

Creative radio advertising no joke

By Marianne Paskowski

NEW YORK—Blame it on tough times, but creativity in radio advertising has taken a nosedive.

Ask any creative director to name some stellar radio commercials today, and he'll be hard pressed. Instead, what comes to mind are hits from the vault of treasured spots—Dick and Bert's work for *Time* magazine, Stiller and Meara's Blue Nun classics.

In the '60s, there were Stan Freberg and Chuck Blore. In the '70s, Dick and Bert shined. But who are the budding creative

gurus in radio advertising in the '80s?

Well, Stan and Chuck and Dick and Bert for starters, as they all still are cranking it out in the '80s—and with humor. Along with that handful of West Coast talent, however, there is an emerging new breed from smaller agencies, doing some very creative work for local clients.

"There never has been a lot of good creative work on radio, only about 5 percent of it was ever any good," argued Dick Orkin, now the head of Dick Orkin's Radio Ranch and Home for Wayward Cowboys.

"The creative work always came out of

people like Chuck Blore, Stan Freberg and Dick and Bert. But there is a lot of good stuff coming out of smaller ad agencies, like Jack Badofsky in Chicago," Orkin said.

Last August, Dick and Bert parted and have formed new commercial production companies independent of each other.

After 10 years together, Berdis left Orkin to team up with Barzman & Co. in Hollywood, Calif., to form Bert, Barz & Kirby.

"It's hard after 10 years for two people to continue to be creatively stimulating to

Continued on page 4



Dick Orkin and Bert Berdis

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BRIEFLY

STV programmers intent on expanding into emerging satellite-oriented technologies found fertile soil in Dallas last week at the first annual convention of the National Satellite Cable Association, the 9-month-old organization of SMATV operators. *page 2*

Quantiplex ratings match prime potential customers for more than 50 product categories, and KMGC radio in Dallas will make a sales presentation using Quantiplex data at the RAB sales conference this week. *page 3*

Congress again is faced with the challenge of effecting sweeping deregulation of the broadcast industry as the Broadcast Deregulation Act of 1983 is introduced. *page 2*

'Pictures of the Future' will be the theme of the 17th Annual Television Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers, Feb. 4-5 at the St. Francis Hotel in San Francisco. *page 2*

'Year of the Bible' is what the National Religious Broadcasters are billing 1983, and the NRB convention in Washington is carrying the theme of 'Christian Media—Facing the Future with the Bible.' The focus of this year's convention is aimed at the spiritual concerns of the participants and the operation of broadcast enterprises. *page 6*

Bright spots in New York radio are the NBC- and ABC-owned FMs. Now that the '82 Arbitron books are in, it turns out that ABC's album rocker WPLJ battered down the hatches during last summer's assault by Doubleday's WAPP. NBC's adult contemporary WYNY increased sales by 71 percent and turned in its seventh straight book without a decline. *page 6*

Record sales are reported along with higher earnings in 1982 for RCA Corp., as the diversified electronics and entertainment company cited its communications and broadcasting segments as strong contributors. RCA Chairman Thornton Bradshaw said, "RCA had a good year in 1982 despite the severe recession." *page 10*

Update	5
People on the move	8
Finance	10
Regulatory scene	11
Calendar	11
Product update	12
Other voices (editorial)	14
Images	15
Industry statistics	16

(24 pages, 2 sections)



William Hussey from Parker, Ariz., watches as Vern Bertrand of Channelmatic adjusts a monitor on a studio control console on the LPTV convention floor at the Disneyland Hotel.

Programs inundate LPTV

By Ed Harrison

ANAHEIM, Calif.—Low-power television is still a pipe dream to the approximately 7,000 applicants awaiting FCC construction permits, but once it becomes reality, operators certainly won't be at a loss for programming.

At last week's three-day Low Power Television Conference & Exposition, sponsored by the National Institute for Low Power Television, programming options dominated the workshops and exhibition hall.

More than 10 national programming services were represented. They included Financial News Network, Satellite Programming Network, Praise The Lord (Christian Network), United Press International and Associated Press news services and SelectTV, along with newly formed ad-supported low-power networks such as JPD Entertainment General Television and Genesis Entertainment.

There are only some 20-25 low-power stations on the air and 137 construction permits granted,

according to John Reily, director of the National Institute for Low Power Television. Programming services are soliciting affiliates in advance. Reily estimated that 3,000-4,000 low-power stations can be accommodated.

Ironically, it is the wide choice of diverse programming available that will present low-power television operators with their biggest dilemma—which service best provides for the needs of the community.

On one hand there were programmers and consultants advising operators to narrowcast a

service unavailable anywhere else in the market. Critics of narrowcasting urged programmers to be broad based, offering viewers a wide spectrum of daily entertainment.

Whether a lower-power station should become an STV station was addressed as well as advantages of hooking up with one of the new low-power networks.

With all the available options, there seemed to be more questions than answers.

Malcolm Klein, president of Malcolm Klein & Associates, a *Continued on page 15*

AT DEADLINE

FCC to review ownership attribution

WASHINGTON—The Federal Communications Commission has issued a Notice of Proposed Rule Making on the attribution of ownership interests in broadcast, cable and newspaper entities. While the NPRM will be targeted only to attribution standards, Chairman Mark Fowler noted that the inquiry will require reviewing the ownership rules as a whole. Proposals for revising the attribution rules include raising the standards 5-20 percent and having uniform standards for corporate and non-corporate owners.

Mets to announce schedules in May

NEW YORK—The latest word from Madison Avenue suggests the TV networks will announce next season's prime-time schedules the first week of May. Speculation has it that ABC will kick off May 3, CBS on May 6, with NBC announcing its schedule the next week.

Continued on page 4

Top ratings anticipated for 'Winds'

NEW YORK—How high is up? That's the ratings question ABC executives are asking, poised as they are on the brink of television's biggest miniseries moment yet, 18 hours of *The Winds of War*.

Several years in the making and featuring a genuine all-star cast, the Herman Wouk novel cost upwards of \$35 million to bring to free, commercial TV. Thirty-second commercial units, sold out some time ago, average about \$170,000.

The talk within the business is that *Winds of War* should average about a 50 share. That estimate is said to represent, give or take a few points, the estimate against which ABC sold the miniseries. Privately, some ABC executives suspect the share average could top 55. Another network, however, gives it only a 46 share. Agency buyers, meanwhile, expect anything from a 45 to 55 share average.

Winds of War is the centerpiece of the ABC effort to close the ratings gap between itself and front-runner CBS during the all-important February sweeps. For several months now, however, it has been assumed that CBS has an unbeatable lead, one that will give it its fourth consecutive victory in the prime-time ratings. Nevertheless, ABC has an enormous dollar commitment as well as an enormous amount of pride and prestige invested in the 18-hour drama. Sources familiar with the program claim editing continues, as ABC strives for a "perfect" production.

Moreover, if ABC manages to close the gap between itself and CBS, it will be positioned nicely for next summer when the 1983-84 prime-time up-front sales season kicks off. ABC still has a decisive demographics edge over CBS and wrote more business at better prices this year than CBS, even though the latter was coming off a winning season.

ABC's *Roots* is still the granddaddy of miniseries and the one that every new multipart blockbuster aims at before it airs and is compared to afterwards.

In January 1977, the 12 hours of ABC's *Roots* earned a 45.0 rating and a 66 share, reaching 32.04 million homes.

Other miniseries have done extremely well in the ratings, but none has come close to *Roots*.

BW1FD02906FIL83# 123183/1
DAVID FILIPOV MUS DIR
STATION WBRU FM
88 BENEVOLENT ST
PROVIDENCE RI 02906

Extravision launch set for April 4

NEW YORK—CBS-TV will launch its national Extravision teletext service on April 4. That's the word from Albert Crane, vice president, Extravision. Crane hopes announcement of the date will help spur affiliates to purchase needed equipment and TV set manufacturers to add teletext capability.

The 100-page Extravision magazine will originate from Los Angeles, where the system was tested for more than a year. Once equipment is installed, CBS affiliates can add local pages and advertising to the mix. That process will not be possible for at least several months, Crane said, nor will consumers be able to buy decoders for a while.

The Extravision launch is contingent on FCC approval, which is expected soon.



STV finds convention soil fertile

By Fred Dawson

DALLAS—STV programmers intent on expanding into emerging satellite-oriented technologies found fertile soil here last week.

ON TV and SelecTV, major forces in premium programming for STV operations, took center stage at the first annual convention of the National Satellite Cable Association, the 9-month-old organization of SMATV operators.

Unavailability of premium programming has been a major problem for the fledgling SMATV industry, which provides apartment, condominium and hotel complexes with a mix of local and satellite-fed television programming. For the past nine months The Movie Channel and Showtime have refused to serve SMATV operators who operate in CATV-franchised territories.

At the same time, Oak Media Development Corp., the subsidiary of Oak Industries that markets ON TV, and SelecTV have been pushing forward with plans to develop markets beyond STV. Both suppliers have agreed to participate in the SMATV operators' new Satellite Programming Cooperative, which the NSCA has organized to develop; volume purchases of programming.

Although ON TV and SelecTV are considered strong premium services by operators, their prices are much higher than those of The Movie Channel and Showtime. ON TV is going for \$6 per subscriber plus another \$1.50 for the so-called "adults only" segment, which runs in the late-night hours. SelecTV is priced at \$7.45 per sub.

The NSCA's co-op has been able to trim 50 cents off the ON TV basic price, plus another 25 cents off the adult segment and 90 cents off the SelecTV offering.

There was mixed reaction among the operators attending the convention to the prospects of moving to costlier services. Since the loss of Showtime and The Movie Channel, many operators have combined Group W's HTN Plus, a family-oriented movie service priced at \$2.65, with various adult services, usually priced at \$1.50.

Oak and SelecTV, both with marketing campaigns geared to back SMATV operations, are courting the private cable industry hard, knowing that SMATV is an important bridge.

Congress again tackles deregulation

WASHINGTON—With the introduction of the Broadcast Deregulation Act of 1983, Congress is faced again with the challenge of effecting sweeping deregulation of the broadcast industry.

First introduced by Sen. Barry Goldwater (R-Ariz.) in 1982, the 1983 version is a virtual mirror image of the earlier bill.

Washington sources expect the bill will move swiftly out of the Senate so as to give a somewhat recalcitrant and divided House time to consider its passage. Such a move also would duplicate last year's action when the bill won Senate Committee approval but

encountered a House that was "either unwilling or unable" to pass it, said one Capitol Hill source.

The move to deregulate is seen as a boon to the Federal Communications Commission, currently operating under guidelines that are out of sync with the fast changing telecommunications environment. In addition, deregulation would eliminate time-consuming and costly paperwork, a sometimes overlooked factor that often thwarts the FCC's best intentions.

At the same time the broadcast bill was introduced, Sen. Goldwater also served up the Cable

Telecommunications Act of 1983, which calls for significant revisions of regulations covering everything from franchise renewal to subscriber privacy guidelines.

Some of the broadcast bill's key provisions would relieve radio stations from the chore of logging programs and commercials as well as do away with local programming requirements. The bill also would simplify the license renewal process, doing away with the submission of competitive license applications during a radio or television station's renewal period. Some claim license applications will be entertained only if a station

changed hands or new frequencies became available.

Another feature of the bill seeks to extract yearly payments from broadcasters for use of the airwaves. These levies range from a low of \$50 for land mobile radio operations to a five-digit fee for major market television stations.

The National Association of Broadcasters came out foursquare in support of the 1982 Deregulation Act and gives this year's version unqualified support too.

At this point, it seems as if the Senate won't even hold hearings on Goldwater's legislation, instead sending it to the House.

Syndication comments flooding FCC

By Bill Dunlap

WASHINGTON—The Federal Communications Commission received 110 formal comments and an uncounted "but substantial" number of informal comments on its proposal to drop financial interest and syndication rules.

The deadline for comments was Jan. 26. The rules in question were passed in 1970 to prohibit the three networks from syndicating television programs or

from taking a financial interest or property right in programming.

Most of the comments turned in at the FCC were from television stations—network affiliates, which, for the most part, support the network position that the rules should go, and independent stations hoping, of course, that the rules would be retained. So far, the FCC hadn't broken down the comments as to position taken.

The parties with the most at stake are the networks. They contend the rules were ill-con-

ceived and have not worked in the public interest. The Hollywood producers, who now own and syndicate the programming in question, claim repeal would give the networks monopolistic control over television program production and distribution.

The real issue is money. There are great amounts of it to be made from syndicating a hit series after its network run, and both sides believe they should get it.

The three networks were among those filing comments. ABC said

the rules "are unwarranted regulation that not only distort the marketplace but foster conditions inimical to the public interest." ABC supported its position with an economic study by Browne, Bortz & Coddington, Denver.

Leonard will host WHT feature

By Les Luchter

FAIRFIELD, N.J.—An adult talk show hosted by *High Society* magazine Publisher Gloria Leonard will be among the new features when Wometco Home Theater, serving some 110,000 New York-area STV viewers, expands to 20 hours per day beginning March 1—a 300 percent increase in its air time.

In her series, an original production for WHT, Leonard will interview stars of adult films and preview their upcoming performances. There will be two new shows each month, each approximately 20 minutes long. And Wometco will offer the series to

other pay TV services.

Another addition to the WHT schedule will be a revised concept for *Now Showing With Richard Brown*, a year-old, short-form series that includes descriptions, critical evaluations and scenes from specific films.

The program now will follow selected films with critical classroom-type discussions of the recently finished flicks. The first installment in the new format will air directly after *Quest For Fire* on several different plays.

Wometco will increase the number of feature film titles from 35 to 45 each month. Children's fare will increase from three to four films monthly. And Night-

cap, WHT's free late-night adult tier now will show eight films a month instead of five.

More sports events will be shown, including games of the New York Yankees and Mets, New York Islanders and New Jersey Devils, and basketball's New York Knicks and New Jersey Nets.

Other WHT programming includes *Something Special* presentations, offering Judy Garland, Cher, Heart and Santana concerts during March.

The expanded WHT programming will be promoted with a "Fat TV" ad campaign from Lansdowne, a division of J. Walter Thompson.

SMPTE focuses on future

SAN FRANCISCO—"Pictures of the Future" will be the theme of the 17th Annual Television Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers, Feb. 4-5 at the St. Francis Hotel here.

Technical sessions, 35 presentations in all, will be divided into four categories: "Generating the Pictures" on Friday morning; "Manipulating the Pictures," Friday afternoon; "Recording the Pictures" on Saturday morning; and "Programming the Pictures," Saturday afternoon. Papers will be delivered by experts from the U.S., England, Germany, the Netherlands and Japan.

A 5,000-square-foot exhibit hall has been limited to equipment that directly relates to the technical sessions. Twenty manufacturers will occupy 43 booths.

During the two-day event, 17 engineering committees will meet to discuss the development and maintenance of standards and practices in various television arts, including camera/recorders, digital equipment and high-definition TV.

Conference social activities will include a "Get-Together Luncheon" Friday afternoon, a wine-and-cheese party Friday evening (sponsored by KPTU, KGO, KPIX and KRON), and a wine tour of the Napa Valley on Feb. 6 (organized by Ampex Corp.).

SMPTE expects about 3,000 attendees.

Groundhog coverage jams airwaves

By Dave Potorti

PUNXSUTAWNEY, Pa. — His Majesty, Phil, King of The Weather Prophets, The Fearless Forecaster and Seer of Seers, will issue a statement of national importance from Gobbler's Knob at 7 a.m. Tuesday.

Would you send a camera crew?

"It's a little out of the way, but it's the kind of thing you feel like you have to cover," said Tom Loebig, news director, WTAJ-TV, Altoona, Pa.

That seems to be the judgment of most news directors within driving distance of Punxsutawney Phil's groundhog burrow. When he goes sniffing for his shadow, people listen.

"The eyes and the ears of the world turn to Punxsutawney, Pa., every year on Feb. 2," claimed Charles Erhard, retired president (23 years) of the Punxsutawney Groundhog Club, former director of *Groundhogese Communications* (7 years) and former owner of local WPME radio, which he built in 1953.

Punxsutawney Phil knows his shadows

"The coverage is fantastic," he said.

The first official trek to Gobbler's Knob took place in 1887. "When it first began, there was no TV coverage at all," Erhard said. "Then one station covered us—WDTV, Pittsburgh (now KDKA-TV). One station grew to two, and we now enjoy coverage by ABC, NBC, CBS, CNN, Mutual Radio, UPI and AP. We made every major newspaper in the country four years ago."

Virtually everyone, nationwide, carries the groundhog's prediction. Erhard's WPME fed the story to 254 radio stations last year.

While smaller area radio and TV stations can't spare the manpower to cover the event in person, outlets in cities like Altoona, Pittsburgh and Johnstown have mobilized forces for years.

"We go there every year," said Carrie Pastelak, news assignment editor, KDKA-TV, Pittsburgh. "Our crew gets an early start,

since it's some distance away, and does a report on the scene. We feed the Group W stations by satellite."

"We like to tease our weatherman, and let him know as often as we can that Punxsutawney Phil is every bit as good a weather prognosticator as he is," said Bill Hillgrave, sports anchor, WTAE-AM, Pittsburgh. "We've even done stories on the scene with someone talking to the groundhog and someone doing his voice."

Hillgrave is toastmaster at this year's Groundhog Banquet and will take part in the crowning of the Groundhog King and Queen at the local high school. WTAE has covered the event yearly.

WIOQ-FM, Philadelphia, personality *Harvey In The Morning* will broadcast his 10 a.m. show live from Punxsutawney for the second time this year.

The three-location broadcast begins at the kitchen of Sportsman's Park, a local dance hall

and rifle range. After on-the-scene coverage from Gobbler's Knob, Harvey treks to the annual groundhog Day breakfast at the DeFelice Family-Style Restaurant (all you can eat, \$3.00).

On-site interviews include Yates DeFelice (owner of the restaurant and DeFelice's Slaughterhouse) and James Means, (groundhog handler for eight years and newly elected Groundhog Club president) on the subject of why people from all over the world come to town for the event.

"We've gotten live reports from down there as long as I've been here, which is 20 years" recalled Warren Beck, news director, CHMI-AM, Hamilton, Ontario. "The story breaks up the monotony of a bad economy. We're a steel industry town, and our unemployment is the highest in Canada."

Club President James Means will talk live on Gene Molter's *Mornings* show on WKOX-FM, Framingham, Mass.

"People here are concerned with the weather," Molter said. "Our winter has been very mild, and they're wondering whether we're going to get all of the bad weather at the end."

"Depending on the severity of the winter, interest in the groundhog may be more significant," said Bill Coombe, Eastern division news editor, UPI. "Although everybody knows it's a fake, it's still an indication of spring."

UPI has carried the story since the 1930s and has had reporters on the scene since the mid-50s.

"The more snow a state gets, the bigger a deal the story is," said Don Beman, state editor, AP. "In Minnesota, Iowa and particularly the Dakotas, the beginning of spring means that you can start your car again."

"We heard a rumor last month that Phil died," WTAJ's Loebig said. "But we just found out that a female groundhog had been put into his cage at the zoo in an attempt to get a Phil Junior. Phil went into hibernation, and the female died. We did a tongue-in-cheek report on it."

KMGC using Quantiplex

DALLAS — Radio station KMGC here will make a sales presentation using Quantiplex data at the Radio Advertising Bureau's sales conference this week.

KMGC's General Sales Manager David Goreman will show broadcasters how to target audiences by station and serve themselves and their advertisers more effectively.

Quantiplex ratings match prime potential customers for more than 50 product categories, services and stores to particular media habits and preferences. Quantiplex can show which particular radio stations or TV programs a "most likely to buy" customer will listen to for given products.

"These systems, which deliver detailed buying habits and preferences, go far beyond material provided by the traditional Nielsen and Arbitron ratings," said Bill Morris, president of Quantiplex, the marketing information division of John Blair & Co.

Quantiplex has 53 radio and TV stations and more than 100 advertisers and agencies as subscribers.

Comsat, IHC slate tests for Intelmet

NEW YORK — Comsat General Corp. and the Intercontinental Hotels Corp. have joined to offer the world's first public access fixed facility international video-conferencing service.

Called Intelmet, the service is designed for small executive conferences, although it can be expanded for larger groups. The initial installation consists of a two-way system between New York and London.

