

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jul 11



Pat Mitchell hosts WOMAN TO WOMAN

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IN THE NEWS

State of summer programming   
Supreme Court puts  
home taping on hold   
RARC report







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Television Distribution

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**June 18, 8.56 A.M**  
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**USCI**  
UNITED SATELLITE COMMUNICATIONS, INC.





# Broadcasting **Jul 11**

## Third-quarter sales: Network buys on hold; spot looking strong □ Supreme Court delays Betamax decision □ Tele-Communications Inc. buys Tele-Media Corp. □ RARC 1983

**BRIGHT SPOTS** □ Ad agencies expect network TV buying to come around. **PAGE 23.** Reps survey finds both spot and local sales for broadcasting's third quarter are looking good. **PAGE 23.**

**NEW MAN** □ Bill Stakelin takes over as president of the Radio Advertising Bureau, aiming to make radio even hotter. **PAGE 25.**

**DBS DEADLOCK** □ U.S. delegation runs into problems at Regional Administrative Radio Conference over specifications for direct broadcast satellite service. Talks to resolve conflicts with hemisphere countries continue. **PAGE 26.**

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**CAUCUS TALK** □ Large group owners form Major Market Television Caucus. **PAGE 28.**

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**PAUSE** □ Supreme Court postpones decision on Betamax case until fall. Congressional action a possibility. **PAGE 29.**

**TELCO SHOWDOWN** □ Cable and telephone companies battle in comments at FCC on nature and extent of data regulations. **PAGE 36.**

**ON THE RECORD** □ Co-sponsors of the pending Waxman-Wirth bill, dealing with the FCC's financial-interest and syndication rules, and the Tauke-Tauzin broadcast deregulation measure appear, respectively, on **PAGES 36** and **38.**

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**FCC RECALL** □ Commission asks appeals court to return Alaskan license renewal case, admitting it may have erred in EEO findings. **PAGE 40.**

**SOUR NOTE** □ BMI sues CBS over copyright infringement issue. **PAGE 44.**

**ENTER ASTA** □ Advertiser Syndicated Television Association, made up of programming organizations, is formed. **PAGE 44.**

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**BBDO STUDY** □ Agency report finds ABC betting on news and sports next season, CBS with movies and drama and NBC with comedy. **PAGE 54.**

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**ALL-NEWS IMPRESARIO** □ Bill Scott has played a major role in bringing all-news programming to radio and now to cable television, as head of Satellite News Channel. **PAGE 71.**

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# Television's Ultimate Escap

*Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.*

## **FANTASY ISLAND**

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## More on 'quantification'

Representative Al Swift (D-Wash.), key player in drive to achieve broadcast deregulation legislation in House, has old staff to draft compromise legislation. According to Swift aide, proposal will include quantification of public interest standard for television but not for radio—though others on Telecommunications subcommittee, including its chairman, Timothy Wirth (D-Colo.), want radio quantified too. Proposal, aide said, will build on earlier compromise discussed by Swift and National Association of Broadcasters. Subcommittee is asking for programming data from broadcasters to be used to quantify standards for radio and TV. Swift, however, wants to start debating merits of legislation while waiting for data.

His proposal will include key elements of bill he introduced earlier, H.R. 2370, and of Tauke-Tauzin bill, H.R. 2382, another deregulation bill that has strong backing from industry. Both measures include elimination of comparative renewals for radio and TV. Quantification of television will probably follow general outline of H.R. 2370, which would establish point system to measure program quotas.

## League under pressure

Cable operators will find out late this week how closely National League of Cities will adhere to compromise that led to passage of Senate cable deregulation bill (S. 66) last month. NLC board meets Friday and Saturday (July 15-16) in Seattle and, according to representatives of some of many cities now opposed to bill, attempt will be made to persuade NLC to withdraw its support of bill in House or insist on further concessions from cable industry. In addition, official item on board agenda, if approved, would prevent NLC from opposing amendments offered in House by "renegade" cities.

## People power

Feeling is that Supreme Court's postponement of Betamax case (see page 9) can only bode ill for copyright owners since public pressure against copyright liability for home recording can only increase. As of last January, there were about 6.5 million VCR's in U.S., according to figures cited by Motion Picture Association of America. By end of next year, MPAA estimates there will be

anywhere from 13.5 to 15 million; by 1990, 45 to 50 million. Official for Sony reads situation same way, but without gloom; court's indecision should benefit his company's cause.

## Seeking to make peace

Attempt to reconcile differences between broadcasting industry and Reagan administration over Radio Marti legislation is under way. Meeting has been arranged (July 14) between Deputy Secretary of State Kenneth Dam and group of roughly 10 broadcasters. Senator Charles Percy (R-Ill.), whose Foreign Relations Committee has passed Marti legislation, now pending before Senate for vote, is responsible for meeting. Percy apparently was prompted to call session after listening to strong objections from Illinois broadcasters.

## Look at federation

Proposal to restructure National Association of Broadcasters into federation, introduced by former NAB board member Peter Kenney, will not be opposed by association's president, Edward Fritts. "I have an open mind toward it," Fritts said. Fritts is "interested in pursuing any idea that would make a stronger and better NAB." Fritts plans to recommend at NAB executive committee meeting this week that study group be formed to investigate proposal.

## Busy videorecorders

If you're into soaps, you're *really* into soaps. That's one conclusion to be drawn from A.C. Nielsen Co.'s latest videocassette recorder study, due out shortly. Half (50.6%) of VCR homes in sample recorded movies and 18% recorded soap operas, but those that recorded soaps recorded average of 17 soaps per home in four-week period, while movie-recording homes averaged five movies each. Report does not say when these homes played their recordings back, but Nielsen sources say they can get that information through special analyses. Study encompassed 557 homes; about 22% recorded nothing during four-week period, while rest made 5,451 recordings, or about 14 per home.

Study may also have message for ABC's projected Tele1st overnight home VCR service: Of those 5,451 recordings, 4.5% were made between 2 a.m. and 8 a.m. Biggest daypart was 8 a.m. to 4:30

p.m., which accounted for 40.1% of recordings. Prime time was next with 29.1%, followed by 11 p.m. to 2 a.m. with 16.5% and 4:30 p.m. to 8 p.m. with 9.8%.

## Just an exercise?

RKO Radio seems to be getting more bullish these days. Word has it that company is seriously looking to acquire Westwood One, Culver City, Calif.-based radio program production and distribution company. But Westwood One president Norm Pattiz says it is "unlikely" sale will be made to RKO because of his company's strong desire to remain independent. "Our company is privately held and holding acquisition talks with interested parties becomes an excellent way to value the firm in today's marketplace," Pattiz explained. Westwood One currently offers 28 programs and is expected to gross over \$10 million this year.

## Cutbacks at Ampex

Due to soft market and big inventory, Ampex has suspended manufacture of subassemblies for its BCC 20 and BCC 21 cameras and decided to move assembly and testing of cameras from plant in Cupertino, Calif., to one in Redwood City, Calif.

Action is one of several belt tightening moves Signal Companies subsidiary has taken since 1982 annual report showed profits plummeting from \$21.6 million to \$1.2 million. Ampex laid off 460 employees in April and another 240 last month, including 165 at videotape recorder and systems plant in Colorado Springs. Counting attrition, total payroll has fallen from 9,848 to 8,236 since first of year.

## Feeling no heat

High FCC official last week said strongly worded letter from John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, and Timothy Wirth (D-Colo.), chairman of Telecommunications Subcommittee, attacking proposal to repeal FCC's personal attack and political editorializing rules (BROADCASTING, June 27), hadn't caused alarm at commission. Since letter lacks signatures of other committee members, it "didn't show much strength," official said. Subcommittee staffer, however, said reason letter lacked other signatures was that no others had been requested.

## Hall's way

Representative Sam Hall (D-Tex.) is the latest legislator to introduce a bill (H.R. 3419) aimed at providing relief for superstation operators from the Copyright Royalty Tribunal's 3.75% rate hike. Hall's bill is identical to S. 1270, submitted by Senator Dennis DeConcini (D-Ariz.) in May, and would also change the makeup of the CRT ("Cablecastings," May 16). Under Hall's bill, cable systems would be exempt from paying the higher compulsory license fees for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming.

## Well, maybe we are

Home Box Office denied reports two weeks ago it was considering using its new Galaxy I transponders for a direct broadcast satellite service ("Closed Circuit," July 4), but HBO spokesman Alan Levy conceded last week DBS was, indeed, among several plans for the transponders it is exploring. Although Levy declined to elaborate, he said before HBO decides to do anything, it will make sure the plan is acceptable to its thousands of cable affiliates. "HBO is not going to become involved in any project that is going to alienate cable operators."

What are the other possibilities for the new transponders? The transponders are actually owned by Time Inc., Levy said, and it could use them for its planned full-channel cable teletext service or its *Time* magazine could use some of them to transmit page facsimiles to remote printing plants. Or, he said, HBO could use them to transmit additional time-zone or regional feeds. HBO currently sends two feeds—the eastern (the Eastern and central time zones) and the western (the mountain and Pacific time zones).

## Cracked crystal ball

If the experience of Warner Cable Corp. of Pittsburgh is any indication, cable operators did not know what they were getting into when they promised to build the high-capacity systems with plenty of nonrevenue-producing services in major markets. In recommending to city council a rate increase for the partially built system, Pittsburgh's Bureau of Cable Communication commented that Warner was "totally unrealistic in its original projections for expenses in all categories. . . . In many cases, the expenses were underestimated by several hundred percent." In its request for the rate increase, Warner admitted its projections for capital expenditures were faulty. "In our 1979 proposal, our total construction costs during the term of franchise were projected at some \$47.8 million," Warner said. "Our construction costs through 1982 already exceed \$80 million." The MSO attributed the higher

costs to inflation, "soaring" interests rates, the "unprecedented complexity" of building a system in a city divided by three rivers and the "unpredictable" labor costs and "exceedingly demanding requirements of the city's RFP." The MSO was apparently no better in projecting revenue. Even without a rate increase, the BCC said, system revenue for 1983 and 1984 will be nearly twice the projected totals. For 1983, for instance, it said, revenues were originally estimated at \$14.3 million, but they are now expected to reach \$26.6 million. The higher revenue, however, will not offset the higher costs, BCC said, and Warner will continue to lose money for several years.

Pittsburgh is not unsympathetic to Warner's plight. By a 5-to-4 vote on June 20, the city council approved a rate hike, attaching a few minor conditions, but giving Warner most of what it asked for. The increase goes into effect on July 15. Warner is prohibited from asking for another hike until Sept. 1, 1984, or the day it passes all of Pittsburgh's 170,000 homes, whichever comes first.

## Landmark case

Landmark Communications is calling it a "contract dispute," but a Cobb county, Ga., superior court judge issued a temporary restraining order against the Norfolk, Va.-based station group owner, MSO and newspaper publisher from reportedly trying to buy out and replace John Coleman, the president and partner with Landmark in the Weather Channel. Landmark owns 80% and Coleman owns 20% of the one-year-old, Atlanta-based 24-hour cable service.

Landmark refuses to comment on the proceedings other than to confirm it is Coleman who sued Landmark. The Weather Channel is reported to have lost \$7 million since its launch on May 2, 1982, and is reportedly losing more than \$800,000 a month, although neither Landmark nor Coleman would confirm those figures. However, Coleman did state at the NCTA convention last month that the service would be operating in the black by the fourth quarter of 1984 (BROADCASTING, June 20).

For his part, Coleman says that he has abided by the two stock and management contracts signed by him and Landmark on July 6, 1981. "The contracts between us provided for the financing by Landmark and for me to manage the company," he said. Deflecting a question that Landmark might be disturbed at The Weather Channel's reported losses, Coleman said he has "never been a nickel over budget." Furthermore, Coleman stressed that the service has been operating "at or below budgeted figures approved by Landmark. . . [it] has a representative here on the premises who must countersign every check, so it's really impossible for me to spend their money without their approval."

Landmark, in a terse statement, said it has "full confidence we will prevail on the

merits" of its case. A hearing is set for July 26.

Meanwhile business at The Weather Channel, Coleman reports, "is proceeding without a hitch." The service, with 12 minutes of commercial inventory to sell every hour, now has 43 advertisers and recently acquired two new accounts: Kraft (Miracle Whip) and Haggar (men's slacks). The service reaches 9.2 million subscribers on 94 systems.

## Looking to be wired

Two more large cities—Washington and St. Louis—have taken major steps toward awarding cable television franchises within the next year. Last Tuesday (July 5), the [Washington] D.C. Cable Television Design Commission submitted its request for proposals for cable service to the city council for approval. A week earlier, St. Louis received three bids in response to its RFP.

The Washington RFP asks prospective bidders for its 277,000-home franchise for a two-way, addressable system with a minimum of 60 channels. Regardless of the number of channels, the RFP specifies that 10% be allocated to public access, 10% to municipal use and 5% to commercial lease access. An interconnected institutional system, it says, must have 25 upstream and 25 downstream channels. It also requires 35% minority ownership.

The city council hopes to act promptly on the RFP. Reggie Martin, an attorney for the council's committee on public services and cable television, said a public hearing has been scheduled for Sept. 12. If all goes well he said, the committee and council will approve the RFP for the Design Commission to release sometime next November. Bids would be due four months later, he said, and an award could be made prior to the council's summer recess in July 1984.

According to Martin, two companies so far have said they intend to bid for the franchise: District Cablevision Inc., backed by Tele-Communications Inc. and headed by Black Entertainment Television President Bob Johnson, and Capital City Cable, headed by New York broadcaster and cable operator Percy Sutton. Although Johnson had a few gripes about the RFP, he was generally pleased, particularly by its relatively few requirements. "It's a broad RFP," he said. "They didn't try to put every present they could under the Christmas tree."

According to Paul Berra, cable communications manager for St. Louis, the bids for that city's 201,000 homes were submitted by St. Louis City Communications Inc. headed by Bill Johnson, Columbus, Ohio cable operator; Archway Cablevision of St. Louis, a partnership involving former Star Cablevision owner Paul Skulsky, and STL Cablevision, headed by Kansas City Cable operator Larry Hudson.

All promised two-way, addressable, single-cable systems. Archway and STL meet the minimum RFP requirement of five ac-



ness channels, Berra said, while St. Louis City promised seven additional access channels. The cost of building any of the systems for the city will be between \$45 million and \$50 million, he said.

The St. Louis Board of Aldermen hopes to make its grant of a franchise within seven to 11 months, said Berra. Public hearings on the bids have been set for Aug. 8-9. After that, he said, the board's public utility committee will evaluate the bids, select one and make a recommendation to the board.

## Nor-West in St. Paul

By a 4-to-3 vote, the city council of St. Paul last week granted the right to wire the city's 110,000 homes for cable television to Nor-West Cable Communications. The partnership of local investors, which bid an 88-channel residential system and a 63-channel institutional loop, beat out two large cable MSO's—Group W Cable and Continental Cablevision—for the franchise.

But the award is not final. Feeling that Nor-West was the least qualified of the three bidders, the three dissenting councilmen have called on Mayor George Latimer to veto the council action. The mayor's response is expected early this week.

If not for the National Cable Television Association, St. Paul would not have awarded any franchise. In May 1981, the council decided the city itself should own and operate the cable system. But before it could go ahead with its plans, it had to win the approval of the citizens in an April 1982 referendum. Fearing the establishment of municipal ownership in the a city the size of St.

Paul would set a dangerous precedent, the NCTA spent \$300,000 in the city urging citizens to vote against public ownership. The campaign must have been convincing; the citizens voted almost 2-to-1 against it.

## Obscenity action

As Cincinnati's Warner Amex Cable Communications was indicted for allegedly "pandering obscenity" for carrying two Playboy Channel films (BROADCASTING, June 20), Rhode Island's governor signed into law an amendment making it tougher to yank licenses of cable franchise holders offering adult programming. Before the amendment, a Rhode Island franchise license could be revoked if the cable system showed programs "offensive to commonly accepted standards of morality and decency of the community." The amendment makes it possible only to lift the licenses if the programs "are adjudged by a court of competent jurisdiction to be obscene."

## Storer suit

The Dade county district court in Florida issued a permanent injunction against the retailers of Jerrold SB3 cable television decoders following a piracy suit brought by Storer Communications Inc. Storer alleged that the retailer was selling decoders to basic subscribers of its Dade and Broward counties cable systems, who were then using the equipment for unauthorized descrambling of pay channels. The court also ordered defendants to surrender customer

lists and equipment to Storer's cable subsidiaries. According to a Storer spokesman, decoders were sold for between \$125 and \$185 each and could descramble all pay channels. Storer emphasized the decision focuses on the selling of decoders for alleged piracy use rather than on the installation and use of equipment. In addition, Storer is seeking \$350,000 in damages which the court said it would decide at a later date. The attorney for the defendants—Satellite Antenna Systems and Used TV Wholesale—said his clients "in all likelihood" would seek appeal. Storer said it will try to "convert" unauthorized customers of pay channels into paying customers before disconnecting service.

## Fee foe

The FCC's Mass Media Bureau has denied the City of Mesa, Ariz., a waiver of its rules to charge Mea Community Cable TV Inc. and Golden Hills Cablevision franchise fees of 5% of their gross revenues, even though both cable operators had submitted statements of support for the higher fees. In denying the request, the bureau said the city had not made a showing that such a fee would be appropriate in light of its planned local regulatory program. "The information submitted by the city fails to provide detailed financial information on the cost of such a program," the bureau said. "That such a showing is required for the relief here requested to be granted is evident from the terms of the rule itself; from the legislative history of it... and from clear commission precedent applying the rule."

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# Business Briefly

TV ONLY

**Dixie Northern** □ Brawny hand towels will be featured in 13-week flight starting July 25 in 79 markets. Commercials will be carried in daytime, fringe, news and prime access periods. Target: women, 25-54. Agency: Scali, McCabe, Sloves, New York.

**Sunbeam Corp.** □ Appliance manufacturer will launch campaign in late August for three weeks and resume in late October for another three weeks in 21 markets. Commercials will be scheduled in early fringe and prime time periods. Target: women, 18-49. Agency: Burton-Campbell, Atlanta.

**Wohl Shoe Co.** □ Famous Footwear products will be advertised in four-week flight to start Aug. 1 in 16 markets. Commercials will be shown in daytime, early fringe, prime time and prime access. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

**Parker Brothers** □ Campaign for two new video games, "Death Star Battle" and "James Bond," begins mid-August

and runs through mid-September. Separate spots will be used for each game. Flight for "Death Star" will be running in top 35 ADI's. "Bond" will run in top 25 ADI's. All dayparts as well as early prime will be used to reach children and teen-agers, ages 10 to 17. Agency: Dancer Fitzgerald Sample, New York.

**Kinney Shoes** □ Various shoe brands will be spotlighted in back-to-school campaign to start in mid-August for three weeks in approximately 60 markets. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Sawdon & Bess, New York.

**De Beers Diamonds** □ Campaign for diamonds begins in August, with flight picking up in September and October. Late news and sports schedules, including U.S. Open Tennis, will be used. About 25 Sunbelt markets will be used to target adults, 25-54. Agency: N Wayer, New York.

**Colonial Provisions** □ Various meat products will be advertised in two-week flight starting in late July in six markets.

Commercials will run in all dayparts. Target: women, 18-49. Agency: Casey Media Inc., Boston.

**H.P. Hood Inc.** □ Company is introducing Strassel's line of premium ice cream with spot television campaign in all New England markets on July 15, with flights scheduled on consistent basis throughout year. Hood is reported to be

## Rep Report

KAR(AM)-KAPV(FM) Apple Valley, Calif., to Weiss & Powell, Inc., from Pro Radio

□

WKPA(AM)-WYDD(FM) New Kensington, Pa., to Weiss & Powell, from Masla

□

KTIX(AM) Pendleton, Ore., to Weiss & Powell, from Tacher

□

KJTV Amarillo, Tex., to Seltel from Adam Young, starting July 1.

□

WOAY-TV Oak Hill, W. Va.: To Katz Television Continental from Seltel.

□

WLRO(FM) Champaign, Ill.; KKRD(FM) Wichita, Kans.: To Hillier, Newmark, Wechsler & Howard from Pro Radio.

□

WGKX(FM) Memphis: To Eastman Radio from Christal Co.

□

WHOP(AM)-WSRD(FM) Youngstown, Ohio: To Blair Radio from Eastman.

□

WJDM(AM) Elizabeth, N.J.: To Uni-Rep Broadcasting from Lotus Reps.

□

WFWQ(FM) Fort Wayne, Ind.: To Hillier, Newmark, Wechsler and Howard from Torbet Radio.

□

WDBS(FM) Durham, N.C.: To Hillier, Newmark, Wechsler and Howard (no former rep).

□

WENS(FM) Shelbyville, Ind.: To Christal Co. from CBS/FM National Sales.

□

KHBO(FM) Cincinnati: To Christal Co. from Weiss & Powell.

□

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## Advantage

**Celebration.** To mark its 60th anniversary, Dancer Fitzgerald Sample last week released 32-page booklet containing facts, anecdotes, photos, case histories and individual recollections. Titled "First 60 Years," booklet traces DFS's origin in Chicago in 1923 as Blackett Sample Hummert, profiles principals of BSH and DFS, outlines agency's early involvement with radio (including Hummert's contribution to development of "soap opera") and describes its participation in early days of television.

**Prizes galore.** Peter Paul Cadbury will launch extensive network television advertising campaign in September to promote its "Treasure Island Game" contest. Six grand prize winners will be given free trip for two to St. Thomas in Virgin Islands. Total prizes are valued at \$120,000. Agency is Dancer Fitzgerald Sample, New York.

**Chicken man.** Dick Orkin is bringing "Chickenman" radio promotional spots to television. New TV spots advertising radio stations will be built around station's format. TV spots are supported by radio promos.

**Championship effort.** Carteret Savings & Loan Association, with 80 locations in New Jersey and Florida, has chosen Bob Mathias, two-time decathlon winner, as corporate spokesman in new spot television, radio and print campaign that began last week in New York and West Palm Beach and Fort Pierce, both Florida. During commercials, Mathias will promote wide range of financial products and services, including savings and mortgage options, revolving consumer credit lines, stock brokerage services, commercial financing and home relocation programs. Mathias won decathlon in 1948 and 1952 and has been four-term congressman from California.

investing \$1.5 million in campaign, which spotlights Sid Caesar in TV commercials. Target: adults, 18-49. Agency: North Castle Partners, Greenwich, Conn.

### RADIO ONLY

**Farm Credit Banks** □ Bank services will be spotlighted in 10-week campaign beginning Sept. 19 in 33 Southern markets. Commercials will run in all dayparts during weekdays. Target: men, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

**Henri's Salad Dressing** □ Three-week campaign begins in early August in five major markets. Commercials will run in all weekday dayparts. Target: women, 25 and older. Agency: CPM, Chicago.

**Northrup King Co.** □ Commercial seeds

will be advertised in two-week flight to begin in August in six markets. Commercials will run in all dayparts during weekdays and weekends. Target: farmers. Agency: Duffy, Bringgold, Knutson, Oberprillers, Minneapolis.

**Atari** □ One-week campaign for Safari game will begin in early August in 32 markets. Spots will run in all dayparts during weekdays and weekends. Target: teen-agers, 12-17. Agency: Doyle Dane Bernbach, New York.

### RADIO AND TV

**Ashley, The Outlet Store** □ Campaign for various items begins in late July for three weeks in nine TV markets and 25 to 30 radio markets. Spots will run in all dayparts. Target: women, 25-49. Agency: Campbell-Mithun, Chicago.

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Marie Leonard, Mona Gartner,  
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Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent*  
Sandra Klausner, *editorial-advertising assistant*



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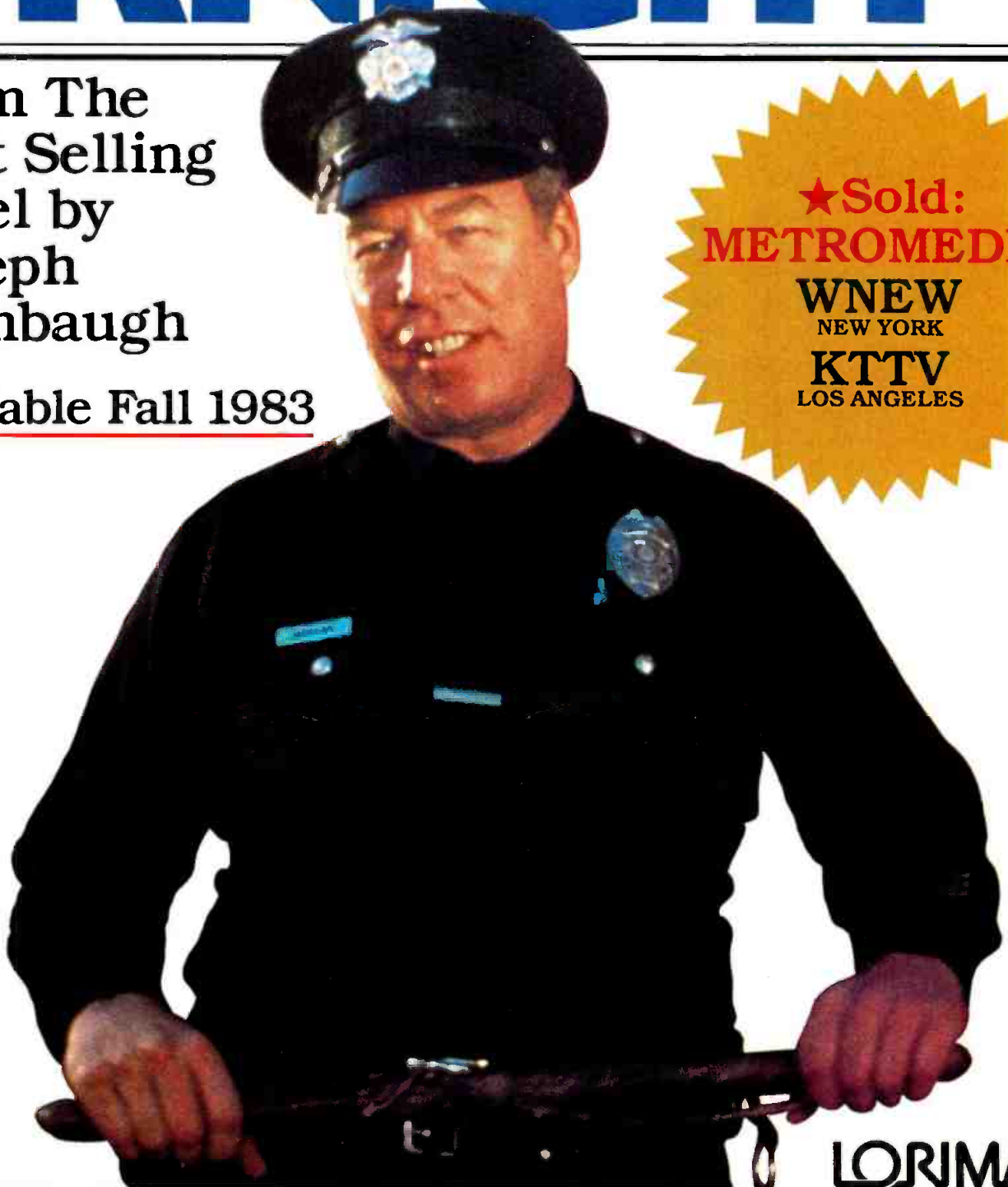
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## This week

**July 8-12**—27th annual *Television Programing Conference*. Speakers include Paul Harvey, news commentator; Robert Wussler, executive vice president, Turner Broadcasting Systems, and Jay Finkelman, station manager, KTVU(TV) San Francisco. Red Carpet hotel, Milwaukee. Information: Warren Jones Jr., Secretary, TVPC, Air University Television, building 1402, Maxwell Air Force Base, Ala., 36112.

**July 10-12**—"Advances in High Definition Television," sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey Bay, Calif. Information: (617) 267-9425.

**July 10-22**—*Missouri Broadcasters Association's* 12th annual "minority broadcast workshop." School of Journalism, University of Missouri-Columbia, Columbia, Mo.

■ **July 11**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in dinner. Copacabana, New York.

**July 11-29**—*Media Institute for Minorities* in cooperation with *National Association of Broadcasters'* second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Information: (213) 743-5573.

■ Indicates new or revised listing

tion: (213) 743-5573.

**July 12**—"Telemarketing workshop" for broadcasting, advertising and newspaper customers of *New York Telephone*. 1095 Avenue of the Americas, New York. Information: Bernard Cohen, (212) 395-8072.

**July 13**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Robert Fountain, executive vice president, United States Satellite Broadcasting Co. Copacabana, New York.

■ **July 13**—*American Women in Radio and Television, Houston chapter*, luncheon meeting. Sakowitz Post Oak, Houston.

**July 13-15**—*Arbitron Television Advisory Council* meeting. Quail Lodge, Carmel, Calif.

**July 14-16**—*National Federation of Local Cable Programers* annual convention, featuring teleconference between convention participants and panel of government and industry representatives in Washington, on First Amendment issues. Portland, Ore.

**July 14-17**—*Colorado Broadcasters Association's* 34th annual summer convention. Wildwood Inn, Snowmass, Colo.

**July 15**—Deadline for nominations for historic site designation for 1984, 75th anniversary year of *Society of Professional Journalists, Sigma Delta Chi*. Nominations to include individual or organization nominated,

site recommended for marking and reason for designation based on historical facts. Information: SDX, 841 North Lake Shore Drive, Suite 801W, Chicago, 60611.

**July 15-16**—Joint meeting of *North Carolina Cable Television Association and South Carolina Cable Television Association*. Hyatt hotel, Hilton Head, S.C.

**July 15-16**—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

**July 15-16**—*Global Village seminar*: "The New Media Series: Cable Television." Global Village, New York.

**July 15-17**—*Oklahoma Broadcasters Association* annual summer meeting. Shangri La, Afton, Okla.

## Also in July

**July 16-18**—*Louisiana Association of Broadcasters* radio-television management session. Speaker: Congressman Billy Tauzin (D-La.). Sheraton-Acadiana hotel, Lafayette, La.

**July 17-20**—*New York State Broadcasters Association* executive conference. Grossingers Convention Center, Grossingers, N.Y.

**July 17-20**—Fourth annual Penn State Conference for Minority Journalists, sponsored by *Penn State's School of Journalism of College of Liberal Arts*. Penn State Sheraton Inn, State College, Pa.

**July 18-19**—*New York State Broadcasters Association* executive conference. Grossingers, N.Y.

**July 18-20**—*Television Bureau of Advertising/Steering Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

**July 19**—*Southern California Cable Association* meeting. Speaker: Trevor Lambert, Adams-Russell Proud Bird restaurant, Los Angeles.

**July 19-20**—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. San Francisco. Information: (202) 331-1154.

**July 20**—*National Association of Broadcasters' "SC Day USA"*, video teleconference in 21 U.S. cities to discuss how broadcasters can utilize their subcarrier channels, since FCC has eliminated restrictions limiting SCAs to services of broadcast nature. Information: NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3500.

■ **July 21**—General membership meeting of *Caucus for Producers, Writers and Directors*. Chasen's, Los Angeles.

**July 21-23**—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

**July 22-23**—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

**July 24-26**—*California Broadcasters Association* annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

**July 24-26**—*Institute for Graphic Communication* conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.

**July 25-Aug. 12**—*New York University, School of Continuing Education*, summer workshop, "Cable Television and New Video Technologies." NYU campus: New York. Information: NYU, School of Continuing Education, 2 University Place, Room 21, New York, 10003; (212) 598-2371.

**July 27-28**—*Wisconsin Broadcasters Association* annual summer meeting. Speaker: National Association of Broadcasters President Edward Fritts. Paper Valley hotel, Appleton, Wis.

**July 29**—*Women in Communications* meeting. Holiday Inn, Center City, Chicago.

■ **July 29**—Opening of *Smithsonian Institution exhibition on M\*A\*S\*H*, with cast members present.

## Major Meetings

**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*, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 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. 11-12**—*National Cable Television Association's* National Cable Programming Conference. Biltmore, Los Angeles.

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

**Jan. 28-31, 1984**—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

**Feb. 9-14, 1984**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

**March 7-10, 1984**—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**April 8-12, 1984**—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

**April 27-May 3, 1984**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**April 29-May 2, 1984**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

**May 30-June 2, 1984**—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York; and May 27-31, 1986, Loew's Anatole, Dallas.

**June 2-6, 1984**—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

**June 3-6, 1984**—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

**June 10-15, 1984**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.



**July 29-31**—"Economic Issues Conference for West Coast Journalists," sponsored by *Foundation for American Communications* and co-sponsored by *California AP Broadcasters and AP News Executives Council*. Asilomar Conference Center, Asilomar, Calif. Information: (213) 851-7372.

**July 29-31**—*South Carolina Broadcasters Association* 35th anniversary convention. Hyatt, Hilton Head, S.C.

**July 31**—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Marianne Rogers*, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year, 350 Broadway, New York, N.Y. 10013.

**July 31-Aug. 6**—*National Association of Broadcasters*' 10th sales management seminar. The Wharton School, University of Pennsylvania, Philadelphia.

## August

**Aug. 1**—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by *Sigma Delta Chi Foundation*. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

**Aug. 1**—Deadline for entries in *San Francisco Video Festival*, funded in part by San Foundation, San Francisco Hotel Tax Fund, California Arts Council and National Endowment for the Arts. Information: 229 Cortland Street, San Francisco, Calif., 94110.

**Aug. 2-3**—"Communications Strategy in the Year 1 D. (After Divestiture)," sponsored by *Yankee Group*. Plaza hotel, New York.

**Aug. 3**—*National Academy of Television Arts and Sciences*. *New York chapter*, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. opacabana, New York.

**Aug. 3-5**—*Arkansas Broadcasters Association* convention. Camelot hotel, Little Rock, Ark.

**Aug. 5**—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

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

**Aug. 7-12**—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Communautaires du Quebec (ARQ)*. University of Montreal, Quebec. Information: AROQ, Case Postale 250, Succursale Delormier, Montreal, H2H 2N6, Canada.

**Aug. 9-10**—"Communications Strategy in the Year 1 D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

**Aug. 9-10**—Videotape editing seminar, sponsored by *JVC Co. of America* and *Convergence Corp.* Brookhollow Hilton hotel, Houston.

**Aug. 10-14**—"CCOS '83" convention sponsored by *Immunity Antenna Television Association (ATA)*. The Arlington resort hotel and spa. Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 16, Oklahoma City, 73107.

**Aug. 14-16**—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

**Aug. 14-20**—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Inff, Alberta, Canada, TOL OCO: (403) 762-6248.

**Aug. 15**—Deadline for programming entries for annual Woman at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Benland, (202) 872-1782.

**Aug. 15-17**—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Chery Grund, 5594 South Prince Street, Littleton, Colo.: (303) 798-1274.

**Aug. 15-18**—*Arbitron Radio Advisory Council* meeting. Shangri-La, Afton, Okla.

**Aug. 16-18**—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of pa-

## Stay Tuned

A professional's guide to the intermedia week (July 11-17)

**Network television** □ PBS: (check local times) *Brideshead Revisited* (rebroadcast), Monday, 9-11 p.m. [will air on consecutive Mondays]; *Lifeline\** (real-life medical profiles), Tuesday, 9-10 p.m.; *Who's Supporting the Kids?* (documentary on child support), Wednesday, 10-11 p.m.; IPS: (Interregional Program Service) *Faces of Medicine\** (five-part special on contemporary medicine), first half-hour episode will air between July 17-24; ABC: *Masada* (rebroadcast), Tuesday 9-11 p.m., Wednesday 8-11 p.m., Thursday 8-11 p.m., Friday 9-11 p.m.; *ABC News Close Up: Alias A. John Blake* (documentary on journalist who went undercover in art world), Saturday, 10-11 p.m.

**Syndication** □ MCA-TV: *"Jaws 3D": Sharks Don't Die* (special on the upcoming theater release); hour will air in prime time between July 16-22.

**Radio** □ (check local times) CBS Radio: *A Profile of Jack Lemmon* (16-part special), Saturday and Sunday, 3 1/2 minutes each; ABC Direction: *2001: A Health Odyssey* (five-part series on international medicine), Monday-Friday; ABC Radio: *Teen Suicide* (10-part series), Monday-Friday.

**Cable** □ Arts: *The Rite of Spring* (ballet), Sunday, 9-9:30 p.m.; HBO: *Gabe Kaplan as Groucho*, Tuesday, 8-9:30 p.m.; *The Comedy Store's 11th Anniversary Show*, Saturday, 10-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, July 12-Sept. 17; *Sid Caesar Retrospective*, return of earlier exhibit, Tuesday-Saturday, 7/23.

\*indicates a premiere episode

pers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

■ **Aug. 17**—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

**Aug. 18-21**—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 22-24**—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

**Aug. 22-24**—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

■ **Aug. 25-26**—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association*, *National Association of Broadcasters* and *Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

**Aug. 28-31**—*National Association of Broadcasters*' Radio Programming Conference. Westin St. Francis, San Francisco.

**Aug. 29-30**—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

## September

■ **Sept. 7**—"Super Track Day," sponsored by Cable Television Administration and Marketing Society. Atlanta Hilton, Atlanta.

**Sept. 7-9**—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

**Sept. 8-10**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

**Sept. 10**—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

**Sept. 10-13**—*Nebraska Broadcasters Association* annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

**Sept. 11-13**—*Illinois Broadcasters Association* annu-

al convention. Abbey on Lake Geneva, Fontana, Wis.

**Sept. 11-13**—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

**Sept. 11-13**—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.

**Sept. 11-13**—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

**Sept. 11-13**—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

**Sept. 11-14**—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

**Sept. 14-16**—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

**Sept. 15**—Deadline for entries in 15th national Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

■ **Sept. 15**—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

■ **Sept. 16**—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary SBCE, P.O. Box 50844, Indianapolis 46250.

**Sept. 18-20**—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington hotel, Washington.

**Sept. 19-23**—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

**Sept. 19-23**—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.



**Sept. 19-28**—*Western Public Radio* radio drama production workshop, part of National Radio Training Project, funded by John and Mary F. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

**Sept. 20-22**—*Washington Journalism Center's* conference for journalists, "Politics '84: Issues and Candidates." Watergate hotel, Washington.

**Sept. 21**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

**Sept. 21**—*Women in Cable, Washington chapter*, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington.

**Sept. 21-23**—Midwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, St. Louis.

**Sept. 22-23**—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

**Sept. 22-24**—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

**Sept. 22-24**—*American Advertising Federation* district five conference. Sheraton, Columbus, Ohio.

**Sept. 23-25**—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, N.D.

**Sept. 24-27**—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

**Sept. 25**—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

**Sept. 28-30**—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

**Sept. 29-Oct. 2**—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

**Sept. 30-Oct. 1**—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

**Sept. 30-Oct. 1**—*American Advertising Federation* district nine conference. Holidome, Topeka, Kan.

## October

**Oct. 2-5**—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

**Oct. 2-5**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

**Oct. 3-5**—*Ohio State University's* third annual conference on videotext, "Videotext: Implications for Marketing III." Hyatt Regency hotel, Columbus, Ohio.

**Oct. 3-6**—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

**Oct. 4-6**—*LPTV East* conference. Sheraton Washington hotel, Washington.

**Oct. 6-8**—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Seif (202) 296-7245.

**Oct. 8-11**—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

**Oct. 9-11**—Southwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, Tulsa, Okla.

**Oct. 9-11**—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

**Oct. 12-13**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

**Oct. 12-16**—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

**Oct. 13-16**—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

**Oct. 16-18**—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

**Oct. 18-20**—*Mid-America Cable TV Association* annual meeting. Hilton Plaza Inn, Kansas City, Mo.

**Oct. 18-20**—*Washington Journalism Center's* conference for journalists, "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

**Oct. 18-21**—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.

**Oct. 19-21**—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

■ **Oct. 19-22**—*National Broadcast Association for Community Affairs* convention. Sir Francis Drake hotel, San Francisco.

