Cabletelevision Advertising Bureau; Miles David, Radio Advertising Bureau; Roger Rice, Television Bureau of Advertising; William Gorog, Magazine Publishers Association, and Craig Standen, Newspaper Advertising Bureau. Waldorf-Astoria, New York.

**April 20** *American Women in Radio and Television, Atlanta chapter*, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

**April 20-23** *American Advertising Federation* district 10 conference. Holiday Inn Civic Center, Lubbock, Tex.

**April 20-23** *San Francisco State University's* broadcast communication arts department 32nd annual Broadcast Industry Conference, "Power, Magic and Imagination," including presentation of Broadcast Preceptor Award. San Francisco State University campus, San Francisco.

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

**April 21** *Federal Communications Bar Association* luncheon. Speaker: Ted Turner, Turner Broadcasting System Touchdown Club, Washington.

**April 21**—"The Growth and Financing of Filmed Entertainment," symposium conducted by Arthur Young's Entertainment Industry Group. Speakers include: William Bernstein, Orion Pictures Corp.; Joe Shapiro, Donovan Leisure Newton & Irvine; William Thompson, First National Bank of Boston; John Vogelstein, E.M. Warburg, Pincus & Co.; Terry Semel, Warner Bros., and Joe Smith, Warner Communications. Beverly Wilshire hotel, Los Angeles. Information: Larry Scherzer, (213) 977-3281.

**April 21** *New Jersey Broadcasters Association* annual spring managers' meeting. Woodlawn, Eagleton Institute of Politics, Rutgers University, New Brunswick, N.J.

**April 21** *Illinois Broadcasters Association* college seminar. Southern Illinois University, Carbondale, Ill.

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

**April 21-23** Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

**April 21-23** *Women in Communications* Midwest regional meeting, "Horizons '83...Accent on Tomorrow." Hilton Plaza Inn, Kansas City, Mo.

**April 21-24** *Women in Communications* far West regional meeting, "1984 Minus One: The Role of the Communicator." Biltmore hotel, Los Angeles.

**April 21-24** *American Advertising Federation* district 12 conference. Four Seasons, Colorado Springs.

**April 22** *Television Bureau of Advertising* regional sales training seminar. Ramada Inn, Boston.

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

**April 22-23** *Society of Professional Journalists, Sigma Delta Chi*, region four conference. Theme: "The Glamour of Journalism." Holiday Inn Lakeside, Cleveland.

**April 22-23** *Society of Professional Journalists, Sigma Delta Chi*, region six conference. Eau Claire Civic Center, Eau Claire, Wis.

**April 22-23** *Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. Theme: "Credibility." Holidome, Shreveport, La.

**April 22-24** *Iowa Associated Press Broadcasters* convention. Amana Holiday Inn, Des Moines, Iowa.

**April 22-24** *American Advertising Federation* district three conference. Mission Valley Inn, Raleigh, N.C.

**April 22-24** *American Advertising Federation* dis-

trict 15 conference. Sheraton Newport, Newport Beach, Calif.

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

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

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

**April 25-27**—*Minnesota Broadcasters Association* annual spring convention. Sheraton Northwest, Minneapolis.

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

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

**April 26-27**—*Public Service Satellite Consortium* workshop, "How to Video-Teleconference Successfully." University hospital, London, Ontario.

**April 27**—47th annual *Ohio State University* awards presentation dinner. National Press Club, Washington.

**April 27**—*National Association of Broadcasters* metro market radio committee meeting. NAB headquarters, Washington.

**April 27-28** *Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

**April 28**—*Michigan Association of Broadcasters* Washington dinner. Madison hotel, Washington.

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

**April 29-30**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. Los Angeles Airport Hyatt, Los Angeles.

**April 29-May 1**—*Foundation for American Communications* conference, cosponsored by *Colorado Broadcasters Association*, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

**April 30**—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Syracuse University campus, Syracuse, N.Y.

## May

**May 2**—*World Institute of Black Communications* deadline for entries in CEBA (Communications to Black Audiences) Awards. Information: Linda Bowie, executive director, WIBC, 10 Columbus Circle, New York, 10019; (212) 586-1771.

■ **May 3**—Second annual "Media Access Showcase," sponsored by TRAC (Telecommunications Research and Action Center) and National Federation of Local Cable Programers. Rayburn House Office Building, Washington. Information: Deborah Hollander, (202) 544-7272.



## Old hand, not new

**EDITOR:** Your statement regarding the District nine election in the March 14 article "NAB board election" was somewhat misleading. "Clyde W. Price, WACT-AM-FM Tuscaloosa, Ala., who ran against Thom Smith, WDEN-FM, Macon, Ga., won in the ninth district." Actually, I was the incumbent. I have served on the board since September 1982, finishing the term of Bill Stakelin, who moved up to joint board chairman.—*Clyde W. Price, president, WACT-AM-FM Tuscaloosa, Ala.*

## Put upon

**EDITOR:** In the March 21 issue of BROADCASTING, your reporter devoted two-and-a-half columns to the clear channels' reshuffle of the 1930's and 1940's reasons to maintain the status quo for the 2,300 daytimers in this country and only two paragraphs to the Daytime Broadcasters Association's reply comments in Docket 82-538 [the daytimer's petition at the FCC for longer operating hours].

The DBA comments contained new and startling information concerning recently conducted surveys indicating the preference for local station programs as against distant AM signals. In fact, when asked what radio stations you listen to at night, an overwhelming majority of the citizens of South Pittsburg, Tenn., in the area that WSM Nashville says should be reserved for it, said they listen to seven different FM stations at night, and not a single AM station was mentioned. When asked if they listen to WSM at night,

over 83% said, "No."

It is time that the networks, the Clear Channel Broadcasting Service and the others who own the dinosaurs of radio quit treating daytimers of this country and the people they serve as peasants who deserve nothing better than slavery.

As for Bonneville International Corp.'s unwarranted attack on the National Association of Broadcasters, if the NAB is now joining the National Radio Broadcasters Association and others in some minor support for the daytimers, it is about time.—*James J. Wychor (KWOA/AM) Worthington, Minn., president, Daytime Broadcasters Association, Washington.*

## All-day drop

**EDITOR:** The "Anybody's guess" item on the "Closed Circuit" page of the March 7 BROADCASTING contained some incorrect information. The item covered projections of the three-network share of audience. After printing various estimates of lower prime time shares for the networks, BROADCASTING closed the brief story by noting that NBC Chairman Grant Tinker forecast the lowest estimate of all last November when he predicted that the share would drop to 60%. In reviewing Mr. Tinker's remarks to the Association of National Advertisers, it is clear that he did predict a reduction in audience from 73% to 60%, but those figures were for a sign-on to sign-off broadcast day, not prime time.—*Curt Block, vice president, press, East Coast, NBC, New York.*

## CRT reform act of 1983

Although Turner Broadcasting System's WTBS(TV) Atlanta was not as hard hit by the increase in cable copyright fees that went into effect March 15 as some of the other superstations (BROADCASTING, March 21), TBS continues preparations on legislation that would exempt cable systems from having to pay the higher fees for carrying WTBS. (TBS feels its cable affiliates are entitled to the exemption since it pays national rights for the programming it carries. The exemption would extend to any superstation willing to pay the national rights.)

But, according to one TBS source, the legislation will go further than just asking for the exemption. It will also seek to make reforms to the Copyright Royalty Tribunal, the federal mini-agency that sets the copyright fees—it was responsible for the latest rate hike—and divides the fees among the various copyright holders.

Among the reforms TBS may push for in the legislation are a reduction in the number of CRT commissioners from five to three and an increase in CRT staff. TBS feels it's absurd that an agency as powerful as the CRT has neither a general counsel nor an economist. Such reforms would be welcomed by both the cable industry and the copyright holders, the TBS source said. The reform legislation would also establish much-needed guidelines for the CRT's decision-making. The provision distinguishing "mature" superstations—those that pay national copyright fees for programming—from other superstations and so-called "regional" dis-

tant signals would be included among the guidelines or incorporated as a separate section.

While TBS's Washington lobbyists prepare the legislation, they are in constant contact with Congress laying the groundwork for it. It now appears the legislation may emerge from the Senate's new subcommittee on copyright matters.

## Regional ads for regional news

When Capitol Broadcasting began contributing its hourly regional newscast—Carolina Satellite News—to Satellite News Channels on March 23, it did so with a half-dozen local and regional advertisers already on board. The charter advertisers: Carowinds Amusement Park, Interstate Securities, Clinomint Toothpaste and Roses Department Stores. Capitol Broadcasting is the licensee of WRAL-TV Raleigh.

## Strike settlement

A settlement has been announced in the nearly nine-month-old strike against Group W Cable in Santa Monica, Calif., by workers seeking representation by the International Alliance of Theatrical Stage Employees following an announcement late last month by Group W that it will recognize IATSE as the legitimate bargaining agent for the franchise's affiliated employees. Collective bargaining is scheduled to begin by April 22.

In exchange for the recognition by Group W, the union has agreed to withdraw its pending unfair labor practice complaint

filed with the National Labor Relations Board shortly after the strike by 26 workers began. The NLRB ruled last October that Group W was engaging in an unfair labor practice and ordered it to begin immediate negotiations with IATSE, but Group W had vowed to contest the 1981 certification election by the union in the courts.

"The company felt it was in the best interest of its employees, the company and the communities it serves to reconsider its positions and withdraw its efforts to seek court review of the NLRB certification decision," said Group W Cable Labor relations vice president Paul Gillart in a company statement.

## A censor is a censor

Ed Dooley, vice president of public affairs for the National Cable Television Association, told a group of librarians that they and the cable industry have a common cause—fighting censorship. "The censorship problems now confronting cable," Dooley said at the Public Library Association's national conference, "will bedevil libraries of the future as they become repositories of electronic information ranging from video books and magazines to databases complete with electronically produced graphics." Dooley cited examples of the trend toward censorship in cable, including ordinances in Miami and Roy City, Utah, that would impose "severe" content regulations on cable programming. While the courts have yet to decide the legality of the Miami ordinance, he said, a federal district court has declared the Roy City ordinance a violation of the cable system's First Amendment rights. "The judge concluded that cable is very much like a magazine which is invited into the subscriber's home every month," said Dooley. "Accordingly, cable cannot lawfully be singled out for regulatory treatment that could not be applied to the other media under the First Amendment."

## Centel in Chicago

Centel Cable Television Co. continues to strengthen its position in the suburban Chicago cable market. Two communities located 25 miles west of Chicago—St. Charles and Geneva—have voted to negotiate cable franchises with Centel. Including the two communities and their 10,000 homes, Centel said, it has franchises or is negotiating franchises for 42 communities, encompassing 170,000 homes. Centel, a unit of Centel Corp., provides cable service to some 155,000 subscribers in Illinois, Indiana, Ohio, Michigan, Kentucky, Florida and Texas.

## New looks

The Practising Law Institute is sponsoring a two-day seminar to bring lawyers up to speed on changes in cable regulation and in the video marketplace. "Cable Television in a New Era" will be held May 12-13 at the



**Part of America's TV heritage.** Home Box Office, cable's premiere pay television network, has presented videotapes of some of its original programming and four videotape players to the Academy of Television Arts and Sciences/University of California at Los Angeles Television Archives. Iris Dugow, vice president of original programming for HBO, presented a plaque to commemorate the donation to (l-r) ATAS board member Robert Lewine, UCLA Vice Chancellor William Schaefer and UCLA Dean Robert Gray. According to HBO, it is the first pay network to donate programming to the archives, which are located on the UCLA campus. The programming includes *She's Nobody's Baby: The American Woman in the 20th Century*; *Sports Illustrated: The First 25 Years*; *Standing Room Only: Diana Ross*, and the *Remember When* series.





**Women in the 80's.**  
Barbara Feldon, Helen Gurley Brown and JoAnno Gleason deal with what's relevant, and confront the tough questions.

# The Experience Shows

**Interviews with a View.**

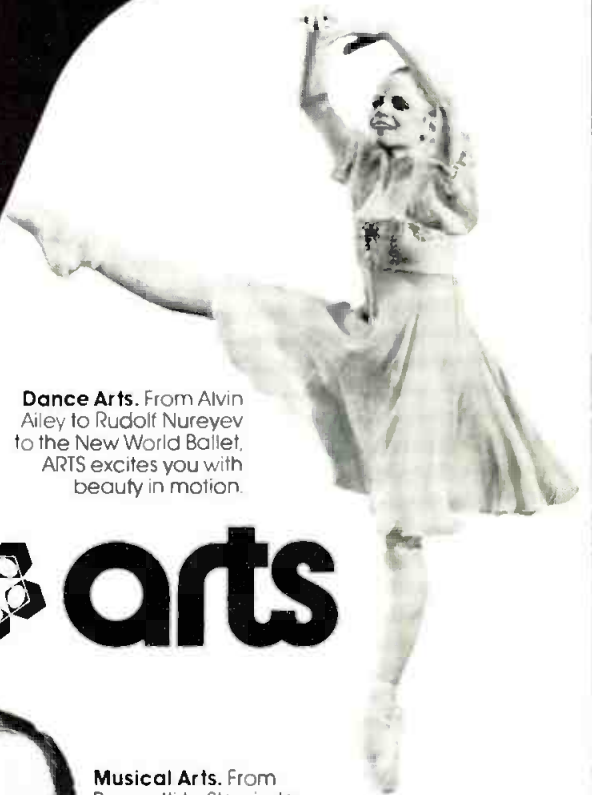
Important women in today's society. Rare and revealing glimpses of major personalities. Coretta Scott King, Indira Gandhi, Lady Bird Johnson and Mrs. Anwar Sadat.



  
**DAYTIME™**



**Making it Happen.**  
Julia Child on cooking, Diana Nyad on exercise, Carol Lawrence on sewing, and Sonia Hamlin on the art of conversation.



**Dance Arts.** From Alvin Ailey to Rudolf Nureyev to the New World Ballet, ARTS excites you with beauty in motion.

 **arts**

Hearst/ABC. Two names you've seen before. Their unequalled experience shows in the quality and excitement of their cable television programming.

For women, there's DAYTIME. A quick-paced day of renowned celebrities and experts sharing their experience and talent. In the evening, the curtain rises on ARTS, featuring original productions in the performing arts with the biggest names from this country and abroad. DAYTIME and ARTS from Hearst/ABC. The experience shows.



**Musical Arts.** From Pavarotti to Stravinsky to the jazz of Dave Brubeck - ARTS entertains you with the finest from the musical world.

**Dramatic Arts.** From Shakespeare to Eugene O'Neill to Joseph Papp - ARTS captures the drama of the classics and classics in the making.



**Hearst/ABC**  
**The Experience Shows**

Waldorf-Astoria hotel in New York. The "faculty" includes Stanley E. Block, of Block, Graff, Danzig, Jelline & Mandel, New York; John I. Davis, of Dow, Lohnes & Albertson, Washington; Stuart F. Feldstein, Fleischman & Walsh, Washington; Howard Liberman, of Liberman, Sanchez & Bentley, Washington, and Richard D. Roberts, president, TeleCable Corp., Norfolk, Va. The seminar will be chaired by Gary L. Christensen, Hogan and Hartson, Washington.

## Cable's budding megalopolis

The Maryland-Delaware Cable TV Association makes a good case for calling the area between the Virginia suburbs of Washington and Wilmington, Del., the "cable corridor." As the association points out in its announcement of its spring meeting, the area has experienced a year of expansion on an "unprecedented scale." Systems are being built in Fairfax county, Va., and Montgomery and Prince George's county, both Maryland. And systems are being rebuilt in Wilmington and Rehoboth Beach, Del. The spring meeting is set for May 10 at the Hyatt Regency hotel at Baltimore's Inner Harbor complex.

## Tough acts to follow

What's in store for cable operators who attend the National Cable Television Association's annual convention in Houston in June has begun dribbling out of the association's public relations department. Senate Communications Subcommittee Chairman

Barry Goldwater (R-Ariz.) and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) will give delegates a bipartisan view from Capitol Hill during their luncheon speeches. The convention will climax—at least socially—with a dinner-dance featuring Burt Bacharach and singer Carole Bayer Sager.

## Talk to Dan

Each Saturday afternoon, Cable News Network Senior Washington Correspondent Daniel Schorr sits before the camera, sums up the week's news and accepts questions from CNN's nationwide audience. "Of all my years in journalism," says Schorr, "*Washington Dialogue* is one of my most satisfying experiences. . . . I don't know how much I do for the callers, but they do a lot for me in enriching my reporting and analysis the following week." The show airs at 12:30 p.m. NYT.

## Suburban scholarships

Suburban Cablevision, which serves 148,000 subscribers in several New Jersey counties, is trying to be a good citizen. It announced it would award four, \$8,000 college scholarships each year starting in 1984. There are few restrictions on the scholarship money. Recipients can pick their school and field of study. To qualify, students must live in an area served by Suburban and demonstrate financial need.

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Phone: 212-599-2830.  
Kathy Haley, *bureau news manager*.  
Stephen McClellan, *assistant editor*.  
Vincent M. Dilingo, *senior editor: radio*.  
Marie Leonard, Mona Gartner, *advertising assistants*.

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

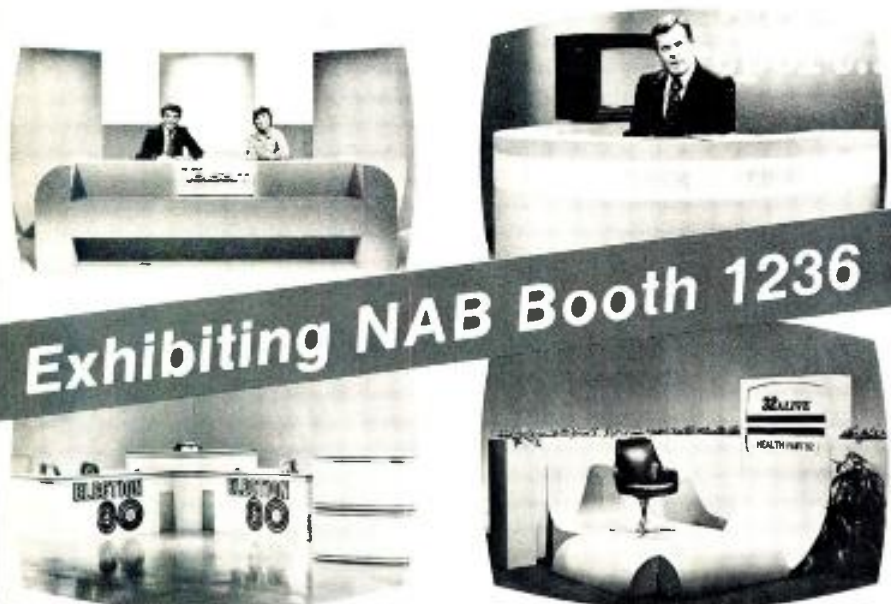
Richard Mahler, *correspondent*.  
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# Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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**AM-FM allocations.** FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of March 31, about 300 clear-channel applications were either on file with commission or had been designated for hearing. Last year, however, commission stopped accepting applications for unlimited stations so it could complete ongoing negotiations with Canada over future use of clears. FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class 1-A stations on clear channels. FCC expects this action to spur about 200 applications (BROADCASTING, June 14, 1982). Petitions for reconsideration were to be considered by FCC last last week (see story elsewhere in this issue). FCC is expected to address those at open meeting March 31.

FCC has instituted rulemaking to open spectrum to additional commercial FM's. It proposes two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission doesn't expect to act on proposal until the second quarter of 1983. In combined notice of proposed rulemaking and notice of inquiry (BROADCASTING, Aug. 9, 1982), FCC proposed to permit daytimers to broadcast at least from 6 a.m. to 6 p.m. all year. It also proposed to permit stations that now reduce power at night to extend hours they can operate at full power. In comments at the FCC (BROADCASTING, Jan. 24), daytimers generally supported FCC's proposals, but nondaytimers stressed that any expansion must be accompanied by adequate protection to existing services. Daytime Broadcasters Association proposed that all daytimers be permitted to operate from two hours before sunrise until two hours after sunset, unless dominant station objected and made "persuasive" showing that such operation would "unduly" interfere with skywave service within its protected service area. That proposal received criticism in reply comments (BROADCASTING, March 21).

**AM stereo.** After five years of deliberation, FCC last spring decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola

and Magnavox—are waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, is sitting on sidelines, hoping receiver manufacturers will eventually recognize merits of its system and adopt it. Kahn system, first to win type-acceptance, was first on air, last July—at KDKA Pittsburgh and KTTA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed. Despite commencement of AM stereo broadcasting at more than dozen stations now, marketplace seems no closer to decision.

**Antitrust/TV code.** U.S. District Court Judge Harold Greene has accepted settlement of antitrust suit Justice Department filed against National Association of Broadcasters' TV code restrictions on commercial time and on multiple-product ads in spots of less than one minute. Parties reached settlement after Greene issued summary judgment in favor of Justice on multiple-product rule and set other elements of suit for trial. NAB's radio and television codes have been withdrawn and its code boards were dissolved. Special NAB study committee will be established to review future of self-regulation (BROADCASTING, Jan. 10).

**Automatic transmission systems.** FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Mass Media Bureau priorities.

**Cable copyright.** Future of cable copyright legislation in 98th Congress appears dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 13, 1982). No efforts have been made in House or Senate to introduce similar legislation or pull compromise together. Instead, cable industry's attention has been focused on ruling by Copyright Royalty Tribunal which increased rates cable operators must pay for distant broadcasting signals. Increase took effect March 15. Rates require large cable systems to pay 3.75% of basic revenues for each distant signal added since June 24, 1981 (day FCC officially dropped its distant-signal rules). Ruling has caused hundreds of cable systems to drop signals to limit their copyright liability, and superstations (satellite-delivered distant signals) appear to be major casualty of rate hike.

Cable industry challenged rate hike in court and Congress. Congress postponed original effective date of hike from Jan. 1 to March 15, primarily due to efforts of WBS(TV) superstation owner Ted Turner. National Cable Television Association appealed ruling in U.S. Court of Appeals. Court rejected NCTA's request to stay effective date of rate hike pending resolution of appeal.

Because of rate hike and unresolved copyright issues addressed in H.R. 5949, role of CRT and future of copyright law is likely to be re-

examined. Formation of Senate copyright subcommittee is sign that Congress wants to settle controversy. During first hearing held by Senate Subcommittee on Copyrights, Patents and Trademarks, its chairman, Charles McC. Mathias (R-Md.), stressed importance of updating copyright laws to cope with new technologies (BROADCASTING, March 21).

In other CRT action, tribunal last month announced distribution of 1980 royalty fees. Distribution rates for broadcasters are same as in 1979 with TV broadcasters collecting 4.5% of total royalty fees and commercial radio receiving none. NAB has issued statement opposing distribution and has asked for 13.25% of distribution for television broadcasters and .5% for radio broadcasters.

**Cable regulation.** Major cable deregulation bill (S. 66) is to be marked up this month by Senate Commerce Committee. Bill was introduced at beginning of 98th Congress and was modification of S. 2172, which died at close of last Congress. S. 2172 was stymied by differences between National Cable Television Association and National League of Cities. NLC opposed measure because it curtailed city and state authority to regulate cable television.

Last month, however, two parties reached compromise that has cleared both organizations' boards and appears destined to win approval of committee. Commerce Committee began marking up bill in March, but postponed action after Democrats complained they needed more time to consider bill.

Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.
- Limit franchise fees to no more than 5% of cable operator's gross revenues.
- Place control of rates systems charge subscribers for basic service, in large markets, in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.
- Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.
- Define basic service as lowest cost tier of service which includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

**Canadian border problems.** New Congress has yet to stir on this issue. White House had asked 97th Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress stated that if mirror legislation did not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliation would be taken. However, bill died in committee as Congress ended.

continued on page 137

A cable advertising commentary from Bob Alter, president, Cabletelevision Advertising Bureau, New York

## Matchmaking between cable and advertising agencies

Over the past year, I've attended many meetings where people came together to learn and try to understand the impact advertising will have on the future of cable... and vice versa. Yet even in this short period of time I sense a change in the mood of these meetings.

People seem less comfortable dealing with theoretical projections and are more anxious to get into practical applications of the new programing and creative opportunities that are developing.

There's a lot of learning that must take place on both sides as cable and advertising come together. For the advertiser it involves not only all the new programing but also an understanding of the basics of how cable physically works. Unfortunately, too often the impact of cable on advertising is being analyzed by people who don't have any understanding of the technology involved.

I would like to quickly cover some of these areas within cable that will have an impact on the future of advertising, and then comment on what will have to be done to make the marriage work.

The launching of communications satellites gave cable operators access to programing material beyond the local and nearby television stations the law required them to carry. They could now receive and circulate to cable subscribers additional programing that expanded the appeal of the service beyond signal enhancement.

The movement toward a sharper definition of audiences through programing can be seen in the directions the commercially supported cable networks, programing services and systems are taking.

How will this kind of cable programing affect the size and distribution of television audiences and advertising strategies? There are statistics now emerging that indicate that network television shares are eroding more quickly than expected... from 91% in 1976-77 to 86% in 1980-81. They have dropped another six points in 1982 to 80%. The decline in the crucial 18-49 demographic is even more dramatic.

And that's with cable household penetration at one-third; by 1990, about two-thirds of all homes will be wired, and conservative projections are for the three networks' shares to decline to 60% in all households. Ogilvy & Mather has projected that the three networks' shares will be down to 47% in pay TV homes by 1990.

I am not predicting the downfall of traditional television—just a change in the order of things. In 1957 there were dire predictions about radio's future because of television's rapid growth. There were 3,900 stations doing \$500 million in business; today



Robert Alter is the president of the Cabletelevision Advertising Bureau, New York, a position he has held since February 1981. Prior to that he served with the Radio Advertising Bureau for 23 years, from 1965 as its executive vice president.

there are 6,900 stations doing over \$4 billion. Radio effectively adapted itself to a new era, and it prospered. Television will do the same.

In addition to programing, much of the excitement about cable advertisers centers on the new creative commercial opportunities that cable's less structured programing affords.

Longer-length spots, program sponsorships with their attendant identification and merchandising benefits, commercials that are the program, and messages created to be an integral part of the program environment—these have been exciting developments. They have propelled us from courtship to cohabitation. But what about a permanent coupling?

We in cable who live with the potential daily and are deeply committed intellectually and financially are often frustrated by how slowly segments of the advertising community are moving toward making their intellectual and financial commitment.

Frustrated, and also a little puzzled since advertisers and agencies, in their own way, have as large a stake in cable's successful development as an advertising medium as we do.

Here's why: Cable is growing rapidly for one overriding reason: It offers programing choice. The basic: advertiser-supported cable networks are gaining in penetration, viewing and acceptance. People are buying basic cable services to get them. This is generating growing advertiser interest.

But there's another side to the explosion in programing choice that should also be of interest to advertisers... for another reason: In seeking alternative programing, consumers are increasingly willing to pay to get what they want.

Yet the response of some advertisers and agencies is not keeping pace with the changes in audience distribution that are taking place. There seems to be more wringing of hands over the problem than jumping at the opportunity.

New approaches are needed to fulfill the promise... the need, but change does not come easily. We tend historically to deal with the present, or at most a year ahead. Media plans are annual. Schedules are being brought closer and closer to start dates. The next season for network television is previewed in the spring, goes through a period of hysteria in summer called up-front buying, starts in the following fall—and is transformed beyond recognition by the first year.

And, perhaps because advertising is so subjective, there is this almost obsessive reliance on admittedly imperfect research to find indisputable, finite numbers to justify our reason for existing as a business.

Today's numbers... ratings... GRP's... C-P-M's... reach/frequency... readership studies... copy recall scores, etc., etc—decisions depend on them. Never mind that the data and practices don't fit the new order of things. It won't work unless we can justify it with a number.

We are in an era where our outlook must be leavened with a stong portion of imagination, creativity and common sense.

The CAB/NCTA Cable Research Standards Committee has launched the first major methodology study designed to evaluate different ways of measuring cable audiences by franchise and market. The study is currently being conducted by A.C. Nielsen's Home Video Index division. Called CAMS (Cable Audience Methodology Study), it is designed not only for advertising but also for programing use.

As cable develops, research will emerge that can measure the size and quality of its audiences, and at the same time offer better measurement of traditional television which will be dealing with smaller audiences. The design of this research is one of the most complex ever faced by advertising.

Don Johnston [chairman, J. Walter Thompson], has referred to advertisers being "accustomed to dealing with certainty, the measurable, the guaranteeable. Now they face a situation in which risk taking is the only prudent course. And one of the risks, inevitably, is that of being wrong. We are charting a seemingly unpredictable marketplace in order to develop the tools with which to predict it."

Advertising has no choice but to do it for its own survival.

And that is what makes the marriage of cable and Madison Avenue so exciting. It gives both of us the opportunity to invent the future of advertising... hopefully in a state of blessed wedlock.

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WGN-TV  
WKBS-TV  
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WRC-TV  
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KRIV-TV  
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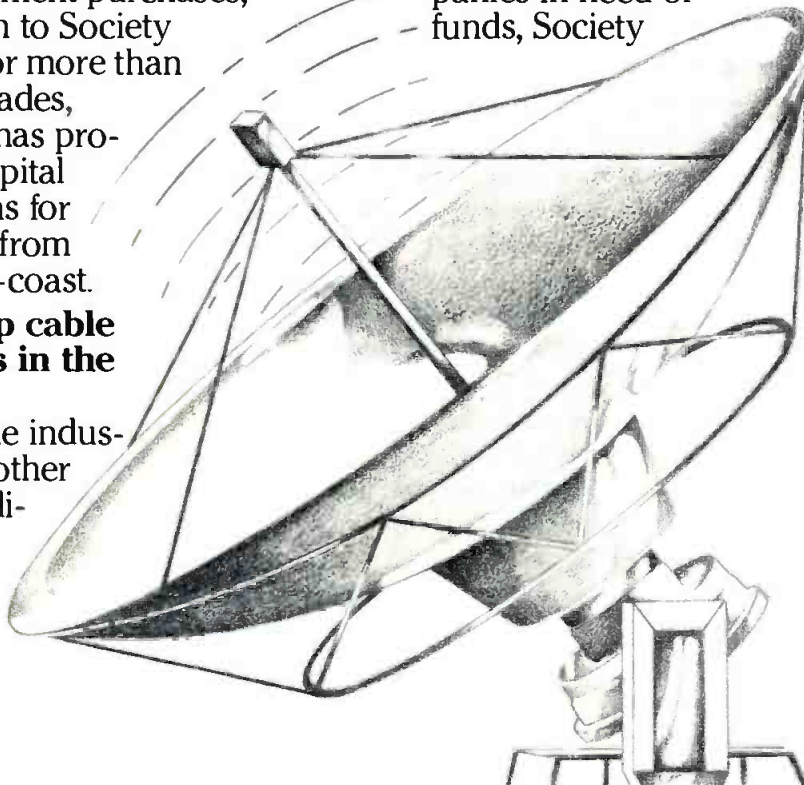
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# Broadcasting Apr 4

Vol. 104 No. 14

TOP OF THE WEEK

FCC RELEASES BRAKES ON TWO NEW MEDIA

## Lotteries for LPTV; go-ahead for teletext

### Commission approves use of lottery in choosing between mutually exclusive applicants; it will grant preferences for minorities and diversity

Finally putting into place a device to deal with the approximately 12,000 low-power television applications it has on file, the FCC last week approved using lotteries to choose among mutually exclusive applicants for initial licenses.

As it had proposed (BROADCASTING, Sept. 27, 1982), the commission decided to limit the use of lotteries at the outset to applications for initial grants and major changes in the LPTV service. But it gave itself authority to use lotteries for "deadlocked" full-power broadcast contests in the future.

Lotteries, it said, also could be used for all public mobile radio contests, except those involving cellular radio, and for all private radio services susceptible to mutually exclusive applications.

Under the rules, preferences will be granted only in contests involving mass media applications. And the rules provide for two preferences—one for minorities and one for those without, or with relatively few, media properties.

The minority preference, which gives an applicant a two to one advantage in the drawing, is available to applicants that are more than 50% controlled by minorities. Applicants with no other media properties will receive a two to one diversity preference, and applicants with from one to three mass media outlets will receive a one-and-a-half-to-one diversity preference.

Although the staff had recommended that daily newspapers—those published four or more times a week—not be counted toward media ownership for LPTV contests, the commission voted 4-3 to include them in the count. Chairman Mark Fowler and Commissioners Anne Jones and Stephen Sharp objected on the grounds that the authorizing statute had not mandated that newspapers be counted.

A sharper battle was waged over whether women should receive preferences along with minorities. Commissioner Mimi Weyforth Dawson suggested that, and drew strong support from Jones. Dawson cited figures showing that women owned "little more" than 2% of the TV stations in the

country. "I can't think of a grosser case of underrepresentation," she said.

Although the statute omitted women from preferential treatment, Dawson and Jones argued that it was "open to interpretation" as to whether women should be included. Although they failed to persuade a majority to adopt their position, they succeeded in eliciting a compromise of sorts: At their initiative, the commission agreed to ask Congress

ence. Those who discriminate on the basis of race should be punished under the law, Fowler said, but granting preferences on the basis of race only succeeds in fostering "further racial polarization." Fowler added. "The victims of this are the innocent white people who are denied an equal opportunity to compete for a commission license."

Fogarty countered that the ownership patterns in broadcasting, which he called a "white man's paradise," demonstrated discrimination against minorities and women. Rivera said he disagreed "violently and vehemently" with the chairman.

Also under the commission's rules, the FCC staff will first discard only those LPTV applications for a particular market that are clearly defective. It will then assign the appropriate preferences to each application remaining and conduct the actual lottery, probably with the aid of a computer. The winner will be announced by public notice, and parties will have 15 days to petition to deny. If no petitions are received, or if those filed are dismissed, the application will be granted, according to an FCC staffer. If the petitions aren't thrown out, the matter will be designated either for paper or oral hearing. If the winning applicant from the first round is shown to be unqualified in the hearing, another lottery will be held among surviving applicants to decide who should receive the grant, the staffer said.

### FCC decides against setting marketplace standard and forcing cable operators to carry teletext; both actions draw ire of NAB's Fritts

Mixing a little good news with some bad for broadcasters last week, the FCC authorized television stations to provide teletext service. It refused, however, to select a technical standard and to give teletext must-carry status on cable.

The vote was 6-1, with Commissioner Stephen Sharp concurring, Commissioner Henry Rivera dissenting in part, and Commissioner Anne Jones dissenting, to permit broadcasters to offer teletext virtually without regulation. The essential constraint is that teletext offerings, which are transmitted on a television signal's vertical blanking interval (VBI), cannot interfere with the signal's main broadcast programming—or with

### The February Sweeps

**The prime time ratings for 210 principal television markets are presented on pages 33 through 35**

**A special report on NBC begins on page 121**

**Early warning report on the NAB convention is on pages 47-120**

to reconsider, if necessary, whether women should be included as eligible for minority preferences. The commission also agreed to launch a rulemaking to create a record on female ownership. After the meeting, Dawson said that rulemaking also could furnish the basis for the FCC, without further action from Congress, to grant women preferences.

At Sharp's suggestion, the commission also said it would not put its usual ownership policy fully into play for LPTV. Under existing policy, a woman whose husband owns a media property is counted as owning that property herself. For LPTV purposes, a partner in a marriage would not be counted as an owner if a property were owned solely by the other.

Although the commission voted unanimously (with Rivera dissenting in part, and Jones, Dawson and Sharp concurring) to adopt its lottery rules, Fowler let it be known that he wasn't pleased with the minority preferences. As he has in the past ("Closed Circuit," Dec. 6, 1982), Fowler questioned the constitutionality of the minority prefer-

other broadcast and nonbroadcast transmissions.

In its order, the commission defined teletext as an "ancillary broadcast service,"—thereby exempting it from fairness doctrine and equal time obligations ("Closed Circuit," March 28). The service was authorized on lines 14-18 and 20 on the VBI. From 1988 through 1991, it said it would phase in permission to use lines 10-13 as well. By that time it expects receiver manufacturers to eliminate the main picture degradation that the use of those lines for teletext creates on present sets. Although the staff proposed to permit teletext on line 21, which is used for closed captioned text services for the hearing impaired, the commission vetoed that proposal. The commission said, however, it would consider whether to permit teletext on that line in five years.

After the meeting, Jim Green, chief of the Mass Media Bureau's policy analysis branch, said VBI offerings would be restricted to "material intended for display on a viewing screen" for the time being. But the commission will launch a further notice of proposed rulemaking to consider authorizing other offerings—for example, a paging service—on the VBI, he said.

Under the rules, broadcasters who offer teletext as broadcasters—that is, by offering mass media services—will be able to launch or drop teletext offerings without notifying the FCC in advance. Broadcasters whose offerings resemble private or common carrier operations, however, will have to notify the commission first, Green said.

Noncommercial broadcasters, according to the FCC, may offer teletext on a for-profit basis.

At the meeting, the hot topic of debate was whether to give teletext must-carry protection on cable.

FCC Chairman Mark Fowler carried the flag for those who thought such protection was unnecessary. It would be "anticompetitive," preventing cable operators from providing teletext operations of their own in place of those they could strip, Fowler said. "Why are we forcing this down their [cable operators'] throats?" Fowler asked. "Why not leave them some discretion?"

Robert Powers, acting chief scientist, contended that many cable systems were technically incapable of carrying broadcasters' teletext offerings without doing damage to the main broadcast signals. Requiring must-carry would either force cable operators to spend a lot of money to upgrade their capabilities, or cable operators would deluge the commission with waiver requests, he said.

Commissioner Henry Rivera contended that the commission shouldn't exempt teletext from must-carry protection—at least not until it had addressed the broader question of whether to retain mandatory signal carriage rules in general. "By allowing cable operators to strip [teletext], we're taking a piecemeal approach to must-carry," Rivera said.

Commissioner Stephen Sharp argued that the FCC was constrained from defining teletext as an entity separate from the main broadcast signal, and he maintained that the

**Nick of time.** Hours before an April 1 deadline might have cancelled its proposed run next fall, *Breakaway*, a one-hour syndicated early fringe strip created by The Bennett Group, New York, cleared the Metromedia-owned stations in New York, Los Angeles, Chicago and Houston, making a "firm go" for the program all but certain. Contracts are to be signed today (April 4) for a definite launch of the program on Sept. 12.

The Metromedia clearance brings *Breakaway's* coverage of U.S. homes to about 50%. The Metromedia stations have not yet set a time period, but it will probable run in daytime.

Meanwhile, another syndicated strip with a clearance deadline last week, Viacom Enterprises' *People Versus*, cleared WGN-TV Chicago last Thursday. That project's deadline has been extended to today.

whole signal should be subject to must-carry obligations. Besides, he argued, by not imposing must-carry obligations, the commission could "stifle" teletext's development. Without must-carry status, a broadcaster's teletext audience could be substantially diminished, and that could "threaten the eco-

nomic viability [of teletext] and will hurt this service over all," Sharp said.

It was on a separate vote of 4-3 that the commission decided against must-carry obligations, with Commissioners Joseph Fogarty, Henry Rivera and Stephen Sharp objecting.

The FCC's action drew strong criticism from Edward O. Fritts, president of the National Association of Broadcasters. "Today's commission action threatens the expansion, the future and the integrity of all new telecommunications services," Fritts said. "By permitting partial carriage of broadcast signals into the home, the FCC potentially precludes the public from receiving new additional broadcast services such as teletext. NAB finds the ruling to be short-sighted as well as a clear disincentive to future broadcast users of the VBI. Any broadcast signal that is carried should be carried in its entirety, not in a piecemeal, haphazard fashion. This ruling throws the overall integrity of the spectrum into question.

"The commission's decision to, once again, opt for marketplace establishment of technical standards portends further disaster. A similar decision was made a year ago regarding AM stereo. To this date, no marketplace consensus is in sight, and AM stereo may never become a reality," Fritts said. □

## ABC rides 'Winds' to victory

### The network's blockbuster mini-series propels it to a sweep of sweeps in February

With their network's high-flying *Winds of War* mini-series providing extra power, ABC-TV affiliates surged—as expected—to clear victory in prime time in the February local market sweep measurements.

ABC researchers, compiling Arbitron findings for all 210 of its markets, reported last week that ABC affiliates took first place in 86 of the 142 markets in which all three networks have affiliates, while CBS affiliates were first in 47 and NBC affiliates first in nine. Compared with the February 1982 sweeps this was a gain of 42 markets for ABC and declines of 26 for CBS and 19 for NBC. (The counts include ties.)

In total, homes using television and tuned to one of the three networks in prime time rose 7.6% from the February 1982 sweep figure, reaching 46,274,000 per average quarter-hour. By the ABC researchers' count, ABC affiliates accounted for 39.1% of these, a gain of 5.3 share points from February 1982, while CBS affiliates accounted for 33.9% (a loss of 2.5 points) and NBC affiliates for 27.1% (a loss of 2.7 points).

The ABC homes total was put at 18,067,000, a gain of 24.2% over February a year ago. CBS's was put at 15,696,000, representing no significant change, and NBC's at 12,511,000, a 2.3% decline.

ABC authorities said ABC affiliates increased their homes delivery in 168 of Arbitron's 210 markets, while CBS affiliates increased delivery in 100 markets and NBC

affiliates in 43. Declines in delivery were recorded by ABC affiliates in three markets, by CBS affiliates in 63 and by NBC affiliates in 119.

In addition to their 86 first-place markets, ABC affiliates placed second in 37 (down from 50 a year earlier) and third in 19 (down from 46), CBS affiliates, apart from ranking first in 47 markets, came in second in 82 (up from 49) and third in 13 (down from 18). For NBC affiliates, in addition to nine first places, they were second in 25 (down from 40) and third in 108 (up from 72). These counts include ties.

The 210 markets measured by Arbitron this year are one fewer than a year ago, Miles City, Mont., having lost its status as a separate area of dominant influence (ADI).

The table at right was developed by BROADCASTING from ABC researchers' compilation of Arbitron's February 1983 and 1982 reports. Bold-face numbers represent first place in market. Household numbers are in thousands (add 000) per average quarter-hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m., NYT) and represent viewing of network programs only, any local programing that appeared in prime time having been excluded. The numbers accompanying household numbers indicate share of three-network audience in that market. Percent change shows household gain or loss from February 1982. A dash (-) indicates no primary affiliate in the market. The 1983 sweep period was Feb. 2- March 1. Not included are markets that Arbitron did not measure, such as those in Hawaii, Alaska and St. Thomas, Virgin Islands. □



## The February Sweeps: Abilene-Fort Wayne

ADI (rank)	1983 rating/share			1982 rating			% change		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	22/36	16/26	23/38	16	16	35	+47	NC	-34
Albany, Ga. (149)	8/12	—	61/88	7	—	64	+14	—	-5
Albany-Schenectady-Troy, N.Y. (52)	110/39	102/37	67/24	90	111	67	+22	-8	NC
Albuquerque, N.M. (68)	85/44	59/31	48/25	69	56	47	+23	+□	+2
Alexandria, La. (174)	—/—	—/—	34/100	—	—	38	—	—	-11
Alexandria, Minn. (166)	—/—	36/—	—/—	—	—	42	—	—	—
Alpena, Mich. (209)	—/—	8/100	—/—	—	7	—	—	+14	—
Amarillo, Tex. (114)	50/45	33/30	27/25	39	29	31	+28	+14	-13
Anniston, Ala. (192)	—/—	18/100	—/—	—	17	—	—	+6	—
Ardmore-Ada, Okla. (172)	14/14	27/44	—/—	12	24	—	+25	+13	—
Atlanta (15)	259/40	241/37	155/24	228	211	145	+14	+14	+7
Augusta, Ga. (103)	56/45	49/40	19/15	54	46	16	+4	+7	+19
Austin, Tex. (85)	52/35	63/42	34/23	40	55	31	+30	+15	+10
Bakersfield, Calif. (150)	37/46	20/25	23/29	25	18	22	+48	+11	+5
Baltimore (20)	248/44	178/31	142/25	203	164	138	+21	+9	+3
Bangor, Me. (156)	25/34	29/39	20/27	21	27	20	+19	+7	NC
Baton Rouge (92)	84/44	74/39	31/16	67	61	27	+25	+21	+15
Beaumont-Port Arthur, Tex. (121)	42/33	49/39	36/26	13	61	42	+27	-4	-17
Bend, Ore. (204)	—/—	—/—	5/100	—	—	4	—	—	+25
Billings-Harding, Mont. (167)	17/39	20/45	7/14	14	20	7	+21	NC	NC
Biloxi-Gulfport-Pascagoula, Miss. (179)	47/100	—/—	—/—	34	—	—	+38	—	—
Binghamton, N.Y. (135)	16/19	51/61	17/20	12	50	17	+33	+2	NC
Birmingham, Ala. (47)	146/51	43/15	96/34	128	47	109	+14	-9	-12
Boise, Idaho (126)	34/40	26/31	25/29	23	25	27	+48	+4	-7
Boston-Manchester (6)	473/45	313/30	256/25	385	356	259	+23	-12	-1
Bowling Green, Ky. (185)	29/100	—/—	—/—	30	—	—	-3	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (84)	35/20	64/37	75/43	25	59	85	+40	+8	-12
Buffalo, N.Y. (32)	141/42	116/34	82/24	111	128	88	+27	-9	-7
Burlington, Vt.-Plattsburgh, N.Y. (94)	20/20	55/54	27/26	17	67	26	+18	-4	+4
Casper-Riverton, Wyo. (180)	18/58	10/32	3/10	15	6	4	+20	+67	-25
Cedar Rapids-Waterloo, Iowa (76)	73/39	59/32	53/29	58	52	58	+26	+13	-9
Charleston, S.C. (111)	45/34	61/39	35/27	39	48	33	+15	+6	+6
Charleston-Huntington, W.Va. (43)	101/31	109/33	120/36	89	106	143	+13	+3	-16
Charlotte, N.C. (31)	137/43	136/43	47/15	125	143	40	+10	-5	+18
Chattanooga, Tenn. (79)	71/39	62/34	50/27	60	59	63	+18	+5	-21
Cheyenne, Wyo.-Scottsbluff, Neb. (189)	—/—	21/100	—/—	—	23	—	—	-9	—
Chicago (3)	592/39	461/30	461/30	563	522	440	+5	-12	+5
Chico-Redding, Calif. (140)	35/54	27/44	—/—	28	32	—	+25	-16	—
Cincinnati (28)	149/38	142/36	103/26	134	152	109	+11	-7	-6
Clarksburg-Weston, W.Va. (168)	—/—	35/60	23/40	—	23	22	—	+52	+5
Cleveland-Akron (9)	350/41	265/31	234/28	300	288	219	+17	-8	+7
Colorado Springs-Pueblo (104)	52/41	42/33	33/26	45	44	37	+16	-5	-11
Columbia, S.C. (90)	42/29	36/25	68/47	32	36	75	+31	NC	-9
Columbia-Jefferson City, Mo. (139)	37/40	38/41	18/19	18	33	35	+106	+15	-49
Columbus, Ga. (112)	59/45	52/40	20/15	57	51	16	+4	+2	+25
Columbus, Ohio (35)	130/35	133/36	111/30	112	140	112	+16	-5	-1
Columbus-Tupelo, Miss. (143)	—/—	39/47	44/53	—	33	51	—	+18	-14
Corpus Christi, Tex. (136)	17/42	28/31	24/27	31	29	25	+19	-3	-4
Dallas-Fort Worth (10)	326/39	306/37	195/24	251	288	210	+30	+6	-7
Davenport, Iowa-Rock Island-Moline, Ill. (73)	74/39	64/34	53/28	62	62	59	+19	+3	-10
Dayton, Ohio (49)	99/34	127/44	64/22	94	115	69	+5	+10	-7
Denver (19)	211/43	144/29	136/28	160	154	138	+32	-6	-1
Des Moines-Ames, Iowa (65)	77/37	79/38	53/25	53	77	69	+45	+3	-23
Detroit (7)	449/43	323/31	281/27	368	337	271	+22	-4	+4
Dothan, Ala. (159)	13/19	55/81	—/—	13	47	—	NC	+17	—
Duluth, Minn.-Superior, Wis. (114)	46/41	39/35	28/25	33	37	30	+39	+5	-7
El Centro, Calif.-Yuma, Calif. (178)	8/47	—/—	9/53	5	—	9	+60	—	NC
Elmira, N.Y. (164)	16/53	—/—	14/47	13	—	13	+23	—	+8
El Paso, Tex. (106)	42/40	30/29	33/31	35	31	31	+20	-3	+6
Erie, Pa. (144)	37/39	24/26	33/36	33	31	40	+12	-23	-18
Eugene, Ore. (122)	45/47	38/48	12/13	31	—	48	+45	—	-75
Eureka, Calif. (181)	13/52	12/48	—/—	10	11	—	+30	+9	—
Evansville, Ind. (88)	71/46	50/32	33/21	59	44	44	+20	+14	-25
Fargo-Valley City, N.D. (108)	41/36	37/32	36/32	28	40	42	+46	-8	-14
Farmington, N.M. (202)	—/—	—/—	4/100	—	—	3	—	—	+33
Flint-Saginaw-Bay City, Mich. (53)	118/47	46/18	88/35	92	50	91	+28	-8	-3
Florence, S.C. (147)	24/29	60/71	—/—	21	62	—	+14	-3	—
Fort Myers-Naples, Fla. (117)	10/32	42/44	23/24	16	37	25	+88	+14	-8
Fort Smith, Ark. (148)	24/32	39/51	13/17	16	33	16	+50	+18	-28
Fort Wayne, Ind. (93)	59/42	43/31	37/27	49	43	37	+20	NC	NC

## The February Sweeps: Fresno-Paducah

ADI (rank)	1983 rating/share			1982 rating			% change		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (63)	58/35	<b>62/37</b>	48/29	56	69	48	+4	-10	NC
Gainesville, Fla. (170)	<b>20/100</b>	—/—	—/—	17	—	—	+18	—	—
Glendive, Mont. (210)	—/—	<b>2/100</b>	—/—	—	2	—	—	NC	—
Grand Junction, Colo. (186)	9/31	<b>20/69</b>	—/—	6	18	—	+50	+11	—
Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	<b>134/43</b>	98/31	81/26	110	102	94	+22	-4	-14
Great Falls, Mont. (177)	<b>15/54</b>	—/—	13/46	15	—	12	NC	—	+8
Green Bay, Wis. (69)	<b>81/38</b>	71/33	63/29	68	70	79	+19	+1	-20
Greensboro-Winston Salem-High Point, N.C. (51)	104/35	<b>115/39</b>	75/26	92	122	80	+13	-6	-6
Greenville-New Bern-Washington, N.C. (100)	41/27	<b>57/37</b>	55/36	35	52	56	+17	+10	-2
Greenville-Spartanburg, S.C.-Asheville, N.C. (39)	117/33	<b>132/37</b>	105/30	97	121	117	+21	+9	-10
Greenwood-Greenville, Miss. (175)	<b>31/82</b>	7/18	—/—	26	11	—	+19	-36	—
Harrisburg-York-Lancaster-Lebanon, Pa. (48)	85/36	59/25	<b>92/39</b>	64	62	104	+33	-5	-12
Harrisonburg, Va. (195)	<b>25/100</b>	—/—	—/—	19	—	—	+32	—	—
Hartford-New Haven, Conn. (24)	<b>193/45</b>	178/41	60/14	155	177	59	+25	+1	+2
Helena, Mont. (206)	—/—	—/—	<b>4/100</b>	—	—	5	—	—	-20
Houston (11)	<b>308/42</b>	240/33	187/25	233	243	164	+31	-1	+14
Huntsville-Decatur-Florence, Ala. (91)	59/36	<b>62/38</b>	44/27	56	58	45	+5	+7	-2
Idaho Falls-Pocatello (157)	15/31	<b>17/35</b>	16/33	15	18	18	NC	-6	-11
Indianapolis (23)	<b>175/39</b>	160/36	115/26	149	159	134	+17	+1	-14
Jackson, Miss. (86)	45/25	63/35	<b>70/39</b>	34	54	67	+32	+17	+4
Jackson, Tenn. (183)	<b>33/100</b>	—/—	—/—	31	—	—	+6	—	—
Jacksonville, Fla. (62)	70/36	<b>87/44</b>	40/20	59	84	39	+19	+4	+3
Johnstown-Altoona, Pa. (83)	—/—	65/43	<b>85/57</b>	—	72	92	NC	-10	-8
Jonesboro, Ark. (173)	<b>34/100</b>	—/—	—/—	28	—	—	+21	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	40/37	<b>43/40</b>	25/23	33	28	48	+21	+54	-48
Kansas City, Mo. (27)	<b>178/41</b>	144/33	112/26	141	140	122	+26	+3	-8
Knoxville, Tenn. (58)	<b>100/42</b>	98/41	42/18	83	95	42	+20	+3	NC
La Crosse-Eau Claire, Wis. (133)	17/26	<b>43/41</b>	33/33	16	37	41	+69	+16	-15
Lafayette, Ind. (191)	—/—	<b>15/100</b>	—/—	—	13	—	—	+15	—
Lafayette, La. (112)	54/47	<b>62/51</b>	—/—	53	68	—	+2	-9	—
Lake Charles, La. (162)	—/—	—/—	<b>33/100</b>	—	—	39	—	—	-15
Lansing, Mich. (98)	—/—	<b>68/67</b>	34/33	—	73	37	—	-7	-8
Laredo, Tex. (199)	—/—	<b>5/63</b>	3/38	—	6	3	—	-17	NC
Las Vegas (102)	<b>39/37</b>	36/34	31/29	31	34	25	+26	+6	+24
Laurel-Hattiesburg, Miss. (163)	—/—	—/—	<b>32/100</b>	—	—	34	—	—	-6
Lawton, Okla.-Wichita Falls, Tex. (128)	<b>35/38</b>	34/37	23/25	28	31	30	+25	+10	-23
Lexington-Hazard, Ky. (78)	58/33	<b>71/41</b>	45/26	47	65	32	+23	+9	-13
Lima, Ohio (193)	—/—	—/—	<b>13/100</b>	—	—	15	—	—	-13
Lincoln-Hastings-Kearney, Neb. (89)	40/33	<b>67/55</b>	15/12	33	61	18	+21	+10	-17
Little Rock, Ark. (54)	<b>121/42</b>	92/32	76/26	92	81	94	+32	+14	-19
Los Angeles (2)	<b>800/41</b>	569/29	564/29	607	559	497	+32	+2	+13
Louisville, Ky. (44)	85/30	<b>111/39</b>	91/32	74	111	98	+15	NC	-7
Lubbock, Tex. (134)	27/31	29/34	<b>30/35</b>	21	30	38	+17	-3	-21
Macon, Ga. (138)	21/25	<b>48/56</b>	16/19	—	51	17	—	-6	-6
Madison, Wis. (101)	42/33	<b>53/42</b>	32/25	33	58	36	+27	-9	-11
Mankato, Minn. (197)	—/—	<b>13/100</b>	—/—	—	15	—	—	-13	—
Marquette, Mich. (182)	—/—	<b>25/100</b>	—/—	—	21	—	—	+14	—
Medford, Ore. (152)	<b>38/62</b>	—/—	23/38	31	—	27	+23	—	-15
Memphis (36)	107/30	<b>142/40</b>	106/30	96	135	118	+11	+5	-10
Meridian, Miss. (171)	<b>32/71</b>	13/29	—/—	26	12	—	+23	+8	—
Miami (13)	<b>227/41</b>	189/34	141/25	176	212	144	+29	-11	-2
Milwaukee (29)	<b>166/42</b>	127/32	101/26	127	134	114	+31	-5	-11
Minneapolis-St. Paul (14)	<b>251/41</b>	223/37	132/22	201	240	145	+25	-7	-9
Minot-Bismarck-Dickinson, N.D. (142)	—/—	<b>35/51</b>	34/49	—	33	39	—	+6	-13
Missoula-Butte, Mont. (154)	<b>33/59</b>	—/—	23/41	27	—	25	+22	—	-8
Mobile, Ala.-Pensacola, Fla. (61)	84/36	<b>94/40</b>	55/24	75	95	65	+12	-1	-15
Monroe, La.-El Dorado, Ark. (105)	14/13	<b>74/66</b>	24/21	11	76	23	+27	-3	+4
Montgomery, Ala. (119)	25/21	27/23	<b>65/56</b>	15	23	70	+67	+17	-7
Nashville, Tenn. (30)	117/29	<b>166/41</b>	125/31	104	160	139	+13	+4	-10
New Orleans (34)	123/33	<b>147/39</b>	106/28	98	136	94	+26	+8	+13
New York (1)	<b>1,408/42</b>	967/29	979/29	1,135	1,046	828	+24	-8	+18
Nrflk-Prtsmth-Nwprt News-Hampton, Va. (46)	<b>97/37</b>	95/36	73/28	81	98	66	+20	-3	+11
North Platte, Neb. (208)	—/—	—/—	<b>7/100</b>	—	—	7	—	—	NC
Oak Hill-Bluefield-Beckley, W. Va. (131)	<b>36/55</b>	—/—	29/45	32	—	32	+13	—	-9
Odessa-Midland-Monahans, Tex. (145)	28/37	<b>30/39</b>	16/24	16	10	24	+87	NC	-25
Oklahoma City (40)	<b>106/37</b>	103/36	80/28	84	96	86	+26	+7	-7
Omaha (70)	<b>101/44</b>	72/31	58/25	85	79	75	+19	-9	-23
Orlando-Daytona Beach, Fla. (33)	<b>162/43</b>	116/31	95/25	109	104	102	+49	+12	-7
Ottumwa, Iowa-Kirksville, Mo. (201)	<b>26/100</b>	—/—	—/—	18	—	—	+44	—	—
Paducah, Ky.-Cape Girardeau, Mo.-Hrnsbrg, Ill. (72)	45/24	<b>86/45</b>	60/31	36	83	75	+25	+4	-20

## The February Sweeps: Palm Springs-Zanesville

ADI (rank)	1983 rating/share			1982 rating			% change		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Palm Springs, Calif. (188)	9/64	—/—	5/16	8	—	5	+13	—	NC
Panama City, Fla. (176)	25/54	—/—	21/46	18	—	22	+39	—	-5
Parkersburg, W. Va. (194)	—/—	—/—	8/100	—	—	9	—	—	-11
Peoria, Ill. (99)	50/39	42/33	36/28	41	44	46	+22	-5	-22
Philadelphia (4)	650/43	465/31	408/27	521	461	329	+25	+1	+24
Phoenix-Flagstaff (25)	152/39	135/35	103/26	119	133	102	+28	+2	+1
Pittsburgh (12)	357/45	273/35	155/20	272	268	148	+31	+2	+5
Portland, Ore. (22)	166/40	140/33	113/27	138	139	116	+20	+1	-3
Portland-Poland Spring, Me. (77)	74/42	52/30	49/28	54	52	65	+37	NC	-11
Presque Isle, Me. (200)	—/—	9/100	—/—	—	9	—	—	NC	—
Providence, R.I.-New Bedford, Mass. (41)	139/41	90/27	108/32	116	102	111	+20	-12	-3
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa (153)	—/—	38/58	28/42	—	35	36	—	+9	-22
Raleigh-Durham, N.C. (38)	132/47	115/41	34/12	117	118	23	+13	-3	+48
Rapid City, S.D. (161)	16/39	—/—	25/61	16	—	27	NC	—	-7
Reno (125)	36/49	20/27	17/23	25	23	19	+44	-13	-11
Richmond-Petersburg-Charlottesville, Va. (56)	84/34	92/38	69/28	75	94	59	+12	-2	+17
Roanoke-Lynchburg, Va. (66)	63/29	93/43	61/28	48	92	62	+31	+1	-2
Rochester, Minn.-Mason City, Iowa-Austin, Minn. (141)	34/40	26/31	25/29	31	24	30	+10	+8	-17
Rochester, N.Y. (71)	74/40	68/34	47/26	61	62	46	+21	NC	+2
Rockford, Ill. (109)	42/38	36/33	32/29	39	38	32	+8	-5	NC
Roswell, N.M. (184)	—/—	16/100	—/—	—	15	—	—	+7	—
Sacramento-Stockton, Calif. (21)	198/44	129/28	128/28	140	123	118	+41	+5	+8
St. Joseph, Mo. (190)	23/100	—/—	—/—	20	—	—	+15	—	—
St. Louis (18)	236/38	220/36	160/26	207	235	161	+14	-6	-1
Salisbury, Md. (165)	12/15	22/65	—/—	11	25	—	+9	-32	—
Salt Lake City (42)	110/37	99/34	85/29	93	110	74	+18	-10	+15
San Angelo, Tex. (196)	—/—	11/100	—/—	—	10	—	—	+10	—
San Antonio, Tex. (45)	111/41	99/36	62/23	96	101	76	+16	-2	-18
San Diego (26)	153/47	111/34	64/20	99	122	62	+55	-9	+3
San Francisco (5)	388/41	323/34	235/25	282	313	208	+38	+3	+13
San Jose, Calif. (110)	64/54	24/24	22/22	51	22	27	+6	+9	-19
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (116)	33/46	22/31	17/24	28	21	16	+32	+5	+6
Savannah, Ga. (107)	44/37	53/44	23/19	22	45	33	+100	+18	-30
Seattle-Bellingham (16)	246/46	156/29	137/25	172	161	149	+43	-3	-8
Selma, Ala. (207)	—/—	8/100	—/—	—	7	—	—	+14	—
Shreveport, La. (55)	100/37	107/40	61/23	84	104	66	+19	+13	-8
Sioux City, Iowa (137)	43/51	14/17	24/30	36	12	31	+19	+17	-23
Sioux Falls-Mitchell, S.D. (95)	21/16	70/52	43/32	18	66	48	+17	+6	-10
South Bend-Elkhart, Ind. (80)	62/35	61/34	55/31	54	62	55	+15	-2	NC
Spokane, Wash. (75)	72/39	62/34	50/27	55	60	55	+31	+3	-9
Springfield, Mass. (96)	56/57	—/—	42/43	59	—	47	-5	—	-11
Springfield, Mo. (82)	34/20	68/41	65/39	24	58	67	+42	+17	-3
Springfield-Decatur-Champaign, Ill. (74)	73/37	67/34	55/28	56	70	62	+30	-4	-11
Syracuse, N.Y. (67)	73/33	79/36	67/31	57	88	73	+28	-10	-8
Tallahassee, Fla. (127)	19/25	56/75	—/—	14	53	—	+16	+6	—
Tampa-St. Petersburg-Sarasota, Fla. (17)	230/39	215/37	140/24	159	207	156	+45	+4	-10
Terre Haute, Ind. (123)	15/15	48/48	38/38	13	43	43	+15	+12	-12
Toledo, Ohio (60)	78/31	104/41	73/29	63	98	86	+24	+6	-15
Topeka, Kan. (145)	—/—	42/65	23/35	—	36	24	—	+11	-4
Traverse City-Cadillac, Mich. (132)	22/21	51/49	31/30	17	49	33	+29	+4	-6
Tucson, Ariz. (87)	64/42	45/29	45/29	45	43	45	+42	+5	NC
Tulsa, Okla. (57)	119/46	88/34	52/20	88	85	66	+35	+4	-2
Tuscaloosa, Ala. (187)	—/—	13/100	—/—	—	12	—	—	+6	—
Twin Falls, Idaho (203)	—/—	—/—	10/100	—	—	11	—	—	-9
Tyler, Tex. (160)	58/100	—/—	—/—	44	—	—	+32	—	—
Utica, N.Y. (158)	19/43	—/—	25/57	16	—	29	+19	—	-14
Victoria, Tex. (205)	5/56	—/—	4/44	3	—	—	+67	—	—
Waco-Temple, Tex. (97)	67/63	—/—	40/37	59	—	43	+14	—	-7
Washington, D.C.-Hagerstown, Md. (8)	325/38	276/33	247/29	248	263	216	+31	+5	+14
Watertown-Carthage, N.Y. (169)	—/—	24/100	—/—	—	23	—	—	+4	—
Wausau-Rhineland, Wis. (130)	35/39	45/50	10/11	28	48	12	+25	-4	-17
Weslaco-Harlingen, Tex. (124)	88/50	83/36	7/13	32	30	8	-13	-30	-13
West Palm Beach-Ft. Pierce, Fla. (64)	61/46	24/18	47/36	39	20	58	+56	+20	-19
Wheeling, W. Va.-Steubenville, Ohio (129)	—/—	60/56	47/44	—	56	52	—	+7	-10
Wilkes Barre-Scranton, Pa. (50)	128/45	73/26	82/29	110	72	86	+16	+1	-5
Wilmington, N.C. (151)	34/37	—/—	59/63	15	—	55	+127	—	+7
Wichita-Hutchinson, Kan. (59)	83/35	81/34	71/30	68	77	80	+22	+5	-11
Yakima, Wash. (120)	27/32	36/42	22/26	24	15	23	+13	+3	-4
Youngstown, Ohio (81)	58/34	64/37	50/29	48	66	53	+21	-3	-6
Zanesville, Ohio (198)	—/—	—/—	9/100	—	—	—	—	—	-10



## ABC soars with 'Thorn Birds'

**Australian-based mini-series averages 41 rating/59 share**

ABC-TV wrote another chapter in the history of television mini-series last week when it aired its 10-hour adaptation of Colleen McCullough's best-selling novel, "The Thorn Birds." Expected to capture around a 40 share of the national viewing audience, *Thorn Birds* powered past this season's other major mini-series, *Winds of War*, and finished its run with an average 41 national rating and 59 share. It was the first major mini-series since ABC's first, *Roots*, to have substantially built its audience from first night to last.

Competition from the other two networks was virtually flattened on all four nights of the ABC broadcast, but although ABC picked up four-tenths of a rating point in its season-to-date average and came within one-half of a rating point of first-ranked CBS-TV, network researchers predict the season, scheduled to end in about two weeks, has been all but won by CBS.

*Thorn Birds*, which ran Sunday through Wednesday (March 27-30), not only outperformed *Winds of War* in its national rating, but it did so episode for comparable episode. It takes its place behind *Roots*, which averaged a national rating and share of 45/66, as the second-highest rated mini-series of all time. *Winds*, now displaced from second, averaged a 38.6/53.

On its opening night, *Thorn Birds* averaged a 39.5 rating/55 share, surpassing the first night of *Winds* (39/53) to become the highest-rated first episode of any mini-series. It also broke *Winds*' opening night record for capturing the highest number of households for a first episode by attracting 32.9 million homes per average minute. The number of homes using television soared that night to 69.8 million, up from 63.7 million the Sunday before and 62.1 million a year ago.

Episode two's national average (42.4/59), surpassed *Winds*' second-episode average (40.2/54) by five share points and broke another record by capturing an average 35.3 million homes per minute. HUT levels averaged 70.8 million, 4% higher than the previous Monday's 67.8 million.

Tuesday's episode three captured a 43.2

rating/62 share, compared with a 38.7/54 for *Winds*, part three, and attracted an average 35,990,000 homes per average minute. It ranks as the fourth highest-rated network entertainment program of all time, behind CBS's final episode of *M\*A\*S\*H*, CBS's "Who Shot J.R." episode of *Dallas*, and episode eight of *Roots*. *Thorn Birds*' Wednesday finale averaged a 43.1 rating/62 share nationally, one-tenth of a rating point below Wednesday's performance.

Doubling ABC's typical Sunday-night ratings to an average 32.8/47, *Thorn Birds* knocked nearly seven rating points from CBS's average Sunday night ratings performance and more than four from NBC's. On Monday, ABC averaged a 36.1 rating/51 share nationally, while on NBC, a rerun of the movie, *Prom Night* (11.8/16), finished more than six rating points behind the usual performance of the *NBC Monday Night Movie* (17.4/26). CBS's regular lineup finished nearly five points below its norm, averaging a 13.1/19 for the night.

On Tuesday, national ratings fell short of doubling for the third consecutive night for ABC (34.8/50), but left CBS (10.8/16) with seven rating points fewer than it normally captures on Tuesdays (17/26). NBC, which pitted the second half of the two-hour pilot of its new hit series, *A Team* against the first hour of *Thorn Birds*, finished the night about a rating point ahead of its usual Tuesday-night performance, averaging a 15.2/22. The *A Team* repeat, which averaged a 26.4/39 in its premiere as a lead-out from the Super Bowl, averaged an 18/26 its second time around.

*Thorn Birds*' Wednesday-night performance left CBS's lineup, which included a rerun of the movie, *Scavenger Hunt* (10.2/14), with an average national rating and share (10.4/14.6) five rating points behind its norm. NBC's series lineup (11.6/16.3) came in six points under par.

Overall, *Thorn Birds* captured an average 34.9 million homes per average minute and replaced *Winds of War*, which averaged 32.1 million homes per minute over seven days, as the top-ranked mini-series for household delivery. All four episodes finished among the top 11 network entertainment programs of all time. ABC researchers estimate it reached 110 million people. □

## Ratings Roundup

ABC-TV swept the 26th week of the 1982-1983 prime time season, capturing five out of the seven nights and performing well above its average nightly ratings on three of the five. With a substantial boost from episode one of its latest mini-series, *The Thorn Birds* and help from a strong performance by another made-for-TV entry, *Intimate Agony*, the network finished the week 4.5 rating points ahead of usually first-ranked CBS-TV and 6.2 points ahead of NBC-TV.

For the week, ABC averaged a 20.8 rating/32 share, compared with a 16.3/25 for CBS and a 14.6/22 for NBC. Season-to-date ratings still give CBS first place, however, with an average 18.4/29 to ABC's 17.4/27 and NBC's 15.4/24.

*Thorn Birds*, part one, which captured more share points than advertising agencies predicted it would (see story, this page) averaged a 39.5/55 and left ABC with an average 32.8/47 for the night. Despite better-than-average ratings for *60 Minutes* (26.6/41), CBS finished the night nearly seven rating points behind its usual Sunday night average, capturing a 17.2/24.6. NBC's repeat performance of the movie "King Kong" (14.5/20), preceded by *Voyagers* (10.6/16), gave it a 13.5/19.1, an average more than 4 rating points behind its typical score for that night.

ABC not only doubled its typical Sunday night ratings, but also performed above its average on Monday, Wednesday, and Saturday. It won Tuesday night with ratings on par with its norm. CBS won Thursday and Friday.

### The First 20

1. <i>Thorn Birds, part 1</i>	ABC 39.5/55
2. <i>60 Minutes</i>	CBS 26.6/41
3. <i>Dallas</i>	CBS 25.1/39
4. <i>Dynasty</i>	ABC 24.6/46
5. <i>Fall Guy</i>	ABC 24.3/38
6. <i>Love Boat</i>	ABC 24.0/39
7. <i>ABC Monday Night Movie—Intimate Agony</i>	ABC 23.5/35
8. <i>A Team</i>	NBC 20.5/30
9. <i>Magnum, P.I.</i>	CBS 20.4/31
10. <i>Simon &amp; Simon</i>	CBS 20.3/31
11. <i>Mississippi</i>	CBS 20.0/35
12. <i>Three's Company</i>	ABC 19.6/29
13. <i>Hart to Hart</i>	ABC 19.0/31
14. <i>That's Incredible</i>	ABC 18.6/27
15. <i>CBS Tuesday Night Movies—The Other Woman</i>	CBS 18.5/28
16. <i>Real People</i>	NBC 18.5/28
17. <i>Little House—New Beginning</i>	NBC 18.3/26
18. <i>Dukes of Hazzard</i>	CBS 17.7/28
19. <i>9 to 5</i>	ABC 17.6/26
20. <i>Hill Street Blues</i>	NBC 17.3/30

### The Final Five

62. <i>Voyagers</i>	NBC 10.6/16
63. <i>Gold Monkey</i>	ABC 10.5/18
64. <i>Renegades</i>	ABC 9.1/14
65. <i>AFI Salutes</i>	CBS 8.6/15
66. <i>Monitor</i>	NBC 8.5/14

## Wirth goes on the record against dereg bill, for spectrum fees

**In letter to NAB, NRBA and networks, House Telcomsubcom chairman states 'strong opposition' to S. 55; he sees tradeoff necessary**

Congressman Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, last week formalized his position on broadcast deregulation. In a letter to the National Association of Broadcasters, National Radio Broadcasters Association and the three major radio-television networks, Wirth stated his "strong opposition" to the Senate broadcast deregulation bill, S.55, and went on record in favor of substantial fees for spectrum use by broadcasters.

