

WRNO: Short-wave to the world

By Les Luchter

NEW ORLEANS—He's a media entrepreneur from a major Southern city. Despite skepticism from media experts, he decided to use an untested medium to parlay a local broadcast outlet into a superstation.

The superstation made money in its first year.

He is not Ted Turner in Atlanta, but Joe Costello here in the Crescent City.

Five years ago, Costello—an early pioneer in FM rock during the 1960s—came up with the idea for a commercial short-wave station. Three years ago—with no legal way to deny Costello's request—the FCC granted him a license. Eighteen months ago, WRNO worldwide—sister station to market giant WRNO-FM—came on the air.

Costello's Gulf South Broadcasters, which owns four other

radio stations in the region, invested \$750,000 for engineering, research, development and physical assets. The ongoing costs, according to Costello, are about \$150,000 a year—“mostly for equipment, engineer salaries and utilities.”

Studio facilities were no problem, since WRNO-FM already had five on-air control rooms. Costello bought a Harris SW-100 transmitter. TCI Products supplied a 516-3-100 log

periodic antenna, with a beam width of 68 degrees and gain of 14 dB.

The Communications Act of 1934 prohibits domestic short-wave service, so Costello aimed his station's transmitter at Canada and Europe. It's beamed up the eastern seaboard of the United States, through the eastern two-thirds of Canada and over the North Pole to

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Joe Costello

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EXTRA

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- Old formats become the new
- RPC—hot issues, new survey
- New art form in radio

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BW IN BRIEF



Justin Wilson

Cajun cookin'

BATON ROUGE, La.—Justin Wilson welcomes viewers to a world filled with humorous stories and gourmet dishes, all served up on a 26-week TV series produced by Louisiana Public Broadcasting. Page 23.

Philly war

PHILADELPHIA—WFIL will dump its country format in favor of an oldies format of hits from 1964-1972—the era regarded as the station's heyday. Page 2.

Jerry's kids

LAS VEGAS—Labor Day weekend heralds the annual Muscular Dystrophy Association telethon, which is projected to bring in higher pledges and higher ratings. Page 3.

Fall shuffle

NEW YORK—NBC's and ABC's list of new and renewed TV shows scheduled to premiere before Sept. 26, the “official” starting date of the new fall television season, grew last week. Page 6.

No charges yet

MEMPHIS, Tenn.—The FBI, looking into allegations of income tax fraud, mail fraud and other violations by the William B. Tanner Co., still hadn't filed charges late last week after two weeks of investigations. Page 8.

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Harris refiles stereo acceptance bid

By Les Luchter

QUINCY, Ill.—Harris Corp. refiled for type acceptance of its STX-1 AM stereo exciter late last week after the FCC announced that the company had been ordered to stop all marketing and use of the equipment by Sept. 15.

The commission ruled that the STX-1 exciter now being marketed differed significantly from the exciter that had been type accepted in August 1982.

By Thursday, (Aug. 25) Harris contacted the 71 AM

Southern Bell denies ending 'radio loops'

By Angela Burnett

JACKSONVILLE, Fla.—Equalized radio circuits may become a thing of the past by January for stations in Southern Bell's telephone service area as the company moves to develop more profitable local profit centers because of the AT&T divestiture.

According to Bob Dillehay, chief engineer, WFYV-FM, Jacksonville, Fla., Southern Bell plans to drop radio loops because of unprofitability. Stations now pay about \$50 each month, although it costs the phone company about \$6,000 every three months in repairs and maintenance, he said.

Dillehay, who had asked the National Radio Broadcasters Association about protective measures stations may take, said, “I wouldn't put it past the phone company to eliminate that (radio loops) and get it passed by the local public service commission, get the tariffs passed and get it discontinued.”

Richard Miles, district manager for Southern Bell's public relations, denied any plans to discontinue the service and pointed out that because radio loops are a broadcast related service they come under Federal Communications Commission jurisdiction. “We wouldn't discontinue it, just reprice them,” he said.

stations that had its stereo equipment, some 60 of which were actually broadcasting with the exciter, according to a spokesman. Another 12 stations have exciters on order.

Stations contacted last week had no problems switching the Harris exciter to mono mode, but several stations faced sudden changes in their promotional plans and on-air identifications.

John Reed, acting chief for the FCC's technical standards branch, said it would not take 60 to 90 days for the exciter to go through the type acceptance process.

But Joe D'Angelo of Harris

Broadcast Division reportedly told stations on Thursday that the matter could be resolved in just a few days. Robert Unger, policy and legal advisor to the chief scientist at the FCC, said that timetable would be feasible “if we didn't have 30 days of applicants lined up ahead of them.”

The Los Angeles market was hit most heavily, as three Harris-equipped stations already were busy with their AM stereo plans, now that Sony AM stereo radios are becoming available (BW, 8/22/83).

