

Broadcasting Oct 10

ONCE A YEAR WE MAKE NEWS.



On Labor Day, when most people are at home taking it easy, a lot of KPRC TV employees are at the station, working even harder than usual. Because every year, KPRC TV donates all of the station's broadcast facilities and time to the Jerry Lewis Muscular Dystrophy Telethon.

This year, over 5,000 volunteers took in 50,000 pledges. In addition, thousands of people came to the station to make their donations in person. All together, \$1,907,213 was raised for research. That's one of the biggest contributions in the country. (As a matter of fact, Houstonians who watch KPRC

TV hold the record for per-capita contributions over the past decade.) But the best number is a small one. Only a small percentage of this year's money went for expenses. Because of the free air time, facilities and people, donations could go where they belong—helping kids out of wheelchairs and back on their feet. It's kind of hard to put a price on that sort of thing. So we don't.

KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

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52d Year 1983

STATE OF THE ART
Making better best
in broadcast
technology

DRUNK DRIVING

A national survey to help you evaluate your state. Compiled by the property and casualty insurance industry.



The drunk driver kills thousands of Americans a year, and injures more than half a million. This series of anti-drunk driving advertisements is dedicated to reducing this toll. Its purpose: to serve as a rallying point for the thousands of individuals and many organizations actively fighting drunk driving in America today. All data are as of August 1, 1983.

State	Drinking age	1st offense license susp
Alabama	19	90 days
Alaska	21 (1/84)	90 days (10/30 days)
Arizona	19	30 days
Arkansas	21	90 days-1 yr.
California	21	None
Colorado	21; 18, 3.2 beer	1 yr. (.15 BA)
Connecticut	20 (10/83)	6 mos. (10/8)
Delaware	21 (1/84)	3 mos.
District of Columbia	21; 18, beer & wine	6 mos.
Florida	19	6 mos.
Georgia	19	1 yr.
Hawaii	18	90 days
Idaho	19	180 days
Illinois	21	1 yr. max.
Indiana	21	60 days-1 yr.
Iowa	19	120 days
Kansas	21; 18, 3.2 beer	Limited use
Kentucky	21	None
Louisiana	18	60 days
Maine	20	45-90 days
Maryland	21	60 days max
Massachusetts	20	30 days-1 yr.
Michigan	21	6 mos.-1 yr.
Minnesota	19	30 days
Mississippi	21; 18, 3.2 beer	90 days-1 yr.
Missouri	21	90 days
Montana	19	6 mos.
Nebraska	20	6 mos.
Nevada	21	90 days
New Hampshire	20	90 days
New Jersey	21	6 mos.
New Mexico	21	None
New York	19	6 mos.
North Carolina	21; 19, beer & wine	1 yr.
North Dakota	21	91 days
Ohio	21; 19, beer	60 days
Oklahoma	21	1 yr.
Oregon	21	1 yr.
Pennsylvania	21	1 yr.
Rhode Island	20	3-6 mos.
South Carolina	21; 18, beer & wine	6 mos.
South Dakota	21; 18, 3.2 beer	30 days
Tennessee	19	1 yr.
Texas	19	1 yr. max.
Utah	21	90 days
Vermont	18	1 yr.
Virginia	21; 19, beer	6 mos.
Washington	21	90 days
West Virginia	19	6 mos.
Wisconsin	18	3 mos.
Wyoming	19	90 days

Note: 1. Higher of "presumed intoxicated" or "defined as intoxicated" BAC number
2. REDDI = Report Every Drunk Driver Immediately

America is at war. In every state, battle is on against drunk drivers

How does your state measure up? Many states have reduced fatalities by increasing the drinking age. Or adopted proven deterrents such as roadside sobriety checks and suspended licenses.

In most states, organizations such as Mothers Against Drunk Drive

DRUNK DRIVING IN AMERICA

State	Blood Alcohol Concentration (BAC) defining Driving While Intoxicated (DWI)	MADD, SADD and RID chapters	Pending legislation	Existing measures
Alabama	0.10	MADD, SADD, RID		Dram shop liability (statute holding retail server of alcohol responsible for its consequences)
Alaska	0.10	MADD, SADD, RID		
Arizona	0.10	MADD, SADD	Mandatory rehabilitation	
Arkansas	0.10	MADD, SADD, RID	Simplified legislation to clarify laws	Toll-free number to report DWI suspects
California	0.15'	MADD, SADD, RID	Drinking age 21; revocation 0.10 BAC	REDDI ² line; admin. lic. revocation; dram shop
Colorado	0.10	SADD, RID		Dram shop liability
Connecticut	0.10'	MADD, SADD		
Delaware	0.10'	SADD		
Florida	0.10	MADD, SADD, RID		Statewide rehabilitation program
Georgia	0.12'	MADD, SADD, RID	Drinking age 21; dram shop liability	
Hawaii	0.10	SADD		
Idaho	0.10	SADD, RID		Toll-free REDDI hot line
Illinois	0.10	SADD, RID		Dram shop liability
Indiana	0.10	MADD, SADD, RID		
Iowa	0.13'	MADD, SADD, RID	Drinking age 21; REDDI program	Toll-free line; CB radio watch; Dram shop liability
Kansas	0.10	MADD, SADD, RID	Driving while impaired 0.05-0.10 BAC	REDDI hot line
Kentucky	0.10	MADD, SADD, RID		
Louisiana	0.10	MADD, SADD		Mandatory education and community service
Maine	0.10	SADD		
Maryland	0.13	MADD, SADD		
Massachusetts	0.10	MADD, SADD, RID	Drinking age 21	Dram shop liability
Michigan	0.10	MADD, SADD, RID		Dram shop liability
Minnesota	0.10	MADD, SADD		Dram shop liability
Mississippi	0.10	MADD, SADD, RID		
Missouri	0.13'	MADD, SADD, RID		REDDI program; administrative license revocation
Montana	0.10	SADD		Montanans Against Drunk Drivers organization
Nebraska	0.10	MADD, SADD	Age 21; open container; license revocation	REDDI program; trooper incentive program
Nevada	0.10	MADD, SADD		New law: 2 days in jail or 48 hours of public service
New Hampshire	0.10	MADD, SADD, RID		
New Jersey	0.10	MADD, SADD, RID		\$1,000 license surcharge for convicted drivers
New Mexico	0.10	MADD, SADD		
New York	0.10	MADD, SADD, RID	Blood test for drivers in serious accidents	"STOP DWI" education program; dram shop
North Carolina	0.10	MADD, SADD, RID		Limited dram shop liability
North Dakota	0.10	MADD, SADD		Dram shop liability
Ohio	0.10	MADD, SADD, RID	Education program for first offenders	REDDI program; dram shop liability
Oklahoma	0.10	MADD, SADD, RID	BAC to .05; breath tests for serious accidents	
Oregon	0.08 (10/83)	MADD, SADD		Dram shop; REDDI program; CB reporting system
Pennsylvania	0.10	MADD, SADD, RID		Dram shop liability
Rhode Island	0.10	MADD, SADD		Toll-free hot line; Dram shop liability
South Carolina	0.10	MADD, SADD, RID	Drinking age 20 (beer & wine); open container law	
South Dakota	0.10	SADD		
Tennessee	0.10	MADD, SADD, RID		Mandatory education requirement
Texas	0.10'	MADD, SADD, RID		Hot line program
Utah	0.08	SADD, RID		Dram shop liability
Vermont	0.10	MADD, SADD, RID		Drinking age 19 vetoed by governor; dram shop
Virginia	0.10	MADD, SADD		
Washington	0.10	MADD, SADD		Toll-free hot line; CB radio reporting system
West Virginia	0.10	MADD, SADD		Administrative license suspension
Wisconsin	0.10	MADD, SADD, RID		Dram shop liability
Wyoming	0.10	SADD	Drinking age 21; BAC .08; no plea bargaining at .10	Toll-free REDDI hot line; Dram shop liability

(MADD), Students Against Drunk Driving (SADD) and Remove Intoxicated Drivers (RID) are working effectively with legislators to fight drunk driving.

Most important are changes in the attitudes that once condoned drunk driving. The results of these changes in the form of new legislation, stricter enforcement and reduced death tolls are already a hopeful sign.

What can you do in your state?

Begin by reading our report, *Drunk Driving: A Killer We Can Stop*. It explains what every one of us can do to help. We'd like to send you a copy free of charge, as well as additional material to help you do something about drunk driving.



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Please send me at no charge

A copy of *Drunk Driving: A Killer We Can Stop*.

A list of organizations active in my state.

Your bibliography on drunk driving.

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Address _____

City _____ State _____ Zip _____ P6 _____

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WEEKS!**

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Broadcasting Oct 10

State-of-the-art report on technology □

Quantification likely to be keystone of House dereg bill □

NRBA convention coverage from New Orleans □

STOCKMEYER FALLOUT □ Official Washington reacts to week's events—TOC-NAB confrontation and resignation of NAB's chief lobbyist. **PAGE 35.**

LEGISLATIVE COURSE □ Wirth introduces bill setting requirements for children's programming for commercial television. **PAGE 36.** House deregulation package looks as if it will be built around quantification. **PAGE 37.**

MOVING ALONG □ FCC establishes procedures to allocate orbital slots and frequencies for direct broadcast satellites; votes to use lottery to grant cellular radio licenses. **PAGE 38.**

MARSHALLING THE TROOPS □ Minorities told to back Hill legislation that would expand their position in telecommunications. **PAGE 39.**

LOOKING UP □ Low-power TV group voices optimism over FCC movement on station grants. **PAGE 41.**

HIGH-LEVEL BRIEFING □ President's meeting with Fowler over financial interest and syndication rules draws concern of networks. **PAGE 42.**

MARCHING ON □ State-of-the-art report on technology finds battle over standards for videorecording formats in television, radio networks completing shift to satellite distribution, subcarrier use the big news on FM and stereo conversion making inroads on AM. **PAGE 51-74.**

PREMIERE WEEK □ Surprise numbers for *AfterMASH* lead CBS to ratings win in first official week of new season. **PAGE 78.**

TRIBUNE EXPANSION □ Entertainment division of Tribune Co. is building on top of already successful *At The Movies*, with syndication, mini-series and co-production deals. **PAGE 80.**

HOMESTEADING □ Topics at ANA meeting in Virginia hills include media costs, trends and agency-client relationship. **PAGE 83-86.**

PACKWOOD PROMISE □ Oregon senator introduces legislation that would free broadcasters from content regulations. **PAGE 88.**

PLAYBACK □ Sony and MCA attorneys repeat arguments in Betamax case before Supreme Court. **PAGE 88.**

BREWHAHA □ High court decides to take up case involving liquor ads on Oklahoma cable systems. **PAGE 90.**

GETTING OUT THE VOTE □ ABC-Harvard symposium draws notables to discuss ways to increase voter participation. **PAGE 92.**

RADIO ROUNDUP □ NRBA convention brims with confidence. **PAGE 98-100.** Fowler blasts proposed House dereg bill. **PAGE 100.** FCC's McKinney debriefs daytimers on expansion. **PAGE 100.** Reps view their changing world. **PAGE 102.** AM broadcasters pronounce themselves alive and well. **PAGE 103.**

FAST BREAK MAN □ MGM/UAs Gershman is helping change the way Hollywood programs, with new co-production deals and increased overseas syndication. **PAGE 127.**

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KCBQ AM/FM now wears the Infinity brand.

Infinity Broadcasting proudly announces the acquisition of KCBQ AM/FM, San Diego, joining the family of innovative and successful stations owned by the nation's largest *radio only* company.

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New York WJIT
Philadelphia WYSP
Boston WBCN
Houston KXYZ
San Jose/San Francisco KOME
Jacksonville WIVY
San Diego KCBQ AM/FM



Shifting sands

There's renewed possibility that FCC will decide not to free television networks entirely from financial interest restraints, as proposed in tentative decision on issue. Suggestion of compromise that would put cap on interests networks may hold—perhaps at 49%—has come up again, with Commissioner James Quello reported by others to be principal proponent. In turn, he would go along with sunset provision ending all financial interest and domestic syndication restrictions in 1990. Other commissioners have been receptive to Quello position, although each is standing alone on complex and controversial matter.

Seasoned venturers

J. Leonard Reinsch, president and chairman of Cox Communications Corp. when it was still Cox Broadcasting, and later co-chairman of Warner Amex, and Edward F. Addiss, former vice president, development, Warner Amex, have formed Sunbelt Cable Corp., with intentions of becoming multiple system owner. Sunbelt has already bought up systems in Lake Worth, Fla., area with total of 12,000 subscribers for just under \$10 million, and is looking for more.

Systems in present portfolio are being consolidated. Installation of addressable converters built by Scientific-Atlanta begins next month. Cable store will be opened at Lake Worth headquarters Nov. 1. Among limited partners in Sunbelt: Frank Stanton, president emeritus, CBS.

Bloom fading?

Clues to declines seen thus far in ratings of National Football League telecasts may be found at, of all places, stadium box offices. Up to past weekend, according to NFL sources, more games (36) had been blacked out locally—for failure to sell out 72 hours in advance—than had been telecast locally (34). There are no comparable figures for last year, when NFL players were on strike, but at identical point in 1981, according to NFL count, 48 games had been shown locally and only 22 blacked out. Thus there have been 64% more blackouts this year. Inability to get games into home cities is obvious drag on ratings, especially when cities are big—like Chicago, blacked out twice this year, and Philadelphia and Los Angeles, blacked out once each.

Up to past weekend, lag behind 1981

pace amounted to about 4% for CBS, 10% for NBC, 19% for ABC. High among other possibilities seen for decline were less interesting match-ups and, in case of ABC *Monday Night Football*, 22% decline in ratings of its lead-in. Nagging possibility: Viewers just may have lost some football fervor.

One boss

Some structural changes appear to be in works at Radio Advertising Bureau. Role of new RAB president, Bill Stakelin, as man in charge will be reinforced at upcoming board meeting in Phoenix, Oct. 26-28, when he is expected to be named chief executive officer. Title is now held by former RAB president, Miles David, who still has three years left on contract. Look for David to stay with organization handling special duties.

Early word

If virtually unprecedented leak out of Supreme Court proves true, court will decide on Friday, Oct. 14, whether to grant review in National Collegiate Athletic Association case. That is date circulating in Washington as one on which court will hold conference on question. At issue is NCAA's petition for review of lower court decision invalidating association's multimillion-dollar network television contracts on antitrust grounds.

Universities of Oklahoma and Georgia, which filed suit challenging legality of contracts, have opposed review that would, they say, add third year of delay to scrapping existing contracts. NCAA officials have said they are hopeful court would consider their petition during latter part of October. If report is correct, court will exceed those hopes.

Crossruff

Metromedia Broadcasting and Turner Broadcasting will shortly announce first in what is anticipated to be escalating number of joint efforts between nation's largest cable programmer and conventional television's largest group. It is five-part series entitled *An American Caesar*, based on William Manchester book about General Douglas MacArthur; John Houston is host-narrator. Series will be broadcast in prime time on all Metromedia stations (providing major urban coverage) and on Turner's Atlanta superstation (providing major rural reach).

Getting together

Matsushita is abandoning plans to develop its own format for professional digital audio recording system and will join Sony, audio equipment designer MCI (acquired by Sony last year) and Willi Studer A.G. of Switzerland to develop worldwide standard to be called DASH (Digital Audio Stationary Head). Proposed standard will largely encompass stationary head design developed jointly by Sony, MCI and Studer with some modifications, including adoption of 48 khz sampling frequency recommended by digital audio technical committee of Audio Engineering Society. Companies will propose standard to various technical bodies worldwide and will soon begin promotional campaign aimed at manufacturers.

Reprieve

Eastman CableRep, three-and-a-half-year-old national advertising representative for cable TV systems that had announced it would close up shop last Friday (Oct. 7) may not cease operations after all. Last-minute deal was in negotiations late Friday, according to top officials at company for acquisition of firm by two others, not identified. Earlier, announcing CableRep would close, President Bill Burton said firm's timing had been "premature," and its commission rate of 20% "too low." He saw cable representation as eventually profitable business but said that in meantime Eastman would concentrate on radio station representation, in which it has been engaged for more than 25 years.

Falling expectations

Soft spot sales, programing costs, interest on debt and aggressive investing in telecommunications business appear to be reasons behind Metromedia's announcement last week that third-quarter earnings would be 10 cents per share below comparable period in 1982. Analysts are now estimating 1983 EPS to be about \$1.30 per share, 10 to 15 cents less than Wall Street's estimate before announcement. With about 28 million shares outstanding, that translates into \$2.8 million to \$4.2 million revision. Although Metromedia affirmed it still expects 1983 earnings to be 30% above 1982's 97 cents per share (adjusted for 10-for-1 stock split), analysts note latest estimate is third adjustment this year. Only this summer it was pegged at earning between \$1.80 to \$1.90 per share.

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- THE MAN WHO WOULD BE KING

ESCAPE

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TAPE



MMR II

Maybe, maybe not

Subscriber fees are a short-term solution to the cable industry's long-term channel shortage problem, and the new Lifetime basic cable program service created by Hearst/ABC Viacom Entertainment Services (HAVES) is not foreclosing the possibility of charging a fee at some future date.

Bruce Johnson, president of the New York-based HAVES, disclosed the possible scenario at a dinner meeting of the Southern California chapter of Women in Cable last Tuesday in Los Angeles. Johnson told the Marina Marriott hotel audience "the [basic cable] networks are going to have to be supported in the near term. Lifetime has no present plans to charge a fee, but we would be foolish to foreclose the possibility if conditions warranted." Johnson warned that if cable program services are to survive, they must reach larger audiences. "It may surprise you to know that only four ad-supported cable networks and one superstation are available in as many as half the cable homes in this country. That's the problem. It isn't the fee, it isn't the audience, it's the ability of these networks to get on [cable systems]," he declared. "There is no room at the inn—right now."

Lifetime, which Johnson said will probably be the permanent name of the newly combined Daytime and Cable Health Network services, will launch around the end of

this year. Johnson said the new network will have about 75% original programming, and has increased its average hourly production budget from \$5,000 to \$12,000. "In order for an advertiser-supported network to be successful," he continued, "we believe it must reach a critical mass of cable homes, probably in the 20 to 25 million range at the moment." Johnson said Lifetime expects to reach 16 million homes by the end of 1983 and 20 million by the end of 1984.

The mergers seen in cable programming thus far, Johnson said, represent "only the tip of the iceberg." Other major mergers will be announced shortly, he predicted. To survive, the services are forced to consolidate, he said. "We have to merge with someone to gain some time," Johnson explained. "This merger gives us financial stability and staying power."

The HAVES executive declined to discuss details of the company's plans for restructuring of Hearst/ABC's ARTS cultural service, which is reportedly taking over the programming assets of the now-defunct The Entertainment Channel.

CBN: fruitful and multiplying

The Christian Broadcasting Network, Virginia Beach, Va., which on Oct. 1 celebrated its 22d anniversary in broadcasting, has something else to celebrate: Officials said

its CBN Cable Network, now in its seventh year, has passed the 22.2 million mark in subscribers, on 3,868 cable systems across the nation. In addition, they said, CBN's weekday *700 Club* magazine-style TV show is available to an estimated 85% of all television homes through a combination of cable and syndication to some 150 television stations, and CBN's original programs—including its weekday *Another Life* soap opera, its *Superbook* and *Flyback* animated Bible stories as well as *700 Club*—are on the air in 58 countries on five continents.

FNN: compounding interest

The Financial News Network reported last week it has signed cable systems nationwide that reach 10 million homes, an increase from its 5.8 million as of last April. FNN President Norman Potter said an announcement will be forthcoming on, or before, the Atlantic Cable Show (Nov. 1-3) in Atlantic City, N.J., regarding a rumored second satellite feed for the business news program service. FNN is currently transmitted via Satcom IV, 12 hours every weekday. Potter also said FNN will open an affiliate office in Chicago in "the near future."

Increased numbers

Audience gains for the three superstations and for five cable program services were logged by Arbitron Ratings in its July TV measurements, the rating service reported last week. One or more of the stations or services were viewed "enough" to have their audience estimates reported in 119 of Arbitron's 210 television market reports for July. "Enough" means that a station or service is viewed by at least 20% of the television households in a market for five minutes or more during the survey week.

The 119 markets where that much viewing occurred were more than double the 53 where the test was conducted in July 1982.

Superstation WTBS(TV) Atlanta qualified in 86 markets, 26 more than in July 1982. Home Box Office qualified in 36, up from 14. Superstation WGN-TV Chicago added nine markets to bring its total to 18, while WOR-TV New York added three for a total of 10. The Christian Broadcasting Network's cable service qualified in four markets, up from two a year earlier, while the Cable News Network qualified in two markets, one more than in July 1982. ESPN met the reporting minimum in one market, the same as a year earlier, while the Movie Channel qualified for the first time with a reportable audience in one market.

And the winner is...

The Council for Cable Information has announced that six advertising agencies (an initial 32 submitted bids) remain in contention for the CCI account, valued at between



Cinemax camp. Bette Midler: *No Frills*, a half-hour filled with the singer's music and opinions, begins airing this month on Cinemax, HBO's complementary pay service. At the taping (l-r): Bob Meyrowitz, president of DIR Broadcasting, the New York radio syndication firm that produced the special; Bonnie Bruckheimer, a Midler associate; Betty Bitterman, director of variety programming, HBO; Midler, and Peter Kauff, executive vice president, DIR. An ad hoc network of radio stations is being put together to provide a national stereo simulcast for the Oct. 14 premiere (10 p.m. NYT).

\$4 million and \$5 million. CCI will attempt to educate and inform consumers on what cable television offers. The six semifinalists are BBDO; Della Femina, Travisano & Partners; Needham, Harper & Steers; Jordan, Case & McGrath; Ogilvy, Mather & Partners, and McCann Erickson. Assisting the CCI staff in the selection process is a task force of senior marketing executives from HBO, Showtime, Cox Cable, Viacom Cable, United Cable and Daniels & Associates. Later this month the field will be narrowed to two or three agencies, which will make formal creative presentations in late November. The winner will be announced at the National Cable Television Association programming conference Dec. 11-12, in Los Angeles.

NW interconnect

Group W Cable and Viacom Cable have formed a partnership, known as Pacific Northwest Interconnect, to sell advertising on three Group W systems and two Viacom systems totalling 245,000 subscribers in the Seattle-Tacoma area. Not all the systems are not physically interconnected. Essentially, the partnership represents the formation of a regional cable representative firm. PNI will distribute and schedule commercials for the five systems by tape. Spots will be sold for local availabilities on ESPN, USA Cable Network, SNC, CNN, MTV, local origination programs and in program guides and billing statements. Expansion beyond the initial

No bill is a good bill. Judging from the draft of the House cable deregulation bill that has emerged (BROADCASTING, Oct. 3), hundreds of cities and towns across the country will oppose the bill when it is introduced for the same reason the cable industry will support it—because it's just like S. 66. Although the Senate cable deregulation bill was based on a compromise between the National League of Cities and the National Cable Television Association, a growing number of municipalities worked against the bill and plan to work even harder against the House version. Moreover, it's uncertain how much longer the NCTA will be able to call the NLC an ally. Support for the compromise among NLC members has been eroding ever since it was reached last March. The NLC board, meeting in July, almost reneged on the compromise and ended up giving it a half-hearted endorsement. Two weeks ago, the NLC's transportation and communications steering committee recommended the NLC drop its support of the legislation unless it is modified to allow continued rate regulation, to provide "maximum competition in the franchise renewal process with no expectancy or presumption of renewal" and to grandfather all franchise agreements and all franchise processes that have gone beyond the request-for-proposal stage. Whether NLC will continue to support the compromise and the legislation will be determined at the association's annual convention in late November.

The legislation's other problem is the telephone companies. They object to the provision in both S. 66 and the House draft that would prohibit cable from being regulated as a common carrier by state public utility commissions, even though the cable systems may be offering data communications services in competition with telephone companies. The telephone companies, led by AT&T, failed to eliminate the provision in the Senate, but are determined to do so in the House.

five systems will depend on sales performance in those systems, a spokesman said.

Who gets bumped?

The FCC Mass Media Bureau has denied Arlington (Va.) Telecommunications Corp. (ARTEC) a waiver of the FCC's must-carry rules and ordered the cable operator to start carrying the signal of noncommercial WNVG-TV (ch. 56) Fairfax, Va., by Oct. 7. In its request for waiver, ARTEC claimed that its 35 channels were already being used by

other programming sources; it also claimed WNVG's programming would duplicate programming already being carried. In response, WNVG contended that ARTEC was carrying several discretionary signals, including three duplicating network signals from Baltimore. The Mass Media Bureau said any duplication of programming on ARTEC's system was a "result of the cable operator's choice." It said WNVG was a local signal for ARTEC's community, and WNVG, "having requested carriage on ARTEC's system, is entitled to be carried."

WHERE THERE'S SMOKE, THERE'S CONTROVERSY.

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

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

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



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THE TOBACCO INSTITUTE.



Blair's New York Sales Managers:

THEIR PERSPECTIVE ON HELPS BLAIR STATIONS

You have to run hard to win. And to keep winning, you have to run even harder. In the competitive marathon of the nation's number one spot TV buying center, you have to field sales teams that are big enough and tough enough to take on any challenge.

These sales managers set the pace that keeps Blair Television

ahead of the pack in New York. They motivate our eleven sales teams to provide the complete, penetrating, winning sales coverage that makes Blair number one in the number one market.

Blair's sales people in New York think as aggressively as they act. When it comes to accessing and using sales and marketing

information to make a sale, no one can match Blair's unique perspective and business experience.

And it's that perspective that lets Blair sales people see trends coming—a mile off. So they can move quickly—to everyone's advantage.

In the highly competitive New York market, Blair consistently



SELLING SPOT TELEVISION GROW.

finishes first. With honesty, integrity, knowledge, reliability... tough but fair negotiations. That's why when agencies think of the leading television representative, in the Big Apple and all the other major spot buying centers, the one they think of and run with first is Blair Television. Because Blair delivers ... for both buyer and seller.

L to R: Jack Hanington—Asst. Sales Mgr./Independent Blue Team. Briggs Palmer—VP/NY Sales Mgr./NBC Red Team. Ellen Glantz—Asst. Sales Mgr./Independent Red Team. Dick Morris—Asst. Sales Mgr./NBC Gold Team. Armand Grez—VP/NY Sales Mgr./NBC Gold Team. Jacqui Wank—Asst. Sales Mgr./ABC Green Team. Bert Goodstadt—Asst. Sales Mgr./ABC Red Team. Thom Carroll—VP/NY Sales Mgr./ABC Green Team. Dick Buck—VP/NY Sales Mgr./ABC Red Team. Charles Hansen—VP/NY Sales Mgr./NBC Green Team. Dennis McClone—Asst. Sales Mgr./ABC Blue Team. Ken Castelli—Asst. Sales Mgr./CBS Red Team. Kristin Long—Asst. Sales Mgr./CBS Green Team. Bill Murphy—VP/NY Sales Mgr./NBC Blue Team. Murray Berkowitz—VP/NY Sales Mgr./Independent Red Team. Tim McAuliffe—VP/NY Sales Mgr./ABC Blue Team. Dave Herman—VP/NY Sales Mgr./CBS Teams. Ron Castelli—NY Sales Mgr./Independent Blue Team.



Blair Television

A division of John Blair & Company

Our perspective helps our stations grow.

TV ONLY

Creomulsion Co. □ Cough medication products will be spotlighted in fall-winter campaign to begin in late October in about 60 markets and continuing in some markets until March. Commercials will be carried in daytime and early fringe. Target: women, 18-49. Agency: Liller Neal Inc., Atlanta.

Panasonic □ Thirty-second and one-minute spots for color TV sets and VHS videotape recorders will begin seven-week campaign in 15 major markets Oct. 17. All spots will air in news, sports and prime time. Agency: Ted Bates Inc., New York.

Huffy Manufacturing □ Company will feature its bicycle line in two-month Christmas-season flight to start in early November in 15 markets. Commercials will run in early and late fringe and prime access. Target: children, 6-11, teen-agers and adults, 25-49. Agency: Grey-North, Chicago.

Sounder Sports □ Sounder golf clubs

will be focus of nine-week flight to begin Dec. 1 in nine markets, including Miami, Orlando, Tampa/St. Petersburg, all Florida, and Phoenix. Commercials will run in fringe and prime time and on weather and sports programs. Target: men, 25-54. Agency: Natzger & Kuhs, Farmington, Conn.

Friendly Ice Cream Co. □ Campaign for various ice cream products as part of Thanksgiving and Christmas promotion, will start in early November for five to seven weeks in approximately 15 Northeastern markets. Commercials will run in day, early fringe and prime times and weather programs. Target: women, 25-54. Agency: Quinn & Johnson/BBDO, Boston.

Interstate Brands □ Campaign for white bread will begin Oct. 17 for four weeks in Chicago and mountain states. Spots will air in varied dayparts, excluding prime time. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, San Francisco.

Avco Inc. □ Campaign for financial

services will begin Oct. 17 for four weeks in 100 markets. Spots will appear in early fringe, news and prime access. Target: adults, 25-54. Agency: International Communications Group, Los Angeles.

Economic Laboratory □ Lime-Away hard water bathroom cleaner will be spotlighted in four-week campaign beginning Oct. 31. Buy includes 60 Midwest markets, plus Florida, California, Texas and upstate New York in day and prime access. Target: homemakers. Agency: Warwick Advertising, New York.

Universal Foods □ Red-Star yeast, in its first use of spot television, will be advertised for four weeks in about 50 markets, starting Oct. 31. Commercials will be carried in daytime and early fringe and on news programs. Target: women, 25-54. Agency: Campbell-Mithun, Chicago.

J. Brannam □ Subsidiary of F.W. Woolworth Co. will advertise its discount stores in one-week flight to start in 20 markets in mid-October. Commercials will be scheduled in fringe, prime and news. Target: women, 18-49. Agency: Sawdon & Bess, New York.

National Car Rental □ Campaign for auto rental began last week in September, but heavier placement of 60-second spots will air in October and November in 15 major markets: Houston,

If you're interested
in doing a story
on America's freight
railroads, we've
got your number.
202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

 American Railroad Foundation



A new face. Kiwi Polish Co., Philadelphia, will introduce Mr. Loo, "spokesperson" for its new blue bathroom cleanser tablets (Bloo) in spots airing nationally in November for four weeks in prime and day time. Target is women 25-54. Agency is Lewis, Gilmer & Kynett Inc., Philadelphia, branch of Foote Cone & Belding.

CHARLIE'S ANGELS

101 MARKETS!



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GALAXY II





GALAXY
I

ANNOUNCING THE ADVENT OF GALAXY II

The successful June launch of Galaxy I represented a commitment fulfilled to the cable industry.

Galaxy II represents a commitment to the business industry.

Both of these communications satellites are cornerstones of an advanced telecommunications network developed by Hughes Communications called The Galaxy System.

With its launch, Galaxy II joins Galaxy I, 22,300 miles above the earth, to provide specialized voice, video and data communications service to the business community. Next June Galaxy III will be launched into space, becoming the third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and microwave interconnect facilities complements this space segment. By locating earth stations in major metropolitan areas throughout the country, Hughes Communications can tailor service to individual customer needs.

That's why business industry leaders such as MCI Communications Corp. and IBM Corporation have chosen to utilize the Galaxy satellites and the associated ground network. They understand that from the outset Hughes Communications works directly with its customers to design a state-of-the-art communications network to meet specific customer goals.

The general business community no longer needs to compromise its long-term communications goals because of the limitations of existing networks. Galaxy II and the entire Galaxy System will make advanced communications technology work for the specialized needs of today's businesses.



HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

AdVantage

No changes. Young & Rubicam Inc. said it is "encouraged" by response from TV stations polled during summer about changes they might make in commercial loading and log keeping should FCC carry out its proposal to deregulate television industry. Of stations responding to survey, 95% said no changes would be made in commercial loading and that log keeping would continue, regardless of whether FCC eliminates rules. More than 66% of stations surveyed have responded, said Y&R, which plans second mailing to stations that did not answer first time.

Air time. Breaking with tradition of using print, New York-based advertising agency, Al Paul Lefton Co., has begun television spot campaign promoting "greater awareness" of its services. Flight, which began Oct. 1, features former boxing champion Rocky Graziano endorsing "Al Paul Lefton: Good Guys to Have in Your Corner." (Graziano currently appears in Lefton spots for New York off-track betting.) Four spots will run for three weeks in early morning and late night news on ABC, CBS and NBC. "If after 12 months, business has risen 15%, directly attributable to the commercial, we'll consider it a success," said Lefton spokesman. Direct mail campaign to "key prospects" will accompany TV buys.

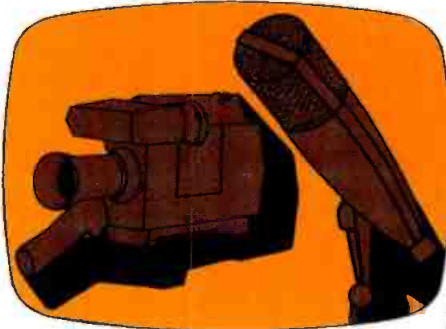
Votes. National Association of Secretaries of State has joined hands with Advertising Council to conduct media campaign to encourage voter registration and turnout. In 1980 and 1982 NASS/Advertising Council voter registration drive received more than \$50 million in donated media time and space. New campaign will be released in spring of 1984. Creative services for campaign will be handled by Marschalk Co., New York.

CEBA awards. World Institute of Black Communications Inc. will present sixth annual Communications Excellence to Black Audiences (CEBA) Awards on Oct. 27. Awards are made to corporations, individuals and advertising agencies that have "demonstrated sensitivity and expertise in advertising directed toward African American consumers." Awards will be presented in 36 categories covering television, radio, video, print and merchandising materials.

ASSET APPRAISAL

If you're involved in the acquisition of a broadcast station, you know the importance of recapitalizing assets. And in a business where the values of intangible assets so often outweigh the tangibles, you need an appraisal firm that knows both areas.

At Frazier, Gross & Kadlec, we've spent 35 years in financial and management consulting to the broadcast and cable industries. Our engineers and



economists have a firm grasp of the concepts of valuing both the tangible and intangible assets—a grasp that ensures your station is appraised at its full value.

To find out more about a broadcast station asset appraisal, call or write:
Jim Bond, Vice President
Frazier, Gross & Kadlec, Inc.
4801 Massachusetts Ave., N.W.
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Broadcast and Cable Management Consultants

Dallas, Atlanta, Washington, Philadelphia, Boston, Cleveland, Denver, Minneapolis-St. Paul, St. Louis, Detroit, San Francisco, New York, Chicago and Los Angeles. Entire flight, in news and late fringe, including print support, will run until first or second week in December. Target: professional adults, 25-54, with incomes of \$25,000 or more. Agency: Campbell-Ewald, Warren, Mich.

Pulsar □ Campaign for quartz and dress watches will begin in mid-November through December holidays in all major markets. Spots will air in varied dayparts with emphasis in early fringe. Strategy also includes network, magazine and print campaigns. Target: all adults. Agency: Sawdon & Bess Inc., New York.

RADIO AND TV

Newsweek □ Consumer promotion campaign for magazine has begun on television in 11 major markets and will begin in radio in few weeks in combination network and spot campaign for fourth-quarter buy. Commercials on television are slated for news and information programs. Campaign also will include print in multimillion-dollar campaign, with some commercials stressing specific news issues. Target: adults, 25-54. Agency: Leber Katz Partners, New York.

RADIO ONLY

White Westinghouse □ Kelvinator appliances will be promoted in several multiweek campaigns in 12 markets. In Boston and New York, flight begins today (Oct. 10) for one week and then again from Oct. 31-Nov. 13. Atlanta flight begins Nov. 24 for two weeks and spots in nine other Southern markets begins Oct. 24 for three weeks. Spots will air in morning and evening drive, evenings and weekends. Target: housewives. Agency: Robert L. Cohn Advertising, Chicago.

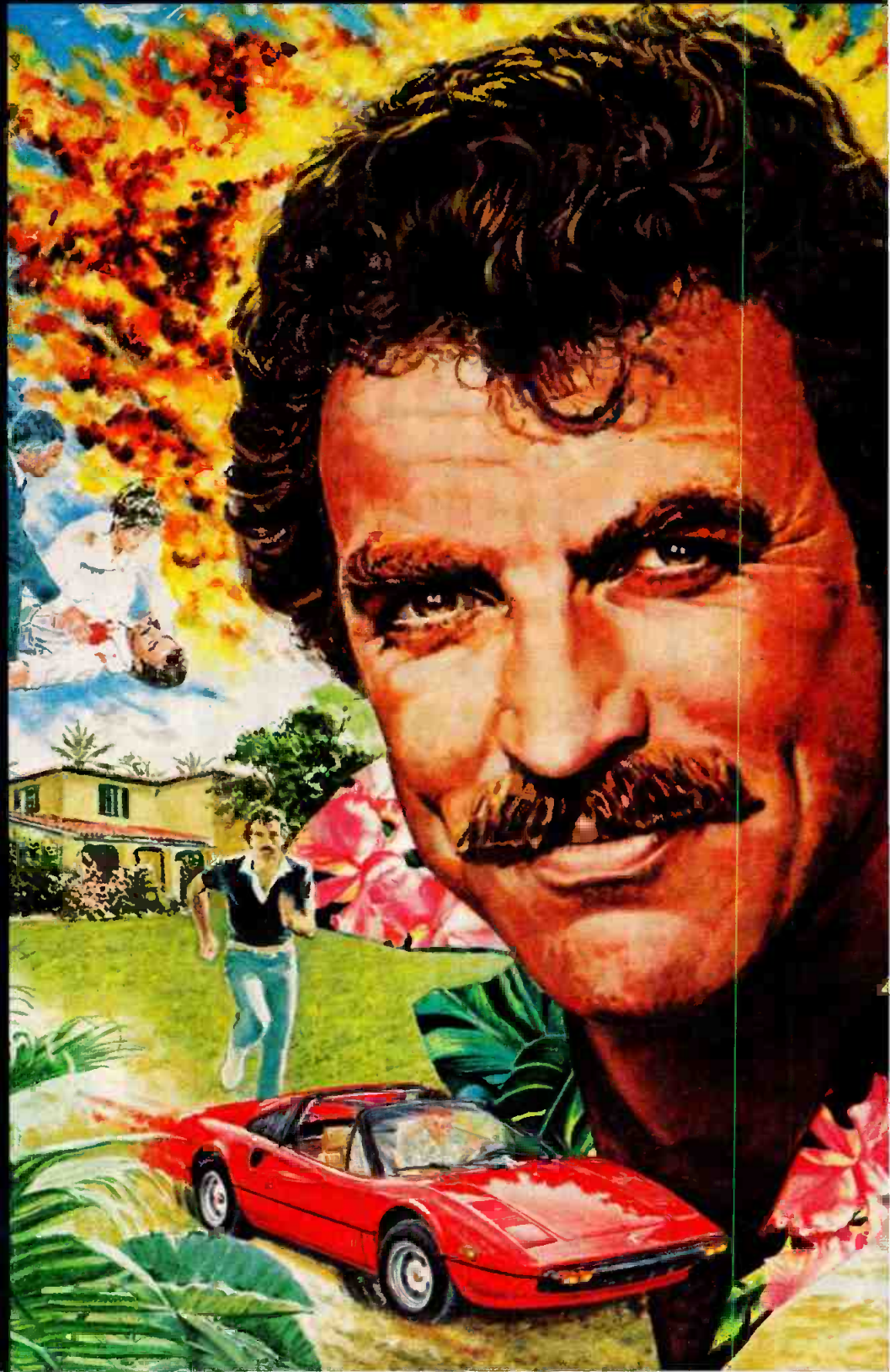


Far-away phoning. AT&T launches a spot radio and television campaign today (Oct. 10) in nine major markets using celebrities to deliver message that overseas telephone calling is easy and inexpensive. Featured in the spots are Gina Lollabrigida (see above), Lynn Redgrave and Robert Ito. Agency: NW Ayer, New York.

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Magnitude. The power to gene



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MCA TV

*OR ANOTHER APPROPRIATE TITLE.

A television programing commentary from Russ Reid, president of the Russ Reid Co. in Pasadena, Calif.

Broadcaster and fund raiser: making an odd couple work

Television fund raising has reached adolescence and is growing up fast. Increasingly, nonprofit organizations are moving their financial appeals from the mailbox to the TV screen. This places a new responsibility on television executives who now find themselves in partnership with charitable fund-raisers.

As such, broadcasters must ask questions of themselves and of the charitable organizations that seek their transmitters. Is this programing worthwhile? Are these organizations actually doing what they purport to do? How is air time to be priced? And who will actually benefit from this relationship?

To begin, a point of clarification is needed. Television fund raisers can roughly be divided into two categories: the TV evangelists—the so-called “electronic church”—who use television to extend their ministries and raise funds and the caused-related charities—which focus on specific public concerns, such as medical research and treatment, child abuse and world hunger.

Why use television? Primarily because it delivers direct access to over 81 million homes. Moreover, its audience is no longer a loyal standing army as in the days of *The Milton Berle Show* and *I Love Lucy*, but a passing parade of impatient channel-changers—perhaps willing to invite a celebrity into their living rooms long enough for him to give a fund-raising appeal.

Also, television is extremely credible. It is, in fact, America's primary medium for news and information. Some years ago, a public opinion poll found that then CBS news anchorman Walter Cronkite was considered the most trusted man in America.

In addition, TV can be extremely persuasive and remarkably emotional. The viewer can feel the pain of a suffering cancer victim or share the joy of long-term remission and the hope of a possible cure. Furthermore, TV's dramatic emotional impact can produce an immediate viewer response by projecting a phone number on the screen, providing a link between the concern of the charitable organization and the generosity of the viewer.

Finally, and most important, television fund raising, if executed properly, works. The surest sign of success in direct-response marketing is repetition and expansion. The growth of television fund raising over the past decade has been nothing short of astounding.

There are, however, conflicts of interest to be resolved.

Even the most spectacular, star-studded telethon will hardly challenge shows like



Russ Reid is president of the Pasadena, Calif.-based Russ Reid Co., a full-service advertising agency that exclusively serves nonprofit organizations. Over the past decade, his 20-year-old agency and production company have produced dozens of television fund-raising specials and telethons for organizations such as World Vision, St. Jude Children's Research Hospital, U.S. Committee for UNICEF, Teen Challenge, Children's Village, U.S.A. and the 17-hour *Celebrate America* telethon for the Democratic National Committee. Next March, the Russ Reid Co. will produce the 1984 *National Easter Seal Telethon*.

Dynasty or *A Team* for Nielsen supremacy. And that's fine, because the fund raiser's program is not designed to capture a large audience. Rather, it is geared to a specific segment of the population—caring and concerned men and women.

However, broadcasters are primarily in the business of attracting as large an audience as possible, since ratings translate into bottom-line advertising revenues. This conflict between the fund raiser who receives only a small, select portion of the audience, and the broadcaster who wants it all, is resolved by the fund raiser's financial compensation for the air time.

While certainly a factor, payment for air time should not overshadow the tremendous service that these broadcasters provide. They can open a window of opportunity for the nonprofit organization, allowing it to educate, inform and appeal to their viewers' generosity.

Although there is usually financial incentive, the broadcasters' role goes beyond that. In short, they can do good while doing well.

There are many charitable organizations—in fact nearly all—that do outstanding work. Unfortunately, there are a few whose motives and methods are question-

able. So how can TV broadcasters be assured that the organizations they put on the air are both well-intentioned and well-directed?

Quite simply, stations must apply the same critical standards to fund raisers that they apply to commercial advertisers. NBC's broadcast standards department, for example, has a 50-page guideline for product advertisers, and most stations have guidelines as well. Since TV fund raising is relatively new, or because of a deep-seated trust in supposed philanthropy, many stations fail to scrutinize their nonprofit organization clients with the same dutiful eyes.

This is a mistake. Broadcasters are obligated to their trusting audience (after all, “seeing is believing,” especially on TV) to verify the legitimacy and ask hard questions.

Responsible charitable organizations will welcome the broadcaster's queries, knowing that “one bad apple will spoil the barrel.”

To verify the legitimacy of the fund raiser, the broadcaster can turn to the Better Business Bureau. The philanthropic advisory service of that consumer watchdog agency publishes a bimonthly newsletter, *Give but Give Wisely*. Each issue contains an updated listing of the major national and international nonprofit organizations that both do and do not meet the bureau's standards for financial disclosure and ethical fund-raising practices. *Give but Give Wisely* is available for \$1 through any regional Better Business Bureau office and should be included in the broadcaster's advertising standards department.

The broadcaster's price for air time—whether it be pre-emption charges, production costs or an outright purchase—remains possibly the most delicate topic in television fund raising. Two competing forces are at work: The responsible nonprofit organizations are critically concerned with their fund-raising and administrative costs. But at the same time, the increased programing demand by nonprofit organizations logically leads to upward pressure on prices for the air time furnished by the profit-seeking TV station.

There is no simple solution to this pricing paradox. The important thing for broadcasters and charitable organizations is to look at the long run. Fund raisers need to recognize the stations' profit objectives, and broadcasters must be aware of the fund raisers' cost concerns—and be especially wary of those organizations willing to pay almost any amount to get on the air.

Such fund-raising organizations won't be around for long anyway. Therefore, they should not set the pricing criterion for those that will. So if reputable fund raisers and responsible broadcasters can establish a mutual understanding of their economic needs, both will profit in the long run. ■

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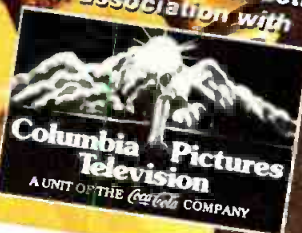
POLICE WOMAN. 91 hours.
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POLICE WOMAN



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This week

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

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa.

Oct. 10-12—"Children's Television: Still Growing Strong," conference sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—Fall 1983 business/media luncheon, sponsored by *The Media Institute*. Alfred R. Schneider, vice president, ABC Inc., will discuss broadcast standards and practices. Mayflower hotel, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Holiday Inn, San Antonio, Tex. Information: Susan Levin, (212) 751-7770.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

■ **Oct. 11**—*National Academy of Television Arts and Sciences, Washington chapter*, luncheon. Speakers: Sam Donaldson, ABC News, and Barbara Matu-sow, author of *The Evening Stars*. Blackie's House of Beef, Washington.

Oct. 11-15—*Grand Ole Opry* 58th birthday celebration and annual country music celebration. Grand Ole

Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

■ **Oct. 12**—Joint meeting of Washington college campus chapters of *Society of Professional Journalists, Sigma Delta Chi*. Speaker: David Brinkley, ABC News. George Washington University, Marvin Center, Washington.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

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—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton KCI hotel, Kansas City, Mo. Information: Susan Levin, (212) 751-7770.

Oct. 13—*New York TV Academy* luncheon. Speakers: John von Soosten, VP-program manager, WNEW-TV New York, and executive producer, *PM Magazine*; Steve Schwartz, producer, *PM Magazine*, and Dani Folquet and Jim Caldwell, co-hosts, *PM Magazine*. Topic: "The New *PM Magazine*—The Phenomenon Continues." Copacabana, New York.

Oct. 13-15—*American Women in Radio and Television* south central area conference. Williams Plaza hotel, Tulsa, Okla.

Oct. 13-16—*American Women in Radio and Televi-*

sion western area conference. Antlers hotel, Colorado Springs.

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

Oct. 14—Presentation of 19th annual Armstrong Awards of *Armstrong Memorial Research Foundation at Columbia University*, recognizing excellence and originality in radio programming. Fordham University at Lincoln Center, New York.

■ **Oct. 14**—*UCLA Extension* seminar, "Careers in Cable." Information: (213) 206-6201. UCLA Extension campus. Los Angeles.

Also in October

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

Oct. 17—*National Academy of Television Arts and Sciences* news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Oct. 17—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Pierson Mapes, president, NBC-TV. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 18—*Connecticut Broadcasters Association* annual meeting and fall convention. Wesleyan University, Middletown, Conn.

Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18—*Southern California Cable Association* meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18—*Radio Advertising Bureau* retail and co-op workshop. Radisson Plaza, Charlotte, N.C.

Oct. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Atlanta, Atlanta. Information: Susan Levin, (212) 751-7770.

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. 19—*New York TV Academy* luncheon. Speaker: John Gault, president, Manhattan Cable TV. Topic: "The Outer Boroughs." Copacabana, New York.

■ **Oct. 19**—*Women in Communications, New York chapter*, meeting. Waldorf Astoria, New York.

■ **Oct. 19**—"California Symposia on Business Opportunities in Cable for Minority and Women Entrepreneurs," sponsored by *Foundation for Community Service Cable Television, California Cable Television Association, California State Senator Joseph Montoya and California Assemblywoman Gwen Moore*. Fort Mason Conference Center, San Francisco. Information: (415) 387-0200.

Oct. 19-20—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 19-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Keynote speaker: Richard Colino, director-general, Intelsat. Washington Hilton, Washington.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention. Marriott hotel, Nashville.

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

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Speaker: Roone Arledge, ABC News and Sports president. Waldorf-Astoria, New York.

Oct. 20—*Radio Advertising Bureau* retail and co-op workshop. Hilton Airport Inn, Pittsburgh.

Oct. 20-21—*Pittsburgh chapter of Society of Broad-*

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Major Meetings

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

Nov. 1-3—*Atlantic Cable Show*, Convention Hall, Atlantic City, N.J.

Nov. 3-5—*Society for Private and Commercial Earth Stations (SPACE)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7-10—*AMIP '83, American Market for International Programs*, organized by Perard Associates with MIDEAM 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*. Billmore, Los Angeles.

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

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Billmore hotel, Los Angeles.

Jan. 15-20, 1984—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

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 24-29, 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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **May 20-23, 1984**—*Broadcast Financial Management Association* 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

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.

Aug. 26-29, 1984—*National Association of Broadcasters' Radio Programming Conference*. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

Sept. 6-8, 1984—*Southern Cable Television Association* Eastern show Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

■ **Sept. 16-19, 1984**—*National Radio Broadcasters Association* annual convention. Westin Bonaventure hotel, Los Angeles.

■ **Nov. 11-14, 1984**—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

■ **Dec. 3-5, 1984**—*Radio-Television News Directors Association* international conference. San Antonio, Tex.

cast and Communication Engineers' 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 20-22—*National Federation of Local Cable Programmers* Central states regional meeting. Allen County Public Library, Fort Wayne, Ind. Information: Pam Bieri, (219) 424-7241.

Oct. 21—*Caucus for Producers, Writers and Directors* annual general membership meeting. Chasen's, Los Angeles.

Oct. 21—*Radio-Television News Directors Association* meeting with region 12. Richard Salant, president of National News Council, will moderate panel comprising Peter Jennings, ABC News; Mike Wallace, CBS News; Connie Chung, NBC News, and Gabe Pressman, WNBC-TV New York. New York Mayor Ed Koch will also address meeting. Sheraton Center, New York.

Oct. 21—*New York Women in Communications* meeting, "The Video Communications Revolution," co-sponsored by *New York University*. Speakers include Drew Lewis, Warner Communications; Daniel Ritchie, Westinghouse Broadcasting and Cable; Gerald Levin, Time Inc.; William Scott, Satellite News Channel; Mary Alice Dwyer, Daytime/Arts, and Mary Alice Williams, Cable News Network. New York University, Washington Square campus, New York.

Oct. 21—12th annual Broadcast Day, sponsored by *Colorado State University*. Speaker: Edward McLaughlin, president, ABC Radio Networks. CSU campus, Fort Collins, Colo. Information: (303) 491-6140.

Oct. 21—Deadline for entries in *Women in Cable, Chicago chapter*, annual video competition. Information: (312) 674-4600.

Oct. 21-22—"First Amendment Rights and the Cable Television Industry," seminar sponsored by *Communications Media Center of New York Law School and Communications and the Law magazine*. Speakers include Glen Robinson, former FCC commissioner; Tom Krattenmaker, former director of FCC network inquiry study; Morris Tarshis, director of franchises of New York City, and Douglas Ginsburg, U.S. Department of Justice, antitrust division. New York Law School, New York.

Oct. 21-23—*American Women in Radio and Television* northeast area conference. Holiday Inn, Philadelphia.

■ **Oct. 22**—"Opportunities for Minorities in Telecom-

munications," conference sponsored by *National Conference of Black Lawyers' Communications Task Force and Howard University of School of Law Continuing Legal Education Committee*. Houston Hall, Howard University, Washington.

Oct. 23-25—*Televent U.S.A.*, second international telecommunications conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat, Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

Oct. 23-26—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.

Oct. 24—*Washington Journalism Center* conference for journalists, "Japan and America." Watergate hotel, Washington.

Oct. 24-29—*National Federation of Local Cable Programmers* "Access coordinator training program." NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudge, (202) 544-7272.

Oct. 25—Marketing seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 25—*Radio Advertising Bureau* retail and co-op workshop. Red Lion Inn-Airport, Seattle.

Oct. 25—First general meeting of *Direct Broadcast Satellite Association*. Four Seasons hotel, Washington. Information: John Egan, (202) 822-4104.

Oct. 25—*Louisiana Association of Broadcasters* radio sales seminar. Travelodge North, Lafayette, La.

Oct. 25—*Washington Journalism Center* conference for journalists, "Asian-American Relations." Watergate hotel, Washington.

Oct. 25-26—*New York Broadcasters Association* 29th annual meeting. Americana Inn, Albany, N.Y.

Oct. 25-27—Telecommunications symposium sponsored by *American Newspaper Publishers Association and Newspaper Advertising Bureau*. Amfac 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. 25-29—Midwest Radio Theater Workshop, sponsored by *noncommercial KOPN(FM) Columbia, Mo.*, with funding provided by *National Endowment for the Arts and Missouri Arts Council*. Broadway Inn, Columbia, Mo.

Oct. 26—*New York TV Academy* luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

Oct. 26—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 26—*Radio Advertising Bureau* retail and co-op workshop. Plaza Airport Inn, San Francisco.

Oct. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

Oct. 26—*Louisiana Association of Broadcasters* radio sales seminar. Holiday Inn-Airport, Kenner, La.

■ **Oct. 26**—*Southern California Broadcasters Association* "agency" luncheon, with advertising agency Rogers, Weiss, Cole & Weber. Holiday Inn, Hollywood. Information: (213) 466-4481.

■ **Oct. 26**—"California Symposia on Business Opportunities for Minority and Women Entrepreneurs," sponsored by *Foundation for Community Service Cable Television, California Cable Television Association, California State Senator Joseph Montoya and California Assemblywoman Gwen Moore*. Los Angeles Trade Technical College, Los Angeles. Information: (415) 387-0200.

Oct. 26-28—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the '80s," co-sponsored by *Minorities in Cable*. Ramada Renaissance hotel, Washington.

Oct. 26-Nov. 1—Telecom 83, communications exhibition and conference, sponsored by *International Telecommunication Union*. Exhibition and Conference Center, Geneva, Switzerland.

■ **Oct. 26-Dec. 16**—*UCLA Extension* course, "Un-

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A professional's guide to the intermedia week (Oct. 10-16)

Network television □ PBS (check local times) *The Oil Kingdoms* (three-part documentary), Monday 8-9 p.m. [to air on consecutive Mondays]; *Tribute to George Balanchine* (choreography), Monday 8-9 p.m.; *Vietnam: A Television History* (series debut), Tuesday 9-10 p.m.; *International Edition** (look at foreign news coverage of U.S. affairs), Friday 9:30-10 p.m. CBS: *17th Annual Country Music Association Awards*, Monday 9:30-11 p.m.

Radio □ (check local times) ABC Information: *The Olympic Tradition Continues** (daily pre-Olympics reports), Monday-Feb. 8, 1984, 90 seconds; *The U.S. and Japan: A Question of Quality* (10-part mini-doc on productivity), Monday-Friday during newscasts (parts 1-5) [to conclude next week]; ABC Rock: *A Night with Charlie Company* (actualities from Marines in Beirut), Monday-Friday during newscasts; Mutual: *Country Music Association Awards* (live stereo simulcast w/ CBS-TV), Monday 9-11 p.m.

Cable □ Bravo: *Nureyev's Don Quixote*, Friday 9:30-11 p.m.; Cinemax: *Bette Midler: No Frills* (special), Friday 8-8:30 p.m.; HBO: *The Time of Our Lives: The Most Amazing 60 Years in History* (documentary commemorating *Time* magazine anniversary), Monday 8-9:15 p.m.; *Eddy Murphy—Delirious*, Saturday 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Written by Levinson and Link*, TV writers retrospective, now-Oct. 29; *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26; *Toscanini—The Television Concerts*, now-Nov. 12

*Indicates a premiere episode

Understanding Cable: Past, Present, Future." UCLA Extension campus, Los Angeles. Information: (213) 825-9064.

Oct. 27—Radio Advertising Bureau retail and co-op workshop. Travelodge-Airport, Los Angeles.

Oct. 27—Cabletelevision Advertising Bureau local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

Oct. 27—Philadelphia Cable Club luncheon meeting. Spectrum, Philadelphia.

Oct. 28—Montana Broadcasters Association sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—"Latin American Affairs" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation* and *Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

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.

Oct. 31—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

November

Nov. 1—Radio Advertising Bureau retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Seattle.

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. 2—Radio Advertising Bureau retail and co-op workshop. Fairmont hotel, New Orleans.

Nov. 2—Cabletelevision Advertising Bureau local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—Radio Advertising Bureau retail and co-op workshop. Amlac hotel-Airport, Dallas.

Nov. 3-5—SPACE (*Society for Private and Commer-*

cial Earth Stations) second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

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

Nov. 3-5—National Black Programming Consortium "New Technologies" conference. Chase Park Plaza, St. Louis.

Errata

T. Frank Smith Jr., is the owner of **KRIS-TV Corpus Christi, Tex.**, and not Alfred T. Burke, Louisiana bottler who is buying KGNS-TV Laredo, Tex., from Smith. Identifications were incorrect in "Changing Hands," Sept. 26.

CBS Sports will be profitable next year, not unprofitable, as incorrectly reported in Sept. 26 story on CBS/Broadcast Group management meeting with financial analysts. Neal H. Pilson, executive vice president, CBS/Broadcast Group, was referring to first two years of NCAA football contract, not overall CBS Sports division, when he said that first two years of four-year contract "probably" would not meet sales and cost goals.