Wirth's letter provided few surprises but was significant as the first formal statement of his views. It represents, as one broadcaster said, "round one" in what is likely to be a lengthy process. Despite his opposition to S. 55, Wirth remains "interested and willing to consider reform of the broadcast portions of the Communications Act to reflect the economic and technological realities of the audio and video marketplaces." But Wirth's plans for deregulation have a price tag. "It is my view that any broadcast reform legislation must assure protection of the public's interest in the use of its airwaves, recognizing that the spectrum is a valuable public resource," the letter said. "The value of the spectrum is a separate issue from the appropriateness of relaxing existing regulatory requirements, but it is an issue which any legislation in this area must address. Proposals for payment, beyond a mere 'cost of regulation' fee, to compensate the public for a broadcaster's exclusive right to use a particular frequency are a very constructive step in this regard." The bill the Senate passed prescribes fees to defray no more than half of the FCC's cost of operation. Wirth also said he was "encouraged by the conceptual framework, which has been advanced in recent months by some segments of the industry, incorporating a spectrum use payment."

But the concept of a spectrum fee is not acceptable to major elements in broadcasting. NAB President Edward Fritts wrote back, restating his association's opposition to the concept. The NRBA and the networks also oppose a spectrum fee.

Wirth put no figure on the fees he has in mind, but sources near him say he is considering raising from \$100 million to \$200 million a year, a far cry from the \$10 million to \$15 million that would be collected in S.55 at the outset.

Despite Wirth's emphasis on spectrum fees and his stand against S. 55, his letter held some prospect of broadcast deregulation. Wirth noted that radio "is sufficiently competitive today to warrant relaxation of many current regulatory requirements" but "such is not the case with respect to broadcast television." But, he added, "in light of the manifest trend toward increasing availability of alternative video technologies, it is appropriate to examine whether a less re-

strictive regulatory regime for television might be devised, to be implemented when these alternatives have become generally available to a significant degree."

Wirth also said that "reform of the seven-seven ownership rules also deserves serious consideration." He said a "less arbitrary and less restrictive mechanism could protect against concentration in the ownership of broadcast properties while encouraging the growth of alternative distribution networks."

Two weeks ago Fritts characterized a meeting with Wirth as positive and said he thought the chances of regulatory reform were improved ("Closed Circuit," March 28). Wirth's letter seemed to contradict Fritts' appraisal, but Fritts remained determined to achieve broadcast deregulation. In his response to Wirth's letter last week, Fritts said: "At the outset, I want to emphasize there are two basic points on which the NAB is in total agreement; namely, that radio is sufficiently competitive *today* to warrant relaxation of many current regulatory requirements and that the value of the spectrum is a separate issue from the appropriateness of relaxing existing regulatory requirements. The two areas of agreement, in my view, provide a foundation for tailoring a broadcast deregulation proposal which will be supported by the House Subcommittee on Telecommunications, Consumer Protection and Finance."

Fritts told Wirth, however, that they had "very divergent views on the thrust of S.55," and Fritts argued the merits of the bill.

NRBA President Sis Kaplan, WAYS(AM)-WROQ(FM) Charlotte, N.C., said she was pleased with the letter because it indicates a change in attitude. The change, she noted, is that Wirth is willing to seriously look at radio deregulation. The NRBA has been discussing with Wirth's subcommittee staff for some time the idea that in return for complete deregulation radio broadcasters would pay a consideration. No figures have been

set, she said; the NRBA has discussed the possibility of a consideration of one-fourth of one percent to 1% of the broadcasters' gross billings. The NRBA supports the concept of establishing a contract with the government to insure that the consideration would be fixed. Some members of the NAB are skeptical about that plan and link it with spectrum fees. The NAB is likely to pursue the concept of cost-of-regulation fees similar to those contained in S.55 instead.

An ABC spokesman noted that it was unusual that Wirth wrote the networks about S.55 which is "not our bill." The spokesman questioned the congressman's motives for making his announcement in such a "splashy way." And one NAB representative noted that perhaps Wirth wants to get his position on the record before speaking to radio broadcasters at the NAB convention next week. □

## Turf war in space

**Intelsat says application by Orion to get into international satellite business will conflict with its 19-year-old charter**

A spokesman for Intelsat last week went public with the concern felt by that consortium as a result of the plans announced by a U.S. company to establish a private trans-Atlantic satellite system. He said the proposal of Orion Satellite Corp. (BROADCASTING, March 14) would run counter to the principles of the organization that the U.S. played the leading role in establishing. And if the FCC were to approve the proposal, the spokesman added, he would expect Intelsat to block its entry into the international market.

The International Telecommunications Satellite Organization was established in 1964 as a monopoly global service to assure communications among all nations. And while Orion contends its proposed service would complement, not compete with, Intelsat, Joseph Pelton, executive assistant to Intelsat's director general, described that as "balderdash."

Orion intends to operate two satellites over the Atlantic and offer transponder time to corporations, television networks and other large entities seeking private communications between points in Europe and the U.S. It would not operate as a common carrier, as does Intelsat. But Pelton said Intelsat already provides video service and communications facilities for businesses. What's more, he noted that the board of directors of the 109-member organization, at a meeting in Sydney, Australia, earlier this month voted to increase, substantially, its capacity to provide those services. For instance, it will increase the number of its video channels from six to 15 in two years and to 40 by the early 1990's, Pelton said. Intelsat now accounts for virtually all international television service and about two-thirds of the world's in-



Wirth

ternational telephone and data traffic.

Pelton said implementation of the Orion proposal would constitute "a violation of the U.S. international commitments" under the Intelsat treaty. And he said that if the U.S.—after the FCC and the State Department consider it—submits the proposal to Intelsat for "coordination" with its system, "there is a high likelihood that the assembly of parties [the governments that own Intelsat] would make a negative finding."

But he does not expect the U.S. to present Intelsat with that issue. "We'd be surprised if the U.S., which took the lead in creating Intelsat and wrote into its charter strong principles calling for a single system serving all countries on an equal, nondiscriminatory basis, would present the proposal to Intelsat," he said.

One legal question to be settled is whether the Orion proposal requires the kind of coordination Pelton suggests. Thomas McKnight, president of Orion, said that since the proposed system would not be a

"public correspondent"—that is, a common carrier—but a purveyor of "specialized services," the treaty provision requiring a showing that a proposed service not have an adverse economic impact on Intelsat would not apply.

"We expect this proposal for North Atlantic regional facility will be accepted by Intelsat," McKnight said. Indeed, he said, "We want them [Intelsat and its U.S. link, the Communications Satellite Corp.] to be our customers—to buy transponders like anybody else."

Intelsat is not expected to participate in the proceeding in which the commission considers the Orion application, but Comsat probably will. It has issued a statement asserting that the Orion proposal is not compatible with "U.S. foreign policy interests, international agreements" and "the basic purposes of the Satellite Act." And that is the position Comsat is expected to take in opposing the Orion application at the commission. □

rector, WCVB-TV Boston, is eyeing Sundays at 5 p.m. He is also considering a weekday late fringe placement, but says he will wait to hear ABC's plans for changing *Nightline* and *The Last Word* before deciding. The station currently delays *The Last Word* by half an hour to air reruns of *All in the Family*. In Nashville, where the *Star Search* special will air on CBS affiliate WRVF-TV in late fringe, program manager Bill Jay said no decision has been made on whether to carry the series, but indicated that if the station goes with it next fall, it is far more likely to air it in late fringe than in prime time.

As is intended for the series, the special featured nonprofessional performers competing in eight categories for cash prizes and the chance to return to the program's next episode to compete against new contestants. Performers are not rank amateurs, such as those who often appeared on old-time TV talent shows, but are actors, singers and others who are trying to start their careers in entertainment.

The program's assets, according to programmers who have seen it, are slick production and a highly contemporary feel, like that of *Solid Gold*, and a structure that pits performers against one another in specific categories, rather than in no particular order. Older talent shows, such as the long-running *Original Amateur Hour*, presented unrelated acts; singers could follow harmonica players.

The special, according to Al Masini, president and general manager of TeleRep, is meant to launch the search for talent to appear on future episodes.

A 900 telephone number will appear on viewers' screens periodically, with instructions for prospective challengers to call or write the program's headquarters in Hollywood to apply for a chance to appear. Applicants will be asked to send five-minute videocassettes of their performances. Categories of competition include female vocalist, male vocalist, musical group, dancer, comedian, leading man, leading lady and television model.

TeleRep's lineup of stations set to air the special covers 162 television markets with the potential of reaching 93% of U.S. TV households. The company has guaranteed advertisers an average rating of between 11.2 and 14 when ratings for both broadcasts of the special, which is set to air twice in two weeks on most stations, are added together. TeleRep has ordered a national ratings survey for the special from A.C. Nielsen, according to Phil Flanagan, general manager of TeleRep Program Enterprises, and will receive the results in May.

Promotional efforts for the special include full-page ads in *TV Guide* and bold-faced listings in newspaper TV logs in markets where it is running in addition to local on-air campaigns. National sponsors for the special include Coca-Cola, Lever Brothers, Revlon, Sterling Drugs, Warner/Lambert and Bristol-Myers.

*Star Search* is produced by Bob Banner Associates, producer of *Solid Gold*, in association with TeleRep, Metromedia Inc., Taft Broadcasting Co. and Gaylord Broadcasting Co. □

## Prime time challenge

**TeleRep's 'Star Search' is being considered by stations, including affiliates, to go head-to-head against '60 Minutes'**

At least five network affiliates in the top 50 markets are considering airing *Star Search*, a weekly, syndicated entertainment series set to launch in September, as a regular competitor to CBS-TV's *60 Minutes*. The one-hour series, created by TeleRep Program Enterprises, is being promoted this week and next in a two-hour special, set to air in 162 television markets in a station lineup that includes 41 ABC affiliates, 35 CBS affiliates and 37 NBC affiliates.

None of the affiliated stations contacted last week had definite plans yet for placement of the new series. Three of the five considering prime time pre-emptions are owned by companies backing the production: Cox Broadcasting's WSB-TV Atlanta, Taft Broadcasting's WDAF-TV Kansas City, Mo., and Gaylord Broadcasting's WVUE-TV New Orleans. Also considering pre-emption are WUHQ-TV Battle Creek, Mich., and United Television's KTVX-TV Salt Lake City. WDAF-TV is an NBC affiliate and the other four are ABC affiliates.

Managers at all five stations said they will not finally decide where to put *Star Search* until they have seen how the special performs and until after they have seen what their networks' prime time lineup for next fall looks like. Spokesmen at all five said a decision to go head-to-head with *60 Minutes* would be the first instance of regular weekly pre-emptions of prime time network programming at their stations.

"A lot will depend on what the network schedule is," said A.R. Van Cantfort, program manager, WSB-TV, who said the Cox stations will decide individually, and not as a group, where to place *Star Search*, if at all.

Stations carrying the special have until May 1 to decide whether they want to air the series.

Although the *60 Minutes* time period is not the only one being considered for placement of *Star Search*, it appears to be the most popular, in a field that also includes Friday nights, where ABC has been weak this year. *Solid Gold*, an hour-long weekend entertainment series also syndicated by TPE, has performed well on independent stations airing it opposite *60 Minutes*, according to a number of programmers, while ABC's *Ripley's Believe It or Not* and NBC's *Voyagers*, also facing *60 Minutes*, have been consistently among the lowest-rated programs of this season.

"We are considering running it in prime time," said Earl Beall, vice president, general manager, WDAF-TV, "but we've talked just as much about early fringe and are looking at the whole schedule." Beall and others said reaction in their markets to the special will heavily influence their decisions about where, and in some cases whether, they will air the series.

Most of the programmers who were contacted believe *Star Search* is an early-evening program. At WVUE-TV New Orleans, which regularly pre-empts ABC's *That's Incredible* during football season for a pre-game local show, the *60 Minutes* time period is under consideration, although program director Don Wilburn said, "we're really wide open at this point" on when to air the program. "We have to look at ABC's weak nights," he said, noting that Thursday and Friday have been poor performers this season. "We want to take a look at the schedule for next season," he said. He will decide on *Star Search*'s placement "after the ABC affiliate meeting in May."

Not all affiliates planning to run *Star Search* regularly next year are considering prime time runs. Cliff Curley, program di-

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The versatile HAWKEYE HCR-1 recording camera captures local stories which are then programmed in with the station's CNN Headline News.

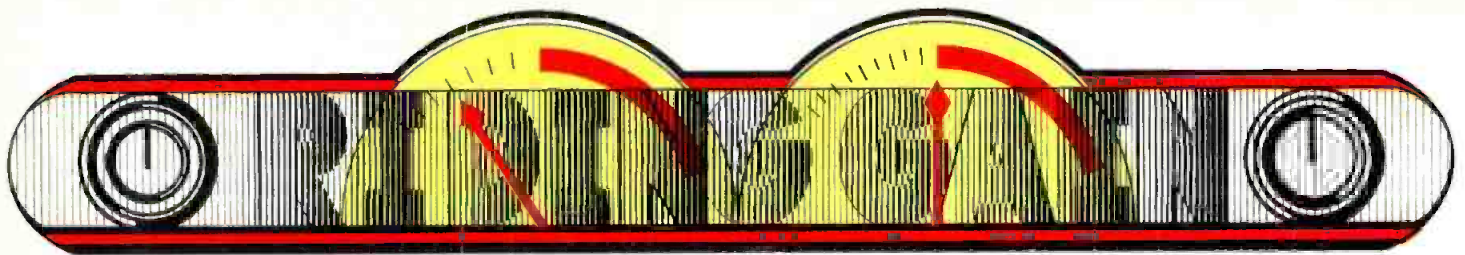
The station also has a complete HAWKEYE HR-2 studio recording/editing system and final story segments are transferred to a cartridge recorder for airing. It's all part of a new WKBS emphasis on news.

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**RCA**



**Rock gathering.** ABC Rock Radio Network's program advisory board members gathered in New York for an all-day meeting. On hand were (l-r) Louise Callahan, manager, station relations, ABC Rock Radio Network; Thomas Hedges, program director, KLOS(FM) Los Angeles; Willard Lochridge, vice president, ABC Rock Radio Network; Michael Picozzi, program director, WYSP(FM) Philadelphia; Steven Graziano, program director, KFMZ(FM) Columbia, Mo.; Ted Utz, program director, WPYX(FM) Albany, N.Y.; Fred Jacobs, program director, WRIF(FM) Detroit; Dan Forth, director, ABC Rock Radio Network; Jeff Pollack, Jeff Pollack Communications; Gary Horn, news director, WHCN(FM) Hartford, Conn.; Chuck Du Coty, program director, WYYY(FM) Baltimore; Edward McLaughlin, president, ABC Radio Networks; Denise Oliver, director of programing, ABC Rock Radio Network.

## Satellite switch

RCA Americom said its Satcom I-R satellite, which will digitally transmit ABC, CBS, NBC and RKO's radio networks and program services, is tentatively scheduled to launch next Monday (April 11). The four broadcast companies have an eight-year commitment with RCA for \$56.5 million.

Plans call for ABC, CBS and NBC to begin using Satcom I-R early this summer as soon as it becomes operational. ABC and NBC are currently using Satcom I for program transmissions to some of their affiliates. RKO will begin to switch over its two networks from Western Union's Westar III satellite to Satcom I-R in September.

However, according to RCA, soon after the networks are in place on Satcom I-R they may switch to Satcom II-R, which is scheduled for an August launching. RCA plans to use Satcom I-R as a back-up to Satcom V—allowing only "occasional" audio, video and data traffic. Alascom, the long lines division of Alaska Bell, has purchased the entire capacity of Satcom V. The deal between RCA and Alascom calls for Alascom to switch to I-R in the event of a failure to Satcom V, which would necessitate the move of all the networks to another satellite. Satcom I will stay in its orbit until it runs out of fuel, probably late this year.

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## Ventures board

National Public Radio's board of directors recently named a board for its new Ventures group, a subsidiary that incorporates NPR's joint technological enterprises.

Chairman of the new board is Cathleen Douglas, attorney and partner in the Washington-based law firm of Leva, Hawes, Symington, Martin & Oppenheimer. Other board members are: Myron Jones, chairman of the NPR board; George Klingler, WSUI(AM)-KSUI(FM) Iowa City; Steven Meuche, WKAR-AM-FM East Lansing, Mich.; Jack Mitchell, WHA(AM) Madison, Wis. Also on the board are Frank Mankiewicz, NPR president, and Richard Hodgetts, vice president, business services for NPR.

## Setting subcarriers free

CBS has offered its support for a petition for rulemaking by the Altran Electronics Division of McGraw-Edison Co. seeking permission for AM broadcasters to use their sub-carrier frequencies for any purpose that doesn't interfere with the transmission of the main broadcast signal. In its comments, CBS said "technological advancements" permit licensees to transmit nonbroadcast-related signals on subsidiary channels without interfering with their main broadcast signals, making more efficient spectrum use a technical possibility.

Although AM broadcast licensees are now permitted to transmit utility load management signals, CBS said, only a few stations are needed to broadcast such signals

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in a given area. "Consequently, the facilities of most stations and the available spectrum can neither be used fully nor be developed to their fullest economic and technological potential unless AM licensees are permitted to broadcast other types of signals on subsidiary channels," it said. "CBS believes that permitting AM licensees to transmit noninterfering signals on subsidiary channels would also be an important and beneficial step forward and urges the commission to open a proceeding looking toward adoption of the Altran proposal."

### Utility talk

In a rare programming move, a commercial music station suspended its weekday beautiful music programming schedule in order to devote 24 hours exclusively to one subject. WEFM-FM Michigan City, Ind., aired a 24-hour public affairs program examining the impact of a proposed rate hike by a northern Indiana power company on an area which according to station president and manager, Thomas Burns, has very high unemployment. Burns noted that there was probably more talk on the station in one day than usually airs all year.

### Bands of gold

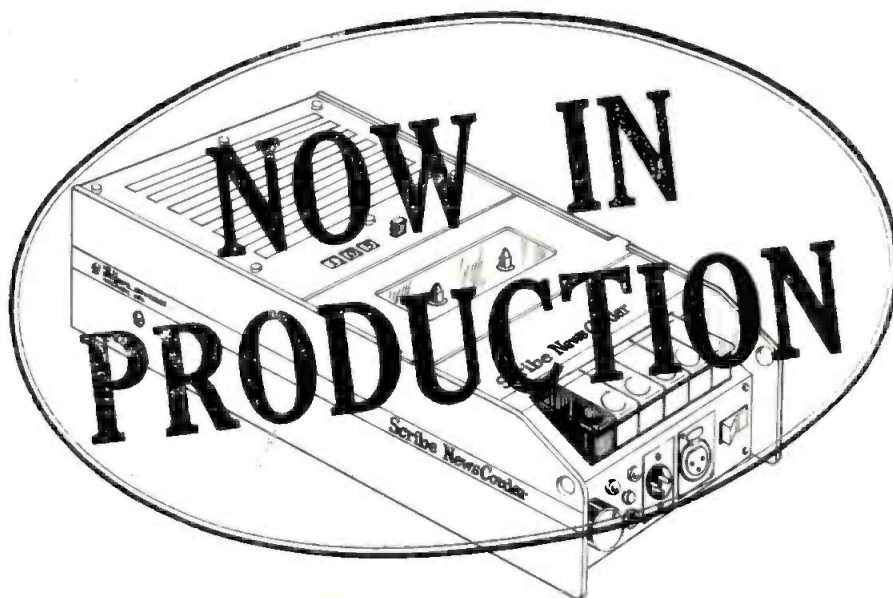
Noble Broadcast Consultants of San Diego is introducing "Great Gold," a new radio music format featuring "top rock hits from the mid 1950's to the late '70's," targeted at the 25-to-54-year-old age group. Bob Harper, Noble vice president, said the format is intended



**Rep rap.** McGavren Guild Radio has launched product category seminars in New York, with members of the rep's sales staff as well as personnel from its client stations in attendance. Present at the first seminar, which focused on the financial business, were (l-r): Ellen Hulleberg, executive vice president/marketing and communications, McGavren Guild Radio; James Hatch, president and chief executive officer, Canaan National Bank, Canaan, Conn.; Adam Stagliano, instructor, Yankelevich, Skelly & White, New York, and Ralph Guild, president, McGavren Guild Radio. The seminar was the first in a series to be conducted by the rep firm across the country.

for "the 75% of the country's AM radio stations that are dropping out of the bottom of the ratings barrel." The new format will be officially unveiled at the NAB convention in

Las Vegas and sold for a price based on market size. "Great Gold" will be available in either a 24-hour automated configuration or for use with local personalities.



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The FairWest Adult Contemporary Consultancy now airing on **KVIL**, Dallas ■ **WRMF**, West Palm Beach ■ **KRBE**, Houston ■ **KLSI**, Kansas City ■ **KLLS**, San Antonio ■ **KZBS**, Oklahoma City ■ **WMAG**, Greensboro ■ **WWDE**, Norfolk ■ **KALL**, Salt Lake ■ **WCLZ**, Portland

## BURNS/SOMERSET *Continuous Country*

The "Burns/Somerset Continuous Country" format created by Joe Somerset, consultant to Capital Cities Broadcasting and programmed by George Burns of The Burns Media Group, introduces modern radio techniques to country music on FM.

The Continuous Country Consultancy includes modern country hits, thoroughly researched and programmed by computer, de-emphasizing personality and on-air promotion.

The Burns/Somerset Continuous Country Consultancy is heard on **KILT**, Houston ■ **KAER**, Sacramento ■ **KZAN**, Salt Lake ■ **WCRJ**, Jacksonville ■ **KFMS**, Las Vegas ■ **KNFM**, Midland/Odessa ■ **WAVC**, Duluth ■ **WPCM**, Raleigh/Durham

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air time. He'll reveal startling statistics that prove that many people now spend more time listening to radio than reading magazines or watching television. And he'll demonstrate how one word—the right word—can be worth a thousand pictures. (TV pictures, that is.)

Best of all, he'll be telling them on your radio station. And thousands of other stations nationwide. Give him consistent and heavy air play, and you'll see the results.

So be prepared. Make sure your station has received a copy of the newest Red Hot campaign with Henry Morgan. If not, write Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. Or phone 212-599-6666.



PHOTO: BONNIE WEST

Humorist, author and veteran radio personality, Henry Morgan combines humor and hard sell in a new campaign created for your station by the Radio Advertising Bureau.



## Putting productivity on a roll

When Fifth Estaters arrive in Las Vegas next week (April 10-13) for the National Association of Broadcasters's 61st annual convention, they will find an agenda full of legislative, technological, marketing and regulatory issues waiting for them. The theme for the three-day event is "Productivity—Let's Work Together," reflecting the current productivity campaign launched by broadcasters (BROADCASTING, Feb. 21).

A host of activities are planned and if attendees aren't busy enough with sales clinics, workshops and legislative panel sessions, they can visit one of the more than 180 hospitality suites and the 880,000-square-foot exhibition hall. More than 600 exhibitors will market their products, an increase from the 481 at the NAB's convention last year in Dallas. The convention's joint sessions will be held at the Hilton hotel and the separate radio and television conventions will be in the Las Vegas Convention Center. For engineers the NAB will hold its 37th annual concurrent engineering conference on April 11 and 12 at the Convention Center.

NAB President Edward Fritts kicks off the convention Sunday afternoon, April 10, with a "State of the Industry" address. It marks the first convention speech given by Fritts, who was elected president six months ago. His address will center on the association's priorities and goals and will include an audio-visual presentation. Then NAB's

Distinguished Service Award will be presented to former NAB President Vincent Wasilewski. The association's Grover Cobb Award will be given to Jack Rosenthal, president, Harriscope Broadcasting, Casper, Wyo., on Wednesday morning.

An abundance of workshops and panel sessions will be devoted to emerging technologies. Legislative and regulatory issues also are featured. An impressive line up of congressmen are slated to attend (BROADCASTING, March 21).

At the TV luncheon Monday, April 11, broadcasters will hear from Senate Majority Leader Howard Baker (R-Tenn.). On Tuesday, April 12, the radio luncheon speaker will be Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee. Broadcasters will be listening for an elaboration of Wirth's views on deregulation coupled to spectrum use fees as mentioned in a letter he wrote last week (see story, "Top of the Week"). On Wednesday, April 13, Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, will address a joint session of the radio and TV conventions, with a progress report on his proposal to expand First Amendment rights to the electronic media.

Broadcast deregulation and copyright are two legislative topics to be discussed by a number of congressmen, including Senators Charles McC. Mathias (R-Md.), Slade Gor-

ton (R-Wash.) and Larry Pressler (R-S.D.), and Congressmen Robert Kastenmeier (D-Wis.), Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Matthew Rinaldo (R-N.J.).

FCC Chairman Mark Fowler will be the closing luncheon speaker on Wednesday. All six FCC commissioners are to be featured in a panel discussion earlier that day with NAB executive vice president and general manager, John Summers, as moderator. Fritts will participate in a one-on-one conversation with FCC Mass Media Bureau Chief Larry Harris during a joint session Tuesday. Federal Trade Commission Chairman James Miller is featured at a general session at the TV convention Tuesday.

Highlights of the TV convention include the opening session, Monday, April 11, called "Growth Through Change," where results of a study conducted by the association on TV audience trends will be presented. The Television Bureau of Advertising is hosting a forum Tuesday on sales department compensation and composition and on "Television Station Advertising Now That The Code Is Dead." Howard K. Smith is to be the moderator of a joint session Wednesday on "Productivity—Key to Prosperity in Big Cities and Small Towns," featuring U.S. Labor Secretary Raymond Donovan and Thomas Donahue, AFL-CIO secretary and treasurer.

The agenda begins on page 48.

# NAB's productivity package in Vegas

**Registration.** NAB's registration desk will be located in the rotunda of the Las Vegas Convention Center and open 9 a.m.-5 p.m. Saturday, 8 a.m.-5 p.m. on Sunday and Monday, 9 a.m.-5 p.m. on Tuesday and 9 a.m.-noon on Wednesday. All joint sessions of the convention are listed under the radio sections.

**Exhibits.** The hall will be open 9 a.m.-6 p.m. Sunday, Monday and Tuesday, and 9 a.m.-2 p.m. Wednesday.

## Sunday, April 10

**Joint session.** 3-5 p.m. Hilton Pavilion. Welcome: NAB Joint Board Chairman William Stakelin; message from NAB President Edward Fritts; presentation of Distinguished Service Award to former NAB President Vincent Wasilewski; entertainment by the Oak Ridge Boys.

## Monday, April 11

### RADIO SESSIONS

**Syndicators/program producers breakfast.** 7:30-9 a.m. Ballroom B.

**Behind the scene with the FCC and congressional staffs.** 8-9:15 a.m. Rooms A1-A4.

**Three concurrent clinics.** 9-10:15 a.m. *Don't Tell Me It's Impossible Until After I've Done It.* R1. Presenter: Pam Lontos, Pam Lontos Inc. (Repeated at noon.)

**Digital Sound—A Radio Revolution.** S1. Presenter: Dennis Waters, Waters & Co. Demonstration: Charles Letts, Sony Corp. of America. (Repeated at 2:30 p.m. Tuesday.)

**Capturing Co-op Dollars.** T1. Presenter: Bob Wilcox, Armstrong World Industries. Legal adviser: Edward Hummers Jr., Fletcher, Heald & Hildreth. (Repeated at 9 a.m. Tuesday.)

**Three concurrent forums.** 9-noon. *The Winning Hands Sales Forum.* L1. Presenter: George Glover, George Glover & Associates. (Repeated at 9 a.m. Tuesday.)

**A Day in the Life of a Station Manager.** N1. Presenter: George Burns, Burns Media. (Repeated at 2:30 p.m. Tuesday.)

**What the FCC Did Not Deregulate.** T2. Moderator: Barry Umansky, NAB. Panelists: Martin Leader, Fisher, Wayland, Cooper & Leader; John Feore Jr., Dow, Lohnes & Albertson; Henry Baumann, FCC. (Repeated at 7:30 a.m. Tuesday.)

**Four concurrent clinics.** 10:30-11:45 a.m. *Lifestyle Management: Is There Life After Work?* T1. Presenter: Dr. Bruce Baldwin, Direction Dynamics. (Repeated at 10:30 a.m. Tuesday.)

**SCA... Spells Money.** S1. Moderator: Paul Olson, KLEM(AM) Des Moines. Panelists: Harrison Klein, Group W; Jim Searing, National Public Radio;

**Las Vegas contingent.** BROADCASTING's editorial, advertising and circulation departments will be headquartered in suites 10-119, 121 and 123 of the Las Vegas Hilton. On hand will be: John Andre, Dave Berlyn, Vince Ditingo, Gene Edwards, Kathy Haley, Ed James, Harry Jessell, Kwentin Keenan, Kim McAvoy, Steve McClellan, Mark Miller, Charles Mohr, Larry Taishoff, Tim Thometz, Pat Vance, Don West, Ruth Windsor and Len Zeidenberg.

Jim Wychor, KWOA-AM-FM Worthington, Minn.; Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane. (Repeated at 9 a.m. Tuesday.)

**Correcting Sales Training Mistakes.** R1. Moderator: Chris Lytle, Chris Lytle & Associates. (Repeated at noon.)

**Keeping Your EEO House in Order: Sexual Harassment, Age Discrimination and Other Problems.** T2. Moderator: Michael Berg, NAB. Panelists: L. Michael Zinser, King, Ballow & Little; Eugene Mullin, Mullin, Rhyne, Emmons & Topel; James Edmundson Jr., Tepper & Edmundson.

**Four concurrent clinics.** Noon-1:15 p.m. *The Building Blocks of Motivation.* S1. Presenter: Dave Klemm, Klemm Media. (Repeated at 4 p.m. Tuesday.)

**Record Retention and the Perfect Public File.** T2. Moderator: Valerie Schulte, NAB. Panelists: John Logan, Kirkland & Ellis; Nathaniel Emmons, Mullin, Rhyne, Emmons & Topel; Roderick Porter, FCC.

Repeats of *Don't Tell Me It's Impossible* (R1) and *Correcting Sales Training Mistakes* (T1).

**Forums.** 1:30-4 p.m. *Spanish Language Radio.* S1. Welcome: John Summers, NAB. Opening remarks: FCC Commissioner Henry Rivera. Legal adviser: Raul Rodriguez, NTIA.

**Daytimers Forum.** 2:30-4 p.m. R1. Moderator: Barry Umansky, NAB. Panelists: Roderick Porter, FCC; Gregg Skall, Blum & Nash; William Potts, Haley, Bader & Potts; Wallace Johnson, Moffet, Larson & Johnson; R. Russell Eagan, Kirkland & Ellis.

**Managing Organizational Performance.** E2. Presenter: Jim Hooker, Media Sales Training Systems.

**Joint session.** 2:30-3:45 p.m. *Emergency Broadcasting System Symposium.* N14. FCC Commissioner Mimi Weyforth Dawson and representatives from the State Emergency Communications Committee, FCC, National Weather Service and the Federal Emergency Management Agency.

**Joint clinic.** *Deregulation: Will Congress Break the Log Jam?* A4. Introduction: Ted Snider, Snider Corp. Moderator: Steve Stockmeyer, NAB. Panelists: Senator Larry Pressler (R-S.D.) and Representatives Mickey Leland (D-Tex.), Matthew Rinaldo (R-N.J.) and Billy Tauzin (D-La.).

**Three concurrent clinics.** 4-5:15 p.m. *Radio Programming in Minority Markets.* T2. Moderator: Howard Woolley, NAB. Panelists: Tim Watts, WXYV(FM) Baltimore; Ed Romero KBNO(AM) Denver; Robert Cambridge, QC Productions; Cody Anderson, WDas-AM-FM Philadelphia. Legal adviser: Leonard Joyce, Daly, Joyce & Borsari.

**Joint clinic.** *Deregulation: Will Congress Break the Log Jam?* A1. Introduction: Martin Beck, Beck Ross Communications. Moderator: Belva Bissett, NAB. Panelists: Senators Daniel Inouye (D-Hawaii) and Robert Kasten (R-Wis.), and Representatives Cardiss Collins (D-Ill.) and Thomas Tauke (R-Iowa).

**Joint clinic.** *National Defense: A Policy in Transition.* A1. Introduction: William Stakelin, NAB. Moderator: Bill Lynch, CBS News. Panelists: Senators Ted Stevens (R-Alaska) and Donald Riegle Jr. (D-Mich.), Representatives William Dickinson (R-Ala.) and Dan Daniel (D-Va.).

### TV SESSIONS

**General session.** 8-9:15 a.m. *Behind the Scene with the FCC and congressional staffs.* A1-A4.

**Opening general session.** 9:30-10:30 a.m. *Growth Through Change.* A2, A3, A5, A6. Opening remarks and welcome: Jerry Holley, Stauffer Communications. Presenter: Larry Patrick, Hiber Hart and Patrick.

**Five concurrent sessions.** 10:45-noon. *Strategic Planning for Business*



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*Opportunities in the New Technologies.* B2, B3. Moderator: Bernadette McGuire, NAB. Panelists: Stuart Brotman, Communication Strategies; Paul Bortz, Browne, Bortz & Coddington; Daryl Winn, Eugene Television. Legal adviser: George Vradenburg III, CBS.

*Cutting Legal Fees.* B1. Moderator: Erwin Krasnow, NAB. Panelists: Edgar Holtz, Hogan & Hartson; Eric Bernthal, Arent, Fox, Kintner, Plotkin & Kahn; Wade Hargrove, Tharrington, Smith & Hargrove.

*LPTV: Partner, Competitor or New Opportunity.* D1, D2. Moderator: Ron Merrell, *Broadcast Communications*. Panelists: Russell Balch, Fly, Shuebruk, Gaguine, Boros, Schulkind and Braun; John Kompas, Video-Ink; Milton Davis, National Translator Association.

*New and Emerging Categories of Television Business.* E2, E3. Presenters: Robert Lefko and Harvey Spiegel, TVB.

*The Pragmatics of Managing Broadcasters: Getting the Most from Your Employees.* G1, G2. Presenter: Gary Schuman, Performance Development Corp.

**Luncheon.** 12:30-2:15 p.m. Ballroom. Call to order: Gert Schmidt, NAB TV board chairman. Guest speaker: Senator Howard Baker (R-Tenn.)

**Six concurrent workshops.** 2:30-3:45 p.m. E2, E3. *Managing Organizational Performance.* Presenter: Jim Hooker, Media Sales Training Systems.

*The Question of Space, Part I—Effective Planning of a Broadcast Facility.* D1, D2. Moderator: Frank Rees Jr., Rees Associates. Panelists: John Nagy, Rees Associates; James Gary, Rees Associates; Joe Jerkins, KVUE-TV Austin, Tex.; Andy Anderson, KRMA-TV Denver.

*Financial Planning and Forecasting.* B2, B3. Introduction: Ron Iron, NAB. Presenter: Robert Apgood, B. Wright & Associates.

*Minority Programming in Television: Is It Working?* B1. Moderator: Dwight Ellis, NAB. Panelists: Cecil Forster Jr., Unity Broadcasting Network; David Ochoa, Buena Vista Cablevision; Mable Haddock, National Black Programming Consortium.

*Successful UHF Audience Promotion—What Works and What Doesn't.* E1. Moderator: Jerry Condra, WPDE-TV Florence, S.C. Panelists: Lew Freifield, WPTV-TV Memphis, Tenn.; Bob Nash, KAMC-TV Lubbock, Tex.; George DeVault, WKPF-TV Kingsport, Tenn.; John Chaffee Jr., Malrite Communications; Ed Manheim, Manheim Advertising.

*Cable Copyright and Must Carry: Will Congress Finish the Job?* A1. Introduction: Jerry Holley, Stauffer Communications. Panelists: Senators Dennis DeConcini (D-Ariz.), Slade Gordon (R-Wash.), Patrick Leahy (D-Vt.) and Charles McC. Mathias (R-Md.) and Representatives Robert W. Kastenmeier (D-Wis.) and Carlos Moorhead (R-Calif.)

**Three concurrent workshops.** 4-5:15 p.m. E2, E3. *TV Deregulation... What and When?* Moderator: Barbara A. Dent, NAB. Panelists: Joel Rosenbloom, Wilmer, Cutler & Pickering; Arthur Goodkind, Koteen & Nafatalin; Bruce Fein, FCC.

*Through the Cable Copyright Jungle: A Broadcaster's Safari.* B2, B3. Moderator: Michael Berg, NAB. Panelists: Norman Leventhal; James Popham, Fawer, Brian, Hardy & Zatzkis, New Orleans; John Stewart, Crowell & Moring.

*Question of Space Part II—Effective Design, Redesign and Construction of Broadcast Facilities.* Moderator: Frank Rees, Rees Associates. Panelists: Walter Gregg, Rees Associates; Al Parsons, KOCO-TV Oklahoma City; Carroll Cunningham, Dyma Engineering.

*Report on FCC Docket 80-90.* Michael Rau, NAB. *Using the Diurnal Curves for Extended Daytime AM Hours of Operation.* Wallace Johnson, Moffet, Larson & Johnson. *Report on FM-SCA Operation.* Robert Denney, WBT(FM) Charlotte, N.C. *The Effect of Additional SCA Subcarriers on FM Stereo Performance and RF Protection Ratios.* John Kean, National Public Radio. *Issues Concerning Modulation Levels During FM-SCA Operation.* Harrison Klein, Group W. Legal adviser: John King, Haley, Bader & Potts.

**Radio session.** 10:10-11:55 a.m. Room 22. **TRANSMITTERS AND ANTENNAS.** *Design Criteria for Multi-Station Combining Systems.* Spencer Smith, Dielectric Communication; Robert Weirather, Harris Corp. *The Use of Sectionalized Antennas for AM.* John Furr, WOAI(AM) San Antonio, Tex. *Solid State Transmitter Techniques Developed for Critical Aero-beacon Applications may be used for AM Broadcasting with Significant Advantages.* Dennis Covill, National Electronic Laboratories. *Electrical and Mechanical Analysis of Synthetic Tower Guys.* Leopold Gregorac, RTV Ljubjana; Gregory Bowen, Phillystran Corp.

**TV session.** 8-10:35 a.m. Room 19. **UHF TRANSMISSION SYSTEMS.** *Reducing Operating Costs and Improving Performance in Older UHF Transmitters.* David Danielson. *Economies in UHF Television Transmitter Operation.* John Battison, Ohio State University. *New Developments in High Efficiency High Power UHF-TV Klystrons.* Dr. Roy Hepinstall, English Electric Valve Co. *Achieving Higher Efficiency for 5 Cavity Klystrons.* Robert Symons, Varian. *A Dual Channel Symmetrical Waveguide System.* Mark Aitken, Comark Communications. *Analytical and Experimental Data on Circular Waveguide for UHF-TV.* A.G. Holtum, Micro Communications.

**TV session.** 10:45 a.m.-12:30 p.m. Room 19. **SATELLITE SYSTEMS.** *Comparison of C Band and Ku Band for Broadcast Quality Television Transmission by Satellite.* Norman Weinhouse, Hughes Communications. *An Analysis of Interference in Satellite Transmission of Video Signals.* A.G. Uyttendaele, ABC. *NBC Skypath Control.* Richard Edmondson, NBC. *Management of Television Network Satellite Systems—A Common Control Protocol.* David Horowitz, CBS/Broadcast Group. Legal adviser: Donald Ward, Ward & Mendelson.

**Workshop.** 1:30-2:30 p.m. Room 22. *The Effect of Technical Deregulation on Broadcasting.* Panelists: William Hassinger, FCC; John Swanson, Cox Communications; Eb Tingley, EIA; John Battison, Ohio State University.

**TV session.** 2:30-5:30 p.m. Room 19. **TELEVISION AUDIO.** *Television Multichannel Sound Tests.—Chicago '88.* James Gibson, RCA Laboratories. *Intercarrier Buzz in TV Receivers and Other Sources.* Carl Eilers, Zenith Radio Corp. *The Transmission of Television Multichannel Sound through CATV Systems.* Alex Best, Scientific-Atlanta. *Television Transmission System Considerations for Multichannel Sound.* R.L. Rocamora and William Behrend, RCA. *Visual and Aural Exciter Design for Multichannel Sound.* Robert Unetich, Information Transmission Systems. *Loud Commercial Control: An Update on Technology.* Ralph Haller, FCC. *Broadcasting and Loudness: NAB Status Report.* Michael Rau, NAB. Legal adviser: Edward Henneberry, Howrey & Simon.

**Engineering special.** 2:30-5 p.m. Room 21. **NON-IONIZING RADIATION.** *RF Radiation and Broadcasting.* Jules Cohen, Jules Cohen & Associates. *Biology and Radiation: Research Results and Safety Standards.* Dr. Arthur Guy, University of Washington. *Radio Frequency Electromagnetic Energy: The Westinghouse Program for Awareness, Monitoring and Control.* Wayne Bickerstaff, Westinghouse Electric Corp. *The EPA Non-ionizing Radiation Program.* Dr. Richard Tell, Environmental Protection Agency.

**Tuesday, April 12**

## ENGINEERING SESSIONS

**Radio session.** 8-10 a.m. Room 22. **AM-FM ALLOCATIONS AND FM SCA.** *Impact of Reduced Mileage Separations on FM Broadcasting: A*

## RADIO SESSIONS

**Five concurrent clinics.** 7:30-8:45 a.m. Room T1. *Prizm—The Amazing*

Once upon a time, in the land of creative giants, there appeared an extremely red-hot video effects magician called ADO. Now, ADO could flip, tumble and spin with grace and ease. And certain visionary wise men, who saw the potential in such gyrations, hired this video master to create a wondrous tapestry of eye-dazzling three-dimensional

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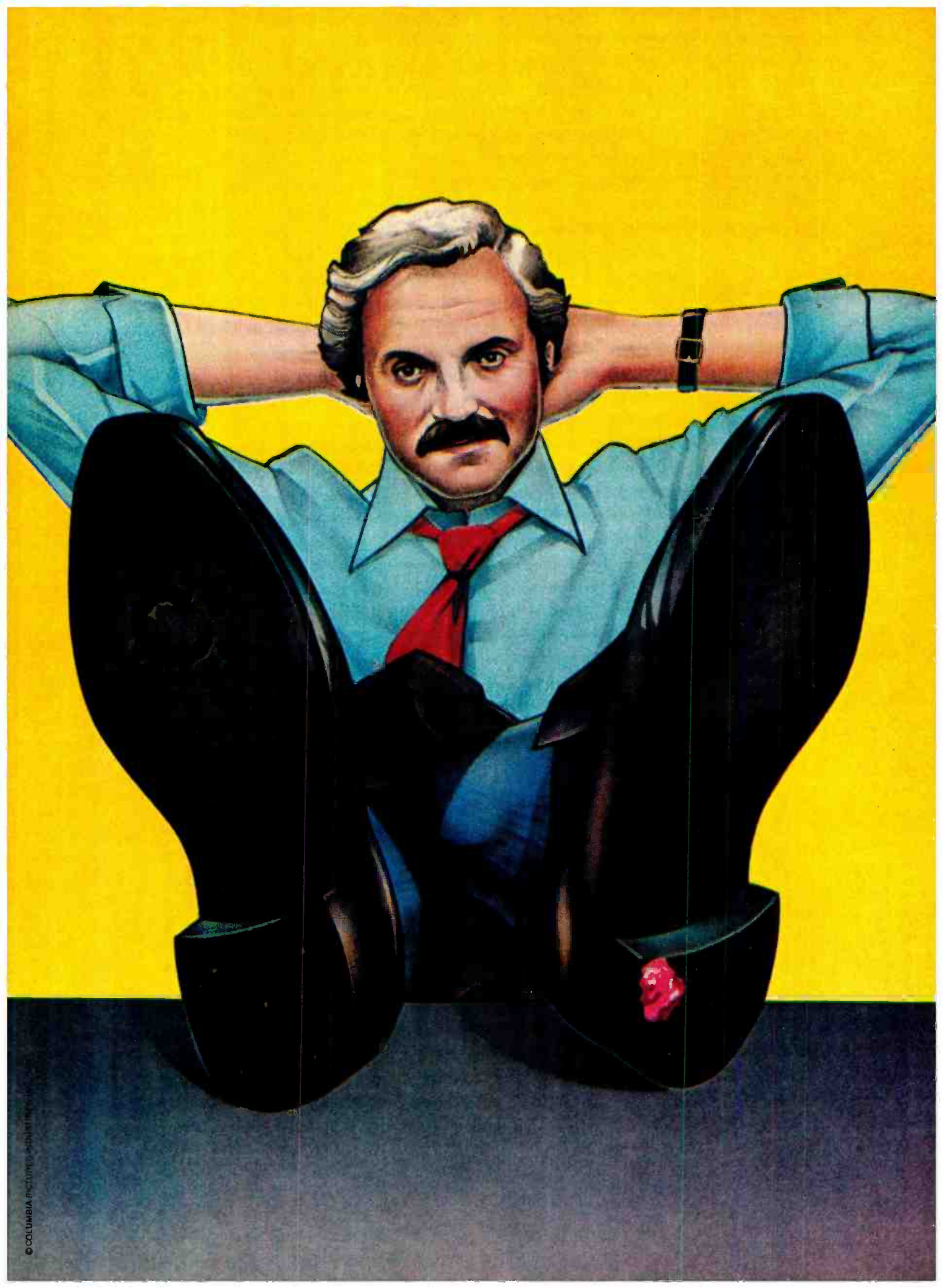
Clients here and abroad were delighted and amused. And everyone lived happily ever after, except for a handful of video troglodytes who were left to live out the rest of their days in a dull, flat and listless universe.

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BEND	KTVZ	INDIANAPOLIS	WRTV	SACRAMENTO	KTXL
BILLINGS	KULR-TV	JACKSON, MS	WLBT	ST. LOUIS	KTVI
BINGHAMPTON	WBNG-TV	JACKSONVILLE	WTLV	SALISBURY	WMDT-TV
BIRMINGHAM	WVTM-TV	JOHNSTOWN	WJAC-TV	SALT LAKE CITY	KSL-TV
BLUEFIELD	WVVA-TV	KANSAS CITY	KMBC-TV	SAN ANGELO	KCTV
BOISE	KBCI-TV	KNOXVILLE	WATE-TV	SAN ANTONIO	KSAT-TV
BOSTON	WSBK-TV	LACROSSE	WKBT	SAN DIEGO	KGTV
BUFFALO	WIVB-TV	LAFAYETTE, IN	WLFI-TV	SAN FRANCISCO	KTVU
BURLINGTON	WPTZ	LAFAYETTE, LA	KLFY-TV	SAN JOSE	KMST
CANTON	WOAC-TV	LAKE CHARLES	KVHP-TV	SANTA BARBARA	KEYT
CEDAR RAPIDS	KGAN-TV	LANSING	WJIM-TV	SANTA ROSA	KFTY-TV
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CHARLOTTE	WCCB	LINCOLN	KOLN-TV	SHREVEPORT	KTAL-TV
CHATTANOOGA	WDEF-TV	LITTLE ROCK	KLRT-TV	SIoux CITY	KMEG-TV
CHICAGO	WGN-TV	LOS ANGELES	KNXT	SIoux FALLS	KELO-TV
CHICO	KHSL-TV	LOUISVILLE	WHAS-TV	SPOKANE	KXLY-TV
CINCINNATI	WXIX-TV	LUBBOCK	KLBK-TV	SPRINGFIELD, IL	WAND
CLEVELAND	WEWS	MACON	WGXA-TV	SPRINGFIELD, MO	KYTV
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DALLAS	KDFW-TV	MINNEAPOLIS	KMSP-TV	TUCSON	KGUN-TV
DAVENPORT	WOC-TV	MOBILE	WKRQ-TV	TULSA	KJRH
DAYTON	WKEF	MONROE	KTVE	TYLER	KLTV
DENVER	KMGH-TV	MONTGOMERY	WKAB-TV	UTICA	WUTR-TV
DES MOINES	WHO-TV	NASHVILLE	WSMV	VICTORIA	KAVU-TV
DETROIT	WDIV	NEW ORLEANS	WVUE	WACO	KWTX-TV
DULUTH	KDLH-TV	NEW YORK	WPXI	WASHINGTON, D.C.	WDCA-TV
EL CENTRO	KECC-TV	NORFOLK	WYAH-TV	WAUSAU	WSAW-TV
EL PASO	KTSM-TV	ODESSA	KOSA-TV	WEST PALM BEACH	WPTV
ERIE	WJET-TV	OKLAHOMA CITY	KOKH-TV	WHEELING	WTOV-TV
EUGENE	KVAL-TV	OMAHA	KMTV	WICHITA	KT VH
EUREKA	KVIQ	ORLANDO	WOFL	WICHITA FALLS	KAUZ-TV
FARGO	KTHI-TV	PADUCAH	WSIL-TV	YAKIMA	KAPP-TV
FLINT	WJRT-TV			YOUNGSTOWN	WYTV

# BARNEY MILLER

A Four D Production distributed by



*New Qualitative Research.* Presenter: Bill Livek, Arbitron.

*Budgets, Income and Expense Projections.* S1. Presenter: Gary Stevens, Doubleday Broadcasting. (Repeated at 4 p.m.)

*The Art of Buying, Financing and Selling.* R1. Presenter: Robin Martin, Deer River Group. Legal adviser: David Meyers, Becker, Gurman, Lukas, Meyers & O'Brien.

*What the FCC Did Not Deregulate.* T2. Moderator: Erwin Krasnow, NAB. Panelists: Harry Cole, Farmer, McGuinn, Flood, Bechtel & Ward; Jason Shrinky, Shrinky, Weitzman & Eisen; Irving Gastfreund, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

*The Cuban Interference Controversy.* M1. Moderator: Cullie Tarleton, Jefferson-Pilot Broadcasting. Panelists: Harold Frank, WINZ-AM-FM Miami; Matthew Leibowitz, Leibowitz & Rice; Vincent Pepper, Pepper & Corazzini; Abe Voron, NRBA; Jim Eddens, WOW(AM)-KEZO(FM) Omaha; William Haratunian, NAB.

**Four concurrent clinics.** 9-10:15 a.m. S2. *SCA... Spells Money.* Moderator: Paul Olson, KLEM(AM) Le Mars, Iowa. Panelists: Harrison Klein, Group W; Jim Searing, National Public Radio; Jim Wychor, KWOA-AM-FM Worthington, Minn.; Legal adviser: Gordon Coffman, Wilkinson, Barker, Knauer & Quinn.

*Cost Cutting: The Golden Management Tool.* R1. Presenter: Steven Silberberg, Orenstein, Snitow, Sutak & Pollack.

*Capturing Co-op Dollars.* T2. Presenter: Bob Wilcox, Armstrong World Industries. Legal adviser: Kenneth Salomon, Dow, Lohnes & Albertson.

*Bits, Bytes and Computers.* R2. Moderator: Robert Hilker, WCGC(AM) Belmont, N.C. Panelists: Mike McDaniel, WBTO(AM) Linton, Ind.; Bob Abernethy, WCAO(AM)-WXYV(FM) Baltimore; Jack Sellati, Broad Street Communications. (Repeated at 2:30 p.m.)

**Two concurrent forums.** 9 a.m.-noon. *The Winning Hand Forum.* N1. Presenter: George Glover, George Glover & Associates.

*Sales Forum.* L1. Presenter: Bill Brower, Bill Brower Associates.

**Four concurrent clinics.** 10:30-11:45 a.m. *The Secrets of Collecting Like a Champ.* S1. Moderator: Vincent Cremona, WICC(AM) Bridgeport, Conn. Panelists: C. Robin Szabo, Szabo Associates; Dotti Pricer, WCLT-AM-FM Newark, Ohio; Bob Wilcox, Armstrong Industries.

*Lifestyle Management: Is There Life After Work?* T1. Panelists: Dr. Bruce Baldwin, Direction Dynamics.

*Programming—For Managers.* R1. Presenter: David Martin, WCLR(FM) Chicago. (Repeated at 4 p.m.)

*The Art of Buying, Financing and Selling.* T2. Presenter: Robin Martin, Deer River Group. Legal adviser: J. Geoffrey Bentley, Liberman, Sanchez & Bentley.

**Radio luncheon.** 12:30-2:15 p.m. Hilton Ballroom. Presiding: Martin Beck, radio board chairman, NAB, and Robert Pricer, radio board vice chairman, NAB. Hall of Fame induction ceremonies. Inductees: Lum & Abner and Benny Goodman. Speaker: Representative Timothy Wirth (D-Colo.), chairman Telecommunications Subcommittee.

**Four concurrent clinics.** 2:30-3:45 p.m. *Cable: Your Piece of the Action.* R1. Moderator: Larry Patrick, Hiber, Hart & Patrick. Panelists: Bill Rollins, Suburban Radio; Dave Garrison, WEAN(AM) Providence, R.I.; Chuck Cooper, WKOR-AM-FM Starkville, Miss. Legal adviser: Nicholas Miller, Preston, Thorgrimson, Ellis & Holman. (Repeated at 4 p.m.)

Repeats of *Cost Cutting: The Golden Management Tool* (T2), *Bits, Bytes and Computers* (R2) and *Digital Sound—A Radio Revolution* (S2).

**Forum.** 2:30-5 p.m. Repeat of *A Day in the Life of a Station Manager.* (M1).

**Small market sales forum.** 2:30-3:45 p.m. L1. *How to Make Money with Co-op in Smaller Markets.* Presenter: Joyce Reed, RAB. 3:45-5 p.m. *Yes, Sales Training IS Practical in Smaller Markets... Here's How.* Presenter: Ken Greenwood, Greenwood Development Programs.

**Large market sales forum.** 2:30-3:45 p.m. *Why Sales Training Can Make You Rich and How to do it Despite Time Pressure.* Ken Greenwood, Greenwood Development Programs. 3:45-5 p.m. *Why Co-op is the Breakthrough Profit Center for Radio Today.* Presenter: Joyce Reed, RAB.

**Joint general session.** 2:30-3:45 p.m. B1, B2, B3. *One-on-One: A Conversation with...* Larry Harris, FCC Mass Media Bureau chief, and Edward Fritts, NAB president.

**Four concurrent clinics.** 4-5:15 p.m. Repeats of *The Building Blocks of Motivation* (S2), *Cable: Your Piece of the Action* (R1), *Budgets, Income and Expense Projections* (S1) and *Programming—For Managers* (T2).

**Joint legal answers to "how to" clinics.** 8-9 p.m. Room 5. *How To Make Money with Your Subcarrier.* Moderator: Barry Umansky, NAB. Panelists: James Weitzman, Shrinky, Weitzman & Eisen; William Barnard, Kenkel & Barnard; Harold McCombs, Marmet & McCombs.

*How to Deal with the FCC.* Board room. Moderator: Erwin Krasnow, NAB. Panelists: Bruce Fein, FCC; Molly Pauker, FCC; Richard Wiley, Kirkland & Ellis.

*How To Succeed with Low Power Television.* Room 4. Moderator: Michael Berg. Panelists: William Hassinger, FCC; Edward Hayes Jr., Hayes & White; Neal Goldberg, Hamel, Park, McCabe & Saunders.

*How To Conduct Contests & Lotteries Legally.* Room 1. Moderator: Barbara Dent, NAB. Panelists: Dennis Kelly, Cordon & Jacob; Rainer Kraus, Koteen & Naftalin; J. Richard Carr, Dempsey & Koplovitz.

*How To Participate in Radio and TV Satellite Networking.* Room 2. Moderator: Valerie Schulte, NAB. Panelists: Henry Goldberg, Verner, Liipfert, Bernhard & McPherson; Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; George Wheeler, Koteen & Naftalin.

*How To Hire and Fire Legally.* Room 5. Moderator: Stephen Nevas, NAB. Panelists: Louis Schwartz, Schwartz, Woods & Miller; Richard Zaragoza, Fisher, Wayland, Cooper & Leader; Joseph Hennessey, Lovett, Hennessey, Stambler & Seiber.

*How To Pass an FCC FOB Inspection.* Room 6. Moderator: Michael Rau, NAB. Panelists: Ben Nakamiyo, FCC; Morton Berfield, Cohen & Berfield; Alfred Cordon Jr., Cordon & Jacob.

9:15-10:15 p.m. *How To File Applications and Receive Speedy FCC Approval.* Room 5. Moderator: Barry Umansky, NAB. Panelists: Dennis Kelly, Cordon & Jacob; Rainer Kraus, Koteen & Naftalin; J. Richard Carr, Dempsey & Koplovitz.

*How To Do Business with Cable Systems.* Room 6. Moderator: Valerie Schulte, NAB. Panelists: Robert Ross, Turner Broadcasting; Richard Neustadt, Kirkland & Ellis; Dennis Corbett, McKenna, Wilkinson & Kittner.

*How To Maintain an Effective EEO Program.* Board room. Moderator: Erwin Krasnow, NAB. Panelists: Michael Bader, Haley, Bader & Potts; Jeffrey Malickson, Behakel Communications; R. Clark Wadlow, Schnader, Harrison, Segal & Lewis.

*How To Buy and Sell Stations Successfully.* Room 3. Moderator: Barbara Dent, NAB. Panelists: Frederick Polner, Bothman, Gordon, Foreman & Groudine; Stanley Cohen, Cohn & Marks; Barry Friedman, Wilner & Scheiner.

*How To Make the Most of Music Licensing.* Room 4. Moderator: Michael

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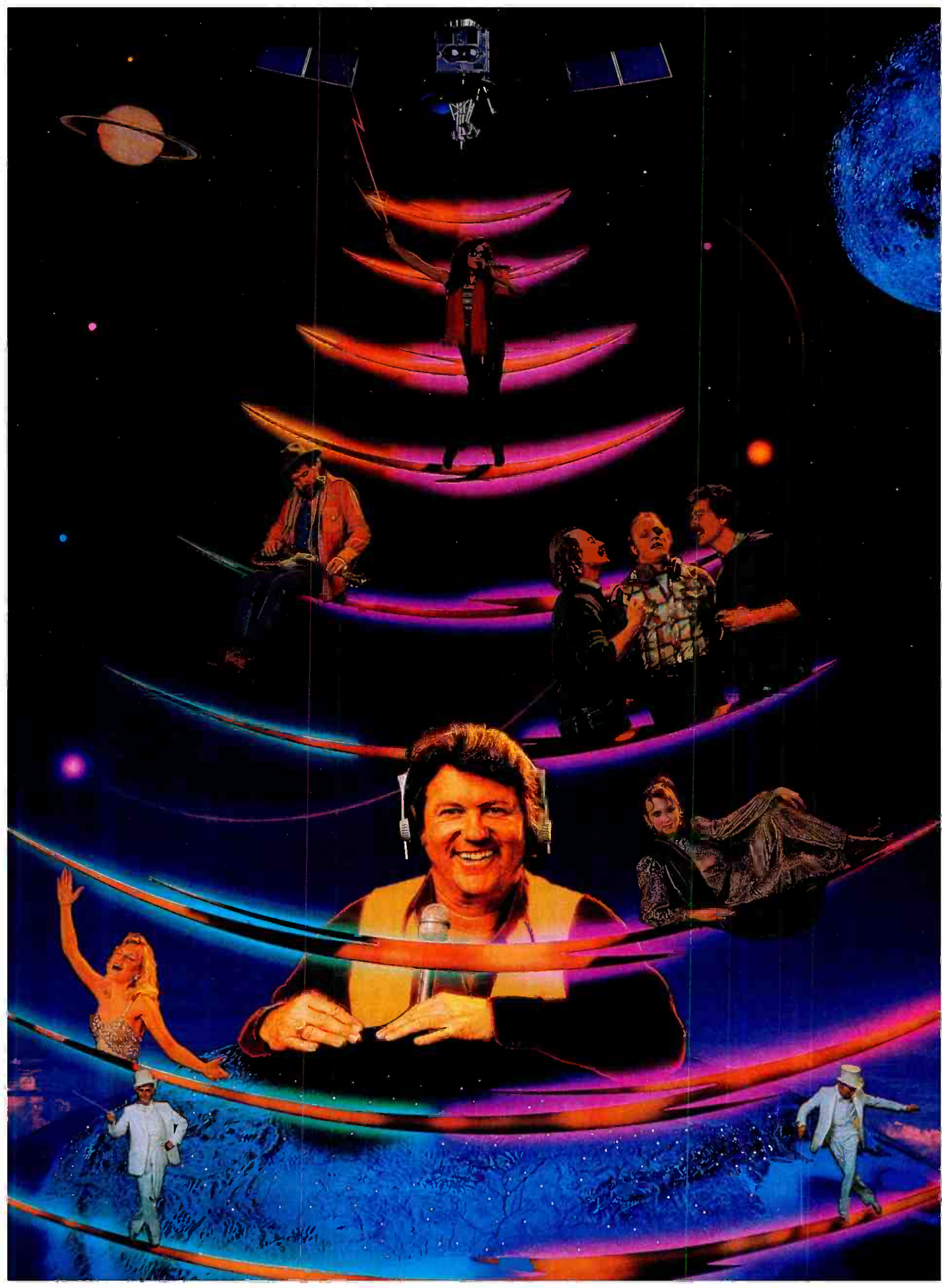
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**Comsearch** 1136  
11503 Sunrise Valley Dr., Reston, Va. 22091

Communications engineering services for frequency coordination of earth stations, point-to-point microwave systems and other communications systems including DTS/DEMS and land mobile, FCC testing\*, special RFI/EMI testing\*. **Staff:** Harry Stemple, Jerry Schulman, Kurt Oliver, Jim Fitzgerald, Barry Schell, John Airgood.

**Comtech Data Corp.** 314  
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Single channel per carrier equipment, receivers, modulators seven-meter antenna. **Staff:** Pres Windus, Glenn Higgins, Al Scharf, Rick Cannon, Jeannine Hillier, Bob Miller.

**Concept Productions** 423  
1224 Coloma Way, Roseville, Calif. 95678

Adult Contemporary, Adult Rock, Album Rock and Country voiced-tracked programming for automated radio stations. **Staff:** Dick Wagner, Mary Wagner, Sharon Stiles, Don Wright, Gary Carmichael.

**Connect-Air International** 1764  
50 37th St., NE, Auburn, Wash. 98002

**Connectronics Corp.** 608  
652 Glenbrook Rd., Stamford, Conn. 06906

**Staff:** Richard Chilvers, Stephen Ash.

**Conrac** 1401  
600 N. Rimsdale Ave., Covina, Calif. 91722

Color and monochrome monitors. **Staff:** Robert Hofer.

**Continental Electronics** 101  
Box 270879, Dallas 75227

27.5 kw FM transmitter\*, FM stereo exciter\*, AM transmitters (1 kw, 5 kw, 10 kw, 50 kw), FM transmitters (1 kw, 2.5 kw, 20 kw, 55 kw), AM stereo exciters and audio consoles. **Staff:** J. Weldon, B. Watson, W. Mitchell, Vernon Collins, R. Floyd, Steve Claterbaugh, Everett King, Bob Dunkin, Keith Leach, John Hutson, Dave Hultsman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Steve Keating, Ken Perkins, Craig Raven, Ray Tucker, Grant Bingeman, Dave Russell, Dave Chenoweth, George Woodward.

**Continental Recordings** 333  
210 South St., Boston 02111

Commercial music jingles, station ID packages, production music and sound effects libraries. **Staff:** Dan Flynn, John Flynn, Ed Logue, Rob Rose, Sheryl Odentz, Rick DeFabio, Jerry Buckley, Beverly Donheiser, Jennifer Leto, Richard Livingston.

**Control Video** 1157  
578 Division St., Campbell, Calif. 95008

Videotape editors, automatic spot insertion equipment, synchronizers, tape code equipment.

**Convergence Corp.** 1430  
1641 McGaw, Irvine, Calif. 92714

Video editing systems\*. **Staff:** R. Moscarello, D. Harter, R. Sher, J. Myers, M. Altman, M. Devusser, B. Lawrence, D. Talsma.

**Cool Light** 1322  
5723 Auckland Ave., N. Hollywood, Calif. 91601

Cool triilite\*, mini Cool kits\*, lamps, reflectors. **Staff:** George Panagiotou, Dick Knight, Gregory Straticoglu.

**Corporate Communications Consultants** 1161  
4250 Veterans Memorial Hwy., Hollbrook, N.Y. 11741

Color correction systems.

**Countryman Associates** 1750  
417 Stanford Ave., Redwood City, Calif. 94063

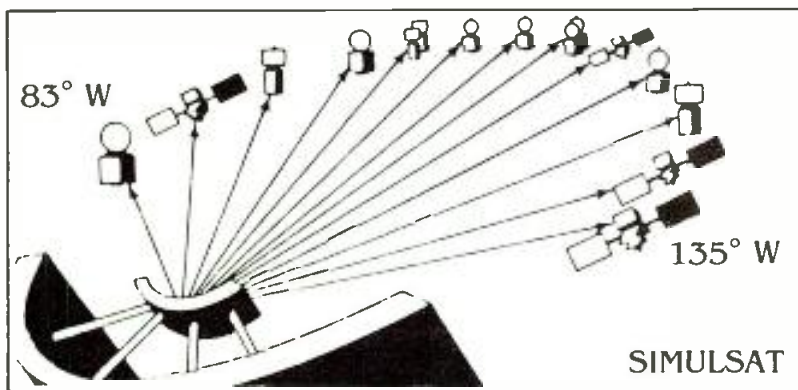
**Cox Data Services** 1165  
5600 Roswell Rd., Suite 100, Prado North, Atlanta 30342

In house computer system for TV sales, traffic, accounting and management reporting. **Staff:** Sherry Baker, John Ellis, Dick Hon, Lou Kaib, Ken Klein, Steve Marlowe, Mike Povlo, Jim Reynolds.

**Creative Productions** 659  
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**Crosspoint Latch** 1321

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- facilities. **Staff:** J. Soll, T. Vaughan.
- CBS Radio Stations News Service** 606  
2020 M St., Washington 20036  
Byline Magazine with news/information features. **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.
- Ceco Communications** 118  
2115 Avenue X, Brooklyn 11235  
Broadcast transmitting and receiving tubes, semiconductors, video equipment, camera tubes. **Staff:** Anthony Ianna, Hugh Mullins, Larry Dalis.
- CEI-Panavision** 1607A  
880 Maude Ave., Mountain View, Calif. 94043  
Panavision Panaflex camera and accessories, Panacam and SP camera\*. **Staff:** Andy Romannoff, Jim Irvine, Chuck Headley.
- Central Dynamics** 1409  
401 Wynn Dr., Huntsville, Ala. 35805  
Video production switchers\*, FlexiKey digital video effects system\*, distribution amplifiers\*, master control switchers\*, signal distribution system\*, routing switchers\*, downstream keyer\*.
- Centro Corp.** 1101  
9516 Chesapeake Dr., San Diego 92123  
Telecommunications and teleconferencing system design and equipment.
- Century Precision Optics** 1781  
10713 Burbank Blvd., N. Hollywood, Calif. 91601  
Lens test projector, relay lens, periscopic lens, wide angle adapter, close diopters. **Staff:** William Turner, Steven Manios.
- Century 21 Programing** 204  
4340 Beltwood Pkwy., Dallas 75234  
Programing and equipment for automated and live-assist radio, including 18 formats—The Hot Z\*, Jazz-Z\*, Sacred Sounds\*, jingles on trade-out\*, Motivators production service\*. **Staff:** Tom McIntyre, Dave Scott, Dan Rau, Tom Copeland Sr., Tom Copeland Jr., Jamie Hastings, Dave Nelson, Patrick Christine.
- Cetec Broadcast Group** 509  
1110 Mark Ave., Carpinteria, Calif. 93013  
Voice information control feature for radio program automation systems\*. **Staff:** Jerry Clements, Hugh Wilcox, Dow Jones, Tom Haag, Tony Mezey, John Schneider, Tom Butler, Bob Dix, Alan Winkler, Dave Van Allen, Gary Persons, Beth Howson, Dick Lamoreaux.
- Cetec Vega** 1210  
9900 Baldwin Pl., El Monte, Calif. 91731  
Wireless microphones and intercom systems operating on noise free VHF high-band frequencies.
- Christie Electric Corp.** 1016  
20665 Manhattan Pl., Torrance, Calif. 90501  
Batteries, belt packs for VTR's. power supply, bulk tape/cassette degaussers. **Staff:** Tom Christie, Fred Benjamin, Steve Heller, Diane Church, Stan Larsen.
- Chyron Corp.** 1610  
265 Spagnoli, Melville, N.Y. 11747  
VP-2 character generator\*, weather graphics\*, graphics and titling system, multimode graphics module, digifex remote graphics unit, video printer. **Staff:** Roi Agneta, David Buckler, William Buynak, Marilyn Jones, James Keane, Frank Kobylinski, Judy Mauro, Larry Mincer, Tom Oliviero, Paul Rozzini, Steve Sadowsky, Joseph Scheuer, John Starosky, Dawn Succow, Nancy Villanueva, Leon Weissman, Ron Witko.
- Cine 60** 1423  
630 Ninth Ave., New York 10036  
Battery systems, chargers, power supplies, lighting equipment.
- Cinema Products** 1221  
2037 Granville Ave., Los Angeles 90025  
Video cameras, remote control systems, power supplies, portable camera prompting systems, fresnel light systems, microphone boom.
- Cinemills Corp.** 1140  
3500 W. Magnolia Blvd., Burbank, Calif. 91505
- Cipher Digital** 1606  
150 Huntington Ave., Boston 02115  
Vertical interval time code products\*, high resolution character displays. **Staff:** Walter Hickman, Miles Circo, Brian Parke, Mel Danner.
- Circuit Research Labs** 106  
3204 S. Fair Ln., Tempe, Ariz. 85282  
AM stereo limiter\*, SCA generator/processor\*, audio processors. **Staff:** Ron Jones, Chuck Adams, Bob Richards, Gary Clarkson, Dee McVicker.
- Clear-Com** 1502  
1111 17th St., San Francisco 94107  
**Staff:** Peter Giddings, Edward Fitzgerald, Robert Cohen, Patrick Hayes, William Fluster, Charlie Butten, Linda Jacobsen, Caroline White, Leslie Elliot, Judy Giddings.
- Clyde Electronics** 106A  
1660 NW 18th Ave., Delray Beach, Fla. 33445  
Modular broadcast mixer and delta pushbutton news mixer. **Staff:** John Lumsden, Philip Collins.
- CMC Technology** 1425  
733 N. Pastoria Ave., Sunnyvale, Calif. 94086  
Refurbishing services, amplifiers, equalizers, generators.
- CMX Systems/Orr** 1639  
3303 Scott Blvd., Santa Clara, Calif. 95030  
Medium and large scale editing systems. **Staff:** Philip Arenson, William Orr, Allan Behr, H. Ward Gebhardt, Doug Thornton, Lloyd Kunimoto, Terry Climer, Gary Schultz, Murray Bevitz, Doug Hutten, Darrell Vincent, Tom Phillips, Earl Johnson, Klaus Eichstadt, Gary Hinderliter.
- ColorGraphics Weather Systems** 1116  
5727 Tokay Blvd., Madison, Wis. 53701  
Ultra high resolution color weather graphics system, live/line sports\*, digitizer\*, data storage\*, news/weather/sports computer system\*, severe weather warnings\*, election graphics\*, automated access of broadcast line\*, weathershow\*. **Staff:** Terry Kelly, Dick Daly, Chris Alvord, Mike Nelson, Greg Endsley, Dave Cunningham, Rob Dalton, Valarie Jones.
- Colorado Video** 1222  
Box 928, Boulder, Colo. 80306  
Digital color slow-scan TV transceiver, disk video image storage system. **Staff:** Glen Southworth, Jim Dole, Larry McClelland.
- Colortran** 1205  
1015 Chestnut St., Burbank, Calif. 91506  
Fresnels\*. **Staff:** K. Boyda, P. Friedman, J. Linnett, J. Sessler, D. Wolfe, C. Cambuzzi, R. Cross, J. Gallagher, J. Head, P. Sherbo, T. Young.
- Columbine Systems** 1302  
7 Jackson Bldg., Golden, Colo. 80401  
Broadcast information system with traffic, sales, billing, accounts receivable, payroll, general ledger, accounts payable, cash management, music, media inventory and film investing and amortization. **Staff:** Larry Ashley, Bob Browning, Bill Cole, Mark Fine, Martha Freeman, Bob Lanier, Shuny Sugiura, Sue Thompson, Dave Weidner.
- Comark Communications** 1226  
Box 257, Feeding Hills Rd., Southwick, Mass. 01077  
UHF transmitters and RF systems from 10 kw to 220 kw including S line series\*, mod anode pulser systems, exciters, correction systems, broadcast modulators, transmission line products and components, directional couplers, filters, power dividers, hybrids and patch panels. **Staff:** Richard Fiore Sr., Richard Fiore Jr., David Smith, Nat Ostroff, Stuart Kravitz, Andrew Whit-side, Ray Kiesel, Bill O'Neil, Mark Aitken, Don Adams, John Molta.
- Comex** 1508  
600 W. Service Rd., Suite 101, Chantilly, Va. 22021
- Communication Graphics** 622  
Box 54110, Tulsa, Okla. 74155
- Comprehensive Video Supply** 1315  
148 Veterans Dr., Northvale, N.J. 07647  
Video lighting\*, production music and sound effects library\*, microphones\*, power belts, battery charger\*, tripods, video supplies and accessories. **Staff:** Stephen Godfrey, Jules Leni, Andy Wander, Walter Malone.
- Compucon** 1616  
Box 401229, Dallas 75240  
Engineering services including STL paths, earth stations, ENG, LPTV. **Staff:** Michele Goeperich.
- Computer Concepts** 404  
8001 W. 63d St., Shawnee Mission, Kan. 66202  
Inhouse broadcast computer system, total station automation\*, WordMaster. music management system. **Staff:** Greg Dean, Walter Dean, John Clark, Klover Schafer, Marty Hawke, Don Shipman, Donna Bush.
- Computer Graphics Lab** 1143  
405 Lexington Ave., New York 10174  
Tween broadcast animation system\*, image manipulation and graphic enhancement system. **Staff:** Ed Weisenbach, Bruce Laskin, Marco Cardamone, Mark Miller, Chris Lambl, Jeff Burton, John McMahon, Francis Gleibus, Joan La-



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**BIW Cable Systems** 1405  
65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras.