**Oct. 23-25**—*Televent U.S.A.* second international telecommunications conference. Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, 1777 F Street, N.W., Washington, 20006; (202) 842-8184.

**Oct. 23-25**—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.

**Oct. 25-27**—Telecommunications symposium sponsored by *American Newspaper Publishers Association* and *Newspaper Advertising Bureau*. Amlac hotel, Dallas-Fort Worth Airport.

**Oct. 25-27**—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan* and *NHK (Japan Broadcasting Corp.)* Tokyo Ryutsu Center, Tokyo.

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

■ **Oct. 30-Nov. 1**—Multimedia teleconferencing conference sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass.

**Oct. 30-Nov. 2**—National Over-the-Air Pay TV conference and exposition, hosted by *Subscription Television Association* and *National Association of MDS Service Companies*. Century Plaza, Los Angeles.

## November

**Nov. 1-3**—*Atlantic Cable Show*. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

**Nov. 3-5**—Eastern regional convention of *National Religious Broadcasters*. Aspen hotel, Parsippany, N.J.

**Nov. 5-8**—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

**Nov. 7-9**—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

**Nov. 7-10**—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

**Nov. 10-13**—14th annual *Loyola Radio Conference*. Hotel Continental, Chicago.

**Nov. 11-12**—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Nov. 14-16**—*National Translator/LPTV Association's* 21st annual low-power television and FM convention. MGM Grand hotel, Las Vegas. Information:

Paul Evans, NTA/LPTV headquarters, (801) 237-2622

**Nov. 14-16**—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

**Nov. 17-19**—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

**Nov. 23**—Presentation of World Hunger Media Award sponsored by singer *Kenny Rogers* and wife, *Maureen*. United Nations, New York.

■ **Nov. 30**—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast writing program, sponsored by *Veterans of Foreign War of the U.S.* and its *Ladies Auxiliary* in cooperation of *National Association of Broadcasters and state associations*. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards as well as expense-paid trips to Washington next March and other prizes at state and local level. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW post.

## December

**Dec. 5-8**—*Arbitron Radio Advisory Council* meeting. South Seas Plantation, Captiva Island, Fla.

**Dec. 11-12**—National Cable Programming Conference sponsored by *National Cable Television Association* featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

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

## January 1984

**Jan. 8-11**—*Pacific Telecommunications Council* sixth annual Pacific Telecommunications Conference PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96822 (808) 949-5752.

**Jan. 11-13**—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

**Jan. 16-20**—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

**Jan. 18-20**—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

**Jan. 28-31**—*Radio Advertising Bureau's* managerial sales conference. Amlac hotel, Dallas-Fort Worth Airport.

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

## Errata

**Bob Hughes**, program director, WASH-FM Washington, joins WLTT(FM) Bethesda, Md., as operations manager, not **Jim Keating**, as announced in "Fates and Fortunes," June 27. Keating is vice president and general manager of WLTT.

□

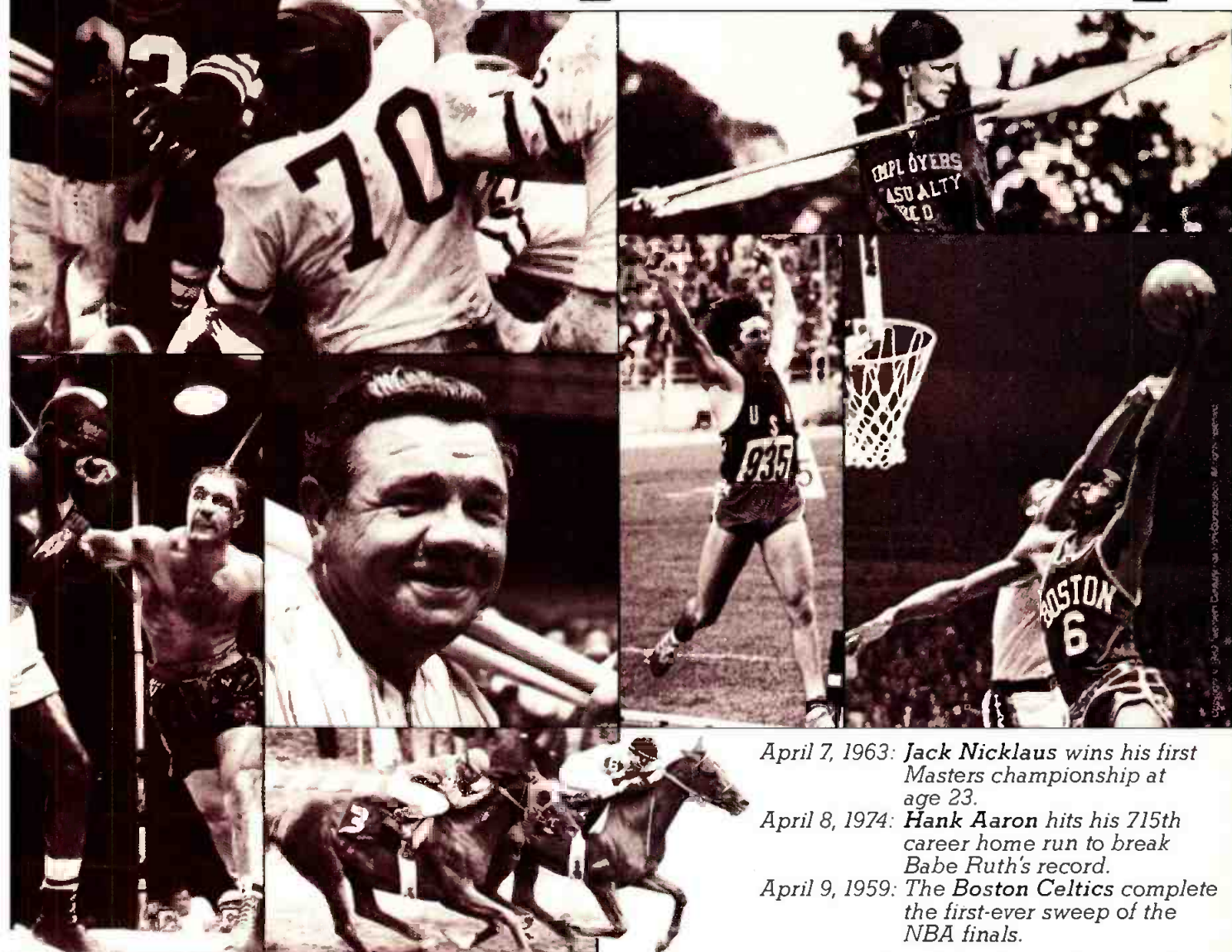
In June 27 list of independent TV stations, **KTXA(TV)** should have been identified with **Fort Worth, Tex.**, not Fort Wayne, Ind.

□

**Vince Wasilewski**, winner of 1983 National Association of Broadcasters Distinguished Service Award, is with Washington law firm of **Dow, Lohnes & Albertson**, not Kirkland & Ellis as listed in July 4 issue.



# We've got 365 all-stars to play any position in your lineup



April 7, 1963: Jack Nicklaus wins his first Masters championship at age 23.

April 8, 1974: Hank Aaron hits his 715th career home run to break Babe Ruth's record.

April 9, 1959: The Boston Celtics complete the first-ever sweep of the NBA finals.

These are just examples of the classic "This Day In Sports" memories that will thrill your audience.

Emmy-Winner Bud Greenspan, America's foremost sports filmmaker, has created a viewer-grabbing 20-second vignette spotlighting a sports milestone for every day of the year.

This Day In Sports is a flexible format. Create your own 60-second miniprogram by combining these vignettes and your advertiser's commercials. Use them by themselves, or in and around sports or news programming. Either way you get powerful, timeless audience appeal.

This Day In Sports is already a success on the CBS O & O's. Work these all-stars into your lineup and watch them perform.

## THIS DAY IN SPORTS

365 Twenty-Second Vignettes.





# Monday Memo

A broadcast libel commentary from Richard Labunski, Penn State University

## The First Amendment threat of libel suits

A broadcaster who doesn't worry about being sued for libel either doesn't do any news or public affairs programming or is living in the tranquility of another era. If there is a single issue in journalism in the 1980's that threatens the First Amendment rights of broadcasters and the public's right to be informed about important issues, it is the increasing number of libel suits filed against media organizations.

Richard S. Salant, the former president of CBS News and adviser to NBC, and hardly an alarmist, recently wrote that libel has become a "terrifying problem." And he said, "Talk about 'chilling effect.' There can be no question that stories that ought to be done are not being done because of the recent spate of libel judgments."

Consider for a moment the hostility that juries have recently demonstrated toward media defendants in libel suits: A few years ago, a jury awarded \$26.5 million to a former Miss Wyoming who claimed a fictional story in a magazine was actually about her. (Even the judge thought the award was excessive and reduced it to a mere \$14.5 million.) Not long ago, an Illinois newspaper lost a \$9.2-million suit for a memo that was never published.

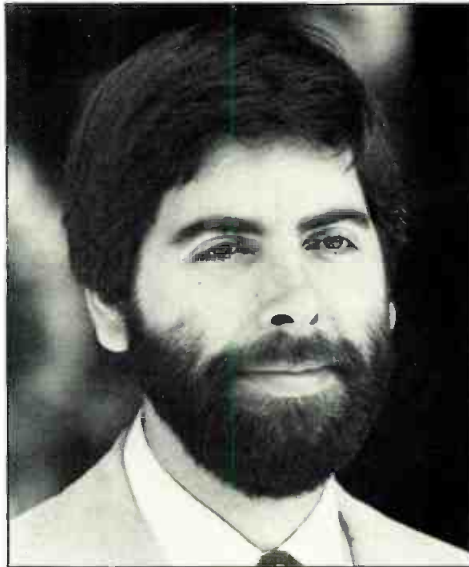
In July 1982, the *Washington Post* lost a \$2-million suit to the president of Mobil Oil. While the trial judge recently overturned the jury's verdict, the case demonstrated again that a jury can be both confused by libel laws and hostile to the First Amendment claims of media defendants.

And in a case that could have an especially chilling effect on aggressive television news coverage, ABC and its owned television station in San Francisco settled with Synanon Foundation for \$1.25 million. It was reported that ABC, which had defended the suit for four years, spent an astonishing \$7 million in legal expenses.

General William Westmoreland's \$120-million libel suit against CBS has gotten substantial publicity. So has the \$21-million suit against the *Wall Street Journal*. A number of other suits are pending against both small and large broadcasting organizations.

Current libel laws are in serious disarray and much of the blame must be placed at the doorstep of the Supreme Court. Ever since the court began the processing of established national standards in *New York Times v. Sullivan* in 1964, it has tried unsuccessfully to balance First Amendment and reputational interests.

In developing several tests to determine if the subject of the news story is a public or private figure and whether the controversy involves a public issue, the court has caused so much confusion that even the most per-



Dr. Richard E. Labunski is an assistant professor of journalism at Penn State University. He teaches broadcast news and communications law. His PhD is in political science from the University of California, where he specialized in First Amendment law. He has been an editor at WTOG(AM) Washington and at KCBS(AM) San Francisco. He worked as a consumer and investigative reporter for KGUN-TV Tucson, Ariz., and as a general assignment reporter for KTVN-TV Reno. Labunski is the author of "The First Amendment Under Siege: The Politics of Broadcast Regulation" and is currently writing a book about libel and broadcasting. He also is a consultant for radio and TV stations on libel.

ceptive journalist does not know in advance what standard of liability will be applied in a particular case. Guessing wrong can be very expensive.

For a number of reasons, broadcasters, who already suffer under "second-rate" First Amendment status, are especially susceptible to libel suits.

Judges and other government officials have been unashamed in their zeal to single out broadcasting for separate constitutional status. For example, in 1978, the Supreme Court, in deciding *FCC v. Pacifica Foundation*, talked about broadcasting's "pervasiveness" and the need for the public to be protected from its effects. Recently, a Phoenix judge prohibited an artist from a TV station from airing sketches of a trial, citing the effects of TV. Reporters from other media were not covered by his order.

Three out of four libel cases that are decided by juries are won by plaintiffs. Broadcasting's visibility and impact make it an easy target for jurors who want to teach the messenger that it's not nice to bring bad news.

While the recession has been hard on

the budgets of news departments, more and more stations seem to be experimenting with "investigative reporting" in smaller and smaller markets, often with less experienced people who do not do such reporting full time and find production help and expensive legal counsel less than fully available. The audience rightfully demands investigative stories, but with a growing fondness for "ambush" interviews and other investigative techniques, there is the potential for serious libel and privacy problems.

Few industries could claim a more transient population than broadcasting. As salaries for on-air talent continue to skyrocket in the larger markets, newsmen in small and medium markets, anxious to put exciting stories on their audition tapes, will not care much about their former employer who is left to defend the libel suit; the idea is to get something on tape that will attract the attention of the busy news director in the next market.

Broadcast journalists seem remarkably uninformed about libel statutes and case law. Because the frightening number of libel suits against the media is a relatively recent phenomenon, few were schooled in libel during their training. It doesn't take a lawyer to exercise reasonable caution; foolish mistakes such as misidentifying people, showing generic shots of patrons in a bar while talking about alcoholics, and other errors can be avoided.

The editing of videotape allows tremendous flexibility. Question A can be matched with answer B; comment A is combined with comment C, and with a quick cutaway, the audience has no way of knowing audio was cut out. Broadcasters learn later that they have three days on the witness stand to explain to the jury why they were being clever in the editing room.

Even meritless suits brought to harass broadcasters can be costly to defend. Any one who has provided subpoenaed documents, scripts and tapes knows that responding to court orders can be an enormous drain on the resources of journalistic organizations. And libel insurance is not the answer: indications are that frequently sued stations are having a tough time keeping their current insurance or they are paying increasingly high premiums.

It is easy from the safety of a college campus to urge broadcasters to continue to cover important issues that they know may lead to libel litigation. Yet it would be tragic if the exercise of self-censorship during this difficult period were to deprive listeners and viewers of information they need to make intelligent decisions as citizens and voters.

Our society legitimately recognizes the right of individuals to be protected from irresponsible reporting. But in the process, we cannot rob the First Amendment of a substantial part of its vitality.



FM

# EASTMAN RADIO

proudly announces  
its appointment  
as national sales rep

## WLW & WSKS

Cincinnati/Hamilton  
Seven Hills Communications, Ltd.

AM



**Selling spot for 25 years.**

# NBC PRIMETIME.

**NUMBER ONE IN ALL THE RIGHT PLACES.**

	NSI	ARBITRON
HOMES	#1	#1
WOMEN 18-49	#1	#1
MEN 18-49	#1	#1
WOMEN 25-54	#1	#1
MEN 25-54	#1	#1

**IT TAKES FIRST RATE AFFILIATES TO GET  
FIRST RATE RESULTS.**



**COMIN' ON STRONG**

Source: May 1983 NSI & Arbitron. All Markets. Sum of audiences to each network's primary affiliates Mon-Sat 8:00-11:00 PM & Sun 7:00-11:00 PM NYT.  
Data based on estimates available on request.



# Broadcasting Jul 11

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TOP OF THE WEEK

## TV network upfront sales tentative; spot coming on strong

**Agencies are less sanguine than ABC and NBC about how soon purchases will begin; both radio and television spot anticipate increases**

Television networks and advertising agencies are divided as to the course of the upfront buying market for the new prime time season: agencies see no prospects for an early outburst of purchases, while networks express confidence that upfront activity will break out this week or next.

Networks acknowledge that buying has been at a virtual standstill since the Ralston Purina Co., the traditional first buyer of upfront, revealed its commitments last month (BROADCASTING, June 20). Networks had expressed confidence that the buying spree would begin after the Fourth of July but acknowledged last week that movement had not started although they cited many proposals "in the pipelines."

Advertising agencies said the reason for the stand-off stance is purely economic. Although they concede that network pricing is more moderate than in previous years, it is still considered excessive, considering such factors as network audience declines, the general state of the economy, the position of individual industries and advertisers, and the opportunities offered by other media.

While neither agencies nor networks would specify the amount of increases sought, agencies indicated the initial proposals called for double digits. Agencies suggested they were looking toward average price rises of less than 10%, contending that advertiser budgets vary from less than 10% hikes to about the same as last year.

■ The agency characterization on ad budgets was at variance with a viewpoint expressed by Bob Blackmore, NBC-TV senior vice president, sales. He said that advertiser budgets are up significantly over last year, usually by "double digits," and predicted that the percentage increases in cost-per-thousand will be "in the teens somewhere—I can't say where just yet." The next two

weeks, Blackmore said, should see business "really begin to move."

"The pipelines are filled with plans—not only here but at the other networks, too, I'm sure. The plans are being analyzed [and advertisers] are getting ready to do business," Blackmore said. "It's just waiting to happen," he added.

Unlike a year ago, he said, all the economic news now is upbeat. He cited last week's figures on auto sales for the 10 days at the end of June: General Motors up 44.3% from a year ago, Ford up 76.8%, Chrysler up 58.6% and the Big 3 together up 55.2%.

"Auto sales increases," Blackmore noted, "are the key to a lot of things in the economy. The outlook is good. The [network TV] market is strong."

■ John M. (Jack) Otter, senior vice president and director of network programming for SSC&B, insisted budgets of many of the larger advertisers are not jumping appreciably, if at all. He cited Procter & Gamble

"several holds." Buchanan checked several of JWT's branches throughout the U.S. and said that clients were adamant about refusing to pay double-digit increases for reduced network audiences.

"Another factor we noted was that this year the networks' estimates of performance tended to be higher than in previous years, as compared with agency estimates," Buchanan stated.

■ Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, said there has been "no action" at Y&R. He said the marketplace has been "slow in forming," and attributed this sluggishness to high network pricing. "It's true that initial pricing has been lower than in the past but it's still higher than the marketplace requires," he said. "We are exploring other options."

As Buck Buchanan of JWT remarked, "One day the dam is going to break—but when?" □

### Two views of the upfront market

*NBC's Blackmore:* "It's just waiting to happen."

*Y&R's Ostrow:* "Pricing is still higher than the marketplace requires. We are exploring other options."

and General Foods as examples of advertisers moving heavily into other media (P&G in syndication and GF in cable television). Otter also noted that such heavy network TV advertisers as computer and motion picture companies are reducing their investment in network.

"It's the big companies that count," he said. "A network would rather have two or three large advertisers rather than seven or eight small ones that may be increasing their budgets. For the amount of money the networks have been asking, the demand is not there."

■ H. Weller (Jake) Keever, vice president, TV network sales, ABC-TV, agreed there "have not been a lot of sales made" but expressed the view that activity would begin this week and continue in upcoming weeks. He said there are currently about 55 plans in the hands of agencies and eight of them are "on hold" awaiting client approval.

■ Robert (Buck) Buchanan, executive vice president and U.S. media director of J. Walter Thompson Co., said the agency has not bought any upfront programing but has

## Good getting better in spot

Spot television appears headed for at least a 9%-12% increase in the third quarter of 1983, after a first half that advanced at least that much over the comparable period of 1982. National spot radio business will experience steady growth throughout the third quarter after a first half that is estimated to show moderate gains of 8%-10%.

That was the broad consensus that emerged last week from a sampling of spot sales leaders, although some individual projections exceeded those parameters and some fell below.

Roger Rice, president of the Television Bureau of Advertising, which keeps a close watch on TV sales through both its station representative members and its member stations, said he would have harder figures in a few weeks when returns are in from TVB's second-quarter time sales survey, which has

proved remarkably accurate over the years. In the meantime, he estimated spot's first-half increase at 9%-11% and predicted the third quarter would be in the 12%-15% range. And, Rice added, "We expect the fourth quarter to be very strong."

(Rice also noted that despite the growth of spot buys, local sales are turning in even bigger percentage gains. In the first quarter, TVB's time sales survey showed spot up 10% and local up 14%. For the second quarter he estimated spot's increase at 9%-11% and local at 14%-16%, and said he expected local to continue to grow at about that pace in the third quarter.)

One thing all agreed on—and emphasized—was that, as always, business varies by region and by market. As one rep put it: "A station manager whose business is up 6% hears that spot business generally is up 10% or 15% and he wants to know why he's not getting his share. But that's the way it works. Some stations are doing well above average. Unfortunately, when you talk about an average you know that the ones performing above it are offset by others performing below it."

Bob Kizer, president of Avery-Knodel Television and of the Station Representatives Association, said his firm's first-half sales showed a 13% gain on a same-station basis and that the third quarter, after a slow selling start, is beginning to look good.

"If you had asked me two or three weeks ago," Kizer said, "I'd have had to tell you the third quarter looks very soft. But it has been building and it's very active now—particularly Procter & Gamble, which is spending a lot of money...I'm very encouraged about the outlook now."

Kizer said he was confident Avery-Knodel would match "the industry's projection of a 12%-14% gain this year."

Walter A. Schwartz, president of Blair Television, found the first half "pretty good," up between 10% and 11%. That's better than the 7%-9% Blair had projected early in the year, when the second half was

expected to be the stronger half.

The third quarter, Schwartz said, is starting without much strength. July and August are "very soft," but September looks "pretty strong." That's pretty much the way the second quarter went, he said, with April "terrible," May a little better and June strong.

"We think there'll be a strong fourth quarter, with the strength starting in September, so we'd really have a four-month quarter," Schwartz said. "We originally figured the year would be up about 11%. I think we'll make that, and with a little luck the 11% could turn out to be conservative."

John J. Walters Jr., president of Harrington, Righter & Parsons, called the first half "good," but the third quarter something less than that. "If we still had the FCC [financial figures]," he said, "I think they would show the first half in the 10%-12% range." But the third quarter started slowly, he said, and despite a recent pickup and the outlook for a better August and September, he thinks the July softness will keep the third quarter's growth to somewhere between 6% and 9% over a year ago.

Part of the July problem, Walters suggested, was that the networks, particularly CBS-TV, were later than usual in selling their own third quarters, and that "slowed spot down." Another part of the problem was that spot has had two strong third quarters back to back, with gains "in the high teens" last year and in 1981, making the target more difficult.

Although he said he doubts third-quarter gains will match the pace of the first half, Walters is optimistic for the long haul—and for the fourth quarter. "I think the economic recovery will be well entrenched by then," he said, "and we're looking to a strong 1984 for all the usual reasons," including a shortage of inventory thanks to the coincidence of the Olympic games and the presidential election.

Bill Fagan, executive vice president of Petry Television, put first-half increases at 10% to 15%. For the third quarter, his exper-

ience was that "the initial wave started strong" but that now, for many markets (but not for all) activity is slowing down.

"It's not a big market/small market sort of thing," he said. "We have some small markets going through the roof, and some big markets that are hurting. The usual patterns just don't seem to apply."

In these circumstances, he didn't feel he was yet in a position to put a sensible figure on anticipated overall growth for the quarter.

Jack Oken, president of MMT Sales, reported his firm's first-half sales were up 13% on a continuing stations basis, and said he expected third-quarter gains in the 10%-12% range.

The third quarter started soft but "sales have picked up in the past few weeks," Oker said, "and we expect a strong fourth quarter, too," with gains then reaching the 15%-16% area. For the full year, he said, "we think we'll be up 13%-14%."

As for radio projections for the third quarter, national spot billings increases range from 6% to 15%, depending on which rep is talked to. On the conservative side is Blair Radio. In its third-quarter outlook being issued to client stations this week, Dick McCauley, senior vice president/stations says the third quarter looks similar to the second quarter, "although more help is expected from Chicago, Dallas and perhaps Detroit."

McCauley projects a 6% increase for the third quarter over the same time last year, up slightly from his estimated 5% gain for the second quarter. The first half will be up 5% 6%, according to McCauley. He said billing out of Chicago which, according to Radio Expenditure Reports' Spot Radio Business Indicator, was off 2% from January through May, are beginning to see a turnaround, although farm business has been down since the beginning of the year. "There is more diversified account activity," he said.

Perhaps the most positive outlook for third-quarter business was reported by Elmer Hulleberg, executive vice president of marketing and communications for McGavren Guild Radio, who sees national spot in the first half finishing 9% to 10% ahead of last year with gains ranging anywhere from 10% to 15% for the third quarter.

However, Hulleberg said spot sales in June have been "soft" after an "unbelievable" May. The Station Representatives Association released national spot figures last week showing an increase for May of 12.6% (see "Riding Gain," page 35).

Regionally, Hulleberg said that based on RER's Spot Radio Business Indicator from January to May (year to date), the East was up 19% in billings; the South, up 11%; the West, up 8%, and Midwest, down 2%.

Hulleberg also pointed to a new McGavren Guild-commissioned media plan study conducted by Ted Bolton Associates and released late last week as an encouraging sign for spot radio's growth. Based on a nationwide sample of 155 media planner and buyers, 41% indicated they will be buying more spot radio in the upcoming year. Fifty percent said they will stay at the same level as this year and 8% noted the

**Opryland changes hands.** Dallas-based Gaylord Broadcasting Co. has signed an agreement in principle to purchase the Opryland properties from the Houston-based insurance conglomerate, American General Corp. Although the final sales price has not yet been agreed upon, it's expected to be in the \$270-million range. The Opryland properties, located in Nashville, include the Grand Ole Opry, WSM-AM-FM, The Nashville Network, the Opryland Theme Park and Opryland Hotel, and a half interest in a country music radio network with 100 affiliates. The parties hope to close the deal by September.

The Opryland properties were developed by NLT Corp., and its predecessor, the National Life and Accident Insurance Corp., which launched the Grand Ole Opry in 1925. The ownership remained consistent up until last year when NLT was merged into American General, a deal that was valued at \$1.5 billion. Gaylord has been involved in country entertainment for the last three years, as producer and syndicator of the *Hee Haw* series, which is now carried by 216 stations and is in its 15th year. Gaylord Broadcasting, which currently operates one AM and seven TV's, is a wholly owned subsidiary of the Oklahoma Publishing Co., Oklahoma City, principally owned by the Gaylord family. Edward L. Gaylord heads both the parent and its broadcasting subsidiary. The publishing concern is said to have made \$200 million in sales last year, with half of that coming from the broadcast division, but a company spokesman would not confirm those figures. Gaylord did say, however, that the Opryland properties would be run as they have been in the past and that no drastic management changes were planned. "It is our definite intention," said Gaylord, "to maintain the separate identity of the Opryland complex, and to operate it as a stand-alone entity within Gaylord and to maintain the continuity of its existing management and staff."



would buy less spot radio. One percent had no answer.

"Our regional managers are all optimistic regarding current and future account activity," said Michael Bellantoni, executive vice president for Torbet Radio, in the rep firm's third-quarter outlook report. However, Bellantoni said, "short lead time and rate pressure including low cost-per-point levels continue to persist."

Bellantoni predicts an 8%-9% increase in national spot for the first half of 1983. As for regional activity, Bellantoni's analysis basically agrees with that of Hulleberg except that he sees the billing out of markets in the Northeast as mixed.

Bruce Belvins, senior vice president/administration for the Christal Co., said third-quarter spot activity should be up 10%-11% over last year. "The economy has picked up

and business is picking up," he noted.

The top 25 markets did quite well from January to May (up 8%-9%) but business out of markets 26 through 50 has been slacking off, he said. This is due primarily, he said, to the increased interest in "lined" network radio. Advertisers and ad agencies can purchase time on two or three networks in markets 26-50 "and reach their gross rating point goals much easier," he said.

Belvins agrees with his colleagues on what parts of the country the spot dollars are coming from and says that the East is "generally good." However, he added that many Southeastern markets seem to be the slowest to recover from the recession.

Roy Lindau, vice president/marketing for Major Market Radio and chairman of the National Radio Marketing Group, does not agree with some of the other reps that nation-

al spot business in the third quarter will witness an upswing. Lindau said he already sees business in June, July and August being "very soft." He also agrees with Belvins that spot business in the top markets is continuing at a strong pace but spot activity below the top 25 cities has declined due to the "popularity" of network radio.

For these reasons, Lindau sees the third quarter remaining somewhat flat over the same time last year. He projects that spot radio in the first half, however, will run close to 10% ahead of last year.

Lindau highlighted spot billing activity for several key markets based on RER's Spot Radio Business Indicator from January to May. New York was up 17.6%; Los Angeles, down 1.7%; San Francisco, up 31.2%; Philadelphia, up 48%; Detroit, down 6.5%; Dallas, up 16%, and Atlanta, up 5.6%. □

## Stakelin's sights set on making radio even hotter

**Radio Advertising Bureau's new president sets up shop, runs down long-term goals**

"This is not an abrupt changing of the guard... it's an increase in staff," said William Stakelin, the former chairman of the National Association of Broadcasters and executive vice president of Bluegrass Broadcasting, Lexington, Ky., who assumed the presidency of the Radio Advertising Bureau last Tuesday (July 5). That date climaxed a year of change and uncertainty for the bureau whose board last summer perceived a need to strengthen top management and moved the then-RAB president, Miles David, into his current position of vice chairman and chief executive officer (BROADCASTING, July 5 and 12, 1982).

Stakelin, who now oversees the day-to-day operation of the association, reports directly to RAB's executive committee and board directors and not to David. But, Stakelin says, he sees himself and David, who had been in charge of the association for 17 years, as RAB's new top management team poised for the future. "Miles David has done an excellent job in running the RAB... I have the utmost respect for him and I'm really looking forward to the opportunity of working beside him," Stakelin said in an interview with BROADCASTING. How the specific managerial duties will be divided has not yet been decided.

The idea of appointing a new RAB president was not immediately pursued after last summer's decision by the board. RAB board members studied various options including a plan to hire two executive vice presidents under David—one for national sales and another for local. That idea was dropped at the board's semi-annual meeting in San Diego last October when it decided that a single president in charge of operations would be more practical (BROADCASTING, Nov. 1, 1982).

Stakelin, who accepted his new position less than 48 hours after RAB chairman Rich-



Bill Stakelin on board at the RAB

ard Chapin offered it to him during the NAB convention in Las Vegas (BROADCASTING, April 18), said his "ultimate long-range goal" is to make the RAB an absolute necessity to join for every broadcaster in America. The current roster of RAB members stands at 3,800. "This association should have the manpower and ability to meet the needs of small-, and large-market stations," he added.

Other shorter-range goals Stakelin outlined were:

- Developing an overall marketing plan for RAB. He said RAB has to know what it wants to accomplish and how to go about doing it.

- Aggressively encouraging advertisers and ad agency executives to use radio as an advertising medium. "We want to be dealing with the decision makers," Stakelin said.

- Establishing "ongoing" intensive sales training seminars in several parts of the

country. "For many stations it's really a task to find good sales people. I would like to see every radio sales person on the same level with your IBM and Xerox sales people," he said.

- Creating a national computer network by which all of RAB's sales resource material can be accessed by local stations through computer terminals. RAB has a good deal of data currently on an in-house computer.

Stakelin said he would like RAB to have a "very high profile."

What does he see as his greatest strength? Being people-oriented, having the ability to put the right people in the right place. "We want the most aggressive sales-oriented people at RAB," he said.

Stakelin said the door is not closed to an all-industry radio meeting in the future. "I intend to pursue that concept with NAB President Eddie Fritts," Stakelin said. Although he had no idea what type of format

## DBS plans deadlocked in Geneva

**Talks to solve problems within hemisphere back on again; second draft of plan with IFRB board**

"We're at a gridlock," said a U.S. delegate to the Region 2 conference in Geneva that was struggling to generate a plan for the use of direct broadcast satellite service in the 12 ghz band. "We're at that point where things are looking tight, blocking development of a plan—and where people are talking in corridors and over lunch to ease the situation." Actually, there had been movement—but not always in the direction the U.S. liked—and in the days that followed the "gridlock" comment last Tuesday, the trend continued.

Indeed, last Thursday, with the five-week conference scheduled to end this Saturday (a day behind schedule), Ambassador Abbott Washburn was unable to muster any optimistic forecast as to the ability of the U.S. to secure the goals it had gone to Geneva to achieve, whether in terms of orbital slots and channels or of the flexibility the U.S. has long maintained should be built into the plan and the procedures for modifying it. The key problem is the large number of channel requirements that the western hemisphere countries have submitted—some 2,000. What's more, U.S. troubles with Canada seemed as far from resolution as ever, despite Canada's initiative to restart stalled talks, this time on a trilateral basis with Mexico as a third participant. There was the related—and, for the U.S., the critical—problem of how to secure from the conference agreement on a technical parameter for satellite signal strength the U.S. feels is essential to development of direct broadcast satellite service. It was a problem the U.S. last week seemed unable to solve.

It had not been a good week. Washburn was cautious when asked at a press conference about the U.S.'s chances of achieving its goals: "We'll be in a better position [to answer that] after reviewing the second draft" of the DBS plan that the planning committee of the conference had prepared a few hours earlier. The planning committee had based it on modifications and clarifications of requirements 38 countries and groups—12 more than are actually participating in Geneva—had submitted on Wednesday. "It looks better than the first," Washburn said. Then he added, perhaps hopefully, "There will be a third," and final, draft.

Actually a variety of plans were being put forth by week's end. The U.S. provided one as did Canada and Cuba—that one was later modified by Ecuador. Two working groups were set up to study the plans, one directed to consider both the U.S. and Canadian plans, and the other the Cuba-Ecuador proposal.

The U.S., with eight DBS applications already approved and three awaiting FCC review, and U.S. officials believe, other would-be DBS entrepreneurs waiting in the wings, is seeking eight orbital slots with the maximum 500 mhz of space at each accommodating 32 channels (for a total of 256) and

the flexibility to permit growth with relative ease.

Whatever improvement was evident in the second draft of the planning committee plan resulted largely from countries relaxing requirements on preferred orbital arcs, mini-evaluation angle of slots and eclipse-protected times. There had been few reductions in channel requirements. And one expert, presumably objective observer, was not sanguine about prospects for a successful plan burdened with so many channel requirements. Richard Kirby, an American who for nine years has headed the CCIR (the International Radio Consultative Committee), a technical arm of the International Telecommunications Union, said: "There will have to be a compression of requirements for a technically sound plan to be drawn... I don't see a way to satisfy the sum total of requirements on a satisfactory technical basis."

Tight as the plan may be, the Americans were not considering abandoning any significant requirements, but they did agree to give up an hour of eclipse-protected time (back from 1 a.m. to midnight) at each of its positions, and to move some of its position farther west—as far as 175 degrees (from 170 degrees) west longitude in the westernmost case. The result is to extend the usable arc 15 degrees.

With the plan remaining tight, American hopes for flexibility apparently are not what they were before the delegation left for Geneva. Leslie Taylor, Washburn's legal assistant and a member of the delegation, noted that "the tighter a plan," the more difficult it is for a country to change its facilities or to add to them without risking interference to another country's service. Of course, in implementing the plan, countries can resolve differences. But the plan emerging at Geneva does not indicate that would be easy. More than that, Taylor observed, in what could be the first concession by an American that the U.S. passion for flexibility is not being returned in Geneva, said, "ITU conferences tend to be conservative. Countries want to know what they get and the extent to which they must protect and are to be protected. So it's always difficult to build in flexibility."

William H. Montgomery, who is director general of international relations in Canada's Department of Communications and who is alternate head of the delegation, indicated last week he had moved to restart the talk with the U.S.—broken off 10 days earlier—because of concerns that the two countries would lose the ability to influence the conference. "Events of the conference pushed us back into the room again," he said. This time he brought the Mexicans, headed by Luis Valencia, who is also serving as chairman of the conference. "There's a need on the part of the three North American countries to get together on a North American sector we can support and that can be integrated into the region's requirements," he said.

But accommodating the requirements of the three countries has proved difficult. Giv

such a convention would have, he noted that there was no desire on the part of RAB to combine its managing sales conference with the NAB programming conference ("Closed Circuit," May 9), a topic of conversation at last winter's RAB conference. Both meetings contain working sessions that attract different types of audiences, Stakelin said.

Stakelin said there are no plans to change RAB's current ad campaign, "Radio: It's Red Hot." He noted that the association's board of directors authorized increased expenditures for the campaign in May.

David still has just over three years left on his four-year contract. Stakelin's contract will be renewed annually. "I'm not looking for a long-term contract. If I'm not doing the job for RAB, I don't belong there," he said. □



**Harris jumps ship.** As expected, Larry Harris, chief of the FCC Mass Media Bureau, announced last week that he is leaving the commission ("Closed Circuit," June 13) to become president of Metromedia Telecommunications, the group broadcaster's paging and cellular radio subsidiary, starting his new job July 25.

Harris said he told Chairman Mark Fowler last month that he was negotiating for the new position, and said he would no longer participate in Metromedia matters from then on. He said Metromedia made him a "very generous offer."

In the wake of a series of acquisitions, Metromedia, now serving about 200,000 paging units—and an applicant for cellular radio franchises in more than 40 markets—is the nation's largest radio common carrier. Harris will report to George Duncan, Metromedia senior VP, operations.

Before he served at the commission, Harris was a vice president for MCI Communications Corp., advising that company on state and federal regulatory matters ("Fifth Estate," Oct. 11, 1982).

Harris, who stepped in as chief at the beginning of 1982 (BROADCASTING, Jan. 11, 1982), was originally quoted as saying he had committed himself to serve "at least" a two-year term. Last month, however, he claimed he had only committed himself to a "maximum" of two years.

Speculation at the commission is that Henry (Jeff) Baumann, deputy chief of the Mass Media Bureau, and James McKinney, chief of Private Radio Bureau, are leading contenders to succeed Harris.





**On duty.** These are four members of the U.S. delegation at a plenary session of the direct broadcast satellite service conference in Geneva last week (l-r): Abbott Washburn, delegation chairman; Kalmann B. Schaefer, FCC, vice chairman; Frank Urbany, National Telecommunications and Information Administration, and Donald M. Jansky, Jansky Telecommunications Inc., a Washington consulting firm representing NTIA.

in U.S., Canadian and Mexican orbit location requirements—eight, six and three and a half (Mexico will share one with another country) respectively—the technicians are trying to find a way to achieve deals of 10 degrees separation between a country's satellites, 20 degrees elevation of the slots and midnight eclipse-time protection. After the top-level members of the respective delegation had failed again, on Thursday, to achieve a breakthrough, Washburn was heard to remark, "I'm deeply disappointed."

Canada's immediate concern is that "sufficient" protection be afforded three interim systems it plans as a means of establishing its DBS services. But Americans say Canadian requests that the U.S. afford some Canadian satellites up to 5 db protection and to move some American satellites closer together than 10 degrees are unreasonable and, they add, undoable. Montgomery returns the compliment. "It doesn't help us when the U.S. asks 10 degrees separation between its satellites and squeezes in on Canadian positions with eclipse time of 10 or 11 p.m." But he conceded that one of Canada's proposals would have required some U.S. satellites to be located within 9 and 8 degrees of each other. "That's when the talks broke down," he said. (The American version is that one of the plans would have required a 7-degree separation.)

But it is the issue of signal strength on the ground, described as power flux density, that in many ways has dominated the conference since the Technical Committee three weeks ago recommended that planning be based on minus 107 pfd to the square meter. That was the "Brazilian compromise" between a Canadian proposal for a pfd of minus 109 to the square meter and a U.S. one for a much higher power of minus 105 pfd to the square meter. The U.S. regards its proposal as critical to the development of high-definition

television and to some MAC (multiplex analog component) systems that offer much better color quality than is now available, as well as making possible the use of small (three-quarters of a meter) receive antennas that would be expected to permit expansion of the DBS market in the U.S. "I've been besieged by operators and the networks to do our best to have the conference come out with higher power," Washburn said. "I don't know if we'll be successful," he said, "but everyone will know about it."