Willis Edwards, president of Beverly Hills/Hollywood branch of NAACP, was incorrectly identified as president of national organization in Sept. 26 issue, page 30.

WATO(AM)-WETO(FM) Oak Ridge, Tenn., was sold for \$255,000 and not \$225,000 as reported in "For the Record," Oct. 3. It was also incorrectly reported in that sale that **WPDX-AM-FM Clarksburg, W.Va.**, had been sold.

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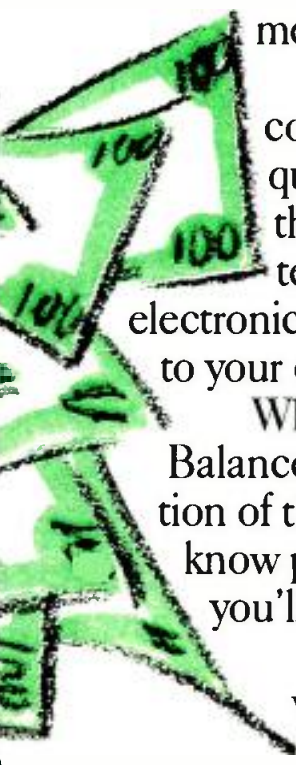
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Vol. 105 No. 15

TOP OF THE WEEK

Another week that was at the NAB

Senator Bob Packwood (R-Ore.) was the first to go public with his despair about the National Association of Broadcasters and its ability to wheel and deal in Washington. "You can't lobby your way out of a paper bag in the House," he told the NAB's convention in April this year (BROADCASTING, April 18).

Last week, Representative Al Swift (D-Wash.) joined the club. Reacting to the resignation of the NAB's chief lobbyist, Steve Stockmeyer, who cited frustrations with both the association and the industry (BROADCASTING, Oct. 3), Swift said: "Clark Clifford [the pre-eminent Washington lawyer and political operative] couldn't pass legislation for the NAB."

It was just one more straw in the NAB's week, if not the last one—a week that began with the aftermath of the Stockmeyer resignation and in the debris of a disastrous first encounter with the new Television Operators Caucus, with which it had sought an accommodation and ended up in a confrontation.

By week's end tempers had begun to cool and some progress had begun to be made. It was decided that Carol Randles, who had been number two to Stockmeyer as vice president, congressional liaison, would succeed him on an interim basis as vice president, government relations. But Randles notified NAB leadership that she, too, will leave the NAB, when a permanent successor to Stockmeyer is found.

"The thing that pushed me over the edge," Stockmeyer told BROADCASTING last week, was a meeting NAB executives held the week before with TOC, a new association of major group owners formed to fill a perceived gap left by NAB's lobbying efforts. The discussion that ensued convinced him that it was time to leave the organization. "I reached the point where I had to fish or cut bait," Stockmeyer said.

It was a meeting marked more by passion than temperance. The TOC members present: David Henderson, president of Outlet Co.'s broadcasting division and TOC chairman and president; William Schwartz, president and chief executive officer, Cox Communications; Terry Lee, president and chief operating officer, Storer Communications; Dudley Taft, president, Taft Broadcasting, and Bob Bennett, president of Metromedia Television. Not present: TOC board members Joe Dougherty, president, broadcasting division, Capital Cities Communications; Joel Chaseman, president, Post-Newsweek Stations, and William Baker, president of Group W's TV group.

The discussion was heated. Members of the caucus, led by Lee and Schwartz, directed repeated attacks at NAB President Eddie Fritts, who, with Board Chairman Gert Schmidt, headed the association's delegation. Also on the NAB team: John Summers, executive vice president and general manager; Erwin Krasnow, senior vice president and general counsel; Stockmeyer; Richard Hollands, the new senior vice president for television, and Crawford Rice of Gaylord Broadcasting, an NAB TV board member.

On the record, NAB officials refused to characterize the meeting as anything other than constructive. "I enjoyed it. I thought it was a very healthy, open, and frank discussion," said Schmidt. "We cleared the air," Fritts said.

"Nothing we said pointed a finger at any individual," the TOC's Henderson said, maintaining they focused on communications issues. A major one on which they may disagree: deregulation. TOC questions where the impetus for NAB's drive to deregulate

the industry arises. "Whose views are being expressed?" Henderson asked.

Henderson said TOC is not anxious to see the industry deregulated. During a meeting two weeks ago with Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, the TOC board reportedly told Wirth they were not interested in deregulation. "We don't think the government is on our backs," he told BROADCASTING.

The group owners also fear that any bill emerging from Congress will only increase the regulatory process. "We are not anxious to give five pounds of flesh," Henderson said. The TOC official criticized the NAB for not representing the views of its members. "The NAB gives off a sense of 'We are here in Washington. If you want to see us drop by.'" The TOC chief feels NAB is out of tune with its membership. An example, he said, was the fact it is still mailing form letters addressed: "Dear Broadcaster."

During the meeting Henderson asked for a TOC seat on the NAB's TV board to match that given the networks. The request was turned aside.

The Stockmeyer resignation not only shook the NAB but stunned Capitol Hill as well. "I am sorry to see Steve go. He was a decent and principled man. When you talked to him, you knew he would stand behind his word," said Larry Irving, an aide for Congressman Mickey Leland (D-Tex.), one of the key figures on the House Telecommunications Subcommittee.

"Steve was a pro," said Al Swift. "Working with the NAB can be frustrating. I find it frustrating. It is a very skittish organization," the congressman said. Swift is another member of the Telecommunications Subcommittee, who has been working with the association on broadcast deregulation legislation.

Swift sympathized with Stockmeyer's frustrations in trying to lobby for NAB. "The NAB's real weakness as a [lobbying organization] is that the membership won't follow the lead of the pros. Basically they have a lot of people calling the shots, who I doubt have a sense of how you achieve something in Washington," he said. Consequently, he said, because NAB members keep their leaders on a short leash, the association has created a feeling in Congress that it is impossible to deal with. "The industry is viewed as arrogant and greedy," Swift added.

The congressman also thinks broadcasters are perceived as unwilling to give anything in exchange for getting something. Broadcasters, Swift maintained, will one day have to give something. In broadcast deregulation, Swift said, children's television and equal employment opportunity are issues that must be addressed. Unless the NAB becomes more flexible and willing to strike a deal, "I sense that at some point the NAB won't be able to stop it any more and they are going to get rolled over," Swift warned.

Other Capitol Hill sources believe NAB's weakness lies both with its leadership and membership. "The NAB has a lot of constituencies it has to respond to," said one source. "It is a difficult job serving everybody's interests," said another.

Because of all the different groups pushing and shoving on the NAB, it needs strong leadership, said one Capitol Hill aide. "Wasilewski [former NAB President Vincent Wasilewski] managed to keep a lid on it, while the NAB leadership now is having a difficult time learning the ropes," the aide said. □

Wirth's way: hour a day for the children

Congressman introduces H.R. 4097 that would require stations to air shows aimed at children for hour a day on weekdays

Commercial television stations would be required to carry a quota of educational programming for children under a bill introduced last week by Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee.

Wirth charged that the commercial system was underserving children now. He based his charge on admittedly skimpy returns from the controversial survey of television station programming that he conducted to obtain information on which to base quotas for other types of programming in the broadcast deregulatory legislation now being drafted.

Wirth's bill (H.R. 4097) would require commercial television stations to broadcast an hour of educational programming five days a week. It was announced during a hearing on the "Potential of Television in Educating Children." The hearing was held jointly by the Telecommunications Subcommittee and the Subcommittee on Elementary, Secondary and Vocational Education.

Carl Perkins (D-Ky.), chairman of the parent Education and Labor Committee, is a co-sponsor of Wirth's bill and chaired the hearing. Other co-sponsors include Claudine Schneider (R-R.I.), Jim Bates (D-Calif.), Parren Mitchell (D-Md.), Patricia Schroeder (D-Colo.), Doug Walgren (D-Pa.) and Mickey Leland (D-Tex.).

There was sharp division in the testimony from educators and a representative of the National Association of Broadcasters over the bill. Educators hailed the legislation and called for even further action. But Dr. John Abel, NAB senior vice president for research, said the programming requirements violated broadcasters' First Amendment rights.

Another representative of broadcasting, however, took a less rigid stand. William



Wirth

Baker, president, Group W television group, stopped short of endorsing the Wirth legislation but told the congressmen that children have First Amendment rights too. Baker said education should be a paramount responsibility, but he also noted that the responsibility could be shared by all electronic media, including cable, videocassettes, satellite program distribution and local microwave systems.

Wirth announced the first results of the program survey at the hearing. The survey questionnaire, sent to all television stations, elicited 326 returns.

"Last night I received the first computerized data from our survey," said Wirth. "Results on children's programming show that this nation's commercial broadcasters devote only 61 minutes a week to educational programming for children, or three-fourths of 1% of their daily air time, while cartoons make up 152 minutes of children's programming. Including all other programming, such as game shows, according to the broadcast industry's own responses, stations on average air a grand total of only four-and-a-half hours per week for our children. That, sadly

enough, translates into only about 3% of total air time being devoted to our children."

Wirth also criticized broadcasters for not cooperating in the congressional survey. "Doesn't the public have a right to know what's being shown? Congress asked broadcasters what they are doing and 60% are arrogant enough not to respond," he said.

The congressman accused the NAB of writing to its members and telling them not to respond. Wirth was referring to a Mailgram NAB sent to its members stating that the survey was "strictly voluntary," and that NAB opposed the collection of the data. Representative Mario Biaggi (D-N.Y.) also professed irritation at the NAB's actions.

Abel defended the Mailgram and NAB's position on children's programming. "The telegram was designed to inform our members on a government request for information," Abel said. According to data collected by NAB on children's programming, Abel said, 10% of broadcast time is devoted to children's programs. Biaggi said that figure was misleading. He charged that most of that time is composed of cartoons.

Grace Baisinger, past president, National PTA, charged broadcasters with using the First Amendment as a smoke screen. "The real issue is money," she said. Baisinger also discussed the prospects for children's programming in cable television. "Now that cable is turning more and more to advertisers, ratings are sure to become established because they are the only numbers that advertisers care about. So cable television probably will follow in the footsteps of commercial television: Yankee dollars speaking up for Yankee ad agency recommendations. Therein lies the future demise of cable's interest in children's television," she testified.

The National Education Association supports the legislation, said Sharon Robinson, director of instruction and professional development for NEA. An hour a day, however, was the "rock-bottom" amount of time that should be devoted to children's broadcasting, Robinson said. She recommended that Congress also create a temporary commission on children's television.

The legislators heard further recommendations from witnesses. Lloyd Morrisett, board chairman, Children's Television Workshop, suggested that children's programming should be designed to impart skills and general knowledge and motivate children to achieve the educational goals that are widely agreed upon. "Looking to the future, steps need to be taken immediately to guarantee access in the new distribution technologies for children's programming that is purposeful, educational, informative and entertaining," he said.

Edward Pfister, president of the Corporation for Public Broadcasting, noted that public TV's record in children's programming is "second to none." Pfister proposed that there should be more development of cable services for children. A major research and subsequent production effort in mathematics should also be conducted, Pfister recommended. □



Lesser, Baker, Pfister, Cohen



Singer, Robinson, Baisinger, Morrisett, Rubenstein, Abel

Quantification at dereg forefront

Wirth, others suggest strengthening petition to deny and creating petition to revoke licenses to replace comparative renewals; NAB, NRBA and FCC object to quantification proposal

Broadcast deregulation legislation remains on the congressional front burner, with quantification of programing performance standards for radio and television boiling to the center of the stew. That became evident in a one-day hearing last week before the House Telecommunications Subcommittee where strengthening the petition-to-deny process and creating a new petition to revoke licenses were also discussed.

Two weeks ago subcommittee members began a series of intensive and lengthy meetings in hopes of drafting a bill. The talks resumed last week and were still described as productive although members said there are strong differences on key issues (BROADCASTING, Oct. 3).

During the hearing, Chairman Tim Wirth (D-Colo.) and a majority of subcommittee members indicated an interest in beefing up the petition-to-deny process. There was mixed reaction from the subcommittee, however, to a proposal for establishing a petition to revoke licenses (which would make it possible to go after licenses at any time, not just at times of renewal, which at present could be as much as seven years apart).

Representatives from the National Association of Broadcasters, the National Radio Broadcasters Association and the FCC objected to the concept of quantification and to the other proposals.

If the comparative renewal process is eliminated, the petition to deny is the only remaining tool that the public has to check broadcaster responsiveness to a community's needs and interests, Wirth said. "A strengthened petition-to-deny process is meaningless, however, unless there is a standard of performance against which broadcaster performance can be fairly and objectively assured. It is in this regard that quantification becomes particularly important," Wirth said.

It was also apparent that subcommittee members held divergent views on how to approach quantification. Representative Tom Tauke (R-Iowa) said he opposed quantification philosophically, but is willing to discuss it. If programing standards are established, he said, "the process has to be reasonable and workable and not cumbersome on a station."

Much of the hearing focused on the petition-to-deny process. Representative Al Swift (D-Wash.) talked about changing the process to make it easier for citizen groups to apply for the right of discovery. But, the congressman said, broadcasters must be protected from a "fishing expedition" during the process.

Tauke and Representative Billy Tauzin (D-La.) voiced concern about the current petitioning process and cited BROADCASTING'S

Oct. 3 story on the National Black Media Coalition's Pluria Marshall and his use of the petitions to gain concessions from broadcasters. "This is a case where the public interest is for sale," Tauzin said. He suggested the subcommittee look at developing a process preventing groups from using it for personal gain.

James McKinney, chief of the FCC's Mass Media Bureau, felt that modification of the petition-to-deny procedure was unnecessary. He maintained that the commission already has an enforcement program.

McKinney also thought proposals to establish a threshold test were unreasonable. The test, he said, "would, I am afraid, give rise to lengthy and costly proceedings, both for petitioners and challenged licensees, without necessarily resulting in a greater number of license revocations." He said the FCC revised its petition-to-deny procedures in 1979 and adopted the so-called "Paglin" procedures, which were designed to streamline the FCC rules by limiting pre-designa-

contracts with the government for the use of their frequencies." The fees in the contracts would be based only upon the cost of regulation, he added. Mann maintained that the consideration would not be a spectrum fee.

NAB, said John Summers, executive vice president and general manager, is asking for deregulation to compete fairly with all the new technologies that are not subjected to regulation. He said the association opposes quantification for radio but might accept TV standards, but only on a limited basis.

Summers also felt that the petition-to-deny process should not be changed.

Representative Mickey Leland (D-Tex.) asked Summers why NAB was reticent about discussing equal employment opportunity language in deregulation legislation. "We think there are a battery of rules at the commission that are adequate," Summers replied. He said that increasing minority ownership was the key to increased minority employment in the industry. Leland felt affirmative action was the key.



Schwartzman, Mann, Summers

tion pleadings, in order to reduce processing backlogs of monumental proportions. And he felt a petition-to-revoke procedure was too severe.

The introduction of discovery procedures, the FCC official said, would only increase costs for petitioners, licensees and the government.

Both NAB and NRBA oppose programing performance standards for radio. "We believe the regulation of the radio industry should be left to the marketplace," said Bernard Mann, president of the National Radio Broadcasters Association. A radio station should retain its license unless it is guilty of egregious misconduct, such as violation of the fraud, obscenity or lottery statutes, he said. "Absent such misconduct, a radio licensee should not be subject to petitions to revoke, petitions to deny or comparative hearings," Mann added.

One method of achieving total deregulation would be to adopt the long-term contract proposal that the NRBA previously outlined for the subcommittee, the NRBA president said. "Pursuant to this proposal, station owners would enter into long-term

The subject of children's television cropped up. Wirth asked Summers why NAB objected to programing standards for children and minorities. Summers argued that the marketplace is already providing for children and minorities. Programing requirements are intrusions into the First Amendment, he said. But the chairman cited the results of the subcommittee's programing survey which show the marketplace is not taking care of children (see story, page 36).

Not all the witnesses wanted to see a deregulation bill. "As I have previously testified before this subcommittee," said Andrew Schwartzman, executive director, Media Access Project, "the present system, with all its imperfections, has worked well. What's more, FCC deregulation has already ameliorated most of the broadcasting industry's biggest complaints." Schwartzman called for program quantification for both radio and television. If TV is deregulated, he said, it would be the "second biggest giveaway since Teapot Dome." When asked to name the first, Schwartzman answered: "the Senate deregulation bill, S.55." □

FCC makes ready to award DBS slots

It establishes procedures for assigning orbital positions and frequency assignments; in other action: it wants to use lottery for cellular radio grants, write cable EEO guidelines same as broadcasting's; it issues third notice preparing for '85 SWARC

The FCC gave direct broadcast satellites another nudge toward reality last week, adopting procedures for granting orbital slots and frequencies to the eight DBS applicants it already has conditionally approved.

It also laid the ground rules for accepting applications from other companies that want to get into the DBS business.

In still other action, the FCC proposed to use lotteries to award cellular radio grants for all but the largest 30 markets; proposed to bring its cable TV equal employment opportunity processing guidelines into parity with its processing guidelines for broadcasting, and issued a third notice of inquiry in preparation for the 1985 Space World Administrative Radio Conference.

■ The FCC already has conditionally granted the DBS applications of eight companies: Comsat's Satellite Television Corp., CBS, Direct Broadcast Satellite Corp., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting (Hubbard Broadcasting), Video Satellite Systems and Western Union Telegraph Co. Those grants, however, did not include frequency assignments or orbital positions and had been conditioned on the outcome of the Regional Administrative Radio Conference for DBS, which was concluded last July.

The commission's action last week established the procedures it will use to award those orbital positions and frequency assignments.

Under the order, all applicants will have 90 days from last Friday (Oct. 7) to amend the technical aspects of their applications to make them consistent with the RARC agreement.

The original construction permits also were conditioned on the applicants' either beginning construction of their satellites, or contracting for that construction, by Dec. 3. In its order last week, the commission gave those applicants some breathing room, extending the deadline to July 17, 1984 (one year after RARC was officially concluded).

According to the FCC, however, orbital slots and frequency assignments will be made on a first-come, first-served basis—and only after a party has fulfilled its obligation to contract for, or begin construction of, its satellite. (The FCC said STC thus far is the only company that has indicated it has made those sorts of arrangements.)

The FCC also said it would "soon" complete initial processing of three more companies that have applied for DBS authority—National Christian Network, Satellite Development Trust and Satellite Syndicated Systems Inc. The commission said it would announce a 90-day cut-off date for amending those applications. During those 90 days,

anyone can apply for DBS authority, and will be considered for orbital slots and frequency assignments in this second round.

Under the order, permits to second-round applicants also will be conditioned on their contracting for, or beginning construction of their satellites, within one year of the day they receive their construction permits. No second-round applicant will be eligible for an orbital slot or frequency assignment until after July 17, 1984, unless all of the first-round DBSers have contracted for, or begun construction of, their satellites before that date.

At Commissioner Mimi Dawson's suggestion, the FCC also agreed to explore whether DBS permittees should be permitted to offer nonbroadcast services, such as data. "If the video market isn't there, are they allowed to supply data?" Dawson asked. "I would think we'd want to address it now . . . give it some certainty," she said.

Chairman Mark Fowler suggested that the staff review the question, then advise the commission informally on how it should proceed.

■ In yet other action, the commission launched a rulemaking aimed at permitting the use of lotteries to award grants for all cellular radio franchises except those in the largest 30 markets.

At the meeting, Susan Cohen, an attorney for the FCC's land mobile division, said the proposal was aimed at easing the "administrative burden" of holding comparative hearings for all of the competing applicants the new service has attracted. The proposal, moreover, was aimed at bringing cellular service to the public as soon as possible, she said.

Under the proposal, the commission would "prescreen" applications, to make sure they were acceptable, before they were subjected to the luck of the draw, she said.

Even though the commission expressly excluded cellular applications from lottery consideration when it adopted its lottery rules (it's a high capital investment business that requires a good deal of technical know-how), Cohen said Congress had authorized the FCC to use of lotteries for cellular.

The notice also will ask whether the FCC should be able to use lotteries on a case-by-case basis, resorting to them only when it wants to.

Dawson had contended that the commission's experience with wirelines—that is, for the telephone companies—indicated that lotteries wouldn't be necessary. "It may not be in the public interest to have lotteries on the wireline side," she said.

Commissioner Henry Rivera, noting that the FCC was now taking "an about face" in proposing lotteries, recommended that the commission hear oral arguments on the issue.

With comparative hearings, Fowler said, it might be late 1985 before construction of nonwireline systems began; with the lotteries, however, he said, 90% of the grants for markets 31-60 could be awarded during 1984. "We've got to consider where the pub-

lic interest lies here," he said. "Yet I have an open mind on whether this is advisable."

After the meeting, William Adler, deputy chief of the Common Carrier Bureau, conceded that cellular applicants may have "put a lot of money into their applications, but it's nothing compared to what they'd put into comparative hearings."

Adler also said that, under the proposal, mutually exclusive applicants who agreed to join their applications together in settlements would stand a better chance of winning since their chances would be "cumulative." (If two applicants, for example, joined forces in a three-way contest, they would have twice as many chances of winning than the remaining party.)

■ On another front, the FCC voted unanimously to propose to bring its equal employment opportunity processing guidelines for cable into parity with those for broadcasting ("Closed Circuit," Oct. 3). A 30-day comment period is being provided.

Under the commission's EEO processing guidelines, broadcast stations with 11 or more full-time employees are required to have 50% parity with the available workforce overall; they're also required to have 50% parity in the top four job categories. Cable operators are required to have 50% parity overall, but only 25% in the top four categories.

■ In yet other action, the FCC adopted its first public statements about the direction the United States is taking in preparing for the 1985 SWARC. In a third notice of inquiry, the commission suggested considering the importance of communication satellite implementation, user demand for services, technological developments, the evolution of telecommunications networks, international institutional arrangements and the efficacy of existing arrangements of the International Telecommunication Union in discussing use of the geostationary orbit.

The notice also said that only the fixed and broadcasting satellite services should be up for consideration for new ITU arrangements. Other satellite services were all right under existing ITU arrangements, the notice said.

It further placed an upper limit of around 15 ghz on bands under consideration. Experimentation above 15 ghz could only produce new types of advanced satellite systems with the most flexible kind of international arrangements, the FCC said.

On the actual fashioning of new arrangements for targeted bands and services, the FCC said that any approach involving a detailed a priori assignment plan contained in a treaty for any communication satellite service, other than the existing broadcasting satellite plan, would be unacceptable.

The FCC said such a planning approach uses an inflexible multilateral treaty, accepts demands for allotments without scrutiny or controls, freezes technical and operational characteristics of every communication satellite facility and impairs the ability to later share a facility. Such a method also would put a damper on the development and implementation of communications satellites for all nations, the FCC said. □

Minorities urged to help themselves through legislative action

NBMC's annual conference hears from Wheeler, Rivera, Chaseman, Fritts and Pfister recommending tactics for increasing minority involvement in the Fifth Estate

Minority group members who want to become part of the country's expanding telecommunications industry—or are ambitious for a larger piece of it than they now have—were urged last week to support legislation designed to aid them. But they were also told that, if they “don't want to be left behind again,” as the technological revolution gathers speed, they are going to have to move fast on their own. And those who already are making progress as part of the system were urged to help “keep the momentum going.”

The exhortations were voiced in Washington at the 10th annual media conference of the National Black Media Coalition, which began as an organization that made demands on broadcasters to achieve its goals and, under the chairmanship of Pluria Marshall, evolved into one that is more often a partner than an adversary of the telecommunications establishment. Proof of that was not only in the array of industry leaders who participated but in the gains they said minorities were achieving—in employment and ownership—in the telecommunications business.

Thomas Wheeler, president of the National Cable Television Association, conceding that the gains in minority ownership of cable systems are “not enough,” sought support of cable deregulation legislation moving through Congress—a bill (H.R. 4103) was introduced in the House last week that roughly parallels one that has already passed the Senate (S. 66). “Something must be done to encourage a solid business environment for all cable entrepreneurs,” he said, large and small. Among other things, he cited the protection the legislation affords cable systems against being denied renewal of a franchise despite a record of fulfilling their promises. And he and FCC Commissioner Henry Rivera called for support of legislation (H.R. 2331) introduced by Representatives Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) intended to stimulate minority ownership of broadcasting, cable television, common carrier and other telecommunications business through tax incentives. (The absence of one scheduled speaker, Representative Timothy Wirth [D-Colo.], chairman of the House Telecommunications Subcommittee, denied those at the hearing a chance to respond immediately to suggestions that they approach Congress on the issues. Wirth was at a hearing of his panel on radio deregulation.)

But it was also Rivera, who spoke at lunch on Thursday, who warned that “the long-heralded telecommunications revolution... could largely neutralize any gains minorities make in the existing broadcast industry.” He noted that the commission increasingly is authorizing new media services without classifying them as broadcasting—

and that it is only through broadcast regulation that media services are subject to equal employment opportunity, diversity preference and tax incentive policies. He cited the new multichannel MDS service, which was styled a common carrier and, as such, is exempt from broadcast-like regulation, and the direct broadcast satellite service authorized in the fixed band, which was “exempted from regulation entirely.” He also said he believes that the commission will soon propose “to reinterpret broadcasting to exclude pay services.” And if the trend continues, he said, “the only way minorities can assure that their interests will be served by these technologies is through ownership.”

So, he said, “the train is about to leave the station. Minorities are about to be left behind again. If our plight is to be any better in 1993 than in 1983, you must participate as owners of the new technologies.” He said minority group members should participate in drafting legislation to insure the maintenance of the commission's “existing pro-minority policies and the extension of those policies to the telecommunications industries of the future,” as well as in the processes at the commission “to insure that the small victories we have enjoyed in the broadcast areas are not just small battles in a losing war for a fair share of the ‘broadcasting’ industry of the future.”

The call on minority-group members who have made it in the industry to help pave the way for others came from Joel Chaseman, president of Post-Newsweek Stations Inc., who shared the dais with Rivera at lunch on Thursday. He said the injection of blacks, Hispanics and other minority groups in all phases of broadcasting would assure a de-

gree of truthfulness and sensitivity in programming not yet reached. And he said that for the first time there are a “sprinkling of black professionals at very high levels, on the line in broadcasting with real power.” Then he said: “The momentum and the results you've achieved are on your side. To keep it going, I hope that each of you and others on their way... will take the time to speak at schools and in the community, that you'll stay active in alumni associations, and that you'll help increase community awareness in a creative variety of ways so that the kids coming up can see that it is possible to get there from here.”

National Association of Broadcasters President Edward Fritts, who participated on a panel with Wheeler and Edward Pfister, president of the Corporation for Public Broadcasting, sought, like the other two, to paint an encouraging picture of the contributions his constituents were making to an increased role for minorities in the telecommunications business. But he scored points simply by showing up. Marshall, who moderated the panel, on how minority concerns are addressed, noted that Fritts's appearance at the conference was a first for an NAB president. “We never had the boss before,” he said. And he drew pleasure from the fact “it took a young radio broadcaster from Mississippi”—Fritts is from Indianola, Miss.—“to break the ice.”

But Marshall, who maintains a skeptical attitude toward those in positions of authority in the telecommunications industry, was not impressed by the statistics Wheeler and Fritts quoted to demonstrate the expanding role minorities were playing in their respective industries. While Wheeler said cable's movement from rural into urban areas is leading to increased minority employment in the industry, Marshall said, “Cable has to come a long way to come into this generation.” And he said the employment of mi-



Rivera revered. FCC Commissioner Henry Rivera (l), who has taken the lead at the commission in representing the concerns of minorities, was recognized for that service at the National Black Media Coalition's conference last week. NBMC Chairman Pluria Marshall presented him with a plaque that describes him as “carrying the torch of minority interests” at the commission.



Group execs address NBMC. How to succeed was the topic. And group broadcasters offered a variety of suggestions at the National Black Media Coalition's media conference in Washington last week. David Henderson, president, Outlet Co., stressed the importance of learning to write well. Another Henderson job tip: Most jobs aren't won through interviews but through referrals. "You have to build a network," Henderson said. "It is a little bit who you know." Frank Melton, president, broadcast division, Buford TV Inc., said his company planned to announce a minority training program aimed at producing general managers. So when someone asks for a black general manager, his company will say, "We've got five here; which one do you want?" Richard Ferguson, president, Katz Radio, stressed the importance of knowing marketing for a career in the ever-more competitive business of radio. He also advised the faint of heart to try something else. "This is a real tough, hard-nosed business. People who like that are going to thrive; and if you don't, you're going to get eaten alive." Jeff Davidson, president, Gannett Broadcasting Group, said three things were needed for success: honesty, commitment and energy. "If you got those qualities, you can be a successful person," he said. "If you're young, smart and black, you've got a better opportunity [to get into broadcasting] than I did." John Conomikes, vice president, The Hearst Corp.: "When it comes to broadcasting properties, there's only three things that count: people, people, people." Melton noted that his company even hired the mentally retarded, though those personnel don't anchor the news programs. Quipped Conomikes, who later apologized: "They do in some markets." Henderson said Outlet is trying to quash things like prejudice and sexual harassment at its stations, although that has not proved to be easy in markets like Stockton, Calif., and Orlando, Fla. "I mean it's like redneck country," he said. L-r: Davidson, Ferguson, Henderson, Melton and Conomikes.

minority women in broadcasting is "static," while the level of minority men "has slipped."

Pfister, whose report on employment was downbeat, nevertheless received the kindest treatment from Marshall. Pfister said public broadcasting, "which is incredibly poor," has stopped growing. He said it can enter new technologies "only when money becomes available." As a result, he said, public broadcasting "has peaked" in employment. "Efforts now are being made to bring in minorities as replacements." However, he said CPB maintains an outreach program as part of an effort to recruit minorities. And Marshall said that, under Pfister, CPB is further ahead "in addressing minority needs than it was five years ago."

It wasn't only Congress and the FCC that minorities were advised to keep in focus if they want to see to it their needs are met. Local government also bears scrutiny, Marshall said, in a discussion of cable entrepreneurship. "Ownership is about politics," he said, adding that cable television systems, in fierce competition for franchises, "promise stuff they can't deliver" on such matters as minority employment and service and supply contracts with minority firms. "So let the politicians know you hold them accountable, so they hold the systems accountable."

To Wheeler, Marshall's remarks bolstered the case for legislation that would require local franchising authorities to conduct business "in the sunshine." But Marshall was not finished. "It's a sick system," he said. "The way to get a handle on it is to go to the city council and the mayor and say, 'We want to be sure we're not paying for your retirement.'" □

Women in Cable draws industry brass to Boston conference

The outdoor antenna will vanish from the landscape as cable establishes itself as "the video medium in urban homes," predicted Cablevision Systems Chairman Charles Dolan last week, when he addressed a Women in Cable national management conference in Boston.

"The most dynamic and profitable systems are yet to be built," he asserted, saying that his firm favors urban markets because of their high population density and predicting that they will be most valuable in the future.

Dolan, who was by far the most bullish speaker of the two-day conference, predicted that cable would pre-empt nonentertainment as well as entertainment forms of video because its home terminal will be a "versatile instrument for receiving any kind of visual material in the home. Retailing and educational modes should be a natural for cable to deliver."

He said municipalities shouldn't overemphasize technology when weighing franchise applications. "Relax on equipment and focus on overall system viability," he advised.

Just before delivering his speech last week, Dolan told BROADCASTING that only 15% to 17% of his system's Boston subscribers are opting for the \$2 monthly basic rate alone and that the average subscriber is

spending \$28 a month. "More than half" of homes passed are signing up, he said, holding to his earlier prediction that eventual penetration will reach 75%.

But if Dolan's predictions are to come true, the cable industry still must educate the public as to what a "remarkable offering" cable is, said Group W Chairman and Chief Executive Officer Daniel Ritchie, the keynote speaker. Toward that end, he has helped form the Council for Cable Information in hopes of eventually increasing cable penetration rates to 70% or 80%.

Ritchie said the industry "has to do an education job because people have a closed mind" and don't understand or appreciate cable. To support that, he cited a recent survey of a local Westinghouse system that showed 29% of homes passed didn't know they could get cable.

But the key to cable success, Ritchie said, is service. "If your local manager does a good job, you'll be OK. If you're perceived as arrogant, insensitive or gouging, you've got problems. As a comic-strip character says, 'The enemy is us.'" □

He said, "Good systems have learned that cable is in the business of customer service. Problems with billing errors and failing to keep telephone links are holdovers from the days when cable saw itself as a hardware business."

As Home Box Office President Frank Biondi sees it, more programming and better marketing and service are needed if cable is to break the 55% penetration barrier. "We're getting off the demand curve sooner than we think," he warned the audience. "If we want to get the industry to double in basic service and triple in pay service revenues, we have to develop new programming to stretch our appeal."

He charged operators with making people pay for services they don't want to get the ones they do want. "The consumer is damn confused and that's not helping anybody," he said. "The inherent assumption that the consumer is naive and even stupid is wrong."

Biondi asserted that there has been "such a race to get revenue per subscriber up that we're not pricing services for what they're worth but to amortize our investment. In the long run, that's not all that smart. The industry should be prepared to invest in their programming networks."

How about reports of a cloudy cable financial picture? "Hogwash," is the response of John Saeman, vice chairman and chief executive officer of Daniels & Associates. He said the cash flow drain of building new cable systems will be reversed in two years. At that point, according to Saeman, Wall Street will proclaim: "I told you so" in reporting the cable industry's health.

USA Network President Kay Koplovitz reiterated her theme (BROADCASTING, Sept. 12) that cable has to try to find better ways to sell its audience to advertisers. Cable homes give network offerings 18% less of their viewer time than do noncable households, she said, demonstrating that "your viewer finds something on cable." Koplovitz spoke out against tiering, calling it a "scenario of failure" because it reduces distribution chances. □

Dead and buried. The National Association of Broadcasters research committee recommended last week that the NAB disassociate itself from any further connection with the controversial "Television Trends" study, which caused an uproar at the NAB convention last April (BROADCASTING, April 18, May 2). The study which, in preliminary form, was presented to the convention by the NAB, showed that while TV viewership is up, audience satisfaction is down. "We are not going to release it," said research committee chairman, Peter Kizer of the Evening News Association. NAB's executive committee accepted the recommendation.

The full findings of the study were to be published last June. NAB's research and planning department reportedly had difficulty getting the final results from McHugh-Hoffman, the Rosslyn, Va.-based consulting firm commissioned to do the study. After reviewing the study, the research committee found serious methodological and conceptual inadequacies and unanimously agreed NAB should not release it, Kizer said.

John Abel, NAB's senior vice president of research and planning, explained that there were problems in how the survey was conducted and the way the survey was worded. Abel also said the McHugh-Hoffman data was incompatible with other published TV viewing data

TV criticized for contributing to violence in children

The speakers repeatedly talked of a dialogue among public interest groups/researchers and the TV industry. But friction frequently broke out, particularly in questioning and comments from the floor, during the conference of the National Coalition on Television Violence.

The event, funded with an \$8,250 grant from the American Medical Association, attracted 80 invited participants from industry, academia and government to sessions held in Washington last Thursday (Oct. 6).

Keynoter Dr. Everett Koop, the U.S. surgeon general, attempted a conciliatory note

with his preface: "If you came expecting inflammatory talk, you'll be disappointed." He conceded, and offered crime statistics to show, that the nation is suffering an "epidemic of violence." But he warned against a blanket indictment of TV programming.

The surgeon general concluded by calling TV an extraordinary medium that has kept a balance between profitability and social responsibility.

He counseled: "TV has moments of good humor, gentleness and human caring that we don't want to lose [in attempts to control perceived violence]."

At NCTV's morning panel on research, Dr. David Pearl, chief of behavioral sciences research, NIMH, discussed two of the institute's studies that purported to show that children who were heavy TV viewers, "even of cartoons," were the most aggressive children. He said the children "most aggressive at 9 . . . were the most aggressive at 18."

The next speaker, NBC's Dr. J. Ronald

Milarsky, however, refused to agree that TV should shoulder the brunt of the blame. Milarsky said that other research and studies do not substantiate claims that there is a causal relationship between TV violence and violent crime. He said that in those analyses there is disregard for economic and social changes that are a large factor in crime. At the NCTV's Thursday-afternoon panel on research, Dr. Alan Wurtzel, ABC vice president of broadcast standards, East Coast, contended that a more recent NIMH report—a follow-up to the 1972 Surgeon General's report—is unsubstantiated and unwarranted. He termed the latest report as essentially a review of scientific literature that has been publicly available over the past 10 years.

Panelist Dr. Thomas Radecki, NCTV chairman, told his audience: "The findings are solid enough that we can now take action." He said a number of remedial steps should be explored. One suggestion was that TV programs should carry, when warranted, a warning—similar to that carried on cigarette packages—indicating that viewing could be harmful.

The cable networks have not escaped the scrutiny of the NCTV. The big three pay cable networks—Home Box Office, Showtime and The Movie Channel—(20 acts of violence per hour) have been found to be twice as violent as the broadcast networks (10 acts per hour). In fact, after examining 25 networks around the world, Radecki said following the conference, the pay networks were found to be the most violent. The results of the study will be announced late this month at the United Nations and should be ready for publication in a month. □

LPTV: Ready for the takeoff?

That could be the case if everything goes as the FCC plans; NILPTV conference hears Kreisman predict 12,000 application backlog should be cleared up by October '84

Will 1984 be the year in which low-power television finally begins to fulfill its potential? "I think it's going to happen next year," says John Reilly, director of the National Institute for Low-Power Television on his way home after the organization's LPTV '83 East conference in Washington last week. "I really do."

Much of Reilly's optimism stems from his belief that the FCC is finally ready to grant large numbers of the some 12,000 pending LPTV applications. "All the pieces are in place," he says. "They've got the lottery. The chief of the Mass Media Bureau [James McKinney] is known for his ability to move mounds of paper, and they've got some talented people working on it."

FCC officials, including Roy Stewart, chief of the FCC's video services division, and Barbara Kreisman, chief of the low-power television branch, appeared on one of the conference's key panel sessions "The FCC Perspective on Low Power." Their remarks fueled the optimism of Reilly and

many of the LPTV applicants on hand. They said the commission was committed to establish low-power television service and that the battle to process the existing 12,000 applications—there is a freeze on further applications—would soon be theirs.

"I've seen the cartoon of somebody sitting watching the 12,000 applications," (BROADCASTING, July 11) Stewart said. "It hurt a little bit but we laughed at that." But, he said, now that the FCC has worked out many of its problems, "very soon, we're going to turn around and say, 'Well, what have they done? Have they built the stations? How successful has low power been?'"

Kreisman gave added emphasis to Stewart's declaration that the commission is determined to get low power going: "We are going to start very strictly monitoring that one-year building period. Do not expect to come in and get an extension of time. . . . Problems of financing, of equipment, we're just not going to listen to. We're going to be extremely draconian. We feel it's the fairest thing to do for the many applicants that are applying."

The three panelists answered a number of questions, many of them about transferring construction permits. Stewart said that any person with a minority or diversity prefer-

ence who won the construction permit in a lottery must hold it for at least a year before selling it, and that any transfer of a CP cannot exceed "legitimate and prudent" or "out of pocket" expenses, which may include settlement expenses with a competing applicant.

Kreisman said she expects to keep up with the current schedule of releasing a cut-off list—when all applications for a particular market have been accepted and competing applications can be filed—every two weeks, and added that in the "not too distant future" the lists may be getting larger than the current 50 to 54 applications.

Asked when the backlog of 12,000 applications would be processed, the chief of the low-power television division said "I have my goal, and that is to do it this coming fiscal year—which ends October 1984. I really think that we're going to do it. I'll say at the very least we're going to put a good dent in it." Stewart, making light of the previous unmet FCC target dates, said, "Let me write down what you're saying, Barbara."

Reilly needed the lift supplied by Kreisman's optimism. Attendance at the conference (700-800) was far less than he had anticipated (1,200-1,500) and the number of exhibitors was down 20%-25%. □

Networks nervous over Reagan briefing from FCC's Fowler

Chairman brings President up to date on financial interest, syndication; networks worry Reagan may try to exert influence

Back in June, FCC Chairman Mark S. Fowler, on one of his frequent visits to the White House, offered to brief staffers on matters pending before the agency. Late last month, word came from the White House: The senior staff was interested; would he drop by to bring them up to date on things? On Wednesday, Sept. 28, Fowler and his administrative assistant, Willard R. Nichols, visited the White House, prepared to brief on a range of issues. To their surprise, as Nichols recalled later, President Reagan was among those who were to be briefed. And the subject that dominated the 35- to 45-minute session virtually to the exclusion of all others was the extremely controversial one involving the network financial interest and syndicated exclusivity rules.

Nichols and White House aides, including one who was in the Oval Office during the Fowler visit, said the purpose was simply to brief the President and his top aides. "Here's a man who spent many years in the movie industry," said one presidential assistant. "He'd want to know the rules the government is adopting that affect the industry." And Nichols dismissed the suggestion that it might be necessary to file an *ex parte* notification as a result of the briefing; he said it was a "briefing" session—no positions were expressed. The President's only comment, reportedly, was in recalling the way things were in the broadcasting business in the 1950's, when advertisers controlled programming.

Nevertheless, when word of the session leaked, the unprecedented nature of the visit (Fowler had never briefed the President before), the sensitivity of the issue under discussion and the presumed independence of regulatory agencies set off a wave of speculation. After all, the President maintains close ties with members of the motion picture industry who have denounced the commission's tentative proposal to liberalize the rules; they say it would enable the networks to control program production and dominate the syndication business. And an aide said he "wouldn't be surprised" if some of those old friends discussed the matter with the President.

But unattributed reports from Capitol Hill that the President had taken Fowler "to the woodshed" on the financial interest-syndication rules issue were dismissed by one White House aide as "fairy tales." He said people who were not present "are trying to read" pressure into a meeting when none was present.

The networks, for their part, have been at

least as active in lobbying—on Capitol Hill as well as at the White House—as the Hollywood contingent. Aides said network representatives have discussed the matter with the President. "There is a nervousness on both sides," as one aide put it.

The networks' nervousness was probably reflected in the speech that Senator Daniel Moynihan (D-N.Y.), who supports their position, made on Tuesday, after news of the President's meeting with Fowler was published. He called on the President to state publicly that he will maintain a hands-off position regarding the FCC's consideration of the rules. Such a position is "imperative for the integrity of all regulatory processes," he said, adding that the only position he can take "under law and precedent" is support of the positions of the Departments of Justice and Commerce. Both endorse the commission's tentative decision in general. The White House said there would be no response to Moynihan's speech.

The networks' nervousness is understandable, for although the commission's tentative decision favors them, it was not adopted by a solid majority. Of the four commissioners, only two, Fowler and Mimi Dawson, supported the decision without qualification. Commissioner James Quello concurred in part and dissented in part, and Commissioner Henry Rivera dissented in part (BROADCASTING, Aug. 8). But as to whether Fowler's session with the President affected any votes, one commission source expressed doubt. "I think the four votes are still there," the source said.

Besides the President, the briefing was

attended by Edwin Meese III, counselor to the President; White House Chief of Staff James A. Baker III; Richard G. Darman, deputy to Baker; Craig Fuller, secretary of the cabinet, and David Gergan, assistant to the president for communications.

The Fowler briefing was not the first the President has had on the proposal to modify the rules. An aide said Reagan had received a "formal briefing" on the issue by representatives of the Justice and Commerce Departments. The briefing occurred in April, in the course of the departments' series of filings at the FCC in support of the commission's position.

"It's not unusual for the President to be briefed on issues when they get into the legislative arena," the aide said.

Representative Henry Waxman (D-Calif.) and Senator Pete Wilson (R-Calif.) have introduced identical legislation in the two houses that would prohibit the FCC for five years from modifying or repealing the rules. The Waxman bill has 135 co-sponsors, and Wilson's, six, including Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee.

Does the White House have a position on the legislation? "We're keeping an eye on it," an aide said.

The financial interest-syndication rules issue was not the only one in the communication field on which the President has been briefed recently. Markey briefed him on Tuesday on the telephone-charges issue—the FCC's decision on access charges and the legislation to counter it that is moving through Congress. □

Intelsat competition at issue

U.S. says concerns are premature; group's assembly adopts resolution against actions that would 'imperil Intelsat's viability'

Intelsat was still intact last Thursday (Oct. 6), following a four-day meeting in Washington of government representatives of the 109-member-country organization. But it had been somewhat shaken by the expressions of concern of a long parade of officials of foreign governments regarding the consideration the U.S. is giving to applications for private trans-Atlantic satellite service. The applications—by Orion Satellite Corp. and International Satellite Inc.—were described as threatening the viability of the world organization. Those expressions, in turn, disturbed the U.S. delegation, which regarded Intelsat consideration of the matter as "premature," since the U.S. has yet to act on the applications.

But by the time the Assembly of Parties, as it is known, concluded, a "decision" had been adopted unanimously that was designed to ease the concerns of the member countries. It confirmed all parties' support for the International Telecommunications Satellite Organization's single global system and called on the parties to refrain from actions that would "imperil the viability" of the

single global system.

The U.S. position was set forth by Ambassador Diana Lady Dougan, coordinator for international communication and information policy. She noted that applications are pending before the FCC and are the subject of an executive branch evaluation of their implications for U.S. domestic and foreign policy and its relationships to Intelsat. As a result, she said, "it is premature for the Intelsat Assembly of Parties to endorse particular characterizations or interpretations of the Intelsat agreements on issues which are still under consideration."

The issue is said to have caused some strain within the U.S. delegation, however. While Dougan is said to have opposed any expression by the assembly on the issue—"she wanted it glossed over," said one of those who attended the meeting—her superior, the under secretary of state for security assistance, science and technology, William Schneider, was reported prepared to accept a statement on the issue provided it did not prejudice the U.S. position on the applications. Several officials said it was unrealistic to think the assembly would not address the issue, given the temper of the meeting. If the U.S. had opposed any statement, sources said, it would have been isolated and overwhelmed in a roll call vote. □

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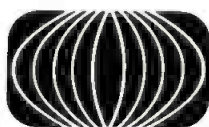
The questions were generated through a Gallup poll which asked Americans from coast to coast, "If you could ask God one question, what would it be?"

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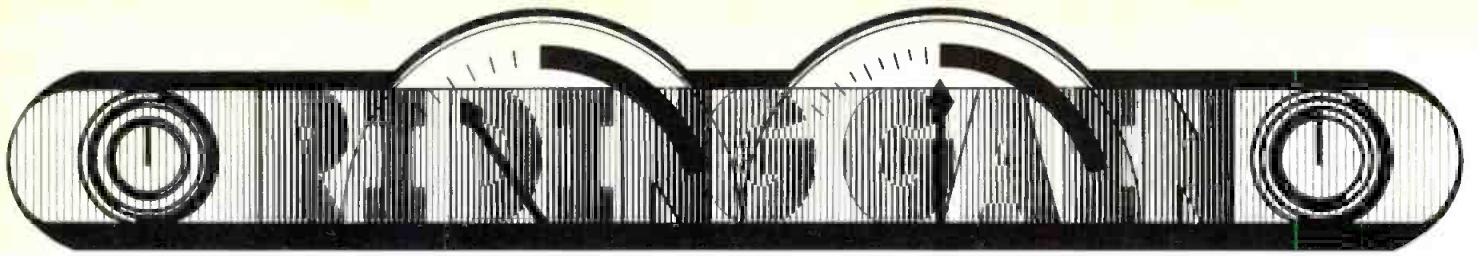
"Ask God" is perfect programming for an 8 to 9 p.m. slot in the first week of January 1984.

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Two for Transtar

The Transtar Radio Network unveiled plans last week during the National Radio Broadcasters Association convention in New Orleans to launch two 24-hour programming services—country and contemporary hit radio—to start Jan. 1, 1984. Handling the satellite transmissions via Western Union's Westar V will be Wold Communications. The two formats will originate from Los Angeles. The Transtar Radio Network currently airs an adult contemporary format on 72 stations from Colorado Springs.

Radio's reach

Group W Radio, New York, has put together a 31-page study to buttress the point that there "is more radio than drive time." Titled "What Difference Does It Make When They Listen?," the study notes that 96% of adults, 18 and over listen to radio for an average of 22.5 hours per week; in drive time, 92% of adults listen for an average of 9.5 hours, and in all radio, except drive time, 84% of adults listen for an average 15.25 hours each.

The study also makes the point that most of the same people who listen to radio during drive time are part of radio's audiences at other times. Group W emphasizes that drive time is "great," but adds that heavy demand plus limited supply leads to high rates and clearance problems. Group W reports that periods other than drive are generally available at lower rates, permitting advertisers "greater flexibility" and "more effective and creative uses of radio."

In the spotlight

Mutual Broadcasting has entered into a one-year agreement with Public Affairs Satellite System (PUBSAT)—a Washington-based public affairs firm—under which a weekly three-and-a-half-minute program, *Washington Spotlight*, will be distributed over one of Mutual's channels beginning Oct. 7. Mutual plans to transmit the program, which will be client-sponsored, on the first Friday of each month, at no cost to affiliates.

In another development, Mutual announced last week that it recently has added 24 new affiliates in markets from 16

states. Sixty percent of the 24 new additions are FM outlets, according to a network spokesman.

New call, new format

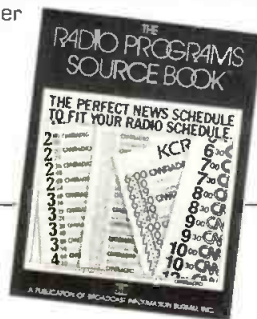
Broad Street Communications' WGSO(AM) New Orleans will switch from a news/talk format to contemporary hit radio (CHR) later this month under the call letters of WOUE(AM). And, according to Fred Walker, president of Broad Street, the station will be broadcasting in AM stereo using the Kahn system by Jan. 1. The announcement was made at a press conference Sunday (Oct. 2),



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Rally for radio. What is being called the largest turnout of New York area radio station, network and rep sales personnel and management (about 400) occurred on Wednesday, Sept. 28, at the Guild Theater in Manhattan for a Radio Advertising Bureau presentation on radio's "effective market penetration." The seminar was conducted by RAB's director of marketing and research, Lew Greist (above). Greist presented key findings from the association's "Target Marketing and the Media" study, conducted by R.H. Bruskin Co. last year, concluding that "modest advertising budget campaigns reach more of the marketplace effectively with radio than any other medium." The sales "rally" was organized in conjunction with the Station Representative Association.

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RKO RADIO FOR NEW YORK

prior to the start of the National Radio Broadcasters Convention in New Orleans.

The current director of operations for the company's co-owned station in New Orleans, WQUE(FM), Phil Zachary, will be WQUE(AM)'s general manager. Zachary said that there will be new state-of-the-art studios. The CBS affiliate will have an overall demographic target of 18-49, with an emphasis on 18-34. The musical mix will include rock and black music appealing to the life style of New Orleans, Zachary said. Zachary, who will report to Kenneth Gaines, executive vice president, AM division, Broad Street, replaces Michael Lonneke (see "Fates & Fortunes").

Additionally, Walker said the station's transmitter site will be relocated to St. Bernard parish at a cost of \$500,000. The four transmitter towers—each 228 feet high—along with their housings will cost approximately \$300,000. The station's signal north of the city into the Slidell, Lacombe and Mandeville areas will now be "improved," Walker said. These are the major growth areas surrounding New Orleans, he added.

Smooth switch

The CBS Radio Network projects that approximately 92% of its affiliates (362 out of 393) will be receiving its programming via satellite by Jan. 1—the date when all land lines are to be dropped. "We had originally anticipated losing 20% of our affiliates once the conversion to satellite was complete," said a CBS Radio spokeswoman. By the end of 1984, CBS expects to be up to 400 affiliates, she added.

Kala country

KalaMusic, the Kalamazoo, Mich.-based radio syndicator of easy listening music, is launching a new 24-hour format concentrating on the 50 "hottest" country singles in the nation. The first station to sign up for "Hot Country Hits" is WLP(AM) Paris, Ky. The format will consist of unannounced tapes that are updated every two weeks.



Getting better. Helen Hayes (second from right) is obviously pleased to mark her 500th broadcast of the radio series, *The Best Years*. The series, funded by Mutual of Omaha and syndicated to over 175 stations, addresses the concerns of "graying America." Shown at celebration at Museum of Broadcasting in New York are (l-r): museum president, Robert Batscha; Marion Gladney, *Years* writer-associate producer; Hayes, and Norman Gladney, producer of the series.



Bayou unveiling. Present at the announcement of the call letter change of WGSO(AM) New Orleans to WQUE(AM), and accompanying format switch from news/talk to contemporary hit radio, were Leonard Kahn, Kahn Communications, whose AM stereo system the station will use; Jon Strom, Sony Corp. of America; Phil Zachary, new general manager of WQUE, and Fred E. Walker, president of the station's parent, Broad Street Communications.

Format switch

SRP/Schulke Radio Productions is now providing its "All Winners" easy listening format to KNEV(FM) Reno, which had been a Bonneville Broadcasting System client prior to Sept. 15. KNEV, owned by Price Broadcasting, is on 95.5 mhz, with 60 kw.

More comment

NBC News correspondents John Hart and Irving R. Levine are now contributing news analysis to the NBC Radio Network's weekly *Comment on the News* series, in addition to their television reporting duties. The pair

join NBC News correspondents John Chancellor, Tom Brokaw, Marvin Kalb, John Palmer, Edwin Newman and Bernard Kalb in contributing their analyses of the week's significant news events.

Playback

A new light contemporary format called "Modern adult" is being launched by Tampa, Fla.-based Winton Communications. The format is currently airing on KMZO-FM Las Vegas. The format will be live assist, according to company President Ed Winton, who also syndicates nostalgia and beautiful music formats.

No go

Westwood One, Los Angeles, reported it has decided not to proceed with the production and national marketing of the *Rock of the 80's Countdown* radio program, produced by Carol, Schwartz & Groves. Norm Pattiz, president of Westwood One, said the decision to abandon the project was made after a six-month test on 20 radio stations. He said the test marketing indicated that a weekly program featuring only modern music "has limited chances for success on a national level."

Franklin confirmed

The FCC has granted renewals to Franklin Communications Inc., licensee of WVKO(AM)-WSNY-FM, Columbus, Ohio. A local group had petitioned to deny, contending that Franklin had "abandoned" the black community, its "target audience," by reducing nonentertainment programming aimed at blacks. The commission said the stations are not required to target their nonentertainment programming to a narrow portion of the listening audience.