**Blonder-Tongue Laboratories** 1134  
One Jake Brown Rd., Old Bridge, N.J. 08857

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**Bogen Photo** 1705  
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Quartz lighting, tripods, fluid heads\*, support/background equipment, filters, dollies, video accessories. **Staff:** Bruce Landau, Kriss Brunngraber, Richard Bogen.

**Bogner Broadcast Equipment** 1319  
401 Railroad Ave., Westbury, N.Y. 11590

Communication antennas for mobile radio\*, high power and LPTV transmitters, guy poling antenna, LPTV antennas. **Staff:** Richard Bogner, Leonard King, Joe Nagro, Steve Weinstein, Robert Piano.

**Bonneville Broadcasting Systems** 969  
274 County Rd., Tenafly, N.J. 07670

Easy Listening format, Daybreak\*, holiday programming. **Staff:** John Patton, Marlin Taylor, Jeffrey Matthieu, Cindy Friedman, Rob Carpenter, Stephen Riddleberger, Gary Schroeder, Dave Verdery, Tom Hoyt, Fred Seiden.

**Bosch** 1603  
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**Bowen Broadcast Service** 1770  
8343 Lynn Haven Ave., El Paso, Tex. 79907

**BPI** 122  
Box 547, Bellingham, Wash. 98227

Album Rock, Adult Contemporary, Light & Lively, Country Living, Bright 'n Beautiful, Easy Listening, Beautifully Yours, Heritage Concerts and Concert Overtures & Encores—music packages for live assist or automated radio stations. **Staff:** John Iles, Bill Wolkey.

**British Videotec** 1600  
666 Third Ave., New York 10017

Teletext equipment and services.

**Broadcast Audio** 217  
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, amplifiers. **Staff:** David Evans, John Fernandez, Addie Fernandez, Gary Maggioro, Sonnie Maggiore, Doug Laue, Linda Laue, Max Davis.

**Broadcast Cartridge Service** 611  
15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Videocassette reloading service, stereo phase meter. **Staff:** Bryant Ellis, Karlne Ellis.

**Broadcast Electronics** 303  
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FM transmitters, exciters, stereo and SCA generators, microprocessor program automation system, cartridge machines, audio control consoles, turntables, tonearms and 5 kw, 3.5 kw and 1.5 kw FM transmitters\*. **Staff:** Lawrence Cervon, Curtis Kring, Geoff Mendenhall, Joseph Engle, Joseph Ziemer, John Burtle, Dave Evers, Tim Bealor.

**Broadcast Microwave Services** 1749  
7320 Convoy Ct., San Diego 92111

Portable microwave equipment for helicopters and vans, transmitters, receivers and antennas.

**Broadcast Music** 124  
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**Staff:** Ed Cramer, Al Smith, Larry Sweeney, Bob Warner, Ted Chapin, Ed Molinelli, Paul Bernard, John Alves, Oliver Henry, Marvin Berenson.

**Broadcast Systems** 1500  
8222 Jamestown Dr., Austin, Tex. 78758

Videotape monitoring and input switching support system\*, mobile studio/video test system\*, prewired and tested transmitter input and monitoring system\*, prewired audio jack panel\*. **Staff:** Donald Forbes, Chuck Balding, Les Hunt, Al Crocker, Jay Riekenberg, Jim Spears, Art Smith, Byron Fincher, Bill Martin.

**Broadcast Technology** 1701  
33 Comac Loop, Ronkonkoma, N.Y. 11779

Power supply cards, microphone preamps, and distribution, monitor and meter amplifiers.

**Broadcast Video Systems** 1326  
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

NTSC/PAL encoder, combined waveform/vector monitor, line selector, video delay lines and filters, vertical interval identification and control system\*, color corrector with variable gamma and SMPTE time code interface. **Staff:** Bert Verwey, Jill Verwey, Terry Cribbey.

**BROADCASTING Publications** 800  
1735 DeSales St., NW, Washington 20036

**Bryston Mfg.** 517  
Rt. 4, Berlin, Montpelier, Vt. 05602

**BTX Corp.** 1124  
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Time code products, synchronizers, edit/controllers, readers and generators.

**Bush & Millimaki Service** 1715  
902 Wallace Ave., Huntsville, Ala. 35801

**B-W Lighting Systems** 1339  
7610 E. 46th St., Tulsa, Okla. 74145

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**Cablewave Systems** 108  
60 Dodge Ave., North Haven, Conn. 06473

**Staff:** Bill Meola, Margie Barneschi, Douglas Proctor, Ken Robinson, John Gailey, Pierre Suard, G. Dupuy D'Angeac.

**Calvert Electronics** 1761  
One Branch Rd., East Rutherford, N.J. 07073

RCA camera tubes, third generation saticon\*, replacement power tubes for LPTV transmitters and translators. **Staff:** Larry Broome, Raul Melo, Bernard Fudim.

**Calzone Case** 1011  
225 Black Rock Ave., S. Norwalk, Conn. 06856

Travel and shipping cases including rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting. **Staff:** Joe Calzone, Vin Calzone, Tom Mackno, Mike Macari, Jim Edelmann, Perry Lengyel, Joe Calzone Jr., Betsy Calzone, Leslie Hyde, Marybeth Majeski, Lew Barrett, Gary Olson, Bill Ray, Alan Sarfaty, Craig Coldiron.

**Cambridge Products Corp.** 1328  
244 Woodland Ave., Bloomfield, Conn. 06002

**Staff:** Alan Horowitz, Joyce Johnson.

**Camera Mart** 1018  
456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Jeff Wohl, Leo Rosenberg, Shimon Ben-Dor, Herb Browning, Dean Leeson, George Winslow, Ana Maire Sagastegui, Jean Yacobellis, Ray Blumenthal, Laszlo Denes, Ken Seelig.

**Canare Cable** 1732  
22-1 Himewke-dori, 3-Chome, Chikusa-ju, Nagoya-city, Japan 464

**Candle Corp.** 1632  
10880 Wilshire Blvd., Suite 2404, Los Angeles 90024

**Canon U.S.A.** 1012  
One Canon Pl., Lake Success, N.Y. 11042

Lenses. **Staff:** J. Keyes, T. Sakurai, M. Momosawa, G. Tubbs, T. Yamasaki, T. Okugawa, K. Rice, B. Low, K. Saotome, T. Kishi, T. Tobita, Y. Kawakita.

**Capitol Magnetic Products** 665  
6902 Sunset Blvd., Hollywood, Calif. 90028

**CAT Systems** 1424  
401 E. 74th St., New York 10021

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**5**

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- Antenna Technology** 1737  
895 Central Florida Pwy., Orlando, Fla. 32809  
Three-meter, five-meter and seven-meter earth stations. **Staff:** Lloyd Bonner, Eric Schechter, Jim Immer, Gary Hatch, Scott Grone, Pete Nelson, Gene Augustin.
- Anton/Bauer** 1337  
One Controls Dr., Shelton, Conn. 06484  
Portable battery and lighting equipment for cameras, VTRs, monitors.
- Anvil Cases** 1112  
4128 Temple City Blvd., Rosemead, Calif. 91770  
Heavy duty and rackmount cases.
- Apert-Herzog** 1703  
7007 Realm Dr., B3, San Jose, Calif. 95119
- Aphex Systems** 515  
7801 Melrose Ave., Los Angeles 90046  
Aural exciters, equalizers/filters, compressor/expanders.
- Arbitron** 802  
1350 Avenue of the Americas, New York 10019  
Prizm/Aid, computer graphics, television meter measurement. **Staff:** Ted Shaker, Rick Aurichio, Kathy Baske, Blaine Decker, Richard Harper, Pete Megroz, Jim Mocariski, Jon Nottingham, Jerry Policoff, Bill Shafer, Dennis Spragg, Ken Wollenberg, Mark Young, Joe Domoci, Jackie Lutter, Barbara McFarland, Thom Mocarisky, Bob Trimyer.
- Arrakis Systems** 121  
4151 E St., Omaha 68107  
Audio consoles, audio routing switchers. **Staff:** M. Palmer, G. Palmer, R. Ochs.
- Arriflex Corp.** 1644  
500 Route 303, Blauvelt, N.Y. 10913  
Power supplies.
- Artel Communications** 1118  
93 Grand St., Box 100, Worcester, Mass. 01602  
Fiber optic transmission capability system\*, both portable and fixed, multichannel systems for multiplexed video and dual audio, battery-operated portable ENG/EFP systems and high resolution video systems for RGB computer graphics and HDTV, fiber optic cables. **Staff:** Richard Cerny, Gary Schmidt.
- Asaca/Shibasoku** 1226  
12509 Beatrice St., Los Angeles 90066  
Video and audio test equipment, portable production systems.
- Associated Press** 419/2911  
50 Rockefeller Pl., New York 10020  
APRadio, AP Radio network, APTV, AP laser-photo, AP photo color, AP Newscable and Music Country Network. **Staff:** Roy Steinfort, Glenn Serafin, Brent Kallestad, Mark Thayer, Bill Cook, Pat Adsit, Mary Clunis, Mark Huffman, Sue Cunniff, George Mayo, Jerry Jackson, Lee Perryman, Daryl Staehly, Jim Williams, John Kenney.
- ATI-Audio Technologies** 420  
328 W. Maple Ave., Horsham, Pa. 19044  
Audio processors, amplifiers, microphones.
- Atlas Tower** 657  
227 S. Vann, Vinita, Okla. 74301  
Manufacturing, erecting and leasing of radio and TV broadcast, microwave, industrial and utility towers.
- AT&T** 1429  
195 Broadway, New York 10007  
Satellite transmission services.
- Auburn Instruments** 1711  
107 Church St., Watertown, Mass 02172  
Digital blanking meters.
- Audico** 1343  
219 Crossen Ave., Elk Grove, Ill. 60007  
Audio cassette leaders, timers, rewinders and labels, tape loaders.
- Audio Developments** 1709  
Hull Ln., Wulshall Wood, Walsall, West Midlands, England WS9 9AU  
Multimixer, pico mixer, ENG mixer. **Staff:** Antony Levesley, Roger Tromans.
- Audio Kinetics** 1173  
Kinetic House, Verulam Rd., St. Albans, Hertss, England  
Time code synchronizers.
- Audio + Design** 402  
Box 768, Bremerton, Wash. 98310  
Summing amplifier for all multi-band selective processing applications\*, VCAs\*, mono/stereo interface package pro pack with digital recorders, audio processors, compressor-limiter, express limiter, SCAMP modular system. **Staff:** Nigel Branwell, Michael Beville, Kathleen Mallory, Ian Harley.
- Audio-Cord** 123  
1845 W. Hovey, Normal, Ill. 61761  
Cartridge tape recorders and reproducers.
- Audio-Technica** 1141  
1221 Commerce Dr., Stow, Ohio 44224  
Microphones, mixing consoles, headphones, tone arms, phono cartridges. **Staff:** Ken Reichel, Charlie Winkler, Bob Carr, Bob Herrold.
- Auditronics** 505  
3750 Old Gerwell Rd., Memphis, Tenn. 38118  
Broadcast consoles, audio and multichannel production consoles\*, audio distribution amplifiers, programable equalizer\*. **Staff:** Welton Jetton, Steve Sage, Jim Woodworth, Larry Lamoray, Jerry Puckett, Keith Arnett.
- Aurora Systems** 1312  
185 Berry St., Suite 143, San Francisco 94107  
**Staff:** Damon Rarey, Chuck Kozak, Dave Patton, Tom Hahn, Stephanie Slade, Dick Shoup, Jesse Blount, Molly Martin.
- Autogram Corp.** 120  
Box 456, 631 J Pl., Plano, Tex. 75074  
Microgram production console. **Staff:** Ernest Ankele, Jimmy Laird, Neva White, DeLores Ankele, Don Klusmann, Richard Benjamin.
- Automated Studio Technologies** 122A  
25 W. 45th St., New York 10036
- AVC Systems** 616  
1517 E. Lake St., Minneapolis 55407  
Telfunken 100 w FM exciter/transmitter\*, mixing console\*. **Staff:** Michael Siegel, Michael Halleck, Jon Bormann.
- William Ball Corp.** 1614  
947 Newark Ave., Elizabeth, N.J. 07208
- Basys** 1503  
2685 Marine Way, Mountain View, Calif. 94043  
Computer systems for news departments. **Staff:** John Chapman, Peter Kolstad.
- Beaveronics** 1313  
8 Haven Ave., Port Washington, N.Y. 11050
- Belar Electronics** 300  
Box 826, Devon, Pa. 19333  
AM modulation monitors, stereo frequency monitors, FM modulation monitors\* and stereo monitors\*, TV aural modulation monitors and frequency monitors, SCA monitors for FM and TV, AM\*, FM and TV RF amplifiers. **Staff:** Arno Meyer, Dwight Macomber, Manuel Krangel, Walter Voelker.
- Beldex Communications** 1416  
534 W. 25th St., New York 10001  
Color and resin filters.
- Bell Helicopter** 1743  
Box 482, 600 E. Hurst Blvd., Fort Worth, Tex. 76101  
ENG helicopters.
- Beneficial Commercial Corp.** 653  
925 Federal Blvd., Denver 80204  
Lease/financing programs for broadcast industry.
- Beston Electronics** 1020  
15315 S 169 Hwy., Box 937, Olathe, Kan. 66061  
Electronic newsroom and character generator equipment, production titlers. **Staff:** Bob Barnes, Doug MacClymont, Bud Malone, Barry Kenyon, Rod Herring, Jim Shaw, Don Lueders, Jeff McOmie, B.J. Lipari, Teresa Suddreth, Brian Bruton, Bill Borchart, Eugenio Borganti, John Holton, John Wakefield, Bill Riggs, Dave Anderson, Don MacClymont.
- Beyer Dynamic** 426  
5-05 Burns Ave., Hicksville, N.Y. 11801  
Dynamic condenser microphones, headphones, microphone stands, booms and accessories. **Staff:** Paul Murphy, Tony Hawkins, Derek Allen, Stan Somers, Barry Thornton.
- BGW Systems** 421  
13430 S. Yukon Ave., Hawthorne, Calif. 90250  
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- Bird Electronics** 1625  
30302 Aurora Rd., Cleveland 44139

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## Exhibitors

The following is a list of companies exhibiting at the Las Vegas Convention Center. Radio exhibits are located in the North Hall; television exhibits in the East Hall. An asterisk denotes a product new to the market this year. All suite listings are at the Hilton unless otherwise noted.

### **Abekas Video Systems** 1620A 129 Dolton Ave., San Carlos, Calif. 94070

Digital video systems for broadcast, post-production and cable. **Staff:** Junaid Sheikh, Yeshwant Kamath, Phillip Bennett.

### **Acrodyne Industries** 1228 516 Township Line Rd., Blue Bell, Pa. 19422

1 kw UHF\*, 10 kw UHF\*, 10 kw VHF\* (high and low band) transmitters; 10 w VHF, 100 w UHF translators; 100 w LPTV transmitter; 250 w VHF transmitter, and 5 kw VHF and UHF transmitters. **Staff:** John Parke, Bob Newhook, Joe Wozniak.

### **Adams-Smith** 1704 34 Tower St., Hudson, Mass. 01749

### **ADC Magnetics** 1320 4900 W. 78th St., Minneapolis 55435

Prewired jackfields, pro-audio connectors, plugs, audio components and accessories, coaxial jacks, plugs and panels. **Staff:** Sue Saltarelli, Jim Troutfetter, Rick Cabalka, Bruce Bailey, John Newhouse, V.J. Brennan, Dick VanOverbeke, Christine Clewes, Ken Masci, Dave Grady, Jean Schmit, Larry Leistikio, Ray Johnson, Dave DeYoung, Ron vonHolt, Todd Schiefert, Bob Ross, John Michael, Bob Feezor, Craig Bassett.

### **ADDA Corp.** 1100 130 Knowles Dr., Los Gatos, Calif. 95030

Electronic still processors, dual channel video signal processor, video image processor, frame synchronizer/time base corrector. **Staff:** Ron Fried, Janet Peterson, Frank Alloto, Dave Brack, Harry Gladwin, Emerson Ray, Sheila Ross, Frank Shufelt, Duane Tuttle, Kevin Zmarthie, Walter Werdmuller, Gary Youngs.

### **ADM Technology** 1223 1626 E. Big Beaver Rd., Troy, Mich. 48048

Radio furniture for carts and turntables\*, stereo TV consoles\*, radio consoles, post-production consoles for video editing. **Staff:** Robert Bloom, John Juhasz, Murray Shields, Lawrie Mallett, Rick Fisher, Gordon Peters, Ron Webb, Bill Lewis, Gerry Johnson, Larry Mandziuk.

### **Advanced Music Systems** 1330 Wallstreams Ln., Worsthorne, Burnley Lancs, UK

Digital audio processing systems, stereo digital delay with dual pitch changers\*, digital reverberation system\*, sync audio delay compensator for video synchronizers. **Staff:** Stuart Nevison.

### **Advanced Video Tech Corp.** 1618 Box 122, Southampton, Pa. 18966

### **Agfa-Gevaert** 1334 275 North St., Teterboro, N.J. 07608

Videocassettes.

### **A.F. Associates** 1609 100 Stonehurst Ct., Northvale, N.J. 07647

Turnkey video systems, Marconi line array telecine, standards converter, VTR's, slate camera, camera remote control, monitoring units. **Staff:** Arnold Ferolito, Lou Siracusano, Marty Irwin, Richard Lunniss, Tom Canavan, Noel Parente, Bill Ebell, Andre Macaluso, Jim McGrath, John Dale, Marc Bressack, Bud Pearson, Rodney Jeeves, Richard Murray, Paul Robinson, Dick Baker, Tony Felworth, John White, Simon Frazer.

### **Alexander Mfg.** 1714 1511 S. Garfield Pl., Mason City, Iowa 50401

### **Allen Avionics** 1627 224 E. Second St., Mineola, N.Y. 11501

### **Allied Broadcast Equipment** 639 635 Southeast St., Richmond, Ind. 47374

Audio and RF equipment.

### **Allied Tower** 409 12450 Old Galveston Rd., Webster, Tex. 77598

**Staff:** Jerry Bennett, V.G. Duvall, Charlie White, Mike Lancaster, V.G. Duvall Jr., Peggy Bennett, Carol Duvall, Judy White.

### **Allsop** 1177 Box 23, Bellingham, Wash. 98227

Cleaning accessories for audio and videotapes.

### **Alpha Audio** 210 2049 W. Broad St., Richmond, Va. 23220

Sonex acoustical foam. **Staff:** C. Nicholas Coleran, Eric Johnson, David Jones, Carlos Chafin.

### **Alpha Video & Electronics** 1722 28 E. Mall Plaza, Carnegie, Pa. 15106

VTR's, custom consoles, turnkey video systems, alphabetized Sony type VTR's\*. **Staff:** Henry Lassige, Terance Lassige, Thomas Stoffel, Vincent Ferry, John Tomini, Mary Ann Lassige.

### **Amber Electro Design** 422 4810 Jean Talon West, Montreal H4P 2N5

Audio test equipment and accessories, distortion and noise measured systems, acoustical analyzers.

### **Amco Engineering** 1218 3801 N. Rose St., Schiller Park, Ill. 60176

Communications consoles, styling options, computer disks, computer desk top cabinets. **Staff:** Floyd Johnson, Lee Owens.

### **Amek Co.** 1620 5660 Collins Pl., Woodland Hills, Calif. 91364

### **American Bell** 1429 195 Broadway, New York 10007

### **American Bell (Consumer Products)** 1507B 5 Wood Hollow Rd., Parsippany, N.J. 07960

PBX telephone system.

### **American Data (see Central Dynamics)**

### **American Image Productions** 634 Box 23355, 18th Ave., South, Nashville 37212

Country and TV station image campaigns\*, and-money machine, music explo, country punch, wizard and best of everything sales production libraries. **Staff:** Jerry Williams, Clete Quick, Chris Collier.

### **AmpereX** 1412 Providence Pike, Slatersville, R.I. 02876

Camera tubes, electronic components, electro optical devices, XQ2170\*, XQ3170\*. **Staff:** Jeff Brooke-Stewart, Raleigh Utterback, Lou Arpino, John Kureck, Greg Murphy, Tom Perry, Vasanth Rao, Elward Rodine, James Robinson, Robert Carlin, Joe Carroll, Hal Krause, Stan Lovitz, Dudley Peters, Carlo Sabetti, Gordon Turner, Ben Beurgens, Cees deKlerk, Jan Sprengers, William Lohuis, Paul Romberg, Tom Sprenger, William Weijland, Ronald Barnes, Greg Gambill, Greg Smith, Ted Marchner, Lee Nowell, Kipp Rabbitt, Laurence Doughty, Ralph Harrington, Heinz Bohlen, Ed Kurtz, Bert Green, Robert Koelzer, Cor Weyer, Carol Eithier.

### **Ampex** 1400 401 Broadway, Redwood City, Calif. 94063

Videotape recorders, editing systems, switchers, digital special effects systems, cameras, audio recorders, EECO transport control products, video and audio magnetic tape. **Staff:** C.A. Steinberg, D. Chapman, S. Faught, D. Kleffman, M. Sanders, W. Scullion, T. Nielson, C. Shaw, M. d'Amore, F. Nault, A. Slater, F. Rush, R. Natwick, R. Antonio, J. Williamson, A. Bergman.

### **Amtel Systems** 1745 29-16 Connell Ct., Toronto M8T 5T7

### **Amtron** 1104 5620 Freedom Blvd., Aptos, Calif. 95003

Video display generators, video monitors. **Staff:** Bill Widera, Nic Vidovic, Erwin Dreiske.

### **Anchor Systems** 1618C 4510 Federal Blvd., San Diego 92102

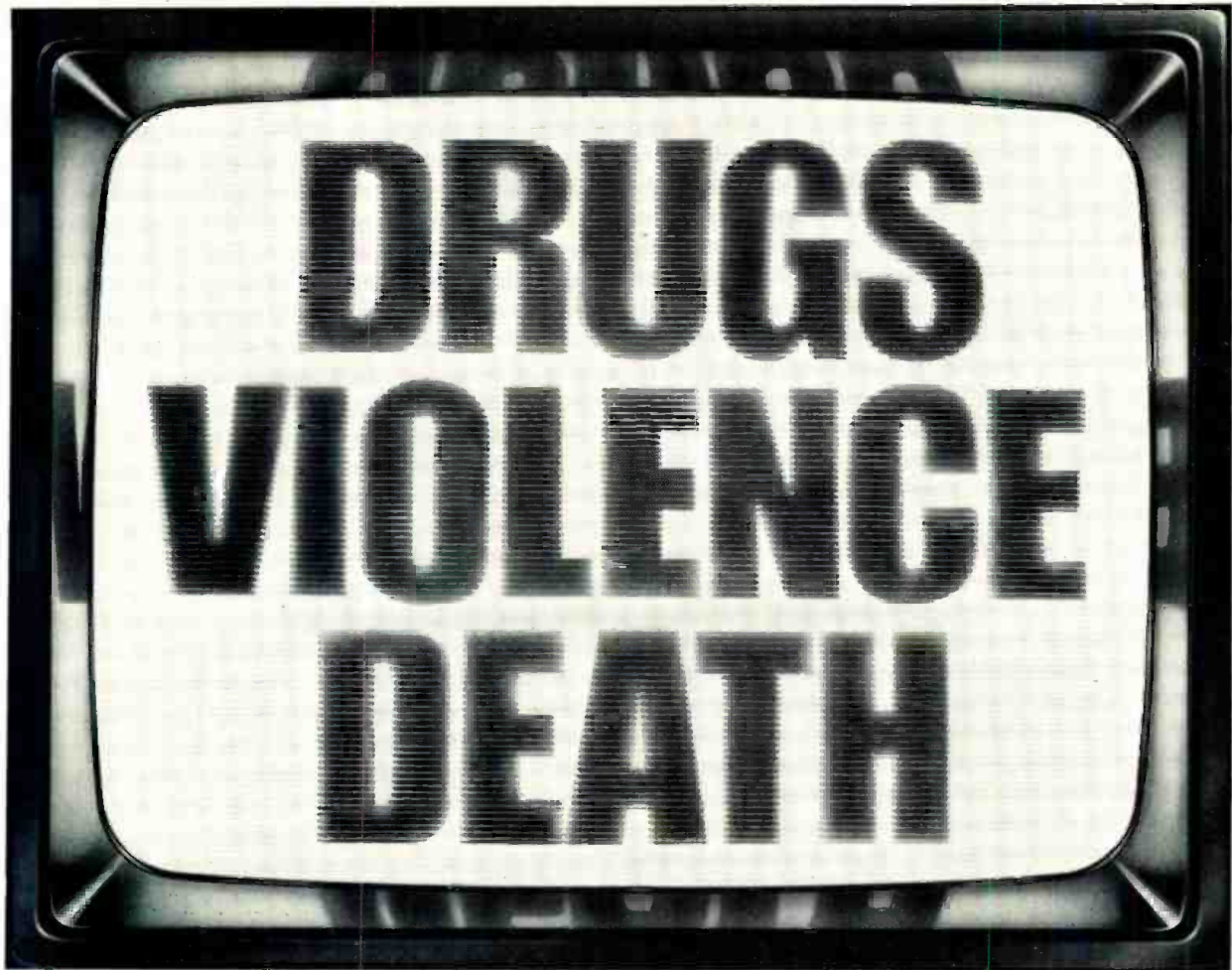
Portable, mini, P.A. and monitor and mobile audio systems. **Staff:** Maurice Boudreau, Evan Landrum, Tom Graham, Robert Gonzales.

### **Andrew Corp.** 1202 10500 W. 153d St., Orland Park, Ill. 60462

9.3-meter earth station\*, microprocessor controlled ESC-200\*, broadcast transmission line\*, UHF circular waveguides, LPTV transmitter\*, three-meter earth station\*, high powered UHF transmitters, coaxial cable and elliptical waveguides, UHF stand-by antennas, 4.5-meter earth station, scale model of mode suppression of circular waveguides. **Staff:** Frank Roddy, Ernie Weber, Carl Van Hecke, Barry Cohen, Gary Dorsay, Jim Limanowski.

### **Angenieux** 1201 120 Derry Rd., Hudson, N.H. 03051

Zoom lenses and optical accessories for broadcast cameras. **Staff:** Joe Abbatucci, Bernard Angenieux, Gerrard Corbasson, John Gibson, Fernando Guillot, Harry Hopson, Don Kane, Bern Levy, Tony Martinez, Jean Naime, Henry Peterson, Greg Reilman, Charles Stampfli, Tang Sum.



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## On the floor: hardware overflow, decisions on standards

### Search for standards for AM stereo, teletext, half-inch videotape leads NAB's convention technology parade

With some 600 companies—from Abekas Video Systems to Zenith Radio Corp.—signed up for booth space, the exhibition of the National Association of Broadcasters convention, which opens a three-day run at the Las Vegas Convention Center next Sunday (April 10), will be larger than ever before.

The annual marketplace of goods and services for broadcasters, production houses and industrial video and audio users will cover 278,000 square feet of the hall's 880,000 square feet. The number of companies and the square footage surpass the record totals—more than 470 companies and 255,000 square feet—set in 1981, the last time the convention visited Las Vegas.

Complementing the technological achievements represented by the many new products that will be shown or demonstrated on the exhibit floor will be two days of engineering panel sessions covering everything from the mundane (synthetic tower guys) to the futuristic (high-definition television).

For the third year in a row, proponents of the two incompatible half-inch videotape formats will vie for the acceptance of broadcasters in the hope of becoming the industry standard. As it stands now, Thomson-CSF has joined Sony in pushing the latter's Betacam format, while Ampex, Hitachi and Ikegami have aligned themselves with RCA and Matsushita and their M format. (A sleeper standard that may attract some attention on the floor is Bosch's quarter-inch tape format, which it has developed in cooperation with ABC and which the network plans to use in its 1984 Olympic coverage.)

By coupling the compact, lightweight half-inch recorder to specially designed cameras, the various manufacturers have come up with the recording cameras that recapture some of the operating ease of 16 mm film cameras. Despite the attractiveness of the units, most broadcasters have resisted buying them in the absence of a single standard, which they feel is needed to insure the interchangeability of tapes and equipment.

Both half-inch tape formats boast picture quality that exceeds that of three-quarter-inch ENG gear and approaches that of one-inch VTR's. The improvement is achieved by recording component signals (luminance and two color-difference) instead of the NTSC composite signal. Another reason broadcasters have hesitated to invest in the new formats is the lack of compatible studio equipment, but that void may soon be filled. Grass Valley, a major supplier of switchers and special effects machines, for instance, will demonstrate an "experimental" analog-component switcher fed by a Sony Betacam recorder in its hotel suite and it expects competitors to have comparable equipment.

Component-analogy will be only one of the technologies discussed in reference to

advanced television, the catch-all term for systems that produce better pictures than NTSC. Other technologies will be discussed at a Tuesday morning television engineering session, which will include CBS's Joseph Flaherty, winner of this year's NAB Engineering Achievement Award, and Kerns H. Powers of RCA Laboratories. And there will be ample evidence of advanced television on the exhibit floor. Sony and Ikegami will demonstrate equipment for the high-definition television standard developed by NHK of Japan, which features 1,125 scanning lines, a five-to-three aspect ratio and a 30 mhz video bandwidth. Sony will also demonstrate a prototype of a digital videotape recorder, which permits the user to make multiple generations of a tape without degradation. And a new company, DigiVision Inc., of San Diego, will show the DRGB-343, a digital box that, DigiVision claims, suppresses noise and generally enhances NTSC pictures received from any source. At \$30,000, the device is intended for special videoconferencing and closed-circuit applications, but DigiVision President Sherman E. DeForest said variations of the technology could be applicable to broadcasting.

Closely related to advanced television is multichannel sound, the technology that will finally bring high-fidelity stereo sound to television. In an attempt to avoid the experiences of AM stereo and teletext, broadcasters and equipment manufacturers are working through an industry committee sponsored by the Electronics Industries Association to come up with a multichannel sound system that could be submitted to the FCC and made the national standard. A report on tests of the various proposed systems will be made at a Monday afternoon panel session devoted to television audio by James J. Gibson of RCA Laboratories.

Although many of the big broadcast equipment manufacturers will be showing new cameras, the most interesting of all may be the smallest. NEC America says it has a broadcast-quality CCD color camera that when attached to either of the half-inch tape formats and battery pack will create a recording camera of no more than 16 pounds. Besides its light weight, says NEC's Dennis Fraser, the solid-state camera draws a fraction of the power of the conventional tube cameras. The camera will run 12 hours on a single battery charge, Fraser said.

For the fourth year in a row, AM stereo will be the dominant topic among AM broadcasters. After the FCC decided against setting a national standard, the task fell to the marketplace. But, so far, the interplay of broadcasters, receivers and consumers has failed to arrive at a standard. Proponents of four incompatible systems—Kahn, Harris, Magnavox and Motorola—will demonstrate their systems at the convention in the hope of winning the allegiance of some of the broadcasters. By the time the convention doors open, Kahn and Harris will each have more than 30 stations broadcasting their signals. (While the number of stations going on with Kahn seems to have hit a plateau, it should

be noted the number of stations adding Harris seems to be steadily rising.) Motorola and Magnavox, whose appeals heretofore have been mostly to the receiver manufacturers, each have a handful of stations on the air. Exciters for all the systems will be available on the floor. Harris and Kahn are selling their own. Continental Electronics Manufacturing Co. has Magnavox units. And Motorola announced last week that Broadcast Electronics, T.F.T. Inc. and Belar Electronics had signed licensing agreements to produce exciters for the Motorola system.

Broadcasters yet to tire of AM stereo talk are invited to a four-hour engineering session on the subject on Tuesday afternoon. Robert Denney of WBT(AM) Charlotte, N.C., which has been broadcasting Kahn stereo, and Ed Buterbaugh of CKLW(AM) Windsor, Ont., which has been broadcasting Harris stereo, will present "users' reports." They'll be followed by William F. Gilbert of Delco Electronics, who will explain how the General Motors division came to endorse the Motorola system, and proponents of the four systems as well as representatives of Belar Electronics, which has proposed a fifth system that seems to be going nowhere.

Digital audio will come to all radio broadcasters at the convention. At least two companies—Sony and NEC—plan to show "professional" compact disk players at the show. The Sony CDP-5000 uses the same technology as the consumer version that Sony has been shipping to broadcasters as part of its promotional campaign, but it has some additional features, most notably random access to any point on the disk. The unit will also be sturdier than its consumer counterpart.

Teletext should be a topic among television broadcasters. The FCC gave its regulatory go-ahead for the digital information service last Thursday (see "Top of the Week") and CBS is expected to launch today (April 4) its national teletext service, Extravision. Since the FCC, as it did in AM stereo, declined to set a national standard for teletext, broadcasters will have to choose between two incompatible standards, the North American Broadcast Teletext Specification and World System Teletext. CBS and NBC affiliates are likely to adopt the NABTS standard, even though it isn't completely written and low-cost equipment for it is a long way off, because their networks have adopted it. Nonetheless, proponents of WST, which is based on the the British Cee-fax technology, feel they can persuade affiliates of all three networks and independents to adopt their standard, arguing the standard is firm and proved and equipment is plentiful. There will be WST origination equipment—gear for creating the teletext pages and inserting them in the vertical blanking interval of a station's regular signal—and reception equipment on the exhibit floor and the proponents have called a press conference on the morning of April 11 to announce the formation of a new marketing organization to push the standard. The list of exhibitors begins on page 62.

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## TV SESSIONS

**Four concurrent workshops.** 8-9:15 a.m. *Making Money with Teletext.* B2, B3. Presenter: Arnold Reymer, Reymer & Gersin. Legal adviser: Donald Zeifang, Baker & Hostetter.

*Television: A Toaster with Pictures? or ... Without Technical Standards.* B1. Moderator: Valerie Schulte, NAB. Panelists: Peter Tannenwald, Arent, Fox, Kinter, Plotkin & Kahn; Paul Berman, Covington & Burling; Peter Pitsch, FCC. Engineering adviser: Joseph Flaherty, CBS.

*Taxes, Taxes, Taxes.* D1, D2. Moderator: Barbara Dent, NAB. Panelists: Raymond Bender Jr., Dow, Lohnes & Albertson; Raymond Wiacek, Jones, Day, Reavis & Pogue; Norman Eule, Pierson, Ball & Dowd.

*Music Licensing in the '80's and the Broadcaster's Role: Impact of the Buffalo Broadcasting Case.* E1. Moderator: Leslie Arries Jr., WIVB-TV Buffalo, N.Y. Panelists: R. Bruce Rich, Weil, Gotshal & Manges; Jack Zwaska, All-Industry Television Music License Committee; James Quinn, Weil, Gotshal & Manges.

**TVB presentation.** 9:30-11 a.m. A2, A3, A5, A6. *A Report to the Stations on Sales Department Compensation and Composition.* Presenter: Roger Rice, TVB. *Television Station Advertising Now That the Code is Dead.* Moderator: Jay Greenfield, Paul, Weiss, Rifkind, Wharton & Garrison. Panelists: Thomas Cookerly, Allbritton Communications; David Henderson, Outlet Broadcasting; Blake Byrne, LIN Broadcasting; William Moll, Harte-Hanks Communications; James Siefert, Cosmos Broadcasting. Legal adviser: Erwin Krasnow, NAB.

**General session.** 11-11:30 a.m. A2, A3, A5, A6. *A Conversation with...* James Miller, FTC chairman, and William Stakelin, NAB board chairman.

**Five concurrent workshops.** 11:45 a.m.-1 p.m. *Taking Advantage of Cable.* E2, E3. Moderator: Bernadette McGuire, NAB. Panelists: Jack Pottle, Browne, Bortz & Coddington; Robert Clark, New England Cablevision; Jim Rupp, wcco-tv Minneapolis. Legal adviser: David Maher, Reuben & Proctor.

*Children and Television: Beyond the Search for a Scapegoat.* G1, G2. Moderator: Dr. Ellen Rodman, NBC. Panelists: Barbara Lee, CBS; Dr. Rosemary Lee Potter, teacher; Eric Mink, *St. Louis Post Dispatch*.

*Private Cable (SMATV)/MDS: Business Opportunities for Broadcasters.* G1, G2. Moderator: Larry Patrick, Hiber, Hart & Patrick. Panelists: Dr. Herbert Howard, University of Tennessee; Peter Frank, Microband. Legal adviser: George Borsari Jr., Daly Joyce & Borsari.

*The Hostage, the Terrorist and the Broadcaster.* D1, D2. Moderator: Ernie Schultz, RTNDA. Panelists: Dean Mell, KHO-TV Spokane, Wash.; Ed Godfrey, WVE-TV Louisville, Ky.; Stephen Nevas, NAB.

*Localism: The Key That's Being Overlooked.* B2, B3. Moderator: Roy Danish, Television Information Office. Panelists: Kenneth Johnson, KTRK-TV Houston; Thomas Dargen, KATV-TV Portland, Ore.; Harold Wright Jr., WVIR-TV Charlottesville, Va.; Thomas Ervin, WTVF(FM) Nashville; Charles Whitehurst, WSFA-TV Montgomery, Ala.

## ENGINEERING SESSIONS

**Radio session.** 8-11:45 a.m. Room 22. *NEW TECHNOLOGY. A Single RF Channel Stereo Remote Pick-up Systems.* Brad Dick, KANU(FM) Lawrence, Kan. *Criteria for Determining Co-Channel and Adjacent Channel FM Protection Ratios.* Bronwyn Jones, CBS Technology Center. *Digital SCA Modification: A New Information Delivery System.* Jack Taub, National Information Utilities Corp. *Improving the Signal-to-Noise Ratio in FM Stereophonic Broadcasting.* Emil Torick, CBS. *Satellite Digital Audio Transmission: An Overview.* Edmund Williams, NAB. *The Satel-*

*ite/Computer Connection for Radio Stations.* Ronald Pearl, consultant to ABC Radio. *Low Power Applications of SCPC Satellite Technology.* Bill Check, Mutual Broadcasting.

**TV session.** 8-11:30 a.m. Room 19. *ADVANCED TELEVISION SYSTEMS. SMPTE Special Report: User Requirements for a Digital VTR Cassette.* William Connolly, CBS/Broadcast Group. *Improving Picture Quality in the NTSC System.* Kerns Powers, RCA. *NTSC High Quality Television Receiver.* Dr. Richard Prodan, Philips Laboratories. *Compatible Transmission of High Definition Television Using Bandwidth Reduction.* W.E. Glenn, New York Institute of Technology. *A User Specification for a Multicassette Videotape Machine.* Joseph Flaherty, CBS/Broadcast Group. *Design Considerations for a Multiplexed Component TV Signal Format for DBS.* James Whitworth, Satellite Television Corp. *Order Out of Chaos—The Need for a World HDTV Production Standard.* Richard Green, CBS/Broadcast Group. Legal adviser: George Vradburg III, CBS.

**Awards luncheon.** 12:30-2:15 p.m. Pavilion. Engineering achievement award presented by Thomas Keller, NAB. Recipient: Joseph Flaherty, CBS/Broadcast Group. Guest speaker: Dr. George Brown, retired RCA executive vice president for patents and licensing.

**Radio session.** 2:30-6:30 p.m. Room 22. *AM STEREO: USER'S REPORTS. AM Stereo at WBT.* Robert Denney, WBT(AM) Charlotte, N.C. *Stereo AM at CKLW.* Ed Buterbaugh, CKLW(AM) Southfield, Mich. *The Delco AM Stereo Evaluation: Why and How.* William Gilbert, Delco Electronics. *PROPONENTS REPORTS. Kahn:* Leonard Kahn, Kahn Communications. *Harris:* David Hershberger, Harris Corp. *Magnavox:* Robert Streeter, NAP Consumer Electronics Corp. *Motorola:* Christopher Payne, Motorola. *Belar:* Arno Meyer, Belar Electronics Labs. Legal adviser: Valerie Schulte, NAB; Edward Henneberry, Howrey & Simon.

**TV session.** 2:30-5 p.m. Room 19. *CHANNEL SIX INTERFERENCE. Report of the Ad Hoc Committee on FCC Docket 20735.* Jules Cohen, Jules Cohen & Associates. *Status of Filter Tests.* Edmund Williams, NAB. *Status of Field Tests.* Julius Cohen, Cohen & Dippell. *Status of Computer Studies.* Howard Head, A.D. Ring & Associates. *Shortcomings of Television Receivers on Channel Six.* Lee Hoke Jr., North American Philips. Legal adviser: Barry Umansky, NAB.

**Workshop.** 5-6 p.m. Room 19. *The Future of ENG and STL Microwave Operation Under FCC Docket 82-334.* Representatives from industry and government.

## Wednesday, April 13

**Engineering session.** 8-9:20 a.m. Room 22. *SPECTRUM MANAGEMENT. The Impact of International Spectrum Management Organizations on U.S. Broadcasting.* A. James Ebel, KOLN-TV Lincoln, Neb. *Trends in Technical Regulations Affecting U.S. Broadcasting.* William Hasinger, FCC. *Accommodating Land Mobile Expansion by Efficient Spectrum Management.* Dale Halfield, Dale Halfield & Associates. Legal adviser: Michael Berg, NAB.

**Joint general session.** 8:30-9:30 a.m. Room B. Speaker: Senator Bob Packwood (R-Ore.), chairman of Commerce Committee.

**Grover Cobb award.** 9:30-9:40 a.m. Room A. Presented by William Turner, TARPAC. Recipient: Jack Rosenthal, Harriscope Broadcasting.

**The FCC today.** 9:40-10:45 a.m. Room A. Moderator: John Summers, NAB. Panelists: FCC Commissioners James Quello, Joseph Fogarty, Anne Jones, Mimi Weyforth Dawson, Henry Rivera, Stephen Sharp.

**Joint sessions.** 10:45-noon. Room A. *Productivity: Key to Prosperity.* Message from President Ronald Reagan. Moderator: Howard K. Smith, ABC News. Panelists: Tom Donahue, AFL-CIO; Raymond Donovan, secretary of Labor.

**Joint luncheon.** Noon-2:30 p.m. Ballroom. Address: FCC Chairman Mark Fowler. Entertainment by Bill Cosby.

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- Delta Electronics** 105  
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**Staff:** Jane Babcock.
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- Dictaphone** 211  
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- Direct Cue** 1424A  
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- Di-Tech** 1301  
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**Staff:** Anthony Bolletino.
- Dolby Laboratories** 1311  
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- Drake-Chenault** 2875  
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 History of Country Music, Hitparade, Playlist. **Staff:** Doug Flodin, Jim Kefford, Denny Adkins, Steve Sandman, Mike Russell, Bob Ardrey, Paul McQuillan, Hank Landsberg, Bob Laurence, Jay Albright, Mike Kinosian, Frank Proctor.
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- Dynair Electronics** 1404  
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- Dynamic Technology** 1719  
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- Eastman Kodak** 1214  
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- Echolab** 1510  
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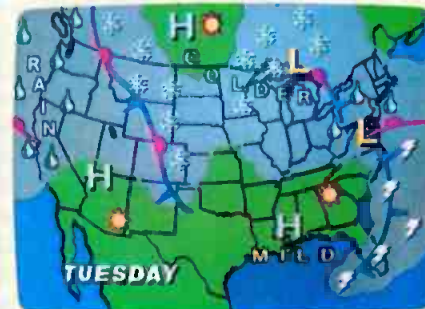
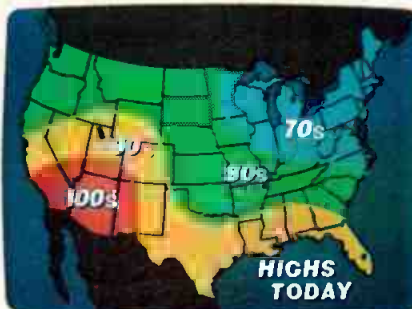


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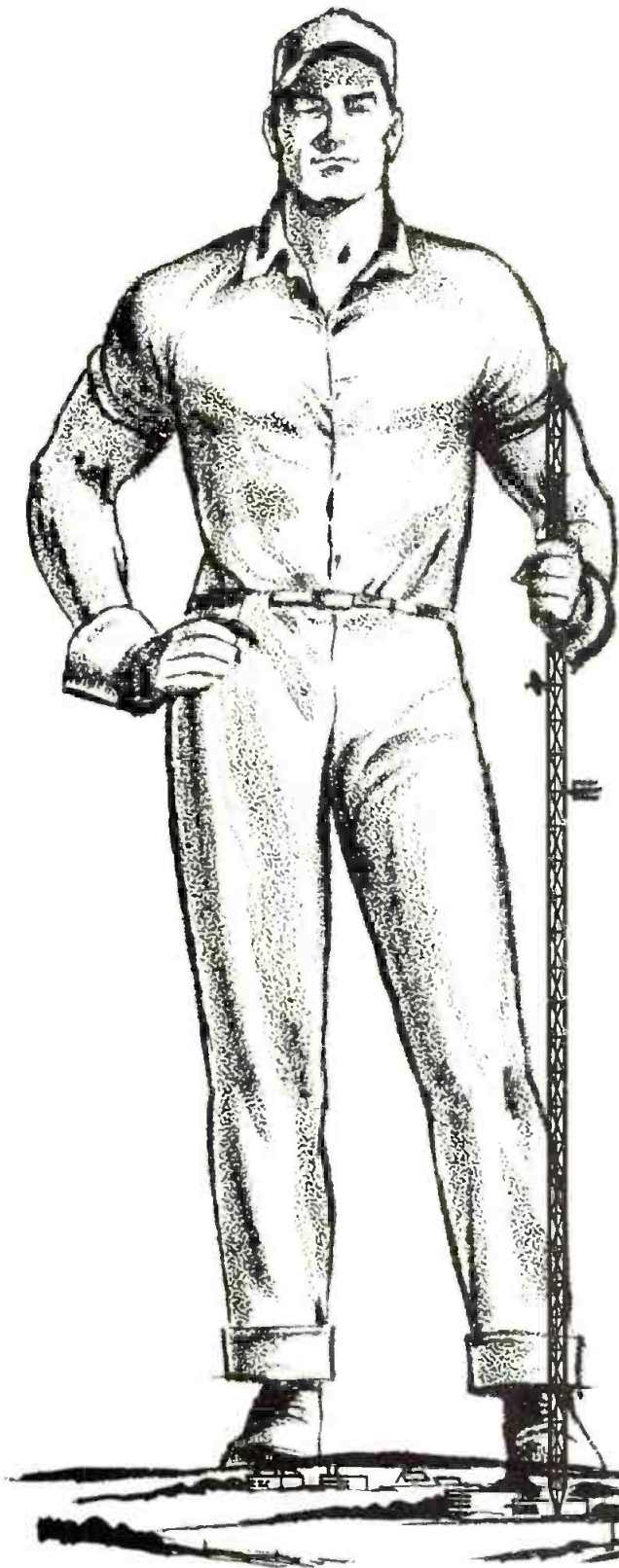
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**TEK** 110-S FRAME  
SYNCHRONIZER

## A frame synchronizer from Tektronix that sets a new standard of comparison.

**Now. Authentic reproduction from any signal source.** The Tek 110-S is the frame synchronizer with 10-bit resolution and accuracy. Performance that's every bit Tektronix! You get highest signal quality with correct SCH phase from any source. Resulting in the least signal degradation of any frame synchronizer on the market today.

**Ten-bit digital circuitry offers digital signal processing with negligible quantizing errors.** This 10-bit capability lets you cascade multiple units and depend on the 110-S for unexcelled performance. With four passes through the 110-S your signal is still better than with one pass through an 8-bit synchronizer. *Including quantizing effects*, the 110-S has the following specifications:

- 1% Diff Gain
- 1° Diff Phase
- 60dB Signal-to-Noise
- 1% Freq Response
- 0.5% 2T K-Factor

Compare these values to other frame synchronizers which omit quantizing effects from their specifications.

**Noise performance unmatched.** Signals can be tracked to low signal/noise ratios, such as those encountered during ENG Microwave fades. Or the operator can select field freeze or black. Adaptive clamping prevents streaking while quickly responding to hot switches.

**Accurate color framing.** With the adaptive decoder or optional four-field memory, field 1 to field 3 conversions can be accomplished without introducing 140 nanosecond picture shifts. With four-field memory (one complete color frame), accurate color framing can be obtained without decoder artifacts.

**Accurate RS-170A timing.** With the 110-S's 10-bit digitizer and full memory, your original sync and burst can be passed with the signal. Or you may choose to insert a new digitally generated sync and burst with RS-170A timing.

**Front loaded interchangeable boards.** Internal diagnostics allow you to quickly identify any impending problems. Circuit boards are calibrated individually so you can change boards quickly, minimizing downtime.

**Processing amplifier with remote control** provides adjustments for signal level, set-up, chroma gain and hue. Other controls such as field/frame freeze are also provided on the remote control.

The 110-S is built in our tradition of reliability, excellence and long-term value. And backed by a worldwide service network and proven technical support.

Call your nearest Tektronix Field Office (listed in major-city directories) for more information. Or call 1-800-547-1512 for descriptive literature. (In Oregon, 1-800-452-1877).

Tektronix, Inc., P.O. Box 1700, Beaverton, OR 97075. In Europe: Tektronix Europe B.V., Postbox 827, 1180 AV Amstelveen, The Netherlands.

**Tektronix** 110-S SYNCHRONIZER



WORKING HARD FOR  
YOUR SIGNAL QUALITY



POWER  
SYSTEM  
STATUS

**Tektronix**  
COMMITTED TO EXCELLENCE

- Fox Corp.** 1620  
393 West Ave., Stamford, Conn. 06902  
Pressley, Debbie Carter, Bob Torpey, Tom Banting, Steve Pumple.
- Fortel** 1323  
6649 Peachtree Industrial Blvd., Norcross, Ga. 33092  
Cameras and accessories, video dollies, wind-screens, wireless microphones, shipping cases and animation equipment.
- Fort Worth Tower** 1010  
1901 E. Loop 820S, Box 8597, Fort Worth 76112  
NOAA weather radios, digital AM antenna monitors, EBS encoders and decoders, EBS encoder model CEB with stereo option\*. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Thomas Gorman.
- Fostex** 1739  
15431 Blackburn Ave., Norwalk, Calif. 90650  
**Staff:** Yoshiharu Abe, Fred Huang, Mark Cohen, Jerry Smith, Shingi Suguira, Marla Mudd, Mary Uhle, Bob Hunt, Tom Lubin, Ming Mui, Mickey Matsumoto, Yuki Ikeda, Arne Berg, Steve Jacobs.
- Frezzolini Electronics** 1107  
7 Valley St., Hawthorne, N.J. 07506  
Camera/recorder/battery systems\*, power supplies\*, battery packs\*, carrying cases\*, mounting brackets\*, chargers\*, portable lighting and power systems. **Staff:** James Crawford, Jack Frezzolini, Bill Birdsall, Jack Zink.
- Fuji Photo Film** 1413  
350 Fifth Ave., New York 10118  
Videotapes for mastering and duplication, head cleaners. **Staff:** Margaretha Bystrom.
- Fujinon** 1411  
672 White Plains Rd., Scarsdale, N.Y. 10583  
**Staff:** John Newton, Jack Dawson, H. Minoshima, Rob Russin, Dom Bastello, Ted Washburne, John Geiger, David Waddell, Keith Tindall, Barbara Shuttlesworth, Mike Ebisawa, T. Sumiya, Bill Kelemen, N. Suzuki, D. Cooper.
- Gagnon LaForest** 1717  
930 Wellington, Montreal H3C 1V1
- Garner Industries** 1233  
4200 N. 48th St., Lincoln, Neb. 68504  
Audio and videotape erasers, duplicators.
- General Electric** 1109  
Nela Park-4033, Cleveland 44112  
Camera reflectors and lamps.
- Generic Computer Systems** 308  
Box 151, Butler, Pa. 16001  
**Staff:** Joel Rosenblum, Dai Rosenblum, Lance Michel, Mark Johnson, Pete Wise, David Allen.
- Gentner Engineering** 636  
7117 South 400 W, Midvale, Utah 84047
- Glentronix** 1318  
160 Duncan Mill Rd., Don Mills, Ont.  
Video production switcher, SMPTE time code generators, readers, reader/character generators, clocks, clock drivers, temperature equipment, digital readouts, waveform monitors, oscilloscopes, vectorscopes, sideband analyzers, logic analyzer board, camera test charts, slides, transparencies and illuminators. **Staff:** Tom
- Alan Gordon Enterprises** 1726  
1430 Cahuenga Blvd., Hollywood, Calif. 90028  
Cameras and accessories, video dollies, wind-screens, wireless microphones, shipping cases and animation equipment.
- Gorman-Redlich** 506  
6 Curtis St., Athens, Ohio 45701  
NOAA weather radios, digital AM antenna monitors, EBS encoders and decoders, EBS encoder model CEB with stereo option\*. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Thomas Gorman.
- Gotham Audio** 503  
741 Washington St., New York 10014  
Microphones, edit turntables and broadcast products, tape machines, loud speakers, audio and production consoles. **Staff:** Stephen Temmer, Russell Hamm, Hugh Allen, Jerry Graham, John Hall.
- Graham-Patten Systems** 1227A  
Box 1960, Grass Valley, Calif. 95945  
Downstream keyer\*, port production audio mixer\*, DAs, custom systems. **Staff:** Merv Graham, Mike Patten, Bill Rorden, Jim Ward, Richard Bannister, Jeanie Sickle.
- Grass Valley Group** 1207  
Box 1114, Grass Valley, Calif. 95945  
**Staff:** Bob Cobler, Dave Friedley, Len Dole, Bob Webb, Danny Antonellis, Doug Buterbaugh, Louis Swift, Harry Armstrong, Bill Powers, Roger Hale, Rich LeForge, Larry Ehnstrom, Chuck Clarke, Pete Mountanos, Keith Reynolds.
- Gray Communications** 1618A  
Box 3229, Albany, Ga. 31708  
**Staff:** Perley Eppley, Richard Schmidt, Bud Henry, Fran Fehr.
- Gray Engineering Labs** 1755  
504 W. Chapman Ave., Orange, Calif. 92668
- Great American Market** 1108  
Box 178, Woodland Hills, Calif. 91364  
Lighting equipment, special effects, projections, patterns, custom cases and portable lighting equipment.
- Gregg Laboratories** 455  
1542-A Moulton Pwy., Tustin, Calif. 92680  
AM stereo audio processing system\*, audio broadcast control console\*, studio/telephone interface system. **Staff:** Greg Ogonowski, Scott Rubenstein, Hank Landsberg.
- David Green Consultants** 417  
22 W. Royal St., Leesburg, Va. 22075  
Equipment sales and rental, consulting services.
- Bobby Griffin** 432  
1051 Island Rd., Bristol, Va. 24201
- Grip Co.** 1331B  
7272 Bellaire Ave., N. Hollywood, Calif. 91605
- Grumman Aerospace** 1631B  
Sunrise Hwy., Great River, N.Y. 11739
- Hallikainen & Friends** 208A  
101 Suburban Rd., San Luis Obispo, Calif. 93401  
Transmitter remote control system\*, digital telemetry adaptors, audio mixing system for television, transmitter control computer. **Staff:** Harold Hallikainen, Eric Dausman, Len Filomeo, Cathy Dausman, Frank Calabrese, Rick Smith, Gerry Franke, Bill Foote, Anne Chadwick, Bill Burton, Steve Knudson, Betsy Ehrler, Chris Ehrler.
- Harris Corp.** 401  
Box 4290, Quincy, Ill. 62305  
6.1 meter satellite antenna\*, UHF slotted waveguide TV antenna\*, TC-90 ENG/EFP camera\*, 10-channel broadcast audio console\*, micro-mac broadcast audio console\*, digifont character generator for digital still-store system\*, PAL/SECAM time base corrector\*, microwave base-band radio\*, AM, FM and TV transmitters, FM and TV antenna models, cameras, exciters, preamps, automation equipment, frame synchronizers, time base correctors. **Staff:** G. Whicker, E. Edwards, E. Jaeger, K. Schwenk, P. Gibbs, J. Krummrich, J. Ash, J. Ariana, J. Smith, M. Gray, M. Montgomery, J. Preston, E. Gagnon, I. Corbell, D. Northen, J. Summers, G. Smith.
- Harrison Systems** 1324  
437 Atlas Dr., Nashville 37211  
**Staff:** David Harrison, Claude Hill, Brad Harrison, Eric Johnson, Greg David, Ken Fay.
- HEDCO** 1225  
Box 1985, Grass Valley, Calif. 95945  
Audio line amps, routing switchers, video switchers, video pulse amps. **Staff:** R. Wincentzen.
- Karl Heitz** 1115  
34-11 62d St., Woodside, N.Y. 11377  
**Staff:** Karl Heitz, Laval Fuller, Cliff Sawyer, Zinita Sawyer.
- Hero Communications of Fla.** 1331A  
1783 W. 32nd Pl., Hialeah, Fla. 33012
- Hipotronics** 1779  
Rt. 22, Brewster, N.Y. 10509
- Hitachi Denshi America** 1402  
175 Crossways Park West, Woodbury, N.Y. 11797  
Broadcast cameras, recorders and playback equipment, closed circuit systems.
- HM Electronics** 1130  
6151 Fairmont Ave., San Diego 92120  
Wireless microphones\*, wireless intercoms, wireless instrumentation\*, cabled intercoms\*. **Staff:** H. Miyahira, R. Scott, D. Kutz, J. Kenyon, J. Hughes.
- Holiday Industries** 1517B  
14825 Martin Dr., Eden Prairie, Minn. 55344  
Isotropic broadband field strength meters for nonionizing radiation hazard measurements. **Staff:** Reed Holiday, Verle Blaha, Burton Gran.
- Hotronic** 1782  
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

# The new digital generator that lets you access and configure the vertical interval any way you want it.

Now. Four external VITS inputs. Non-volatile memory. And 39 test signals. All wrapped up in one test signal generator with all-digital family features. The new 1910 from Tektronix gives you the most access offered to the vertical interval—for inserting and configuring the location of test signals, Teletext, closed captioning, source ID and more. No other generator gives you that kind of capability.

Plus, the proven performance of the leading family of digital test signal generators. With the 1910, Tektronix has combined its 1900 Series Transmitter, NTC7 and Studio Test Sets in one highly capable unit. You get a full signal complement, with the accuracy and stability of 10-bit digital signal generation. The digital code for each signal is stored in replaceable PROMs so your 1910 won't become obsolete. Its RS232 control port adds even more versatility to the 1910 by pro-

viding a means for automatic control from such devices as the Tektronix 1980 ANSWER Automatic Video Measurement Set, with added flexibility for programming VITS and VIRS in either field on lines 10 through 20, signal matrixing, VITS sequencing, redefining signal selection in the front panel or remote control unit—and more.

**Solid support completes the package.** The 1910 comes with a worldwide service network and proven technical support, plus the Tektronix reputation for reliability, excellence and long-term value.

Contact your nearest Tektronix Field Office (listed in major city directories) for more information. Or call 1-800-547-1512 for descriptive literature. (In Oregon, 1-800-452-1877.)

Tektronix, Inc., P.O. Box 1700, Beaverton, OR 97075. In Europe: Tektronix Europe B.V., Postbox 827, 1180 AV Amstelveen, The Netherlands.



- Howe Audio/BCP** 406  
3085 A Bluff St., Boulder, Colo. 80301  
Audio consoles\*, phase chaser, accessory equipment. **Staff:** Dave Howe, Jeff Michael, Cathie Michael, Lee Edwards, Quin Morrison.
- Hungerford & Co.** 331  
678 Front St., NW, Grand Rapids, Mich. 49504
- IGM Communications** 403  
4041 Home Rd., Bellingham, Wash. 98226  
Broadcast automation control systems, multiple cartridge audio playbacks.
- Ikegami Electronics** 1013  
37 Brook Ave., Maywood, N.J. 07607  
High performance electronic cinematography camera, ENG/EFP video camera systems, one-half inch VCR's, studio VCR's, studio camera systems, field cameras, telecine camera systems, standard and high resolution color monitors, distribution amplifiers, Saticon prism optics camera systems, ENG microwave system for cameras, HDTV camera and monitor systems, color broadcast monitor, monochrome monitors. **Staff:** N. Nishi, H. Schkolnick, H. Schloss, S. La Conte, Y. Sato, Craig Sloss, J. Lynch, J. Chow, J. Starks, O. G. Mills, W. Weichel, J. Kraus, T. Kazuma, H. Caplan, J. Ewansky, L. Wolff, M. Schimmel, J. Cohen, M. Aiello, S. Yana, T. Arai, M. Narumi.
- Image Video** 1341  
700 Progress Ave., Unit 16, Scarborough, Ont. M1H 2L7  
Routing switchers\*, dual video mix amp\*, master control switcher\*, under monitor displays\*, border and status generators, machine interface, universal serial data reader. **Staff:** Andy Vanagas, Joe Costa, Frank Christo, Aleksander Makarewicz, Bruce Kahler, George Reesor, Russell Wells.
- Industrial Acoustics** 322  
1160 Commerce Ave., Bronx, N.Y. 10462  
Acoustic structures for implementing studio designs. **Staff:** Zachary Jaquett, Robert Buelow, John Handley, John Duda, Robert Hysong, Derek Percy.
- Industrial Sciences** 1232  
3521 SW 42d Ave., Gainesville, Fla. 32608  
Production switchers\*, routing switchers, wipe generator, downstream key edger\*, master control switcher\*. **Staff:** Hemer Masingil, Robert Bachus, Roy English, Doug Akers, Kathy English, Tom Harmon, Dan McGuire, Mark Peterson, John Saurenman, Ken Beaver, Robert Carr, Dave Stanley.
- Inflight Services** 1316  
485 Madison Ave., New York 10022
- Information Transmissions Systems** 1765  
16 E. Water St., Canonsburg, Pa. 15317
- Innovative Television Equipment** 1215  
6445 De Soto Ave., Woodland Hills, Calif. 91367  
**Staff:** Bert Rosenberg, Stanton Hollingsworth, Harold Gross, Robert Gallagher, Michael Rosenberg, Mark Rosenberg, Rick Low, Hans Ziegner, Al Stillman, Richard Berger.
- Inovonics** 304  
503-B Vandell Way, Campbell, Calif. 95008  
Audio signal processing, recording and instrumentation equipment for broadcast and recording.
- Interactive Market Systems** 310  
19 W. 44th St., New York 10036  
Radio spectrum, IMS graphics, data base management systems, micros\*, PAR\*, storyfinder, IMSAD, crosstab, superseries. **Staff:** Helaine Wolberg, Ray Hockstein, Bob Rattner.
- Interactive Systems** 1167  
235 Canyon Blvd., Boulder, Colo. 80302  
Jogger motion control, editing system. **Staff:** David Bargaen, Nancy Bargaen, Ken Norris, Joni Norris, Ken Davidson, Chris Johnson, Dean Lauritsen.
- Interand** 1608  
666 N. Lake Shore Dr., Suite 1100, Chicago 60611  
Video graphics devices—Telestrators. **Staff:** Leonard Reiffel, Geoffrey Dunbar, Erik Lunkenheimer, T. Wayne Knowles, William Rickhoff, Wayne Jung, Richard Karlin, Philip Lewis, Linda Phillips, Nancy Reiffel, Ronnie Rickhoff, Francisco Cornelio, George Alcime, Paul Judy, Ken Horn, Mart Springmann, Sheri Lerman, Ralph Keen, Val Vetter.
- Interface Electronics** 215  
6710 Alder, Houston 77081  
Portable battery stereo mixers, production mixers. **Staff:** Louis Stevenson, Richard Avery, Bob Bruce.
- International Tapetronics** 107  
2425 S. Main St., Bloomington, Ill. 61701  
**Staff:** Jack Jenkins, Larry Cutchens, Cecil Henocq, Chuck Kelly, Gregg Paul, Dave Montgomery, Mark Wasserman, Bill Parfitt, John Schaab, Mike Bove, Mark Hill, Charlie Bates, John Fesler, Dick Lund, Bruce Whitehouse.
- International Video** 1509  
455 W. Maude Ave., Sunnyvale, Calif. 94086  
**Staff:** J. Sparkman, F. Hedges, K. White, A. Paz, R. Cezar, H. Cooper, J. Ord, P. Murphy, C. Vosberg, J. Sullivan.
- JAM Creative Products** 206  
4631 Insurance Ln., Dallas 75205  
Station ID and image packages, commercial production library. **Staff:** Jonathan Wolfert, Mary Lyn Wolfert, Fred Hardy, Randy Bell.
- Jamieson & Associates** 1718  
4130 IDS Tower, Minneapolis 55402  
Consulting and facilities design company.
- Jatex** 1132  
2626 Freewood Dr., Dallas 75220  
Editing controllers and accessories.
- JBL Inc.** 615  
8500 Balboa Blvd., Northridge, Calif. 91329  
Monitor speakers, automatic microphone mixer. **Staff:** Ron Means, Ken Lopez, Steve Armstrong, Bill Hamilton.
- Jefferson Data Systems** 1629  
501 Archdale Dr., Charlotte, N.C. 28210  
In-station computer system, program management system, electronic news processing. **Staff:** Mike Jones, John McDonald, Steve Shockley, Miriam Sullivan, Dan Phillippi, Joe Abernathy, Bruce Grayson, David Smith, Holly Holmes.
- Jenel Consultants** 1338  
10307 Bernardin, Dallas 75243  
**Staff:** Eimer Smalling, Jean Rinklin, Robert Woodall, M. Woodall.
- Jensen Tools** 1169  
7815 S. 46th St., Phoenix 85040  
Tool kits.
- JVC Corp. of America** 1234  
41 Slater Dr., Elmwood Park, N.J. 07407  
Video cameras, special effects generator/switchers, VCR's, video players, editing controllers, monitors, portable video monitors, monitor receivers. **Staff:** Daniel Roberts, David Walton, Michael Messerla, Gary Horstkorta, John Brown, Richard Brown, Steve Martin, Logan Enright, Charles Roberts, Douglas DiGiacomo.
- Kahn Communications** 625  
839 Stewart Ave., Garden City, N.Y. 11530  
AM stereo system. **Staff:** Leonard Kahn.
- Kaman Sciences** 1607  
1500 Garden of the Gods Rd., Colorado Springs 80933  
KBS computer system\*. **Staff:** R.E.W. Smith, June Smith, Ray Durrance, Judy Durrance, George Beattie, Ann Beattie, Pete Vitarelli, Bob Hoeglund, Bev Trentz, Ted Donovan, Vicki Clinebell, Lynda Johnson, Dave Anderson.
- Kapco Communications** 443  
1270 Jarvis, Elk Grove, Ill. 60007
- Kavco** 1706  
3931 Image Dr., Dayton, Ohio 45414  
Videotape station break automation system\*, microprocessor control system, full studios, TV mobile units, LPTV installations and earth stations. **Staff:** Ralph Johnson Jr., Brooke McCarter, Carl Raasch, David Thomas, Heinz Kapui, Bill Blackwell, Russell Johnson, David Borden, Everett Bergman, James Klopff.
- Kavouras** 1635  
6301 34th Ave., South, Minneapolis 55450  
Color weather radar, high-resolution graphics system.
- Kay Industries** 635  
604 N. Hill St., South Bend, Ind. 46617  
Rotary phase converters for radio and TV transmitters.
- Keylite Rental** 1220  
333 S. Front St., Burbank, Calif. 91502  
**Staff:** Edward Carlin, Carole Carlin, Robert Slutske, Ron Dahlquist, Jim Rose, Robert Young, Gary Wolf, Mike DeLorenzo, Carol Mallon, Charlie Fuchera.
- Kings Electronics** 1623  
40 Marbledale Rd., Tuckahoe, N.Y. 10707

**TEK** TELEVISION  
PRODUCTS

## A completely automated audio analyzer package and advanced portable scopes to simplify your job.

WORKING HARD FOR  
YOUR SIGNAL QUALITY

Now. Four new products from Tektronix deliver more capability and performance than ever before.