Free trial tests will be offered for small groups between February and May. The system will utilize communications links from British Telecom, AT&T Long Lines and Satellite Business Systems.

The system offers a variety of audio and video services geared to meet the users' budgetary needs. The equipment is concealed so that participants' attention is focused on the meeting rather than the medium.

"...we did it!"

KBIG-FM
LOS ANGELES / SAN FRANCISCO DIVISION BONNEVILLE INTL

Jack Adamson
President

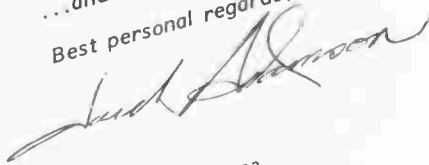
Well, John...

...we did it! The "report cards" are in and the Satellite Easy Listening format is a smashing success.

Sure, it takes a lot of ingredients to make a successful station; marketing/positioning strategy, music texture, on-air packaging, and the final ingredient - the technical quality that the B.B.S. Satellite delivers - is certainly the ribbon on the package...

...and it's only the beginning.

Best personal regards,



January 7, 1983

Mr. John E. Patton
Chairman and Chief Executive Officer
Bonneville Broadcasting System
P.O. Box 157 - 274 County Road
Tenafly, New Jersey 07670

cc Mr. Jerry Del Colliano

JCA/lwi

P.O. Box 46927, Los Angeles, California 90046 (213) 874-7700



BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670 (800) 631-1600

More of what you come to Bonneville for!

Radio ad legends still look for humor

Continued from page 1

each other," Orkin said.

About 85 percent of Orkin's Radio Ranch clients are local and regional advertisers. The client list includes Dayton's, in Minneapolis, *Los Angeles Herald Examiner*, the *San Francisco Chronicle* and Safeway Foods.

"The real interesting stuff is coming out of local and regional advertisers. In tough economic times, national advertisers and their agencies are less inclined to use humor," Orkin said.

To make his style of humor more attractive to small retail advertisers, "we reorganized our price structure dramatically to help the local retailers do fun things," Orkin said.

Orkin's former partner Bert Berdis agreed the economy is responsible largely for the lack of creative advertising today in radio.

"Hard time, hard sell," Berdis intoned.

Berdis said he is working currently on 30 radio spots, all humorous. Current clients include Atari, Exxon Office Equipment, Paine Webber and USA Cable Network.

"I like to do stuff based on real people in funny situations. I generally don't like comedians, but I do like comic actors like Dick Van Dyke and Tony Randall," he said.

"The worst spot I ever heard was for Miller Light Beer. While they do the best TV, they also do the worst radio. Can you imagine, the dialogue actually goes, 'now I'm giving baseball signals, now I'm pulling my nose.'"

Berdis describes his new radio efforts for Paine Webber as "tricky creative." "It's hard to show symbols of success on radio. In the TV spot, you can use boats and other symbols of wealth, but we went after the quality of life approach instead."

"Wall Street loves it," said Bill Harris, senior vice president, creative, Compton

Advertising New York, agency for Paine Webber.

"It breaks the barrier. Most brokerage house advertising sounds like retailers. This campaign is targeted to upscale suburban business men and women who drive to work," he said.

"It's not only radio advertising that's bad. I can't name 10 great radio or TV campaigns, like I could 10 years ago. But things are getting better. We're seeing great reels from England and Europe, which are getting everyone fired up again," Harris said.

Veteran radio maven Stan Freberg is working hard these days, readying a new campaign for General Motors Delco car stereo—for the fourth year in a row.

"I only take on a client if they have a problem to solve. I turned down Tide detergent because when I asked them what their problem was, they told me they wanted to sell more soap, that they only had 70 percent of the market. I told them they did not have a problem, and that there was too much soap backing up in my sink already," he joked.

"Radio is a glorious medium, on the level of literature. It might be the most important, as it is the theater of the mind, and the mind is limitless. And it's a lot cheaper than television. TV costs are getting pretty close to being criminal," he said.

"So much of radio advertising, and TV, too, is audio/visual wallpaper. You have to make advertising jump off the wall for it to be successful. I just can't understand people who use standard sound effects from the library. Can you imagine, recorded doors? You can hear all the surface noise. You must create live sound effects in order to do good radio," Freberg said.

Freberg has accepted some jobs that don't involve humor.

"I did some radio spots in 1968 for Sens. Hatfield and McGovern that were

anti-Vietnam. The spots used irony, and they were the only activist things I ever did," he said.

"I turned down spots for Forest Lawn cemetery, because there's nothing funny about death. I wish I hadn't turned down the job for Hubert Humphrey when he ran for president," he joked, noting that instead of Humphrey, "Richard Nixon was elected."

Chuck Blore and Don Richman Inc. just celebrated its 20th anniversary of producing radio commercials.

"My own favorite radio campaign is our ongoing reach out and touch someone campaign for the phone company," explained company Chairman Chuck Blore.

"Radio gets good when the economy gets bad, because it's just more competitively priced. But unfortunately about 85 percent of radio advertising is just atrocious," Blore said.

"Too much of the old joke and jingle mentality. There's a whole middle area there that they don't explore, and that is eliciting emotions, the human response.

"People are playing it safer, agencies use people like us because we are like an insurance policy. We'll give them both results and quality," Blore said.

Some of Blore's current clients are First Alabama Bank and Gobels Beer in Cleveland.

The Second City—Chicago—is producing its share of new radio talent.

"Unfortunately, radio advertising has always been the ugly stepchild at agencies," said Jack Badofsky, vice president, creative director at Smith, Badofsky & Raffel, Chicago.

"But it's the most challenging. You have to be a damn good writer, you're doing it all," he said.

"The big shops lean toward formula and jingle. They vary the jingle a little to fit whatever format, like country."

Badofsky's admirers cite his work for

the *Chicago Tribune's* classified pages as unique. "It took a lot of editing," Badofsky said about his ongoing campaign that sells the product, the classified pages, in a humorous fashion.

Badofsky also handles Golden Bear's restaurant account. "The new campaign is aimed at the after midnight set and features vignettes of night people, like rock concert burnouts and a husband and wife who get the munchies," he explained.

Another Chicago agency that is scoring high marks for its radio efforts is Zechman & Associates Advertising.

"I'm not hearing terrific stuff on radio today and that's because nobody wants to do it. It's the toughest medium to work with."

"Unfortunately, clients usually want a great piece of music. If you're Coke, that's OK. But I'm hearing too much music, and it just blends in," Zechman said.

"I know this sounds snobbish, but I really can't think of anything good coming out of the major agencies. It sounds like they use the audio tracks from their TV stuff for radio."

Zechman's clients include Augsburg Beer and its famous beermaster Hans Kessler and Gingiss Formal Wear.

According to Marsteller's Jane Arkus, senior creative director, Pittsburgh, "we're seeing less and less humor because sometimes the creator upstages the product." She defined success as "making the cash register ring and keeping friends."

"You can be brilliant or obnoxious, my mentor once told me, but it's better to be somewhere in the middle," she said.

As Charles Martell, executive vice president and creative director of J. Walter Thompson USA/West, summed it up, "Creative levels are at an all time low. Young people don't pay much attention to radio, because they never experienced it in its heyday. No one ever got a job at an agency with a radio reel."

AT DEADLINE

Continued from page 1

CBS prime-time changes expected

NEW YORK—Look for CBS to introduce a number of prime-time schedule changes in March. Most of the series will get tryout shots at making the 1983-84 schedule.

Low-power applications results expected

ANAHEIM, Calif.—The nearly 7,000 applicants who have filed for construction permits of low-power television stations should start seeing some results by early spring when the Broadcast Bureau of the FCC gets its computer on-line to help speed up processing. Molly Pauker, legal counsel to the Broadcast Bureau, told last week's Low Power Television Conference that 200-300 applications per month could be processed.

USTV predicts 500,000 subs by 1985

DALLAS—United Satellite Television, which expects to be the nation's first direct satellite-to-home broadcaster in late 1983, said it also will be serving 500,000 satellite master antenna TV subscribers by mid-1985.

Scott Puritz, United Satellite's manager of programming, said at the First National Conference for Private Cable System Operators here that his company "plans to be a major factor in the burgeoning SMATV market." He said DBS service offers major cost advantages for SMATV operators over existing satellite service.

ABC wins libel suit

NEW YORK—ABC has won both a libel suit and invasion of privacy suit filed against a 20/20 broadcast, *Unnecessary Surgery*, which aired Jan. 8, 1981.

Rhys Williams, a doctor named in the report, sued the network for \$51 million. Hazel Davidson, a woman undergoing surgery who was videotaped through an operating room window but was unnamed in the report, sued for \$25.1 million for invasion of privacy.

VTR legislation introduced in Congress

WASHINGTON—Bills were introduced in both the House and Senate late last week that would exempt home video tape recording from liability under the Copyright Act. The proposed legislation, sponsored by Sen. Mathias (R-Md.) and Rep. Edwards (D-Calif.), was placed in the hoppers after the Supreme Court heard oral argument in the Sony Betamax case.

Group W to look behind the "Classified"

LOS ANGELES—The classified ads of newspapers and magazines are the inspiration for a new half-hour pilot being produced by Group W Productions. *Classified* will "probe the most intriguing ads" to come up with the stories behind them. The show was created by Bob Brand, who also will serve as producer.

WJZ-TV blitz attacking crime

By Angela Burnett

BALTIMORE—Since April last year, WJZ-TV has taken an affirmative step toward combating crime. The station's Anti-Crime Team blitz has been more than catchy slogans and buzzwords. It has been a way of showing the station's awareness of personal responsibility to Baltimore.

Carol Keiser, public relations director, explained, "Local stations have adopted a philosophy that they won't be able to succeed with just their wide variety of programming, but with their local programming." She noted that the influx of cable and other entertainment programming sources have challenged traditional broadcasting.

To counter this influence, WJZ represents itself as a friend to its viewers. "We are involved.

PGW slates name change

NEW YORK—Peters, Griffin, Woodward becomes Corinthian Television Sales—effective Feb. 1.

"PGW was a well-known and respected name in national spot broadcast representation," said Arthur Elliot, PGW's president, "but our new name accurately and completely describes our company today and for the future."

In 1979, PGW was purchased by Corinthian Broadcasting Corp., a Dun & Bradstreet Corp. subsidiary. PGW is the national sales arm for the six Corinthian TV stations—KHOU-TV, Houston, KOTV, Tulsa, Okla.; KXTV, Sacramento, Calif.; WANE-TV, Fort Wayne, Ind.; and WISH-TV, Indianapolis, all CBS affiliates, and ABC affiliate WVEC-TV, Norfolk, Va.

We do care, and we are in tune with you, our viewer," Keiser said, describing the station's relationship with Baltimore.

"When we were looking for a project," she said, "we looked for what you would call the lowest common denominator." While the economy was the biggest problem in the area, the station chose crime, the second most cited problem, because it felt it could make a measurable difference in that area.

The ACT campaign is designed to use on-air programming and promotional and personal contacts.

With the specific goals of showing WJZ's commitment and offering how-tos on relieving the crime situation, the project has been a major success.

WJZ has involved its six locally produced shows for a monthly feature on crime prevention, defense and awareness. Twenty 30-second crime tips using local personalities have been produced, and 20 more are expected before the close of the project in June. The station also has encouraged the organization of neighborhood-watch groups, blockwatchers and property identification.

FOR THE RECORD

■ Diane Sawyer, one half of the *CBS Morning News* team, has signed a new contract that's said to pay her in the neighborhood of what co-anchor Bill Kurtis is making, somewhere in the \$800,000 range.

■ The Feb. 19 edition of *Saturday Night Live* will feature a video tribute to *SNL* original John Belushi, put together by the late comedian's wife, Judith.

■ CBS Broadcast Group President Gene Jankowski is set to receive the Distinguished Communications Medal from the Southern Baptist Radio and Television Commission Feb. 17, at the group's annual awards dinner in Fort Worth, Texas. Another major CBS figure also picked up an award, the JAKS (named after tennis great Jack Kramer) as tennis broadcaster of the year.

■ *Magnum P.I.* joins the roster of *The CBS Late Movie* for the 1983-84 season.

■ Joe Spencer, formerly a reporter for WXYZ-TV, the ABC-owned station in Detroit, has joined ABC News as a correspondent based in Chicago. And Dick Vermeil, a former NFL coach-of-the-year of the Philadelphia Eagles, has signed a multiyear contract with CBS Sports as an analyst on NFL broadcasts.

■ CBS' 2½ hour *M*A*S*H* finale roles 8 p.m. EST Feb. 28, rather than 8:30 as announced earlier. No word yet on what show will inherit the blockbuster's audience at 10:30 p.m.

■ In a decision by an FCC administrative law judge, channel 14 in Washington has been assigned to WSCT-TV. The decision denied the competing applications of five other groups. WSCT is owned wholly by Formula Telecommunications Inc.

■ WABC-TV, New York, reports that after three weeks in the 7:30-8 p.m. EST weekday slot, *Entertainment Tonight* has averaged an 8.7 rating and 14 share, a 43 percent improvement over the checkerboard lineup the station had been airing.

■ Embassy Communications has promoted Eve Brandstein to vice president, talent and casting, where she will be responsible for casting all theatrical and television projects.

UPDATE

Lorimar, Gordon ink venture pact

LOS ANGELES—Lawrence Gordon Productions Inc. and Lorimar are joining up to supply TV series, miniseries and made-for-TV movies.

Currently, Lawrence Gordon's 48 Hours, with Nick Nolte and Saturday Night Live star Eddie Murphy, is showing major box-office potential in theatrical release. Other Lawrence Gordon movies include *The Warriors*, *The End*, *Hard Times*, *Xanadu*

and *Hooper*.

As part of the deal, Gordon Executive Vice President Charles Gordon also is making the move to Lorimar's Culver City operation. Together, the two Gordons are executive producers of the upcoming ABC series, *The Renegades*. Charles Gordon is head of Gordon Productions' Television division, while Lawrence Gordon also is the creator and co-executive producer of another ABC

series—*Matt Houston*.

The Gordon partnership is another move in the direction of what Lorimar president Lee Rich calls the company's "vigorous new development posture." Rich also said the Gordons are among "the most dynamic and innovative producers in the business today," and that Lorimar expects the new team will produce "many exciting projects."

ABC posts second prime-time win

NEW YORK—For only the second time this prime-time season, ABC won the weekly ratings, posting a 17.9 rating for the week ending Jan. 17.

ABC has a 17.9 rating and 27 share versus CBS' 17.4 rating and 27 share. NBC trailed with a 16.4 rating and 25 share.

ABC won four nights, placed eight programs in the top 20 rankings and saw two series staples, *T.J. Hooker* and *That's Incredible*, post season high numbers.

In the season-to-date averages, CBS still maintains a comfortable lead over second-place ABC, on the strength of a 18.4 rating versus the latter's 16.6; NBC has a 15.3 average rating for the 17 weeks.

On the evening network news front, *CBS Evening News* continues to dominate the competition, posting a 16.1 rating for the week versus ABC's 12.9 and NBC's 12.6.

Perhaps the most impressive performance turned in during the

week was that of NBC's *The A Team*, which as a Sunday night movie notched a 23.0 rating and 35 share. In addition, NBC also was buoyed by the premiere of *Mama's Family* on Saturday evening at 9 p.m. EST. The new sitcom had a 18.6 rating and 28 share, giving NBC the best numbers it's seen in that period.

As for *A Team*, it launched against the first part of a four-hour ABC miniseries, *Malibu*, which itself pulled a commendable 18.6 rating and 28 share.

Radio ratings offer few surprises

MINNEAPOLIS—Adult contemporary remains the choice of listeners 12 and up in the Minneapolis/St. Paul market, with WCCO at a 20.5 share and KSTP-FM at 12.4, attracting almost a third of the audience in Arbitron's fall book.

The stations posted a 20.0 and 12.2, respectively, in the previous book.

Top-40 WLOL held on to third place, slipping slightly from a 10.0 to 9.7. KQRS-FM, with an album-oriented rock format, improved from 4.6 to 5.7, jumping into fourth place ahead of country

KDGY, which slipped three points to 5.5, and AOR KDWB-FM, which slipped from a 6.0 to a 4.9 share.

■ In Atlanta, top-40 WZGC regained first place, rebounding from 9.5 to 10.2, overtaking urban contemporary WVEE, which slipped from 11.5 to 9.7.

Country WKHX continued to gain, going from 7.8 to 9.4, taking over third place in the market from adult contemporary WSB, which dropped almost a point to a 7.9 share.

The AOR leader was WKLS-FM, which improved from a 6.2

to 7.9. Beautiful music WPCB fell from 7.5 to 6.8.

■ In Phoenix, Ariz., all-news KTAR extended its market lead, posting a 10.1, up substantially from the last book's 8.8 share.

Album rocker KDKB jumped from fifth to second as its share improved from 6.8 to 7.6, while easy listening KQYI dropped from 8.4 to 6.7, easy listening KMEQ-FM fell from 8.1 to 6.5 and country KNIX-FM dropped more than a point to 6.4.

■ In Tampa/St. Petersburg, Fla., top-40 WRBQ jumped from third into first place, improving its share from a 10.5 to an 11.6.

Beautiful music WWBA held its ground at 10.9 and country WQYK fell from 10.9 to 8.6. Beautiful music WJYW improved from 5.2 to 6.9, followed closely by country WSUN, up slightly to a 6.8 share.

Other market leaders were adult contemporary WMCG at 5.8, black-urban WTMP at 5.7, big band WDAE at 5.2 and AOR leader WYNF at 5.0.

NAB gets royalty fee hike

WASHINGTON—Copyright Royalty Tribunal has granted the National Association of Broadcasters an additional .8 percent of the royalties allocated for syndicated programs carried by cable in 1980.

The award, going to commercial television, is part of the Phase II allocation and is in addition to the 4.5 percent television broadcasters received in Phase I.

The NAB had filed this motion with hopes of shortcutting litigation in Phase II of the 1980 allocation proceeding. Michael Berg, NAB associate general

counsel, explained they effectively had increased the Phase I allocation without participating in the hearing process.

The settlement only relates to the Phase II allocation and reduces the Motion Picture Association of America share by the .8 percent.

Television usage level sets record

NEW YORK—TV usage reached record levels in 1982 as American households tuned in for an average six hours, 48 minutes daily—three minutes more than the previous year, and a 38-minute increase during the past five years.

These A.C. Nielsen figures were released by the Television Bureau of Advertising, which pointed out that the increased set usage was not caused by viewers tuning to cable or pay TV.

Although eight months in 1982 set or tied household usage records, the three sweeps months were not among them.



Kingly milestone observed

Five years and 260 Mutual Broadcasting System affiliated stations can give testimony that the proclamation issued by Washington, D.C., Mayor Marion Barry for "Larry King Day" is well-deserved. Coordinated with the debut of King's new daytime show, "Larry King—In Focus," the anniversary will be celebrated with a broadcast from the Palm Restaurant. It will feature a number of King's favorite guests who have appeared on his shows over the past five years.

Lee notes warm feelings for broadcasting at FCC

BALTIMORE—Former FCC Commissioner Robert Lee warmed the Winter Management Conference of United Broadcasting Co. by noting there was a "wonderful climate" toward the industry by the current commission.

"Were a broadcaster grossly violative of the rules," Lee said the FCC "may flex its muscles." However, there appears to be commission support and cooperation with broadcasters.

Lee, who is involved with Hubbard Broadcasting's U.S.S.B. direct broadcast satellite plans, cautioned that it would be "wise indeed to move with caution" with new ventures. He explained that there remains a question as to the affect of DBS on the traditional broadcast industry.

"But there's no problem with the technical aspects of DBS. The problem is what are we going to put on it?" he added. Lee noted that the DBS awards remain contingent on the June 1983 Satellite Broadcast Conference in Geneva, where final allocation

of the frequencies will be decided. A decision on marketplace equipment standards or those imposed by the FCC also must be made. Lee noted that the DBS companies, in favor of FCC-set standards, have requested a committee be set up on the matter.

Speaking on deregulation, Lee cautioned that broadcasters should "be prepared for the circle to turn." Encouraging the United group to set up their own standards code, Lee added that broadcasters should be prepared to work the rules to their benefit.