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Actor in a Comedy, Variety
or Music Series**

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**Outstanding Individual
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"The Storm Breaks"—Tommy
Welsh, Costume Supervisor;
John Napolitano, Paul Vachon,
Johannes Nikerk, Wardrobe

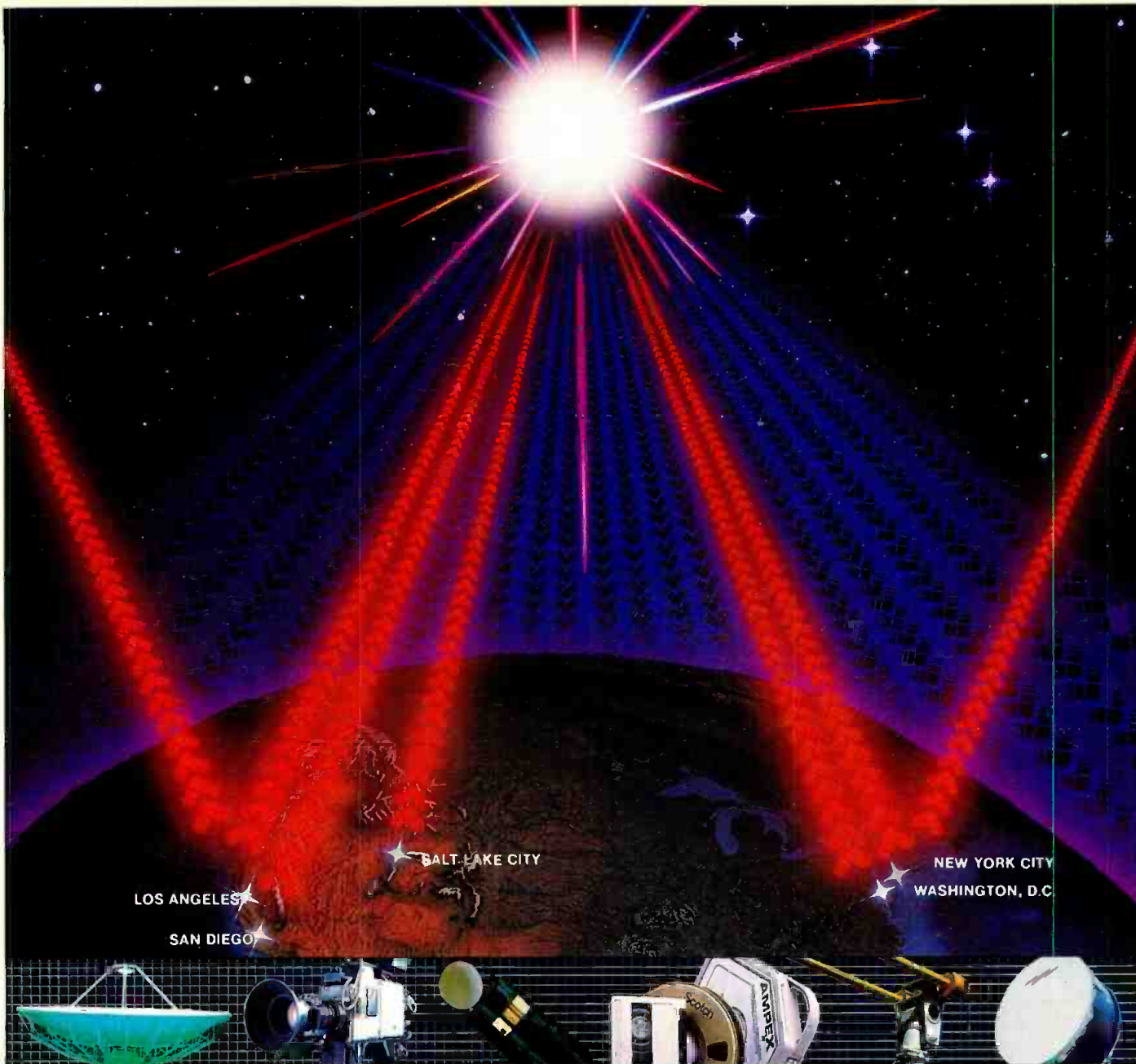
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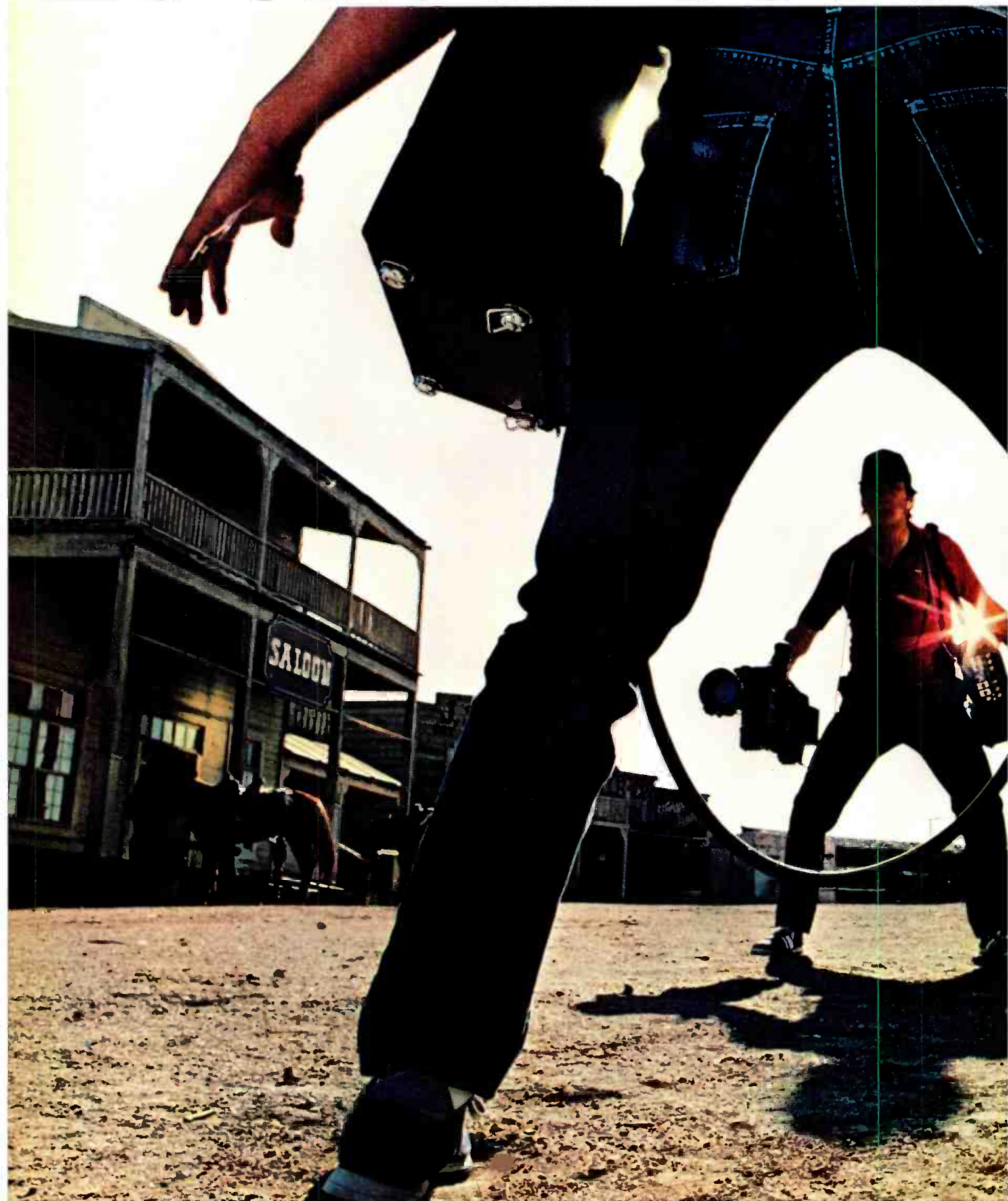


STATE
OF THE
ART

T E C H N O L O G Y

Technology continues to change the face of the Fifth Estate. In television, a proliferation of videotape machine formats and a solid-state camera are shaking up the marketplace, while broadcasters discover new applications for the computer. Even more is happening in radio, as the networks complete their conversion to satellite distribution of programming, FM broadcasters experiment with moneymaking ventures on their subcarriers and many AM broadcasters choose a stereo system. A status report on the technology making news in 1983 begins on page 54.

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Technology moves upward on evolutionary path

Manufacturers and broadcasters wrestle with incompatibility; in radio AM concentrates on stereo sound, FM looks to exploit its subcarriers

Two-inch ... one-inch ... three-quarter-inch ... half-inch ... 8 mm ... quarter-inch ... composite NTSC ... analog-component ... digital-component. The Fifth Estate is being swamped by video recording formats. Some of the formats spring from specialized needs, but others derive from the industry's inability to come together on a standard. But regardless of their source, the proliferation of nonstandard formats is certain to plague broadcasters and equipment manufacturers for many years to come.

The news is better in other areas of television technology. RCA is leading the way into the era of the tubeless camera with its remarkable solid-state ENG camera. The camera prototype, using silicon chips in place of pick-up tubes, surpasses the performances of all the ENG cameras on the market today. And a host of other manufacturers are boosting the creativity and efficiency of broadcasters by putting powerful new computer-based tools—videographics systems, digital effects generators and electronic newsrooms—into their hands.

In radio, AM broadcasters are trying to cope with AM stereo, while FM broadcasters figure out what to do with their subcarriers. Meanwhile, the big radio networks are completing their transition to satellite distribution, way ahead of their television counterparts.

When the half-inch recording cameras first appeared at the National Association of Broadcasters convention in 1981, they promised to make life easier for broadcasters. The electronic news gathering tool, which combines camera and half-inch videocassette recorder into one lightweight, compact unit, would permit one-person operation with improved mobility and increased reliability (since the need for a cable between camera and recorder is eliminated). What's more, the recording cameras, by using component-analog rather than the conventional composite NTSC signal processing, would boost picture quality past that of the three-quarter-inch U-matic format—today's ENG standard—and close to that of the one-inch type-C format—the studio standard.

But since then, the recording cameras and their half-inch tape formats have stumbled in the marketplace. Most damaging was the emergence of two incompatible half-inch formats—the RCA-Matsushita M format marketed by RCA, Panasonic (a Matsushita subsidiary), Ikegami and Ampex—and the Sony Betacam format marketed by Sony and Thomson-CSF. All three broadcast net-

works, accustomed to interchanging freely three-quarter-inch equipment and tapes, have so far refused to adopt either of the half-inch formats in the absence of a standard. ABC and CBS have publicly urged their affiliates and all other broadcasters to put off the purchase of half-inch gear. In addition, most broadcasters were already well equipped (at considerable expense) with state-of-the-art U-matics equipment and simply not in the market for a breed of equipment that is, despite all the marketing hype, more evolutionary than revolutionary. The unconventional component-analog signal processing has also been a problem. Without studio and microwave transmission equipment to handle the component-analog signals, users of the half-inch equipment must convert the signal to NTSC for live remotes and post-production. Much of what is gained by using the half-inch gear is lost in the conversion process. The progress of half-inch marketers has also been hindered by interest in even smaller tape formats, namely quarter-inch and 8 millimeter (around one-third inch), which are incompatible with one another and with the half-inch formats.

To make their half-inch systems more attractive in the face of stiff competition and marketplace resistance, the manufacturers have continually improved and expanded them. The Sony Betacam line currently includes the BVP-3 camera; the BVW-40 recorder/editor and the BVW-20 portable play-

back machine. RCA offers the Hawkeye system: the HC-1 camera, the HR-1 portable recorder, the HR-2 studio recorder, the HR-3 field recorder/editor and the HE-1 edit controller. And Panasonic has its Recam series: the AK-100 camera and the AU-200 recorder. All three manufacturers sell a set of adaptors that allow users to interconnect half-inch cameras and recorders with NTSC cameras and recorders.

Quarter-inch recording cameras have been demonstrated by Bosch-Fernseh and Hitachi. Bosch-Fernseh's Quartercam (KBF-1) recording camera, which weighs just over 16 pounds with lens and batteries, is supported by a BCF-10 studio recorder and the BCF-20 field editor. Like half-inch, Quartercam's Lineplex component-analog tape format promises picture quality superior to that of the U-matic format. Hitachi's recording cameras feature an incompatible quarter-inch tape format and have been shown with a three-tube camera element as the SR-3 and with a CMOS solid-state camera as the SR-1. The number of quarter-inch recording cameras is expected to grow. According to industry sources, Ikegami plans to introduce later this month, at the annual convention of the Society of Motion Picture and Television Engineers, a recording camera featuring a new Ikegami camera element and a Bosch-Fernseh Lineplex recorder. Not taking any chances, Ikegami is also expected to continue to market a recording camera combining its HL-83 camera and Panasonic half-inch recorder.

To avoid the incompatibility problems that have retarded half-inch equipment sales, Bosch-Fernseh and Hitachi, at the urging of some broadcasters, have agreed to join other manufacturers and users in a SMPTE working group in an effort to come up with a quarter-inch standard. After nearly four months of work, the working group has found that the Hitachi and Lineplex formats each have their strengths and weaknesses. The key to the Hitachi system is metal-particle tape, which was developed for the universally accepted 8 mm consumer videocassette standard. However, questions have been raised about the stability and availability of the unproved metal-particle tape. Some say high temperatures will cause the images recorded on the tape to deteriorate; others say that availability of the metal-particle tape will be tied closely to its success in the 8 mm consumer market, which is uncertain. The Hitachi system has also been criticized for its relatively short recording time of 12 minutes. The Bosch-Fernseh system and all the half-inch systems feature recording times of 20 minutes, which most users consider a minimum. The Bosch-Fernseh system, on the other hand, uses conventional tape formulations. But some claim that its



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method of recording the video components is inferior to that of Hitachi and produces poorer pictures. According to ABC's Robert Thomas, chairman of the working group, the best system may be determined sometime next January during side-by-side demonstration and testing of the formats. (The show-down had been scheduled for early November, but Hitachi asked for a 60-day delay. According to one source, Hitachi wanted the extra time to try to extend the recording time of its system.) In the meantime, the working group will work on electrical and mechanical specifications for a docking mechanism for the quarter-inch recording cameras that would permit interchange of different makes of cameras and recorders. Such camera-only manufacturers as JVC, Harris, Ikegami and Sharp, says Thomas, are particularly eager to see the establishment of a universal docking mechanism. The working group, he says, hopes to complete work on the docking mechanism by June 1985 and settle on a single quarter-inch format a month or two after later.

With part of the industry pulling for half-inch and another for quarter-inch, the solution may be 8 mm, a tape size in between the other two. Since little, if any, work has been done on an 8 mm format, manufacturers could work together in developing a universal standard that combines the best features of all the half-inch and quarter-inch formats. What's more, inventing a new format would allow the manufacturers to take advantage of the latest technology. That means an 8 mm format, despite its smaller size, could be made to deliver pictures as good as the half-inch formats. An 8 mm format could use the 8 mm consumer videocassette in the same way the M format and the Betacam format use the VHS and Betamax cassettes, respectively. But, although scores of companies have agreed on a 8 mm consumer standard, none have introduced a machine. At least one tape machine manufacturer, Ampex, is considering a move to 8 mm as an alternative to the other formats. But CBS Technology Center's Bernie Dickens, head of the SMPTE committee that would oversee the setting of standards for 8 mm, said interest in 8 mm is not widespread. "I sent letters to all the people I could think of," he said, "but nobody feels the time is right to do anything about it."

Despite the slow start of the half-inch formats, they may be making some inroads among broadcasters, production houses and the so-called "professional" (nontelevision) users. At the Radio-Television News Director Association convention in Las Vegas last month, Sony passed out an up-to-date list of Betacam users in the hope that it would generate some momentum for its format. The list of domestic users included 22 broadcast stations, including all six stations of Corinthian Broadcasting, the first group owner to make a commitment to either of the half-inch formats; 40 production companies; one cable programmer, Group W Satellite Communications, and a handful of universities and corporations. After two years of struggle, Dennis Woywood, division vice president, marketing, broadcast systems division, RCA Corp., is finally "encouraged" that the RCA Hawkeye half-inch system will

make it. Since the end of the first quarter on 1983, he says, the market has been good. He estimates that RCA has so far sold "a couple of hundred recorders and well over a hundred cameras."

The incompatibility of the two half-inch formats does not seem to be as much of a problem for the local television stations as it is for the networks. Most of the news and other programming a station tapes is intended for broadcast by the station. Since interchangeability—and, thus, a single universal standard—is not as critical, local broadcasters, who at first resisted the new formats, are buying or considering buying the new equipment in increasing numbers.

Although a handful of stations have completely replaced three-quarter-inch gear with half-inch, according to the manufacturers, most stations are taking the more conservative route of phasing the new equipment in, allowing them to take advantage of the new formats' capabilities without cutting themselves off from the great pool of video that moves around the country on three-quarter-

inch tape. Sony, which has long-dominated the three-quarter-inch market, seems to be encouraging the phase-in approach. Even though such broadcasters have to dub from half-inch to three-quarter-inch for editing and post-production, says Charles Felder, vice president, sales, Sony, they would still be better off. A half-inch tape will deliver a better picture to the studio than will a three-quarter-inch tape, he says. As a result, the picture that finally airs after all the editing, he says, will also be better.

Sony has not abandoned its three-quarter-inch line and, in fact, has been doing all it can to improve it and make sure it remains the line for ENG until half-inch or some other format takes over. Asserting that its goal is to enhance existing formats and not obsolete them, Sony introduced at the 1983 NAB kits for modifying the BVU-800 and BVU-820 three-quarter-inch videocassette recorders to improved their performance by correcting "luminance and chrominance noise and delay problems in multiple generations." The two machines were also "enhanced" by the availability of remote control panels.

The phase-in approach is apparently not pervasive. Steve Ridge, manager of television consultancy, Frank N. Magid Associates, said the only broadcasters who are buying half-inch equipment are those replacing all of their existing ENG equipment because it's wearing out. Broadcasters who are only replacing a few camera or a few recorders, he says, are continuing to avoid half-inch equipment because of the compatibility question and quarter-inch talk.

That studio and microwave equipment capable of handling the component-analog signals is lacking may be a short-lived problem. Manufacturers of all types of studio equipment are moving inexorably toward component-analogy technology to accommodate not only the small tape formats, but also new transmissions schemes that could be used by direct broadcast satellites, cable and multi-channel MDS. In an interview last April with BROADCASTING, Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group, remarked that the 1983 National Association of Broadcasters convention was a milestone of sorts: "It was the year the NTSC composite signal was moved from seriously ill to critically ill. And next year, it may be dead in terms of signal processing. We're going to broadcast it for a long time, but its just disappearing as a signal processing and production tool."

Flaherty's statement is underscored by the appearance of component-analog equipment. At the NAB convention and two months later at the International Television Symposium in Montreux, Switzerland, Grass Valley Group Inc., still pre-eminent among switcher manufacturers, showed a prototype of a component-analog switcher that accepts either RGB signals from cameras or the unique signals of the Betacam and M-format recorders. The prototype had all the basic switcher features. Also at the NAB, Shrintron showed a production model of a switcher compatible with either of the half-inch formats. Although the Model 390 has a special port for hooking up with Convergence editors, the unit can "communicate" with most other editors through a sepa-



Sony's BVH-2000



Ampex's VPR-2B

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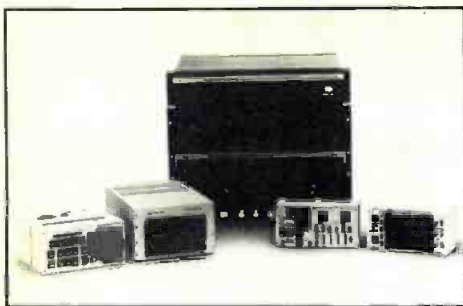
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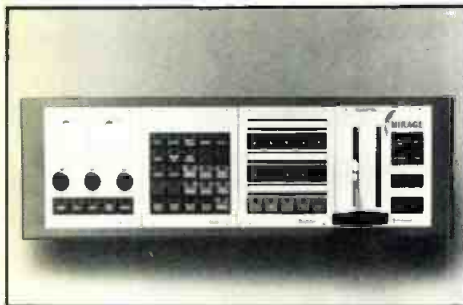


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RADIO SALES



MCI/Quantel's DPE 5000/PLUS



MCI/Quantel's Mirage



RCA's TCR-10



Panasonic's MVP-100

rate port. The \$15,000 switcher was developed in cooperation with WNEV-TV Boston, one of the few all M-format stations. To show what could be done and to get a handle on what users would look for in a component-analog videotape recorder, RCA demonstrated privately at the NAB one of its TR-800 one-inch type-C machines reconfigured to handle component-analog signals.

Most analog-component studio equipment that has been shown is experimental. Before manufacturers begin to churn out product in earnest, the industry must agree on some standards. That work has already begun under the aegis of the Society of Motion Picture and Television Engineers. Merrill Weiss, engineering manager, KPIX-TV San Francisco, and chairman of the SMPTE working group on component-analog standards, said the group has already reached a "preliminary consensus" on a standard: time division multiplex serial transmission of luminance (Y) and two color-difference signals (R-Y and B-Y); two-to-one time compression and a 5.5 mhz bandwidth for the luminance signal and 2.75 mhz bandwidth for each of the color-difference signals, and normalization of components to equal amplitude ranges.

(According to Weiss, the intra-studio transmission standard is being planned with an eye to the future's all-digital studio. "We have decided to coordinate to the extent that we can the analog-component and digital-component standards and make transcoding between them as easy as possible," he says. For many years, digital and analog equipment will coexist in the "hybrid plant." Digital technology is ideal for some things, while analog is best for others. Although digital processing makes color matting difficult, he says, it facilitates the squeezing, expanding and manipulating video pictures.)

If the working group succeeds in establishing a standard, Weiss predicts, component-analog equipment built to the standard could begin appearing on the market as early as the 1985 NAB convention. NTSC studio and transmission equipment will be around for a long time, he says, but by 1985 component-analog gear will be available for broadcasters and production companies that desire the improved quality it offers.

The list of today's state-of-the-art ENG cameras would have to include, among others, the RCA HC-2, the Ikegami HL-79E and HL-83, the Sony BVP-330A and BVP-3, the Harris TC-90, the Hitachi SK-97 and the JVC KY-950. But since they all contain either Saticon or Plumbicon tubes, they may all be obsolete before long. The reason: RCA is in the final stages of perfecting a solid-state camera that may out-perform them all. A prototype of the camera, which uses three charged coupled devices (CCD's), silicon chips filled with thousands of microscopic light-sensitive elements, was shown to rave reviews to broadcasters at the NAB and at the Montreux television symposium. The camera has all kinds of advantages over tube cameras, which RCA's Woywood can readily tick off. The CCD chips eliminate lag, burn-in and comet tailing, he says. They also have a "tremendous overload capability"—they can handle bright spots in a picture without affecting adjacent areas of the

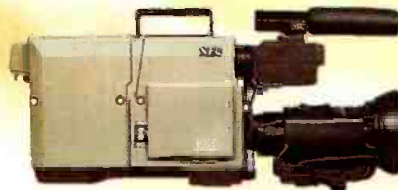
picture, he said. The dynamic resolution is "perfect," he said. "You can see detail in moving objects without any smearing." The camera is also free from microphonics, he said, and the signal-to-noise ratio is unsurpassed. According to Woywood, the first product incorporating the chips will be an ENG camera compatible with a half-inch recorder. An announcement will probably be made sometime before the 1984 NAB convention, he said.

The camera may have some considerable drawbacks, however. It has an electro-mechanical shutter, which has raised some concerns about the camera's reliability. But Woywood dismisses such concerns. The camera will work with the shutter locked in the open position, he says, although its ability to eliminate lag and handle overload will be severely impaired. The only other complaint heard about the camera is its horizontal resolution, which falls short of the better EFP and studio cameras. Woywood said that work continues on the CCD technology and that eventually RCA will come up with a chip suitable for all television applications. If that day comes, the industry may have to count today's state-of-the-art studio cameras—the Hitachi SK-110, the Ikegami 322, the RCA TK-47B and the Philips LDK-6—among the obsolete.

In the realm of one-inch type-C videotape recorders—the state-of-the-art in studio videotape recorders—Sony and Ampex continue to vie for marketplace dominance. They agree that together they share between 80% and 90% of the entire one-inch market, but they disagree over their relative shares. Ampex's Mark Sanders says Ampex's share is 50% and Sony's is 32%, while Sony's Felder claims the two companies each have a 45% share. Regardless of the split, the companies are going head-to-head to capture the remaining market, which is apparently still considerable. According to a Sony marketing survey, 45% of the nation's television stations have yet to buy a one-inch machine and each station that makes the switch to one-inch can be expected to buy two or three machines. Ampex is battling with four machines. The VPR-3 is a top-of-the-line full-feature machine with a highly sophisticated transport which protects the tape as it's shuttled back and forth at varying speeds up to 500 inches per second. Introduced a year ago, Ampex has already taken orders for 500 machines, Sanders says. The VPR-2B is the general-purpose machine and the VPR-80 is the budget model. In addition, Ampex has a portable one-inch machine, developed in conjunction with Kudelski S.A. of Switzerland, that can be slung over the shoulder and used for field productions calling for high-quality pictures. Set against all this is the Sony BVH-2000, similar in capability and price with the VPR-2B, and the BVH-2500, which, because of its frame-by-frame recording capability, can be used for time lapse videography, still storage and animation.

Other videotape machine manufacturers, although now running a distant third or worse are not conceding anything to Sony or Ampex. Hitachi and RCA will each introduce at the upcoming SMPTE convention new one-inch machines. According to Hitachi's Fred Coleman, the HR-230 will be a

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higher priced, more sophisticated version of the firm's existing HR-200 unit. Does Hitachi really expect to challenge the big two? "We sure as hell can try," says Coleman. RCA's new machine will be an improvement of its existing TR-800, says RCA's Woywood.

Broadcasters are in the market for a new automatic cartridge machine to insert commercials. For more than a decade, the job has been handled by two two-inch machines with incompatible cartridges: the RCA TCR-100 and the Ampex ACR-25. But since the technology that the machines are built upon is out-of-date, many broadcasters are urging RCA, Ampex and other manufacturers to come up with a new generation of cartridge machines, one in which the cartridges will be universally compatible. An NAB committee headed by CBS's Rupert Stow is trying to establish user specifications that it hopes will form the basis of a manufacturing standard. Stow's "optimistic prediction" is that the user specifications will be ready in four months. Although the committee has yet to reach any conclusions, it's assumed that the specifications will call for a smaller tape format than two-inch. A smaller standardized format may allow commercial distributors to ship cartridges to broadcasters. The distributors currently send out spots on two-inch or one-inch reels, which broadcasters must dub at considerable expense—\$300,000 a year for the typical station, says Stow—to the two-inch cartridges.

A possible format for the new cartridge machines is one of the two half-inch ENG stations, assuming advertisers are willing to accept their less-than-one-inch picture quality. According to industry sources, Sony is putting the final touches on a Betacam player. The system, which will feature four transports and handle as many as 30 of the 20-minute Betacam cassettes, is designed primarily for ENG playback, but it could be used for commercial insertion as well. Sony has shown a prototype of the machine to several broadcasters, including at least one of the networks. RCA and Panasonic have introduced programable multicassette systems as part of their half-inch M-format lines that could be used for spot insertion. Panasonic plans to unveil the first production model of its eight-deck machine, the MVP-100 M-Vision, at the SMPTE convention later this month. The TCR-10 sequencer, shown at last April's NAB, can handle up to 15 players.

Broadcasters and production houses not only have a death wish for the NTSC video, but also for a much more primitive medium—paper. Like many newspapers around the country, they are looking at specialized computers—videographics machines and electronic newsroom systems—to eliminate paper from art departments and newsrooms and, in the process, improve efficiency and quality.

The videographics machines, on which sophisticated graphics can be created for station promotional slides and identifications, news, sports and weather, span a range of prices and capability. Using an electronic stylus and palette, videographics artists can "draw or paint" images in full color on high-resolution video monitors. The pictures that



Tube art. Wjz-tv Baltimore is still learning what its new Aurora/100 videographics system can do, but already it knows the state-of-the-art machine can do plenty. Like other videographics system, the Aurora system enables the artist to "draw" or "paint" full-color images on high-resolution video monitors using an electronic palette and stylus. According to John Dean, head of the station's art department, the system, which was installed just two months ago, will be used to create news and weather graphics as well as bumpers and titles.

result can be stored in the computer memory, transferred to a digital still store or videotape or converted to NTSC video for further processing or broadcast. Many of the machines are enhanced by fonts of electronic types and oft-used graphic elements that can be quickly called up out of the computer memory. Indeed, some of the systems, like that of the Chyron Corp., are character generators that evolve in videographics machines. The best of them make the artist feel as though he were working in such conventional media as pen-and-ink, pencil, watercolor, oil paints or airbrush rather than in video. The state-of-the-art includes Aurora Systems' Aurora 100, Colorgraphics Systems Inc.'s Liveline III, Kavouris Inc.'s Triton Graphics System, the Chyron Corp.'s Chyron IV, MCI/Quantel's Paint Box, Bosch-Fernseh's FPS-1000, Dubner Computer Systems' CBG-2, McInnis-Skinner and Associates' Weather Graphics and Graphics II, Thomson-CSF's Graphics V and Computer Graphics Lab's Images II.

Closely related to the videographics machines are the digital effects generators, which can take a frame of video and squeeze, expand and otherwise manipulate it. Since different digital effects machines

perform different picture manipulations, the machines are complementary as well as competitive. Ampex's ADO can take a video image, spin it and create the illusion of tumbling it through three dimensions in perfect perspective. However, ADO's success—Ampex claims to have sold more than two hundred units—is based not only on what it does, but on how it does it. Using the world digital production standard, the ADO can put an image through the paces without degrading it. "The picture just holds up so well," says Ampex's Sanders. Two other machines offer ADO-like capability: MCI/Quantel's DPE-5000 and NEC America's EPR-400, an option to its low-priced E-Flex digital effect system. A system that seems to do all of ADO's tricks and more (for considerably more money) is MCI/Quantel's Mirage system. Among its many talents is the ability to transform video images in geometric shapes and to animate them. For instance, an image can be made to resemble a page in a book that can be turned in full perspective.

Broadcasters are just now beginning to take a serious look at electronic newsrooms. Not only would they improve newsroom efficiency and help create a better on-air product, but they could also save money. According to one news consultant, stations spend "tens of thousands of dollars" a year on carbon sets on which television reporters and anchors write their scripts. However, the consultant says that broadcasters are principally interested in systems that can store and organize wire copy and old scripts and that can help news directors manage the newsroom and schedule the newscast. Word processing, the function that could save all the paper and money, is a desirable, but secondary attraction, he says. Most of the electronic newsroom systems were arrayed at last month's Radio-Television News Directors Association convention in Las Vegas. Among the systems on hand: UPI's Custom-News, Colorgraphics' and Integrated Technology's Newstar, BASIS's News Fury and Telesource Communication Services' BU2 2000.

New frontier opened with FCC deregulation of SCA's, but it's off to slow start; which and how many companies will tap business remain unclear, but Mutual is among those that plan to play

Everybody's got one, but not everybody knows what to do with it. Therein lies the problem with subcarrier communications authorizations, commonly called SCA's, which the FCC deregulated for commercial use earlier this year (BROADCASTING, April 11). Since the FCC action, which opened the subcarrier FM band between 75 and 99 mhz, a number of companies have been scrambling to provide services and equipment for the new medium.

To date, however, that new medium appears slow to invent its market. Cautious broadcasters say they are still waiting for the FCC to make a final decision on upward modulation, that is, the degree of reception degradation to be tolerated by adjacent-

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channel stations using peak modulation exceeding 100%. But engineers report that, to a great extent, they have allayed broadcasters' fears that introduction of more than one subscriber FM channel into the FM band would cause interference to the main channel.

But just because the market has not yet taken off does not mean that broadcasters are not interested.

An indication of where broadcasters may be headed came to light last week in a survey published by the National Radio Broadcasters Association. According to the NRBA, 42% of the FM broadcasters who responded to a poll reported they have used their SCA's in the past, while 58% have not. Of the group that said they had not, 77% reported they have plans to use them in the near future.

The NRBA survey also found that among stations that are using SCA's at present, 36% report they are used by background music services such as Muzak, while 20% are used for commodity reports, 12% for reading services, 11% for data transmission, 1% for business news and 20% for "other" purposes.

Among intended uses for SCA's, radio paging ranked the highest at 32%, followed by data transmission at 28%, music at 14% and utility load management at 10%. Nine percent said they needed more information, while 7% reported their SCA's would be used for "other" purposes.

One network that is going ahead with SCA expansion is the Mutual Broadcasting System. When the FCC deregulated SCA's last April, MBS announced it would launch Multicomm, an SCA audio and data service to be distributed via satellite, with MBS affiliates receiving a "negotiating preference."

MBS's first client is its parent, Amway, which wants to use SCA's to send information, news and motivational material to its network of Amway distributors across the country. According to Jim Kozlowski, director of corporate development at Multicomm, the service should be up and running in Washington, Cleveland, Detroit and Denver by the first of next year. The service will be test marketed for about three months before a national rollout, he said.

Subscribers will be charged an as yet unspecified fee and will be able to lease their receivers from Amway, Kozlowski added. Initially, he said, the service will be aural only, delivering news and Amway product information to distributors, but later hard-copy receivers will be made available to accommodate a greater bulk of data.

Although it was only in one market as recently as last June, Alexandria, Va.-based Telemet America Inc. is now providing stock market and financial news information 14 hours a day to FM stations in nine markets, which in turn are transmitting the information to subscribers over their SCA's. Telemet sells a calculator-sized quotation receiver for \$349 to subscribers, who are also charged a \$239-a-year subscription fee. A Telemet official declined to say how many units have been sold, other than to indicate it is in the thousands. New York Stock Exchange, American Stock Exchange, Chicago Options Board and NASDAQ figures are



Expanding into TV. Colorgraphics Systems' NewStar electronic newsroom has been on the job at KIRO(AM) Seattle for the past 18 months (above). And it has done such a good job for the news-talk station that the owner, Bonneville International, is expanding the system into KIRO-TV. Installation of the television station's 25-terminal system begins next Monday (Oct. 17). NewStar is a leader in its field. According to Colorgraphics, 13 stations and CBS Radio in New York have adopted the system.

all available on the service, in addition to a business news "ticker tape."

The receiver can also be programmed for up to 20 stocks to alert the subscriber when something important has happened to a particular issue, although, the Telemet official pointed out, the subscriber would need to call his broker to find out more.

Radio Data Systems, a subsidiary of Bonneville International, now has 41 FM stations under contract, according to Joseph Meier, vice president of network and operations at Radio Data Systems. The Bonneville subsidiary supplies commodity and market quotations over SCA's. Deregulation, Meier said, "called attention to the fact that this is a technology that can be used." But Meier added that the FCC must first conclude deregulation before the market will

develop fully. And depending on what the FCC does, he explained, the market could or could not respond. If the FCC decides at some point to look at SCA's like common carriers, that would make broadcasters "very nervous," he warned. "Most broadcasters are reluctant to get involved in anything that smacks of common carrier regulation."

Two-year-old Modulation Sciences Inc. is engaged in the manufacture of SCA generators and processors, among other FM equipment. Eric Small, MSI's vice president for engineering, explained that the company has about two dozen of its combined SCA generators-processors in operation at radio stations. The units, which retail for \$2,450, integrate components—SCA generator, audio processor, modulation monitor and tuning aid—that, assembled separately, cost a total of as much as \$6,000. The generator processor provides audio-grade quality. Small said that MSI has also introduced an SCA generator for data.

Small admits "most people are still trying to figure out what to do with their SCA's," and believes the future market lies principally in data transmission. Eric Stoll, MSI president, explained that most of the SCA generators the company has sold have been for background-music applications. Stoll estimated that of the approximately 4,000 FM stations in the country, only 1,100 are at present using SCA's. Those that haven't ventured into SCA's, Stoll said, are hanging back because "the engineer says it won't work or they haven't found an operator." Stoll contends an agent, or broker of sorts is needed to match up broadcasters with available SCA's and the proliferating SCA services and equipment manufacturers.

Richard H. Harris, president of Westinghouse Broadcasting & Cable's radio group, is unequivocal: SCA's exist to be used. Not

FM stereo helper. Emil Torick, of CBS Technology Center, and Tom Keller, vice president, senior vice president for science and technology, National Association of Broadcasters demonstrated last week at NAB's Washington headquarters a system for improving the signal quality and coverage of FM stereo stations. Based on the CBS CX companding (noise reduction system), the system, by increasing the signal-to-noise ratio, permits FM stereo broadcasters to recover most of the coverage are they lost when they switched from the monophonic to the weaker stereophonic signal. The system is fully compatible with existing FM stereo broadcasting. Stations would broadcast a three-channel signal that could be picked up on existing radios as well as on the improved radios with noise-reduction circuitry.

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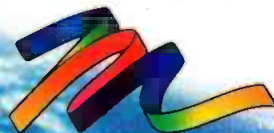


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- * ELVIS IN CONCERT
- * MY NAME IS BARBRA
- * THE JUDY GARLAND SHOW
- * JAMES PAUL McCARTNEY
- * THE NEIL DIAMOND SPECIAL
- * BETTE MIDLER/OLE RED
- * HAIR IS BACK
- * BARYSHNIKOV ON BROADWAY
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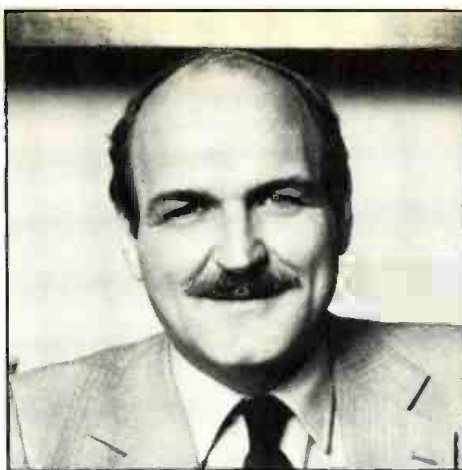


only are most of Group W's FM stations using their SCA's, but Westinghouse is involved because it owns Muzak, the national background music service. But when it comes to the potential market for data transmission over SCA's, Harris is a detractor: "I don't think it will be a bonanza." SCA's are handicapped, Harris explains, because they provide a one-way service. According to Harris, data transmission will become the domain of services that are interactive, like cable. And broadcasters, he notes, "have put a very high value on their SCA's," but "when 20 SCA's go on in one market, prices are going to drop drastically."

However, Harris adds, that doesn't mean Westinghouse is looking away. In fact, he noted, one of the things he's looking at now is another music service that would be "compatible, not competitive," with Muzak. One idea on the drawing board is a "foreground" music service—as opposed to background—that could be transmitted over SCA's and sold to restaurants and bars, for example.

ABC, which owns seven FM's, currently is not using SCA's. John Hidle, vice president, radio technical operations, ABC Radio, said ABC conducted experiments at WLS-FM Chicago and is satisfied the increased modulation of the subcarrier channels does not cause interference with the main channel. ABC will conduct another test at WPLJ-FM New York by the end of this year because "we want to have all our numbers in place before deciding which way to go," Hidle said.

As Hidle sees it, however, the "bread and



Hidle

butter" of SCA service will be industry or trade use, rather than consumer use. He envisions SCA's serving businesses on a large scale, not the individual consumer, who could probably get the information SCA services are offering from another source more economically.

Manufacturers and dealers of SCA equipment also report that orders are on the rise. Ted Henkenious of McMartin Industries, Omaha, said, "We've detected a lot of interest" since the FCC deregulated the service. Most of the buyers are seeking an SCA generator for background music purposes, he said, with the other principal group being those interested in providing stock or commodity market services. McMartin is also

"getting a lot of feelers from paging people," Henkenious said, but admitted to "not a lot of buying yet."

At the NAB last spring, McMartin unveiled its five-channel SCA generator-processor, which puts five separate SCA channels on one band with only 10% injection loss of the stereo signal. Henkenious reported that orders are brisk, although no units have been delivered yet.

SCA's are also being put to use for radio paging. Reach Inc., A Lincoln, Neb.-based radio paging service that has been in the paging business for over 20 years, is trying to convince broadcasters that paging over their SCA's is for them.

Lynette Green, Reach's director of communications, reports that over 100 stations have signed to become Reach affiliates, with paging terminals installed at present in about a dozen stations. Reach, which supplies both the transmitting and receiving equipment, is giving broadcasters the choice of running the paging service as an ancillary business or leasing the SCA's to an independent third party. Green said broadcasters among its client stations are about evenly split on which way to go. She added that the paging receivers will start to be delivered to stations by the end of this month.

Green, however, complained about the "misinformation" circulating among broadcasters about using their SCA's for paging services. "A lot of people see this as a threat to radio common carriers," she noted. And, she added, many broadcasters are under the false impression that SCA paging is of "lower grade and poorer quality" than RCC's. This is not true, she said. "Just because it's SCA doesn't mean it breaks any law of physics."

Conversion to satellite distribution by radio networks nears completion

Major radio networks' transition from landlines to satellites for program distribution is entering its final phase and due for completion by the end of the year.

Purchase and installation of satellite earth stations by network affiliates are so far along that the ABC and CBS Radio networks have begun disconnecting their landlines serving big chunks of the country, relying solely on satellite distribution, and they expect to cut their final landline services by Dec. 31. The NBC Radio networks are maintaining all landlines for the time being, although officials say they're reaching 85% to 90% of their networks' audiences by satellite now; they plan to drop all landline delivery in one swoop on Dec. 15. The Mutual and RKO Radio networks, of course, have been going solely by satellite for years—and RKO has just switched to a new bird and a new transmission system, as of Oct. 1. AP radio authorities say all of their 1,100-plus affiliates receive their feeds by satellite, and UPI Radio Network officials say about 80% of their 1,000 affiliates do, and that their total will be up to 100% by the end of the year.

ABC, CBS and NBC opted for a digital rather than the analog system used by Mutual, AP and UPI, National Public Radio and, until its recent changeover, by RKO. And Scientific-Atlanta, as virtually the only man-

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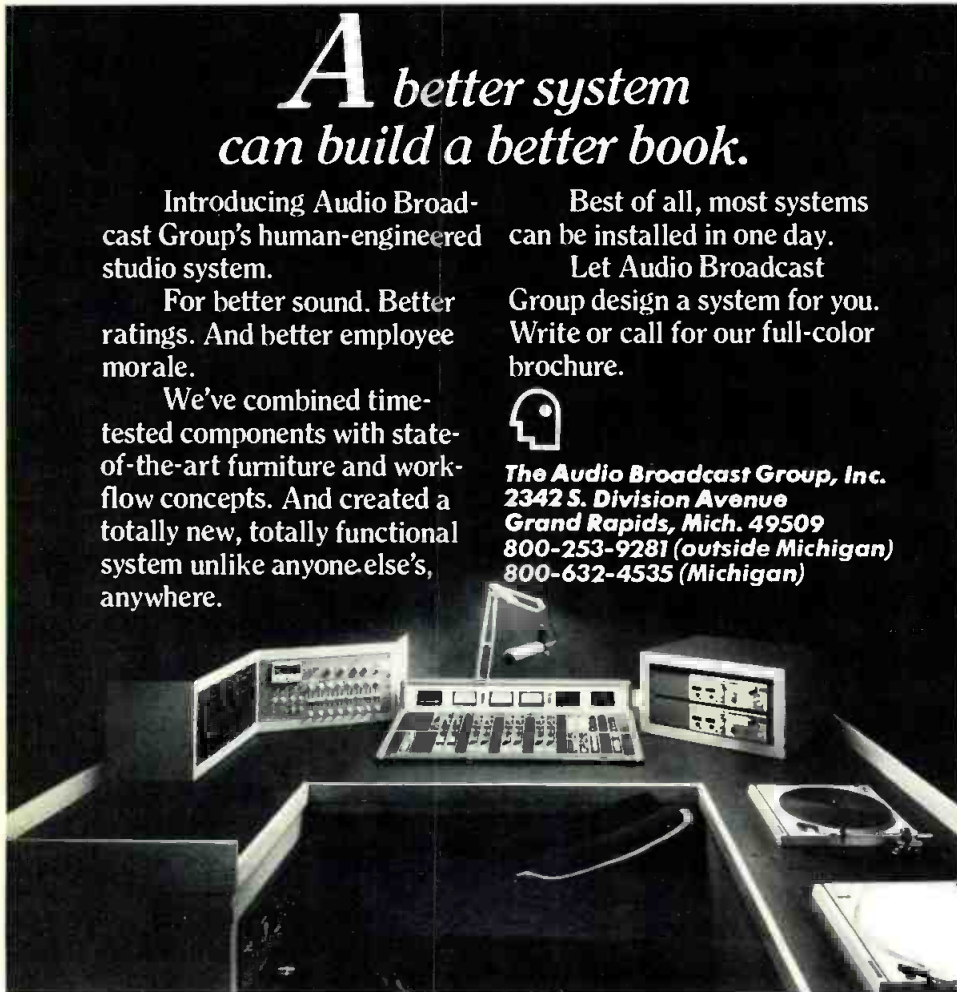
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Our hearts are so very full

When the applause at California's Pasadena Civic Auditorium subsided and producer Colin Callender stepped forward to accept the Emmy Award for Outstanding Limited Series for *The Life and Adventures of Nicholas Nickleby*, one could almost imagine Dickens applauding backstage. One could surely hear Smike, the crippled orphan whose wounded humanity is at the center of *Nicholas Nickleby*, exclaim as he did in the play, "It's my heart. It is so very full!"

Our hearts are full as well—with pride for bringing this nine-hour Dickens feast to American television audiences, and with humility. For while *Nickleby* was a "Mobil Showcase Network" presentation, its success was very much due to the combined efforts of an extraordinary and sizable group of people that made the drama loom so large on the small screen.

So, in the venerable tradition of award show "thank you's," we'd like to offer some of our own:

- To producer Callender.
- To director Jim Goddard, aided by creative consultants John Caird and Trevor Nunn.
- To Richard Price, chairman of the production company, Prime Time Television.
- And especially to the Royal Shakespeare Company. The RSC managed the prodigious feat of marshaling 39 actors to play 150 different roles in a production that combined drama, a play-within-a-play, mime, and even musical comedy of a sort.

Nickleby's Emmy is all the sweeter, because the competition was so excellent. It included the Australian epic *The Thorn Birds*, the spy thriller *Smiley's People*, and Herman Wouk's *The Winds of War*, fine shows all. Indeed, we found ourselves in competition with ourselves. The "Masterpiece Theatre" drama *To Serve Them All My Days* was also nominated for the Outstanding Limited Series Emmy.

The success of *Nickleby* and *To Serve Them All My Days* mirrors the critics' growing awareness that quality isn't a monopoly of the three major networks.

We're proud, too, that we'll be bringing you, for four successive evenings starting January 2, on PBS, the encore presentation of *Nicholas Nickleby* (check local listings for station and time). So if you missed the excitement the first time around, tune in and see why Mrs. Crummles,

queen of the traveling players, exclaims, "The audience, sir, they could not stand it. It was too... *tremendous!*"

So where do we go from here? Well, the first offering of the new "Mobil Showcase Network" season, on January 25, will star Sir Laurence Olivier as King Lear. His performance, one critic raved, has "branded King Lear into our senses forever." The production also includes Diana Rigg as Regan and David Threlfall, who played Smike, as Edgar.

A suspenseful change of pace on March 28 will be *Two by Forsyth*, a TV adaptation of two short stories with surprising twist endings by Frederick (*Day of the Jackal*) Forsyth, who also narrates. Also on "Mobil Showcase," look for Lord Olivier again on April 18, as an eccentric, blind barrister in *A Voyage Round My Father*, which stars Alan Bates as the son.

We can't discuss TV without noting that "Masterpiece Theatre" launched the new season on PBS Sunday, October 2. It began with *Pictures*, a seven-episode comedy about a young movie fan who wishes upon a star...and then becomes one. Then it's *The Citadel*, a 10-part series starting November 20 that features Ben Cross, who portrayed an Olympic long-distance runner in *Chariots of Fire*, as an idealistic young doctor.

On January 29 begins a farce called *The Irish R.M.*, a drama of mutual—and comic—misunderstanding set in turn-of-the-century Ireland. The encore performance of *On Approval*, a mini-series built around two couples' ingenious living arrangement, airs on March 11, followed by the real-life story of the creator of Peter Rabbit, *The Tale of Beatrix Potter*, starting March 25. *Nancy Astor* was an American-born socialite who, much to Winston Churchill's chagrin, became Britain's first "lady MP." That eight-part series begins April 8.

There's more: encores ranging from a high romance (*The Good Soldier*, June 3) to a high seas adventure (*Drake's Venture*, June 10), and, as an added fillip, a repeat performance of *To Serve Them All My Days*, starting June 17.

We hope you'll be watching, to fill your hearts—and your evenings—with joy, Nicholas Nickleby fashion.

Mobil®

ufacturer of digital radio earth stations, is the big beneficiary of all the recent building.

Jamie Huff, Scientific-Atlanta's broadcast audio project line manager, said last week that, by the end of September, S-A had shipped approximately 1,300 units to ABC, CBS, NBC and RKO affiliates—at a typical system price of about \$10,400 each.

Huff also estimated that about 1,200 others would be needed by other affiliates of those networks and said S-A has orders in hand for about 500 of these, leaving about 700 orders yet to come.

He said he was reasonably confident that S-A could deliver sufficient dishes for instal-

lation in time to meet the networks' December deadlines, although "it may be close" unless the remaining orders start coming in faster and although, in any case, in some markets two or more stations will be working off a single system.

In addition, Huff said, some stations are dropping their network affiliations, either for financial or for other business reasons. "I'd guess about 5% are disaffiliating," he said. Network sources affirmed that they expect to lose some affiliates, but not in major markets.

Dick Brescia, senior vice president in charge of CBS Radio Networks, said the

losses there are nowhere near as big as originally anticipated. A year or two ago, when satellite planning was in its early stages, he said, CBS expected that disaffiliations might run as high as 20%, but now the total looks more like 10%, "and mostly not in large cities."

Scientific-Atlanta needs about eight weeks between order and shipment, according to Huff, but he also said the company tries to give priority to stations closest to their networks' projected disconnection of landlines.

Network and manufacturing sources agreed that S-A's only competitor in the digital earth station field is Comtech Data, of Phoenix, and it's a late comer. Even Comtech Vice President Bob Fitting agreed that "we're playing catch-up."

Comtech is offering a system with a 3.8-meter antenna, as compared with S-A's 2.9 meter, and claims superiority in operating efficiency at a price of \$7,500 for basic hardware versus about \$9,000 for comparable S-A gear. Comtech's immediate problem in the marketplace is that it has no units ready to ship.

"We'll start to deliver the first 25 units the first of December, and then we can ship about 50 a month," Fitting said. Those first 25, he said, "are basically sold." (Later last week, at the National Radio Broadcasters Association convention in New Orleans, other Comtech officials reported that the station has orders from 35 stations.)

ABC Radio Networks' Bill Battison, vice president for planning, finance, administration and satellite development, said last week that S-A had shipped to ABC affiliates more than 850 dishes, or enough—counting multiple-station sharing of systems in some markets—to accommodate about 60% of the 1,800 stations affiliated with the six ABC networks and TalkRadio.

ABC, he said, has already started phasing out its landlines, starting with those serving affiliates in 14 Western states and scheduled to move on, in two weeks, to those in the Northeast, then to the central zone at the end of this month, to the Southeastern zone at the end of November and finishing up with the deep South, Florida, Texas and California at the end of December.

CBS Radio isn't giving out numbers on affiliates thus far equipped for satellite reception, except to say that "several hundred," a clear "majority," of the affiliate body—which between the two networks totals an estimated 525 or 530 stations—are in that group.

Betty Hayter, satellite coordinator for the two CBS Radio networks, said that landlines serving about 115 stations in 17 states across the northern tier of the U.S. were disconnected about 10 days ago. Those serving all or part of some 14 states in the West and Midwest are scheduled to be cut at the end of October, southern California and the central section of the country will be unplugged at the end of November and the rest—chiefly in the Southeastern and Eastern sections—are scheduled for landlines turn-off at the end of December.

NBC Radio has been distributing by satellite since mid-1982 in parallel with its land-



Maquire



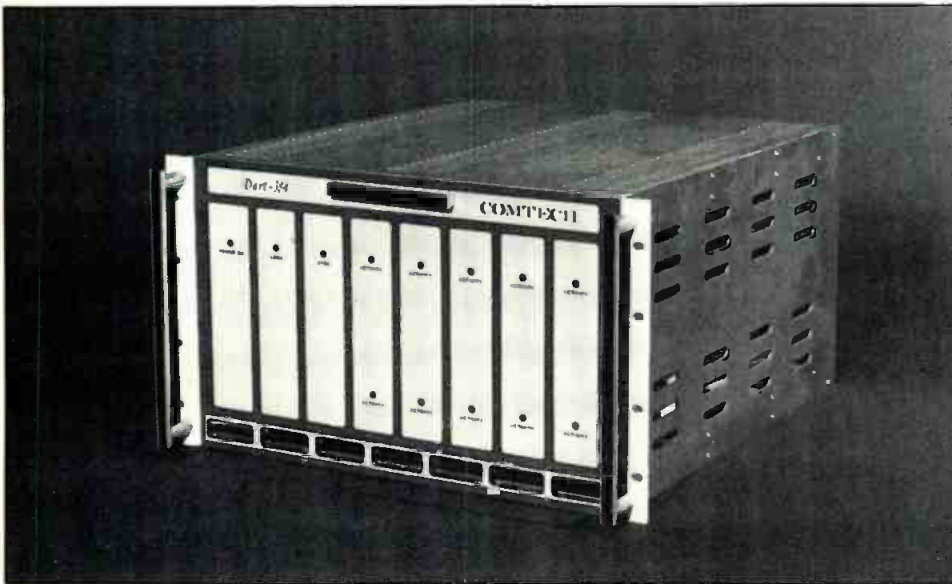
Hayter



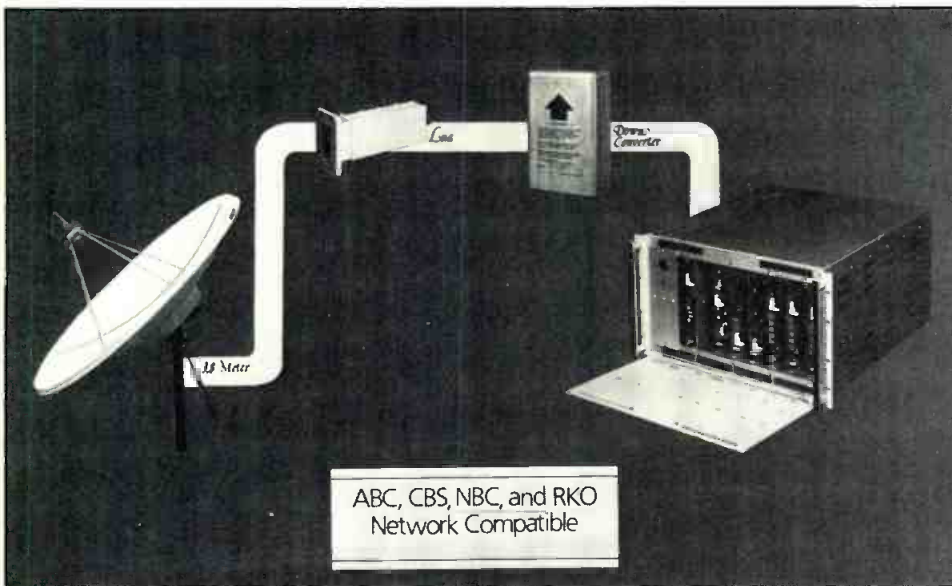
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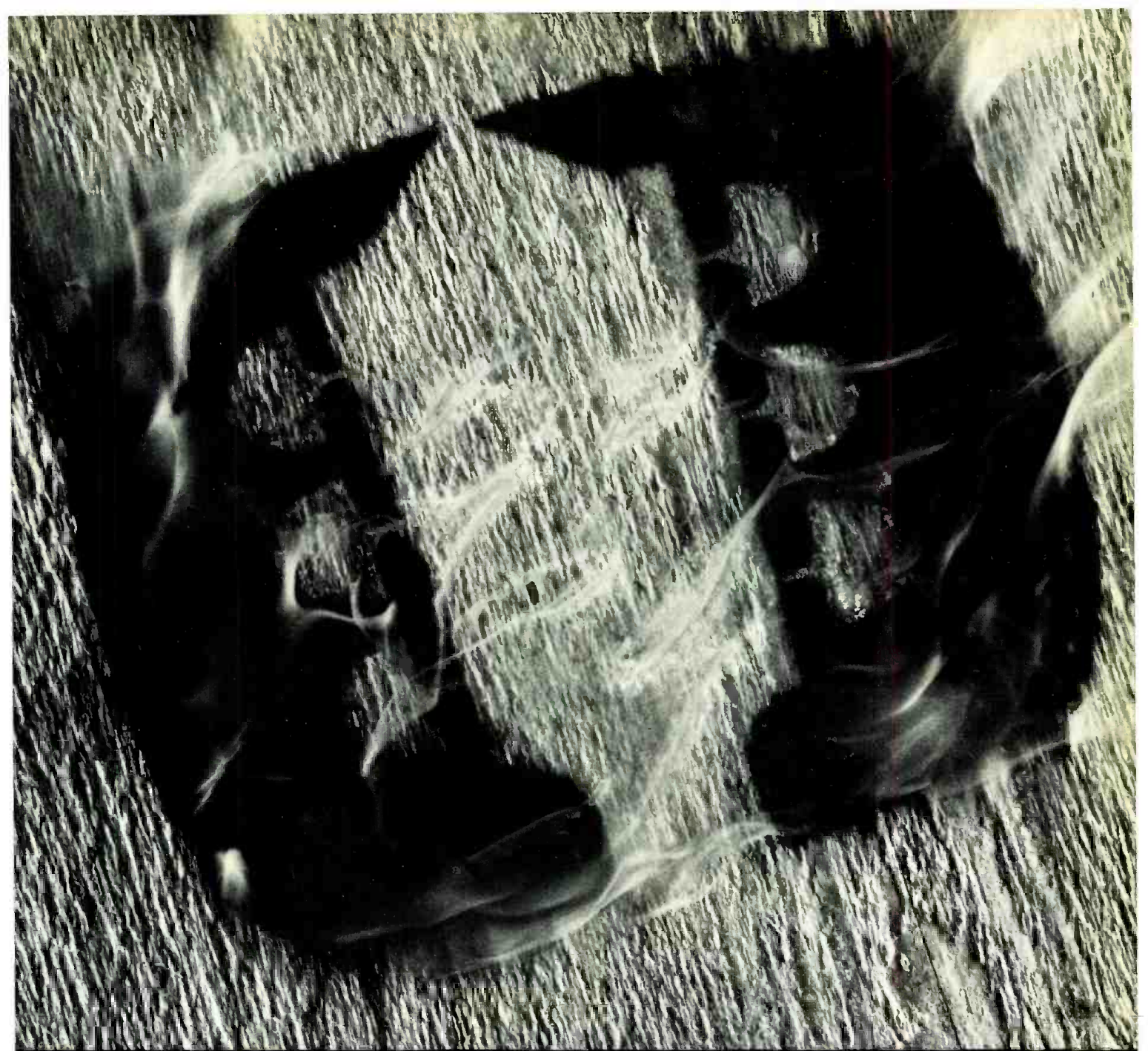


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lines. NBC Radio President Mike Eskridge said last week that approximately 90% of the NBC Network's audience, and about 85% of the Source's, can currently be reached by satellite, while NBC's Talknet service is distributed exclusively by satellite. NBC plans to retain the landlines until Dec. 15, then cut them all at once.

ABC, CBS and NBC chose digital over analog transmissions for several reasons, network officials say, in most cases boiling down to a feeling by their respective engineers that digital would provide higher quality and more stability over the long haul. As ABC's Battison put it, "We think digital will be more viable in the long run, and more compatible with the way we think satellite communications are going." CBS's Brescia said that "essentially it comes down to quality" and, in his networks' case, also a feeling that digital would provide a more efficient use of transponder space.

For Pete Nielsen, manager of interconnections engineering for Mutual, which has been on satellite since 1979 and uses the analog system, the choice between digital and analog is just that: a matter of choice.

A persuasive point for Mutual, Nielsen said, is that with analog "you can uplink from different places simultaneously. You can't do that with digital." But, he added, "they're both good systems. Each has its advantages, and you have to decide according to your needs."

Unlike ABC, CBS and NBC, whose affiliates are buying their own earth stations, Mutual bought those for its affiliates "and gave them to the stations at no charge," Nielsen said. There are approximately 600 such dishes, but in most cases each serves two or three stations.

Mutual bought them from California Microwave at what Nielsen said was "a good price—or at least it was a good price at the time: from \$7,000 to \$12,000 depending on the size of the antenna." The sizes range from six feet to 10 feet to 15 feet in diameter.

Mutual is on the Westar satellite while ABC, CBS and NBC are on the RCA Satcom I-R—as is RKO, since it switched, over the Oct. 1 weekend, from Westar's analog system.

For RKO, one of the reasons for the move was that with ABC, CBS and NBC into digital, that has become "almost [the] de facto industry standard now," according to Joe Maguire, vice president in charge of engineering for the RKO Radio Networks. Beyond that, however, Maguire cited "high reliability" and economy as being in digital's favor, plus RKO's feeling that it needed facilities of its own for future expansion. In the past, RKO has leased earth stations from AP for the RKO affiliates. Now, on RCA's Satcom, it's buying digital receiving equipment for them, and Maguire figures it'll be "a \$15-million commitment over the next seven or eight years."

Maguire said the RKO Networks were fed by both digital and analog transmissions in September, before the switchover to digital alone on Oct. 1. All affiliates, he said, are receiving the digital transmissions now, although in some cases through the sharing of digital dishes with other stations.

Delco makes big news with automobile AM stereo

While the marketplace battle among the four AM stereo system proponents (Harris, Kahn/Hazeltine, Motorola and Magnavox) goes on, the new technology is beginning to come of age for consumers, thanks to receiver manufacturers such as Delco Electronics, Sony and Sansui.