KDAY began putting up hundreds of AM stereo promotional billboards Aug. 22 and

had ordered a large quantity of Sony radios through an incentive supplier. Fifty already had been delivered, but the rest were put on hold late last week, announced Ed Kirby, the station's general manager. The radios were going to be used for giveaways and demonstrations.

Kirby would not say how much money KDAY would

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Rumor mill miffs Block

By Dave Potorti

NEW YORK—“We intend to build a substantial and respected news service. It's on its way. There may be some changes in direction and style and timing, but there's a lot of work going on.”

There's no reservations in the mind of Richard Block, Metromedia executive vice president, about the company's goal to get its *Prime Time News* off the launch pad. That's why he was slightly miffed at reports last week implying that the plan was “on hold.”

It's been clear since the plan's announcement last September that finding a nationally known anchor for the newscast was the key to getting the ball rolling. In that sense, it's been “on hold” ever since, but not without tremendous upgrading of Metromedia stations in preparation for the launch, Block insisted.

While NBC's Roger Mudd, Jessica Savitch and John Hart have been considered as anchors, along with CBS' Charles Kuralt, “nobody's definitely in or out,” according to Block, dampening reports that the company's search is at a dead end.

Block stressed that the company's three priorities—assisting the Metromedia-owned stations in building their newscasts, filling in services for non-Metromedia stations once provided by the now-defunct Independent Television News Association, and researching and planning the shape of the *Prime Time News*—here still being actively pursued.

“We're doing a lot of research,” Block said. “We're looking at the various configurations in which the *Prime Time News* could be presented. It could be a total half hour, a half hour with a local window, or it could be integrated into a current newscast.

“The important part will be how the newscast works.”

'The Godfather

VS.



Kickoff Classic'

By Dave Potorti

NEW YORK—*The Godfather* finally made an offer that somebody could refuse.

Faced with the choice of airing Katz Sports' college football *Kickoff Classic* tonight (Aug. 29) or running an uninterrupted four-night showing of the Emmy-winning film,

several NBC affiliates tried to have their cake and eat it, too.

Affiliates were told this spring that *The Godfather* would air sometime in August, but most seemed surprised that the film was scheduled to run in four parts, Aug. 28-31, scuttling the sports special. Many complained that the movie dates

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AT DEADLINE

Coleman ousted from 'GMR' weather post

NEW YORK—Television weatherman John Coleman, who two weeks ago was squeezed out of the cable TV Weather Channel, last week was replaced as weatherman on ABC's *Good Morning America* the network said.

He will be replaced by Dave Murray, who now does the weather for KSDK-TV, St. Louis. Murray starts Sept. 26 on *GMA*.

Coleman, whose contract expires this month, was dropped from the show Thursday. He had been a regular on *Good Morning America* since its inception seven years ago.

Weather duties will be handled by WABC-TV's Spencer Christian until Murray takes over.

ABC tops early morning, daytime ratings

NEW YORK—ABC topped the early morning and daytime ratings in the week of Aug. 15-19.

Maintaining its dominance in the early morning, *Good Morning America* posted a 4.6 rating and 25 share with *CBS Morning News* and NBC's *Today* tied for second at 3.6 and 19.

In the daytime battle, ABC was on top with a 7.3 rating and 24

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BW1FD02906BRAB8# 556/1
 GEORGE BRANDT GEN MGR
 STATION WBRU FM
 88 BENEVOLENT ST
 PROVIDENCE RI 02906

Philly radio heats up war with stars

By Adam Buckman

PHILADELPHIA—WFIL, once one of the most potent forces in Top 40 radio, will dump its country format Sept. 2 in favor of an oldies format that will feature hits from 1964-1972—the era regarded as the station's heyday.

Besides heralding the return of "Famous 56," the format switch comes at a time when several stations in the market are re-evaluating formats and bringing in new program directors. The move also leaves Philadelphia without a country radio station.

"Once again, people are looking for entertainment on the radio—energetic and personality-oriented," said WFIL's President and General Manager Bruce Holberg.

But with the date of the planned format switch looming less than two weeks away, the station still has to install its new lineup of air personalities.

Although he declined to name names, Holberg said one of the "Boss Jocks" is certainly

going to come back. In its Golden Age, WFIL's lineup of energetic "Boss Jocks" included Dr. Donald D. Rose, Dan Donovan, George Michael and Jim O'Brien.

To help execute the format switch, WFIL has hired "Program Director Jay Meyers, a native Philadelphian. He comes to the city from WGMQ-FM, New Brunswick, N.J., where he was also program director.

Meyers replaces Bill Neal, who reportedly will remain on the air during afternoon drive.

Meanwhile, WWSH-FM earlier this month switched from adult contemporary to Top 40 and hopes to assemble its own lineup of upbeat air personalities under the direction of General Manager Bill Phippen and Program Director Bobby Rich.