**SG 5010 Programmable 160 kHz Oscillator/AA5001 Programmable Distortion Analyzer.** Two new members in our TM 5000 family of modular, IEEE-488 compatible instruments. The SG 5010 is the first oscillator to offer both GPIB programmability benefits and less than 0.001% (-100 dB) total harmonic distortion. Plus all the standard IMD test signals and high level, fully balanced, fully floating output. Together, the SG 5010 and AA 5001 make a completely automated audio analysis system with the highest performance available today. Fully automatic even when the oscillator and analyzer are separated, by yards or by miles.

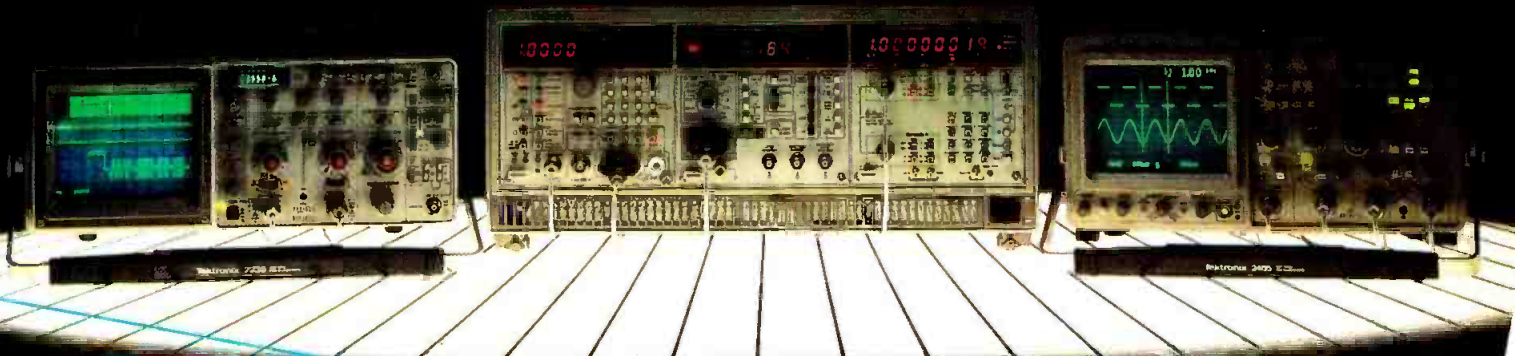
**2236 100 MHz Portable Oscilloscope.** Measurements that had taken three or four instruments can now be done with one: the 2236 with integrated counter/timer/digital multimeter. It's a whole measurement system packed in a portable scope that's lightweight, versatile and easy

to use. Priced-right performance for tasks from circuit continuity testing to gated frequency, time and event counting. Standard features include TV field and TV line triggering.

**2445 150 MHz Portable Oscilloscope.** The new industry standard with more performance for the dollar than you've ever seen before. Four-channel capability. Auto level "hands-off" triggering. Standard  $\Delta$  time and delay sweep. 1 ns/div sweep speed. Overdrive aberration of only 0.5%. Extensive CRT readout. Plus more. And state-of-the-art microprocessor design keeps the 2445 simple to operate. It's everything that a portable scope should be and the only one that is.

Contact your nearest Tektronix Field Office (listed in major city directories) for more information. Or call 1-800-547-1512 for descriptive literature. (In Oregon, 1-800-452-1877.)


**Tektronix, Inc.**, P.O. Box 1700, Beaverton, OR 97075. In Europe: Tektronix Europe B.V., Postbox 827, 1180 AV Amstelveen, The Netherlands.



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**Tektronix**  
COMMITTED TO EXCELLENCE

# Less than 125 years ago communications traveled a route 15 miles per hour.



The famous Pony Express. Brave riders and speedy horses, blazing the fastest communications trail available.

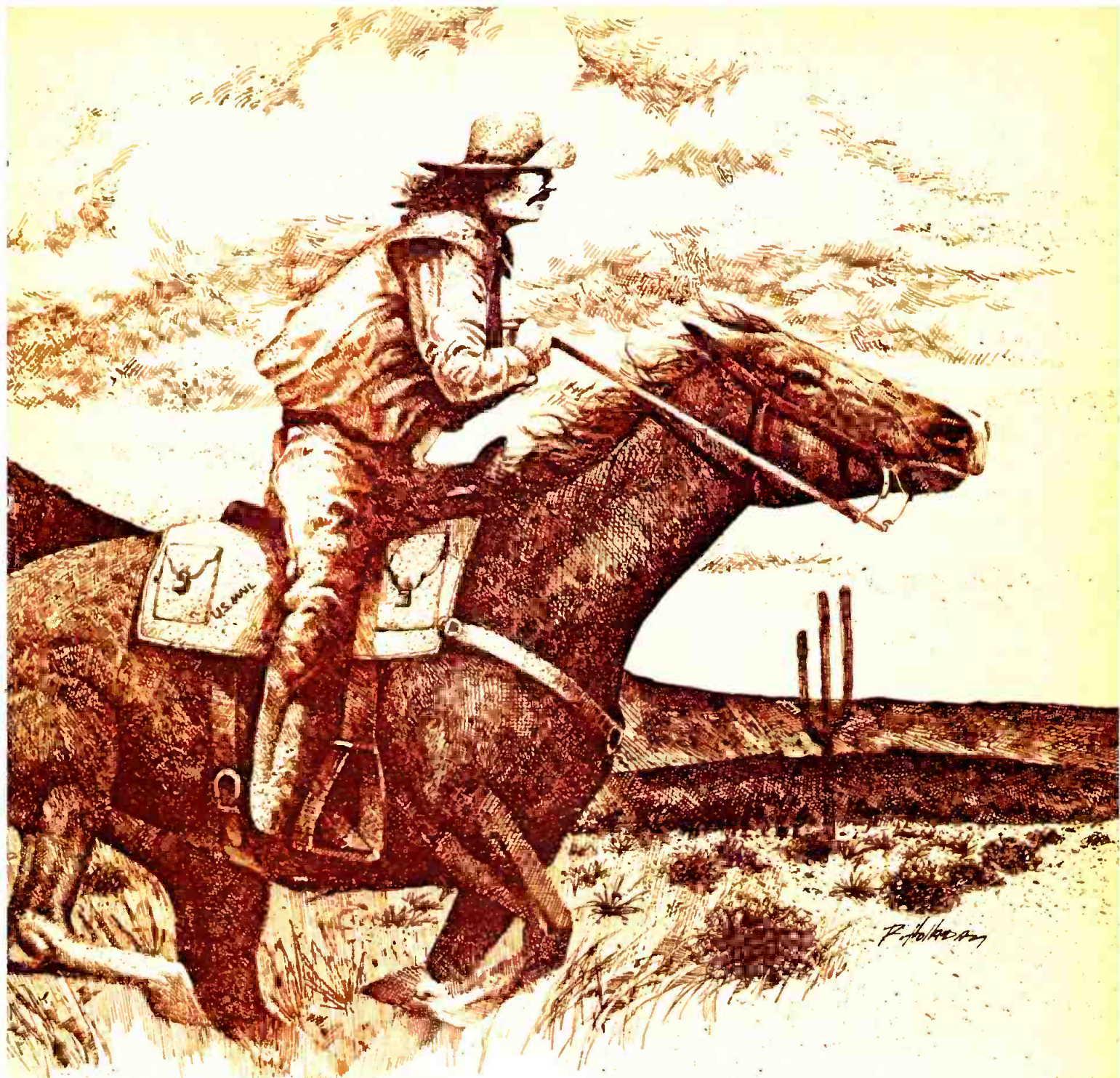
They filled the telegraph gap between St. Joseph, Missouri, and Sacramento, California. 1,699 miles of prairies and mountains. Of raging blizzards and searing sun.

Each rider covered about 75 miles, changing to a fresh horse every 10 to 15 miles. Each did a good job of doing a tough job. Yet the fastest of them averaged barely 15 miles an hour.

Today, television communicates almost instantly, using technology and facilities that are continually being improved. Case in point: a pilot cable TV installation we've just completed in Pembroke Pines, Florida. It uses fiber optics instead of conventional coaxial cable. To deliver its communications at the speed of light.

Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.

And a lot faster than 15 miles per hour.



**Today communications can  
travel at the speed of light.**



**STORER**  
**COMMUNICATIONS**

**Moving with the technology  
of the times.**

Video patch panels, patch cords, coaxial, triaxial and camera connectors.

**King Instrument** 1794  
80 Turnpike Rd., Westboro, Mass. 01581

**Kliegl Bros.** 1604  
32-32 48th Ave., Long Island City, N.Y. 11101

Studio lighting and control equipment, portable lighting kits. **Staff:** Ronald Olson.

**Kobold Light** 1725  
Box 1, Marblehead, Mass. 01945

**K&H Products** 1746  
Box 246, N. Bennington, Vt. 05257  
(See Porta-Brace).

**Laird Telemedia** 1425  
2424 South 2570 West, Salt Lake City 84119

Character generator\*, time/data and message generator\*, multiplexer and telecine line with top feature, equipment racks. **Staff:** William Laird, Dianna Laird, David Golding, Dave Tubbs, Ken Wooten, Ron Jones, John Perry, Ben Goodwin.

**Lake Systems** 1790  
55 Chapel St., Newton, Mass. 02160

**Landy Associates** 1747A  
1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Interphase microprocessor machine control system III, countdown slate border generator, vertical interval switcher, voltage regulation devices. **Staff:** James Landy, Brad Reed, Michael Landy, Dave Newborg, Fred Manewsky.

**Lang Video Systems** 1780  
700 Warrington Ave., Redwood City, Calif. 94063

**Larcan Communications** 1626A  
323 D Washington Blvd., Laurel, Md. 20707

Radio and TV transmitters.

**Laumic** 1771  
306 E. 39th St., New York 10016

Portable computer assisted videotape editing system, film-to-tape transfer system. **Staff:** Bill Kradelman, Stuart Mann, John Shike, Karen Carter, Arnold Scott, Bob Campos, Joe Wernick.

**Leader Instruments** 1702  
380 Oser Ave., Hauppauge, N.Y. 11788

Vector display module, NTSC vectorscope\*, four-channel oscilloscope\*, sync test generators, PAL and SECAM waveform monitors, vectorscopes, pattern generators, field strength meters, frequency counters, function, signal and audio generators, oscilloscopes and other video, audio and test equipment. **Staff:** John White, Allan Carey, Ronald Storm, Albert Warg, Robert Sparks.

**Tony Lease Tours** 1511  
305 N. Coast Blvd., Laguna Beach, Calif. 92651

**LeBlanc & Royle Communications** 1149  
514 Chartwell Rd., Box 880, Oakville, Ont. L6J 2K8

Design, supply and installation of towers, antennas, transmission lines, lighting and other accessories.

**Lee-Ray Industries** 1151  
38 E. First Ave., Mesa, Ariz. 85202

**Leitch Video of America** 1021  
835K Greenbrier Cr., Chesapeake, Va. 23320

Video processing amplifiers, digital test generators, scrambler system, sync generators, master clock system and clocks.

**Lemo U.S.A.** 1171  
335 Tesconi Cr., Box 6626, Santa Rosa, Calif. 95406

Precision electronic multicontact, coaxial and triaxial connectors, audio patching connectors, triaxial TV camera connectors, stereo and monaural audio patch panels. **Staff:** Robert Wersen, Sharman Wersen, Steve Haussler, Margo Mueller, Walter Straessle, Marcello Pesci.

**Lenco** 1419  
300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment, monitors, noise meters. **Staff:** Robert Henson.

**Lexicon** 1139  
60 Turner St., Waltham, Mass. 02154

**Staff:** Jack Letscher.

**Lightning Elimination Associates** 302  
12516 Lakeland Rd., Sante Fe Springs, Calif. 90670

Perfect and continuous power source, line conditioners. **Staff:** Roy Carpenter, Al Rich, Hal Proppe, Peter Carpenter, David Carpenter.

**Listec Television** 1406  
39 Cain Dr., Plainview, N.Y. 11803

Remote digital camera control system\*, memory monitor prompter\*, merlin crane DRM\*, camera mounting equipment, monitor prompters. **Staff:** Jack Littler, Joanne Camarda, John Bart, Mike Martin, Ted Galione, Rudy Zadwarny, Paolette Dibona, Cliff Giuse, Jose Perdoma, Rob Santerelli, Adrian Mathews, Michael James, Michael Stechly.

**Live Sound** 640  
1741 N. Ivar, Suite 118, Hollywood, Calif. 90028

Big Country, Country Beautiful formats. **Staff:** Agnes Peterson, Genevieve McSweeney, Ken Rayzor, Lane Miller, Lauren Peterson.

**Logica** 1600A  
955-H N. Plum Grove Rd., Schaumburg, Ill. 60195

Teletext origination equipment. **Staff:** Trevor Armstrong, Ray Goff, Marvin Segel.

**Logitek** 613  
3320 Bering Dr., Houston 77057

Modular distribution/VCA/AGC/monitor amplifier system\*, pyramid speaker systems\*, audio consoles, news/remote consoles, phono preamps, program timers, audio distribution amplifiers, audio power amplifiers, audio level displays. **Staff:** Scott Hochberg, Tag Borland, Jody Patton, MoMo Moseley, Herb Holzberg, Bernie Giesler.

**Pam Lontos Inc.** 122A  
7055 Merriman Pwy., Dallas 75231

**Lowel-Light Manufacturing** 1309  
475 10th Ave., New York 10018

Location and studio lighting equipment. **Staff:** Arthur Kramer, Marvin Seligman, Ray Low.

**LPB** 405  
28 Bacton Hill Rd., Frazer, Pa. 19355

Audio consoles, AM transmitters, air and production studio systems, travelers and highway advisory broadcast systems. **Staff:** Richard Crompton, Harry Larkin, Richard Burden, James Malone, Bill Bingham, Jerry Womer.

**LTM** 1518  
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

HMI lighting units including fresnels, floods, softlights, spotarcs, par lights, studio and small incandescent fresnels\*, DC and AC inverter\*, microphones\*. **Staff:** Jean Galerne, Herb Breittling, Gilles Galerne, Thomas Denove.

**L-W International** 1305  
6416 Variel Ave., N. Hollywood, Calif. 91601

Telecine projector. **Staff:** Dave Greve, Walt Peterson, R. Lawrence.

**Lyon Lamb Video Animation** 1414  
8257 Beverly Blvd., Los Angeles 90048

Animation system, videodisk mastering, computer graphics.

**3M/Magnetic AV Products** 1002  
3M Center Bldg., 225-3s-05, St Paul 55144

Character generators, routing switchers, VTR's. **Staff:** Jim Mazzoni, Jerry Myers, Jerry Tapley, Bill Weston, Jack Hanks, Jerry Kerr, Dave Bixler.

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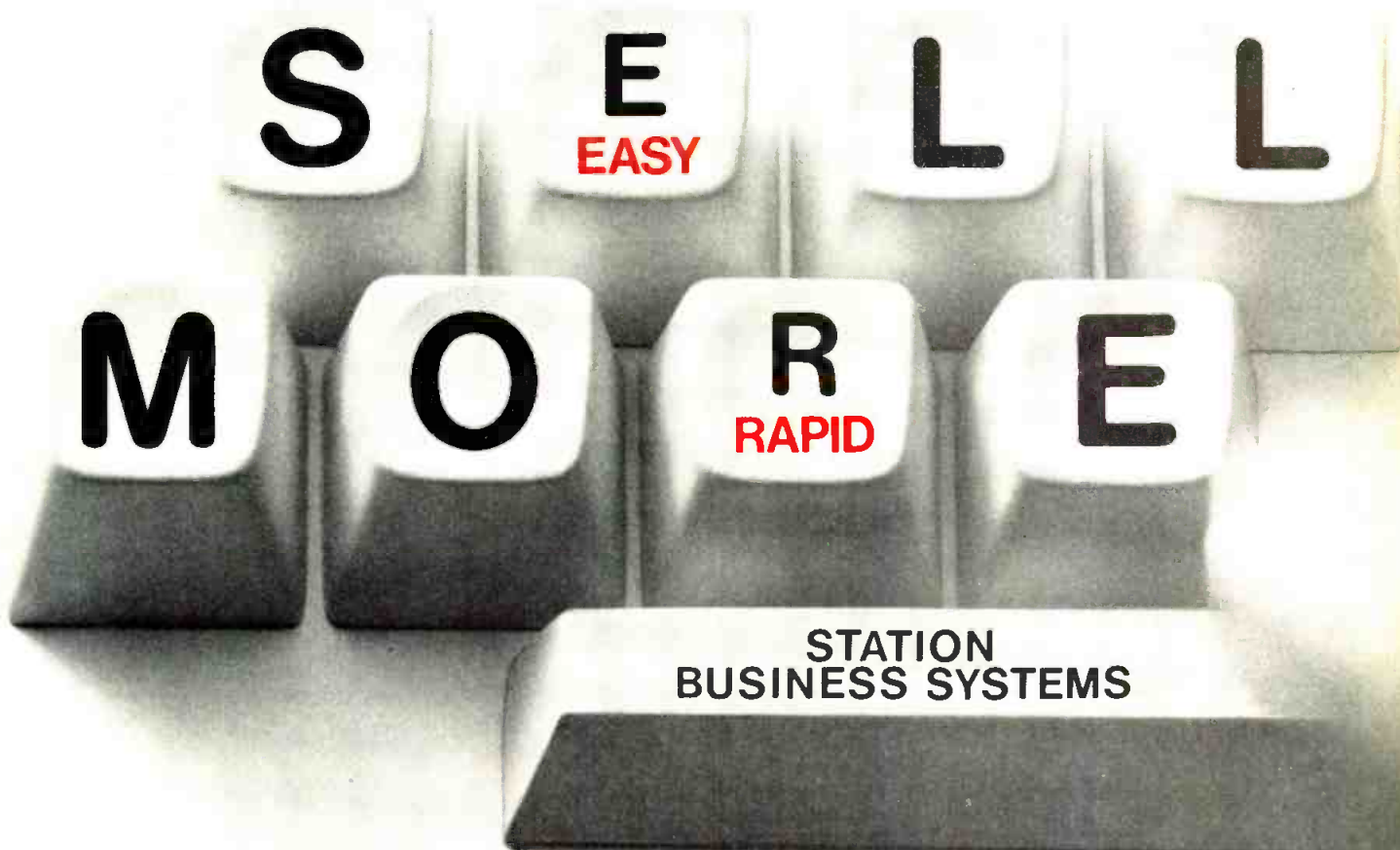
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Digital satellite communications products for radio networks.
- M/A-Com Video Systems** 1004  
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- Magnasync/Moviola** 1147  
*5539 Riveron Ave., North Hollywood, Calif. 91601*  
Telecine.
- Magnavox** 603  
*Box 6950, Knoxville, Tenn. 37914*  
AM stereo system.
- Magnum Towers** 119  
*9370 Elder Creek Rd., Sacramento, Calif. 95826*  
AM/FM towers, VHF/UHF TV antenna towers, microwave system support towers, communications towers. **Staff:** Larry Smith, Athel Smith, Doris Smith, Ronald Smith, Deborah Smith, Alexander Perchevitch.
- The Management** 627  
*491 Elbow Ct., Weatherford, Tex. 76086*  
Electric Log integrated traffic, billing, accounts receivable, affidavits, avails and sales projections and sales order analysis programs. **Staff:** Don Stafford, Bill Hoisington, Pete Charlton, Jerry Isenhardt, Debbie Patrick.
- Marcom** 306  
*Box 66507, Scots Valley, Calif. 95066*
- Marconi Electronics** 1615/1609  
*100 Stonehurst Ct., Northvale, N.J. 07647*  
Digital line-array telecine, videotape recorders, transmitters.
- Marshall Electronics** 1331  
*Box 2027, Culver City, Calif. 90230*
- Marti Electronics** 501  
*Box 661, Cleburne, Tex. 76031*  
Automatic transmitter switcher\*, aural STL\*, base station\*, watt telemetry return links, aircraft power supply, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** George Marti, M.E. McClanahan, Steve Jones, Rick Neace, Doug Giddens, James Shankles, Eddy Carrell.
- Matthews Studio Equipment** 1775  
*2405 Empire Ave., Burbank, Calif. 91504*  
Jr. tulip crane\*, sky cam and cam remote\*, expandable reflector, corrosion proof stainless steel stands plus lighting control equipment. **Staff:** Ed Phillips, Carlos DeMattos, Ron Prociw, Dick Haskins.
- Maxell Corp.** 1612  
*60 Oxford Dr., Moonachie, N.J. 07074*  
**Staff:** T. Okada, H. Matsumoto, J. Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo, Dan Maida, Jeff Moreland, Pat Byrne, Carl Lindquist, Linda Healy, Chris Mangiapane.
- MBB Helicopter** 1784  
*Box 1507, West Chester, Pa. 19380*  
Helicopters for ENG use. **Staff:** Andy Aastad, John Morrison, Keith Whittingslow.
- MCA/Power Pak Systems** 206A  
*Box 694, Cleburne, Tex. 76031*  
Aural studio-transmitter line, remote pickup equipment, FM stereo exciter and generator. **Staff:** Bob Richards, Richard Richards, Joe Hudgius.
- MCI** 605  
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Audio production package including console, recorders and accessoires.
- MCI/Quantel** 1631  
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Digital video products, special effects systems, synchronizers, graphics systems.
- MCL Co.** 1507C  
*145 E. Alberoni, Carson, Calif. 90746*
- McCurdy Radio** 207  
*1711 Carmen Dr., Elk Grove, Ill. 60007*  
Audio consoles, switchers, DAs, intercoms, studio cabinets.
- McInnis-Skinner & Associates** 1349  
*6529 Classen Blvd., Oklahoma City 73116*  
Graphic arts computer system for news and production graphics\*, Newscan, Weathergraphics. **Staff:** Dale Leinen, Ross Dixon, Paul Straughn, Doug Winegeard, Judy Skinner, Marvin McInnis.
- McMartin Industries** 701  
*4500 S. 76th St., Omaha 68127*  
AM and FM transmitters, FM/SCA equipment, audio consoles, monitor FM modulation, satellite/microwave products, SCA systems, compandor\*, hand-held TV/SCA receiver\*, SCA system\*. **Staff:** Ray McMartin, Dick Moen, Don Denver, Don Jones, Kathy Knott, John Barton, Jay McMartin, Thomas Orms, Ted Henkenius, Charlie Goodrich, Fernando Perez, Norman Borad, Ernest Credgington, Carol Myer.
- Gec. McMichael** 1772  
*Wexham Rd., Slough, Berks, England*
- Media Computing** 1522  
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Computer assisted broadcasting system.
- Media Concepts** 1122B  
*559 49th St., S., St. Petersburg, Fla. 33707*  
Attache video system\*, featherccam camera/VCR system\*, battery belts\*, multiplexer\*, production services. **Staff:** Bob Skidmore, John Gallagher, Richard Smith, Irv Stapsy, Robert Zaidan, Lee Taylor, Mark Buckley, Larry Toth.
- Merlin Engineering** 1023  
*1880 Embarcadero Rd., Palo Alto, Calif. 94303*  
VTR's and accessories, engineering services for VTR's.
- MICMIX Audio Products** 604  
*2995 Ladybird Ln., Dallas 75220*  
Dynafex noise reduction systems master room reverberation systems modular signal processing systems. **Staff:** Bill Allen, David Rettig, Bob Rodgers.
- Micro Communications** 1617  
*Box 4365, Manchester, N.H. 03108*  
**Staff:** Thomas Vaughan, Howard Bouldry, Thomas Greenway, Linda Bruning, Dennis Heymans.
- Micro Controls** 104  
*Box 728, Burlison, Tex. 76028*  
AM and FM studio transmitter links, remote controls, analog and digital, subcarriers, AM stereo STL's\*, FM STL\*. **Staff:** Jeff Freeman, J.E. Freeman III, Tom Butler, John Rudd.
- Microdyne** 1129  
*Box 7213, Ocala, Fla. 32672*  
Satellite transmission and receiving equipment, three- and seven-meter earth stations, video receivers, single channel per carrier uplink and downlink terminals, demodulator for analog audio reception\*. **Staff:** Dave Alvarez, Earl Currier, Jim Grabenstein, Tom Kidd, Tom MacAllister.
- Microtime** 1230  
*1280 Blue Hills Ave., Bloomfield, Conn. 06002*  
Digital video and video processing equipment including synchronizers, image enhancers, time base correctors.
- Micro-trak** 619  
*620 Pace St., Holyoke, Mass. 01040*  
Audio consoles, single and dual buss\*, audio distribution amplifiers, phono preamps, tone arms, turntables, tape cartridge racks, portable audio desk, telecine ANG package, equipment leasing. **Staff:** William Stacy, Mahlon Stacy.
- Midwest** 1710  
*One Sperti Dr., Edgewood, Ky. 41017*  
Mobile television productions units including ENG van, EFP unit and broadcast remote unit. **Staff:** David Barnes, Jay Adrick, Skip McWilliams, Lloyd Hicks, Elijah Midkiff, Pete Rightmire, Fred Wood, John Handley, Chris Summey, John Loughmiller, Al Rerko, Jerry Willingham, Fred Higbie, Brad Nogar, Ed Ziemba.
- Minolta** 1113  
*101 Williams Dr., Ramsey, N.J. 07446*  
Light meters.
- Mitomo Co.** 200  
*8-11 1-Chome, Jimnan, Tokyo 150*
- Modular Devices** 325

# HOW MUCH IS TOO MUCH TO DRINK IF YOU'RE DRIVING?

USING THIS CHART MAY HELP YOU KNOW YOUR LIMIT.

First, you should understand that drinking any amount of alcohol can impair your ability to drive.

The generally accepted way to measure intoxication is by your Blood Alcohol Concentration (BAC). In most areas, the legal definition of intoxication is .10 percent BAC and above. However, long before you reach .10 BAC, your judgment and motor skills deteriorate rapidly. In fact, some states include the definition of impaired driving ability, which usually begins at .05 percent.

**Important factors to keep in mind** are how much you've drunk in a given period of time, how much you weigh and whether you've been eating. Your age, individual metabolism and experience with drinking are also factors. However, it simply is not true that beer or wine is less likely to make you drunk than so-called "hard" drinks. A 6-ounce glass of wine, a 12-ounce can of beer or 1½ ounces of 86-proof whiskey have about the same amount of alcohol and will have about the same effect on you.

**How to estimate your Blood Alcohol Concentration.** Although the effects of alcohol vary a great deal, the average effects are shown in the accompanying chart prepared by the National Highway Traffic Safety Administration. Find your weight in the left-hand column and then refer to the number of drinks you have had or intend to have over a two-hour period. For example, if you weigh 160 pounds and have had four beers over the first two hours you're drinking, your Blood Alcohol Concentration would be dangerously beyond .05 percent, and your driving ability would be seriously impaired—a dangerous driving situation. Six beers in the same period would give you a BAC of over .10 percent—the level generally accepted as proof of intoxication.

It is easier to get drunk than it is to get sober. The effects of drinking do taper off as the alcohol passes through your body, but the drop is slow. In the example above, the person who had six beers would still have significant traces of alcohol in his blood six hours later.

have any doubts, don't drive.

Even if you're not drinking, other drivers may be. Your best protection is still the seat belts in your car. Accidents do happen, and wearing lap and shoulder belts doubles your chances of coming through one alive.

## DRINKS (TWO-HOUR PERIOD)

Weight	1½ ozs. 86° Liquor or 12 ozs. Beer											
100	1	2	3	4	5	6	7	8	9	10	11	12
120	1	2	3	4	5	6	7	8	9	10	11	12
140	1	2	3	4	5	6	7	8	9	10	11	12
160	1	2	3	4	5	6	7	8	9	10	11	12
180	1	2	3	4	5	6	7	8	9	10	11	12
200	1	2	3	4	5	6	7	8	9	10	11	12
220	1	2	3	4	5	6	7	8	9	10	11	12
240	1	2	3	4	5	6	7	8	9	10	11	12



**BE CAREFUL DRIVING**  
BAC TO .05%



**DRIVING IMPAIRED**  
.05-.09%



**DO NOT DRIVE**  
.10% & UP

Source: NHTSA

The chart shows average responses. Younger people generally become impaired sooner, while older people have more vision problems at night. Tests show a wide range of responses even for people of the same age and weight. For some people, one drink may be too many.

Having a full stomach will postpone somewhat the effects of alcohol, but it will not keep you from becoming drunk.

Black coffee, cold showers, or walking around outdoors will do nothing to make you sober. Of course, someone who claims, "I'll be okay as soon as I get behind the wheel," may be making a fatal misjudgment.

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Studio-transmitter link system, microprocessor control system, audio processing equipment and accessories.

**Motorola Communications** 411  
1301 A. Algonquin Rd., Schaumburg, Ill. 60196

AM stereo system, portable radio communications products. **Staff:** Chris Payne, Norm Parker, Frank Hilbert, Dick Harasek, Oscar Kusisto, Marc Wiskoff, Len Majors, Suzie Ball.

**Multi-Track Magnetics** 1712  
3 Industrial Ave., Upper Saddle River, N.J. 07458

Ultra high speed recorders and reproducers microprocessor controlled DC servo drive and torque motors for film speeds up to 30 times, Transfer Mate II recorder. **Staff:** Stephen Talian, Charles Fox, Joyce Fox, Bruce Scott, Peter Hin, Luke De Nitto.

**Musicworks** 209  
Box 111390, Nashville 37211

Alive Country, Casual Country, Pop Adult Lifestyle, Showcase, Hispanic Music Service. **Staff:** Bill Robinson, Skeeter Dodd, Jon Potter, Jeff Miller, Gus Valadez, Dean Landsman, Gary Havens.

**Music Director Programing Service** 217  
Box 103, Indian Orchard, Mass. 01151

Production library, holiday and music packages.

**MZB & Associates** 1507A  
4203 Beltway, Dallas 75234

Video products for broadcast and nonbroadcast. **Staff:** Richard Bock.

**Nady Systems** 1133  
1145 65th St., Oakland, Calif. 94608

Wireless microphone and intercom systems, wire baseline station and interface\*. **Staff:** John Nady, Peter Kaimen, Sal Impoco, Eric Schultheis.

**Nagra Magnetic Recorders** 1213  
19-W 44th St., New York 11036

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**Nautel Maine** 216  
201 Target Industrial Cr., Bangor, Me. 04401

AM broadcast transmitters. **Staff:** Dennis Covill, John Pinks, Donald Wilcox.

**NEC America** 1415  
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**Neilson-Hordell 1744**  
Unit 11, Central Trading Est., Staines, Middlesex, England

Video animation stand and computer system. **Staff:** Maurice Fleisher, Bill Bryan, Joe Parker.

**Network Productions Music 1138**  
4429 Morena Blvd., San Diego 92117

Music production library. **Staff:** Robert Skomer, Michael Anderson, Stephen Fine, Thomas Di-Noto.

**Noble Broadcast Consultants 441**  
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Album oriented hits, Hot 40, A+, Beautiful Music/easy listening, Rock of the 80's, Great Gold, research and co-op sales development. **Staff:** John Schoen, Bob Harper, Frank Felix, Rich Wood, Kathryn Schumacher, Rick Carroll.

**North Wind Power 208**  
Box 556, Moretown, Utah 05660

**Nortronics 205**  
8101 10th Ave., Minneapolis 55427

Replacement magnetic heads, maintenance products for audio and video. **Staff:** Ken Lubitz.

**Nurad 1426**  
2165 Druid Park Dr., Baltimore 21211

Microwave TV systems, ENG/EJ antennas, remote controls, transmitters receivers and air-born systems. **Staff:** Lisa Czirjak.

**Nytone Electronics 1135**  
2424 S. 900 West, Salt Lake City 84119

Flying spot scanner systems.

**NTI America 1105**  
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**OKI Electric Overseas 1505**  
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**Omicron Video 1748**  
22251 Roscoe Blvd., Canoga Park, Calif. 91304

**Omnimount Systems 510**  
10850 Vanowen St., N. Hollywood, Calif. 91605

**Online Computer Systems 120A**

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**Orban Associates 607**  
645 Bryant St., San Francisco 94107

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**Osawa Co. 1716**  
Shibaura 4-2-8, Minatoku, Tokyo

**Allen Osburne Associates 339**  
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**Otari Corp. 601**  
2 David Dr., Belmont, Calif. 94002

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**Otis Conner Productions 414**  
2829 W. NW Hwy., Suite 940, Dallas 75220

Sound System sales and production library\*, ID packages. **Staff:** Otis Conner, Larry Conner, Steve Gustafson, Cailen Joyce, Allen Collier, Larry Wallace, Denise Conner, Jessica Conner, Denise Robens, Larry Becker, Mary Becker, John Goren.

**O'Connor Engineering 1229**  
100 Kalmus Dr., Costa Mesa, Calif. 92626

**Pacific Recorders & Engineering 113**  
11100 Roselle St., San Diego 92121

Audio consoles, cartridge recorders, studio systems, distribution amplifiers, turnkey systems. **Staff:** Jack Williams.

**Panasonic 1019**  
1 Panasonic Way, Secaucus, N.J. 07094

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**Patch Bay Designation 1773**  
Box 6278, Glendale, Calif. 91205

**Staff:** Scott Lookholder, Dale Lookholder, Charlie Schufer, Julie Lookholder.

**Peerless Sales 1618B**  
1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/AV/VCR/cable accessory products\* including security hardware\*, stands\*, mounts\*, carts and brackets\* for desk, wall ceiling. **Staff:** Walter Griffing, David Halperin, Arthur Mraz.

**Penny & Giles 508**  
1640 Fifth St., Suite 224, Santa Monica, Calif. 90401

Faders. **Staff:** R.W.G. Rose, D. McClain, C. Thomson, G. Coles.

**PEP 1208**

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**Perrott Engineering Labs 1729**  
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**Peters Productions 315**  
9590 Chesapeake Dr., San Diego 92123

Music production library, formats, marketing, jingles, graphics, consultation, aircheck analysis, constant updates and customized music flow. **Staff:** Edward Peters, Jack Merker, Steve Cotov, David Moore, Jim Norr.

**Phelps Dodge Communications 1007**  
Rt. 79, Marlboro, N.J. 07746

Rigid coaxial transmission line, patch panels, FM antennas, directional couplers, harmonic filters, mobile communication antennas. **Staff:** E. F. Boehm, Saul Esocoff, R. C. Corwin, W. B. Bryson, H. M. Edwards, S. L. Aldinger, J.J. Nevin.

**Philadelphia Resins 126**  
20 Commerce Dr., Box 454, Montgomeryville, Pa. 18936

High performance tower guys. **Staff:** W. Wyne Wister, Gregory Bowen.

**Phillips Television Systems 1409A**  
900 Corporate Dr., Mahwah, N.J. 07430

LDK-6 studio and field camera\*, multicore, ENG/EFP and studio cameras, mobile van\*, color TV monitor, digital noise reducer, sync pulse generator, 25 kw UHF transmitter\*, remote control and telemetry system, annular beam control high efficiency klystron system. **Staff:** W. Anderson, R. Blair, J. Clarine, J. Coates, M. Giannini, J. Giove, A. Haas, B. Halliday, J. Harriman, K. Hart, M. Hart, A. Keil, N. LaBate, M. Mackin, R. Mahoney, F. van Roessel, J. Wilson, P. Bergquist, H. Breimer, H. Griffioen, W. Kregting, G. Linsen, A. Opstelten, T. Peek, W. Renes, R. Smit, J. Spencer, F. Stok, J. Ten Holt, R. van Lit, S. Benjamin, D. Burnett, L. Germany, J. Hawes, P. Lance, D. Lewis, L. Lindsay, R. Mackman, T. McGann, G. Norman, A. Rogers, A. Rouse, I. Waters.

**Phillips Test & Measuring Instruments 1408**  
85 McKee Dr., Mahwah, N.J. 07430

Computer programable color pattern generator\*, TV signal generator\*, sync test generator\*, TV modulators\*, studio VITS generator/limiter\*. **Staff:** John Stanley, Ted Anderson, Preben Hejberg, Steen Anderson, Len Milchuk, Bob Joseph.

**Phoebus Manufacturing 1331C**  
2800 Third St., San Francisco 94107

**Plantronics 1622B**  
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Recorder cases, camera cases and carriers, quick drawn camera case\*, field case for Nagra audio recorder\*. **Staff:** Ken Barry, Margie Robertson, Bob Howe.

**Porta-Pattern-Telecommunications** 1427  
6822 Santa Monica Blvd., Los Angeles 90038

Duochart test chart systems, high resolution color evaluation system, all-weather test chart system, grey scale chart. **Staff:** Ed Ries, Ed Taylor, Anne Summers-Ries, Elena Sherk. C. Webster, Roger James, Roy Haines.

**Potomac Instruments** 100  
932 Philadelphia Ave., Silver Spring, Md. 20910

**Staff:** Guy Berry, Bill Casson, Bob Ellenberger, Cliff Hall, Dave Harry.

**Precision Echo** 1417  
3105 Patrick Henry Dr., Santa Clara, Calif. 95054

Real time, special effects, animation videodisk recorder, still storage videodisk recorder, PAL/SECAM still storage videodisk recorder, low-cost video image compression unit\*. **Staff:** George Elsaesser, Thomas Parkinson, Barry Rubin, Ronald Zimbrick, James Crouch, Harry Glass, Arleen Sonnenshine.

**PrimeTime Radio** 629  
504 Red St., Tampa, Fla. 33609

**Procart** 115  
7012 27th St., W. Tacoma, Wash. 98466

Tape cartridges. **Staff:** Irv Law, Bernice McCul-

lough, Tim Schwieger, Doug Johnson.

**Processing Plus** 638  
59 Brookside Rd., Box 3303, Wescosville, Pa. 18106

**Procommotion** 434  
350 W. Green Tree Rd., Milwaukee 53217

Money Chamber promotional item. **Staff:** Jack Hearst, Jack Brill.

**Products International** 430  
8605 Second Ave., Silver Spring, Md. 20910

**The Production Source** 1740  
200 W. 58th Ave., New York 10019

**QEI Corp.** 307  
Rt. 73, Kresson, N.J. 08053

FM transmitters and exciters, stereo generators, monitors and test equipment.

**QSC Audio Products** 626  
1926 Placentia Ave., Costa Mesa, Calif. 92627

Audio power amplifiers. **Staff:** Barry Andrews, P. Quilter, John Andrews, Johnathon Stolpp.

**QSI Systems** 1325  
12 Linscott Rd., Box 2176, Woburn, Mass. 01888

Color bar generators, video source identifiers, master clocking systems, video and pulse distribution amplifiers, 24-hour TV loggers. **Staff:** Dick Smilgus.

**Q/TV/Telesync** 1206  
33 W. 60th St., New York 10023

Videoprompter cueing equipment, executive speech prompter, mini Q prompter. **Staff:** George Andros, John Maffe, Al Eisenberg, Hy Sheft.

**Quad-Eight Electronics** 1636  
11929 Vose St., N. Hollywood, Calif. 91605

Digital reverberation system\*, audio console\*. **Staff:** Cam Davis, Bud Bennett, Bill Windsor, Tracy Battle.

**Quanta Corp.** 1432  
2440 S. Progress Dr., Sale Lake City 84119

Ray Unrath, Len Zaller, Peter Glassberg, Roy Thomas, Mel Williams, Gary Montgomery, Joe Hering, Mike Cannon, Laura Lunceford, Gordon Hofhine, Rex Davis, Ron Ward, David Hughes, Dave Quebbeman, Ginny Faison.

**Quickscan Systems** 1516  
2625 W. Olive St., Burbank, Calif. 91505

Information and dissemination and retrieval system\*. **Staff:** George van Valkenberg, Nikolai Sherbin, Shannon Sherbin, Bill Carlquist.

**Quickset** 1009  
3650 Woodhead Dr., Northbrook, Ill. 60062

Instrument positioning equipment. **Staff:** Mark Stolman.

**Radio Arts** 630  
210 N. Pass, Suite 104, Burbank, Calif. 91505

**Radio Computing Services** 510  
177 N. Dean St., Englewood, N.J. 07631

Radio computer systems, traffic 2000, selector, sampler, storm center. **Staff:** Andrew Economos, Judith Jarrard, Larry Miller.

**Radio Systems** 341  
Box 356, Edgemont, Pa. 19028

Turntable preamps, power amps, low power AM transmission equipment, studio construction.

**RTNDA** 1501  
1735 DeSales St., NW, Washington 20036

**Staff:** Dean Mell, Ed Godfrey, Wayne Godsey, Lou Prato, Ernie Schultz.

**Ramko Research** 415  
11355A Folsom Blvd., Rancho Cordova, Calif. 95670

Audio components, preamps, audio processors, distribution amps, mixers, tape cartridges\*, audio consoles. **Staff:** Ray Kohfeld, Leonard Dont, Ted Johansen, Dave Hartman, Mike Hogue, Bob Cauthen, Daryl Parker.

**Ramsa/Panasonic Industrial Co.** 437  
One Panasonic Way, Secaucus, N.J. 07094

Portable audio mixers, recording mixers and consoles, post-production consoles, power amplifiers, microphones. **Staff:** Richard Salam, Gene Juall, Mark Knox, Isao Koshio, Ken Maeo.

**Rank Cintel** 1219  
Watton Rd., Ware, Heerts, England

Flying spot telecine, digital still-picture store\*. **Staff:** Scotty Campbell, Fred Bundesmann, David Fenton, Neil Kempt, Young Ilyu, William Capon, Claire Brogni, David Corbitt, Kish Sadh-

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## ANDREW debuts six products

Andrew Corporation has long been an industry leader and innovator of antennas and transmission lines for telecommunications. The company's reputation rests on extensive research and development, and quality assurance for peak performance and customer satisfaction.

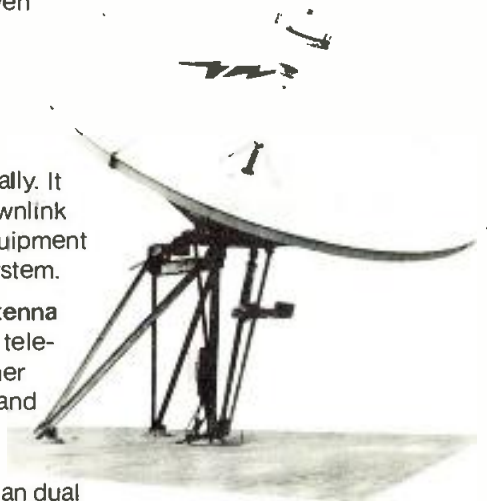


### ESC-200 Earth Station Controller

Using advanced microprocessor technology, the ESC-200's fail-safe design minimizes operator training and reduces possible errors. Coupled with Andrew's high performance two-speed motor drive system, ESC-200 accurately positions the antenna at any given satellite coordinates, in the range of travel, within sixty seconds. Forty such positions can be preprogrammed and 200 events can be executed automatically. It also controls uplink and downlink ground communications equipment and monitors the on-line system.

### 9.3 Metre Earth Station Antenna

New size from Andrew. For television broadcasters and other system operators who demand uncompromised antenna performance and flexibility. Andrew's exclusive Gregorian dual reflector system plus extremely accurate reflector panels produce a unique performance combination. Exceptional gain and closely controlled patterns— $2^\circ$  compliance at 4 and 6 GHz—without sacrificing efficiency.



### Long Life Broadcast Transmission Line—6 1/8" Diameter

Another premium product from Andrew. Exclusive inner conductor design eliminates mechanical movement and wear caused by differential expansion. The inner conductor is supported by state-of-the-art Teflon\* disc insulators. Another feature: heavy duty EIA welded flanges.

### UHF-TV Circular Waveguides

Three new sizes of high power circular waveguide (13.5, 15 and 17.5 inch) employ the latest design techniques for unequalled performance. New high power mode and axial ratio filters greatly reduce ghosting, unwanted reflections and picture smear. Also an exclusive  $90^\circ$  bend allows a continuous run of circular waveguide from the transmitter to the antenna.

### New LPTV Transmitting Antenna

Andrew's years of manufacturing experience in UHF-TV broadcasting antennas has led to the first truly affordable high performance LPTV antenna. Low-windload. Lightweight and easy to erect. Field selection of azimuth patterns allows interference problems to be dealt with directly. Available for under \$5,000.



### High Performance Receive-Only 3 Metre Earth Station

The traditional quality and performance of an Andrew earth station antenna with a size and price ideal for LPTV, small community and private user applications. Segmented all-metal reflector for low shipping cost, easy installation and dependable service. Assembly can be completed in a matter of hours.

Other Andrew Products on display at NAB '83: High power TRASAR™ UHF-TV transmitting and standby antennas • HELIAX® coaxial cables and elliptical waveguides • 4.5 metre mobile earth station antennas. Contact your Andrew Sales Engineer for more information. Andrew Corporation, 10500 West 153rd Street, Orland Park, IL 60462. Telephone (312) 349-3300. Telex: 25-3897.

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**RCA Americom** 1000  
400 College Rd., Princeton, N.J. 08540

Digital audio transmission service via satellite for radio networking and TV channel service for broadcasters, syndicators and videoconferencing. **Staff:** H. Rice, A. Inglis, G. Lewis, J. Grady, G. Kaplan, J. Williamson, J. Tietjan, R. Langhans, J. Christopher, B. Lazarus, D. Cornell, M. Inglis, J. Thiesing, A. Haughton.

**RCA Corp.** 1000  
Bldg. 2-2A, Camden, N.J. 08102

Portable half-inch VTR\*, Hawkeye camera, automatic studio, portable automatic, studio/field and ENG cameras; telecine; one-inch portable, quad cartridge and one-inch videotape recorders; 12 kw, 30 kw and 50 kw UHF and VHF transmitters, UHF and VHF antennas, transmission line display, wave guide display. **Staff:** J. Howe, D. Woywood, W. Taylor, B. Everett, C. Gaydos, P. Lines, B. Culbertson, P. Higginbotham, R. Abbenante, J. Ayers, J. Kelly, O. Bjerke, D. McWhinney, P. Taylor, C. Patterson.

**RCA Electro Optics & Devices** 1000  
New Holland Ave., Lancaster, Pa. 17604

Camera tubes, triode and diode gun tubes, 30 mm vistacons, low capacity output diode gun saticon, high efficiency, high gain 1 kw UHF power tube and cavity. **Staff:** George Brody, Erich Burlefinger, Don Carter, Gene Dymacek, Jerry Grill, Joe Hemsley, Pete Koustas, John Malan, Bob Mazeski, Bob Neuhauser, Jack Nicholson, Jerry Ryan, Dick Savoye.

**R-Columbia Products** 1111  
2008 St. Johns Ave., Highland Park, Ill. 60035

FM wireless intercom headphone\*, sports and studio broadcasting headphone\*, remote powered intercom headphone\*, hands free telephone operation\*. **Staff:** I. Rozak, L. Rozak, S. Rozak, E. Hill.

**Recortec** 1209  
475 Ellis St., Mountain View, Calif. 94043

Videotape evaluators. **Staff:** Lester Lee, Eldon Corl, Edwin Wong, Ed Bloom.

**Rees Associates** 1727  
4200 Perimeter, Oklahoma City 73112

Architectural planning, consulting, design and engineering services, LPTV facility package design and equipment\*. **Staff:** Frank Rees, John Nagy, Jim Gary, Walter Gregg, Denise Grubb.

**Register Data Systems** 440  
Box 1246, Perry Ga. 31069

**Reliable Measurement Systems** 1762  
5245 S. Kyrene, Suite 12, Tempe, Ariz. 85283

**Research Technology** 1626  
4700 Chase Ave., Lincolnwood, Ill. 60646

Videotape evaluator/cleaners, digital film editing and cleaning equipment. **Staff:** Ray Short, Steve Little, Tom Tisch, Gary Schutte, Tom Boyle.

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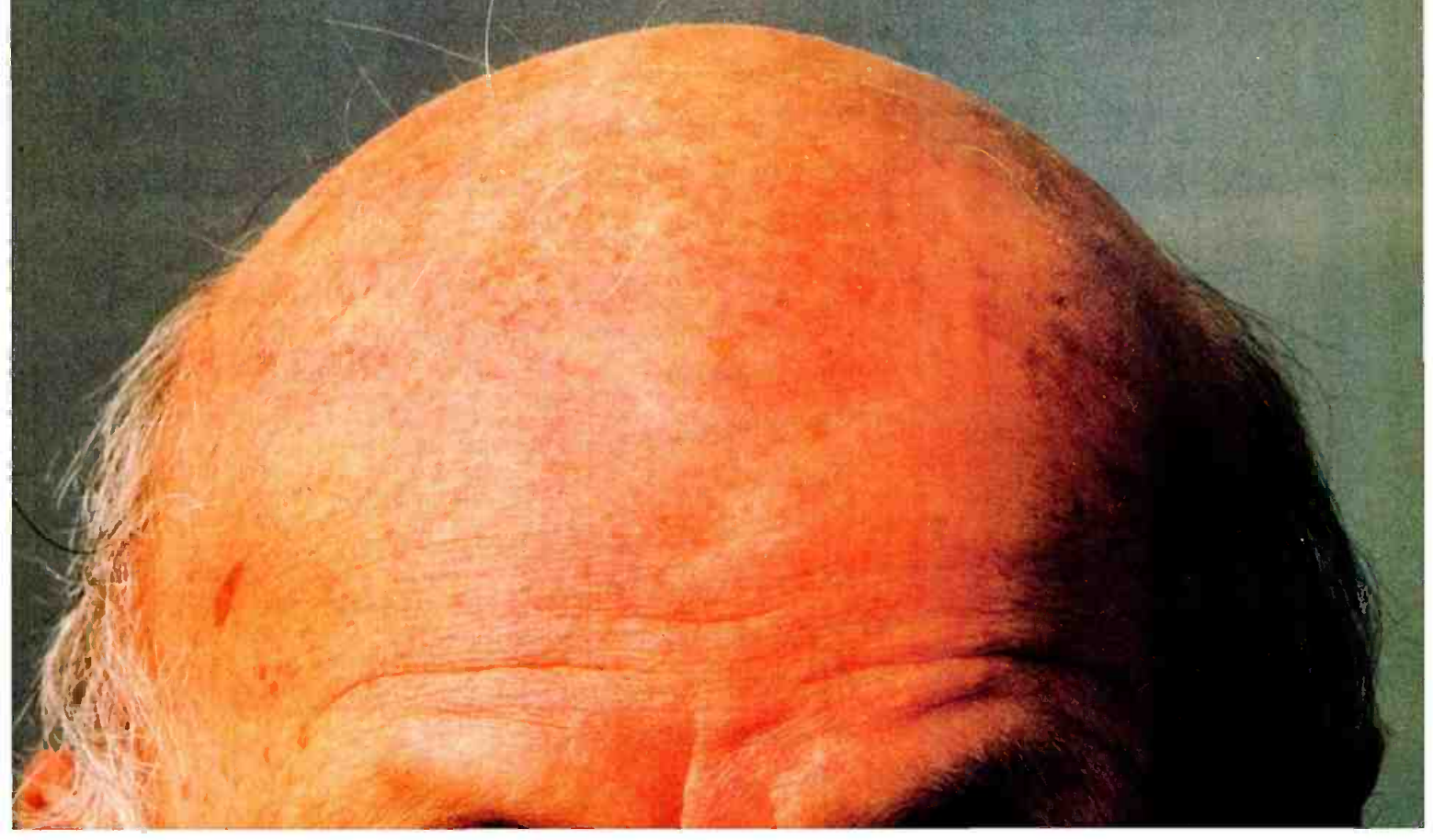
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- Restoration** 705  
15904 Strathern St., Van Nuys, Calif. 91406
- Richardson Electronics** 1751A  
Box 424, Franklin Park, Ill. 60131
- Rockwell International** 1512  
Box 10462, Dallas 75207  
Microwave video transmission systems. **Staff:** Tom Noble, Bill Shurtleff, Les Fisher, Steve Snow, Bob Hammond, Dennis Riddle, Wayne Moore.
- Roh Corp.** 1634  
3603 Clearview Pl., NE, Atlanta 30340  
Intercom/interphone systems, audio DAs, line monitors.
- Rohde & Schwarz** 1203  
13 Nevada Dr., Lake Success, N.Y. 11042  
Video noise meter, precision demodulator, delay measuring system\*, TV sweep analyzer system\*. **Staff:** J. Schwoler, G. Kushner, J. Hymowitz, R. Gobel, M. Miczek.
- Rohn** 110  
5618 W. Plank Rd., Peoria, Ill. 61656  
Broadcast, microwave, mobile radio and high level lighting towers and accessories. **Staff:** Richard Kleine, Mike Fleissner, Gene Francis, Larry Grimes.
- Rosco Laboratories** 1235  
36 Bush Ave., Port Chester, N.Y. 10573
- Roscor Corp.** 1181  
6160 W. Oakton St., Morton Grove, Ill. 60053
- Ross American Logic Systems** 1332  
1855 Eddy, Northridge, Calif. 91324
- Ross Video** 1110  
9 Plaza Dr., Iroquois, Ontario K0E 1K0  
Video production switcher\*, other switching systems. **Staff:** John Ross, Ole Skrydstrup, Jack McQuigge, Jim Millard, Fernando Paulino, Merle Quinn, Louise Laframboise.
- RTS Systems** 1142  
110 W. Chestnut St., Burbank, Calif. 91506  
Intercommunications systems, audio products. **Staff:** Ethan Bush, Douglas Leighton, Robert Tourkow, David Brand, Vicki Bertrand, Marie Hart, Sue Seidenglanz, Linda Rico, Stan Hubler.
- John B. Ruby Co.** 1175  
2627 S. Lamb St., Las Vegas 89121
- Rupert Neve** 1410  
Berkshire Industrial Park, Bethel, Conn. 06801  
Post production multitrack audio console\*, other stereo production and editing consoles, distribution amplifiers, limiter compressor series. **Staff:** Laci Nester-Smith, Tony Cornwell, Derek Tjlsley, Barry Roche, Tony Langley, Morgan Martin, Jim Kurowski.
- Russco Electronics** 413  
5690 E. Shields Ave., Fresno, Calif. 93727  
Direct drive turntable\*, mike to line preamp\*, RIM drive turntables, tone arms, small consoles, phono preamps, portable mixers, remote mixer amplifiers, studio monitor/audio amplifier, telephone line to console audio interface/equalizer. **Staff:** Russell Friend, Barbara Gaudin, Diane Turnipseed, Dan Zurcher, Curly Auernheimer.
- Sachtler Corp.** 1648  
400 Oser Ave., Hauppauge, N.Y. 11788  
Fluidheads for ENG use—Video 20, 25, 30, 35 and Panorama 7 + 7. **Staff:** Eric Falkenberg, Fiete Deckmann, Kim Sachtler, Michael Weiner, Richard Friedl.
- Sacred Heart Program** 431  
3900 Westminster Pl., St. Louis 63108  
Radio programs. **Staff:** Rev. George Von Kaenel, Jerry Irvine, Janet Brown.
- Saki Magnetics** 416  
8650 Hayden Pl., Culver City, Calif. 90230  
Ferrite heads for Ampex, MCI, Mincom, Otari, Revox, Scully, Studor and Technics machines, ferrite audio post for one-inch Sony VTR's. **Staff:** Eugene Sakasegawa, Trevor Boyer, Chris Olsen.
- Sansui Electronics** 130  
58 Round Hill Rd., Dobbs Ferry, N.Y. 10523
- Satt Electronics** 212  
Box 32006, S-126 11 Stockholm, Sweden  
Studio audio mixers. **Staff:** Tomas Djulstedt, Ulf Ekendahl.
- Scientific-Atlanta** 1017  
3845 Pleasantdale Rd., Atlanta 30340  
Earth stations. **Staff:** Sidney Topol, Jack Kelly, Phil Wooden, Ray Heaton, Alan McBride, Paul Hansil, Jamie Huff, Del Bothof, Ed Pietras, Don Crumm, Ray Stuart, Betsy Crawley, Martha Schulte, Gerry Rosenblatt, Leroy Basnigh, Alex Kaplinsky, Paul Huffman, Vin Godleski, Mickey Hudspeth, John Feight, Mike Kelly.
- Scribe Recorders** 214  
1618 Orrington, Suite 320, Evanston, Ill. 60201  
Audio tape cassette recorders. **Staff:** Frank Beaman, Erik Horvitz.
- Selco/Sifam** 663  
7580 Stage Rd., Buena Park, Calif. 90621
- Sennheiser** 1137  
10 W. 37th St., New York 10018  
Headphones and micro phones including ultra-miniature electret lavalier microphone\*. **Staff:** Tony Tudisco, Geoffrey Langdon.
- Sescom** 112  
1111 Las Vegas Blvd., Las Vegas 89101
- Sharp Electronics** 1102  
10 Sharp Pl., Paramus, N.J. 07652  
Broadcast video cameras for ENG/EFP and studio applications. **Staff:** Robert Garbutt, Jerry Cohen, Robert McNeill, Ron Colgan, Jim Freeman, Neil Kobu, Herb Matea, Hank Miura, Ken Nakakura, Rocky Yamashita, Bruce Pollack, Jim Grunder, Michael Bart.
- Shintron Co.** 1421  
144 Rogers St., Cambridge, Mass. 02142  
Switchers, microprocessors, routing switchers, audio video DAs, time code generators and readers. **Staff:** Shintaro Asano, Robert Incher, Richard Quinlan, Jeff Swift, Jacques Kuchler, Tony Venuti.
- Shively Labs** 623  
86 Harrison Rd., Bridgeton, Me. 04009  
Broadcast antennas\* including LPTV and full power, rotary coaxial switches and VSWR monitoring equipment, FM broadcast antennas, RF patch panels, rigid transmission line, pressurization equipment, antenna pattern optimizations. **Staff:** Paul Wescott, Ed Shively, Charles Peabody, Steve Collins, Bob Surette, Vittorio Raviola, Gildo Ventura, Aldo Laus, Franco Mauri, Carroll Cunningham, Tom Butler, Larry Halli, Marty Jackson, Bob Beattie, David Lafrenais.
- Shook Electronic Enterprises** 1310  
6640 Topper Pwy., San Antonio, Tex. 78233  
Mobile TV production system. **Staff:** Edwin Shook, J. Hollenbeck Shook.
- Shure Brothers** 1602  
222 Hanley Ave., Evanston, Ill. 60204  
Portable microphone line mixer, cartridges, condenser microphones, sound systems.
- Sigma Electronics** 1125  
1830 State St., East Petersburg, Pa. 17520  
Generators, video processing amplifiers, distribution amplifiers.
- Singer Broadcast Productions** 309  
19 Olney Ave., Box 5500, Cherry Hill, N.J. 08034

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**AMC-1/FMC-1**



The Modulation Controllers are the only modulation controlling systems that provide a completely closed loop around the transmitter. The sampling of actual modulation levels after the PA output network assures precise adjustment for optimum modulation levels. The AMC-1/FMC-1 also keep a digital count of positive and negative overmodulation bursts for both present and previous one minute periods.

**DAM-1**



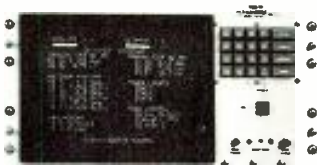
The Digital Antenna Monitor couples pushbutton ease of operation with digital accuracy. The DAM-1 will accept RF samples from up to 12 lowers (with an auxiliary panel) and features  $\pm 1^\circ$  phase and  $\pm 2\%$  current ratio accuracies. Remote panels and other accessories are available.

**AAM-1**



The Analog Antenna Monitor gives stable phase and ratio readings even in high RF fields. Separate phase and ratio mirrored-scale meters assure accurate meter indications.

**RCS-1V**



The RCS-1V Remote Control System combines microprocessor technology with simplified operation. Features include direct interface boards for antenna monitors, patented remote modulation bargraph, automatic logging, and synthesized speech telephone interface. The modular design allows the customer to plug in additional input or control boards to expand remote control capabilities even after the system is operating in the field.

**APC-1**



The Automatic Power Controller is your insurance against citations for over- and under-power operation. The APC-1 continuously monitors the transmitter output power, and makes automatic power adjustments with the transmitter loading control. This assures proper power adjustment at all times.

**6730-E  
6740-B**



Designed to switch two transmitters from antenna to dummy load, the 6730E interfaces with 1 5/8 inch coaxial cable. For 3 1/8" lines, the 6740-B transfer switch is used. Either manually or remote controlled, the Transfer Switch is fully interlocked and can be wired to existing equipment to prevent "hot" switching.



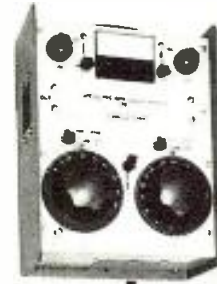
State of the art antenna current metering has arrived in the TCA Ammeter Systems. Accurate, Modulation-free, temperature stable current indications are found in the TCA. Models include single and dual scale meters.

**TCT**



Delta's Toroidal Current Transformers provide accurate sampling current and phase values without the problems associated with sampling loops. Three output voltage ranges are available, as well as high voltage models for high-power facilities.

**OIB-1**



**OIB-3**



The Operating Impedance Bridge measures the impedance of networks, radiators, and the like while they operate under full power. VSWR as well as complex impedances of up to  $400 \pm j300$  ohms can be measured.

The OIB-3 Operating Impedance Bridge provides extended resistance and reactance ranges, measuring up to  $1000 \pm j900$  ohms. The bridge has a built-in carrying case and RF amplifier for improved nulling.



**RG-3**

The Receiver/Generator combines a two-watt RF output and a correlation detector circuit that virtually eliminates interference problems. The RG-3 can be used in conjunction with any conventional impedance bridge including the OIB series.



**CPB-1**

The Common Point Impedance Bridge is designed for permanent installation; and allows continuous monitoring of the common point, thus facilitating network adjustment. This model can be provided with one of Delta's TCA ammeters mounted in the front panel.

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**Si-Tec Marine Electronics** 122  
*Box 6700, Clearwater, Fla. 33518*

**Skirpan Lighting Systems** 1783  
*19030 72nd Ave., S, Kent, Wash. 98032*  
Dimmers and lighting control systems.

**Skotel Corp.** 1125  
*1445 Provencher, Brossard, Quebec J4W 1Z3*  
Time code readers and generators, digital metronome.

**SMPTÉ** 1632  
*862 Scarsdale Ave., Scarsdale, N.Y. 10583*

**Snarr/Chase Systems** 609  
*232 West 800 S., Salt Lake City 84101*

**Staff:** Randy Chase, Ned Briner, Steven Vaughn, Doug Anderson, Linda Taylor, Mike Lyons, Gaylen Sabey, Lyman King, Don Beard.

**Solid State** 1723  
*2352 Wisconsin Ave., NW, Washington 20007*

**H.A.Solutec** 1747A  
*4360 Iberville St., Montreal, Que. H2H 2L8*

**Sono-Mag** 202  
*1833 W. Hovey Ave., Normal, Ill. 61761*

**Staff:** William Moulic, Stephen Sampson, Jerry Bassett, Bob Popke, Pete Charlton.

**Sontec Electronics** 335  
*Audio Dr., Goldbond, Va. 24094*

Dynamic range control\*, stereo mixers, stereo equalizers\*. **Staff:** Burgess MacNeal, Scott Donaldson.

**Sony Broadcast Products Co.** 1200  
*Sony Dr., Park Ridge, N.J. 07656*

BVH-2000 and BVH-2500\* one-inch VTR's; editing systems, including interface between BVE-5000 and Grass Valley switcher\*; ENG cameras; BVU-800 series of VCR's; Betacam cameras and half-inch VCR's\*. **Staff:** M. Morizono, Neil Vander Dussen, Henry Clerx, Bill Park, Charles Felder, Frank Carroll, Larry Thorpe, Mike Greene, Peter Dare, Larry See.

**Soper Sound Music Library** 1620B  
*Box 498, Palo Alto, Calif. 94301*

Buy-out music package, music lease options, contemporary American music format, Music Software\*. **Staff:** Harn Soper, Patrick Feehan, Kathy Wolff.

**Soundcraft Electronics** 1724  
*20610 Manhattan Pl., Suite 120, Torrance, Calif. 90501*

**Staff:** Wayne Freemur, Betty Bennett, Shane Morris, Philip Dudderidge, Graham Blythe, Norman Cleary.

**Sound Ideas** 647  
*86 McGill St., Toronto M5B 1H2*

Sound effects, music library. **Staff:** Brian Nimens, Maryellen White, Bill Ford, David Brandy.

**Sound Technology** 500  
*1400 Dell Ave., Campbell, Calif. 95008*  
Audio test equipment.

**Spectrum Planning** 128  
*1850 N. Greenville, Suite 122, Richardson, Tex. 75081*

**Spencer Broadcast** 337  
*Box 26899, Phoenix 85068*

**Stage Lighting Distributors** 1128  
*346 44th St., New York 10036*

**Stainless** 1347  
*Third & Montgomery Ave., North Wales, Pa. 19454*

**Staff:** Henry Guzewicz, Jess Rodriguez, John Windle, Owen Ulmer, Peter Starke, Ronald Pagnotto, Howard Balshukat, H. William Guzewicz.

**Stanton Magnetics** 102  
*200 Terminal Dr., Plainview, N.Y. 11803*

Announcer's headphone. **Staff:** Pete Bidwell, George Alexandrovich.

**Stantron** 1123  
*6900 Beck Ave., N. Hollywood, Calif. 91605*

Cabinets and furniture.

**Station Business Systems** 311  
*600 W. Putnam Ave., Greenwich, Conn. 06830*

BAT 1700 computer system for billing, accounting and traffic, music playlist and inventory, program package inventory and media cartridge inventory systems, electronic spread sheet\*. **Staff:** J. Neil Smith, Lewis Carpenter, Lee Facto, Rick Devine, George Pupala, Warren Middleton, Andy Ratoff, Deane Parkhurst, Rick Davis.

**Station Research Systems** 617A  
*14672 Midway Rd., Suite 204, Dallas 75234*

**Steenbeck** 1769  
*9554 Vassar Ave., Chatsworth, Calif. 91311*

**Staff:** W. Otto, H. Beck, G. Miller, T. Diamond.

**Stephens Electronics** 1757  
*3513 Pacific Ave., Burbank, Calif. 91505*

Portable tape recorders/reproducers.

**Storell** 1008  
*2050 Carroll Ave., Atlanta 30341*

**Staff:** Ruth Schaeffer, Michael Plaut, Paul Galvin, Robert Kearns.

**Straight Wire Audio** 408  
*2523 Wilson Blvd., Arlington, Va. 22201*

High-Com noise reduction system\* and playback amplifier\*, amplifiers, preamps, rack mount units, horizontal card frames and vertical card frames. **Staff:** Bill Sacks, Ricki Sacks, Donald Fields.

**Strand Century** 1418  
*18111 S. Sante Fe Ave., Rancho Dominguez, Calif. 90221*

Lighting and dimming control equipment. **Staff:** Susan Dandridge.

**Studor Revox America** 201





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200 Series list management functions do all of the tedious record-keeping for you while you concentrate on creative, visual editing decisions. With only one or two keystrokes you can add, delete, or replace edits, and choose to ripple the edit list to reflect your changes. You can sort through your edit decisions by time code, by reel number, or by audio or video edits to locate material instantly, and you can move whole blocks of edits if you wish. Overlaps and inserts can be automatically cleaned after each edit, or the "409" program can clean the entire list at one time. On-board memory stores the list while you edit (up to 866 lines of memory in the 204 system).

The new modular design of the 200 Series editing systems includes keyboard, detached status display monitor, and separate rack-mountable control electronics for more elbow room and options in your editing suite configuration. Optional DD-200 Dual Disk Drive also available. Each of the four models in the 200 series is upgradeable, and can be interfaced to most editing VTR's in 1/2", 3/4", or 1" format.

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Suite 815, New York City, NY 10019 · 1 Lochaline Street, London W6 9SJ U.K. Tel: 01-741 7211, Tlx: 263559 MICRO G

1425 Elm Hill Pk., Nashville 37210

Cassette decks\*, multichannel recorders\*, microprocessor controlled audio recorders with SMPTE code channel\*, other recorders, series consoles, telephone hybrid systems, compact recorders. **Staff:** Hans Batschelet, Lawrence Jaffe, Tom Mintner, Chris Ware, Thomas Jenny, Brian Tucker, Renaud Delapraz, Fred Layn, Sam Borgerson, Joe Bean.

**Swintek Enterprises 1345**  
1180 Aster Ave., Unit T, Sunnyvale, Calif. 94086

Wireless headsets, handheld or body pack transmitters with VHF/UHF broadcast quality. **Staff:** William Swintek.

**Sylvania US Lighting 1204**  
Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment. **Staff:** C. Durkee.

**Symetrix 641**  
109 Bell St., Seattle 98121

Compressors/limiters.

**System Associates 1121**  
5801 Uplander Way., Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Billy Seidel, Walter Shubin.

**Taber Manufacturing 617**  
2081 Edison Ave., San Leandro, Calif. 94577

Replacement heads for recorders, tape degausser, overhaul and conversion services.

**Tamron 1640**  
17-11, 7 Chome, Takinigawa, Kita-Ku, Tokyo

Zoom lenses for color cameras.

**Tascom 1304**  
7733 Telegraph Rd., Montebello, Calif. 90640

Audio products.

**TDK Electronics 1707**  
12 Harbor Park Dr., Port Washington, N.Y. 11050

**Staff:** Ed Pessara, Terri Tsutsui, Michael Heitner, Tim Minet, Julian Phelps, Kim Sato, Kim Wetherby, Doug Booth, Wayne Woodhams.

**Teccom 1785**  
252 Mountain Rd., N. Granby, Conn. 06060

**Technology Service Corp. 1130B**  
2950 31st St., Santa Monica, Calif. 90405

Weather presentation systems.

**Tektronix 1601**  
Box 500, Beaverton, Ore. 97077

Ten bit frame synchronizer\*, digital generator/ inserter\*, video monitoring software\*, portable 100 and 150 mhz oscilloscope\*, programable test instruments for audio measurements\*, color picture monitor, test monitor, demodulators, waveform monitors, vectorscopes, sync and test signal generators, spectrum analyzers. **Staff:** Tom Jordan, Dale Jones, Stuart Fox, Dick Walters, Angelo Domina, George Anderson, Bhaskar Pant, John Simmons, Linda Sample, Jim Quinn, Jim Capps, Rich Lyons, Dave Walters, Bob Seaburg, Mike Pruitt, Bill Montgomery, Tom Christenson, Jim Edwards, Tom Moore, Rex Stevens, Warren Beals, Russ Thalacker, Bob Ginsberg, Ken Kinman, John Kelly.

**Telease 1752**  
1875 Century Park East, Suite 930, Los Angeles 90067

Multiple application addressable secure television system for commercial and pay TV.

**Tele-cine Corp. 1403**  
400 Crossways Park Dr., Woodbury, N.Y. 11797

ENG/EFP zoom lenses\*, wide angles lenses, long focal length lenses, Schneider TV lenses. **Staff:** Bob Jones, Donald Collins, Craig Marcin, Gunter Hess, Horst Stahl.

**Telemet 1003**  
185 Dixon Ave., Amityville, N.Y. 11701

Computerized routing switcher, fiber optics system with card file, multiburst generator. **Staff:** Eugene Murphy, Seymour Hamer, Robert Griffiths, Joseph Cali, Alex Kwartiroff, Gerald Dorman, Michael Tchinnis, Arthur Robb, Vincent Delmato.