Last week during the National Radio Broadcasters Association convention in New Orleans and the Broadcast Equipment Trade Show in Toronto, Delco Electronics and the Buick Motor division—both subsidiaries of General Motors—introduced a new AM stereo/FM stereo car radio using the Motorola C-QUAM decoder system. Delco recommended the Motorola design to GM for installation in its cars after completing tests on all the systems except Kahn/Hazeltine last year (BROADCASTING, Dec. 13, 1982).

The Delco radio, equipped with digital clock and seek-and-scan tuning capability, will be offered as a factory option in selected 1984 Buick car models beginning early next year. (See also page 98 for report of showing at NRBA convention.) "All American car manufacturers will decide to go with Motorola's AM stereo system by the end of the first quarter of 1984," predicted Oscar P. Kusisto, former director and vice president for Motorola, who is now a special consultant for the company's AM stereo division. Retail price was not announced.

On the portable side, Sony has begun marketing a new AM stereo/FM stereo receiver (SRF-A100), which is capable of receiving all four systems on one chip. The unit, which has been on the market for about two months, retails for \$89.95.

Additionally, Sansui is expected to begin marketing both AM stereo table-top and car radio tuners, prototypes of which were ex-

hibited at last April's National Association of Broadcasters convention in Las Vegas. The tuners are also capable of receiving all four systems.

In the race to market their respective AM stereo transmitting systems (exciters) to stations and group operators, Harris appears to have the most stations on the air with 65, followed by Kahn/Hazeltine with over 50 stations; Motorola with over 35, and Magnavox with just a handful.

Harris, however, faced a small setback in late August when the FCC ordered stations to stop using Harris's STX-1 AM stereo exciter, charging that it was not properly type-accepted in 1982. However, the FCC has since given stations using that equipment permission to return to the airwaves in stereo while it continued type-acceptance testing ("In Sync," Oct. 3).

A year ago, some broadcasters were concerned that the AM stereo proponents and the audio processor manufacturers were developing machines that were not completely compatible (BROADCASTING, Oct. 11, 1982). Those fears have since been considerably allayed.

Al Resnick, chief engineer of WLS-AM-FM Chicago and one of those who worried, last week said that there are "reputable manufacturers making processors that are very good." Originally, he noted, the processor manufacturers "didn't know what to expect from each stereo system, so they had to design [their product] to be flexible."

WLS pioneered AM stereo in the Midwest on July 27, 1982, Resnick said, "a time when devices [to assure compatibility] were not available and I was just a bit impatient. You have something on the air that's supposed to improve sound; but the general manager listens, doesn't hear improvement and is wondering why."

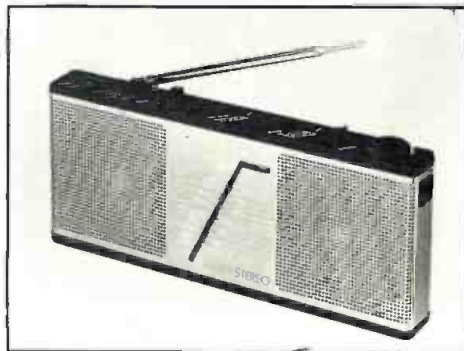
J.B. McPherson, chief engineer at WMAL-(AM)-WRQX(FM) Washington, is equally upbeat on compatibility. Though he declined to discuss the merits of the various processors, he indicated such problems at WMAL were minimal. WMAL started its AM stereo operation in August 1982 after extensive tests of its Kahn equipment and has since generated much favorable response in the Washington market, he said.

Group owner Capital Cities Communications earlier had decided to play it cautiously and not retool its AM facilities for stereo until an industry standard was set. The picture appears to be changing some. Last week, Robert O. Niles, vice president-director of engineering, broadcast division, said Cap Cities is testing at several of its stations with the Motorola and Harris systems, as well as others.

Sorenson Broadcasting Corp., a Pierre, S.D.-based group radio owner, is about ready to go stereo on its six AM's. "Unfortunately, there's more to starting AM stereo than putting a stereo board in the control room," Sorenson's chief engineer, Lynn Osborn, pointed out. "For example, I've been involved for about two years with making sure that our antenna systems are ready for it. We've got one antenna system at a Midwest station that dates back to 1948, when AM stereo certainly wasn't on the designer's mind." □



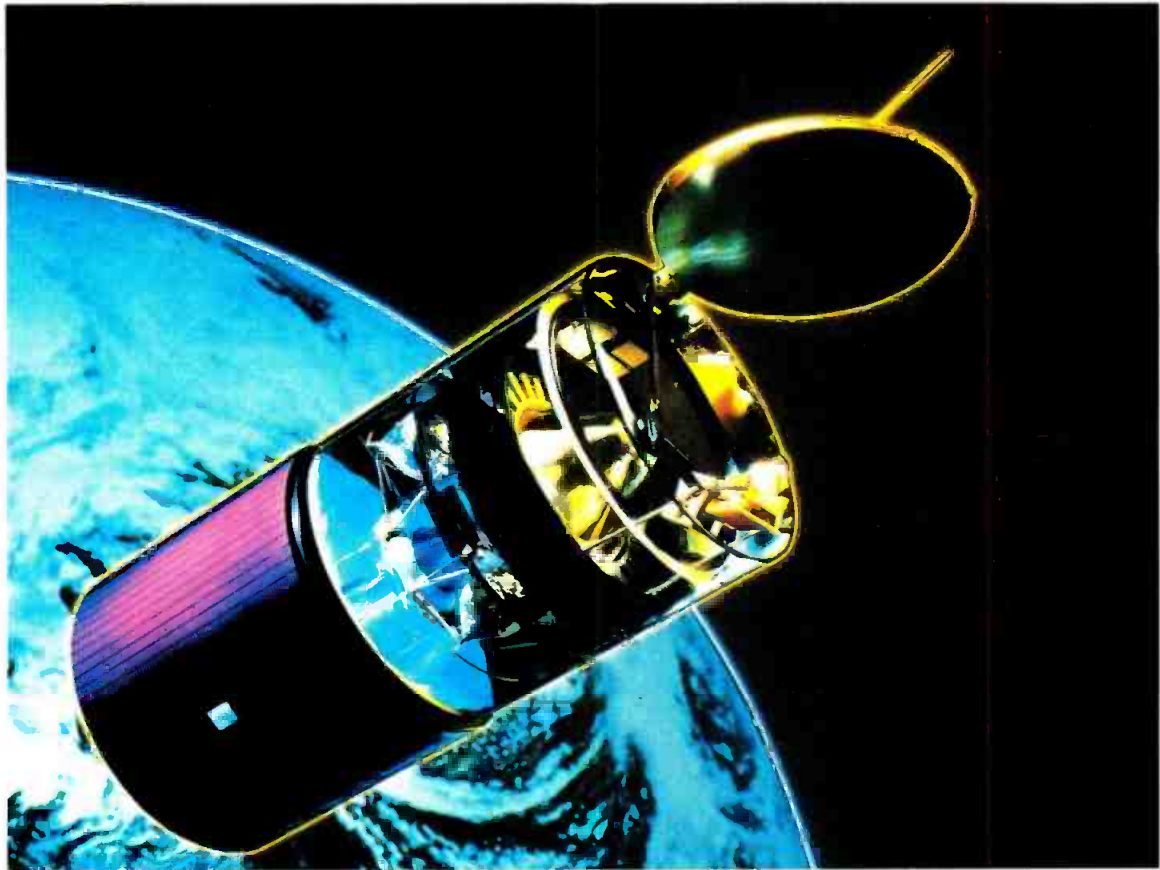
Delco's AM stereo in-dash radio



Sony's AM-FM stereo receiver

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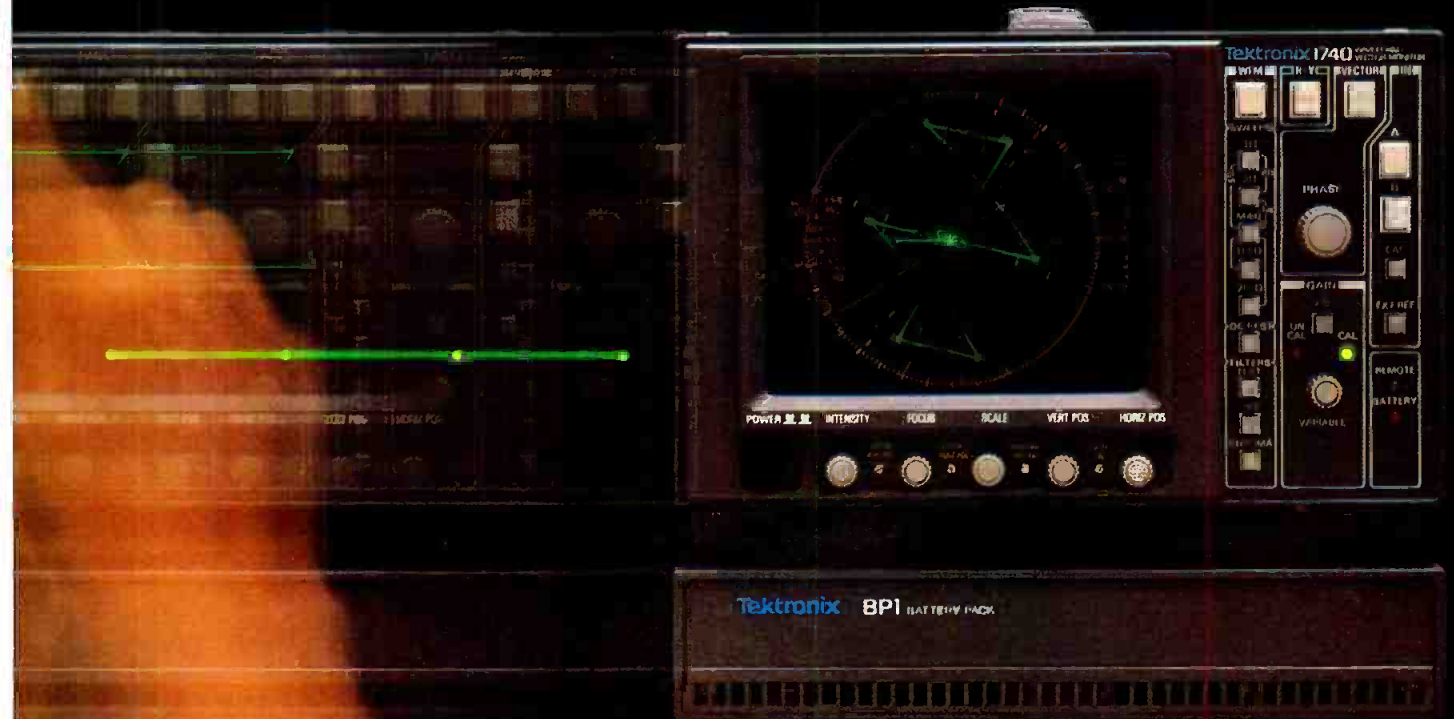
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Premiere week goes to CBS

It wins opening outing with 18.1/29, ABC next with 17.2/28, NBC last with 14.6/23

CBS won premiere week, 1983. The same network that captured the honor in 1982 was able to grab 760,000 more television homes than ABC this year to give it 18.1% of all television homes and a 29% share of the audience. For the first week of the 1983-84 season, which ended Oct. 2, ABC came in second at 17.2/23 and NBC pulled up third with 14.6/23.

CBS won four nights—Monday, Thursday, Friday and Sunday—ABC won Wednesday and Saturday—its traditional strong nights—and NBC won Tuesday. CBS walked away with five of the top 10 programs for premiere week, including three of the top five and the highest-rated show of all, *AfterMASH*, which premiered with a 31/47.

The three-network combined rating inched up 1% to 49.9 over the comparable week a year ago. Likewise, the HUT (homes using television) levels also rose 1% to 62.1, compared with 61.6 last year.

CBS also won the evening news ratings with a 12/24, while NBC followed with 10.1/20.1 and ABC logged third with 9.7/20.

Returning programs, however, heavily dominated the top-rated shows of the week. This was especially true of CBS, which won Friday hands down with *Dukes of Hazzard*, and this season's premieres of *Dallas* and *Falcon Crest*.

Each of the entertainment heads at the three networks saw encouraging signs for his network in the A.C. Nielsen ratings. B. Donald Grant, president of CBS Entertainment, said: "We expected *AfterMASH* to do well, but I don't think you would have found anybody in the Entertainment Division who

would have guessed it would get a 47 share."

Aside from movies, specials and reports, premiere week 1983 saw 50 series. Eleven were premieres of new shows, 12 were premieres of returning shows and the balance were shows that jumped the gun and premiered earlier.

Brandon Tartikoff, NBC Entertainment president, noted: "Our rating for the first week is actually up over what we got premiere week last year." In 1982, NBC placed third with 14.4/24. "The only thing we have been saying consistently to all the people who got excited over the summer about our ratings," Tartikoff defended, "is that we weren't saying we were going into first place or vaulting into second...what we said was that going into the fall of '83 we felt we would be more competitive than a year ago."

NBC's *Cheers*, Tartikoff pointed out, scored an 18.4/29, its highest rating ever, although it was beaten in the time period by CBS's *Simon and Simon*, which pulled a 23.3/36. But as for *Cheers*, Tartikoff said, "the people who said it was a summer fluke have to respect it now."

Lewis H. Erlicht, newest of the network entertainment division presidents, noted that no calls could be made on most programs until the end of October or middle of November. Erlicht said one of ABC's objectives this season was to "get sampled at any cost." That was the strategy behind introducing several programs before premiere week, he said. Erlicht said it would take at least another month because sports over the next few weeks will disrupt the schedule enough to prevent the networks from seeing how their regular programs compete.

Night by night:

CBS won Monday with an average 23.1/35, receiving a generous boost from *AfterMASH* (31/47), followed by a two-hour premiere of *Emerald Point N.A.S.* But NBC's

Monday Night Movie, Sessions, starring *Hill Street Blues* actress Veronica Hamil, was able to nudge out *Emerald Point*, 20.9/32 to 19.2/29.

Largely on the strength of returning series *A Team* and *Remington Steele* (both of which premiered the previous week), NBC was able to carry Tuesday night with an average 18.7/29. CBS premiered *The Mississippi* with 13/20, but it was no match for ABC's 8-9 p.m. sitcoms, *Just Our Luck* (13.9/22) and the premiere of *Happy Days* (15.1/23).

Wednesday night was dominated by ABC, which had a strong lead-in with *The Fall Guy* (22.4/36), followed by the season's premiere of *Dynasty* (27.2/41) and the second showing of *Hotel* (26.1/44). That gave ABC a 25.2/40.3 average for the night. NBC placed second with a 14/22 and CBS, showing a three-hour made-for-TV movie, *Dempsey*, came in third with an 11.5/18.

CBS climbed back on top Thursday with nary a premiere in the lineup. It averaged 22.3/36 as it led off with *Magnum, P.I.* (22.7/37), *Simon & Simon* (23.3/36) and *Knot's Landing* (21/36). ABC was a distant second, averaging a 13.6/22 with a lineup that started with *Trauma Center* (14.1/23), *9 to 5* (11.4/18), *It's Not Easy* (9.8/15) and *20/20* (16/27). NBC, even a more distant third, averaged 13.9/22.4.

CBS captured Friday, largely on the strength of its returning series, by averaging a 22.6/38. The premiere of *Dallas* (27.5/44), outflanked ABC's *Lottery* (12.7/20) and NBC's special two-hour *Manimal* (10/16). CBS's premiere of *Falcon Crest* (23.4/41) also overpowered ABC's *Matt Houston* (14.8/26) and NBC's *For Love and Honor* (8.5/15).

ABC easily captured Saturday night with *T.J. Hooker* (14.9/27) and the season's premiere of *The Love Boat* (22.7/38). NBC's premiere of returning *Different Strokes* (15.8/29) was doing well against CBS's premiere of *Cutter to Houston* (14.9/27) until 8:30 p.m., when NBC premiered a special

Rank	Show	Network	Rating/Share
1.	<i>AfterMASH*</i>	CBS	31.0/47
2.	<i>Dallas**</i>	CBS	27.5/44
3.	<i>Dynasty**</i>	ABC	27.2/41
4.	<i>Hotel</i>	ABC	26.1/44
5.	<i>Falcon Crest**</i>	CBS	23.4/41
6.	<i>Simon & Simon**</i>	CBS	23.3/36
7.	<i>A Team</i>	NBC	23.0/36
8.	<i>Love Boat**</i>	ABC	22.7/38
9.	<i>Magnum, P.I.**</i>	CBS	22.7/37
10.	<i>Fall Guy</i>	ABC	22.4/36
11.	<i>60 Minutes</i>	CBS	22.1/40
12.	<i>Knots Landing**</i>	CBS	21.0/36
13.	<i>Sessions</i>	NBC	20.9/32
14.	<i>Knight Rider**</i>	NBC	20.3/31
15.	<i>Three's Company**</i>	ABC	19.4/29
16.	<i>Hart to Hart**</i>	ABC	19.3/32
17.	<i>Emerald Point N.A.S.*</i>	CBS	19.2/29
18.	<i>Remington Steele</i>	NBC	18.8/28
19.	<i>Cheers**</i>	NBC	18.4/29
20.	<i>Jeffersons**</i>	CBS	18.3/27
21.	<i>Oh Madeline*</i>	ABC	18.2/28
22.	<i>Alice**</i>	CBS	18.1/29
23.	<i>One Day at a Time**</i>	CBS	17.9/27

Rank	Show	Network	Rating/Share
24.	<i>Trapper John, M.D.**</i>	CBS	17.7/30
25.	<i>Goodnight, Beantown**</i>	CBS	17.5/28
26.	<i>Facts of Life</i>	NBC	17.5/26
27.	<i>NFL Monday Night Football</i>	ABC	17.3/29
28.	<i>We Got It Made</i>	NBC	17.0/26
29.	<i>Dukes of Hazzard</i>	CBS	16.8/29
30.	<i>Webster</i>	ABC	16.6/28
31.	<i>One Cooks/Other Doesn't</i>	CBS	16.5/26
32.	<i>Yellow Rose Preview*</i>	NBC	16.1/27
33.	<i>20/20</i>	ABC	16.0/27
34.	<i>Different Strokes**</i>	NBC	15.8/29
35.	<i>Family Ties**</i>	NBC	15.7/24
36.	<i>Happy Days**</i>	ABC	15.1/23
37.	<i>Hardcastle & McCormick</i>	ABC	15.0/23
38.	<i>T.J. Hooker**</i>	ABC	14.9/27
39.	<i>Heaven Can Wait</i>	ABC	14.9/24
40.	<i>Matt Houston</i>	ABC	14.8/26
41.	<i>Real People</i>	NBC	14.4/23
42.	<i>Live and In Person</i>	NBC	14.2/23
43.	<i>Trauma Center</i>	ABC	14.1/23
44.	<i>Benson</i>	ABC	14.0/25
45.	<i>Just Our Luck*</i>	ABC	13.9/22
46.	<i>Cannonball Run</i>	CBS	13.5/23

Rank	Show	Network	Rating/Share
47.	<i>Mama's Family**</i>	NBC	13.5/21
48.	<i>Gimme a Break**</i>	NBC	13.3/22
49.	<i>Mississippi**</i>	CBS	13.0/20
50.	<i>Lottery</i>	ABC	12.1/20
51.	<i>That's Incredible</i>	ABC	11.9/18
52.	<i>Mr. Smith</i>	NBC	11.7/21
53.	<i>Dempsey</i>	CBS	11.5/18
54.	<i>Ripley's Believe It Or Not</i>	ABC	11.4/20
55.	<i>9 to 5**</i>	ABC	11.4/18
56.	<i>Live and In Person part II</i>	NBC	10.9/18
57.	<i>Live and In Person part III</i>	NBC	10.7/18
58.	<i>Cutter to Houston*</i>	CBS	10.5/19
59.	<i>Boone*</i>	NBC	10.4/16
60.	<i>Rousters*</i>	NBC	10.0/17
61.	<i>Manimal*</i>	NBC	10.0/16
62.	<i>Candid Camera Special</i>	NBC	9.9/17
63.	<i>It's Not Easy*</i>	ABC	9.8/15
64.	<i>For Love and Honor</i>	NBC	8.5/15
65.	<i>First Camera</i>	NBC	6.2/11

* New program-premiere episode

** Returning program-premiere episode

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T.J. Hooker (14.9/27) and the season's premiere of *The Love Boat* (22.7/38). NBC's premiere of returning *Different Strokes* (15.8/29) was doing well against CBS's premiere of *Cutter to Houston* (14.9/27) until 8:30 p.m., when NBC premiered a special 90-minute *Rousters* (10/17).

Sunday night narrowly went to CBS, with an average 18.9/31 as compared to NBC's 16.9/27 and ABC's 14/22. ABC's *Hardcastle and McCormick*, which has beaten out *60 Minutes* for the past two weeks, this time

was unable to do so with a 15/23. It was up against two returning 30-minute sitcoms on CBS, *Alice* (18.1/29) and *One Day at a Time* (17.9/27), and the first hour of a special two-hour premiere of NBC's *Nightrider* (20.3/31).

NBC's long-awaited premiere of *Yellow Rose* (16.1/27), could not keep up with CBS's premiere of returning *Trapper John* (17.7/30), but both outflanked the *ABC Saturday Night Movie*, "Heaven Can Wait" (14.9/24). □

80% of U.S. television households.

Another project in the works at Tribune is *Nadia*, a two-hour movie about the life and career of a young gold medalist who, after achieving international fame by the age of 17, settles into a life of obscurity.

Being produced in association with Dave Bell Associates, Los Angeles, *Nadia* may be released first in the U.S. as a theatrical film or to pay television, to capitalize on a tie-in with the 1984 Olympics.

Principal photography on *Nadia* is set to begin near the end of this month in Zagreb, Yugoslavia, by the production firm, Jadren, whose credits include the movies "Sophie's Choice" and "High Road to China."

Cornelia, a third project in development at Tribune Entertainment, is another mini-series, to be produced in association with Britain's HTV Ltd. and D.L. Taffner Ltd., about the life of a 1940's Philadelphia socialite who left her marriage to become a nun at the urging of her husband, who wanted to become a priest. According to Cooper, produc-



Cooper

become a priest. According to Cooper, production of the mini-series will likely include on-location shooting in London and the Vatican.

First-run series development under way at Tribune is aimed at filling a demand for programming in early and late fringe, according to Cooper, and will likely take the form of a half-hour strip.

As Tribune ventures into international co-production and mini-series syndication, it is also branching out in a different direction: advertising sales for another syndicator. Under an agreement reached in July, Tribune will sell all regional and national advertising time in 162 live sporting events, broadcast on either commercial or cable TV, by the Washington-based syndicator, Metrosports. Events scheduled include 30 Big 10 conference basketball games, all Big East conference tournament and championship basketball games from Madison Square Garden, 11 Notre Dame games (tape delayed) and 11 UCLA football games. By aligning itself with Metrosports, Tribune hopes to position itself for a future in college football syndication, according to Cooper, although prospects there hinge on the outcome of a major antitrust suit filed against the National Collegiate Athletic Association by two member universities alleging teams themselves should have the right to the sale of TV and

Tribune Entertainment: exploring programming horizons

Year-old company, having been successful with 'At the Movies,' is moving quickly into other areas, including U.S. syndication of British mini-series, TV movie co-production deal; selling ad time for another syndicator and development of first-run TV series

The rules of the game in first-run syndication are changing. In response to increasing demand from advertisers for alternatives to network TV and a growing need at stations for competitive product, producers, both new and established, are defining new ways to develop and market programs.

Among new entrants in the first-run marketplace is Tribune Entertainment Co., the year-old production-syndication subsidiary of Tribune Broadcasting Co. In addition to launching the second year of one of television's most successful weekly syndicated shows, *At the Movies*, Tribune is now undertaking a major expansion of its activities. This includes the U.S. syndication of a British-produced mini-series, *A Married Man*; the co-production of a made-for-TV movie based on the life of Rumanian gymnast Nadia Comaneci; the sale of national and regional advertising time in televised sporting events syndicated by Metrosports network, and the development, still being kept tightly under wraps, of a second first-run TV series.

At the helm of Tribune Entertainment's expansion is Sheldon Cooper, who left the presidency of Tribune Broadcasting's WGN

Television in June 1982, to build the parent company's Tribune Productions from the tiny producer of the surprise hit, *At the Movies*, into an entity that could not only build on that first success, but also take advantage of new opportunities in first-run syndication. Those opportunities, according to Cooper, include a growing appetite among stations for special-event programs, such as mini-series and made-for-TV movies, and an increasing acceptance of overseas-produced programming on U.S. commercial TV.

After a year of preparation that included nearly tripling Tribune Entertainment's staff from eight to 23, Cooper recently launched a marketing campaign for the company's first major presentation, *A Married Man*, a four-hour mini-series starring Anthony Hopkins as a man whose life takes a tragic turn after he becomes involved in an extramarital affair. Produced by John Davies for London Weekend Television, it ran on the United Kingdom's channel four this past summer and is being sold in the U.S. for broadcast between April 9 and May 13, 1984. Tribune also owns the Canadian TV rights to *A Married Man*, but has not yet begun a marketing campaign there.

In the U.S., *A Married Man*, will be distributed on an advertiser-supported basis, according to Cooper, who said the owned stations of Chris-Craft Industries and United Television Inc. have joined Tribune's owned stations in committing to air the mini-series. Cooper anticipates the program will eventually clear enough stations to reach at least

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radio rights. The Metrosports connection also builds on a business in which Tribune already has some activity, as the syndicator of Chicago Cubs baseball to a network of 14 regional TV stations.

Along with its new projects, Tribune continues with two already well established. *At the Movies*, a half-hour weekly movie review series starring film critics Roger Ebert and Gene Siskel, went into its second season on the air with 130 stations in its lineup, 53 more than aired the program its first time around. The *U.S. Farm Report*, another half-hour weekly series, has just entered its eighth year on the air. It is now seen on 82 TV stations and, according to a special survey by A.C. Nielsen, reached more than half of all farm homes in the U.S. □

Group W plans program on supernatural

A daily half-hour magazine offering up-to-the-minute news, features and commentary on the occult, the other-worldly and the extraordinary is in development at Group W Productions, Los Angeles, which plans to broadcast the program experimentally as a five-part special in January and then offer it for national syndication next fall. Although a number of companies have first-run syndicated programs currently in the works ("Closed Circuit," Sept. 26), Group W's is among the first to be formally announced.

The proposed five-day-a-week strip, titled *Extra Dimension*, will be produced by Bob Guenette, whose past credits include production of *Monsters, Mysteries and Myths*, a documentary that captured a 31 rating/44 share when it aired on CBS-TV, and is thought to be the highest-rated documentary ever broadcast on network TV. He also produced *The Making of Star Wars*, *Crime in America* and a one-hour follow-up documentary to ABC-TV's mini-series, *Roots*.

Each episode of the series, which will be fed daily via satellite, will consist of seven segments, according to Group W President Edward T. Vane. A breaking news section, taped shortly before the daily feed, will report strange events occurring around the world that day as well as unusual or occult-related news stories. There will also be a daily feature story, a profile of someone with a notable relationship to the occult and a short feature by one of a group of regular contributors that might include a psychic, astrologist and clairvoyant. A five-part continuing feature will air each week and there will be periodic updates of ongoing stories, such as "Big Foot," the Bermuda Triangle and well-known ghost stories, such as that of the Amityville, N. Y., family. Finally, a daily commentary will round out each show, attempting to put its stories "into perspective," according to Vane.

A male and female co-host, yet to be chosen, will anchor *Extra Dimension*. Group W will not reveal what it plans to spend per episode on the series, but a budget of about "three quarters of a million dollars" has been set for the five-part special, Vane said.

Set to run the week of Jan. 9, the special

will air on each of Group W's owned stations and in a variety of time periods, including early fringe, prime access and late fringe. Stations outside the company may be permitted to run the special, said Vane, but only if they agree to Group W's criteria for promoting and scheduling. Stations may also

purchase a right of first refusal to the series prior to its trial run, Vane said.

Shortly after its experimental run, *Extra Dimension* will be offered for national syndication at the NATPE International conference, set for Feb. 9-14, 1984, in San Francisco. □

Looking back



Coming home. Once described as the "living-room war" because of its extensive television news coverage, the war in Vietnam is once again being brought into the homes of the American public. On Oct. 4, the Public Broadcasting Service premiered the first hour of its 13-part documentary, *Vietnam: a Television History*, which chronicles 30 years of conflict in Vietnam. The series, which took six years to develop, includes news footage and recent interviews with citizens, political leaders, soldiers and policy makers directly involved in the conflict.

Nielsen overnights for New York, Chicago, Los Angeles, Philadelphia and San Francisco showed a five-city average of 7.5/11 for the first episode. According to a PBS spokesman, the only PBS public affairs program to get a higher rating was the premiere program of *Frontline: The Unauthorized History of the NFL*, which had an 8.2/12.



The way we were. Television became a social headliner in Washington last week when news personality Nancy Dickerson and her associates with Golden West Television invited several hundred luminaries to her home, Merrywood, for a screening of *Being With John F. Kennedy*, the two-hour documentary special she and Robert Drew produced to mark the 20th anniversary of the former President's assassination on Nov. 22, 1963. The production—which traces the Kennedy Presidency from the primaries leading up to his election through the final funeral moments—is being distributed by Golden West and has now been sold in 75 markets, including all of the top 10; it will be available from Nov. 1 on. The special carries four national spots sold to Atari. Pictured here (l to r): Jerome Kohlberg, chairman of Golden West Television; Dickerson, and Wilhelm Wachtmeister, the Swedish ambassador.

ANA tackles problems of changing world

Annual meeting focuses on costs, trends and industry interrelationships

About 400 members and guests of the Association of National Advertisers spent the early part of last week in the Virginia hills at the group's 74th annual meeting, which was held this year at the Homestead in Hot Springs, Va.

In between rounds of golf, matches of tennis and horseback rides, attendees participated in various clinics and panel sessions covering such topics as alternative advertising media to television, agency-client relationships and the role of television in the 1980's.

At a closed business meeting last Monday, ANA members elected officers for the 1983-84 term. Robert Goldstein, vice president, advertising, Procter & Gamble, was elected



Boise, Goldstein and Dowd

chairman of the board, succeeding John Dowd, vice president, business development, Hershey Foods Corp. Spencer Boise, vice president, corporate affairs, Mattel Inc., was elected vice chairman, succeeding Goldstein. Peter Allport was re-elected as president. In addition, the membership elected five board directors to first terms and re-elected three existing directors.

Also at the business meeting, the membership was informed that the association is operating "just about at the break-even point," according to Allport, made possible by a 20% increase in membership fees imposed last year. Fees are determined by a formula based on annual advertising expenditures by member corporations. The ANA's annual operating budget currently stands at between \$1 million and \$1.5 million.

Members also were apprised of plans to establish a new ANA committee to keep abreast of how the international regulatory scene affects the advertising business. The committee was formed, in part, because of the McBride Report, published by the United Nations Educational, Social and Cultural Organization which, according to Goldstein, "took on advertising in a very negative and aggressive manner." Goldstein said the ANA membership agreed it should form a

committee to deal with international regulations affecting advertising. "Few national associations are so equipped," he said. □

Advertisers hear primer on how to get the most for their money

Although many television advertisers think the prices charged by the networks and stations for time are too high and that annual double-digit rate increases are unjustified, those advertisers, as a rule, acknowledge that television will remain their primary selling vehicle. The trick, according to executives participating on a panel session at last week's Association of National Advertisers meeting, focusing on "media alternatives," is to find creative ways of using other media and to purchase television time more efficiently.

Panelists at the session included Herbert Baum, vice president, marketing, Campbell Soup Co.; David Braun, director, media services, General Foods Corp.; Robert H. Bolte, director, media operations, The Clorox International Co., and Philip Guaras-

cio, senior vice president, director of media management, Benton & Bowles.

Acknowledging that he is a "brand management expert," and not a "media person," Campbell Soup's Baum launched his presentation with a statement that any television sales executive would want to hear: "From my point of view, I'd rather have impact in a medium than worry about C-P-M's, frequency [and the like]." Nevertheless, Baum said, "I believe the cost of television is too high and we've got to do something about it."

Campbell's marketing budget rose 25% in 1981 and 1982, said Baum, and 14% in 1983. And with the cost of television rising between 12% and 14% this year, he said, "What we have is a standoff," which allows the company to purchase as much TV time as it did the preceding year, but no more, and at a substantially higher cost.

As a result, while Campbell's television budget has grown in dollars, its share of ad dollars has dropped from 70% to 60% of the overall budget. And the company's buys in prime time, where increases are perhaps hardest felt, have declined 5% this year, while daytime buys are up 11% and late-night pur-

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chases have doubled. The company's budget for cable television advertising tripled this year, although Baum stressed that its cable expenditure is still relatively small. (Campbell's television budget for the U.S. is about \$125 million.)

Campbell's magazine advertising dollars have tripled this year, said Baum, "and that money is coming out of television."

Campbell is now second to Sears, Roebuck in the purchase of radio time. Innovations in the company's radio advertising include sponsorships of major snow-storm coverage to promote cold-weather products, and what Baum referred to as the "V-8 WakeUp Call," where air personalities call up listeners on the air and give away free cases of the vegetable juice. The call is followed immediately by a V-8 commercial.

Campbell has also increased its use of "giant inflatables" for promotions at supermarkets. "We're really getting value received at the locations where we set them up," said Baum.

While Campbell used to target its advertising almost exclusively to women 25-49, the company is now pursuing the male audience "in a big way" with sports purchases, said Baum.

Baum concluded that while the mass media will remain Campbell's "primary" advertising vehicle, "shocking consumers with ads where they least expect them does have an impact."

David Braun of General Foods said his company faces a somewhat different problem. GF markets about 40 different brands, he said, "each with its own name, advertising strategy and budget." The consumer's association of the corporate name with most of GF products is slight, he added, and, "for us, quantitative measures like cost efficiency, reach, frequency and geographic balance tend to be of primary importance in evaluating media alternatives."

With television accounting for around 80% of GF's advertising budget, a fairly stable figure, Braun said, "the evaluation starts there."

Another question that must be considered, said Braun, is how much money to spend in the spot market. National spot buys are usually not as efficient as network buys, he said, but "a number of markets can usually be purchased at lower C-P-M's."

Syndicated programing is also making its mark as an advertising vehicle, said Braun. "The number of strong syndicated programs has increased significantly in the last two years," he said, "several with 80% to 90% coverage, respectable ratings and competitive C-P-M's."

Of cable, Braun said, "We're all aware of the problems associated with low-rated units, but a cable buy clearly offers the most direct TV solution to an underdelivery in cable homes."

Bolte of Clorox International discussed the "commodity-like nature of network television." He said prices can fluctuate as much as 30% for primetime buys, and perhaps more in other dayparts. Knowing how and when to buy network time demands a "good knowledge of the marketplace," he said, and a willingness by advertisers to be "flexible" in scheduling and using spots so that the best

buys can be acquired "as they materialize."

Bolte also talked of what he termed "inflationary psychology," which advertisers can control to a degree by not discussing matters such as cost projections in public. "Cost projections can only fuel that psychology," he said.

Benton & Bowles's Guarascio said there are a number of steps an advertiser can take "to get more for each dollar spent" on television. Advertisers should develop "aggressive cost efficiency targets," he said. And advertisers should also "react fast to agency buy proposals. It's essential in a volatile marketplace." By insisting on fast and complete audits of buys, said Guarascio, advertisers can help insure a "tight operation."

To keep abreast of the marketplace, the agency executive said contact should be maintained with "key television executives." Flexible buying policies will also enable advertisers to take advantage of exceptional buys as they come along, he said.

Guarascio also said that perhaps first on an agency's "wish list" is to be given sufficient lead time by a client to develop and execute a desired media campaign. "It's axiomatic," he said, that the agency will possess "greater maneuverability" if given adequate lead time.

Concluding, Guarascio said: "Buying television better is the best way to cope with television inflation." □

Communication, flexibility seen as keys to improving relationship between agency and client

Open and responsive lines of communication were called essential by an ANA panel session on the agency-client relationship.

Paul Harper, chairman and chief executive officer of Needham, Harper & Steers, suggested that too often the relationship between agency and client is "taken for granted."

Available research, said Harper, indicates that advertisers generally list a "superior creative product" as the most important service an agency can deliver. But in many instances the client fails to clarify his needs or acts contrary to specified demands. "Good ideas are often snuffed out too early in the process" by clients, Harper said, "making it harder the next time around."

But Harper also acknowledged that good

creative talent is difficult to find, making it tough to develop superior campaigns. He said that perhaps 80% of the truly "brilliant and captivating" campaigns are "generated by 20% of the creative industry."

Despite that assessment, Harper offered several suggestions for bringing creative thinking to "blazing fruition." He said that while good creative people tend to act on intuition, they also "have a sense of reality. They are sensitive but very tough." Creatives, he said, should be accepted "from the start" as "part of the strategic team." Clients should also respond with an open mind to creative ideas, said Harper. Responses should be specific and not automatic, he added. "That shows that at least you understand his intuition." And judgments about creative ideas should be expressed "first hand . . . by someone who knows as much or more about the product as he does." And once the client accepts an idea, Harper said, its commitment to that idea should remain firm throughout development of the campaign strategy.

Caroline Jones, executive vice president, creative director, Mingo-Jones Advertising, said that clients should have "respect" for an agency's creative ideas. "I like clients who discuss them all," she said. "Clients have the right to reject anything, but they should explain why."

Jones said that the more information an agency has about the client, its products and competition, the better prepared the agency will be to develop a campaign. "Creatives are responsible for the output of the agency," said Jones. "Ideas can come from anybody," she said, "and clients should offer any that come to mind."

William Backer, president, Backer & Spielvogel, suggested that clients ought to explain to themselves and their agencies, perhaps in the form of a 30-second spot, what they expect from their agency. He also suggested that agencies should be compensated with commissions based on a percentage rather than fees. "You can change agencies," he said, "but you can't change human nature. People get involved more strongly when they are growing with an account. Let your agency grow with you as a marketing partner."

Backer said that agencies providing their top people to work on an account should be afforded the opportunity of working with the



Getting to know one another. Jones of Mingo-Jones agency, Eastman Kodak's Powers, Brown & Williamson's Parrack, Backer & Spielvogel's Backer, Needham, Harper & Steers's Harper and General Foods's Haynes discussing agency-client relationships.

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Awards:

A total of \$105,000 in cash prizes is available for awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of \$5,000 and a Second Prize of \$2,500 are offered. A distinguished panel of independent judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 22, 1984, luncheon in New York City.

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Entries must be original works published, broadcast or telecast between January 1, 1983, and December 31, 1983.

Administration:

The Amos Tuck School of Business Administration, Dartmouth College, has sole responsibility for overseeing the judging of entries. The 1983 judges are:

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Harry and Norman Chandler
Professor of Communication
Stanford University

James K. Batten

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Knight-Ridder Newspapers Inc.

Edward R. Cony

Vice President/News
The Wall Street Journal

Victor Gotbaum

Executive Director
District Council 37
American Federation of State,
County & Municipal Employees

James F. Hoge, Jr.

Publisher
Chicago Sun Times

Norman E. Isaacs

Senior Advisor
National News Council

J.A. Livingston

Economics Columnist
The Philadelphia Inquirer

Paul W. MacAvoy

Dean
Graduate School of Management
University of Rochester

Ray Marshall

Bernard Rapoport Professor of
Economics and Public Affairs
Lyndon B. Johnson School of
Public Affairs
University of Texas at Austin

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Oakland Tribune

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Jane Bryant Quinn

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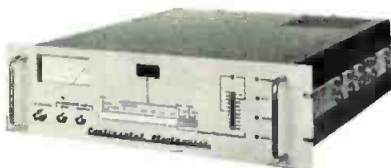
top management on the client side. "The best people make the best advertising," he said.

Backer also said that "slavery was outlawed in 1864" and that clients should keep that in mind when making demands upon agencies. Agency executives are "very mobile," he said, noting that his firm has "open requisitions at every salary level." Backer said that while some of his suggestions may "seem simple," if applied, "performance will improve."

Robert Haynes, director, creative services, General Foods, said that although the agency-client relationship is perhaps "the most talked-about subject" in the industry, "every time you start it, there's a tendency for each group to tell the other how to do things." There is no industry solution, suggested Haynes, "it's an individual problem." Haynes said that General Foods, as a multi-product and multiagency corporation, employs a corporatwide "system of controls" to manage the advertising process. He acknowledged that "there's a risk of choking off creativity," but its intent is to insure "effective advertising."


Ted Parrack, vice president, marketing-international, Brown & Williamson Tobacco Corp., said the agency-client relationship should be "a full partnership." He said that clients "should know people," not just agencies. Creatives should be known by "sight and name," he said, adding that he likes to see their concepts "before they go through the [agency] process." If treated fairly, said Patrick, "creative people will kill for a client." □

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Tartikoff raises trial balloon: split network programing feeds

Brandon Tartikoff, president, NBC Entertainment, has raised the possibility of the network providing split feeds of two separate programs during prime time entertainment programing hours. He spoke at an ANA convention session.

The session on TV's roles and responsibilities was moderated by television talk show host Phil Donahue. Other participants included Merrill Panitt, editorial director, Triangle Publications, and Alvin Rush, president, MCA Television Group.

There are obstacles blocking the implementation of split feeds, said Tartikoff, foremost being advertisers' doubts that split feeds are a sound national selling vehicle.

Tartikoff pointed out how programs have performed disparately in the overnight ratings in individual markets compared to their national performance. He noted that *Barbara Mandrell and the Mandrell Sisters*, an hour-long variety program that aired on NBC several years ago, would often score a 15 rating in the overnights in New York, Los Angeles and Chicago, while the program would score ratings in the high 20's or low 30's on a national basis. Other programs, such as the recently canceled *Fame*, would score a 28 or 30 rating in the overnights but only a 21 ratings in the national Nielsens.

It's conceivable, said Tartikoff, "that you could do two variety programs at 8 p.m., each at a cost of \$400,000." A program featuring the Four Tops could be fed to urban markets, while another program, starring the country-based Gatlin Brothers, might be distributed to the rest of the country.

Donahue endorsed that concept and even suggested that perhaps the networks were "unrealistic" in their attempts to please the mass viewing audience with just one program, given "this multiracial, multiethnic, complicated, unemployed society of ours."

Addressing the broader issue, Panitt of Triangle Publications, publisher of *TV Guide*, said the biggest problem the television industry faces is producing enough programing to fill all the emerging outlets. He noted the continuing trend among basic cable networks to rely on old off-network programing to flush out their schedules. And despite HBO's attempts to develop original programing, its ratings are declining.

MCA Television's Rush added that those

going after programing such as *Dragnet* are "bargain hunting. . . we [program suppliers and distributors] don't kid each other about that." But series such as *Dragnet* or *Alfred Hitchcock Presents* are also "cult" programs, said Rush, that cable networks are hoping will have similar appeal to that created by *Star Trek* in syndication. "The kids may react to it," he said.

Mention was also made of several recent proposals by theatrical filmmakers and networks under which the latter would purchase the rights to major films to the exclusion of cable. "Those kinds of proposals are now happening," said Tartikoff. One obstacle to concluding such deals, at least for NBC, has been the "extraordinary amounts of money" the studios are demanding. "Somebody recently came to us with a big picture," he said, offering three runs for \$40 million. "There's no way we could do it at that price," added Tartikoff. "We couldn't do it and you advertisers couldn't absorb those costs either."

The question of split 30's also was raised, and the advertising community appears to be divided on how beneficial 15-second spots are. Several advertisers said existing clutter is already a serious problem, and allowing 15-second spots will only contribute to it. "Split 30's will make it impossible to understand what's being advertised," complained one audience participant.

One advertiser expressed concern about split 30's becoming the standard. "What happens if we are forced to go with 15's as a rule?" he asked. "How long can we go before we kill the golden goose?"

Tartikoff passed the question to his boss, Ray Timothy, group executive vice president, NBC, who, rising from his seat in the audience, contended that the network preferred not to offer split 30's but was forced to by advertisers threatening to sue on antitrust grounds if NBC balked. The advertisers based their claim, he said, on the consent decree that outlawed the NAB advertising code. That code forbade promoting more than one product per 30-second spot. A court ruled that "we are rigging the marketplace to raise prices."

On another advertising-related subject, Tartikoff admonished sponsors to support programing concepts that are new and innovative, if somewhat controversial. Such programing efforts, he said, are attempted to "maintain audience levels" and deliver controlled cost-per-thousand rates. □



Pondering television's present and future. Triangle Publications's Panitt, MCA Television's Rush, NBC's Tartikoff and Phil Donahue discussing the medium's roles and responsibilities in the '80's.

Fowler exhorts countries to embrace technical change

If world is to recognize benefits of new technology, governments must not restrict information flow

The overriding concern of communications policymakers worldwide must be to recognize technological change and adapt to it, FCC Chairman Mark Fowler said at the World Communications Conference in Tokyo.

But regulation isn't the answer; the "sheer rapidity" of change has threatened to outpace the ability of governments to cope and to take effective advantage of the new opportunities technology offers. "Regulation cannot keep up with technological change. We believe that our approach has many benefits to confer on users throughout the world and urge our commercial partners to consider those benefits," he said. "The information age will yield benefits for all the world's citizens if we adopt policies which enhance, rather than seek to frustrate, change."

According to Fowler, the "protectionist" moves of some countries—for example, restrictions on transborder data flow—pose a "serious obstacle" to the future development of communications and information services. "I believe the freedom of individuals to receive and to transmit ideas in a free marketplace should be undistorted by government control over content. A decent respect for human dignity and the global benefits derived from the expansion of knowledge through dialogue make imperative a re-examination of national and international barriers to the free flow of ideas, whether by terrestrial systems, satellite systems or otherwise," he said.

"Some nations fear that [their] people will be ill-served by exposure to viewpoints at variance with what its rulers desire. But, it is my view that these nations [are] dooming themselves to backwardness. They distrust the common man. Knowledge will forever govern ignorance, and a people inclined to govern themselves must arm themselves with the power knowledge gives. To stifle the international sharing of ideas is to stifle the discovery of political and other truths and to hold the minds of millions as slaves to an elite group of rulers."

Fowler said the world's policymakers had a choice. "We can look forward and adopt policies which will spur innovation or we can try to oppose change and be dragged along unwillingly. We cannot, however, go back to a quieter time or arrest the pace of change. Failure to move forward will be disastrous. Unless countries fashion policies which keep pace with other countries, their citizens will be consigned to the backwater for decades to come."

Nations in the developed world must play

a leadership role, he said. "Nations in the industrialized world must also champion the exchange of information without tariff barriers. The developed world must work to assure that no such barriers are imposed and those which now exist are removed. They can best do this by example. We in the Unit-

ed States assure that our communications and information networks are freely available. We urge all others to do the same."

Fowler added that in the commission's own inquiry into an integrated services digital network (ISDN), it will be paying special attention to ISDN standards to "make sure that any resulting ISDN serves the interests of our users."

He also said that free international trade "is equally vital to the welfare of the common man." □



Fowler and Quello

DBS doubts? If the direct broadcast satellite services, or other future developments, "seriously impair" local broadcast service, the FCC should do some rethinking, said FCC Commissioner James Quello at the World Communications Conference in Tokyo. "I concurred in the FCC report and order on direct broadcast satellite service with some reluctance because of the localism concept," Quello said. "I believe it is a prime FCC responsibility to assure a stable, orderly transition into new technologies. In the event of future developments that seriously impair local broadcast service we should re-examine the issue."

Quello pointed out that satellite distribution systems may be forcing changes in the concept of localism. Since satellite transmissions can reach directly into any residence, they don't appear to offer any means of responding to purely local needs and interests. "For example, a candidate for local or state political office will not be able to economically reach his constituency via satellite broadcasting directly to the home. Nor can a local automobile dealer or retail merchant advertise his goods and services on a nationwide system of direct satellite broadcasting."

"Direct broadcast satellites need not be a threat to localism so long as the current terrestrial broadcasting system remains viable. But direct broadcasting from satellites will probably become the most efficient means of distributing television signals meant for nationwide distribution. Most local television stations rely very heavily upon revenues from network or syndicated programming and advertising to help provide local service. Without such revenues, and with a diversion of audience to nationwide satellite distribution systems, the financial viability of local television stations might be threatened, thus impairing their ability to provide local news and public affairs programming."

"The American public watches more local news than network news and relies on television news as a primary source of information. It wants to know about local weather, local conditions and local issues. Local television serves these interests in a way national DBS systems can't. DBS may offer countries with few TV stations or undeveloped TV service an opportunity to quickly provide national TV service. However, it may pose a problem rather than a solution for the United States and its well-developed system of local stations."

On a more optimistic note, Quello also said international communications could be a positive unifying force for mutual understanding and world peace. "I hope someday soon we can arrive at the millenium where, through universal satellite communications, international disagreements become looked upon more as intramural or family disputes, where TV programs and experiences shared by nations throughout the world engender an atmosphere of closeness, truth and cooperation, and where, hopefully, we can confine rivalry to public debates, open forums and the sports arena—where a country like Italy, for example, can recapture some measure of the glory that was once Rome with a championship soccer team on the athletic field rather than armies on the battlefield."

Packwood introduces bill to free broadcasters from content regulation

Measure would repeal, among others, Section 315 and fairness doctrine

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) last week introduced the "Freedom of Expression Act of 1983" (S. 1917), which would lift all federal restrictions that have made broadcasters second-class citizens in First Amendment protection. Packwood has pledged to hold hearings on the legislation.

The bill would repeal Section 315 of the Communications Act, which guarantees rival political candidates equal opportunities in broadcast exposure, assures them of paying the lowest unit rate for purchased time and includes the general fairness doctrine. It would also eliminate Section 312 (a) (7), which guarantees candidates for federal office the right of "reasonable access" to broadcast time.

Packwood, a chief advocate of First Amendment equality for broadcasting, said his bill would "remove the stigma of second-class citizenship for broadcasters that was imposed by the Communications Act of 1934 when radio was in its infancy." Originally Packwood called for a constitutional amendment to attain First Amendment rights for broadcasters. Last May he changed course and announced plans to seek legislative relief instead. Packwood revised his plans after he failed to capture the support of broadcasters and the print media for a constitutional amendment.

The senator, in a written statement, maintained that "when the founders amended the Constitution for the first time in 1791, they did it to protect the only two forms of communications known, press and speech. Our founders were concerned that the freedom of expression be guaranteed. It's time we returned to that standard not only to insure better services and more information for consumers, but to guarantee a lively discussion of issues and a revitalization of our electoral process," the senator said.

Packwood's bill was endorsed by the National Association of Broadcasters and the Radio-Television News Directors Association. NAB backs the bill and urged its members to work with Packwood toward passage of the legislation. "We commend Senator Packwood for his continuing efforts and renew RTNDA's support for the achievement of First Amendment parity for print and electronic journalism," said RTNDA president Ed Godfrey.

The Freedom of Expression Foundation is also expected to promote the measure. FEF was created by Packwood to spearhead efforts to achieve parity for the electronic media. Craig Smith, FEF executive director, said the foundation will continue to act as a

catalyst among groups and seek endorsement for the bill from the industry. "We are going to bring everybody together and tell them why they should endorse the bill," he said.

The equal time rules require that if one candidate obtains time on a station, that station must provide equal opportunities to all other candidates running for the same office. Rate regulations require that stations must give candidates advertising rates no higher than the lowest charged commercial advertisers. The fairness doctrine forces stations to devote a reasonable amount of time to the discussion of important issues and provide a reasonable opportunity for the presentation of contrasting views.

Packwood's deregulation bill would also remove all FCC content regulations for cable, satellites or new telecommunications technologies. It would expand Section 326 of the Communications Act, which prohibits censorship, to assure that "nothing in the act (including the public interest provisions) can be construed to permit the FCC to regulate content." The bill would bar the FCC from examining a station's record of past programming to determine if it has met a government-defined test of acceptability. □

Sony, MCA square off before Supreme Court

Judges hear oral arguments in case involving copyright infringement and home videotaping by consumers

The first day of the fall term of the U.S. Supreme Court offered a rerun for the audience of lawyers, industry representatives and tourists who crowded the high court's chamber on Monday—the last episode of the long-running Betamax case. At issue is the question of whether the use of videotape recorders to record televised programs for later viewing violates the copyright of the programs' producers. MCA Inc. claims that it does and that the producers are being denied payment to which they are entitled. The Sony Corp., whose Betamax recorder is at the heart of the case, says otherwise—that the studios have already been paid for their product.

Those essentially were the arguments the high court heard in January (BROADCASTING, Jan. 24). At that time, the court was expected to issue a decision in the spring. But the court's term ended, in July, with the case still unresolved. Without explanation, the court said it would rehear the case in the

fall.

Although the case has been working its way through the courts since 1976 and has been the subject of decisions by a district court, which found for Sony, and an appeals court, which found for MCA-Universal, and was being argued a second time before the Supreme Court, the arguments of the lawyers were not lacking in vigor.

Sony's lawyer, Dean C. Dunlavey, sought to ridicule MCA's argument that it is being harmed by the proliferation of Sony recorders—some nine million homes are expected to have the recorders by the end of 1984. He said MCA has reported its highest first half-year revenue and net income in history—\$782,314,000 and \$76,173,000, respectively.

For his part, Stephen A. Kroft, counsel for MCA, led off his argument with the comment, "The petitioners [Sony] have built a billion-dollar business entirely on taking someone else's property." As for the impact on the movie business, he said, "We're not talking about one or two copiers but millions. It's only common sense to realize the economic loss to the [producers] is enormous."

A key question in the case is whether use of the recorders constitutes "fair use," a court-developed concept under which persons in certain cases are permitted to use copyrighted material without payment. The U.S. Court of Appeals for the Ninth Circuit, in overturning the decision of the district court in Los Angeles, said "fair use" was not involved. But Dunlavey said the appeals court erred. The law requires the application of "common sense," he said. And he said the principal use to which the recorders are put is to permit the viewing of a program at a time more convenient than when the program is broadcast. Why, he wondered, must a person pay for changing the time he views a program? Indeed, he said the result of such "time shifting" is to enlarge the audience for a program.

Dunlavey contended the producers have no right to claim a fee for the recording of programs for whose broadcast they have already been paid: "If you want to play football, you have to give up your protection from assault and battery," he said. "And if you want to make money off the public, you've got to bend. Copyright owners can't tell the public what it can and can't do if they want to make a profit."

But Kroft, in answer to a question from Justice John Paul Stevens on whether the time shifting actually contributes to the audience for a movie, said, "It's up to the copyright owner to decide how to exploit his product." He also suggested that time shifters might not provide the kind of audience desired by advertisers, with resulting harm to the producers. "The name of the game is advertising," he said. "If an audience includes the kind of people advertisers are not interested in," he said, "advertisers are not

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going to be willing to pay for sponsorship of the programs.”

One question of concern to some of the justices was the implication of MCA's argument that Sony contributes to what MCA alleges is the illegal recording simply by selling and promoting the recorders, a charge Sony denies. (Dunlavey said the videorecorder is a “staple item” of commerce suitable for a number of noninfringing uses.) How does the argument relate to Xerox? Kroft noted that Xerox copiers were sold for use in business, but were later put to other uses. As a technical matter, Kroft said, copying of copyrighted material is illegal. But he pointed out that MCA has made clear it does not intend to attempt to recover damages from the owners of the videorecorders but from the manufacturer.

However, how MCA and other producers would be compensated in the event the Supreme Court affirms the appeals court decision would be determined after the case is returned to the district court. The appeals court suggested that the lower court require the manufacturer to pay damages or a continuing royalty on the sale of recorders and blank tapes. Such a royalty would be passed on to the consumer, however.

But the litigation is expected to be only a prologue to a resolution of the rights of the parties by Congress. Kroft, following the argument in the Supreme Court, told reporters he expects the producers to press for legislation, regardless of the high court's decision. Legislation requiring manufacturers to pay royalties on recorders and equipment was introduced in the last Congress and

again in the current one. Videorecorder manufacturers have been equally active. Their supporters in Congress have reintroduced bills in the current session to exempt home taping from copyright liability. □

High court to take up Oklahoma liquor ad case

The Supreme Court has agreed to consider the extent to which states may regulate advertising on cable television. The case is the first of its kind, and the high court's decision could have effects beyond cable; it could affect mass media generally.

At issue is an Oklahoma law banning liquor and wine advertising, while permitting their consumption. The U.S. Court of Appeals for the 10th circuit said it could be enforced against cable systems in the state that carry wine commercials, even those originating on out-of-state television stations.

Four cable systems in Oklahoma argue that the law violates the First Amendment. They contend the high court has held that truthful advertising enjoys First Amendment protection. What's more, in seeking Supreme Court review, the cable companies said the law opens the door to “an unprecedented state restriction on the press and on the interstate flow of information and ideas” (BROADCASTING, May 9). They note that FCC regulations, technical factors and the

federal copyright law prevent cable systems from deleting advertising. As a result, the systems would be obliged to drop the programs carrying the offending commercials. The cable companies' position has been supported by the FCC in a friend of the court brief. The commission says that the petitioners have raised serious First Amendment questions, but the burden of its brief rests on the federal pre-emption issue. It says the law being challenged would prevent cable systems from complying with the commission's rules requiring them to carry the signals of local stations, even if from out of state. Much of the programming is imported from Kansas, Missouri and Texas, as well as from more distant points via such superstations as Ted Turner's WTBS(TV) Atlanta.

Oklahoma has argued that its authority for the ban stems from the 21st Amendment, which, while repealing the federal prohibition of liquor sales, grants states the right to continue the ban. However, the cable companies say Supreme Court decisions have held that the repeal amendment does not grant states the power to override the First Amendment's guarantee of free speech and free press.