The station, whose call letters were closely associated for 12 years with the "WISH" beautiful music promotional campaign, might apply for a call letter change soon. WWSH changed formats live on television during *Radio: Red Hot*

and *Right Now*, a half-hour special report on Philadelphia radio put together by KYW-TV's Dave Stanley.

WWSH hopes to have a morning drive team on the air by next month, Phippen said. The station has hired David Lankford, who for the last 3½ years has been the market's third-rated morning man at WMGK-FM. At WWSH, Lankford will handle the midday shift. Harriet Coffee has been slated for the 2-6 p.m. air shift.

"Until recently, all the adult contemporary stations in Philadelphia sounded pretty much the same," Phippen said. "There was no reason for anyone to tune us in. We're going to try to become more involved in the market with recognizable personalities," he said.

At WIFI-FM, which General Manager Art Camiolo referred to as "traditionally the bubble-gum station in town," a format described as "mass appeal contemporary leaning toward urban contemporary" has now been adopted.

The station had dropped its adult contemporary format last March in favor of Rick Carroll's "Rock of the '80s" format, which Camiolo said "actually drew a negative response" from listeners.

WIFI, which found the format better suited for the San Fernando Valley than the Delaware Valley, has adjusted its playlist to include selections with an urban feel. "Rock of the '80s" is a West Coast phenomenon," Camiolo said. "The response we got from listeners totally convinces me of that."

The station's format will be adjusted with help from new Program Director Doug Weldon and evening air personality Dr. Perry Johnson. Weldon, who replaces Roy Laurence, comes to WIFI from WSGF-FM, Savannah, Ga.

Weldon's former station is owned by Beasley Broadcasting, which recently completed the purchase of WIFI from General Cinema Corp. Johnson has 11 years of urban contemporary experience in Philadelphia.

Westmoreland case receives new evidence

By Bill Dunlap

NEW YORK—A series of top secret Central Intelligence Agency documents subpoenaed by CBS in its defense against Gen. William Westmoreland's \$120 million libel suit has turned up evidence that a CBS lawyer believes could influence Westmoreland to drop the suit.

The suit arose from a CBS broadcast that charged Westmoreland with conspiring to suppress information on enemy troop strength in Vietnam.

A 1967 memo written to CIA Director Richard Helms by George Carver, his special assistant for Vietnamese affairs, is being referred to by CBS lawyers as the "smoking gun document" in the case.

In it, Carver wrote that "a variety of circumstantial indicators" had led him to the "inescapable conclusion" that Westmoreland had given "instruction tantamount to a direct order" to hold the estimate of Viet Cong strength to 300,000.

David Boies of the law firm of Cravath, Swaine & Moore, which is representing CBS, said that memo demonstrates both that "the military was concealing the true strength of the enemy and that the reason they were doing that was to mislead the public and the press."

Boies said he was unsure whether the suit would now go to trial.

"I think that they may give up at this point, although Westmoreland and his lawyer may continue the effort as part of their general anti-media attack," he said.

"But certainly if they were looking at it just on the merits of the lawsuit, they would drop out," Boies said.

CBS to test cable viewers

HURST, Texas—CBS will use 125 households in its Blackhawk Cable system here to test audience reaction to possible prime-time network shows.

The homes, to be picked from Blackhawk's 16,000 subscribers, will have a Nielsen meter installed within the next few months. David Poltrack, CBS vice president of research, said the network wants to "develop a broadcast (programming) strategy as it relates to the cable universe, as opposed to only the three-network universe."

Along with giving pilots quick exposure to ratings, the laboratory-like venture will track viewing habits, specifically when and why audiences switch from broadcast shows to cable and vice versa. To chart that pattern, a large number of Hurst households getting the meters will be new subscribers.

"It will consider more than what ABC and NBC are doing," Poltrack said. "It will consider the full, competitive force. We will try to replicate the Nielsen cable universe in those 125 homes and then compare the results to national Nielsen homes."

Some attempt to balance subscriber feedback may be necessary to make the Hurst homes representative of how Nielsen rates the rest of the nation's cable and broadcast viewing habits, Poltrack said. As the test progresses, CBS will preview different types of programs for both cable and broadcast distribution.