**Telescript 1407**  
20 Insley St., Demarest, N.J. 07627

Monitor prompting service. **Staff:** Bob Swanson, John Lennan, Kay Hyde, Jon Kull, Jerry Swanson, Bill Coomes, Ange Prisco.

**Telesource Communications Services 1616A**

730 E. Highland Ave., Phoenix 85011

**Staff:** Bob Early, Marilyn Taylor, Ryan Nolan, Julia Marshall.

**Television Engineering 1700**  
580 Goddard Ave., Chesterfield, Mo. 63017

ENG vans, complete systems, studios and remote broadcast vans. **Staff:** Jack Vines, Larry Mason, David Boettcher, Ray Vines.

**Television Equipment Associates 1216**  
Box 393, S. Salem, N.Y. 10590

Video and pulse delays\*, video filters\*, headsets\*, tape cleaners\*, tape evaluators, intercom systems, distribution amplifiers, teletext products and systems. **Staff:** Bill Pegler, Nanci Mahoney, Steve Tocidlowski, Bill Walters, Marilyn Walters, Vince Emmerson, Ken Dudley, Alan Burgess, Peter Mothersole, Barry Downing-Waite, Dick Baker, Michael Warren, Luis Gutierrez, John Wilson, Laura Pegler.

**Telex Communications 600**  
9600 Aldrich Ave., South, Minneapolis 55420

Wireless microphone system. **Staff:** Donald Mereen, Jerry Wade, Claude Kleiman, Steve Lichtenauer, Jim Arrington, Ansel Kleiman, Tom Johnson.

**Tel-Mar Corp. 1520**  
Box 3682, Carbondale, Ill. 62901

Computer time and weather advertising systems for radio. **Staff:** Jay Rotolo, Steve Payne, Bill Rotolo.

**Tennaplex Systems 1127**  
34 Bentley Ave., Ottawa K2E 6T8

Broad signature, broadband panel antennas for triangular masts for FM CP and TV. **Staff:** Muriel Muenzel, Manfred Muenzel, Marvin Crouch, Josef Kronast.

**Tentel 1613**  
1506 Dell Ave., Campbell, Calif. 95008

Universal head protusion gauge for VCR's\*, tape tension guages, spindle height gauges. **Staff:** Wayne Graham, John Chavers, John Bonn, Bev Zern, Diane Hobson, Burke Stafford.

**TESS 1720**  
701 Westchester Ave., White Plains, N.Y. 10604

Television equipment specification service. **Staff:** Louise Moore, Annamarie Cerrata, Judy Stokes, Anne Rosenberg, Eliot Minsker, Vincent Galdi, Ellin Parker.

**TFT 109**  
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Aural studio transmitter links for FM, AM and intercity relay service. telemetry return links for remote control, microprocessor remote control and data acquisition systems, automatic logging systems, TV frequency and aural modulation monitors and AM, FM, stereo, SCA modulation and frequency monitors, FM-SCA receivers, radio controlled load management switches and E-Alert. **Staff:** Joe Wu, Dan Balfe, Henry Wu, Terry Peterson, John Leonard, Joan Lee, John James.

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- Theater Service & Supply** 1513  
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**Staff:** Richard Antisdal.
- Theatrical Services** 1759  
128 S. Washington, Wichita, Kan. 67202  
Modularized system of connector strips for stage and studio lighting systems, surface and pipe mounted plug-in boxes and gridiron junction boxes for stage installations. **Staff:** Michael Hostetter, Robert Brenner, Stephen Wolf.
- Thomson-CSF Broadcast** 1001  
37 Brownhouse Rd., Stamford, Conn. 06902  
FM volumax automatic peak controller, AM volumax, dual audio distribution amplifier, audimax automatic level controller, dynamic presence equalizer, Microcams, character/graphics generator multiplexing systems, test instrumentation, color correction systems, LPTV, UHF, VHF and FM transmitters, NABTS compatible teletext system. **Staff:** Al Audick, Stan Baron, Stan Basara, Frank Benson, Rene Bourdon, Michel Boxberger, Mike Clayton, Sonia Connors, John Craven, Tom Creighton, Carlie Graves, Nancy Dailey, Don Epperson, Bob Estony, Greg Harper, Tom Hindle, Jim Hegadorn, Dagmar Lanigan, Tom Lorenzen, Mike McGovern, Marty McGreevy, Louis Mialy, Doris Norwich, Altaf Rahman, Johann Safar, Louis Ruiz, Art Shifrin, Jim Spragué, Mike Stephanak, Ben van Benthem, Pierre Virondeau, Ron Volpe.
- Thomson-CSF Electron Tube** 1145  
301 Rt. 17 North, Rutherford, N.J. 07070  
Tubes and cavities for LPTV. **Staff:** Roger Agniel, Pierre Menes, Pierre Gerlach, Steve Barthelmes, John Mulroe.
- Thorn-EMI Lighting** 1331E  
175 Rt. 46 West, Fairfield, N.J. 07006  
Tungsten-halogen lamps, 100 w CID daylight fixture\*, 200 w CID daylight hand held battery operated fixture\*. **Staff:** Edward Brewer, Peter Bleasby, Edward Gallagher, Larry Nelson, Tom Pinou.
- Tiffen Manufacturing** 1422  
90 Oser Ave., Hauppauge, N.Y. 11788  
Full line of filters, adapter rings, rubber lens shades, cases and accessories. **Staff:** Nat Tiffen, Steve Tiffen, Tom Grosso, John Spoltore.
- Toby Arnold & Associates** 321  
4255 LBJ, Suite 156, Dallas 75234  
Unforgettable nostalgia format, contest and promotion package\*, adult contemporary format\*, audience data development study\*, production bank and master, Country Superstars, Project Sinatra, Rolling Stones special, Life and Music of Bob Wills, country jingle packages, TV ID packages, easy listening package, bank marketing campaigns. **Staff:** Toby Arnold, Delores Arnold, Jim Kerr, Norma Kerr, Chris Clausen, Carolyn Clausen, Michael Robinson.
- Townsend Associates** 1420  
79 Mainline Dr., Westfield, Mass. 01085  
VHF and UHF transmitters, LPTV transmitters, MDS transmitters, vacuum contactors, custom engineering and turnkey installation of TV RF systems. **Staff:** George Townsend, Howard McClure, Robert Anderman, Donald Peters, Robert Bromley, Warren Trumbly, Leslie Clink, Daniel Damkauskas, Edward Judd.
- Trident USA** 633  
652 Glenbrook Rd., Stamford, Conn. 06906  
**Staff:** Kenneth Bray, Malcolm Toft.
- Trompeter Electronics** 1211  
8936 Comanche Ave., Chatsworth, Calif. 91311  
RF connectors, patch panels, cords, jacks, cable accessories. **Staff:** E. Trompeter, R. Coleman, H. Gladish.
- True Time Instruments** 643  
3243 Santa Rosa Ave., Santa Rosa, Calif. 95401  
Master timing systems, phase comparators, NBS synchronized clocks, receivers, digital clocks. **Staff:** Victor Kunkel, John Van Groos, Robert Mitchell.
- TTC** 305  
5970 W. 60th Ave., Arvada, Colo. 80003  
LPTV transmitters, VHF and UHF translators, AM and FM transmitters, FM exciters, stereo generators, surge suppressors, rectifiers. **Staff:** Byron St. Clair, Charles Halle, Bo Pearce, Bill Harland, Alex Delay, Jack Neff, Nick Panos, Jack Fick, Janel Syphers, Jonathan Sawyer, Greg Morton, Jim Kinney, Len Mitchell, Ib Hansen.

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**Turner Program Services 125**

1050 Techwood Dr., NE, Atlanta 30318

**Staff:** Henry Gillespie, Robert Pates, Jim Kitchell, Charla Hewitt, Linda Moffat, Sarah Kraft, Karen Lougue, Sarah Byers, Cliff Matis, Carl Sabatino, Herb Neu.

**TV-Cue Computer 1747**

12315 Hesby St., N. Hollywood, Calif. 91607

Computers, electronic computerized video-prompter. **Staff:** Thom Knutson, Larry Vance, Tim O'Dell.

**Tweed Audio 313**

12 Ilex Dr., Newbury Park, Calif. 91320

Audio consoles. **Staff:** Kirsh Mustafa, Peter Gillespie, Edelwina Dy.

**Ultimate Corp. 1624**

18607 Topham St., Reseda, Calif. 91335

Ultimate 4, Newsmatte, postmatte\*. **Staff:** Pat Smith, Paul Vlahos, Dave Fellingner, Ardog Dandourian, Roger Factora.

**UMC Electronics 114**

460 Sackett Point Rd., North Haven, Conn. 06473

Magnetic tape equipment, splice finders, erasers, replacement motors.

**Uni-Set Corp. 1236**

449 Avenue A, Rochester, N.Y. 14621

Modular studio stage system, graphic design cart, riser blocks, tops, ramps, rear screen module. **Staff:** R. Kniffin, J. Simpson, S. Cercone, P. Vincent, J. Freeman, E. Ingerk, K. Wittie.

**United Media 1300**

4075 Leaverton Ct., Anaheim, Calif. 92807

Sequencer computer controlled coincidence comparator\*, electronic editing system, looping controller system\*, cue writer\*, audio router/dissolver, time code readers, generators and character generators.

**UPI 1015**

220 E. 42d St., New York 10017

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**United Research Laboratory 406A**

16 E. 52d St., New York 10022

**Staff:** George Adams, Anita Adams, Jim Lee, Rick Kleimont, Lee Rand, Orlando Cabrera, O. Cabrera, Harry Weiss, John Caputo, Johnny Lee, Bob Manzo.

**United Recording 513**

8460 San Fernando Rd., Sun Valley, Calif. 91352

Broadcast consoles, telephone voting systems. **Staff:** Brad Plunkett, Ray Combs, Garry Margolis, Juergen Wahl, John Groper, Frank Kelly, Richard Hume.

**Ursa Major 418**

50 Trapelo Rd., Belmont, Mass. 02178

Digital reverberation remote unit, mainframe

and space station digital reverb and effects system.

**U.S. Advertising Service 510A**

Box 8888, Amarillo, Tex. 79114

Computer co-op reporting system. **Staff:** Bob Manley, Melody Manley, Dan Staggs, Wayne Menthen, Nina Wright.

**U.S. Tape and Label 602**

1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. **Staff:** Byron Crecelius, Audrey Moore, Jesse Myer.

**Utah Scientific 1114**

2276 South 2700 W. Salt Lake City 84119

Video and audio routing switchers.

**Utility Tower 703**

3200 NW 38th, Box 12369, Oklahoma City 73157

Tower sections. **Staff:** C. Nelson, R. Nelson, Robert Morris Jr., Joe James.

**Valentino Production Music Library 1231**

151 W. 46th St., New York 10036

**Staff:** T. Valentino Jr., F. Valentino, G. Dario, J. Rosen.

**Valley People 318**

Box 40306, 2820 Erica Pl., Nashville 37204

Expander/noise gate/keyer, limiter/compressor/voice-over, parametric equalizer, quad low and high impedance mic preamp, metal racks multi-function processor, dual compressor/expander\*. **Staff:** Norman Baker, Ray Updike, Mike Morgan, Gary Carrelli, Tom Behrens.

**Varian Associates 1605**

301 Industrial Way, San Carlos, Calif. 94022

Power grid tubes, cavity amplifiers. **Staff:** William Johnson.

**Via Video International 1767**

5155 Old Ironsides Dr., Santa Clara, Calif. 95050

Digital art and animation system, RGB to NTSC encoder, optical memory, recordable Panasonic disk. **Staff:** Barry Berghorn, Brian Job, Robert Murphy, Peter Clark, James McBurney, Peter Blacksberg, Holly Bellandi, Sean Orey, Ed Bolger, Gary Beydler, Jim Kleinsmith, Leslie Martinez, Rod Zimmer, Debbie Lavin, Barry Meyers.

**Video Associates Labs 1303**

2304 Hancock Dr., Suite 1F, Austin, Tex. 78756

**Video Data Systems 1506**

205 Oser Ave., Box 1050, Hauppauge, N.Y. 11787

**Staff:** Dave Allen, Bob Hall, Steve Seiden.

**Video International 1524**

1280 Sunrise Hwy., Copiague, N.Y. 11726

Digital standard converter with full frame store synchronizer, built in time base corrector and TV pattern generator. **Staff:** G. Freitag, P. Kaminsky.

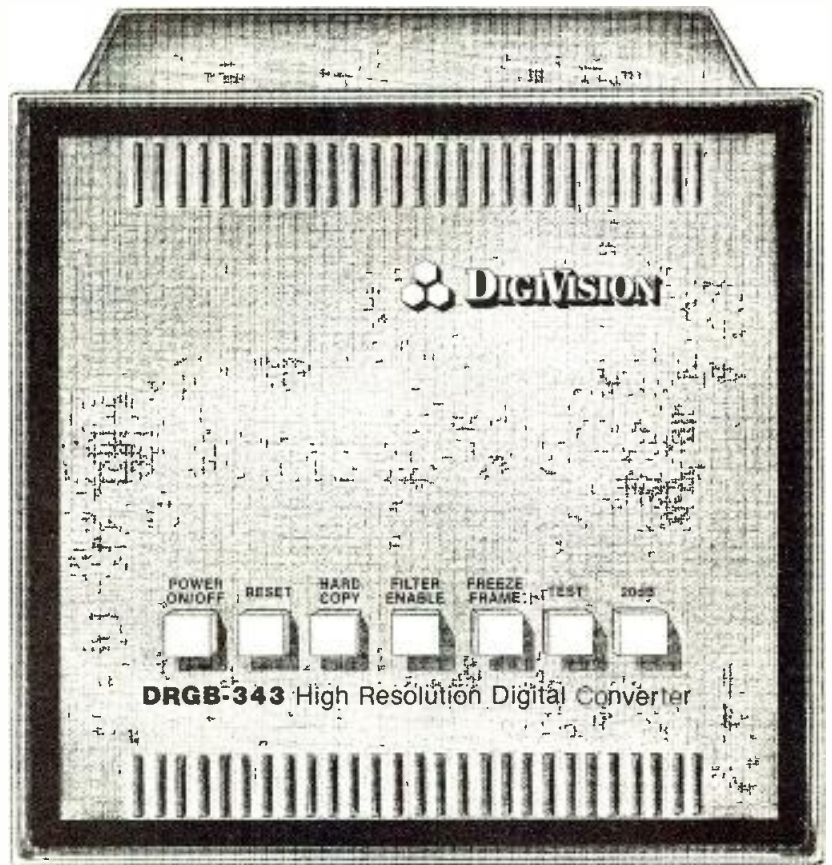
**Video Images 1642**

12200 W. Adler Ln., West Allis, Wis. 53214

**Video Magnetics 1336**

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**VideoStar Connections** 1122  
3390 Peachtree St., Atlanta 30326

Ku and C-band closed circuit satellite communications for news, sports and teleconferencing. **Staff:** William Papa, Steve Randles, Kenneth Leddick, Harry Mahon, James Black.

**Videotek** 1633  
125 N. York St., Pottstown, Pa. 19464

Color TV monitors, test equipment, demodulators, audio program monitors, broadcast color monitor\*, audio follow video routing switcher with audio breakaway, distribution amplifiers, digital waveform monitor. **Staff:** Phil Steyaert, Peter Choi, Eric Wahlberg, Barry Gardner, Emery Grady, Ron Moyer, Jim Mauger, Don Taylor, Jim Izydorczyk.

**Viking Cases** 619A  
Box 1357, St. Petersburg, Ill. 33733

**Vital Industries** 1212  
3700 NE 53d Ave., Gainesville, Fla. 32601

Squeezoom with hardware and software\*, switcher combined with two-channel squeezoom\*, Sandi\* (integrated communications con-

trol system), station automation manager. TCR 100, VTR 250 series switchers\*.

**VSC Corp.** 327  
185 Berry St., Suite 365, San Francisco 94107

**Ward-Beck Systems** 1224  
841 Progress Ave., Scarborough Ont. M1H 2X4

MicroCom communications system\*, TV and radio audio consoles\*, distribution amplifiers. **Staff:** R. Ward, R. Beck, A. Schubert, R. Chalk, D. McLane, W. McFadden, P. Constantinou, M. Weitzmann, P. Brentnell, J. Fang.

**Wavetek Indiana** 1763  
5808 Churchman, Beech Grove, Ind. 46107

**Weathermation** 1179  
190 N. State St., Rm. 516, Chicago 60601

**Wegener Communications** 628  
150 Technology Park, Norcross, Ga. 30092

Satellite and microwave transmission equipment for radio networks and stereo TV audio, teletext equipment. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Ron Wallace, Peggy Placek.

**Whirlwind** 329  
100 Boxart St., Rochester, N.Y. 14612

**Wilkinson Telectonics (see TTC)**

**Winsted** 1238  
9801 James Cr., Minneapolis 55431

Editing consoles, tape and film storage systems, videotape and film trucks, dubbing racks and post production consoles. **Staff:** Chuck Johnson, Jerry Hoska, Greg Hedlund, Brenda Sabin, John Heritier.

**Wireworks** 1511  
380 Hillside Ave., Hillside, N.J. 07205

Microphone multicable components group, microphone cables, multicables, cabletester, coaxial cables. **Staff:** Gerald Krulewicz, Larry Williams.

**Wold Communications** 1515  
10880 Wilshire Blvd., Los Angeles 90024

Satellite distribution services, earth stations, news origination facilities and transmission equipment, satellite subcarrier transmission services, radio point-to-point transmission services. **Staff:** Gary Worth, Robert E. Wold, Paul Johnson, Mike Sterba, Clayt Packard, Ian Joseph, Mark Wallhauser, Neil Donovan, Rhonda Rigdon.

**Wolf Coach** 1317  
7 B St., Industrial Park, Auburn, Mass. 01501

ENG/EFP vehicles. **Staff:** Richard Wolf, Mark Leonard, Marcia Germagian.

**Frank Woolley & Co.** 1731  
529 Franklin St., Reading, Pa. 19602

Video animation system.

**World Tower** 519  
Box 405, Mayfield, Ky. 42066

Broadcast towers and related services. **Staff:** M. Sholar, Jeff Sholar, James Wilson, Don Prescott.

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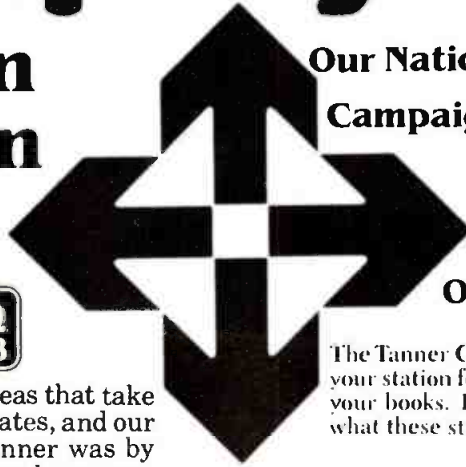
Based on the success we experienced in New Orleans, our company decided to buy another 50 jingles to be used in three of our other markets as well.

You have a winning program and a fine representative.



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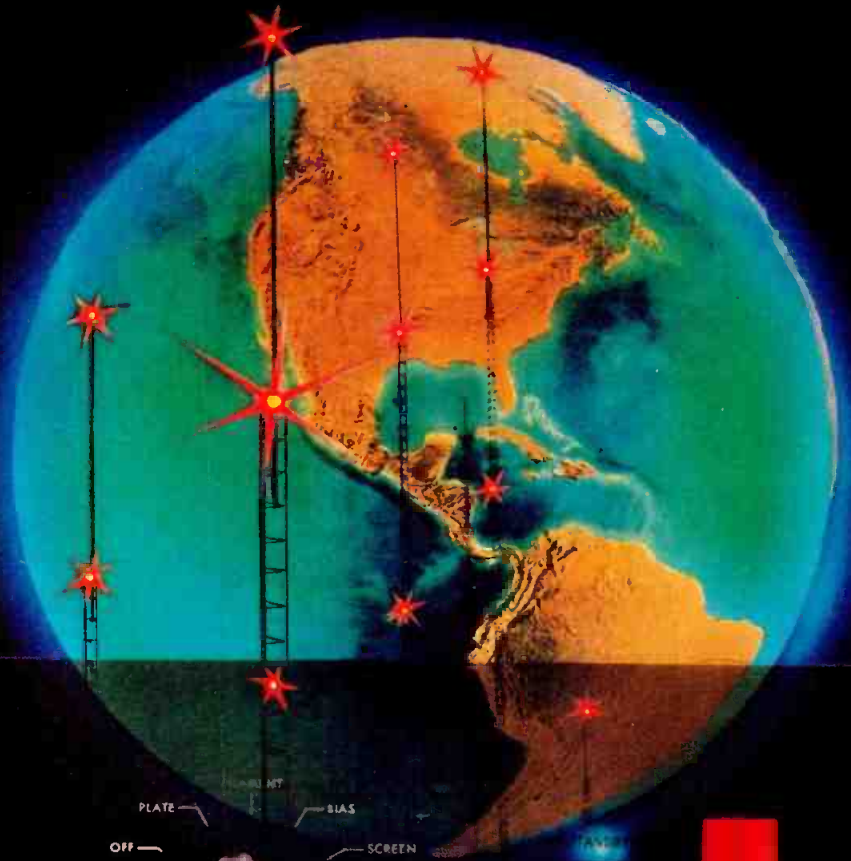
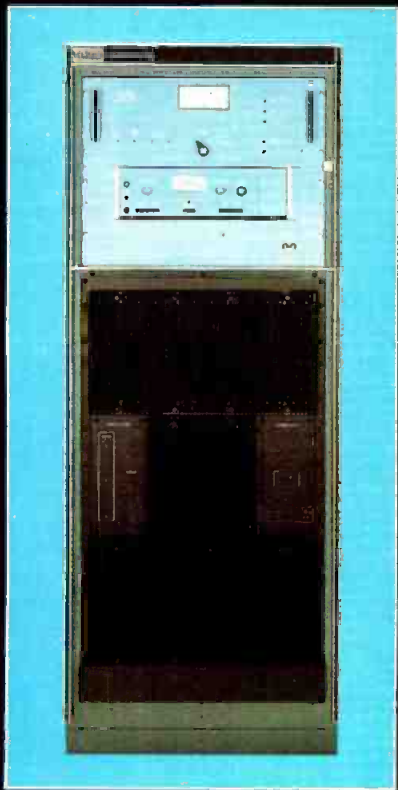


PLATE — BIAS —  
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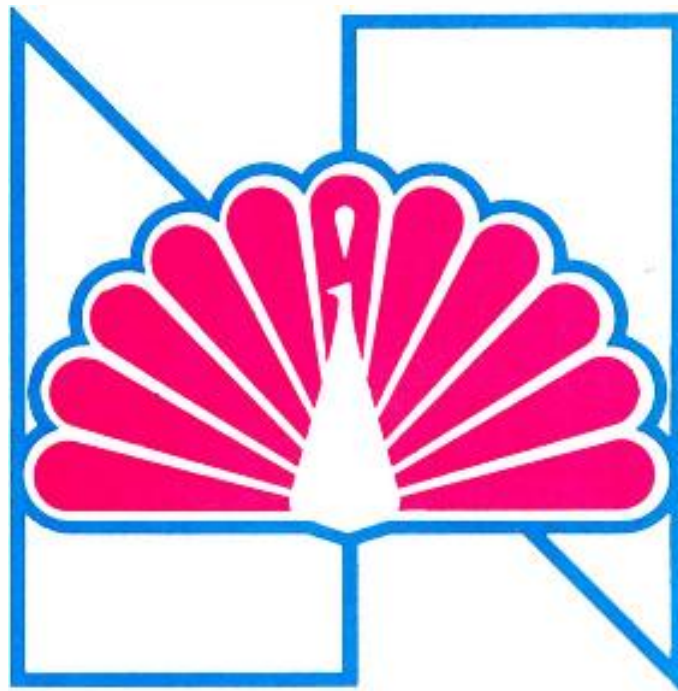
## Public service associations

American Heart Association—904; American Society of Videographics—921; Armed Forces Broadcast Associates—915; FCC—912; March of Dimes—917; National Committee for Employer Support of the Guard and Reserve—902; National Guard Advertising Support Center—919; Nationwide Advertising—908; Radio Station WEFO—927; St. Jude Children's Research Hospital—929; Society of Broadcast Engineers—905; Society of Motion Picture & Television Engineers—900; Television Information Office—910; U.S. Army Reserve—911; U.S. Army Forces Command—925; U.S. Commission of Civil Rights—907; Weather Service Headquarters—909; Will Rogers Memorial Fund—923.

## FCC

The FCC will be represented at NAB by all of its commissioners except Commissioner Anne Jones, who will be attending a bilateral conference in Ottawa, Canada. Present will be FCC Chairman Mark Fowler and Commissioners James Quello, Joseph Fogarty, Mimi Weyforth Dawson, Henry Rivera and Stephen Sharp. Accompanying them will be Willard (Randy) Nichols, Fowler's chief of staff; Daniel Brenner, legal assistant to Fowler; James Graf, legal assistant to Fogarty, and Robert Pettit, legal assistant to Dawson. Representing the Mass Media Bureau will be Laurence Harris, bureau chief; Henry (Jeff) Baumann, deputy bureau chief; William Hassinger, engineering assistant; Molly Pauker, legal assistant, and Roderick Porter, chief, policy and rules division. Also attending will be Bruce Fein, general counsel; Peter Pitsch, chief, Office of Plans and Policy; William Russell Jr., director, Office of Public Affairs; Ralph Haller, chief, experimental engineering branch, technical analysis division, Office of Science and Technology; Jerry Freeman, engineer, Field Operations Bureau; Raymond Sedon, chief, emergency communications division, Office of Managing Director, and Howard Landau, audio visual management officer, OMD.





## The phoenix ariseth

*"I really think that next fall we'll be poised for a significant turnaround. Our development is the strongest it's been since 1979 and it's also a time where the shows on the other networks are much older [and therefore more vulnerable] than they have been. If we consolidate our strength a little more and along the way discover three hits... when I was at ABC they had three hits and they turned around the whole network."*

BRANDON TARTIKOFF

When it comes to assigning the blame for how NBC managed to dig a hole as deep as the one it was in at the end of the 1981-82 prime time season—its lowest rated season ever (15.2/24)—the shoveling has been attributed to a long list of departed executives. But wherever fault may fall for the company's past and current straits, NBC appears to have put a stop to the decline.

From a ratings standpoint, in prime time, the network's performance so far this season has remained virtually flat—up one-tenth of a rating point from last season. And with a little help from ABC and CBS, both of which registered ratings declines this year, NBC closed the gap a little more. As of March 27, the prime time ratings race showed CBS leading the pack with an 18.4/29 (off 4%), ABC with a 17.4/27 (off 4%),

and NBC with a 15.4/24 (up 1%).

Perhaps the most obvious sign of improvement is the company's bottom line. In 1982, for the first time in five years, NBC showed an increase in profits over the year before, turning in \$107.9 million compared with \$48.1 million in 1981. Even discounting a healthy write-down the company took in 1981 (almost \$34 million for programs NBC chose not to air a second time during the 1981-82 season) profits were up more than 31% last year. Revenues also were up, for the 11th consecutive year, to \$1.8 billion. Within the company, the owned and operated television stations provide the largest contribution to the bottom line, although it's corporate policy not to release specific financial figures. However, Tony Hoffman, an entertainment analyst with A.G. Becker, believes that in 1982 NBC's television station group earned the company between \$70 million and \$75 million while the television network earned perhaps \$30 million to \$35 million, and the radio division about \$3 million. Both ABC and CBS had profits in the \$300 million range.

In assessing NBC's overall performance last year, Hoffman uses the term "significant recovery." He also believes the TV network snapped back sharply, and that the television group ought to be able to increase its profits this year by between 12% and 15%.

But the key questions, from a competitive standpoint, remain unanswerable: How long will it take NBC to generate revenues and

profits that are comparable to those generated by CBS and ABC? And when will parity be achieved from a ratings standpoint? Few if any outsiders are willing to share their guesses for publication. And if NBC Chairman Grant Tinker has set any internal deadlines for his troops to ponder, nobody is talking.

Tinker denies setting such deadlines, but in the same breath emphasizes the need to concentrate on closing the gap before worrying about how to overtake the competition. "The goal is parity," he explains, "and the immediate goal (in terms of ratings) is to be equal. If we were just equal we would be doing a great deal more business than we are doing now. And I don't know when that will be, but it will be in my lifetime."

Richard McDonald, an analyst with First Boston Corp., noted NBC's apparent success in attracting larger (and younger) audience in the urban markets. "They have become better programmers and their strategy has broken with tradition," he said, "in the sense that they are not trying to take market share away" from ABC and CBS. "They are trying to bring back viewers who have left the medium because they feel it has become trite, mindless and banal." He suggested that a significant portion of the audience for NBC's *Hill Street Blues*, for example, is composed of former nonviewers and pay cable subscribers.

McDonald also suggested that the time is almost perfect for an NBC recovery. He sees

## Eight from among the best and the brightest series



*A-Team*



*Knight Rider*



*Hill Street Blues*



*St. Elsewhere*

a possible parallel between the 1975-1977 period, when the U.S. economy was in a recovery stage, and the 1983-1985 period, where most signs also point to a recovery from a recession. In 1975, network gains bottomed out at 7.0%, notes McDonald. The following year brought a 24% increase, with 1977 delivering another 21% on top of that. This year, McDonald believes, should bring a 13% profit gain for the networks. And 1984, with elections and Olympics coverage adding to the momentum, ought to be very strong. And if the economy continues to improve, 1985 "could be very good as well." NBC, he concluded, is in a position not only to benefit from the current economic upswing, but also to make a significant contribution to the overall network picture.

A.G. Becker's Hoffman also points out that NBC's costs in 1982 were for the first time significantly lower than those of its two rivals—about \$1.4 billion compared to their \$1.6 billion, a \$200 million difference. Costs among the three networks "have been very close in past years," he said. Where was NBC able to save in 1982? NBC's chief financial officer, Robert Butler, acknowledged that network television cost increases were held to a little more than 5% and that companywide costs might have been slightly more, but still held down to a single digit increase, compared with the 10% or more recorded by the other two networks. "I think we probably watch costs a little more sharply than the other guys," explained Butler,

"and don't forget, they had three times our profitability, which means that we just have to be more careful."

Where did the savings come from? Network program costs have to be fairly comparable among all networks in order to compete, but Butler suggested that perhaps NBC was "a little" more selective in the long-form area. In addition, noted Butler, "we watch our head count and basic cost structure more closely. We tend to hold people to budgets quite carefully by department. People cannot add to staff without receiving approval right here at the head of the house."

Those in the radio business found the going tough last year, and NBC was no exception. "Last year the radio business was lousy, compared to 1981," said Butler. "That was true of all the networks." The radio division was profitable in 1982, he said, although the network business was "a little in the red."

And profits were down from 1981. Michael Eskridge, president, NBC Radio, attributes the declines to start-up costs for the division's newest network, Talknet, the double burden of distributing programs by land lines and a newly implemented satellite system, and "generally weak sales conditions" for the NBC Radio Network.

The late 1981-1982 period was a time when many new players entered the radio network business. That, coupled with the poor economy, resulted in a lot more availabilities going up against the same dollars. "If we were not in it already, we would not

get into the network business now," said Eskridge. "But we are in it and are well positioned on three fronts" (The Source, Talknet, and the traditional radio network).

NBC Radio's future, at least in terms of expansion, would appear to lie in the station business. The division now owns and operates four AM and four FM stations and hopes to have at least one more FM in the portfolio by year's end, possibly WBOS(FM) Brookline, Mass. (BROADCASTING, Jan. 24). As to exactly how many more stations the division will acquire, Eskridge will say only that "we're doing them one by one, and as long as they look good from a financial point of view, we'll keep going." Eskridge is particularly interested in major-market FM stations, "but we're not ruling anything out."

It is the stations group that insured the radio division's profitability last year. The group's two New York properties, WNBC(AM) and WYNY(FM), are the top billing pair of stations in the country, according to Eskridge. The group's Chicago and San Francisco FM's WKQX and KYUU, switched from adult contemporary to contemporary hit formats in 1982, "and both are doing substantially better in terms of revenues and audience," Eskridge said. "Our FM's have come from almost nowhere in a relatively short period of time." Thus, going with what works might explain Eskridge's bullish attitude toward station acquisition.

But it's NBC's success this season in the major urban markets that industry executives, both within and outside the network, see as perhaps the most positive sign for the future. Progress has been made on two fronts in the urban markets. First, NBC has succeeded in attracting greater shares of viewers falling within the 18-49-year-old age group, a highly desirable demographic from an advertiser standpoint. Second, the network's owned-and-operated stations as well as affiliates in other major markets have succeeded in closing the gap to a degree that does not show up in the national ratings.

Season to date, NBC is up an average 6% in its share of the 18-49 demographic during prime time. The network has increased its share of women 18-49 in those markets by 4% and men by 8%. CBS is down 6% among women 18-49, and down 12% among men. ABC is down 10% and 15%, respectively, for those demographics. In local ratings, the

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## populating the new wave of NBC-TV's programing lineup



*Cheers*



*Remington Steele*



*Mama's Family*



*Silver Spoons*

network's owned station in New York, WNBC-TV, has climbed more than two rating points in prime time this season to the number-one spot in that market, ahead of WCBS-TV, which is off six-tenths of a rating point, and WABC-TV, which is off 1.3 rating points. In Chicago, NBC O&O WMAQ-TV still ranks third, but its prime time rating has improved by 9% this season, while CBS's WBBM-TV has dipped in the prime time ratings by about 10% and ABC's WLS-TV has dropped about 4%. In Los Angeles, KNBC(TV) is still ranked third but managed to improve its prime time performance by 6%, while the other two network O&O's remained virtually flat. In Washington, NBC's WRC-TV scored a 25% gain in prime time to move into a two-way tie for second place with CBS affiliate WDVM-TV. Both are showing a rating of 15. WJLA-TV, the ABC affiliate, ranks first with a 17. NBC's O&O in Cleveland, WKYC-TV, remained in third place but was up 13% in prime time while the CBS affiliate, WJKW-TV, was off 5% and the ABC affiliate, WEWS-TV, remained flat. ABC leads in Cleveland with 20.0, CBS is second with 18.0 and NBC has 17.0.

Improvement was not limited to markets where NBC has O&O's. In San Francisco, for example, NBC affiliate KRON-TV remains third but has increased in its prime time rating by 22% to trail the second-place CBS affiliate, KPIX(TV) by 1.4 rating points. A year ago KRON-TV was 3.7 behind. The CBS and ABC affiliates are off 3% and 1%, respectively.

NBC's television stations group, for the third consecutive year, had record profits in 1982, said Robert Walsh, group executive vice president, NBC. He would not comment on Hoffman's estimate that the group made between \$70 million and \$75 million last year, but did offer that "in the past four years we've come close to doubling our bottom line."

In Walsh's view the most important program area at the local level is news. "That's where most of our effort goes," he said. And in 1982 there were a number of news program talent changes among the NBC-owned stations. The group also set up a new news unit in Washington. "It's kind of like a mini A-news for the O&O's," explains Walsh, which will coordinate and customize pieces and distribute them to O&O stations. "I'm

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## One nice guy who's still last but far from finished

Perhaps it's his disarming smile, or maybe his easygoing manner and apparent control over any situation. For whatever reason, Grant Tinker is well liked in the broadcasting industry. In fact, the question might be posed, does anyone in TV land not like The Great Tinker? The answer would appear to be no.

Indications are that the honeymoon is still on between NBC affiliates and their network's chairman. "I have great confidence that he can achieve relative parity within the next few years," said Jack Harris, president of Channel Two Television Co., Houston, whose group includes NBC affiliate KPRC-TV Houston.

Fred Paxton, president of WPSD-TV Paducah, Ky., and current chairman of the NBC Television Affiliates Association, had this to say about Tinker: "Everybody has a degree of respect for him. He's capable and decent and the sort of fellow you want leading your network."

Jim Smith, general manager of KRON-TV San Francisco, notes signs of improved "stability and consistency" under the Tinker regime.

Still others praise his willingness to stand by some of the network's higher quality programs that have so far failed to produce the ratings which NBC must accrue to close the gap between itself and the other two networks. The decision to renew *Cheers* is a recent example. "There are some occasions when we have to have the courage to stand by our convictions," says Tinker of that decision. "In the past a lot of good, solid, long running and successful shows took a long time to find their audiences. With *Cheers*, we've made an absolute judgment, a creative judgment, that television these days doesn't get any better. And we are confident that the audience will come along eventually and make it a good business judgment."

Now that he has had more than 18 months experience on the job, is the challenge of turning the network around proving any harder than he thought it would be? Tinker's reply: "Yes. Succeeding is harder than I thought it would be, although the job itself, in terms of footpounds

expended," is not any more difficult than he imagined. "My life hasn't changed that much. My weekends are spent reading scripts and doing paperwork, which is what I did at MTM." But the long hours and hard work, he adds, will make "success all the more enjoyable."

Has Thornton Bradshaw exerted any pressure on Tinker to get the job done faster? "No," he states. "On the contrary, I think Brad continues to be not only supportive but has been outspoken on the progress that we're making. I'm not saying that he would not like to see it happen faster, as I would too, but he doesn't—doesn't pop us at all about doing it quicker. He sees, as we see, that the hole has been pretty deep, and he is realistic about how long it takes to turn it around."

Tinker no longer finds it necessary to spend as much time in New York as he did when he signed on as NBC chairman. If not on the road, most weekends are spent in California, and usually three but sometimes only two work weeks are spent in New York. "I work in a much more shorthand way with my colleagues now," he says, "and I don't need to be here [New York] as often."

Tinker is often praised by those within the industry for his willingness to delegate authority and to give executives autonomy in carrying out their responsibilities. "We have a fairly democratic group," he explains. "But if just a few bodies have to get in a room it would be Ray Timothy, Bob Mulholland, Irwin Segelstein, Tinker and Tartikoff."

Asked to assess the state of television programming today, Tinker replies, "It's not that cheerful. It's not as good as it should be, and yet I'm probably a little more realistic about why it is what it is than I was two years ago. If we just went wall to wall with the kind of programming that MTM, for example, produces, the audience would not come in droves to watch it. And that comes back to the mix of things—some *Cheers* and some *A-Team*."

And that's the kind of talk affiliates like to hear. "If he can stay that course," says KPRC-TV's Harris, Tinker will succeed in making NBC a competitive network once again.



trying to improve our image in news in all of our markets," he adds. "I want to be distinctive—not in terms of style but in terms of journalism."

Although there is always room for improvement, Walsh asserts that the owned stations division has "led the way" for NBC. "We've been in front and we're [a division] they haven't had a lot of problems with."

The explanation most often cited for NBC's improved performance in the urban markets, particularly among the 18-49-year-olds, is that the network has developed a core of programs, starting with *Hill Street Blues*, and including *Fame*, *Cheers*, *Family Ties* and *St. Elsewhere*, which, by design, have appealed to that audience segment. And, in addition to the daytime debacle that the network is beginning to face up to, one of NBC's biggest challenges in the 1983-84 season will be to come up with several more "hits" on the order of *A-Team*, which has been averaging a 30 share or better since its second-season debut in January. Such programs, with their broader-based appeal and larger audiences, could then be used as lead-ins to such critically acclaimed programs as *Cheers* and *Fame*.

At last year's NBC affiliates meeting in Los Angeles, company president Robert Mulholland described NBC's strategy as one composed of three different elements: "Planning, patience and performance." Asked for an update on where things stand at the mo-

ment, Tinker told BROADCASTING: "I am coming to the end of my patience stage and into my impatience stage, which means that we better get it up to speed pretty quickly. But we do see signs—the big city success, which is the way it seemed to progress for ABC, and a few building blocks," notably, *A-Team* and *Knight Rider*, which were not around a year ago. He adds, however, that if the 1983-84 season does not show some improvement over what little ratings progress has been made this season, "then I'd shoot right past impatience into abject frustration or whatever the next stage is—possibly it's unemployment. I would think then we were too deliberate. But I don't intend to reach that point."

What went wrong at NBC, and is it possible to pinpoint some of the failures that led to last season's catastrophe? Unfortunately for Fred Silverman, he was at the helm when NBC's worst-ever prime time schedule was formulated. And, fairly or unfairly, that's a legacy he has to live with. His name is inevitably mentioned in discussions about NBC's hard times. His programming wizardry is seldom denied—it was his lack of administrative ability that proved, apparently, to be his downfall. "He insisted on doing it all," said one executive of an NBC affiliate. "And no matter how talented a person is, it takes more than one body to run a network."

Some blame the NBC collapse on the one-two Herb Schlosser-Fred Silverman punch.

Schlosser, who preceded Silverman as NBC president, was said to have been a capable administrator with little knowledge of programming. Others suggest that Tinker's arrival on the scene was a boost that the network has sorely needed since Pat Weaver resigned the NBC chairmanship in the mid-fifties.

When asked for his opinion on what went wrong at NBC, Tinker says, "The past is what it is and there's no denying it and no ducking it, but I really wouldn't want to spend a lot of time on it. Obviously, over a period of years, they go back quite a ways really, NBC just didn't do its business well. It didn't pick its shows wisely, didn't schedule them properly and maybe had a lot of bad luck. All of that put together meant that the other guys did their work better than we did ours. There's no black magic to the problem, and probably not a hell of a lot of black magic to the solution. I think that if we do our job better and have a little luck then we'll achieve the parity I was talking about."

Indeed, development is the name of NBC's game for the upcoming season. It has ordered about 30 pilots, five of which, according to NBC Entertainment President Brandon Tartikoff, have been specifically tailored for placement in front of *Cheers* on Thursday night. "Once you know what time period you are making the show for," Tartikoff told BROADCASTING, "you can design it. It's not totally a science yet, but you know

you are going for a certain sophistication in writing, you want to appeal to the specific *Cheers* demo group, and you want to add an element of attracting kids and teen-agers because whatever you're going to be at 8 p.m. by and large you know *Magnum* goes old. So on Thursday you should be coming out of 8 o'clock with a first place share of kids and teens."

"In our column this year," said Tartikoff, "we have about five or six shows that I think qualify as success stories—shows that dramatically improved the time periods that they went into in terms of the rating they were getting." Case in point: *Knight Rider*, a new show this season in the Friday 9 p.m.-10 p.m. slot. It is ranked on a season-to-date basis as the 53d rated program with a 15.2/24. "It's not in the top 20," said Tartikoff, "but it has [almost] doubled the rating and share from last year in the time period." Another program that he points to as having turned around a time period for the network: *A-Team*, a time-period leader, Tuesdays, 8 p.m.-9 p.m., which broke into the top 10 for the first time during the third week of March with a 21.3/32. *Silver Spoons*, *Mama's Family* and *Remington Steele* have also delivered better ratings this season than their time periods turned in last season, noted Tartikoff. "And if you think about what CBS has done—they may have two shows that turn up in the top 20 like *Gloria* and *Newhart* . . . but by and large they are sustaining but not improving their time periods. ABC has one show, *Matt Houston*, which has year to date improved the time it is in.

"I really think that next fall we'll be poised for a significant turnaround because of a couple of factors," said Tartikoff. First, he noted, NBC's development for the coming season is the strongest, in terms of quantity, at least, since 1979. But also, NBC will be competing against programs that have been on the air for a number of years and may well have run their course, or at least will be more vulnerable. "Traditionally," he explained, "the older a show gets, the older its demographics get. So in terms of our target group of demos, which is 18 to 49 and certainly the 18-to-34 portion of that, we will, I think, be in good stead to attract those kinds of viewers because they will be the most mobile when it comes to next fall."

Series development isn't the only program activity where Tartikoff is looking for marked improvement next year. NBC will double its mini-series output and produce 25 made-for-TV movies. Up to now, the network has usually televised one mini-series for each of the sweep periods, and, as a promotional tool, perhaps one more to kick off the fall or second season. Starting this May, however, the output will double to about six a year—two for each sweep period. In May the network will televise a mini-series entitled *V...%*, and another mini-series yet to be announced. And for next season, NBC has already committed to *Princess Daisy* and *Celebrity*, both of which are being produced by NBC Productions.

NBC made it clear a while back that it felt the value of theatrical films on network television has been declining, due largely to the pay television exposure they get first, the alternative being made-for-TV movies. By

the fall of 1984, Tartikoff believes, "We'll be in a position to make twice as many as we will in the coming year [25]." The reason NBC will not make more than the 25 scheduled for the coming year is that it was able to acquire an unusually good batch of theatrical films for the 1983-84 season, including "On Golden Pond," "Ordinary People," "Busting Loose," "Airplane," "Elephant Man" and "Only When I Laugh."

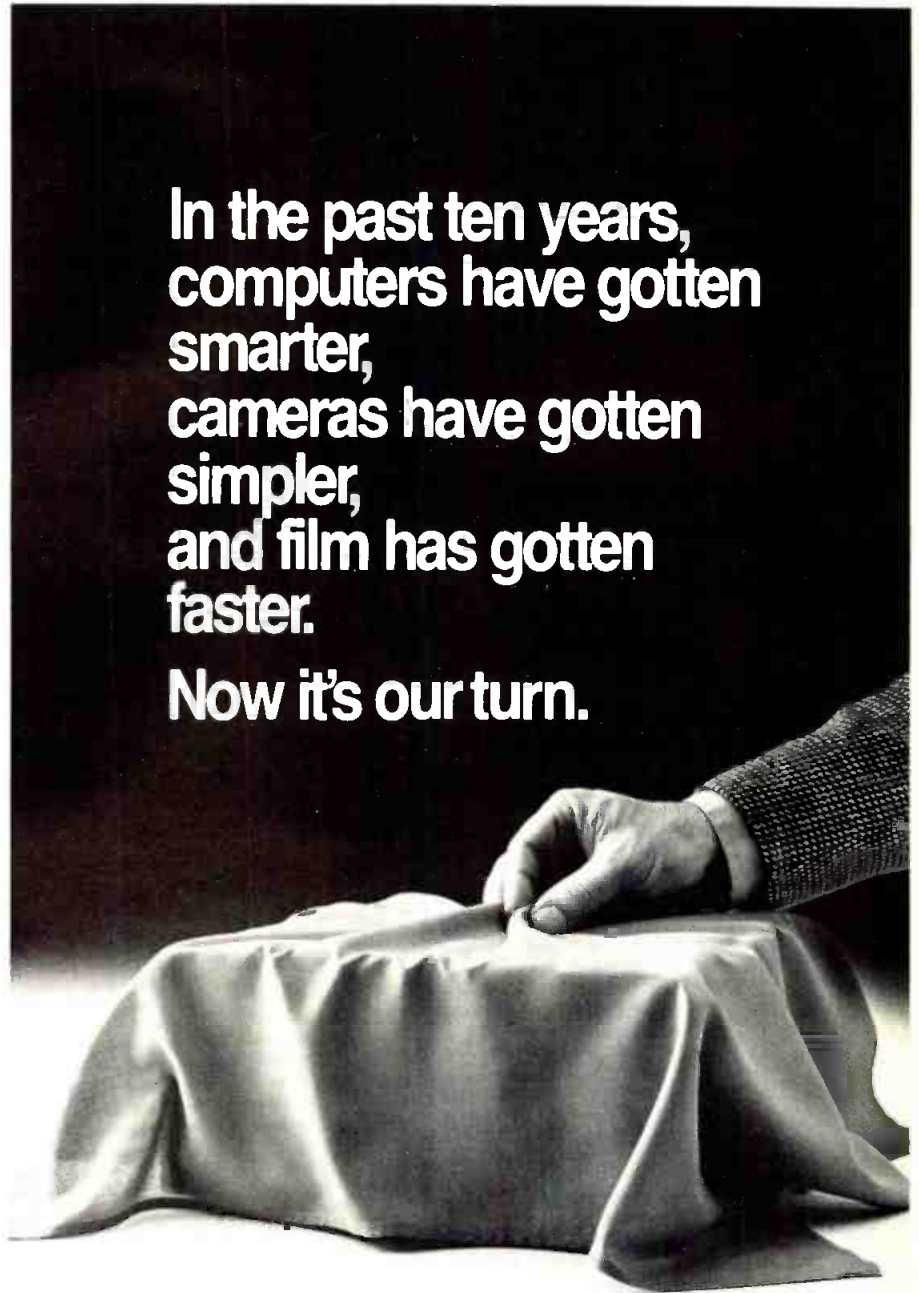
NBC's programing head sees the job of schedule setting for the coming season as considerably less difficult than it was last year. As examples, he points to Friday and Saturday which he describes as "out-and-out disaster nights" last season. However, with the addition of *Silver Spoons* and *Mama's Family* to the Saturday night lineup, along

with *Different Strokes*, and the relative success of both *Knight Rider* and *Remington Steele* (only recently moved to Tuesday nights) on Friday nights, Tartikoff said, "it's a lot easier to plug holes for 90 minutes of the night," than to remold an entire evening.

That's not to say, however, that NBC doesn't have its work cut out for it. Last year, with the exception of an hour here and there, Tartikoff had an entire prime time schedule to revamp. Now, he feels, the prime time schedule is strong or has potential in perhaps 50% of the time periods. "Our motto to ourselves to this year was that NBC looks good for about half the night. Every night we've had a great 90 minutes somewhere on the night and then we'd collapse." Among the trouble spots: Sunday evenings between 7

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p.m. and 9 p.m. and the lead-in period before *Cheers* on Thursday night, where NBC has to contend with CBS's *Magnum* (8 p.m.-9 p.m.) and *Simon & Simon* (9 p.m.-10 p.m.), both of which ranked in the top-10 shows on a season-to-date basis through March 20. And although it's a big if, Tartikoff is confident that if NBC can develop a 30-share program for the middle of Thursday evening, "*Cheers* will hold whatever lead-in we give it because there will be what I call the undertow of people warming up their television sets for *Hill Street*." And if *Cheers* can deliver a 30 share to *Hill Street* the latter will get a 36 share next season, said Tartikoff, "because it's doing a 32 this season with a 23 lead-in."

NBC executives and others in the industry often point to ABC's turnaround in the mid-seventies as starting in the major markets, then expanding. NBC hopes to execute the same strategy, and Tartikoff suggested that with perhaps three "tough but achievable hit shows" the network's prime time will be a serious contender once more. "When I was at ABC they had three hits and they turned around the whole network: *Charlie's Angels*, *Love Boat* and *Three's Company*. You can track the nights those three shows ended up landing on and those are the nights which ended up becoming the major strength for ABC."

With NBC showing some improvement over the past year in prime time, the network has taken a preliminary step or two toward addressing its daytime program block, which affiliates around the country generously describe as dismal. Network officials do not argue with that assessment, but point out that in recent months NBC's average daytime share has risen from a low point of 14 to about a 17.

That improvement "is nowhere near enough," acknowledged Tinker, "but there are some changes coming." A big boost to affiliate morale came a few weeks ago with appointment of Steve Sohmer as senior vice president, entertainment. He has impressed many affiliates with his on-air promotional campaigns for NBC programs. "Sohmer's done a good job in promotion," said Amy McCombs, vice president, general manager, WDIV(TV) Detroit, adding that "it's a real job just getting people to pay attention to what you're programming." And before Sohmer had turned it around, program promotion was also a "big problem," she said. By most accounts, it's conceded that daytime will be even tougher to turn around than prime time, because established daytime soap operas, such as ABC's *General Hospital*, appear to form a habit among viewers. Yet, the only proved method for making headway in daytime seems to be to fight fire with fire—games and soaps. Earlier this year NBC tried to establish a soap opera, *Texas*, in a morning time period, with no success.

Other moves made by the company recently in the attempt to strengthen daytime include the hiring away from CBS of Brian Frons, who has been appointed vice president, daytime programs, NBC Entertainment. He will be devoting much of his attention to game shows and serials. From a program standpoint two new game shows are making their debut today—*The New*

*Battlestars* and *Dream House*. Also, two new soap operas have been ordered—*Scruples*, which could start as early as September and another as yet untitled serial which would debut no earlier than January 1984, according to Tartikoff. There has also been talk of perhaps converting NBC's canceled prime time soap, *Flamingo Road*, to a daytime-format serial (but not with the original cast). *Scruples* was created by Pat Falken-Smith who also worked on NBC's *Days of Our Lives* serials (and is credited with helping to turn that serial around somewhat) and who created the Luke and Laura theme on ABC's *General Hospital*.

NBC *Nightly News* was still ranked third through the first quarter of 1983 with a 12.3/20 behind second-place *ABC World News Tonight* (12.6/21), and first place *CBS Evening News* (15.2/25). *Today* still has a firm hold on second place with a 4.3/21, behind *Good Morning America* (5.6/27), but *CBS Morning News* has made some headway this year, averaging a 3.4/16 compared to a 2.6/14 a year ago.

NBC officials, however, note two positive trends in connection with *Nightly News*. First, it showed considerable improvement through January and February, taking second

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*Tinker on timing:*

**"I am coming to the end of my patience stage and into my impatience stage, which means that we better get it up to speed pretty quickly."**

---

place on several evenings and, second, it outranks the other two network evening news programs in attracting the 18-49 demographic.

And by and large, affiliates believe the *Nightly News* product to be of good quality and are hard pressed when it comes to suggesting ways of improving its ratings.

"*Nightly News* still has to find its way," said Reuven Frank, president of NBC News, "although it has good impact in the major cities." The evening news program is Frank's number-one priority, although for now, he feels, the best approach to improving its ratings performance may be the hands-off approach. "When I think back to past successes," he explains, "I don't remember them doing anything. You can only go so far before damaging the thing you're trying to help." And in a sense he sees a similarity between a daily news program and a daily soap opera. "A daily news program is very much a habit. It's an institution. People change slowly and reluctantly."

Since Frank took over the presidency of the news division (for the second time) after the departure of William Small last year, *Today* has undergone several changes. "When I was gone," he noted, "the emphasis was shifted," away from hard news and toward feature material. The idea now, he says, is to "get a more news-related approach to the material outside of the news package."

A special survey on the program revealed

that the Gumbel-Pauley-Wallace "troika" was confusing viewers. "They didn't know who was doing what." Thus, Wallace was reassigned, and Gumbel has emerged as the clear leader. "People want a leader," Frank said, adding that a similar survey of the *Nightly News* "came up with no magic keys."

Frank acknowledges that there is room for, perhaps need for, improvement within most of the NBC News programming. "Oh, God, yes. But it takes daily tinkering, figuring out how people can do their jobs better."

On the sports front, things seem to be stable with few complaints from affiliates. Some would say that major league baseball struck a mother lode with the \$500-million, five-year rights package it signed with NBC last month. But NBC Sports President Arthur Watson turns the metaphor around, countering that it is the network that has acquired one of the "crown jewels" in sports programming. And he confirms that if ABC decides not to renew its option for the other half of the baseball package, NBC will. "From a sports standpoint," said Watson, "one of the best things we could do to strengthen our program would be to grab the other half."

One point for the upcoming season, which the company hopes to use to turn this year's qualitative gains into greater ratings success: NBC does not have the World Series (unless it picks up the entire baseball package), the Super Bowl or the 1984 winter Olympics. In the current season, NBC has won three weeks, two of which were interlaced with its World Series coverage and a third that included Super Bowl Sunday, also seen on NBC this year. The network won't have those "crown jewels" to rely on next year.

NBC's improved demographic performance has certainly helped the network sales picture, according to Robert Blackmore, vice president, sales, NBC Television Network. "Pricing is up substantially over a year ago," he said, "and I think the value is up too."

Blackmore asserts that the network has improved in demographics "in almost every desirable category—children, teens, men and women 18-49, as well as upscale households."

The network is sold out through most of the second quarter and about 90% sold out through the rest of the year. "We had a very big upfront buying season this year," said Blackmore, "because advertisers thought we'd skew younger this year."

As to Tinker's single greatest accomplishment as NBC chairman, the consensus seems to be that he has brought a measure of stability to the company. And Tinker endorses that consensus: "I think the only accomplishment I could point to, and one that anyone could have achieved really, is a kind of calming down, a stabilization of NBC. When I got here, and this is not an anti-Fred Silverman statement, NBC was in an excited state, in the negative sense of the phrase. Things had been going badly and there was a lot of churn among the staff." Now, he asserts, people have settled down to their appointed tasks. With the house now in order, Tinker is looking ahead, "to pile up a record in the future of continuing upward." □

## War on pornography urged by group in meeting with Reagan

**Claiming situation is 'critical,' political and religious leaders advise President to enforce anti-porn laws; pay TV and cable are on group's target list**

Twenty-four conservative religious and political leaders concerned about what they see as the explosion of pornography in the country—including an alleged growing presence on pay television and pay cable—took their case for federal action to quell it to the Oval Office last week, and got what they said was a sympathetic hearing. What they did not get, however, was a commitment to install in the White House a coordinator to oversee a government-wide effort to enforce the anti-pornography laws on the book.

The meeting came after a series of sessions, beginning last July, that members of the group had held with administration officials. They saw not only the President but representatives of agencies that the group regard as essential in the war they want waged on pornography: FBI Director William Webster, Postmaster General William F. Bolger, Commissioner of Customs William Von Raab, and Lowell Jensen, assistant attorney general in charge of the Justice Department's criminal division. Presidential Counsellor Edwin Meese III was also present.

For 35 minutes, Father Morton Hill, president of Morality in Media, and other members of the group, spoke of their concern about what they see as the government's failure to halt the trafficking of pornography—which Hill described as a "\$6-billion business"—in the U.S. What the group wants, Hill said he told the President, is a "high-level official in the White House" to coordinate the anti-pornography activities of the various agencies. He noted there are four federal laws on the subject.

Hill said the pornography industry is growing rapidly with material coming into the country from abroad, being shipped through the mails and in interstate commerce, and shown on subscription television and cable. As a result, he said, the situation is "critical." He noted that federal law prohibits indecent and obscene material on television but not on cable—but should, he said. "Both enter the home over the same set." (Morality in Media General Counsel Paul J. McGeady said the organization has prepared a bill that would bring cable under the same antiobscenity statute that applies to broadcasting. He also said that "several senators," whom he declined to identify, are considering serving as sponsors.) The cable issue was not addressed, as such, in the meeting with the President, Hill said.

The Morality in Media group left the White House in an apparently good mood. Hill said the President's reaction was "wonderful...couldn't have been better." He quoted the President as saying, "We're going to clean up the toxic waste sites in America,

and we have to do something about this, too." "We were very encouraged," Hill said.

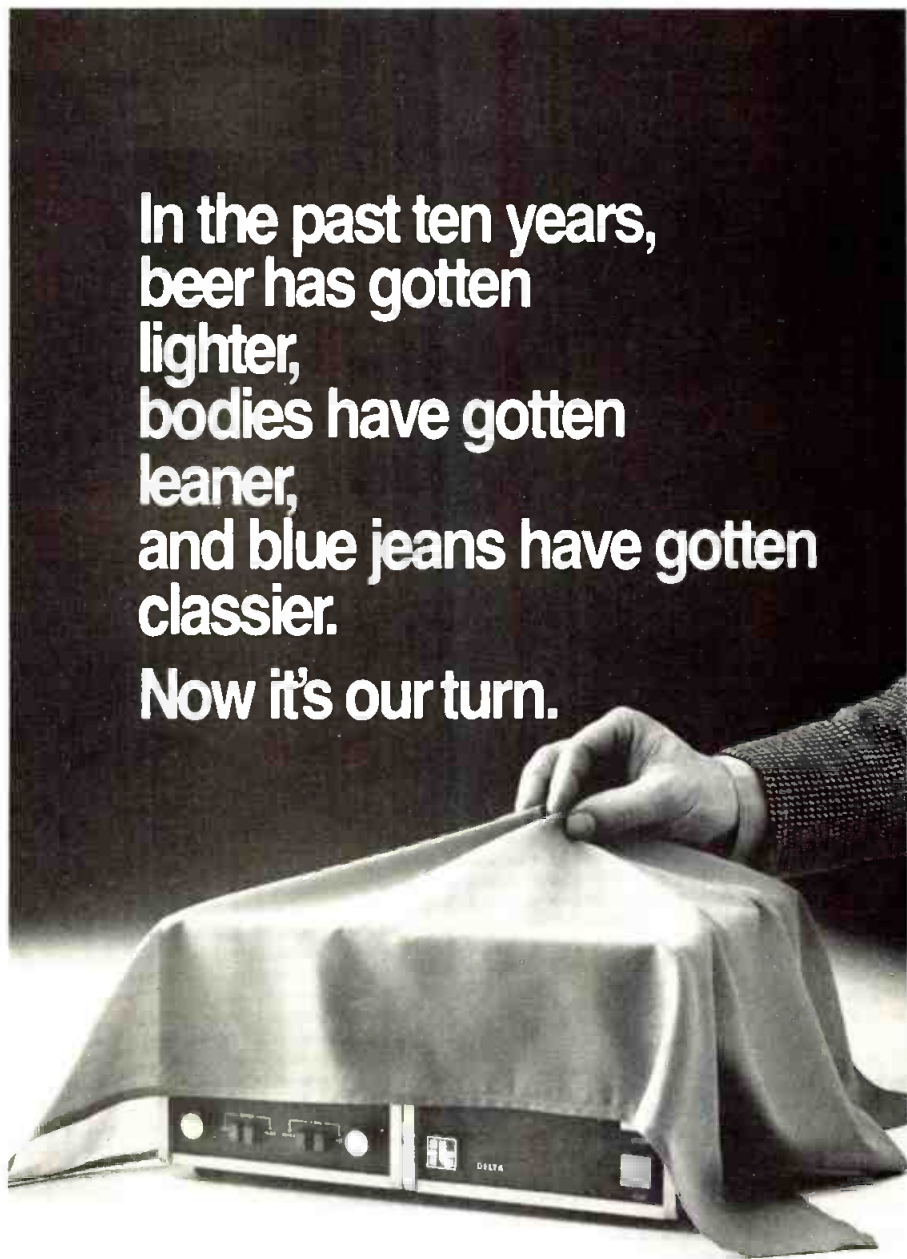
The President made no firm commitment regarding the appointment of an official to coordinate the government's anti-pornography drive. But he promised to give the proposal "serious consideration," according to White House aide Morton Blackwell, who accompanied the group to the Oval Office.

The President was also said to have expressed concern about the dangers of censorship—and to have recalled, approvingly, the self-regulatory efforts of the movie industry when he was making films, in the 1940's and 1950's. "Under the code [in effect]," he was quoted as saying, "something was left to the imagination. But not now—and as a

result, the quality is inferior.' "

Morality in Media has not been confining its efforts on the issue to high-level lobbying. It is waging a campaign in state legislatures and city councils for the adoption of laws and ordinances banning cable systems from transmitting "indecent" material (BROADCASTING, Feb. 21). And that effort could get a push from an amendment to be offered to the cable television bill (S.66) that Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, has introduced. The amendment, being prepared by Senator Paul Trible (R-Va.), would say nothing prohibits cities from declaring systems they franchised may not offer certain programing. □

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## CBS rebuts 'TV Guide' charges

**Sauter again says documentary on General Westmoreland, blasted in magazine, was not a 'smear'**

CBS News President Van Gordon Sauter said last week that the *TV Guide* article "Anatomy of a Smear," dealing with the CBS News documentary that later led to a \$120-million libel suit by General William C. Westmoreland against CBS, contained serious errors reflecting "a shocking disregard for the truth."

In what he said was CBS News's first comment on the article itself, Sauter said that despite its title, the article contained nothing to suggest the broadcast was a "smear." Indeed, he said, "the authors conceded in their writing that they were not challenging the truth of the broadcast's contention: That U.S. military officials in Vietnam intentionally misrepresented to the government and the American people the enemy strength prior to the Tet offensive."

Thus, Sauter said, the smear was not in the broadcast but in the article's title, "directed by the editors of *TV Guide* at CBS News."

"But there are more serious errors within the article," he continued. "For the sake of brevity, I shall confine myself to three examples." He described the three:

■ The article quoted George Allen, former CIA official, as saying he "tried to dissuade [CBS News] Producer George Crile from even doing the show because I thought they were making a mountain out of a molehill." Actually, Sauter said, Allen has told him in a letter that "I did *not* attempt to dissuade CBS from doing the show and I do *not* believe the show made 'a mountain out of a molehill.' I believe [the broadcast] was a reasonably fair and accurate depiction. . . , that the thrust of the story was basically sound, that it [was] presented in a legitimate fashion."

■ The article said that "CBS's own paid consultant [Sam Adams, former CIA analyst] now doubts the documentary's premise of a Westmoreland-led conspiracy." Of this, Sauter said, Adams was quoted as saying in *Newsweek*: "Baloney. I think maybe the program should have come out more forcefully that the White House was involved, but I don't think that gets Westy off the hook at all."

Sauter said the article implied that the broadcast misrepresented the view of Colonel Gains Hawkins, former U.S. Army order of battle chief in Vietnam, regarding a ceiling on enemy manpower and also "cast doubt on whether a ceiling had actually been imposed." Yet Hawkins wrote him, Sauter said, that nothing he said has been used out of context and "indeed, I was amazed at the skill of the documentary editors in preserving the text and flavor of my remarks." As for the substance of the ceiling issue, Sauter said Hawkins told him in the same letter that:

"As the officer with primary responsibility for estimating the total enemy strength, I misused the available information to establish a figure on the irregular and political categories of enemy forces to meet what I had no doubt was the command requirement. . . [T]here was no doubt in my mind. . . that a ceiling existed and that the bottom-line figure was not to exceed that ceiling. . . During the latter days of the concluding conference in Saigon this ceiling was confirmed on a piece of paper given to me by Colonel Morris [who] stated to me that at that time that this was to be absolutely the top figure acceptable."

Sauter's comments were contained in a letter to Ron Dorfman, editor of *The Quill*, the publication of the Society of Professional Journalists, Sigma Delta Chi, which had presented a distinguished service award for magazine reporting to "Anatomy of a Smear."

"The intent of this letter is not to impugn the value of your prizes or the method by which they are determined," Sauter wrote. "But we believe this article, since it has been honored, deserves to be seen with greater clarity."

Russell C. Tornabene, SDX executive officer, said last week that the society presents distinguished service awards in 16 categories each year, with entries in each category judged—and a winner chosen—by a panel of judges who remain anonymous before, during and after the judging. He said he believed this was the first time in 51 years of the awards that a complaint of inaccuracy had been made against a winner.

General Westmoreland's libel suit is in pre-trial stages in federal district court in New York. □

## Fourth Estate support for Fifth Estate

**ANPA committee prods board to take more forceful stance against fairness doctrine and equal time restraints**

Directors of the American Newspaper Publishers Association, who withheld full fire on the issue a couple of months ago (BROADCASTING, Feb. 21), have received an internal nudge to vote for a policy advocating repeal of the fairness doctrine and the equal-time law for the electronic media.

The appeal for a forceful repeal stance came from the ANPA telecommunications committee, meeting in the wake of its March 9-11 meeting in Washington. Robert Johnson, head of the public policy subcommittee, said the recommendation was in response to the board's directive in January that ANPA committees study the issue of content regulation of the electronic media. ANPA's government affairs and press/bar committees also are expected to offer their recommendations to the board.

The ANPA board is to meet April 27 in New York, but may not take up the issue then. A spokesperson for ANPA said that the meeting agenda had not yet been set and noted that the reports still pend from other committees.

"There was a strong endorsement for repeal by the full telecommunications committee," according to Johnson, also president of *Newsday*. "There was virtually no opposition." He said the telecommunications committee believed the equal time and fairness rules were the "two clearest areas" of the federal government's regulation of the electronic media in violation of the ANPA board's policy statement.

That statement, in January, disappointed

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broadcasters and cablecasters seeking immediate and full support in their quest for editorial freedom. It simply stated: "ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which information is disseminated." The board then noted that no specific, implementing actions were directed at that time.

It was a letdown particularly to those who found portents of a strong print ally in an eloquent address last fall by Arthur Ochs Sulzberger, publisher of *The New York Times* and a member of ANPA board (BROADCASTING, Nov. 22, 1982). In it, Sulzberger called on his fellows "to join with their electronic brethren to close the First Amendment gap." He regretted that print publishers "are putting distance between themselves and electronic publishers when it comes to the First Amendment" for fear that somehow broadcast regulation might rub off on print. He further warned: "The line between print and electronic journalism is thin at best and getting thinner. And oversight of free speech is not the role of government." □

## New study program for broadcast journalists

Six-month fellowships will be awarded by University of Chicago and William Benton Foundation

The University of Chicago and the William Benton Foundation have announced a program to give promising broadcast journalists six months, free of deadline pressures, to study fundamental problems that underlie the news.

Seven to 10 William Benton Fellows will be selected annually to receive stipends normally equal to their full current salaries for the six-month period as well as financial assistance for travel costs.

Application deadline is May 1. Fellows will be notified of their selection by June 1 and the program is to begin Sept. 26. It is open to TV and radio reporters, anchors, news directors, assignment editors and writers.

In addition to course work, Benton Fellows will meet on occasion with a national advisory group that will be chaired by John Chancellor, long-time anchor and commentator for NBC News. Also, they will participate in a regular seminar with scholars and news executives to discuss ways to cope with fundamental news issues at a time of rapidly advancing and changing technology.

Each fellow will follow an individualized program of graduate study for two academic quarters under the supervision of a faculty adviser, enrolling in two specialized courses each quarter.

It was further announced that the Benton Fellows will participate in a University of Chicago conference on TV and radio news in the fall of this year. That conference will bring together leaders in broadcast journalism to discuss central issues facing the profession.

Academic aspects of the program will be supervised by a 10-member faculty advisory

## NewsBeat

**Papal purview.** ABC News's unprecedented, year-long access to Pope John Paul II and church officials in Rome came to fruition last night (April 3) in ABC-TV's Easter special report, *The Pope and His Vatican*. It included a chronicle of the pontiff's day through footage that ranged from intimate 7 a.m. scenes of the pope praying alone in his private chapel to the many and more public activities on the pontiff's calendar.

Narrated by ABC News correspondent Bill Blakemore, the special also examined the aims and attitudes of John Paul II and his strong global reputation as he seeks to reunify Catholicism, reassert traditional Catholic doctrine and uphold principles of worldwide justice. In addition, the special report presented rare television footage of the Vatican's innermost chambers; how the central power group, the Curia, functions; how a saint is chosen, and how bishops are selected and confirmed.

Executive producer of *The Pope and His Vatican* was Av Westin, vice president for program development and producer of *20/20*. Senior producer was Ellen Rosen. Right photo: ABC News cameraman Rupen Vosgi-morukian (l) and Westin. □



**ABC setback.** Supreme Court, without comment, left intact appeals court decision that ABC must defend itself in lawsuit by Detroit housewife over 1977 TV documentary that she charges "insinuated" she was prostitute. Show, *Sex for Sale, the Urban Battleground*, presented outraged comments of residents of middle-class neighborhood, as camera photographed several women as they walked down public street. Complainant in lawsuit, Ruby Clark, was one of women and she contended program conveyed impression that she was "common street prostitute," created personally embarrassing situations and was responsible for loss of two prospective employment opportunities. U.S. District Court Judge Julian Cook originally dismissed suit, ruling program did not libel Mrs. Clark nor invade her privacy, but Sixth U.S. Circuit Court of Appeals panel reversed Cook's ruling and reinstated suit (BROADCASTING, Aug. 2, 1982).

committee chaired by historian Barry Karl.

The fellowships honor the late William Benton and are funded at Chicago University by the William Benton Foundation. Benton was cofounder of the Benton & Bowles advertising agency, chairman-publisher of "Encyclopedia Britannica" and a U.S. senator from Connecticut. He served as a vice

president and later trustee of the university and was known for his deep commitment to excellence in broadcasting.