The cable companies, then joined by the Oklahoma Telecasters Association, prevailed with those arguments in the U.S. district court. But on appeal by the state, a three-judge panel of the 10th Circuit Appeals Court reversed. The OTA dropped out of the case at that point, but the cable companies continued it—first seeking rehearing by the full court, then, when that was denied, petitioning the Supreme Court for review. □

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Closing Wed. Oct 5
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Net Change in Week
Percent Change in Week
P/E Ratio
Market Capitalization (000,000)

BROADCASTING

N ABC	60	58 1/8	+1 7/8	+ 3.22	10	1,740
N Capital Cities	155 1/2	152 1/2	+3	+ 1.96	18	2,084
N CBS	78 1/2	75 1/2	+3	+ 3.97	11	2,329
N Cox	46 1/4	48 1/2	-2 1/4	- 4.63	17	1,311
A Gross Telecast	59	59			13	47
O LIN	20 1/8	21 1/8	-1	- 4.73	20	419
N Metromedia	30 3/4	36 1/8	-5 3/8	-14.87	2	860
N Outlet Co.	43 3/8	43 1/4	+ 1/8	+ .28	33	178
N Scripps-Howard	28 1/2	28 1/4	+ 1/4	+ .88	16	294
O Storper	32 1/2	31 3/8	+1 1/8	+ 3.58	0	533
O SunGroup	5 3/4	5 5/8	+ 1/8	+ 2.22	0	4
N Taft	52 1/2	52 1/2			12	477
O United Television	12 1/4	12 1/4			16	144

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	24 7/8	25 3/4	- 7/8	- 3.39	24	150
A Affiliated Pubs.	41 1/4	42 3/4	-1 1/2	- 3.50	18	333
N American Family	23 1/8	22 3/4	+ 3/8	+ 1.64	15	315
O Assoc. Commun. *	14 1/4	11 3/4	+2 1/2	+21.27	0	68
O A.H. Belo	42 3/4	39 3/4	+3	+ 7.54	14	400
N John Blair	46	45 7/8	+ 1/8	+ .27	20	363
N Chris-Craft	25	23 3/4	+1 1/4	+ 5.26	50	155
N Cowles	20 5/8	21 1/8	- 1/2	- 2.36	21	82
N Gannett Co.	59 1/4	59 1/2	- 1/4	- .42	16	3,159
N General Tire	34	35	-1	- 2.85	14	716
O Gray Commun.	59 1/2	61	-1 1/2	- 2.45	18	29
N Gulf United	28 3/8	27 5/8	+ 3/4	+ 2.71	9	801
N Harte-Hanks	25	24 1/8	+ 7/8	+ 3.62	15	1,094
N Insilco Corp.	22 3/8	23	- 5/8	- 2.71	19	361
N Jefferson-Pilot	35 1/2	36 1/8	- 5/8	- 1.73	8	762
O Josephson Intl.	15	15 1/2	- 1/2	- 3.22	11	72
N Knight-Ridder	56 3/4	56 1/2	+ 1/4	+ .44	15	1,852
N Lee Enterprises	25	25			16	336
N Liberty	22 1/8	21 7/8	+ 1/4	+ 1.14	13	217
N McGraw-Hill	48 5/8	50 1/4	-1 5/8	- 3.23	21	2,425
A Media General	58 5/8	58	+ 5/8	+ 1.07	11	408
N Meredith	41 3/8	40 1/2	+ 7/8	+ 2.16	13	388
O Multimedia	37 1/2	37	+ 1/2	+ 1.35	19	624
A New York Times	85 3/4	84 1/4	+1 1/2	+ 1.78	17	1,113
A Post Corp.	58 1/4	58 1/2	- 1/4	- .42	24	106
N Rollins	17 5/8	17 1/8	+ 1/2	+ 2.91	22	458
N Schering-Plough	42 5/8	41 3/4	+ 7/8	+ 2.09	12	2,273
T Selkirk	13 3/4	13 3/4			30	112
O Stauffer Commun.	46	47	-1	- 2.12	12	46
A Tech Operations	34 5/8	35 5/8	-1	- 2.80	6	28
N Times Mirror	85 1/2	85	+ 1/2	+ .58	18	2,934
O Turner Bcstg.	24	24			160	489
A Washington Post	66	67 3/4	-1 3/4	- 2.58	16	935
N Wometco	43	42 3/4	+ 1/4	+ .58	22	749

SERVICE

O BBDO Inc.	41 1/2	41 1/2			15	241
O Compact Video	5 3/4	6 1/4	- 1/2	- 8.00	26	19
N Comsat	42	42			14	756
O Doyle Dane B	21 1/4	20 1/4	+1	+ 4.93	18	129
N Foote Cone & B	47 1/4	48 5/8	-1 3/8	- 2.82	12	133
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	59 1/2	60 3/4	-1 1/4	- 2.05	13	295
N JWT Group	38 3/4	38 3/4			22	229
A MoviLab	6 5/8	5 1/2	+1 1/8	+20.45	0	11
O A.C. Nielsen	34 1/2	35 1/2	-1	- 2.81	17	775
O Ogilvy & Mather	53 1/4	51 3/4	+1 1/2	+ 2.89	16	231
O Sat. Syn Syst.	8 1/2	8 1/2			170	49
O Telemation	7 3/4	7 3/4			8	9
O TPC Commun.	2 1/4	2 1/4			0	2
A Unitel Video	10 1/8	10 3/8	- 1/4	- 2.40	14	20
N Western Union	32 1/4	31 3/4	+ 1/2	+ 1.57	9	775

Closing Wed. Oct 5
Closing Wed. Sep 28
Net Change in Week
Percent Change in Week
P/E Ratio
Market Capitalization (000,000)

PROGRAMING

O Barris Indus.	6 1/4	6 1/4			33	34
N Coca-Cola	54 1/4	52 1/4	+2	+ 3.82	12	7,380
N Disney	63	63 3/8	- 3/8	- .59	18	2,177
N Dow Jones & Co.	52 1/8	53 1/2	-1 3/8	- 2.57	31	3,340
O Four Star	8	8 3/4	- 3/4	- 8.57	8	6
N Getty Oil Corp.	67 1/8	68 1/2	-1 3/8	- 2.00	13	5,312
N Gulf + Western	27 3/4	28 3/8	- 5/8	- 2.20	8	2,136
O Lorimar	21 1/2	22	- 1/2	- 2.27	16	108
N MCA	34 1/2	35 3/8	- 7/8	- 2.47	9	1,663
N MGM/UA Ent.	14 3/8	14	+ 3/8	+ 2.67	13	715
N Orion	20 1/4	18	+2 1/4	+12.50	24	186
O Reeves Commun.	12	13 3/4	-1 3/4	-12.72	19	148
O Telepictures	15 1/2	15	+ 1/2	+ 3.33	20	90
O Video Corp.	11 1/8	11 1/8			20	19
N Warner	23 1/8	22 1/2	+ 5/8	+ 2.77	9	1,492
A Wrather	37 1/2	35	+2 1/2	+ 7.14	0	84

CABLE

A Acton Corp.	7 7/8	7 3/4	+ 1/8	+ 1.61	41	44
O AEL	34 3/4	36	-1 1/4	- 3.47	145	70
O AM Cable TV	6 1/2	7 1/8	- 5/8	- 8.77	38	1,287
N American Express	36 5/8	35 3/4	+ 7/8	+ 2.44	7	7,253
N Anixter Brothers	25 7/8	24 5/8	+1 1/4	+ 5.07	32	464
O Burnup & Sims	7 1/8	7 1/4	- 1/8	- 1.72	0	63
O Comcast	21 1/2	21 1/2			21	176
N Gen. Instrument	31 3/8	34 5/8	-3 1/4	- 9.38	14	985
N Heritage Commun.	13 7/8	14	- 1/8	- .89	30	102
T Maclean Hunter X	16 1/4	16 5/8	- 3/8	- 2.25	23	599
A Pico Products	14	14 1/2	- 1/2	- 3.44	47	39
O Rogers	8 1/2	8 1/2			0	187
O TCA Cable TV	12 3/4	12 3/4			26	84
O Tele-Commun.	18 1/4	17 5/8	+ 5/8	+ 3.54	47	788
N Time Inc.	67 1/2	70 3/4	-3 1/4	- 4.59	19	3,873
O Tocom	3 1/8	3 1/2	- 3/8	-10.71	0	22
N United Cable TV	24 5/8	24 1/2	+ 1/8	+ .51	0	273
N Viacom	31 3/4	31 3/4			17	370

ELECTRONICS/MANUFACTURING

A Arvin Industries	25 7/8	27 1/8	-1 1/4	- 4.60	10	186
O C-Cor Electronics	14 1/2	14	+ 1/2	+ 3.57	14	51
O Cable TV Indus. **	4 3/8	6	-1 5/8	-27.08	26	13
A Cetec	11 1/8	10 7/8	+ 1/4	+ 2.29	26	24
O Chyron	23 1/4	23 1/4			25	95
A Cohu	7	7 5/8	- 5/8	- 8.19	16	12
N Conrac	18 3/8	18 1/2	- 1/8	- .67	13	111
N Eastman Kodak	71 7/8	70 1/2	+1 3/8	+ 1.95	14	11,900
O Elec Mis & Comm.	10 3/4	9 3/4	+1	+10.25	0	31
N General Electric	55 3/8	52 1/4	+3 1/8	+ 5.98	12	25,213
O Geotel-Telemet.	2 1/8	2 1/4	- 1/8	- 5.55	19	6
N Harris Corp.	37 3/4	38 3/4	-1	- 2.58	21	1,192
N M/A Com. Inc.	25 3/4	27	-1 1/4	- 4.62	30	1,105
O Microdyne	11 1/4	11 1/4			29	52
N 3M	85 1/2	83 1/4	+2 1/4	+ 2.70	14	10,080
N Motorola	144 1/2	146	-1 1/2	- 1.02	25	5,642
N N.A. Phillips	68	69 5/8	-1 5/8	- 2.33	12	949
N Oak Industries	7 3/4	7 3/4			0	127
A Orrox Corp.	3 7/8	4 1/8	- 1/4	- 6.06	0	9
N RCA	34	33 1/8	+ 7/8	+ 2.64	16	2,776
N Rockwell Intl.	28 1/8	28 7/8	- 3/4	- 2.59	12	4,341
A RSC Industries	5 1/8	5 3/8	- 1/4	- 4.65	171	16
N Sci-Atlanta	16 1/4	17 1/8	- 7/8	- 5.10	813	3,89
N Signal Cos.	34 5/8	35 5/8	-1	- 2.80	23	3,705
N Sony Corp.	16 3/4	15 1/2	+1 1/4	+ 8.06	39	3,863
N Tektronix	81	79 1/2	+1 1/2	+ 1.88	32	1,541
A Texscan	19 1/2	19 1/4	+ 1/4	+ 1.29	22	120
N Varian Assoc.	56 5/8	56 1/2	+ 1/8	+ .22	26	29,440
N Westinghouse	46 3/4	47 1/8	- 3/8	- .79	9	4,093
N Zenith	31 3/8	31 1/8	+ 1/4	+ .80	14	601

Standard & Poor's 400

Industrial Average 188.90 189.91 - 1.01 - 0.53

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/American Express, Washington) Prices are for common A stock unless otherwise noted. Price/Earnings ratios based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 reporting months are used (0 is deficit).

Wherever possible earnings figure exclusive of extraordinary gain or loss. Tribune Co.: NYSE now says stock (TRB) will begin trading Oct. 11. Footnote: * Nothing new with company; thinly-traded stock ("Stock Index," Sept. 12). ** Small float—750,000 of 3 million shares outstanding. Bid closed at 5% the next day.

ABC-Harvard symposium on voter turnout: searching to cure a disease with many symptoms

Elite group from government, media, academia recommend ways to increase voter participation

For Leonard Goldenson, chairman of the board of ABC, it was a celebration as well as the fulfillment of an ambition he had long held: to focus attention on what he sees as a major problem facing the country—the decline in voting in elections in America. For a day and a half, beginning on Friday, Sept. 30, scholars, politicians, members of government and representatives of the media who had gathered in Washington to participate in the Voting for Democracy symposium wrestled with the problem of how to reverse the trend.

And rarely has a symposium had such a cachet of power and elegance. On Friday night, former Presidents Carter and Ford addressed a glittering, black-tie dinner—one treated to a trooping of the colors and the playing of ruffles and flourishes—then participated in separate sessions of the symposium, which were held in the Russell Senate Office Building's Caucus Room, on Saturday. They also attended a luncheon for the participants under a tent in the courtyard of the building, and even the most jaded Washington hand turned to catch a glimpse of the two ex-Presidents entering together.

The symposium, held under the joint sponsorship of ABC and Harvard University's John F. Kennedy School of Government,

generated five recommendations, one or two of them adopted despite the grumbling of some participants. Network representatives, for instance, were not pleased with a recommendation calling for restraint by the "electronic media" in early projections of election results and in the use of exit polling for projections. But the main benefit of the symposium seemed to be that it provided a forum for some of those most informed and concerned about the subject to help stimulate debate on it. And ABC, as part of a continuing effort in the area, videotaped the conference for use in a documentary its news division will produce.

Goldenson, in opening the symposium on Friday, sketched the dimensions of the problem he had discussed in greater detail in announcing plans for the Voting for Democracy project, in December, in a speech at Harvard (BROADCASTING, Dec. 20, 1982). He said the decline in voting over the years—less than half of the eligible voters cast ballots in the presidential election—would harm democracy. He noted that the Reagan administration came into office with the support of about one-fourth of the voting-age population. The record, he said, "is the worst of any democracy," and is worse than an "embarrassment."

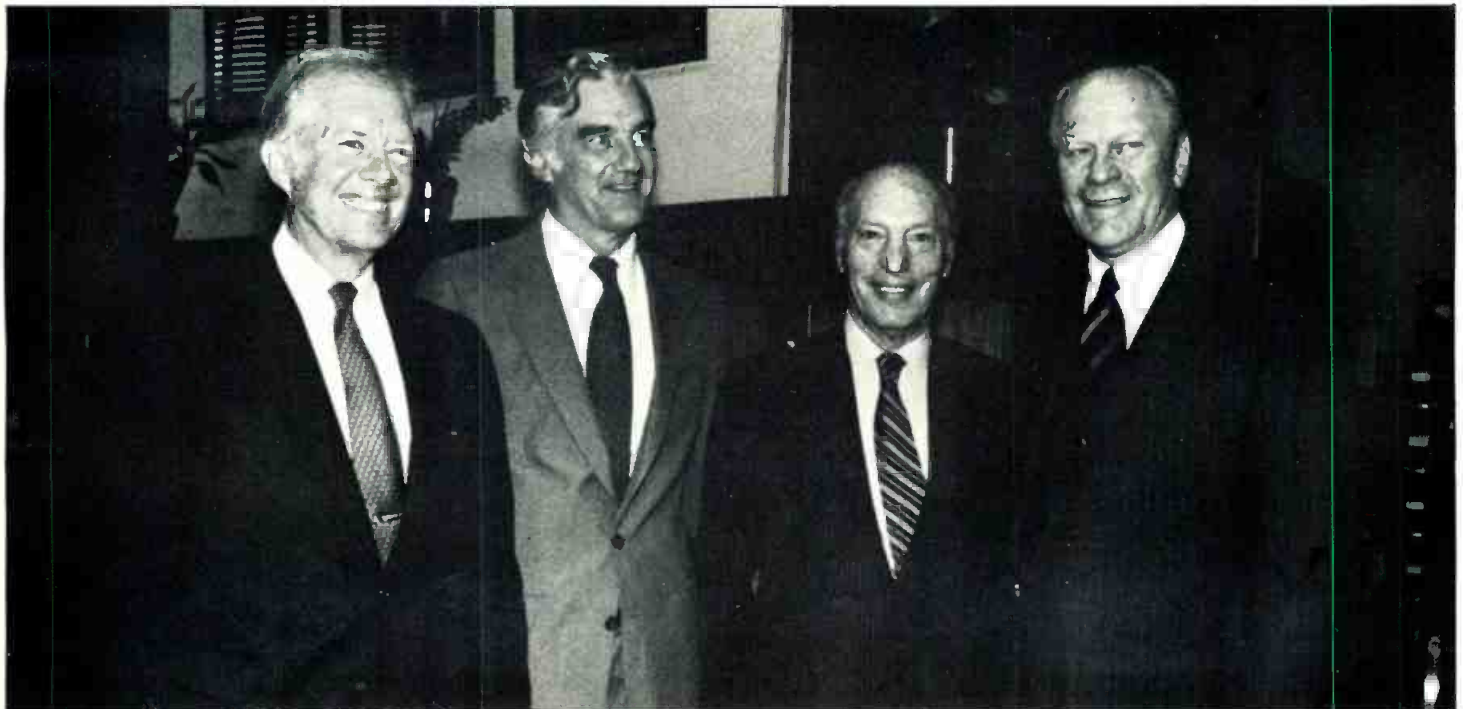
□

Not surprisingly, the role television plays in the electoral process loomed large in the minds of the 50 participants—who for the

most part managed to restrain their enthusiasm for the medium. Rather than calling for repeal of Section 315 of the Communications Act, as Dan Brenner, legal assistant to FCC Chairman Mark S. Fowler, suggested as part of the electoral reform process, the symposium urged Congress to "consider a temporary waiver" of the equal opportunities provision of the section for presidential and vice presidential elections. That softer proposal—which deleted the specific reference to freedom to cover debates that was in the draft recommendation—was offered by former FCC Chairman Charles D. Ferris. But television was not the only factor the participants considered—or even the dominant one.

Carter, for instance, cited the legislated obstacles to voter registration as a serious problem. (How serious, some pointed out, was indicated by the fact that 87% of those registered voted in the 1980 presidential election. Therefore, it was felt that increasing the number of registrants would increase the number of voters.)

His proposed solution was universal voter registration and/or election-day registration, proposals he said have been resisted by Congress and state legislatures whose members, he added, find security in smaller rather than larger electorates. And Ford said voters' interest in elections is being dulled by the increasing length of presidential campaigns and the proliferation of primaries. He sug-



Democracy debaters in Washington (l-r): Carter, Harvard President Derek Bok, Goldenson and Ford.

gested that the present state primaries be combined into five regionals that would be held within a three-month period—April through June—of the election year.

The Carter proposal became the basis for the first recommendation adopted by the symposium, although it was reworked to meet the objections of a substantial number of participants to too much specificity. As adopted, the recommendation reads: "The symposium finds that easing the means of voter registration should have the highest priority, and urges Congress and state legislatures to give immediate attention to all means of increasing voter registration—including, but not limited to, election day registration."

The language of the others was similarly bland and general, as the symposium, which operated under the gavel of former Representative Richard Bolling (D-Mo.), strove for consensus. The one issue on which consensus could not be achieved involved the recommendation that, because "exit polling may impact on voter behavior," the electronic media "exercise voluntary restraint on early projections of election results and the use of exit polling for projections."

The suggestion for that recommendation originated with Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who said he knew it would be "controversial." And it was. Network representatives, like the other participants, had not expected the symposium to conclude with recommendations, and Ralph Goldberg, vice president and assistant to the president of CBS News, made it clear he objected to being asked to consider, "at 6:10 in the afternoon, a motion with important First Amendment implications." He also said the recommendation did not reflect what the networks have done in past elections or what they intend to do in 1984. A motion to table the matter failed, and the proposal eventually was adopted on an 18-12 vote, but with an amendment offered by the president of the League of Women Voters, Dorothy Ridings, designed to ease broadcasters' First Amendment concerns. A sentence preceding the call for restraint says, "Rules or laws restraining such reporting would violate the First Amendment." The league in 1981 urged the networks to refrain from early vote projections, but obtained no commitments.

The symposium also recommended: "That an educational program be undertaken, through the schools and through the mass media, to inform citizens about the political process and build in them a sense of voting as a civic responsibility."

"That serious study be given to federal and local elections in 1984 and beyond, to gain additional data and understanding about questions (including 24-hour voting and projections of election results) that may have an impact on voter participation."

As the dispute over the recommendation indicated, the question of early projections of election results—as a factor in discouraging would-be voters from going to the polls—seemed to grip the minds of the symposium participants as did few others. Twenty-four-hour voting and uniform hours of closing, for instance, were advanced not

only to give more people an opportunity to vote but also to prevent network projections based on election results in the East from affecting voting in the West.

Data on the effect of such projections is ambiguous; at most, the effect is generally regarded as slight. But Percy H. Tannenbaum, of the University of California at Berkeley, who presented a paper on the subject, expressed concern about the practice. "It is possible the margin of victory could be affected, converting an otherwise 'tight' election into an apparent presidential 'mandate,' or vice versa," he said. He also said projections based on early returns could affect voting within a state.

And Tannenbaum offered some drastic suggestions to deal with the problem. One was to call on stations not to carry network projections before local polls close. He noted that Canada imposes such a system by regulation. If voluntarism does not work, he suggested a bare-knuckles approach: "Pressure from several major advertisers could help make the difference," he said in the paper he presented. He was not sanguine about uniform hours of polls closing—a proposal the networks have endorsed—as a means of dealing with the issue. Competition among the networks, he said, will cause them to rely on exit polling—in which voters are questioned on their departure from the polls—for projections of results. Tannenbaum had some suggestions for dealing with that eventuality, too—"Get the people to lie," he said. If the networks know they are being given unreliable information, he said, they will stop exit polling.

A number of participants expressed the view that in making early projections, networks are providing an unwanted service. Wirth said: "People watching television were unhappy in 1980 for the projections made." (In that presidential election, which, long before the polls closed in the West—indeed, even before they were closed in the East, networks were calling or at least hinting at a Reagan victory.) "They feel you infringed their rights." Then, addressing the network officials, he said, "I think you did yourself a disservice."

Those comments were echoed by Dr. Richard Smolka, editor of *Election Administration Reports*, a newsletter for election officials. "There is a growing crescendo of complaints on the part of election officials that voters are beginning to think their vote doesn't count," he said. He also suggested that exit polling could be discouraging voting in a way not anticipated by political scientists. He said election officials have heard complaints from voters who object to being approached by pollsters. He said the complaints come from the elderly and new voters who are not sure of their rights in refusing to answer. "They feel the questions violate their right to secrecy."

And Ridings, noting that the league, too, is disturbed by the impact of projections on the voters' perception of what their vote means, said, "The use of exit polls and the rush to project are odious."

Roone Arledge, president of ABC News and Sports, offered the journalist's dilemma in reply: "I'll concede that it [early projection of election results] has an effect. Still, you're faced with the problem of not report-



Poll to poll. "Taking Charge," a voter registration drive co-sponsored by the League of Women Voters Education Fund and RKO Radio and targeted for September 1984, was announced Oct. 5 at a press conference in Washington. The four-week campaign will take place in the markets in which RKO's owned-and-operated stations are located: Boston, Chicago, Fort Lauderdale/Miami, Los Angeles, Memphis, New York and Washington, and is aimed at the 18-34 age group, which has the lowest registration rate. RKO has provided \$200,000 to fund the effort, which will combine local league activities with a "saturated schedule" of public service announcements, editorials, talk shows, documentaries and vignettes used on RKO stations, in addition to outside activities such as mobile registration sites, rallies and remote broadcasts. Present at the press conference detailing the drive were RKO Radio President Robert Williamson and (above l-r), Howard Carter, VP, public affairs, RKO Radio and Dorothy Ridings, president, League of Women Voters.

ing information you know." Some participants could not accept the implication of that remark. Dr. Austin Ranney, resident scholar at the American Enterprise Institute, said, given the concession of harm: "What damage is done to the people in the East if they don't know until midnight who won?" Arledge said the networks are not in the business of suppressing news. "Any time you suppress news, you lose credibility with the people who depend on you for news."

Dr. Frank Stanton, president emeritus of CBS Inc., and Goldberg offered additional responses. Stanton said that focusing on the networks alone is not fruitful. "The genie is out of the bottle," he said. He noted that cable television and other technologies are capable of providing news with speed equal to the networks'. "So it's not practical to silence the networks alone," he said. "And you're not going to throttle all." Goldberg acknowledged that CBS based projections on exit polling in the 1980 presidential election, but noted that a "landslide" was involved. But even reporting the vote as it came in—results are reported speedily, he noted—would have told the country Reagan was winning while the polls in the West were still open. He said 42% of the nationwide vote had been tabulated before those polls

were closed.

For a time, Arledge and the critics of projections debated the question of the use of exit polls if Congress were to adopt a uniform poll-closing law. Arledge said ABC does not use exit polls for projections because it considers them unreliable, except perhaps in elections being won by a landslide.

Their principal purpose is for a demographic analysis of the voters, he said. However, he would not commit the network to forgo the use of exit polling for projecting results once the method had been perfected.

To Ford, who before his two-and-a-half years as President had served 25 years in the House, nine of them as minority leader, the debate over whether the networks would employ exit polls if uniform closing were adopted was irrelevant. He expressed doubt that Congress had the constitutional authority to adopt the necessary legislation. And when Dr. Kevin Gottlieb, professor of social science at Michigan State University, who had presented a paper advocating 24-hour voting and uniform closing hours, said the Department of Justice had advised that the proposal was constitutional, Ford remained unmoved. "I can't visualize Congress deciding today that all states will have the same voting hours," he said. "It's totally impractical." He noted that the law would have to apply to Hawaii and to the far western sections of Alaska, as well as the continental 48 states. His advice regarding the uniform-closing idea: "Don't waste time on it."

The networks were not entirely isolated

on the issue of early projections. Michael Robinson, associate professor at Catholic University and a research professor on George Washington University's Media Analysis Project, is an apparent news junkie. "I'd be disappointed with the networks if they didn't provide the information [projections]. A lot of people want the information early," he said.

But Robinson himself found cause for complaint about the networks: Their correspondents' attitude regarding the presidential candidates they cover. He said they turn the maternal instruction inside out and say nothing if they can't say anything critical of a candidate. The result, he said, as he and co-author Margaret Sheehan also concluded in their book, "Over the Wire and on TV: CBS and UPI in Campaign '80," is that both voters and voter turnout have become depressed. However, he says in both cases the depression is "limited," and he does not think the networks should change their style very much. "The disease of declining participation," he said, "is not worth the remedy."

Robinson concedes that most stories express no judgment regarding a candidate. But for dealing with those that do, he offers some suggestions: Networks should return to the practice of rotating correspondents among the candidates. Familiarity, he said, "breeds more contempt than expertise, especially in a modern-day, made-to-manipulate-the-media campaign." Another suggestion: "reduce 'obituary reporting.'" He said can-

didates "always look best on the day they leave the race." The result, he said, is that those remaining in the campaign appear to be "the worst of the lot." And he would do with fewer "closers," in which correspondents sum up their stories. Robinson believes half the "bad press" stories on network television became "bad press" in the closer. And his criticism is that closers do not constitute serious journalism. "They are the Twinkies of journalism—they have no nutritional value."

Robinson believes he deserves some credit for not making the argument that the networks' contribution to a declining voter turnout involves an insistence on focusing on the "horse race" aspect of the campaign rather than on the issues. The argument is routinely made. But the problem, he said, "is criticism, not 'horse racism.'" If the criticism is serious, he added, "the heavier responsibility for diminishing turnout will probably fall someplace else."

Whatever the significance, no one took issue with the thesis.

What did it all mean? Did the symposium offer suggestions, even attitudes, that would contribute to a reversal of the downward trend in voting in America? ABC's David Brinkley seemed to be of two minds on the subject. First, he suggested there was very little the group could do, that the problems lay deep in the American psyche. "There is a great deal of embitterment about politicians and about the political process, a feeling that 'the system doesn't work for me,'" he said. "To change that would require changing the whole structure of government, from the White House, to Congress, to city hall." But

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10/10/83

Probe of journalism ethics. What the public thinks of broadcast journalism—and why—will be explored at a conference to be held Oct. 21 in New York by the Radio-Television News Directors Association. Ethics and the First Amendment will also be examined in the all-day meeting.

RTNDA said that Richard S. Salant, chief executive of the National News Council and former president of CBS News, will be moderator at a morning session on "Why Are We The Bad Guys?" Panelists will include news correspondents Connie Chung of NBC News, Peter Jennings of ABC News, Gabe Pressman of WNBC-TV New York and Mike Wallace of CBS News. The discussion is set for 10:30 a.m.

In the afternoon a session on ethics and the First Amendment will be moderated by John Bartells, an attorney, former chief of the Drug Enforcement Administration and former assistant U.S. attorney general.

The conference, planned by Lou Adler, vice president and news director of WOR(AM) New York and president-elect of RTNDA, will be held at New York's Sheraton Center. New York Mayor Edward Koch will open it at 10 a.m. and New York Governor Mario Cuomo is a scheduled luncheon speaker.

then he switched from that dark vision to suggest that maybe there are some structural changes that could be made in the voting system that would improve voter turnout figures. Because the population is so mobile—20% of the population moves every year—perhaps it should ease residency requirements for those wishing to become voters.

The word from ABC was that Goldenson and others felt the symposium "pretty much accomplished what it was supposed to," as one official put it. "It permitted an interchange among people and raised the issues."

Goldenson, he noted, "feels strongly about this." The official noted that Goldenson has watched with concern as participation in presidential elections declined from 1960, when, he feels, turnout was stimulated by the first televised presidential debates—between Kennedy and Nixon.

If the effect of the symposium remains to be felt, Senate majority leader Howard Baker (R-Tenn.) offered an observation, in helping to open the proceeding, with which the participants probably would agree: They were embarked on "a noble task." □

WIDD-FM Elizabethton, Tenn. □ Sold by Southern Signal Corp. to Norman A. Thomas Jr. for \$500,000. **Seller** is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPRT-AM-FM Prestonburg, Ky. **Buyer** is also owner of WJSO(AM) Jonesboro, Tenn. WIDD-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

WUNI(AM) Mobile, Ala. □ Sold by Radio Station WUNI Inc. to Tillis Communications Inc. for \$475,000 plus other considerations. **Seller** is owned by James Kirk II who also owns WGIG(AM)-WSBI-FM Brunswick, Ga.; WTJS(AM)-WKIR(FM) Jackson, Tenn., and KVOL(AM) Lafayette, La. **Buyer** is owned by country-music star Mel Tillis, who also owns KIXZ(AM)-KMML(FM) Amarillo, Tex. WUNI(AM) is on 1410 khz full time with 5 kw. **Broker: Chapman Associates.**

WADK(AM) Newport, R.I. □ Sold by Key Stations Inc. to Spectrum Communications Corp. for \$337,000. **Seller** is owned by Peter Kuyper and his wife, Christine, president. It also owns WLOB(AM) Portland, Me. **Buyer** is publicly held corporation, headed by Phillip B. Huff, president. It also owns KYLT(AM)-KZOQ(FM) Missoula, Mont. WADK is daytimer on 1540 khz with 1 kw.

WCCQ(FM) Crest Hill, Ill. □ Sold by Nelson Broadcasting Co. Inc. to CHB Venture for \$360,000 cash. **Seller** is owned by Larry Nelson and wife, Pamela. They are also majority owners of WPOK-AM-FM Pontiac, Ill.. Larry Nelson is applicant for new AM at Sandwich, Ill. Pamela Nelson has interest in

Changing Hands

PROPOSED

KPIP(AM)-KPOP(FM) Roseville, Calif. □ Sold by KPOP Radio to The Fuller-Jeffrey Group for \$3.5 million. **Seller** is headed by Donnelly C. Reeves, president (91%). It has no other broadcast interests. **Buyer** is equally owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock. It owns WOKQ(FM) Dover, N.H.; KJYJ(FM) Des Moines, Iowa, and WBLM(FM) Lewiston, Me., and has part interest in KCCY(FM) Pueblo, Colo. Bock owns 10% of KCHE-AM-FM Cherokee, Iowa, and 20% of WCCI(FM) Savannah, Ill. KPIP is on 1110 khz with 5 kw day and 500 w night. KPOP is on 93.5 mhz with 3 kw and antenna 299 feet above average terrain. **Broker: William A. Exline Inc.**

WROW-AM-FM Albany, N.Y. □ Sold by Capital Cities Communications Inc. to Jag Communications Inc. for \$3.2 million. **Seller** is publicly traded New York-based owner of six AM's, six FM's and six TV's and is MSO and publisher. **Buyer** is headed by John A. Gambling, chairman, who is on-air personality at WOR(AM) New York. It also owns WLKW-AM-FM Providence, R.I. WROW is on 590 khz with 5 kw day and 1 kw night. WROW-FM is on 95.5 mhz with 9.4 kw and antenna 960 feet above average terrain.

WOSC(AM)-WKFM(FM) Fulton, N.Y. □ Sold by Cassill Radio Corp. to WKFM-Syracuse Inc. for \$1,504,250. **Seller** is owned by Anamae Mitchell, who has no other broadcast interests. **Buyer** is owned by Donald L. Wilks, president, and Michael E. Schwartz (37.5% each) and Albert J. Makky (25%). It also owns WZFM(FM) Briarcliff Manor, N.Y. Wilks and Schwartz also have interests in WIXY(AM)-WAQY(FM) Springfield, Mass.; WPET(AM) Greensboro, N.C.; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM White Plains, N.Y., and have sold, subject to FCC approval, WKZE-AM-FM Orleans, Mass. WOSC is daytimer on 1300 khz with 1 kw. WKFM-FM is on 104.7 mhz, with 50 kw and antenna 310 feet above average terrain.

KRKY(FM) Castle Rock, Colo. □ Sold by Baker Broadcasting Co. to Gibson Broadcasting Co. for \$615,000. **Seller**, headed by James Baker, president, has no other broadcast interests. **Buyer** is owned by music promoter Richard D. Gibson, president, and wife, C. Madeleine (10% each), and 11 other Colorado investors, who have no other broadcast interests. KRKY is on 92.1 mhz with 3 kw and antenna 299 feet above aver-

age terrain.

WFXW(AM) Geneva, Ill. □ Sold by Miller Broadcasting Inc. to Gamel Broadcasting Inc. for \$530,000 including assumption of \$260,000 debt and \$60,000 noncompete agreement. **Seller** is owned by Howard A. Miller, president, and owns WMMB(AM)-WYRL(FM) Melbourne, Fla. **Buyer** is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Senior Cassens owns grain elevator and banking interests in Rock Falls, Ill. WFXW is 1480 khz with 1 kw day and 500 w night. **Broker: Blackburn & Co. Inc.**

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new FM at Paxton, Ill. Buyer is headed by Herbert Channick, president, who is Highland Park, Ill. businessman and who also owns WLEA(AM)-WCKR(FM) Hornell, N.Y. WCCQ is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Assoc.

WAUC(AM) Wauchula, Fla. □ Sold by Poucher Broadcasting Inc. to Heartland Broadcasting Co. for \$325,000. Seller is owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%), his wife, Laura W. (1%); Jesse D. Newman and his wife, Anna L. (25% each). Terry Reed is a Buckhannon, W. Va., attorney. Jesse Newman also owns WBUC(AM) Buckhannon, W. Va. WAUC is daytimer on 1310 khz with 5 kw.

WKIK(AM) Leonardtown, Md. □ Sold by Continental Radio Corp. to J.B.J. Communications Inc. for \$249,656. Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president, John H. Swain and Joseph Salta. Johnson is Baltimore fund-raising and management consultant. Swain and Salta are Fairfax, Va., direct-mail consultants. They have no other broadcast interests. WKIK is on 1370 khz with 1 kw full time. Broker: Blackburn & Co. Inc.

□ Other proposed station sales include: WVOC(FM) Columbus, Ga. (BROADCASTING, Oct. 3); WJDW(AM) Corydon, Ind.; WEEI(AM) Boston (BROADCASTING, Oct. 3); KTCR-AM-FM Minneapolis-St. Paul (BROADCASTING, Oct. 3); KXAK(FM) [CP] St. James, Minn.; WGWR(AM)-WCSE(FM) Asheboro, N.C. (BROADCASTING, Sept. 26), and WPRX(AM) [CP] Sabana Grande, P.R. (see "For the Record," page 108).

APPROVED BY FCC

KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis □ Sold by Fairbanks Broadcasting Co. to John Blair & Co. for \$50 million. Seller is Indianapolis-based owner of four AM's, four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla., totaling over 14,000 subscribers. Earlier this year it bought KCOM(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10). Richard Fairbanks is president. Buyer is publicly traded station representative and owner of two AM's, two FM's, three TV's and has bought

WKAQ-TV San Juan, P.R. (BROADCASTING, April 25). It also owns printing company and coupon business and is headed by Jack W. Fritz, president. KVIL(AM) is daytimer on 1150 khz with 1 kw. KVIL-FM is on 103.7 mhz with 100 kw and antenna 1,570 feet above average terrain. WIBC is on 1070 khz with 50 kw day and 10 kw night. WNAP is on 93.1 mhz with 12.6 kw horizontal, 9.8 kw vertical and antenna 990 feet above average terrain.

KNDE(FM) Tucson, Ariz. □ Sold by KNDE Inc. to Rex Broadcasting Corp. for \$2.65 million. Seller is owned by Raymond I. Kandel, president. It also owns KTUC(AM) Tucson. Buyer is owned by James Slone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KCUB(AM) Tucson; KROD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, all Texas. KNDE is on 99.5 mhz with 30 kw and antenna 73 feet above average terrain.

WWWQ(AM)-WPFM(FM) Panama City, Fla. □ Sold by MediaSouth Inc. to Culpepper Communications Inc. for \$2.105 million. Seller is headed by John Dorris, president and James Broadus, executive vice president. Broadus has interest in WMNX(FM) Tallahassee, Fla., which has been sold (BROADCASTING, Aug. 29). Buyer is headed by Barry Turner, president. It also owns KDOK(AM)-KFML(FM) Tyler, Tex., and is applicant for new FM's at Bryan, Tex., Idaho Falls and Helena, Mont. It also owns KAGC(AM) Bryan. WWWQ is on 1430 khz with 5 kw full time. WPFM is on 107.9 mhz with 100 kw and antenna 840 feet above average terrain.

WELO(AM)-WZLQ(FM) Tupelo, Miss. □ Sold by Northeast Radio Inc. to Big Thicket Broadcasting Inc. for \$1.46 million. Seller is owned by National Association of Broadcasters President Eddie Fritts, who also sold KCRI-AM-FM Helena, Ark. (BROADCASTING, Aug. 29). Fritts also owns 85% of KMAR-AM-FM Winnsboro, La., and 100% of WNLA-AM-FM Indianola, Miss. Buyer is owned by Richard Beauchamp (80%), Bud Polacek, president, (10%), and Henry Kane vice president-treasurer (10%). It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. Beauchamp is president of Refrigerated Transport Co., Atlanta. WELO is on 580 khz with 1 kw day, 500 w night. WZLQ is on 98.5 mhz with 100 kw and antenna 500 feet above average ter-

rain.

KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas □ Twenty-eight and one-half percent sold by Jon Lee to Charles Woods and Robert L. Dudley for \$1.09 million. Seller is selling his interest in stations to other stockholders—Woods (47%) and Dudley (24%). KTXS-TV has been sold, subject to FCC approval, to W.M. Moore Jr. for \$3.5 million (BROADCASTING, May 16). KLBK is CBS affiliate on channel 13 with 316 kw visual, 25.1 kw aural and antenna 880 feet above average terrain. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual, 25.7 kw aural and antenna 1,400 feet above average terrain.

□ Other approved station sales include: KSMX(FM) Fort Dodge, Iowa; WTUP(AM) Tupelo, Miss.; KYKN(FM) Grants, N.M.; WKZK(AM) North Augusta, S.C., and WHDM(AM) McKenzie, Tenn. (see page 109).

PSN unveils DBS-for-business

Direct broadcast satellite technology has given birth to a new company and to what it calls a new kind of service. The company is Private Satellite Network Inc. and the service it will provide is the creation of private television networks for corporations and other large institutions with a need for linking offices or branch plants with a headquarters unit.

Small (four-to-six feet in diameter) earth stations mounted on rooftops will receive satellite-delivered signals broadcasting in the Ku band, which is free of microwave interference and allows placement of antennas virtually anywhere. The signals are scrambled and addressed to specific audiences. What's more, the system permits interactive meetings, in which those at receiving sites may ask questions.

Marc Porat, president and chief executive officer of the new company and former executive director of the Aspen Institute communications program, says the service "solves a key management problem—the need for instantaneous and effective communication within organizations that are spread out around the country."

PSN plans to begin service later this year, initially on a Satellite Business Systems satellite. The DBS technology it employs is similar to that used by the three DBS services expected to be established within the next year to provide entertainment service.

PSN believes the new service marks an advance over techniques now used to permit communications among executives and other employees scattered among offices across the country, including gathering them in sites for a videoconference or flying them to a central meeting site.

PSN, which is based in New York City, includes among its shareholders companies in the communications and investment industries—Warburg, Pincus Investors Inc., Concord Partners, The Centennial Fund and J. Rothschild International N.V., all venture capital firms; General Instrument Corp., an equipment manufacturer, and L.F. Rothschild, Unterberg, Towbin Inc. and J. Henry

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Schroder Wagg Co. Ltd., all investment bankers.

Among the company's founders and officers is a former secretary of the Treasury, G. William Miller, who is an investment banker, and one-time chairman of the Federal Reserve Board and chairman of Tektronix Inc.

Others, besides Porat, are C. Thomas Rush, executive vice president, formerly with Satellite Business Systems and more

recently vice president of commercial services at Warner Amex Cable Communications; Richard M. Neustadt, senior vice president and general counsel, who is a former White House communications policy adviser and partner in the Washington law firm of Wiley, Johnson & Rein, and Patrick J. Casey, vice president of sales, who is a former regional sales manager at American Satellite Co. □

sel and that's why I insisted on legal opinion before we did it. They approved it." PBS refused to release the outside opinion—prepared by the Washington law firm of Arnold & Porter—on the grounds of lawyer-client privilege.

According to Oaks, "it had been a year and a half or two years since [Grossman] had had a bonus." At about that time, Oaks said, "Grossman advised me that his lease was running out. . . . That situation was the answer to our problem. It was clear that we had the ideal way to compensate him, or to express our appreciation. . . . providing it could be done appropriately within the legal framework we operated in."

The loan—to an unidentified "senior officer"—was first disclosed in a footnote to the 1982 PBS financial statement, prepared by the Washington accounting firm of Peat, Marwick, Mitchell & Co., and was in a draft of the 1983 report examined by the executive committee in a public session two weeks

PBS defends loan to Grossman

Interest-free, \$125,000 grant that enabled president to buy Washington home was justified as way around federal salary cap, Chairman Oaks declares

Public Broadcasting Service President Lawrence K. Grossman confirmed last week that he had received a 30-year, \$125,000 interest-free secured mortgage loan from PBS in July 1982 to assist in his purchase of a house in northwest Washington.

The loan was given "on the authority of the PBS board of directors." According to PBS Chairman Dallin H. Oaks, it was a form of compensation "to reward [Grossman's] efforts" and "to give him a greater financial tie with the organization" in order to keep him at PBS.

The loan was the result of "a regular annual salary and benefit review" that was conducted by the compensation subcommittee of the PBS board, which included Oaks, PBS Vice Chairmen Stanley Evans and Henry Cauthen and board member George Gruenwald.

Oaks said Grossman had been given a \$10,000 bonus the year before, but that counsel advised it could not be repeated annually without violating the federal salary cap for PBS employees, which puts the maxi-

mum pay at the same level as cabinet officers. A bonus every year "is too palpable an evasion of the salary cap," Oaks said. When the loan was granted the cap was at \$69,600; it subsequently was raised to \$80,100.

Asked if the interest-free loan was a way to circumvent the congressional intent in terms of compensation, Oaks said: "That's exactly the question that we asked our coun-



L to r: Lerner, NAB President Eddie Fritts, McKenzie, Beck, Holley, Harden, Schmidt

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING is examining each of those committees, focusing on their chairmen, members and goals for the coming year.

STRUCTURES COMMITTEE. The National Association of Broadcasters is placing itself under the microscope. The job of self-examination has been assigned to the association's newly-formed Structures Committee, which has met twice, and is co-chaired by Martin F. Beck, Beck-Ross Communications, and Jerry Holley, Stauffer Communications.

"Our primary goal is to analyze the structure of the NAB," Beck said. The NAB was prompted to form the committee after its joint board of directors meeting in June. During that meeting, Peter B. Kenney, retired Washington vice president for NBC who served on the NAB board for 22 years, advanced an idea to restructure the NAB along federation lines, with separate radio and TV arms functioning under an umbrella headquarters organization. Kenney maintained that the structure of the NAB was outdated. He suggested that the federation have two distinct lobbying efforts (BROADCASTING, June 20). (Kenney spoke to the group last month advancing his proposal further.)

"Kenney motivated us to study the structure of the NAB," Beck said. Holley noted that it's unclear what the committee will discover. "We don't know what we'll come up with. There may be a better way to do it. But if it is not broke, we are not going to fix it," Holley said.

Last week the committee heard from Michael Tate of the Arthur D. Little management consulting firm who recommended how the group might proceed with the project. Further recommendations are expected to follow. In addition, the committee is scheduling interviews on a federation proposal with a cross-section of industry and government figures.

Also, Beck said, the committee will survey NAB members and nonmembers about their attitudes toward the association. A questionnaire on NAB services will also be mailed to participants in the NAB's legislative liaison activities.

"We are keeping an open mind toward the whole thing," Beck stated. Committee members have not put their views out on the table yet, he said. They want to assess all the information and proceed from there, he said. A final recommendation is not expected until next year. NAB board members, however, will likely receive an interim report in January, Beck said.

Committee members are: Beck; Holley; Arnold Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Stanley McKenzie, KWED-AM-FM Sequin, Tex.; W. Frank Harden, State Telecasting Co., Columbia, S.C., and Dudley Taft, Taft Broadcasting.



Grossman



Oaks

ago. The reports are distributed to all PBS member stations, Oaks said.

According to Rufus S. Lusk & Son Inc., a Washington real estate information service, Grossman bought the \$315,000 house in July 1982 with no down payment, a \$190,000 first trust and the \$125,000 second held by PBS. Grossman also owns a home in Westport, Conn., and his wife, who is pursuing a doctoral degree, has an apartment in New York.

A PBS statement issued last week said that the loan's terms require that it be paid in full within 90 days of selling the property, or two years from the date Grossman leaves PBS, or on the 30th anniversary of the loan, whichever comes first. The loan's cost to

PBS, in terms of lost interest, were calculated by treasurer James Kluttz to be \$11,562 annually, based on a money market rate of 9.25%. The annual benefit to Grossman, based on the 16.5% interest rate prevailing at the time the loan was granted, is \$20,777.

The issue of an interest-free loan to public broadcasting officials came up earlier this year during the National Public Radio financial crisis when it was disclosed that the NPR board had provided former NPR President Frank Mankiewicz with "between \$9,000 and \$10,000" in interest-free cash advance, which has since been repaid, and which, according to Mankiewicz, was taxed. He said he was "surprised" that the Grossman loan was approved.

The oversight and investigations subcommittee of the House Committee on Energy and Commerce, which is investigating the NPR financial crisis, last week "had calls into PBS people" regarding the loan to Grossman, according to one source, but it "had not heard from them" as of late last Thursday. Investigators were expected to relay facts of the case to Chairman John Dingell (D-Mich.) this week.

Oaks said he would stand behind "the appropriateness of the business judgment in making the loan. . . . But [if] someone came along and told me with greater authority than we were told at the time, that it was illegal, I would deeply regret that we had done it and I would retrace my path." □

NRBA 83



NRBA's convention: Bullish on Bourbon Street

Optimism runs rampant during annual meeting in New Orleans; outlook for sales and AM radio upbeat; AM stereo proves big attraction; Mann named president

The mood among radio broadcasters during last week's National Radio Broadcasters Association convention (Oct. 2-5) at the New Orleans Hilton hotel could be characterized as a reflection of the way the majority of industry executives seem to feel about the medium today—positive and upbeat.

Highlighting the association's 10th annual gathering was the election of Bernie Mann, president of High Point, N.C.-based Mann Media (WOKX[AM]-WGLD-FM High Point and WKIX[AM]-WYYD[FM] Raleigh, both North Carolina) succeeding Sis Kaplan, who stepped down after four years at the helm (see page 105). And the main attraction on the exhibit floor was a 1984 Buick Century equipped with a Delco Electronics' 2000 series AM stereo/FM stereo car radio using the Motorola C-Quam decoder system.

Attendance at the three-and-a-half-day event was estimated by NRBA to be upwards of 4,000 (including exhibitors, hospitality suite hosts, spouses, guests and walk-in registrants) with overall reaction to the convention generally favorable.

There were more than 30 workshops with sessions on large-market sales, garnering national/regional business for small and medium markets, the changing nature of the rep business, consultant George Burns's projections of programing trends and the selling of AM radio to agencies and advertisers among those capturing the most attention.

Traffic among the 80 hospitality suites ranged from light to moderate. Of the major radio networks, ABC and RKO were missing, although ABC Talkradio had a suite.

The exhibit hall was sold out with 130 booths—up from last year's count of 85—with traffic fairly moderate, especially on Monday and Tuesday afternoons (Oct. 3-4). The Delco car radio, which was on display at the Motorola booth, was being unveiled for the first time in this country. According to Larry Eads, sales promotion manager, Delco

Electronics, the radio will be available as a factory option on selected 1984 Buick models after the first of the year with most other General Motor car divisions following suit with 1985 model lines. Motorola also announced a commitment from the Chrysler Corp. to use its C-Quam system for the construction of AM stereo car radios, which will be built by Mitsubishi.

In addition to the Delco car radio, other products that drew attention included Sony's SRF-A-100 AM stereo/FM stereo portable receiver which has the capability of receiving all four AM stereo systems; Comtech's Dart 384 digital audio 3.8-meter receiving dish and equipment, and McMartin's BFM-S-500 Super S Subcarrier generator. The last two were shown for the first time at a radio show.

Comtech's 3.8-meter dish and equipment are said to be compatible with that of Scientific-Atlanta's package, which many affiliates of ABC, CBS, NBC and RKO Radio networks are purchasing, but Comtech's retails for \$1,500 to \$2,000 less. Allen R. Scharf,

director, satellite audio/video operations, of the Scottsdale, Ariz.-based Comtech Data Corp., noted the company has received commitments for the equipment from about 35 stations since it began marketing the product just over a month ago.

The new McMartin subcarrier generator on display can handle up to five FM SCA channels for transmissions. The product is expected to be on the market by year's end.

Several new formats were also unveiled last week, including Satellite Music Network's "Rock America," a contemporary top 40 format designed by one of the company's founding partners, Kent Burkhardt; Transtar's new country and contemporary hit radio services, expected to be launched in January, as is "Rock America"; Winton Communications' "Modern Adult," a light adult contemporary format (see "Riding Gain," page 46), and Golden Oldies Productions' "Music of America," a big band/pop adult format.

Eight format discussion sessions (nostalgia, adult contemporary, country, beautiful music, album-oriented rock, top 40, urban contemporary, news/talk/sports) took place on the first night of the convention (Oct. 2) with the majority experiencing good audience participation, most notably in the AOR session.

FCC Chairman Mark Fowler addressed the opening general session Monday morning (Oct. 3) and blasted the House Telecommunications Subcommittee's broadcast de-regulation proposal. He called on



Remembering his roots. NRBA President Bernie Mann presented the association's highest honor, the Golden Radio Award, to veteran CBS newsman Walter Cronkite at the convention's Monday luncheon. Cronkite reminisced about his early days in radio, re-creating football play-by-play from Western Union telegraph dispatches for KNOW(AM) Austin, Tex., and introducing a hillbilly band. But then he got serious.

"Radio has its own special strengths and contributions. While TV pulls the big audience, it's still radio that's there virtually everywhere, all day, all night. It's radio that's there when disaster strikes. Radio is the medium of the single sense and frees the imagination."

He then voiced some words of caution: "Don't let the new technological marvels distract you from informing your listeners. Don't let them squeeze out news and public affairs. The major problem of radio and television is that we are being asked to put five pounds of news in a one-pound package. We have a communications crisis today. Radio and TV have cut up the ad dollars and driven many newspapers out of business. So we in radio and TV have to take the place of those papers and we are not doing it as well as we could. Twenty-four minutes of [network TV] news is not near enough and two minutes on the radio every hour is not enough. Radio has a very specific responsibility—to inform and enlighten in this time of great crisis and peril."



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broadcasters to "hold out for true regulatory relief."

This year's NRBA Golden Radio Award went to CBS News special correspondent Walter Cronkite in a presentation during Monday's (Oct. 3) luncheon.

Mary Kay Ash, founder and chairman of the board, Mary Kay Cosmetics, addressed the radio broadcasters at Tuesday's lunch. And NRBA board member Bob Herpe announced the association will establish a scholarship fund in Abe Voron's name. Voron, who is NRBA's executive vice president and one of the original founders of the association in 1959 when it was known as the National Association of FM Broadcasters (NAFMB), will take a less active role in association activities and concentrate on government affairs.

The fund will provide tuition for college students studying communications.

This year's convention had no specific theme but NRBA billed the event as "the only all-inclusive, all-radio meeting in the country." Following is an in-depth look at this year's NRBA convention activities. □



Fowler

ada and Mexico to make this possible," he said. "These talks have been, to date, very encouraging. And I know [Mass Media Bureau Chief] Jim McKinney hopes to have a notice of proposed rulemaking on this up within the next few months."

A future commission could set broadcasters back considerably simply by undoing some of the moves the current FCC has made, Fowler noted, ticking off a list of accomplishments.

For starters, Fowler noted, broadcasters' paperwork burdens have been reduced by "millions" of pages. "Overall, FCC paperwork obligations are down over 80% from two years ago," he said. Among the other changes he cited:

- License terms are longer.
- Licensing requirements for radio engineers have been "vastly" simplified.
- Financial reporting requirements have been eliminated for broadcasting and cable.
- The paperwork needed for selling broadcast stations has been reduced.
- The three-year rule, which generally prohibited the sale of a station before it had been owned for three years, has been eliminated.
- The radio deregulation decision, "substantially affirmed by the U.S. Court of Appeals in Washington," has been implemented.
- New services, such as low-power television, multichannel multipoint distribution service and cellular radio, have been created.
- Docket 80-90, which he said would authorize "upwards of 700" new FM stations, has been approved (and that decision, he said, will permit "many" existing FM stations to improve their signal coverage).
- The "cloud" hanging over AM-FM combinations has been removed.
- An order extending the hours of operation for AM daytimers has been adopted.
- Use of FM subcarriers has been deregulated.
- A proposal has been adopted to review the need for the rule of sevens, which limits station ownership to seven AM's, seven FM's and seven TV's (no more than five of them VHF's). □

Daytimers gear for expansion

FCC personnel tell NRBA gathering that new authorizations for operation may be ready for time change

AM daytimers should probably start checking their mail with more care than usual.

For the FCC is planning to start sending most of them notices soon—telling them when they can start expanding with post-sunset operations, and letting them know what their power limitations will be.

If all goes as planned, daytimers will be able to start expanding their hours of operation when clocks are adjusted from daylight saving time to standard time at the end of this month, said Jim McKinney, Mass Media Bureau chief, at a meeting of the Daytime Broadcasters Association at NRBA.

The notices will mark the beginning of implementation of the FCC's order authorizing expanded operations for daytimers (BROADCASTING, Sept. 12).

Under the order, more than 2,000 Class II and Class III daytimers (there are 2,406 daytimers altogether) will be able to operate for as much as two hours after local sunset with a power of up to 500 watts. The precise hours they'll be able to operate—and the exact levels of power—are being calculated by the FCC with the assistance of a computer. The powers and hours of some stations will be less than others to avoid interference to the signals of full-time stations.

The order also should permit about 200 Class II daytimers, operating on Canadian clear channels, to start offering pre-sunrise operations. It also should permit about 12 Class II stations on U.S. clear channels that are east of the dominant stations on the channel to offer pre-sunrise operations. Moreover, it will permit about 24 daytimers on the U.S. Class I-A channels to operate with some of their pre-sunrise restrictions relieved.

The commission also decided to use diurnal curves to predict how far an AM station's signal will travel during the transitional periods from day to night and vice versa. According to McKinney, those curves are more accurate than others and will permit the use of greater power during expanded operation. The new curves also will be used to recalculate the permissible operating power for all stations already eligible for pre-sunrise operations.

McKinney also pointed out that before operations begin, a new AM agreement with Canada has to be signed, but that that should be forthcoming this month. A new agreement with Mexico also would have to be signed to fully implement the decision. Although he said he didn't expect a Mexican agreement to be reached until spring, he also pointed out that the existing agreement with Mexico permits post-sunset operation until 6 p.m.

McKinney also said the odds that the recalculations with diurnal curves would lead to those stations already operating with pre-sunrise authorizations (PSA) having to cut

Fowler blasts House bill on deregulation

FCC chairman tells broadcasters at NRBA to hold out for 'true' regulatory relief

The House Telecommunications Subcommittee's proposed broadcast legislation, which is expected to introduce quantitative program standards for license renewal, is a step in the wrong direction, FCC Chairman Mark Fowler said in the keynote speech at the NRBA convention in New Orleans last week.

"There are two things that come in fixed, arbitrary amounts—quantitative renewal standards and cheap TV dinners. And I, for one, have trouble swallowing either one."

It is, according to Fowler, important for broadcasters to get deregulatory legislation—if only to prevent another FCC from undoing the deregulatory initiatives the current commission has brought about. But the notion of requiring radio and TV stations to run specific percentages of news, weather or agribusiness reporting runs counter to the regulatory drift of the last 20 years. "It [the House legislation] would not give you the freedom you deserve," Fowler said. "I hope you will hold out for true regulatory relief," he added. "I intend to hold in there with you, to dissent vigorously to any legislation that does not restore to broadcasters the freedom that our founding fathers, under the Constitution, intended you to have."

On a separate topic, Fowler also said "many of us at the commission" thought class IV AM stations, currently limited to 250 watts at night, should be able to offer nighttime service up to 1 kw. "We've been active in our bilateral negotiations with Can-

their power were minuscule at best. If more than a handful of stations have to trim their power, "it's going to shock us all," he said.

The FCC's computer is currently programmed to deal with the post-sunset operations, and isn't to be used for the other purposes until after it has completed those calculations, McKinney said. The commission next plans to use the computer for stations operating on the Mexican and Canadian clears that don't have PSA's already; after that, it will start recalculating PSA's for everyone else, he said.

McKinney also said the commission estimated that 1,500 stations would be authorized to operate at between 100 and 500 watts during expanded operations; another 500 would have to operate at less than 100 watts; still another 100, because of the way they fit into the scheme of things, "won't get anything," Kinney said.

Since the diurnal curves are different during the early morning and at night, McKinney thought it unlikely that maximum pre-sunrise and post-sunset authorizations would be identical for the same station. To make it easier for broadcasters, McKinney said the commission "might" permit them to operate during the pre-sunrise and post-sunset hours of expanded operations at the lower end of the maximum power limitations mandated during the two times of expanded operation.

Although some members of the audience betrayed an interest in further relief, McKinney didn't promise any. "We would really like to see what goes on with what we already have done," he said. "We're going to get some experience with this first."