"All broadcasters would be very wise to have their own code—something you can point to. If you don't, it's a natural for legislation," Lee said. "I would hate to see legislation come to force you to do something you could do on your own."

Lee noted that radio deregulation has "gone about as far as it can" and voiced support for continuing the technical standards.

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WPLJ—WYNY

Tales of turning the numbers around

By Bill Dunlap

NEW YORK—Now that the '82 Arbitron books are in and the accountants are down to the bottom line, it turns out that two of the bright spots in New York radio were the NBC- and ABC-owned FMs.

ABC's album rocker WPLJ-FM batted down the hatches during last summer's assault by Doubleday's WAPP-FM but bounced back in the fall book. Meanwhile, NBC's adult contemporary WYNY-FM increased sales by 71 percent and turned in its seventh straight book without a decline.

Last summer, when Doubleday Broadcasting launched WAPP with an advertising blitz and three months of commercial-free rock, WPLJ's share of the 12-plus metro audience dropped a point to 3.5 and WAPP entered the scene with a 4.9 in its first book as an AOR station.

In the fall book, though, WPLJ is back on top of the AOR heap here with a 4.3 share, with WAPP down to a 3.1.

General Manager Joseph Parish said WPLJ didn't do much to counter WAPP's promotional campaign, "because there was no way we could compete on a financial basis. Even if we had been able to spend that much, we wouldn't have," he said.

"There was a new product in the marketplace and everybody was going to try it. We just tightened up the format, did a lot

of jock appearances, a lot of concerts, put the station in the street to press the flesh and just reinforced what WPLJ is in the marketplace."

Parish explained that the station had studied Doubleday's introductory process and fully expected to rebound when WAPP introduced commercials after Labor Day.

"After our competitor—I'll never say their name—put commercials in their format," Parish said, "it gave us an opportunity to meet head-to-head. I think the audience did a lot of dial switching. They perceived that we hadn't changed, we were still the home of rock and roll and they found the subtle differences more to their liking on WPLJ."

The station's 4.3 metro share makes it the top AOR in the nation's top radio market and the number seven station overall.

WPLJ's metro cumulative audience was up about 200,000 to 1,869,000 and its total survey area came topped 2 million, an AOR record for New York.

"All the indicators showed us coming back but we really didn't think we would beat them that much," Parish said. "Our came went way up because we had a lot of people sampling AOR radio again."

The number three AOR is progressive rocker WNEW-FM, which posted a 2.1 share in the fall book. "WNEW has been evolving into more of an adult AOR station," Parish said.

"They're going mostly for the 25-34 and I don't think they consider WPLJ their competitor anymore."

"Our demo appeal is 12-34," he said. "Teens were very loyal to us through all of this. We did lose some 18-34, but in this book we got them back while maintaining our teen listeners. So from that 12-34 base, we dominated."

But, he added, "It's not over yet."

At WYNY-FM, the battle hasn't been as fierce or the struggle as dramatic, but the NBC-owned FM has carved out for itself an enviable record of sales and audience growth.

General Manager Frank Osborn is quick to point out that over the last seven Arbitron books, WYNY is the only station in any of the top-10 markets that hasn't had a down book, which, he said, "is a hell of a statement on consistency and growth."

That record goes back to the spring 1981 book, in which the station posted a 3.6 metro share. Since then, it has improved gradually to a 5.0 share in the summer and fall 1982 books and a current number five ranking in the market.

"Five years ago," Osborn said, "WYNY wasn't really a legitimate radio station. In January '77, it had a 0.4 share as WNWS, an all-news station."

Osborn cites three factors that turned the station around, starting in 1978.

"It starts with NBC's willingness to spend dollars—first in the



Joseph Parish

technical plant and facilities," he said. "We didn't have much of a signal in '78. Now it is as good as anyone in New York City."

"Second, Pete Salant, our program director, came into the organization and with Al Law, our former GM, they established the position and adult contemporary programming concept of the station. They positioned it against a wonderfully sellable demographic."

The third factor Osborn cited is the station's heavy advertising schedule, especially on television.

"The nice thing about WYNY," he said, "is that while we haven't achieved the symbolic number one position in 12-plus, we have achieved the position of being number one in the key demographics, 18-34, 18-49 and 25-54. From a sales point, these are the critical ones."

Sales have shown steady growth from 1978, with 1982 revenues up 71 percent from the previous year and 258 percent from 1980.

Osborn's biggest frustration is that "I find too little a percentage



Frank Osborn

of the ad dollar targeted at radio.

"I believe in the medium. I think it is almost impossible, certainly at the right price, to make a bad buy in radio. Our sales people are out there pitching radio. Their second point is that WYNY is very efficient within the medium. Backed up with the qualitative and quantitative numbers we have, that's quite a pitch," he said.

Both GMs are optimistic about 1983.

Parish said, "We're having a great year. All the advertisers knew we were going to come back. We came back more than anybody anticipated. We're very fortunate for that and it reinforces advertisers' beliefs in WPLJ as a good, viable medium for our demographic."

Osborn said, "1983 is starting off extremely well. I happen to think the station has never sounded better. You have to go out and research what it is that your people want to hear and then you have to promote it. We're doing both those things."

NRB to focus on spiritual, operational concerns

By Angela Burnett

WASHINGTON—With 1983 billed as the "Year of the Bible," it's no surprise that the National Religious Broadcasters convention here carries the theme: "Christian Media—Facing the Future with the Bible."

The NRB, an evangelical christian group, is made up of owners and operators of religious stations, religious program producers and pastors who may have local broadcast shows. Representing nearly 60 television stations and

502 christian radio stations, NRB members are split evenly among commercial and non-commercial broadcasters.

John Cummuta, operations manager for NRB, explained that although a statement of faith is signed for membership to the organization, their work is not restricted to christian concerns. "Our work is to maintain access for religious programming," he said.

The focus of this year's convention is two-fold: aimed at the spiritual concerns of the partici-

pants, then to the operation of broadcast enterprises. Cummuta explained that the spiritual aspect will center on "the Bible as a guide for using the electronic media."

The sessions on broadcast operations—which will include engineering, cable, commercial and non-commercial operations, generating more money in advertising and sales, AM stereo and other issues—show what Cummuta termed as a new sense of responsibility for the NRB. These

sessions, supported by 230 exhibitors, an expanded minority focus and Spanish translation of major events are all a part of what the NRB recognizes as changes in the broadcast industry and needs of its membership.

In addition to participation by national religious celebrities like Billy Graham, Oral Roberts, Jim Bakker, Dr. James Draper, Jerry Falwell, Rex Humbard, Jack Van Impe, Robert Schuller, Carl F.H. Henry, James Robison and Luis Palau, the NRB has arranged for President Reagan to address

the group. Reagan is expected to touch on social issues and concerns before the 4,000 attendees expected at the convention. First lady Nancy Reagan also is scheduled to receive an award from the women of NRB for her work in drug abuse prevention.

With nearly \$1 billion spent on program production and station operation, religious broadcasting is big business. At least \$600 million of that is spent in television. Cummuta added that there has been about a 10 percent annual increase in religious radio stations each year, and 80 percent of the new stations are commercial religious broadcasters.

Cummuta explained that religious broadcasters are not involved only in traditional radio and television. Some already are operating low-power television stations and a number of christian institutions have applied for LPTV. According to Cummuta, Moody Bible Institute is seeking low-power FM authorization for its radio programming. This new service, termed "satellators," would allow Moody to broadcast its programming by satellite and its subscribing stations to carry the programming over sub-carrier frequencies.

"We see this as the beginning of increased responsibility for us (at the NRB)," Cummuta concluded. "We see christian broadcasting turning a corner."

"There's been a perception by christian broadcasters that they're an extension of the pulpit—a bigger building—which has inhibited them from changing and responding to the broadcast industry. We're trying to help them with the broadcast industry's nuts and bolts, while maintaining that spiritual perspective."

NRB convention schedule

SUNDAY, JAN. 30

Noon registration begins

4:30 p.m. Taping with PTL Television Network
7:30 Opening of 40th Annual Convention
Music: Larnelle Harris—vocalist
Speaker: Jimmy Draper—Southern Baptist Convention

10 p.m. Taping with PTL Television Network

MONDAY, JAN. 31

8:30 a.m. Media Expo opens
8:45 a.m. Keynote Plenary Session
NRB Presidential Address: E. Brandt Gustavson, president, NRB
Keynote Address: Luis Palau—broadcaster

10:30 a.m. Workshop Session I
2 p.m. Special Address: President Ronald Reagan
2:30 p.m. FCC Plenary Panel
Moderator: Richard Wiley—NRB counsel
4 p.m. Workshop Session II
7 p.m. Plenary Session
7 p.m. Taping with PTL Television Network
10:30 p.m. Gospel Music Concert

TUESDAY, FEB. 1

7:15 a.m. Congressional Breakfast
Speaker: Billy Graham

9:30 a.m. Workshop Session III
11 a.m. NRB Business Meeting
12:30 p.m. FCC Luncheon

Music: Dave Boyer—vocalist
Speaker: James Robison—broadcaster
2:30 p.m. Plenary Session
Speaker: Clay Evans—"What a Fellowship Hour"

Music: Fellowship Missionary Baptist Choir
7 p.m. Plenary: The Challenge of Europe
Music: Johnny Hall—vocalist
Daniel Wayenburg—pianist
Presentation: Multimedia Reports
10 p.m. Taping with PTL Television Network

WEDNESDAY, FEB. 2

9:30 a.m. Workshop Session IV
11 a.m. NRB Business Meeting
Election of Officers
2 p.m. Plenary Session: Future of Television
Speaker: Oral Roberts
Workshop Session V
4 p.m. Fortieth Anniversary Banquet
Music: Sandi Patti—vocalist
George Beverly Shea—vocalist
Address: Carl F. H. Henry—theologian
10 p.m. Taping with PTL Television Network

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PEOPLE ON THE MOVE

Curtis enjoys 'Winds' shoot

What on-the-job experience possibly could prepare you for producing and directing an 18-hour made-for-TV movie?

Quite simply, there's never been anything quite like *The Winds of War*.

But Dan Curtis, who began his producing career by creating *The CBS Golf Classic*, came through the 14-month shooting schedule unscathed.

"I enjoyed it enormously. If it had been a chore, I never would have done it," Curtis said. "If Paramount had known how much fun I was having, they never would have paid me a dime."

Curtis' dual role as producer/director of the mammoth project was a key to its success, he added. "I wouldn't have done it otherwise. I was able to make decisions on the spot and change schedules instantly."

The result of this flexibility: Curtis brought the production in nine days ahead of schedule.

The *Winds of War* originally was projected to run 12 hours but grew to 16. After editing, it grew to 18.

"What TV is all about is the ability to hold a story to its proper length, and to tell the story," Curtis said. Almost 90 percent of the novel has been retained for the movie.

Herman Wouk, who spent 15 years writing the story, has in the past been unhappy with all of his works that have been transferred to film, Curtis reported.

"We hated each other almost on sight," he recalled, but peace was made. Wouk has seen most of the finished film and "loves it," Curtis said.

Curtis produced and directed the college cult classic *Dark Shadows* and directed several TV thrillers, ranging from 90 minutes to three hours in length. One of them, *The Night Stalker*, became an ABC series.

Drama, comedy and human interest features followed, along with his first theatrical film, *Burnt Offerings*.

After so many shorter features, will *The Winds of War* be the TV event of the year?

"Of the century," Curtis predicted.



Dan Curtis



Terry Borchers

Terry Borchers has been named national sales manager for Mycro-Tek's video products. Borchers, formerly Mycro-Tek's director of future market requirements, has been actively involved in writing specifications for the company's Mycro-Vision 7000 character generator and other video products. He has created marketing programs for the MV 7000 and represented the product at industry trade shows, seminars and conferences.

Lew Wasserman, chairman of the board and CEO of MCA Inc., has been elected chairman of Research to Prevent Blindness, the nation's leading voluntary organization in support of eye research. As volunteer chairman of RPB, Wasserman will hold the post held vacant since the death of RPB's founder, Dr. Jules Stein, in April 1981.

The appointment of **Roy Brubaker** as director of technical services for RCA VideoDiscs has been announced. Brubaker will assume supervision of RCA's Technical Services facility at Burbank, Calif., which has responsibility for the preparation of all program material for RCA's videodisc mastering operations. Brubaker previously was vice president and general manager of WQED West Inc., a company that performed post-production services for the National Geographic television specials.

James Bell Jr. has been promoted to the position of vice president for personnel of the Mutual Broadcasting System. He came to Mutual in June 1982 after 11 years of managerial positions with the International Harvester Co.

Tony Ventrella has been named to the 11 p.m. sports anchor position on KING 5 News in Seattle. Previously, Ventrella was a general assignment reporter for KOMO-TV in Seattle. Prior to

moving to Seattle, Ventrella was sports director of WANE-TV in Fort Wayne, Ind.

John Gibbons, an 18-year Westinghouse Electric Co. veteran, has been appointed to the position of manager, employee and labor relations for Group W Satellite Communications. Prior to joining GWSC, Gibbons was manager of personnel relations for Westinghouse Electric's nuclear technology division at the firm's commercial nuclear operations headquartered near Pittsburgh.

WLKY-TV in Louisville, Ky., has made several personnel changes. **Tom Becherer** has been named vice president, news director. **Dick Polgreen** has been appointed vice president, local sales manager. **Jack Shafer** has been named program manager. Previously, he worked for McGraw Hill and Colbert Television Sales. **Gayle Conner** has joined the

newsroom staff as photographer/reporter. She previously was with WLEX-TV in Lexington, Ky.

Rob David, account executive for WXYZ radio in Detroit, has been named a certified radio marketing consultant by the Radio Advertising Bureau. He is the first account executive at an ABC owned and operated station to receive the designation from the RAB. CRMC designation was created to honor radio sales professionals who are knowledgeable of all media and committed to the highest standards of the radio industry.

Steve Riley, on-air specialist, WSOC-TV, Charlotte, N.C., has been promoted to assistant promotion manager. **Johnnie Shue**, formerly promotion assistant, has been promoted to administrative assistant, and **Vivian Wright**, formerly special projects producer, has been promoted to promotion assistant at the station. **Christy Perry**, previously with WSAZ-TV, Huntington/Charleston, W. Va., has joined WSOC-TV as a general assignment reporter.

Stephen Rozov has been named local sales manager at WNNE-TV, Hanover, N.H., an NBC affiliate serving the southern and central regions of Vermont and New Hampshire. Rozov had been an account executive at KING-TV, Seattle.

Adelphi Broadcasting, which owns WKIX/WYYD in Raleigh, N.C., has announced the appointment of **Edward Weiss** as vice president. Weiss will continue his responsibilities as general manager. Weiss began his broadcasting career in 1964 as a disc jockey on WKIX.

Arlene Weltman to oversee NBAPI video, film projects

Arlene Weltman, new vice president of video, National Basketball Entertainment, will oversee all video and film projects for NBA Properties Inc., the marketing and promotional arm.

NBA Entertainment provides highlight features, commercial moments and special programs to broadcast and cable outlets. *Something to Prove*, a summary of last year's NBA season, currently is available in 24-minute and 60-minute versions.

Weltman previously had held a variety of video-related jobs, including four years as vice president, director, television sales, Cinema 5 Ltd.

She also spent the 1975-76 season as color commentator, half time producer and interviewer on telecasts of the American Basketball Association's St. Louis Spirits.

Weltman's husband, Harry, is general manager of the NBA's Cleveland Cavaliers.

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Atlantic City, NJ	WMID AM
Baltimore, MD	WFBR AM
Barstow, CA	KWTC AM
Battle Creek, MI	WBCK AM
Beaufort, NC	WBMA AM
Boise, ID	KGEM AM
Cape Cod, MA	WOCB AM
Chambersburg, PA	WCBG AM
Charlotte, NC	WSOC AM
Cincinnati, OH	WLW AM
Cleveland, OH	WJW AM
Columbia, SC	WIS AM
Dallas, TX	WFAA AM
Danville, IL	WDAN AM
Davenport, IA	WOC AM
Dubuque, IA	KDTH AM
Durham, NC	WDNC AM
Eastland, TX	KVMX FM
Eau Claire, WI	WEAQ AM
El Paso, TX	KTSM AM
Eugene, OR	KPNW AM
Fargo, ND	WDAY AM
Forest City, NC	WAGY AM
Fort Pierce, FL	WIRA AM
Fresno, CA	KMJ AM
Grand Junction, CO	KEXO AM
Grand Rapids, MI	WOOD AM
Greenville, SC	WFBC AM
Harrisburg, PA	WKBO AM
Harrisonburg, VA	WSVA AM
Hartford, CT	WTIC AM
Hazelton, PA	WAZL AM
Hobbs, NM	KHOB AM
Houston, TX	KPRC AM
Hutchinson, KS	KWBW AM
Indianapolis, IN	WIFE AM
Jackson, MS	WSLI AM
Jamestown, NY	WJTN AM
Kansas City, MO	KCMO AM
La Crosse, WI	WCLX AM
Lansing, MI	WJIM AM
Little Rock, AK	KARN AM
Louisville, KY	WAVG AM
Miami, FL	WIOD AM
Milwaukee, WI	WTMJ AM
Minneapolis, MN	KSTP AM
Minot, ND	KKOA AM
Missoula, MT	KGRZ AM
Mystic, CT	WFAN FM
Nashville, TN	WSIX AM
New Bedford, MA	WBSM AM
New Orleans, LA	WGSO AM
New York, NY	WVJ AM
Norfolk, VA	WNIS AM
North Platte, NE	KODY AM
Oklahoma City, OK	WKY AM
Omaha, NE	KFAB AM
Orlando, FL	WDBO AM
Owensboro, KY	WOMI AM
Palm Springs, CA	KCHV AM
Pittsburgh, PA	WTKN AM
Porterville, CA	KTIP AM
Portland, ME	WGAN AM
Portland, OR	KXL AM
Preston, ID	KACH AM
Princeton, NJ	WHWH AM
Providence, RI	WHJJ AM
Redding, CA	KQMS AM
Riverside, CA	KPRO AM
Roanoke, VA	WFR AM
Rochester, NY	WBBF AM
Sacramento, CA	KFBK AM
Saginaw, MI	WWSW AM
Salt Lake City, UT	KALL AM
San Diego, CA	KSDO AM
Santa Barbara, CA	KTMS AM
Sauk Rapids, MN	WHMH FM
Somerset, KY	WSFC AM
Spokane, WA	KHQ AM
Statesville, NC	WSIC AM
Syracuse, NY	WSYR AM
Tampa, FL	WFLA AM
Terre Haute, IN	WTHI AM
Thousand Oaks, CA	KGEO AM
Toledo, OH	WOHO AM
Topeka, KS	WREN AM
Traverse City, MI	WTCM AM
Tucson, AZ	KTUC AM
Tulsa, OK	KELI AM
Twin Falls, ID	KEEP AM
Valdosta, GA	WVLD AM
Venice, FL	WAMR AM
Vero Beach, FL	WTTB AM
Washington, DC	WRC AM
West Palm Beach, FL	WJNO AM
Wichita, KS	KLEO AM
Williamsport, PA	WRAC AM
Wilmington, DE	WDEL AM
Winston Salem, NC	WSJS AM
Worcester, MA	WTAG AM
York, PA	WSBA AM
Youngstown, OH	WFMJ AM
Yuma, AZ	KBLU AM
Zanesville, OH	WHIZ AM



The dangling carrot trick

What carrots do sales managers dangle to motivate their teams to new heights? The answers vary from an encouraging pat on the back, to inventive gala vacations and the standard monetary bonus. As the Radio Advertising Bureau hosts its annual sales management conference this week in Dallas, 800 sales managers will be looking to the leading authorities of management science for pointers on getting the most from their staffs. In preparation for RAB's conference, *Broadcast Week* talked with station sales managers to learn what makes their teams tick.

page 19

RAB snagging co-op dollars

Twenty years ago, the Radio Advertising Bureau began efforts to capture co-op dollars for radio—dollars that traditionally have gone to newspapers. The payoff for those efforts is imminent. This April when RAB publishes its semiannual guide to co-op dollars available for radio, it will boast more than 3,300 approved manufacturers' plans. Ten years ago, there were only 700. "We had to fight our way in. Many plans included only newspapers," recalled RAB's Vice Chairman Miles David. Now, the race is on to tap an estimated \$6 to \$8 billion in co-op dollars

page 22



SECTION 2 \ BROADCAST WEEK

Jan. 31, 1983

ADVERTISING, MARKETING & PROMOTION

“
The real battle
is not between
cable and radio
”



Miles David, Radio Advertising Bureau's vice chairman, thinks RAB members attending this week's conference in Dallas can play an important leadership role within the advertising community by exploring new sources of revenue.