Canada's situation is different. It is hitching its DBS plans to cable television systems that already are available to 80% of Canada's homes. Canada contends it does not need high power satellites to feed the large receive antennas that will relay the signals to Canadians via cable. Still, Montgomery said, "We'd have accepted the minus 105 pfd provided we had the degree of protection needed—equal pfd at the border." The U.S., in the lobbying campaign it has been waging, in one-on-one contacts and in "information documents" distributed to all delegates, maintains that the use of larger, more sophisticated receive antennas in a country (like Canada) employing low-power satellites could screen out interference. Besides, said the FCC's Edward Jacobs, "The db doesn't make the difference between [foreign] signals and no signals, it makes a difference only in the quality of the signals."

And Montgomery acknowledged that Canada's concern is not simply technical, that its long-expressed concern about cultural dominance by the U.S. is at work. He said Canada's position contains "an element of protection of Canadian programming—and discrimination against U.S. programming."

Brazil had a similar concern. It does not want the several countries on its borders putting out signals its citizens could receive with a relatively inexpensive home receiver.

Alma H. de Costa, of Brazil's ministry of communications and a delegate, makes no secret of that concern. But another factor enters into Brazil's consideration—the so-called rain attenuation problem.

Parameters are geared to worst climatic conditions, and the power Brazil would require to penetrate the heavy rainfall in the country with a power flux density value of, for example, minus 107 pfd to the square inch would be sufficient to provide excellent quality pictures in clear weather.

For all of the work done on the issue by the U.S., it was far from clear, at week's end, that it would prevail. The conference seemed to be closely divided. The U.S. had been able, in a plenary meeting, to persuade the conference to refer the matter back to the Technical Committee for reconsideration. And in a lengthy debate on the issue on Friday, the U.S. was supported by the United Kingdom, Venezuela, Mexico and Chile, while its opponents—Canada and Brazil—had the support of Cuba, Peru and Colombia. The meeting ended without a resolution of the issue. The committee did not want to take a vote—a sign of failure in an ITU conference where issues are normally settled by consensus. The contending parties were to discuss the matter with an effort to settle the matter, by consensus or vote, on Saturday or Monday.

Despite such developments, it would be too much to say the U.S. delegates are developing an "us against them" attitude. The spirit is buoyant. But there is also a steeliness evident. "We are not going to give up everything to get a plan," said one well-placed delegation member. "We're not going to give up a big chunk of what we want to get a plan." That seems in line with the statement of an American delegate who, when asked if the conference would succeed in developing a plan, said: "That's the wrong question. The right question is 'Will the conference adopt a plan acceptable to the U.S.?'"

## TCI + Tele-Media

**Move follows on heels of purchase of Liberty; deals will add nearly 500,000 basic subscribers**

Tele-Communications Inc., the nation's largest cable MSO, has struck a deal to purchase the cable systems of Tele-Media Corp., the 22d largest MSO, for between \$145 million and \$193 million. The systems included in the deal now serve around 248,000 basic subscribers, but by the time sale is consummated in November 1984 the number may be close to 300,000.

The purchase is the second major deal for TCI this year. The Denver-based firm announced last February an agreement to purchase Liberty Communications Inc., a group broadcaster and the 21st largest MSO, for \$182 million in cash and the assumption of around \$60 million in liabilities. Liberty has 250,000 basic subscribers, but only 200,000 will join the TCI fold. TCI has agreed to sell four systems (40,000 subscrib-



ers) and KEZI-TV Eugene, Ore., to Carolyn S. Chambers, and one system (9,000 subscribers) to Donald Tykeson. Both buyers are principals in Liberty.

TCI and American Television & Communications, each with around 2.2 million basic subscribers, have been battling for the title of the nation's largest MSO. Once the Liberty and Tele-Media deals are closed, none will be able to challenge TCI's claim to the number-one spot.

According to Tele-Media President Robert Tudek, the TCI deal excludes the few cable systems (approximately 5,000 subscribers) that Tele-Media manages as well as Tele-

Media Constructors Co., a cable construction companies that builds about 1,000 miles of plant a year.

Tele-Media, owned equally by Tudek and Executive Vice President Everett Mundy, plans to keep its hands in cable. A hearing examiner in Connecticut last week recommended the company to the Connecticut Public Utility Commission to receive the cable franchise for 16 communities in the northeastern part of the state (Area 13). Tudek expects the PUC to award the franchise to Tele-Media at a July 19 meeting. Freed of the day-to-day onus of operating a large cable company and enriched by TCI's cash, he

said, Tele-Media also hopes to explore "exciting opportunities in cable and allied fields," including possibly broadcasting.

Since its beginning as a 386-subscribe system in Columbiana, Ohio, in 1970, Tudek said, Tele-Media has grown rapidly, mostly through acquisitions. The company would be about 65,000 subscribers larger today, but for several sales of systems over the years.

Tele-Media was in the market to sell a few more systems three or four months ago, he said, when TCI began making inquiries. "One thing led to another," he said, and TCI eventually agreed in principal to buy all the operating systems.

## MMTC: New set of initials to reckon with in Washington

**Major groups that started out with a lower-case caucus are going all out as trade association; most striking feature is caliber of board**

A new Washington-based trade association has been spawned from the earlier creation of a caucus of major station group operators. The caucus, representing roughly 42 companies, was formed last month to give group owners a Washington presence before Congress and at the FCC (BROADCASTING, June 13). After a meeting in Washington last week, however, the caucus's steering committee agreed to establish a new association—the Major Market Television Caucus.

According to the committee's temporary chairman, David Henderson, president of Outlet Co.'s broadcasting division and a chief organizer of the caucus, the goal of their organization is to "be an influence in the shaping of regulation and legislation that affects this industry." The group operators also are members of the National Association of Broadcasters, but they feel their point of view is underrepresented in Washington. Caucus members have expressed concern that there ought to be a more specific focus on the needs of TV station operators. "We don't want to be encumbered by matters of interest to other segments of the industry," Henderson said.

The association, Henderson explained, is open to any television operator in the top 50 markets. Originally the caucus was formed solely as a voice for station group operators. The only operators excluded from joining the association, he said, are the network owned and operated stations.

MMTC's organizational structure is still being formulated. Among the first moves was to convert the steering committee into a

board of directors, which will include some of the top executives from major station groups. They are: William Baker, president of Group W's TV group; Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, executive vice president and president of the broadcasting division, Capital Cities Communications; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting; Joel Chaseman, president, Post-Newsweek Stations, and Henderson. Chaseman and Dougherty did not attend the first meeting. Henderson said one other board position may be added and that officers will be elected at their next meeting on Aug. 18.

During the August meeting the board will review proposed bylaws and a dues structure to be drafted by Washington attorney John Lane of Wilkes, Artis, Hedrick & Lane. Lane is also on retainer with Westinghouse Broadcasting. Once the formal structure is in place, Henderson said, the association will seek members. Henderson predicted, however, that the majority of companies that formed the original caucus will stay. Included among the 42 station groups now part of the caucus are: Metromedia, Belo Broadcasting, Evening News Association, Media General, Multimedia Broadcasting, Allbritton Communications, United Television, Gaylord Broadcasting, Fisher Broadcasting, King Broadcasting, Hearst Broadcasting and Hubbard Broadcasting.

According to Henderson the MMTC will locate in Washington, but the staff will be "extremely limited." He stressed the importance of the group owners themselves becoming more active in the lobbying process. The essence of the association, he noted, is to do the lobbying in person. "We need the heads of major groups in this city to do the

job," he added.

In addition to working out the logistics of the association, board members already have some assignments. Several members have been selected to meet with the three major networks to "let them know what we are about," Henderson stated. "We want them to clearly understand our activity and that we are not hostile toward them." Throughout the process of the caucus's formation, Henderson has repeatedly stressed that the association's function is not to undermine the NAB or any other association. Caucus members have pledged to support positions of the NAB that are consistent with what they believe are their own specific needs. But, Henderson has stated, the caucus will operate independently and "in our own interest."

Board members have also been instructed to work with their own lawyers to draw up position papers on key legislative and regulatory issues. Henderson would not list those issues specifically but said they will be discussed and prioritized at the August meeting. In the past Henderson has singled out several issues of interest. The group owner will likely focus on such issues as repeal of the FCC's multiple ownership rules and maintaining the FCC's must-carry rules for cable. In addition the group operators have also expressed concern about the concept of quantification of program standards in the deregulatory legislation now being drafted in the House. Henderson noted that the caucus may well have to decide if it will endorse an earlier resolution passed by the NAB television board. The board adopted a resolution stating its general dislike for the idea of quantification but at the same time expressing an interest in remaining open to discussions until a final proposal is advanced (BROADCASTING, June 13).



Henderson



Chaseman



Baker



Lee



Dougherty



Schwartz



Taft



# Network viewing bounces back

## Ratings for ABC, CBS and NBC for second quarter show increases from year ago; more original programming a possible reason

Daytime ratings for the three major networks combined are up significantly for the second quarter of this year from their levels for the same period a year ago. Quarterly prime time ratings are also up slightly, with a 2% gain over last year in May for the three networks combined and a year-to-year decline in June much smaller than that logged for June 1982.

Programming experts at advertising agencies and elsewhere in the industry attribute the increases to greater use of original programming, although trends in that area have barely begun to surface, as well as to a stronger performance by NBC-TV, and to what appears to be lessened interest in cable TV. The novelty of HBO and other pay services, now in most subscribers' homes for at least a year, has begun to wear off, according to many industry observers, and viewing patterns have become more evenly distributed throughout the TV universe.

The combined three-network rating since mid-April, the end of prime time season, has averaged 17.6, up nearly a point from the 16.8 averaged for the same period a year ago. During that period, NBC averaged a 4.2 rating, up more than a point from the 3.6 it captured in daytime last year. CBS-TV is also up, from a 5.8 last year to a 6.4 this year, while ABC-TV declined slightly, from a 7.4 to a 7. NBC's second-quarter daytime ratings are the highest it has achieved in two years.

In prime time, household delivery for the three networks combined was up 4% in the second quarter from 35,370,000 a year ago to 36,650,000. The combined three-network ratings average was up 1% from 43 to 44. The level of homes using television was up 4% in the second quarter, from 56.7 million to 58.6 million.

Most of the second-quarter increases appeared to have been captured in May when HUT levels were up 5% over those of the same month a year ago and household delivery for the three networks combined was up 2%.

In June, the three networks combined averaged a 37.3 rating in prime time, down eight-tenths of a rating point from the 38.1 rating averaged in June 1982. That year-to-year decline compares with one of two full rating points from June 1981 to June 1982. In June 1981, the three-network average was 40.1.

NBC, which posted ratings higher in May than those averaged the same month a year ago (BROADCASTING, May 30), continued its stronger performance in June, averaging a 12.3 rating, compared with an 11.6 rating a year ago. CBS declined slightly, averaging a 12.9 rating, compared with a 13.5 last June and ABC declined a full rating point, capturing an average 12.1 rating, compared with a 13.1 last year.

Since the end of the prime time season, the three networks have averaged a 40.9 combined rating, compared with a 40.7 a year ago. The combined three-network rating since the beginning of the prime time season has declined seven-tenths of a point from 49.3 the previous year to 48.6, while the combined three-network share for the same period declined 2.6 points, from an 81.4 to a 78.8.

All three networks have added regularly-scheduled original programming to their summer lineups, reserved for the most part in past years for reruns and runoffs of unsuccessful pilots. It is too early to gauge how these efforts are faring, but advertising agency executives appear optimistic about their prospects for hedging further declines at the hands of competition from cable and independent stations.

ABC, which has scheduled the most original fare, aired the first episode of the first of five such series last Tuesday (July 5) at 8 p.m. *The 1/2 Hour Comedy Hour* came in second in its time period, averaging an 11.5 rating/22 share, against NBC's *A Team* (16.3/32) and CBS's *On the Road with Charles Kuralt* (10.5/20).

*On the Road with Charles Kuralt* and *Our Times with Bill Moyers*, CBS's only regularly scheduled original series on the air this summer, have outperformed reruns CBS had in their time periods in June 1982, although both shows have only run twice in their Tuesday-night time period, so far.

NBC's original series, *Buffalo Bill*, is underperforming in its time period by five-tenths of a rating point, but that can be attributed to its placement in the same time slot as one of the network's stronger, more established series, *Love Sidney*, aired there last year. *Buffalo Bill* averaged a 12.8 rating in June, compared with a 13.3 last June for *Love Sidney*. NBC's other original summer series, *The News is the News*, has not been faring well in the ratings since its debut three weeks ago.

Far better performers on NBC this summer have been reruns of *A Team*, *Remington Steele* and *Knight Rider*. *A Team* has doubled the ratings for its time period last summer, while *Steele* has added six rating points to its time period, immediately following *A Team*. *Knight Rider* has almost doubled the ratings for its time period, 9-10 p.m. Friday, while reruns of the older NBC series, *Eischedid*, which follows *Knight Rider* on Fridays, have added four rating points to that program's time period.

As ABC begins to air more of its summer replacement series, better analysis can be made as to how original programming compares with reruns, according to a number of programmers. Next to be added to its lineup is an hour-long drama, *The Hamptons*, set to debut Wednesday, July 27 at 9 p.m.

National ratings for HBO, the networks' principal cable competitor and the only pay-TV service for which regular ratings are available, have not yet been released for June. In May, however, that service aver-

aged a 9 rating/13 share, down considerably from its performance in May a year ago, when it averaged a 12/18. HBO's decline has been attributed to heightened competition from other pay and cable services and the network maintains subscriber satisfaction continues to hold steady.

It is too early to tell if the networks have halted the decline of their ratings against competition from pay and cable TV. A number of programming experts contacted last week, however, believe a reprieve is imminent. "The novelty factor of HBO has passed," said Rick Busciglio, senior vice president, director of national broadcast, McCann Erickson, U.S.A., who concurs with Dean McCarthy, vice president for programming, Harrington, Righter & Parsons, New York, in that opinion.

Both programmers predict the stronger performance exhibited by the major networks this spring and summer is likely to carry over into the fall season. Busciglio estimates a decline of only 1% in the three-network share of audience next fall; that would compare with a 3% decline suffered by the networks last fall. McCarthy, on the other hand, predicts no decline at all. □

## Supreme Court delays decision on Betamax case

Action now expected in fall; decision's effect on pending congressional bills addressing issue is uncertain

The Supreme Court, in a surprise move, permitted its current term to come to a close last week without issuing a decision in the controversial Betamax case. Instead of releasing a ruling, the court announced that the case will be decided during its next term, which begins Oct. 3, after parties reargue their cases orally before the court.

The question before the court in the case is whether home taping of broadcast programs on videocassette recorders violates copyright law. Movie companies, led by plaintiffs Universal City Studios and Walt Disney Productions, say it does and that they should be compensated for home taping. Videocassette manufacturers, led by defendant Sony Corp. of America, maker of the popular Betamax recorder, says it does not and that videocassette owners should be free to tape copyrighted programs for later use.

Although surprised, neither side was disturbed by the court's decision. Sony said: "We are very pleased that the Supreme Court is taking all the time it feels necessary to correctly resolve the complex issue directly involving the American public. We look forward to assisting the court in this respect by rearguing the case during the next term." Stephen A. Kroft, the attorney for the movie

companies, said he was "encouraged" by the postponement. "It indicates that the court believes the tampering with the property rights of the motion picture companies is a very serious matter." The unofficial word from Washington, he said, is that he and Sony's attorney, Dean Dunlavey, will reappear before the court early in the next term, possibly within its first two weeks to reargue the case.

The court's failure to release a ruling surprised the Congress as well as the motion picture and electronics industries that are battling over the issue. (The motion picture community is asking that copyright holders be compensated for home taping by adding a royalty tax to recorders and tapes, a position opposed by the electronics manufacturers.) All the parties have been anxiously waiting for the court's decision. Congress specifically delayed legislative action until the court ruled. The court's decision not to issue a ruling is being interpreted by some industry sources as a sign of strong division among the justices.

Despite the court's delay, the Motion Picture Association of America remains confident its position "will prevail." MPAA President Jack Valenti said the association will continue to press for legislation that compensates copyright holders under a compulsory license for home taping. "Protecting copyright is a precious American constitutional principle. Creative works don't just spring full blown to life. They come from creative labor, from investment capital, from the fragile imaginings of thousands of artists, technicians, craftspersons and composers, authors and directors, who supply motion picture and television programs to the

world. It is in the public interest to insure continuous production of quality entertainment available to everyone," Valenti said in a statement.

"It would be terribly wrong if Japanese manufacturers are allowed to reap billions of dollars by exploiting the creative labors of American craftsmen and not paying a portion of those profits to the artists without whose product VCR's are a useless piece of electronic gadgetry," Valenti stated.

Jack Wayman, spokesman for the Electronic Industries Association, said the association was pleased the court asked for more information. "We welcome an opportunity to tell them more," he said. Wayman said that the court's failure to reach a decision shows it was not "able to make a clear-cut decision." And he saw its indecision as a positive sign because the court did not uphold the appeals court decision.

The debate over home taping spread to Congress when the Ninth Circuit Court of Appeals reversed a lower court decision that home taping is exempt from copyright laws as a "fair use" by consumers (BROADCASTING, Oct. 26, 1981). The lower court case involved a suit brought by Walt Disney Productions and Universal Studios against Sony for copyright infringement. During the last Congress, Senate and House committees held hearings on home taping and several bills were introduced in the House and Senate—one that would place a royalty fee on the manufacturers and importers of home recording devices and tape—another that would exempt home viewers from copyright liability.

This year there has been little discussion of the issue although the authors of last

year's legislation reintroduced similar measures. In the Senate, Charles McC. Mathias (R-Md.) offered S.31, which would exempt consumers from copyright liability but would also impose a manufacturers fee. Mathias, who is chairman of the Copyright Subcommittee, a spokesman said, will be consulting with subcommittee members to see where they want to go in light of the court's decision. The spokesman noted that the chairman thought the court was "acknowledging the complexity of the issue and its importance." No immediate plans have been made to move any legislation forward. The subcommittee, however, plans to address the issues surrounding current copyright law and the new technologies by holding a symposium for the House and Senate next fall.

Senator Dennis DeConcini (R-Ariz.) introduced S.175, which would exclude home taping royalties altogether and exempt home viewers from copyright liability. DeConcini who sits on the Copyright Subcommittee, is reportedly eager to move his bill. A DeConcini aide stated that the senator feels the court's decision "increases the need for Congress to act." The court's inaction, the aide said, is evidence that home taping is a legislative problem.

In the House, Representatives Don Edwards (D-Calif.) and Carlos Moorhead (R-Calif.) introduced a bill (H.R. 1030) similar to Mathias's. According to Moorhead, there is interest in moving the bill, but House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) must be so convinced. Kastenmeier has been waiting for the court's decision. Two days of hearing (July 20 and 21) scheduled in anticipation of the court's decision and to address copyright issues will still be held.

"I am not surprised by the Supreme Court's decision to hold over until next term the Betamax case," Kastenmeier said. "This is a question on which the Supreme Court appears to be deeply divided. It is obvious that if the court is having trouble resolving this issue, Congress is likely to have difficulty as well. Quite independent of the court's action today, however, Congress has the authority to look at some of the important policy questions involved not only in the Betamax case but also in other areas of the copyright law affected by scientific advances," he said.

Moorhead, ranking minority member of Kastenmeier's subcommittee, argued that it isn't necessary to wait for the court, saying that the property rights of many people are at stake. Moorhead expressed dismay at the postponement, but said that Chief Justice Warren Burger explained to him how busy the court has been. "Too many things fell on them," he said.

Also in the House, a companion bill (H.R. 175) to DeConcini's was introduced by Congressmen Stan Parris (R-Va.) and Thomas Foley (D-Wash.). A Parris spokesman said the congressman thinks that "regardless what the court did, it is still necessary for Congress to address the issue." He will continue to urge the subcommittee to take action, a spokesman said. The Parris Foley bill has over 100 co-sponsors.

**Fein analysis.** If the Supreme Court wants to cut its case load, it should forget Chief Justice Warren Burger's recommendation of creating another federal appeals court—"a spit in the sea"—and start handing down clearer opinions, ones that demonstrate a stronger consensus. That was the word from Bruce Fein, FCC general counsel, at a press conference hosted by the American Enterprise Institute in Washington last week.

According to Fein, who had been asked to expound on the Supreme Court's past session, one of the Burger court's problems is that it generally has been handing down more close and plurality opinions than usual, a practice that creates "opaque" decisions. Those sorts of decisions telegraph a "continuing instability about the law," and that is what "generates more litigation," he said.

Another notable characteristic of the court during its last term, one that isn't helping the cause of clarity, is the court's demonstration that it is willing to undo precedent with 5-4 votes, Fein said. In the past, he said, the court generally attacked precedent only with 8-1 or unanimous votes.

Fein criticized the court for straying too far from the Constitution in some decisions, relying too much on "social policy engineering." He also said the court had become increasingly polarized, with the "liberal" (four votes, according to his count) and "conservative" (five votes) camps becoming more strongly defined.

According to Fein, the executive branch had scored a "victory" in *Chada vs. Immigration and Naturalization Service*, in which he said the court nullified legislative vetoes. (Congress had given itself legislative vetoes over the actions of agencies like the Federal Trade Commission, a maneuver permitting it to override agency rules without having to pass specific bills. The legislative vetoes gave Congress a way to escape presidential review; specific bills, of course, are subject to presidential veto.) The court's action, according to Fein, would make it easier for the President to conduct foreign policy. Its action, he noted, also would prevent Congress from attempting to take the same sort of oversight over FCC actions, a maneuver it otherwise might have been able to use, for example, to thwart commission action on its proposal to repeal its network syndication and financial interest rules.

Fein added that he didn't think it likely that any seats on the Supreme Court would open before the 1984 elections. But, because of the age of several on the bench, he said whoever is elected in 1984 might be able to appoint four justices.





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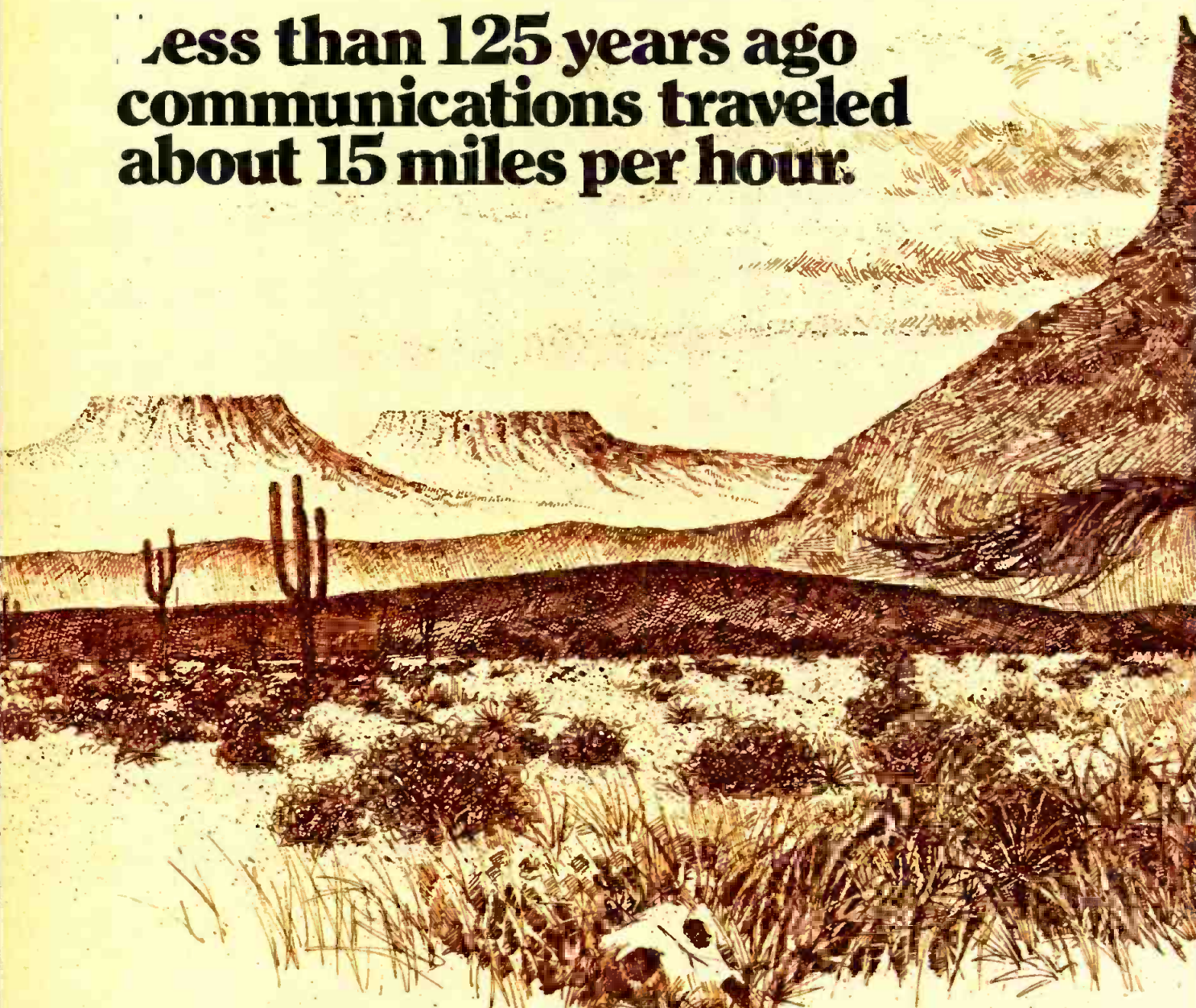
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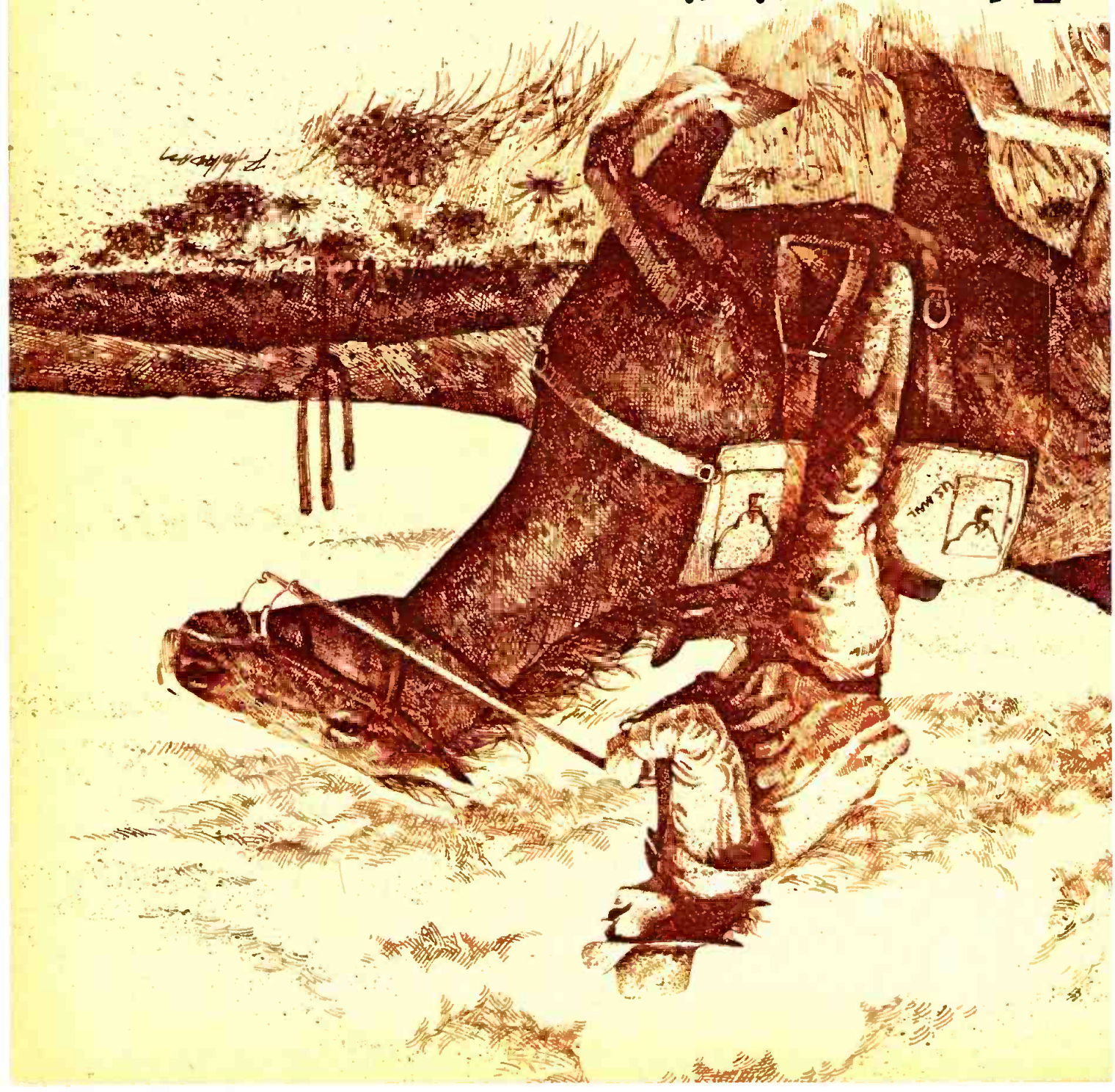
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travel at the speed of light.







## Network minded

Drake-Chenault Enterprises is forming a network division "for the distribution of new weekly special programs," according to Drake-Chenault Chairman Gene Chenault. The new division, which will commence operation this fall, will be headed by the former president of Columbia Pictures Radio Division, Edward R. Boyd. National sales offices will be opened in New York, Chicago and Los Angeles. Drake-Chenault primarily syndicates six full-time formats, and also serves as a programming consultant to stations.

## Changing formats

Belo Broadcasting's WFAA(AM) Dallas switched from news/talk to "Good Time Rock 'n' Roll" on July 2 at 6 a.m. The format is described as "100% classic" rock from the late 1950's through the early 1970's geared for the 30-44-year-old demographic. The station, which utilizes Motorola's AM stereo system, is being promoted as Stereo 570. The company has named Jay Hoker vice president and general manager of the sta-

tion. Hoker, who holds that title for WFAA's associated FM outlet KZEW, replaces James Gaskin who resigned in May "to pursue other interests." Hoker is now overseeing both operations. Thomas Bender remains WFAA's operations manager and Sharon Warantz is director of advertising and promotion.

□

Suburban Los Angeles gained a new adult contemporary music format outlet this month when KGIL-FM San Fernando, Calif., adopted programming developed by program director Mike Lundy, in association with consultant Jay Stevens. For the past four years the station has simulcast the "ballads, blues and big bands" format of its co-owned KGIL(AM). According to General Manager James Mergen, the FM outlet seeks the 18-to-49-year-old age group, while the AM side is after those over 40. The FM format will be referred to on the air as "rockin' easy from K 94.3."

## Football double dose

Mutual Broadcasting is planning to offer affiliates, for the first time, NFL football dou-

bleheaders during the 16-week regular season beginning Sept. 4. The network has signed former Pittsburgh Steeler linebacker Jack Ham and former Los Angeles Rams coach Ray Malavasi to do color commentary. Thus far, only sportscaster Tony Roberts has been assigned to play-by-play duties. Advertisers for the Sunday broadcasts include: International Harvester, Haggard Slacks, Motorcraft, True Value Hardware stores, Anheuser-Busch (Budweiser) and DAP, a division of Plough Inc.

In addition, Mutual has four regional networks covering the Pittsburgh Steelers, Kansas City Chiefs, Houston Oilers and Atlanta Falcons.

## Learning about listeners

A survey of program directors conducted by Ted Bolton Associates last spring for McGavren Guild Radio shows that radio listeners are believed to tune out a station primarily for "incompatibility"—inconsistent programming and irritating commercials. Even though 88% of the program directors queried said their stations have a commercial policy that prohibits the acceptance of commercials that are inappropriate for format and/or audience, 56% of them report that such commercials are still aired. Eighty percent of the respondents, however, believe that media buyers do a "good" job of targeting specific advertising messages to appropriate listening audiences.

Other survey findings: the average number of commercial minutes aired per hour was 11.6, and call letter announcements were on an average of 13.4 times each hour. A small selective sample covering small, medium and large markets was used for the surveying, according to Ellen Hulleberg, executive vice president, marketing, McGavren Guild Radio.

## Sexy stuff

"In this market," concedes Jerri Meacham, creative services director of San Francisco's KGO-FM, "it seems that anything goes."

What's going on from 4 to 8 p.m. weekdays on the news/talk station is an unusually frank call-in program dealing exclusively with sex. *SexTalk* is hosted by veteran air personality Don Chamberlain, who has had similar programs on KYUU(FM) and KNEW(AM) in the Bay Area. Chamberlain is not a therapist and is described by the station as "an acknowledged expert in making callers and guests comfortable enough to reveal remarkable details about themselves and their interests."

*SexTalk* is believed to be the first show of its kind aired in drive time. According to Operations Manager Jack Swanson, the program was launched last April not necessarily to get attention, but to diversify KGO-FM's talk programming (the station had been carrying ABC Talk Radio and simulcasting with KGO-AM) and to attract a younger audi-



**New board for New Yorkers.** The New York Market Radio Broadcasters Association (NYMRAD), now in its 15th year, elected a new board of directors and officers at its annual management dinner. The new board was enlarged from 10 to 12 members "reflecting the increased activities of the organization." Pictured at Gallagher's restaurant are (seated, l-r): Lee Simonson, vice chairman, WRKS-FM; Nancy Clifford Widmann, chairman, WCBS-FM; Jack Thayer, past chairman, WNEW-AM-FM. Standing, l-r: Charles Warfield, treasurer, WLIB(AM)-WBLS(FM); Dick McCauley, Blair Radio; Nick Verbitsky, United Stations; John Waugaman, WINS(AM); Brian Moors, WHN(AM); Bill Hogan, RKO Radio; Joseph Parish, WPLJ(FM); Matt Field, secretary, WNCN(FM); Maurie Webster, executive director, The Webster Group. Not present for photograph were: Eilyn Ambrose, Satellite Music Network; Richard Scholem, WGSM(AM)-WCTO(FM); John Goodwill, WPIX-FM; Mike Kakoyiannis, WNEW-FM, and Frank Osborn, WYNY(FM).

"This has been by far the most successful year the organization has seen," said Maurie Webster, NYMRAD's executive director, who noted that attendance records were being set at all of the association's events.



nce. The station estimates that four out of five callers are women, mostly between the ages of 18 and 34. KGO-FM broadcasts a disclaimer during the program advising parents that *SexTalk* is intended for adults only, and calls from those under 18 are screened out.

Meacham says advertiser response to the program is difficult to evaluate, since the FM station is sold in combination with KGO-AM and not broken into dayparts. She noted, however, that some sponsors have specifically asked not to be placed in the *SexTalk* block. Likewise, the audience ratings are difficult to measure, with aggregate ratings only available from the spring Arbitron survey, which gives KGO-FM a 1.0 12-plus metro share, compared to KGO(AM)'s 8.6 share. Meacham said it is unclear whether *SexTalk* and the rest of the station's talk programming will remain following ABC's announcement that it has sold KGO-FM to KLOK Radio for \$5.5 million ("In Brief," July 4).

## All Star memories

CBS Radio marked the 50th anniversary of Major League Baseball's All Star game last Wednesday evening (July 6) when its exclusive nationwide broadcast over about 300 stations included, for the first time, actualities of "great moments" of past All Star games accompanying the play-by-play. Additionally, the broadcast was preceded by a 30-minute preview program featuring noted baseball broadcasters commenting on the All Star game's role in baseball history. It was CBS's eighth straight airing of the annual summer classic.

## Rebound

*National spot radio sales in May added up to \$78.3 million—up 12.6% over the same time last year—according to the Station Representatives Association which relies on data supplied by 15 rep firms to Radio Expenditure Reports Inc. May registered a significant gain in spot business over the month of April, which was only 3.8% ahead of last year. Year to date, national spot is running nearly 10% ahead of the first five months of 1982, according to the SRA.*

## New! Piscopo! Radio show!

Comedian Joe Piscopo, known for his sportscaster parodies on NBC-TV's *Saturday Night Live*, began national syndication of a daily two-minute syndicated radio program, entitled *Joe Piscopo At Large*, on July 4. Piscopo is producing the series in partnership with New York-based Torus Communications, current syndicator of *The Sporting News Report* and *Retro Rock*. The segments are being distributed on a barter basis by the Clayton Webster Corp. of St. Louis to a lineup of about 250 stations. Assisting Piscopo in producing the program is WNEW-FM New York air personality Dan Neer and writer Rady D'Ariano.

## Playback

Al Ham's 'Music of Your Life' format of big band and MOR hits from the late 1930's through the 70's has picked up three new stations and renewed contracts with 10 others, giving the format a current client roster of more than 160 stations. Additions are WMLF(AM) Indianapolis (formerly WIFE), WDNC(AM) Raleigh-Durham, N.C., and WNJY(FM) West Palm Beach, Fla. Renewals include WJAS(AM) Pittsburgh, WITH(AM) Baltimore, WBBG(AM) Cleveland and KEZW(AM) Denver.

□

*Insights*, a new two-minute weekly feature exploring "the world of the handicapped from ancient times to the present," is available via Westar IV from Western Public Radio, which is co-producing the series with the California League for the Handicapped. WPR is a San Francisco based nonprofit production/syndication firm. Dr. Rose Resnick is writing and narrating the broadcasts on behalf of the league.

## Joint effort

ABC-owned-and-operated KABC-TV and KLOS(FM), both Los Angeles, have begun simulcasting a weekly 90-minute rock video program, *Goodnight L.A.*, airing early Saturdays at 1-2:30 a.m. The new series features videos provided not only by major recording labels, but also by unsigned local bands not otherwise seen on television.



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## Cable and telcos argue regulation

In comments at FCC, two sides differ over what restrictions to place on data and other services offered via CATV systems

The question of whether cable operators should be permitted to offer data, and other so-called "institutional cable" services without being subject to the same sorts of state and local regulation that are applied to telephone companies (BROADCASTING, June 13) was argued anew in comments at the FCC last week.

As expected, cable companies said their institutional offerings would not get off the ground unless the FCC pre-empted state regulation; telephone companies, however, argued that unless they and all others offering similar services are subjected to the same sorts of regulation, the telephone companies, and the general public, can only lose.

The comments came in response to a petition for declaratory ruling by Cox Cable Communications Inc., which asked the commission to assert jurisdiction over local

institutional cable systems, pre-empting state regulation over even those systems receiving only a limited amount of interstate traffic (BROADCASTING, June 13). Cox had sought that relief after the Nebraska Public Service Commission ruled that Cox's institutional—and two-way, interactive—offerings over its Omaha system were common carrier services, subject to state regulation.

In its comments, the National Cable Television Association asked that the Nebraska ruling be overturned and that the commission pre-empt all state regulation of nonvideo communication services provided by cable operators on a noncommon carrier basis. "The decision under review [the Nebraska decision] here will stifle the growth of these fledgling nonvideo services by imposing the full panoply of common carrier regulation upon entities which do not now and have never functioned as common carriers," the NCTA said. "Moreover, by establishing a precedent for state public utility regulation of cable, the Nebraska Public Service Commission's decision will likely encourage other state regulators to impede cable's growth as a provider of nonvideo communication services by prescribing onerous entry and tariff regulation for cable. As a result, cable will be unable to provide valuable services to the public in competition with the tele-

phone monopoly and will be thus unable to fulfill its budding role in the national telecommunications system."

Time Inc., whose subsidiaries include Home Box Office and American Television and Communications, agreed. "To permit these efforts would represent a dramatic departure from, if not repudiation of, firmly established national telecommunications policies in favor of open entry and full exploitation of our national resources free of regulatory intrusion. At risk here is the principal objective behind the enactment of the Communications Act of 1934—the availability of innovative communications services offered at competitive prices. A federal pre-emption is thus not only permitted but mandated by that act."