McKinney also announced that Canada and the U.S. had agreed to place a freeze on new full-time applications for U.S. Class I-A facilities for another six months. □

Radio broadcasters examine new tech opportunities

SCA's figure as most promising money maker for oldest medium

A question mark was the prevailing symbol used to punctuate much of the discussion the NRBA called "New Tech, New Opportunities" last Monday. Everyone was sure there will be a multitude of changes in the radio business (and broadcasting in general), but no one really knows exactly how radio operators can cash in.

The workshop focused on what moderator Gary Worth of Wold Communications called "the alphabet soup" of emerging technologies—MDS, DBS, SCA.

The first set of initials discussed was the newest. Mark Foster of Microband Inc. gave a primer on multipoint distribution service and its latest version—MMDS, with the first "M" standing for multichannel. MMDS allows operators to offer more than one channel per market. There's a lot of confusion in the minds of broadcasters over the new ser-



L-r: Waters, Hedberg, Foster, Worth

vice, Foster said, and many people applying for licenses really don't know what they're getting into. "It's a shame," he said, referring to the "laissez faire" attitude of the FCC in opening up new services. "Very few people know what to do with them."

He spelled out a brief history of MDS, from its inception and early use as a method of setting up teleconferences to its current application as a provider of pay TV services, especially in areas not served by cable TV.

In markets where there is little cable competition, Foster sees opportunities for radio operators to get on the MMDS bandwagon. In addition to the pay TV offerings, the new service can offer voice and data transmission. But, he cautioned, MMDS and other new services are not "gold out there just for the taking." Venturers should be armed with the facts for that market and at MMDS as though it were cable. "Consider tiering, consider making your premium service pay-per-view," he said. "A big advantage MMDS has over cable is that it takes about one-fifth the capital cost of cable to build a city like New Orleans."

Two options he mentioned in the data transmission area were teletext and institutional networks (direct hookups between computers).

The next set of initials is one that was discussed all over the lot at NRBA: SCA's. Paul Hedberg, owner of KEEZ-FM Mankato, Minn., and a number of other stations in that state, told how he started using his subcarriers to make some money 12 years ago. His stations are in farming communities, and he realized the farmers could use livestock and grain quotations more frequently than the every half-hour his radio stations were broadcasting them. So he started sending out the figures over his SCA's. That sideline is now called Market Quoters Inc. and has more than 500 customers. His advice: "Keep it simple. Just think of what kind of information your market needs." Some practical advice: "Don't lease all your SCA channels. Keep some for yourself in case you do want in. And any lease you do sign for them, make sure you sign for a percentage of the gross, not a flat rate."

An overview of satellites was offered by Ed Taylor of Southern Satellite Systems, who suggested some possible moneymaking combinations between broadcasters and satellites. "Your natural advantage is the sub-

carrier," Taylor said. He proposed distributing subcarrier programming over satellites to cable systems, a service with no commercials—pay radio. "Are you going to let it happen to you or offer it over your subcarrier?" Taylor asked. "Use a scrambler box, advertise it with your unsold avals and charge the cable operator one cent an hour. The key is to take a business [your business] and let technology help you do it better." □

Advice on SCA's: keep eyes open

Panelists say subcarrier use can be profitable, but they urge caution in lease agreements and engineering

The jury still seems to be out on what FM broadcasters should do with their subcarriers, according to a panel at NRBA last week. (For a status report on subcarrier use, see page 62.)

Most panelists appeared to agree, however, that broadcasters would be well advised to enter subcarrier deals cautiously.

Irv Joel, director of field engineering for Schulke Radio Productions Ltd., warned broadcasters not to dismiss all those stories about subcarrier service possibly causing main channel degradation as "wife's tales or bologna."

Harold Kassens, NRBA engineering counsel, concurred. "You'd better have a darn good engineer," he said.

Dave Lockton, chairman, Dataspeed, however, urged broadcasters to lease their subcarriers, as soon as they can "on a revenue sharing basis to someone who will put it to its highest use."

According to Lockton, leasing the subcarrier to others who know what they're doing makes sense. "If someone says there's oil under your transmitter, are you going to wildcat it yourself?"

Also, according to Lockton, broadcasters should move quickly since FM subcarriers, which have the advantage of being able to transmit cheaply to mobiles, present only a "limited window."

Lockton contended that another advantage of subcarriers is that they offer a cheap way of distributing satellite-relayed information from earth stations to end user. Even-



Ratings revealed. McGavren Guild Radio held a pre-NRBA seminar Sunday (Oct. 2) on "AM/FM-National/Regional Format Trends," presented by Jane Sobel, research manager/computer services. Sobel examined Arbitron 12-plus total week shares during the spring Arbitron rating periods between 1981-83 and found big band (nostalgia) and adult contemporary with the most share gains on the AM and FM bands, respectively. Pictured above are (l-r): Tony Maisano, executive vice president/Southern division; Shane Fox, Dallas regional manager, and Sobel.

tually, however, someone is going to send up a satellite equipped with a collapsible mylar antenna large enough to transmit directly to end users, without having to go through an earth station. Then, subcarriers won't be needed and "a lot of people are going out of the business."

Bob Richer, president, American Data Transmission, said the pricing of SCA's is probably as high as it's going to get. "Lease it, lease it now...and be grateful you've got someone to use it."

Joe Meier, vice president, Radio Data Systems Inc., said broadcasters should rely on the services of good engineers.

One attractive feature of subcarriers, Meier said, is that in a time when telephone rates are on the rise, subcarriers offer an alternative for "last-mile distribution" from satellite earth station to end user. "The biggest problem right now is your unwillingness to use the spectrum space," he said.

Jon Canaday, president, Reach Inc., which manufactures paging equipment, urged broadcasters to get into the paging business on their own, or to lease their subcarriers for paging. According to Canaday, the paging business is booming, and paging companies "are going to have to use someone's air."

Bill Braun, director of research for Motorola, said that company's tests suggested that subcarrier paging operations would be better for rural areas, or areas with one pocket of buildings close to the transmitter.

Braun pointed out that land-mobile paging operators can set up a series of transmitters to cover all the "holes" in big markets, something that isn't done with FM transmitters. Subcarriers have a "definite market but our tests suggest I wouldn't get too enamored of the big markets," he said.

Greg Skall, a Washington communications attorney, pointed out the benefits of

offering private carrier services over common carrier ones. "Private carriers would be exempted from state regulations."

Michael McCarthy, also a Washington attorney, recommended that broadcasters opting to lease their subcarriers enter contracts gingerly. To begin, he suggested, broadcasters should not lock themselves into lease arrangements for longer than five years. He suggested that they demand a fixed rate and some profit participation. He further recommended that the leases specify the equipment that will be used and exactly how the subcarrier operations will be implemented. In addition, he recommended that the leases provide for the broadcaster to terminate if things aren't working out. "You've got to protect your main channel," he said. □

NRBA schooled on how to buy and sell stations

How to buy a first broadcast station with an eye on eventually purchasing more was the subject of Tuesday's straightforwardly named session—"Buying and Selling Stations."

Robin Martin, Deer River Broadcasting Group, New York, got things started with a general strategy: "Buy the right property at the right price and keep your debt and equity low." He continued with explanations of seller financing (often "the lowest-cost financing you can get") and the importance of "selling yourself," not only to the lender, but also to the broker, so he can do the best job of communicating buyers to sellers. "Be sure to evaluate the soft aspects of the deal," Martin cautioned, referring to, among other things, "the personnel and the station's reputation, not only among the community but also with advertisers."

Next was station broker Dan Hayslett of Dan Hayslett & Associates, Dallas, who ran down a checklist of do's and don't's for both buyers and sellers. He advised sellers to decide before putting a property on the market whether it's an asset or stock sale, whether to offer a noncompete or consulting agreement; whether any outstanding debts are assumable; and to have copies of all contracts, tradeouts, profit-sharing or premium plans, employe vacations and sick leave and a current inventory (including a list of those things *not* to be included). He also advised cleaning up the facilities and making minor repairs. "If your shop isn't in order, the buyer may wonder if your books are," he advised.

Buyers should: determine their capital limitations; determine the method of financing; update personnel financial statements; form a corporation; give the broker an outline of personal needs, geographic preferences and long-range goals; study the station's finances and market; examine the station's public file, and get a local lawyer and one in Washington.

Choosing an equity partner was discussed by David Croll, TA Associates, Boston, and W. Stewart Cahn, Chemical Bank of New York, who agreed that lending money to buy radio stations has become "institutionalized," with many firms anxious to make such loans if the principals have good, well-rounded broadcasting backgrounds. □

Changing world of national reps

More sophisticated buyers, growing competition, shrinking number of reps are realities facing business; outlook for upcoming years, however, is bright

There's no denying among radio rep executives today that the way national spot time is sold is in a state of change. Tackling that issue during a Tuesday afternoon session were Ralph Guild of McGavren Guild Radio, Peter Moore of Torbet Radio, Bill Burton of Eastman Radio and Ken Swetz of Katz Radio. Bob Duffy of the Cristal Co. was moderator.

Guild, who is also president of Interep (the holding company for McGavren Guild, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell), told the group that rep firms today need to take the marketing approach to selling radio advertising time by providing advertisers and agencies with "solutions to problems." Buyers are more sophisticated now than 10 years ago, expecting quality over price, Guild said. "We need to sell the unique characteristics of a station."

Guild said this marketing approach is necessary to assure radio's growth in coming years. All indicators point to a boom in national spot sales for 1984 and beyond, Guild said. He cited results from a McGavren Guild media planner study conducted by Ted

Bolton Associates which showed that 41% of buyers surveyed expect to spend more money in spot radio next year. Guild also noted that from January to June 1983 radio outpaced inflation—10% to 6%—for the first time in more than 10 years.

Guild said there are two obstacles that could hinder radio's growth: internal competition among the reps and lack of unity among the radio broadcasting industry. "We need to think in terms of our real competition—the other media," he said.

Peter Moore, executive vice president and chief executive officer of Torbet Radio, agreed with Guild that "good marketing" in addition to "good salesmanship" is needed. "We are not in the business of selling spot. We are in the business of moving product," said Moore.

"The future of the rep business is great," said Ken Swetz, president of Katz Radio. Swetz underscored the importance of programming and ratings. The rep's future is tied to how well a station does in its market, he said. And to assure the rep industry's growth, Swetz said, some things can't continue, including direct buying between stations and agencies or advertisers which bypasses the rep firm and reps using nonclient stations in a market when submitting an overall buy to an agency—a reference to the nonwired networking approach. Demand that your rep only sell your station in the market, Swetz told the group.

Both Guild and Swetz acknowledged that one of the biggest problems facing the rep industry is the decreasing number of rep companies. This is resulting in more stations that need national representation than there are firms. Guild indicated he may form another rep company by year's end that would concentrate on small market stations.

How are new ad dollars brought into radio? Bill Burton, president of Eastman Radio, highlighted several ideas including getting local businesses to sponsor public service announcements and going after more classified advertising spots. □

Future of AM: think positive

Panel concludes attitude is half the battle, but AM stereo may be a boost to success

AM broadcasters are mad as hell and they're not going to take it any more. Take what? Having their medium called dying or dead. That was made perfectly clear at a Tuesday sales session entitled "AM Survival," with strident comments from both the panelists and audience. "I'm sick and tired of this talk of AM as inferior," was an oft-repeated phrase. Even the NRBA was criticized for the title of the session and others on the program. "It won't survive if we keep saying it won't," said panelist Ray Saadi of La Terr Broadcasting in Houma, La. "It won't survive if we keep taking all our best programming and people and putting them on our



L-r: Fisher, Duncan, Burkhart, Martine, Saadi

FM's."

Saadi, along with the other panelists, Phil Fisher, Mid-West Family Stations, Madison, Wis.; Al Martine, WWRN(AM) Beckley, W.Va.; James H. Duncan Jr., American Radio, Kalamazoo, Mich., and moderator Kent Burkhart, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, presented case histories of successful AM's and opinions on what needs to be done to keep the medium healthy and to return it to a place of prominence.

High on the list of possible saviors was AM stereo while a few in the audience were concerned over the lack of an industry standard and were unsure as to whether to go stereo now or wait a year, most were gung ho. Said Saadi, "AM stereo will save AM because it will force manufacturers to make decent AM sets" and it will stop the trend toward the marketing of FM-only Walkman-type and other radios.

Several operators in the audience said they either had just gone stereo or were planning to shortly, and suggested that what was needed was an active promotion effort, both over the air and in conjunction with electronics dealers to push the sets.

But beyond AM stereo, the panel had several other suggestions for improving the AM outlook. Martine told of his station's heavy involvement in promotions and remotes. "It's our own attitude that's killing us. Stop programming for the fringe markets. The listeners can't tell the difference between AM and FM. We give them the best radio station we know how and they're turning back to us."

Programming is the key, said Saadi, in explaining the success of his station. AM broadcasters have to stop thinking they can't program a certain format or show because they're AM, he said. "Create programs and packages that you can sell and forget about the ratings," he continued. Give the audience something it wants—local news, giveaways, but don't be dull.

And according to Fisher, "We are not in the business of selling radio spots per se, but in selling franchises—people franchises. Each station has its own niche or position and it has to identify it."

Duncan offered statistics on FM growth and said that it has been slowing down for the last few years. He thinks it will peak in 1986-87. "The large markets have used up their period of explosive growth and have leveled off and now it's the small markets that are experiencing the growth."

Summing up the optimism toward their band, moderator Burkhart said that with AM stereo, in 10 years AM might just stand for "All Music." □

Big marketers push for rate increases

NRBA panel hears call to raise C-P-M; medium seen as undervalued

Rodney Dangerfield isn't the only one who wants more respect; so do radio stations, and they want it from the advertising community. That's according to panelists at a session on large-market selling who focused on ways to accomplish that.

"We are selling the ability to communicate an advertiser's message to the most relevant, potential customers they can buy," said Clarke Brown, commercial manager, WQXI-AM-FM Atlanta. Radio stations are still selling with "depressed" rates primarily because Arbitron ratings underestimate the medium's potential reach, said Brown. "Put a dollar value on your station and stick to it. But be prepared to walk away from some business," Brown told the well-attended session.

Brown offered tips on creative selling including a plan for getting paid overnight spots. Commercials currently running throughout the week can be augmented in positions between midnight and 5 a.m. at,

Suit solution. What can the FCC do about all those folks who pirate other people's engineering in commission applications? Nothing, according to FCC representatives at a panel at the National Radio Broadcasters Association's convention in New Orleans last week. The commission is aware that some parties duplicate the engineering of others, then file on top of them, according to Greg De Priest, chief of the FCC's technical and international branch. "We're aware of it, but we're not an arm of the Justice Department," he said. Bob Greenberg, supervisory engineer for the Mass Media Bureau, later suggested that attempts could be made to make piracy an issue in comparative proceedings. Jim McKinney, Mass Media Bureau chief, who was present in the audience, suggested another tack: "Why don't you sue them?"



L-r: Ross, Bodow, Brown, Maloney, Phippen

Maintaining radio identity despite competition

Media consultant shares advice including hiring program director with personality of audience

"There is an unrelenting crunch toward more and more radio stations," and with that comes the problem of differentiating one station from another. That was the thesis of a Tuesday presentation by George Burns, Burns Media Consultants, Studio City, Calif.

"We have reached a parity problem in our industry," he said, using as an example that all that separates the number-one station in Los Angeles the number-25 station is a 5.6 share. And "with the additional 1,000 FM's [authorized by the FCC's recent docket 80-90 decision], the problem will come to your town." And there's also more than "product parity" (the stations sounding alike), there's also pricing parity, Burns said.

What can be done to make a station sound different? Instead of just copying another format, the station manager should use tools to make some programming and marketing predictions and start with some basic questions: "What's it mean?" "What should I do?" "What's hot today?" "What's in the future?"

Burns suggested a station has to match its program director with the kind of audience it wants, because ambitious, expressive people have different tastes from those of amiable, analytical people. Another tip: "Learn how to tap the gut feelings of your sales people and apply it to programing."

Responding to a complaint from the audience on ratings ("The cost keeps going up while the information is less and less useful") Burns said: "If advertisers bought radio, not ratings, we'd be free to program" and not just try to get rating points. Advertising, he continued, starts with a creative idea and is filtered through many levels until the idea gets to the broadcaster in terms of a buy, [then] it's reduced to a rating or demographic. "That's what radio sells with," he said, "and we need to start with the creative end, not those numbers."

Some of Burns's observations and predictions on the future:

- Adult contemporary and contemporary hit radio will merge into one popular format.

- There will be single radio stations appealing to the entire family.

- News has ended one of its cycles. Radio needs to rethink its news function, especially since TV has the "news image." Radio news is now a "stay in touchness" service and needs newpeople as personalities.

- There is an emerging 35-50 format; a new type of beautiful music.

- There is a need for long-term ratings, but not continuous ones.

There is a need to develop long-term outlooks at trends, including ratings. "We are a psychographic industry, but we are rated demographically." □

say, 10% more than the original buy, he suggested.

AM stations need to develop and sell personalities, said Jack Maloney, director of sales, WNBC(AM) New York. "If you don't have them, go out and get them," he said. "You will be selling stars instead of numbers."

Specialty-formatted radio station operators offer advertisers one major advantage: They know exactly who their audience is and what it is most likely to buy, said Warren Bodow, president and general manager of classical WQXR-AM-FM New York—stations that attract an upscale audience.

Bodow said the secret to WQXR's success as classical stations is the ability to sell major advertisers 52-week "sponsorships," either in one- or two-hour weekly musical programs or information features. Bodow echoed Brown's call for higher rates. "We have a high cost-per-thousand (C-P-M) or cost-per-point because we know we are worth it," said Bodow.

What is the key to maximizing a station's potential revenues? The sales force, according to Brown, who advised the attendees not to put a ceiling on the money their salespeople could make. "Take pride in the fact that you have the highest priced sales force on the street," said Brown.

Showing full appreciation of work is the most important thing that can be done for a salesperson, said Dave Ross, executive vice president and general manager of Metroplex's WHYI(FM) Miami. Salespeople in the 1980's need to think of themselves as "predators" not "peddlers," he said.

Ross suggested development of a weekly station sales newsletter for advertisers and agencies, featuring profiles of station salespersons, lists of new advertisers and contests for agencies as a way to get higher visibility in the market. It would cost between \$200 and \$500 a month, he said. □

The small market side of radio time sales

The business of getting national/regional business on small- and medium-sized market stations seemed very much on the minds of station and sales managers, as evidenced by the huge crowd of executives attending a session on that subject last Tuesday morning.

The biggest problem facing radio in the 1980's is rate credibility, said Gene Dickerson, general manager, KWKH(AM)-KROK(FM)

Shreveport, La. "If we don't set standards for rate cards, we'll all be in trouble," he said.

Dickerson also called upon the attendees to sell on the strength of the TSA (total survey area) ratings as well as Arbitron metro numbers. "When we are not selling TSA, we are giving this audience away," Dickerson said. TSA figures will show double, triple or even quadruple audience reach, he told the group.

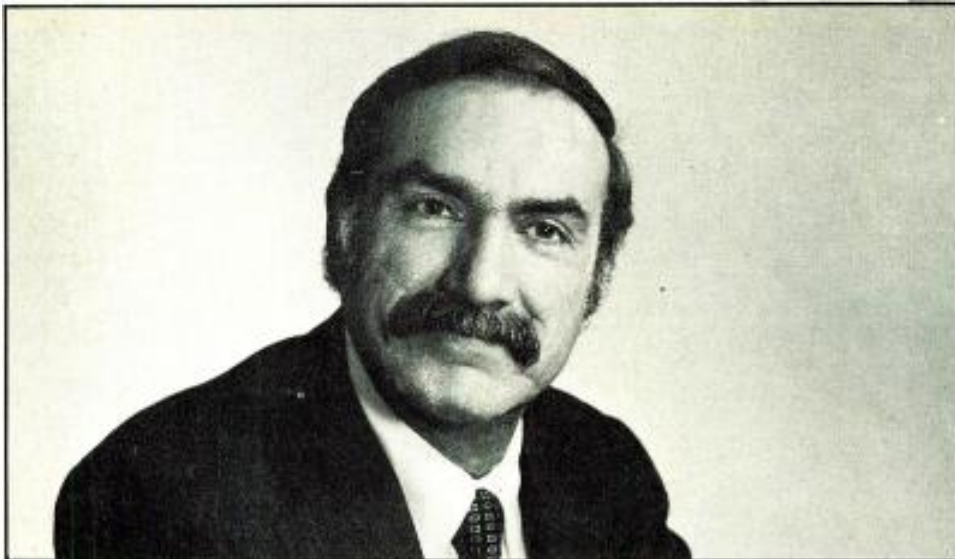
What information do agencies want from stations? For starters, they need to know a station's total coverage area, said Greg Dumas, station manager, KXOR(FM) Thibodaux, La. Agencies study the Arbitron ADI (Area of Dominant Influence) data and look at rating trends in the market and/or country over a four-to-six-year period. Additionally, agencies want to know about format as well as industrial and population changes in the market, he said.

Dumas strongly advised the station and sales managers to alert their agencies to any special events occurring in the market. For example, he said, a movie company went to Thibodaux to shoot some scenes for a picture, bringing 400 people for a week. He also suggested if "you didn't get a particular buy," ask the agency contact why. "If you convince them that you will deliver, you will always get the buy," Dumas said.

"Good selling is the same no matter if you are selling locally or nationally," said Martin Lessard, vice president and general manager, WOKQ(FM) Dover, N.H. Lessard told the broadcasters to get to know the managers for the local outlet of a major franchise who will speak up on a station's behalf at regional marketing meetings. Other tips from Lessard included maintaining a good relationship with the national sales rep firm by paying it promptly.

Look at the regional and national ads in your market's weekly newspaper and then go after the advertisers, added moderator John Morris, president, WHWH(AM)-WPST(FM) Princeton, N.J. Morris recommended joining state broadcast associations whose periodic meetings establish a forum for exchanging ideas and making contacts.

The panelists emphasized the importance of getting to know local store managers, dealers and suppliers in small- and medium-sized markets. Dickerson also pointed to involvement in county fairs and festivals as a great avenue for local tie-ins with national advertisers. "Visit your regional ad agency quarterly," was his final word of advice. □



Manning the helm

Bernard Mann intends to keep NRBA on course in efforts to gain true deregulatory relief and improve the lot of radio broadcasters

The guard has changed at the National Radio Broadcasters Association. But the organization's mission will remain the same.

That was the word from Bernard Mann, who was elected to succeed Sis Kaplan as NRBA president at the association's convention in New Orleans last week.

According to Mann, who also is president of (WOKX[AM]-WELD-FM High Point and WKIX[AM]-WYYD[FM] Raleigh, both North Carolina), the NRBA will continue to push for deregulatory legislation, offer counseling on ways members can improve their businesses, and continue to present a radio-only alternative to the lobbying of the National Association of Broadcasters. "I see us as continuing as a grass roots, broadcaster-helping, broadcaster kind of organization," he said.

Mann has been an NRBA member since 1973, and a member of the organization's board and executive committee for the past six years. He's also been NRBA vice president, East, for the past two years, and has been in the broadcasting business since he graduated from Adelphi University in 1957. He started out as a salesman for WAKE Atlanta—now WIGO(AM). After serving in various capacities at a number of stations, he started building his station portfolio with a one-third interest in WAIR(AM) Winston-Salem, N.C., in 1965.

Mann said he didn't seek the NRBA presidency, which offers no financial compensation, not even for out-of-pocket travel expenses. But he was happy to accept when it was offered. "When you've been fortunate enough to be in the business you love, and it's been very good to you, you can't be a taker: you have to give back," he said.

Among his top priorities, he said, will be trying to see that members can receive the kind of business advice they need. "There's a crying need for more help in sales...and

for advice on how [broadcasters can] run their businesses better," he said.

Mann made his first appearance before a congressional body as president of the NRBA last Thursday (Oct. 6). He was a witness at a deregulation hearing called by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (see "Top of the Week"). "I'd like to say [broadcasters serve their communities] because

we're altruistic, but I don't know that's true," said Mann before leaving for Washington. "It's the competitive environment of radio that protects the public interest; not legislation."

Mann hopes deregulatory legislation can be had even though he's not very optimistic about getting it.

"The big problem is that [FCC Chairman Mark] Fowler won't be there forever," said Mann. "And what happens if someone like [former FCC Chairman] Charlie Ferris comes back in? What has been done can be undone."

Mann admits to disappointment over the NRBA's inability to get its own legislative proposal through Congress. That proposal essentially would have offered a trade-off, such as 0.1% of a station's annual revenue for an iron-clad, 50-year contract guaranteeing a frequency to a licensee.

Maybe the NRBA didn't sell that well enough, he said. Maybe it should have stressed that such a proposal would have permitted licensees to start considering their licenses as assets on which money could be borrowed.

One of the attractions of that proposal, he said, was that it offered something to Wirth (for example, the fees could have been targeted for public radio). "Washington works on trade-offs," he said.

A major problem now, he said, is figuring out what to give. "Here we were giving something and we were getting something in

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return. Now we have nothing to give."

It's unclear whether NRBA will be able to put itself behind legislative proposals offered by the National Association of Broadcasters. The problem: NAB attempts to represent the interests of both radio and TV broadcasters, he said.

"We're a radio organization. We're totally, completely, just radio. I think radio and TV are about as similar as a gas station and a radio station," he said. "I don't envy [NAB]; they've got a very difficult job."

What to do? "There are no easy answers."

But Mann should have time to look for these answers, since he intends to keep the post as long as he's wanted. "I serve at the discretion of the board...and each year there's an election." □

McKinney debriefs operators on Class C changes

FCC's Mass Media Bureau chief tells NRBA audience to begin upgrading power to minimum requirements or risk downgrading to C-1

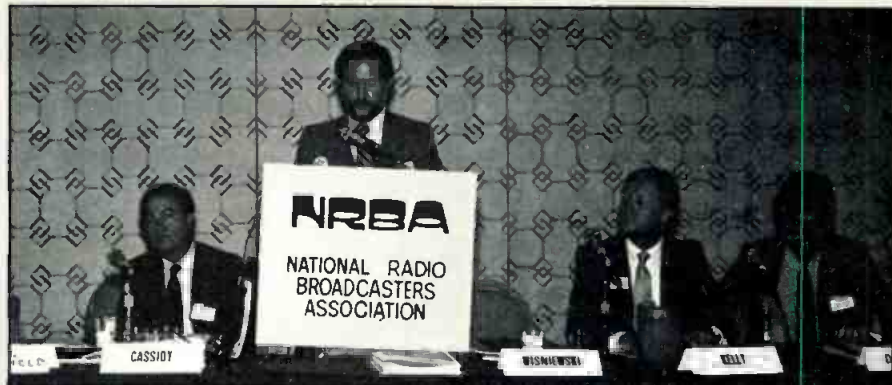
Operators of Class C FM stations should start bringing their facilities up to minimum class standards, the FCC says. Otherwise the FCC intends to downgrade them to its new Class C-1 category, according to Jim McKinney, FCC Mass Media Bureau chief.

At a panel session at NRBA, McKinney said, however, those operators need not rush: They'll have three years from the date the commission's decision in docket 80-90 becomes effective to file applications for the necessary upgrades at the FCC. They'll then have another year to construct, McKinney said.

Docket 80-90, which has been approved by the FCC, could lead to the creation of more than 1,000 new FM stations (BROADCASTING, May 30).

The commission won't put that order into effect until Congress provides it with the funds necessary to implement the plan. But Congress is expected to approve funds for the project soon.

Under commission rules, Class C stations, the heavy guns in the FM service, are authorized to operate with a maximum antenna height of 1,968 feet; they also must operate at 100 kilowatts of power. The Class



Satellite primer. It was analog vs. digital transmissions at an NRBA panel Tuesday morning (Oct. 4) engineering session that focused on satellite technology for radio. William Wisniewski, vice president of communication services for Mutual Broadcasting, said a main advantage to the analog system, which Mutual has been utilizing for three years, is the flexibility to uplink the signal from anywhere in the U.S. But digital technology is the trend in telecommunications, especially the telephone industry, according to Robert Donnelly of ABC Radio, whose network, along with CBS, NBC and RKO, delivers its programming digitally. The two systems, however, can work together for special event programming, said Wisniewski, who cited a Men At Work concert over the ABC Rock Radio Network last summer from Merriweather Post Pavilion in Columbia, Md., as an example. The signal was transmitted from the site via National Public Radio's analog satellite channels to Westar IV, transponder 2D and back down to NPR affiliate WNYC-AM-FM New York. From there the signal traveled over land lines to ABC Radio's Manhattan headquarters where it was transformed into digital form and fed to affiliate stations via Satcom I-R.

C-1 classification the commission created in 80-90 calls for a maximum antenna height of 984 feet and operation at from 50,001 to 100,000 watts of power. According to McKinney, 80% of the Class C stations are not operating at the minimum facilities required to keep their classifications: antenna heights of more than 984 feet and 100 kw of power.

Under the commission's new minimum mileage separations, co-channel Class C stations must be separated by 180 miles; co-channel Class C-1's must be separated from Class C stations by 168 miles, and co-channel Class C-1's must be separated by only 152 miles. As a result, McKinney said, if Class C stations are downgraded to C-1's, "we can drop someone in closer to you than we could otherwise."

McKinney also had advice for those who are prepared to file their applications for the upgrades by the end of November. The commission, he explained, would probably put a freeze on those applications 30 days before it releases its omnibus rulemaking proposing 500 to 600 amendments to the FM table of allocations ("Closed Circuit," Oct.

3). And McKinney said the omnibus rulemaking should be released in January.

The commission, moreover, probably won't accept applications for upgrading again until after the omnibus rulemaking is adopted, which he said probably won't happen until next fall.

According to McKinney, after the FCC issues the omnibus rulemaking, parties will be able to file counterproposals. McKinney said the commission should be ready to start accepting applications on the 500 to 600 allotments "as early as next fall."

McKinney also said he thought that anywhere from 1,000 to 1,500 stations could be created from the commission's action in 80-90 within five years.

McKinney also suggested that owners of Class A stations consider whether it would be cost effective to raise their antennas to the 320-foot maximum allowed under the new scheme. According to McKinney, studies showed that Class A's raising their antennas from 300 feet to 320 feet increased their service only by half a mile.

Henry (Jeff) Baumann, Mass Media Bureau deputy chief, said the commission still planned to issue a rulemaking—either on its own or included with the omnibus rulemaking—proposing to give AM daytimers a preference, or at least not to punish them with demerits, when they apply for new FM's. The commission will not, however, propose similar preferences for Class A owners seeking bigger properties, he said.

After the panel session, Baumann said the commission initially only will accept counterproposals that conflict with the 500 to 600 proposals the commission offers on its own.

Since Class C operators will have three years to upgrade their facilities, the commission won't accept any short-spaced applica-



L-r: McKinney; moderator Ross Reagan, KUDL(FM) Merriam, Kan.; Head; Sitrick

tions on the C's for three years after 80-90 becomes effective, McKinney said.

Howard Head, managing partner, A.D. Ring & Associates, said that Class C's have a "nominal" range of 57 miles while Class C-1's will have a nominal range of only 45 miles. Noting that negotiations for tower clearances with the Federal Aviation Administration can be trying, Head urged broadcasters to get cracking. "You'd better get to work because there's a lot of work to be done," Head said.

Joe Sitrick, vice president, Blackburn & Co., said that if a lot of Class C station owners decided to sell their stations before they had to face the expense of improving their facilities, "that could depress prices."

The NRBA has petitioned the FCC to grandfather the Class C's. If the commission won't do that, it should at least grant waivers to licensees of Class C stations where attempts to upgrade their facilities are thwarted by the FAA or zoning regulations, NRBA said in its petition to reconsider. □

Is radio really deregulated? That was the question the above panel addressed at the NRBA convention in New Orleans last week. While the consensus appeared to be that the FCC has done a lot for radio, no one seemed to think radio had been deregulated: that is something Congress will have to do.

Henry Geller, former head of the National Telecommunications and Information Administration, and Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, did provide the handful of observers present with a bit of excitement when they squared off attempting to place the blame for the fact that deregulatory broadcast legislation has thus far not become law. According to Geller, broadcasters could have gotten Congress behind the "spectrum fee" proposal once proffered by FCC Chairman Mark Fowler, or the contract fee proposal that was being offered by the NRBA. "But TV doesn't want it; NAB doesn't want it, so you're not going to get it," he said. "The TV interests are calling the tune here and they're diserving your interest."

Krasnow, however, said the NAB would argue for a radio-only bill "if that was the only thing we can get." But, according to Krasnow, the "politicians" are linking TV and radio. The "real enemies" of deregulation, Krasnow said, are people who demand "unrealistic" trade-offs like spectrum fees. Krasnow also said he was "confident" that the NAB could get the support of the majority in the House of Representatives. The problem, he said, is the NAB has to deal with a "hostile" House Telecommunications Subcommittee.

Also participating in the panel were Thomas Schattenfield, NRBA general counsel; Henry (Jeff) Baumann, FCC Mass Media Bureau deputy chief, and Roger Halberg, attorney for the FCC Office of General Counsel.

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New stations

As compiled by BROADCASTING, Sept. 26 through Sept. 30, 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.

AM application

- **Maryville, Tenn.**—Dove Inc. seeks 1120 khz, 5 kw-D.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code).

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I certify that the statements made by me are correct and complete.

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Address: R. 1, Louisville, Tenn. 37777. Principal is owned by Monte M. Stephens, president, (26%) and his wife, Grace J. (25%); Bruce Boruff (25%) and Bobby G. Henry (24%). None have other broadcast interests. Filed Sept. 30.

FM applications

Prescott Valley, Ariz.—Mary Murphy seeks 106.3 mhz, 3 kw, HAAT: 282 ft. Address: 200 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Filed Sept. 30.

Maurice, La.—Mercury Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 Kingston Drive, Lafayette, La. 70503. Principal is equally owned by Kenneth E. Brown, James A. Caillier, Russell Chaisson and Lyle J. Mouton. None has other broadcast interests. Filed Sept. 13.

Ada, Minn.—Cecil A. Malme seeks 106.3 mhz, 3 kw, HAAT: 274 ft. Address: 1205 Pine St., Crookston, Minn. 56716. Principal has no other broadcast interests. Filed Sept. 29.

Gallup, New Mexico—Keith E. Lamonica seeks 99.1 mhz, 100 kw, HAAT: 26.6 ft. Address: 3607 Sierra Vista, Farmington, N.M. 87401. Principal is also applicant for new FM at Farmington, N.M. Filed Sept. 26.

Eric, Pa.—Mercyhurst College seeks 88.5 mhz, .35 kw, HAAT: 11 ft. Address: Glenwood Hills, Eric, Pa. 16546. Principal is nonprofit educational institution, headed by William C. Sennett, chairman. It has no other broadcast interests. Filed Sept. 27.

Gonzales, Tex.—Frankie Morley seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 4430 Shavano Woods, San Antonio, Tex. 78212. Principal has no other broadcast interests. Filed Sept. 23.

Lubbock, Tex.—McKinley Shephard seeks 106.3 mhz, 3 kw, HAAT: 243.1 ft. Address: P.O. Box 1773, Lubbock, Tex. 79408. Principal is also owned by Lee Stafford (60%). It has no other broadcast interests. Filed Sept. 23.

TV applications

Renov, Nev.—Washoe Broadcasting Co. seeks ch. 4; ERP: 100 kw vis., 10 kw aur., HAAT: 2,000 ft.; ant. height above ground: 968 ft. Address: 723 S. Third Street, Las Vegas 89101. Principal is owned by James E. Rogers, president (30%) and five others. It also has interest in KVBC(TV) Las Vegas and new FM's at Carson City, Nev., and Somerton, Ariz. Filed Sept. 1.

Jacksonville, Tex.—Tarzan Television Co. seeks ch. 56; ERP: 14 kw vis., 1.4 kw aur., HAAT: 424.75 ft.; ant. height above ground: 190 ft. Address: 650 North Bolton Street, Jacksonville 75766. Principal is owned by George E. Gunter, who is also applicant for new AM, five new FM's, two new TV's and six LPTV's. Filed Sept. 13.

AM actions

■ **Rancho Mirage, Calif.**—Desert Broadcasting Corp. application returned for 1010 khz, .5 kw-D. Address: 72850 Clancy Lane, Rancho Mirage 92270. (BP-830606AD). Action Sept. 19.

■ **Colorado City—United Communications Network** granted 1560 khz, 2.5 kw-D. Address: P.O. Box 2531 Roswell, N.M. 88201. Principal is owned by International Communications Inc. (75%) and Michael C. Venditti (25%). Tom C. Berry is president of International Communications. Venditti owns 15% of granted CP for Huntsville, Tex., and 25% each of applicants for new AM's at Wellington, Colo., and Ruidoso, N.M. (BP-830221AB). Action Sept. 20.

■ **Newport, Wash.**—Michael P. Fontaine granted 700 khz with 1 kw. (BP-810427AO). Action Sept. 21.

FM actions

■ **Potosi, Mo.**—Radioworks Inc. application returned for 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 840 Westbrooke Meadows Court, St. Louis 63011. (BPH-830805AK). Action Sept. 20.

■ **Shawnee, Okla.**—Cyrus V. Edwards application returned for 105.1 mhz, 3 kw; HAAT: 301.84 ft. (BPH-830829AE). Action Sept. 14.

■ **Sweet Valley, Pa.**—Gospel Media Institute Inc. application returned for 88.1 mhz, 1 kw, HAAT: 113.4 ft. Address: Box 40-C, Hunlock Creek, Pa. 18621. (BPED-

830531AH). Action Sept. 21.

■ **Lake Dallas-Denton, Tex.**—North Texas Communications Group application returned for 99.1 mhz, 100 kw, HAAT: 920 ft. Address: 4113 Bruk Road, Fort Worth, Tex. 76119. (BPH-820929AM). Action Sept. 19.

TV actions

■ **Des Moines, Iowa**—Des Moines Central Communications Ltd. granted ch. 63; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,998 ft.; ant. height above ground: 1,952 ft. Address: 500 North Ridge Road, Atlanta 30338. Principal is owned by Douglas A. Jones (75%) and Jack L. Price (25%). Jones is limited partner in new TV at Orovillo, Calif., and new FM at Mount Vernon, Ind. Price has no other broadcast interests. (BPCT-830412KF). Action Sept. 16.

■ **Des Moines, Iowa**—Family Broadcasting Co. application dismissed for ch. 63; ERP: 1,499.7 kw vis., 149.7 aur., HAAT: 147.75; ant. height above ground: 188 ft. Address: 105 West Jefferson, Fairfield, Iowa 52556. (BPCT-830429KE). Action Sept. 19.

Ownership changes

Applications

■ **KRKY(FM) Castle Rock, Colo.** (92.1 mhz, 3 kw, HAAT: 299 ft.)—Seeks assignment of license from Baker Broadcasting Co. to Gibson Broadcasting Co. for \$615,000. Seller is headed by James Baker, president, who has no other broadcast interests. Buyer is owned by Richard D. Gibson, president, and wife, C. Madeleine (10% each) and 11 other Colorado investors, who have no other broadcast interests. Filed Sept. 19.

■ **WAUC(AM) Wauchula, Fla.** (1310 khz, 5 kw, DA-D)—Seeks assignment of license from Poucher Broadcasting Inc. to Heartland Broadcasting Co. for \$325,000. Seller is owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%), his wife Laura W. (1%); Jesse D. Newman and his wife, Anna L. (25% each). Jesse Newman also owns WBUC(AM) Buckhannon, W. Va. Filed Sept. 23.

■ **WVOC-FM Columbus, Ga.** (102.9 mhz, 100 kw, HAAT: 1,521)—Seeks assignment of license from Bluegrass Broadcasting Co. to Aylett B. Coleman for \$2 million, including noncompete agreement (BROADCASTING, Oct. 3). Seller is headed by H. Hart Hagan, president. It also owns WHOO-AM-FM Orlando, Fla.; WWSA(AM)-WCHY(FM) Savannah, Ga., and WVOK-AM-FM and WKYT-TV, all Lexington, Ky. Buyer also owns WXLK(FM) Roanoke Va. Filed Sept. 22.

■ **WCCQ(FM) Crest Hill, Ill.** (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Nelson Broadcasting Co. Inc. to CHB Venture for \$360,000. Seller also owns WPOK-AM-FM Pontiac, Ill.; Larry Nelson has interest in new AM at Sandwich, Ill. Pamela Nelson has interest in new FM at Paxton, Ill. Dallas Ingemumson also has interest in WSPY(FM) Plano, Ill. Buyer is principally owned by Herbert Channick, president, who also owns WLEA(AM)-WCKR(FM) Hornell, N.Y. Filed Sept. 23.

■ **WFXW(AM) Geneva, Ill.** (1480 khz, 1 kw-D, 500 kw-N)—Seeks assignment of license from Miller Broadcasting Inc. to Gamel Broadcasting Inc. for \$530,000 including assumption of \$260,000 debt and \$60,000 noncompete agreement. Seller is licensee of WMMB(AM)-WYRL(FM) Melbourne, Fla. Howard A. Miller is president and 100% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Filed Sept. 16.

■ **WJDW(AM) Corydon, Ind.** (1550 khz, 250 w-D)—Seeks transfer of control of Lifestyles Inc. from Jon D. Walsh and Dennis R. Hill (100% before; none after) to Turn-Key Broadcast Systems Inc. (none before; 100% after). Consideration: \$170,800. Principals: Sellers also have interests in application for new FM at Vincennes, Ind., and LPTV at St. Matthews, Ky. Buyer is owned by John W. Smith Jr. and Damon A. Nelson Jr. (24.5% each), John W. Smith Sr., his wife, Mary L. Smith and Angelia M. Pait (51% jointly). It also is owner of WAVV(FM) Vevay, Ind.,

and is applicant for new FM's at Vincennes, Ind. and Mount Vernon, Ohio. John Smith Sr., who is station engineer at WJDW, is also 20% owner of WLSO-FM Spencer, Ind. Younger Smith, Nelson and Pait are children of John and Mary Smith. Filed Sept. 30.

■ [CP]WAQP(TV) Saginaw, Mich. (ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft., ant. height above ground: 268.4 ft.)—Seeks assignment of license from Saginaw Communications Inc. to Tri-state Christian T.V. for \$50,000. Seller is owned by Doynan Forney, president, who also owns KGLR(AM) Tucson and KKAF(FM) Arizona City, both Arizona. Buyer is nonprofit corporation, headed by Garth Coonce, president. Buyer has transfer of control application to acquire Ch. 27 Inc., licensee of WDDD-TV Marion, Ill. Filed Sept. 29.

■ KTCR-AM-FM Minneapolis-St. Paul. (690 khz, 500 w D, DA-; FM: 97.1 mhz, 50 kw, HAAT: 150 ft.)—Seeks assignment of license from Hennepin Broadcasting Associates Inc. to Parker Communications Inc. for \$3.45 million. Seller is owned by Albert S. Tedesco, who also owns KDUZ-AM-FM Hutchinson, Minn. Buyer is owned by John B. Parker, president, and wife, Kathleen (50% each). They also own KIKI(AM)-KMAI(FM) Honolulu and sold, subject to FCC approval, KOWL(AM) South Lake Tahoe, Calif. (BROADCASTING, Aug. 22). Filed Sept. 29.

■ [CP]KXAX(FM) St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Seeks transfer of control of Starship III Broadcasting Inc. from Darryl W. Hensley and Robert Ellefson (73% before; none after) to Ellsworth R. King and Richard Rogers (27% before; 100% after). Consideration: \$20,000. Sellers: Hensley has interest in KDWD(FM) and KZEV(FM) Clear Lake, both Iowa. Ellefson has interest in KDWD. Buyers have no other broadcast interests. Filed Sept. 23.

■ WROW-AM-FM Albany, N.Y. (590 khz, 5 kw-D, 1 kw-N, DA-2; FM: 95.5 mhz, 9.4 kw, HAAT: 960 ft.)—Seeks assignment of license from Capital Cities Communications Inc. to Jag Communications Inc. for \$3.2 million. Seller is headed by Thomas S. Murphy, chairman. It also owns 6 AM's, 6 FM's and 6 TV's, and is MSO and publisher. Buyer is headed by John A. Gambling, chairman. It also owns WLKW-AM-FM Providence, R.I. Filed Sept. 28.

■ WOSC(AM)-WKFM(FM) Fulton, N.Y. (1300 khz, 1 kw-D; FM: 104.7 mhz, 50 kw, HAAT: 310 ft.)—Seeks assignment of license from Cassili Radio Corp. to WKFM-Syracuse Inc. for \$1,504,250. Seller is owned by Anamae Mitchell, president. Buyer is owned by Donald L. Wilks, president and Michael E. Schwartz (37.5% each) and Albert J. Makkay (25%). It also owns WZFM(FM) Briarcliff Manor, N.Y. Wilks and Schwartz also have interest in WIX-Y(AM)-WAQY(FM) Springfield, Mass.; WPET(AM) Greensboro, N.C.; WKRZ-AM-FM Wilkes-Barre, Pa., and WZFM-FM White Plains, N.Y., and has sold, subject to FCC approval, WKZE-AM-FM Orleans, Mass. Filed Sept. 9.

■ WGWR(AM)-WCSE(FM) Asheboro, N.C. (1260 khz, 5 kw-D, 500 w-N; FM: 92.3 mhz, 20 kw, HAAT: 650 ft.)—Seeks assignment of license from Asheboro Broadcasting Co. Inc. to Dallas M. Tarkenton for \$900,000 cash (BROADCASTING, Sept. 26). Seller is headed by Roy Cox Jr., president. It has no other broadcast interests. Buyer is Athens, Ga., owner of WJGA-FM Jackson and WCOH(AM)-WRNG-FM Newman, both Georgia. Filed Sept. 13.

■ [CP]WPRX(AM) Sabana Grandem, P.R. (880 khz, 1 kw-D)—Seeks assignment of license from Gauthier and Rodriguez Radio Associates to Southwestern Broadcasting Corp. for \$138,825. Seller is owned by Frederick Gauthier de Castro (51%) and Juan B. Rodriguez Aguayo (49%). Buyer is owned by Roman Collazo, president (75%) and his father, Angel O. Roman (25%). It also owns WGIT(FM) Hormigueros, P.R.; WVOZ-AM-FM Carolina/San Juan, P.R. It has also sold, to seller, subject to FCC approval, WBOZ(AM) San German, P.R. (BROADCASTING, Oct. 3). Filed Sept. 21.

■ WADK(AM) Newport, R.I. (1540 khz, 1 kw-D)—Seeks assignment of license from Key Stations Inc. to Spectrum Communications Corp. for \$337,000. Seller is owned by Peter Kuyper and wife, Christine, president. It also owns WLOB(AM) Portland, Me. Buyer is publicly held corporation, headed by Phillip Huff, president. It also owns KYLT(AM)-KZQQ(FM) Missoula, Mont. Filed Sept. 29.

■ WIDD-FM Elizabethton, Tenn. (99.3 mhz, 3 kw, HAAT: minus 79 ft.)—Seeks assignment of license from Southern Signal Corp. to Norman A. Thomas Jr. for \$500,000. Seller is equally owned by H. Curtis Williams, president, and H. Gene Atrip. They also own 40% of WPRT-AM-FM Prestonsburg, Ky. Buyer also owns WSJO(AM) Jonesboro, Tenn. Filed Sept. 14.

Actions

■ WPIK(AM) Flomaton, Ala. (990 khz, 500 w-D)—Granted assignment of license from Ashworth Broadcasting Inc. to Godwin Broadcasting Corp. for \$150,000. Seller is

owned by Ernie Ashworth, president and family. It has no other broadcast interests. Buyer is principally owned by Charles R. Godwin, president (57%). It has no other broadcast interests. (BAL-830803EH). Action Sept. 22.

■ KCGS(AM) Marshall, Ark. (1600 khz, 1 kw-D)—Granted assignment of license from Marshall Broadcasting Co. Inc. to Rex Elliott for \$50,000 plus other considerations. Seller is owned by Hugh J. Shannon, president. It has no other broadcast interests. Buyer has no other broadcast interests. (BAL-830801EF). Action Sept. 22.

■ KNDE(FM) Tucson, Ariz. (99.5 mhz, 30 kw, HAAT: 73 ft.)—Granted assignment of license from KNDE Inc. to Rex Broadcasting Corp. for \$2.65 million. Seller is owned by Raymond I. Kandel, president. It also owns KTUC(AM) Tucson. Buyer is owned by James Stone, president (71.5%), Thomas Chandler and Robert L. Chandler (14.2% each). It also owns KUCB(AM) Tucson; KROD(AM)-KOAQ(FM) El Paso, and KRUX(FM) Lubbock, all Texas. (BALH-830802GY). Action Sept. 16.

■ WWWW(AM)-WPFM(FM) Panama City, Fla. (1430 khz, 5 kw-U; DA-2; FM: 107.9 mhz, 100 kw, HAAT: 840 ft.)—Granted assignment of license from MediaSouth Inc. to Culpepper Communications Inc. for \$2,105,000. Seller is owned by John Dorris, president and James Broadus, executive vice president. Broadus has interest in WMNX(FM) Tallahassee, Fla., which has been sold (BROADCASTING, Aug. 29). Buyer is owned by John C. Culpepper Jr. (51%) and Barry Turner, president (49%). Culpepper has interest in Arkansas cable systems. It also owns KDOK(AM)-KFML(FM) Tyler, Tex., and is applicant for new FM's at Bryan, Tex., Idaho Falls, and Helena, Mont. It also owns KAGC(AM) Bryan. (BAL,H-830802GW,X). Action Sept. 20.

■ WQSA(AM) Sarasota, Fla. (1220 khz, 1 kw-D, DA)—Granted assignment of license from SunCom Inc. to Horizon Communications Inc. for \$547,500. Seller is owned by Edward A. Rogers, president and Carroll P. Newton (50% each). It has no other broadcast interests. Buyer is owned by James Seemiller, E. F. Schwarz and Mario Anese. It has no other broadcast interests. (BAL-830804EX). Action Sept. 23.

■ KLEI(AM) Kailua, Hawaii (1130 khz, 10 kw-U)—Granted assignment of license from Carl L. and Dorothy L. Schuele to Merit Media International for \$617,500. Seller also owns KRUZ(FM) Santa Barbara, Calif. Buyer is owned by John R. Ward, president. It has also bought KVOI(AM) Tucson and KSO(FM) Flagstaff, both Ariz. (BROADCASTING, Oct. 3). (BAL-830804EY). Action Sept. 22.

■ KFLI(AM)-KQKZ(FM) Mountain Home, Idaho (1240 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: minus 67 ft.)—Granted assignment of license from KFLI Radio Inc. to Mountain Valley Broadcasting for \$375,000. Seller is owned by John C. Mitchell, president (two-thirds), his brother, George C., and their mother, Athena (one-third each). It also has interest in KLNG(AM)-KQKQ(FM) Council Bluffs, Iowa and KGFV(AM)-KQKY(FM) Kearney, Neb. John Mitchell is also applicant for new FM at Bellevue, Neb. Buyer is owned by Jack H. Jensen (52%) and his brother, Rex K. (48%). Jack Jensen is applicant for new FM at Kanab, Utah. Rex Jensen owns KHLI(AM)-KWCK(FM) Wilcox, Ariz., and KRTZ(FM) Cortez, Colo. (BAL,H-830805EZ,FA). Action Sept. 23.

■ KSMX(FM) Fort Dodge, Iowa (92.1 mhz, 3 kw, HAAT:

Island trustee. Arthur Kern, vice president and general manager of KPX(TV) San Francisco, a Group W station, is putting his 53% ownership of Island Broadcasting Co. in a blind trust to avoid placing Group W in possible future violation of the seven-seven-seven rule—Group W currently owns five AM's, six FM's and six TV's. Gary Epstein, former FCC Common Carrier Bureau chief and now a partner at Latham, Watkins & Hills, Washington law firm, will be the trustee. FCC attribution rules state that the broadcast holdings of a group owner's officers and directors can be counted as belonging to the group owner, and vice versa. Island Broadcasting Co. purchased WALK-AM-FM Patchogue, N.Y. for \$3.8 million ("Changing Hands," March 23, 1981) and will buy WILF(FM) Baltimore for \$5.75 million, subject to FCC approval ("Changing Hands," Aug. 22).

300 ft.)—Granted assignment of license from Smithway Communications Corp. to ABC Radio of Fort Dodge Ltd. for \$75,000. Seller is headed by Harold Smith, president. Buyer is headed by Harold O. Bastion, president. It has no other broadcast interests. (BALH-830804HJ). Action Sept. 21.

■ WLOL(AM)-WZLQ(FM) Tupelo, Miss. (580 khz, 1 kw-D, 500 w-N; DA-2; FM: 98.5 mhz, 100 kw; HAAT: 500 ft.)—Granted assignment of license from Northeast Radio Inc. to Big Thicket Broadcasting Co. of Mississippi for \$1.46 million. Seller is owned by Eddie Fritts, National Association of Broadcasters president. Buyer is owned by Richard Beauchamp (80%), Bud Polacek and Henry Kane (10% each). It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (BAL,H-830812GK,L). Action Sept. 19.

■ WTUP(AM) Tupelo, Miss. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WTUP Broadcasting Corp. to Magnolia Communications Corp. for reduced interest in WTUP(AM) and WESE(FM) (which will merge), and assumption of \$90,378 in debts. Seller is headed by Larry Nichols, president. It has no other broadcast interests. Buyer is principally owned by Zane D. Roden Sr., president (44.86%). It also has interest in WOKJ(AM)-WJMI(FM) Jackson, Miss.; WBOP(AM)-WTKX(FM) Pensacola, Fla., and WTAM(AM)-WGCM(FM) Gulfport, Miss. (BAL-830617FK). Action Sept. 22.

■ KYKN(FM) Grants, N.M. (95.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment of license from Grants Broadcasting Co. to Rainbow Broadcasting Corp. for \$115,000. Seller is headed by Richard E. Oppenheimer, president. It also has interest in WZEW(FM) Fairhope, Ala.; KIXL(AM)-KHFI-FM Austin, KBFM(FM) Edinburg, KDVE(AM) Nederland, and KKIK(AM)-KWKI(FM) Big Spring, all Texas. Buyer is owned by Michelle Z. Elliot, president. It has no other broadcast interests. (BALH-830808HP). Action Sept. 21.

■ WKZK(AM) North Augusta, S.C. (1600 khz, 500 w-D)—Granted assignment of license from The Warner Group Inc. to Gospel Radio Inc. for \$190,000. Seller is owned by Farley W. Warner, president. It has no other broadcast interests. Buyer is owned by Robert L. Hunnicutt, president and Walter B. Robinson Jr. (50% each). Hunnicutt has interest in new FM at Waycross, Ga. (BAL-830805FE). Action Sept. 22.

■ WHDM(AM) McKenzie, Tenn. (1440 khz, 500 w-D)—Granted assignment of license from B&P Properties Inc. to Ed R. Perkins for assumption of debt. Seller is headed by Harold B. Butler, president, who also owns 51% of WALR-FM Union City, Tenn. Buyer owns 49% of WPBE(FM) Huntingdon, Tenn. (BAL-830610EU). Action Sept. 22.

■ WMEK(AM) Chase City, Va. (980 khz, 500 w-D)—Granted assignment of license from Meeklenburg Broadcasting Co. Inc. to Clarksville Broadcasting Co. Inc. for \$210,000. Seller is owned by Arthur A. Moran Jr., president (51%), and wife, Violet C. (49%). It and buyer are rival applicants for new FM at Clarksville, Va., and seller will withdraw from FM contest upon approval of AM transfer. Buyer is headed by Robert R. Boyd, president (51%). Boyd is retired attorney. (BAL-830808FJ). Action Sept. 22.

■ KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas (KLBK-TV: ch. 13; 316 kw vis., 25.1 kw aur.; HAAT: 880 ft.; KTXS-TV: ch. 12; 257 kw vis., 25.7 kw aur.; HAAT: 1,400 ft.)—Granted transfer of control of Prima Inc. from John Lee (28.5% before; none after) to Charles Woods and Robert L. Dudley (71.5% before; 100% after). Consideration: \$1.09 million. Principals: Seller is owned by Lee, who is selling his interest in stations to other stockholders, Woods (47%) and Dudley (24%). KTXS-TV has been sold for \$3.5 million to W.M. Moore Jr. (BROADCASTING, Aug. 8). (BTCT-830706KFG). Action Sept. 15.

■ KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis (KVIL: 1150 khz, 1 kw-D; FM: 103.7 mhz, 100 kw; HAAT: 1,570 ft.; WIBC: 1070 khz, 50 kw-D, 10 kw-N; WNAP: 93.1 mhz; 12.6 kw horiz., 9.8 kw vert.; HAAT: 990 ft.)—Granted assignment of license from Fairbanks Broadcasting Co. of Texas Inc. to Blair Broadcasting of Texas Inc. for \$50 million, including noncompete agreement. Seller is Indianapolis-based owner of four AM's and four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla. Richard Fairbanks is president. Buyer is publicly traded station representative, and owner of two AM's, two FM's, three TV's and has bought WKAQ-TV San Juan, P.R. (BROADCASTING, April 25). It also owns printing company and coupon business and is headed by Jack W. Fritz, president. (BAL,H-830805FFFG). Action Sept. 23.

Facilities changes

AM applications

Tendered

■ KBLU (560 khz) Yuma, Ariz.—Seeks CP to make

changes in antenna system. Ann. Sept. 30.

■ WCNN (680 khz) North Atlanta, Ga.—Seeks modification of license (20252) to change main SL. Ann. Sept. 30.

Accepted

■ KGLR (830 khz) Tucson, Ariz.—Seeks modification of CP (BP-810209AQ) to change TL. Ann. Sept. 30.

■ WPRZ (1250 khz) Warrenton, Va.—Seeks modification of CP (811230AB) to reduce tower height. Ann. Sept. 27.

■ KLCK (1400 khz) Goldendal, Wash.—Seeks modification of CP (BP-820208AB) to change TL. Ann. Sept. 27.

FM applications

Tendered

■ KSNF-FM (102.5 mhz) Santa Maria, Calif.—Seeks CP to change TL; change ERP to 17 kw; change HAAT to 775 ft., and make changes in antenna system. Ann. Sept. 27.

■ *WWSP (89.9 mhz) Stevens Point, Wis.—Seeks CP to change TL; increase ERP to 3.61 kw; change HAAT to 232 ft.; change class of station to "C"; and make changes in antenna system. Ann. Sept. 30.