RAB plots ad war strategy

By Marianne Paskowski

The Radio Advertising Bureau is preparing for battle.

And the fight is a familiar one for RAB, a battle with Madison Avenue for advertising dollars that RAB wants in its coffers, rather than the pockets of the new electronic media.

More than 800 RAB members will convene in Dallas this week to learn how they can play a leadership role with the advertising community, during the "turn-around year."

"We really mean it, too," said RAB's Vice Chairman Miles David. "We can't delay the economic turnaround by being defeatists, we have to be there when the consumer is ready to start spending again."

Radio people, he explained, can play an important leadership role with the adverti-

sing community by aggressively exploring new sources of revenues.

RAB traditionally stages its sales meeting at the Amfac Hotel, in the middle of nowhere, the Dallas/Fort Worth Airport.

"It's a totally self-contained, concentrated environment," David said. "Attendees will get to see a lot of Amfac. You really have to be motivated to get to Dallas' night life, which is a 30-minute cab ride away," he joked.

Nor will RAB attendees find golf and tennis outings at this meeting. In fact, RAB's annual meeting has been called one of the best in the industry, a working weekend devoted solely to radio sales management.

So highly regarded is RAB's sales meeting, that this year the National Association of Broadcasters will be there taking notes. NAB is considering merging its annual radio programming conference with RAB's annual sales meeting.

"But that's just talk, just a possibility," David said. "There might be some advantages for those who go to both conferences for them to attend a single conference."

"But we do not want to lose the character of our meeting," David said.

Presidential search

A big part of RAB's battle plan this year includes an expansion of its own top management. Last October, RAB announced that its leader of 17 years, Miles David, will assume the post of vice chairman and that it has formed a search committee to find new president.

Within the next few months, the executive search firm of Korn, Ferry will present a culled list of five or six candidates to RAB's search committee. It is expected that a new president will be named by June.

Perhaps the biggest surprise about RAB's search for its new president is that the search will extend beyond the ranks of the radio community.

"We want to follow the most business-like procedure possible. We have hired a search firm to find the most plausible

candidates," David said, in explaining the search for his successor.

"The intent is to go beyond broadcasting and to look at the advertising, agency and marketing fields for possibilities," he said.

David did not outrule, however, the possibility that its next president could come from radio.

"Although a candidate from radio would present obvious advantages, however, in the tremendously changing media world, it would be helpful if the president brings to the party a knowledge of advertising and a marketing point of view."

The intent, David explained, is to do a better job of marketing the RAB to the advertising community.

"After all, our biggest war is with the advertising community, and a radio person could be just too inbred," he added.

The new president will report directly to David. The addition of a key management executive is a reflection of expansion, and does not signal that anything is amiss with how the RAB does it business, David maintained.

"Our basic policies are sound and well regarded and not in need of substantial change. But what we will be doing with the new individual is to take a fresh look at the revolution of the changing media," he said.

Electronic miracles

"We're at an unprecedented time in terms of real change. But along with that reality, is a lot of hyperbole and verbiage about each form of electronic miracle that will reshape mankind," David said.

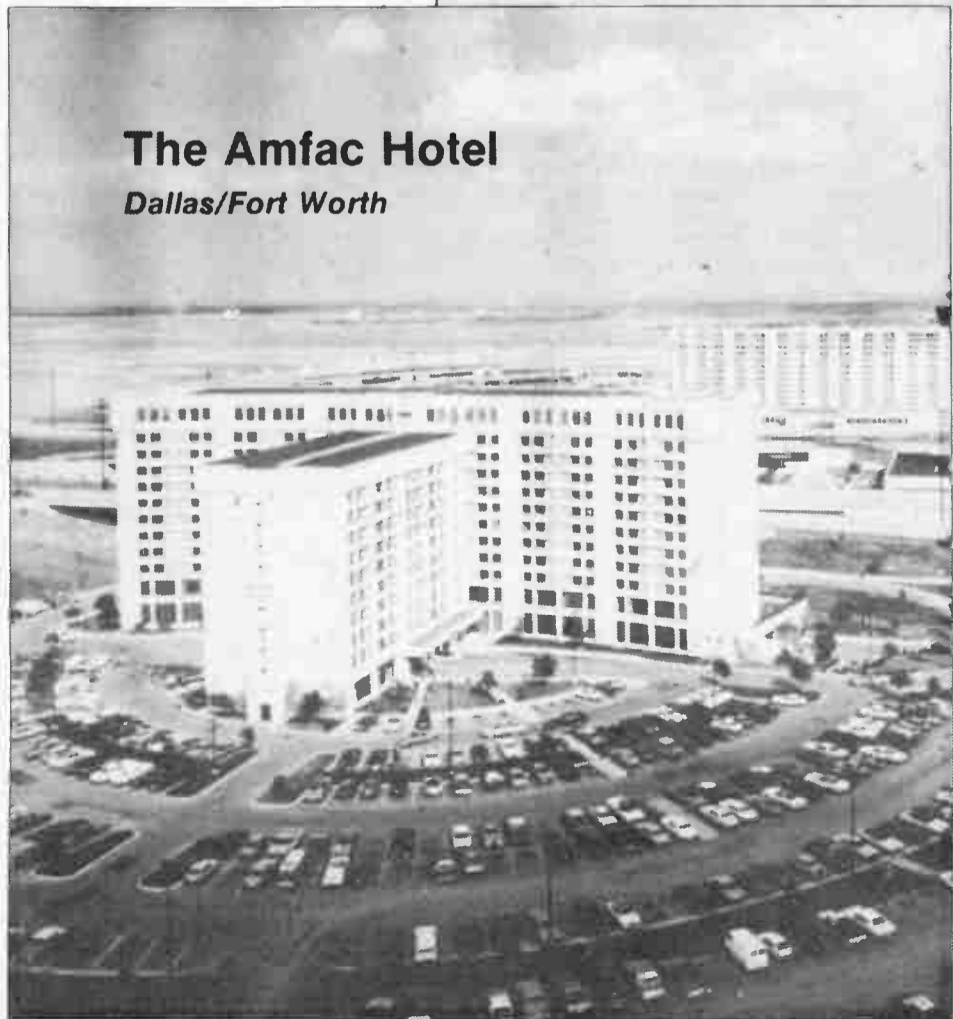
"The real battle is not between cable and radio, but between cable and broadcast TV. Cable is TV. After all, the coming of cable reduces the amount of time that people spend with broadcast TV and has no impact on what people do with radio," he explained.

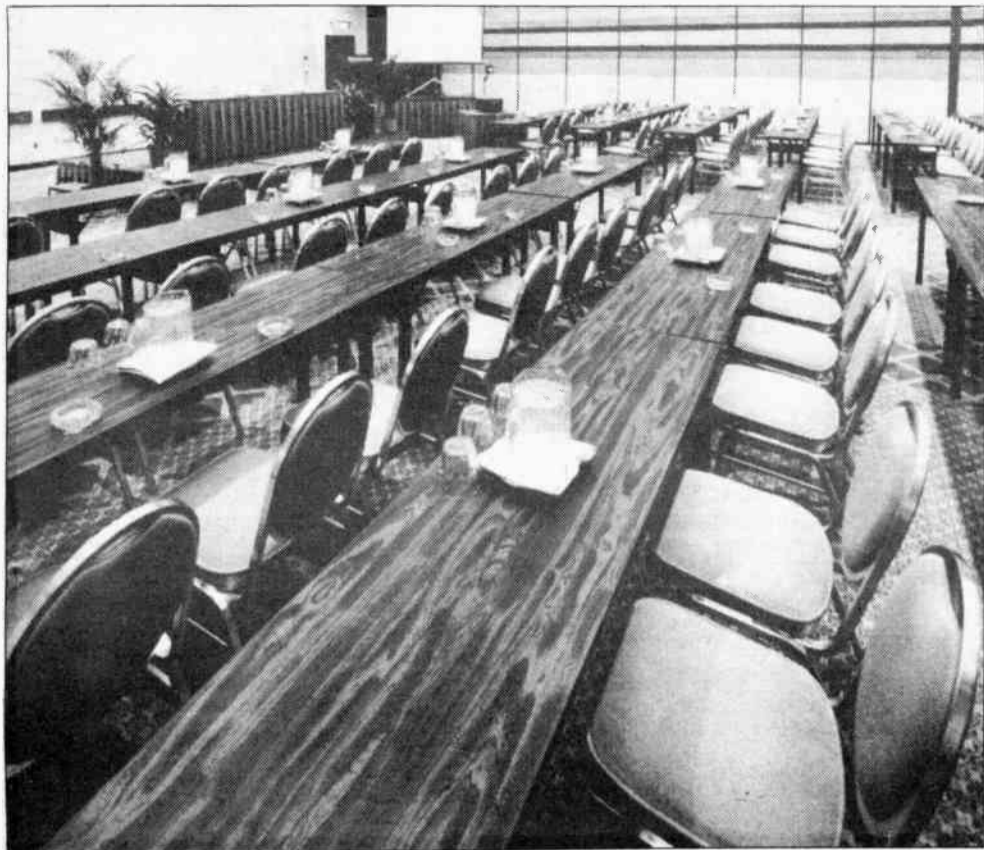
"The assumption that cable and radio are head-on is just glib," David said, noting that local cable is just as likely to compete with local newspapers as it is with local radio.

Continued on page 18

The Amfac Hotel

Dallas/Fort Worth





RAB conferences will be held in Amfac's Enterprise ballroom.

Continued from page 17

"People who have lined cable up against radio because they are both forms of narrowcasting are wrong. Local cable is not narrowcasting but slivercasting," he added.

Indeed, David points to what he calls some other very glib assumptions about cable—its ability to sell advertising locally and stealing away radio's salespeople.

"Why won't it work the other way?" he asked. Salesmen entering the cable business will have no audience research to sell with, given the nature of cable."

Warming up to the cable/radio debate, David said that "discussions about cable are often very hypothetical, including the concept of advertorials—long commercial."

As he's quick to point out, the concept of lengthy advertisements is not new and has existed for years in business publications and newspapers, in the form of multipage inserts.

"But does anybody read them?" he asked.

And the advertising community is partially to blame, he believes. "Their eyes glaze over when they think they can do something different. An awful lot of money and management's efforts can be dissipated by following each electronic development prematurely," David asserted.

"I'd like to have a dollar for every dollar advertisers spend getting on the learning curve," he joked.

Electronic cottages

Nor does RAB's David see much threat to radio coming from the burgeoning teletext and videotex services either.

"There is no question that there will be some form of at-home shopping. But that will not be the major form of distribution for products over the remainder of this century," he said.

"People will not want to stay at home in their electronic cottages," David said, explaining that some research shows more away-from-home activities than ever before.

"People are moving and doing. They're jogging and doing aerobics. Are those legs going to atrophy away into some egg-shaped humanoid who resides in his electronic cottage with his computer 150 miles away from his office?" he asked.

"And at 5 p.m. when the whistle sounds, will they punch a button to go shopping?" he added.

"I don't think so. I just don't think people will turn out like that," he said.

"The capability that is spread out in front of us is like a magnificent buffet. But it's very important that the advertising community not be seduced into such early experiments with these new forms of technology which lack marketing acceptance. I'm not saying not to though, that would be foolish," David said.

A case for radio

While the advertising community has sometimes treated radio as a stepchild, enamored instead with broadcast television's creative possibilities, David is nonetheless optimistic about radio's future.

For example, some of the nation's

leading advertisers are turning to radio as network TV costs soar and force them to examine their advertising budgets more closely.

Two advertising Goliaths—Procter & Gamble and General Foods—did a little soul searching and have increased radio expenditures for several of their brands.

"The turning point for Procter & Gamble came about four or five years ago," David explained.

"We told P&G that they were only getting three-quarters of the brain power from their advertising agencies because they were only hearing presentation on three of the four major media," David explained.

For some reason, Procter & Gamble's agencies assumed the company was not interested in radio. So RAB made its own presentation to the packaged goods giant.

"We urged P&G to write a memo to their agencies asking to see radio presentations," David noted.

And P&G did just that. As a result, the P&G agencies conducted a number of radio studies and today P&G uses the medium to test products as well as advertise several of its brands, like Sure deodorant.

David tells a P&G story, however it is a tale that he doesn't generally use as an example of radio's success.

"Procter & Gamble used radio when it was testing its Rely tampons," he recalled. The test was a success and the product went into national distribution. Then, Rely became linked with toxic shock syndrome, and consequently was pulled from the shelves.

But, David added, "P&G did use radio too, as a medium to warn the public about it."

"They've had some pragmatic experience with the medium and have learned that it works," David said.

General Foods, too, rediscovered radio about four or five years ago and today is advertising some half dozen brands, backed with an advertising budget in the \$10-12 million range.

"But we had to remove roadblocks about radio with General Foods' agency people and help them shape some creative studies," David said. General Foods first began advertising on radio with its Maxwell House Coffee. Part of the success of that radio campaign, David explained, was that the commercials were scheduled to run during actual times of consumption.

Looking ahead

Last year, advertisers spent more than \$80 million in radio advertising, and RAB's mission this year, David says, is to teach the advertising community how to use the medium even more effectively.

RAB foresees a good year as competition from newspapers dwindles as more cities across the nation are becoming one-newspaper towns and as network TV rates make radio look even more attractive to cost-conscious advertisers.

Traditionally, radio's stronghold categories have been automobiles, airlines, beer and financial services—categories that will boom in 1983 as well—especially if 1983 is indeed a "turnaround year".

“After all, our biggest war is with the advertising community, and a radio person could be just too inbred”

RAB's managing sales conference

Daily schedule and sessions

Saturday, Jan. 29

- 1 p.m.
 - Hotel check-in
 - Coffee/refreshments on arrival
- 1 p.m. thru Tues. noon
 - RAB marketing services center
 - Opening reception

Sunday, Jan. 30

- 8:30-10:15 a.m.
 - General assembly
 - Coffee break
- 10:45-12:15 p.m.
 - Concurrent morning panels as follows:
 - Computer as a Sales Tool
 - Advanced Brainstorming Course
 - How to Make a Presentation
 - Concept Selling: How It Works
 - Effective Management Styles for Today
 - CRMC/Wharton Lounge (noon thru 2/1 noon)
- 12:30-2 p.m.
 - Lunch (Jim Porter, Delta/Kathryn Jordan, Ultra Brite)
- 2:30-4 p.m.
 - Concurrent afternoon panels as follows:
 - Running Ultra Big Sales Staffs for Profit
 - Challenges & Opportunities in Retailing (repeat)
 - Selling Older Demos
 - Managing the Opposite Sex
 - Conflict Resolution Human Interaction (repeat)
 - Effective Management Styles for Today (repeat)
- 4:05-5 p.m.
 - Everything You Want to Know About DST
- 5:10-9 p.m.
 - Superbowl Tailgate Party
- 9 p.m.
 - "Whispers" Club—West Tower

Monday, Jan. 31

- 7 a.m.
 - For Women Only Breakfast
- 8:30-10 a.m.
 - Concurrent morning panels as follows:
 - Basic Brainstorming
 - Co-op: The New Marketing Partnership—Part I
 - What Kind of a National Sales Manager Are You? Reps' Perception
 - Take Emotion Out of Hiring
 - Spec Commercial Selling in Large & Small Markets
 - How to Be Your Own Calling Card
- 10-10:15 a.m.
 - Coffee break
- 10:15-11:45 a.m.
 - Concurrent morning panels continued:
 - Co-op: The New Marketing Partnership—Part II
 - Marketing Case Studies (Dr. Steve Permut)
 - Networks: The Future
 - Selling Younger Demos
 - How We Sell Radio; How They Sell TV, Outdoor, Newspaper...
 - How to Be Your Own Calling Card (repeat)
- 12:00-1:30 p.m.
 - Lunch (Richard Rosenberg, Media Consultant to Clients and Ad Agencies)
- 1:45-3:15 p.m.
 - Concurrent afternoon panels as follows:
 - Marketing Case Studies (Dr. Steve Permut) (repeat)
 - Emotional Impact of Firing
 - Retailing—The Facts of Life
 - What Sales Managers Should Know About Programming
 - How We Sell Radio; How They Sell TV, Outdoor, Newspaper... (repeat)
 - Hottest Promotions of the Year
- 3:15-3:30 p.m.
 - Coffee break
- 3:30-5 p.m.
 - Afternoon panels
 - Selling Sports
 - Grid Cards—What's Happening
 - How Are Newspapers Changing?
 - Sales Training for the '80s
 - Qualitative Research
 - Close Encounters with Cable
- 5:05-6 p.m.
 - Radio Today (Arbitron)
- 5-6 p.m.
 - CRMC/Wharton Reception
- 6-7 p.m.
 - Cash Bar Reception
- 7 p.m.
 - Dinner

Tuesday, Feb. 1

- 7:30-8:45 a.m.
 - Buffet Breakfast
- 9-10:45 a.m.
 - General Assembly
 - Dr. Joyce Brothers
 - Don Beveridge
 - Close

The dangling-carrot trick . . .



Rob Stuehrk

What carrots do sales managers dangle to motivate their teams to new heights?

The answers vary from an encouraging pat on the back, to inventive gala vacations and the standard monetary bonus.

As the Radio Advertising Bureau hosts its annual sales management conference this week in Dallas, 800 sales managers will be looking to the leading authorities of management science for pointers on getting the most from their staffs.

On the RAB dais will be Herb Cohen, author of *You Can Negotiate Anything*; Dr. William Joyce from the Wharton Business School, telling attendees how to resolve conflicts with salespeople-personality types; and industry sales management trainers Bill Brower, Ken Greenwood and Charles Reilly.

In preparation for RAB's sales management conference, *Broadcast Week* talked with station sales managers to learn what made their teams tick.

Here's what they're saying.

WHYI-FM, Miami/Fort Lauderdale

At WHYI-FM, Miami/Fort Lauderdale, local sales manager Jeff Monda presides over a staff of six general salespeople and one co-op specialist. Besides paying salary, overrides on billings, a bonus over budget and a "car on trade," the station offers a variety of incentives. These include monthly sales contests with merchandise prizes and monthly collection contests with cash prizes.

But the contemporary hit station also wants to foster a team spirit. So a monthly "room perk" is offered if the sales team as a whole makes budget. The crew then spends a day "cruising the intercoastal waterway," hitting the beach, wining and dining.

To make sure the budgets are met, WHYI runs Don Beveridge business training sessions, its own training program twice a month and daily sales meetings at 8:30 a.m.

All this attention and support from station management, along with being the "largest radio station in the South," has helped Monda keep an unusually stable sales team. Two staff members have been with the station five years, another two for four years.

Monda doesn't foresee WHYI salespeople leaving for cable television—or even regular television. "Our people are pretty well-compensated and would be taking a rather large risk," he said. "We spent a large amount of time integrating our people into the radio business. We have convinced them that TV sales aren't as exciting.

"We try to build 'radio freaks' instead of 'media mercenaries,'" Monda said.

WNWS-AM, Miami

"Our top salespeople here are so successful that I don't think they can be compensated properly in the other media," said WNWS General Sales Manager Warren Chiavaroli.

Chiavaroli spends several hours a week working one-on-one with new salespeople, teaching them to understand the market, how to sell radio and how to compete against the other media.

Then, the new salesperson goes out in the field with an established staff member.

There are also two "very structured and designed" sales meetings each week, which serve to "indoctrinate" new salespeople and give ongoing motivation to old ones.

Chiavaroli's staff of 10 competes in sales contests, earning such merchandise as color TV sets. And the most successful

Continued on page 20

. . . or how to motivate ad sales

Dangling carrots

Continued from page 19

salesperson will attend an advertising/marketing seminar in Switzerland, Germany and Italy.

WRAL-FM, Raleigh, N.C.