Westinghouse Broadcasting and Cable Inc. said cable's financial viability in urban markets might depend on the ability to augment conventional program offerings with enhanced information and data services. "At a minimum, the commission should rule that the states may not regulate the terms of entry and exit into the nonswitched broadband services marketplace or the rates, charges and classifications of such services.

"Broadband services that rely on cable's inherent point-to-multipoint downstream transmission capability are operationally and functionally interrelated with more conventional cable services over which the commission historically has exercised exclusive authority. Accordingly, the states should be foreclosed from regulating all such offerings. These services do not function, nor are they intended, as substitutes for the basic exchange service offerings provided by local telephone companies under state regulation," Westinghouse said.

Cablevision Systems Development Co. said that many of the cable services provide an alternative that can't be provided by telephone companies. "The business customer that cable wishes to serve have the need for data transmission at speeds greater than the bit rate possible through the inherent technical limitations of the twisted wire pair. Cable, on the other hand, provides the broadband capacity capable of providing these services consistent with the needs of large data users." Cablevision said.

"Cablevision and other cable companies have already made substantial commitments in their franchise agreements to provide institutional cable links for both municipal and nonprofit institutional use for data transport, teleconferencing and teletext purposes. They have also committed in their franchises to provide access for commercial users to such broadband links in order to permit the most efficient and economical use of their capital investment in broadband facilities. The benefits of the high capital investment required to wire urban areas can only be realized fully by their utilizations in a wide variety of both entertainment and nonentertainment uses, including data transmission

**Bill roster.** The Waxman-Wirth bill (H.R. 2250), which would prohibit for five years any changes in the FCC's domestic syndication and financial interest rules and in its prime time access rule, is picking up support in the House (BROADCASTING, March 28). The measure now has 107 co-sponsors, 82 from the Democratic side, and 25 Republicans. Thirty-seven of the bill's co-sponsors are from California's 45-member congressional delegation. The bill was introduced by Congressman Henry Waxman (D-Calif.), whose district includes the headquarters of major producers. A chief sponsor is Tim Wirth (D-Colo.), whose Telecommunications Subcommittee has jurisdiction over the measure—as does the parent Energy and Commerce Committee. Co-sponsors of the Tauke-Tauzin bill appear on page 38. The co-sponsors (those with asterisk are members of the Commerce Committee) are:

**Alabama**—Richard Shelby (D)\*. **Arizona**—James McNulty (D), John McCain (R). **California**—Robert Badham (R), Jim Bates (D)\*, Tony Beilenson (D), Howard Berman (D), Doug Bosco (D), Barbara Boxer (D), George Brown (D), Gene Chappie (R), Tony Coelho (D), Bill Dannemeyer (R)\*, Ron Dellums (D), Julian Dixon (D), David Dreier (R), Mervyn Dymally (D), Don Edwards (D), Vic Fazio (D), Bobbi Fiedler (R), Augustus Hawkins (D), Bob Lagomarsino (R), Richard Lehman (D), Mel Levine (D), Jerry Lewis (R), Bill Lowery (R), Alfred McCandless (R), Marty Martinez (D), Bob Matsui (D), George Miller (D), Norm Mineta (D), Carlos Moorhead (R)\*, Leon Panetta (D), Charles Pashayan (R), Jerry Patterson (D), Ed Roybal (D), Pete Stark (D), William Thomas (R), Esteban Torres (D), and Waxman\*. **Colorado**—Ray Kogovsek (D), Pat Schroeder (D), Wirth\*. **Connecticut**—Sam Gejdenson (D), Nancy Johnson (R), William Ratchford (D). **Florida**—Andy Ireland (D), Dante Fascell (D), Larry Smith (D). **Hawaii**—Cecil Hefel (D). **Illinois**—Cardiss Collins (D)\*, Phil Crane (R), William Lipinski (D), John Porter (R), Marty Russo (D). **Indiana**—George Hansen (R), John Myers (R). **Kansas**—Dan Glickman (D), Jim Slattery (D)\*. **Massachusetts**—Brian Donnelly (D), Ed Markey (D)\*, Jim Shannon (D). **Michigan**—Dennis Hertel. **Minnesota**—Bruce Vento (D). **Mississippi**—David Bonior (D). **Missouri**—Alan Wheat (D). **Nevada**—Harry Reid (D). **New Hampshire**—Norm D'Amours (D). **New Jersey**—Jim Florio (D)\*, Edwin Forsythe (R), William Hughes (D). **New York**—Tom Downey (D), Geraldine Ferraro (D), Benjamin Gilman (R), John LaFalce (D), Bob Mrazek (D), Dick Ottinger (D)\*, Charles Rangel (D), Steve Solarz (D), Ed Towns (D), Ted Weiss (D), Matthew McHugh (D), Major Owens (D), Joesph Addabbo (D). **Ohio**—Tom Luken (D)\*, John Seiberling (D), Louis Stokes (D). **Oklahoma**—Mickey Edwards (R), Glenn English (D), Mike Synar (D)\*. **Oregon**—Jim Weaver (D). **Pennsylvania**—Bob Edgar (D), William Gray III (D), Joesph McDade (R), Doug Walgren (D)\*. **Puerto Rico**—Baltasar Corrada (D). **Tennessee**—Harold Ford (D), Al Gore (D)\*, Jim Cooper (D). **Texas**—John Bryant (D)\*, Jack Fields (R)\*, Martin Frost (D), Ralph Hall (D), Mickey Leland (D)\*. **Vermont**—Jim Jeffords (R). **Washington**—Norman Dicks (D). **Wyoming**—Dick Cheney (R).



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And don't forget—there's still more to come in our fabulous 1983 schedule of specials:

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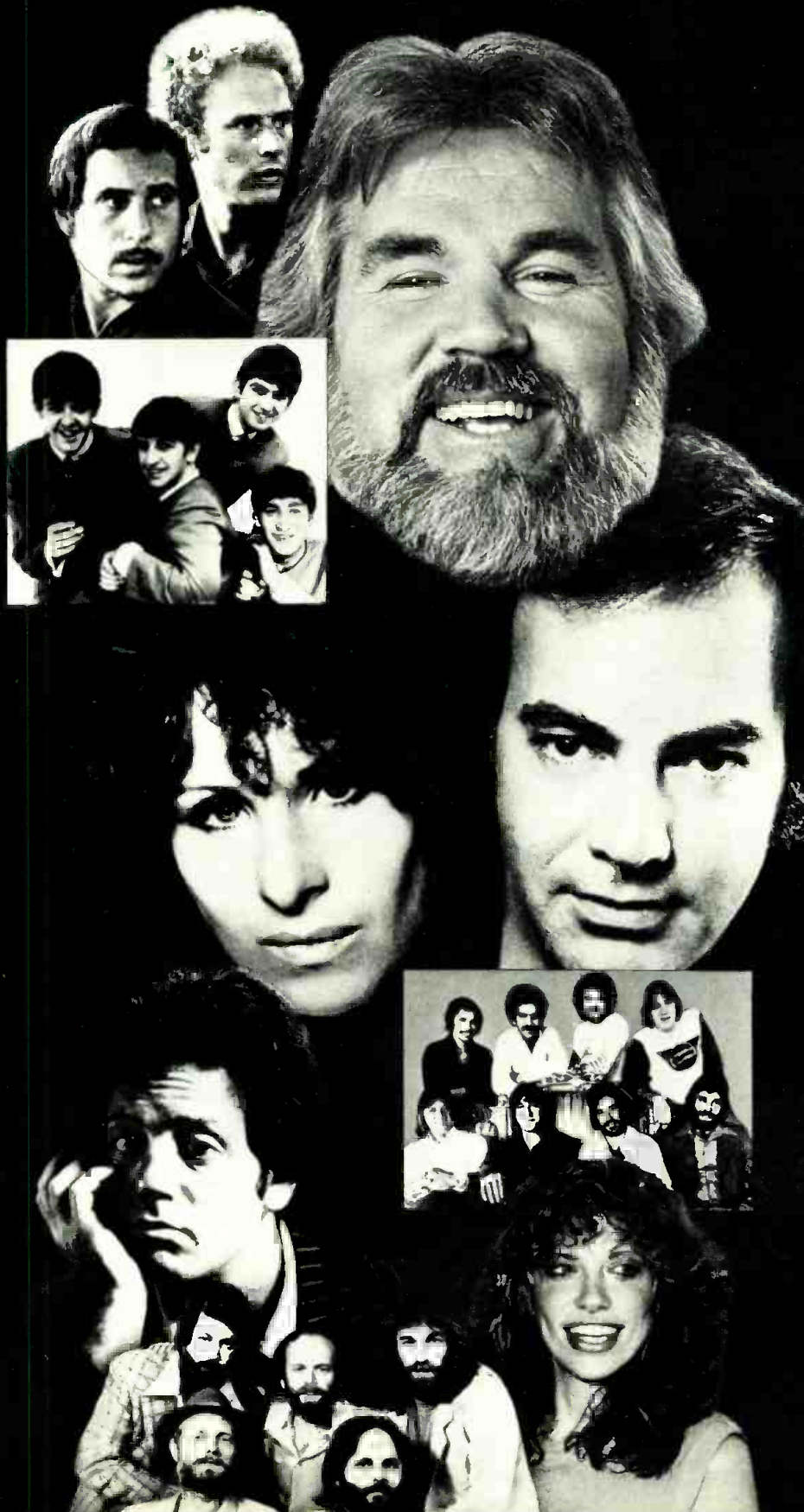
**AMERICA**...the magic of the audience/performer relationship is explored during this six-hour special featuring unforgettable concert events and performances by many top adult contemporary performers.

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security services, intercity and home interactive services."

Warner Amex Cable Communications Inc. said the commission should assert its jurisdiction—and then forbear from regulating institutional cable offerings. "Cable operators providing local institutional information and residential interactive services are only beginning to penetrate the market and thus do not have the ability to control prices for these services. As a result, the overwhelming market dominance possessed by the local telephone companies is in no danger," Warner Amex said.

United Cable TV Corp., Daniels & Associates, Communicon Inc. and Rogers UA Cablesystems contended that the offerings in question are not of a common carrier variety: "These facilities are interstate and are oper-

ated within the jurisdiction of the commission to regulate."

MCI Communications Corp., which is exploring the possibility of using local cable loops to complete its long-distance network, came down on cable's side. "Any attempt by state authority to transform the proposed services into common carrier services will frustrate a primary policy objective of the FCC to promote the development of new technologies to meet the increasing, and increasingly complex, communications needs of society."

AT&T, however, saw things differently. "If CATV's and existing common carriers are not deregulated on an equal and even-handed basis, deregulated telecommunications competition from the cable industry

would place traditional providers of telecommunications services at a severe competitive disadvantage. Local telephone companies, intercity common carriers and all other potential users of broadband coaxial and other technologies should be on equal footing as to governmental regulation."

Northwestern Bell, Mountain States Telephone & Telegraph Co. and Pacific Northwest Bell said the prospect of local companies being bypassed by institutional cable was of importance. Those companies, however, said they weren't seeking protection against competitors who can provide superior or less costly service, as long as the telcos are permitted to respond to the market in a "timely and realistic" manner.

"Such a marketplace does not exist at this time," the joint filing said. "Northwestern Bell supplies its telecommunications services under regulations imposed by state governments and the federal government. These regulations have been promulgated as a substitute for competition and make it extraordinarily difficult (if not impossible) for Northwestern Bell to respond to market forces introduced by unregulated competitors. Thus, in the current regulatory matrix, an unregulated telecommunications supplier could provide many services at a lower price than does Northwestern Bell, notwithstanding the fact that its cost of providing the service was higher. Obviously the impact of such uneconomic bypass could significantly impede a telephone company's ability to compete.

"Thus, we submit that the most basic predicate in this proceeding must be equality—equality of regulations, but, more fundamentally, fair and equal allocation of jurisdiction to regulate competitive providers of similar services."

The Bell operating companies that will makeup the Northeastern, mid-Atlantic, Southeast and Southwest regions of the Bell system after the divestiture, said the sort of relief sought by Cox would not enhance competition. Instead, they said, it would provide *carte blanche* for entrepreneurs to enter any local market and charge whatever they wish for services that are the functional equivalents of services offered by the regulated local telephone companies. "This would enable petitioners to divert large users, without any consideration of the consequences to the body of ratepayers dependent on the local telephone company for services petitioners find too unprofitable to provide.

"Petitioner's common carrier arguments are easily disposed of under the controlling principles of *NARUC v. FCC*, which held that two-way, point-to-point, nonvideo communications through cable TV systems involved common carrier activities and that section 2(b) of the Communications Act precluded the FCC from exercising jurisdiction over intrastate common carrier services, despite its jurisdiction over broadcast and interstate video in the same cable.

"The BOC's do not ask that other firms providing these services be excluded from the market. They ask simply that they be treated as common carriers, subject to state or local regulation (including the requirement—if any—for state certification) where intrastate service or facilities are involved.

"If, however, it is determined that the

**Deregulation tally.** The National Association of Broadcasters continues its drive to gain co-sponsors for the broadcast deregulation bill (H.R. 2382), introduced in March by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). According to the latest reports, the bill's co-sponsors total 153 (218 co-sponsors represent a majority). Most of the co-sponsors are Republican (92), although 61 Democrats also favor the measure.

There is strong support for the bill from minority members of the House Energy and Commerce Committee, which has jurisdiction over the issue. Thirteen of the 15 Republicans on the committee are co-sponsors, including Tauke. Representatives William Dannemeyer (R-Calif.) and Norman Lent (R-N.Y.) are the two minority committee members who are not co-sponsors. Only three of the 27 Democrats on the committee are co-sponsors. They are: Tauzin, Ralph Hall (D-Tex.) and Richard Shelby (D-Ala.). House Republican leader Robert Michel (R-Ill.) and minority whip Trent Lott (R-Miss.) also have signed on for the measure.

Despite the Telecommunications Subcommittee's efforts to draft other broadcast deregulation legislation, the NAB is actively pursuing the Tauke-Tauzin bill. The bill primarily would eliminate the comparative renewal process for radio and TV and codify and extend the FCC's radio deregulation to television. Co-sponsors of the Waxman-Wirth bill appear on page 36. The co-sponsors are (House Energy and Commerce Committee are indicated with an asterisk):

**Alabama**—Tom Bevill (D), Jack Edwards (R), Ben Erdreich (D), Ronnie Flipppo (D), Bill Nichols (D)\*, Richard Shelby (D). **Alaska**—Don Young (R). **Arizona**—John McCain (R), Bob Stump (R). **Arkansas**—Bill Alexander (D), Beryl Anthony (D), Ed Bethune (R), John Paul Hammerschmidt (R). **California**—Eugene Chappie (R), Robert Lagomarsino (R), Carlos Moorhead (R)\*, Charles Pashayan (R). **Colorado**—Hank Brown (R), Ken Kramer (R), Dan Schaefer (R). **Connecticut**—Sam Gejdenson (D). **Florida**—Charles Bennett (D), Andy Ireland (D), Bill Nelson (D), C.W. Bill Young (R). **Georgia**—Doug Barnard (D), Newt Gingrich (R), Charles Hatcher (D), Ed Jenkins (D), Larry McDonald (D), Richard Ray (D), J. Roy Rowland (D), Lindsay Thomas (D). **Idaho**—Larry Craig (R), George Hansen (R). **Illinois**—Frank Annunzio (D), Tom Corcoran (R)\*, Dan Crane (R), Lane Evans (D), Edward Madigan (R)\*, Bob Michel (R), George O'Brien (R). **Indiana**—Dan Coats (R)\*, Lee Hamilton (D), John Hiler (R), Elwood Hillis (R), Andrew Jacobs (D). **Iowa**—Berkley Bedell (D), Cooper Evans (R), Neal Smith (D), Tom Tauke (R)\*. **Kansas**—Pat Roberts (R), Bob Whittaker (R)\*, Larry Winn (R). **Kentucky**—Larry Hopkins (R), Carroll Hubbard (D), William Natcher (D), Carl Perkins (D), Harold Rogers (R), Gene Snyder (R). **Louisiana**—John Breaux (D), Jerry Huckaby (D), Bob Livingston (R), Buddy Roemer (D), Billy Tauzin (D)\*. **Maine**—Jock McKernan (R), Olympia Snowe (R). **Maryland**—Roy Dyson (D). **Michigan**—William Broomfield (R), Robert Davis (R), Dennis Hertel (D), Harold Sawyer (R), Bob Traxler (D), Guy Vander Jagt (R). **Minnesota**—Arlan Stangeland (R). **Mississippi**—Webb Franklin (R), Trent Lott (R), Sonny Montgomery (D). **Missouri**—Bill Emerson (R), Gene Taylor (R), Harold Volkmer (D). **Montana**—Ron Marlenee (R). **Nebraska**—Hal Daub (R), Virginia Smith (R). **Nevada**—Harry Reid (D). **New Hampshire**—Judd Gregg (R). **New Jersey**—Matthew Rinaldo (R)\*, Christopher Smith (R). **New Mexico**—Manuel Lujan (R), Joe Skeen (R). **New York**—Sherwood Boehlert (R), Hamilton Fish (R), Frank Horton (R), Jack Kemp (R), David Martin (R). **North Carolina**—James Broyhill (R)\*, Bill Hefner (D), Walter Jones (D), James Martin (R), Robin Britt (D). **Ohio**—Doug Applegate (D), John Kasich (R), Delbert Latta (R)\*, Michael Oxley (R)\*, Lyle Williams (R). **Oklahoma**—Glenn English (D), Dave McCurdy (D), Wes Watkins (D). **Oregon**—Denny Smith (R), Robert Smith (R), James Weaver (D). **Pennsylvania**—William Clinger (R), George Gekas (R), William Goodling (R), Don Ritter (R)\*, Gus Yatron (D). **South Carolina**—Carroll Campbell (R), Butler Derrick (D), Thomas Hartnett (R), Floyd Spence (R), John Spratt (D), Robin Tallon (D). **South Dakota**—Thomas Daschle (D). **Tennessee**—John Duncan (R), Marilyn Lloyd (D), James Quillen (R), Don Sundquist (R). **Texas**—Bill Archer (R), Steve Bartlett (R), Jack Fields (R)\*, Phil Gramm (R), Ralph Hall (D)\*, Sam Hall (D), Kent Hance (D), Abraham Kazen (D), Tom Loeffler (R), Ron Paul (R), Charles Stenholm (D), Tom Vandergriff (D), Charles Wilson (D). **Utah**—Howard Nielson (R). **Vermont**—James Jeffords (R). **Virginia**—Thomas Bliley (R)\*, Dan Daniel (D), Stan Parris (R), Kenneth Robinson (R), G. William Whitehurst (R). **Virgin Islands**—Ron de Lugo (D). **West Virginia**—Alan Mollohan (D). **Wisconsin**—Steve Gunderson (R), Thomas Petri (R), Toby Roth (R). **Wyoming**—Dick Cheney (R).



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***KTLA*** **5**  
***LOS ANGELES***

market for these services should be subject to FCC jurisdiction and then deregulated, the BOC's submit that all carriers providing equivalent services—including the telephone companies—should be placed on an equal competitive footing. The continued economic viability of local telephone companies, and their responsiveness to customer

needs, to a great extent depends on equal treatment of all providers of telecommunications services."

The NTIA said the commission should adopt a notice of inquiry to study the issue, instead of responding with a declaratory ruling, to give all parties a full opportunity to participate. □

## Preparing subcarrier strategy

### Speakers at New York seminar give advice on legal and technical problems and how to make money with FM SCA's

Read your SCA lease. That was the advice given by attorney Gregg Skall to attendees of Executive Enterprises' Conference on Broadcast Subcarriers at the New York Sheraton hotel.

Skall, a partner in the Washington law firm of Blum & Nash, opened the well-attended conference by offering some guidelines about SCA lease agreements to both broadcasters and those looking to distribute information over SCA channels:

- Leases should have both rental and renewal rates.
- Leases should state whose responsibility it is to provide SCA equipment.
- Leases should note whether the lessee has 24-hour access to the station's facilities.
- Leases should contain termination rights for both broadcaster and SCA provider.

Skall also said it would be advisable for both parties to include a "purpose" clause as to whether the SCA will be used for data, music or paging. As for broadcasters, they don't yet have a clear idea of what SCA's can do, he said.

Following up on Skall's last remark was Thomas McCoy, senior vice president for the National Radio Broadcasters Association and moderator of the one-day conference, who said station operators should obtain an attorney who understands SCA's, especially for broadcasters interested in going into the SCA business for themselves. "Radio broadcasting is very much a public-service oriented industry. [Broadcasters] aren't used to, inclined to, or set up to handle customers with equipment installations, repairs and complaints," McCoy warned.

McCoy underscored the fear of many broadcasters of losing as much as 10% modulation in the main channel when leasing their SCA's even though the FCC is considering a proposal to raise the modulation levels past 100%. "Those of you who will be approaching broadcasters to lease SCA's should keep this widely held fear in mind," he said.

Calling that fear a myth was Joseph Meir, vice president of Radio Data Systems Inc. of Centerville, Utah, a subsidiary of Bonneville International that principally deals with data distribution. Use of the SCA, under present FCC rules, will require a reduction of up to 1 db of modulation which can be measured, but is not perceptible to the listener. And the question of SCA's affecting a station's "loudness" is really more of a question of listener perception, he said.

What is the SCA worth? Only as much as the marketing effort supporting it, he said. Data technology today permits the application of several, perhaps dozens of services, on a single SCA, he added. "The most important point I could make about SCA operation is that it can be used safely and effectively," Meir concluded.

"We never had a problem with signal denigration," said James Wychor, vice president and general manager of KWOA-AM-FM Worthington, Mass., who went to the conference to assure broadcasters that SCA's indeed offer an opportunity to make money. "Last year we grossed just under \$35,000 from an SCA lease agreement with a communications company called Market Quoters Inc.," said Wychor, who has had a lease agreement with that firm since 1973. Wychor said KWOA's new contract with Market Quoters calls for 8% of its gross with a minimum payment of \$475 per month, the average of return in the first few years of service, and there are customers receiving the SCA transmissions as far as 90 miles away, he said.

What plans does Wychor have for the future SCA use now that the FCC has deregulated the service? Wychor said he is negotiating with about 50 different volunteer fire departments in the region to set up a fire emergency paging system utilizing the station's FM subcarrier channels over 92 khz—one of the two allotted FM subcarrier frequencies. "I really believe that in large metro market areas, for instance, the SCA's will become the major profit center of many stations," Wychor predicted.

National Public Radio is hoping SCA use will be a major profit center over the coming years and help the network solve its fiscal problems. To that extent, Richard Hodgetts, president of NPR Ventures and vice president of business services for the network, told the group of two enterprises under the new Ventures umbrella—National Satellite Paging (NSP), a joint venture between NPR and Mobile Communications Corp. of America which will link independent RCC's into a national network, and INC Telecommunications, a joint venture with National Information Utilities Corp. to provide point-to-point digital data delivery. Both enterprises will make use not only of NPR's FM member stations' subcarrier channels, (91 of 270 FM affiliates have signed letters of intent to enter into Ventures' businesses) but also of NPR's satellite distribution system over Westar IV which consists of 18 uplinks and more than 250 downlinks.

Hodgetts told the audience that NPR Ventures will likely sign an agreement with a major paging company within the next 30 to 45 days to enter the FM paging business.

The broad coverage of NPR stations, many of which are in smaller markets, provides an opportunity to quickly establish paging services, he noted.

In a luncheon address, Molly Pauker, legal assistant to the chief of the FCC's Media Bureau, told the audience that perhaps the time has come for SCA operation to have its own classification instead, in some cases, being guided by common carrier rules and regulations. She said the commission has placed a "moratorium" on form 214 filings (applications to become a common carrier) for SCA common carrier use while the FCC examines what forms and procedures will be best for processing SCA's used for common carrier services. □

## FCC asks to take second look at Alaskan case

### Petition by citizen group against five stations, now before appeals court, may find its way back to agency; problem with EEO

Admitting it didn't do its job right the first time, the FCC has asked the Court of Appeals in Washington to permit it to rework part of a case already before the court.

The case arose from a 1978 challenge by Alaskans for Better Media Inc. to the renewals of Northern Television Inc. for KTVA(TV), KBYR(AM) and KNIK(FM) all Anchorage, and KTVF(TV) and KCBF(AM), both Fairbanks Alaska. In its petition to deny, the citizen group alleged, among other things, that the licensee had violated FCC equal employment opportunity policies, had engaged in clipping and had improperly charged for public service announcements. The full commission eventually renewed the licenses, dismissing the objections (BROADCASTING, July 12, 1982). At the same time however, it found Northern's EEO program and performance to be "poor" at all stations and it ordered Northern to submit detailed recruiting and employment reports with its next renewal applications.

Alaskans for Better Media appealed, and in the process of responding to briefs and reply briefs at the court, the FCC discovered its deficiency. In its motion for limited remand, the FCC said it was "apparent" that the commission's order had not addressed an issue of "possible" employment discrimination during the relevant license term. In the case at hand, the commission noted, there was evidence of substantial underemployment of minorities during the relevant license period and an insufficient affirmative action plan. Under court precedent (*Bilingual Bicultural Coalition on Mass Media v FCC* [1978]), the commission noted that a possible inference of intentional employment discrimination therefore had been raised, and it must specifically consider that before renewal can be granted.

In its petition for limited remand, however, the commission noted that it had granted renewal here without a hearing. "In doing



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so, the commission relied on positive improvements in the licensee's record and reporting requirements which would permit the commission to monitor the licensee's employment performance," the commission said. "However proper the commission's approach may be insofar as the commission's affirmative action policy is concerned, *Bilingual* makes clear that the commission, in implementing its anti-discrimination policy, must at least have, under the circumstances present here, further information concerning the licensee's past in-term record before it could find, without a hearing, that renewal is in the public interest.

"Appellee regrets that it is necessary at an advanced stage of this case to ask for remand. If the motion is granted, the commission will act expeditiously so that it can either order a hearing on the employment discrimination issue, if it concludes that this course is warranted on the facts, or be in a position to justify on appeal a conclusion that the discrimination allegations can be resolved in the licensee's favor without the necessity for a hearing," the FCC said.

Andrew Schwartzman, executive director of Media Access Project, which is representing Alaskans for Better Media, said he was "very upset" about the turn of events, and hoped it wouldn't lead to further delays in the case. He said his group wasn't sure how it would respond to the FCC's request, but was considering asking the court to permit the parties to argue the other outstanding issues while the FCC attempts to clean up the EEO part of the order. □

## Movement on Cuban interference

**State Department, NAB task force meet; broadcasters "cautiously pleased" by state's approach to issue**

The U.S. and Cuba are moving toward the meetings the National Association of Broadcasters has long urged as the means for dealing with the Cuban interference problem that American broadcasters face. If things go as hoped, the meetings, in which American broadcasters will participate, will begin in August.

The NAB provided that information after State Department officials had met with the association's Task Force on Cuban Interference. The purpose of the meeting was to introduce the department's new point man on the issue, Ambassador Robert Ryan, deputy to the assistant secretary of state for Inter-American Affairs. He takes over from Miles Frechette, special projects officer, who has been named ambassador to the Cameroon.

But they also offered an update on efforts, initiated by International Telecommunication Union Secretary General Richard Butler, to arrange the U.S.-Cuban talks. The then-assistant secretary, Thomas O. Enders, had told the Senate Foreign Relations Committee in April that he hoped the talks could be arranged for this summer (BROADCASTING, May 2). An NAB spokesperson said final word was being awaited, through the

ITU, of Cuba's acceptance of a date in August.

The NAB had recommended to the State Department in January that an effort be made to engage the Cubans in a discussion of radio interference, which is a problem for Cuba as well as the U.S. And the department, according to the NAB, is prepared to accept another suggestion and include broadcasters along with technical and government people on the delegation that is formed.

The discussions would be a resumption of those that were under way in the summer of 1981.

Those were broken off by the Cubans after word of U.S. plans to create a radio station to broadcast to Cuba—Radio Marti—was leaked (BROADCASTING, Aug. 27, 1982). The NAB's concern that establishment of Radio Marti would exacerbate the interference problem had generated sufficient opposition within Congress thus far to frustrate the administration's hopes to establish the station.

It was not clear what effect the administration's ongoing effort to win congressional approval of the project will have on the talks. The Senate may act on the measure this week, and in the House, the Commerce Committee is scheduled to consider the bill already approved by the House Foreign Affairs panel. The measure working its way through Congress was designed to ease broadcasters' concerns regarding the potential for increasing interference from Cuba. It would restrict the station to use of the frequency on which the Voice of America station on Florida's Marathon Key operates, 1180 khz. But the NAB continues to oppose it.

Whatever the problems ahead, the NAB was said to have been "pleased—cautiously pleased"—that the State Department "is moving toward the goal of bilaterals with Cuba and that the delegation will include industry members."

The visit of the State Department officials—William Jahn of the department's office of telecommunications accompanied Ryan and Frechette—was not the only bright spot in NAB's consideration of the Cuban problem. Earlier in the week, Dr. Luis Alberto Sole, of Uruguay, director general of the InterAmerican Association of Broadcasters, met with NAB President Edward Fritts and John Summers, NAB executive vice president and general manager, to report on the meeting in Panama of the IAAB over the weekend of June 18. The IAAB representative reportedly said the association members "share the U.S. concern regarding Cuban interference and will assist the NAB in persuading Cuba to negotiate technical standards." □

**Religious preference.** The law firm of Farrow, Schildhouse, Wilson & Rains has petitioned the FCC to amend its must-carry rules to eliminate the requirement for the mandatory carriage of religious TV stations. "The First Amendment mandate that government remain neutral with respect to religion requires that the commission not compel carriage of religious television stations," the firm said.

## Parker calls for broader participation in communications

**Retiring head of UCC's Office of Communication says media ownership is too concentrated; stresses need to promote Judeo-Christian principles**

Dr. Everett C. Parker, of the United Church of Christ and one of the prime movers in the citizen movement in broadcasting, last week delivered a speech indicating the religious wellsprings of his activities as director of the church's Office of Communication. In the process, he called the present "a time of revolution" in methods of communication—and made it clear he is dissatisfied with the way in which the revolution is progressing.

Parker, who was addressing the United Church of Christ's General Synod, in Pittsburgh, said the "all-pervasive" electronic media portray a view of life that is a contradiction of the Judeo-Christian concept of existence, and he called for a crusade to keep cable television, satellites, broadcasting and computer-stored information open to all.

Parker said the media, including newspapers, are under the control of a small number of "integrated conglomerates" that own the systems and the content. Indeed, he said, a national and an international concentration of the media "dominate the market for information and . . . may, in time, monopolize it."

To Parker, the present is "a time of revolution," in which "changes in the way we communicate are the overarching revolutionary force" that is reordering economic and social systems. But he was critical of the manner in which that revolution is progressing. He said it "tends to foster marketplace values over ethical values and to exploit consumers to yield the highest possible profits."

Then he said: "Content often deliberately aims to narrow the scope of human thought and imagination and to foster conformity," the reverse of Judeo-Christian objectives. "The communications revolution thus poses a major challenge to the revolutionary thrust of Christian missions."

The Bible, Parker said, prescribes "the revolutionary quality of mission." And "God's mission is to broaden human horizons, to redeem all women and men from their enemies of sin and meaninglessness and death." In times like the present, he said, "the mission must increasingly be on the side of the revolutionaries—those who are sincerely trying to better themselves and their societies."

Parker, who established the Office of Communication in 1954, has used it as a base for the revolution he has led in communications. It was that fight that resulted in citizen groups acquiring standing in court to oppose the renewals of broadcast licenses. The office, he said, is now recognized as "an effective counterforce to monopoly control of electronic communication by the industry's big corporations."

Parker has announced his retirement from the office, effective Aug. 31. □



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## CBS-BMI in court fracas

Broadcast Music Inc. filed a copyright infringement suit against CBS last week, seeking \$550,000 in damages for BMI music played on CBS-owned television stations without a BMI license.

The suit was the latest episode in court bickering between CBS and the music-licensing firm over the question of the five owned stations' BMI licenses. It was filed in U.S. district court in New York last Tuesday.

The filing came four days after a New York State Supreme Court judge denied a CBS bid for a preliminary injunction blocking BMI's termination of the stations' licenses (BROADCASTING, May 23, et seq.). With his denial entered late Friday (July 1), Judge Alfred M. Ascione also vacated a temporary restraining order that had been issued pending his decision on the bid for a preliminary injunction. That night (July 1), an appellate court judge denied CBS's application for an interim stay of Judge Ascione's order.

In an affidavit accompanying the BMI complaint, BMI President Edward M. Cramer charged that CBS and its lawyers are

"aware that the CBS stations are continuing, day after day, to perform musical compositions in the BMI repertory. They have been informed by BMI and its counsel that BMI regards these performances as willful infringements, but CBS has not ceased to air these infringing performances.

"CBS has admitted that it is presently performing musical compositions in the BMI repertory by and through the CBS [owned] stations (and that it intends to continue doing so) by offering to pay BMI an amount which CBS apparently deems an appropriate license fee. BMI does not agree that the offered amount is adequate compensation and for that reason, among others, has not given the CBS stations new licenses."

Cramer did not specify what fee CBS had offered, or what fee BMI considers adequate. Earlier BMI filings, however, indicated that CBS proposed to pay \$1.3 million through next January; that BMI proposed \$2.5 million, and that they later agreed to a deal providing for CBS to pay either \$1.85 million under one set of conditions or \$2 million under another set.

BMI claims CBS "reneged" on this deal; CBS claims that negotiations to implement it "revealed such a serious misunderstanding" that BMI broke off rather than continue to

negotiate. That's when CBS went to court in an effort to block BMI's termination of its licenses.

BMI claims it terminated them as of May 17, by giving required notice. CBS claim: its BMI licenses are still valid; that they've been in effect on a month-to-month basis since December 1978 and contain a "most favored nations" clause entitling CBS stations to any better deal than any other station: get.

CBS contends it is thus entitled to the better deal that nonnetwork-owned stations obtained, at least temporarily, in the all-industry TV committee's suit against ASCAP and BMI. In that case, the nonnetwork-owned stations were granted approximately 25% reduction from 1982 fee levels while ASCAP and BMI appeal the decision.

The BMI complaint charges 11 specific copyright infringements by CBS stations and asks for at least \$50,000 for each. It also asks that the CBS stations be permanently enjoined from infringing BMI copyrights "in any manner."

The licenses at issue are those involving music in the stations' nonnetwork programming. CBS's license to use BMI music in network programming is not involved.

In early June, BMI filed a similar infringement suit against NBC-owned TV stations ("In Brief," June 6). The suit was withdrawn 10 days later when NBC and BMI came to terms on new licenses for the stations shortly before court arguments in the case were scheduled to begin ("In Brief," June 13). Earlier, BMI and ABC negotiated new licenses for the ABC-owned TV stations without a side trip to the courts. □

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7/11/83

## ASTA: birth of new association

**Advertiser Syndicated Television Association formed as result of increasingly competitive nature of advertiser-supported syndication; 15 distributors sign up as initial members**

Yet another association has been spawned the Advertiser Syndicated Television Association (ASTA), comprising 15 major distributors of TV programs, which will promote advertiser-supported syndication.

Robert L. Turner, president of Lexington Broadcast Services and interim chairman of ASTA, said the organization has three purposes: to promote the benefits of advertiser-supported syndication as a national medium to media planners, buyers and advertising executives; to create a common voice to implement new, improved and/or alternative means of effective audience research and to seek the establishment of uniform trading practices with regard to station and advertiser contracts, invoice and billing procedures.



dures, affidavit and pre-emption policies.

Turner said that in 1982 barter syndication reached a level of \$300 million in sales and is expected to climb to the \$500 million mark in the 1983-84 season. He added that "we feel that as we become increasingly competitive with the networks, we must make ourselves better understood and available to the advertising community, particularly in the areas of research and trade practices."

Member companies of ASTA now include Lexington Broadcast Services, Group W, MGM/UA, Metromedia Producers Corp., Gaylord Program Services, Multimedia Program Production, Paramount Television Dis-

tribution, Syndicast, Telepictures Corp., Viacom, 20th Century-Fox Television, Lormar TV Distribution, SFM Entertainment, Tribune Productions and Television Program Enterprises.

"ASTA is open to any company involved in the sale of syndicated programing to advertisers," Turner said. "We are currently in the process of soliciting members and of nominating officers to be elected to the board. We are also in conversation with the Television Bureau of Advertising to explore ways in which ASTA can work within the framework of TVB to achieve its goals of promoting the expanded use of the advertiser syndicated television medium." □

Marshall & Co.

□ Other proposed station sales include: WYBE(AM) Calera, Ala.; WMPV(TV) [CP] Mobile, Ala.; WDOV(AM)-WDSO(FM) Dover, Del. (BROADCASTING, July 4); WGGA(AM) Gainesville, Ga. (BROADCASTING, July 4); WSTL(AM) Eminence, Ky.; WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, July 4); WKZE-AM-FM Orleans, Mass. (BROADCASTING, July 4); WXIX-TV Cincinnati (BROADCASTING, Aug. 30, 1982); KISD(AM) Phoenix (Medford), Ore. (BROADCASTING, May 30); WKAQ-TV San Juan, P.R. (BROADCASTING, April 25); KNBN-TV Dallas (BROADCASTING, May 9), and WLCX(AM)-WLXR(FM) La Crosse, Wis. (BROADCASTING, June 27).

## Changing Hands

PROPOSED

**KGO-FM San Francisco** □ Sold by American Broadcasting Co. to Davis/Fowler/Weaver Broadcasting for about \$5.5 million ("In Brief," June 27, July 4). **Seller**, based in New York, is publicly traded owner of television networks, six AM's, seven FM's, five TV's and other major interests. **Buyer**, based in San Jose, Calif., is owned by Philip C. Davis, David Fowler and Bill Weaver. It also owns KARM(AM)-KFIG(FM) Fresno, KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, all California. KGO-FM is on 103.7 mhz with 7.8 kw and antenna 1,468 feet above average terrain. *Broker: Blackburn & Co.*

**WIIN(AM)-WFPG(FM) Atlantic City, N.J.** □ Sold by Eastern Broadcasting Co. to Atlantic County Radio Inc. for \$2.5 million. **Seller** is headed by Dan Diener, president. It has no other broadcast interests. **Buyer** is headed by Allan W. Roberts, president. It owns WWHN(AM)-WUPE(FM) Pittsfield, Mass. WIIN is on 1450 khz with 1 kw day and 250 w night. WFPG is on 96.9 mhz with 50 kw and antenna 300 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**WACZ(AM) Bangor, Me.** □ Sold by Acton Communications of Maine Inc. to The Zone Corp. for \$575,000. **Seller** is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. **Buyer** is owned by Stephen E. King, president, who is author, based in Bangor. He has no other broadcast interests. WACZ is on 620 khz with 5 kw full time.