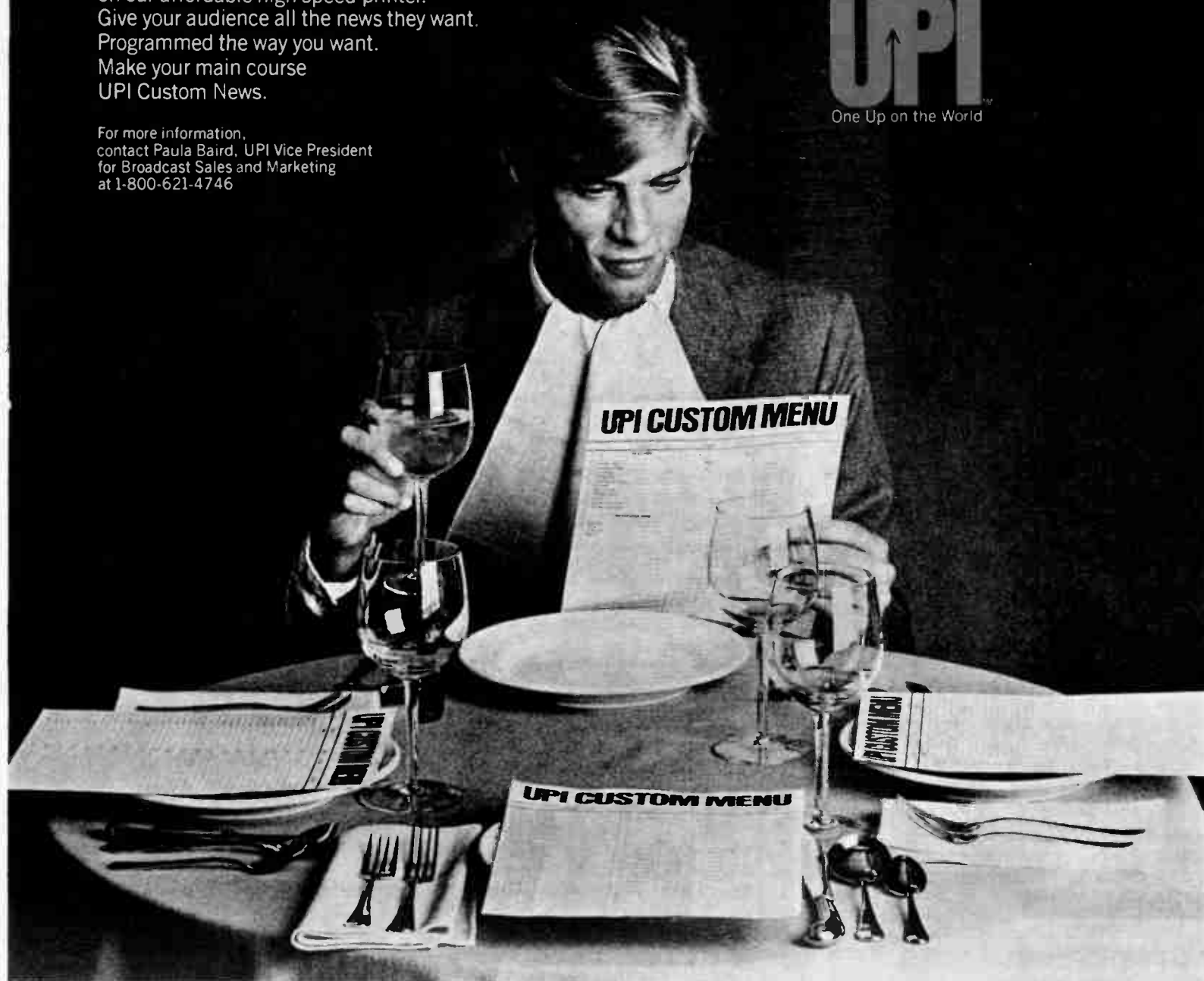
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For more information, contact Paula Baird, UPI Vice President for Broadcast Sales and Marketing at 1-800-621-4746



198 stations sign up to help Jerry's kids

LAS VEGAS—The granddaddy of telethons, Jerry Lewis' effort on behalf of the Muscular Dystrophy Association, kicks off Sept. 4 with a lineup of more than 100 stars.

As of last week, 198 stations across the country were signed up to carry the 2½-hour show originating from Caesar's Palace here.

The station lineup breaks down to 40 percent ABC affiliates, 31 percent CBS affiliates, 21 percent NBC affiliates and 8 percent independents.

Jerry Lewis, MDA national chairman, will host, as usual, joined by co-hosts Ed McMahon and Casey Kasem, with help from Sammy Davis Jr.

Entertainers taking part include Michael Jackson, Dolly Parton, Wayne Newton, Ben Vereen, Merle Haggard, Helen Reddy, Men At Work, the Police, Menudo, the Charlie Daniels Band, Vic Damone, Lola Falana, Andy Gibb, Stevie Nicks, Irene Cara, Sarah Vaughan and others.

Although the effort is billed this year as "THE Telethon," an MDA spokesman said that the telethon's appeal hadn't been diluted by the large number of telethons over the last

year raising money for worthy causes. Last year, MDA telethon viewers called in over \$28.4 million in pledges.

Telethon executive producer Robert Ross said that projections based on Nielsen rating data indicates that more than 92.5 million Americans watched some part of the telethon last year.

Broadcasters—'get off the dime'

WASHINGTON—With an abysmally small response rate to the nearly 1,200 radio and 1,000 television surveys sent out by the House Telecommunications Subcommittee, broadcasters can expect a second request asking them to "get off the dime" and get their answers in.