Application forms and brochures further describing the program are available by writing: Director, William Benton Fellowships, University of Chicago, room 501, 5801 South Ellis Avenue, Chicago 60637. □

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# Stock Index

Exchange and Company	Closing Wed. Mar 30	Closing Wed. Mar 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	62	65 1/8	-3 1/8	- 4.79	11	1,796
N Capital Cities	139 1/2	142	-2 1/2	- 1.76	20	1,830
N CBS	68 3/4	69 1/8	- 3/8	- .54	14	1,924
N Cox	46 1/4	47 1/4	-1	- 2.11	21	1,311
A Gross Telecasting	41 3/4	40 3/4	+1	+ 2.45	11	33
O LIN	36 3/4	37 1/2	- 3/4	- 2.00	21	380
N Metromedia	399	395 1/2	+3 1/2	+ .88	27	1,345
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	53	52 1/8	+ 7/8	+ 1.67	20	143
O Scripps-Howard	23 1/4	23 1/4			13	240
N Storer	29 1/4	28 7/8	+ 3/8	+ 1.29	19	479
N Taft	47	45	+2	+ 4.44	12	437
O United Television	9 1/2	12 1/4	-2 3/4	-22.44	13	114

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25 1/4	25 1/4			18	100
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	40 3/4	39 1/2	+1 1/4	+ 3.16	18	381
N American Family	17 7/8	17 1/4	+ 5/8	+ 3.62	15	241
O Associated Commun.	23 3/4	23 3/4				57
N John Blair	56	55 3/4	+ 1/4	+ .44	13	218
N Charter Co.	11 7/8	11 3/8	+ 1/2	+ 4.39	5	259
N Chris-Craft	20 5/8	20 7/8	- 1/4	- 1.19	5	134
N Cowles	17 1/2	16 3/4	+ 3/4	+ 4.47	10	69
N Dun & Bradstreet	124	121 1/2	+2 1/2	+ 2.05	25	3,259
N Fairchild Ind.	21	18 7/8	+2 1/8	+11.25	13	275
N Gannett Co.	65 1/2	64	+1 1/2	+ 2.34	20	3,485
N General Tire	34 7/8	32 3/8	+2 1/2	+ 7.72	24	822
O Gray Commun.	46	44	+2	+ 4.54	11	22
N Gulf United	27 7/8	27 7/8			10	771
N Harte-Hanks	38 3/4	38 3/4			14	382
N Insilco Corp.	23 5/8	24	- 3/8	- 1.56	21	359
N Jefferson-Pilot	32 3/4	33 7/8	-1 1/8	- 3.32	7	702
O Josephson Intl.	15 5/8	15 3/4	- 1/8	- .79	13	61
N Knight-Ridder	50 1/2	50 5/8	- 1/8	- .24	17	1,634
N Lee Enterprises	44 1/8	43	+1 1/8	+ 2.61	16	303
N Liberty	16 7/8	17	- 1/8	- .73	11	216
N McGraw-Hill	94	95	-1	- 1.05	22	2,341
A Media General	46 1/2	45 5/8	+ 7/8	+ 1.91	10	323
N Meredith	99 1/4	97 3/4	+1 1/2	+ 1.53	11	307
O Multimedia	35 3/4	38	-2 1/4	- 5.92	13	364
A New York Times Co.	66 1/2	66 1/2			14	834
A Post Corp.	37 1/2	38 3/4	-1 1/4	- 3.22	19	68
N Rollins	14	13 7/8	+ 1/8	+ .90	8	371
N Schering-Plough	42 3/4	45 3/8	-2 5/8	- 5.78	13	2,275
N Signal Cos.	29 5/8	31 7/8	-2 1/4	- 7.05	16	2,138
O Stauffer Commun.	43	43			10	43
A Tech Operations	23 7/8	24	- 1/8	- .52	11	19
N Times Mirror Co.	71 3/4	72 3/4	-1	- 1.37	18	2,451
O Turner Bcstg.	18	18 1/2	- 1/2	- 2.70	34	367
A Washington Post	61 1/4	60 1/8	+1 1/8	+ 1.87	17	866
N Wometco	33	32 1/2	+ 1/2	+ 1.53	18	451

## CABLE

A Acton Corp.	7 1/8	7 3/8	- 1/4	- 3.38	36	36
N American Express	62 3/4	60 3/8	+2 3/8	+ 3.93	11	6,025
O Burnup & Sims	8 1/8	8 1/4	- 1/8	- 1.51	9	71
O Comcast	20 1/4	21 1/4	-1	- 4.70	16	90
N General Instrument	56 1/8	56	+ 1/8	+ .22	17	1,742
N Heritage Commun.	12 1/8	12 3/8	- 1/4	- 2.02	21	89
O Rogers Cablesystems	10 1/2	9 3/8	+1 1/8	+12.00	21	231
O Tele-Communications	25	24 7/8	+ 1/8	+ .50	69	526
N Time Inc.	59 1/2	56 1/4	+3 1/4	+ 5.77	24	3,036
O Tocom	8 1/8	8 3/4	- 5/8	- 7.14	6	46
N United Cable TV	19 7/8	20 3/4	- 7/8	- 4.21	18	217
N Viacom	32 3/8	30 3/4	+1 5/8	+ 5.28	20	369

Exchange and Company	Closing Wed. Mar 30	Closing Wed. Mar 23	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	5 1/2	5 5/8	- 1/8	- 2.22	79	30
N Coca-Cola	54 1/2	51 3/4	+2 3/4	+ 5.31	19	125
N Disney	77 1/4	75 5/8	+1 5/8	+ 2.14	23	2,576
N Dow Jones & Co.	41 3/4	39 3/8	+2 3/8	+ 6.03	15	2,663
O Four Star	6 3/4	6	+ 3/4	+12.50	38	4
N Getty Oil Corp.	56 5/8	54 1/2	+2 1/8	+ 3.89	6	4,582
N Gulf + Western	24 1/2	24 1/2			10	1,812
N MCA	36 7/8	36 5/8	+ 1/4	+ .68	9	1,746
N MGM/UA	11 3/8	12 1/8	- 3/4	- 6.18	37	566
N Orion	19 1/2	19 3/4	- 1/4	- 1.26	4	134
O Reeves Commun.	20 3/4	19 3/4	+1	+ 5.06	7	170
O Telepictures	15 1/8	16 1/8	-1	- 6.20	42	318
O Video Corp. of Amer.	8 5/8	8 1/8	+ 1/2	+ 6.15	10	14
N Warner	28 1/2	30	-1 1/2	- 5.00	6	1,810
A Wrather	27 1/2	25 3/4	+1 3/4	+ 6.79	33	61

## SERVICE

O BBDO Inc.	40 3/4	39 3/4	+1	+ 2.51	8	237
O Compact Video	7 5/8	7 3/4	- 1/8	- 1.61	3	25
N Comsat	71	75 1/4	-4 1/4	- 5.64	14	568
N Doyle Dane Bernbach	20 3/4	20 3/4			10	119
N Foote Cone & Belding	44 1/2	45 3/8	- 7/8	- 1.92	10	121
O Grey Advertising	91	90	+1	+ 1.11	8	52
N Interpublic Group	52 1/2	53 1/2	-1	- 1.86	13	244
N JWT Group	32 1/8	31 3/4	+ 3/8	+ 1.18	76	169
O MCI Communications	45 7/8	45 7/8			33	4,410
A Movielab	4 1/8	4 1/8			5	7
O A.C. Nielsen	35 1/2	36 1/4	- 3/4	- 2.06	9	797
O Ogilvy & Mather	48 1/2	47	+1 1/2	+ 3.19	13	206
O Telemation	5 1/4	5 1/4			14	6
O TPC Communications	2	2 1/8	- 1/8	- 5.88	1	2
O Unitel Video	10	10			18	13
N Western Union	41 5/8	42 1/8	- 1/2	- 1.18	11	852

## ELECTRONICS/MANUFACTURING

O AEL	24 3/4	23	+1 3/4	+ 7.60	13	48
N Arvin Industries	19 7/8	20 5/8	- 3/4	- 3.63	19	138
O C-Cor Electronics	17	15 1/4	+1 3/4	+11.47	13	51
O Cable TV Industries	5 3/4	6 1/2	- 3/4	-11.53	18	17
A Cetec	9	9 1/8	- 1/8	- 1.36	21	20
O Cytron	27 1/4	27	+ 1/4	+ .92	21	74
A Cohu	7	7 1/8	- 1/8	- 1.75	15	12
N Conrac	31 1/4	32 7/8	-1 5/8	- 4.94	16	70
N Eastman Kodak	84 3/8	85 3/4	-1 3/8	- 1.60	12	13,709
O Elec Missile & Comm.	12 1/4	12	+ 1/4	+ 2.08	111	34
N General Electric	106 1/2	106	+ 1/2	+ .47	14	24,130
N Harris Corp.	45 3/4	45 3/4			22	1,433
O Microdyne	13 1/2	13 1/8	+ 3/8	+ 2.85	24	63
N M/A Com. Inc.	25	27	-2	- 7.40	23	978
N 3M	79 1/4	80	- 3/4	- .93	15	9,304
N Motorola	109	109			23	4,157
N N. American Philips	61 3/8	61 5/8	- 1/4	- .40	12	849
N Oak Industries	11 1/4	12	- 3/4	- 6.25	6	183
A Orrox Corp.	7	5 7/8	+1 1/8	+19.14	12	16
N RCA	24	24 7/8	- 7/8	- 3.51	11	1,811
N Rockwell Intl.	51 5/8	51 1/8	+ 1/2	+ .97	13	3,943
A RSC Industries	5 7/8	6	- 1/8	- 2.08	45	19
N Scientific-Atlanta	16 5/8	17 1/8	- 1/2	- 2.91	41	389
N Sony Corp.	15 1/4	15 5/8	- 3/8	- 2.40	14	3,517
N Tektronix	67 1/8	69 3/8	-2 1/4	- 3.24	17	1,267
O Telemet (Geotel Inc.)	3 1/4	3 7/8	- 5/8	-16.12	17	10
A Texscan	23 1/2	22 1/8	+1 3/8	+ 6.21	32	139
N Varian Associates	45	42 7/8	+2 1/8	+ 4.95	15	831
N Westinghouse	47 1/8	49	-1 7/8	- 3.82	9	4,055
N Zenith	16 5/8	17 3/8	- 3/4	- 4.31	104	314

## Standard & Poor's 400

Industrial Average 171.57 171.32 + .25

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. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## KTLA(TV) to change hands in largest station sale ever

**FCC gives go-ahead to sale of Los Angeles independent for \$245 million, from Golden West Broadcasters and Signal Cos. to private investment company**

Clearing the way for another record breaking deal, the FCC Mass Media Bureau last week approved the \$245 million sale of independent KTLA(TV) Los Angeles (ch. 5) by Golden West Broadcasters to Golden West Television Acquisition Co., a firm formed by Kohlberg, Kravis, Roberts & Co., a private investment company (BROADCASTING, Nov. 1, 1982).

That sale would represent the largest price ever paid for a broadcast station—\$25 million more than Metromedia Inc. paid for ABC affiliate WCVB-TV Boston in 1981.

Under the terms of the deal, Kohlberg, Kravis, Roberts & Co. will pay The Signal Companies, 49.9% owner of Golden West Broadcasters, \$225 million in cash. It also will pay Gene Autry, chairman and 50.1% owner of Golden West Broadcasters, an additional \$20 million in cash. Included in the purchase are Golden West Productions, Golden West Videotape and Golden West Subscription TV of Dallas. Also under the deal, The Signal Companies will bow out, leaving Autry as sole stockholder of the remaining Golden West Broadcasters properties, which include KAUT(TV) Oklahoma City (ch. 43), eight radio stations, and the California Angels, the American League professional baseball team. Autry also will retain ownership of KTLA(TV) studios on Sunset Boulevard and become the new owners' landlord.

Golden West Television Acquisition Co. is owned by Golden West Associates I (87.3%), Anthony B. Cassara, Golden West Broadcasters television division president (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., Larchmont, N.Y.; Henry R. Kravis, New York; George R. Roberts, Atherton, Calif., and Robert I. MacDonnell, Hillsborough, Calif. Under the plan, limited partnerships in Golden West Associates will be sold to various investors. The deal calls for Golden West Associates I & II to contribute a total of \$65 million to the funding of the acquisition, of which 97% will be provided by Golden West Associates I.

Attempts had been made to block the sale on two fronts. Sue Gottfried, a Los Angeles resident representing the deaf and hearing impaired in KTLA(TV)'s service area, had petitioned the FCC to deny the station's renewal, charging that the station hadn't been meeting the needs and interests of the deaf and the hearing impaired. She also filed an informal objection to the proposed sale, contending, among other things, that the prospective owners had given no indication that they would serve the needs of the hearing impaired any better. Stanley Fleishman, representing the California Association of the Physically Handicapped Inc., objected to the transfer on the grounds that the prospective owners had made no firm commitment to hire handicapped persons.

In granting KTLA(TV)'s renewal, the Mass Media Bureau said licensees should consider the needs and interests of the deaf and hearing impaired. Nonetheless, it said a renewal applicant need not serve all the needs of its community, and the "evaluation of the relative importance and immediacy of these needs and the determination of how the station can devote its limited broadcast time to these needs is left to the good faith of the licensee." And KTLA(TV), the bureau said, had "reasonably" exercised its discretion as a licensee in responding to the needs and interests of its service area.

The bureau rejected Gottfried's objection to the transfer on similar grounds, noting that there are no specific requirements that open or closed captioning be provided. In dismissing Fleishman's objection, the bureau noted there were no specific requirements that stations make specific commitments to hire handicapped persons either.

Abraham Gottfried, Sue Gottfried's husband, said the matter would be pursued. "We will definitely ask for reconsideration, and in the event that's denied, we will appeal to the court of appeals," he said.

Gottfried's challenge to the license of non-commercial KCET(TV) Los Angeles on similar grounds did not fare so well. Earlier this year, the Supreme Court maintained that there was nothing in the law requiring the FCC to insure that broadcasters were making a special effort to offer service for the hearing impaired (BROADCASTING, Feb. 28). □

## Boosting cable selling power

**That's the purpose of the second annual Cabletelevision Advertising Bureau conference**

The twin goals of the second annual Cabletelevision Advertising Bureau conference this week will center on how to improve cable advertising sales and on ways to reach the

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**Falling STAR.** STAR Inc., a Southern California pay television company with subscription TV interests in San Francisco and Boston, has filed for bankruptcy following court action against it by four major creditors (BROADCASTING, March 14). The Santa Monica, Calif.-based firm filed petitions March 25 in Los Angeles bankruptcy court under Chapter 7 of the bankruptcy code, after petitions were filed by the creditors asking that STAR and two affiliated companies be dissolved and liquidated.

STAR (Satellite Television & Associated Resources Inc.) holds a 50% interest in Boston Subscription Television, which provides STV programming over WOTV(TV) Boston. A wholly-owned subsidiary, Subscription Television of San Francisco, operates STV service over KTSF(TV) in that city.

The creditors and the amount they claim is owed to them by STAR are: 20th Century-Fox Film Corp., \$149,599; Universal Studios, \$198,734; Paramount Studios, \$380,134; and Ad-marketing (a Los Angeles advertising firm), \$750,851.

"missing" audience in an era of media segmentation.

Approximately 1,000 cable and advertising executives are expected to attend the two-day meeting tomorrow and Wednesday (April 5-6) at the Sheraton Center in New York. The first day, for cable personnel only, will be devoted to discussions of "building professionalism into cable advertising sales." The second day, open to advertising and cable staffers, will focus on "connecting with the 'missing' audience."

Tomorrow's session will present a group of speakers examining subjects as "taking budgets away from competitive media, the idea bonanza, administrating sales, sales strategies for cable advertising and the interactive sell."

Giving presentations tomorrow will be Jim Hooker, president of Media Sales Training Systems, and Charles Reilly, president, In-House Communications. Hooker will provide suggestions on hiring, training, motivating and compensating sales personnel. He will describe the "10 biggest mistakes" sales managers make when training new sales employees and will offer tips on how to avoid them. Reilly will dwell on sharpening communications skills, touching on such subjects as getting and holding the prospect's attention; controlling the environment of the sales call; handling objections, and building self-confidence, particularly when asking for the order.

Wednesday's sessions will feature an array of advertising and cable programming executives. Panel sessions will explore the segmented television audience, successful

advertiser use of cable, sports coverage on cable, and videotext and teletext and direct marketing on cable.

Speakers will be drawn from a host of disciplines. They will include David K. Braun, director of media services, General Foods Corp.; Dennis H. Liebowitz, vice president, Donaldson, Lufkin & Jenrette; Gerald Levin, group vice president, video, Time Inc.; Theodore R. Block, senior vice president, Foote, Cone & Belding; Robert Bolte, director of media operations, Clorox Co.; Gabe Samuels, vice president, media, J. Walter Thompson; Bruce R. Hoban, vice president, director of research, Cabletelevision Advertising Bureau; Alvin Hampel, chairman, D'Arcy-McManus & Masius/

New York; James Dragoumis, vice president, media, Levine, Huntley, Schmidt & Beaver; Watson S. James, vice president, video technology/programming, Doyle Dane Bernbach; Joseph W. Ostrow, executive vice president and director of communications services, Young & Rubicam.

The Tuesday luncheon program will feature an audience participation session on the "interactive sell" technique, conducted by Robert Alter, CAB president. It is designed to provide as much information as possible for a client to create an effective presentation. The luncheon speaker on Wednesday will be R. Gordon McGovern, president and chief executive officer of the Campbell Soup Co. □

## Changing Hands

### PROPOSED

**WCTI(TV) New Bern, N.C.** □ Sold by Malrite Communications Group Inc. to Heritage Broadcasting for \$9 million. **Seller** is Cleveland-based communications company that also owns KSAN-FM San Francisco and KNEW(AM) Oakland (San Francisco); KLAK(AM)-KPPL(FM) Lakewood (Denver), Colo.; KLBB(AM)-KEEY-FM Minneapolis-St. Paul; WLZZ(AM)-WZUU(FM) Milwaukee; WHK(AM)-WMMS(FM) Cleveland; WNYR(AM)-WEZO(FM)-WUHF(TV) Rochester, N.Y., and WFLX(TV) West Palm Beach and WAWS(TV) Jacksonville, both Florida. It has also purchased,

subject to FCC approval, WXIX-TV Cincinnati. Milton Maltz is chairman and Carl E. Hirsch is president. **Buyer** is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. WCTI is ABC affiliate on channel 12 with 316 kw visual, 31 kw aural and antenna 1,923 feet above average terrain. *Broker: Edwin Tornberg & Co.*

**WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo.** □ Sold by WSIL Holding Co. Inc. to Mel Wheeler Inc. for \$6.6 million. **Seller** is principally owned by John Kirby, who has no other broadcast interests. **Buyer** is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNG(FM) Gainesville, Tex. WSIL-TV is ABC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 880 feet above average terrain. KPOB-TV is satellite of WSIL-TV on channel 15 with 15.1 kw visual, 1.58 kw aural and antenna 620 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**KFTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah** □ Sold by Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for \$1.2 million. **Seller** is principally owned by Dan Lacy and wife, Caren, who also own KIQX(FM) Durango, Colo. **Buyer** is principally owned by Peter Scheurmier, president, and David Forier. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. KFTN is on 1400 khz with 1 kw day and 250 w night. KTMP is on 106.3 mhz with 200 w and antenna 920 feet above average terrain. *Broker: Chapman Associates.*

**WILE-AM-FM Cambridge, Ohio** □ Sold by Cloverleaf Broadcasting Corp. to Grant Haffley for \$700,000. **Seller** is owned by William R. Coffey, James G. Granitsas and Nicholas Theodosopoulos (one-third each). Coffey is general manager at WILE-AM-FM; Granitsas is Cambridge-based attorney, and Theodosopoulos is Cambridge accountant. They also

## Late Winter Sales\*

WAYD/WORJ	Ozark, Alabama	\$ 410,000
WDJF-FM	Westport, Connecticut	\$2,000,000
WSLI/WXLY	Jackson, Mississippi	\$2,750,000
KNWA-FM	Fayetteville, Arkansas	\$ 457,500
KKZZ/KOTE	Lancaster, California	\$ 800,000
KLNT/KNJY	Clinton, Iowa	\$ 600,000
WHHO AM/FM	Hornell, New York	\$ 450,000

\*All subject to FCC approval.

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4/4/83

have CP for new AM at Troy, Ohio. **Buyer** owns Cambridge-based recording studio and produces programs on local CATV system on leased channel. He has no other broadcast interests. WILE is daytime on 1270 khz with 1 kw. WILE-FM is on 96.7 mhz with 1.3 kw and antenna 420 feet above average terrain.

**WTVB(AM)-WNWN(FM) Coldwater, Mich.** □ Fifty-eight percent sold by Paul E. Ruse and others to Tri-State Communications Inc., which owns other 42%, for \$549,067. **Sellers** are Paul E. Ruse, Myrtle M. Ruse and Kirsten K. Ruse, who have no other broadcast interests. **Buyer** is owned by Gary B. Mallernee, (51%) president and general manager of WTVB-WNWN. WTVB is on 1590 khz with 5 kw day and 1 kw night. WNWN is on 98.5 mhz with 50 kw and antenna 500 feet above average terrain.

**WRDO(AM)-WSCL(FM) Augusta, Me.** □ Sold by Sterling Broadcasting Corp. to Augusta-Waterville Broadcasters Inc. for \$425,000. **Seller** is Sterling C. Livingston, who has no other broadcast interests. **Buyer** is owned by Historic Hudson Valley Radio Inc. (75%) and Richard A. Hyatt (25%). Historic Hudson Valley Radio is owned by Walter C. Maxwell (14.4%), A. MacDonnel Thayer (14.4%), Natalie Maxwell (14.4%) and estate of Harry M. Thayer (56.8%). It also owns WGHQ(AM)-WBPM(FM) Kingston, N.Y. Hyatt is national sales manager and program director at WGHQ-WBPM. WRDO is on 1400 khz with 1 kw day and 250 w night. WSCL is on 92.3 mhz with 5 kw and antenna 300 feet above average terrain. *Broker: The Keith W. Horton Co.*

**KCTI(AM) Gonzales, Tex.** □ Sold by Gonzales Broadcasting Co. to Patrick Nugent for \$350,000. **Seller** is partnership of Lawrence Walshak and Frank Wilson Jr., who have no other broadcast interests. **Buyer** is Austin, Tex.-based businessman, former son-in-law of late President Lyndon Johnson and manager of Johnson broadcast properties. He now has no other broadcast interests. KCTI is on 1450 khz with 250 w full time. *Broker: Norman Fisher & Associates.*

**KMLA(FM) Ashdown, Ark.** □ Sold by Ashdown Broadcasters Inc. to Darrel W. Barnhill for \$300,000. **Seller** is principally owned by Jimmy N. McCollum, president, who is part owner of KOKO(AM)Warrensburg, Mo.; KLMX(AM) Clayton, N.M.; KAYQ(FM) Warsaw, Mo., and, with Steve Pearce, executive vice president, and others, holds CP for FM station in Murfreesboro, Ark. **Buyer** is Nashville, Ark.-based businessman who has no other broadcast interests. KMLA is on 103.9 mhz with 3 kw and antenna 210 feet above average terrain.

**KFMO(AM) Flat River, Mo.** □ Sold by KFMO Inc. to Great Missouri Broadcasting Inc. for \$275,000. **Seller** is owned by Clara Jean Busenbark, president, who has no other broadcast interests. **Buyer** is owned by Randel Boesen, president, wife, Joan (86.7% jointly), and Mark Mills and wife, Janet (13.3% jointly). Randel Boesen owns KDKD-AM-FM Clinton, Mo. Mark Mills is assistant general manager of KDKD-AM-FM. Joan Boesen and Janet Mills have no other broadcast interests. KFMO is on 1240 khz with 1 kw day and

250 kw night.

**KYOT(FM) Refugio, Tex.** □ Sold by Price K. Johnson to Robert F. Ritchey and J. Kent Hackleman, principals, for \$250,000. **Seller** is general manager of KYOT and has no other broadcast interests. **Buyer** Ritchey owns KPEP(FM) Gatesville, Tex. Hackleman is Houston investor who has no other broadcast interests. KYOT is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Norman Fisher & Associates.*

□ Other proposed stations sales include: KDJS(AM) Willmar, Minn., KTRI-FM Mansfield, Mo. (see "For the Record," page 143).

#### APPROVED

**WJHR(FM) Jackson, Tenn.** □ Sold by Radio Station WJHR Inc. to WJHR Inc. for \$1.2 million. **Seller** is owned equally by Jay Baxter, Gordon Bostic and Jerry Hunt. Baxter and Bostic also own WAYD(AM)-WORJ(FM) Ozark, Ala., and WXOQ(AM) Tupelo, Miss. Hunt is station manager of WVOM(AM) Iuka, Miss. **Buyer** is owned by William Glassman and wife, Sandra. Glassman family interests include co-located WDXI(AM); WMCLA(AM) McCleansboro and WTAO(FM) Murphysboro, both Illinois, and WKWK-AM-FM Wheeling, W. Va. WJHR is on 103.1 mhz with 3 kw and antenna 262 feet above average terrain.

**WVOS-AM-FM Liberty, N.Y.** □ Sold by Sullivan County Broadcasting Corp. to Sullivan Marketing Inc. for \$800,000. **Seller** is equally owned by Seymour D. Lubin and Harry G. Borwick, who have no other broadcast

interests. **Buyer** is subsidiary of The Wireless Works Inc., owned by Christopher B.T. Coffin and Patricia C. Tocatljan, Eugene H. Blabey II, Doris G. Wheaton and James P. McGuiness. They own WSLB(AM)-WPAC(FM) Ogdensburg, N.Y. WVOS is on 1240 khz with 1 kw day and 250 w night. WVOS-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: KBUC(FM) Van Buren, Ark.; KIDN(AM) Pueblo, Colo.; WAMJ(AM) South Bend, Ind.; WJCK(AM) Rensselaer, Ind.; WCAS(AM) Cambridge, Mass.; WDBI-FM Tawas City, Mich.; WQIS(AM)-WNSL(FM) Laurel, Miss., and WDBS(FM) Durham, N.C. (see "For the Record," page 144.) □

## Time's revenues up, but profits drop

**Publishing and forest products depress earnings; video operations account for half of operating income, surpassing publishing**

Time Inc. posted revenues of \$3,564,328,000 in 1982, up 8.1% over 1981 revenues of \$3,296,382,000. However, income from continuing operations in 1982 fell to \$156,115,000, a 15.5% drop from \$184,568,000 in 1981. The figures come from its 1982 annual report in which Time

March 1, 1983

## Mid-America Media

has completed the sale of the assets of radio stations

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to

## Midwest Communications, Inc.

Green Bay, Wisconsin

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attributed the decline to lower operating profits from its book publishing and forest products divisions plus an "unfavorable impact" of the devaluation of the peso on its book operations in Mexico and "greater than anticipated" losses on its STV operations.

Time also reported that its Video Group pitched in almost half of its operating income, with the video profits outstripping publishing profits for the first time since the company was founded 60 years ago as the publisher of *Time* magazine. Operating profits in the Video Group—which includes major cable MSO, American Television & Communications, and the pay cable service, Home Box Office—increased one-third for the second straight year, to \$166 million in 1982 from \$123 million in 1981 and \$93

million in 1980.

This year Time is expected to complete its exit from broadcasting when it closes its deal to sell WOTV(TV) Grand Rapids, Mich., to LIN Broadcasting for \$32 million (BROADCASTING, Feb. 28). Time reported that none of its three STV stations in which it holds a joint interest, in Dallas, Cleveland and Boston, "reached break even" points in 1982. Last September, Time sold the Dallas STV facility to Golden West Broadcasters. Time cited costs of decoder boxes, station rental and marketing as depressing its STV operations.

On the publishing side, income from continuing operations in magazine and book publishing totaled \$106 million on revenues of \$1.426 billion in 1982, down 14% and up

2.6%, respectively, over \$123 million and \$1.389 billion in 1981.

Time said it spent more than \$25 million last year in advertising for HBO and its other pay service, Cinemax, and plans to spend "considerably more" promoting both this year. □

## Alpha Epsilon Rho convention offers employment advice

The National Broadcasting Society's (Alpha Epsilon Rho) 41st national convention, held in Atlanta, emphasized seminars and meetings devoted to advice on how to obtain jobs in the Fifth Estate. The topics included sales promotion and production in TV and radio, cable management, computers and media programming.

More than 500 college students and professionals heard such industry notables as Ted Turner, of Turner Broadcasting Sys-



Turner

tem, and actor Gordon Jump, a four-year veteran of CBS's *WKRP in Cincinnati* and host of the event. Lynne Grasz, director of communications, CBS/Broadcast Group, narrated a slide show, "On the Road to 1990," offering a perspective on the changes ahead in broadcasting.

Ted Turner, in his keynoter, urged those present to "do a better job than your predecessors" and produce better programming. On a familiar note, he rapped "the big three" networks for their "trashy" programming, claiming that "broadcasting has a responsibility to uplift society through good programs."

When asked about his merger talks with CBS (BROADCASTING, Feb. 28) Turner responded, "Mr. Paley [CBS chairman of the board] is against the idea."

Doubleday Broadcasting President Gary Stevens, in a speech on radio's future, pronounced it dead. "AM is over; FM is the thing today." He said 62% of radio listeners tune to FM. He said the radio marketplace is changing quickly. His advice to the students was that it takes three D's—"discipline, dedication and desire"—to make a good broadcaster.

Other events during the four-day convention included the 20th annual National Student Production Awards ceremony and the presentation of the society's "Concerned Broadcaster of the Year" award to the Radio-Television News Directors Association. □

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## Microwave frequencies generate controversy

**Comments on FCC plan to open up space for DBS and move 12 ghz users find many wanting slots, few willing to share**

Who wants to share spectrum with the private microwave operators slated to be displaced by direct broadcast operators?

The answer, according to comments filed at the FCC last week, would appear to be no one. Perhaps surprisingly, commentators generally favored proposals aimed at permitting them to use microwave frequencies that are currently reserved for others, but resisted proposals to open the space they now occupy to newcomers.

Those comments come in response to a rulemaking that stems from the commission's authorization of DBS in the 12.2-12.7 ghz band last year (BROADCASTING, June 28, 1982). At that time, the FCC wanted to find spectrum for the 12 ghz microwave users that might be displaced. And last January, the FCC Office of Science and Technology proposed to re-examine microwave bands between 947 mhz and 40 ghz for that purpose. At the same time, however, the FCC proposed to change its microwave allocations policy, making allocations according to technical transmission characteristics instead of by type or class of communications service, as it does currently. That proposition, for example, would admit cable and private radio to the 2 and 7 ghz bands that broadcasters have had to themselves for studio-to-transmitter links and for sending signals from electronic news gathering equipment back to the studio.

And broadcasters, who commented by the dozen, generally found the commission's proposals to be lacking—especially as they would alter the allocation and technical standards governing broadcast auxiliary licenses.

The Washington Executive Broadcast Engineers, for example, said the introduction of other, displaced users in the broadcast auxiliary bands, merely because they use the same mode of transmission, wasn't practical. "The multiplicity of existing broadcast auxiliary licensees has already caused massive congestion and coordination problems, and the technical standards proposed will neither alleviate the existing problems nor facilitate practical solutions to the new ones," the engineers said.

The Association of Maximum Service Telecasters said the proposals could result in television service being "degraded or destroyed."

The Radio-Television News Directors Association said proposals requiring broadcasters to share frequencies used for ENG pur-

poses with cable and private microwave operators were all wrong. "Forcing broadcasters to share frequencies with other users would add to the congestion on frequencies already often saturated," said the RTNDA. "Coordination would be extremely difficult, if not impossible among dissimilar users. Expensive equipment would have to be purchased, devices which in many cases would not perform as well as equipment now in use."

The National Association of Broadcasters concurred: "There is little, if any, room for growth in the broadcast auxiliary service (BAS) bands in many major markets, and growth in the BAS is certain. By allowing other communications services to share BAS spectrum, the commission would not only stifle this growth, but may actually retard it," the NAB said. "Additionally, NAB believes a net increase in aggregate levels of interference would occur if other communications entities, such as cable television systems, are permitted access to 2 and 7 ghz."

NBC said the sharing proposals would multiply the problems broadcast licensees are already facing. "It is most likely that use of these bands by other services would be heaviest in the very markets where broadcast use is most congested," NBC said. "In general, all services face frequency shortage and congestion problems in the same areas. Although the FCC proposal would permit access to the 2 ghz band by mobile stations on a co-equal basis with fixed stations, such an arrangement may well be an elaborate fiction. Presumably, the mobile stations, which must be allowed to operate at any location at any time, would be required to protect any fixed operations already licensed for specific paths. Consequently, the co-equal mobile stations would, in reality, become secondary," NBC said.

The National Association of Public Television Stations and the Public Broadcasting Service said it was "far from clear" that abandoning the current policy of grouping similar types of users in a band is wise. "Broadcasters in particular have special needs for high performance fixed links and flexible and readily available mobile links," they said. "It is critical that sufficient frequencies be made available, under adequately flexible and simple procedures, to meet the needs of broadcasting."

CBS urged the FCC to limit interservice sharing to the 18 and 31 ghz bands. It said technical standards in the 2, 7, and 13 ghz bands should be left alone.

Metromedia Inc. said that broadcast studio-to-transmitter links and ENG operations shouldn't be disrupted by the reallocation of private fixed service users. "The commis-

sion's proposal to impose a freeze on broadcast auxiliary applications while granting a priority to displaced private fixed service users is particularly obnoxious," it said. "Metromedia strongly supports the concurring statement of Commissioner Anne Jones urging a revisitation of the decision to authorize interim DBS operations. Such a revisitation is the best solution to the prospect of displaced private fixed service users in the 12.2-12.7 ghz band."

KTAL-TV Texarkana, Tex., urged the commission to consider more than theory. "Real people, relying on actual service, can be vitally affected by these proposals," it said. "It is scant consolation to the farmer who misses a critical storm warning that the mobile operator who interrupted his TV reception was using a highly efficient antenna."

Noncommercial WVIA-TV Scranton, Pa., said that broadcasters are having enough trouble accumulating complete and accurate frequency coordination information in their reserved bands as it is. "It seems it would be next to impossible to do so [coordinate frequency usage] when numerous unrelated entities, some we may not know about, are to be involved."

KMSP-TV Minneapolis urged the FCC to

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reconsider. "The proposed changes would impair the operation of all stations and bring a direct disservice to the community and cost thousands of dollars for new broadcast equipment and installation sites," KMSF-TV said.

WLFI-TV Lafayette, Ind., said that if the proposals were adopted, "we will not be able to afford the cost of compliance."

The Outlet Co., however, liked much of what the FCC proposed. "Our stations are already experiencing a severe shortage, if not total absence, of available frequencies required for planned expansion of our news operations and for satellite earth stations. We feel that a number of the proposals by the commission in this proceeding will go a long way toward alleviating this overcrowding

and what we perceive to be poor spectrum utilization. In all of our markets, some stations utilize 2 ghz frequencies for relatively short-haul paths such as studio-to-transmitter links and intracity relay. This service could easily be provided on the 12 ghz band, freeing the remaining valuable and crowded 2 ghz frequencies for remote pickup and long-haul paths."

The National Cable Television Association endorsed the concept of allocating spectrum by use rather than by type of licensee and generally supported the FCC's proposals. It said it favored giving cable operators access to 2 and 6 ghz frequencies for ENG and remote pickup services. It also supported the FCC's proposal to "significantly increase" the frequencies available to

cable for local distribution service in the 17.7-19.7 ghz band. But NCTA said the displaced private operation fixed service users shouldn't be relocated onto frequencies (12.7-13.2 ghz) currently allocated for the cable auxiliary relay service (CARS). "These users, who obviously must be relocated somewhere, do not have the same multichannel needs as cable operators, and it is questionable whether the congested CARS band is a sensible place for their relocation," NCTA said.

American Television & Communications Corp. also opposed relocation of the displaced microwave users in the CARS band. "ATC recognizes that opening the 12.7-13.25 ghz band to the displaced private fixed users now in the 12 ghz band offers certain advantages in the commission's view. ATC submits, however, that the reaccommodation of private fixed users to the relatively clean and unused 18 ghz band is a more viable alternative as a matter of public policy," it said.

"While ATC does not object to having CARS microwave spectrum available in the 2 ghz and 6 ghz bands, it is concerned that these bands could be so congested in major metropolitan areas that CARS frequencies will not be readily made available. In short, ATC does not believe that having 2 ghz and 6 ghz frequencies available under the commission's new rules will offset the adverse impact on cable television operators if the 13 ghz band is opened up to private fixed service users," ATC said.

Daniels & Associates, Rogers UA Cable-systems and United Cable Television Corp. said they were generally in favor of re-examining the allocation process. "An additional spectrum allocation for cable in the 18 ghz band is an essential counterpart to any proposed sharing of the 12 ghz band," they said.

The American Newspaper Publishers Association, some of whose members use 12 ghz private microwave systems in the production of their newspapers, said newspaper licensees should be permitted to retain their primary status in the 12.2-12.7 ghz band "unless and until" frequencies are available for them in the 12.7-13.25 ghz band. "Such displaced applicants should be waived from any technical restrictions adopted which might otherwise bar them access to this band. Moreover, applications of displaced 12 ghz licensees should be given priority in the adjacent band over all new applicants until all such licensees seeking channels in the adjacent band are accommodated. Finally... all relocation costs caused by institution of a DBS service should be borne by the responsible DBS operator," the publishers association said.

Loral Terra Com, a San Diego-based manufacturer of microwave and telecommunications equipment, said it strongly supported the use of the 12.7-13.25 ghz band for the displaced private microwave users which, it said, "must have the option of relocating to a nearby frequency band which will minimize the impact of maintaining similar path characteristics and keeping replacement costs to a minimum."

AT&T said it opposed additional interservice sharing in the 18 ghz band. It also argued that no minimum path requirements be

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established. "Minimum path requirements have not been shown to lead to more efficient spectrum utilization in those bands," said AT&T. "Furthermore, such requirements would be an artificial constraint on system design and route engineering."

The Department of Commerce, which said its comments have been coordinated through the Interdepartment Radio Advisory Committee—and thereby represented the views of the federal agencies—suggested that the commission adopt rules so that the 18.6-18.8 ghz band and 31-31.2 ghz bands are shared by government and nongovernment services; the 18.6-18.8 ghz band is also allocated for possible satellite sensor operations, in the 18.6-18.8 ghz band; fixed and mobile services are limited to a maximum equivalent isotropically radiated power of +35 dbw and the power delivered to the antenna shall not exceed -3 dbw, and the 12.75-13.25 ghz band is allocated for space research reception at Goldstone, Calif., in addition to fixed and mobile radio services.

The Hughes Aircraft Co., Microwave Communications Products, endorsed the concept of interservice sharing of all microwave bands, but thought the FCC should adopt a flexible allocations policy, permitting marketplace forces to dictate the technologies that users choose to employ. "Only the minimum amount of regulation necessary to insure that spectrum is not unwisely wasted should be employed," it said.

Rockwell International Corp. said all of the alternative frequencies identified for relocating the 12 ghz microwave users are under heavy use. "The commission must not repeat the error made when proposing to use the 12.2-12.7 ghz band for DBS," said Rockwell. "At that time, the commission had no database on the licensees utilizing 12.2-12.7 ghz and incorrectly assumed there were only a few users," Rockwell said. "Rockwell urges the commission to establish an accurate database of current users and determine that there is sufficient spectrum available to accommodate the current requirements and future growth of all users."

The May Department Stores Co., which said it wanted to link its stores with a private microwave system operating in either the 2 or 6 ghz bands, said: "It is difficult to understand why applicants under the Business Radio Rule should be barred from using the lower frequencies." May agrees with the position taken by the commission that the restriction is "artificial and inappropriate."

The County of Los Angeles Department of Communications said the proposals for accommodating displaced 12 ghz microwave users were impractical. "Therefore, the county requests the commission to continue to allow the 12.2-12.7 ghz band to be shared between the private operational service, which supports critical public safety services, and the Broadcasting Satellite Service."

Satellite Television Corp., whose DBS application has been granted, sang a much different tune. "The commission's plan to relocate 12 ghz fixed service users is, with only a few modifications, fair in principle and workable in practice. This agency should therefore continue to move expeditiously toward a resolution of this matter—if possible even before the September 1983

deadline previously established for the issuance of a report and order."

The proceeding drew about 125 comments. Although several parties who could be affected—including the NAB—had re-

quested an extension of time for their comments, those requests were denied. And the word from the FCC last week was that no extensions would be granted for replies, which are due April 25. □

## Marketplace theory in question

**GAO report on FCC actions says commission has no way of knowing whether deregulation is working; it recommends analysis section be created at commission**

Since the late 1970's, the FCC and Congress have been taking actions to reduce entry barriers to and stimulate competition in the international telecommunications market. But the FCC, according to a report by the General Accounting Office, is unable to determine whether those actions really do increase competition. Indeed, the report says the commission has not even established the criteria for "tracking the industry's development or identified 'danger signals,' " such as increased market share for one or a few carriers.

The report, prepared at the request of Representative Glenn English (D-Okla.), chairman of the Subcommittee on Government Information, Justice and Agriculture, serves, in its main thrust, to place a shadow of doubt over the adequacy of the main force driving commission policy—reliance on the marketplace. GAO agrees a competitive marketplace best serves the public interest, but it says that many carriers raised the question as to whether the commission's actions would simply allow a few carriers to dominate the market.

The principal recommendation of the report is that the commission establish in the Common Carrier Bureau an "industry analysis section" that would "evaluate the cumulative effect FCC decisions are having on market competitiveness for both carriers and transmission media." The work of such a unit would enable the commission to take "appropriate" measures in the event the market does not respond as intended.

The report says the Common Carrier Bureau recognizes the need for monitoring but feels it lacks the necessary resources to do the job. But GAO believes that only a "few additional personnel" are needed and that they are well within the commission's means to provide. In fact, it said an internal commission study had identified 100 positions that could be eliminated without harm to the agency. (A commission official said the report was outdated; the positions have been lost through attrition.)

The report notes that recent technological advances—such as the development of high capacity alternative transmission technologies (fiber optic cables and the new generation of satellites) and digital switching networks which integrate voice and computer transmission data—have paved the way for a more competitive industry. It cites four actions by the FCC and Congress to eliminate entry barriers:

■ Record carriers may now enter the voice market and AT&T may serve the record market.

■ International record carriers may now serve the domestic market, and Western Union, the primary domestic record carrier, may now enter the international market.

■ The Communications Satellite Corp., once permitted only to provide wholesale satellite service for other carriers, may now provide retail record services.

■ And undersea cables and satellites are now allowed to compete more freely for traffic; the commission no longer prescribes the traffic balance among them.

The report says those actions do alter market structure. But it also says that industry observers and some commission staff members believe that, while they create the opportunity for increased competition, they also "have a real potential for disrupting the market." In other words, will those actions create a truly competitive marketplace or will, for instance, AT&T become the dominant force in the transmission of record services, as its competitors fear?

What's more, there are entry barriers which the U.S. cannot control or which are monopolistic by statute or "historical usage," or both. For instance, the report notes

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the commission cannot force foreign governments to interconnect with new U.S. carriers. It also points out that Comsat, by statute, controls the U.S. international satellite half-circuit, that Western Union until recently was the monopoly supplier of domestic record services and that AT&T is the only authorized international voice carrier.

Thus, the report says, the international marketplace may become sufficiently competitive that the commission can, in accordance with its expressed intentions, reduce or even eliminate its oversight and regulatory role. But, it adds: "Until such competition effectively develops, the FCC must be able to protect the public interest as provided for by the Communications Act of 1934. We believe that the competitiveness of the international marketplace is sufficiently uncertain to warrant FCC monitoring so that the public interest can be assured."

GAO made the same point in connection with the commission's function in international facilities planning—that is, in determining the mix of underwater cable and satellite service. The commission's role has been shifting from active planning for when and how those facilities will be built and used to that of an overseeing of the planning process. And it has proposed to limit its role further by relying on the marketplace to determine facility allocation.

That reliance, GAO said, "may be premature." It said that the marketplace "is rapidly changing as advanced technology greatly increases circuit capacity and lowers per circuit cost" and added: "The FCC cannot determine if the developing market will assume a reasonable cable/satellite usage mix." Accordingly, GAO recommends that the industry analysis unit it says should be established in the Common Carrier Bureau be used "to assure that intermodal competition is developing" and to allow the commission to intervene if necessary to correct any "imbalance."

English, in commenting on the report, was as skeptical as the GAO of the commission's reliance on the marketplace as a regulator. "The FCC cannot act on blind faith and assume that the goal of the increased competition will automatically be achieved by actions taken in the United States," he said.

The commission did not offer any substantive comments on the GAO report. GAO said the commission did not respond to a request for its views. But GAO said the staff submitted informal comments on technical issues raised in the report and that it revised material "as appropriate." But those changes, GAO said, did not affect its conclusions or recommendations.

In a separate development indicating English's interest in the international telecommunications field, he reintroduced a measure, first introduced in the last Congress, aimed at strengthening the U.S.'s bargaining position when it feels U.S. carriers are being subjected to discrimination by foreign governments. The bill (H.R. 2297) provides for reciprocity. It would authorize the commission to regulate the entry of foreign carriers on terms "reciprocal with" those under which U.S. carriers are permitted to enter the foreign markets involved. □



Wiley



Johnson



Rein

## Wiley splits from K&E

**Former FCC chairman forms own law firm along with Philip Johnson, Bert Rein**

The Washington office of the Chicago-based firm of Kirkland & Ellis—long a major factor in communications and other fields of law—is being split almost down the middle to create a new firm that will be headed by former FCC Chairman Richard E. Wiley, now managing partner of the Washington office. The firm of Wiley, Johnson & Rein will begin operating on May 1 with some 40 lawyers.

The split was the answer of the lawyers involved to the problem of conflicts among communications clients resulting from the Chicago office being retained by AT&T. Wiley himself represents Xerox, CBS, GTE, Comsat and United Telecommunications, among others. He has described the breakup as amicable, and expects good relations to be maintained with Kirkland & Ellis, which will continue to maintain a Washington office with about 40 lawyers.

The Johnson in the new firm's name is Philip McBride Johnson, who until he was

named chairman of the Commodity Futures Trading Commission two years ago was a senior partner in Kirkland & Ellis. He will resign from the CFTC when the firm opens its doors. Bert W. Rein is a senior partner in Kirkland & Ellis with a practice in litigation and administrative proceedings. One new member will be Dennis A. Dutterer, now general counsel of the CFTC.

All of the attorneys in the new firm's communications group—one of those into which it is divided—practiced that specialty with Kirkland & Ellis in Washington. Besides Wiley, they include R. Russell Eagan, John L. Bartlett, Lawrence W. Secrest III (who had been Wiley's administrative assistant when both were at the FCC), John C. Quale and Philip V. Permut (former deputy chief of the Common Carrier Bureau under Wiley).

Other major practice groups are futures regulation, to be headed by Johnson, and antitrust/administrative litigation, which will be headed by Rein.

The lawyers in the new firm will not have to move. Wiley, Johnson & Rein will occupy the offices at 1776 K Street, N.W. where they are now located. □

## AT&T and Justice reach new terms in settlement

The Justice Department and AT&T have reached another milestone in their effort to resolve differences standing in the way of final court approval of the plan under which the huge company would be broken up. AT&T agreed to changes Justice has proposed in the plan, and urged U.S. Judge Harold Greene to approve them.

Justice on March 24 submitted to Greene 12 proposed changes which were in addition to 13 AT&T filed earlier. Both sets were in response to comments from interested parties, including competitors, customers and state agencies. Justice said it approved the plan, as modified, and requested the court's approval.

Those who had filed earlier in the proceeding will have an opportunity to respond to the changes proposed by AT&T and Justice. The date for final filings is April 13. Justice may submit additional comments after reviewing those filings.

The plan calls for AT&T to spin off its 22 local operating companies into seven regional groups. Other elements of the Bell system—the long lines division, the Western

Electric manufacturing arm and Bell Laboratories—are to remain with the parent company.

AT&T considers most of the revised changes, at least, as primarily "technical" in nature. However, AT&T and Justice each proposed some that are regarded as of more than passing interest. AT&T, for instance, suggested that local companies continue to use Bell in their names, provided it is preceded by geographic designation, but be prohibited from using it in marketing telephones or other equipment. The parent company would use Bell only when preceded by the modifier, "American."

One of Justice's principal recommendations involves Charge-A-Call telephones, which are operated by credit cards but not coins, for long-distance calls. AT&T said that since they are used for long-distance calls, they should be assigned to it. But Justice said they should be assigned to the local operating companies since they installed them as a service to the public and will give customers access to "multiple exchange carriers." □

**Children's television.** FCC intends to resolve some time this year its long-pending rulemaking on children's television—which addresses wide range of options, including imposition of mandatory program requirements, to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979). Or so said FCC Chairman Mark Fowler in letter to House Telecommunications Subcommittee (March 21) which also said FCC would hold en banc hearing on matter. Meeting has tentatively been scheduled for April 28. Fowler, however, has frequently maintained that government regulation isn't answer. When last heard on subject, in fact, Fowler suggested that public broadcasting pick up any perceived slack in children's television (BROADCASTING, Feb. 14). Meanwhile, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, said he planned to introduce legislation to establish temporary task force "to expeditiously devise a workable blueprint to maximize the potential of the video marketplace for children" (BROADCASTING, March 21).

Action for Children's Television in May 1982 filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year old children's television proceeding" (BROADCASTING, May 24). Court threw out suit, and ACT filed appeal in U.S. appeals court in Washington.

□

**Closed captioning.** National Captioning Institute, which provides closed captioning services to programmers, suffered setback last year when NBC decided to stop paying NCI to caption some of its programming. Since CBS has refused from start to cooperate with NCI in belief captioning should be part of comprehensive teletext service, ABC and Public Broadcasting Service remain only networks committed to NCI. In compromise of sorts, NBC agreed to continue to broadcast captions—if others could be found to pay for them. With that promise, NCI has lined up additional (mostly corporate) funds to cover cost of captioning some NBC programming and is promising its hearing impaired viewers 40 hours of captioned programming per week (excluding sports and specials), five hours more than in 1982. NCI is now pressing cable operators to finance captioning. Tribune Cable Communications, which NCI supported in several franchise bids, has agreed to pay for captioning of 12 cable movies per year at cost of around \$65,000. NCI hopes other MSOs follow Tribune's lead (BROADCASTING, March 28). According to NCI, around 70,000 decoders are now in use. Most were sold by Sears to users. But cable operators have begun buying them to lease to their hearing impaired subscribers.

□

**Communications Act.** Major broadcast deregulation bill (S. 55) sailed through Senate in early days of 98th Congress (BROADCASTING, Feb. 21). Measure codifies FCC deregulation of radio, abolishes comparative renewal proceedings and requires FCC to encourage "new and diverse sources of broadcast programming." It also permits FCC to collect license fees ranging from \$1,200 for license application to \$6,000 for hearing charge. Bill establishes schedule of service fees allowing FCC to collect up to 50% of its authorization level in any fiscal year. It is virtually same as measure (S. 1629) that cleared Senate last year. Prospects for passage of S. 55 in

House are dim. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and appears to be working on his own deregulation legislation that, like S. 55, would contain cost of regulation or spectrum fee. Concept of spectrum fees has not been well received by broadcasters (BROADCASTING, March 7).

Broadcast deregulation bills have only recently been introduced in House. Congressman Al Swift (D-Wash.) introduced measure (H.R. 2370) consolidating bills introduced by him in previous sessions of Congress. H.R. 2370 codifies FCC's radio deregulation and passes on same deregulation to TV. It would, however, require FCC to establish quotas for local and information programming on radio and TV. It would also eliminate comparative renewal process and extend license terms for radio and TV to 10 years. H.R. 2370 expands present news coverage exemptions of equal time law to all political broadcasting but paid advertisements and eliminates petitions to deny license renewal. Swift is member of Telecommunications Subcommittee.

Congressman Tom Tauke (D-Iowa) and Billy Tauzin (D-La.) introduced H.R. 2382 which, like Swift bill, would eliminate comparative renewal process and codify FCC's radio deregulation and extend it to television. This measure is considered by broadcasting community most in line with what industry is seeking. Broadcasters are now likely to launch major lobbying campaign for bill (BROADCASTING, March 28).

□

**Crossownership** (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. Nonetheless, FCC isn't expected to address proposal until third quarter of this year. FCC Common Carrier Bureau, meanwhile, is said to be working on notice of proposed rulemaking proposing relaxation of telephone-cable crossownership prohibition ("Closed Circuit," March 14).

□

**Direct broadcast satellites.** FCC opened skies last June to DBS service, adopting loose rules for licensing and operation of DBS satellites, and granted last fall first DBS construction permits to eight applicants.

In unanimous vote, adopting rules, FCC allocated 500 mhz of spectrum (12.2-12.7 ghz) for downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks, and gave DBS operators broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which will be worked out this June at Regional Administrative Radio Conference (RARC) in Geneva. Eight permittees have one year from grant of permit to begin construction of satellite system. They include Comsat subsidiary, Satellite Television Corp., CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States



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Satellite Broadcasting (Hubbard Broadcasting). STC proposed three-channel subscription television service, but other applicants have taken different tacks. DBSC, Western Union and RCA plan to lease transponders, and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV).

Meanwhile, United Satellite Communications Inc., backed by General Instrument and Prudential Insurance Co. of America, plans to launch quasi-DBS service this year, serving homes and multiunit dwellings. It's not considered true DBS because it plans to use existing medium-powered fixed satellites, instead of dedicated high-power satellites operating in DBS band (BROADCASTING, Feb. 7). FCC has given USCI regulatory go-ahead, but USSB, supported by STC, has petitioned FCC to reconsider its approval.

**Equal Employment Opportunity.** Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking early last year, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB has granted FCC permission to continue requiring routine filing of those forms through end of this year (BROADCASTING, Jan. 17). OMB said extension—third it has granted—will be last. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received

comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission merely to state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

**Federal Trade Commission.** Congress appears to be focusing attention on passage of authorizing legislation for Federal Trade Commission without getting mired in controversial proposals offered in last Congress. Congress was unable to pass any authorizing legislation due to conflicts over proposals to redefine agency's "unfair and deceptive" standards for advertising and trade practices. Other proposals that generated controversy were exemption for state-regulated professional groups from FTC oversight. Advertising industry asked that agency's unfairness standard be eliminated for advertising. FTC Chairman James Miller, who called for new unfairness and deception standards, also recommended that four of FTC's 10 regional offices be closed. After much protest, Miller agreed not to close offices but initiated plan to reduce number of employees in each office from 169 to 122. In testimony before Senate Appropriations Subcommittee, Miller asked for fiscal 1984 budget of \$59.5 million.

Currently, FTC operates under continuing resolution that expires Sept. 30. Miller suggested that authorization levels be set at \$73.6 million for FY 1983; \$68.1 million for FY 1984 and \$68.5 million in 1985 (BROADCASTING, March 21).

**Financial interest-network syndication.** In wake of stiff lobbying from networks, FCC has launched rulemaking proposing repeal of its financial interest and network syndication rules (BROADCASTING, June 28, 1982). Former prohibits television networks from acquiring financial interests in independently produced programming. Latter bars networks from domestic syndication. Networks have been arguing that rules have increased concentration in program supply, are anticompetitive, have increased programming costs, reduced diversity and are injuring networks' ability to compete in new video marketplace. Networks have received support from their affiliates (which conditioned their support on retention of prime time access rule) (BROADCASTING, Dec. 13, 1982). Opponents of repeal are arguing that rules have accomplished what they were designed to do—generate competition and diversity in program marketplace—and that their repeal would undo those gains. Forces opposing repeal have formed Committee for Prudent Deregulation (BROADCASTING, May 17, 1982).

More than 100 commenters have made their views on proposals known (BROADCASTING, Jan. 31) and representatives from both sides debated topic in earnest in oral presentations before FCC (BROADCASTING, March 21). In wake of presentations, sentiment for compromise seemed stronger at FCC than among industry representatives affected. Adding new twist to debate, Representative Henry Waxman (D-Calif.), whose district includes Hollywood, has introduced bill that would bar FCC from repealing rules for five years. Bill also would prohibit FCC from repealing prime time access rule over same period. Among co-sponsors were House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (BROADCASTING, March 28). Reply comments are due at FCC April 26.

**Home videotaping and copyright.** Supreme

Court, which agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law, heard oral arguments in case in January (BROADCASTING, Jan. 24). Decision is expected some time this summer. Legislative proposals were re-introduced in 98th Congress to exempt home taping from liability. Also introduced were proposals to compensate copyright holders through compulsory license on sale of audio and video cassette recorders (BROADCASTING, Jan. 31).

□

**License renewal forms.** FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Mass Media Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. FCC rejected reconsideration, and Geller filed appeal with U.S. Court of Appeals for D.C. Circuit Dec. 4, 1981.

□

**Low-power television.** FCC gave birth to new broadcast service year ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). To date it has licensed 169 stations and granted 161 construction permits. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,000 existing translators that can rise to LPTV status simply by notifying FCC. Commission has granted CP's for another 866 translators. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog of LPTV applications, which now number more than 12,000. Using computer system to detect possible interference among stations and lottery to dispose of competing applications, FCC says it will be able to grant or dismiss applications at rate of 250-350 per month by end of year (BROADCASTING, March 21).

□

**Minority ownership.** FCC has extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. It also agreed to pass along to Congress committee recommendations to permit use of tax certificates for non-broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommendations were incorporated last month in bill introduced in House by Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) (BROADCASTING, March 28). FCC five years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration

changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979) Fund's subsidiary MESBIC (Minority-Enterprise, Small-Business Investment Corporation) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

**Music licenses.** All-industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING Aug. 21, 1978). Talks continue on new contract with likelihood that old contract will run until new one is negotiated. Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). In decision eight months later, presiding Judge Lee P. Gagliardi sided with stations (BROADCASTING, Aug. 23, 1982). ASCAP and BMI subsequently initiated appeals to higher courts. Judge ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% less than in 1982 (BROADCASTING, Dec. 20, 1982).

□

**Network standings.** Prime time TV rating averages, Sept. 27, 1982-March 27, 1983: CBS, 18.4/29; ABC, 17.4/27; NBC, 15.4/24; Oct 5, 1981-April 18, 1982: CBS, 19/30; ABC, 18.1/29; NBC, 15.2/24.

□

**Noncommercial broadcasting rules.** In effort aimed at helping public broadcasters make up for erosion of federal funding, FCC has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be all right (BROADCASTING, Nov. 22, 1982). FCC also has launched rulemaking proposing to permit noncommercial broadcasters to use their FM subsidiary communications authorizations to turn profits (BROADCASTING, Jan. 18, 1982). Comments have been received, and proposal is expected to be addressed this year. FCC amended its rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under new rules, identifica-

tions could be run without limit and public broadcasters could promote goods and services on air as long as no consideration was received—with proviso that they make determination that such promotion serves public interest. Although National Association of Broadcasters had petitioned FCC to reconsider decision, commission dismissed that and similar petitions in reaffirming its order (BROADCASTING July 19, 1982). In response to petition for declaratory ruling, FCC, however, said it would permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

□

**Prime time access rule.** FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in largest 50 TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17,

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1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21). Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest," above). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982). □

**Public broadcasting.** Corporation for Public Broadcasting continues to fight erosion of federal funding. CPB is asking Congress to maintain funding for its fiscal 1985 and 1986 budgets at \$130 million. Administration is attempting to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21). Both House and Senate appear willing to keep funding intact. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has recommended that 5.6% increase be factored into authorization levels for CPB's FY 1984, 1985 and 1986 to offset impact of inflation. Senate Appropriations Committee is also supportive of retention of CPB funds.

While CPB and National Association of Broadcasters established own task forces to investigate alternative funding option for public TV, main focus has been on advertising experiment now under way at 10 public TV stations. Experi-

ment is authorized by Congress and allows few public TV stations to air commercials. Latest reports show that it is well received by public and has become profitable (BROADCASTING, Jan. 3). Because experiment got off to late start, participating stations are seeking extension of experiment scheduled to expire June 30, 1983.

FCC Commissioner James Quello, however, stated that he doubts Congress will grant an extension. Quello is chairman of Temporary Commission on Alternative Financing for Public Telecommunications, which was established by Congress to oversee experiment (BROADCASTING, Dec. 20, 1982).

Named to CPB board (BROADCASTING, Feb. 21): current board chairman Sharon Percy Rockefeller (Democrat), wife of West Virginia Governor Jay Rockefeller; Karl Eller, media consultant and former president of Combined Communications, and Richard Brookhiser, editor of *National Review*, all Republican. Nomination of Helen Taylor of Richmond, Va., remains in limbo. Commerce Committee refuses to act on nomination because of concern about Taylor's FBI file and her contributions to Accuracy in Media and Moral Majority.

National Public Radio is also aggressively seeking revenue-making ventures, including 24-hour digital data delivery service, called INC Telecommunications (joint venture of NPR and National Information Utilities Corp. of America), and two-way portable paging and information service (with Dataspeed Inc.). Both services use FM subcarrier channels. NPR has also expanded its programming services (NPR Plus) which includes 24-hour classical music service, six hours of overnight jazz, extra hourly newscasts and *NPR Dateline*, half-hour news pro-

gram that precedes *All Things Considered*.

Public Broadcasting Service stations officially agreed to expand *MacNeill/Lehrer Report* from its half-hour format to an hour (BROADCASTING, Jan. 31). Former NBC News President Les Crystal was named executive producer for program slated to debut in late summer. □

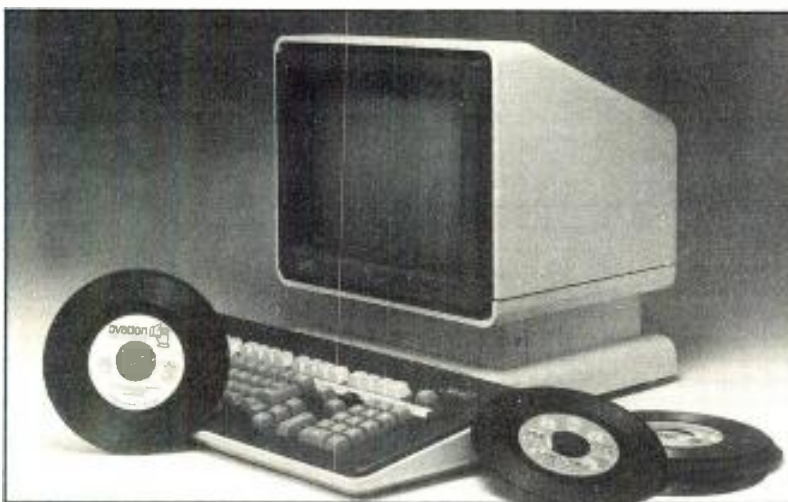
**Radio Marti.** Administration proposal to establish radio station to broadcast news of Cuba to that country cleared House and won favorable vote of Senate Foreign Relations Committee, but it died on Senate floor during lame-duck session after senators who opposed it—both for fear it would lead to radio war with Cuba and for international policy reasons—threatened filibuster. Administration proposed new Radio Marti bill in new Congress, and companion bills were introduced in Senate and House. Legislation was tailored to meet broadcasters' concern that Radio Marti would lead to increase in Cuban-caused interference to American stations. However, it does not satisfy National Association of Broadcasters, which says it will oppose legislation if its concerns are not met. □

**Regional Administrative Radio Conference.** FCC has recommended that U.S. seek eight eclipse-protected orbital slots at conference of western hemisphere countries that will meet in Geneva to plan direct broadcast satellite service use of 12 ghz band. FCC says slots will be needed to accommodate eight DBS applicants whose proposals it has already approved and five others whose proposals are awaiting review. State Department has announced delegation of 32 members, to be headed by former FCC Commissioner Abbott Washburn. □

**Teletext.** In rulemaking released last fall, FCC proposed authorizing television stations to broadcast teletext services during vertical blanking interval without specifying what teletext system they must use (BROADCASTING, Oct. 26, 1981) and was to take final action late last week (see story elsewhere in this issue). NBC and CBS have announced they will launch national teletext service after rules are finalized, using the North American Broadcast Teletext Specification. But group owners Field Enterprises and Taft Broadcasting seem committed to incompatible British Ceefax standard. □

**TV cameras in Senate.** Resolution to allow televising of chamber proceedings (S. Res. 66) was introduced and rests with Senate Rules Committee which has scheduled hearing on April 14. It is same as resolution introduced in last Congress (S. Res. 436) which died during lame-duck session (BROADCASTING, Feb. 21). Senate Majority Leader Howard Baker (R-Tenn.) continues to push for measure. During opening days of new Congress Baker tried to reach compromise with resolution's major opponent Russell Long (D-La.), but failed. Even if resolution moves quickly out of committee extended debate is expected. □

**WARC.** Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference, which concluded in Geneva in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. □



**OOPS!** Media Computing erroneously announced that the Computer Concepts music play listing program operates on an Apple Computer. We wish to clarify that the Computer Concepts Music Management System operates on Wang 2200 mini computers and other personal computers.



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# For the Record

As compiled by BROADCASTING, March 21 through March 25, and based on filings, authorizations and other FCC actions.

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

## New stations

### FM applications

- Greenville, Ala.—Haynes Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: Blakesferry Road, Lineville, Ala. 36266. Principals: Equally owned by Fannie G. Haynes, president, her husband, Robert E., and their son, Robert K. They also own WANL(AM) Lineville, Ala. Filed March 21.
- West Helena, Ark.—West Helena Broadcasters seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 322 North Sebastian, West Helena, Ark. 72390. Principal: L.T. Simes II, who has no other broadcast interests. Filed March 21.
- Westmorland, Calif.—Benito Juarez Sandoval seeks 94.5 mhz, 28 kw, HAAT: 631 ft. Address: 32099-E Road, 122 Extension, Visalia, Calif. 93291. Principal: Benito Juarez Sandoval, who also has CP's for new AM at Tucson, Ariz., and Newport, Minn., and CP for new FM at Stamford, Tex. Filed March 14.
- Lamar, Colo.—FM 105 Inc. seeks 105.7 mhz, 100 kw, HAAT: 503 ft. Address: 125 S. Main. Lamar, Colo. 81052. Principal: Clara Ines Oxley (100%), who has no other broadcast interests. Filed March 21.
- Valdosta, Ga.—Valdosta Television Inc. seeks 96.7 mhz, 2.4 kw, HAAT: 333 ft. Address: 225 Peachtree St., N.E., Atlanta, 30303. Principals: James E. Stokes (85%) and David Kent (15%). Stokes is director and part owner of WMFL(AM) Monticello, Fla. Kent has interest in applications for new TV's in Canton, Ohio and Honolulu. Filed March 18.
- Chicago—East Lake Communications Inc. seeks 103.5 mhz, 4.3 kw, HAAT: 1,548 ft. Address: 55 East Monroe Street, Chicago, 60603. Principals: Elzie L. Higginbottom, president, Louis A. Holland, Maurice R. Glover, Cecil C. Butler and Melvin L. Katten (20% each). None has other broadcast interests. Filed March 17.
- \*Rockford, Ill.—Northern Illinois University seeks 91.1 mhz, 50 kw, HAAT: 442 ft. Address: c/o WNIU-FM, 544 College Avenue, DeKalb, Ill. 60115. Principal: Nonprofit educational institution, headed by David E. Murray, chairman. It is under Illinois Board of Regents's jurisdiction, whose member institutions own WGLT(FM) Normal, Ill.; WSSR(FM) Springfield, Ill., and WNIU-FM DeKalb, Ill. Filed March 25.
- Dyersville, Iowa—Dyersville Broadcasting Services Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 202, Dyersville, Iowa 52040. Principals: Barry M. Schloss, president, James C. Davies and Gene V. Kellerberger (one-third each). None has other broadcast interests. Filed March 18.
- Lamoni, Iowa—Dwaine F. Meyer seeks 97.7 mhz, 1.3 kw, HAAT: 464 ft. Address: 810 Main Street, Pella, Iowa 50219. Principal: Dwaine F. Meyer, who has no other broadcast interests. Filed March 11.
- Mason City, Iowa—CMM Inc. seeks 93.5 mhz, 3 kw, HAAT: 245 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller (100%), who is appli-

cant for seven new TV's; six new FM's; new AM, and fourteen low-power television stations. Filed March 16.

- Marshall, Minn.—Douma Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 441 South Avenue, North Mankato, Minn. 56001. Principals: Suzanne M. Douma and husband, Curtis C. (50% each), Suzanne Douma is music director and announcer at KEEZ-FM Mankato, Minn. Curtis Douma is operations manager for Mankato-based moving and storage company. Filed March 17.

- Marshall, Minn.—Cole Broadcasting seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 105 Southview Drive, Marshall, Minn. 56258. Principals: Bill Cole and wife, Karen (50% each). Bill Cole is former salesman at KMHL(AM) Marshall, Minn. Neither has other broadcast interests. Filed March 21.

- Belzoni, Miss.—F. David Kaiser Jr. and Venita Kaiser seek 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 7685 McHenry Circle, Germantown, Tenn. 38138. Principals: Equally owned by F. David Kaiser Jr. and wife, Venita Kaiser, who have no other broadcast interests. Filed March 18.

- Webb City, Mo.—John E. Elsner seeks 94.3 mhz, 3 kw, HAAT: 287 ft. Address: 2872 E. 35th Place, Tulsa, Okla. 74105. Principal: also owns KSEK(AM) Pittsburg, Kan., and is chairman of nonprofit corporation, KVRO Inc., which owns KVRO(FM) Stillwater, Okla. Filed March 21.

- Robbinsville, N.C.—Graham County Broadcasting seeks 95.9 mhz, 3 kw, HAAT: 75 ft. Address: P.O. Box 63, Lenoir City, Tenn. 37771. Principal: Bettie P. Hildreth, who has no other broadcast interests. Filed March 23.

- East Hampton, N.Y.—Chester Associates seeks 96.7 mhz, 3 kw, HAAT: 200 ft. Address: P.O. Box 49 Terbell Lane, East Hampton, N.Y. 11937. Principals: Marjorie F. Chester (65%) and husband, Giraud (35%), who has interest in KRLA(AM) Pasadena, Calif. Filed March 18.

- East Hampton, N.Y.—John F. Shea III seeks 96.7 mhz, 3 kw, HAAT: 199 ft. Address: 365 Two Holes of Water Road, East Hampton, N.Y. 11937. Principal has no other broadcast interests. Filed March 21.

- East Hampton, N.Y.—Kenter Broadcasting Co. seeks 96.7 mhz, 1.78 kw, HAAT: 397 ft. Address: 145 Griffing Avenue, Riverhead, N.Y. 11901. Principals: Maryjane G. Kenter (51%), her husband, Philip J. (17%), and their sons, Philip E. and Dennis G. (16% each). None has other broadcast interests. Filed March 21.

- Lancaster, N.Y.—Family Stations Inc. seeks 90.7 mhz, .843 kw, HAAT: 100 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation, headed by Harold Camping, president, which is licensee or permittee for seven FM's, two AM's and one TV. It also is assignee for WCAS(AM) Cambridge, Mass.; WWOQ(FM) Boca Raton, Fla., and WYLO(AM) Jackson, Wis., and is applicant for two new TV's and four new noncommercial FM's. Filed March 21.