**WKEI(AM)-WJRE(FM) Kewanee, Ill.** □ Sold by Kewanee Broadcasting Co. to Glenn R. Olson for \$562,000. **Seller** is owned by Joseph E. McNaughton (63.7%) and George Walker (36.3%). McNaughton has interest in WCRA(AM)-WCRC(FM) Effingham, Ill., WRMN(AM)-WJKL(FM) Elgin, Ill., and, with Walker, in WBEV(AM)-WXRO(FM) Beaver Dam, Wis. **Buyer** is owned by Glen R. Olson, who has majority interests in KQWC-AM-FM Webster City, Iowa; KDOM-AM-FM Windom, Minn., and KSIB(AM)-KITR(FM) Creston, Iowa. WKEI is on 1450 khz with 500 w day and 250 w night. WJRE is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

**WDSR(AM)-WNFQ(FM) Lake City, Fla.** □ Sold by Lake City Broadcasting Co. Inc. to Holder Media Inc. for \$400,000. **Seller** is headed by Edwin L. Bouchelle Jr., president, who

has no other broadcast interests. **Buyer** is owned by Hugh E. Holder, president, who is former principal owner of WQPD(AM) Lakeland, Fla. He has no other broadcast interests. WDSR is on 1340 khz with 1 kw day and 250 w night. WNFQ is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WRNZ(FM) Wrens, Ga.** □ Sold by Frank L. Ayers to ComCast Inc. for \$311,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Richard B. Armfield (88%). He is former vice president and general manager of WNCT-TV Greenville, N.C., and has no other broadcast interests. WRNZ is on 96.7 mhz with 1.05 kw and antenna 500 feet above average terrain. *Broker: R.A.*

**WIFI(FM) Philadelphia** □ Sold by GCC Communications Inc. to Beasley Broadcast Group for \$6 million. **Seller** is division of publicly-traded General Cinema Corp., major theater chain and soft-drink bottler. It also owns 80% of WHUE-AM-FM Boston. Other 20% is owned by Alexander M. Tanger, president of broadcast division. **Buyer** is Goldsboro, N.C.-based group owner of five AM's and six FM's principally owned by George Beasley. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (BROADCASTING, May 2). WIFI is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain.

**KKJY-FM Albuquerque, N.M., and KSET-AM-FM El Paso, Tex.** □ Sold by Broadcast Associates of New Mexico and Broadcast Associ-

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ates of Texas to Dunn Broadcasting Co. for \$3.75 million. Seller is owned by Steve Gold, Louis Weiner, Dick Seffman and Len Howard. Gold, Howard and Weiner are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas. Buyer is owned by John M. Dunn, an Evansville, Ind., investor, who has no other broadcast interests. KKJY-FM is on 100.3 mhz with 22.5 kw and antenna 4,110 feet above average terrain. KSET is on 1340 khz with 1 kw day and 250 w night. KSET-FM is on 94.7 mhz with 91 kw and antenna 740 feet above average terrain.

**KEPT(FM) Shreveport, La.** □ Sold by Good News Broadcasting to Triple J. Communications for \$1.85 million. Seller, based in Yukon, Okla., is owned by Gary L. Acker and

W.E. Moore (50% each). Acker also owns KWAS(AM) Amarillo, KKOL(AM) El Paso and KPAS(AM) Fabens, all Texas; WROS(AM) Jacksonville, Fla.; KRIZ(FM) Roswell, N.M., and 50% of KLFJ(AM) Springfield, Mo. He is also applicant for new FM at Wichita Falls, Tex. Moore also has interest in WTNN(AM) Millington, Tenn. Buyer is owned by John N. Thomas, John R.L. Vaughan Jr., and Johnny L. Wooley (one-third each). They have oil and gas business at Longview, Tex., and no other broadcast interests. KEPT is on 96.5 mhz with 100 kw and antenna 275 feet above average terrain.

**WCOJ(AM) Coatesville, Pa.** □ Sold by Chester County Broadcasting Co. to Lenfest Chester Inc. for \$1.8 million. Seller is equal-

ly owned by William S. Halpern and Louis N. Seltzer, who also own cable TV system in Chester county, Pa. Buyer is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. WCOJ is on 1420 kw with 5 kw full time.

**KIKF(FM) Garden Grove, Calif.** □ Eighty percent sold by Ned Lewis Family Trust and others to Aries Communications Inc. for \$1.4 million. Seller is Ned Lewis, Victor K. Hardin, Jack W. Flammer (24% each) and Richard W. Gay (8%). They have no other broadcast interests. Buyer is owned by Arthur Astor, president and owner of other 20% of station's stock. Astor is among applicants for facilities of RKO General's KHJ(AM)-KRTH(FM) Los Angeles. He promises to divest himself of KIKF if he were to win KHJ(AM)-KRTH(FM) contest. He has also bought, subject to FCC approval, KTIM-AM FM San Rafael, Calif. KIKF is on 94.3 mhz with 3 kw and antenna 245 feet above average terrain.

**KTEZ(FM) Lubbock, Tex.** □ Sold by Southwest Records Suppliers Ltd. to Texas Lotu: Corp. for \$1.05 million. Seller is principally owned by T. Ray Moran, who also owns: KJAA(TV) Lubbock and KJTV(TV) Amarillo both Texas. Buyer is owned by Howard A. Kalmenson, president, who also owns: KTKT(AM)-KLPX(FM) Tucson, Ariz.; KOXR (AM) Oxnard, Calif.; KFSD-FM San Diego KWKW(AM) Pasadena, Calif.; WMDO(AM) Wheaton, Md.; KONE(AM)-KOZZ(AM) Reno KENO(AM)-KOMP(FM) Las Vegas, and KUKA (AM)-KVAR-FM San Antonio, Tex. KTEZ is on 101.1 mhz with 100 kw and antenna 750 feet above average terrain.

**WWCA(AM) Gary, Ind.** □ Sold by Lake Broadcasting Co. to Metro Communications Inc. for \$650,000. Seller is controlled by estate of Dee O. Coe. Buyer is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPCE(AM) Portsmouth and WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (BROADCASTING, May 2). WWCA is on 1270 khz with 1 kw full time.

**KYXS-AM-FM Mineral Wells, Tex.** □ Sold by Lawton Broadcasting Corp. to Jerry Snyder and Associates for \$550,000. Seller is owned by Lon H. Williams, who has no other broadcast interests. Buyer is owned by Jerry A. Snyder, president, and Charles W. Pyle (50% each). Snyder and Pyle also own KIKM-AM-FM Sherman and KTLK(AM)-KWIC(FM) Beaumont, both Texas. KYXS is 250 w daytimer on 1140 khz. KYXS-FM is on 95.9 mhz with 3 kw and antenna 295 feet above average terrain.

**WDZZ-FM Flint, Mich.** □ Seventy-nine percent sold by Flint Metro Mass Media Inc. to Vernon Merritt Jr., owner of other 21%, for \$500,000. Seller is owned by Martin L. Beard, Samuel B. Kimbrough and Warren E. Southall, who have no other broadcast interests. Buyer has no broadcast interests beyond 21% of WDZZ-FM. WDZZ-FM is on 92.7 mhz with 3 kw and antenna 254 feet above average terrain.

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June 29, 1983



## Shintron switcher

Broadcasters who have taken the plunge and purchased half-inch analog-component videocassette equipment—either the RCA/Matsushita M format or the Sony Betacam format—now have a compatible switcher that they can use for editing and post-production. Shown for the first time at the National Association of Broadcasters convention last April, the Shintron Model 390 simultaneously handles three separate component video signals, regardless of format, rather than a composite NTSC signal. The switcher has the standard array of transitional effects. Although the Model 390 has a special port for hooking up with Convergence editors, the unit can “communicate” with most other editors through a separate port. The Model 390 was developed in cooperation with WNEV-TV Boston, which has adopted the M format equipment. Priced at around \$15,000, the switcher is promised delivery next month.

## On station at last

After nearly three months of effort, technicians have finally succeeded in boosting NASA's \$100-million TDRS I satellite into geostationary orbit. The space shuttle Challenger deployed the satellite on April 4, but the rocket that was to take the satellite from Challenger's relatively low orbit to the geostationary orbit 22,236 miles above earth malfunctioned and the satellite began tumbling through space. Technicians were able to stabilize the spacecraft in an elliptical orbit with a perigee of 13,574 miles and an apogee of 21,970 miles. By using thimble-sized thrusters on the spacecraft, the technicians gradually circularized the orbit and nudged it up to the geostationary altitude. The last six-minute burn took place June 29.

TDRS I is the first of three birds that will make up NASA's Tracking and Data Relay Satellite System (TDRSS), which will allow NASA to stay in touch with orbiting space shuttles and with other unmanned satellites. According to a NASA spokesman, the 16 earth stations NASA now uses to track and communicate with the space shuttle are out of contact with the spacecraft 85% of the time. By contrast, the three-satellite TDRSS will be out of contact just 15% of the time, he said.

## All in the family

RCA Americom has awarded a contract in excess of \$120 million to RCA Astro-Electronics for three Ku-band satellites. Both companies as well as one of the satellites' expected beneficiaries, NBC-TV, are subsidiaries of RCA Corp. Each of the satellites will contain 24 40-watt transponders. The first will be launched in 1985; the second and third will be launched in 1987. Under terms of a tentative agreement, Comsat General will distribute programming for NBC-TV, first over Satellite Business Systems'

satellite system and later over the RCA Americom Ku-band system. Besides network program distribution, the new Ku-band system is adaptable for beaming video direct to homes and SMATV systems because of its relatively high power.

## Rally 'round the disk

Information on the burgeoning compact disk marketplace can be had from the Compact Disk Group, a month-old organization of some two dozen manufacturers of CD players and software. Among CDG's promotional activities is the publication of a quarterly pamphlet listing available CD titles. The premiere June issue contains more than 250 entries covering a range of musical tastes. According to a CDG press release, CDG members expect to have sold more than 100,000 players and have more than 1,000 titles on the market by next spring. CDG is based in New York; phone (212) 355-6947.

## Electronic publishers

Almost half of U.S. and Canadian daily newspapers are involved with one or more of the new communications technologies,

### Hardware pact

*Mead Data Central, which claims that it offers “the largest on-line, full-text database in the world,” has signed a complementary marketing agreement with IBM Corp. whereby MDC's database will be available to subscribers using IBM hardware. Until now it has been available only on terminals manufactured by MDC for its LEXIS and NEXIS services.*

*The MDC database is described as providing more than 40 million pages, updated daily with news reports from the New York Times, Washington Post, AP, UPI, Newsweek and scores of other publications. The NEXIS service (general news and business information) is said to be widely used by news people, among others. Other services in the MDC database include LEXIS (legal research) and LEXPAT (information on patents).*

*Under the IBM agreement, the MDC database will be available initially on the IBM personal computer, the IBM displaywriter and the IBM 3101 terminal. MDC said marketing will begin Sept. 1 and that the IBM hardware should be capable of gaining access to MDC's service nationwide in the fourth quarter of this year.*

according to a survey released by the Newspaper Advertising Bureau and the American Newspaper Publishers Association. Of the 1,067 dailies surveyed, 48% said they are considering, planning or participating in the new media. According to the survey, 33% of the newspapers were involved in cable; 24% in low-power television; 12% in teletext, and 12% in videotext.

## Beware of buzz

The FCC's Office of Science and Technology has released a paper that suggests broadcasting teletext during the vertical blanking interval of regular programming may cause buzzing in the sound of the programming in some receivers. FCC investigated the phenomena after receiving complaints of buzzing on WETA-TV Washington during the broadcast of its experimental teletext service. According to the FCC report—the buzzing can be traced to deficient transmitters. High incidental carrier phase modulation, it said, apparently exacerbates the buzz problem in receivers that employ inter-carrier detectors.

## Deregulate me, not him

Although the National Association of Broadcasters supports the FCC proposal to deregulate the licensing of broadcast engineers it has told the FCC to retain the license requirements for private radio engineers “While we support the continued reliance on marketplace forces to assure [broadcasters' compliance with the commission's technical rules. . . . the commission should consider the fact that marketplace forces do not always provide a similar incentive for compliance in every service,” the NAB said. “In deed, in certain private radio services, marketplace forces may militate against compliance with the commission's technical standards. To abandon licensing requirements in these services is an invitation for the unqualified—and unscrupulous—to profit by providing inept and unlawful equipment and adjustments for persons who cannot be reasonably expected to know whether the adjustments are lawful or unlawful.”

## Japanese connection

A consortium of Japanese broadcasters, led by the Japanese Broadcasting Corp. (NHK) has leased a full-time television channel on an Intelsat satellite over the Pacific Ocean under terms of an agreement between NHK and the Comsat World Systems Division, the U.S. partner in Intelsat, the Japanese broadcasters will be able to beam television signals between Japan and a Comsat earth station 30 miles northwest of Los Angeles for two years beginning in April 1984. In addition to NHK, the consortium comprises Nippon Television Network Corp.; Tokyo Broadcasting System Inc.; Fuji Telecastin



## Closed-circuit religion

Netcom Enterprises, Burbank, Calif., will patch together the satellite/terrestrial microwave network for the Christian Broadcasting Network's, live, nationwide closed-circuit telecast this Saturday (July 16) from CBN headquarters in Norfolk, Va. In addition to securing satellite time for the two-hour (8-10 p.m. NYT) fund raiser, Netcom will set up around 200 transportable downlinks at hotels, auditoriums and convention centers across the country to receive the satellite feed and arrange for at least 27 other sites to receive the show via terrestrial microwave. CBN expects to reach 250,000 people over the ad hoc network. Netcom is actually working for Victory Communications International, the Phoenix fund-raising firm that is producing the telecast. Momentum Enterprises, New York, will provide monitors or projection television systems at the various sites.

## Jerrold's \$3.7-million deal

The Jerrold Division of General Instrument Corp. announced that it has sold \$3.7-million worth of Starcom 450 addressable converters and remote-control units to Cable TV of Puget Sound. According to the Hatboro, Pa.-based manufacturer, the 66-channel equipment will be installed in systems serving Pierce county and Tacoma, both Washington. The systems are expected to pass 140,000 homes and serve 100,000 of them within five years, Jerrold said.

## Look out AM stereo

When the FCC two weeks ago dismissed its proposed rulemaking on standards for FM quadrasonic broadcasting, it did not dismiss the new service. According to an order released last Wednesday, the rulemaking simply became moot when the FCC adopted new rules for subsidiary communications authorization (SCA). The new SCA rules, the order said, permit FM stations to broadcast quadrasonic sound using the systems proposed in the rulemaking (RCA or Quadracast Systems) or any other quadrasonic system compatible with existing mono and stereo radios.

## Aeronautical fine

The FCC has fined Cablevision of Chicago \$15,000 for unauthorized use of aeronautical frequencies. In a press release, the FCC said Cablevision knew that use of the conflicting frequencies was in violation of commission rules, but continued to use them for more than two years, presenting potential danger to the public.

## Three-in-one

Broadcasters and cable operators are looking for just the right mix of computer hardware and software to improve efficiency and keep down operating costs. Set to address this demand is Magnicom Systems, a partnership of Control Data Corp. (60%) and ADR/CADRE Inc. (40%) formed earlier this

year. Control Data Corp. is a large (it employs 56,000 people) Minneapolis-based computer services and systems company. ADR/CADRE is a joint venture of Storer Communications (51%), a group television broadcaster and MSO, and Applied Data Resources (49%), a Princeton, N.J., software supplier. (Under terms of the partnership, Magicom absorbed Control Data's Station Business Systems.)

For the broadcaster, Magnicom has the BAT System, which handles order entry, program format and break scheduling, invoicing and accounts receivable. The system also produces reports for station managers. For the cable operator, Magnicom introduced at the National Cable Television Association convention last month the MARC/10 management system, an enhanced version of the Station Business Systems' Subscriber Business System 2000. In

its basic configuration, MARC/10 tracks order entry, work orders, accounts receivable and billing and monitors such day-to-day transactions as installation, disconnects and service upgrades and downgrades. Four "software modules" assist the cable operator with service calls, dunning and collecting, converter inventory and implementing addressability. Like the BAT System, MARC/10 churns out reports for analysis by executives.

## Tube transfer

RCA Corp. is reported to be negotiating with the Japanese Mitsubishi Electric Corp. to sell its Midland, Ont., picture tube manufacturing facility. RCA would not comment on reports that Mitsubishi offered about \$24 million for the plant. The operation, which once employed 570 people, was closed by RCA last Dec. 31.

Adams Communications Corporation

has acquired

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St. Louis, Missouri

from

King Broadcasting Co.

and

KEZK-FM

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# Stock Index

Exchange and Company	Closing Wed. Jul 6	Closing Wed. Jun 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	62 1/4	62 7/8	- 5/8	- .99	12	1,805
N Capital Cities	148 3/4	151 1/4	-2 1/2	- 1.65	20	1,961
N CBS	65 7/8	67	-1 1/8	- 1.67	9	1,953
N Cox	50 1/4	52	-1 3/4	- 3.36	19	1,424
A Gross Telecasting	59	55 1/2	+3 1/2	+ 6.30	14	47
O LIN	22 3/8	23 1/2	-1 1/8	- 4.78	12	464
N Metromedia	550	545	+5	+ .91	38	1,538
N Outlet Co.	40 1/2	40 1/8	+ 3/8	+ .93	16	164
O Scripps-Howard	26 1/4	25 1/4	+1	+ 3.96	15	271
N Storer	32 7/8	30 1/8	+2 3/4	+ 9.12	0	539
O SunGroup Inc.	4 3/4	4 3/4			0	3
N Taft	46 1/4	47 3/4	-1 1/2	- 3.14	11	421
O United Television	12 7/8	12 7/8			16	152

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	29 1/4	27	+2 1/4	+ 8.33	29	176
A Affiliated Pubs.	43 1/8	41 7/8	+1 1/4	+ 2.98	21	337
N American Family	21 5/8	22	- 3/8	- 1.70	14	293
O Associated Commun.	31	30 1/2	+ 1/2	+ 1.63	0	74
O A.H. Belo	44	44 5/8	- 5/8	- 1.40	16	412
N John Blair***	38 3/8	33 1/4	+5 1/8	+15.41	9	151
N Chris-Craft	22 3/4	24	-1 1/4	- 5.20	24	140
N Cowles	18	18			19	71
N Fairchild Ind.	21 5/8	21 1/2	+ 1/8	+ .58	14	284
N Gannett Co.	68	69 1/2	-1 1/2	- 2.15	20	3,623
N General Tire	32 5/8	32 5/8			32	784
O Gray Commun.	46	46 1/2	- 1/2	- 1.07	14	22
N Gulf United	26 3/4	26 3/8	+ 3/8	+ 1.42	8	750
N Harte-Hanks	51 3/4	52 5/8	- 7/8	- 1.66	18	515
N Insilco Corp.	24 3/4	24 3/4			22	395
N Jefferson-Pilot	35 1/4	34 1/4	+1	+ 2.91	8	756
O Josephson Intl.	18 1/4	17 1/2	+ 3/4	+ 4.28	13	88
N Knight-Ridder	58	59 1/4	-1 1/4	- 2.10	15	1,892
N Lee Enterprises	23 1/8	23	+ 1/8	+ .54	16	315
N Liberty	20	20			15	196
N McGraw-Hill	48	49 1/2	-1 1/2	- 3.03	21	2,393
A Media General	61	62 3/4	-1 3/4	- 2.78	11	424
N Meredith	120	119 3/4	+ 1/4	+ .20	13	375
O Multimedia	38 3/4	37 3/4	+1	+ 2.64	20	610
A New York Times Co.	79	80	-1	- 1.25	18	1,021
A Post Corp.	43 3/8	43 1/4	+ 1/8	+ .28	20	79
N Rollins	15 1/4	15 1/2	- 1/4	- 1.61	15	396
N Schering-Plough	47 1/4	45 1/8	+2 1/8	+ 4.70	13	2,515
N Signal Cos.	36 7/8	35 3/4	+1 1/8	+ 3.14	25	3,928
O Stauffer Commun.*	43	43			11	43
A Tech Operations	36 1/8	36 1/4	- 1/8	- .34	23	30
N Times Mirror Co.	78 1/8	76	+2 1/8	+ 2.79	16	2,671
O Turner Bcstg.	21	19 1/2	+1 1/2	+ 7.69	140	428
A Washington Post	64 1/2	67	-2 1/2	- 3.73	17	912
A Wometco	36 3/4	35 1/4	+1 1/2	+ 4.25	18	638

<b>CABLE</b>						
A Acton Corp.	11	10 7/8	+ 1/8	+ 1.14	55	56
N American Express	69 7/8	69 3/8	+ 1/2	+ .72	15	8,896
N Anixter Brothers****	24 1/8	23 5/8	+ 1/2	+ 2.11	24	345
O Burnup & Sims	8 7/8	9 1/4	- 3/8	- 4.05	0	78
O Comcast	25 1/4	23 3/4	+1 1/2	+ 6.31	26	195
N General Instrument	56	56 3/4	- 3/4	- 1.32	16	1,738
N Heritage Commun.	14 3/4	14 1/2	+ 1/4	+ 1.72	24	109
O Rogers Cablesystems	10 5/8	10 1/2	+ 1/8	+ 1.19	0	234
O TCA Cable TV****	13 1/4	13	+ 1/4	+ 1.92	27	83
O Tele-Communications	39 5/8	35	+4 5/8	+13.21	50	835
N Time Inc.	72 1/8	73	- 7/8	- 1.19	20	4,094
O Tocom	10 1/8	10 1/2	- 3/8	- 3.57	0	70
N United Cable TV	23 1/2	22 3/4	+ 3/4	+ 3.29	147	259
N Viacom	37 1/4	36	+1 1/4	+ 3.47	19	431

Exchange and Company	Closing Wed. Jul 6	Closing Wed. Jun 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Barris Indus.	8	6 3/4	+1 1/4	+18.51	89	4.
N Coca-Cola	48 3/8	50 3/8	-2	- 3.97	11	6,571
N Disney	67	67			18	2,301
N Dow Jones & Co.	53 1/4	51 5/8	+1 5/8	+ 3.14	36	3,391
O Four Star	14 1/2	13 3/8	+1 1/8	+ 8.41	15	11
N Getty Oil Corp.	70 1/2	69 5/8	+ 7/8	+ 1.25	9	5,571
N Gulf + Western	28 1/8	27 3/4	+ 3/8	+ 1.35	11	2,161
O Lorimar	22 3/4	23 1/2	- 3/4	- 3.19	14	111
N MCA	38 5/8	39 1/4	- 5/8	- 1.59	10	1,851
N MGM/UA	16 3/4	17	- 1/4	- 1.47	13	491
N Orion	23 7/8	22 1/2	+1 3/8	+ 6.11	33	211
O Reeves Commun.	20 3/4	21 3/4	-1	- 4.59	11	251
O Telepictures	22	21	+1	+ 4.76	29	121
O Video Corp. of Amer.	11 1/4	10 7/8	+ 3/8	+ 3.44	0	11
N Warner	27 1/2	27 1/2			11	1,751
A Wrather	33 1/2	32 1/2	+1	+ 3.07	0	71

<b>SERVICE</b>						
O BBDO Inc.	42	44 3/4	-2 3/4	- 6.14	16	244
O Compact Video	9	8 1/8	+ 7/8	+10.76	0	21
N Comsat	44 3/4	41 1/2	+3 1/4	+ 7.83	7	801
O Doyle Dane Bernbach	27 1/4	27 1/4			20	151
N Foote Cone & Belding	50 1/2	50 1/4	+ 1/4	+ .49	14	141
O Grey Advertising	105	104	+1	+ .96	9	62
N Interpublic Group	55	55 5/8	- 5/8	- 1.12	14	251
N JWT Group	34 1/2	34	+ 1/2	+ 1.47	133	181
O MCI Communications	49 5/8	48 7/8	+ 3/4	+ 1.53	20	5,781
A Movielab	7	6	+1	+16.66	0	11
O A.C. Nielsen	37 3/4	37 1/2	+ 1/4	+ .66	19	841
O Ogilvy & Mather	59 1/2	58 3/4	+ 3/4	+ 1.26	17	251
O Telemation	7 1/4	6 1/2	+ 3/4	+1.53	10	8
O TPC Communications	2 1/4	2 1/4			0	2
A Unitel Video	11 1/4	10 5/8	+ 5/8	+ 5.88	16	21
N Western Union	46	46			12	1,101

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	40 1/4	36 1/2	+3 3/4	+10.27	0	79
N Arvin Industries	25 1/4	25 5/8	- 3/8	- 1.46	10	177
O C-Cor Electronics	19 1/2	20	- 1/2	- 2.50	16	69
O Cable TV Industries	7	7			47	21
A Cetec	11	10 3/8	+ 5/8	+ 6.02	27	24
O Chyron	28 1/4	25 3/4	+2 1/2	+ 9.70	30	115
A Cohu	9 1/8	9 3/8	- 1/4	- 2.66	26	16
N Conrac	22 1/8	22 3/4	- 5/8	- 2.74	15	129
N Eastman Kodak	73 1/4	72 1/2	+ 3/4	+ 1.03	12	12,138
O Elec Missile & Comm.	12 1/2	13 1/4	- 3/4	- 5.66	0	36
N General Electric	53 1/2	53 3/4	- 1/4	- .46	12	24,378
N Harris Corp.	46 1/2	44 1/8	+2 3/8	+ 5.38	28	1,464
N M/A Com. Inc.	34 1/4	31 1/8	+3 1/8	+10.04	36	1,466
O Microdyne	16 5/8	15 1/2	+1 1/8	+ 7.25	40	78
N 3M	85 1/8	84 5/8	+ 1/2	+ .59	14	10,035
N Motorola	134	134 1/2	- 1/2	- .37	24	5,321
N N. American Philips	62 7/8	63 7/8	-1	- 1.56	12	871
N Oak Industries	10 3/4	10 1/8	+ 5/8	+ 6.17	0	176
A Orrox Corp.	5 3/4	5 1/2	+ 1/4	+ 4.54	0	13
N RCA	28 3/4	29	- 1/4	- .86	14	2,344
N Rockwell Intl.	32 3/4	31 7/8	+ 7/8	+ 2.74	14	5,038
A RSC Industries	6 1/2	6 3/4	- 1/4	- 3.70	65	21
N Scientific-Atlanta	20 3/4	20 7/8	- 1/8	- .59	0	490
N Sony Corp.	14 1/4	14	+ 1/4	+ 1.78	26	3,288
N Tektronix	79	81 3/8	-2 3/8	- 2.91	32	1,503
O Telemet-Geotel	3 1/2	3 3/8	+ 1/8	+ 3.70	27	11
A Varian	23 1/8	22 3/4	+ 3/8	+ 1.64	28	140
N Vixen Associates	60 3/4	59	+1 3/4	+ 2.96	35	1,273
N Westinghouse	49 1/4	49 1/2	- 1/4	- .50	9	4,316
N Zenith	26 1/4	25 7/8	+ 3/8	+ 1.44	18	497

Standard & Poor's 400 Industrial Average 190.36 188.23 + 2.13 + 1.13

Notes: A-American, N-N.Y., O-Over the counter (some of bid prices by Shearson/American Express, Washington). P/E: estimated new year earnings as published by Standard & Poor's, otherwise figures for last 12 reporting months used (0 is deficit). Earnings figures exclusive of extraordinary gain or loss whenever possible. Footnotes: \* Stock did not trade on day of record, price shown is last traded price. \*\*\* Continued diversification with purchase of 8% interest in Advo-Systems, Inc., coun-

try's largest direct mail processing company. Option to acquire rest of company at later date. Arrivals: \*\*\*\* Based in Skokie, Ill., Anixter is manufacturer and distributor of telephone, cable communications and electrical equipment. Company officials estimate 40% of revenues are from cable. For twelve months ending April 30, income of \$11.5 million on sales of \$530 million (unaudited) \*\*\*\*\* Based in Tyler, Tex., company is 25th largest MSO and also manages subscribers of affiliated companies.



# TELECASTINGS

## Claim jumper?

Giving another competitor the requisite shot, the FCC's Mass Media Bureau has designated the renewal of WSNS-TV (ch. 44) Chicago for comparative hearing with the mutually exclusive application of Monroe Communications Corp.

The licensee of WSNS-TV is a joint venture comprising Harriscope of Chicago Inc., Es-saness Theatres Corp. and National Subscription Television of Chicago Inc., which are doing business under the name of Video 44.

An attorney for the licensee said WSNS-TV isn't vulnerable. A spokesman for the challenger declined to reveal why that company's application should be preferred. Nonetheless, he did note that Monroe was applying to offer a "free" TV service. As such, the commission could be asked to confront the public interest pros and cons of free versus pay TV.

President and 36% owner of Monroe is Robert L. Haag. Howard N. Gilbert, vice president, owns 15%; Arthur R. Velasquez, another vice president, owns 10%; Wayne J. Fickinger, yet another vice president, owns another 10%. The rest of the company is owned by six others. Haag is stockholder of Sharon Broadcasting Inc., licensee of WGXY(AM) Charlotte, Mich. Sharon also owns Donna Broadcasting Co., licensee of WGYR(AM) Wyoming, Mich. Haag is also a stockholder of Fine Arts Broadcasting Co., licensee of WGLY(FM) Goulds, Fla. Gilbert has interests in those same stations. Fickinger owns less than a 1% limited partnership interest in Cablevision Systems Development Co., which is the franchisee of cable systems in Evanston and Oak Park, both Illinois. Velasquez is a stockholder of CID Broadcasting Inc., an applicant for a new AM station in Chicago.

## New markets

Oak Media's ON TV pay television programming service has become available in three new markets this week through multipoint distribution systems operated by Graphic Scanning Corp. in Dallas-Fort Worth, Houston and Sacramento, Calif. The MDS operator is marketing the Oak programming schedule, delivered via satellite, to about 50,000 subscribers in the three communities. In Dallas-Fort Worth, former subscribers on the ON TV over-the-air service terminated last May by Oak, are being given the chance to convert to Graphic's system free of charge.

Another satellite-delivered pay service, SelecTV, announced the signing of new MDS systems in Colorado Springs, Portland, Me., and Springfield, Mo. SelecTV has added 10 new SMATV systems to its roster, bringing the total of SMATV operators

served by the Los Angeles-based programer to 36.

Both pay TV services recently began aggressive marketing to MDS, and SMATV and LPTV operators. The services, which are 24 hours, continue to program STV stations as well.

## Second suit

A suit seeking \$8 million in damages has been filed in U.S. District Court in Portland, Ore., against the managing partners of a local subscription television service. The action, the second separate suit by investors in a pay TV decoder-leasing company, was brought against Arnold Brustin and Christopher Desmond, managers of Vision STV Leasing, a limited partnership set up to lease decoders to customers of Willamette Subscription Television Ltd., in which the pair are also partners. The investors claim there is "an insubstantial market for STV in the Portland area," that many decoders were lost or inoperable, and that the STV firm would not lease sufficient numbers of de-

coders to make the venture profitable. The earlier suit claims Willamette misrepresented the viability and risk involved in the STV service.

## 'Fame' update

MGM/UA Television Distribution President Larry Gershman told members of the New York press that his company had cleared 72% of the country for *Fame*, which it agreed to syndicate after NBC dropped the two-season-old series from its 1983 fall schedule. Gershman said *Fame* will appear on Metro-media's seven TV stations plus over 70 other stations. Gershman added that 45% of the stations that have signed up are network affiliates, including 22 NBC, 11 ABC and three CBS. Between 22 and 24 one-hour original episodes will be produced for the October premiere, Gershman said. The cost is over \$700,000 per hour, he indicated, with Lexington Broadcast Services committing "major financial support." In addition, MGM/UA will commit over \$1 million in promotion. Henry Siegel, chairman of Lexing-

# Broadcasting

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ton Broadcast Services said the 10 minutes of commercial inventory will be sold on a 50/50 barter split with rates "15% to 20%" lower than the networks. Gershman said MGM/UA is seeking Saturday or Sunday clearances at 7 p.m., with each station getting two plays. He predicted "there will be pre-emption" by the affiliates.

## Hut up

Prime time network viewing levels for the second quarter 1983 (March 21-June 26) are up slightly over those of the comparable quarter last year, according to ABC researchers, and the level of homes using television is also up. Household delivery for the three networks combined was 36,650,000 compared with 35,370,000 for the second quarter last year, an increase of 4%, while the three-network ratings average was up 1%, from 43 in the second quarter, 1982 to 44 this year. HUT levels this year (58.6) were up 3% over those of last year (56.7). In second-quarter averages, ABC is number one with an average 15.6 rating, followed by CBS (14.8) and NBC (13.6).

## New view

KLRT-TV Little Rock, Ark. (ch. 16) began on-air operations on June 26 from the downtown area. Its 1,260-foot tower and transmitting antenna are located at Shinall Mountain. The UHF station, the first independent in the market, is owned and operated by Little Rock Communications, a unit of MMT Sales. Bruce C. Mayer, vice president and general manager, said KLRT-TV "is looking into innovative viewer participation programming," including live talk shows using two-way telephone conversations with viewers.

## Slowdown

*M\*A\*S\*H*, the highest-rated off-network series in TV syndication, "appears to have reached its plateau," and is beginning to trend downward in average ratings, according to a report issued by Petry Television, New York, to its client stations. Edward G. Aiken, vice president, director of programming for Petry, said that between May 1982 and May 1983, *M\*A\*S\*H* ratings declined in

98 of the 203 Monday-Friday time periods (48%) in which it was carried. Since February 1983, it has declined in 119 (59%) time periods. Where previous scheduling in the time period was something other than *M\*A\*S\*H*, that show added to the audience delivery in 39 cases (19%) from May to May according to Aiken, but from February to May 1983, the show overachieved its predecessor program in only 19 (9%) instances. "Clearly, *M\*A\*S\*H* is still a good, solid product achieving good, solid numbers," said Aiken. "Still, a trend has emerged and it is a trend worth watching in the upcoming 1983-84 television season."

## 'Life' lineup

Andrews & Associates, New York, has lined up 32 television stations to carry the new half-hour *This Is Your Life* series in the fall. The stations include WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, KGTV(TV) San Diego, WSBK-TV Boston, KOA-TV Denver and KRON-TV San Francisco. Andrews also is packaging the best of the original *This Is Your Life* programs for syndication strip sales.

# Journalism

## TV stations band together to form LPN

Local Program Network, set to launch next month, will exchange news stories among eight stations and offer them via satellite to others as well

A new, satellite-delivered news service sponsored by a consortium of eight television stations will begin beaming 60 minutes of news to client stations by the end of next month. Called the Local Program Network, the consortium will take news features originally produced by the group of "core" stations for local broadcast and distribute them to television stations for insertion in their local newscasts or other locally produced programs ("In Brief," July 4).

LPN is designed to offer stations a "quality" supplement to the traditional sources of broadcast news, said LPN's project manager, Jim Hayden. Hayden, a producer at WCCO-TV Minneapolis—the station coordinating the project—said the service will focus on "hard news but not breaking news." LPN will be transmitted with two channels of audio whenever possible, he explained, so local stations can dub in their own voice-over if they wish.

Hayden said the impetus behind LPN came in part because "broadcasting is an industry that was once profitable but is now riddled with opportunities to lose money." He said "it doesn't make sense" for a station to spend \$5,000 on a reporter and crew to



produce a story that is limited to viewing in one market. Instead, Hayden proposed, a station could better support its news budget if its important stories—provided they were of more than local interest—were circulated to other markets via satellite for some compensation.

The core group of stations are: KING-TV Seattle; KSL-TV Salt Lake City; KRON-TV San Francisco; WAGA-TV Atlanta; WBTV(TV) Charlotte, N.C.; WDMV-TV Washington, and WCVB-TV Boston, in addition to WCCO-TV.

Hayden said LPN would also purchase

news stories from other stations as well. Launch money will be provided by the eight core stations with the possible addition of at least one more, and those stations will receive LPN at no charge. LPN's initial annual budget is expected to be near \$400,000, but Hayden said that does not include satellite uplink costs or time spent on the editing equipment. Consortium stations will fund LPN according to their ability, i.e., based on their market ranking. The cost of the launch, LPN said, "will soon be entirely offset by sales of the service to stations outside the core."

Hayden said the LPN could cost anywhere from \$10,000 to \$20,000 annually for a station below the top 100 markets and could run up to \$100,000 annually for a station in New York, Los Angeles or Chicago.

But Hayden didn't dwell on the financial aspects of the project. He views LPN more as a "clearinghouse" to match noteworthy newscasts produced by television stations to other television stations seeking a supplement for their local programming. The LPN feed will include hard news pieces along with local magazine-format stories with an entertainment bent. "We are a group of broadcasters getting together on our own,"

**Judgment call.** U.S. Information Agency Director Charles Wick, writing in the July 2 issue of *TV Guide*, chides American TV networks for ignoring what he calls "the slaughter in Southeast Asia" while continuing to spotlight U.S. involvements in Central America and elsewhere. Wick quotes a "leader" of Southeast Asia as saying "When the Soviets or any of the Communists commit atrocities, it seems normal, but when any of the free world does anything, then television and print media immediately take off on it that very day." Another head of state is quoted as saying that "After Watergate and Vietnam, you have a media monster out of control." Much of the article is concerned with conflict in Kampuchea, formerly called Cambodia. "Television's failure to cover this story is, thus, a tragedy for those... who might be helped by our concern," concluded Wick.



Hayden said in explaining what other television news services lacked. He described LPN's efforts as "guerilla networking."

In addition to the weekly 60-minute feed—which LPN hopes to expand to 70 and

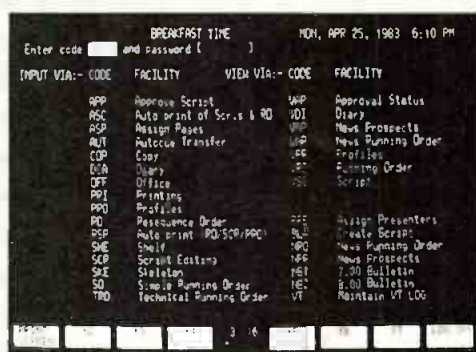
then 90 minutes—Hayden said plans are also being drawn up to develop a five-night strip as well as occasional documentary and investigative programs. As an example, Hayden said the consortium stations could pool

20 of their investigative reporters to work on an "investigative series" and then distribute the series through LPN. Hayden added that LPN is "in discussion phase" with major syndicators about distribution. □

**Second revolution.** The technological descendent of wire copy and the editor's pencil was on display in New York last week as the British Broadcasting Corp. demonstrated to the three major networks and noncommercial WNET(TV) the computerized newsroom system it developed for its new weekday morning show, *Breakfast Time*. The BBC system, with software designed by and for journalists, works in conjunction with a Hewlett-Packard model 3000 computer and model 2622A video terminal and keyboard and was developed to support the 24-hour editorial and production cycle of *Breakfast Time*. The BBC is now trying to market the system to newsrooms around the world. Except for a hard copy record, the BBC system has virtually eliminated paperwork in the electronic newsroom. In short, the video terminal and keyboard become the source, typewriter, storyboard and other tools of the journalist's and editor's trade. As many as 12 wire services can be interfaced into the system and displayed on the video terminal. The copy file alone can store three million bits of information.

The BBC system is also designed to handle administrative details like travel arrangements and profile backgrounds on the show's daily guests plus messages and instructions by the producers to the staff. Stories by on-camera personalities—called "presenters" in Great Britain—are read off a video teleprompter developed by Autocue Products Ltd., U.K. One of the advantages of the BBC system, a BBC producer said, is that stories developed on the video terminals can be fed directly into the Autocue without having to be rekeyed or typed. The BBC uses 80 terminals to serve its 104-member *Breakfast Time* staff. It plans to institute the system for its evening *Nationwide* and *Newsnight* newscasts within six months and have the entire BBC news operation on line by April 1984.

Tam Fry, special assistant for BBC current affairs programs, said the system has saved the *Breakfast Time* staff from hiring an additional 15 people and will pay for itself within three years. The price of a "standard" software program, he said, runs about \$75,000, but ultimately depends on the newsroom's specific needs. The Autocue teleprompter runs about \$15,000 and includes a reversible contract screen. The Hewlett-Packard terminal and keyboard cost about \$3,000 each. The BBC is marketing the system through Systemsolve, a U.K.-based computer system and software company and subsidiary of the Hunting Group.



Keeping track of the news (top) and writing a script.

The Hewlett-Packard terminal and keyboard cost about \$3,000 each. The BBC is marketing the system through Systemsolve, a U.K.-based computer system and software company and subsidiary of the Hunting Group.

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## Ratings Roundup

CBS-TV finished out front for the fourth consecutive week in the prime time ratings race, since the official end of the network season on April 17, has seen the lead go to CBS six times, ABC-TV three times and NBC-TV two times. For the week ending Sunday, July 3, CBS averaged a 12.6 rating/24.8 share, according to A.C. Nielsen's National Television Index, while ABC finished second and a full rating point behind (11.6/23.1) and NBC came in third (11.2/22).