As of last week, only 190 radio surveys had been returned, despite the Aug. 22 deadline. For television—the deadline had passed a week earlier—the

response was only 270.

"We're sort of angry at the response rate," said a subcommittee staffer. "Especially since the majority of answers have come from very small stations in very small markets. If they have the time to respond—well, there's no excuse for others..."

The subcommittee has gone ahead with the analysis of the forms received, turning them over to the Congressional Research Service, which has plans of releasing a report by the end

of the month. Whether that report will bear any statistical significance, particularly since it is skewed to the small markets, has not been resolved.

Meantime, for those of you who thought ignoring the forms was enough, the subcommittee will be sending out a second request urging your compliance. A staffer explained that the second letter will essentially note, "we're getting ready to deregulate your industry—do you want to play ball or not..."

Where is the map?

NEW YORK—The MacNeil/Lehrer Newshour held a teleconference last Wednesday for executives of public TV stations who were invited to call in questions to Les Crystal, the show's executive producer.

An East Texan woman, picking up the proceedings via a home satellite dish, called in to say she was a great fan of the show, but very disappointed that the map logo of *The MacNeil/Lehrer Report* would no longer be used.

"Her suggestion is under advisement," said an amused spokesman for the series.

The MacNeil/Lehrer Report premieres next Monday, Sept. 5, over 280 public TV stations.

CBS Radio wins contest

CARACAS, Venezuela—CBS Radio managed to scoop the Associated Press by way of a lucky tip during the Pan American games here.

John Faratzis, producing track and field coverage for the network, learned from one of the athletes last Monday that a dozen of the participants in the games would be returning to the States the next morning.

It's speculated that the athletes were avoiding the need to submit to new, stricter tests for illegal muscle-building anabolic steroid drugs. Detection of the drugs can lead to disqualification from future Olympic games.

Faratzis called CBS executive producer Terry O'Neil, who got reporters John Tesh and Pat O'Brien out of bed, assigned ENG crews and got them to the Olympic Village and the airport at 5:30 a.m. Tuesday (Aug. 23) morning.

They got the videotape on the plane, and CBS' Brent Musberger aired the first report on CBS Radio at 10 a.m.

KGUY grabs news honors

PALM DESERT, Calif.—KGUY, the only all-news station serving the wealthy California communities of Palm Springs and Rancho Mirage, has picked up its third statewide journalism award this year.

The Society of Professional Journalists awarded reporter John Allison its first place prize for a report on aging World War I veterans in the community of Coachella. The other two prizes were granted for an investigation of a local school redistricting plan and a five-part series on various frauds perpetrated on older residents.

"We're sort of a farm team for Los Angeles' all-news station, KNX," said KGUY owner Mary Neiswender. Neiswender often picks up interns from the well-known L.A. station. KNX's inability to have its signal penetrate through the mountains separating the city from her desert community helps KGUY, Neiswender said.

PBS accepts Reynolds funds

WASHINGTON—Under revised underwriting policies that allow diversified companies that manufacture cigarettes, little cigars or distilled spirits among other products, the Public Broadcasting Service has accepted R. J. Reynolds Industries Inc. as a corporate underwriter.

Reynolds, whose subsidiary companies include R. J. Reynolds Tobacco Co., Del Monte Corp. and Kentucky Fried Chicken Corp., will fund the production of *Where Dreams Debut: The North Carolina School of the Arts*, scheduled for broadcast Sept. 26. Reynolds, with its corporate base in North Carolina, was cited as a natural for the underwriting.

Recognizing that this is a "very sensitive area," a PBS spokeswoman explained that PBS' underwriting guidelines are designed to support the noncommercial character of public broadcasting.



The United Stations

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* Regularly scheduled music program category (Syndicator or Network produced).

Harris refiles acceptance bid

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lose as a result of the FCC decision, but he noted, "We are talking to our attorneys. . . there's always the possibility of legal action."

KGIL, in nearby San Fernando, had just begun promoting itself as "KGIL AM Stereo." A half-finished billboard in Los Angeles already has the stereo wording and Mike Lundy, program and music director, said it won't be modified or removed.

Jhani Kaye, operations manager of KFI, also in Los Angeles, said the station was well underway with production of new AM stereo-themed TV commercials. KFI's huge promotion plan, involving 1,000 Sony AM stereo radios, was scheduled to begin after Labor Day (BW, 8/22/83). The radios, however, were delivered early last week as scheduled.

Kaye said KFI's promotion has been put on hold. "As soon as Harris either resolves its type acceptance or we decide to adopt a new system, the promotion will resume," he added.