Martin Seligson, general sales manager for WRAL-FM, Raleigh, N.C., said the station management recently hired a director of sales and marketing, who is in charge of training programs for seven radio and TV properties.

This new person, said Seligson, is "out looking for courses. If it's good, he'll teach it companywide... or recommend it." He also keeps a sales library, from which Seligson's staff can check out helpful books.

Besides Seligson, the adult contemporary station's sales team includes six local salespeople and a local sales manager. The station pays a base, plus a performance bonus "scaled on how we do."

Incentives include weekend trips to ski resorts, color TV sets and \$50 to \$100 cash bonuses.

WCOS-AM/FM, Columbia, S.C.

WCOS-AM/FM, Columbia, S.C., has a combined six-person sales staff for both modern country stations, under the leadership of Jimmy Collins, general sales manager.

The station, which pays a salary and a commission, offers cash bonuses based on quarterly projected sales that the department submits each year. Although projections are made for each month, WCOS compensates for possible off-months by basing the bonuses only on quarterly sales.

Double commissions are paid for special event sales, such as Clemson football and basketball on the FM outlet, and Atlanta Braves baseball on the AM side.

Collins said he hasn't had much problem with staff turnover, due to the station's consistency in performance.

KRLY-FM, Houston

Don Peterson, general sales manager of KRLY-FM, Houston, holds a training session during his staff meeting every Wednesday night.

"I take care of the radio end," he said. But his six-person staff also attends various other seminars on business and sales topics.

The urban contemporary station, number two in the market, pays mainly on a straight commission.

Peterson believes in group incentives as the "best way to motivate people." He explained that, with individual incentive plans, one person can get hot and be so far ahead in a month that "everyone else gives up."

When the team hit its December budget, Peterson noted, the whole group took off for New Orleans for the weekend.

WSB-AM/FM, Atlanta

Ken Greenwood—an independent sales management expert—just finished a three-day session at WSB-AM/FM, Atlanta, part of ongoing training for salespeople, according to Martin Sherry, general sales manager.

Besides a professional company or person coming in once a year, a station-run training session is held weekly. And new salespeople undergo an introductory session that lasts three months—taking up part of three days during the first week and then part of two days per week thereafter.

The sales staff of 10 earns a straight commission, plus a draw against straight commission.

Perks, based on percentage over budget, include cash bonuses and sales contests with cash prizes, TV sets and radios.

“
Sales people
will work harder
if you give them
a little extra
”

WRIF-FM, Detroit

At WRIF-FM, Detroit, General Sales Manager Marcellus Alexander oversees five account executives and one sales trainee.

While there is no formal training program for the sales trainee, "they learn this business by observing other sales people and by doing some actual sales," he said. The informal training period lasts about nine months.

The trainee is the only salaried member of WRIF's sales staff, while the account executives draw against commission. Quarterly bonuses are offered as incentives for meeting quarterly sales goals. Other incentives include free trips. "Sales people will work harder if you give them a little extra," Alexander explained.

The most important quality in a sales person is energy, Alexander said, followed by a professional image and knowledge of the business. All in all, the staff has been fairly stable, with little turnover.

WTMJ-AM, Milwaukee

At employee-owned WTMJ-AM, Milwaukee, Vice President and General Manager Donald Richards' staff is on the straight commission system. There's little in the way of incentives and perks, he explained, because the station is employee owned.

The commission system at WTMJ breaks down as follows: 8 percent for agency business; 9 percent for time sold

for the sports events that the station holds the rights to; and 10 percent for new business and direct business.

In looking for a sales person, Richards believes in hiring experienced sales people with two-three years of radio experience. Training is ongoing. Richards said he generally sends one or two of his staff members to sales seminars, and in turn they come back and explain it for those who didn't go.

"We don't have huge turnover because we are employee owned. We lost an account executive to a TV station which had an opening with a great list, but they sought him," he explained.

What makes the best salesmen? "Logic says that aggressiveness makes a good sales person, but I think the ability to get along with people is a more important consideration," he said.

WBBM-AM, Chicago

At WBBM-AM, Chicago, General Sales Manager Jay Jordan has nine account managers under him who are compensated on a straight commission basis. Quarterly bonuses for meeting projected goals are part of the package.

The station usually hires experienced radio sales people, so consequently, there is no formal training program.

"Intelligence, integrity, assertiveness, personality and the ability to dance make a good sales person," Jordan said.

KGNR-AM, Sacramento

Persistence, aggressiveness, honesty and the ability to confront problems are key sales traits sought by Steve Quist, sales manager, KGNR-AM, Sacramento.

"It's tough to find one person with all the qualities you'd like," he said, "so you do your best and try to develop the rest."

Management stresses motivation through leadership and example, rather than "the obsolete technique of management by fear," Quist said. The company's goal is to instill an attitude of self-motivation in its salespeople.

KGNR awards cash bonuses in return for reaching quarterly goals. Sales contest winners get free dinners and weekend trips for two to nearby cities like Reno or Santa Cruz.

A major contest last year, combining the efforts of both AM and FM staffs, gave a larger trip to whomever exceeded projections for the year by the largest percentage. Provided with a specific dollar amount, the winners chose their destination.

"They didn't have to go to downtown Lodi," Quist said. "They could choose sites like Hawaii, Mexico and Europe."

KGNR provides weekly salaries plus commissions. Ongoing audiovisual programs are used to train incoming staff members and to refresh experienced salespeople.

KHOW-FM, Denver

"Hiring is the most difficult part of

Satellite is no longer the coming thing. To the more than 200 Satellite Music Network affiliates in small, medium and major markets, satellite has arrived. And it's brought thunderous results.

“We are takin' by storm.”

“Our audience thinks the satellite people are local announcers. They call them up and ask them to parties.”

“We get people calling up all the time asking for certain records. We say that the Disc Jockey will try to play them, then 2 or 3 records later he plays the one they asked for! As far as I'm concerned, we could pick up our station, move it to any city in the country and be highly competitive with anyone.”

Dick Embody, KBIX, Muskogee, OK

“It puts us in competition with the big stations.”

“SMN takes the small station with a limited budget and puts it in competition with the big stations. As a matter of fact, we've experienced a tremendous increase in recognition as well as a 25 to 50% increase in sales.”

Jim Fisher, WGTF, Nantucket, MA

“It was the easiest decision we ever made.”

“We recognized immediately that it was not only the wave of the future for the radio business, but that it would be of incalculable value to small market operators. SMN programming is as flexible as you want to make it. You can localize as much or as little as you want, and our listeners have been very receptive.”

Mike McGough, WTHU, Thurmont, MD

“
We have mutual goals and we make them clear to everybody
 ”

being a sales manager,” confessed Bill Kreutz, general sales manager, KHOW-FM, Denver. His judgments are based on a person's experience, past history and personal recommendations.

While it has no formal sales training program, KHOW conducts a brief indoctrination using Radio Advertising Bureau materials and other industry literature.

“We use on-the-job training because, like other companies, we're thin on manpower,” Kreutz said. He has developed an overall set of sales guidelines. The station offers its sales staff a draw against commission. Perks and incentives are not offered on a regular basis, although the budget permits occasional rewards. “Since they're already commissioned, the incentive to do a better job is already there,” Kreutz said.

“We find that we're attracting a steady

flow of bright, sharp, eager people,” he added. KHOW's staff numbers eight.

“There's been a lot of doomsayer talk about cable, for example, siphoning off a lot of good people. But we're not finding that at all,” Kreutz said.

WLKW AM/FM, Providence, R.I.

Gene Lombardi, who as general sales manager, WLKW-AM/FM in Providence, R.I., supervises a staff of seven, believes that a commitment to radio is the most important quality for a salesperson.

“They've got to be radio nuts to begin with,” he said. “They've got to love radio and have enthusiasm and desire and be goal-oriented.”

The sales staff receives a draw against commission—“It's the only way to do it and get any performance,” Lombardi said—and a series of cash bonuses as they exceed their projections and specified levels above the budgets.

Training is a 90-day period that starts with a month of just learning the operation. “I buy the first month or six weeks,” Lombardi said, “then they go out into the street and work with other account executives preparing presentations and learning as they go.”

“We have meetings every morning. Monday we talk about newspapers. Tuesday is a creative conference. Wednesday we talk about our industry. Thursday is a co-op and Friday we discuss problems and opportunities,” Lombardi said.

The stations are getting sales people from cable, rather than losing them to cable, he said. “The secret to our lack of turnover and our success is stimulating people financially and mentally, as well. We exchange a lot of ideas. Every sales person has an area of expertise—entertainment, hardware, floor coverings and so forth,” he said.

The station also does Dale Carnegie-type seminars, which Lombardi said was a year-round program.

WTIC-AM/FM, Hartford, Conn.

Sales people at WTIC-AM/FM in Hartford, Conn., are paid a straight commission with almost no perks or incentives.

Robert Dunn, vice president of sales, Ten Eighty Corp., which owns both stations, supervises two separate sales staffs—seven account executives on the AM and five executives and a sales manager on the FM side.

“We pay them major market dollars,” Dunn said, “even though we are in a medium-size market and they walk out of here with a nice income.”

The common trait Dunn looks for in sales people is the “attitude of a student, where they don't have all the answers and they are eager to learn,” he said. “If they have that, we know we can teach them and we know they will be good on the street because they will be good listeners.”

Training consists of a two-week internal

program—“We feel strongly that they have to know the inside of our operation very thoroughly”—followed by a full day on the street with each sales person, studying their different approaches.

“In between all that they are taught how to use the research capabilities here and the general presentation and positioning of the station,” Dunn said.

Dunn sees no threat from the new technologies and said turnover is no problem. He cited the hefty commissions and a team spirit as factors that have created a stable sales force.

“We have mutual goals and we make them clear to everybody,” he said. It creates a team spirit among the whole staff even though the two stations are separate and very competitive with each other, being numbers one and two in the market.

“For us, the real successful salespeople are no longer the ‘grab-em-by-the-lapels-and-shake-em’ salesmen. They are coming in here with a marketing attitude,” Dunn said. “They are really career and professionally oriented. They are really marketers, and that's very encouraging.”

KRLD-AM, Dallas

Tenacity is the byword for Ed Robins, sales manager, KRLD-AM, Dallas. “We want salespeople with the ability to go back time after time after the door has been slammed in their face,” he said.

“We want them to have confidence in themselves—to know that they're going to make a lot of money,” he added.

All of KRLD's salespeople have had prior sales experience, so no formal training program takes place. One-on-one informal training takes place with other members of the sales staff. Radio Advertising Bureau materials are used also.

The station's sales staff of six earns a draw against commission. “No perks are given on a regular basis,” Robins said. “If someone does especially well, we'll give them some sort of perk—on a case-by-case basis.”

Rather than losing staffers to new technologies, Robins finds just the opposite happening. “We find that people are leaving cable, for example, to come into radio,” he said.

KAZY-FM, Denver

Salespeople who can verbalize their strongest assets are an asset to KAZY-FM, Denver, according to Marvin Rosenberg, general manager and sales manager. “If they know their own self-strengths, they can do a better job,” he said.

Rosenberg looks for young recent college grads or individuals with a background in retailing. “It's interesting to see what their grade point average was in school,” he said. “The best salespeople aren't necessarily the A-plus people, but they're overachievers, and they do better in sales. I also ask them if they worked their way through college.”

People with initiative, or with goals five to 10 years from now, also top Rosenberg's list.

KAZY has a rigorous two-week training schedule, running daily from 8:30 a.m. to 5 p.m. Salespeople don't hit the streets until the program is through.

“It's pretty gruesome,” Rosenberg said. “We give them a lot of information, and the course really should run longer.”

During the third week, trainees accompany established salespeople, a different staffer each day, on their rounds. By the fourth week, the trainee makes solo calls.

KAZY awards cash and weekend trips to qualifying salespeople. Some earn days off for their efforts. They're offered a guaranteed draw, which can be exceeded.

The station has experienced no competition from newer technologies. Its lack of turnover—the top salesman has been with the station since 1975—suggests that its training and reward system works. The station likes to promote from within whenever possible, Rosenberg said.

“
We find that people are leaving cable, for example, to come into radio
 ”

“It's made it possible for us to meet expenses and get into a profit margin a lot quicker than we might have otherwise.”

“Satellite solves a lot of problems. Particularly in the medium and smaller markets, where cost of talent becomes prohibitive. It's a fine way to put forth a good professional sound without costing an arm and a leg. Ours is probably the quality sound of its type in the market!”

**Rick Marcellan,
 WAPE, Jacksonville, FL**

ing the market

“SMN's programming enables us to bring major market sound to a medium-small market. And the programming is excellent. I'd say that 9 out of 10 stores

have us on all day long. We do know for a fact that three banks in town called us to see if we would mind putting them on our station. In fact, when we signed

on, we had already pre-sold and billed \$4,000.”

**Ron Sewell, KECO,
 Elk City, OK**

“You cut the overhead by \$30,000 to \$40,000 a year, you've automatically increased your income.”

“Our profits have increased tremendously because we don't need as many people to operate, and you can make a lot more money. After the first weekend on the air with SMN, the biggest auto dealer in town (who I never could get on the station) called up my secretary and said he wanted to see us first thing. He's been on ever since.”

**Roland Roy, WSKP,
 Sebring, FL**

Of the 200-plus radio stations who have chosen our Country, Adult Contemporary, or MOR formats, no two have been alike. Yet, each arrived at a common decision: That SMN offers the most flexible, quality programming available, and the in-place technology to make broadcasting it trouble-free.

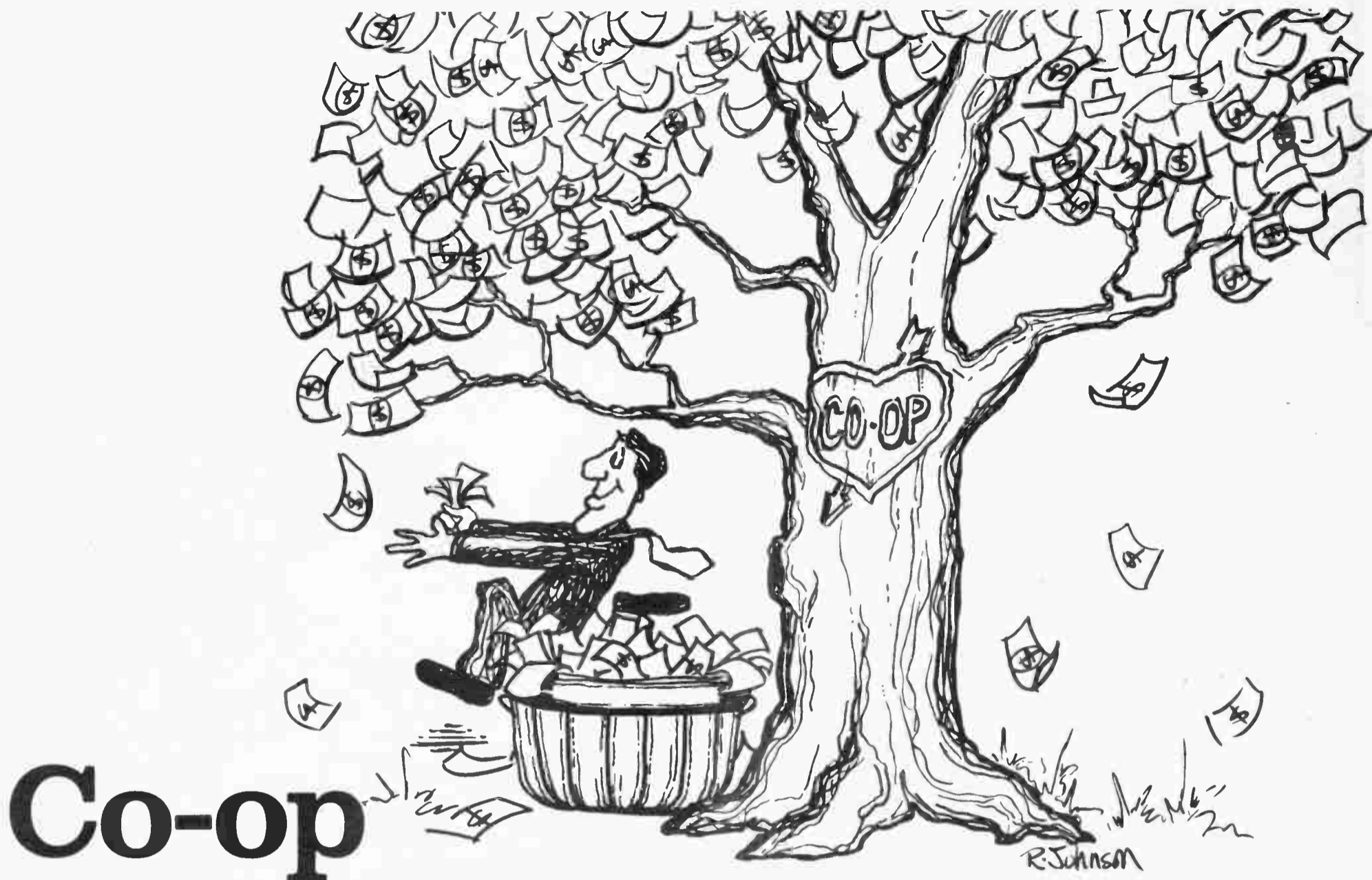
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Co-op

Dollars fluttering toward radio market

By Marianne Paskowski

Twenty years ago, the Radio Advertising Bureau began fighting back.

That's how RAB's Joyce Reed, vice president and director of co-op advertising describes ongoing efforts to capture co-op dollars for radio—dollars that traditionally have gone to newspapers.

But the 20 years of struggle is beginning to pay off for RAB. This April, when the RAB publishes its semiannual guide to co-op dollars available for radio, it will boast more than 3,300 approved manufacturers' plans. Ten years ago, there were only 700.

"We had to fight our way in—many plans included only newspapers," recalled RAB's Vice Chairman Miles David.

What's the fight all about? The race is on to tap an estimated \$6 to \$8 billion in co-op dollars. Traditionally, about only a third of that amount is used, and until recently, most of those dollars wound up in newspapers.

But that's beginning to change dramatically. Ten years ago, it would have been unheard of that a station could generate \$500,000 in new co-op business. It's not that uncommon today.

Co-op, as the RAB defines it, is the sharing of advertising costs among retailers, distributors and manufacturers. There are two types of co-op—horizontal and vertical.

In horizontal co-op, several manufacturers' dealers band together to advertise the same product at the same time. With vertical co-op, one retailer, such as a department store, uses several manufacturers' co-op funds in a continuing advertising program.

This week, the 800 sales managers attending RAB's annual sales management meeting in Dallas will hear more about co-op firsthand from co-op directors in both large and small markets.

"In RAB surveys of radio stations, co-op comes up again and again as the decisive growth factor in local radio sales," said Fred Walker, president of Broad Street Communications and chairman of this year's RAB managing sales conference committee.

Some of the questions RAB's co-op panel will answer this week are "who is the co-op coordinator?" and "does co-op only work in large retail markets?"

Indeed, Walker has been instrumental in helping stations set up co-op depart-

ments—much on the order of his co-op setups at Insilco stations WVCG/WYOR, Miami; WELI, New Haven, Conn.; KTOK/KJYO, Oklahoma City; and WGSO/WQUE, New Orleans. Last year, the Insilco stations surpassed the \$1 million projection for new co-op business, doubling last year's record of \$500,000.

The Insilco stations have one thing in common. Each station has its own co-op director, who handles co-op exclusively.

At WVCG/WYOR, Miami, Co-op Director Bill Brittan said that he initially had some reservations about taking his present job.

"I spoke with a lot of industry people to see what they thought about this co-op director's spot. They thought it was a crock. But I took the job anyhow," he said.