Accepted

■ KOWN-FM (92.1 mhz) Escondido, Calif.—Seeks CP to change HAAT to 1,024 ft. Ann. Sept. 30.

■ KFMU-FM (103.9 mhz) Oak Creek, Colo.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Oak Creek-Steamboat Springs." Ann. Sept. 30.

■ WAGQ (104.7 mhz) Athens, Ga.—Seeks CP to change TL; change ERP to 100 kw (H), 79 kw (V); change HAAT to

1,025 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 30.

■ KAOI (95.1 mhz) Wailuku, Hawaii—Seeks CP to change ERP to 100 kw and change HAAT to 1,227 ft. Ann. Sept. 27.

■ WIBN (98.3 mhz) Earl Park, Ind.—Seeks modification of CP (BPH-810302AK) to change transmitter and change ERP to 3 kw. Ann. Sept. 27.

■ KBCM (95.5 mhz) Sioux City, Iowa—Seeks CP to install auxiliary system. Ann. Sept. 30.

■ WFLQ (100.1 mhz) French Lick, Ind.—Seeks to correct slight in CP tower site. Ann. Sept. 30.

■ WOVR-FM (103.1 mhz) Versailles, Ind.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 300 ft. Ann. Sept. 30.

■ WMLN-FM (91.5 mhz) Milton, Mass.—Seeks CP to increase maximum ERP from 100/172 w and change exciter. Ann. Sept. 30.

■ KZMO-FM (94.3 mhz) California, Mo.—Seeks CP (BPH-790928AK) to change ERP to 1.32 kw and change HAAT to 446 ft. Ann. Sept. 27.

■ KASK (103.1 mhz) Las Cruces, N.M.—Seeks to change ERP to 3 kw and change HAAT to minus 111 ft. Ann. Sept. 30.

■ KIKM-FM (96.7 mhz) Sherman, Tex.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Ann. Sept. 27.

■ KTYE (99.3 mhz) Tye, Tex.—Seeks modification of CP (BPH-810507AE) to change ERP to 708 kw and change HAAT to 624.5 ft. Ann. Sept. 30.

■ KEZB (93.9 mhz) El Paso, Tex.—Seeks modification of CP (BPH-780829AJ) to change ERP to 96.2 kw; change

HAAT to 1,207 ft., and change antenna. Ann. Sept. 30.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. Sept. 27.

TV applications

Accepted

■ KNXV-TV (ch. 15) Phoenix—Seeks modification permit (BPCT-810804KE) to reduce ERP to 1.084 kw vis., 108.4 kw aur. Ann. Sept. 30.

AM actions

■ WDLK (1450 khz) Dadeville, Ala.—Granted CP to increase day power to 1 kw. Action Sept. 8.

■ KUUK (1250 khz) Wickenburg, Ariz.—Granted CP to increase power to 1 kw and specify TL. Action Sept. 20.

■ KIQI (1010 mhz) San Francisco—Application returned for CP to change hours of operation to unlimited by adding night service with 2.5 kw, DA-2, and make changes in antenna system. Request waiver of section 73.7(E) of rules. Action Sept. 21.

■ WKZY (770 khz) North Fort Myers, Fla.—Granted modification of CP (830325AD) to change TL. Major environmental action under section 1.1305. Action Sept. 7.

■ WCNN (680 khz) North Atlanta, Ga.—Application returned for CP to change city of license to Atlanta. Action Sept. 20.

■ WNES (1050 khz) Central City, Ky.—Granted CP to increase power to 1 kw. Action Sept. 22.

■ WQBC (1420 khz) Vicksburg, Miss.—Granted CP to increase night power to 500 w, day power to 5 kw and correct coordinates. Action Sept. 1.

■ KYSS (930 khz) East Missoula, Mont. Granted CP to change city of license to "East Missoula, Mont.;" change hours of operation to unlimited by adding night service with 1 kw, and make changes in antenna system. Major environmental action under section 1.1305. Action Sept. 21.

■ WAVI (1210 khz) Dayton, Ohio—Granted CP to increase power to 1 kw. Action Sept. 21.

■ KNBO (1530 khz) New Boston, Tex.—Granted CP to increase power to 2.5 kw/1 kw. Action Sept. 20.

FM actions

■ KXXI-FM (102.3 mhz) Van Buren/Fort Smith, Ark.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Van Buren/Fort Smith, Ark." Action Sept. 13.

■ KJMB-FM (100.3 mhz) Blythe, Calif.—Granted CP to change TL; increase ERP to 50 kw; decrease HAAT to 213.27 ft., and change TPO. Action Sept. 21.

■ KGGI (99.1 mhz) Riverside, Calif.—Granted CP to change ERP to 3.1 kw. Action Sept. 21.

■ KNGT (94.3 mhz) Jack-Sutter Creek, Calif.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Jackson-Sutter Creek," Jackson, Calif. Action Sept. 15.

■ KLUV-FM (105.5 mhz) Haynesville, La.—Application dismissed for modification of CP (BPH-801104AJ, as mod.) to change TL; increase HAAT to 281 ft., and change TPO. Action Sept. 21.

■ WCME (96.7 mhz) Boothbay Harbor, Ma.—Granted modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Action Sept. 19.

■ *WDJM-FM (91.3 mhz) Framingham, Mass.—Granted modification of CP to (BPED-800102AF) to change type trans.; change type antenna; decrease HAAT to plus 87 ft., and change TPO. Action Sept. 15.

■ WYXX (96.1 mhz) Holland, Mich.—Application returned to change TL; change ERP to 1.78 kw; change HAAT to 753 ft., and make changes in antenna system. Action Sept. 16.

■ WHNN (96.1 mhz) Bay City, Mich.—Application returned to make changes in antenna system; change type antenna; change type trans.; change TL; decrease ERP to 60 kw; increase HAAT to 724 ft., and change TPO. Action Sept. 16.

■ KIEE (100.7 mhz) Harrisonville, Mo.—Granted modification of CP (BPH-801203AK, as mod.); increase HAAT to 834 ft., and change tower height and antenna type. Action Sept. 15.

■ KEZH (101.5 mhz) Hastings, Neb.—Granted CP to change frequency to 101.5 mhz; increase ERP to 49.6 kw, and decrease HAAT to 255 ft. Action Sept. 15.

■ WAQX (95.3 mhz) Manilus, N.Y.—Application denied for modification of CP to change SL and waiver of section

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73.1125(B)(2) of rules. Action Sept. 16.

■ **WHTZ** (100.3 mhz) Newark, N.J.—Granted modification of CP to change SL and waive section 73.1125 (B)(2) of rules. Action Sept. 15.

■ **WLVV** (96.9 mhz) Statesville-Charlotte, N.C.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Statesville-Charlotte, N.C." Action Sept. 19.

■ **WRQN** (93.5 mhz) Bowling Green—Granted modification of CP (BPH-810720AN), as mod.) to make changes in antenna system; increase ERP to 1.95 kw and decrease HAAT to 360 ft. Action Sept. 22.

■ **KNFB** (94.3 mhz) Nowata, Okla.—Granted modification of CP (BPH-820326AX) to change ERP to 3 kw and change HAAT to 107 ft. Action Sept. 21.

■ ***KTJA** (103.3 mhz) Beaverton, Ore.—Granted modification of CP (BPH-9634, as mod.) to change TL; decrease ERP to 81 kw and increase HAAT to 1,654 ft. Action Sept. 21.

■ ***KERA-FM** (90.1 mhz) Dallas—Granted CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 100 kw; increase HAAT to 1,262 ft., and increase TPO to 39,578 kw. Action Sept. 22.

■ **WTID** (106.9 mhz) Suffolk, Va.—Granted modification of CP (BPH-8405) to change EL and request waiver of section 73.1125 (B)(2) of rules. Action Sept. 15.

■ **KLYK** (105.5 mhz) Longview, Wash.—Granted modification of CP (BPH-830204AM) to make changes in antenna system; change TL; increase ERP to .218 kw, and increase HAAT to 917 ft. Action Sept. 15.

TV actions

■ **KIEM-TV** (ch. 3) Eureka, Calif.—Granted CP to change ERP to 10 kw aur. and change antenna system. Action Sept. 19.

■ **KXMC-TV** (ch. 13) Minot, N.D.—Granted CP to change HAAT to 1,130.5 ft. and replace transmitting system. Action Sept. 21.

■ **WTTE** (ch. 28) Columbus, Ohio—Granted MP to change ERP to 1,916 kw vis., 383 kw aur. and change HAAT to 965 ft. Action Sept. 22.

■ **KOAP-TV** (ch. 10) Portland, Ore.—Application rescinded for MP to change ERP to 316 kw vis., 3.16 kw aur.; change HAAT to 1,740 ft; change TL, and change antenna system. Action Sept. 27.

■ **WSJU** (ch. 18) San Juan, P.R.—Granted MP (BPCT-810121KE) to change ERP to 575 kw vis., 57.5 kw aur.; change HAAT to 2,829 ft., make change in antenna system. Action Sept. 18.

■ **WKCH-TV** (ch. 43) Knoxville, Tenn.—Granted MP (BPCT-801031KI) to change ERP to 2,210 kw; 221 kw aur., and change HAAT to 1,150 ft. Action Sept. 22.

■ ***KBNR** (88.3 mhz) Brownville, Tex.—Application dismissed for modification of CP (BPED-801118AF, as mod.) to change TL and SL. Action Sept. 16.

- WYXY WZNG Cypress Gardens, Fla.
- WWRV WFXI Haines City, Fla.
- WPCK WIRK West Palm Beach, Fla.
- KJCY KFLI Mountain Home, Idaho
- WTCX WXOX Bay City, Mich.
- WGGP WMMF Hibbing, Minn.
- WKXR WGWR Asheboro, N.C.
- WRZK WFBS Spring Lake, N.C.
- WPXY WPXN Rochester, N.Y.
- KCUL KKYR Marshall, Tex.
- KZXL KIKM Sherman, Tex.
- KGTM KNIN Wichita Falls, Tex.
- WQBE WKAZ Charleston, W. Va.

Existing FM's

- KOJY KLTA Dinuba, Calif.
- KYA-FM KLHT San Francisco
- KKLL KGO-FM San Francisco
- KYBB KWGF Tracy, Calif.
- WTNT-FM WCSN Tallahassee, Fla.
- WCEM-FM WESP-FM Cambridge, Md.
- KCMO-FM KCEZ Kansas City, Mo.
- WRLT WCSE Asheboro, N.C.
- WMOU WLXQ Berlin, N.H.
- WKQZ WWNH-FM Rochester, N.H.
- WJSJ WRIO-FM Cape May, N.J.
- KKRZ KQFM Portland, Ore.
- WSBG WVPO-FM Stroudsburg, Pa.
- KTXF KDUV Brownsville, Tex.
- KSAQ KSLR San Antonio, Tex.

Existing TV's

- KIHS-TV KBSA Ontario, Calif.
- WMGT WCWB-TV Macon, Ga.
- KOBF KIVA-TV Farmington, N.M.

Grants

- | | |
|-------------------------------------|--|
| <p>Call</p> <p>WAAS</p> <p>KJTA</p> | <p>Assigned to</p> <p>James H. Hayes and Judith G. Hayes, Thompson Station, Tenn.</p> <p>World Radio Missionary Fellowship-USA Inc., Pharr, Tex.</p> |
|-------------------------------------|--|

New AM

- KWEI-FM Mountain Land Broadcasting, Weiser, Idaho
- KEZV United Radio Group Inc., Spearfish, S.D.
- KQBE Lord Broadcasting Co., Ellensburg, Wash.

New TV's

- WQHJ Rappaport Communications Inc., Key West, Fla.
- KQJA Matlock Communications Inc., Winnemucca, Nev.
- KKSG Citizens Rights Telecommunications Co., Carlsbad, N.M.
- WCAY-TV Television Corp. of Tennessee, Nashville
- KOBK Brotherhood Broadcasting, Walla Walla, Wash.

Existing AM's

- KEZL KUDE Oceanside, Calif.
- KIIQ KRTS Manitou Springs, Colo.
- WCKJ WBIA Augusta, Ga.
- WCKZ WACX Austell, Ga.
- WBGA WGIG Brunswick, Ga.
- WDUN WGGA Gainesville, Ga.
- WGGG WDUN Gainesville, Ga.
- WKGQ WAMM Milledgeville, Ga.
- WMRZ WQUA Moline, Ill.
- WIFE WCNB Connersville, Ind.
- KMRY KCBC Des Moines
- WACM WQXQ West Springfield, Mass.
- WVIC WVGQ Lansing, Mich.
- KOKN KWPR Claremore, Okla.
- KRVC KBOY Medford, Ore.
- WFXX WMPT South Williamsport, Pa.
- WZRA WMOC Chattanooga
- KIEZ KTLK Beaumont, Tex.
- KTRM KALO Beaumont, Tex.
- WNSY WGH Newport News, Va.
- KKER KSPG Spokane, Wash.
- WIKS WPAR Parkersburg, W. Va.
- WLXR WLCX La Crosse, Wis.

Existing FM's

- KVMA-FM KFMV Magnolia, Ark.
- *KWAP *KMAH Atherton, Calif.
- KKHR KNX-FM Los Angeles
- KEZL-FM KEZL Oceanside, Calif.
- KEZN KCMS Palm Desert, Calif.
- KINQ KDFM Walnut Creek, Calif.
- WZNE WQXM Clearwater, Fla.
- WOPD WNFQ Lake City, Fla.
- WGIG-FM WSBI-FM Brunswick, Ga.
- WQCW WLTE Waycross, Ga.
- KVKI KEPT Shreveport, La.
- *WBYQ WSPH Baltimore, Md.
- WYXX WHTC-FM Holland, Mich.
- WVIC-FM WVIC Lansing, Mich.
- KSRQ KAVS Thief River Falls, Minn.
- KEZS-FM KFMP Cape Girardeau, Mo.
- KBBZ KFZX Kallispell, Mont.
- WOW-FM KYNN-FM Omaha
- KEER KORK-FM Las Vegas
- KITT KTWB Las Vegas
- WFMV WFMV-FM Blairstown, N.J.
- *WEEE *WEHS Cherry Hill, N.J.
- KCPK KICA-FM Clovis, N.M.
- KWSI KHQE Warm Springs, Ore.
- WXTU WiFi Philadelphia
- WFXX-FM WMPT-FM South Williamsport, Pa.
- KALK KZIM Denison, Tex.
- KJUN KHBR-FM Hillsboro, Tex.
- WNSY-FM WGH-FM Newport News, Va.
- WLXR-FM WLXR La Crosse, Wis.

Existing TV's

- WEVV WAFV Evansville, Ind.
- KWWL KWWL-TV Waterloo, Iowa
- *KOAB-TV *KVDO-TV Bend, Ore.
- KTTY KSDT San Diego, Calif.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & Intercity relay	2,819	166	2,985

* Includes off-air licenses.

Call letters

Applications

Call	Sought by
New AM's	
KIAM	Voice for Christ Ministries Inc., Nenana, Ala.
New FM's	
*WVCT	Victory Training School Corp., Keavy, Ky.
KBXS	Eastern Nevada Broadcasting Inc., Ely, Nev.
KZIA-FM	John Deme, Rio Rancho, N.M.
KZPR	LIB, Inc., Minot, N.D.
*KASD-FM	State Board of Directors for ED-TV, Reliance, S.D.
*WVPG	West Virginia Educational Broadcasting Authority, Parkersburg, W.Va.
WCKA	Milliken Investment Company, Sutton, W.Va.
New TV's	
KOSL	Arapahoe Silent Majority Inc., Ogden, Utah
Existing AM's	
KOIT	KYA San Francisco

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Rapidly growing radio group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

Station manager for independent public radio station. Responsible for overseeing all operations. Fulltime, \$16,000/year. Contact: Don Alan, WORL, 118 S. Bedford, Madison, WI 53703. 608—256-2695. Deadline: Oct. 21. EOE.

Strong selling general manager. AM/FM, Corpus Christi. Call Arnold Malkan at Le Pavillion during NRBA or later at 817—626-0931; or Ken Burgess, 512—883-3516.

Sales manager. Aggressive charger with strong local sales experience for leading northwest FM. Must be a people person with proven track record. Excellent salary and benefits for right person. Send references and resume to Box E-35. EOE.

Sales manager. WTTM, Trenton, New Jersey—920 AM—only country station covering Philadelphia-Trenton market. Energetic sales staff needs motivator. Salary, commission, override, other perks—group owner. Phone 215—326-4000, Mr. Fisher.

Station manager with strong sales/collections background for powerful AM/FM in medium Southern market. Salary and bonus. Send resume to Box E-42.

Station manager-KQED-FM, San Francisco, seeks individual for directing, planning, and implementing radio station activities that support balanced, quality broadcast services. Successful record managing major market public and/or commercial radio stations with significant programming and production experience required. Salary: \$40,000 plus, DOE. Send resume: Personnel, KQED, 500 Eighth St., San Francisco, CA 94103. EOE.

Sales management-position requires at least 10 years progressive experience in radio sales and operations. Possibility of immediate advancement to station management. Base salary plus percentage of collections. Send resume with salary history and references to President. KTCC, 1300½ Gansville Road, Jonesboro, LA 71251.

Manager of public student/volunteer FM radio station. Person must have experience in developing and managing a public radio station closely related to higher education institutions. Qualifications: Bachelor's degree and four (4) years experience in broadcasting or a Master's degree and two (2) years experience. The ability to work with students, faculty and volunteer staff is essential. For application material, contact: Mr. Michael P. Stowers, Director, Audio Visual Services, University of Nevada, Las Vegas, 4505 South Maryland Parkway, Las Vegas, NV 89154. The deadline for the receipt of application material is October 31, 1983. EOE.

General manager/sales manager wanted for new AM station in southern California. Must have strong management and sales background. Lambda Broadcasting Corporation, PO Box 1420, Yucca Valley, CA 92284. 619—365-1500.

HELP WANTED SALES

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

We are looking for a vice-president for our radio stations who has proven leadership abilities, and 1st hand experience in all areas of AM & FM station management. We offer high growth potential; competitive compensation plan; excellent benefits and top quality of life in SE Sunbelt. Send resume to Box E-22. EOE.

Get packed. Like to travel? Our salespeople are heading for Rio this Spring as a reward for selling our annual media trip package. Last year we went to Europe and next year we're considering Australia. This major market East Coast station needs experience in selling news, remotes, packages, concepts, and creative ideas. We give you tools and high ratings. A major active account list including agencies is available. Our salespeople earn between \$30-43,000. But act now. We start selling this package in November. Send your success stories to Box E-33.

Due to promotions, Florida AM has room for take-charge sales manager and just one other. Fastest growing AM in area. Top commission and great bonuses. Contact Al Brady, 813—422-6998.

Sales manager/staff. Must be experienced, ready to start from scratch, and willing to work twice as hard as the other guy. Newsradio 1470, 2315 Schippers Lane, Kalamazoo, MI 49001.

Sales position with list of active accounts. One-station market. All benefits. Eastern Pennsylvania. Box E-48.

Marketing and salesperson wanted to represent successful commercial meteorological services company. The person we are looking for would be innovative, highly motivated, and willing to travel. Experience in selling meteorological services, radio or television, or data services required. Candidates with demonstrable knowledge of meteorology, agriculture, graphics, broadcasting, or data services will be given special consideration. We are an aggressive, young company, with excellent fringe benefits, including profit sharing. To apply, send letter, resume, and salary history to Mike Smith, President, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

A rare opportunity—immediate openings for aggressive, enthusiastic, experienced radio salespersons for new 24-hr. CHR FM in Bay City-Saginaw-Midland market. If in market, bring your list! Base salary/commission, gas allowance, and excellent bonus incentive program. EOE, M-F. Resume with references, billing history, and salary requirements to: Gary Ballard, WFXZ, P.O. Box 357, Pinconning, MI 48650.

Sales manager for Christian station, quality programming, group-owned, major Midwest market. Energetic, aggressive, and professional, with proven advertising sales experience. Top pay based on results. Management growth potential. Send resume and references to: Rich Bott, VP/Sales, Bott Broadcasting Company, 10841 E. 28th Street, Independence, MO 64052.

HELP WANTED ANNOUNCERS

Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current and future openings. Letters and resumes only to Box B-136. EOE.

Crazy, off the wall morning personality wanted. Midwest medium market. Right bucks for right person. Personality a must! The more bizarre, the better! Send resume only to Box E-5.

Classical/NPR FM station seeks program mgr. Must have on-air experience in announcing and programming, competence in classical format and terminology. Position includes air work, supervision of three program supervisors, programming, and budgetary responsibilities on 3,000 watt stereo FM. Send resume and sample tape to: Dennis Webster, Director of Broadcasting, The University of Southern Mississippi, Box 10045, Southern Station, Hattiesburg, MS 39406.

Upstate NY country AM looking for powerhouse morning DJ, who is bright, personable, ambitious, and community-oriented. Suburban top 50 market. Send tapes and resumes to: Box 374, Planetarium Station, New York City, NY 10024.

Personality powerhouse! What you'll become! Advice from major market professionals! This is a limited offer! \$5 report/\$10 tape to RK Consultants, 8-B Anthony Circle, Newark, DE 19702.

Disc jockey-salesman. Career with group owner. Learn as you earn. List to start. Salary, commission—plus. Eastern Pennsylvania. Resume only to Box E-49.

Cheerful morning host, classical skills preferred, \$220. WXCR, Box 8, Safety Harbor, FL 33572.

New uptempo AC format for 100,000 watt KG95-FM. Seeking adult, warm air personalities with good production. No beginners. T&R to Pat O'Neill, KGLI-FM, PO Box 1737, Sioux City, IA 51102.

Rock oldies format. Midwest station. Tape/resume/salary requirements to Neal Mason, 317 S Averill, Flint, MI 48506.

Small central NY station. Prefer recent business/journalism/communications grad. Success-oriented, hard worker. Multi-faceted learning experience. Resume only to Box E-61.

HELP WANTED TECHNICAL

Opening for chief engineer. Minimum five years' experience. Technical skills include AM/FM transmitters, directional arrays, studio construction and maintenance. Must have management ability to participate as part of station management team. Call 915—779-6454. KYSR, El Paso, TX.

Engineer for teamwork on The Village Companies' Chapel Hill/Burlington, North Carolina operations. Properties include WCHL-AM, WBAG-FM, the Tar Heel Sports Network and Village Cable. Must be a hands-on, production-oriented engineer. Salary based on experience. Send resume to The Village Companies, P.O. Box 3300, Chapel Hill, NC. 27514. Equal opportunity employer.

Ambitious engineer. Top 50 market FM. Well managed. Good city. Write Box E-18.

Chief engineer wanted. New York City metro FM. Immediate. Responsible full operation. Write Box E-46.

HELP WANTED NEWS

Strong anchor/reporter for afternoon drive. Experience preferred for position with award winning news team. Tape and resume to: Jeff McMurdy, WKZQ, P.O. Box 2389, Myrtle Beach, SC 29577. EOE.

News director needed for southeastern NY. Must be experienced in handling people, organization-minded, and community involved. Only pros with three to five years' experience need to apply. Air shift with supervision of three person staff. If you have the commitment to local news and a good voice, send resume and salary requirements only to Box E-15. EOE.

News director: news excellence is a tradition here! Lead by example: report, write, anchor, administer four-person department. Midwest 80,000 metro. A career move with a large group owner. Resume and written statement of news philosophy only to Box E-29.

Experienced newscaster, 4:30am rewrite 5 days. Tampa's WXCR, Box 8, Safety Harbor, FL 33572.

WAMT/WAJX on Florida's beautiful space coast is seeking an experienced newscaster for our expanding news department. Contact Rick Allen before 1:30pm EDT. 305—267-1060.

Hard working, aggressive, experienced reporter/anchors eager to move up to a more competitive market needed for new all news station. Good writing skills a must. Tape/resume to Newsradio 1470, 2315 Schippers Lane, Kalamazoo, MI 49001.

WHUT/WLHN needs an experienced radio news anchor and reporter. Solid delivery, strong gathering ability a must. Send tape and resume to Susan Giovati, News Director, Box 151, Anderson IN 46015. EOE.

Reporter/anchor—at one of the Midwest's leading news operations. Must be a "journalist", not just a "voice". B.A. degree and minimum of two years radio experience. Send tape and resume to Greg Mocer, WOOD AM/FM, 180 N. Division, Grand Rapids, MI 49503.

Journalists-American radio station in Europe seeks qualified journalists for its central newsroom in Munich, West Germany. Applicants should have minimum 5 years full-time news-writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing and editing English-language news copy and offers good salary and benefits, as well as opportunity to live and work abroad. Send detailed resume and writing samples only to Box E-60. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director for WNLK, Norwalk, CT. Station is full-service A/C in dynamic, suburban market, just 40 miles from NYC. We're looking for a mature, community-oriented individual with broad interests, great ideas, and strong leadership and organizational skills. Position includes M-F airshift. Talk show experience a plus. Tape and resume to Mike Hanson, WNLK, P.O. Box 1350, Norwalk, CT 06852. EOE.

Program director-Midwest location. Wide regional coverage featuring news, farm, sports, talk. Prior broadcast program management experience is an important consideration, as is a demonstrated creative capability. A successful record as on-the-air performer would be a positive influence. Send resume and salary requirements only to Box E-58. EOE.

SITUATIONS WANTED MANAGEMENT

Small market GM, Southwest, Excellent opportunity for non-resident owner. Country format only. Bill Taylor, 213-791-4836.

Owners and/or brokers: vice president & general manager seeks to own! Promissory note in lieu of down payment. Will turnaround and pay all company debts as well as promissory note within 2 or 3 years. Write Box B-124.

Four for one sale-team motivator and organizer to make your station a force in the community; winning sales and selling audience promotions; programming innovator and research oriented; and your added bonus, engineering plus. Audio and RF; competitive, quality sound. All for the price of one top administrator, bottom line oriented. Box B-137. Available immediately.

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box E-1.

3 years of accomplishments in radio sales & sales management. Seeking sales management or major list in top 50 market. Prefer group owned, Florida or Midwest. Write Box E-40.

Good 8-year small market sales record. Over 20 years radio experience. Dearly want to manage. 402-721-8300.

SITUATIONS WANTED SALES

I have a crazy idea that station managers want to sell time. If you are a MOR station in the Southeast/Southwest, and need a night personality, you will get a smooth professional, plus I will sell the time. Marketing plan using word processors and the mails. Call me for details. Jerry McElroy, 702-731-1933.

SITUATIONS WANTED ANNOUNCERS

Can wear two hats. 9 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4334.

Excellent knowledge of music. Willing to relocate anywhere for entry level position. Call Gary, 201-863-0917.

Dependable announcer with 10 years' experience. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Male announcer, 23, broadcast school trained, desires starting position with AOR-CHR format, small market FM. Good production, promotion skills. Will relocate. Call Jeff, 717-839-7448, anytime.

Professional, 12 years. Dependable, 1st, DJ, news, production. Resume/tape: Rick Brown, 2425 N. Adams, Enid OK 73701.

Evening announcer desires back in radio fulltime. Ohio, nearby state, or Alaska. C/W or rock oldies. Doug, 419-387-7761.

Twenty-five years' experience in announcing/sales. Looking for long term position. Prefer small market. Available immediately. Roy Brewer, 912-246-4201.

Announcing, production, programming. Medium to major market. Prefer Northeast, consider anywhere! Joe Brautman, 315-789-1120.

Have you ever tried to cue a record with gloves on? Upper medium market jock with 2 drive-time gigs & music director experience seeks top 100 (or close) market in South, Southeast, Southwest, or West. Strong in album rock & AC/CHR. Will take full-time, part-time, anytime. Craig, 10:30AM-5:45PM EDT. 717-673-3106. After 7PM, 717-297-2781.

Attention medium markets: 3 years' experience. Extensive live remote performances, news & sports director, skilled writer. Drive time jock/country music expert. Will relocate. Call Justin, 212-996-4181.

Experienced, creative, humorous, conscientious female will relocate anywhere for a golden opportunity in country. Call first at 617-533-2967.

Female announcer seeking position in Indiana. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

SITUATIONS WANTED TECHNICAL

Engineer, 30 years' experience, all aspects, including directional & construction, audio production. Top references. William Naramore, 212-457-3844.

Radio engineer with 16 years' experience in AM-FM stereo, automation, construction with general class license. Contact Box E-36.

SITUATIONS WANTED NEWS

Basketball season's almost here. Need a heady, prepared PBP man? Big ten experienced. Mark Rosman, 201-536-4183.

Experienced news pro. Reporter, anchor, editor writer, producer, director. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Sportscaster with 9 years' experience desires major market challenge. Knowledgeable, informative, and entertaining. Proven track record. Call 512-428-8494.

Professional radio/TV sportscaster: PBP football, basketball, hockey, baseball, soccer; anchoring/reporting; 5 years in NY market and KMOX-AM, St. Louis. Seeking new challenge in aforementioned capacities, medium to large market. Available now. 914-961-5432.

Female news anchor/reporter, currently radio news director & anchor in top 40 market & TV show host, seeks news position in top 50 market. Creative journalist, versatile voice, stable. 801-350-8668.

Sports enthusiast ready for play by play opening. Excellent sportscaster in baseball, football, basketball. Tape and resume upon request. Chuck Gordon, 312-824-3538, after 1 PM CDT.

Need move up! Small market operations manager wants news, sports position. Strong writer, interviewer, reporter. Does news, sports well! Knowledgeable, hardworking journalist. Want medium, larger market. Prefer East, but anywhere for right price! Box E-21.

Experienced, knowledgeable, and energetic minor-league baseball PBP man seeks major league, AAA, or AA position for 1984. Write Box E-23.

Experienced newscaster. Award-winner. Left last job in April to finish college. Now I have my journalism degree and I'm ready to go again. 5 years' experience, 3 as ND at medium market station in Midwest. Jeff, 815-663-9173.

5 years' experience in news, radio & TV talk, features, copywriting, production, DJ, plus broadcasting degree gives fuller approach to news or talk. Currently employed. Looking for medium or major market. Write Box E-38.

Experienced sportscaster desires position with quality station. 6 years' experience doing major college and high school play-by-play. Outstanding sound. Tape ready. Call Burt, 312-966-3675.

Professional seeking a sports or news position. Energetic, knowledgeable, and personable. Play-by-play experience as well. 305-763-1686.

Experienced sportscaster. PBP, excellent interviewing, production, and writing skills. B.S. Radio and TV. Like news also. Write or call Howell Peiser, 6528 Brownlee Dr., Nashville, TN 37205. 615-352-0444.

Experienced sports director looking for good opportunity. Descriptive PBP; will consider news combo. Bob, 703-943-5939.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Programming pro: 10+ years' experience A/C, country, CHR. Profit oriented. Promotion and marketing knowhow. Degree. first phone. Thom Davis, 704-827-0300.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager. Up-and-coming middle market network affiliate requires creative manager to head up department. Must have excellent writing, communications skills, solid background in video and radio production techniques. Supervisory and budgeting skills a must. Minimum three years experience in agency or broadcast facility required. Salary commensurate with experience. EOE. Send resumes only to Box E-19.

Sales manager- Small market in SW needs aggressive sales mgr. Looking for mature salesman or asst. sales mgr. ready to move up. Excellent salary and benefits with multi-operator. Send resume to Box 27206, Houston, TX 77027.

Accountant/assistant controller for rapidly expanding midtown Spanish TV network. Require accounting degree and minimum 5 years' full-charge accounting experience. Duties include supervising daily G/L, A/R, A/P, and the preparation of monthly financial statements. Experience in broadcasting and in-house EDP preferred. Send resume and salary requirements to: Mario Pedrotti, SIN, 342 Madison Ave., NYC 10017.

Chief engineer - good hands-on engineer needed in SW small mkt. Looking for asst. chief ready to move up. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027

HELP WANTED SALES

General sales manager - Excellent opportunity to manage sales force at solid #1 CBS affiliate in Sunbelt. Prefer prior management experience. Good administrator, budgeter, and motivator. Forward resume and salary history in first reply. No phone calls. Rich Pegrum, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Southeast network affiliate needs GSM to profit from new growth plan under new ownership. If you can guide underdog to top dog and document it, send resume in confidence to: James J. Matthews, General Manager, WECA, P.O. Box 13327, Tallahassee, FL 32317.

National sales manager - Excellent opportunity at solid #1 CBS affiliate in Sunbelt. Must have two years rep. experience, also prefer local experience. Be part of management team and work with best rep. in the business. Send resume, career goals, and salary history. Rich Pegrum, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Washington, DC - we are expanding our operations and accepting applications for immediate opening in sales department. Manager, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Marketing and salesperson wanted to represent successful commercial meteorological services company. The person we are looking for would be innovative, highly motivated, and willing to travel. Experience in selling meteorological services, radio or television, or data services required. Candidates with demonstrable knowledge of meteorology, agriculture, graphics, broadcasting, or data services will be given special consideration. We are an aggressive, young company, with excellent fringe benefits, including profit sharing. To apply, send letter, resume, and salary history to Mike Smith, President, WeatherData, Inc., 833 N. Main St., Wichita, KS 67203.

HELP WANTED ANNOUNCERS

Television announcer - on-camera and VO. experience necessary. Includes on-camera fund drives, ad-lib, booth announcing - acting background helpful. Send video cassette and resume to JR, WNET, 356 W. 58th St., NYC 10019.

HELP WANTED TECHNICAL

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Sony VTR's, CMX editing systems, and DVE units. Call Jerry Ebberts, 303-751-6000, or send resume to Telemation Productions, 7700 E. Iliff, Ste. H, Denver, CO 80231.

Experienced studio maintenance engineer for Telemation Productions/Chicago. Equipment includes: Ampex & Sony VTR's; Ikegami & RCA cameras; Ross, Vital & Utah switching; Ampex & Vital digital effects; CMX & "Epic" editors; Neve audio. For additional information, contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Top 25 market TV station in northern California seeking assistant chief engineer to supervise maintenance and operational areas. Individual must have at least 5 years' experience in personnel supervision and a strong background in maintenance & RF with a general class license. AE, BE, or SBE certification helpful, but not required. Modern state-of-the-art facilities and generous benefits. Good weather and close to mountains & ocean. Salary negotiable. M/F, Equal opportunity employer. Write Box B-98.

Engineer in charge for Telemation Productions/Unit 6. Equipment includes: Ampex & Sony VTR's; Ikegami cameras; Ross & Utah switching; Chyron graphics; RTS, and more. Applicant must be a self starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Field engineers - see our display ad in this issue under Allied Fields-Help Wanted Technical. The Sony Broadcast Company.

Need good maintenance engineer. Self-starter. Help build new television station. Possibility for advancement. Prefer strong skills in 3/4" tape and all other studio equipment. Send resume to KCWS-TV, 0050 110 Road, Greenwood Springs, CO 81601, attn: L. Brown. EOE/M-F.

Mobile television facilities company seeking technicians for Arlington, Texas based mobile unit. Background in video and maintenance required. Excellent opportunity for growth and advancement. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011.

Studio maintenance technician needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley, & Sony-equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech school is also helpful. Send resume to: Larry Brandt, KCPO-TV, POB 98828, Tacoma, WA 98499. EOE.

Washington, DC - master control engineers. Experience preferred. Other positions available. Manager, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Chief engineer for TV, AM, FM, and production facility. (SBE certified preferred) Five years' experience in repair and maintenance of broadcast equipment required, as well as FCC reporting, budget management, and supervisory skills. Area is a hunting and fishing paradise, just 30 miles from the beaches of the Gulf of Mexico. EOE. Send resumes/inquiries to Box E-52.

Maintenance engineer - Experience in lo-band VHF, Microwave ENG and translators, as well as videotape. This is a primary maintenance position. So. Cal. location. Salary range \$1500 to \$2500 per month, depending on experience. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102.

Network affiliated UHF, new construction in east Texas, is seeking resumes for late fall or early winter hiring. Positions open are: maintenance supervisor, maintenance, senior video person, and air operations personnel. All interested parties should write: Chief Engineer, KLMG-TV, P.O. Box 5151, Longview, TX 75608. EEO.

San Francisco film and video production facility desires senior broadcast maintenance engineer. Must have 5+ years experience with broadcast post production. This would include computerized post production editors (cmx, epic, etc.); one inch type C vtr's; GVG switchers; post production font units; cameras, etc. The position would involve a wide variety of maintenance and support tasks for post production, telecine, and to some extent, production. Resumes only: c/o Jennifer Kelsey, One Pass Inc., One China Basin Bldg., S.F., CA. 94107.

Video maintenance engineer (non-smoker). Immediate opening with twelve-year-old Hollywood facility. Top salary and benefits. Must be thoroughly experienced in maintenance and repair of Ampex and RCA Quads, Sony 1" C and 3/4" BVU's, digital standards conversion, and other sophisticated signal processing and distribution systems. Bosch 1" B and Rank Telecine experience also desirable. Call Don Johnson, Director of Engineering, The Video Tape Company, 10545 Burbank Blvd., North Hollywood, CA 91601. 213-985-1666. EOE.

Chief engineer. Chief engineer (radio and TV) will be responsible for the design, operation, and maintenance of television and other audiovisual technical systems in the Biomedical Communications Division at the Arizona Health Sciences Center. Position requires a B.S. degree in TV electronics or comparable experience; 5 years specific technical/engineering experience in television production and maintenance facilities, preferably in medical environment; 3 years supervisory experience and demonstrated supervisory skills. Application closing date October 24, 1983. Forward resume to Staff Employment Office, University of Arizona, 1717 E. Speedway Blvd., Tucson, AZ 85721. For further information, call Steve Levey or William T. Harrison, PhD, 602-626-7343. An equal opportunity/affirmative action employer.

KOVR-TV, Stockton/Sacramento, is seeking an assistant chief engineer with proven management ability. A motivating "people" person who understands the demands of a tightly run news-oriented operation in the 21st market. Job requires "hands on" understanding of the operation and maintenance of studio and RF equipment. SBE certification preferred. General class license required. Salary starts at \$35K. Contact Bob Hess, 916-927-1313, or direct correspondence to Chief Engineer, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV is an equal opportunity employer, M/F.

HELP WANTED NEWS

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.

News producer. Top five market station needs series/specials producer. Must be skilled writer, researcher, packager, and have experience in newscast production. Show us your writing skills when you send your resume only to Box E-8. EOE.

Sports/news combo. The best of both worlds. 50's group looking for talented, experienced person to anchor weekend sports and cover news 3 days. If you're this uniquely qualified individual, then rush resume only to Box E-12. Equal opportunity employer.

News manager. If you're currently an executive assistant news director or news director looking for a challenge, we have it. Flagship group station looking for talented individual to steer news operation. Only those with experience need apply. Send resume only in confidence to Box E-13. Equal opportunity employer.

KSTP-TV is looking for a producer for an investigative/consumer unit. We're looking for a person who can research, write, and produce quality reports. Persistent self-starter with good news judgement a must. Previous TV/investigative work preferred. Send resume and tape to Susan Steger-Welsh, Executive Producer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Producer/anchor for a new format in a fast-growing Northwest city. We're heading to number 1! Use the resources of a regional network and a respected local news team. Resume and tape to Steve Jahnke, KTVQ, Box 2557, Billings, MT 59103.

KSTP-TV is looking for a top-notch producer. We're looking for experience. We need a creative self-starter who has an imaginative and innovative method of presenting the news. A great opportunity to work with the largest and best equipped TV newsroom in the upper midwest. Send resume and tape to Susan Steger-Welsh, Executive Producer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

News director with excellent editorial skills and ability to motivate/train staff. VHF, good Texas market. EOE. Resume only to Box E-43.

News director: aggressive, self-starter, to manage number one news operation for Midwest CBS affiliate. Candidate must be solid journalist with proven management skills. Send resume and salary requirements to Guy Hempel, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M-F.

News director - small market, group-owned, ABC affiliate, Midwest, seeks professional to lead large, progressive news operation. Journalism degree and ability to recruit/teach journalists required. Send resume, salary requirements only to Box E-44. Equal opportunity employer.

Ready to move up? Send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Reporter. Qualified to handle general news assignments and weekend weather reports. Gulf Coast VHF. EOE. Resume only to Box E-45.

Meteorologist for VHF, South Texas. Requires ability to present weather in an interesting, concise manner. EOE. Resume only to Box E-47.

Aggressive producer/reporter for net affiliate in 100-plus market. Must be experienced, creative and articulate. EOE. Resume only to Box E-59.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Technical writer. Freelance. We are a major Eastern production company. We need an experienced technical writer to adapt training and medical programs to a video format. We have business pending that requires your skills immediately. Please send resume, fee requirements, plus a written sample of your work only to Box E-24.

Executive producer for PTV station. Should have extensive experience in all forms of television production and the ability to work with creative personnel. Should possess administrative skills to supervise staff assignments and the operation of art department, EFP and ENG units, and station program producers. Should have background in cultural and public affairs programming to oversee the development and production of programs from concept to air. Should be capable of estimating and maintaining annual departmental and program budgets and operating expenditures. Please send resume to John Hutchinson, WNED-TV, Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Assistant creative director. New position. Challenging career opportunity for experienced advertising/promotion specialist. Requires ability to plan/administer all station advertising and promotion campaigns and budget. Some creative input on commercial accounts. Strong creative, writing, production skills essential. Ad agency experience helpful. Resume/tapes/salary requirements to Margaret Shadburne, WAVE-TV, P.O. Box 32970, Louisville, KY 40232. No phone calls. EEO employer.

Director. Established Eastern production company seeking an experienced professional. Three to five years experience in production directing commercials and corporate communications on film and videotape. If you are creative and want to be challenged, send resume and salary requirements only to Box E-25.

Producer for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter only, explaining qualifications by November 1, 1983. Write Box E-34.

Co-host needed, to complement female co-host, for magazine format show planned for rapidly growing top 30 SE market. EOE. Resume only to Box E-39.

Star videotape editor-major mid-Atlantic, production/post-production center seeks talented, creative on line videotape editor. Experience with 1" type C VTRs, computer managed editing systems, and ADO preferred. Solid technical background essential. Resume only to Box E-50.

Managing editor for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter only, explaining qualifications by November 1, 1983. Write Box E-37.

Executive producer. 5 years' experience in television production. Proven skills in scripting, producing, directing, and managing technical and creative staff. 2 years' management experience. Good knowledge of lighting, staging, and other technical skills. Degree preferred. References and resume tapes required. Send to Sue Combs, WPTD, 3440 Office Park Drive, Dayton OH 45439. 513-298-9500. Applications deadline: 10/15/83. EOE.

Producer/director. KLAS-TV is seeking an innovative producer/director. Applicant will be responsible for producing and directing daily newscasts. Minimum 3 years' experience. Submit resumes to Mrs. Jan Stanley, Personnel Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Assistant to program director. Growing multi-ethnic TV station needs assistant to program director. Job requires some broadcasting or ad agency experience, thoroughness, attention to details, typing, some computer experience, and good personal appearance. Bilingual a plus. Non-smoker. Send resume to P. Gallagher, 1954 Cotner Ave., Los Angeles, CA 90025. EOE.

Promotion director - WIS-TV, Columbia SC, seeks creative, aggressive advertising and promotion director for #1 VHF TV station. Minimum 3 years' experience in designing and executing multi-media campaigns, budgeting, and public relations. Strong emphasis on news promotion. Send resume to D. Bagwell, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

SITUATIONS WANTED TECHNICAL

Assistant chief engineer, small market TV station, wishes to relocate. Over two years' experience. Graduate, two year technical school. 1st class FCC license. Call James Furry, 701-572-0039, after 3:00PM CDT.

SITUATIONS WANTED NEWS

Experienced professional news writer and editor trained in TV news wants news writing or producing position in medium or smaller market. Comfortable with news, features, and specialized areas, including health and business. Columbia Journalism M.S. Call Howard, 703-521-1159.

Host/feature reporter. Former PM Magazine co-host, St. Louis. Good appearance, voice, personable. 314-961-8835.

Nightly anchor/reporter in medium market looking for major market advancement. Sincere, believable, authoritative, enthusiastic, and aggressive approach. Skilled in all phases of profession. Degrees: B/A and M/A in communication. Four years in profession. Call Christopher, 215-886-4741; 609-967-5653.

Weathercaster. Experienced, presently top 40 market. Excellent on-air presence, articulate, knowledgeable, enthusiastic. Ready to relocate. Write Box E-10.

Sports reporter/anchor, currently reporter with local cable TV, seeks sports position with Southern network affiliate. George, 504-475-6587.

Troubleshooter, has gun, will travel. Loaded for investigative, consumer, political reporting. Box B-142.

Reporter/photographer/editor. 3 years' experience. Creative, energetic, a digger. Can anchor/produce. Ron, 608-257-8917.

Seeking entry level position in television sports. Degree, internship in top 30 market TV sports dept., 1 year in radio. P.O. Box 677, Daytona Beach, FL 32017. 904-767-5437, Tim.

Management Goal-nine year pro reporter/anchor seeks small market news director's job, offering challenge and community involvement. Write Box E-56.

Innovative reporter. Excellent ratings record. Multiple state and national news awards. Superior writing and production skills. Call Pete 717-823-9665.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Black male, knowledgeable, professional. Seeks job as a cameraperson. Has experience at America's first public cablecasting station. References. Pete, 815-877-0649.

Aggressive, creative & flexible videographer with 14 yrs' experience in EFP/ENG & studio seeks permanent position. Will Relocate. Tape & resume available. 219-836-8325.

Creative producer/director. Can edit, shoot, direct, switch. Professional with degree and over 4 years' experience, one year at management level. Can help you get your productions on track. Available now. Call Joe, 813-797-1955.

ENG photographer. Definition: (1) A person with a creative eye. (2) Someone who has mastered the tools of his trade. (3) Someone who is not afraid of a little work. Tape on request. Will relocate. Gilbert, 914-277-3948;3771.

Hard-working broadcast graduate - seeking entry level position in a career of television production! Intern experience with local cable company. Producer of local weekly sports show! Willing to relocate anywhere. Call Bob, 602-840-9280.

Bubbly! Bouncy! Plus a brain, chock full of good ideas. Major market news/features pro seeks to host local talk-variety or midday show. Handsome, witty, good conversationalist, with production skills that will have them tuning in for more. Ready-to-go. Box E-55.

Commercial director with 7 years experience seeking new opportunities and challenges with commercial station or growing production house. Creative, vibrant, and dependable. Box E-57.

CABLE

SITUATIONS WANTED MANAGEMENT

Newhouse Master's/MBA-experience in cable research, programming, marketing. Seeks management position. Able to formulate innovative approaches to subscriber expansion and retention. Julie, 201-791-3323.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor of radio/television, Fall semester, 1984. Ph.D., tenure track; teach courses in radio/television production or broadcast writing and broadcast programming and regulation, law, history or new technology. Specialization in urban studies desirable; proficiency in video/television and audio production necessary. Salary competitive based on qualifications. Excellent fringe benefits. Application deadline is December 1, 1983. Send resumes to Robert O. Blanchard, Chairman JRT Department, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Equal opportunity/affirmative action employer.

Two faculty openings in radio-television: one assistant and one associate professor, latter to serve concurrently a term as director of the division, one of three in department. Ph.D. required for both; area of teaching/research interest is open. Associate position requires extensive research, teaching, and administrative experience. Available September, 1984, as 9-month tenure track positions (summer teaching available). Send resume, salary requirements, and three letters of recommendation to Christopher Sterling, Search Committee, Department of Communication and Theatre, George Washington University, Washington DC 20052. The University is an equal opportunity/affirmative action employer.

CMX editor/instructor. Electric Film is looking for highly skilled CMX operator to teach its weekend class in CMX editing. Excellent salary. For an interview, call 212-966-4510, or write Electric Film, 87 Lafayette Street, NY, NY 10013.

Western Illinois University seeks two assistant professors to start January, 1984. Teach two or more of following: broadcast management, television or radio production, film and documentary, broadcast writing, broadcast journalism, and introduction to broadcasting. Advise undergraduate and graduate majors. ABD required; PhD preferred. Salary negotiable, depending upon degree and experience. Send vita, letter of application, and three letters of reference to: Dr. Sylvia White, Communication Arts and Sciences, Western Illinois University, Macomb, IL 61455. Application deadline: Oct. 31, 1983. EOE/AA.

SITUATIONS WANTED INSTRUCTION

Wanted-position with a small or medium college interested in a strong communications program. Have a Bachelor's degree. Will work for graduate degree. Have sold my radio station and wish to use my experience helping young people in college prepare for the future. Box E-54.

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.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media. 404-324-1271.

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.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc, 800-547-2252.

Video equipment for sale: just taken from service, in good condition. Lot 1: Sony 3/4 editing system, 2860a video recorder, 2260 video player, RM430 edit controller, \$3995 total. Lot 2: Sony 3/4 video equipment, 2860a recorder, 2260 player, VP1000 player, VO4800 portable recorder, \$4495 total. Lot 3: three JVC mini-cams in studio, with large viewfinders, on Kwikset dolly tripods, remote CCU's, cables, \$9995 total. Marvin Sparks, VP, or John Elliott, CE, 513-323-0026.

AM transmitters. Gates BC 5P2, 5kw (1963). CSI T2.5-A, 2.5 kw (1980). Gates BC-1G, 1kw (1965). Bauer 707, 1kw (1971). Gates 250 GY & 250 T. M. Cooper, 215-379-6585.

FM transmitters. Harris FM-5H w/MS15 (1974). Collins 831-G2 w/22 (1979). CCA 10,000 DS (1973). M. Cooper, 215-379-6585.

Gates BC1J AM transmitter, 870, \$1,200. Moseley remote control, WRC-10T, \$250. Schaefer 900 automation system, 903 controller, interfaces for instacarts or revoxes, \$3,000. 4-K Radio, 208-743-2282.

Transmitters: RCA BTA 1 R1 AM, 1kw, \$2000. CCA 250w FM, \$3000. Excellent. Gates M-6095 exciter, \$350. 402-564-1538.

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500, Box 590, Leesburg, VA 22075.

285' Heilax (3") with connectors. 3 years old. Used inside. Good condition. Spooled. \$4500. Jim Walsh, 312-236-9555.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Television field production. Elections/olympics/special events. Add impact to your coverage. Award-winning producer and crew available for innovative on-location production. Contact Jonathon Rosen/Impact Communications, 914-937-0900.

Inventions, ideas, new products wanted! Industry presentation/national exposition. Call, free, 800-528-6050. Arizona, 800-352-0458, X831.

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

RADIO

Help Wanted Sales

SALES MANAGER

If you have proven track record, preferably in Southeast, bottom line oriented and can administrate and motivate a large, high-energy sales team, we need you. Fore-ground BM FM, A/C fulltime AM, all tools needed to do job are operational—all we need is your leadership. Salary plus override, expenses. Fantastic benefits. Equal opportunity employer. Send resume to:

Howard H. Keller, VP/GM
WCSC/WXTC
P.O. Box 186
Charleston, SC 29402

No phone calls.

SALES MANAGER

FM radio station in sunny Miami, Florida, seeks a qualified, highly motivated person who likes to take charge & can accept a challenge of building sales & a sales staff. Sales, commission & override. A great opportunity. This is not a desk job. Experience required. Call Fred C. Jacob, 616-452-3111. EOE.

Help Wanted Technical

BROADCAST TECHNICIAN NEEDED

for Washington-based network. Extensive experience with modern audio equipment and low-power RF gear necessary. Familiarity with telco and other telecommunications practices helpful. Job involves hands-on installation and equipment repair, as well as planning, production, and remote work. Some travel likely. Write Box E-64.

Help Wanted Technical Continued

RF Broadcast Systems Engineer

CBS Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 2 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Don Romeo, Manager of Technical Recruitment, CBS Inc., 51 West 52nd Street, New York, NY 10019.

CBS RAD

A Division of CBS Inc.

Men and Women of All Races Desired

Help Wanted News

VOA NEEDS FOREIGN CORRESPONDENTS

Experienced international radio correspondents are needed by the Voice of America for overseas and domestic assignments. Applicants must be seasoned professionals with demonstrated news gathering ability, including proven skills in writing and voicing, and the preparation of political-economic analytical pieces and correspondents' reports. Foreign language skills an asset. Most correspondents can expect language training before overseas postings. Working expertise in one or more major geographic areas desirable. Applicants must be American citizens and available for worldwide assignment.

VOA, part of the United States Information Agency, offers an excellent salary/benefits package, including overseas housing or housing allowance, retirement, and health insurance coverage. Frequent travel for overseas positions. Above all, this is an exciting opportunity for skilled foreign broadcast journalists to exercise their profession in a news-oriented international radio network. VOA broadcasts 970 hours weekly in 42 languages to 100 million listeners, and is one of the world's most prestigious and authoritative radio networks. Send resume and SF-171 government employment application form (available U.S. post offices, American embassies abroad, or from us) with recent writing samples and demonstration voice cassette to: Correspondent, B/PF, Room 1274C, 330 Independence Ave, SW, Washington DC 20547. VOA is an equal opportunity employer.

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300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

REGIONAL SALES MANAGER

Los Angeles Office

Arbitron's radio sales office in Los Angeles has an exceptional opportunity for a regional sales manager to join our radio sales department.

The person we're seeking should have at least 5+ years' experience in agency media and/or radio broadcast sales management. You should be a self-starter, ready to travel, committed to hard work, & ready to meet the challenge of this exciting job opportunity.

We offer an excellent starting salary, plus incentives, generous & comprehensive fringe benefits, & a professional atmosphere conducive to personal advancement.

To explore this exceptional opportunity, send resume & salary history in confidence to:

Marvin Korach
The Arbitron Ratings
Company
A Control Data Company
417 Montgomery St.
Suite 444
San Francisco, CA 94104
An affirmative action employer

WANTED

Pavement-pounding, top sales-training general manager for hottest market in U.S. & premiere stations, WFPG-FM & WIIN. Call Allan Roberts, 413-567-7563; 413-567-6833.

MANAGER

Expanding, Midwest-based, medium-market group seeks profit-oriented general manager for fine larger AM/FM billing \$2million+. All-around quality broadcaster with strong sales/community orientation who creates excitement in market/stations and grows people. Run your own business. Incentive compensation. Write Box E-62.

GENERAL SALES MANAGER

Number one rated station in hot Sunbelt market (top 50) needs a general sales manager who can coach and train and lead the troops. You'll be our top motivator. This company believes in sales training and incentives. Must be able to supervise local effort while handling national business, too. Group owner. This is a major career move. Top guarantee and commission for the right man or woman. Send bio and references to Box E-53.

GENERAL MANAGER MID-SOUTH

AM/FM combo with \$2 million gross billing in \$13 million market. \$70,000 salary plus profit sharing. Prefer candidates within 300 miles of Memphis. Mail resume in confidence to Box E-63. All replies acknowledged. EOE.

THE SILLERMAN MORROW BROADCASTING GROUP, INC.

(3AM-3FM-1TV). Seeks energetic, enthusiastic professionals to join our fast track. Opportunities at all levels; particular needs are radio station and sales management. Experience is essential; but confidence you can handle "the next step" will put you in line for consideration. All replies confidential. An equal opportunity employer. Reply to: VP of Administrative Services, Sillerman Morrow Broadcasting Group, Inc., One Broadcast Plaza, Middletown, NY 10940.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

TELEVISION

Help Wanted Sales

ACCOUNT EXECUTIVE WTVF/NASHVILLE

Top-notch CBS affiliate is seeking creative, promotion-oriented salesperson with television, radio, or other intangible sales experience. Experience in the Bias traffic computer system or the sales Mini-Pak computer would be desirable. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An EEO employer, M/F.

Help Wanted Technical

Engineering

ENG FIELD SUPERVISOR

WOR-TV, an RKO station in New Jersey, seeks skilled supervisor to assist in the management & administration of the engineering department.

Responsible for all ENG operations & facilities, including microwave links, ENG vans, remote bureaus, in-house editing functions, & remote surveys as necessary. Qualified applicants should have TV broadcast technical training plus 5 years in a major market commercial TV news operation. Training should include 2 or more years of electrical or electronic engineering. In addition, candidates should be experienced in ENG microwave operations & be willing to work flexible hours. Candidates with supervisory or management experience plus FCC general class license strongly preferred.

Salary commensurate with experience. Please send resume & salary history in confidence to:

**PERSONNEL DEPT.
WOR-TV
1440 BROADWAY
NEW YORK, NY 10018**

Equal opportunity employer, M/F/H/V

CHIEF ENGINEER

New 5 megawatt station in top 25 market seeks experienced high quality engineering chief. Must have strong design, hands-on operational skills, and good administrative abilities. Station will be a "state of the art" showcase facility. Outstanding working environment, benefits, and growth potential. If you seek the finest, contact: Arnold L. Chase, President, Arch Communications Corp., One Corporate Center, Hartford, CT 06103. EOE/M/F.

UHF FIELD ENGINEERS

Comark's expansion continues. We have immediate openings for TV broadcast transmitter engineers for field service operations and site planning. Experience with high power UHF-TV transmission systems required. Send resume or contact COMARK COMMUNICATIONS, INC., P.O. Box 275, Colmar, PA 18915. 215-822-0777.

**Help Wanted Technical
Continued**

**CHIEF ENGINEERS
PLUS FULL & PART-TIME ENGINEERS
STAFF ENGINEERS**

needed for Washington, DC and Southern California operations of growing Satellite co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

ENGINEERS must have Associate degree in electronics plus two years electronic technician experience (or equivalent) with one of the two years in:

(1) Maintenance of typically utilized technical equipment, (ENG U-Matic tape recorders, ENG television cameras, micro-wave STL equipment, audio follow video routing switching equipment, associated audio support equipment), or (2) In electronic circuit design with emphasis in micro-wave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; second class FCC license required.

Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. CALL COLLECT to BIC Personnel Department for employment application form. 801-237-2462.

AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Programing,
Production, Others
Continued**

TALK SHOW PRODUCER

4th market VHF affiliate seeks dynamic live morning show producer. Individual needs 3-5 years middle to major market experience in producing talk shows. We're looking for a progressive, creative, take-charge person who knows how to book and produce ratings-getting shows and who has the knack for demanding and bringing out the best in cohosts, as well as staff. Rush resume, references, salary history to Cynthia Fenneman, Executive Producer, KYW-TV, Westinghouse Broadcasting, Independence Mall East, Philadelphia, PA 19106. Equal opportunity employer.