At WHAS, Louisville, Michael Crusham, station manager, said the station had demonstrated a Sansui AM stereo receiver at the recent 10-day Kentucky State Fair, and had given away a Sony radio each day—with promised delivery within four weeks. WHAS also was planning to place receivers in local stereo shops in exchange for ad time, and to have two local cable systems air the station in stereo in exchange for promotional consideration.

Crusham said his plans have not changed, since he felt Harris would be receiving type acceptance within a few days, as per D'Angelo's statement.

Ironically, the complications with the Harris exciter reached the FCC's attention only because Harris itself brought up the issue.

Group W, which was not using the Harris exciter at any of its stations but was investigating several AM stereo sys-

Kahn sees stereo doom

By Adam Buckman

NEW YORK—Leonard Kahn, president of Kahn Communications, a major player in the development of AM stereo broadcasting, said last week that the FCC ruling against Harris Corp.'s Broadcast Division could spell doom for the company's AM stereo marketing efforts.

"I really think this destroys their reputation in AM stereo," Kahn said of the FCC's order to all AM stations transmitting with Harris' AM stereo equipment to cease immediately.

Kahn, whose lawyer read him the FCC's letter to Harris over the phone last week, said, "The letter from the FCC is one tough letter." He said it represents "a very serious situation" for Harris.

"I heard the letter and it really is scary," Kahn said. "The awesome power of the government to intervene like this is astounding to a free enterpriser like me."

But, Kahn said the real victims of the FCC's decision—besides Harris—are the many small stations that invested a lot of money in Harris equipment only to be told that the FCC has withdrawn type-acceptance. "It's sad for a small station that has invested \$10,000 or more in this equipment," he said.

tems, wrote to Harris for specifications on its system's mono compatibility.

Group W asked Harris to go to the FCC for clarification, which Harris promptly did around Aug. 9. And, much to Harris' surprise, the FCC reacted with the order made public last week.

The FCC's John Reed said that, in addition to the order to stop marketing and using the exciter, Harris could be hit with up to a \$20,000 fine—or, in an unlikely scenario, the case could be turned over to the Justice Department, resulting in the possibility of jail sentences.

There were reports last week, however, that it was precisely problems with mono reception that caused the FCC's action.

But most station chief engineers contacted by *Broadcast Week* said they had no such problems in their markets.

"We had many people tell us the reception on their mono sets was better," said Rich Robertson, general manager of KOMO, Seattle, who said he's still "committed to Harris at

this point. Our engineers have felt this is the best system."

"We haven't gotten any complaints from listeners at all," said Tom Atkins, chief engineer at WKBW, Buffalo, N.Y. He said he's been testing the Harris system for two months, but the FCC decision "sort of terminated the tests for a while."

Marvin Collins, chief engineer at KFI, said mono listening was distorted "if we interrupt the left channel, and air the right channel only." But he didn't expect that problem to come up in a non-test situation.

Charles Burch, chief engineer at Nashville's WSM, said he had some problems with "something similar to a selective fade," but it was not a "major thing."

The major impact of the FCC decision was perhaps best summed up by Al Resnick, chief engineer at WLS, Chicago, who said, "The timing of this situation is unbelievably difficult for stations who really need something to create excitement for AM radio."

'The Godfather vs. Kickoff Classic'

Continued from page 1

were announced shortly after their commitment to Katz. Others felt that the NBC scheduling was not a deliberate sabotage.

A total of 165 stations, 145 of them network affiliates, will show the special syndicated event pitting last year's national champion Penn State against runnerup Nebraska, from The Meadowlands in New Jersey.

Nineteen NBC affiliates are pre-empting *The Godfather*, 18 for the *Kickoff Classic* and one for a baseball game. About 10 of the 32 NBC affiliates originally scheduled to run the game dropped out when *The Godfather* was scheduled.

Having signed up for the *Kickoff Classic* at the start of the year, Denver's KCNC-TV stuck to its guns after the movie was scheduled. While the station is running parts one, three and four, part two will air on a local independent station, KWGN-TV, with promotion courtesy of KCNC.

"We went on record with NBC saying that we don't particularly like the idea, that it appears to us that you've done this with this particular game in mind as far as the NBC stations that have cleared it. But we recognize that you have to keep your clearances as high as you can," said Roger Ogden, general manager, KCNC. "But we likewise, as a local affiliate,

have to program what we think is going to be the best programming for our viewing audience.

"Given the nature of the market, and the fact that football is very big here, we felt that the *Kickoff Classic* was more compelling programming, back when we scheduled it, compared with what we thought we'd have on the network," Ogden said.

Part two of *The Godfather* will not air at all on KUTV-TV, Salt Lake City. It will simply be pre-empted by the *Kickoff Classic*, leaving viewers with a less than total viewing experience.

"We had a commitment to the *Kickoff Classic*, and NBC would not allow us to delay the film that night," a programming department spokeswoman said. "I'm not looking forward to Tuesday morning. . ."