Many stations have had various experiments with co-op departments, but the

“ This April, when the RAB publishes its semiannual guide to co-op dollars available for radio, it will boast more than 3,300 approved manufacturers' plans ”

Tips from RAB on getting started

1. Set a goal for new co-op business in dollars. Appoint or hire a co-op coordinator or resolve, as sales manager, to do the job yourself.
2. Set up co-op procedures, including files for plans, retailers' accruals, form letters, contracts, scripts to promote co-op services and internal handling of co-op schedules.
3. Gather all RAB co-op materials—*Co-op Profiles*; *How To Profit From Radio Co-op*; *Inside Co-op* newsletter; RAB sales kit cassettes; and the *Co-op Planner*.
4. Set up a file for names and phone numbers of local manufacturer's reps.
5. Promote a co-op department on the air and in local publications to get new business.
6. Set up co-op logging, billing and verification systems to follow at the station. Have a meeting with everyone who must make the system work to be sure they understand why the system is important and how it works (retailer won't get paid and schedule won't be continued if billing is wrong).
7. Thank the customer for business when schedule is complete. Provide all necessary verification immediately in a stamped, addressed envelope and see that the retailer mails the envelope to the manufacturer.
8. Promote co-op success stories to keep present accounts and acquire new business.
9. Follow up to get results and renew account for the next schedule.

Source: RAB Co-op Plan For Action



Joyce Reed

key to a successful co-op department is determined by the amount of commitment from the station management, he said.

"In 1975, co-op was a buzz word. A bunch of stations thought it was some pie in the sky. Of course, their hopes were dashed because they lacked patience. The biggest problem is that it takes some time to generate revenues to make the department profitable. So you see lots of 90-day co-op departments around," Brittan joked.

"There is a lot of new interest in co-op now because of what we are doing. Success breeds imitation," Brittan added.

The Insilco stations began experimenting with a full-time co-op position at New Orleans station WGSO/WQUE in 1978. The co-op director concept gradually expanded to the other stations. Each now has a separate person handling co-op.

"Co-op is very misunderstood," Walker added. "You just can't give your staffers a co-op manual and tell them to go out and sell it. It doesn't work that way. It takes a lot of lead time, and it won't generate much for the first year, but from there on, it generally flies," he said.

Walker believes that the co-op coordinator's job is no place for a rookie. "Don't put a young trainee in that spot," he advised. "It takes a radio pro who understands radio advertising."

At Insilco's WELI, Wendy Bynum, co-op coordinator, calls her work "a hard job."

"For example, sometimes a particular client may appear to have co-op, but you have to really check it out, because sometimes they don't, and you don't want your retailer to get burned when it comes time to collect."

Co-op blues

"As co-op coordinators, we have no network, and it's a rather isolated feeling," said Dorothy Aranda, cooperative advertising coordinator, WHRR-FM, Hilton Head Island, S.C.

Aranda will present the case for co-op in the small market this week as a panel member at RAB's co-op seminar.

Aranda acknowledged from the start that Hilton Head Island is a rather unusual small market. It has no daily newspaper, rather two weekly papers, which compete for co-op dollars. And it is a resort town.

But the station has seen some pretty impressive results from its 2-year-old co-op program. In January 1981, before the



Fred Walker

co-op post was established, co-op only accounted for \$885 worth of that month's business. In January 1982, that figure soared to \$4,000. And in December 1982, co-op accounted for 13 percent of the station's total sales.

Aranda outlined a number of obstacles to overcome to make co-op work. Internal hurdles have to be overcome to make the station's sales staff more receptive to the concept of co-op. And then there are the problems with manufacturers' reps, who come to the market with pre-conceived notions about a small market. Finally, retailers have to overcome the hurdle of not seeing co-op as income.

"It all takes some learning. I am an educator and researcher. I do not carry an account list," she explained.

"If you're the kind of person who needs the instant gratification of a commission check, you probably won't make a good co-op coordinator. It often takes more than one visit," she advised.

"And if you see co-op as detailed and difficult, it will be. But there's a whole new streamlined attitude—it works if you believe it does," she added.

Tough job

If the co-op coordinator's job sounds like a tough juggling act, imagine what Cherie Koch's job must be like.

Koch oversees co-op for Century Broadcasting's five stations. She also writes a monthly co-op newsletter alerting the sales force to new sources of co-op revenue.

Century Broadcasting's five stations reported a 30 percent increase in new co-op business in 1982, posting \$1.5 million in sales. KSHE, St. Louis/Crestwood, led the pack, registering co-op sales of \$535,000.

"The St. Louis station has a very strong retail philosophy, and it's very pro-local business," Koch explained. "Furthermore, they really do their job."

In fact, KSHE presents a rather unusual situation—it is an AOR station that attracts retailers that normally would not be advertising to the young audience such



Dorothy Aranda

a station attracts.

"But Snapper Lawn Mowers advertises with us, for example, because 25-year-olds own homes and cut grass too," she added.

Although Century's 1982 co-op sales were impressive, "we did not meet our \$2.5 million goal," Koch said.

In 1983, Koch would like to see the station's sales staff use her department more.

"Sales people are not used to selling co-op," Koch said.

Koch researches co-op manufacturers' helps advertisers maintain all co-op files, prepares a monthly sales report on billings and publishes a co-op alert bulletin.

Koch's co-op alert bulletin will notify the stations' sales staffs as well as retailers about who's spending what. For example, the co-op alert bulletin reports information like Apple Computer forecasting it will spend \$10 to \$19 million in co-op for



Cherie Koch

1983 and that, to date, it has spent \$6 million with 60 percent utilization.

"In this business, you have to work six months in advance," she said.

Koch's biggest gripe about her job concerns co-op source books that are out of date and that Standard Rate and Data Services ceased publishing her favorite source of news—*Co-Op News*.

SRDS publishes multimedia co-op source books, but most co-op coordinators agree that SRDS' books are not as valuable as the RAB's material.

Found money fable

"The found money fable associated with co-op gets in the way of people going into it seriously," warned David.

"It is a major growth opportunity provided we approach it realistically," he added.

Some broadcasters, however, will argue that radio stations are slow in many areas in developing marketing strategies.

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Next Week in Section 2 (Finance/Regional)

BW Survey—Where The News Dollars Go.

Television stations across the country are beefing up local news operations. **BROADCAST WEEK** surveys TV broadcasters to find out just where the news budget dollars are going. Is it on-air talent, equipment or just the rising cost of delivering the news?

PLUS:

John Blair & Co. put considerable resources behind Blairsat—its ambitious project to deliver commercials directly to stations by satellite. But last December, Blair pulled the plug. Learn why.

“
I spoke with a lot of industry people to see what they thought about this co-op director's spot. They thought it was a crock
”

SRN running to daylight

By Ed Harrison

"We see it as a service for mid-size and smaller stations and those unsuccessful in getting high ratings on weekends," said Hal Uplinger, the former Washington Bullets basketball player who is partnered with former Minnesota Viking Tommy Mason and KWRM-AM Corona President Pat Michaels in the newly formed Sports Radio Network.

Headquartered in Newport Beach, Calif., the SRN is a full-service sports show geared to fill weekend programming from 6 a.m. Saturday through midnight Sunday (BW, 1/17/83).

The network consists of round-the-clock scores of local, regional and national games, live updates from major events, commentaries, interviews, discussions and features.

The format debuted during a two-weekend trial run in November on KWRM and officially was launched Jan. 8-9. "The first step was to get on the air utilizing Pat's station," Uplinger said.

"The next step is to sophisticate our format."

Michaels said, "If you program that time period (Saturday and Sunday), you have as many prime-time daytime hours as during the rest of the week. If you're number 10 in the market, it pays to go after that time period because sports attracts listeners and advertisers. There's plenty of room to be number one on weekends and number 10 during the week. It's worth a shot if you're not top rated."

The Sports Radio Network, Uplinger said, is geared primarily to local broadcasters who can utilize all or part of the programming should they have other commitments.

Commentaries will be provided by John Unitas, NFL analyst; Ann Meyers, women's basketball; Dave Anderson, *New York Times*; Gene Mauch, baseball; Chick Hearn, basketball; John Naber, Olympics; Lindsey Nelson, at large; Tom Harmon, football; June Wilkinson, exercise; Tony Verna, TV sports; Tom Poston, light side; and Dr. A. Selner, medicine.

MEDIA MEMO

Advertising and media comments
by Ron Kaatz



Happy New Year to 'Fourth Networks'

When *Broadcast Week's* 1983 Year in Review appears next December, one top story is bound to be the official "Birth of the Fourth Primetime TV Networks!"

Now, before anyone questions either my clairvoyant sources or my sanity since 1983 is only a month old, remember I said, "Birth of the Fourth Primetime TV Networks" (plural) and not ". . . Network" (singular).

I'm not referring to the debut of the long prophesied and much heralded "Fourth Network" that's been just beyond the horizon for years. For example, Ted Turner's plans to launch a full-blown program service in partnership with Hollywood's major producers won't (if it does work) get off the ground until 1984.

The "Fourth Network" I'm speaking about consists of all those non-ABC, non-CBS and non-NBC viewing options that are eroding network shares more and more each week . . . and which together will carve out a 25 percent slice of 1983's prime-time viewing pie.

The decade opened in 1980 with ABC, CBS and NBC holding 85 percent of the prime evening viewers.

Based on current viewing trends, we expect to ring out 1983 with network shares having dropped to nearly 75 percent. (That's the average for 1983 and not 1989 or 1990 when one network predicted this would happen!)

With 25 percent of the prime-time viewers, the "All Other Fourth Networks" will be matching the 25 percent share for the average of the "Big Three Networks."

Where are all the viewers going?

Public positions of the three networks sometimes mask the deep concern they will talk to you about in private. So when one network executive confessed how totally perplexed he was, I reminded him of the old query . . . "Where has all my money gone when I haven't spent anything?"

You know . . . Saturday morning, you cash a \$50 check, and by 5:30 p.m. you only have \$8.52 left . . . and "you haven't really bought anything." What you mean is that you didn't buy anything big. You forgot about spending \$4.85 for a can of paint at Sears, \$6 at the cleaners, \$8.25 at the photostore when you picked up your vacation pictures, \$7.50 for the family at Burger King, \$3 for raffle tickets, etc., etc., etc.

Television viewers have gone the same way as your \$50. A share point here. Two share points there. And all of a sudden they will have added up to 25 percent of the prime-time audience.

Today's choices are many and viewers apparently are liking the options more and more.

■ Turner Network Television's prime-time coverage of the Dec. 11 Georgetown vs. University of Virginia basketball game pulled 16 percent of the national viewing audience, driving three network shares well down into the 60s—the worst Saturday night this season and perhaps the worst ever. To make matters even more serious, 87 of the 113 stations that cleared the game were ABC, CBS or NBC affiliates.

■ Just a few weeks ago, Mobil Showcase Network's *The Life and Adventures of Nicholas Nickleby* ran on four consecutive nights on an *ad hoc* line-up of 60 stations.

■ Billy Graham's Christmas Crusade cleared 240 stations around the country—including 155 network affiliates.

■ *A Woman Called Golda*, *Smiley's People*, *Operation Primetime*, *SFM's Holiday Network* . . . hardly a week passes that options such as these don't provide strong evidence that affiliate loyalty to the networks is at an all-time low and that stations (as well as viewers) are responsive to alternatives.

■ And of course, there are also strong independents, PBS, STV and cable offerings that chip away at the three network structure. Sometimes, it's more of a chunk than a chip, witness *On Golden Pond's* 51 share in HBO homes on Dec. 12. National network shares that Sunday night dropped to 76 percent vs. 88 percent last year at the same time.

Oh, where are all the viewers going?

The viewers apparently are voting for variety. So much so, in fact, that 1983 will be the "Year of the 25 percent Share Fourth Networks."

And, if the Fourth Networks (plural) are here, can a fourth Network (singular) be too very far behind?

Perhaps not.



Dishing out digital

ABC Radio Networks affiliates WTKN/WWSW-FM in Pittsburgh, became the first stations to receive digital audio transmission via satellite Jan. 17. On hand for the occasion were, from left, Walter Sabo, vice president, ABC Radio Networks; Willard Lochridge, vice president, ABC Contemporary Network; Diane Sutter, vice president and manager of both stations; Michael Harvey, president and general manager of the stations; Tom Daren, the stations' operations manager; and Edward McLaughlin, president of ABC Radio Networks.

Radio's cultural role examined

"Music in the Air,"
Philip K. Eberly,
Hastings House, New York

For all of us, no matter what the age, there's probably a strong association between music and certain milestones of life's passage.

Perhaps for a now graying 1960s surfer boy, one image that lingers is of a beat-up old Volkswagen, tooling down the coast highway in search of the perfect wave. Of course, the car radio would be blasting, pumping out Beach Boys, Jan and Dean and The Righteous Brothers.

Or maybe a senior citizen enjoying the calm of life's reflective years calls back an image of a madcap, roaring '20s youth. Chances are, many an impromptu party then centered around the old stand-up radio, pouring out Paul Whiteman's *Diga Diga Doo* or Bing Crosby's *Ga Ga*.

For whatever the generation, popular music evokes the memories, defines the times and provides as much insight into the state of mankind's soul as any of the more scientific barometers.

Radio's role as the voice of cultural pluralism in the past 60 years is what Philip K. Eberly's book, *Music in the Air: America's Changing Tastes in Popular Music, 1929-1980* is all about. Currently Vice President-General Manager, WSBA, York, Pa., Eberly spins a yarn of radio from its infancy in the 1920s to its satellite-dominated status today.

There's little doubt that a "radio insider," someone who's spent some time

in the business, will walk away from a reading of Eberly's book with an added measure of satisfaction and recognition. Nevertheless, that doesn't mean a pop culture fan, media watcher or music buff won't enjoy this historical stroll down radio's memory lane.

Music in the Air is divided into five parts, covering the medium's early days—"Tuning In and Turning On"—to radio and pop music's future—"Tune In Tomorrow." Included in the last section is a chapter dealing with formats of the future, concepts ranging from the "back tracks" format through the "positive pop" program to the "no format" format. As for the latter, Eberly notes, "Why not? When all else has failed, there may be merit in considering a place in the format spectrum for this unconventional wrinkle."

We like that kind of thinking, and that's just a random example of the wit and wisdom sprinkled through this book. In fact, *Music in the Air* is an eminently readable history book produced by a veteran broadcaster with a love of the business and the ability to convey feeling via the printed word. Eberly's writing credentials from his early days as a copywriter to his more recent freelance efforts in a number of national magazines and newspapers are evident and contribute mightily to the book's character.

No self-respecting student of radio or pop culture should be without this book. Read it, savor it and remember some of those golden moments of life.

Eastman confirms spending trend

Evidence continues to mount that spot radio buyers are spending money on stations that reach an older audience.

An analysis by Eastman Radio, the station rep firm, found that the 25-54 demographic was, by far, the most requested by national spot radio buyers in 1982.

In a memo to clients, Alan Tobkes, vice president, research and marketing, reported that the 25-54 demographic

accounted for 32 percent of all commercial requests, compared with 17 percent for the 18-49 demographic, 12 percent for 25-49, 10 percent for 18-34 and 6 percent for the youth demographics: 12-24, 12-34 and teens.

Tobkes' study of more than 12,000 campaigns found that interest in the 25-54 audience peaked in the fourth quarter, when it was the target of 36 percent of ad campaigns.

HOW HOT IS IT?

SO HOT IT HASN'T STOPPED RINGING.

In less than a year over 100 stations have hooked up with a pretty hot number. Talknet. The unique call-in programming service featuring Bruce Williams and Sally Jessy Raphael weeknights, and Bernard Meltzer and Dr. Harvey Ruben weekends. So distinctive you have to hear it to believe it.

We've talked up shares just about everywhere we're heard. Big markets (33 of the top 50!). Small markets. Plus markets in between. And better numbers at night can lead to better numbers in the morning. All told, you might just call us one of the biggest radio success stories around. Just ask the folks to the left.

So if you're not yet on board, give Meddy Woodyard a collect call at (212) 664-4745. And share the wealth.

Talknet
FROM NBC RADIO





Now, let the show begin

Brandon Stoddard, president of ABC Motion Pictures, (left) is presented the original art work for a poster on Herman Wouk's "The Winds of War," the monumental ABC novel for television that will begin an 18-hour run Feb. 6 on the ABC Television Network. Making the presentation are Rick Giacalone, vice president of ABC Visual Communication, and Dick Connely, vice president of ABC Public Relations. The efforts in behalf of "The Winds of War" surpass those for any previous long-form television film.

REGULATORY SCENE

FCC denies reconsideration on STV

The FCC has denied two petitions for partial reconsideration of its deregulation of subscription television. In the action on STV, the commission eliminated the rule restricting STV to communities within the Grade A service contour of at least five commercial stations, deleted the requirement for at least 28 weekly hours of conventional programming, allowed sale of STV decoders and abolished the need for ascertainment for the STV programming.

The reconsideration petitions had sought reversal of the commission's decision to allow decoder sales. It had been requested by the Subscription Television Association and Wometco Home Theater Inc. that the FCC allow decoders to be available only on a leased basis.

NPRM on toroidal sampling initiated

The Federal Communications Commission has initiated a Notice of Proposed Rulemaking to permit wider use of toroidal current transformers and new sampling method.

The current rules developed from FCC-established standards for type approval of AM directional antenna monitors. Because it was noted that monitoring alone could not guarantee

maintenance of the proper radiation pattern, standards for sampling also were set. Exemptions were possible if the sampling system met FCC approval. Yet, limited data and conflicting comments led to conservative engineering judgments and limited the use of toroidal current transformers.

The proposed revision would allow use of a toroidal current transformer as a substitute for the "open loop" sampling antenna used to monitor the amplitude and phase of current in AM directional coverage patterns.

NIAC restructured

The National Industry Advisory Committee, composed of chief executive officers and knowledgeable private citizens, has been restructured under the guidance of FCC Commissioner Mimi Dawson.

NIAC, which advised the FCC on national defense and emergency preparedness planning, now is strengthened to provide more timely and complete advice in the new competitive communications environment. Dawson explained it was vital to the public interest that the FCC seek the best advice available from the industry, particularly in view of the evolving structure of common carrier networks, AT&T trial settlement and competitive forces.

CALENDAR

JANUARY

Jan. 29-Feb. 1—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 30-Feb. 2—National Religious Broadcasters 40th annual convention. Sheraton Washington, Washington.

Jan. 31—Deadline for 1982 Religious Public Relations Council Wilbur Awards presented to radio and TV stations for excellence in presenting religious values. Forms available from Martin Neeb, Box 71, Tacoma, Wash. 98447.

FEBRUARY

Feb. 1—Broadcast Pioneers annual Mike Awards dinner. Hotel Pierre, New York.

Feb. 1—Deadline for entries in Action for Children's Television awards for TV and radio public service announcements encouraging good health habits for children and adolescents. Information: Judith Rubenstein, ACT, 46 Austin St., Newtonville, Mass. 02160 (617) 527-7870

Feb. 2-6—International Radio and Television Society faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2-7—International Radio and Television Society 'College Conference.' Harrison Conference Center, Glen Cove, N.Y.

Feb. 4-5—Society of Motion Picture and Television Engineers 17th annual "Television Conference and Equipment Exhibit." St. Francis hotel, San Francisco.

Feb. 6-8—Louisiana Association of Broadcasters convention. Lake Charles Hilton, Lake Charles.

Feb. 10—International Radio and Television Society news-maker luncheon. Speakers: Anthony Thomopoulos, ABC; B. Donald Grant, CBS; and Brandon Tartikoff, NBC.

Waldorf-Astoria, New York.

Feb. 15—Association of National Advertisers television workshop. Speaker: Andy Rooney, CBS News' 60 Minutes. Plaza hotel, New York.

Feb. 16—Association of National Advertisers media workshop. Speaker: Andy Rooney, CBS' 60 Minutes, Plaza Hotel, New York.

Feb. 17-19—14th annual Country Radio Seminar, sponsored by Organization of Country Radio Broadcasters. Information: (615) 327-4488.

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

MARCH

March 17-22—NATPE Inter-

national 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

APRIL

April 10-13—National Association of Broadcasters 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas April 12-15, 1987.

April 22-28—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

MAY

May 3-7—American Women in Radio and Television 32nd annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be

announced; May 7-11, 1985 New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

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

May 18-20—The International Radio Festival of New York, a worldwide awards competition for radio advertising, programming and promotion, will hold its second annual program. Michael Hauptman, vice president of ABC Radio Enterprises, will chair the panel of judges and advisors. Entries in all categories are due March 25 at the festival offices: 251 West 57th St., New York, N.Y. 10019.