CBS won Monday, Wednesday, Thursday and Sunday, while NBC took Tuesday and Friday and ABC, as it has for three consecutive weeks, came in first only on Saturday. CBS had 15 of the top 30 programs, NBC had nine and ABC had six.

The highest-rated original show was ABC's *20/20* (16.8/31), which outperformed CBS's *60 Minutes* (14/36) in rating, although not in share of audience. Behind it came CBS's new summer replacement news magazine, *On the Road with Charles Kuralt* (13.2/22), and *Our Times with Bill Moyers* (12.9/21). In its premiere two days earlier, as a special following *60 Minutes*, *On the Road* (16.1/34) maintained a rating as high as that of its lead-in (16.1/34) and finished the week's 10th highest-rated program. *Our Times* (13.8/26), although it failed to maintain all of its lead-in audiences from *On the Road*, finished the week's 25th highest rated show out of a total of 70.

ABC's *Monday Night Baseball* (11.2/20), featuring a contest between Baltimore and New York or Pittsburgh and St. Louis, had its best performance in three weeks of prime time broadcasts, up nearly two ratings points from its score the previous week (9.7/18) and the week before that (9.8/18).

### The First 20

1. <i>M*A*S*H</i>	CBS	20.0/34
2. <i>Cagney &amp; Lacey</i>	CBS	18.3/32
3. <i>Archie Bunker's Place</i>	CBS	17.9/30
4. <i>A Team (R)</i>	NBC	17.5/29
5. <i>Simon &amp; Simon</i>	CBS	17.2/31
6. <i>20/20</i>	ABC	16.8/31
7. <i>Magnum, P.I.</i>	CBS	16.2/33
8. <i>9 to 5</i>	ABC	15.8/26
9. <i>Love Boat</i>	ABC	15.7/33
10. <i>Hill Street Blues</i>	NBC	15.6/29
11. <i>Family Ties</i>	NBC	15.6/28
12. <i>Remington Steele</i>	NBC	15.4/26
13. <i>Cheers</i>	NBC	15.3/27
14. <i>Hart to Hart (R)</i>	ABC	15.2/27
15. <i>Charlie Brown Special</i>	CBS	14.9/28
16. <i>CBS Wednesday Night Movie—Homeward Bound</i>	CBS	14.5/26
17. <i>Facts of Life</i>	NBC	14.4/26
18. <i>Three's Company</i>	ABC	14.2/23
19. <i>60 Minutes</i>	CBS	14.0/36
20. <i>Private Benjamin</i>	CBS	13.6/25

### The Final Five

63. <i>Quincy, M.E.</i>	NBC	6.9/15
64. <i>Tom Swif/Linda Craig</i>	ABC	6.6/17
65. <i>Monitor</i>	NBC	6.0/13
66. <i>Seven Brides For Seven Brothers (R)</i>	CBS	5.7/14
67. <i>Voyagers (R)</i>	NBC	5.2/13

## NBC study turns NIMH study around 180 degrees

**Network says that contrary to other studies, no causal connection exists between violence on TV and in children**

NBC researchers have gone public with a study, reported earlier but in less detail, to show that the National Institute of Mental Health's controversial 1982 report was wrong in concluding that watching aggression on television leads to real-life aggression in children (BROADCASTING, May 10, 1982).

NBC called its study, said to have cost "at least" \$1.5 million to \$2 million, "the most extensive investigation of television into aggression that has appeared in scientific literature." And it found, the researchers said, "no evidence of a causal connection between television violence and the development of aggressive behavior patterns among children and adolescents."

Highlights of the NBC study, conducted among some 3,200 children and teen-agers of varied backgrounds in Minneapolis and Fort Worth from 1970 through 1973, have been made public before. A summary appeared in the NIMH report that, despite the disagreement of a number of researchers, reached the contrary conclusion. Last win-

ter, the study was published as a 505-page volume, "Television and Aggression: A Panel Study," by Academic Press.

Officials noted that the full report had been some 13 years in the making: three years of field work, six years of analysis and four years in writing the book. The authors had waited until last week to hold meetings with academics and the press, according to NBC, because this was the first time the authors and outside experts involved in it could be brought together.

The authors are three NBC research authorities and one outside academic consultant, Ronald C. Kessler, associate professor of sociology and faculty associate at the Institute for Social Research at the University of Michigan. The NBC experts are J. Ronald Milavsky, vice president for news and social research; Horst H. Stipp, director of social research, and William S. Rubens, research vice president.

As they summarized it, the study's "principal conclusion" is that it "did not find consistent significant effects of television upon the aggression among either elementary school boys or girls or teen-age boys... In other words, this study, using the most advanced methodology for detecting causation, found no causal connection between television violence and the development of aggressive behavior patterns among children or adolescents.

"Another important finding from the study is that the analyses identified a number of factors that appear to have a significant impact on aggression in childhood and adolescence. These have to do with the social

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contexts in which these young people live, such as family and peer pressures. This finding also indicates that the study results were produced by an analysis model that is able to detect meaningful effects, and could have detected comparable television effects had they been present."

The summary acknowledged that the TV programs used in the study were among those on the air in the early 1970's, but expressed belief that if the study were done again, using later or current programs, the results would be "very similar." For one thing, the researchers explained, the networks' broadcast standards departments are as strict now as they were then, if not stricter, and the number of action-adventure programs broadcast during children's viewing times has decreased by about one-third since 1971.

The study recognizes that its conclusions differ from some obtained in experimental research. But, it notes experiments "assess short-term arousal and imitative effects," not "long-term socialization effects in a real-life context, with which this study deals."

"However," the report continues, "our results are relevant for understanding the long-term implications of experimentally docu-

**Three-way pact.** A tentative three-year agreement between the Screen Actors Guild and American Federation of Television and Radio Artists and the Alliance of Motion Picture and Television Producers was reached July 1 by negotiators and is being presented to union members for ratification.

The proposed contract, reached after a marathon 36-hour bargaining session in Los Angeles, calls for a 21% increase in minimum salaries over the next three years and an increase in performance share of the home video market revenues from 4.5% to 6% of the distributor's gross. Other key elements of the package include: strengthened affirmative action language intended to provide "more comprehensive casting data and expedited access to discuss affirmative action with management," an extensive stunt and safety package that includes a joint union/management committee to define qualifications for doing stunt work and an increase in producer contributions to the SAG pension and welfare plan from 10% to 11%.

The agreement is expected to win membership approval, following consideration by joint SAG/AFTRA boards in Los Angeles, New York and Chicago this week. "It was a really tough, hard-nosed negotiation," said SAG President Ed Asner, "but we feel the deal we've achieved is one we can confidently recommend to the membership for approval."

AFTRA President William Hillman noted that the joint negotiations are part of merger efforts between the two unions and said "we have come closer to achieving parity between the contracts administered by the two unions in their shared jurisdiction. As a result, fees and conditions under which our members perform have not only improved, but are more nearly equalized."

mented short-term effects. If these short-term effects cumulated and generalized to day-to-day behavior, we would have found clear indications of this in our data. The fact

that we did not find evidence of this sort suggests that the short-term effects found experimentally do not lead to consistent patterns of aggression in the 'real world.' □

## For the Record

As compiled by BROADCASTING, June 27 through July 1, 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. \*—noncommercial.

### New Stations

#### AM applications

- Kenai, Alaska—Kenai Broadcasting Co. seeks 980 khz. 1 kw-D, 1 kw-N. Address: 3933 Geneva Place. Anchorage, Alaska 99504. Principals: Dorothy V. Rogers and John H. Lindauer (50% each). Lindauer also has interest in KLAM(AM). Cordova; KRXA(AM) Seward, and KVA-K(AM) Vladz all Alaska. Rogers has no other broadcast interests. Filed June 22.
- Portage, Ind.—Portage Broadcasting Co. seeks 750 khz. 2.5 kw-D. Address: 7222 Sager Road, Valparaiso, Ind. 46383. Principals: Leigh Ellis and wife. Nancy. Leigh Ellis has interest in WLJE(FM) and WAKE(AM) both Valparaiso. Filed June 27.
- Gretna, La.—Ms. America Broadcasting Inc. seeks 750 khz. .25 kw-D. Address: 7222 Sardonyx St., New Orleans 70124. Principals: Marguerite Ann Kern, president (49%), and Barbara Ann Young (51%). They have no other broadcast interests. Filed June 20.

#### FM applications

- Sanibel, Fla.—Sanibel Radio Ltd. seeks 104.9 mhz. 3

kw. HAAT: 300 ft. Address: 170 N.W. San Pueblo Ave., North Port, Fla. 33596. Principals: Esther H. Kays, Glen R. Thiessen (45% each) and Pearlyn Ionic Miller (10%). Thiessen is applicant for new FM at Sand Springs, Okla., and new TV at Charleston, S.C. Filed June 22.

- Santa Rosa Beach, Fla.—Carter & Carter seeks 102.3 mhz. 3 kw. HAAT: 300 ft. Address: Route 2, Box 78, Point Washington, Fla. 32454. Principals: Carol Renee Carter (35%); husband, Mark S. (15%); his mother, Lois A.E. Carter (35%) and his father Ernest R. Carter (15%). Mark Carter is employed at WEAR-TV Pensacola, Fla. Rest have no other broadcast interests. Filed June 27.

- Mason City, Iowa—Better Broadcasting Corp. seeks 93.5 mhz. 3 kw. HAAT: 162 ft. Address: 4211 N. Elizabeth, Pueblo, Colo. 81008. Principals: Joyce C. Erway, president (51%), and her husband, Guy S. (49%). Erways have interest in KAYK(FM) Pueblo. Filed June 27.

- Duluth, Minn.—The Snee and Associates Ltd. seeks 95.7 mhz. 100 kw. HAAT: 803 ft. Address: 4217 Gladstone, Duluth 55804. Principals: Duchossois Enterprises Inc. (95%), headed by Richard L. Duchossois, president and John R. Snee and his wife, Geraldine M. (2.5% each). Duchossois Enterprises owns KDAL(AM) Duluth and WASK-AM-FM Lafayette, Ind. John Snee is vice president of Duchossois Enterprises Inc., and Geraldine Snee has no other broadcast interests. Filed June 21.

- Thayer, Mo.—Thayer Community Radio seeks 98.5 mhz. 3 kw. HAAT: 300 ft. Address: 522 Walnut, Thayer 65791. Principals: Gary Edward Lack (80%); his wife, Emma Louise (10%), and Betty Ann Reeves (10%). They have no other broadcast interests. Filed June 22.

- Pulaski, N.Y.—Oswego-Jefferson Broadcasting Inc. seeks 101.7 mhz. 3 kw. HAAT: 89 ft. Address: 7890 North Jefferson St. Pulaski 13142. Principals: Stephen C. Sattler, president (50%) and James J. Foederer (50%) They have interest in WSCP(AM) Sandy Creek-Pulaski, N.Y. Filed June 27.

- Big Lake, Tex.—Dithor Broadcasting seeks 98.3 mhz. 3 kw. HAAT: 190 ft. Address: Ste. 218 21777 Ventura Blvd., Woodland Hills, Calif. 91364. Principals: Marvin G. Schwartz (50.01%), Charles Boles and his wife, Susan (49.99% jointly). They also own KWGH(AM) Big Lake, Tex. Filed June 27.

#### TV application

- Albany, Ga.—Harold Yancey Edwards seeks ch. 50.

ERP: 5,000 kw vis., 500 kw aur., HAAT: 281.13 ft.; ant. height above ground: 277.75 ft. Address: 204 N. Edwards, Enterprise, Ala. Principal has no other broadcast interests. Filed June 24.

### Ownership changes

#### Applications

- WBYE(AM) Calera, Ala. (1370 khz, 1 kw-D)—Seek assignment of license from Ralph W. Sears to B.M. Murchison for \$150,000. Seller is owned by Ralph W. Sears, who has no other broadcast interests. Buyer has no other broadcast interests. Filed June 27.

- [CP] WMPV(TV) Mobile, Ala. (ch. 21, ERP: 1,580 kw vis., 158 kw aur.; HAAT: 1,590 ft.)—Seeks assignment of license from Mobile Pensacola Broadcasters Inc. to Mobile Television Associates Ltd. for \$150,000. Seller is principally owned by Providence [R.I.] Journal Broadcasting Corp. headed by Jack C. Clifford. It also owns WPHL-TV Philadelphia and WEAN(AM)-WPJB-FM Providence. Buyer is owned by Mobile Television Corp. (99%), and Samuel W. Bartholomew Jr. (1%). Mobile TV Corp. is owned by Doctor R. Crants Jr. (40%), Samuel W. Bartholomew Jr. (30%) and Joseph M. Rogers (30%). Crants has interest in KSPR(TV) Springfield, Mo.; applicant for new TV at Daytona Beach, Fla.; and three low-power TV stations. File June 28.

- WDOV(AM)-WDSB(FM) Dover, Del. (1410 khz., kw-D, DA-N; FM: 94.7 mhz. 50 kw. HAAT: 360 ft.)—Seek assignment of license from Rau Radio Stations Inc. to Dove Broadcasting Inc. for \$1.1 million (BROADCASTING, July 4). Seller is principally owned by estate of Henry Rau. Robi Henry, Rau's daughter, is president. It also owns WBBB(AM)-WPCM(FM) Burlington, N.C.; WATO(AM) WETQ(FM) Oak Ridge, Tenn., and WPDJ-AM-FM Clarksburg, W.Va. It has also sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. (see below). Buyer is owned by Joel M. Hartstone, president, and Bart J. Dickstein (50% each), who are principals of Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. Filed June 27.

- WDSR(AM)-WNFQ(FM) Lake City, Fla. (1340 khz., kw-D, 250 w-N; FM: 94.3 mhz. 3 kw. HAAT: 300 ft.)—



Seeks assignment of license from Lake City Broadcasting Co. Inc. to Holder Media Inc. for \$400,000. Seller is headed by Edwin L. Bouchelle Jr., president, who has no other broadcast interests. Buyer is owned by Hugh E. Holder, resident, who is former principal owner of WQPD(AM) Okeland, Fla. He has no other broadcast interests. Filed June 22.

WGGG(AM) Gainesville, Ga. (550 khz., 5 kw-D, 500 W, DA-N)—Seeks assignment of license from Radio Station WGGG Inc. to WDUN Radio Inc. for \$750,000 (BROADCASTING, July 4). Seller is owned by James L. Kirk. Buyer is owned by John W. Jacobs Jr., president (60%) and James A. Dunlap (40%), who also own WDUN(AM)-WLTJ(FM) Gainesville. They are selling WDUN. Filed June 22.

WKEI(AM)-WJRE(FM) Kewanee, Ill. (1450 khz., 500 W, DA-N, 250 W-N; FM: 92.1 mhz., 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Kewanee Broadcasting Co. to Glenn R. Olson for \$562,000. Seller is owned by Joseph E. McNaughton (63.7%) and George Walker (36.3%). McNaughton has interest in WCRA(AM)-WCRG(FM) Effingham, Ill., WRMN(AM)-WJKL(FM) Elgin, Ill., and Walker has interest in WBEV(AM)-WXRO(FM) Beaver Dam, Wis. Buyer is owned by Glen R. Olson, who has majority interest in KQWC-AM-FM Webster City, Iowa; WDOM-AM-FM Windom, Minn., and KSIB(AM)-WTRM(FM) Creston, Iowa. Filed June 24.

WACZ(AM) Bangor, Me. (620 khz., 5 kw-U, DA-N)—Seeks assignment of license from Acton Communications of Maine Inc. to The Zone Corp. for \$575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen J. King, president, who is author, and has no other broadcast interests. Filed June 27.

WNAV(AM)-WLOM(FM) Annapolis, Md. (1430 khz., kw-D, 1 kw-N, DA-N; FM: 99.1 mhz., 47 kw, HAAT: 360 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to ABW Broadcasting Inc. for \$2.8 million (BROADCASTING, July 4). Seller has also sold, subject to FCC approval, WDOV(AM)-WDSDFM) Dover, Del. Buyer is principally owned by J. George Cuccia, Annapolis businessman; Damian Einstein and Marvin Rosenbloom, part of group that sold WHFS(FM) Bethesda, Md., to Outlet Co. for \$2.1 million (BROADCASTING, June 20), and Robert Urquart, executive with C&P Telephone. Cuccia and Urquart have no other broadcast interests.

WKZE-AM-FM Orleans, Mass. (1170 khz., 1 kw-D, 1A; FM: 104.7 mhz., 50 kw; HAAT: 300 ft.)—Seeks assignment of license from K-Z Radio Inc. to Roth Broadcasting Co. for \$2.05 million (BROADCASTING, July 4). Seller is owned by Donald L. Wilks, president, Michael E. Schwartz and Albert J. Makkay (one-third each). Wilks and Schwartz also own WIXY(AM)-WAQY(FM) Springfield, Mass.; WKZR-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makkay has no other broadcast interests. Buyer is owned by David J. Roth, Boston neurosurgeon, who owns WIRA(AM) and WOVV(FM) Fort Pierce, Fla., and KCBN(AM)-WRNO(FM) Reno, Nev. Filed June 28.

WXIX-TV Cincinnati (ch. 19, 1,900 kw vis., 285 kw ur., HAAT: 990 ft.)—Seeks assignment of license from Metromedia Inc. to Malrite Communications Group Inc. for \$45 million. Seller is publicly traded group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman and president. It is also buying KNBN-TV Dallas (BROADCASTING, May 9), dependent upon approval of this sale. Buyer is owned by Milton Maltz, chairman, and Carl E. Irsch, president. It also owns six AM's, six FM's and four TV's. Filed June 24.

KISD(AM) Phoenix (Medford), Ore. (960 khz., 1 kw-D)—Seeks assignment of license from CBF Broadcasting Co. to George R. Johnson for \$325,000 (BROADCASTING, May 30). Seller is principally owned by John Ferris, who has no other broadcast interests. Buyer also owns KTMT(FM) Medford and KTVZ(TV) Bend, Ore. Filed June 28.

WKAQ-TV San Juan, P.R. (ch. 2; 11.9 kw vis., 2.36 kw ur.; HAAT: 2,830 ft.)—Seeks assignment of license from Blemundo Inc. to John Blair & Co. for \$55 million cash (BROADCASTING, April 25). Seller is owned by Argentina S. Lills and Angel Ramos Foundation. (Ramos was late husband of Hills and founder of *El Mundo*, San Juan daily paper.) Seller also owns co-located WKAQ-AM-FM, which will keep. Buyer is New York-based, publicly traded representative, headed by Jack W. Fritz, president. It also owns two AM's, two FM's, three TV's and printing and duplicating business. Filed June 27.

KNBN-TV Dallas (ch. 33, 2,187 kw vis. max., 218.7 W aur. max., and HAAT: 1,696 ft.)—Seeks assignment of license from National Business Network Inc. to Metromedia for \$14.9 million (BROADCASTING, May 9). Seller is principally owned by Sheldon K. Turner and Noland Hill (40% each). They have no other broadcast interests. Buyer is publicly traded group owner of seven AM's, seven FM's and

seven TV's. John Kluge is chairman and president. Acquisition of KNBN-TV is dependent on sales of WXIX-TV Cincinnati to Malrite Communications Group (BROADCASTING, Aug. 30, 1982) and of KRDL(AM) Dallas to CBS (BROADCASTING, April 25) to comply with FCC's multiple ownership and crossownership rules. Filed June 27.

WLCX(AM)-WLXR(FM) La Crosse, Wis. (1490 khz., 1 kw-D, 250 W-N; FM: 104.9 mhz., 1.35 kw, HAAT: 430 ft.)—Seeks assignment of license from La Crosse Radio Inc. to Thomas E. Ingstad Broadcasting for \$1.3 million (BROADCASTING, June 27). Seller, based in La Crosse, is owned by Jean Gitz and Joe Rohrer Jr., who have no other broadcast interests. Buyer, based in Grand Forks, N.D., is owned by Thomas E. Ingstad. It also has interest in KYCK(AM)-KKRC-FM Sioux Falls, S.D.; KKXL-AM-FM Grand Forks, N.D., and KKIC(AM)-KKRQ(FM) Iowa City. Filed June 24.

## Actions

KCRJ-FM Cottonwood, Ariz. (95.9 mhz.; 3 kw).—Granted assignment of license from Verde Valley Broadcasting Inc. to Central Broadcasting Co. for \$222,130. Seller is owned by James C. Sell and Dee Riddell Harris. They have no other broadcast interests. Buyer is owned by Ralph J. Carlson, president (59%); his sons, R. Steve and Brent J. (8% each); Alan D. Hague (15%), and David B. Casto (10%). Ralph and Steve Carlson also have interest in KRSP-AM-FM Salt Lake City and, with Hague, interest in KRJC(FM) Elko, Nev. Casto is manager of KZKZ(AM) Flagstaff, Ariz. Brent Carlson is salesman at KRSP-AM-FM Salt Lake City. (BALH-830504GS). Action June 21.

KIKF(FM) Garden Grove, Calif. (94.3 mhz., 3 kw; HAAT: 245 ft.)—Granted transfer of control of Orange Broadcasting Corp. from Ned Lewis Family Trust and others (80% before; none after) to Aries Communications Inc. (20% before; 100% after). Consideration: \$1.4 million. Principals: Seller is Ned Lewis, Victor K. Hardin, Jack W. Flammer (24% each) and Richard W. Gay (8%). They have no other broadcast interests. Buyer is owned by Arthur Astor, president and owner of other 20% of station's stock. Astor is among applicants for facilities of KHJ(AM)-KRTH(FM) Los Angeles. He promises to divest himself of KIKF if he were to win KHJ(AM)-KRTH(FM) contest. He has also bought, subject to FCC approval, KTIM-AM-FM San Rafael, Calif. (BTCH-830509GX). Action June 23.

KMKR(AM) Meeker, Colo. (1450 khz., 1 kw-D; 250 W-N)—Granted transfer of control of White River Broadcasting Co. from Robert C. Cutter and R. P. Whitton (100% before; none after) to Jack E. Warkentin and others (none before; 100% after). Consideration: \$80,000 cash. Sellers each own 50%, and have no other broadcast interests. Buyers are Jack E. Warkentin (50%) and wife Joan (45%) and Robert F. Chaffin (5%). Jack Warkentin has interests in cable system at Lawton, Okla., KMID-TV Midland, and KFDA-TV Amarillo, both Texas; KSWO-AM-TV Lawton; KRHD-AM-FM Duncan, both Oklahoma, and KGLN(AM) Glenwood Springs, Colo. (BTC-830503EZ). Action June 24.

WERD(AM) Jacksonville, Fla. (1400 khz., 1 kw-D, 250 W-N)—Dismissed assignment of license from Gilliam Communications Inc. to Clear Communications Inc. for \$733,767. Seller is principally owned by H.A. Gilliam Jr., who also is principal owner of WLOK(AM) Memphis. Buyer: Chester Lee Armstrong Clear who also is applicant for new FM at West Memphis, Ark., and owns 3% of WLOK(AM) West Memphis, Tenn., where he is general manager. (BAL-830118FH). Action June 15.

WMFL(AM) Monticello, Fla. (1090 khz., 1 kw-D)—Granted transfer of control of Horizon Communications Corp. from Kenneth S. Cone and James E. Stokes Jr. (100% before; none after) to Jack P. Hyden Jr. and others (none before; 100% after). Consideration: \$100,000. Sellers are Cone (53%) and Stokes (47%), who have no other broadcast interests. Buyers are Jack P. Hyden president (40%), his wife, Beverly A., and his mother, Opal R. Raines (30% each). They have no other broadcast interests. Filed May 4. (BTC-830504FC). Action June 24.

WFOM(AM) Marietta, Ga. (1230 khz., 1 kw-D, 250 W-N)—Granted assignment of license from Woofum Inc. to Agape Communications Inc. for \$482,500. Seller is equally owned by Lloyd G. Crowe and Sylvia M. Landress. They have no other broadcast interests. Buyer is Marietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by Billy L. Askea, president. Crowe will stay on as vice president of station and retain minority interest. Buyer has no other broadcast interests. (BAPL-830426EI). Action June 15.

WWCA(AM) Gary, Ind. (1270 khz., 1 kw-U; DA-1)—Granted assignment of license from Lake Broadcasting Co. to Metro Communications Inc. for \$650,000 (BROADCASTING, May 2). Seller is controlled by estate of Dee O. Coe. Buyer is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPCE(AM) Portsmouth, WOWI(FM) Norfolk,

all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (BROADCASTING, May 2). (BAL-830426EJ). Action June 15.

KEPT(FM) Shreveport, La. (96.5 mhz., 100 kw, HAAT: 275 ft.)—Granted assignment of license from Good News Broadcasting to Triple J. Communications for \$1.85 million. Seller, based in Yukon, Okla., is owned by Gary L. Acker and W.E. Moore (50% each). Acker also owns KWAS(AM) Amarillo, KKOL(AM) El Paso and KPAS(FM) Fabens, all Texas; WROS(AM) Jacksonville, Fla.; KRIZ(FM) Roswell, N.M., and 50% of KLFJ(AM) Springfield, Mo. He is also applicant for new FM at Wichita Falls, Tex. Moore also has interest in WTNN(AM) Millington, Tenn. Buyer is owned by John N. Thomas, John R.L. Vaughan Jr. and Johnny L. Wooley (one-third each). They have no other broadcast interests. (BALH-830510GY). Action June 23.

KBCL(AM) Shreveport, La. (1220 khz., 250 W-D)—Granted transfer of control of Results Unlimited Inc. from David W. Moore and others (100% before; none after) to John David Crow and others (none before; 100% after). Consideration: assumption of estimated \$220,000 in debts. Principals: Sellers are David W. Moore, Jean H. Fore and Patsy B. Alban. They have no other broadcast interests. Buyers are John David Crow (25%), G. Randy Alewynne III (25%), his father, George R. Alewynne Jr. (30%), Michael D. Willis and James E. Nicholas (10% each). Crow, Alewynne and Nicholas also owns majority interest in KTFB(AM) Texarkana, Tex. George Alewynne Jr. is Shreveport geologist and Willis is Shreveport-based realtor. (BTC-830427EL). Action June 15.

WDZZ-FM Flint, Mich. (92.7 mhz., 3 kw, HAAT: 254 ft.)—Granted transfer of control of Flint Metro Mass Media Inc. from Martin L. Beard, et al. (79% before; none after) to Vernon Merritt Jr. (21% before; 100% after). Consideration: \$500,000. Principals: Martin L. Beard (15.8%), Samuel R. Dismond Jr. (15.8%), Clarence B. Kimbrough (31.6%) and Warren E. Southall (15.8%), who are selling interests to Merritt, who has no other broadcast interests. (BTCH-830408HA). Action June 21.

KQYB(FM) Spring Grove, Minn. (98.3 mhz., 2 kw; HAAT: 364 ft.)—Granted transfer of control of Sun Communications Inc. (100% before; none after) to Gregory L. Wennes (none before; 100% after). Consideration: \$150,000. Principals: Seller is equally owned by John H.

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White and wife, Pamela R. They have no other broadcast interests. Buyer is general manager of station. He has no other broadcast interests. (BTCH-830502GN). Action June 21.

■ **WELZ(AM)** Belzoni, Miss. (1460 khz; 1 kw-D)—Granted assignment of license from Humphreys County Broadcasting Co. Inc. to Heart of Dixie-Broadcasting of Mississippi for \$165,000. Seller is owned by Herb Guthrie (99%), his wife Joyce, and Neil S. Wood (.05% each). They also are applicants for new FM at Belzoni. Buyer is owned by Buford Bennett Strange and wife, Mayme Stone Strange (50% each). Bennett Strange also owns KDXI(AM)-KJVC(FM) Mansfield, La. (BAL-830502FA). Action June 17.

■ **KIVE(FM)** Glendive, Mont. (96.5 mhz, 100 kw; HAAT 30 ft.)—Granted assignment of license from Christian Enterprises Inc. to Bighorn Broadcasting Inc. for \$225,000, including \$50,000 noncompete agreement. Seller is owned by Harold Erickson, L.E. Wood, Alvin Housep, Alvin Odenbach and Vern Phillips, who also own KGLE(AM) Glendive, KGVW(AM) Belgrade and KURL(AM) Billings, all Montana. Buyer is equally owned by brothers Roger S., John H. and Jeffrey Smither Werner, and Michael D. Waggoner. Roger Werner is local sales manager at KMSP-TV Minneapolis; John Werner is general manager and Waggoner is sales manager at KRSI(AM)-KJJO(FM) Minneapolis.

(BAPLH-830510HA). Action June 23.

■ **KKJY-FM** Albuquerque, N.M. (100.3 mhz, 22.5 kw, HAAT: 4,110 ft.)—Granted assignment of license from Broadcast Associates of New Mexico to Dunn Broadcasting Co. for \$3.75 million, which includes sale of KSEF-AM-FM El Paso, Tex. (see below). Seller is owned by Steve Gold, Louis Weiner, Dick Seiffman and Len Howard. Gold, Howard and Weiner are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas. Buyer is owned by John M. Dunn, who has no other broadcast interests. (BALH-830420HR). Action June 15.

■ **WHVN(AM)** Charlotte, N.C. (1310 khz, 1 kw-D, DA-D)—Granted assignment of license from WKTC Radio Corp. to Tomlinson Communications Inc. for \$180,000. Seller is owned by George H. Buck Jr., president, who also owns WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta; WMGY(AM) Montgomery, Ala.; WPCT(FM) Lenoirville, Tenn.; WCLS(AM) Columbus, Ga.; and WSAY(AM) Salem, Va. Buyer is owned by Richard E. Tomlinson (51%) and Robert J. Werra (49%). They have no other broadcast interests. (BAL-830426EG). Action June 15.

■ **WIST(AM)** Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Metrolina Broadcasting Corp. to George H. Buck for \$410,000. Seller is owned by Consolidated Theaters Inc., headed by Sam W.

Craver Jr., president. It has no other broadcast interests. Buyer is also selling WHVN(AM) Charlotte (see above) (BAL-830426EH). Action June 15.

■ **WBFJ(AM)** Winston-Salem, N.C. (1550 khz, 1 kw D)—Granted assignment of license from Beacon Broadcast Inc. to WBFJ Radio of Winston-Salem for \$281,000. Seller is owned by Quality Media Corp., headed by William J. Kitchen, president. It also owns WMOCC(AM) Chattahoochee, and is applicant for new TV at Corpus Christi, Tex. Buyer is owned by Philip T. Watson, Winston-Salem accountant. He has no other broadcast interests. (BAL-830504FB). Action June 24.

■ **WCOJ(AM)** Coatesville, Pa. (1420 kw; 5 kw-U, DA-N)—Granted transfer of control of Chester County Broadcasting Co. from William S. Halpern and Louis N. Seltzer (100% before; none after) to Lenfest Chester Inc. (none before; 100% after). Consideration: \$1.8 million. Principal: Sellers also own cable TV systems in Chester county, Pa. Buyer is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. (BTC-830429ES). Action June 14.

■ **WRCV(FM)** Mercersburg, Pa. (92.1 mhz, 3 kw, HAA 300 ft.)—Granted assignment of license from Fulton Broadcasting Co. to The Pennsylvania Radioroad Co. for \$275,000. Seller is owned by Susan Breakfield Fulton and her husband, Richard A. Fulton. They have no other broadcast interests. Buyer is owned by Michael H. Bader and Joan Marie Berry Bader (90% jointly) and Larry E. Sumerville (10%). Michael Bader is Washington Communications attorney. He and Sumerville also have interest in WTID(FM) Suffolk, Va. (BALH-830503GP). Action June 21.

■ **WIFI(FM)** Philadelphia, Pa. (92.5 mhz, 50 kw, HAA 550 ft.)—Granted assignment of license from GCC Communications to Beasley Broadcast Group for \$6 million (BROADCASTING, May 9). Seller is headed by Alexander M. Tanger, president. It also owns WHUE-AM-FM Boston. Buyer is Goldsboro, N.C.-based group owner of five AM and six FM's, principally owned by George Beasley, president. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (BROADCASTING, May 2). (BALH-830502GM). Action June 20.

■ **WVAP(AM)** Burnettsville, S.C. (1510 khz, 1 kw-D, DA-D)—Granted assignment of license from Midland Valley Investment Co. Inc. to Marma Corp. for \$157,500. Seller owned by Shirley J. George (49%), Harry A. Parker (26.5%) and his wife, Martha D. (24.5%). They have no other broadcast interests. Buyer is owned by Michael V. Brown (25%), Glenn E. May, president (51%), his wife, Margaret (20%) and their children Craig and Cydessa (2% each). Brown owns 5% of WBDY-AM-FM Bluefield, Va. (BAL-830427EK). Action June 15.

■ **KNCI(AM)** Boerne, Tex. (1500 khz, 250 w)—Granted assignment of license from Hart Broadcasting Co. Inc. to Ballard Broadcasting Co. Inc. for \$115,000 plus other consideration for noncompete agreement (BROADCASTING, May 9). Seller is owned by Larry Tschirhart, president. He has no other broadcast interests. Buyer is owned by Drew Ballard, president, who also owns KCLY(AM)-KLTDFM) Lampasas, Tex. (BAL-830427EM). Action June 17.

■ **KSET-AM-FM** El Paso, Tex. (1340 khz, 1 kw-D, 25 w-N; FM: 94.7 mhz, 91 kw, HAAT: 740 ft.)—Granted assignment of license from Broadcast Associates of Texas to Dunn Broadcasting Co. for \$3.75 million, which includes sale of KKJY-FM Albuquerque, N.M. (see above) (BAL-PLH-830420FS, HQ). Action June 15.

■ **KTEZ(FM)** Lubbock, Tex. (101.1 mhz, 100 kw, HAA 750 ft.)—Granted assignment of license from Southwes Record Suppliers Ltd. to Texas Lotus Corp. for \$1.05 million (BROADCASTING, April 11). Seller is principally owned by T. Ray Moran, who also owns KJZZ(TV) Lubbock and KJTV(TV) Amarillo, both Texas. Buyer is owned by Howard A. Kalmenson, president, who also owns seven AM and five FM's. (BALH-830503GO). Action June 20.

■ **KYXS-AM-FM** Mineral Wells, Tex. (1140 khz, 250 w-D; FM: 95.9 mhz, 3 kw, HAAT: 295 ft.)—Granted assignment of license from Lawton Broadcasting Corp. to Jerr Snyder and Associates for \$550,000. Seller is owned by Lo H. Williams, who has no other broadcast interests. Buyer is owned by Jerry A. Snyder, president, and Charles W. Pyl (50% each). Snyder also has interests in KIKM-AM-FM Sherman and KTLK(AM)-KWIC(FM) Beaumont, both Texas. (BAL-830401FU). Action June 17.

■ **KIKN(AM)** Sinton (Corpus Christi), Tex. (1590 khz, kw-D, 500 w-N)—Granted assignment of license from Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for \$310,000 (BROADCASTING, May 9). Seller is owned by Allen E. Schepper, president, who has no other broadcast interests. Buyer is headed by Stephen A. DeWalt. It also owns KBOR(AM) Brownsville, Tex., and KIOU(FM) Coi

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pus Christi. (BAL-830428EQ). Action June 17.

■ KRZI(AM) Waco, Tex. (1580 khz, 1 kw-D, 500 w-N; DA-2)—Granted assignment of license from KW Communications Inc. to P.R.V. Broadcasting Co. for \$450,000 cash. Seller is principally owned by Stuart W. Klein, president. It has no other broadcast interests. Buyer is owned by Cindy Parks Vardeman, president and her sister, Lynn Parks Rollins (50% each). They have no other broadcast interests. (BAL-830505FD). Action June 24.

■ WHHV(AM) Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for \$210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSVN(AM) Valdese and WEGO(AM)-WPEG(FM) Concord, all North Carolina; WJXX(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buyer is owned by Howard E. Espravnik (78%) and Jay A. Bough (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bough is sports director at WFML(FM) Washington, Ind. (BAL-830502EX). Action June 24.

■ KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Granted assignment of license from Media West Inc. to The Thicket Broadcasting Co. of Wyoming Inc. for \$325,000. Seller is owned by estate of Arnold H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beauchamp, chairman (80%), Henry A. Kane and Adam G. Polacek (10% each). They also own KTYL-AM-FM Tyler, Tex. (BAPL-830502ET). Action June 20.

## Facilities changes

### AM actions

■ KQIL (1340 khz) Grand Junction, Colo.—Returned CP to change frequency to 1370 khz; change day power to 5 kw, and night power to 2.5 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Action June 21.

■ WKXZ (900 khz) Brunswick, Me.—Granted CP to make changes in ant. sys. Action June 21.

■ WCAT (700 khz) Orange, Mass.—Granted CP to change frequency to 700 khz. Action June 21.

■ KYKK (1110 khz) Hobbs, N.M.—Granted CP to increase power to 5 kw. Action June 23.

■ KYJC (1380 khz) Medford, Ore.—Granted MP (BP-781011AA) to make changes in nighttime standard radiation pattern. Granted June 17.

## Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

\* Includes off-air licenses.

■ WADJ (1330 khz) Somerset, Pa.—Granted CP to increase power to 5 kw KA-D. Action June 22.

■ WWKC (1300 khz) West Hazelton, Pa.—Granted CP to increase power to 5 kw. Action June 21.

■ WHBQ (560 khz) Memphis—Granted CP to make changes in antenna system and add loading to all tower. Action June 24.

■ WTNN (1380 khz) Millington, Tenn.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-2 and increase day power to 2. kw and make changes in ant. sys. Major environmental action. Action June 21.

■ KGAF (1580 khz) Gainesville, Tex.—Granted CP to change hours of operation to unlimited by adding night service with 250 kw; install DA-N, and make changes in ant. sys. Action June 23.

■ KPUB (1060 khz) Winters, Tex.—Granted modification of CP (BMP-820527AA) to increase power to 2.5 kw. Action June 21.

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
WZRO	Midwest Radio Inc., Farmer City, Ill.
KFTS	K&K Communications Inc., Fort Scott, Kan.
KBOQ	Kitten Radio Inc., Minot, N.D.
KBLZ	Lord Broadcasting Co., Ellensburg, Wash.
<b>New TV's</b>	
WDMA-TV	Toledo Telecasting Inc., Toledo, Ohio
WCAY-TV	Television Corp. of Tennessee, Nashville
*KLUJ	The Wings of Faith, Harlingen, Tex.
<b>Existing AM's</b>	
KTSJ	KLIT Pomona, Calif.
WCKJ	WBIA Augusta, Ga.
<b>Existing FM</b>	
KDXY	KHIG Paragould, Ark.
<b>Existing TV</b>	
KCNC-TV	KOA-TV Denver

### Grants

Call	Assigned to
<b>New FM's</b>	
KTTH	Bay Broadcasting Co. Inc., Naknek, Alaska
KARZ	Merit Broadcasting Corp., Burney, Calif.
*KEFR	Family Guidance & Educational Media Corp., Le Grand, Calif.
WOVR-FM	Jean L. Ruh, Versailles, Ind.
*WCPN	Cleveland Public Radio, Cleveland
WQKY	Emporium Broadcasting Co., Emporium, Pa.
*KTXK	Texarkana Community College, Texarkana, Tex.
<b>New TV's</b>	
*WJPT	West Central Illinois Educational Telecommunications Corp., Jacksonville, Ill.
WART	Art Broadcasting Corp., Nārajito, P.R.
WJJA	Racine Telecasting Co., Racine, Wis.
<b>Existing AM's</b>	
KVIM	KCHV Coachella, Calif.
WIEZ	WBSG Blackshear, Ga.
KREE	KRRR Ruidoso, N.M.
WOFR	WCHO Washington Court House, Ohio
<b>Existing FM's</b>	
KCHV	KVIM Coachella, Calif.
WKAA	WOWZ Ocala, Ga.
*KUSR	KPGY Ames, Iowa
WEVZ	WITW Cadillac, Mich.
KTNT	KBVD Ruidoso, N.M.
WCEZ	WXRY Columbia, S.C.
*WLGJ	WBHA Hemlingway, S.C.
<b>Existing TV</b>	
WNFT	WXAO-TV Jacksonville, Fla.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**op-rated contemporary AM-FM** has immediate opening for PD/morning drive in competitive 8-station market on the beautiful Oregon coast. Tape and resume to KSHR, Box 250, Coquille, OR 97423.