Among the *Kickoff* stations pre-empting *The Godfather* entirely is KSDK-TV, St. Louis.

"We had other sporting events planned on each of those nights, including two Cardinals baseball games slotted in February," said Rebecca Goodrum, program director. "Even if there had been no *Kickoff Classic*, we probably would not have been able to carry *The Godfather*."

Powerhouse NBC affiliate WJAR-TV, Providence, R.I.,

dropped the football game when the movie schedule was announced.

"The network policy could not allow us to delay the broadcast of the movie into a late night, early fringe or another prime-time period, and we were forced into the decision of how we could best potentially serve our audience," said Chris Walden, program director. "We felt that it would be a disservice to the audience to just pre-empt one episode of this blockbuster miniseries without adequate explanation, because we would not have an opportunity to recapture the program."

"NBC is using the film as a vehicle to promote a lot of its fall programming. We took a look at NBC, took a look at ourselves, and saw that it was in the best interests of both of us to run *The Godfather*," said Jack Lease, vice president, operations, WXIA-TV, Atlanta. The station also dropped the *Kickoff Classic* in favor of the film.

"The ball game was certainly something we were very interested in doing, but you have certain responsibilities you have to live up to," said Dave Miller, program director, WCMH-TV, Columbus, Ohio. "It was a difficult decision, but one that we had to make in favor of the audience."

AT DEADLINE

Continued from page 1

share, followed by CBS with a 6.9 and 24 and NBC at 5.6 and 19. ABC had the top two daytimers with *General Hospital* at a 10.2 rating and *All My Children* at 10.1.

TV advertising posts double digit gains

NEW YORK—National and regional spot television advertising increased 11 percent and network television advertising was up 10.5 percent in the first half of this year compared with the same period a year ago, according to the Television Bureau of Advertising. Spot television totaled \$1.7 billion in the period of January to June, 1983, vs. \$1.5 billion in the first six months of last year. Network television advertising amounted to \$3.3 billion this year compared to \$3 billion during the first six months of 1982. The leading advertiser on network and spot television was Procter & Gamble, which reached \$102.2 million in spot advertising and \$165.8 million in network advertising, the TvB said.

Halmi signs tentative movie accord

NEW YORK—Robert Halmi, the producer of *Nurse* and syndicated programming sponsored by Liberty Mutual Insurance Co., has made an agreement in principle with Viacom International to do four movies for the company. If the deal is consummated, Viacom, which supplied *Nurse* to CBS in 1981 and 1982, gets exclusive distribution rights to Halmi's product. The movies would be shot later this year, followed by an option to produce a second pair of films in 1984. Sources estimate a total production budget in excess of \$12 million. Halmi has two made-for-TV movies scheduled on CBS this season—*China Rose* and *Cook and Perry: The Race To The Pole*. His latest Liberty Mutual program, *Kelsey's Son*, appeared on an *ad hoc* station group last weekend.

John T. Curry Jr. succumbs to illness

GREENWICH, Conn.—John T. (Jack) Curry Jr., vice president of advertising for the ABC Television Network from 1972-81, died Thursday, Aug. 25, after a long illness. He was 58.

Curry joined ABC in 1963 as director of advertising, after working for Grey Advertising as an account executive.

FOR THE RECORD

■ Former first lady Rosalynn Carter was elected last week to the board of directors of the Gannett Co., publisher and television and radio station owner.

■ Low power applicants to the Federal Communications Commission have been announced for Boeismont, N.D.; Milton, N.D.; Presque Isle/Caribou, Maine; Chillicothe, Mo.; Trenton, Mo.; and Steamboat Springs, Colo. Some 70 applicants are expected to participate in the lottery for roughly 20 newly authorized LPTV licenses.

■ The title of ABC's new drama series at 8 p.m. Thursday has been changed from *Medstar* back to *Trauma Center*, the network announced.

■ Former ABC-TV affiliates KOB and KOTI, La Grande, Ore., will become affiliates of the NBC Television Network on Sept. 26. NBC hasn't had a primary affiliate in the Medford, Ore., area since KTVL-TV switched to CBS last spring.

■ WNEW, New York, reached an agreement with Madison Square Garden to continue broadcasts of the New York Knicks basketball and New York Rangers hockey for the upcoming season.

■ Lorimar Productions announced an annual \$2,500 scholarship to be given to a Southern Methodist University TV, film or communications major. The award was established based on response to a fictional Jock Ewing Memorial Scholarship mentioned on *Dallas*.

■ Price Communications Corp. elected Frank Osborn senior vice president, radio. Osborn, vice president and general manager of NBC's WYNY-FM, New York, earlier spent four years as vice president, finance and administration, for the NBC Radio Group.