May 18-21—American Association of Advertising Agen-

cies annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

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

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

JUNE

June 23-27—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Coming Next Week... Coming Next Week... Coming

Broadcast Journalism— The Award Winners

From the rescue of Air Florida passengers in the frozen Potomac River to nuclear waste on Mississippi's Gulf Coast to illegal aliens in South Florida, television journalists have been setting new standards in broadcast reporting.

Those are among the 33 finalists in the Alfred I. duPont/Columbia University Awards for Excellence in Broadcast Journalism to be presented live over PBS on Feb. 9

In a special report next week, **BROADCAST WEEK** looks at the nominated stations and their accomplishments and speaks with awards director Marvin Barrett about the state of broadcast journalism.

Don't miss this indispensable guide to one of broadcasting's premier events.

Coming Next Week... Coming Next Week... Coming

PRODUCT UPDATE

Panasonic shows line of color equipment

NEW ORLEANS—Panasonic's Audio/Video Systems Division introduced an array of products at the COMTEX Show here:

The **Model WV-3890B portable color camera** for ENG/EFP operation has an improved High Band Saticon TM tube; signal-to-noise ratio of 50 dB at 140 footcandles at f/4.0; a minimum required illumination of five footcandles at f/1.4; fully automatic or manually operated aperture control; horizontal resolution of 300 lines at the center; RS-170A sync with Genlock, plus adjustments for subcarrier phase and critical horizontal phase; optical black reference signal; automatic white balance; adjustable R and B gain and pedestal; horizontal aperture correction; one-line vertical aperture correction; four-position filter wheel mounted behind the lens for color temperature conversion; a color bar generator, operated by a side-mounted switch; 1.5-inch electronic viewfinder; and an auto-iris 6:1 power zoom lens.

The **Model WV-3990B** has features similar to the WV-3890B. It incorporates an auto-iris 12:1 power servo zoom lens.

Both cameras can hook up with Panasonic VTRs.

The WV-3990 B also can oper-

ate on external DC current via a four-pin connector or through a remote control unit. A trigger switch for starting and stopping the deck is located on the zoom lens or hand grip. A standby switch is provided for prolonged battery operation.

The **Model WV-3070 portable color camera** features a 6:1 auto-focus power zoom lens with manual override; remote control of the VTR in use; a signal-to-noise ratio of 45 dB; 240-line horizontal resolution; automatic white balance; adjustable red/blue color balance control; 1-inch electronic viewfinder with low-light switching and warning; indoor/outdoor and record LED indicators; uni-directional mike with external jack; standby switch for reduced power consumption; collapsible grip for tripod mounting; internal VTR compatibility switch; and 4.5 watts power consumption.

The **Model WV-3060** has features similar to the WV-3070, except it includes a 6:1 manual slide zoom lens with auto iris. It has a power consumption of 3.9 watts.

The WV-3070 lists for \$975 and the WV-3060 for \$775.

The **Model AT-H190G 19-inch NTSC/RGB color monitor**

HARDWARE

includes a delta-gun rounded shadow mask with a dot pitch of .43mm; resolution of more than 600 lines at the center with an NTSC signal; a one-line ultrasonic glass delay comb filter for chroma separation; automatic frequency phase control; black level clamp for stable picture quality; front panel control for switching between normal and underscanning operations; horizontal AFC time constant that can be switched from 2ms to 7ms; a pulse cross circuit; countdown pulse drive system; pre-set buttons for contrast, brightness, chroma and phase control; magnetic shielding; and pushbutton-operated degasser.

The **Model AT-H130G NTSC/RGB color monitor** has features similar to the AT-H190G, except its picture is 13 inches diagonal. It also includes an aperture correction that can produce a 6 dB boost at 3MHz and a sync gate brightness-adding system.

Both color monitors list for \$5,650.

The **Model BT-S1900N color monitor** incorporates a 19-inch Quinrix II in-line, black matrix picture tube with comb filter for resolution of over 300 lines. Other features include: push-button selection of underscan, pulse cross and separate H delay and V delay displays; three video inputs (two line and one eight-pin); external sync input; front-mounted headphone jack; lockable audio volume preset control; and A/B selection switch for two inputs.

The **Model BT-S1300N color monitor** uses a 13-inch Quinrix II in-line picture tube. It also includes: a blue-only control for color and tint balance with a SMPTE color bar signal; push-button underscan, pulse cross, and separate H delay and V delay displays; a selectable line/VTR composite input switch on the front panel; 75 ohms or Hi-Z video impedance; lockable audio volume preset control; jack for external speakers or headphones; BNC and eight-pin VTR connectors; two audio input jacks. It weighs only 29 pounds.

The BT-S1900N lists for \$795, the BT-S1300N for \$650.

The **Model WJ-4600B special effects generator** includes a built-in audio amplifier for intercom systems; volume level control for carbon microphone headsets; three black burst outputs with BNC connectors; ability to gen-lock a non-synchronous video signal source; built-in video switcher that can handle as many as six color cameras simultaneously; and the ability to perform six smooth wipe patterns. It also features a built-in EIA RS-170A sync generator.

The **Model 5500B special effects generator** features a self-contained audio amplifier that supplies power to the intercoms of up to eight cameras. It also can perform nine wipe patterns with soft/sharp edges, normal-reverse and reverse wipe modes. Other features include a wipe positioner; three black burst outputs with BNC connectors; synchronization with up to three gen-lock cameras; and a built-in EIA RS-170A sync generator; and the ability to power tally light on, off switching for up to 10 outputs.



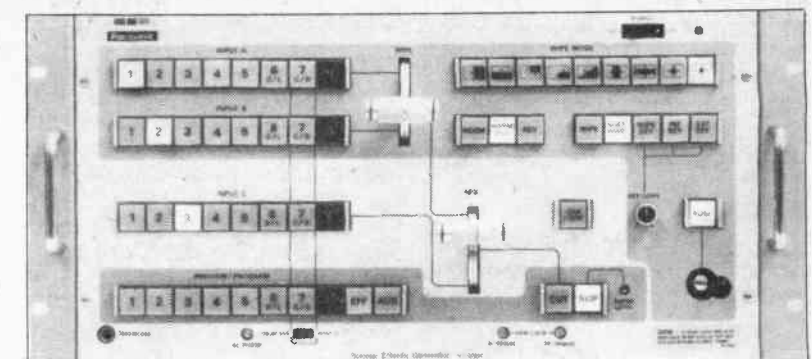
WV-3890B



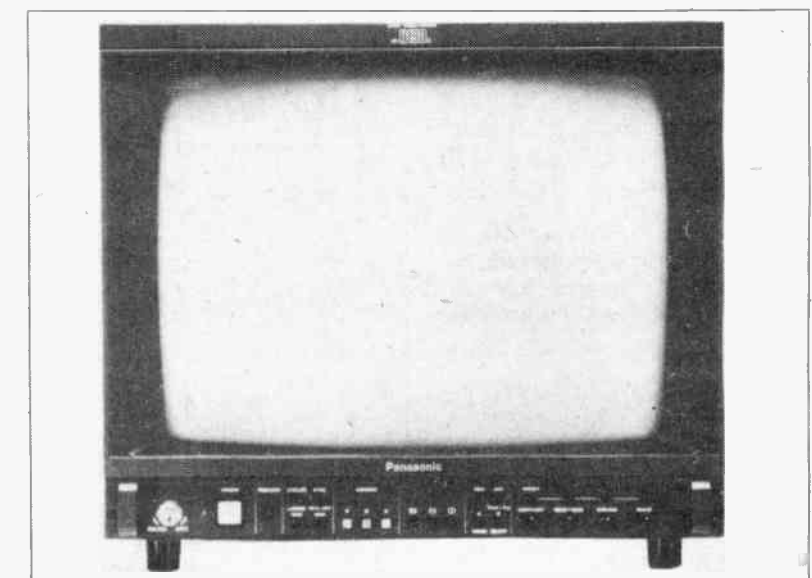
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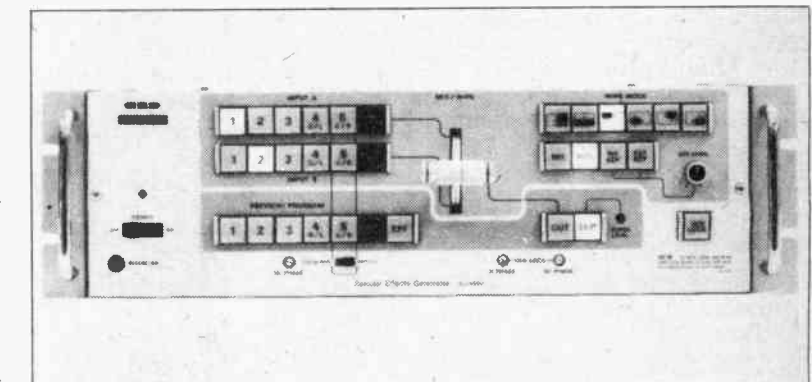
WV-3060 and WV-3070



WJ-5500 B



AT-190 G



WJ-4600 B

Navajo transition filmed in 'Special'

CINCINNATI—Multimedia Program Productions will present *Navajo Moon* as its February "Young People's Special."

This documentary-type story, taped on the Navajo reservation in northeastern New Mexico, will provide viewers an inside look at the lives of three Navajo children, each involved with the changes in Navajo society and the different perspective through which each sees these changes.

Navajo Moon is based on an original short story by Richard Thrall. Executive producer is Tom Robertson and producer/director/writer is Sam Ellis.

"Young People's Specials" is an award-winning series of monthly half-hour specials produced for young people and their families.

KMGH-TV in Denver will premiere its new locally produced series, *On The Lookout*, on Feb. 5. Harry Smith and Bert Gurule will co-host.

Areas of major importance to

Affiliates let Sunshine in...

WHEATON, Ill.—Sunshine, a contemporary christian music radio program created in 1979, has more than doubled its number of affiliates within the past three months. In December, it reached a total of 83 stations. The goal is to reach 100 by early spring. Sunshine is heard on a variety of stations, including MOR, classical, rock, religious, and black stations.

Rob Michaels, media executive for Domain Communications, which syndicates the show, attributed Sunshine's success to its "unique blend of programming."

SOFTWARE

the show are investigative and controversial reports, significant stories of concern to Colorado's minority communities and features on the arts and entertainment scene.

The purpose of the show, according to producer Jim Edmondson, is "to turn people on to what's happening around the state. What sets us apart is that we're doing stories that get little or no play on broadcast TV."

Although *On The Lookout* will be hard-hitting when necessary, the show will keep a keen eye out for the positive developments and success stories in the Rocky Mountain region.

D.L. Taffner Ltd. is offering 13 half-hours of *Al McGuire On-Sports*, a series focusing on the human side of all sports, hosted by McGuire, NBC sports analyst and former Marquette basketball coach.

It combines MOR Christian music with mini-interviews featuring popular christian authors like Vance Havner, Gloria (Mrs. B.J.) Thomas and Dr. James Dobson. Artists like Amy Grant, the Imperials and B.J. Thomas introduce their own songs, giving background information about themselves and their music. Sunshine is a musical alternative for Sunday morning airwaves, which often are monopolized by preaching and public affairs programming.

Sunshine is produced by Ron Rumley and Mark V Productions.

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RANDOM THOUGHTS

Who's the champion party-giver among Washington's high-powered lobbyists?

Well, it's the National Association of Broadcasters. At least that's what a nationally syndicated Jack Anderson investigative piece said recently.

NAB, it seems, narrowly eked out a victory over the National Association of Homebuilders, the National Association of Realtors, the Chicago Mercantile Exchange, Distilled Spirits Council and the Japan Society.

Anderson and his staffers found that NAB sent 32 congressional guests on junkets from 1981-82, 17 of whom were or are members House and Senate Commerce Committees overseeing broadcast deregulation.

The Japan Society's well-earned reputation as a host

offering the most, strikes a particularly discordant note—what with this country's trade problems with Japan.

But we stray from the main point. When the broadcast industry gathers in Las Vegas in April for the annual convention, each and every NAB member should expect a personal "thank you" from the visiting congressional elite. Remember, you're picking up their tab.

Good deed, indeed

Hats off to Telepictures Corp. for the way it handled cancellation of its syndicated game show, *So You Think You've Got Troubles*.

According to terms of the producer's deal with stations, broadcasters, even if they prematurely axed the show, were contractually obligated to pay for a 52-week run and

turn over barter time to Telepictures. Though ratings were lousy, Telepictures could have kept the half-hour on the air, sold advertising and even turned a profit.

But with an eye to sales of future programs and in a spirit of cutting everyone's losses before red ink got out of hand, Telepictures called the whole thing off. Now that's a move that genuinely rates "a for the good of the business" salutation.

Quiet on the front

NBC News has been reticent in saying anything about Jessica Savitch's role in the Public Broadcasting series, *Frontline*, which premiered a few weeks ago with that overhyped piece on the National Football League.

Though admitting to some sorrow that the first show

attracted a good deal of negative press, NBC News executives had little else to say.

No doubt, NBC News has been taking its lumps lately. The battle for the ratings lead in the evening network news race has fallen into a fairly predictable pattern: CBS first by a wide margin; ABC maintaining second place, with NBC, which used to consistently challenge if not lead ABC, a meek third.

All of NBC's news problems were depicted to a fare-thee-well in the Jan. 31 edition of *New York Magazine*, in a story that obviously hasn't gone over all that well at 30 Rock. Not that the Desmond Smith article is a hatchet job—in fact, the story is told in a sympathetic vein. It just hurts to see it all in print. Times are tough at NBC News, ironically at a time when NBC's prime-

time schedule, though still a long way from threatening either CBS or ABC, has at least kindled legitimate hope that something good finally might be happening.

Sponsor hunting

Finally, a plea to advertisers to get on the bandwagon and give explorer Peter Gimbel a call.

Gimbel, you'll recall, is the adventurer who recovered the safe that sank with the Andrea Doria more than 20 years ago. Now sitting at the bottom of a tank at the New York Aquarium, the safe is said to contain untold riches, just the stuff that would make a ratings-grabbing show if the contents were exposed before the eye of a TV camera.

Thus far, Gimbel has only begun to shop the idea around, looking for the right kinds of sponsors to underwrite such a show. We'd like to see a quick resolution of this matter. After all, the viewing public could use a little dose of adventure in their lives. What better way than a little treasure hunting?

—The Editors

other voices

Filling a need

"America apparently needs M*A*S*H. America apparently needs M*A*S*H's view that life is an absurd endeavor, needs its bittersweet aftertaste, its skepticism of the establishment, its perpetual ridicule of the military and, of course, its constant reminder that war surrounds us, constantly. How else can one explain the show's ability to endure year after year, through the vicissitudes of a thousand media fashions, through the rise and fall of a thousand national crises, through the fates of four American presidents."

Jack Slater, "Emmy Magazine"

Haunting question

"What advertiser wants to be associated with 800 people dead, when on top of that Jews are going to hate every word of it?"

An ABC executive, quoted in "Newsweek," explaining why General Foods and Chese-

brough-Ponds pulled their spots from the network's "Close-Up" documentary on the Beirut massacre

Wrong direction

"Pushy TV people who try to take over sports are same breed who think American public too dumb to realize that an 'encore performance' of *Hill Street Blues* is anything but a rerun."

Dick Young, sports columnist, "New York Post," Dec. 23, 1982

No apologies

"The minute viewers write or call in about your looks, it means they were not listening to what you were saying. If your looks distract from the story, then the process of communication is interrupted. I have decided to quit apologizing for my looks, which have played both a positive and negative role in my career. I have my own theory that attractive people in the industry

are considered bad journalists: average looking reporters are automatically given more credence."

NBC's Jessica Savitch, from her biography, "Anchorwoman"

Point of confusion

"The case shows that while constitutional priorities are clear to most judges, one who remains confused can cause untold mischief."

The "New York Times," on the attempted gag of "60 Minutes"

Power structure

"Inside NBC News today, there is general agreement that Tom Brokaw is the single most powerful individual in the news division, more influential in the network's corridors of power even than Reuven Frank (NBC News president). Alongside Dan

Rather, Brokaw can lay claim to being the highest paid television journalist in the world, a multimillionaire reporter who owes his great fortune, at least in part, to the convulsions and instability (of NBC) he so greatly deplures."

Desmond Smith, "New York Magazine," 1983

Emerging comic

"On Groundhog Day I dressed up like a groundhog and was filmed at the Washington Monument emerging from a manhole. TV viewers got a shot of my furry hand reaching out of the hole. Then they saw this 260-pound groundhog race down the mall past the White House... I guess the station figured that after 10 years as Bozo and Ronald McDonald, I could bring a little joy into viewer's lives."

Willard Scott, "Today Show" weatherman, from the "Even a Gorilla Could Be a Weatherman" chapter of "The Joy of Living" (Coward, McCann & Geoghegan)

nothing personal

Good Morning America gets a prize

In the battle for some spicy gossip at breakfast time, ABC scored a resounding coup last week as it managed to snare Roxanne Pulitzer for a guest show on *Good Morning America*.

You'll probably recall that the Pulitzer name was much in the news over the past few months as a result of a divorce trial between Mr. and Mrs. Pulitzer. The proceedings featured a gaggle of rich, but slightly loony Palm Beach residents, all testifying about what they did or didn't do with either of the Pulitzers.

Charges of incest, adultery, orgies and drug abuse peppered the trial, which in the end ruled in favor of Mr. Pulitzer—awarding him custody of the couple's two children.

But according to Mrs. Pulitzer's triumphant stint on *GMA*, nothing sordid or dirty happened when the kids were

awake. "What we did only took place when the children were in bed," reported Roxanne, "It never took place at home during the day."

And so it goes in the morning television ratings wars.

The winners are...

The Rex Stewart/A.J. Muste Journalism Awards, as bestowed by Nat Hentoff in *The Village Voice*, New York:

TV Local News Reporting:

WNBC-TV reporter Gabe Pressman. Most of his colleagues must wonder what the hell Pressman thinks he's doing—going after real news, analyzing the complexities and ambiguities of a story. That's not entertainment! There is no one like him in electronic journalism in this city, and very few anywhere else.

TV National News Reporting: Carl Stern. NBC's specialist in the Supreme Court and other law stories; Stern doesn't

appear nearly as often on *NBC Nightly News* as the importance of his beat merits. When he does, his diligent research skills can lead to memorable revelations.

Best Interviewer on Television:

Ted Koppel. First, he always knows enough about the issues at hand to never let anyone get away with newspeak. Second, he never lets anyone get away with anything. And that's the excitement of *Nightline*. Because of Koppel, you never know when someone is going to surprise himself by saying what he really thinks.

The Most Illuminating Hour in Local Television:

Like It Is, WABC-TV. Gil Noble, producer and host.

Although more than half of New York City is black and Hispanic, this is the only serious television program that speaks specifically to the city's majority concerning local, national and international news. It also

speaks to anyone else who wants to get a sense of news interpretation quite different from that of either white commercial or public television.

All heart, almost

Some 30 years after the fact, actor James Garner finally has received the two Purple Hearts awarded him during the Korean War.

In a brief ceremony on a Lorimar set for an upcoming war movie, Garner, who served 14 months in Korea, was given the Purple Hearts, a medal given for servicemen wounded in combat. The first time around, Garner was hit by shrapnel in the face and hands. But his second medal was the result of a wound incurred in his posterior. It seems the man known to millions as television's James Rockford or Maverick, was diving into a foxhole when a bullet grazed his tush.