**ppportunity for ambitious, sales-oriented owner-operator**, with \$25,000 plus. Sunbelt AM, 5,000 watts, aytimer. Write Box Z-24.

**bsentee owner needs** selling manager for small market AM-FM. Will lead to ownership. Pay for station out of profits. Located in central South. Original ownership for over 20 years. Write Box Z-36.

**anager/engineer** for south Pacific 50KW AM, religious format. Call Jim Slaughter, 404-324-1271.

**idwest group owner** seeks aggressive station manager or sales manager ready to manage. Excellent salary. Call 515-832-1570, or Box 550, Webster City, IA 50595.

**\$25,000, plus bonus**, for aggressive, take charge manager of Midwest AM-FM. Write Box Z-63.

**quity opportunity** available for sales-oriented general manager for attractive medium market Florida (alltime) AM. Write Box Z-64. EOE.

### HELP WANTED SALES

**ccount representative**—move up with a progressive 100,000 watt regional FM station in upper Wisconsin. Manage and sell from our satellite office. In-depth training to assure success. 1 to 2 years' experience required. Send resume to Station Manager, WBWA, Box 207, Washburn, WI 54891.

**f you can produce sales** results without a boss breathing down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 106-372-2329. Travel required within your state.

**outh Florida**—experienced, successful street salesperson who believes in & loves to sell radio. Start at same income level you now have; increased income hereafter depends upon your individual effort. Resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

**IH's newest FM** seeks motivated account executive. Great potential for all. Experience required. Reply in confidence. Resume to: WJYY, Box 422, Concord, NH 03301.

**California daytimer/San Francisco** suburban market. Seeking outstanding sales manager who can do it all: sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

**ccount executive**. Experienced and willing to work hard. Excellent opportunity with growing broadcast company for individual with good sales skills. Expanding sales staff due to growth of station. If you are interested and qualified, please send resume and cover letter to David Vantrease, WYMX Radio, P.O. Box 669, Augusta, GA 30903. EOE.

**radio sales**: experienced salesperson for nostalgia format. Guarantee plus car expenses. Send resume to: AOL, Box 279, Carrollton, MO 64633.

**ccount executives**: building sales staff for what will become one of the best radio stations in the USA. Work with professionals, live in the sunshine, weekend in Gulf beaches. Knowledge of the industry, enthusiasm, energy and honesty is what you need to work in this half million market. We hope to promote someone from within to GSM in less than a year. Pyle Communications is an equal opportunity employer. Contact the GM, 409-842-2210, or write P.O. Box 067, Beaumont, TX 77705.

**Need aggressive salesperson** desiring to move up with expanding company. Midwest, top rated AM-FM, university market. List producing \$18,000 per year. Resume to Box Z-45.

**Sales manager**. Proven sales record in radio. Must carry the 3rd list & be willing to work long hours. Contact Mad Hatter, 319-752-5402, Burlington, IA.

### HELP WANTED ANNOUNCERS

**Fast growing suburban NYC AC** needs experienced personality for expanding staff. Top Island signal. Tape & resume to WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

**50 kw soft A/C** looking for PM drive personality. Experienced only. Send T&R: Cliff Carey, 118 South Union, Traverse City, MI 49684.

**Versatile announcer** for 100 KW FM and AM near NC coast. No big bucks, great working environment, fast promotion to management. Tape and resume to Treetops, 112 Anchor Way, New Bern, NC 28560.

### HELP WANTED TECHNICAL

**Engineers**. Sandusky Radio, a major Western group broadcaster, has engineering positions available in Phoenix, Arizona, and San Luis Obispo, California, for entry level and experienced personnel. Send resume with salary requirements to Robert Van Buhler, KDKB Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporation. Equal opportunity employer.

**Engineer/announcer** needed by prominent AM station in the West. You will be our C.E., and be responsible for maintenance of studio equipment, transmitter and directional antenna system. Knowledge of FCC rules essential. Job includes light announcing on overnight shift, five mornings per week. We have excellent facilities in one of America's great cities & a staff of congenial broadcast veterans. 3-5 years' experience required. Women and minorities encouraged to apply. An equal opportunity employer. Resumes only to Box Z-30.

**Manager/engineer** for South Pacific 50KW AM, religious format. Call Jim Slaughter, 404-324-1271.

**Hands-on asst. chief engineer** for L.A. AM/FM station. Min. five years' experience desired. Thorough knowledge of studio and transmitter equipment a must. Excellent salary and benefits. Send resume to: Chief Engineer, 1147 E. Broadway, Suite 78, Glendale, CA 91205.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**South Florida full time production**—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

**All-classical WNED-FM** seeks full-time producer. Work with new Nagra and Studer equipment to produce weekly concert program. Requires music recording and radio production experience and extensive knowledge of classical music. Resume, references and non-returnable audition tape to Peter Goldsmith, Program Director, WNED-FM, 23 North Street, Drawer B, Buffalo, NY 14202. EOE.

### SITUATIONS WANTED MANAGEMENT

**Local sales manager** in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

**Aggressive, productive street fighter** looking for station to turnaround as GM. Prior management and programming. Cash management and knowledge of FCC rules. Creative leader, motivator. Will consider all situations. Write Box Y-127.

**Vice president & general manager**. 24 yrs.' broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-6.

**12 years up through** the ranks radio professional seeking stable, responsible GM or operations manager position with corporate or group owner. Experience in all areas and markets. Community leader available in August 1983, prefer West. Small to mid markets with earning potential acceptable, but no mom and pop shops, please. Reply in confidence for resume and references to Box Z-19.

**Station mgr., program dir., news dir., announcer, disc jockey, copywriter**. BA broadcast jour., 1st class license. Want to relocate in SE U.S. Steve, 606-654-2721, after 1 PM.

**I took a station** that had operated in the red for 8 years into the black in 2 months and kept it growing for 12 years! I'd like to do the same for you, if you're willing to pay me a good salary and allow my share of the profits to go toward ownership. Midwest preferred. Write Box Z-59.

**Small markets, West**. Sales promotions, programming, engineering. Honest, aggressive. Unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

**General manager**: sales intensive, self motivated, highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box Z-62.

### SITUATIONS WANTED SALES

**I love rock 'n roll** and can sell it! Top biller at a Long Island station seeks sales manager position with a promotion minded AOR rocker. Market unimportant, but prefer Sunbelt. Heavy hitter, great promoter, high enthusiasm that motivates clients and salespeople. We'll make money together. Write Box Z-46.

### SITUATIONS WANTED ANNOUNCERS

**Milwaukee metropolitan area**. Good sounding beginner. Interested in part time. You'll like my tape. Larry Klein, 414-462-9068.

**Looking for a talented** personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, Des Plaines, IL 60018.

**Do you need an MD, PD, or announcer?** This one is degreed and has done everything from T-40 to telephone talk. I've learned a lot in 3 yrs. Now, I'm looking for a bigger job or bigger market. For tape and resume, write Box Z-4.

**Female announcer looking** for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

**Talented announcer** with excellent knowledge of pop music. Does sports and can sell. Mike, 513-548-5603.

**One to one** communicator with strong news and production skills. Currently in Nashville market and want to hear from you. Frank, 615-684-0605.

**"Hey, you sound like a disc jockey!"** OK, I give up. After hearing this comment every day for two years, I admit I was wrong in getting a real job. I'm ready to come back, but please, no Crazy Glued equipment, no food stamps. Four years' experience, 1st phone, beautiful voice, and best of all—a mature mind. Ready to settle. Prefer Virginia EZ/AC. I promise never to get a real job again. Write Box Z-57.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Reliable morning drive announcer/PD** in medium market returning to NY in Aug. for graduate school. Seeking part-time jock position, NYC/Long Island. Tom Rich, 218-744-5889.

## SITUATIONS WANTED NEWS

**Sports director** with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

**News director/reporter.** Solid sound, stylish writing, major-market experience. Family man, 35, wants medium or major market. C.H., 9501 E. 89th St, KC, MO 64138.

**Newscaster, good voice,** journalism background, willing to relocate. Jerry, 16 Sexton Rd., Syosset, NY 11791. 516-935-5852. Tape, resume available.

**Play-by-play broadcaster.** Football-basketball. Major college or pro. 10 years' experience. 5 years college. Former owner sports production company that originated 100 games in two years. 31, M.S. communications. Tom, 417-782-0031.

**Career change wanted:** medium market news director, major market city hall beat. Call Don Quinn, 817-699-2589.

**Experienced newscaster.** Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

**Sports director** looking for good opportunity, PBP experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Need fresh ideas** in programming? Major market programmer looking for change. Specialty is contemporary radio. I'm aggressive and a leader. For complete resume of successes, call 303-699-1083.

# TELEVISION

## HELP WANTED MANAGEMENT

**KRMA-TV coordinator** of administration and finance. Serves as a member of the senior management staff of the public television station in Denver, Colorado. Has primary responsibility for the organization and implementation of the administrative and financial operation of the station. BS in accounting or related field, with three years' accounting experience required. Experience in the area of administrative and financial functions at a public television station is highly desirable. Salary range: \$27,550-\$32,676. Send letter of application, resume and three professional references with full knowledge of candidate's background and ability. All materials must be received by July 22, 1983. Send to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. EEO/AA, M-F.

**General manager** for the New Jersey Public Broadcasting Authority and its four-station UHF network. Preference will be given to those with experience dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$46,000-\$62,000. Deadline for applications is July 19th. Send resume to CN080, Trenton, NJ 08625. EOE.

**Membership office supervisor**—Public TV/radio station seeks a goal-oriented, upwardly mobile, supervisory leader with a strong ability to motivate others. Candidate must be a self-starter with good writing skills. Experience with computerized record-keeping systems, volunteers and on-air experience all pluses. Position requires hard work and long hours. Bachelor's degree or equivalent experience required. Writing samples, as well as references, should accompany resume. Send to WNED-TV, Membership Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

**General manager** for public television station KIXE-TV, Redding, CA. Managerial, broadcast background, and development experience essential. Salary: \$32,000. Position is now open—closing date is July 15, 1983. Send applications to: KIXE-TV Search Committee, c/o Barbara Van Dyke, P.O. Box 9, Redding, CA 96099. EOE.

**General manager**—group operator seeking experienced manager for small and mid-sized television markets. Candidate must have had supervisory responsibility for total staff of large or small market television station, as well as proven ability to increase sales and maintain cost control. Hands-on experience at planning and budgeting is essential. Stations are located in East and Southeastern markets. Reply to Box Z-60.

## HELP WANTED SALES

**Medium market central PA TV station** seeks sales trainee with broadcast experience. A career opportunity for the right person. EOE. Resume to Box Z-3.

**One of the country's leading UHF independents**—located in an attractive, vibrant, growing Sunbelt market—is looking for a strong, aggressive local sales manager. We are not interested in prospects who do not have extensive independent local sales experience in markets outside the top 50. We have a capable local sales staff in place. Our local sales manager would lead them and be the key person in our aggressive new business campaign. We are an equal opportunity employer. Reply to Box Z-41 in confidence.

**Local salesperson** with prior broadcast experience. Responsibilities include new business development and existing agency work. Send resume to Mr. Frank Jonas, WLUK-TV, P.O. Box 7711, Green Bay, WI 54303. Equal opportunity employer.

**Local sales manager**—CBS affiliate, northern California. KXTV is seeking experienced local sales manager from top 50 markets to direct the efforts of local sales team. Familiarity with TVB, co-op advertising and new business prospecting a must. Candidate should be willing to take charge, develop a team and maximize local sales efforts. Apply in confidence to Michael Fiorile, KXTV, P.O. Box 10, Sacramento, CA 95818.

## HELP WANTED TECHNICAL

**Chief engineer** for UHF CBS affiliate. Excellent opportunity for knowledgeable manager. People and equipment skills a must. Send resume or call Dennis West, WIFR-TV, Box 123, Rockford, IL 61105. 815-987-5300. EOE.

**Television maintenance engineer**—minimum 3 years' experience in TV maintenance and FCC 1st class or general class ticket. Send resume to Frank Etherington, KYEL-TV, P.O. Box 592, Yuma, AZ 85364. Equal opportunity employer.

**Maintenance engineer** needed for major Midwest post production facility. Facility expansion has created additional engineering positions. Applicants should possess a B.S. in electrical engineering or equivalent in experience. Must be capable of troubleshooting broadcast equipment, including 1" type C, Chyron 4, CMX, Grass switchers and other related equipment. Must have a strong digital background. Reply to: Jerry Wehland, Optimus, Inc., 161 E. Grand Avenue, Chicago, IL 60611.

**Mobile television maintenance engineer** for established video production company (15 years). Chance to work with state of the art equipment in all facets of production (network sports, theatrical productions, etc). Must be available to travel entire country. Salary commensurate with experience. Contact Eric Address, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. EOE.

**ENG maintenance engineer.** Immediate opening. Must have a technical background with two years' experience in repair of Sony 3/4" Ampex 1", microwave and associated terminal equipment. The ability to work with people an absolute must; first/general class FCC license essential. SBCE certification a plus. Apply to Ted Newcomb, Chief Engineer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113, 405-478-3000, for an appointment. An equal opportunity employer.

**Chief engineer**—independent, state of the art production and post-production facility in New York City. Candidate should be able to supervise technical personnel & recommend future growth plans. Salary commensurate with experience. Send resume to Box Z-43

**Maintenance engineers** needed. New Midwes ABC affiliate. Experience 3/4 and 1" formats. UHF transmitters preferred. Forward resume and salary requirements to: Gary Krohe, KLDH-TV, Box 2229 Topeka, KS 66601.

**Manager, technical maintenance.** PBS seeks candidate to serve as maintenance manager for our state-of-the-art broadcast plant. This successful applicant will be the lead engineer responsible for direction of the installation and modification of technical facilities at PBS as well as their maintenance. Qualifications are: formal training in electronic; specializing in broadcast or telecommunication; engineering. Degree preferred, with management training a definite asset. Minimum of 5 years' experience in the maintenance of broadcast electronic equipment, with maintenance management and cost control experience highly desirable. If you possess a high degree of technical/administrative skills, with the ability to motivate and supervise a team of highly skilled technicians, send your letter of interest, resume, references and salary requirements to: PBS Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

**Maintenance engineer:** 2 years' minimum experience, working knowledge of TCR 100, RCA cams Sony ENG's. Send resume and salary requirements to Chief Engineer, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009.

## HELP WANTED NEWS

**Weather. Denver TV station.** This job requires knowledge of weather, computers and related technology. Personality, drive and ability to lead weather staff Meteorologist preferred. Send resume and letter only detailing salary requirements and your weathercasting philosophy, to Box Y-138.

**Reporter:** top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance and economics and be able to translate it all to the viewer in understandable down-to-earth terms. Send tapes and resumes to Dennis Herzig, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

**WOI-TV is constantly** seeking outstanding potential candidates to fill positions as they become available in order to maintain strongest news/production operation in central Iowa. To establish pool, following positions advertised. All candidates must have B.A. in journalism, mass communications, broadcasting or equivalent current commercial TV experience in areas listed. TV reporter I: 1 yr. current reporting experience. TV reporter II: 2 yrs. current reporting experience. TV duty director: 1 yr. current directing experience. TV director I: 2 yrs. current directing experience. TV director II: 3 yrs. current directing experience. TV news producer: 2 yrs. news & 1 yr. new production experience. TV news assignment editor: 1 yr. current TV news reporting & news production experience. Starting salaries based upon pertinent market, experience & education. Send current & complete resumes & VTRs to Janis E. Marvin, WOI-TV, Ames, IA 50011. EEO/AAE.

**TV meteorologist wanted.** WeatherBank, Inc., in Salt Lake City, Utah, is now accepting applications for a broadcast meteorologist. Must have at least 1 year on-air experience. Send video tape and resume to Mark Eubank, WeatherBank, Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

**Only 60 Minutes could** offer a better opportunity. We're the investigative-consumer unit for a new broadcast on stations coast to coast. We're looking to hire away someone who is already producing solid reports for an I-Team or consumer unit in a large medium market. Working with our correspondent, you will have an assistant to help develop stories of national interest and importance, money to go where the story is, state-of-the-art post production, and a base in San Francisco. Rush resume and letter with salary history, we'll call for your tape. Box 42753, San Francisco, CA 94142.



## HELP WANTED NEWS CONTINUED

**television anchor/reporter**—great opportunity for person with college degree, TV internship and some radio experience or solid seven years or more in radio news. Two dollar for right person. EOE. Resume only to Box Z-58.

**Ready to move up?** Send tapes/resumes to Steve Ricicelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. Attention news directors/general managers: when your need for outstanding air talent is critical, turn to Primo People, Inc.

**Producer, news**—central VA. (CBS) needs a 6/11 PM producer. Creative writer and thinker—no show backers, please. Requires 1-year experience producing M-F or weekends. Tapes, resumes, salary history to Harry Bynum, News Director, WTVR-TV, Box 11064, Richmond, VA 23230. EOE. No phone calls, please.

**Investigative reporter** wanted: must be experienced in television news and investigative reporting. Send tape and resume to News Director, P.O. Box 188, Lake Charles, LA 70602.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer/director.** Requires minimum 3 yrs' experience in production or related field or equivalent work experience. Applicants should operate ENG cameras & related equipment, have full knowledge of audio & remote operations, able to write & edit own programs & possess good public relations skills. Resumes/demo tapes to Mike Brannen, WJWJ-TV, P.O. Box 1165, Beaufort, SC 29902. SC ETV Network is an EOE. Starting salary: \$15,552.

**Aggressive PTV station** needs broadcast journalist to develop and produce on-air journalistic programs relating to public service issues. Researches, writes, edits material for programs; provides reporter/coverage on daily news developments and legislative session; produces public affairs, cultural or sports programs as required. Write Idaho Personnel Commission, 700 W. State Street, Boise, ID 83720, requesting application forms for announcement for PTV writer/reporter/producer. EOE. Application deadline: 7-22-83.

**Art Director.** BFA or equivalent and 3 years as artist (graphic & scenic) at TV station required. Responsibilities to include supervision of graphic art department; purchase materials and equipment for use in department; work directly to produce high quality graphic and graphic arts. Send resume to Box Z-31. Equal opportunity employer.

**Director/news:** news leader in central Ohio looking for pro to direct fast, tough 6PM and 11PM news. Three years' experience directing news in top 50 markets preferred. Send resume and salary history to Dale Mackman, production manager, WBNS-TV, Box 1010, Columbus, OH 43216. WBNS-TV is an equal opportunity employer, M/F.

**Producer** for magazine show comparing Japan and America. Weekly one hour national cable program. Require 2 years' news or magazine show experience in radio production, script development and field producing. Resume to Carl Sears, CNB-TV, 49 East 68th Street, New York, NY 10021.

**Senior producer/director.** Responsible for the creation and implementation of local productions. Must have knowledge of and experience with all phases of program production: studio, remote, EFP and editing. Good communication and organizational skills necessary. Ability to design, implement, produce programs from inception to conclusion. Degree in communication arts or related field, 3 years' experience, of which one year must have been in a related supervisory position. Experience may be substituted for degree. Salary range: \$15,213-\$20,111. Send resume to WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

**Co-host.** East Coast medium market station seeking PM co-host to work with female co-host ready on board. Duties include wraps and story production. On-camera experience and producing a must. Send resume only to Box Z-56. An EOE.

**WX editor/engineer** for new facility. Company produces commercials and programming on film and video tape. Contact: Lou Chanatry, P.O. Box 121583, Nashville, TN 37212. 615-248-1978.

**Newscast director** for small market CBS affiliate. Direct news, spots, programming. 3 to 5 years' news directing experience required. Salary based upon experience. Resumes only to: Production Manager, WXXV, P.O. Box 5815, Greenville, MS 38701.

**Production manager.** Responsible for the activities of both the production and art department. Schedules crew and facilities; evaluates programs for content and technical quality; serves as liaison with programming and engineering personnel; establishes and maintains budgets and schedules personnel; may serve as producer/director on complex productions. Degree in communication arts or related field, 4 years' experience, two in a supervisory/management capacity. Salary level: \$18,183-\$24,837. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

**Television writer/producer.** The University of Illinois at Chicago has two openings for seasoned TV writer/producers at its Health Sciences Center campus. Candidates must have a Bachelor's degree in communications, television or journalism with an emphasis on writing and 2-3 years' experience as an educational or commercial TV writer/producer. Responsibilities include scripting and producing live and videotaped TV productions, as well as sound-slide programs. Intense client interaction. Should be able to work with health professions faculty and technical production staff. Strong verbal and organizational skills a must. Responsibility for initiating projects with faculty is major portion of effort. Salary is \$16,000, with comprehensive benefits package. If you're interested in a challenging position in a stimulating atmosphere, please send cover letter, resume, salary history, and work samples to: Johanna Ryan, Personnel Office, University of Illinois at Chicago, P.O. Box 6998, Chicago, IL 60680. An AA/EEO employer.

**Program manager/director**—join an aggressive, forward moving broadcast group in beautiful North Carolina (home of the NCAA basketball champs!). Responsibilities include programming research, acquisition, formatting, and scheduling. College degree and relevant experience desirable. Send resume to: Personnel, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

## SITUATIONS WANTED MANAGEMENT

**Vice president & general manager.** 24 yrs' broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-7.

## SITUATIONS WANTED NEWS

**Hard-working,** Boston University B.S. in broadcast journalism, seeks entry level TV news reporter position. Have 2 years' intern experience in top ten markets: general assignment, writer, producer, assignment desk. I will do them all. Relocation and salary are secondary concerns. For information, call 914-747-1818.

**Experienced TV reporter** looking for challenging position in medium/major market. Good writer and good instincts. Write Box Y-136.

**Anchor/producer.** Credibility, personality, looks, voice, savvy, experience. Call 815-455-5797. Your search may have ended!

**Attractive, creative writer** looking for an entry level position as a news or sports reporter. BA in Broadcasting and English. Write Box Z-1.

**Wanted: reporter-photog/producer** position. 31 yrs. old. English major (including news writing). Master's degree. Six years' TV experience. Including news photography, live ENG, and extensive news/production editing. Knows how to tie loose ends into a clear, tight story. Top notch production values, good appearance. Box Z-15.

**TV reporter.** 3 years' experience. Wants back in TV. Can anchor, produce, shoot, edit. Ron, 608-256-7580.

**Employed TV-radio sports** director looking for organization with commitment to PBP, especially basketball. Prefer Division I. Write Box Z-51.

**Dedicated reporter,** turned down full law school scholarship to pursue news career. One of 15 chosen nationally for journalism/Congressional internship. Two years reporting, eng. experience. 505-266-4817.

**Energetic reporter.** 5 yrs. newspaper reporting. Intern at NBC affiliate. Spanish-speaking. Quick, creative writer. Will go anywhere in West. Janet, 619-942-3361.

**Meteorologist seeking** weather-only, weekday position in medium or major market. Experienced small, major markets. Write Box Z-65.

**Nightly anchor** in medium market looking to move up. Authoritative, enthusiastic style. Excellent writing, reporting, interviewing abilities. Teamplayer. Will consider weekend anchor/reporter in right market. Inquiries to Box Z-66.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Lack of advancement potential** forcing creative, quick thinking director to seek new challenges elsewhere. Nearly 2 years' experience in all facets of studio and remote production. Doesn't quit until the job is done right. Excellent references. Box Z-48.

**Media anthropologist**—experienced in writing, directing, videotape editing. Interested in public affairs programming & documentaries. Dave Kendall, 1240 Summit, Lawrence, KS 66044.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Chief engineer/technician** for one-person engineering operation. Heavy on maintenance and repair. Responsible for supervision and operation of student FM radio station and CCTV studio. Must be able to work with students and faculty. FCC first or general phone preferred. Possible opportunity for part-time teaching if desired and degreed. Finest university facilities in this Sunbelt state, including Philips LDH-20 cameras, Ampro audio consoles, etc. Deadline for applications July 29, or until suitable applicant hired. Job starts as soon as possible. Send letter of application, resume, three current letters of recommendation, college transcripts (if applicable) to: Ralph Carmode, Division of Communication, Mississippi University for Women, Columbus, MS 39701. EEO/AA.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Audio production house** looking for full-time, top-flight voice actor. Very high rewards for proven performer willing to re-locate. Send tape and resume to Box 14123, Tulsa, OK 74103.

### HELP WANTED INSTRUCTION

**Instructor:** experienced broadcast sales and management professional sought for teaching position at Southern Illinois University-Carbondale for Fall, 1983. Teach courses in sales, programming, and management. Master's degree in radio-TV or related area and significant broadcast experience required. Send resume and letter of application to: Sam Swan, Department of Radio-TV, SIU-C, Carbondale, IL 62901, by July 15.

**Needed: graduate assistants** for radio and television production this fall. \$2,700 stipend for nine months and waiver of some fees. Must have 3.0 GPA in undergraduate work. Send resume, official transcripts and confidential references and phone number to Dr. Robert Clark, Dept. of Communication, Central Missouri State University, Warrensburg, MO 64093.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Good useable broadcast equipment** needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

## WANTED TO BUY EQUIPMENT CONTINUED

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

**Need 620 ft. 3 1/8" rigid transmission line.** 20 ft. lengths and hangers. Also, need 4 each 4 ft. microwave dishes with feeds for 7 GHz band. Contact Director of Engineering, 803-244-1616.

**Interested in buying** all or part of your station's record library, 45's and LP's. Bernie Binnick, 7315 NW 79th Terrace, Miami, FL 33166. 305-887-4359.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Transmitters-antennas-towers.** Call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

**New TV startups**—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

**Studio equipment**—cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404-324-1271.

**FM transmitters:** CSI T-20-F, 20KW (1978)-Collins 830F, 10KW (1969)-McMartin BF-5.5, 5KW (1982)-M. Cooper, 215-379-6585.

**AM transmitters:** CCA 5000D, 5KW (1969)-Collins 21E, 5KW (1962)-RCA BTA-5H, 5KW (1959)-CSI T-2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M. Cooper, 215-379-6585.

**Pickup remainder lease.** Tower site, Seattle, Washington. Reasonable rent. Possible partnership. P.O. Box C11949, Santa Ana, CA 92714. 714-832-2950.

**Copper wire, strap,** expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

**Video camera,** Ikegami HL79A with Fujinon 14:1 lens. \$19,000, or best offer. Video production switcher, Vital VIX 114-10A, featuring downstream keyer and audio-follow video package. \$9,000, or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

**RCA FR-35 Telecine projector,** excellent condition, low hours, many options. Priced well below market at \$24,500. Write, wire, or phone International Cinema Equipment Company, 6750 NE 4th Court, Miami, FL 33138. Ph: 305-756-0699. Telex: 522071 (Int Cinema Mia).

**For sale:** 110 volt Bardwell-McAllister tungsten studio lamps, stands, cables, bulbs: 750, 2K, 5K, 10K, Box Y-138.

**Sony BVH-500 1" VTR,** AC, HT-500, 2 batteries, shipping case. RCA TK-76A, Cannon 10-1, pistol grip, AC battery belt, B-Case. Sony BVU-50 VCR, batteries. Contact Walter Edel, 212-689-1040.

**Gates transmitter.** BC-10-B including Gates M5548A relays, amplifier, Criterean R/P Cart Mach, 2 Scully No. 270. Playback, ATC mono record cart machine, Trimm headphone, Gates tube modulation monitor No. SA66, McMartin SCA No. TBM2000, frequency meter, Symmetra Peak SP58-1A voice enhancer, General Radio 1931-B tube frequency & mod monitor, Simpson 303 vac. tube voltmeter, ATC Criterean PB., 3 magnacord reel to reels, parts for Ampex 350, 500 foot Columbia Wire 6030-18-10, 2 wired 26 hole patch bays, 12 pin blocks, 1.7 amp Northern Electric motor, \$15,000, as is entire lot. T. Turner, 213-510-0200.

**New, MW 5A Harris xmtr.** Never uncrated. Factory fresh tuned to 1320 KC. Will sell for less than you can buy from factory. Call 308-635-1320; ask for Geoff Hammond.

**Cameras:** RCA-TK 630. Clean. Gibraltar dolly. Asking \$2250 pair. 816-861-3663, Kansas City.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## INSTRUCTION

**NYC news director (O&O)** and network anchor will evaluate your tape and resume in a detailed, personal report. \$25. Send material to Radio Talent Services, Box 5038, FDR Station, New York, NY 10150.

## RADIO PROGRAMMING

**One minute psychological features** with impact; psychologist written and taped. Debra Kleist, 327 10th St. S., Minneapolis, MN 55404.

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962, World Wide Bingo; PO Box 2311, Littleton, CO 80122. 303-795-3288.

## MISCELLANEOUS

**Gay newsman** at Washington-based radio network forming national gay and lesbian broadcast journalists' group. Write in confidence for information. Dave Walter, Box 11617, Alexandria, VA 22312-0617.

**Add another voice** to your station! Without the added cost. Send copy, free sample. Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078. 717-838-3668.

**Inventions, ideas, new products** wanted! Industry presentation/national exposition. Call free 800-528-6050. Arizona, 800-352-0458, X831.

## RADIO

### Help Wanted Sales

#### SALES MANAGER

Experienced pro; must carry list, build sales organization. Central PA. Two-station market. Salary, commission, golden opportunity for aggressive, highly motivated person that wants to move up. Send resume and income requirements to Box Z-8. EOE.

### Help Wanted News

#### DRIVE-TIME NEWS

Anchor/writer for Northeast No. 1 medium market. Prestige adult station. Delivery, voice convey authority, credibility. Narrative writing skill will generate and hold interest. Great career opportunity! No beginners. Send resume only to Box Z-22. EOE.

### For Fast Action Use BROADCASTING'S Classified Advertising

## Situations Wanted Management

### GM

Skilled professional with strong sales record & proven organizational abilities. Profit motivated, career minded. Mid-Atlantic preferred. Write in confidence to Box Z-68.

## Situations Wanted News

### OUTSTANDING SPORTSCASTER

Over 17 yrs. experience in both radio & TV sports. Has done PBP for 5 major colleges. Also excels at call-in shows & reporting. Now in management with major corporation, but loves broadcasting too much & seeks return to it. Combines excellent delivery with knowledge & experience. Always high ratings. Contact Lee (Bradley) Burdorf, 2463 Shannonaire Dr., St. Louis, MO 63136. 314-867-3011.

## TELEVISION

### Help Wanted Management

## BUSINESS MANAGER

Growing syndication company, part of a major TV and radio group, seeks a manager to establish our financial, personnel, and general administration functions. A minimum of 4-6 years' experience in financial reporting, planning, analysis and control a must.

If you are an organized, results-oriented self-starter with excellent communication skills, send a detailed resume with your salary history to:

### BOX Z-61.

An equal opportunity employer.

### DIRECTOR OF OPERATIONS

KUTV Salt Lake City, seeks a senior level Director of Operations to oversee production, engineering, and operations departments of its large television and commercial production facility. Successful applicant will have ten years or more broadcast experience, including department head position in one of these areas. Responsible for all budgeting, personnel policy, and broadcast operations management areas. Must be experienced with satellite uplink and downlink facilities, CMX editing, computer operations, commercial broadcast and production operations, and, above all, be a people-oriented communicator. Salary, benefits commensurate with responsibility. EEO/AA. Reply to Personnel Director, KUTV, 2185 South 3600 West, Salt Lake City, UT 84119. No phone calls.

### Help Wanted News

#### VISCOM INTL.

a subsidiary of Visnews Ltd., the world's largest TV news agency, is looking for experienced newswriters for its expanded New York operation. Send resume and salary requirements to 630 Fifth Avenue, 22nd Floor, NYC 10111. An equal opportunity employer.



**Help Wanted Programing,  
Production, Others**



The new PM Magazine in Chicago is searching for the perfect pair! We need co-hosts **now** for our fall premiere.

You must be strong on-air talent, who can research, write, and produce outstanding features. 3+ years of major market on-air experience, plus background as writer/producer. Re-locate immediately!

Join our team in the Windy City! Tapes, writing samples, and resumes to:

**PM MAGAZINE  
WFLD-TV  
300 N. State Street  
Chicago, IL 60610**

Metromedia Inc., is an equal opportunity employer.



Co-host needed to work with current male co-host on seven-person experienced staff. Writing and producing experience preferred. Join us for our fifth season. Send tape and resume by July 15, 1983 to Program Director, WXEX-TV, 21 Buford Road, Richmond, VA 23235. An equal opportunity employer.



PM Magazine with consistent No. 1 rating seeks co-host/story producer, with previous PM experience, to work with current female co-host. Send resume & cassette to Rhonda Kanet, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. No phone calls, please. An EOE.

**THIS PUBLICATION  
IS AVAILABLE  
IN MICROFORM**

**University Microfilms  
International**

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

**Help Wanted Technical**

**KPIX 5 <sup>GROUP</sup> W**

The top news department in the fifth market is looking for the best ENG technician in the business. Primary responsibilities: edit video tape with speed and accuracy, operate microwave receive, satellite and ENG control room equipment. 2-3 years' ENG editing experience required; FCC license preferred. Send resume with references to: Will Dishong, News Operations Manager, KPIX, 855 Battery Street, San Francisco, CA 94111. KPIX is an equal opportunity employer.

**PROJECT ENGINEER  
SATELLITE COMMUNICATIONS**

The Christian Broadcasting Network Inc., an evangelical Christian ministry, is accepting applications for a project engineer-satellite communications. Applicants should possess a BSEE degree plus two (2) years' experience or five (5) years' experience in directly related fields. Must have knowledge of satellite communications, equipment and technologies including maintenance to handle telecommunications requirements, teleconferencing, and feeds. Ability to arrange uplinks, down links, transponder time, and Telco loops. Please send resume and salary requirements to:

Employment Manager  
Christian Broadcasting Network Inc.  
CBN Center  
Virginia Beach, VA 23463. . EOE.

**VISCOM INTL.**

a subsidiary of Visnews Ltd., the world's largest TV news agency, is looking for experienced VTR editors for its expanded New York operation. Send resume and salary requirements to 630 Fifth Avenue, 22nd Floor, NYC 10111. An equal opportunity employer.

**ALLIED FIELDS**

**Help Wanted Management**

**CHIEF FINANCIAL OFFICER**

Growth oriented communications company seeking individual with experience in acquisitions financial analysis/planning and banking relations; MBA and experience in raising equity and debt capital preferred. Salary commensurate with experience. EOE. Send resume to Box Y-120.

**Help Wanted Sales**

**NATIONAL CO-OP  
DIRECT MAIL FRANCHISE**

Territories available to qualified individuals or corporations. Protected territories, repeat sales, cash business. Cash in on couponing. \$499 for franchise. Refundable after your second mailing. Call Ron Stewart, 800-237-8896, Treasure-Pak, 2228 28th St. North, St. Petersburg, FL 33713.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**CABLE**

**Help Wanted Management**

**Supervisor,  
Technical  
Operations**

With our recently developed 24 hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, has become a recognized leader in the programming of Cable TV.

Position responsibilities will include technical staff development and training, directly supervising technical crews; employee salary administration, and career planning/counseling.

To qualify, applicants must possess a minimum of 5 years' managerial experience with a network or major market broadcasting operation.

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NE	Small	CI.IV/CI.B	950K	Terms
SE	Major	CI.IV	600K	Cash
FL	Medium	CI.IV	550K	Terms
NE	Medium	Fulltime	500K	230K
SW	Small	Fulltime	450K	125K
Pins.	Medium	CI.C	450K	130K
SW	Small	AM/FM	300K	75K

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy — all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

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Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue:

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**Word Count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

## Media



Block

**Richard C. Block**, broadcast consultant, Dick Block & Associates, New York and Los Angeles, and former president of Kaiser Broadcasting Corp., joins Metromedia Television, Boston, as executive VP. He will be in charge of Metromedia's seven television stations, Metromedia News and will work with Metromedia president, Robert Bennett on network projects and other new ventures.

**Mark Schwartz**, VP and general manager, Broad Street Communications' KJYO(FM) Oklahoma City, assumes additional post of VP, FM division, succeeding **Thomas Durney**, who joins Metromedia's KHOW(AM) Denver as general manager.

**Mary Rines Thompson**, president, Maine Broadcasting System, licensee of WCSH-TV Portland and WLZ-TV Bangor, both Maine, named chairman of board. **Frederic Thompson**, program director, WCSH-TV, succeeds his mother as president.

**Marshall Galliers**, assistant to president, Times Mirror Broadcasting, joins Times Mirror's WSTM-TV Syracuse, N.Y., as VP and general manager.

**Robert McInerney**, acting president and general manager, WKQE(AM)-WBGW(FM) Tallahassee, Fla., joins KLMS(AM)-KFMQ(FM) Lincoln, Neb., as general manager.

**Tom Perryman**, general manager, WKY(AM) Oklahoma City, joins WCII(AM)-WKJJ-FM Louisville, Ky., as general manager. **Edward Hardy**, from KLZ(AM) Denver, joins WCII as station manager.

**Michael Dandry**, director of Westchester, N.Y., office of New York state assembly speaker, Stanley Finks, joins WVOX(AM) New Rochelle, N.Y., as VP and general manager.

**Walter Bent**, VP, marketing-sales, van Stratten Chemical Co., Chicago, joins Warner Cable Corp., Pittsburgh, as general manager.

**Douglas Padgett**, controller, Gilmore Broadcasting's WEHT(TV) Evansville, Ind., joins Gilmore's KODE-TV Joplin, Mo., as general manager, succeeding **Jack Markward**, resigned.

**Michael Raymond**, general manager, KRLY(FM) Houston, joins WMKE(AM) Milwaukee as station manager.

**Ken Bailey**, director of operations, KFTY(TV) Santa Rosa, Calif., elected VP of parent, Sonoma Broadcasting.

**Ellen Miller-Wachtel**, associate, Fulop & Hardee, New York, joins NBC there as assistant general attorney, law department.

**Mary Lynn Wolfinger**, from Deloitte, Haskins & Sells, Charlotte, N.C., joins WSOC-TV there as accounting manager.

**Dwight Tierney**, VP, personnel and administration, Warner Amex Satellite Entertainment Co., New York, named senior VP, human resources.

## Marketing



Fabian

**George Fabian**, senior VP, director of research and member of board of directors, SSC&B, New York, elected executive VP.

**Dick Goldstein**, president, Katz American Television, New York, named president of Katz Independent Television, succeeding **Don Robinson**, resigned. **Jim Beloyianis**, VP, general sales manager, Katz American Television, succeeds Goldstein.

**Alan Campbell**, senior VP, director of client services, Marsteller, New York, joins Young & Rubicam Zemp, Tampa-St. Petersburg, Fla., as president and chief executive officer.

**Peter Heinz**, executive VP, Drossman Yustein Clowes, New York, joins Needham, Harper & Steers there as senior VP, senior management representative. **Thomas Hartje**, general manager, Carvis Needham, Madrid, elected senior VP, NH&S International.

**Francisco Vergara**, VP, creative director, International Marketing and Advertising Services, Miami, joins Campbell-Ewald there as senior VP, creative director, Latin American operations.

**Timothy Seifert**, VP, account supervisor, Fahlgren & Ferriss, Cincinnati, named VP, director of account services.

**Joseph McNeil**, senior VP and creative director, Campbell-Mithun, New York, joins Creamer Inc. there as executive VP, creative director.