- \*Webster, N.Y.—Family Stations Inc. seeks 90.7 mhz, 1.43 kw, HAAT: 100 ft. Address: 290 Hegenberger Road,

Oakland, Calif. 94621. Principal: Nonprofit corporation, headed by Harold Camping, president, that is also applicant for new FM at Lancaster, N.Y. (see above). Filed March 21.

- Ravenel, S.C.—Walda Rose Spears seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 734 4th Terrace West, Birmingham, Ala. 35205. Principal has no other broadcast interests. Filed March 21.

- \*Beaumont, Tex.—Family Stations Inc. seeks 89.7 mhz, 9.16 kw, HAAT: 500 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation headed by Harold Camping, president, that is also applicant for new FM's at Lancaster and Webster, both New York (see above). Filed March 16.

- Stamford, Tex.—Benito Juarez Sandoval seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 32099-E Road, 122 Extension, Visalia, Calif. 93291. Principal is also applicant for new AM's at Tucson, Ariz., and Newport, Minn.; and new FM at Westmorland, Calif. (see above). Filed March 14.

- Colonial Beach, Va.—Colonial Beach Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 6323 Olde Towne Court, Alexandria, Va. 22307. Principals: Edgar L. Nevins, president; S. Dorsey Edwards, chairman; Robert G. Rhodes (28% each), and Kirk Tolleit (13%). None has other broadcast interests. Filed March 17.

### Action

- \*Jacksonville, Ill.—West Central Illinois Education Telecommunications Corp. (CONVOCOM)—Granted ch. 14; ERP: 28.25 kw vis., 2.83 kw aur., HAAT: 312.65 ft.; ant. height above ground: 338.5 ft. Address: 1501 West Bradley Avenue, Peoria, Ill. 61606. Estimated construction cost: \$268,000; first-year operating cost: \$73,500. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Markley & Associates, Peoria, Ill. Principal: Noncommercial corporation of various institutions. (BPET-820510KY). Action Feb. 25.

## Ownership changes

### Applications

- KMLA(FM) Ashdown, Ark. (103.9 mhz, 3 kw, HAAT: 210 ft.)—Seeks assignment of license from Ashdown Broadcasters Inc. to Darrel W. Barnhill for \$300,000. Seller is principally owned by Jimmy N. McCollum, president, who is part owner of KOKO(AM) Warrensburg, Mo.; KLMX(AM) Clayton, N.M.; KAYQ(FM) Warsaw, Mo., and, with Steve Pearce, executive vice president, and others, holds CP for FM station in Murfreesboro, Ark. Buyer is Nashville, Ark.-based businessman who has no other broadcast interests. Filed March 16.
- KDJS(AM) Willmar, Minn. (1590 khz, 1 kw-D)—Seeks

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**EDWIN TORNBERG  
& COMPANY, INC.**



*Hospitality Suite*  
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transfer of control of Kandi Broadcasting Inc. from Kandi Broadcasting Inc. (75% before; none after) to Perry W. Kugler and Janet I. Kugler (25% before; 100% after). Consideration: \$135,000, plus noncompete agreement of approximately \$27,000. Sellers are Gerald Barber and wife, Marjorie (25% jointly); Neil Nemmers and wife, Karen (25% jointly), and Dennis Stramer and wife, Sherry (25% jointly). Gerald Barber and Dennis Stramer are part owners of KDAK(AM) Carrington, N.D., and are applicants for new FM there; Sherry Stramer and Neil Nemmers are part owners of KNSP(AM) Staples, Minn. Buyers are Perry W. Kugler and wife, Janet. Perry Kugler is part owner of KDAK(AM) Carrington, N.D., and applicant for CP for new FM at Carrington. Janet Kugler is part owner of KNSP(AM) Staples, Minn. Filed March 17.

■ **WTVB(AM)-WNWN(FM)** Coldwater, Mich. (1590 khz, 5 kw-D, 1 kw-N, DA-N; FM: 98.5 mhz, 50 kw, HAAT: 500 ft.)—Seeks transfer of control of Tri-State Broadcasting Co. from Paul E. Ruse and others (58.4% before; none after) to Tri-State Communications Inc. (41.6% before; 100% after). Consideration: \$549,067. Principals: Sellers are Paul E. Ruse, Myrtle M. Ruse and Kirsten K. Ruse, who have no other broadcast interests. Buyer is principally owned by Gary B. Mallemece, president and general manager of WTVB-WNWN. Filed March 18.

■ **KFMO(AM)** Flat River, Mo. (1240 khz, 1 kw-D, 250 kw-N)—Seeks assignment of license from KFMO Inc. to Great Missouri Broadcasting Inc. for \$275,000. Seller is Clara Jean Busenbark, president, who has no other broadcast interests. Buyers are Randel Boesen, president, wife, Joan (86.7% jointly) and Mark Mills and wife, Janet (13.3% jointly). Randel Boesen owns KDKD-AM-FM Clinton, Mo. Mark Mills is assistant general manager of KDKD-AM-FM. Joan Boesen and Janet Mills have no other broadcast interests. Filed March 18.

■ **KTRI-FM** Mansfield, Mo. (92.7 mhz, 3 kw, HAAT: 193 ft.)—Seeks assignment of license from Kountry King Broadcasting Co. to Terry L. Claar for \$75,000. Sellers are Frank Vancil, and wife, Barbara, and Philip S. Huffman, and wife, Sherry, who also are part owners of KOSC-AM-FM Marshfield, Mo. They also have interests in four cable systems. Buyer is station manager at KTRI-FM and has no other broadcast interests. Filed March 17.

■ **WILE-AM-FM** Cambridge, Ohio (1270 khz, 1 kw-D; FM: 96.7 mhz, 1.3 kw, HAAT: 420 ft.)—Seeks transfer of

control of Cloverleaf Broadcasting Corp. from William R. Coffey and others (100% before; none after) to Grant Hafley (none before; 100% after). Consideration: \$700,000. Principals: Sellers are William R. Coffey, James G. Granitsas and Nicholas Theodosopoulos (one-third each). Granitsas is Cambridge based attorney, and Theodosopoulos is Cambridge accountant. They also have CP for new AM at Troy, Ohio. Buyer owns Cambridge, Ohio-based recording studio and produces programs for local CATV system on leased channel. He has no other broadcast interests. Filed March 21.

■ **KFTN(AM)-KTMP(FM)** Provo-Spanish Fork, Utah (1400 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 200 w-D; HAAT: 920 ft.)—Seeks assignment of license from Mountain States Broadcasting Corp. of Utah to Polo Broadcasting Corp. for \$1.2 million. Seller is principally owned by Dan Lacy and wife, Caren, who also own KIQX(FM) Durango, Colo. Buyer is principally owned by Peter Scheurmier, president, and David Forier. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. Filed March 24.

## Actions

■ **KBUC(FM)** (CP) Van Buren, Ark. (102.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of construction permit from Van Buren Community Service Broadcasters Inc. to Crawford County Communications Inc. for \$30,000. Seller has no other broadcast interests. Buyers: William L. Pharis (56.77%) and wife Karen Ann (43.33%), who own KAYR(AM) Van Buren, Ark. (BAPH-830114GF). Action March 16.

■ **KIDN(AM)** Pueblo, Colo. (1350 khz, 5 kw-D, 1 kw-N). Granted transfer of control of Scribner Broadcasting Inc. from David G. Scribner (100% before; none after) to Martec Corp. (none before; 100% after). Consideration: \$146,500. Principals: Seller has no other broadcast interests. Buyer is owned by Paul T. Jones and Samuel L. Sharp (50%). After closing, MarTec Corp. will transfer 10% stock of Eric Damian Kelly, P.C. and William S. Cook. (BTC-830121FR). Action March 14.

■ **WJCK(AM)** Rensselaer, Ind. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from J.C. Broadcasters Inc. to Northstar Communications Inc. for \$350,000.

Seller: subsidiary of Clark & Brown Inc., which is owned by Donald I. Clark (60%), daughters Nancy L. Brown and Mary Beth Clark (20% each). They have no other broadcast interests. Buyer: Thomas F. Jurek and wife, Rosemarie (100% jointly), who are principal owners of co-located WRIN(AM). (BALH-830104HE). Action March 17.

■ **WAMJ(AM)** South Bend, Ind. (1580 khz, 1 kw-D)—Granted assignment of license from Maramar Broadcasting Inc. to WAMJ Inc. for \$129,000. Seller is principally owned by Jose M. Berrocal, who has no other broadcast interests. Maramar bought WAMJ (formerly JWVA) in 1981 for \$275,000 (BROADCASTING, Aug. 10, 1981). Buyers: William C. Gaines (60%) and wife, Nellie (40%), Lansing, Ill., who have no other broadcast interests. (BAL-830126EA). Action March 14.

■ **WCAS(AM)** Cambridge, Mass. (740 khz, 250 w-D)—Dismissed transfer of control of Wickus Island Broadcasting Corp. from Melvin L. Stone and Daniel L. Murphy (100% before; none after) to Boss Communications Inc. (none before; 100% after). Consideration: \$211,500. (BTC-820326EW). Action March 15.

■ **WDBI-FM** Tawas City, Mich. (101.7 mhz, 3 kw, HAAT: 275 ft.)—Granted assignment of license from Pridnia Broadcasting Co. to Tawas City Broadcasting Co. for \$440,000, including assumption of approximately \$400,000 in debt. Seller is principally owned by John D. Pridnia, who has no other broadcast interests. Buyer is owned by Donald J. Backus and Martin J. Pennoni (38% each); James C. Moriarty (14%) and John Thibert (10%). Backus and Pennoni own recording studio in Lansing, Mich. None has other broadcast interests. (BALH-830107HH). Action March 14.

■ **WQIS(AM)-WNSL(FM)** Laurel, Miss. (1260 khz, 5 kw-D; FM: 100.3 mhz, 30 kw)—Granted transfer of control of Voice of the New South Inc. from Frank E. Holladay to Robert H. and Clay E. Holladay. Consideration: \$100,000. Principals: Seller is transferring his 26% interest in licensee. Balance of stock will continue to be owned by Granville Walters and Walter E. Jones. (BTC-830107HJ). Action March 16.

■ **WDBS(FM)** Durham, N.C. (107.1 mhz, 3 kw, HAAT: 295 ft.)—Granted assignment of license from WDBS Inc. to Classic Ventures Ltd. for \$475,000. Seller: Noncommercial corporation that has no other broadcast interests. William P. Dix Jr. is president. Buyer is owned by Howard A. Wilcox, Thomas L. Swatzel Jr., Jerry W. Oakley and William P. McDonald III (25% each). Wilcox is general manager of WDNC(AM)-WDCG(FM) Durham, N.C. Swatzel owns 40% of parent company which owns WIRC(AM)-WXRC(FM) Hickory, N.C., of which Oakley and McDonald also each own 30%. (BALH-820805HA). Action March 11.

■ **WVOS-AM-FM** Liberty, N.Y. (1240 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Sullivan County Broadcasting Corp. to Sullivan Marketing Inc. for \$800,000. Seller: Seymour D. Lubin and Harry G. Borwick (50% each), who have no other broadcast interests. Buyer is subsidiary of The Wireless Works Inc., licensee of WSLB(AM)-WPAC(FM) Ogdensburg, N.Y. It is owned by Christopher B. T. Coffin and Patricia C. Tocatljan (27.4% each); Eugene H. Blabey II (19.1%), James P. McGuinness (5.6%) and Doris G. Wheaton (6.9%). (BAL-830110HM). Action March 15.

■ **WJHR(FM)** Jackson, Tenn. (103.1 mhz, 3 kw, HAAT: 262 ft.)—Granted assignment of license from Radio Station WJHR Inc. to WJHR Inc. for \$1 million. Seller is owned equally by Jay Baxter, Gordon Bostic and Jerry Hunt. Baxter and Bostic also own WAYD(AM)-WOR(FM) Ozark, Ala., and WXOQ(AM) Tupelo, Miss. Buyer is owned by William Glassman and wife, Sandra. Glassman family interests include co-located WDXI(AM); WMCI(AM) McLeansboro and WTAO(FM) Murphysboro, both Illinois, and WKWK-AM-FM Wheeling, W. Va. (BALH-830114GE). Action March 17.

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## Facilities changes

### AM applications

Tendered

- **KZKZ** (690 khz) Flagstaff, Ariz.—Seeks CP to increase day power to 10 kw and change TL. Filed March 21.
- **WOZW** (710 khz) Monticello, Me.—Seeks CP to increase power to 5 kw. Filed March 23.
- **WNPC** (1060 khz) Newport, Tenn.—Seeks CP to change frequency to 1180 khz and increase power to 10 kw. Filed March 24.




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Accepted

- WSBR (740 khz) Boca Raton, Fla.—Seeks modification of license to change SL and to operate trans. by remote control from proposed SL. Filed March 21.
- WRBD (1420 khz) Bradenton, Fla.—Seeks MP (BP-810618AE) to make changes in antenna system, augment daytime pattern and reduce tower antenna height. Filed March 21.
- WFBM (1110 khz) Noblesville, Ind.—Seeks MP (BP-21259 as mod.) to modify directional pattern. Filed March 21.
- WBAA (920 khz) West Lafayette, Ind.—Seeks modification of license to change SL and to operate trans. by remote control from proposed studio location. Filed March 24.
- WRID (1160 khz) Homer City, Pa.—Seeks MP (BP811116AA, as mod.) to change TL. Filed March 24.
- WHBQ (560 khz) Memphis—Seeks CP to make changes in antenna system and add loading to all towers. Filed March 21.
- WPWC (1530 khz) Quantico, Va.—Seeks MP (BP-781130AD) to make changes in antenna system. Filed March 24.

**FM applications**

Tendered

- KRCC (91.5 mhz) Colorado Springs—Seeks CP to change TL, change ERP to .054 kw, change HAAT to 2,103 ft. and make changes in ant. sys. Filed March 21.
- KWDE (96.1 mhz) Montrose, Colo.—Seeks CP to change TL, change ERP to 91 kw, change HAAT to 1,099.5 ft. and make changes in ant. sys. Filed March 21.
- WFAM (90.9 mhz) Jacksonville, Fla.—Seeks CP to change frequency to 90.9 mhz and increase ERP to 18.6 kw. Filed March 24.
- \*KWGS (89.5 mhz) Tulsa, Okla.—Seeks to change TL; increase ERP to 37.15 kw, change HAAT to 1,327 ft. and make changes in ant. sys. Filed March 25.
- KFMN-FM (107.9 mhz) Abilene, Tex.—Seeks CP to change TL, change HAAT to 667 ft. and make changes in ant. sys. Filed March 23.
- KHSU-FM Arcata, Calif.—Seeks CP to change TL; change ERP: 9 kw; change transmitter, and make changes in ant. sys. Ann. March 16.
- WNIU-FM (89.5 mhz) De Kalb, Ill.—Seeks CP to change TL; change HAAT to 500 ft.; change transmission line; change TPO, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 14.
- WGAI (91.7 mhz) Deerfield, Mass.—Seeks CP to change TL; increase ERP to .100 kw; HAAT to 313.4 ft., and make changes in ant. sys. Ann. March 16.

Accepted

KCBF (900 mhz) Fairbanks, Alaska—Seeks CP to make changes in antenna system and change trans. location. Filed March 23.

- KUUL (92.1 mhz) Madera, Calif.—Seeks MP for CP (BPH-810223AR, as mod.) to make changes in antenna system, change type trans., change type antenna, change TL, reduce ERP to 1.85 kw and increase HAAT to 387 ft. Major environmental action under section 1.1305. Filed March 24.
- WCVT (89.7 mhz) Towson, Md.—Seeks CP to make changes in antenna system, change type antenna, increase ERP to 10.16 kw, decrease HAAT to 236 ft., increase TPO to 5 kw and request waiver of section 73.509 of commission rules. Filed March 23.
- WKYV-FM (106.7 mhz) Vicksburg, Miss.—Seeks MP (BPH-791012AI, as mod.) to make changes in antenna system, change TL and increase HAAT to 914 ft. Major environmental action under section 1.1305. Filed March 23.
- WNTQ (93.1 mhz) Syracuse, N.Y.—Seeks CP to install auxiliary antenna system to be operated on ERP 39 kw (H) and change HAAT to 694 ft. (H) for auxiliary purposes only. Filed March 24.
- WCLW-FM (105.3 mhz) Mansfield, Ohio—Seeks CP to make changes in antenna system, change type antenna, decrease ERP to 17.5, decrease HAAT to 217 ft. and decrease TPO to 7.5 kw. Filed March 23.
- KKR8 (95.9 mhz) Klamath Falls, Ore.—Seeks modification of CP (BPH-820727AA) to make changes in antenna system, change TL and increase HAAT to 125 ft. Filed March 24.
- KPFT (90.1 mhz) Houston—Seeks CP to make changes in antenna system, change type antenna, change TL and increase HAAT to 451 ft. Filed March 23.
- KIKK-FM (95.7 mhz) Houston—Seeks CP to install auxiliary antenna system at main TL location, to be operated on ERP 7.5 kw; change HAAT to 1,106.6 ft., and change TPO for auxiliary purposes only. Filed March 23.
- KOLL-FM (93.5 mhz) Gillette, Wyo.—Seeks CP to make changes in antenna system in response to docket 21119, change channel to 245C, change frequency to 96.6 mhz, change TL, increase ERP to 100 kw, increase HAAT to 492 ft and change TPO. Filed March 23.
- KCMS (103.1 mhz) Palm Desert, Calif.—Seeks CP to make changes in ant. sys.; change TL; increase ERP to .740 kw; decrease HAAT to 590 ft., and change TPO. Ann. March 14.
- WDJF (107.9 mhz) Westport, Conn.—Seeks CP to make changes in ant. sys.; change type trans., and replace omni-directional ant. with directional antenna. Ann. March 18.
- WWID (106.7 mhz) Gainesville, Ga.—Seeks waiver of section 73.1201(B)(2) of the rules to identify as "Gainesville-North Atlanta, Ga." Ann. March 15.
- KIPO-FM Lihue, Hawaii—Seeks modification of CP (BPH-79050BAH, as mod.) to make changes in ant. sys.; change TL; decrease ERP to 3 kw; decrease HAAT to 78 ft., and change TPO. Ann. March 18.
- WTXR (94.3 mhz) Chillicothe, Ill.—Seeks waiver of section 73.1201 (B)(2) of the rules to identify as "Chillicothe-Peoria Heights, Ill." Ann. March 15.
- WHME (103.1 mhz) South Bend, Ind.—Seeks modification of CP (BPH-820507AS) to make changes in ant. sys.;

change TL, and reduce overall height of tower to 275 ft. Ann. March 14.

- KKRL (93.7 mhz) Carroll, Iowa—Seeks CP to make changes in ant. sys.; change type trans., and increase ERP to 100 kw. Ann. March 18.
- WQMG (97.1 mhz) Greensboro, N.C.—Seeks modification of CP (BPH-820419AS) to make changes in ant. sys.; change directional antenna pattern, and decrease HAAT to 515 ft. Ann. March 17.
- WCVZ (92.7 mhz) Zanesville, Ohio—Seeks CP to make changes in ant. sys.; change antenna height above ground to 300 ft., and change AMSL to 910 ft. Ann. March 14.
- WESC-FM Greenville, S.C.—Seeks CP to make changes in ant. sys.; increase ERP to 100 kw for auxiliary purposes only. Ann. March 17.
- KBUY-FM (94.1 mhz) Amarillo, Tex.—Seeks CP to make changes in ant. sys.; increase ERP to 100 kw. Ann. March 17.
- KERA-FM (90.1 mhz) Dallas, Tex.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 1,262 ft., and increase TPO to 39,578 kw. Ann. March 14.
- KJCS (103.3 mhz) Nacogdoches, Tex.—Seeks CP to make changes in ant. sys. and increase ERP to 100 kw. Ann. March 17.
- KWLV (93.9 mhz) San Angelo, Tex.—Seeks modification of CP (BPH-820812AG) to make changes in ant. sys.; decrease HAAT to 648 ft. Ann. March 14.
- KNBQ (97.3 mhz) Tacoma, Wash.—Seeks waiver of section 73.1201(B)(2) of the rules to identify as "Tacoma-Seattle, Wash." Ann. March 15.

**TV applications**

Tendered

KWCM-TV (ch. 10) Appleton, Minn.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; change TL, and make changes to ant. sys. Ann. March 17.

Accepted

- KDHA-TV (ch. 2) Hilo, Hawaii—Seeks MP (BPCT-810831KI) to change ERP to 2.31 kw vis., .231 kw aur.; change TL, and change HAAT to -573.9 ft. (Application substitutes application of Dec. 8, 1982; "motion to accept and dismiss" filed simultaneously.) Filed March 25.
- WSFL-TV (ch. 51) Newark, Ohio—Seeks CP to change ERP to 96 kw vis., 9.6 kw aur.; change TL, and change HAAT to 630 ft. Major environmental action. Filed March 25.
- WMKW-TV (ch.30) Memphis—Seeks MP to change antenna; change ERP to 2,500 kw vis. and 250 kw aur. Filed March 25.
- \*KRCB-TV (ch. 22) Cotati, Calif.—Seeks MP (BPET-810619KF) to change ERP to 51.65 kw vis., 5.165 kw aur. and make changes to ant. sys. Ann. March 16.
- KQEC (ch. 32) San Francisco—Seeks CP to change ERP to 1333 kw vis., 132 kw aur. and change exciter. Ann. March 15.
- KTMX-TV Denver—Seeks MP (BPCT-5097, as mod.) to change ERP to 5000 kw vis., 500 kw aur., change TL, and change HAAT to 1,038 ft. Ann. March 16.
- WTIU (ch. 30) Bloomington, Ind.—Seeks CP to change ERP to 200 kw vis., 39.8 kw aur. Ann. March 15.

**AM actions**

- KOIL (1290 khz) Omaha—Granted CP to make changes in ant. sys. and change TL; conditions. Action March 2.
- KJUN (1450 khz) Puyallup, Wash.—Granted CP to make change in TL. Action March 18.
- KEZY (1190 khz) Anaheim, Calif.—Granted CP to increase day power to 10 kw, change from non-DA to DA-2 and make changes in ant. sys.; conditions. Action March 18.
- WOGO (680 khz) Cornell, Wis.—Returned CP to change hours of operation to unlimited by adding night service with 500 w, install DA-2, change city of license to Hallie, Wis., change TL and make changes in ant. sys. Re: overlap under section 1.1305. Action March 18.
- WGSW (740 khz) Huntington, N.Y.—Granted MP (BP-20490 as mod.) to reduce standard pattern efficiency and add augmentation; conditions. Action March 11.
- WIZO (1380 khz) Franklin, Tenn.—Granted MP (BP-

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	4,688	0	0	4,688	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

810603AA, as mod.) to incorporate tower placement err. at new night site; conditions. Action March 14.

■ WFHK (1430 khz) Pell City, Ala.—Granted CP to increase power to 5 kw; conditions. Action March 15.

■ KBOT (1350 khz) Cabot, Ark.—Granted CP to increase power to 2.5 kw; conditions. Action March 15.

■ WEKC (710 khz) Williamsburg, Ky.—Granted CP to increase power to 1 kw; conditions. Action March 15.

■ KCKY (1150 khz) Coolidge, Ariz.—Granted CP to increase day power to 5 kw. Action March 16.

■ KZZM (1360 khz) Tallulah, La.—Granted CP to change TL, increase antenna to 326 ft. and reduce power from 500 w to approximately 378 w. Action March 4.

■ KKIC (950 khz) Boise, Idaho—Granted CP to change city of license to Meridian, Idaho, change hours of operation to unlimited by adding night service with 5 kw, install DA-N and change TL. Major environmental action; conditions. Action March 11.

■ WOIC (1320 khz) Columbia, S.C.—Granted modification of CP (BP-20,770, as mod.) to change DA parameters. Action March 10.

■ WCNX (1150 khz) Middletown, Conn.—Granted CP to change power to 2.5 kw; conditions. Action March 7.

■ KREW (1210 khz) Sunnyside, Wash.—Granted CP to change frequency from 1230 khz, change night power to 1 kw and change day power to 10 kw; conditions. Action March 9.

■ WONX (1590 khz) Evanston, Ill.—Granted MP (BP20877 as mod.) to augment nighttime standard pattern. Action March 7.

■ WELL (1260 khz) Albion, Mich.—Granted modification of license to change SL and to operate main DA-N trans. by remote control from proposed SL. Action March 7.

#### FM actions

■ WHCB (91.5 mhz) Bristol, Tenn.—Granted modification of CP (BPED-811030AD as mod.) to change SL and request waiver of section 73.1125 of rules. Action March 16.

■ KVFV (95.5 mhz) Ogden, Utah—Granted modification of CP to change SL and request waiver of section 73.1125 of rules. Action March 17.

■ KPAS (103.1 mhz) Fabens, Tex.—Granted modification of CP (BPH-820505AA) to change TL, change ERP to 3 kw, increase HAAT to 300 ft. and change TPO. Major environmental action under section 1.1305. Action March 14.

KQRS (92.5 mhz) Golden Valley-Minneapolis-St. Paul, Minn.—Granted waiver of section 73.1201 (B)(2) of the rules to identify as "Golden Valley-Minneapolis-St. Paul, Minn." Action March 11.

■ KFFR (95.9 mhz) Hooks, Tex.—Granted CP for new FM on 95.9 mhz; ERP: 3 k2; HAAT: 300 ft., SL/RC to be determined. Action Jan. 10.

■ KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Granted waiver of section 73.1201 (B)(2) of the rules to identify as "Tacoma-Seattle, Wash." Action March 11.

#### TV action

KDVC-TV (ch. 4) El Paso, Tex.—Granted CP to change ERP to 100 kw vis., 10 kw aur.; HAAT to 1,563 ft., and change TL. Action Feb. 18.

### In contest

#### FCC actions

FCC affirmed its decision denying George E. Cameron Jr. Communications renewal of license for KROQ(AM) Burbank, Calif., and granting application of Royce International Broadcasting Co. for new station on 1500 khz. Initial decision disqualified GECC for inept management and stewardship, unauthorized transfer of control, failure to report changes of ownership to FCC, serious and repeated technical rule violations and misrepresentation of its financial insolvency at time its principal owners were acquiring KROQ-FM.

Review Board upheld decision by ALJ John M. Frysiak granting Ronald Smith CP for new FM on 96.1 mhz at Cape Charles, Va., and denying competing application of HLD & M Communications for same frequency.

FCC ALJ Joseph P. Gonzalez granted application of JP Communications Inc. for new commercial TV on channel 40 at

Tucson, Ariz., denying competing applications of Valle Verde Broadcasting Corp. and SunWest Broadcasting Inc.

FCC ALJ Edward J. Kuhlmann dismissed license renewal application of Faith Center Inc, Glendale, Calif. for KVOF-TV on channel 38, San Francisco, citing Faith Center's failure to answer questions, produce documents and meet other obligations in preparatory process for comparative hearing.

Commissioner Mimi Weyforth Dawson issued concurring statement on FCC action authorizing RKO General to move WOR-TV from New York to Secaucus, N.J., stating concern "about amorphous nature of the standard by which the Commission will judge WOR-TV's performance . . . I am afraid that the Commission's vague standard will ultimately create more problems for the Commission than it will solve . . ." she said.

## Call letters

#### Applications

Call	Sought by
<b>New AM</b>	
WDFB	Alum Springs Vision & Outreach Corp., Junction City, Ky.
<b>New FM's</b>	
KCAJ	Sun Belt Communications Inc., El Dorado, Ark.
WLKC	Casey Broadcasting Co. Inc., St. Mary's, Ga.
KMWR	Vancor Inc., Vandalia, Mo.
KVWG-FM	Pearsall Broadcasters Inc., Pearsall, Tex.
*WEYS	Kanawha Economic Development Corp., Institute, W. Va.
<b>New TV</b>	
WNRP	Interamericain Broadcasting Co., Ponce, P.R.
<b>Existing AM's</b>	
WFNN	WWQT Dunedin, Fla.
WBTA	WBMA Beaufort, N.C.
WZBO	WCDJ Edenton, N.C.
KLLS	KCCW Terrell Hills, Tex.
<b>Existing FM's</b>	
KMZK	KWAO Sun City, Ariz.
KKMG	KRQY Pueblo, Colo.
WEBI	WSME-FM Sanford, Me.
WGKX	WEZI Memphis
WFMR	WXJY Menomonee Falls, Wis.
WSTT	WCRN St. Thomas, Virgin Islands

#### Grants

Call	Assigned to
<b>New AM</b>	
KBWS	Lake Region News Corp., Sisseton, S.D.
<b>New FM's</b>	
KBCU	Van Buren Community Service Broadcasters Inc., Van Buren, Ark.
WLSO	Spencer Communications Inc., Spencer, Ind.
*WNKU	Northern Kentucky University, Highland Heights, Ky.
WMED	University of Maine, Calais, Me.
KNSX	Twenty-One Sound Communications Inc., Steelville, Mo.
<b>Existing AM's</b>	
WJYA	WJYI Marietta, Ga.
WPFR	WAAC Terre Haute, Ind.
WYNT	WPVA Colonial Heights, Va.
<b>Existing FM's</b>	
WPFR-FM	WPFR Terre Haute, Ind.
WLOM-FM	WNA-FM Annapolis, Md.
WLQE	WGRF Pleasantville, N.J.
KSNE	KMYO Broken Arrow, Okla.
WKPL	WSWW-FM Platteville, Wis.
<b>Existing TV</b>	
KHBS	KFPW-TV Fort Smith, Ark.

# Good things have been happening at Singer Broadcast

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Or see your Travel Agent

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**Rates:** Help Wanted; 85c/word. Situation Wanted; 50c/word in advance. Blind Box; \$3/issue. Display; Situations Wanted: \$40/inch, all others \$70/inch.

## RADIO

### HELP WANTED MANAGEMENT

**Rocky Mountain radio group** is looking for a national sales manager. Send resume and references to Dan Robbins, P.O. Box 2006, Casper, WY 82602 EEO.

**Sunbelt 100 kw FM** has opening for sales manager in 250,000 plus population metro rated market. Position requires sales manager to maintain active account list, as well as lead, direct, train and motivate sales staff. Must be seasoned radio sales professional with extensive radio sales and preferably sales management experience. Lucrative compensation plan. EOE. Send resume, income history and requirements to Box R-153.

**Medium market fulltime AM** in NC interviewing for General Manager. Must be strong in sales efforts and knowledge of how to run a winning radio station. Send your resume to Box T-8.

**General Manager wanted with proven sales record** for WXXR, Cullman, Alabama, leading station (modern country) in this unique small market with excellent agriculture and industrial base. Must have experience as Sales Manager or General Manager. Apply Hudson Millar, 1705 South 8th Street, Fort Pierce, FL 33450. EOE.

**Sales manager:** young, aggressive broadcast company needs a bottom-line oriented sales manager. Excellent package for a proven closer. Great area with outstanding potential. Write Radiographics, Box 10017, Portland, ME 04104.

**There's money to be made** in our small market, but with seven stations, it will take a creative salesperson like you to direct our AM country sales force. Imaginative packaging, people skills and organizational ability a must. We're located in the upper Rocky Mountains and are a growing group with good advancement potential. EOE. Send all information to Box T-19.

**Radio group,** rapidly expanding, seeks streetwise general manager for present station or pending acquisition. Medium-market stations growing past \$1 million billings. Aggressive, enthusiastic, sales-oriented people-developers oriented to quality programming. Run your own business. Incentive compensation opportunity well over \$50,000. Would also consider sales manager candidate to groom for general manager positions. Send letter, resume and compensation history to Box T-27.

**"Million Dollar Close"** closes any sale! Double or triple your billing! Free information. Write: Super Salesman Systems, Box 16390-I, Orlando, FL 32861

**Sales manager, WKQA.** I am looking for someone that is proud of our industry, proud of his or her track record, and dedicated to the concept of excellence. The WKQA sales manager will be encouraged to be innovative and progressive. The WKQA sales manager will make an important winning contribution. If you want something more than just a job, send resume, references, and track record to Dick Lewis, Executive Vice President and General Manager, WKQA/WXCL Radio, 3641 Meadowbrook Road, Peoria, IL 61604.

**General and sales managers.** Expanding Northwest group. Opportunities for outstanding broadcasters to participate in all phases. Constant Communications Company, 107 Burnham Road, Lake Oswego, OR 97034. EEO.

### HELP WANTED SALES

**Rocky Mountain station** is looking for a success-oriented sales person. Send resume and references to Frank Barrett, GSM, P.O. Box 2006, Casper, WY 82602. EEO.

**Regional rep-**now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

**Excellent opportunity** for aggressive professional account executive in Sunbelt rated market. Take over active account list. Minimum 2 years' radio sales experience. EOE. Send resume and billing history to Box R-154.

**Sales manager** for Palm Springs powerful FM. Winning format needs strong organizer to assume considerable responsibilities. Successful sales management record with emphasis on training, motivating and promotion. Write Box R-173, EOE.

**Radio sales pro** could lead to sales manager. Needed for mid-size New England market. Experience with agency, direct business and co-op a must. We are a great contemporary station with a super team. Send resume to Kris Powell, General Manager, "Fun 102 FM" P.O. Box 232, Mystic, CT 06355, or call 203-536-9641.

**Radio salesperson** for Indiana AM/FM. 2 years' experience. Must be creative, aggressive, committed. Send resume to Box T-21.

**Account executives:** tired of making the owner rich? 50% commissions for selling a new advertising promotion to your accounts, plus everyone else's accounts! Free details. Write: Ad-Vantage Services, Box 15664, Orlando, FL 32858.

**We have yet to locate** the right salesperson to join our staff as key member. Must have proven successful background, radio knowledge, willing to build permanent career in California. KCIN, Victorville, CA 92382.

**Account representative:** Public Radio WNMU-FM seeks individual to generate sales (underwriting). Two years of broadcast sales or underwriting required. Strong communications skills. Range: \$13,310-\$19,965. Send resume to: Personnel Office, Northern Michigan University, Marquette, MI 49855, postmarked by April 11. AA/EOE.

**Prepare yourself to be** a more marketable candidate for one of the jobs in this column. Attend a professional 3-day Sales Seminar, recognized by leaders in the industry, on May 19-22 in Chicago. Presented by Jim Hooker of Media Sales Training Systems. Tuition: \$550. We'll help you locate a position with one of our clients if you attend. Call now to register or ask questions: 312-351-0444.

**Wanted: district sales managers** to sell microcomputers for broadcasting applications. Accounts receivable, logging, etc. Territories open across the U.S. Reply Box T-22.

**Excellent sales management opportunity.** New ownership of this northern New England AM-FM combination requires self-starter with billing ability and management desire. Group owner offers classic challenge, and the freedom to grow. Turnaround game plan demands proven professional selling techniques, and strong organizational skills. Could be first management position for right person with follow-through. Could start as early as May 1 in this land of high quality-of-life and low unemployment. You'll want to investigate this one, and we want to hear from you. EOE. Write in confidence to Box T-29.

**Florida Panhandle,** near beaches. Great growth opportunity for experienced professional. Salary & commission. WQUH/WGTX, 904-892-3158. Box 627, DeFuniak Springs, FL 32433.

**Radio account executive:** 2 years general sales or 1 year broadcast sales required. Resume to: 3WS-FM, One Allegheny Square, Pittsburgh, PA 15212.

**Fastest growing area of Florida!** Successful AM/FM stations. Sales opportunities unlimited. Aggressive, experienced sales consultant needed to join a professional team. Salary, commission, bonuses. Preferential consideration to CRMC. Phone Jean Graham, 813-849-2285. EOE.

**Growing group needs salesman.** Midwest FM, growing, needs aggressive, talented individual to handle strong list. Apply to WKSJ FM, Box 288, Columbia City, IN 46725.

**Enjoy the good life** in rural New England, with all the advantages of the city. Active account list, good potential. Waiting for the right person. Salary, plus 15% commission. Send resume to Darrel Clark, WTSL Radio, Box 1400, Lebanon, NH 03766. EOE.

**Wisconsin's No. 1 radio station, WEZW FM 104,** has immediate sales openings. Send us your detailed resume, highlighting your broadcast sales accomplishments, to Sales Manager, WEZW, 735 W. Wisconsin Avenue, Milwaukee, WI 53233.

### HELP WANTED ANNOUNCERS

**AM drive/chief announcer.** Dominant CBS adult contemporary seeks experienced, mature individual looking for a long-term commitment with stable company in a beautiful college town. Outstanding facilities. Tape, resume, references to Col-in Rosse, WINA, Box 1230, Charlottesville, VA 22903. EOE.

**Major Florida FM country** seeks morning pro. Decent pipes, creative head a must. Tape, resume to WKQS/WLQY, 9881 Sheridan St., Hollywood, FL 33024.

**WAVE-100, Portland-Lewiston,** seeks an experienced Jock who's ready for that first programming position. We're a growing 50KW, automated, easy listening station with state of the art facilities. New Englanders preferred. Gary Bruce, WWAV/WLAM, Box 929, Lewiston, ME 04240. EOE

**NYC broadcasting Co.** is looking for people with commercial radio experience. Part-time. \$4.00 hr. Call 212-279-2360.

**We are searching** for beginning talent for our small market Texas radio station. Some members of our staff have gone on to major market radio. We can't pay much, but we have the know-how to develop beginners into professionals. We want to know where you are and how you sound. Send tape and resume to Ammerman Broadcasting, 8323 Southwest Freeway, No. 920, Houston, TX 77074.

**Family life radio** is seeking experienced announcing staff for stations in Michigan, Arizona and Texas. Write for more information to V.P. Broadcasting, PO Box 3025, Tucson, AZ 85702. EOE.

**Experienced morning person** for adult contemporary, medium market, Southeast. PBP opportunities available. WRMT, Rocky Mount, NC 919-442-8091. EOE.

**Light contemporary Christian radio station** looking for experienced announcers who are also qualified in production, engineering or bookkeeping. Job can lead to assistant management position. Send resume and audition tape to WOLC, P.O. Box 130, Princess Anne, MD 21853. EOE.

**Go where talent** is rewarded. Immediate opening. Hudson Valley AM-FM. Commercial station experience required. EOE. Resume only to Box T-32.

### HELP WANTED TECHNICAL

**Chief Engineer needed.** Hardworking and innovative individual for medium market 100 KW facility in Southwest. Excellent pay, benefits and working conditions. Must be experienced in audio processing, RF and FCC matters. Send resumes to Box R-152. M/F. EOE.

## HELP WANTED TECHNICAL CONTINUED

**Broadcast group seeking engineer** for WHAM and WHFM radio stations, in upstate New York. Applicant should be familiar with AF, multi-track AF, high power RF circuits. Should also have first class/general license, broadcast experience and references. Respond to Rust Communications Group, Inc., PO Box 1378, Leesburg, VA 22075. An equal opportunity employer.

**Hands-on chief engineer** for established south Florida 1KW AM and class C FM radio stations. Must know FCC regs, AM directionals, FM automation and related equipment. Send resume to Box T-14 by 4/15/83 EOE.

**Chief engineer** for two radio stations in Ohio. One AM/FM combination and one FM. Must have good equipment. Must possess excellent practical and theoretical knowledge. Salary negotiable. Write Box T-15.

**Chief engineer:** minimum 2 years' experience. Maintenance, circuit design, automation, state-of-art equipment. Full benefits, retirement. Resume and history to Dave Covey, WWSC/WYLR, 217 Dix Ave., Glens Falls, NY 12801 EOE.

## HELP WANTED NEWS

**WGSO news/talk** seeking applicants for news anchor/news director 2 to 5 years' on-air/news director experience at major market commercial radio station required. Tape and resume with letter. No telephone calls. Contact Phil Zachary, WGSO Radio, 1440 Canal Street, New Orleans, LA 70112 EOE.

**Radio news reporter/anchor** for medium market Midwest station. Experience required. Journalism degree preferred. Some sports available. Send air check, resume and writing samples to Quad Cities Broadcasting, PO Box 3788, Davenport, IA 52808 EOE.

**Morning drive newscaster.** Immediate opening at small New England coastal station. Seeking aggressive, diligent professional with strong writing skills and good voice. Must be willing to invest extra effort in learning area quickly. Local news emphasized. Experience necessary. Replies confidential. Send letter and resume only to Box T-31. EOE.

**Sports director.** Handle all sports duties. PBP for three area high schools. Board shift. Should have at least one year experience. Call or write. Immediate opening. T&R Jim Alexander, PD, PO Box 600, Alliance, NE 69301. 308-762-1400.

**Sports director**—will be the voice of the Montana Grizzlies on a 17-station statewide network. Salary open plus car. Send tape including play-by-play and resume to Vern Argo, KYLT, PO Box 2277, Missoula, MT 59806 EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Air personality/program director** for suburban New York City station. Must have strong news and information background and warm, personable air style. An equal opportunity employer. Resume only to Box T-9.

**Program director** for top-rated medium market FM. Must have good announcing and production ability, knowledge of rock music, and have ability to plan promotions, motivate, and work with top consultant. Chain offers opportunity for advancement. Resume only to Box T-34.

**Full-time production person:** stable, solid operation is looking for clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio—all the tools, and a reputation for award-winning commercials. Send resume, availability and tape of production work to Eric Michaels, Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. WVMT is an equal opportunity employer.

**Program director-news/talk pro** for religious format station in major midwest market. Excellent opportunity for proven leader with stable work history and track record of getting the job done. Join a growing organization, be active in the community, talk issues and "get to the bottom" of them. Send resume and tape immediately and let's get acquainted. Bottl Broadcasting Company, Attn: Gary Coulter 10841 E 28th Street, Independence, MO 64052.

## SITUATIONS WANTED MANAGEMENT

**Vice-president/General Manager,** radio, excellent sales and management track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

**Selling general manager** with full hands-on experience in all phases of radio. Very stable. Currently employed. Management by objective. People-oriented. Strong revenue-producing ideas. Expert in finance—projection, billing, collection. Extensive trainer. Outstanding success. High-powered references. Write Box R-122.

**General manager available** for interview at NAB Convention. Interested in small market in West, Midwest or Southern states. Currently employed. references available. 619-362-4916.

**General Manager** with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box R-148.

**Attention owners.** Bottl/GM. Exceptional credentials, ready to settle & sell. Let's talk now! 607-432-8555.

**Fifteen-year professional** with mid-level management experience seeking GM opportunity in small/medium market. Available May 1. 314-586-7377.

**GSM—experienced, leader, teacher, motivator.** Looking for long term commitment. If you want a professional that will get the job done, let's talk. Presently employed. Write Box R-150.

**I have done it all** and done it well. Currently looking for GM or GMS position with solid group organization. I have experience in both positions, with excellent references. Strong background in MOR and news/talk. Currently living in Calif. Looking for a move to a larger market, say in top 25. Write Box R-175.

**No-frills management**—no formulas for instant success, no excuses, no long lead time before results, no hype, no b.s. and no wasted effort. Just the essentials: results-oriented hard work focused on profits. Experience and credentials as GM worthy of any challenge. Box T-2.

**My experience works**—for you! Bottom line, money-making, success-story manager. Sales-oriented motivator. 20 years top markets. I mean business! Box T-4.

**17 years' experience** in radio sales, announcing and management. Prefer employment with small country or MOR station within 200-mile radius of Hagerstown, MD, but would consider other. Jim Stevens, RFD 1, Box 302, Fairplay, MD 21733. Phone 301-582-2289.

**Group director of sales**—15 years' experience radio/TV newspaper sales and management. 5 years as consultant to station owners and groups throughout the U.S. A top leader who can manage with sound strategies. Solid, organized professional who achieves goals and a positive motivator. Believer in training, retail development and co-op. Sales intensive and bottom-line oriented. Southeast preferred. Reply Box T-7.

**Successful, enthusiastic,** experienced professional seeking challenging management opportunity in Midwest/Mid-Atlantic regions. Have built two great stations, one literally from scratch. Thirties, family, Christian. Randy Wingle, 703-743-4371; Luray, VA 22835.

**General manager** of combo operation. Consistent top ratings and sales. Turnaround or lurn-key. Ready for a big 1983? Write Box R-135.

**Uniquely qualified veteran** broadcaster with station, group, network and consultancy experience interested in operational or consultancy opportunity. Outstanding record of producing winners. Prefer Southeast. Replies in confidence to Box T-35.

**For sale!** Slightly used operations/production manager, university AM. 13 years' experience, all aspects. Low mileage, excellent condition. Specifications available. For test drive, reply Box T-38 or call Allan 514-488-4622.

**Does this 30 second commercial** meet your needs for an all-around station manager that sells or sales manager? One whose personal collections last year at medium market small station were \$180,000. One who trains in retail marketing, visual and tangible aspects for radio. 25 years' experience, most formats, all size markets with the talent for writing, programming, production and promotion. Southeast markets preferred. Write Box T-41.

## SITUATIONS WANTED ANNOUNCERS

**Male announcer,** experienced in NY metropolitan area, looking for weekends on Long Island station. Chris Dowhie, 212-580-2800.

**Creative personality/former production director** from Detroit area seeking position with AC/top 40 station in SE Michigan. Bob Marshall, 313-453-3765.

**Available now!** To be your new evening-overnight announcer. Ohio, adjoining state, Southwest, Alaska. Doug, 419-387-7761.

**Rock, country, pop**—experienced announcer looking for position with future. For tape and resume, call Glenn, 214-980-1966.

**Dependable, hard-working female air personality** looking for good opportunity. Resume and tape available upon request. Morning drive or AOR preferred. Call Mary, 312-775-2819 or 312-763-7452.

**Announcer seeking live country format** on East Coast. Desire medium market, but all considered. Family man, B.A., 7 years experience. Mark Anderson, Spring Gardens Apts., No. 524, Roaring Spring, PA 16673. 814-224-4745.

**Major market morning personality** available. Would also consider a team situation. Over 80 character voices. Formerly from Pro FM, WPTR, and WKSW in Cleveland. Woody Floe, 216-521-5176.

**If you need a hard-working announcer** with a great personality, an excellent radio voice, who's reliable and fun, I'm the guy you want. I've got three months' experience; I'm good and you'll be satisfied. Will relocate. Call Paul after 6 PM, 414-453-4548 or 414-543-8683.

**10 years in radio.** Excellent reference checks. Very dependable. All formats considered. Mike, 904-255-6950.

**Personality jock** 27 years' experience. Prefer Arizona, Nevada, California area. Country or rock format. 703-483-7406.

**Top 10 personality**—available soon! Box T-5.

**Announcer/sportscaster.** 6½ years' experience. Know rock format. Southern Rockies. West Coast respond anytime 303-651-3079.

**Dynamic voice and personality.** Attended Arizona Tech Broadcast communications. Always willing to learn. Call Terry, 913-651-2656.

**Unique morning personality** who combines wit, substance & imagination. Excellent voice, community minded with interview & phone skills. Over ten years' experience. 216-732-8383.

**Workaholic available!!!** 4 years DJ experience (excellent ratings), 3 years in news, and 2 years in sports play-by-play. 801-394-1856.

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## SITUATIONS WANTED ANNOUNCERS CONTINUED

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**Announcer/Technician.** 1st phone. Good production. copywriting, sales. Write Box T-36.

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## SITUATIONS WANTED TECHNICAL

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**Chief engineer,** 17 years' experience with AM, FM TV, cable, seeks engineering position with non-commercial 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

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**Strong maintenance experience,** seven years in broadcast and industrial communications. Two years C.E. AM directional. STL, RENG. Computer literate, A.A. sensitive to programming needs. Seek opportunity on East Coast. Carl Olson, 301-588-8934.

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## SITUATIONS WANTED NEWS

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**Exp. announcer,** authoritative delivery, good writing skills, seeks medium/small mkt. news position. For tape/resume, phone Rick, 516-785-5757, Tue.-Fri noon-9 PM.

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**Established sports writer,** substantial experience in PBP, would like a break in radio. Know sports, articulate, enthusiastic, strong voice. Call Kerry Smith, 513-831-0086.

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**PBP—20-year veteran** award-winning pro-seeks affiliation with college or pro organization. Baseball, football, basketball. Box R-164.

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**Play by play & sports director.** Sportscaster with 16 years' experience. Can offer excellent skills and hard work. Background in professional baseball, along with college, high school football and basketball. Professional all the way. This ad is being placed by WNAM for Roger Fisher, our sports director, who is leaving our employ April 5th. Due to changes at our station, he is available at that time. For reference and details, contact Perry Murphy, General Manager, 414-722-6471; or Roger Fisher, 414-729-9717. This is an outstanding broadcaster that will enhance your station's image.

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**News-experienced news director,** sports director B.S., 1 1/2 yrs. law; seeking position at professionally oriented station(s). Market size no factor, salary neg. Call No. 79. 901-324-4040.

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**Lady newscaster/reporter.** Award winner. Three years' experience. Will re-locate. Write Box T-17.

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**Newsroom need fresh perspective?** New initiative? Enterprising, competitive 3-year pro wants challenging position with station committed to news. Call Karl Brown, 304-599-3083.

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## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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**Need bigger ratings?** Major country programmer with number one success stories available for your team now. Never dropped a rating point in twelve years. Write Box R-149.

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**Dominant college FM station manager** looking for move to commercial radio in management. Talented, with great knowledge of FCC rules. Will relocate to any market. Write Box R-163.

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**CHR/hot tracks programer.** Bobby Christian, 8 years as PD/OM at WXXK (WHTX), WMET, KKKX (KPKE), KUPD, 16 years in radio, 10 years' experience in audience/market research. Excellent track record. Top references. 412-795-8296.

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**Five year pro** seeks PD/MD position in small to medium Eastern market. Good voice, strong experience in announcing, production, sports and news. Hard worker and not a drifter. Box T-40.

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**On-air at 11, MD at 16, PD at 18,** major market airshift at 18. Now at top AC in America, seeking return to medium market AC programming. 612-379-0382.

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# TELEVISION

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## HELP WANTED MANAGEMENT

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**Immediate opening** as a systems operator on an IBM System 34-Columbine software. This is a supervisory position with total responsibility for department's operations. Broadcasting background is essential. Send resumes to: Business Manager, WINK AM-FM-TV, P.O. Box 1060, Fort Myers, FL 33902.

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**General manager.** General Manager for group-owned network affiliate in Southeastern market. Applicant must have management experience with proven ability to maintain cost-control in competitive market. Station is strong number one in market with excellent staff. Good opportunity for experienced manager with leadership ability. Please reply to Box R-181.

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**Public relations manager—major syndication company** seeking qualified PR/promotion executive. Experience (in TV series or motion picture PR), writing and people skills required. Some travel. Send resume with references to Box T-1.

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**Chief executive officer—WHYY, Inc.,** seeks a chief executive officer to oversee its public TV and radio operations. Individual should have proven leadership ability. Experience in broadcast management is desirable. Interested individuals should forward resumes to: WHYY, Inc., Box 751, Norristown, PA 19494, by May 1, 1983. EOE, M/F.

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**Promotion manager,** Orlando, Florida. WCPX-TV, Orlando, is looking for the right person to head up the station promotion department. Must have two (2) years television experience with a good background in news promotion, production, writing and management skills. If you feel that you are at the right point in your career to make the move to an aggressive, promotion-minded television station, send your resume to: Business Manager, WCPX-TV, P.O. Box 1833, Orlando, FL 32802. We are an EEO employer.

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**General Manager.** Our CBS VHF needs an up and coming TV executive who is strong on sales and sales management and who knows or can quickly learn every phase of station operation. Frankly, our station is in the doldrums—well respected, profitable, but not growing the way it should. We're looking to increase the gross fifty percent and double profits in the next three years. If you have ability and drive to do the job, this could be a golden opportunity. We are located in a small three-station market in one of the most scenic areas of the West. We offer a good salary and incentive plan. EOE. All replies confidential: Box T-42.

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## HELP WANTED SALES

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**Local sales manager.** Major broadcast group with an independent in top ten market is looking for an energetic and result-oriented local sales manager to direct an eight-person sales force. The person we're looking for must have TV sales experience, with a track record of setting and accomplishing goals. Knowledge of selling independents in competitive markets is a plus. College preferred, and a clear demonstration of leadership skills is a must. Forward resume and salary requirements to Box R-162. We are an equal opportunity employer.

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**Experienced lead sales director** is being sought for a low powered television station to be located in the Greenville-Sulphur Springs area of east Texas. If interested, send resume to TPC/Communications, 100 South College, Tyler, TX 75702, attention: Jim Runyan.

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**Account Executive:** independent station, 37th market. We are in need of two top-notch local sales people to develop retail and agency business. Top salary with long term opportunities. Local/regional sales management possible. Send resume to: General Sales Manager, WWMA-TV, 3117 Plaza Drive, Grand Rapids, MI 49505.

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**Dominant VHF in Florida** seeks general sales manager. Successful television sales management experience required. Previous general sales manager has moved to larger market. This isn't an opportunity to slow down. Send complete details in letter to Box T-30. EEO.

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**Production sales representative** for an aggressive production facility in the fast growing Dallas-Ft. Worth area. Must have a minimum of 5 yrs. in commercial or corporate/industrial production. Must be aggressive, self-motivated and a team person. Base salary with commission. Send resumes to: 21 Productions, KTXA, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE/M-F.

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## HELP WANTED TECHNICAL

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**TV engineer** with a strong maintenance background in all facets of broadcast and television production equipment. Applicants must be familiar with operation of television color cameras, video tape machines (both quad and one-inch). Remote production experience helpful. Applicants must have at least two years of broadcast experience and hold a valid general class FCC license. A degree in communication equipment technology or equivalent in military experience desirable. Send resume and salary requirement to Director of Engineering, WNED-TV, Box 1263, Office B, Buffalo, NY 14240. An equal opportunity employer.

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**Southwest Florida UHF** will give good pay, benefits, warm weather, sunshine, family living on the Gulf in the nation's fastest growing market. You give us solid electronics background, 5 years broadcast maintenance experience and a desire to work. Send resume to: WEVU-TV, c/o Jack Spiess, Operations Manager, P.O. Box N, Bonita Springs, FL 33923. An equal opportunity employer.

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**Chief engineer—KFTV,** Channel 21, has opening for a working chief engineer. UHF transmitter, studio maintenance, Sony u-matic, and ENG experience required. General class license. \$30K plus for right person. Call August Ruiz, KFTV, Fresno, CA 209-268-4204. Will interview at NAB.

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**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 R-172. An equal opportunity employer.

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**Engineer for master control.** Minimum one year experience in TV broadcasting. FCC general and first class license required. Write Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. Closing date: April 14. EOE.

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**Chief engineer.** WOI AM-FM-TV seeking qualified engineer to be responsible for directing the technical functions and activities of its broadcast/teletext facilities, including development and implementation of long, intermediate and short-term electronic acquisitions and changes, supervision of engineering staff of one TV station and two radio stations. Must have a BSEE or equivalency in education and experience; equivalent of FCC 1st class radio/telephone license, at least 5 years' current "state of the art" broadcast/(both radio and TV) operation and maintenance experience, and a minimum of 3 years' supervisory experience. Salary \$32,000 minimum, depending upon education, training and experience. Send complete and current resume to Keith K. Ketcham, General Manager, WOI-AM-FM-TV, WOI Building, Ames, IA 50011, by April 22, 1983. AAE/EOE.

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**Engineer/technician—a Midwest CBS affiliate** is seeking an engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Supervisor of Engineering, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE-M/F.

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**Transmitter/studio maintenance—Phoenix.** Minimum 2 years' experience with UHF transmitters. Contact Bruce Sherman, 3722 East Chipman Road, Phoenix, AZ 85040. 602-243-4151.

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**Assistant director of engineering** for public TV stations in Akron and Youngstown, Ohio markets. Must have FCC first or general class license and minimum of five years' experience in TV broadcasting, with emphasis on transmitter and teletext supervision and maintenance. Competitive salary, including extraordinary benefits. Send resume by April 13, 1983, to John Cervone, Channels 45/49, Kent, OH 44240. An affirmative action/equal opportunity employer.

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## HELP WANTED TECHNICAL CONTINUED

**Director, engineering/operations,** KUED-TV. Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises twenty technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference to Patricia Baucum, University of Utah, Personnel Administration, 101 Annex Building, Salt Lake City, UT 84112, through May 1, 1983. An equal opportunity employer.

**Maintenance engineer** position available in central California coast network affiliated VHF. Candidate should possess a valid FCC general class license with two years' television broadcast maintenance experience. Electronics school or equivalent technical training required, including digital technology, experience with Ampex ACR 25, VPR 2, RCA TR6000, TR70B, TK28, TK44; Grass 1600/300, Sony BVU series preferred. Good salary and company paid benefits. EOE. M/F. For prompt consideration, contact Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

## HELP WANTED NEWS

**WIS-TV is still looking** for a Carolina Traveler. We have looked at a lot of tapes, but haven't found that person who can make a feature into something special. If you love features, can write with flair and have at least two years' full time experience as a television reporter, we want to hear from you. Write: Gary Anderson, News Director, WIS-TV, PO. Box 367, Columbia, SC 29202.

**Midwest sports network** is looking for experienced NCAA Division I basketball PBP talent. Tentative '83-'84 schedule: 20 games. Will consider full time or free lance talent. Send letter, resume and references, and salary requirements for full time and/or free lance, (per game), only to Box R-165. EOE.

**ENG editor** needed at Pacific Northwest affiliate station. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

**Anchor person** for 6 PM and 10 PM newscast. Excellent opportunity for experienced radio person to make the move to television. Attractive salary and pension plan. Send resume, tape to KNOP-TV, Box 749, North Platte, NE 69103. EOE.

**Midwest affiliated station** seeking career-minded, people-oriented news director. Experience in all facets of news operation and ability to work with station management. Excellent benefits with growing company. Degree in journalism or communications preferred. Send resume and salary requirements to Box R-131. EOE.

**News director** for medium-sized, midwest NBC-TV affiliate. Send resume only to Box R-166. EOE.

**Investigative reporter.** An aggressive, fair-minded journalist with 3-5 years of solid print and/or broadcast news experience. A tough dedicated pro who wades into a project with gusto. Clock-watchers need not apply. No phone calls. Send resume, with tape if available, along with salary requirements, to Scott Parks, Managing Editor, WIS-TV, 1111 Bull Street, Columbia, SC 29202.

**Experienced TV newscaster** wanted. College background with proven skills in camera, editing, live remotes, complete knowledge of inter-workings and mechanics of major TV news operation and ability to deal effectively with employees required. Valid driver's license with good driving record necessary. Qualified applicants for TV news field production coordinator send resume and tape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

**Upper Midwest small market TV station** is looking for a sports anchor who hates to stay behind the desk. We want someone who eats and sleeps local sports and outdoor activities. Ambitious and energetic persons send resume only to Box R-180. EOE.

**Two top-notch newscasters** needed. We're looking for an experienced, hard news reporter with anchoring ability and a combo photographer/reporter with strong shooting/editing background. Tapes and resumes to Harry Bowman, WCIV-TV, PO Box 10866, Charleston, SC 29411. EOE.

**Group-owned stations** in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box T-3. We are an equal opportunity employer. M/F.

**11:00 P.M. producer** needed for number one news operation in top Southeast market. The person we're looking for will have at least 2 years' experience in putting together a fast-paced, fresh and interesting newscast. Send resume and salary requirements only to Box T-20.

**Meteorologist wanted** immediately. We want someone who takes weather as seriously as we do. LiveLine III color graphics system. Excellent compensation. EOE. Send resume and tape to John Riches, WQAD-TV, 3003 Park 16th St., Moline, IL 61265.

**Weekend news producer** needed for CBS affiliate in Tampa, Florida. Applicants should have had at least 2 years' experience in reporting and in producing television news programs. Must be a good writer with creative ideas and must be knowledgeable in the use and application of ENG videotape editing and live ENG. Resume and 3/4 videotape to Hugh L. Smith, News Director, WTVT, P.O. Box 22013, Tampa, FL 33622. An equal opportunity employer.

**Pacific Northwest TV station** seeks co-anchor for nightly newscast. Some writing/reporting/producing assignments. Major market compensation. Minimum two years' commercial TV news experience. Strong writing skills and camera presence. Resume and tape to: KVOS, 1151 Ellis, Bellingham, WA 98225. KVOS is an equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Production manager**—medium market station in Sunbelt seeks production manager. Responsibilities include coordinating and managing of all station production. Hands-on creative experience and ability required. Send resume to Personnel Mgr., WALB-TV, PO Box 3130, Albany, GA 31708.

**Evening/PM co-host.** We're looking for someone, with live field experience, who can produce award-winning feature stories. We're looking for someone with a sense of humor, the courage to be first, and yet is warm and caring. We're looking for someone who wants to be a winner. Send us your resume only. If you've got what it takes, we'll call you. Write Box R-160. EOE.

**Television producer.** Full-time regular position. Applicants must have Bachelor's degree and/or proven experience in the following areas: producing television programs; television directing; shooting and editing portable video/film materials outside studios; coordinating and managing television program budgets. Send application by April 15, 1983, to: Television Producer Search, MPBN Alumni Hall, University of Maine, Orono, ME 04469. An equal opportunity/affirmative action employer.

**Director-producer** for on-air promotion for commercial station in top 20 market. Position demands writing ability, video creativity and five years' experience in all areas of studio and field production. Ability to work with technical and creative staff important. Knowledge of lighting, 3/4" editing and special video effects is essential. Send resume, tape and salary requirements to: Robert Smith, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

**Editor/Production Engineer.** Requirements: FCC general class license preferred with 3-5 years' experience in television production. Responsibilities: duties to include RCA camera set-up, Ampex 1" and 2" operation, computer editing with Ampex ACE system. Apply to: Director of Finance, WYES-TV12, 916 Navarre Avenue, Box 24026, New Orleans, LA 70184. No calls, please! WYES-TV is an equal opportunity employer.

**Program director:** strong administrator, budgeter and recruiter with solid production background needed to take over CBS affiliate program/operations with strong commitment to rating leadership. Forward resume, statement of program philosophy, and salary history in first reply. No phone calls. Ronald W. Philips, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

**Program Manager** with experience in on-air operations, production, program development and planning. Send resume to Neil Kloksiem, General Manager, KRDO, P.O. Box 1457, Colorado Springs, CO 80901.

**Art director**—position requires a major degree in commercial art, minimum five years experience as TV art director, possess working knowledge of electronic production equipment, understanding of all on-air graphics and print media. Resume/samples to: Kurt Eichstadt, Program Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. Please, no calls. EOE. M/F.

**Producer/host.** Must have sharp interview skills, slick production techniques, and a desire to work hard in a major market public affairs department. News and community relations experience helpful. Well-organized, creative, knowledgeable people only. Please send video tape and resume only to Michael Cascio, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

**Production manager.** A fast growing television station in the fast growing Dallas-Ft. Worth market is looking for an aggressive leader for their production facility. Must have at least 3+ years' exp. in commercial and/or corporate/industrial production management, preferably with a station that takes an equally aggressive stance on production. Base salary with commission. Send resumes to: 21 Productions, 1712 East Randol Mill Rd., Arlington, TX 76011. EOE/M-F.

**Operations manager** for group-owned NBC affiliate. Excellent career-track opportunity. Emphasis on station promotion, but also responsible for managing program schedules and production. Requires strong administrative skills and ability to manage and motivate a creative staff including two subordinate department heads. Prefer candidates with PM-type or executive producer background. Send resume, letter and salary needs to: J.A. VanHorn, VP/Personnel, American Family Broadcast Group, 500 E. Fourth Street, Waterloo, IA 50703. EOE.

**Assistant promotion director.** Station in top 10 market looking for a creative person with minimum two years' experience in TV promotion at a commercial TV station. Skills required: organization, copywriting, TV production, and knowledge of outside promotions. Send resume, video cassette and salary requirements to: Operations Manager, WCLQ-TV, 6000 West Creek Road, Cleveland, OH 44131. An EEO employer.

## SITUATIONS WANTED MANAGEMENT

**Very successful GM, AM-FM-UHF.** Ground-up UHF success; turn-around UHF success, same with AM-FM. People, profit-oriented, sound recruiter, strong programmer, budget-oriented, 15 years network negotiating. Impeccable credentials & references. Prefer South/Southeast, but will go anywhere with good sound company. Married, sober, solid. Will accept TV only or any combination. No hurry. Reply Box R-77.

**Sales manager** in radio seeks management growth position for PA. TV station. Write Box R-130.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Operations manager-** young, aggressive individual experienced in facilities management wishes mid-Atlantic state location. Strong in operational systems development and troubleshooting. Good technical background. Write Box T-43.

**General manager.** 31 years practicing television. Thoroughly experienced in 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.

**Looking for a change.** 12 years' TV experience, past 6 years as GM. Young, aggressive, sales oriented, profit minded, superior people skills. Can turn around a bad situation or improve an already profitable station. Excellent references. Write Box T-39.

## SITUATIONS WANTED SALES

**Sales-inflight video account executive** developed new medium and successfully sold time on this network. Ambitious and interested now in working for a syndication, TV, or cable network. P.O. Box 138, Roslyn, NY 11576.

## SITUATIONS WANTED NEWS

**Synoptic meteorologist** seeking television employment. Has seven years' experience in nationwide weather forecasting and radio broadcasting. Available July 1, 1983. Inquiries write Box R-125.

**Anchorman.** Currently Principal anchor in near 100 market. Consultant advises a big leap upward. 815-455-5797.

**Writer/associate producer,** with network experience, seeks challenge of East Coast medium market producing. Call Rick, 404-634-4399.

**Have experience, will travel.** Three years' experience in television news/sports as anchor, reporter, producer, photographer. Seeking news or sports reporting position. Available immediately. Rick, 317-474-1509.

**Weatherman (20 years radio)** wants to make a move to full time TV, Southeast only. 404-231-1250.

**Meteorologist:** five years' on-air experience. I enjoy relating the weather to people. Confident, relaxed professional with interesting and enthusiastic personality. Write Box M-70.

**Experienced anchorman/producer/reporter,** presently employed in strong mid-South market. Will consider all markets. 615-646-5730.

**News director/anchor/producer/assignment editor** now employed in top 100 market seeking opportunity in similar size market. 14 years' broadcast news experience. Write Box T-6.

**Sports with charisma.** Young, dynamic small market sports director looking to move up. Exceptional writing skills. PBP three sports. Write Box T-11.

**Anchor-male, 30,** dominates market. Mature, producer supreme, crisp writer, mind for media. Master's degree, no agent, down to earth. Nice guys finish first. Write Box T-12.

**Sports reporter** for NJ's largest cable firm seeks reporting/anchoring position in small or medium market. Tape available. Steve Karmazin, 201-768-8318.

**Aggressive, responsible reporter.** Young, enthusiastic, intelligent. Willing to relocate. Substantial news background. Anne, 914-636-1098

**Lady newscaster/reporter.** Award winner. Three years' experience. Will relocate. Write Box T-18.

**Solid anchorman**-40's. 3 yrs.' Los Angeles UHF. Seeking quality situation, immediate challenge. Dean, 213-346-9522

**Entry level-experienced** radio news director sports director. PBP; B.S. Communications, 1 1/2 yrs law. seeking entry level TV position. I work hard and take direction well. Market size no factor, salary neg. Call No. 79, 901-324-4040.

**Award-winning radio** sportscaster desires switch to television. Available for auditions and interviews. Call 301-686-7560.

**TV summer intern**-experienced. Seeking summer job in sports/news. Worked last summer/Christmas at Kansas City's NBC station writing, reporting, editing. College grade average 4.0 Leif Lisee, 751 S. Shore, KC, MO 64151. 913-281-5600.

**Nationally published magazine writer, 38.** Master's degree, 14 years' radio experience including award-winning documentaries. One year top 40s weekend anchor-seeking full-time anchor position. Presently educational administrator. Starting salary-any market. Dick Lester, 505-568-4491.

**Meteorologist seeking weather-only, weekday** position in Southern or Eastern medium market. Experienced small, major markets. Write Box T-37.

**Enthusiastic meteorologist** eager to work fulltime in medium market. On air TV, radio experience. Forecasting and production experience in major market. Communicates weather on interesting, professional, and personal level. Available immediately. For resume/tape, call Andy Provenzano, 312-824-2451.

**Successful cable TV producer** with BA seeks change to TV news. Solid experience, including major market TV news internship. Outstanding writer, good camera presence, excellent references. Call Hal, 414-272-5311.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Showcase producer,** will air local, circuit, national talent, guaranteed ratings. Michael Montalbano Productions, 2630 Wedgfield Road, Sumter, SC 29150.

**Producer/director,** with 4 years' experience in all aspects of production including management, seeks new challenges in a small or medium market. Have degrees in journalism and political science. Resumes and tapes available on request. Call Dan, 501-253-9347.

**Freelance CMX editor** will travel. Major credits. Drama, comedy, documentaries, industrials, commercials, music, videodiscs. 213-851-1898.

**Production school graduate** with audio and college background seeking entry level position in broadcasting. Will relocate. Contact Richard Clark, 516-261-2875.

**TV graphic designer.** 3 years' experience at major market station. Creative, versatile, industrious. Call Michael Irving, 215-642-8855.

**Responsible, creative person** seeks career opportunity in television. Freelanced, interned at early-morning network show, diverse communications experience, graduate of Boston University School of Public Communication. Will relocate. 914-343-5774, evenings, weekends.

## CABLE

### SITUATIONS WANTED TECHNICAL

**Engineer, electronics/telecommunications,** well experienced in cable, video, desires position as project engineer in wide band data communications, interactive community telephone network. Box T-13.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative, hardworking, recent** graduate seeking entry level production position. Experience includes camera, editing, lighting, switching, more, for local cable station. Will relocate. Write or call Jim Daddona, 420 West Hills Rd., So. Huntington, NY 11747 516-271-9460.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Videoconference marketing** representative. Leading company in videoconferencing needs AE for NYC office. Excellent writing and presentation skills. heavy client contact required. Ad agency and/or broadcasting background preferred. Rare, ground-floor opportunity with expanding company. Letter and resume to Box T-26.

### HELP WANTED SALES

**Regional rep**-now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

**Technical salesman.** International employment opportunity for experienced salesman/engineer. Degree in electrical engineering with MBA in business. Other languages, especially French, valuable. Knowledge in letters of credit and other international documents helpful. Experience in sales and all phases of telecommunications necessary. Would relocate in London, England, with extensive travel to Europe, Middle East and Africa. Salary range-\$50,000, w/benefits. Send resume to: The Triax Company, 256 North Main Street, Alpine, UT 84003. 801-756-2284.

### HELP WANTED TECHNICAL

**Communications engineer** to coordinate installation of brand-new 1" video production center, serve as chief engineer of university's public radio station, repair and maintain broadcast communications equipment. State of the art test equipment. Small university town close to New Orleans. Salary: \$30,000. Bachelor's degree and 10 years' radio and television engineering experience required. Send resume and references to Dr. James V. Paluzzi, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammond, LA 70402. AA/EEO.

### HELP WANTED NEWS

**The Tobacco Institute** has an opening on its team of national spokesmen to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, attractive and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive travel in the U.S. required. Salary open. Excellent fringe benefits. Reply in confidence with 3/4" audition VTR, resume and writing samples to: Walker Merryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

### HELP WANTED INSTRUCTION

**Graduate assistantships.** Communication department with strong professional emphasis has assistantships to support graduate study in mass communication leading to the M.A. degree. Persons with backgrounds suitable for teaching assignments in journalism, radio-TV production or basic speech are invited to apply. Must be accepted for admission to graduate school. Send inquiries to Chairman, Department of Communication, Box 13048, SFA Station, Nacogdoches, TX 75962.