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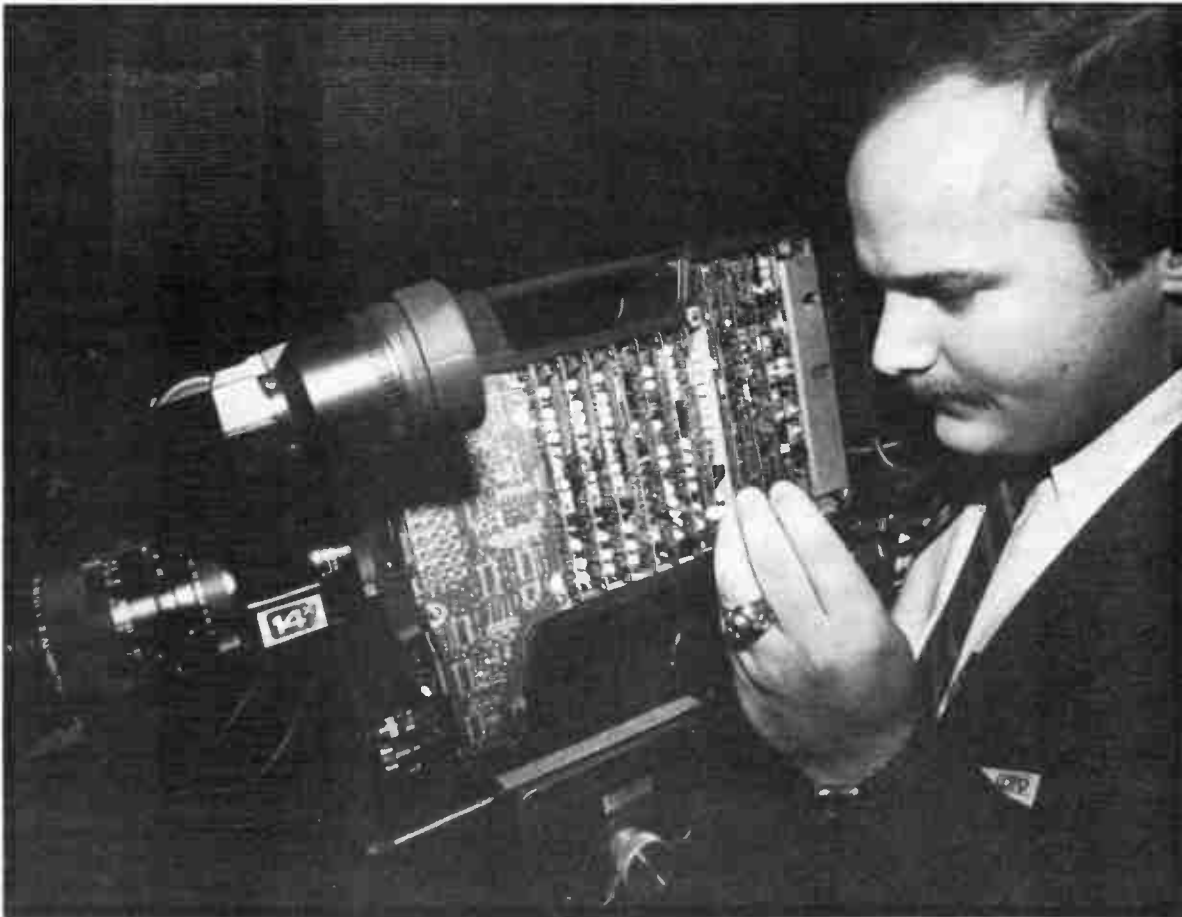
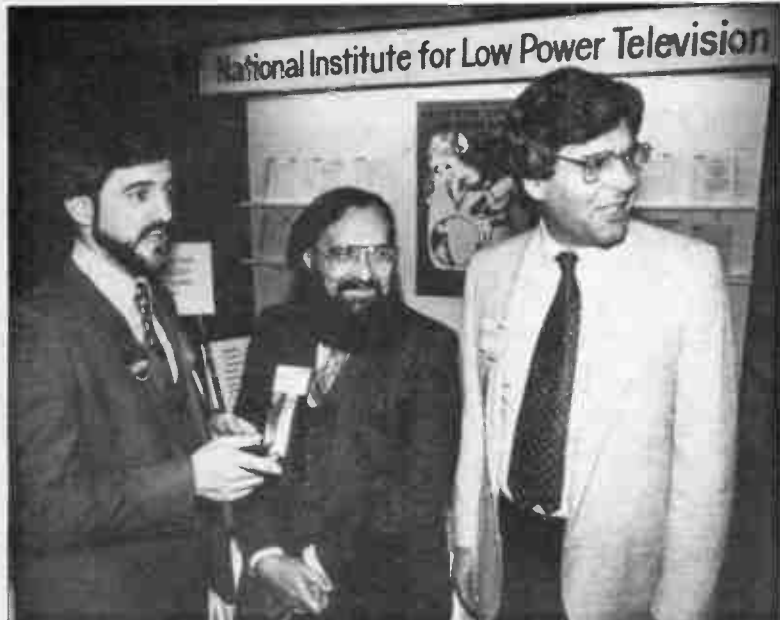
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NILPTV executives Frank Camoro, general manager, John Reilly, director, and David Cheifeiz, executive director, gather at the LPTV convention in Anaheim. Video Images representative Steve Olson performs adjustments on a Hitachi FP22 camera.

IMAGES



Programs lead topic for LPTV

Continued from page 1

consulting firm, urged applicants and operators to be "innovative and creative."

He said that two ways of ensuring profitability were to take the pay TV route (it's the easiest way to create additional revenue) or narrowcast to a target audience. Better yet, said Klein, was to divide the day into "profitable production blocks" by narrowcasting during the day and early morning hours and programming STV at night. Klein said that general programming during the day and STV at night has yet to prove successful.

Rod Buscher, a co-founder of the FNN, and Dick Smith, president of the SPN, stressed the advantages of their services in reaching a narrowcasted target audience.

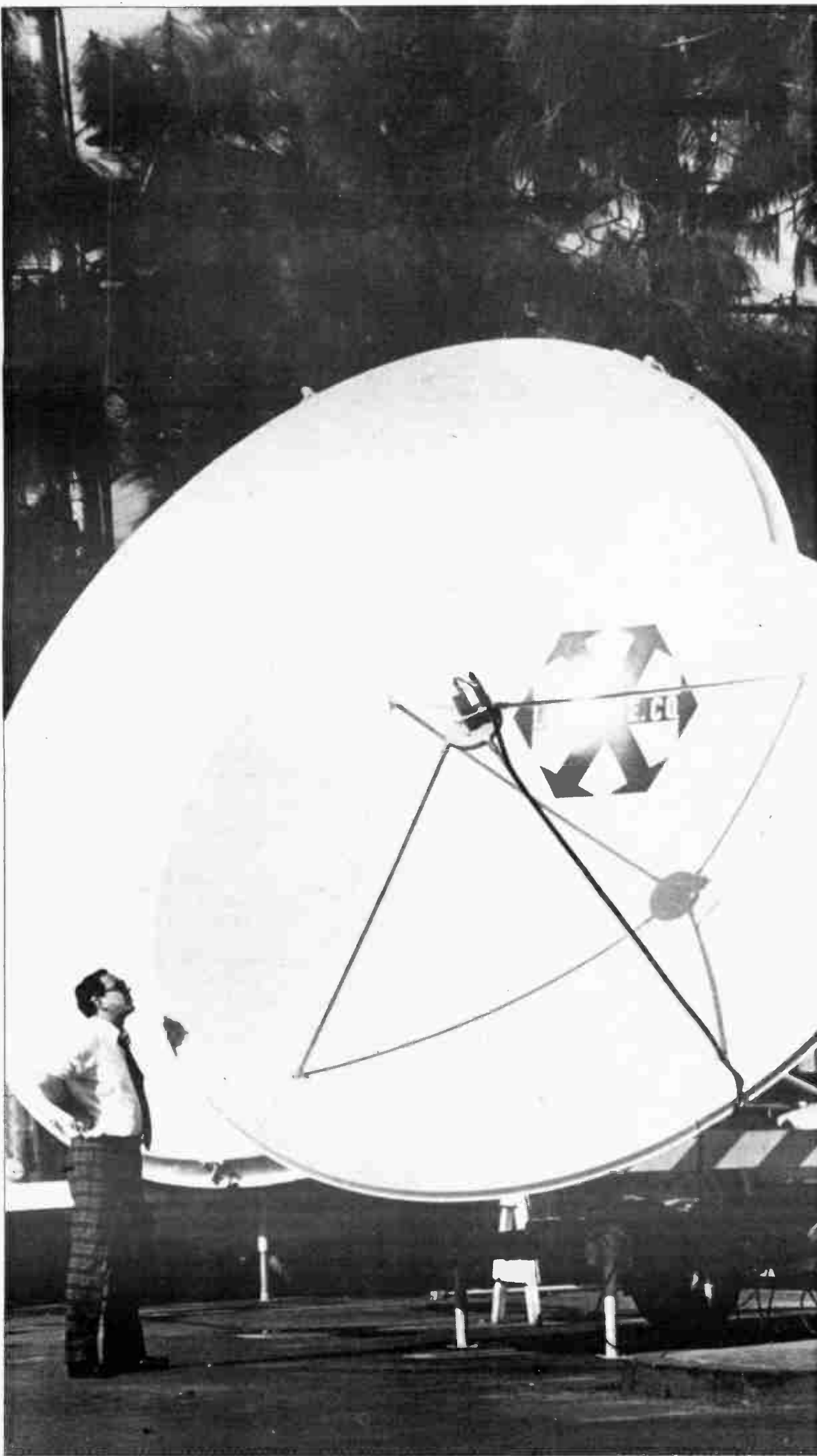
However, Leslie Tobin, sales director at Embassy Communications, offered a conflicting viewpoint. She said low-power television stations need a full range of programming to establish an identity. "You need to become identified as the station to watch," Tobin said.

She suggested that operators familiarize themselves with the programming available from syndicators and become members of INTV and NATPE "so they can buy programming that will be different for their market. Even the best narrowcasting is in trouble," she warned.

Burt Harris, president of Harris Cable Corp., was of the opinion that low-power television would be best suited for narrowcasting, especially in larger markets. "Get something no one else has," he said. For those low-power stations looking to be carried by cable, Harris said that "it's hard to have something a cable system would find of interest unless you narrowcasted."

The concept of networking was stressed as "crucial to the success of LPTV" by James Patrick Devaney, president of the JPD Entertainment Network. JPD, in association with the Osmond family, is producing three hours of original prime-time entertainment each night to affiliates beginning in July.

"Grouped together, there is enormous potential of these independent stations," Devaney said.



Earth station antennas were parked in the lot outside the Disneyland Hotel, attracting the attention of many convention attendees.

First hybrid superstation announced

ANAHEIM, Calif.—The Genesis Entertainment Network and the Dorason Corp. have formed the Genesis Omega Network, which they're calling "the first hybrid superstation" that will supply pay TV to Genesis' low-power television network.

Genesis affiliates, now numbering 11, will begin receiving STV service May 1. Genesis will continue its ad-supported programming during the day and switch to STV at 10 p.m. EST. The network will revert to commercial programming during the morning hours.

Dorason Corp., through its Omega Point Network subsidiary, will supply the programming and marketing. Plans call for two movies per night and 10-12 titles of the "highest quality" per month at a subscriber cost of "less than \$10." Another Dorason subsidiary, IDM Inc., will provide the billing and fee collection.

The announcement of the new low-power STV network was made on the final day of last week's LPTV Conference & Exposition by Charles Wilkerson, president of Genesis, and Rinaldo Brutoco, chairman of Dorason.

Affiliates will receive the programming service off Satcom IV, transponder 12, formerly occupied by CBS Cable. As a result of the agreement, Genesis will lower its monthly affiliate programming fee by \$500 to \$2,000. Affiliates will receive back percentages of subscriber payments.

STATISTICS

LPTV permits

The following applicants have been issued construction permits to operate low-power television stations. According to the LPTV Association, there are 137 CPs granted. These stations have one year to complete construction.

Mountain Home, Alaska
Channel 43
Baster Broadcasting

Russellville, Ala.
Channel 3
Benjamin Moore

Flagstaff, Ariz.
Channel 9
Seattle Community TV

Holbrook, Ariz.
Channel 12
Midsouth Broadcasters

Kingman, Ariz.
Channel 14
Stanfield Gates Television Partnership

Lake Havasu City, Ariz.
Channel 45
Shoblom Broadcasting

Big Pine, Calif.
Channel 48
INYO Co. Supervisor of Schools

Inyokern/Ridgecrest, Calif.
Channel 43
Kitchen Productions

Laytonville, Calif.
Channel 6
Lester J. Dietz

Laytonville, Calif.
Channel 8
Lester J. Dietz

Laytonville, Calif.
Channel 10
Lester J. Dietz

Laytonville, Calif.
Channel 61
Lester J. Dietz

Laytonville, Calif.
Channel 12
Lester J. Dietz

Lone Pine, Calif.
Channel 52
INYO Co. Supervisor of Schools

Long Valley, Calif.
Channel 3
Sierra Valley Communications

Mammoth Lakes, Calif.
Channel 7
Raleigh Television

Palms Marine Corp. Base, Calif.
Channel 63
Morongo Basin TV Club

Ridgecrest, Calif.
Channel 19
High Desert Broadcasting

San Ardo, Calif.
Channel 13
Monterey Co. Superintendent

San Jose, Calif.
Channel 66
Satcom Inc.

Shoshone, Calif.
Channel 7
INYO Co. Supervisor of Schools

Tahoe City, Calif.
Channel 56
Gavilan Communications

Ukiah, Calif.
Channel 47
Television Improvement Association

Ukiah, Calpella, & Redwood Valley, Calif.
Channel 59
American Rural TV System

Aspen, Colo.
Channel 23
Recreation Broadcasting of Aspen

Delta/Rural Millard, Colo.
Channel 64
KUTV

Glenwood Springs/Rural Garfield, Colo.
Channel 65
KUTV

Grand Valley, Colo.
Channel 45
KUTV

Gunnison, Colo.
Channel 2
Collis Michael Callihan

Hermosa, Colo.
Channel 46
Response Broadcasting Corp.

Meeker, Colo.
Channel 46
KUTV

Newcastle/Rural Garfield, Colo.
Channel 36
KUTV

Rifle/Rural Garfield, Colo.
Channel 57
KUTV

South Fork, Colo.
Channel 54
Clifford & Jean Hoelscher

Trinidad, Colo.
Channel 21
Southwest Community TV

Inglis/Yankeetown, Fla.
Channel 49
Citrus County Association for Retarded Children

Madison, Fla.
Channel 3
Thomas H. Green, Jr.

Douglas, Ga.
Channel 53
County Vision Association

Mammoth Lakes, Ga.
Channel 4
Mammoth Mountain Association

McRay, Ga.
Channel 58
County Vision Association

Nashville, Ga.
Channel 2
Benjamin Moore

Tifton, Ga.
Channel 5
Benjamin Moore

Waycross, Ga.
Channel 49
County Vision Association

Junction City, Kan.
Channel 6
Montgomery Publications

Dennis, Mass.
Channel 58
Cape Cod Broadcasting

Dennis, Mass.
Channel 67
Cape Cod Broadcasting

Traverse City, Mich.
Channel 46
Central Michigan U.

Bemidji, Minn.
Channel 26
John Boler

Bemidji, Minn.
Channel 2
Benjamin Moore

Brainard, Minn.
Channel 59
Ronald J. Malik

Detroit Lakes, Minn.
Channel 3
Lakes Publishing Co.

Eagle Bend, Minn.
Channel 45
Independent School District, #790

Fairmont, Minn.
Channel 28
Ogden Cable Corp.

International Falls, Minn.
Channel 31
North Star Publishing

Little Falls, Minn.
Channel 16
Gannett Co.

Morris, Minn.
Channel 18
Kearcher Publications

New Ulm, Minn.
Channel 22
Ogden Cable Corp.

St. James, Minn.
Channel 48
Watowan TV Improvement

Bethany, Mo.
Channel 10
Green Hills LPTV

Grant City, Mo.
Channel 57
Elba Development Corp.

Kirksville, Mo.
Channel 40
KTVO

Kirksville, Mo.
Channel 5
Sowers Newspaper Inc.

Maryville, Mo.
Channel 10
Sowers Newspaper Inc.

Rolla, Mo.
Channel 7
Sowers Newspaper Inc.

Steelville, Mo.
Channel 56
Steelville Telephone Exchange

Glasgow, Mont.
Channel 19
Telecrafter Corp.

Harve, Mont.
Channel 18
Telecrafter Corp.

Kalispell, Mont.
Channel 18
Telecrafter Corp.

Lewiston, Mont.
Channel 17
Telecrafter Corp.

Libby, Mont.
Channel 18
Telecrafter Corp.

Roundup, Mont.
Channel 6
Roundup TV Tax District

White Sulphur Springs, Mont.
Channel 9
TRU-VUE TV Association

White Sulphur Springs, Mont.
Channel 57
Meagher County TV District

Bruce, Miss.
Channel 7
Bruce Independent TV

Alamogordo, N.M.
Channel 3
Alamogordo Daily News

Alamogordo, N.M.
Channel 63
Sara Diaz Warren

Farmington, N.M.
Channel 43
Debra Kamp

Incline Village, Nev.
Channel 14
North Lake Tahoe Communications

Mesquite, Nev.
Gunlock, Veyo, Utah
Channel 45
William Miner

Plainview, N.Y.
Channel 59
C/O Bogner Broadcasting

Watertown, N.Y.
Channel 25
Intercounty Broadcasting Co.

Dayton, Ohio
Channel 66
Buford Television

Alva, Okla.
Channel 7
David Allen Carbtree

Ardmore, Okla.
Channel 55
Parrish Television System

Blackwell, Okla.
Channel 9
Debra M. Kamp

Elk City, Okla.
Channel 46
Northfolk TV Translator System

Erick/Sayre/Carter, Okla.
Channel 62
Northfork TV Translator System

Guymon, Okla.
Channel 2
Benjamin Moore

Guymon, Okla.
Channel 53
Christian Community Television

Ponca City, Okla.
Channel 27
George G. Teague

Ponca City, Okla.
Channel 19
Pioneer Broadcasting

Woodward, Okla.
Channel 23
Frontier Communications

Woorward/Mooreland/Wayonka, Okla.
Channel 69
JK TV Translator System

LeGrande, Ore.
Channel 5
Delroy Miller

Rosenburg, Ore.
Channel 31
Cascade Pacific TV

Tri-City/Riddle/Canyonville, Ore.
Channel 19
Cascade Pacific TV

Cookesville, Tenn.
Channel 7
Millard V. Oakley

Fort Stockton, Texas
Channel 5
M&M Telecasting

Huntsville, Texas
Channel 5
Harte-Hanks KPTV

Livingston, Texas
Channel 66
International Broadcasting Network

Memphis/Lakeview/Estel-Line, Texas
Channel 44
Cruze Electronics

Pecos, Texas
Channel 4
Benjamin Moore

Port Lacava, Texas
Channel 7
Walls Newspapers

Sulphur Springs, Texas
Channel 18
Jack W. Butler

Turkey/Quitague, Texas
Channel 69
Valley Translator System

Uvalde, Texas
Channel 30
Area Christian TV Station

Uvalde, Texas
Channel 48
Area Christian TV Station

Uvalde, Texas
Channel 26
Elcio Salgado & Brunhilda Salgado Co.

Cedar City, Utah
Channel 22
Spectrum Press Inc.

Cedar City, Utah
Channel 60
Summit Communications

Moab, Utah
Channel 2
Spectrum Press Inc.

Myton/Rural Dushesne, Utah
Channel 43
KUTV

Price, Utah
Channel 21
Spectrum Press Inc.

St. George, Utah
Channel 14
Spectrum Press Inc.

St. George, Utah
Channel 27
Summit Communications

Concord, Va.
Channel 33
Paul H. Passink

Aberdeen, Wash.
Channel 15
Malik-Harris Corp.

Pateros/Brewster, Wash.
Channel 15
OK-TV Inc.

St. George, Wash.
Channel 55
William J. Miner

Wenatchee/East Wenatchee, Wash.
Channel 30
Read Broadcasting

Ladysmith, Wis.
Channel 6
Bell Press

Rice Lake, Wis.
Channel 15
Chronotype Publishing

Cody, Wyo.
Channel 15
Telecrafter Corp.

Douglas, Wyo.
Channel 7
Sky Window

Gillette, Wyo.
Channel 22
Summit Communications

Gillette, Wyo.
Channel 16
Telecrafter Corp.

Manderson, Wyo.
Channel 3
Town of Manderson

Manderson, Wyo.
Channel 13
Town of Manderson

Manderson, Wyo.
Channel 7
Town of Manderson

Manderson, Wyo.
Channel 6
Town of Manderson

Ranchester, Wyo.
Channel 4
Sheridan TV Translator

Rawlins, Wyo.
Channel 3
William C. Sniffin

Rock River, Wyo.
Channel 11
Town of Rock River