**Richard Ruud**, senior VP, general manager, Benton & Bowles, Los Angeles, joins W.B. Doner there as senior VP, West Coast manager.

**Anthony Bennett**, senior VP, management supervisor, Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., elected executive VP.

**Steven Libov**, account executive, Ed Libov Associates, New York, named VP, corporate planning.

**Ralph Conner**, general manager and partner, WHLI(AM)-WKJY(FM) Hempstead, New York, joins Weiss & Powell Inc., New York, as executive VP and national sales manager.

**Stacie Raiss**, senior media buyer, Gianettin & Meredith Advertising, Mountainside, N.J., joins TKR Cable Co., Warren, N.J., as director of commercial advertising.

**John Shermerhorn**, media planner, Cunningham & Walsh, New York, joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

**Jeffrey Holden**, from John Blair & Co., Chicago, joins RKO Radio Sales there as account executive.

**Patrice Clemency**, VP, marketing and promotion, Avery-Knodel Television, New York, named to newly created position of VP, support services. **Lewis Leone Jr.**, from Vitt Media, New York, joins Avery-Knodel as account executive. NBC/independent team.

**Marc Solomon**, VP and general sales manager, Corinthian Television, New York, joins Petry Television there as account executive thunderbirds sales team.

**Jim McCarthy**, local sales manager, KLSK(AM)-KPPL(FM) Denver, joins KDEN(AM) there as general sales manager.

Appointments, WGRZ-TV Buffalo, N.Y.: **Raymond Maselli**, VP, general sales manager, KTIV(TV) Sioux City, Iowa, to general sales manager; **Neil Militello**, from Cablescope Inc., Buffalo, N.Y., and **Bruce Kaiser**, from WBEN-FM Buffalo, N.Y., to account executives.

**Ramona Mitchell**, bureau director, New York State Department of Commerce, New York, joins WWRL(AM) there as sales coordinator.

**Ellen Ditmanson**, art director, KGW-TV Portland, Ore., joins KING-TV Seattle in same capacity.

**Thomas Patrick McArt**, from *Seattle Post-Intelligencer*, joins KCMO-TV Seattle as retail sale development manager.

**Robert Schellenberg Jr.**, from Petry, Tampa St. Petersburg, Fla., joins WBTV(TV) Charlotte, N.C., as local-regional sales manager.

**Robert Cesa**, account executive, WCBS-TV New York, named account executive, national sales, CBS Television Network Sales there.

**Robert Bordelon**, account executive, KOAX(FM) Dallas, joins KIXK(FM) Denton, Tex., as local sales manager. **Tom Kinkaic**, account executive, KIXK, named national sales manager.

**Daniel Scher**, director of sales research, CBS TV, New York, joins WPTF-TV Raleigh-Durham, N.C., as national sales manager.

**Michael Hillstrom**, national sales manager, WLAK(FM) Chicago, joins WGN(AM) there in same capacity.

**Dustin Lecate**, from WCCB(TV) Charlotte, N.C., and **Carlene Lee**, from J. Walter Thompson, Atlanta, join WANX-TV Atlanta as account executives.

**Rory Clark**, account executive, WLS-AM-FM



Chicago, joins WBBM-FM there in same capacity. **Mileta Smith**, from John Blair & Co., Chicago, joins WBBM-FM as retail sales specialist.

**Brent Leathers**, account executive, KNST(AM)-KRQQ(FM) Tucson, Ariz., joins KOPA(AM) Scottsdale, Ariz., in same capacity.

**Phil Pettelle**, from Christal Radio Representatives, Detroit, joins WXYZ(AM) Detroit as account executive.

**Ann Anderson**, anchor, KTVF(TV) Fairbanks, Alaska, named account executive.

**Cindy Stern**, sales assistant, red team, Katz American Television, New York, named research analyst, blue team.

**Rick Taylor**, anchor, WLWT(TV) Cincinnati, joins Paragon advertising, Florence, Ky., as VP, commercial accounts.

## Programing

**Anthony Lynn**, senior VP, pay television and nontheatrical distribution, Columbia Pictures, Los Angeles, named VP, office of president, Columbia Pictures. **S. Anthony Manne**, VP, continental manager, Columbia Pictures, New York, named VP, international theatrical sales.



DeLany

**William DeLany**, general manager, Tampa MDS Systems, Tampa, Fla., named director of distribution, Telefirst Entertainment Recording Service, division of ABC Video Enterprises.

**Phil Howort**, senior VP, programs, Comworld Productions, Los Angeles, joins Ohlmeyer Communications, New York, as executive VP.

**Loreen Arbus**, VP, programing, Cable Health Network, Los Angeles, joins Viacom Productions there as VP, development.

**Steve Sandman**, Southeast regional manager, Drake-Chenault Enterprises, Los Angeles, named VP and general sales manager, format division.

**Concepcion Lara**, creative marketing director and regional manager, Galavision, Los Angeles, joins The Disney Channel there as manager of affiliate communications and training.

**Robert Roganti**, director, advertising sales, Eastern region, Warner Amex Satellite Entertainment Co., New York, named VP, advertising sales, for WASEC's MTV: Music Television.

**Rita Burton**, director, studio center production services, CBS/Broadcast Group, Los Angeles, named VP, CBS/Fox Studios there.

Appointments, *Edge of Night*, ABC-TV: **Ervin (Nick) Nicholson**, producer, to executive producer; **Jacqueline Haber**, associate producer, succeeds Nicholson, and **Cathy Maher**, assistant producer, succeeds Haber.

**Philip Pictaggi**, controller, MCA Videocassette, MCA Videodisk and Universal Pay Television, Los Angeles, named VP, oper-

ations, MCA Home Video and Universal Pay Television.

**Thelma Smith**, VP, personnel and administration, Satellite Program Network, Tulsa, Okla., named VP, sales.

**Kate Moody**, director, corporate development, Nickelodeon, Warner Amex Satellite Entertainment Co., New York, named director, commercial clearance.

Appointments, ProServ Television, Washington: **Dennis Spencer**, assistant to president, to executive assistant to president, based in Dallas; **Herb Swan**, technical director, to general manager, Europe and South America, and **Susan Greenblatt**, from Video East, King of Prussia, Pa., to operations manager.

Appointments, Prism, Bala Cynwyd, Pa.: **Bill Talmadge**, from NBC, New York, to program manager; **John Tuohey**, director of programing-executive sports producer, ON TV, Detroit, to schedule manager, and **Ken Adelberger**, from videotape production, Philadelphia Flyers professional hockey team and Philadelphia 76'ers professional basketball team, to traffic coordinator.

**Tony Kubek**, commentator, professional baseball, NBC Sports, New York, has renewed contract with network.

**Kathy Staab**, manager, credit and collections, Corinthian Broadcasting, New York, joins USA Cable Network, Glen Rock, N.J., in same capacity.

**Susan Goodrich**, director of management planning and compensation, Home Box Office, New York, named director of human resources.

**Lenny Kaye**, musician, The Lenny Kaye Connection, New York, joins DIR Broadcasting there as producer of *Mazwell House Party* and *Live Cuts* radio programs.

**Sylvia Delia**, executive director, Victorian Video, New York, joins Wometco Home Theater, Fairfield, N.J., as director of programing.

**Carolyn Richardson**, member of programing department, KKTU(TV) Colorado Springs, named program director.

**Michael Nitka**, acting manager and program director, noncommercial WAMU(FM) Washington, joins noncommercial KERA-FM Dallas as program director.

**Scott Jameson**, program director, KOMP(FM) Las Vegas, joins KAZY(FM) Denver in same capacity.

**Kimberly Fields**, from WPIX(TV) New York, joins co-owned WGN-TV Chicago, as production supervisor.

**Tom Snell**, videographer-editor, KHGI-TV Kearney, Neb., named director of production.

**Chuck Robson**, program director, KFH(AM) Wichita, Kan., joins KWHK(AM) Shreveport, La., as program manager.

**Joel Grey**, air personality, KLIR-FM Colorado Springs, named assistant program director.

**Bob Baker**, farm director, WFRL(AM) Freeport, Ill., joins KMMJ(AM) Grand Island, Neb., in same capacity.

**Kim Fields**, from WPIX(TV) New York, joins WGN-TV Chicago as production supervisor.

**Johnny Morrow**, from WNCT(AM) Greenville, N.C., joins WRMT(AM) Rocky Mount, N.C., as sports director.

**Pat Principle**, news director, WLYH-TV Lancaster, Pa., joins WGAL-TV there as weekend sports anchor.

**Denise Kranich**, co-host, *PM Magazine*, WXEX-TV Richmond, Va., resigns.

## News and Public Affairs

**H.L. Stevenson**, VP, editor-in-chief, United Press International, New York, named executive VP, editorial.

**Chuck Woolsey**, special projects producer, *World News This Morning* and *Good Morning America*, ABC News, Washington, joins Metromedia News there as assistant news director.

**Jamila Bess**, news editor, Sheridan Broadcasting Network, Washington, joins Mutual News there in same capacity. **Daniel Ronan**, from Wisconsin Public Radio Network, Madison, Wis., joins Mutual News, Washington, as news editor.

**Bob Sherwood**, news director, KFTY(TV) Santa Rosa, Calif., elected VP of parent, Sonoma Broadcasting.

**Scott Witt**, news director, WLNA(AM)-WHUD(FM) Peekskill, N.Y., named VP, public and community affairs. **Michael Bennett**, assistant news director, succeeds Witt.

**Pat Anastasi**, writer, ABC Radio News,



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Washington, joins ABC-Owned WMAL(AM) there as news assignment manager.

**Tom Joyner**, reporter, WHIO(AM) Dayton, Ohio, joins WDTN(TV) there as assignment manager.

Appointments, KSDO(AM) San Diego: **Lanny Marsh**, senior weekday morning writer, to weekday assignment editor; **Barbara Lewis**, weekend morning news editor, to weekday morning news editor; **Kevin Milmo**, from WBZ-TV Boston, succeeds Lewis, and **Craig Abernethy**, reporter, to afternoon news editor.

**Mike Stutz**, assignment editor, WITI-TV Milwaukee, joins WTMJ-TV there in same capacity.

**Patrice Jordan**, producer, WSB-TV Atlanta, joins KBTB(TV) Denver as executive news producer.

**Fred Robinson**, air personality, KGUM(AM) Agana, Guam, named director of public affairs and special programming.

**Chuck McConnell**, program manager, non-commercial KUAC-TV Fairbanks, Alaska, joins KCTS-TV Seattle as executive producer, current affairs.

**Scott Ackerson**, from WOWK-TV Huntington, W. Va., joins WTAJ-TV Altoona, Pa., as news producer.

**Pat Hastings**, noon news producer, WRTV(TV) Indianapolis, joins KDKA-TV Pittsburgh as producer.

**Earl Caldwell**, columnist, *New York Daily News*, joins CBS Radio, New York, as commentator, *Spectrum*.

**Stacy Smith**, 5 and 10 p.m. co-anchor, WDAF-TV Kansas City, Mo., joins KDAK-TV Pittsburgh as anchor-reporter. **Phil Witt**, anchor-reporter, WDAF-TV, succeeds Smith.

**Jeff Nowakowski**, reporter, WROC-TV Rochester, N.Y., joins WTVR-TV Richmond, Va., as general assignment reporter.

**Laura Williams**, from WTVX(TV) Fort Pierce, Fla., joins WDTN(TV) Dayton, Ohio, as reporter.

**Kevin Kerrigan**, from WRC-TV Washington, joins WDIV(TV) Detroit as reporter.

**Ron Martin**, anchor-reporter, WSBA-AM-FM York, Pa., joins WGAL-TV Lancaster, Pa., as reporter.

**Jesse Johnson**, air personality, KLIR-FM Denver, joins KRDO-TV Colorado Springs as weekend weather anchor.

## Technology

**Richard Cerny**, co-founder and director, Artel Communications, Worcester, Mass., manufacturer of graphic systems for television, elected chairman and chief executive officer. **Tad Witkowitz**, co-founder and director, Artel, elected president and chief operating officer.

**Arne Aukland**, from Radio Technical Commission for Aeronautics, Washington, joins Electronics Industries Association there as staff engineer.

**William (Ty) Bevington**, from Western Electric Co., Atlanta, and **Paul Van Teslaar**, from Western Electric Co., Monroeville, Pa., named Southeast and Southwest project managers, respectively, for Group W Cable. Bevington will be based in Tampa, Fla., and Van Teslaar in Los Angeles.

**Andrew Morgan**, manager of radio frequency implementation, RCA Commercial Communications Systems division, Camden, N.J., joins RCA-owned WNBC-TV New York as manager, technical operations.

**Tim Airhart**, field operations manager, United Video, Tulsa, Okla., named director of operations, transmission services division. **Ed Muraski**, chief engineer, United Video, named manager of technical support group, transmission services division.

**LaRene Tondro**, director of operations, news and teleconferencing, Bonneville Satellite Corp., Salt Lake City, named manager of BSC's Washington office.

**John Borst**, assistant general counsel, Zenith Radio Corp., Glenview, Ill., named general counsel.

**Raymond Yirga**, VP, finance, Della Construction Co., Enfield, Conn., joins Townesend Associates, Westfield, Mass., broadcast equipment manufacturer, as director of finance.

**Lawrence Ries**, from KWGN-TV Denver, joins KDVR(TV) there as director of engineering.

**William Weber**, managing director of engineering and technical operations, non-commercial WHY-FM Philadelphia-WHY-TV Wilmington, Del., named VP, engineering and technical operations.

## Promotion and PR

**Tom Roland**, correspondent, *Cash Box*, Nashville, joins United Stations, New York, as director of creative services.

**Charma James**, writer-producer, KHGI-TV Kearney, Neb., named director of advertising and promotion.

**Judy Vance**, from WTMJ-TV Milwaukee, joins WCGV-TV there as promotion director.

**Neena Selig**, manager of advertising, promotion and publicity, Frank Erwin Center, University of Texas, Austin, joins KVET(AM)-KASE(FM) there as promotion director.

**Jodi Ann Victor**, basketball coach, Newman Central Catholic high school, Sterling, Ill., joins KQIP(FM) Odessa, Tex., as director of special activities.

**Donna Vogt**, creative services director, WDVM-TV Washington, joins KTSP-TV Phoenix as advertising and promotion manager.

## Allied Fields

**Brandon Tartikoff**, president, NBC Entertainment, Los Angeles, elected president, Hollywood Radio and Television Society. **Salvatore Iannucci Jr.**, executive VP, Embassy Communications, elected VP.

**Howard Duncan**, president, Surrey Broadcasting, Tucson, Ariz., joins Kalil & Co. there as media broker.

Elected officers, Ohio Cable Television Association, Columbus: **Patrick Deville**, Buckeye Cablevision, Toledo, president; **Leo Brennan**, Coaxial Communications, Columbus, vice president, and **David Wilson**, Viacom Cablevision, Cleveland, secretary-treasurer.

Elections, Arizona Chapter, Women In Cable: **Susan Bitter Smith**, Arizona Cable Television Association, president; **Rose Rumney**, Storer Cable of Glendale, vice president; **Dee Rose**, Storer Cable of Phoenix, secretary, and **LaJunta Monroe**, Apache Cablevision, treasurer.

## Deaths

**D. Joseph Hanlon**, 66, retired attorney, FCC, Washington, died of heart attack June 29 at Peninsula General hospital, Salisbury, Md. Survivors include his daughter.

**Maurice Barnes**, 81, retired attorney, FCC, Washington, died of cancer July 1 at his home in Salt Lake City. He is survived by his wife, Ellen, two sons and two daughters.

**Edward Kenworthy**, 65, announcer, KNXT(TV): Los Angeles, died of heart attack June 15 at his home in West Covina, Calif. He is survived by his wife, Constance, and two daughters.

**Mary Livingstone**, 77, comedienne wife of Jack Benny, died of apparent heart attack June 30 at her home in Los Angeles. Livingstone was featured with her husband on his long-running radio and later television series.

**Geraldine Souvaine Davidson**, 74, one-time producer of intermission program on Texaco-sponsored Metropolitan Opera radio broadcasts, died July 4 at her home in Manhattan.

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## Bill Scott: bringing the news to cable

When Bill Scott was 5, his father gave him a radio set. The younger Scott would go to sleep at night listening to music and news from across the country. "The radio brought me beyond my bedroom to the world," Scott says, and sparked an interest he never doubted. From then on, he says, "I always wanted to be in broadcasting...and it never entered my mind that I wouldn't."

Scott's career has led through many parts of the Fifth Estate with special emphasis on all-news radio and television. With him in charge, Satellite News Channel has been built from blueprint to a functioning news organization in only 15 months.

His biography reflects varied interests and experiences.

He majored in experimental psychology at City College, New York, doing research on extrasensory perception. (His conclusions: ESP exists but is not scientifically predictable.) Although Scott makes no direct connections between psychology and the delivery of news, he says: "News...is reflective of life's experiences, of people's experiences and the country's experiences. Anything I've done [in life] has helped," Scott says, in knowing what people want from all-news services.

Scott has done a lot. After graduating in 1954, he hitch-hiked across the country, working at odd jobs and finding that, contrary to his born-and-bred-in-New York belief, "New York was not the center of the universe." After stints with the Army and National Telefilm Associates, Scott became a reporter at Metromedia's WNEW(AM) New York in 1957. A year later he moved to the fledgling Radio Press International, a radio news syndication operation, and became its director of news. RPI was sold to United Press International in 1966 and became UPI audio.

Scott moved next to Straus Broadcasting's WMCA(AM) New York as vice president, news and public affairs. In 1969, he put together the programming and hired the talent for an all-news/talk format that WMCA's management desired. "I had less interest in programming talk than doing it," Scott says, so he went on the air three hours a day, six days a week for three years. Scott describes the experience as "a unique chance for someone in management to hear from people who use the media, how they used it, what they liked and didn't like, their reactions and what they're interested in. Management too often doesn't get out enough," he said. After all, we do what we do for people."

In 1974, Scott joined Group W's WINS(AM) New York as executive editor, charged with the task of creating an all-news operation there. Out of that came the slogan, "Give us 22 minutes and we'll give you the world," on which SNC modeled its own



Seymour William Scott—president and chief operating officer, Satellite News Channel, Stamford, Conn.; b. July 4, 1934, New York; B.A. experimental psychology; City College of New York, 1954; U.S. Army 1954-56; director of film operations, National Telefilm Associates, 1956-57; reporter, WNEW(AM) New York, 1957-58; director of news, Radio Press International, 1959-66; vice president news and public affairs, WMCA(AM) New York, 1966-69; vice president programming, 1969-70; anchorman, "Newscall," 1970-73; reporter, WNEW-TV New York, 1973-74; executive editor, Group W's WINS(AM) New York, 1974-75; vice president, Group W radio news operations 1975; general manager, WINS(AM), 1976-77; vice president, Group W news operations, 1977-79; senior vice president, Group W radio group, 1979-81; present position since August 1981; divorced; children—Karyn, 19; Stacey, 16.

news cycle of 18 minutes and accompanying slogan.

Seven years later, Group W officials approached Scott about putting another all-news operation together, this one for cable television under the parentage of Group W and ABC. After pondering the offer for a few weeks, Scott decided: "I cannot let this happen without me." The answer goes a long way in explaining the Scott persona.

Scott says he won't take a job unless it is both challenging and fun. "If I can't have fun, what's the point in doing it." And with Satellite News Channel, Scott is having fun. It celebrated its first anniversary last month, has tripled its at-launch subscriber count of 2.5 million households, and projects it will be in 10 million homes by year's end. The sluggish advertising environment that stunted SNC's growth and forced SNC II onto the back burner has improved, and Scott says the service is on course in its 10-year plan. SNC has claimed a number of beats, its first and probably most important being news of the death of Soviet leader Leonid Brezhnev last November. "It's a hell of a news service," Scott says, looking back on the first year. "It has established itself in the front

ranks [of news organizations] and takes a second seat to no one."

If there were a credo Scott borrowed from psychology to begin SNC, it was "to know going in who you are, what the service is and wants to be." And SNC's identity in a many-channeled programming environment is one Scott wants to reinforce. His goal for SNC in its second year is to make it "the home base for people," to make it "familiar territory" that "people will check in with" to find out what is going on in the world.

Scott's management philosophy dictates delegation of both responsibility and power to carry out tasks. "You get good people, create an environment to succeed, give them the ground rules and goals [of the service] and let them execute," Scott says. He has been known, however, to pop in at 2 or 3 a.m. at his news operations, to lend a hand, give advice or listen to problems. He has standing orders that viewers who call with complaints or inquiries are patched in to Scott personally, another means of keeping in tune with viewer opinions.

Scott is generous with credit for the early success of SNC: from the producers on the floor who keep the service going around the clock with 55 minutes of national news, five minutes of regional news and occasionally five minutes from local stations, to partner ABC, of which he says: "You could not do better. They are tremendous professionals, providing input, suggestions and support."

The diversity of Scott's broadcasting experience is matched by that of his outside interests. He has traveled widely—a Bill Scott vacation can include a short course on Mayan culture and a trip to Mexico to see its remains. He has worked in drug rehabilitation programs, learning from those who "overcame obstacles I never had to [which] made them stronger than me," says Scott. He is also interested in architecture, although it is, he says, no more than a layman's appreciation.

Scott has won numerous awards from such organizations as the Radio-Television News Directors Association, Ohio State and state and local broadcast organizations. He refers to them in his biography as "all the awards that were mistakenly given to me."

Scott is a self-described risk-taker. "People never get downgraded for taking chances," he says. He looks for new ways to cover stories: "That's how you present something that stands out for the viewer," he says.

Scott sees SNC as a modern-day version of his first bedside radio: "It's important to let kids have a shot and an opportunity to go from a fourth floor walkup to whatever."

A *New Yorker* cartoon hangs on Scott's office wall, given to him by a former secretary who felt it captured his desires. In it, a man and woman are sitting on a blanket at the beach. The man stares at the ocean and says: "Maybe it's an impossible dream, but I'd like to serve mankind and get a slice of the pie."

ABC is reported to have **approached major movie studios about offering them minority equity interests in Tele1st**, its planned pay movie network over ABC affiliates and O&O's, scheduled for test first quarter of 1984 in Chicago. In exchange, ABC would secure rights to certain theatricals for broadcast on Tele1st, major element in proposed programing. ABC would not comment on matter. Offer is said to be on top of regular fees ABC would pay for product. One reason cited for ABC's proposal: Network and studios are far apart on agreeing to license terms. According to one studio executive in distribution end of business, it "was way of creating the best possible relationship" between parties. Unresolved problem, he pointed out, is where Tele1st will fall in traditional sequential distribution of theatricals, which would affect license terms.

**Copyright Royalty Tribunal** last week **ordered partial disbursement of 1980 and 1981 cable copyright fees, totalling more than \$35 million**, to various claimants, on Aug. 11. According to CRT Commissioner Thomas Brennan, CRT has been holding portion of fees since 1979, pending resolution of court appeals challenging way in which fees have been divided up among claimants. Court challenges have come primarily from National Association of Broadcasters, which feels its cut was too small, and religious programing syndicators, which didn't get cut. CRT had already given away half \$27 million 1980 fund. By last week's action, it will give away additional \$8 million and retain more than \$5 million. CRT also decided to disburse \$27 million of 1981 fund (85%) and keep \$5 million. Brennan noted CRT is still holding around \$12 million (50%) of 1979 fund and has collected \$40 million in 1982 copyright fees.

**City strategy seminar.** *The U.S. Conference of Mayors last week launched a lobbying effort aimed at discouraging the House from adopting legislation similar to S. 66, the cable deregulatory measure that has already been approved by the full Senate, with a "seminar" for House legislative assistants in Washington.*

*Although literature advertising the seminar implied that federal legislation wouldn't be addressed—it apparently was intended to provide House staffers with background on cable—the Senate bill was discussed. The common denominator of the presentations was that local regulation of cable should not be disturbed.*

*For example, Tom James, representing Dallas, said cable had to be regulated since it was a monopoly, and regulation is a substitute for competition when monopoly exists.*

*James also stressed the importance of leaving that regulation in local hands, since different communities have different needs. Communities also have to regulate cable rates, both to insure that service is provided to all of their citizens and to guarantee that "reasonable" levels of service are provided, he said.*

*William Finnerman, chairman of New York's cable commission, lambasted a provision in S. 66 that he said would make franchise renewal "virtually automatic." Renewal is the only handle "the people" have at their disposal to "keep the cable operator caring a little bit," he said.*

*"If the monopoly is to be granted in perpetuity, the people will have lost any oversight," he said.*

*Leonard Simon, assistant executive director of the conference, said the legislative assistants would be provided with a section-by-section brief outlining the conference's objections to S. 66 "soon."*

*After the meeting, Simon said the conference planned to continue "providing input" on the subject to the House Telecommunications Subcommittee. He also said the conference would be "pleased" if the House doesn't come up with a companion bill to S. 66. "We feel we've got a much more open environment and that we've gotten a more hospitable reception in the House," he said.*

**Contract talks** between representatives of **NBC and National Association of Broadcast Employees and Technicians broke off** last week Bethesda, Md., with no word on when talks might be resumed. NABET, which represents 2,500 of network's technical work has been meeting with NBC periodically over last several months in attempt to negotiate terms of new agreement to replace contract that has been extended indefinitely beyond expiration date March 31, 1983. NBC presented what was termed its "final package" to union on June 25 and said it would withdraw two elements of proposal—dental plan and clause to make agreement retroactive to April 1, if it is not acted upon by July 26.

**Arbitron** released its **national cable penetration** estimate last week which, as of July 1, stands at **35%**, just 2.5 points less than figure put out by Nielsen three weeks ago (BROADCASTING, June 27, p. 37.5). Two companies' cable penetration estimates have differed in past by as much as 10 points (BROADCASTING, Jan. 4, p. 19). Arbitron's latest estimate is based on responses from diary keepers during four previous sweeps, ending with February 1983 period, which was weighed most heavily (40%). Previous three sweeps (November, July and May 1982) were "balanced proportionally" in formula used to derive latest estimate, said Arbitron spokesman. She added that market-by-market breakdowns are currently being compiled. Effective with latest estimate, Arbitron will release cable penetration updates four times annually, before each sweep period.

**CBS won daytime ratings for week** ended July 3—feat it had accomplished since April 21, 1979. Margin of victory was only one-tenth of rating point, with CBS achieving 7.4/25, ABC, 7.3/24, NBC, 5.0/17.

**New cable movie network** will be launched in **Great Britain** by end of 1984. Called United Cable Programmes Ltd., company is joint venture of several British concerns and United International Pictures Pay TV Inc. UIP Pay TV is itself joint venture formed last year by Paramount Pictures, MCA's Universal Pictures and MGM Entertainment Co. to sell theatricals abroad for pay TV service. New cable channel will be British controlled, and available over Visionhire and Rediffusion cable systems, U.K.'s two principal MSO's. British companies in joint venture are Rediffusion Visionhire, Rank Trident Satellite and Cable, and The Plessey.

U.S. District Court **Judge Harold Greene** said last week **he will prove AT&T's reorganization plan if changes are made** that he should help in moderating pressure for local rate increases and divestiture. One change he recommended was that **AT&T using name "Bell"** for anything except Bell Laboratories and its foreign subsidiaries. As result, AT&T would appear to have change name of American Bell, its enhanced services and equipment subsidiary, which it already has been promoting heavily.

**Extravision**, CBS/Broadcast Group's two-month old national broadcast teletext service, is being **put into "hiatus"** until end of summer, when company hopes there will be enough receiver terminals installed around country to make revived operation of service worthwhile. Hiatus means that although service will continue to be broadcast 24 hours per day, its pages will not be updated every 15 minutes as they have been since system went on air in April. Most of 14-person staff of Extravision has been temporarily reassigned to other projects at CBS. At present, there are about five or six decoders operating nationwide that are capable of receiving service, but by September, there could be from 50 to 100 decoders, according to Albert Crane, Extravision vice president.

**NPR was offered \$5 million**, it was reported in newspaper, for 20% interest in data-transmission joint venture, INC. Offer, reportedly made by **National Information Utilities Inc.**, NPR's partner in venture, also included income for each member station once venture is going. Report comes just as radio network is asking for \$5 million, whom report took by surprise, to guarantee loans of up to \$5 million. Ronald Bornstein, NPR's interim chief operating officer, replied next day that no agreement had been made.



**Star baseball game on NBC-TV** last Wednesday night averaged a Nielsen rating/39 share, NBC said Friday. That was below last year's score of 25.0/44 when game was on ABC, but it was good enough to give NBC 21.0 rating for last Wednesday's 8-11 p.m. time period and outdo CBS's 13.0 and ABC's 10.8. NBC research said it also gave NBC its third straight nightly win last week.

**National Association of Broadcasters and National Cable Television Association** have joined effort to persuade **Supreme Court to review** its **1972 court decision** upholding constitutionality of Oklahoma law **banning advertising of wine**, as well as other alcoholic beverages (BROADCASTING, May 2). In separate amicus curiae briefs, they say the law, which affects advertising originating outside as well as inside Oklahoma, violates First Amendment. U.S. Court of Appeals for 10th Circuit had held that law was valid under 21st Amendment which repealed prohibition and authorized states to regulate advertising of liquor. Both NAB and NCTA noted, in their First Amendment arguments, that under FCC rules and Copyright Act, cable systems may not strip commercials from programs that they carry; as result, they would be forced to drop programs as well. The court also said appeals court decision establishes precedent that law will be applied to other types of advertising that support news and information services of "free broadcasting." Petition for review was filed by four cable companies—Capital Cities Cable Inc., Cox Cable of Oklahoma City, Multimedia Cablevision and Sammons Communications Inc. Others filing friend-of-court briefs in support of petitioners were American Newspapers Publishers Association and Magazine Publishers Association, in joint filing.

**Aerospace Satellite Services Corp.** (FASSC) has plunked down **\$10,000 deposit with NASA** to reserve spots aboard space shuttle for launch of its **three high-capacity hybrid satellites** in 1987. "It is important to reserve launch dates as soon as possible," said FASSC President Alan L. Parker in prepared statement. "The shuttle manifest shows that launch opportunities in 1987 are already committed, and will get tighter if dates for launches in 1986 slip." As hybrid satellites FASSC satellites will contain both C-band and Ku-band transponders. Although deposit is non-refundable, Parker said, FASSC will continue to investigate alternative launch vehicles, including expendable U.S. rockets and European Ariane.

Review Board has **affirmed** Administrative Law Judge Edward Kuhlmann's **decision dismissing renewal application of Faithful Inc. for KVOT-TV San Francisco**. Kuhlmann dismissed application after licensee failed to answer questions and produce documents needed to prepare for comparative hearing (BROADCASTING, March 28).

**Quire Inc.**, publicly traded company, has sold **KFCY-TV Palm Springs** and **KESQ-TV to Cimarron Broadcasting of California Inc.** for about **\$4.5 million**. Cimarron, publicly traded company, is headed by recording artist, Harry Nilsson, chairman, and Ben West, former president of KOKH-TV Oklahoma City. It has no other broadcast interests. Blackburn & Co. Inc. brokered the sale.

**WRAM (AM) and KFKF (FM) Kansas City, Kan.** were sold last week to **Scon Group Broadcasting** by Washington-based **Allbritton Communications** for **\$4 million**. Allbritton, bought stations in 1980 for \$2.7 million (BROADCASTING Oct. 27, 1980). It also owns five TV's. Scon is based in Laconia, N. H., owns three AM's and five FM's.

**American Television and Communications Corp.** announced last week it has completed **swap of 10 small systems** with total subscription of about 27,000 for **Group W's system in Johnstown, Pa.**, with 29,000 subscribers. Ten ATC systems involved in trade: Henson, Lexington, Milan, Savannah and Union City, all Tenn.; Don-LaGrande and Baker, both Oregon; Fallon and Yerington, Nev.; and Perry, Fla.

**United States Cablesystems Inc.** announced last week that it and **United States Communications Inc.** have formally **agreed on how to divvy up assets** and liabilities of its ill-fated joint venture, **Rogers UA Cable-**

**systems Inc.** Under agreement, RCI winds up with 325,000 subscribers, including some 100,000 subscribers of San Antonio, Tex., system. (Split will also allow RCI to remove \$90 million [Canadian] from its consolidated balance sheet, RCI said.) UAC, meanwhile, gets 275,000 subscribers, including some 200,000 served by system in New York's New Jersey suburbs. Official breakup, which is subject to regulatory approval, is slated for Aug. 31.

**House Telecommunications Subcommittee**, located at room B331 in Rayburn House office building, has **moved** to larger facilities in **House Annex II** building, room 2342.

House Energy and Commerce Committee has established new **Special Subcommittee on U.S. Trade with China**. Among Telecommunications Subcommittee members who have been named to China subcommittee are Representative Al Swift (D-Wash.), who will chair subcommittee, Tim Wirth (D-Colo.), John Bryant (D-Tex.) and Tom Tauke (R-Iowa). Also on new subcommittee are Commerce Committee Chairman John Dingell (D-Mich.) and ranking minority member, James Broyhill (R-N.C.).

FCC last week granted **Newton Minow**, former chairman of FCC, **waiver of cable-broadcast crossownership rules to be CBS board member**. Minow, partner in Chicago law firm of Sidley & Austin, was elected to board earlier this year (BROADCASTING, April 25). He has small interest in Cablevision Systems Development Co., Mid-Cumberland CATV Development Co. (operator of cable systems in Springfield and Smyrna-LaVergne, Tenn.), and Cablevision Associates V (owner of cable systems in Texas, Nebraska and Iowa).

**Rich Frank**, president of Paramount Television and Video Distribution, has been named **president of new Paramount Television Group**, which completes restructuring of company begun in January. Frank, who has been responsible for Paramount's television syndication, home video and cable television divisions, will assume added responsibilities for production of first-run commercial television programs, formerly headed by Gary Nardino, who becomes independent producer for Paramount.



Vander Dussen



Lagore

**Neil Vander Dussen**, president and chief executive officer of Sony Broadcast Products Division, has been named president and chief executive officer of **Sony Consumer Products Co.**, replacing **Joseph Lagore**, who has been appointed to newly created position of senior VP, marketing, Sony Corp. of America. Vander Dussen will retain his position as head of broadcast products company. SCA has also added second executive vice president, **Koichi Tsunoda**, formerly president of Sony Communications Products Co., who will be responsible for overall company operations (administration, support staff and distribution services), and engineering activities in U.S. Existing executive VP, **Robert Dillon**, has assumed additional title of chief financial officer and will be responsible primarily for company's financial affairs. **J. Philip Stack**, senior VP of Sony Communications Products, succeeds Tsunoda. In related announcement, Sony said its Tape Sales Co., which markets consumer audio and videotape products in U.S., would also take over industrial and professional audio and videotape sales as well.

# Editorials

## Gathering steam

The business side of broadcasting seems healthy and strong, as two stories elsewhere in this issue make clear. Spot radio and TV sales came through the first half of 1983 with gains substantially ahead of the general inflation rate by most accounts, and although there are signs of some summer softness at the moment, the full-year—and longer-term—prospects get high marks. The TV networks and their clients are currently engaged in their annual cat-and-mouse ritual, playing for negotiating advantages, but the big question, as one agency executive put it, is not whether the big buying will break, but when. As for the radio networks, who can pour-mouth a medium that has just reported the biggest sales month in its history ("Riding Gain," July 4)?

The bad part of all this, particularly in spot, is that these blessings do not fall uniformly on all. Some stations and markets always get the short end, often unaccountably, and now is no exception. The good part is that these overall gains have occurred while the economy was just beginning its comeback. If the experts are right and the economy continues to pick up speed, the best part is yet to come.

## The legislators' duty

Whatever the message the Supreme Court intended to send the Congress, if indeed it intended to send any, when it admitted its failure to resolve the home-recording case this year, the message that the Congress ought to perceive is clear: Get on with the legislative process. Obviously the present law, although only in its seventh year, is already out of date in a period of galloping technology. It is not up to the Supreme Court to write new copyright law. That job belongs to Congress.

Two principal pieces of legislation were introduced after the Ninth Circuit Court of Appeals, in San Francisco, reversed a district court and held the existing law provides no exemption from copyright liability when a television viewer turns on a Beta-max to record a program for later replay (BROADCASTING, Oct. 26, 1981). One bill, introduced in the Senate by Senator Dennis DeConcini (D-Ariz.) and in the House by Representative Stan Parris (R-Va.), would create a copyright exemption for home recording of broadcast programming. That bill is supported by the manufacturers of recording machinery and tapes. Another, introduced in their respective houses by Senator Charles McC. Mathias Jr. (R-Md.) and Representative Don Edwards (D-Calif.), would establish a compulsory license for home video and audio recording and authorize the Copyright Royalty Tribunal to set and collect royalties from manufacturers of home recording gear for distribution to the copyright owners. That bill is supported by television producers and distributors and phonograph record companies.

With strong interests arrayed in opposition, legislators are understandably reluctant to engage in a dispute that they hoped the Supreme Court would settle. From the outset, that hope has been misplaced. The losers in the court may be expected to take their case to Congress, which may as well face the problem now as later.

The view here has been that a modified and moderated version of the Mathias-Edwards legislation is to be preferred over the flat exemption, if only to preserve the principles of copyright. If wholly unrestricted home recording is to be allowed, copyright holders may be denied some fruits of their creation. The problem

is to establish a reasonable evaluation of those fruits. At this primitive stage of home videorecorder distribution, establishing television values may be difficult. The phonograph business, however, can make claims. The decline of record sales is attributed at least in part to home recording.

The defect in the Mathias-Edwards legislation is the *carte blanche* it would give the Copyright Tribunal to set royalties. To prevent a future gouging of the public, the ultimate payer of the royalties, legislation must contain a cap far, far below the wind-falls that seem to blow through some Hollywood minds when the subject of home recording is mentioned. The cap must be based on evidence, not supposition.

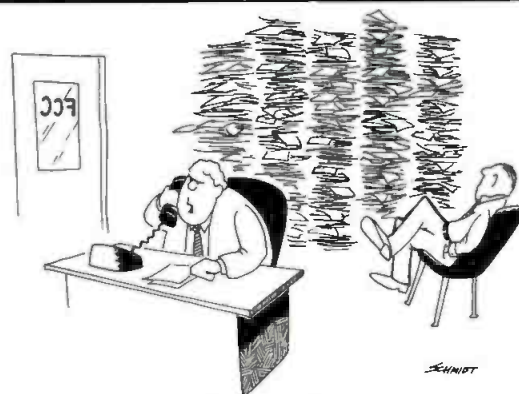
Drafting copyright law is never easy, and won't be now. But it is a job that Congress cannot delegate to the judiciary.

## Numbers count

The good news amid the conspicuous turmoil that has involved broadcast industry lobbying organizations in recent months—very much including the brouhaha over whether the National Association of Broadcasters was indiscreet in so vigorously pursuing the deregulation cause in the face of one subcommittee chairman's reluctance—is that *so many* broadcasters have been in the act. The formation of the caucus to represent the interests of group broadcasters, for example—which initially was seen as containing at least a hint of criticism of the NAB—is now perceived more accurately as a massing of large broadcaster muscle that will complement, not combat, what the NAB is up to. (If there were a federation of broadcast organizations, of course, the caucus could fit into it as hand into glove.)

These observations proceed from a general sense that things are getting better in Washington. Deregulation is on track, at the FCC and maybe even on Capitol Hill, and there appears to be no way that radio and television can come out of the year in any way other than ahead of the game. Not that we'll lack for disputes and fulminations to report from time to time, but, let's face it, where broadcaster interests are concerned this year the sky is nowhere falling.

When all has been said and done, a lot of people will be able to claim credit. For our part, we'd single out the concerned broadcasters who are taking the time and making the effort to stay involved. May their tribe increase.



Drawn for BROADCASTING by Jack Schmidt

*"Quit complaining. We have someone looking at every low-power television application that has come in."*









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