**Sam Houston State University** seeks: new position: assistant professor: tenure track. Starting August 28, 1983. Teach video production and other courses in radio/television production sequence. Require Ph.D. with teaching and professional experience. Salary: \$19,000-\$22,000; 9 months. Send resume, letter of application, transcript(s) and 3 letters of recommendation to: Dr. Robert Eubanks, Radio-Television-Film, Sam Houston State University, Huntsville, TX 77341. Interviews: BEA/NAB, April 8-12. S.H.S.U. is an EEO/AA institution.



## HELP WANTED INSTRUCTION CONTINUED

**Eastern Washington University.** Department of Radio-Television Applications are invited for two positions to commence September, 1983 (1) Chairman, Department of R-TV Advanced degree in radio-television, mass-communications, or related field Supervise academic program, Eastern Washington University video and audio production center Candidates should have demonstrated excellence in community relations, university teaching and administrative skills Rank, salary commensurate with qualifications/experience, renewable term appointment. (2) Assistant Professor, renewable term appointment Full-time academic year appointment, summer assignments available Degree in radio-television, mass-communications, or related field, recent experience in video at professional level. Teaching experience required Direct productions, supervise student crews, teach undergraduate courses in radio-television Salary commensurate with qualifications/experience Letter of application and vita to: Dr Gregory Hawkins, Acting Dean, School of Fine Arts, Eastern Washington University, Cheney, WA 99004 Credentials evaluation begins April 29, 1983. Affirmative action/equal opportunity employer.

**Search reopened.** Faculty member to teach television production and direction courses beginning Fall, 1983 Candidates should have an M.A. (Ph.D. preferred) and professional experience Rank and salary dependent upon qualifications Please send resume to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118 Deadline, April 8, 1983. Loyola University is an equal opportunity/affirmative action employer

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters** Guarantee Radio Supply Corp., 1314 Ilurbide 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

**Western Electric tubes,** mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts 213-576-2642 David, POB 832, M.P. CA 91754

**Wanted: TV station** interested in computer software for TV traffic and accounting. For more information, call or write Don King, KLBK-TV, PO Box 1559, Lubbock, TX 79408. 806-745-2345.

## FOR SALE EQUIPMENT

**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

**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

**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

**Character generators**—Vidifont, 3M, and Telemation models available, under \$4,000 Bill Kitchen, Quality Media Corporation, 404-324-1271

**Sony BVH-500,** AC, 2 batteries, HT-500, Calzone shipping case TK 76A-10 X 1 Cannon lens, rear zoom pistol grip, power supply, B case, Call Walter Edel, 212-689-1040

**AM and FM Transmitters**—used, excellent condition Guaranteed Financing available. Transcom, 215-379-6585

**AM transmitters,** 1 kw, 5kw, 10kw and 50 kw. Continental, Collins, RCA, Gates/Harris, GE. All units in stock, shipped with crystal on your freq 28 units to choose from, Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600

**FM transmitters,** 1 kw, 3kw, 5kw 10kw and 20kw. Collins, RCA, Gates/Harris, Continental and CCA. All units in stock, shipped with crystal on your freq. 17 to choose from Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600.

**Ampex Corporation,** on March 1, announced substantial price reductions on models ATR 700 & ATR 800 Before you buy any recorders, call us for a new price quotation. We are an authorized Ampex dealer, we stock Ampex recorders & parts. Northwestern, Inc., 800-547-2252

**For sale:** Grass Valley 900 Series modules: 900PS, 903P, 907, 921, 930A, 931, 932, 933, 934, 935, 936A, 937, 900 trays, 1-Ampex AG440B 1/4", 2 track audio recorder, 1-Ampex ATR 700 1/4", 2 or 4 track audio recorder with VariSpeed. New, Call 312-641-6030, days

**Color cameras**—clearance on RCA TK 630, Phillips LDH 20 and LDH 1, Norelco, PC-70, Ikegami HL33 & 35 Prices have never been this low! Bill Kitchen, Quality Media, 404-324-1271.

**Film camera**—Fernseh KCP 40 film camera and multiplexer, unbelievable low price. Bill Kitchen, Quality Media, 404-324-1271.

**VHF transmitters**—several available. GE and RCA, hi and lo-band. Bill Kitchen, Quality Media, 404-324-1271.

**Time base correctors**—Microtime 2020 with image plus, Quantel DFS 1500, low price Bill Kitchen, Quality Media, 404-324-1271

**Hitachi FP20-S camera** with Fujinon 10.5-105mm F16 lens, electronic zoom, carrying case, studio adapter, CCU, viewfinder, and more. \$3,000 WNPE-WNPI TV, Box 114, Watertown, NY 13601 315-782-3142.

**FM transmitters:** Bauer 605 7.5kW, immaculate. \$9000, McMartin BF3.5M 3.5kW, \$14,500, firm! Phone 308-345-1981, Jerry.

**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

**(2) IVC 500A cameras** with var:otal 15-150mm F2 lens, CCU, contour enhancer and cable \$3,000 pair WNPE-WNPI TV, Box 114, Watertown, NY 13601 315-782-3142

**1KW FM Sparta 601** w/latest exciter, new 6/80, mint condition M. Cooper, 215-379-6585.

**5KW AM Collins 21E** (1962), also RCA BTA-5H. Both w/proofs M Cooper, 215-379-6585.

**1 KW AM transmitters:** C-SIT 1-A (one year old) & Gates BC-1G, both guaranteed M Cooper, 215-379-6585

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042

**Spring clearance sale**—make any ridiculous offer! Phillips LDH-1 camera, Ikegami HL 33 & 35 cameras, Ampex VR-3000 Quad recorder, RCA PCE-1 encoder, TEK 529 waveform monitors, Ball RM-21 waveform monitors, Grass Valley 771 in-hancers, RCA Quad edit programmer, Conrac 9" and 14" color monitors (tube type), Panasonic 1/2" time lapse recorders, RCA TVM-6 microwave heads, Convergence ESC-1 editor, Telemet 3508 test generator, HFCH cam head, IVC 900 VTR, RCA BC-18 audio console. Take Advantage of Me! Bill Kitchen, Quality Media, 404-324-1271

**Continental 510-R-1 FM exciter & Collins 310Z-2** In stock Less than 1 yr. old, Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600

**State-of-the-art** 40 foot mobile truck with four Ikegami HK-357, one HL-79, two Channel Chyron IV, three Sony BVH-1100 one-inch recorders with slo-mo, Quantel DFS-3100, Adda ESP-100 B, etc Write Box T-33.

**Film unit**—used, Arri BL, Nagra six plate Steenbeck and more. Bill Andrea, CTI, 703-321-8455

## 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

**Why hire a production assistant** that can't troubleshoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark—214-263-2613.

**Tapes critiqued** by mail for TV news anchors, producers, reporters. Feedback Unlimited, 1313 Williams No. 901, Denver, CO 80218.

## MISCELLANEOUS

**Lower Manhattan studio available.** 35' x 35' stage, wraparound cyc, 14' lighting grid, computerized lighting board; 3 cameras: 1" & 3/4" recording capability, double re-entry switcher; control switcher w/frame storage Call D. Thompson, 212-323-7818.

**Country library.** Over 2000 cream of the crop, bonified hits, no duplications, \$1695 Bill Taylor, 213-791-4836.

**Sub-carrier for lease.** 100,000 watt FM 4548 West Osborn, Phoenix, AZ 85031 602--269-5666.

## RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry Copyright, 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122 303-795-3288

## RADIO

### HELP WANTED NEWS

## SUPER NEWS ANCHOR

We are the best and you should be, too.

This is your chance to work in one of the nation's great news operations, with a shot at morning drive not too many months from now You must be lively, literate, conversational and aware of what radio news is in today's media mix Political junkies, solemn Sams and pompous nellies are just precisely what we do **not** want We need a warm, friendly, intelligent person who likes and respects everyday people and knows how to talk to them about the issues that matter to them. We pay about \$31,200 to start. We are **very** good to work for. Send tape, resume, writing samples, and home phone number to

Suite 312  
Newport Building  
1260 21st St., NW  
Washington, DC 20036

## Help Wanted Technical

### VOICE OF AMERICA

Has opportunities in Wash., D.C., for qualified radio broadcast technicians. These positions require technical experience in professional radio, or the audio portion of television broadcasting. Applicants must qualify in two of the following areas:

- Studio Control
- Tape Recording
- Field Operations
- Broadcast Equipment Maintenance

Starting salary: \$12.94 per hour, (depending on qualifications). U.S. citizenship required.

Submit Standard Federal Application Form SF-171, or resume, to:

VOICE OF AMERICA  
Rm. 1341  
330 Independence Ave., S.W.  
Washington, DC 20547  
Attention: RBT-83-2  
Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### TALK RADIO PROGRAM DIRECTOR

Top 5 market, East. Apply only with professional credentials, other talk radio stations or production quarterback of successful TV talk show. Good administrator. Must have unqualified feel for rapid audience development with saleable demos. Written resume only to Box T-45.

### VETERAN, RESEARCH-ORIENTED PROGRAMMER

Experience in A/C, hit radio and country, WLEE, WCOL, WBSA, PD at: WAMS, WKWK & WKJJ/WCII. If you think a hard working, experienced OM or PD could make a difference for you, call Jack Armstrong, 502-896-1164 or 502-589-4800, or write: 613 Royer Court, Louisville, KY 40206.

## TELEVISION Help Wanted Technical

### ENGINEERING SUPERVISOR

WBZ-TV, Boston, seeks a person with experience in studio and ENG operations who can interact with all departments in an aggressive market environment. Applicant must have a strong technical background and be capable of motivating and evaluating a large technical department. A first class or general FCC license is required. Send resume to George St. Andre, Engineering Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. No phone calls, please. Westinghouse Broadcasting & Cable, Inc., is an equal opportunity employer.

## Help Wanted Technical Continued

### DIRECTOR ENGINEERING/OPERATIONS KUED-TV SALT LAKE CITY, UTAH

Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises 20 technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference, through May 1, 1983, to:

Patricia Baucum  
Personnel Administration  
UNIVERSITY OF UTAH  
101 Annex Building  
Salt Lake City, UT 84112  
Equal Opportunity Employer

## Help Wanted News

### MINI-DOC PRODUCERS/ INVESTIGATIVE REPORTERS

CNN is looking for award winning mini-doc producers with an investigative leaning for our new Washington-based team. If your work shows production ability and reportorial investigative work, send tape and resume to:

Ted Kavanau  
CNN  
2133 Washington  
Avenue  
Washington, DC 20007.

### ANCHOR DENVER

Anchor position available for a first rate journalist with a proven record of success. Please send complete resume only to Box R-177. An equal opportunity employer, M/F.

## Help Wanted News Continued

### METEOROLOGIST

wanted immediately. We want someone who takes weather as seriously as we do. Liveline III color graphics system. Excellent compensation. EOE. Send resume and tape to John Riches, WQAD-TV, 3003 Park 16th St., Moline, IL 61265

## Help Wanted Sales

### BROADCAST MARKETING SPECIALIST

Have you ever wanted to:

- Consult leading broadcasters, nationwide, regarding sales/marketing strategy.
- Implement a "cutting edge" marketing/sales research concept at client stations across the country.
- Make key agency/retailer presentations.
- Grow with an expanding international company.
- Live in the "best spot" in this country?

If so, the opportunity is yours. But, you must meet these requirements:

- A thorough understanding of marketing principles and their application to television sales.
- A working knowledge of market research techniques.
- A successful track record of local station sales/management.
- An ability to effectively communicate market research to station account executives and large groups.

Our need is immediate, so send confidential resume to Box T-24.

## Help Wanted Programing, Production, Others

### PRODUCER

Major market station in the Northeast area seeks an experienced information/talk/variety producer to add new concepts and fresh ideas to an existing daily show. The individual must be creative, highly organized and capable of overseeing the development, production and execution of the program. The individual must also be able to manage staff and talent and operate within established budgets. Minimum of three years' talk-variety experience preferred.

**Resume only to Box T-28**

An equal opportunity employer M/F

### PRODUCER

Strong public affairs & supervisory experience necessary. Cable system in No. 1 market. Create innovative programming and manage production staff. Send resumes to:

Personnel Dept.  
Westinghouse Group W Cable  
5120 Broadway (219th St.)  
New York, NY 10034

Equal opportunity employer, M/F



WANTED: creative, talented co-host to join current female co-host. Previous PM experience preferred. If you can project a dynamic personality, produce good stories, work well with other team members, send resume only to Box R-147.

## Help Wanted Programing, Production, Others Continued

### PROMOTION SPECIALIST

wanted in top 20 market. Strong writing and production skills a must. Similar or comparable experience at a medium to major market. Please send resume and salary requirements to Box R-161 EOE. M/F

### Situations Wanted News

#### TV SPORTSCASTER

Spring has sprung—and so must I. Solid professional who is tired of being "gagged with a spoon" by broken promises. I want to relocate so my talent, enthusiasm, and versatility are better utilized on a daily basis. If you justly reward credibility and leadership, perhaps it's time for us to talk. 203-673-2231.

## CABLE

### Help Wanted Management

# General Manager, Boston

The new non-profit state-of-the-art cable public access and institutional network is looking for an innovative manager.

This is a highly visible position in a fast growing broadcast community. The individual we select must have high level administrative experience and organizational skills.

And we would prefer someone with a working knowledge of the cable industry in general, and programming in particular. The ability to deal with the public at large and non-profit institutions is also preferred. Salary is negotiable and will be based on your skills and experience.

Send your resume to Boston Community Access and Programming Foundation, Box 286, Boston, MA 02117.

An Equal Opportunity Employer M/F

## ALLIED FIELDS Help Wanted Technical

### JULES COHEN & ASSOCIATES, P.C.

Consulting electronics engineers has an opening for a staff engineer. Minimum education requirement: B.S. degree. Salary open. Send resumes to: 1730 M Street, NW, Suite 400, Washington, DC 20036.

## Help Wanted Technical Continued

### INSIDE SALES & FIELD APPLICATION ENGINEER

New division of large television broadcast manufacturing corporation needs top-notch inside sales application engineer to manage quotations, work with sales reps, as well as take charge of field engineering and customer service function. Individual must be sales-oriented and have hands-on experience in solid state television technology. Excellent growth potential, salary and benefit package. Please reply with an up-to-date resume and salary requirements to Box T-16.

THOMSON-LGT. Division of Thomson Communications, Inc.

### JOIN THE TELEVISION TRANSMISSION SPECIALISTS

Townsend is expanding again. Seeking TV RF design engineers, field engineers, tech. writers, technicians.

Live in the beautiful Conn. River Valley—college and hi-tech country. Skiing, white water, and less than 3 hours to NYC. New England's second largest medical center. Scenic, cultural and historical attractions everywhere. Send resume/background, or visit our NAB Booth No. 1420 in Las Vegas.

Townsend Associates, Inc.  
79 Mainline Drive  
Westfield, MA 01085  
413-568-9581

## Help Wanted Management

### VISIT US AT THE NAB

Columbine has over 17 years of experience providing Broadcast Information Systems, including Traffic, Sales, Accounting, Music Rotation, Media Inventory, and Film Management. Our reputation for product excellence and support results in a continuously expanding client base that now exceeds 570 television and radio stations worldwide. Our growth offers excellent professional opportunities for individuals with a solid knowledge of the broadcast industry.

### MARKETING REPRESENTATIVES

Our marketing representatives are responsible for hardware and software recommendations, technical consultation, sales proposals, and up to 50% travel for on-site presentations. These demanding technical positions require individuals with a unique blend of well-developed oral and written presentation techniques and systems analysis skills. Technical or broadcast related sales is preferred. Compensation is based on salary and commission.

### SOFTWARE USER INSTRUCTORS

You will join a team of skilled professionals who are responsible for developing and presenting educational programs as well as on-site client training and consultation. These highly visible positions require excellent analytic skills and the ability to communicate technical concepts clearly. Previous experience teaching adults is desirable. On-site client consultation and training throughout North America averages 50%.

### PROGRAMMER ANALYSTS

These positions offer the opportunity to develop a wide range of broadcast industry software applications. Current openings require two years of experience as a programmer analyst and a working knowledge of several languages.

*Columbine offers an excellent salary/benefits package and stimulating work environment. We are in the foothills of the Rockies, only 20 minutes from downtown Denver. To apply or request more information, write to the address below or visit us at the 1983 National Association of Broadcasters Convention, Booth 1302 or our suite at the Riviera Hotel. Ask for Cathy Brotzman.*

# COLUMBINE

COLUMBINE SYSTEMS, INC.  
Seven Jackson Bldg., Level 3 - Plaza of the Presidents  
Golden, Colorado 80401

An Equal Opportunity Employer

## Help Wanted News

### ADVERTISING MANAGER CABLE TV

Cablenet, Inc., a pioneer state-of-the-art cable operator in Chicago's northwest suburbs, has an excellent career opportunity for a broadcast sales professional.

Responsibilities will include sales of commercial time on cable TV, supervision of sales staff and a small traffic staff.

Aggressive candidate must be self-motivated and have a demonstrated ability to design/implement departmental strategy and procedures. This position requires 3 or more years' broadcasting sales experience (preferably radio) and 3 or more years supervisory experience. Communications or advertising degree preferred. Experience in lieu of degree is acceptable.

Cablenet offers a generous salary and an attractive benefits package at our new facility in Mt. Prospect, Illinois. For consideration, send letter or resume including salary history, in confidence, to:

Personnel  
Cablenet, Inc.  
1201 Feehanville Drive  
Mt. Prospect, IL 60056  
Equal Opportunity Employer



cablenet inc.

## Business Opportunities

### UNITED NATIONAL BANK Sioux Falls, South Dakota

Specializing in term loans to broadcast companies for major debt consolidation or acquisition purposes. Contact:

James R. Laird, Sr. V.P.  
Broadcast Division  
109 Bushaway Rd., Ste. 100  
Wayzata, MN 55391  
612-473-5434

#### BUILDING OR BUYING A RADIO STATION?

Now available—a county by county study of estimated radio sales! Provides listings of retail sales, estimated radio sales per month per station, and amount of competition. Study indexed from highest to lowest sales. Contact: Tim Hawks, 416 Sunburst, Norman, OK 73069. 405-329-3874. Frequency searches—open FM allocations listing

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## Help Wanted Sales

Sales

# Senior Sales Positions

We're expanding and we need some top sales people across the country.

If you have a minimum of five years' experience in sales of professional video broadcast equipment and systems we'd like to talk with you.

Bosch-Fernseh offers an excellent base salary, commission, car and fringe benefits.

We will be at NAB in April. If you plan to attend, please send your resume, including salary requirements promptly to the address shown below and we'll arrange to visit with you there, or contact Mr. A.R. Pignoni at our booth. Send resumes to: Ken Oswald, PO Box 31816, Salt Lake City, UT 84131. Or call (801) 972-8000.

An equal opportunity employer  
m/f/h/v.

# BOSCH

## For Sale Equipment

### COLOR WEATHER RADAR

System for sale: Enterprise Electronics Corp. WR100-2/77 weather radar system, 8 ft. dish, radome, complete remote control, & low noise amplifier. Also includes: TSC colorizer with NTSC output, zoom to 70 mi. in 9 expanded sectors, excellent clutter cancelling circuit; sweep generator, dummy load and directional coupler. In excellent operating condition. Contact: Reid Carpenter, KUTV, 2185 So. 3600 West, Salt Lake City, UT 84119. 801-973-3062.

## Media Research Opportunities

We are one of America's leading syndicators of broadcast audience ratings and we have two outstanding opportunities to offer.

### Broadcast Sales Representatives

Our broadcast sales department has future openings for sales representatives. There is exceptional income potential in selling our service to broadcasters, so we are looking for exceptional individuals. A degree in marketing or related field and a minimum of three years of successful broadcasting, agency, or media research sales experience, strong written and verbal skills, and a goal orientation are necessary prerequisites. You must be willing to travel, and be comfortable in making personal presentations to individuals and groups.

### Director Advertising/Agency Services

A unique opportunity now exists for individuals with extensive experience in media research at the agency or advertiser level. As director of advertising/agency services, you will be based in our New York office and be making in-person presentations to media directors, media research directors, planners, and buyers at the nation's leading agencies, as well as presentations to top corporate client personnel. There will be plenty of opportunities to meet some of the most interesting and important people in media today. You will need a four year college degree in marketing or a related field, a strong knowledge of statistics and survey research, 3 to 5 years' experience as a media director, media research director, market research director, or comparable position.

All of our representatives enjoy top pay and benefits including pension, profit sharing, complete health and major medical plans and the joy of working in a strong and rapidly growing corporate environment. Please forward complete resume and compensation in confidence to:

## Box T-10

## Miscellaneous

### LPTV NEWS AND REVIEW

Providing a comprehensive survey of LPTV stories as they appear in the national and industry presses. Examining products and services offered to station applicants, owners and operators. Offering information on trends and events monthly, in an attractive newsletter format. Publication date: May 31, 1983. Price: \$25/ year.

LPTV News and Review, P.O. Box 7225, Trenton, NJ 08628.

### RADIO SURVEYS

100 calls. \$495 \$127 down and \$33 per month. Daily raw data free. Surveys personalized and customized. Now in our 9th year of growth. Call Dick Warner, collect. 404-733-0642.

# S-A-M-S

## Radio Programing

### SCRIPT SUBSCRIPTION SERVICE

The cleanest person in town Copyright, 1983  
Three minutes of researched, documented copy—snappy, straight-forward, no-nonsense, do-it-yourself, hints and how-to-be the cleanest person in town Free sample script, title list, information. 312-998-8282 TRANSMEDIA SYSTEMS, INC. 1200 Waukegan Rd., Glenview, IL 60025

## Employment Service

### RADIO JOB PLACEMENT

DJ's-news-programers-sales-management—if you are ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel 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

## 10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6 Special bonus, 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

## Wanted To Buy Stations

### DEBT FREE!

Tired of the fast lane? Former broadcaster tired of the slow lane! Now willing to exchange the peace and quiet of an 11,000 acre fully equipped and stocked Sunbelt ranch for your television station. Ranch price: \$5,000,000. Will trade up or down. Satellite Cable, Inc., 16623 Sea Lark, Houston, TX 77062; 713-486-1400.

## For Sale Stations

### WEST COAST COMBO

Strong well established AM plus Class C FM near major market with 1,508,705 population in its 1 mv/m contour. The leading facility in one of the top growth markets. Tops its competitors in total revenue as well as audience following. Valuable real estate included. Absentee owner sacrificing \$500,000 for quick sale. Price: \$2,100,000. Terms available to qualified buyer. Truly an excellent opportunity.

George **MOORE**  
AND ASSOCIATES

MEDIA BROKERS AND APPRAISERS

6116 N CENTRAL EXPRESSWAY SUITE 712  
DALLAS TEXAS 75206 214 361-8970

## For Sale Stations Continued



# CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
E Metro	UHF-TV \$10,000K	Terms	Bob Thorburn (404) 458-9226
R.Mt. Metro	VHF-TV 7,750K	Terms	Corky Cartwright (303) 740-2224
W Metro	UHF-TV 6,000K	Terms	Corky Cartwright (303) 740-2224
SE Medium	VHF-TV 4,000K	SOLD	Bob Thorburn (404) 458-9226
SE Major	C/C FM 3,750K	\$1,600K	Bill Chapman (404) 458-9226
E Major	Fulltime 3,500K	Cash	Bill Chapman (404) 458-9226
R.Mt. Metro	C/C FM 3,300K	SOLD	Corky Cartwright (303) 740-2224
R.Mt. Metro	VHF-TV 1,940K	400K	Greg Merrill (801) 753-8090
FL Metro	AM/C/C FM 1,575K	SOLD	Bill Cate (904) 893-6471
M.AtI Metro	AM/FM 1,500K	600K	Jim Mackin (207) 613-1874
FL Suburban	Fulltime 1,300K	Cash	Bill Cate (904) 893-6471
W Metro	Fulltime 1,200K	200K	Ray Stanfield (213) 366-2554
SW Medium	C.IV 1,150K	300K	Bill Whitley (214) 680-2807
R.Mt. Metro	AM/FM 1,000K	150K	Brian Cobb (303) 322-3763
NW Metro	FT/C/C FM 1,000K	250K	Elliot Evers (213) 366-2554
MW Medium	Fulltime 1,000K	Terms	Ernie Pearce (615) 373-8315
MW Medium	C.IV 995K	Terms	Peter Stromquist (612) 831-3672
SW Suburban	AM 950K	300K	Bill Whitley (214) 680-2807
M.AtI Metro	AM/FM 875K	SOLD	Milt Younts (804) 355-8702
R.Mt. Small	C.IV 775K	114K	Greg Merrill (801) 753-8090
MW Medium	Fulltime 660K	250K	Peter Stromquist (612) 831-3672
R.Mt. Metro	C/C FM 650K	SOLD	Bob Thorburn (404) 458-9226
MW Suburban	AM 500K	Cash	Bill Lochman (816) 254-6899
NE Suburban	AM 475K	195K	Jim Mackin (207) 623-1874
SW Small	FM 450K	SOLD	Bill Whitley (214) 680-2807
MW Small	AM/FM(CP) 395K	75K	Bill Whitley (214) 680-2807
R.Mt. Small	AM/FM(CP) 250K	SOLD	Greg Merrill (801) 753-8090
M.AtI Metro	UHF-TV(CP) 225K	Cash	Milt Younts (804) 355-8702
SE Small	FM 220K	Cash	Ernie Pearce (615) 373-8315

Chapman Associates will be at NAB-Las Vegas Hilton No. 750 and the MGM Grand Suite No. 2098A

## R.A. Marshall & Co.

Media Investment Analysis & Brokers

Bob Marshall, President

We've got the properties! Make plans to see Bob Marshall, Marti Marshall, Jack McVeigh and Billie McVeigh at the NAB Convention in Las Vegas, April 10-13.

HOSPITALITY SUITE — LAS VEGAS HILTON — NORTH TOWER

308A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251  
809 Corev Creek, El Paso, Texas 79912 (915) 581-1038

## STAN RAYMOND & ASSOCIATES, INC.

Broadcast Consultants & Brokers

WELCOMES YOU TO  
THE NAB CONVENTION

Come by our suite, Las Vegas Hilton, to talk confidentially about sales or acquisitions.

**Dan Hayslett**  
a associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

NAB CONVENTION HDQRS  
LAS VEGAS HILTON SUITE 312

Ralph E. Meador

MEDIA BROKER  
PO Box 36  
LEXINGTON, MO 64067  
816-259-2544

**BROKERAGE**

**BY APPOINTMENT ONLY**

**AT THE LAS VEGAS HILTON**

If you are planning to buy a station, you should schedule a meeting to discuss our wide range of listings.

During the NAB convention, we would like to schedule a confidential meeting to discuss your specifications for acquisition.

We will be at the Las Vegas Hilton from Saturday through Wednesday. Contact either Arthur Holt or Bernhard Fuhrmann. Meetings by appointment only.

*Over twenty years of service to Broadcasting Appraisals • Brokerage • Analysis Westgate Mall, Bethlehem, PA 18017 215-865-3775*

**THE HOLT CORPORATION**

**Horton & Associates**



**MEDIA BROKERS/APPRAISERS**

**N.A.B. — VEGAS**

We'll headquarter at the MGM GRAND Suite 1897A April 10-13

Woodland Park • Box 948 • Elmira, N.Y. 14902  
**607-733-7138**

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**RESORT AREAS**

New FM that went on the air recently means this Northeast AM/FM combo offers great potential. All equipment in excellent condition and most plentiful. Priced at approximately 7 times fiscal 1982 cash flow. If you like the seacoast, you'll love this full time AM that's shown extremely good progress over the last four years. An owner/operator is needed here and should provide for extremely good cash flow.

8 DRISCOLL DR ST. ALBANS, VT. 05478

802-524-3159

**WALKER MEDIA & MANAGEMENT, INC.**

Brokers-Consultants-Appraisers

William L. Walker President P.O. Box 2264 Arlington, VA 22202 703-521-4777	John F. Hurlbut Vice President P.O. Box 1845 Holmes Beach, FL. 33509 813-778-3617
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SAN RAFAEL CALIFORNIA 94903  
(415) 479-3484

**H.B. La Rue, Media Broker**

RADIO TV CATV APPRAISALS

West Coast  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**

*"Specializing in Sunbelt Broadcast Properties"*  
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**BILL - DAVID  
ASSOCIATES**

**BROKERS - CONSULTANTS**  
303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**GROWING AM/FM COMBO**

West Virginia, solid growth area. Excellent facilities with building and land included. \$1,400,000 cash or terms. Write Box R-178.

**RADIO STATIONS  
WJAX AM-FM  
JACKSONVILLE, FLORIDA**

The City of Jacksonville, Florida, is accepting bids for the purchase of radio stations WJAX AM-FM, Jacksonville, Florida. Bids shall be prepared and submitted in accordance with the "Bid Specifications" available from the Chief Purchasing Officer of the City of Jacksonville, Room 301, City Hall, 220 East Bay Street, Jacksonville, FL 32202. Requests for the "Bid Specifications" must be accompanied by a \$10 non-refundable fee, payable to the City of Jacksonville. Bids for the stations will be accepted until 12:00 noon, May 4, 1983, and must be submitted to the Chief Purchasing Officer at the above address.

**CLASS A FM STATION**

in south central Kentucky. Profitable operation. Number one in the market. Good equipment. Good staff. John M. Barrick, 502-651-8375. Box 478, Glasgow, KY 42141.

**FOR SALE:**

5kw daytimer. Georgia metro. \$150,000, cash. Principals only. Write Box T-23.

**FOR SALE**

Upper Midwest medium market. AM/FM combination. Principals only. Write Box T-25.

**SOUTHWEST**

Fulltime AM in small Texas single station market. Profitable. Less than 2X gross. \$50,000 down. Qualified principals reply to Box T-44.

**CLASS A FM—KENTUCKY**

Newly equiped & fully automated. \$230,000/terms, or arrange your own financing and get an incredibly low price. Write Box R-133.

**SUNBELT 5000 WATT AM**

7 acres • Large building • 500 w. p.s.a. Excellent equipment. • Black format. Growth small market. Manager's residence. Ideal for owner-operator \$450,000. Qualifications in 1st letter. Write Box R-132.

# Fates & Fortunes

## Media

**John Conomikes**, general manager, Hearst Broadcast Group's television operations, named general manager of group and VP of parent, Hearst Corp., New York, succeeding **Franklin Snyder**, who continues as VP of Hearst Corp. through end of year, when he will retire.



Conomikes



Zimmerman

**Derk Zimmerman**, senior VP, Group W Satellite Communications, Stamford, Conn., joins WFLD-TV Chicago as VP and general manager, effective April 13, when Metromedia assumes ownership of station from Field Communications. Zimmerman succeeds **Vincent Barresi**, who moves to Field's WKBS-TV Philadelphia as VP and general manager.

**Lyn Stoyer**, station manager, WIVB-TV Buffalo, N.Y., joins WGR-TV there as VP and general manager.

**Appointments**, McCaw Communications Companies, Bellevue, Wash.-based MSO: **Lex Walters**, interim Western district general manager, to Alaska district general manager, based in Sitka, Alaska., and responsible for cable systems in Sitka, Fairbanks and Ketchikan, all Alaska; **Mike White**, manager, Sitka system, to manager, Ferndale, Wash., system, and **Keith Fisher**, acting system manager, Cascade system, North Bend, Wash., to manager.

**Ron Hren**, president, cable division, and executive VP, construction, Excel Communications, Dorien, Conn., joins Buford Television Inc. as VP and general manager, Broward Cablevision, Fort Lauderdale, Fla.

**Kenneth Bartell**, operations manager, KEX(AM)-KQFM(FM) Portland, Ore., named VP and general manager for both stations.

**Robert Lawrence**, station manager, WYNF(FM) Tampa, Fla., named VP and general manager.

**Jack Parris**, VP and station manager, KGUN-TV Tucson, Ariz., named VP and general manager, succeeding **Scott Vaughan**, resigned.

**Carson I. (Casey) Spangler**, producer-director, KSNB(TV) Garden City, Kan., named station manager.

**Richard Leberman**, assistant treasurer, Pep-

siCo., joins Metromedia, New York, as treasurer.

**Peter Kelly**, financial manager, treasury services, Katz Communications, New York, elected treasurer.

**David Bivins**, director, financial forecasting and administration, NBC-TV, New York, named VP, finance and administration.

**Frances DeGennaro**, administrator, sales operations, NBC Enterprises, New York, to manager, sales operations.

**Tracy Rich**, senior counsel, law department, NBC, Los Angeles, named assistant general attorney, law, West Coast.

**Sal Fernandes**, director, employe relations, Broadcast Music Inc., New York, named assistant VP, administration.

**Timothy Hughes**, VP, administration, Wells Fargo Armored Service Corp., Atlanta, joins Cox Communications there as VP, human resources.

**Jeff Hawkinson**, news director, WEEK-TV Peoria, Ill., named director of station development.

## Marketing

**John Kraushaar**, VP, management supervisor and director, BBDO, New York, joins its Rochester, N.Y., subsidiary, Blair Advertising, as president, succeeding **Edwin Merkel Jr.**, retired.

**Alan Goldin**, VP, media director, Kenyon & Eckhardt, New York, named senior VP, group media planning director.

**Deborah Brink**, supervisor of account services, Goldberg/Marchesano & Associates, New York, named VP, administrative and account services. **Hugh Fanning**, senior account executive, named VP, client services.

**Richard Kushel** and **Bob Signorile**, creative supervisors, Grey Advertising, New York, named VP's.

**Jan Feitlin**, assistant business manager, Cunningham & Walsh, New York, named broadcast business manager.

**Chuck Kushell**, account supervisor, Ogilvy & Mather Direct Response, Los Angeles, named manager, Los Angeles office. **David Reece**, from Fletcher Mayo Associates, Atlanta, joins Ogilvy & Mather there as senior account executive.

**Karen Shorr**, from BBDO, Chicago, joins D'Arcy-MacManus & Masius there as account executive.

**John Silvestri**, VP, national sales director, Hearst/ABC Video Services, New York, joins USA Cable Network, Chicago, as director of

advertising sales, Midwest region.

**Tom Poulos**, regional manager, McGavren Guild Radio, Boston, named VP.

**Eileen Seidowitz**, administrator, research sales and development, NBC radio stations, New York, named director, research, radio stations.

**Edward J. Wollock**, sales manager, central sales division, ABC-TV, Chicago, named VP and sales manager.

**Michelle Mason-Beauchamp**, from Adolph Coors Co., Denver brewery, joins American Television & Communications, Englewood, Colo., as project manager, advertising division.

**Mary Yerrick**, VP, Lauer Associates, advertising and public relations firm, McLean, Va., joins Creative Directions, Washington, subsidiary of Henry J. Kaufman & Associates, as account executive.

**James Thompson**, national sales manager, KYW-TV Philadelphia, named general sales manager.

**Michael Fiorile**, national sales manager, Co-



**Sherlee Barish**, Executive recruiter.

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rinthian Broadcasting's KHOU-TV Houston, joins Corinthian's KXTV(TV) Sacramento, Calif., as general sales manager. **Joe Pedri**, account executive, Corinthian Television Sales, New York, joins KXTV as national sales manager.

Appointments, KTRV(TV) Nampa, Idaho: **Tim Bever**, local sales manager, to general sales manager; **Kelly Sugai**, account executive, succeeds Bever, and **David Godbout**, account executive, to regional sales manager.

**Robert Friedman**, account executive, Group W Television Sales, New York, joins co-owned WPCQ-TV Charlotte, N.C., as national sales manager.

**Steve Merren**, from MMT Sales, Los Angeles, joins KSNW(TV) Wichita, Kan., as local-regional sales manager.

**Kenton Skeels**, account executive, KCOL-AM-FM Fort Collins, Colo., named assistant sales manager.

**Robert Grimm**, from WQAM(AM) Miami, joins WINZ(AM) there as senior account executive.

**Dana Owens**, from WLPM(AM)-WFOG(FM) Suffolk, Va., joins WLTY(FM) Norfolk, Va., as account executive.

**Tim Letourneau**, from KVVU-TV Las Vegas, joins KSNAT(TV) Albuquerque, N.M., as general sales manager.

**Lou Fernandez**, sales manager, KJQY(FM) San Diego, named general sales manager. **Bob McDaniel**, local sales manager, KCST-TV San

Diego, joins KJQY as account executive.

**Peter Magnusson**, account executive, Blair Broadcasting's KSBW-TV Salinas, Calif., joins Blair's KSBY-TV San Luis Obispo, Calif., as local sales manager.

**Dennis Caicedo**, account executive, WAXY(FM) Fort Lauderdale, Fla., joins WINZ(AM) Miami in same capacity.

**Nancy Brazil**, from KMGC(FM) Dallas, joins KZEW(FM) there as account executive.

**Amy Handler**, from WCOZ(FM) Boston, joins Total Video, San Francisco, as chief account executive.

## Programming

Appointments, United Satellite Communications, New York, satellite broadcasting company that hopes to launch service this fall: **Morton Fink**, president and chief executive officer, Warner Home Video, to executive VP; **John Casey**, president and general manager, field services division, Western Union, to senior VP, operations; **David Gordon**, VP, general manager, ON TV, Chicago, to senior VP, marketing and sales, and **Seth Willenson**, VP, programming and business affairs, RCA Selectavision, to VP, program development

**Brian Frons**, director, daytime programs, CBS, joins NBC Entertainment, Los Angeles, as VP, daytime programs.

**Claire Stoddard**, manager, sales development, ABC, New York, named manager,

children's programming, East Coast, ABC Entertainment.

**Joel Katz**, senior VP, administration and business affairs, Playboy Cable Network, Los Angeles, named executive VP.

**Lloyd Weintraub**, director, movies and miniseries, MGM/UA Television, named VP of unit.

**John Burns III**, VP, sales operations, Showtime, New York, named to new position of VP, Western zone. **Leona Tenebruso**, director, sales strategy and planning, New York, named VP, national accounts.

**Ed Frazier**, VP and general manager, ON TV, Fort Worth, joins Home Sports Entertainment, Dallas-Fort Worth area, Warner Amex Cable Communications' regional sports network, as VP and general manager. **Glenn Gurgio**, director of programming, ON TV, Dallas, joins Home Sports Entertainment, Dallas-Fort Worth, as executive producer and director of programming.

**Robert Gumer**, associate attorney, Sanders, Barnet & Goldsmith, Los Angeles, joins Columbia Pictures Television there as associate director of business affairs.

**Jim Epstein**, assistant to president, Spectacor, division of Prism, Bala Cynwyd, Pa., regional pay cable network, named VP, programming for Prism.

**Jim Conlee**, program director, KHTZ(FM) Los Angeles, joins Westwood One, Culver City, Calif., radio programming syndicator, as host, *Star Trak Profiles*, weekly music and interview series.

**Kathie Van Brunt**, VP, creative affairs, Polygram Pictures, Los Angeles, joins Vestron Video, Stamford, Conn., as director of programming.

**Sheila Nevins**, director of documentary programming, Home Box Office, New York, has formed own production firm, Spinning Reels Inc., there.

**Jeanne Straus**, program director, WMCA(AM) New York, named VP.

## News and Public Affairs

**Michael Ludlum**, managing director, WCBS(AM) New York, named to newly created position of executive director, news, for CBS owned AM stations.



Ludlum




Westerman

Appointments, United Press International, New York: **Sylvia Westerman**, VP, executive assistant to president, NBC News, New York, to VP, special projects; **Joseph Gambardello**, city editor, to metropolitan news editor, suc-

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ceeding **Gerard Coffey**, resigned; **Molly Caruth**, city hall correspondent, succeeds Gambardello, and **Bobby Ray Miller**, international editor, named VP, director of personnel and labor relations.

**Jeremy Wiesen**, board chairman, Financial News Network, Santa Monica, Calif., resigns to be professor at New York University. He also resigns as member of executive committee, but will remain on board. **Earl Brian**, from Biotech Capital Corp., succeeds Wiesen as chairman, and **Wallace O. Seller**, from Merrill Lynch Pierce Fenner & Smith, and member of board, fills post on executive committee.

**Alan Nesbitt**, news director, WPVI-TV Philadelphia, named VP of broadcast division for parent, Capital Cities Communications.

**David Martin**, reporter, *Newsweek*, Washington, joins CBS News there as Pentagon correspondent.

**William Northrup**, assistant news director, WLNE-TV Providence, R.I., named news director.

**Jerry Giesler**, news manager, WEEK-TV Peoria, Ill., named news director, succeeding Jeff Hawkinson (see "Media" above).

**Ken Beck**, news director, KFI(AM) Los Angeles, joins KGO-AM-FM San Francisco as assistant news director.

**Lisa Glasberg**, morning news anchor, ABC Rock Radio Network, New York, joins RKO Radio Network I there as evening news anchor.

**Jill Johnson Keeney**, senior editor, *New West/California* magazine, Los Angeles, joins WHAS-AM-TV Louisville, Ky., as editorial director.

**Paul Unwin**, from KMOT(TV) Minot, N.D., joins KRDO-TV Colorado Springs as producer, 5 p.m. and 10 p.m. news.

**Judith Gelfman**, program coordinator, public affairs department, WOR-TV New York, named public affairs producer.

**Jonathan Schechter**, executive director, Davis California Cable Co-op, cooperative cable television franchise, joins KMTN(FM) Jackson, Wyo., as public affairs director.

**Candace Siegle**, from Associated Press Radio, Washington, joins KING(AM) Seattle as anchor.

**Adele Arakawa**, anchor-reporter, WTVK(TV) Knoxville, Tenn., joins WRAL-TV Raleigh-Durham, N.C., in same capacity.

**Ken Jones**, from WCIL-TV Harrisburg, Ill., joins WIFR-TV Rockford, Ill., as reporter.

**John Altenbern**, from WTOG(TV) Tampa-St. Petersburg, Fla., joins KSTP-TV Minneapolis-St. Paul as reporter.

**Sally Myers**, reporter, WOWT(TV) Omaha, joins WNEM-TV Saginaw, Mich., in same capacity.

**Timothy Smalls**, city hall correspondent, non-commercial WRTI(FM) Philadelphia, joins Sheridan Broadcasting Network, Cocoa, Fla., as reporter.

**Patricia Trowers**, from noncommercial WCDB(FM) Albany, N.Y., joins WTEN(TV) there as public service director.

**Carol Bernatas**, public service coordinator, WOR-TV New York, named public service administrator.

## Technology

**William Orr**, chairman of board, Orrox Corp., Santa Clara, Calif., resigns but remains consultant to company.



Fowler came chief engineer.

**Bill Fowler**, director of engineering, ABC News, Washington, retires April 1. From 1947 to 1962, Fowler was technical director and assistant chief engineer for ABC affiliate WMAL-TV Washington (now WJLA-TV). In 1962, when ABC opened its Washington bureau, he became chief engineer.

**Rosario Romanelli**, president of MCI-owned Western Union International, joins Merrill Lynch Telecommunications Inc., New York, newly formed subsidiary, as president, and as chief executive officer of Teleport Communications, joint venture with Western Union Communications for development of New York business park providing access to communications satellites.

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**Charles Wacker**, director of engineering, American Data, Huntsville, Ala., named to newly created position of VP, engineering.

**Stacey Clarfield**, assistant manager, editorial services, VCA Teletronics, New York, named operations scheduling manager.

**Walter Eggers**, executive VP and general manager, MGM Laboratories, Los Angeles, retires.

**Peter Nielsen**, member of broadcast and communications services department, Mutual Broadcasting System, Washington, named to newly created position of manager, interconnection engineering.

**Tina Mayland**, advertising supervisor, communications products group, Scientific-Atlanta, Atlanta, named advertising manager of group.

**Richard Green**, director, advanced television technology laboratory, CBS, New York, joins PBS, Washington, as director of engineering development.

Appointments, E-Systems, ECI (UHF communications) division, St. Petersburg, Fla.: **Thomas Kelly**, VP, finance and administration, to Dallas office as VP, finance and chief financial officer; **Richard Pemble**, division controller, to VP, finance, succeeding Kelly; **Robert Ehr**, director of pricing, succeeds Pemble, and **Gerald Johnson**, manager of new business pricing, succeeds Ehr, with title of director, pricing, proposals and negotiations.

**Dennis B Dunrad**, senior franchise engineer, new market development, Viacom Cablevision, Dublin, Calif., joins General Instrument, Sherburne, N.Y., as TVRO sales engineer, Western region, responsible for satellite television reception system sales in that region.

**John Flynn**, from Tratec/McGraw-Hill, Culver City, Calif., joins NBC, Los Angeles, as manager, broadcast technical training.

**Don Duncan**, acting chief engineer, KCRA-TV Sacramento, Calif., named chief engineer.

**Bob Corti**, operations scheduling manager, VCA Teletronics, New York, named assistant operations manager.

## Promotion and PR

**Jay Michelis**, VP, creative services and talent relations, NBC Entertainment, Los Angeles, named VP, corporate creative services, NBC.

**Diane Moy**, media coordinator, KNBC(TV) Los Angeles, named coordinator, advertising and promotion. **Terri Papp**, advertising coordinator, named on-air producer.

**Dennis Fitch**, director, advertising, ABC Entertainment, Los Angeles, named VP, advertising.

**Mary Barrow**, director of corporate communications, Golden West Productions, Los Angeles, and **Ellen Manowitz Hoffman**, director of creative services, Post-Newsweek Productions/Distribution, Los Angeles, have formed Barrow/Hoffman Public Relations there.

**Rick Weidner**, VP, advertising and promo-



**Winners Circle.** Gary Nardino (l), president, Paramount Television Productions, and Brandon Tartikoff (r), president, NBC Entertainment, present awards for outstanding achievement at the 23d International Broadcasting Awards ceremonies sponsored by the Hollywood Radio and Television Society. Honorees at the dinner, held at the Century Plaza hotel in Los Angeles, were (l-r): Steve La Gattuta, W.B. Doner & Co., Southfield, Mich.—best radio commercial; Josh Carlisle, Young & Rubicam, New York—best television commercial, and Shelley Long and Ted Danson, of Paramount's NBC comedy series, *Cheers*—woman and man of the year.

tonal services, Paramount Television, Los Angeles, resigns.

## Allied Fields



Cranston

**Robert Cranston**, director, American Forces Information Service, and one-time director, Armed Forces Radio and Television Service, retired April 1. Cranston at one time was commander, AFRTS, Los Angeles.

**David Braun**, director, media services, General Foods Corp., New York, named chairman of television advertising committee for Association of National Advertisers there.

**Jeffrey Rohlfis**, from Bell Laboratories, Murray Hill, N.J., joins Shooshan & Jackson, law firm specializing in communications, Washington, as associate.

**William Riker**, director of engineering, Showtime, New York, joins National Cable Television Association, Washington, as director of engineering.

## Deaths



Neiman

**Walter Neiman**, 57, president and general manager, WQXR-AM-FM New York, owned by *New York Times*, died of heart attack March 30 at Columbia Presbyterian Medical Center, New York. Neiman joined WQXR in 1953 as executive assistant. In 1961 he was named program director. He was named vice president, oper-

ations, in 1965; general manager in 1968, and station president in 1974. He is survived by his wife, Muriel, and two sons.

**William Higley**, 48, assistant manager, CBS News's London bureau, died of heart attack March 26 at his home outside London. Higley joined CBS News in 1968 as news writer and served in various capacities including assistant manager, Los Angeles bureau, and associate producer, weekend editions, *CBS Evening News*. He is survived by his wife, Freda, and two daughters.

**Charles Christensen**, 69, television news producer, director and writer for NBC, died of cancer March 24 at Pascack Valley hospital, Westwood, N.J. Christensen was producer and director of political coverage, and for programs including *Wide, Wide World* and *Meet the Press*. He is survived by his wife, Doris, two sons and daughter.

**Robert Crabtree Dille**, 59, director of Truth Publishing Co., Elkhart, Ind., and its owned radio stations, died of cancer March 31 in Rush Presbyterian St. Lukes Medical Center, Chicago. Survivors include widow; brother, John F. Dille Jr., principal in Truth and former chairman of National Association of Broadcasters, son and daughter. Dille lived in Carmel, Calif.

**Robert Henry Battersby**, 57, one-time vice president and treasurer, Poole Broadcasting, Flint, Mich., died of heart attack March 19 at his home in Clermont, Fla. Survivors include his wife, Marjorie, one son and two daughters.

**Dee Finch**, 65, one-time radio personality with WNEW(AM) New York, died of heart attack March 29 in Binghamton, N.Y. Finch joined station in 1942, and spent 26 years there. He is survived by son and daughter.

**Ernesto Moreno**, 30, staff photographer-producer, KSEE(TV) Fresno, Calif., died of heart attack March 19 at Community hospital of Fresno. He is survived by his wife, Alicia, two sons and one daughter.

## STC's Bodman: leading the satellite hunt

Much of Richard Bodman is reflected in the photographs that he has taken and chosen to hang on his office walls. Their composition and reliance on dramatic lighting reveal a sense of esthetics; their subjects, a respect for history and nature; and their overall quality, a certain mastery of the technology of photography.

But the photographs don't reflect the entire man. Bodman, who turns 45 this week, is above all else a businessman, with proved ability in accounting, finance, marketing and managing and it is these perhaps more practical talents that will assist him in his present role as president of Satellite Television Corp., the Comsat subsidiary that has undertaken to invent the business of direct-to-home satellite broadcasting.

"What I do best is lead people," says Bodman, sitting comfortably amid the photographs. "I think I can bring together on a subject a really solid group of people who can come up with ideas and energize them. . . I just love that."

As Bodman is well aware, STC will need the best and the brightest to succeed in the untried satellite broadcasting business. Nothing in the history of television parallels what STC is trying to do. It plans to launch a high-power satellite in 1986 that will broadcast three channels of pay television to virtually every home in the Eastern time zone. To get the service off the ground, STC will spend some \$700 million. If the service is successful in the East, three more satellites will be put into orbit to give the entire nation a chance to subscribe. At that time, STC's total capital outlay will be measured in the billions.

"This company is rooted in people who believe, who really want to do this," says Bodman, a soft-spoken man who relies on eye contact to keep the listener tuned in. "I'm spending all my time taking what were ideas and working with our folks here to reduce them to practical, doable tasks so we can start a business." Right now, the staff numbers 100, but it's growing steadily. Bodman says he is on the lookout for top programming and marketing executives.

If Bodman is an overly ambitious man, it doesn't show through his gentle, patrician manner, and it's not evident from his background—at least as he describes it. Fate seems to have played the largest role in bringing him to STC in 1982. Bodman was seemingly content as a management consultant with Touche Ross in San Francisco when the Nixon administration called him to work at the Department of the Interior in 1971. Despite certain misgivings, the life-long Republican answered the call and went to Washington.

That job brought him some notoriety when a group of American Indians took over the Bureau of Indian Affairs in Washington.



Richard Stockwell Bodman—president, Satellite Television Corp., subsidiary of Communications Satellite Corp. (Comsat), Washington; b. April 9, 1938, Detroit; BS, engineering, Princeton University, 1959; MS, industrial management, Massachusetts Institute of Technology, 1961; Touche Ross & Company, 1961-71; assistant secretary, U.S. Department of the Interior, 1971-73; acting assistant director, Office of Management and Budget, Executive Office of the President, 1973; assistant controller and treasurer, finance department, and product manager and regional marketing manager, textile fibers department, E.I. du Pont de Nemours and Company Inc., 1973-78; senior vice president for finance and corporate development, Comsat, 1978-1980; president and chief executive officer, Comsat General Corp., another Comsat subsidiary, 1980-82; present position since September 1982; m. Helene Dunn, Jan. 28, 1961; children—Taylor, 21, and Martyn, 20.

At one point during the six-day siege, Bodman says he found himself face-to-face with 27 Indians chiefs. His handling of the situation must have passed muster. He was named acting director of the bureau for a brief period in the aftermath of the takeover and later was sent to the Office of Management and Budget where he served on what the *Washington Post* called a "managerial mod squad," which was designed to give the White House more control over various executive agencies.

But Bodman felt uncomfortable in the role. "I thought we had hired good people out there and we shouldn't have a 32-year-old—me—telling them what to do." And he felt uncomfortable with government employment as a whole. "I was frustrated because there was so much you could think about and so little you could do."

So when an executive at du Pont, whom he had met while at the Interior Department, suggested he move to Wilmington, Del., and work for the corporation, Bodman went, and, he says, "learned a lot about what you need to do to make things happen in an industrial structure." The five-year experience

also put him in direct touch with the marketplace for the first time. As a regional marketing manager in textiles, he says, "I really learned what it is to walk the streets of Seventh Avenue in New York."

But Bodman was again lured elsewhere. As a graduate student at the Massachusetts Institute of Technology, he made the acquaintance of General James McCormack, who later became chairman and chief executive officer of Comsat. So when a Comsat headhunter called upon Bodman in 1978—long after McCormack had left the company—he took it as a "sign" and returned to Washington to become the company's senior vice president for finance and corporate development. Although Comsat was at the time basically a "wholesale" company, Bodman says he saw "the opportunity to face the consumer, bring forth some of the [communications satellite] technology and help the company reshape itself."

The newcomer to Comsat was in search of ideas and Mickey Alpert, now STC's executive vice president, had an idea—satellite broadcasting. Although it had been talked about many times before, Bodman says, the technology was just reaching a point where it might be feasible. Alpert, with the help of former Home Box Office executive Dick Galkim, put together the original plan. Bodman liked it. Comsat President Joseph Charyk liked it. And the board of directors liked it. Comsat announced its plans in August 1979 and immediately went to work on getting FCC approval. After a tough regulatory fight, that approval came last summer.

After heading another Comsat subsidiary for two years, Bodman was put in charge of STC, succeeding Irving Goldstein, now on his way to becoming the president of Comsat. It's an enormous undertaking that Bodman admits occasionally causes him some apprehension. He admits being troubled by "the time it takes to get from here to there"—the service is already nearly five years in the making—and by the concept's boldness. "So many people have failed by trying to do something a little bit better, most recently Arthur Taylor and The Entertainment Channel and CBS [Cable]," he says. "So many people who should be pros set out on a course that is a little bit different and they don't make it."

Bodman believes he can mitigate much of the risk—increased somewhat by the advent of United Satellite Communications Inc., which hopes to launch a satellite broadcasting service this fall with conventional satellites—with a number of "pre-operational" activities "so that when the big bird flies in 1986" STC has all the experience it needs to be successful. And although STC has dropped plans for an interim two-channel service for multiunit buildings, Bodman says he "wouldn't be surprised if somebody isn't paying us a little money before 1986. You've got to engage with customers before you commit everything."

**FCC last week voted unanimously** (with Commissioners Joseph Fogarty, Mimi Dawson, Henry Rivera and Stephen Sharp concurring) to launch rulemaking reexamining application of fairness doctrine and equal time rules to cable television. Among questions in rule-making is whether fairness doctrine need be applied to cable at all. FCC also seeks comment on whether cable operators can meet fairness doctrine and equal time obligations by providing access channels.

**CBS announced last week it would ask FCC to reconsider decision to exempt teletext offerings from must-carry status on cable.** In statement, Tony Malara, president, CBS Television Network, said decision raised "serious questions about the future viability of this service." CBS also announced it would launch its teletext service, ExtraVision, today (April 4).

**ABC's USFL-game coverage was down for third consecutive week in ratings.** Last Sunday's (March 27) game received 6.4/15, compared to previous week's 6.6/17. ABC spokesman was quick to point out, however, that last Sunday's game was competing with NBC's heavyweight championship boxing match between Larry Holmes and Lucien Rodriguez, and CBS coverage of NCAA regionals. Also, he noted, network coverage fell from normal 98% to 92% because number of affiliates pre-empted game to cover one of several Easter-season telethons. ESPN's Monday game last week (March 28) scored 3.5 rating, which officials expressed satisfaction with, in light of competition from *Thorn Birds* on ABC.

**FCC last week affirmed its decision to accept applications for daytime-only stations within nighttime service area of Class I-A stations on clear channels.** Reconsideration had been requested on grounds that rule change was not adopted properly because it had been made without furnishing opportunity to comment. Nonetheless, FCC said rule change hadn't brought about "basic substantive" change in rules affecting clear channel and other stations. As result, FCC said, it had no obligation to put rule change out for comment.

**Telepictures Corp. reported its 1982 revenues more than doubled, to \$46,421,700 from \$22,119,700 in 1981.** Net earnings increased 200% to \$4,427,700 from \$1,477,100 in 1981. Telepictures said principal factor for substantial increase was syndication of *More Real People*, which it said accounted for 52% of its 1982 revenues.



**Ford bird.** Still another satellite presence became official in Washington last week as Ford Aerospace Satellite Services Corp. opened new offices at 1140 Connecticut Avenue N.W. Alan L. Parker, president of the Ford Motor Co. subsidiary, is pictured here by a model of the company's proposed "Fordsat" satellite that would offer service in both the C and KU bands—54 transponders in all. The bird is designed for launch either by the space shuttle or the French Ariane launch vehicle. Fully extended, the solar panels on the satellite will stretch 87½ feet.

McGraw-Hill's **KERO-TV Bakersfield, Calif., will switch from NBC CBS affiliation** under agreement announced Friday by McGraw-Hill Broadcasting President Norman E. Walt and CBS-TV Presic Tony Malara. Effective date to be determined; KERO-TV and C would like it before start of new season in September, but CE present contract with KPWR-TV Bakersfield extends beyond that date. KERO-TV's with NBC runs to Sept. 30. NBC officials said they would be pleased to negotiate for affiliation with KPWR-TV, which is under same ownership (Gillett Broadcasting) as NBC's Nashville affiliate WSMV-TV. KERO-TV is on channel 23; KPWR-TV, on channel 35. Bakersfield is ranked as 150th U.S. TV market.

**City of Jacksonville, Fla., has finally decided to give up trying to operate commercial broadcast stations under restrictions** municipal ownership has required. Station reps would have to bid on contracts for instance, and stations couldn't exercise same imagination as others in promotion contests. Result has been that WJAX-AM-FM has been losing money. So city council is inviting sealed bids (another requirement) on stations, with bids to be opened on May 4. Bids would be accepted on stations separately or in combination, with city looking for minimum return of \$3 million for both. **WJAX-AM-FM are believed to be last municipally owned outlets in country.** And AM oldest station in Florida; it went on air in 1925, after receiving authorization from old Federal Radio Commission. FM began operating in 1948. When gone, they won't be forgotten. Money from sale will go into trust fund to benefit city's recreational facilities.

**Key Broadcasting Corp., licensee of WBMD(AM)-WQSR(FM) Baltimore, and WPTX(AM)-WMDM(FM) Lexington Park, Md., has filed \$1 million lawsuit in U.S. Federal District Court of Maryland against Arbitron Corp.** claiming that data in fall 1982 Arbitron rating books for Baltimore was compiled in "inconsistent, inaccurate and negligent manner causing serious damage to WQSR." Carl G. Brem, executive vice president of Key Broadcasting, said lawsuit also charges Arbitron with antitrust violations under Robinson-Patman Act because of "wide disparity in Arbitron's pricing of its rating books to all customers."

**Spotlight pay cable television program service last Thursday (March 31) announced restructuring of five-MSO partnership** which jointly owns Santa Monica, Calif.-based service, with Cablevision System Development Corp. relinquishing its ownership interests. Spotlight estimated as having about 750,000 subscribers, was launched in May 1981 by division of Times Mirror Cabletelevision. Cox Cable Storer, Tele-Communications Inc. and Cablevision became equal partners with Times Mirror early last year. Statement issued by Spotlight President John Cooke said partnership "continues to pursue other arrangements and alternatives which would strengthen pay service."

**Motion was filed in Los Angeles Superior Court last Thursday (March 31) by Los Angeles TV and radio commentator asking for outtakes from 1979 segment of CBS's 60 Minutes** be made public. Bruce Herschensohn, commentator for KABC-AM-TV, ABC owned and operated stations, filed motion following March 16 decision by Judge Bruce R. Geernaert that "any legitimately interested party could ask for release of outtakes released recently to Bruce Friedman, attorney for Dr. Carl A. Galloway. Galloway is suing CBS for defamation in connection with segment which dealt with medical insurance fraud. Hearing has been set on Herschensohn's motion for April 20. Herschensohn said in his request that he wants outtakes documentary he is preparing on *60 Minutes*."

**Four media organizations have joined KHQ-TV Wash., in seeking reversal of state court finding that station was in contempt of court—imposing \$2,000 fine—for broadcasting tapes in murder-for-hire trial.** KHQ-TV had broadcast tapes—of conversations between defendant Mayme Ruth Coe had with undercover policeman posing as "kill for hire"—despite order banning broadcast issued by Superior Court Judge Robert C. Bibb (BROADCASTING, May 31, 1982). But for

nds of court, in brief filed with state supreme court, said order constituted "prior restraint," in violation of First Amendment. "on is of what may well be the paltriest, most speculative, least compelling showing made in any case in this area." KHQ-TV had aimed tapes lawfully, from prosecuting attorney, and they had n played in court, with result material on them and transcriptions e widely reported. But Bibb acted on basis of testimony of two chologists that there was possibility broadcast of recordings d cause Coe serious psychological harm. Coe, who was accused seeking someone to kill judge and prosecutor responsible for risonment of her son on rape charge, was found guilty of sollicita of murder. And brief, prepared by attorney Floyd Abrams, noted Bibb said he did not find evidence of psychologists and one er expert witness as "persuasive." In his oral decision, he said testimony "lacked internal consistency." Parties represented in f are NBC, National Association of Broadcasters, Radio-Televi- 1 News Directors Association and Reporters Committee for Free- n of Press.

last week granted application of limited partnership consisting AT&T's Advanced Mobile Phone Service Inc., GTE Mobilnet of Angeles Inc., ConTel Mobilecom Inc. and U.S. Cellular Corp. provide cellular radio service in Los Angeles market. Grant was ditioned on elimination of provision in partnership agreement bidding sale of any partner's interest to nonwireline carrier. Grant also conditioned on approval of AT&T's cellular capitalization 1.

lic Broadcasting Service announced last week that it has entered ement with Merrill Lynch to conduct teletext demonstration pro- . Project would test potential of both text and data delivery ser- . Merrill Lynch is funding start up costs for project in which commercial WNET(TV) New York, WTTW(TV) Chicago and IT(TV) Miami will participate. PBS announcement follows FCC ision last week to authorize teletext services (see story, page 31).

IP, the pay-per-view joint venture of ABC Video Enterprises and PN, issued status report last week on marketing of its first offer- four-bout boxing card capped by heavyweight match between ry Holmes and Tim Witherspoon. So far, it said, more than 100 le systems serving about 1.5 million subscribers and three STV rations have signed up to carry event. Suggested retail price is

ifornia Cable Television Association held second of two meetings h representatives from cable TV industry last week in Los Ange- to discuss proposed California state legislation to limit adult graming over cable systems. First meeting was held in New York week. Representatives from Playboy Channel, Times Mirror, com, Screen Actors Guild and Screen Owners Association were ng those in attendance, Mangers said. Mangers reported "no real clusions" came out of meeting, but he will prepare task force rt due April 25 to CCTA board of directors.

last week denied petition for reconsideration by Los Angeles rriff's Department seeking freeze of low-power television applica- s on UHF channels 14-20. It also denied request by Corporation Public Broadcasting that LPTV channels be reserved for noncom- ercial use, and rejected requests that LPTV signals be given must- ry status on cable. FCC noted that LPTV stations aren't required provide local programming; therefore, there is no reason to require le carriage, it said.

us Communications, Los Angeles-based radio group owner of en AM and five FM stations, has purchased KTEZ(FM) Lubbock, ., from Southwest Record Suppliers Limited for \$1.05 million. tion is owned by Raymond Moran. Seller also principally owns : AM, one FM and two television stations. Brokers were Norman

Fischer & Associates (Lotus) and Kalil & Co. (KTEZ). Lotus is presently negotiating for another Texas FM station, which would bring company up to full complement of seven AM and seven FM properties, allowed by FCC.

In keynote speech before Telecourse Conference '83 in Washington last week (March 30), PBS President Larry Grossman opposed FCC inquiry that would turn Instructional Television Fixed Service (ITFS) frequencies now reserved for educational purposes over to commercial use, saying it would be "nothing less than a national disgrace." As result of FCC inquiry, Grossman said "commercial applicants have been encouraged to invade the ITFS band... to fill what they allege is an insatiable need for still more television outlets to bring us still more movies and sports at the expense of education." According to Grossman, PBS, together with public television stations, have applied to FCC for groups of four ITFS channels in more than 100 markets for their proposed National Narrowcast Service which is to provide variety of instruction, educational and cultural programing throughout country.

Allied Corp. last Wednesday (March 30) said it had sold its 7.2% stake in RCA Corp. for \$129 million, described by New York Stock Exchange as largest sale on record in terms of dollar volume. Purchaser was investment house of Salomon Brothers which reportedly immediately resold shares to more than 50 institutional customers. Allied came into block of RCA stock (5,368,900 of common and 145,600 of preferred) when it took over Bendix Corp. earlier this year. Bendix had acquired RCA stock for about \$101 million last year (BROADCASTING, March 15, 1982, et seq).

Gulf United Corp. sold its insurance business to American General of Dallas for \$1.1 billion but will keep its broadcasting, drug retail outlet and real estate interests. Gulf United stockholders will get American General stock as part of consideration, and noninsurance interests will be re-formed into new corporation owned by Gulf United's current stockholders. Gulf United, which entered broadcasting over six years ago when it bought St. Petersburg, Fla.-based Rahall Communications group, now owns four AM's, six FM's and three TV's. Alan Henry, Gulf Broadcasting president, said that company has no plans to sell stations. Attorneys weren't sure last week if deal would require FCC approval, but indicated short form applications may have to be filed. Last year, American General acquired Nashville-based NLT Corp., which owns WSM Inc., licensee of WSM-AM-FM Nashville, and owner of Grand Ole Opry and Opryland.

Gannett President and Chairman Allen H. Neuharth has received new six-year contract with yearly salary and benefits of approximately \$900,000.



Kirtland



Schwartz

At board meeting March 31, Clifford M. Kirtland, chairman of Cox Communications, Atlanta, announced he will step down from that post June 1, but will remain a director through the end of year. In addition, he announced election of William A. Schwartz, president and chief operating officer, to president and chief executive officer, CEO post has been vacant since Kirtland became chairman in 1981.

# Editorials

## One-man rule?

It is an altogether astonishing letter that Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, sent to broadcasting trade associations and the major networks last week. Wirth vows that there will be no regulatory legislation unless broadcasters agree to pay spectrum fees "beyond a mere 'cost of regulation'" which is prescribed in the liberalizing legislation that the Senate passed. Other words are usually applied to the conditions Wirth has offered: "Hostage" and "ransom" come to mind.

The letter puts Wirth in league with an unlikely cohort—accomplice may be a better word. FCC Chairman Mark Fowler, the all-time champion of deregulation, has been saying for months that the price broadcasters must pay for it is a spectrum fee. Neither Fowler nor Wirth has put a figure on it, but obviously they are thinking big. Fowler wants fees big enough to fund public broadcasting. Wirth wants them big enough to "compensate the public" for use of the spectrum which he calls, in a discredited cliché, "a valuable public resource."

What resource, Chairman Wirth? As has been said here before, with probably tiresome repetition, the spectrum is neither depleted nor damaged by use. There is nothing in the spectrum until a user puts a signal into it.

The Wirths talk of fees for spectrum use as though they were leases for grazing rights on government land or bids for offshore drilling in the government's seabed. The comparisons are pointless. In those portions of the spectrum where broadcasting is carried on, the private interests of the broadcasters and public interests of the audience unite to create a valuable service in what is otherwise a void.

Moreover, Wirth offers no assurance that a spectrum fee of any amount would buy meaningful deregulation from him. Oh, maybe something for radio "which is sufficiently competitive today to warrant relaxation" of the rules. But television? Some other time perhaps.

Can one member of the Congress dictate whether legislating will be done? As chairman of the subcommittee, Wirth can be an obstructive force, but he presumes a lot when he pretends to speak for 434 other members in his chamber.

As he noted in his masterful reply to Wirth, Eddie Fritts, president of the National Association of Broadcasters, detects "a clear consensus in the Congress that the time for broadcast deregulation is long overdue." Not all of Fritts's members would agree. But if enough pessimists lie back while the NAB headquarters fights on, their prophecy will be self-fulfilling.

## Strangers in the hay

Except for our editorial style book's admonishment that "unique" is a dangerous word that should be avoided, we would be tempted to apply it to the startling link-up in which Lorimar Productions is acquiring Kenyon & Eckhardt (BROADCASTING, March 28). To be sure, "unusual" is a safer word, but in this case, with neither memory nor the files turning up anything remotely resembling a precedent, it seems weak and inadequate.

By any definition, though, this is an interesting deal, making a leading production company the proprietor of a leading advertising agency. The possibilities are fascinating. At first look, the benefits seem to lie more with K&E than with Lorimar, if only

because there would seem to be more things that a production company can do for an advertising agency than vice versa. Suspicious minds, however, suggest that it could be the other way around: that an agency with close to \$200 million in broadcast billings to distribute just might have enough clout to induce networks or stations or both to accept parent-company programs that they might otherwise see little merit in.

Lorimar is not famous for poor programs, of course, and the principals on both sides insist that there will be no hanky-panky of that or any other kind, that K&E will remain autonomous and that the two companies will deal with each other at arm's length, as the lawyers say. With a wall that big between the two, it occurs to us that there might not be room for all the synergism they're talking about, but we shall see. A lot of people, we suspect, will be watching. Like us, they'll want to see whether this union's results—good, bad or whatever—will also prove to be, well, unusual.

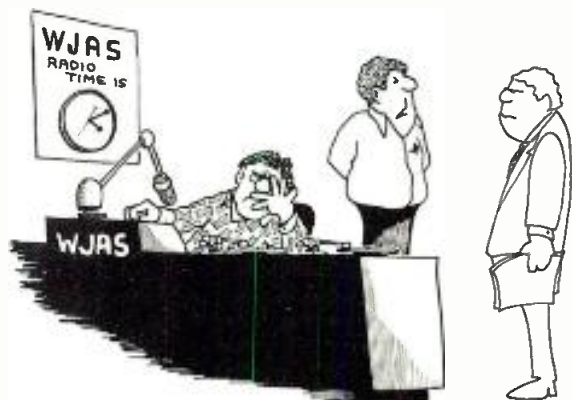
## Las Vegas east

The FCC last week did what the Congress had told it to do: It adopted a lottery to choose among competing applicants for low-power television stations. Eventually, it may use lotteries to settle contests in other broadcast services.

It isn't quite true to say that winners will be chosen by lot. The Congress decreed that the FCC set odds to rig the outcome. A two-to-one advantage will be given ethnic and racial minorities and applicants who have no other media ties. That means four to one for unencumbered Pacific Islanders, to name one minority the Congress specified. An advantage of one-and-a-half-to-one will go to applicants owning no more than three other media properties. If Mimi Dawson and Anne Jones get their way, an advantage will eventually be given to women.

All applications, except those clearly defective on their face, will go into the barrel for the draw. If the winner turns out to be a felon in the state penitentiary, well, that will be time to look at credentials. Never mind that a loser may have been a Harvard dean or the best broadcaster in the United States.

Maybe they ought to conduct this in the lobby and charge admission. It's bound to be a barrel of laughs.



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