KYW-TV 3 

**Situations Wanted Programing,
Production, Others**

WHITE VIETNAM VETERAN

Ready to start career in TV at age 49. American-trained in all phases of TV production & art at SIU. Acting & sales experience. Non-union, Christian. Midwest preferred. OK for govt. veterans program. Frank E. Zabielski, Jr., 4608 S. Spaulding, Chicago, IL 60632.

ALLIED FIELDS

Help Wanted Sales

SALESPERSON WANTED

To represent syndicated commercials and music for radio and TV. Broadcast experience a must; news and/or promotion experience ideal. Send resume to Box E-26.

Help Wanted Technical

TTC/WILKINSON CORP.

a leading manufacturer of AM/FM/TV transmitters, is seeking 2 special people. **Senior RF design engineer**-project leader for high power AM/FM transmitter design, from concept through production. Requires 3-5 yrs.' experience in the field; MSEE or equivalent. **RF design engineer**-MF-UHF design of state of the art filters, RF amplifiers, PLL equipment. Requires 1-2 yrs.' RF experience. Send resume & salary history to the Engineering Department.



TELEVISION TECHNOLOGY DIVISION
WILKINSON RADIO DIVISION

5970 W 60TH AVENUE
ARVADA, COLORADO 80003
(303) 423-1652
TWX 910-938-0396

**Help Wanted Programing,
Production, Others**

**WFSB TV-3
ART DIRECTOR**

Are you great on the board & a whiz at electronic graphics? Do you like to set trends, not follow them? Can you easily initiate projects, then follow through to completion? If you've got talent in print, on air, set design, & sales promotion, can delegate responsibility, & work well with lots of people, send resume & sample cassette to Barry Barth, WFSB, 3 Constitution Plaza, Hartford, CT 06115. No phone calls, please.

An equal opportunity employer, M/F.

PROGRAM MANAGER

WMAR-TV, the NBC affiliate in Baltimore, seeks a program manager who is creative and a self-starter. Should have 5-7 years' experience in programming, and programming research must be a strength. The person we seek must have the ability to manage, as well as operate within established budgets and meet delivery dates. If interested, send resume to the General Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212 (no telephone calls, please). Your reply will be held in strictest confidence. EEO/M/F.

WMAR-TV 2 BALTIMORE

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MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
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W	medium	Cl.C FM	\$1,550K	\$650K	Brian Cobb	(404) 458-9226
R.Mtn.	Metro	Cl.IVFM	\$1400K	\$400K	Greg Merrill	(801) 753-8090
FL	Medium	Fulltime	\$950K	30%	Randy Jeffery	(813) 294-1843
R. Mtn.	Small	FV/CLC(CP)	\$800K	\$225K	Elliot Evers	(213) 366-2554
NE	Small	FM	\$700K	210K	Jim Mackin	(207) 623-1874
R.Mtn.	Medium	FM	\$625K	\$125K	Greg Merrill	(801) 753-8090
SE	Metro	Cl.IV	\$600K	Terms	Bob Thorburn	(404) 458-9226
SW	Small	FM	\$275K	\$75K	Bill Whitley	(214) 680-2807
SW	Small	Cl.IV/FM	\$900K	\$175K	Ernie Pearce	(615) 373-8315

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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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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ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

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



Bill White, VP and general manager, KBHK-TV San Francisco, joins Metromedia's KTTV(TV) Los Angeles in same capacity, succeeding Charles Young, now president, Metromedia Producers Corp. (BROADCASTING, July 18).

White

Joseph Sabatino, general manager, WLVA(AM) Lynchburg, Va., named VP, general manager.

Benjamin Tucker, general manager, KMST(TV) Monterey, Calif., named executive VP, operations for parent, Retlaw Broadcasting.

John Goddard, president, Viacom Cable and VP, Viacom International, named senior VP, Viacom International, and elected to board of directors.

Appointments, Koplars Communications' KPLR-TV St. Louis and KRBK-TV Sacramento, Calif.: **Barry Baker**, VP and general manager, KMJM(FM) St. Louis, to VP and general manager, KPLR-TV, succeeding Harold Protter, who left to become managing general partner in WNOL-TV New Orleans ("Fates & Fortunes," Oct. 3); **Michael Fischer**, director of sales, KPLR-TV, to VP and general manager of KRBK-TV, and **Terrence Brown**, general sales manager, KPLR-TV, succeeds Fischer.

James Barnette, VP, sales, WIRK-AM-FM West Palm Beach, Fla., named VP and general manager.

Al Lucero, general sales manager, WCPQ-TV Charlotte, N.C., joins KSAF-TV Santa Fe, N.M., as general manager.

Richard Pegram, general sales manager, WTVR-TV Richmond, Va., named executive VP and general manager, succeeding **Ronald Philips**, resigned.

Bob Groothand, general manager, Rollins Telecasting's WPTZ(TV) Plattsburgh, N.Y., joins Rollins's WEAR-TV Pensacola, Fla., in same capacity. **Carl Leahy**, station manager, WEAR-TV, succeeds Groothand.

William Campbell, interim general manager, WLKY-TV Louisville, Ky., named general manager.

Robert Benson, VP, news and sports, ABC Radio, New York, named to newly created position of VP, senior executive, ABC Radio Networks.

Michael Lonneke, senior VP and general manager, WGSO(AM) New Orleans, joins KRNT(AM)-KRNQ(FM) Des Moines, Iowa, as general manager.

Carol Healey program director, XETV(TV) Tijuana, Mexico (San Diego), joins KTXA(TV)

Fort Worth as station manager.

Gene Boivin, general sales manager, KZEW(FM) Dallas, named station manager, KRQX(AM)-KZEW(FM) there.

Stan Pederson, program manager, KYTV(TV) Springfield, Mo., assumes additional duties as station manager.

Robert Kinkead, executive producer and operations manager, Sportschannel New England, Woburn, Mass., joins WQTV(TV) Boston as station manager.

Mary Cotter, from Eastern Microwave, New York, joins Syracuse Cablesystems, Syracuse, N.Y., as VP and general manager.

Don Amez, from KOSI(FM) Denver, joins KOAX(FM) Dallas as operations manager.

Peter Falconi, operations manager, WKOX(AM) Framingham, Mass., joins WGAN-AM-FM Portland, Me., in same capacity.

Dan Krieger, production manager, KVIA-TV El Paso, Tex., named director of operations and news.

Joe Dealy Jr., VP and secretary, A.H. Belo Corp., Dallas-based media company founded by his great grandfather, George Bannerman Dealy in 1885, has announced his resignation, effective Dec. 31, to pursue other opportunities.

Robert Fitzpatrick, staff attorney, corporate legal affairs department, ABC, New York, named assistant general attorney.

James Robbins, senior VP, operations, Western region, Viacom, Pleasanton, Calif., joins Cox Cable of New York City as VP. **Joel Koblentz**, from Tiger Air Inc., Atlanta, joins Cox Cable Communications there as director of new venture planning.

Lance Evans, manager, prime time, dramas based on fact, program practices, CBS/Broadcast Group, New York, named director, program clearance, program practices.

Marketing

In establishment of full-service agency in London, BBDO has named **Bill Wilson**, executive VP, BBDO International, president of new agency. Elected VP's, BBDO, New York: **David Chmura**, manager, media systems; **Tony De Gregorio**, associate creative director; **Thierry Demogue**, director of international media services; **Howard Finkelberg**, associate director, marketing sciences; **Jane Friedenthal**, manager, media research, and **Ken Schulman**, associate creative director. **Gordon Berg**, account supervisor, BBDO Detroit, named VP.

Named VP's, Ted Bates Advertising, New York: **Jonis Gold**, senior art director; **Susan Cleary**, art director; **Nancy Fields**, casting director, and **Marc Silverman**, assistant controller.



Kell

Duane Kell, general sales manager for WDIV(TV) Detroit, has joined Campbell-Ewald Co., Warren, Mich., as senior VP, director of broadcast media. **Richard Sirvaitas**, national sales manager, WDIV(TV), named sales manager.

Copy executives named VP's, Kenyon & Eckhardt, New York: **Lawrence Mulhearn**, **Rita Nachem** and **Linda Howard**.

Michael Gallagher, copywriter, J. Walter Thompson, San Francisco, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity.

Lawrence Gianinno, account research supervisor, Benton & Bowles, New York, joins Marsteller Inc. there as VP, director of research.

Malcolm Mace, VP, management supervisor, Grey Advertising, New York, named senior VP.



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Philip W. May, international creative supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Appointments, Diener/Hausler/Bates, New York: **Norman Trell**, executive media director and senior VP, to executive VP; **Perry Sperber**, VP and controller, to senior VP, and **Wayne Salo**, VP and senior art director, to executive art director.

Appointments, Michael R. Ellison, Phoenix-based advertising agency serving Christian broadcast ministries: **Phillip Douglas Wallace**, VP, to VP, development and international operations; **James Overreim**, creative director, to VP; **Richard Parrish**, account manager, to VP, client services; **Steven Pittendrigh**, assistant to president, to VP, special projects, and **Doug Preudhomme**, from Morris Cerullo World Evangelism, San Diego, to executive director, donor services.

Ned Anschuetz, associate research director, Needham, Harper & Steers, Chicago, elected VP. **Donald Bigda**, from Dancer Fitzgerald Sample, New York, joins Needham, Harper & Steers there as account group director.

Emily Soell, creative director, Rapp & Collins, New York-based direct marketing subsidiary of Doyle Dane Bernbach, named VP, creative services.

Seymour Waldman, associate creative director, Ogilvy & Mather Partners, New York, named creative director. **Patricia Wockley**, associate media director, Ogilvy & Mather Partners, New York, named media director.

Tom Foreman, from Ogilvy & Mather Direct, New York, joins Foote, Cone & Belding there as art director. **Steve Xenakis**, senior research executive, Grey Advertising, New York, joins FC&B there as project director, research department.

James F. Borchardt, art director, Lord, Sullivan & Yoder, Des Moines, Iowa, joins D'Arcy-MacManus & Masius, St. Louis, as senior art director.

R. Peter Zimmermann, VP and treasurer, Ford Foundation, New York, joins John Blair & Co. there as VP and controller.

Chris Gordon, from Bri-Ter TV, New York, joins Lexington Broadcast Services there as manager, station sales.

Steve Marx, senior VP, general manager, WAAF(FM) Worcester, Mass., named to newly created untitled corporate post in sales development for parent, Katz Broadcasting. He remains based in Worcester.

Richard Polgreen, local sales manager, WLKY-TV Louisville, Ky., named general sales manager.

Steve Slack, assistant general manager, WATE-TV Knoxville, Tenn., named general sales manager.

Mike Cefaratti, national sales manager, KTVK(TV) Phoenix, named general sales manager.

Mike Schultz, from KCBN(AM) Reno, joins KAHJ(AM)-KHYL(FM) Auburn, Calif., as sales manager, KEWT(FM) Sacramento, Calif.

Richard Hughlett, sales manager, Cox Cable, New Orleans, named sales manager, Cox Cable, Tucson, Ariz.

Russ Bailey, from WNAX(AM) Yankton, S.D.,

joins KYNT(AM)-KKYA(FM) there as sales manager.

Kurt Mische, local sales manager, WQHK(AM) Fort Wayne, Ind., joins WXUS(FM) Lafayette, Ind., as general sales manager.

Paul Sacks, general sales manager, KTZO(TV) San Francisco, joins KFTY(TV) Santa Rosa, Calif., as sales manager.

Kevin McCarthy, from KSRR(FM) Houston, joins KLOS(FM) Los Angeles as sales manager.

Glenn Massey, account executive, KVUE-TV Austin, Tex., named national sales manager.

John Gorski, account executive, KXLI(TV) Saint Cloud, Minn., named local sales manager.

David Alpert, account executive, WEEI(AM) Boston, joins WHOM(FM) Mount Washington, N.H., as sales manager.

Linda Forem, promotion director, WASH(FM) Washington, joins KLAQ(AM)-KPPL(FM) Denver as local sales manager.

Greg Miranda, executive VP, Regenhardt Advertising, Tampa, Fla., joins Katz Television Continental, New York, as account executive.

Charna Boggs, account executive, KJQY(FM) San Diego, joins Group W Radio Sales, Dallas, in same capacity.

Mark Mascarenhas, account executive, WCBS(AM) New York, joins CBS Radio Spot Sales there in same capacity.

Russ Bailey, from WNAX(AM) Yankton, S.D., joins KYNT(AM)-KKYA(FM) there as sales manager.

Steve Nettare, sales representative, TeleRep, New York, joins WBBM-TV Chicago as account executive.

Ed Lain, from WKBS-TV Philadelphia, joins WPHL-TV there as account executive.

Joseph Brown, from WBRC-TV Birmingham, Ala., and **Leo Barrieau**, from WRCQ(AM)-WRCH-FM New Britain, Conn., join WTNH-TV New Haven, Conn., as account executives.

Steve Kaplan, account executive, WTAJ-TV Altoona, Pa., joins WXII-TV Winston-Salem, N.C., in same capacity. **Mary Beth Morgan**, sales assistant, WXII-TV, named account executive.

Elizabeth Gonzalez, administrative assistant to VP, finance and planning, CBS Television Sales, New York, joins CBS-owned WCBS-FM there as account executive.

Nancy Lark, from KJOI(FM) Los Angeles, joins KNX-FM there as account executive.

James Lewis, account executive, KPRO(AM) Riverside, Calif., joins KJOI(FM) Los Angeles in same capacity.

Peter Allen, from WGRY-FM Grayling, Mich., joins WXYZ(AM) Detroit as account executive.

G. Michael Wingertzahn, from WRKR-AM-FM Racine, Wis., joins WBCS-FM Milwaukee as account executive.

Vicki Reinhart, from KEZO(FM) Omaha, joins WMKE(AM) Milwaukee as account executive.

Programming



Gorman

Kenneth Gorman, president of Viacom's entertainment group, and VP, Viacom International, New York, named executive VP, Viacom International, and elected to board of directors.

Executive appointments, Showtime/The Movie Channel: **Julla Chasman**, independent producer, New York, to VP, program development, East Coast; **Nathalie Seaver**, East Coast story editor, Leonard Goldberg, New York, to director of dramatic program development, West Coast, Los Angeles, **Richard Albarino**, VP, development, Henry Winkler Productions Los Angeles, to director of comedy program development, West Coast there.

Richard Weston, senior VP, business affairs and administration, Paramount Pictures Corp., Los Angeles, named president of network television production division. **Diane March**, director of development for movies and mini-series, Warner Brothers, Los Angeles, joins Paramount Pictures Television there as director of movies of the week and mini-series.

Appointments, CBS Entertainment, Los Angeles: **Robert Silberling**, VP, motion pictures for television, to VP, CBS motion pictures for television; **Peter Frankovich**, director, motion pictures for television, succeeds Silberling; **Norman Powell**, director, motion pictures for television, to VP, production operations; **Greg Maday**, director, dramatic specials, to director, motion pictures for television, and **Lauren Joy Sand**, director, late night development, succeeds Maday.

Leslie Moonves, Saul Ilson Productions in association with Columbia Pictures, Los Angeles, joins 20th Century-Fox Television there as director, movies and mini-series.

Jim Korris, programming executive, Universal Television, Los Angeles, named director of current programming and marketing.

Alan Zaretsky, VP, marketing and business affairs, On The Air, New York-based television production company, named president. **Jack Steng**, VP, sales, named executive VP.

David Kurman, producer, CBS Radio Network, New York, named VP, programming.

Raymond Levy, account executive, Madison Square Garden Network, New York, named to newly created position of director of sales. **J. Gordon Bridge**, director of communications, Hughes Television Network, subsidiary of MSG, named VP, communications services division, which coordinates transmission of New York Rangers and Devils hockey games and New York Knicks basketball games for MSG.

Roger Williams, director, affiliate marketing, Eastern division, Entertainment and Sports Programming Network, Bristol, Conn., named VP, affiliate marketing. **Loren Matthews**, director, program planning, ESPN, named director of programming.

Jeffrey Schiesinger, national sales manager,

Astral Television Films, Toronto, joins Telepictures Corp., New York, as director of international sales.

David Moore, regional manager, Peters Productions, San Diego, joins Noble Broadcast Consultants there as national sales and marketing representative.

Appointments, Rainbow Programming Services, Woodbury, N.Y.: **Mindy Raik**, assistant manager, affiliate marketing, to manager, affiliate services; **Jonathan Sehring**, manager of film acquisitions, to director, film acquisitions, and **Laura Pierce**, film evaluator, succeeds Sehring.

Appointments, Warner Amex Satellite Entertainment Co., New York: **Thomas Freston**, national marketing director, The Movie Channel, to VP, marketing for MTV: Music Television; **Jeff Weber**, executive producer, Nickelodeon, named VP, and **Gerry Laybourne**, director, acquisitions, to VP, acquisitions and scheduling.

Larry Anderson, operations director, Taft Broadcasting's WDAE(AM) Tampa, Fla., named manager of Primetime Radio, Taft's national syndication company there.

Alan Berkowitz, Eastern syndication sales manager, Blair Video Enterprises, New York, named VP, media marketing.

Peter Marino, advertising and promotion manager, Tribune-owned WGN-TV Chicago, named head of program development for Tribune Entertainment Co. there.

Jeffrey Schlesinger, national sales manager, Astral Television Films, Toronto, joins Telepictures Corp., New York, as director of international sales.

Jerry Sobczak, manager, sales administration, CBS/Fox Video, New York, named director, sales and marketing administration.

Carole Kleinberg, director of community programming, Cablenet, Mount Prospect, Ill., named VP, programming and community affairs.

Steve Bitker, from Japan Cable Television, Tokyo, joins AMI News, San Francisco-based producer and distributor of radio features, as production director.

Kenneth Horseman, managing director, Florida Public Television Network, Tallahassee, Fla., joins Vermont ETV, Winooski, Vt., as executive producer, responsible for local production for statewide public television network.

John Davidson, former professional hockey player, New York Rangers, joins Madison Square Garden Network, New York, as commentator, Rangers telecasts.

Michael Decker, operations manager, Nu-Concepts Broadcast Corp., Luray, Va., cable television systems, joins WSME(AM)-WEBI(FM) Sanford, Me., as program director.

Dave Kanzeg, director of radio programming, noncommercial WOUB-AM-FM Athens, Ohio, joins noncommercial WNYC-FM New York, as program manager.

Art Sanders, from KZLA-AM-FM Los Angeles, joins WBAP(AM) Fort Worth as assistant program director.

Paula Linser, production secretary, WXIX-TV Cincinnati, named production coordinator.

Suzie Peterson, director of public relations, MCA Home Video and Universal Pay Television, Los Angeles, named director, new product development.

Georgette Bennett, criminologist and commentator for WNEW-TV New York, and **Geoffrey Cowan**, Los Angeles, communications attorney and director of Corporation for Public Broadcasting, named East and West Coast hosts, respectively, of *Why in the World*, Public Broadcasting Service public affairs program for teen-agers.

Jim Wood, program director and group programming consultant, KNEW(AM) Oakland, Calif.-KSAN-FM San Francisco, named national program director for parent, Malrite Communications.

Neal Sabin, executive producer and assistant program manager, WIND(AM) Chicago, joins WPWR-TV Aurora, Ill., as program and promotion manager.

Toni Berna, program-promotion manager, Cox Cable, San Diego, joins XETV(TV) Tijuana, Mexico, as program director, succeeding Carol Healey (see "Media" above). **Bob Anderson**, promotion assistant, XETV, named production manager.

Dave Scott, music director, WKOX(AM) Framingham, Mass., named program director.

Ronald Olson, from KVOA-TV Tucson, Ariz., and **Richard Noeltner**, from KOLD-TV Tucson, join KPNX-TV Phoenix as directors.

Mike Miller, from WXYZ(AM) Detroit, joins WHDH(AM) Boston as talk show host.

News and Public Affairs

Roger Bergson, news operations manager, WDIV(TV) Detroit, joins KXTV(TV) Sacramento, Calif., as news director.



Chu

Henry Chu, news director, Pikes Peak Broadcasting's KJCT(TV) Grand Junction, Colo., named to same position at Pikes Peak's KRDO-TV Colorado Springs.

Paul Schaefer, anchor-producer, KMIR-TV Palm Springs, Calif., named news director and 6 p.m. anchor.

Bob Tayek, air personality, WERE(AM) Cleveland, named news director.

Ken Swartz, from KRON-TV San Francisco, joins NBC News there as producer, *First Camera*.

Estes Thompson, correspondent, Associated Press, Roanoke, Va., named news editor, Raleigh, N.C., bureau.

Angela Smith, from WAUR(FM) Aurora, Ill., joins WYEN(FM) Des Plaines, Ill., as news director.

Andrew Shinnick, executive producer, 11 p.m. news, KGO-TV San Francisco, named assistant news director. **Pete Wilson**, from KTXL(TV) Sacramento, Calif., joins KGO-TV as anchor.

Appointments, CBS News: **Karl Fleming**,

correspondent, CBS-owned KNXT(TV) Los Angeles, to producer, *CBS Morning News* there; **Rome Hartman**, producer, WJLA-TV Washington, to producer, Atlanta bureau, and **Lance Heflin**, producer, WPLG(TV) Miami, to producer, New York, bureau.

Shelley Lewis, news director, The Source, NBC Radio, New York, assumes additional duties as executive producer for all political coverage.

Jackie Robbins, program director, KZFM(FM) Corpus Christi, Tex., joins KKBQ(AM) Houston as news director.

Appointments, WTSP-TV Tampa-St. Petersburg, Fla.: **Frank Volpicella**, 11 p.m. producer, to 6 p.m. producer; **Deborah Trueman**, night assignment editor, to associate producer-writer, and **Don Wood**, weekend assignment editor, succeeds Trueman.

Rob Puglisi, news producer, WTSP-TV Tampa-St. Petersburg, Fla., joins WKBW-TV Buffalo, N.Y., as noon news producer. **Sue Weber**, news producer, WKBW-TV, named *Newscope* producer.

Lee Hammer, producer, KSFO(AM) San Francisco, joins KCBS(AM) there as news editor.

Appointments, WISN-TV Milwaukee: **Dave Begel**, columnist, *Milwaukee Journal*, to editorial director; **Phillip Weintraub**, news producer, KMOL-TV San Antonio, Tex., to producer, 10 p.m. news; **Todd Weller**, assignment editor, WLUK-TV Green Bay, Wis., to weekend assignment editor and production assistant, and **Robin Marshment**, meteorologist, WISC-TV Madison, Wis., to same capacity.

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Appointments, **WHBQ-TV Memphis: Robin Brown**, from **WDIA(AM)** Memphis, to news assignment editor; **Marjorie Ford**, from **KTVU(TV)** Oakland, Calif., to reporter, and **Jeffrey Prier**, from **WGHP-TV High Point, N.C.**, to noon weather anchor-reporter.

Amy Green, from **WLS-TV Chicago**, joins **WJLA-TV Washington** as field producer.

Ann Craig, news director, **WNAP(FM)** Indianapolis, joins **WPDS-TV** there as anchor and public affairs director.

Jacquie Walker, from **WROC-TV Rochester, N.Y.**, joins **WIVB-TV Buffalo, N.Y.**, as noon anchor.

Debra Wetzel, from **WGBB(AM)** New York, joins **WCBS-FM New York** as newscaster.

Appointments, **KETV(TV)** Omaha, Neb.: **Karen Kelly**, anchor-reporter, **KTVB(TV)** Boise, Idaho, to anchor-reporter; **Rolanda Taylor**, public service director, and **Carol Kloss**, from **WOTV(TV)** Grand Rapids, Mich., to reporters.

Mike Jacobs, 6 p.m. anchor, **WTJM-TV Milwaukee**, named *Newscope* anchor.

Denise Jimenez, from **WMAQ(AM)** Chicago, joins **WGN(AM)** there as morning anchor.

Nick Mills, from **WITS(AM)** Boston, joins **WEEI(AM)** there as morning news co-anchor.

David Wittman, from **WAVE-TV Louisville, Ky.**, joins **WBZ-TV Boston** as weekend co-anchor.

Bob Hynes, weather anchor, **WJBK-TV Detroit**, joins **WDiv(TV)** there in same capacity.

Barbara Ann Putney, from **WGHP-TV High Point, N.C.**, and **Jeffrey McGill**, from **WJTM-TV Winston-Salem, N.C.**, join **WXII(TV)** Winston-Salem as news photographers.

Chris Farrell, weather anchor, **WUFT(TV)** Gainesville, Fla., joins **WTVX(TV)** Fort Pierce, Fla., as weather anchor.

John Saler, weather anchor-reporter, **WXEX-TV Richmond, Va.**, resigns.

Technology



Connolly

William G. Connolly, VP and deputy director, engineering and development, **CBS/Broadcast Group**, New York, joins **Sony Broadcast Products Co.** there as president and chief executive officer.

Appointments, **E-Systems**, Dallas: **David Tacke**, executive VP,

to president and chief executive officer, succeeding **Kenneth Smith**, who is retiring; **A.L. Lawson**, general manager, Greenville division and officer of company, to senior VP, group executive, succeeding **Robert Mitchell**, who is retiring; **E.G. Keiffer**, general manager, Garland division and officer of corporation, to senior VP and group executive, and **C.R. Farmer**, VP, electronic systems, Garland division, succeeds Keiffer.

Warren O'Buch, director of marketing, **Conrac** division, **Conrac Corp.**, Covina, Calif., named president of division.

Erich Burlefinger, division VP, electro optics and power devices, solid state division, **RCA**, New York, named division VP and general manager of newly formed new products division, Lancaster, Pa.

Appointments, **Wold Communications**, Los Angeles: **Brian Lookofsky**, manager of TV traffic, to director, TV traffic and facilities; **John Chin**, supervisor of TV traffic, succeeds **Lookofsky**, and **Vicki Briasco**, supervisor of facilities, to manager, facilities.

Joseph Swiderski II, president and chief executive officer, **Swiderski Electronics Inc.**, Elk Grove Village, Ill., retires, succeeded by **Joseph Swiderski III**, VP, sales manager.

Kevin Hamburger, manager, engineering, **Warner Amex Satellite Entertainment Co.**, New York, named director, audio-video engineering.

John Huber, controller, information systems sector, **Harris Corp.**, Melbourne, Fla., named corporate controller.

Weldon Squyres, from international division, **Ampex Corp.**, Redwood City, Calif., joins **Moseley Associates**, Goleta, Calif., as manager of international sales.

Rex Hollis, VP, marketing, **Southern Pacific Satellite Co.**, Arlington, Va., joins **Ford Aerospace Satellite Services**, Washington, as VP, telecommunications operations.

Russ Mundschenk, chief engineer, **WAZI(AM)-WKCI(FM)** New Haven, Conn., joins **WEAZ(FM)** Philadelphia in same capacity.

Jeff Nordstrom, chief engineer, **WAKY(AM)-WVEZ(FM)** Louisville, Ky., joins **Allied Broadcast Equipment**, Richmond, Ind., as sales engineer.

Robert Knott, maintenance engineer and crew chief, noncommercial **WSBE-TV** Providence, R.I., named assistant director of engineering.

Allan Harding, director of finance, **Electronics, Missiles & Communications**, manufacturer of broadcast equipment, **White Haven, Pa.**, elected VP, finance.

Michael Minkoff, from **Q Media Group**, Rockford, Ill., joins **Allied Film Lab and Video Services**, Detroit, as senior videotape editor.

Bruce Harvey, from **Ampex Corp.**, Redwood City, Calif., joins **Smeloff Teleproductions**, Denver, as chief engineer.

Promotion and PR

Marjorie Baker, manager of corporate communications, **20th Century-Fox Television**, Los Angeles, named director of publicity. **Ron Snow**, manager of creative services, **20th Century-Fox Television**, Los Angeles, named director of advertising.

Karen Metsky, public relations representative, **Madison Square Garden Network**, New York, named director of public relations.

Matt Amodeo, public relations coordinator, **ProServ Inc.**, Washington-based sports marketing firm, named publicity director, **ProServ Television**, producer of sports-related programming for cable television.

Philip Paluso, publicist-copywriter, **XETV(TV)** Tijuana, Mexico (San Diego), named promotion manager.

Allied Fields

Clifford M. Kirtland Jr., retired chairman of **Cox Communications**, and among founders of **Broadcast Financial Management Association** 23 years ago, was named recipient of that organization's first annual Avatar award.

Frederick Jacobi, director of public relations, **Museum of Broadcasting**, New York, joins **Columbia Business School** there as director of public affairs.

Jeanne Smoot, associate professor, **North Carolina State University**, Raleigh, N.C., joins **United States Information Agency**, Washington, as director of **USIA's** office of academic programs.

David Ray, VP, **Knight-Ridder**, Miami, named president, **Business Information Services**, of newly formed operating group.

Gail Crofts Arnall, acting president, **NPR Ventures**, Washington, resigns to become independent communications consultant.

Ben Scrimizzi, senior VP, marketing, sales and customer service, **Purolator Courier Corp.**, New York, joins **Radio Advertising Bureau** there as senior VP, marketing and sales.

Eric Fishman, attorney adviser, office of administrative law judges, **FCC**, Washington, joins **Sullivan & Worcester** there as communications attorney.

James Barron, partner, **Barron & Caruso**, Boston-based communications law firm, has joined **Communications Strategies**, Cambridge, Mass.-based communication technologies research, planning and venture development firm, as senior consultant.

Edward Quiroz, director of operations, **RTA Inc.**, Kensington, Md.-based time sharing computer firm, joins **National Association of Broadcasters**, Washington, as director of data processing.

Leonard Cohen, coordinator, **Office of Telecommunications**, New York, has formed own telecommunications consulting firm, **Lencomm Associates** there.

Deaths

John K.M. McCaffery, 69, radio and television newscaster and quiz-show host on New York stations for almost three decades until his retirement in 1967, died October 3 at Torrington (Conn.) hospital. **McCaffery's** association with **11th Hour News** on **WNBC-TV** from 1952 to 1963 garnered him a local Emmy. He was later anchor for **WPIX-TV** and **WNET(TV)**. Survivors include four sons.

Muriel Davidson, 59, VP, film and television development for **Jay Bernstein Productions** Hollywood, was found shot to death Sept. 28 at her home in Los Angeles. **Robert Thom**, 61, Pasadena, Calif., aerospace technician was arrested and held without bail in connection with the incident. **Davidson** is survived by her husband, **Bill**.

Dennis Becker, 39, placement director for broadcasting, **Brown Institute**, Minneapolis died Sept. 19 of complications following brain surgery at Minnesota hospital. He is survived by two children.

Changing the face of programing

Starting today (Oct. 10), 117 U.S. television stations and dozens of overseas broadcasters will begin airing new one-hour episodes of *Fame*, the dramatic series canceled last spring by NBC-TV. Thanks in large part to MGM/UA Entertainment Co. and its television group president, Larry Gershman, the program is continuing in first-run syndication through a production agreement that many observers, Gershman among them, feel may become commonplace in the years ahead.

"I don't think you can extrapolate from this experience and say that this is going to happen with every show that gets canceled," Gershman cautions, "[but] the economics of this business are such that co-productions are necessary."

The agreement, which allows MGM/UA to go ahead with production of 24 original episodes of *Fame* (with a budget of about \$700,000 per hour), involves commitments from Lexington Broadcast Services (which is selling national advertising within the series), Metromedia (which will air the program on its seven major-market stations) and foreign buyers (some of whom are paying up to 50% more in license fees than last year).

"*Fame* was just not ready to be canceled," Gershman declares, "It's too damn good." Getting the series assured of at least one more year of production, he adds, "has been a very emotional journey."

Gershman's journey into television production and distribution began as one of necessity.

"Eight weeks into law school [at Philadelphia's Temple University] I found out my wife was pregnant," Gershman recalls. "So I decided it was time to go to work."

The 21-year-old business administration graduate had never considered a television career, but a call to an industry executive whom Gershman had met while playing basketball for Penn State University landed him an unsalaried jack-of-all-trades position at National Telefilm Associates in New York. With only \$47 in the bank, Gershman moved in with his sister while learning about television advertising and production at NTA-owned WNTA-TV Newark, N.J., then a commercial station, now noncommercial WNCTV.

Eventually, Gershman moved to WCBS-TV as an account executive, and within a year had become the station's top salesman. In 1966 he took a management position with RKO General while going to law school four nights a week at Fordham University, fulfilling in 1968 an ambition the younger Gershman and his father had long shared.

A nine-year stint with NBC-TV in New York began in 1968, first as director of East Coast spot sales and later as sales manager, and finally general manager of WNBC-TV



Lawrence Eugene Gershman—president, television group, MGM/UA Entertainment Co., Culver City, Calif.; b. Mar. 21, 1936, Brooklyn, N.Y.; BS 1957 and MS 1958, business administration, Pennsylvania State University; JD 1968, Fordham University; account executive/producer, National Telefilm Associates, New York, 1958-60; account executive, WCBS-TV New York, 1961-65; account executive, RKO General, Philadelphia, 1966-68; Eastern sales manager, NBC-TV spot sales, New York, 1968-69; sales manager, WNBC-TV New York, 1969-72; station manager, WNBC-TV, 1972-77; executive vice president, Chock Full O'Nuts Inc., New York, 1977; president, Don King Productions, New York, 1977-78; vice president, international sales, Viacom Enterprises, New York, 1978-80; executive vice president, worldwide syndication, MGM Television, New York, 1980-81; president, television distribution division, MGM/UA Entertainment Co., 1981-83; present position (based in Hollywood) since August 1983; married Rosana Mokos, June 5, 1976; children (by previous marriage)—Gerald, 25; Leslie, 21.

there. Gershman helped expand and revamp the station's local news programing, which led to Emmy Awards and first-place ratings for the *Newscenter 4* format. "It was one of the most exciting jobs I ever had," Gershman recalls.

Restless to see what lay outside broadcasting, Gershman took a six-month turn as executive vice president of Chock Full O'Nuts, packaged and sold independent films and spent a year helping promoter Don King put together sports programing. Eventually, Gershman was lured back by Hank Gillespie, then president of Viacom Enterprises, who wanted him to oversee the company's international sales division.

Gershman quickly warmed to overseas deal-making, learning much from the "top flight" staff he inherited at Viacom, but he also felt frustrated at not having the opportunity to develop the kinds of co-ventures he

felt were desirable. Those frustrations disappeared with his move to MGM/UA in 1980, first as executive vice president for worldwide syndication, and later as president of television distribution.

"We are very, very heavily involved in co-production," Gershman points out. "This company has supported every co-production project I've brought in."

Indeed, other studio executives credit Gershman with dramatically changing the nature of program production and syndication. "Larry is part of a new generation at the major Hollywood studios," says one observer. "These are men who know what it's like to run a television station and how to make programing deals. They are changing the way Hollywood does business."

Co-production agreements with the BBC currently include 10 hours of *The Citadel*, three hours of *The Barretts of Wimpole Street*, and three hours of *Goodbye Mr. Chips*. The studio is also co-producing a two-hour play with Britain's HTV, a 52½-hour animated series with Japanese broadcasters, and a one-hour special with the French on the music of Maurice Chevalier.

MGM/UA, in association with Metromedia and Fred Silverman's InterMedia, is also producing *Thicke of the Night*, the first-run nightly entertainment series that premiered Sept. 5.

"We believe in the *Thicke* show," Gershman says, while adding that "the show is not where I want it to be. Neither Fred [Silverman], nor Alan [Thicke], nor I, nor Metromedia is happy with it. But it's going to take a while for it to shake down."

The lesson to be learned from his new approaches at MGM/UA, Gershman feels, is that "the old rules are out."

"There are no rules any more. I'm not afraid to try something different and neither is Frank Yablans [MGM/UA vice chairman and chief operating officer]. Maybe that's why we've done so well. I mean, we're not crazy—but we're not afraid to try something new."

Gershman adds one caveat:

"The networks are still our primary revenue source and our primary customer. I believe that, domestically, the networks will still be the primary source of entertainment. But in the future, all television entities will have a bigger piece of a bigger audience pie."

MGM/UA has three new prime time entries this fall: *We've Got It Made*, *Cutter to Houston* and *For Love and Honor*. The studio is also producing an eight-hour miniseries, *George Washington*, for CBS-TV.

When asked if he finds time for hobbies, Gershman replies: "My job is a seven-day-a-week job. And I love it."

Hours later, Gershman is on a plane to France to oversee final editing of the Maurice Chevalier special and then on to meetings in London with broadcasters airing the new *Fame* episodes. ■

Tri-Star Pictures, joint venture motion picture studio formed last year by CBS, Coca-Cola (Columbia Pictures) and Time Inc. (HBO) is expected to give **advertising account valued at about \$40 million** to one of four agencies in next several weeks—McCann-Erickson or SSC&B, both of which have current accounts with Coke; Diener/Hauser/Bates Co., whose parent agency Ted Bates has held HBO account for last several years, or Young & Rubicam, among whose clients is CBS Inc. Tri-Star's first film will be released in May 1984 and is entitled "The Natural," with Robert Redford and Robert Duvall, followed by "The Muppets Take Manhattan" in July and "The Evil that Men Do," with Charles Bronson, "The Texas Picture," with Sally Field and "The Songwriter," with Willie Nelson.

Representative **Mickey Leland** (D-Tex.) last week introduced bill that would **prohibit FCC from repealing rule of sevens**—which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's)—for five years. Leland is contending repeal of rule would hurt minorities' chances of buying broadcast stations. Among 26 co-sponsors is Representative Cardiss Collins (D-Ill.).

House Telecommunications Subcommittee Chairman **Tim Wirth** (D-Colo.) formally **introduced cable deregulation bill last week**. Preliminary draft of measure was circulated earlier among subcommittee members (BROADCASTING, Oct. 3). Bill (H.R. 4103) is essentially same as companion measure passed by Senate, S. 66, although it requires cable operators to set aside from 10% to 15% of access channels for use by commercial programmers.

Arbitron Ratings announced last week it had **filed suit against Jack Masla & Co.**, radio station rep firm, and United Broadcasting Co.'s **KALI(AM)** San Gabriel, Calif., seeking **\$1,055,000** in damages on charges of copyright infringement and misappropriation and, additionally in Masla's case, breach of contract and fraud. Arbitron claimed Masla, Arbitron subscriber, used Arbitron audience estimates in sales presentation created for KALI(AM), nonsubscriber, in

Ranking radio. *New York and Los Angeles have new number-one radio stations while MOR/talk WGN(AM) continues to reign in Chicago according to Arbitron summer reports released last week.*

In New York, RKO's urban contemporary WRKS-FM moved into first place with a 5.3 12-plus metro share (Monday to Sunday, 6 a.m. to midnight)—up from 4.5 last spring. Landing in the second spot are Infinity's urban contemporary WKTU(FM) and RKO's talk/MOR WOR(AM), both posting 4.9 overall shares. Rounding out the top five are Inner City's urban contemporary WBSL(FM) (4.7) and all-news WCBS(AM) (4.5). Malrite's new high-energy contemporary hit radio station, WHTZ-FM Newark, N.J., which made its debut in mid-August—more than halfway through the rating period—achieved a 2.0 share—up from 0.9 last spring when the station was known as WVNJ-FM and programming easy listening. True reflection of the new station performance will not be known until the fall 1983 book is out. ABC's New York rocker, WPLJ(FM), which modified its format from album rock to CHR in early July, slipped only one-tenth of a share point from the spring sweeps (4.1 to 4.0).

In Los Angeles, Gannett's CHR rocker, KLS(FM), edged out all-talk KABC(AM) 7.6 to 7.4. KLS(FM) is up from 3.3 (summer 1982) and 6.0 (spring 1983). Following KABC are: easy listening outlets KJOU(FM) (4.7) and KBIG(FM) (4.3); ABC's album rocker KLOS(FM) (also at 4.3), and rocker KROQ-FM Pasadena (3.5). The last station, which programs Rick Carroll's modern music "Rock of the 80's" format, is down from a 4.4 overall share last spring.

In Chicago, WGN(AM) registered a 8.3 12-plus share, followed by Gannett's urban contemporary WGCI(FM) (6.2); Century Broadcasting's WLOO(FM), programming Bonneville/FM-100 Plan's easy listening (5.9), contemporary black WBMX(FM) (5.8), and CHR WBBM-FM (5.0). The last two stations have risen in overall share since the spring book, up from 4.3 and 4.4, respectively.

violation of agreement not to use Arbitron data on behalf of no subscribing clients. Suit, in U.S. Southern District Court in New York, seeks \$55,000 compensatory and \$1 million punitive damages.

Jesse Owens Story, four-hour mini-series about black athlete who enraged Adolph Hitler by winning three gold medals at 1936 Olympic games in Berlin and **Stars with David Steinberg**, series one-hour celebrity interviews, are **first-run syndication specials** under way for 1984 release by **Paramount Television**. **Jesse Owens** designed for airing in July, near time of summer Olympics, will have per-episode budget of \$1.2 million to \$1.5 million, according to Randy Reiss, president, domestic TV distribution and production at Paramount, while **Stars**, first two installments of which would air in first and second quarters of 1984, has per-episode budget of about \$200,000. Already interviewed for **Stars**, which described as "Barbara Walters-style interview series," are Bu Reynolds, Sally Field, Mel Brooks and Jane Seymour. Commitment to interviews are Mr. T, star of NBC-TV series, **A Team**, and Jacqueline Bisset. Paramount anticipates six **Stars** interview specials, but will produce and market first two separately, then proceed with four more if first two are successful. Other first-run syndication project in works: half-hour strip based on **US** magazine from Colbert Television.

Freedom Newspapers Inc., Santa Ana, Calif.-based newspaper publisher and owner of two TV's, has signed **"definitive agreement to purchase two of A.H. Belo's VHF stations**, KFDM-TV Beaumont, Port Arthur, Tex., and WTVC(TV) Chattanooga, for **\$49 million**. Suit brings Belo's VHF holdings within limit that would have been exceeded because of Dallas-based company's purchase of five VHF's and one UHF from Dun and Bradstreet for \$606 million (BROADCASTING, June 27). Belo bought WTVC in 1980 for \$19.5 million and KFDM-TV in 1969 for \$5.5 million. Freedom, privately held company, is also owner of KTVL(TV) Medford, Ore., and WLNE(TV) Providence, R.I.-New Bedford, Mass., which was purchased earlier this year (BROADCASTING, Jan. 3).

After auditing Hispanic representation on network TV prime-time programs for first week of new season, **League of United Latin American Citizens** announced last week it was **withdrawing its support for repeal of FCC's financial interest and syndication rules** was calling upon FCC, Congress and President for "three-year moratorium on any changes that could enhance concentration of power in the networks." Those three years, LULAC said, should "be used to examine the mechanisms most likely to produce diversity and serve the entire public interest."

George Back, president of syndicator **All American Television** charged last week that **NewsBank**, service of ABC Television Stations division which provides feature news stories weekly to subscribing stations, represents **violation of network syndication rules**. Back, whose company has interest in **NewsBank** competitor, **Ical Program Network**, made charges in **letter to FCC**, asking commission to address situation. ABC spokesman said company position was that **NewsBank** did not constitute violation of syndication rules, which bar networks from program syndication business because service provides news segments only, not "stand alone programs." **NewsBank** now has between 20 and 25 subscribing stations. Commission has yet to decide whether Back's charge has merit.

President Reagan last week signed legislation establishing **Cuba 5 vice within Voice of America** to broadcast news of Cuba to the country. Legislation represents compromise between backers and opponents of measure President had originally backed to create separate radio station, **Radio Marti**.

FCC Commissioner James H. **Quello** came to defense of PBS President **Larry Grossman** last week, decrying need for "creative financing" resorted to by PBS board in effort to increase his compensation (story page 97). Quello, who also is chairman of Temporary Commission on Alternative Financing for Public Telecommuni-

Postcard upheld. The FCC's decision to eliminate all the information it once sought from license-renewal applicants except what it could obtain on a small postcard has withstood the scrutiny of a majority of a panel of the U.S. Court of Appeals in Washington. The panel, by a 2-1 vote, last week held that the commission decision to abandon its lengthy renewal form and to seek answers only to five questions was not arbitrary or capricious, even though information on programing was not sought. The opinion is a companion to one the same panel issued in affirming most of the commission's order deregulating commercial radio (BROADCASTING, May 16).

The Black Citizens for a Fair Media and Henry Geller and Ira Barron, of the Washington Center for Public Policy Research, had appealed the commission's action largely on the ground the agency had dropped questions regarding programing. They said the agency could not make the necessary public interest determination without the inclusion of program-related questions in the renewal form.

But the majority of the panel, in a decision written by Judge Robert H. Bork, said that the commission is not limited to the postcard renewal form as a source of information. Bork noted that the commission receives "input" from the public regarding licensees—and licensees, he noted, are required to keep program-related information in their public files. Furthermore, he said, the com-

mission may rely on "a presumption of service in the public interest."

As for that last point, Bork wrote, "Neither the statute nor the legislative history precludes the commission" from making such an inference, "given that the inference is rebuttable and the regulatory environment provides strong incentives for operation in the public interest." Those incentives are generated by the commission's tools to find and punish violators, Bork said. Joining him in the majority was William J. Jameson, senior district judge for the district of Montana, who was sitting by designation.

Dissenting was Judge J. Skelly Wright. He said while the court, in the May decision, approved most of the commission's efforts to deregulate commercial radio, the commission, in the postcard renewal proceeding, "has cut away too much." Like those appealing, Wright contended that the Communications Act mandates "an examination of the programing of each applicant. The public, as owner of the airwaves," he wrote, "deserves more protection than the commission's postcard renewal plan provides."

The court's decision was welcomed warmly by the National Association of Broadcasters. NAB President Eddie Fritts said in a statement that "it is a victory for sensible government regulation, showing that the volume of paper is not the measure for a broadcaster's performance."

ms, noted Grossman's ability and value to system and said his **lary should be raised** to level "commensurate with responsibilities" of PBS post. "He's undercompensated for a guy with his abilities. A TV station general manager makes that much [30,000]," Quello told BROADCASTING.

Columbia Pictures Industries Inc. announced late Friday that **ank Price, chairman of Columbia Pictures, has resigned, and will be succeeded by Guy McElwaine**, current Columbia Pictures president. McElwaine will keep title of president and assume duties as def executive officer of motion picture division.

CA-TV is gearing up to bring Magnum P.I. to off-network syndication market next month by holding gala reception at Museum of Broadcasting in New York Oct. 20 for station rep people and programers. MCA-TV will make it available for fall, 1986, on cash-only basis, according to Don Menchel, MCA-TV president. Menchel said **Magnum** will be sold on market-by-market basis. Station coup deals are expected to be eschewed. Talk is that **show will be cord breaker in price for off-network syndicated fare**, exceeding *ve Boat* and recent *Hill Street Blues* deals. Programers expect CA-TV to work way down market list, invite blind bids, thus assuring top dollar offers. MCA-TV says it hasn't set minimum ice per market yet, but one programer reports it "bounced

around" red herring at \$100,000 per episode in Los Angeles recently, reportedly with no takers. Other suggests MCA executives are "taking a personal" interest in *Magnum*, looking for it to do for company's coffers what *E.T* did for it in 1982.

FCC has granted Bell System's Advanced Mobile Phone Service Inc. license to launch what will be **first U.S. commercial cellular radio system—in Chicago**. One of competitors for nonwireline application, Cellular Mobile Systems Inc., had asked FCC to hold off on AMPS license until commission could issue license for nonwireline competitor. According to Cellular Mobile, that would be necessary to prevent AMPS from getting head start. FCC, however, said Cellular Mobile had not presented evidence demonstrating that AMPS's entry now would be detrimental to public. In initial decision in August, administrative law judge had granted application of Rogers Radiocall Inc., Cellular Mobile's competitor, for non-wireline allocation.

Turner Broadcasting System, contending FCC has had enough time to act on issue, last week **petitioned U.S. Court of Appeals in Washington to direct commission to initiate rulemaking to re-examine its must-carry rules**. TBS notes it filed petition for such rulemaking on Oct. 15, 1980, but that commission officials continue to indicate no interest in acting soon. TBS also contends court action is warranted on ground rules—which require cable systems to carry local signals before adding others—impinge on First Amendment rights of cable programers, cable operators and public. It also says commission "repudiated" originally stated premises for rules—that cable is merely supplement to broadcasting—and that emergence of independent cable programers, which changes circumstances in marketplace, require review of rules. Issue sparked **mini-debate between Thomas Wheeler**, president, National Cable Television Association, **and Edward Fritts**, president, National Association of Broadcasters, during panel session at National Black Media Coalition's media conference last week (see page 39). Fritts said rules are essential assuring viewers are served with local news and other programing. Wheeler said rules prevent cable systems from carrying programing like that offered by Black Entertainment Television. But NCTA has not supported TBS on issue before commission. Asked about that, Wheeler said, "Anyone who believes our silence condones the rules makes a mistake."

OCC Advertising, New York, has been **formed by Ohlmeyer Communications Co.**, New York, as full-service agency, replacing former Parkson Advertising Agency.



Schmidt soiree. Broadcasters and congressional figures turned out last week to honor National Association of Broadcasters' board chairman, Gert Schmidt. Reception, attended by several hundred, was held at the International Club in Washington. Shown with Schmidt (r) at party are Al McFayden, executive vice president of the Florida Association of Broadcasters (l), and Congressman Bill Nelson (D-Fla.) (center).

Editorials

S. 1917

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, has made good his promise of a bill to repeal the two Communications Act provisions that directly restrict the broadcaster's editorial freedom and to strengthen the one provision, usually ignored when the others are invoked, that was intended to keep the government out of censorship. Nobody, least of all Bob Packwood, minimizes the political resistance that the bill will encounter. Everybody who admires the First Amendment will go into serious training for a long battle on the Hill.

It is more than the broadcasters' battle, as Packwood said in introducing the bill. Cable is already incorporated explicitly in Section 315, the equal-time, fairness and lowest-unit-rate provision of the law. Publishing faces incorporation as it moves into the age of electronic distribution. It could be called the Act to Free the Fifth Estate, into which the Fourth Estate is perceptibly advancing.

The number of the bill is S. 1917. Remember it, and start working for its adoption.

Places, please

The day after Timothy Wirth introduced his bill to establish a quota for educational programming for children on commercial television, John Summers, of the National Association of Broadcasters, made a stab at explaining there was more such programming on the air now than Wirth had measured. Summers directed attention to the fare offered by the noncommercial WETA-TV Washington.

Wirth, in real or mock astonishment, asked: "The argument you're making is that public TV excuses commercial broadcasters from responsibility to children?" "No, I'm not saying that," Summers answered, unfortunately without further explanation.

Of course, commercial television has the responsibility to keep the welfare of the young ever in its mind, but not since 1952, when the FCC set aside 242 channels for the express purpose, has the commercial system borne the responsibility to educate the young. That's what the noncommercial, educational reservation was all about, Mr. Chairman. And whatever happened to the mission of the public schools?

Interested party

Knowingly or not, President Reagan muddied a process that was already muddy enough when he asked FCC Chairman Mark Fowler to explain what was going on with the FCC's network financial interest and syndication rules. It may be true, as the participants swear, that the President was neutral in his questions and observations. The world outside the Oval Office will never believe that the Hollywood community from which the President originated played no role in arousing his interest in the subject. Hollywood is spending a fortune to prevent the FCC from repealing or indeed relaxing the rules.

Knowingly or not, the President has put the FCC in a grossly embarrassing position. Of the four commissioners in office, only two voted without qualification for the "tentative" decision of early August to repeal the rule that prevents television networks from acquiring financial interests in programs they buy from others and to liberalize the rule that excludes networks from the

domestic program syndication business. Not the rock-hard majority that would be expected to stand up against the massive political assaults carried out by the rival sides since the August FCC action.

At the final showdown, commissioners must vote in the knowledge that their positions then will be compared with their positions of last August. A tilt toward Hollywood would remind folks that Fowler was summoned to a Reagan audience on Sept. 28 and that three of the four commissioners are Reagan appointees.

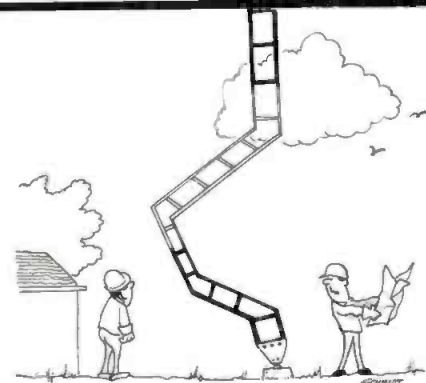
Maybe the President did the hometown boys no favor.

Wrong move for right reasons

Public Broadcasting Service officials knew there was a possibility that an unfortunate interpretation might be attached to their awarding Larry Grossman, the organization's president, a \$125,000, interest-free, 30-year loan to facilitate his purchase of a \$315,000 home in Washington. They went to extraordinary lengths to sanction the arrangement's legitimacy, including the obtaining of an outside opinion from a prominent Washington law firm. (Dallin Oaks, chairman of the PBS board, is himself a justice of the Utah Supreme Court, and presumably no slouch in determining permissibility in business and legal affairs.) Larry Grossman, of course, is of the highest integrity, and during his seven years as president has brought PBS to its highest distinction.

Yet all those right-minded people combined to produce a wrong. Unhappy with what they could pay the PBS president above the line (his compensation is admittedly modest when measured against counterparts in the private sector), they fashioned a way to pay him below the line—and to circumvent the salary cap Congress had imposed on the service's executives. In so doing both Grossman and PBS were set up for charges that public funds—of whatever magnitude—were being diverted from the primary needs of a medium that was crying poverty in every forum in Washington.

Chairman Oaks has said that if the PBS board's action is found to be illegal, he will "retrace my path." Our own inclination would be not to wait. Public broadcasting has had enough to explain away in cleaning up after National Public Radio. Neither PBS nor the exceptional man who heads it needs the diversion this latest lapse will inevitably create.



Drawn for BROADCASTING by Jack Schmidt

"Here's the problem. Somebody folded the erection instructions wrong."



Vanscan Fever

Night after night, the van moved slowly through the streets, taking pictures of every home. But far from being an ominous event, it was a van from the Kalamazoo Nature Center Energy Office taking infra-red scans to reveal to homeowners areas where energy was being wasted.

The program, Vanscan Fever, was an ambitious one, requiring many trained volunteers to interpret the scans and suggest solutions to the costly problems. But WKZO-TV believed it was important. So the station began publicizing the project and inviting citizens to share their time. The response was overwhelming. And when the program was completed, the Energy Office cited WKZO-TV for its role in the tremendous success of Vanscan Fever.

Making viewers aware of opportunities to be of service to their neighbors is all part of the Fetzer tradition of total community involvement.



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WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
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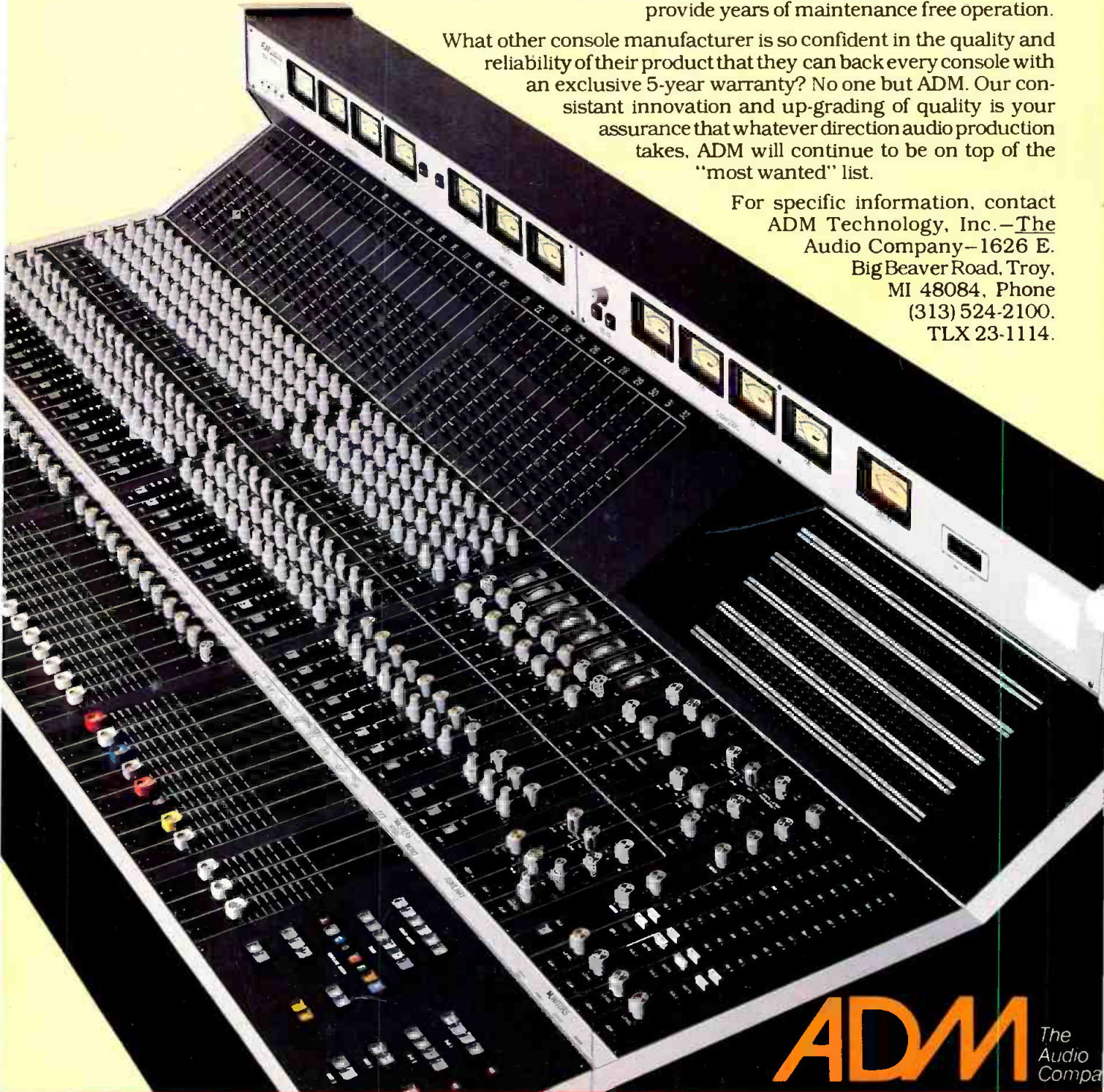
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