■ Orion Samuelson, producer and host of the nationally syndicated TV program, *U.S. Farm Report*, and the show's director and cameraman, Bob Verecha, were invited to accompany U.S. Secretary of Agriculture John Block to Moscow last week for the signing of a new five-year grain agreement between the U.S. and the Soviet Union. The pair were the only broadcast journalists invited to join the secretary on the trip, which represents the first time that a Reagan cabinet member has traveled to the Soviet Union.

■ *Body Buddies*, a half-hour syndicated exercise program featuring Dr. Bernie and Jeanne Ernst, has reached an agreement with KLCSTV, a PBS outlet in Los Angeles, to provide satellite transmissions of the series to 65 PBS stations around the country. The 10-year agreement will have to be renewed in July 1993.

■ The San Francisco Giants and KTVU-TV—channel 2 in San Francisco—has signed a new five-year contract. Channel 2 is the only station in San Francisco to have televised Giants games over the years.

■ RCA Corp. said it is developing several new sizes to color picture tubes that will provide squarer screens and a "new look" for future television receiver designs. The company is developing 20-inch, 14-inch and 16-inch color picture tubes, which will be available for sale to television receiver manufacturers beginning next year. RCA also said it's working on a series of "square planar" picture tubes. The company plans to demonstrate the technical aspects of the planar picture tube early next year.

■ Hoffner/Cowlan Enterprises will represent the 1984 Louisiana World Exposition in the development of programs for sale to the broadcasting community domestically and internationally. Among the programs to be developed over the coming year is a broadcast of the International Children's Theater programming performed at the fair.

■ Songs for more than 22 new episodes of television's *Fame* are being written by The Entertainment Company, headed by Charles Koppelman and Martin Bandier.

■ Scott Newman Drug Abuse Prevention Awards will go to NBC-TV's *Cocaine: One Man's Seduction* and a *Quincy* episode entitled *On Dying High* in ceremonies Nov. 11. NBC was the only television network honored this year.



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NBC, CBS adjust fall lineups

NEW YORK—The list of new and renewed TV shows scheduled to premiere before Sept. 26, the "official" starting date of the new fall television series, grew last week as NBC and ABC both made adjustments to their fall schedules.

On NBC-TV, *The A Team* will return to its usual time slot—8-9 p.m. EST, Tuesdays—with a one-hour premiere on Sept. 20. The show will be followed by a special two-hour premiere of *Remington Steele*, which will be aired each week from 9 to 10 p.m. Tuesday.

The following evening—Wednesday, Sept. 21—the fifth season of *The Facts of Life* will begin with a special one-hour episode scheduled for 9-10 p.m.

The hour will be needed to explain various changes in the program's format, which has moved its locale from the East-

land School to a gourmet food shop and catering service run by Edna Garrett (Charlotte Rae).

On Friday, Sept. 23, NBC will premiere *Mr. Smith*, billed as "a wildly imaginative comedy series about a highly intelligent talking orangutan." The one-hour show will be shown from 8 to 9 p.m. It is regularly scheduled for 9-9:30 p.m. on Friday.

Mr. Smith will be followed that evening by the two-hour premiere of *For Love and Honor*, an army drama series starring Yaphet Kotto. The show is scheduled to air at its regular time of 9-10 p.m., Friday, in following weeks.

NBC also has scheduled several premieres for mid- and late October. The network will present the first new fall episode of *Hill Street Blues* on Thursday, Oct. 13, at 10-11

p.m., and the first new segment of *Silver Spoons* on Saturday night, Oct. 15, at 8:30-9.

On Friday, Oct. 21, the network will premiere *Jennifer Slept Here* at 8-9:30 p.m. *Bay City Blues*, a drama series focusing on a minor league baseball team created by *Hill Street Blues* executive producer Steven Boncho, will have its debut on Tuesday, Oct. 25, at 10-11 p.m.

ABC already had scheduled the early premieres of *Lottery* (Sept. 9, 8-9:30 p.m.), *Matt Houston* (Sept. 9, 9:30-11 p.m.), *Benson* (Sept. 16, 8 p.m.) and *Webster* (Sept. 16, 8:30 p.m.)

Other NBC programs scheduled to premiere early include *We Got It Made* (Sept. 8, 9-9:30 p.m.), *Real People* (Sept. 14, 8-9:30 p.m.) and *First Camera* (Sept. 18, 7-8 p.m.).

NEWS UPDATE



Steve Cohen

Cohen takes Philly post with WCAU

PHILADELPHIA—Steve Cohen was named vice president and general manager of CBS-owned WCAU-TV, Philadelphia.

Cohen had been director of news at CBS' KNXT-TV, Los Angeles, since March 1982. Previously, he had held the same title at WCBS-TV, New York, for three years.

The Philadelphia native also has served as director of news at RKO's WNAC-TV (now WNEV-TV), Boston; executive news producer at ABC-owned WXYZ-TV; director of news at WRAU-TV, Peoria, Ill.; and assignment editor and on-air correspondent at KAIT-TV, Jonesboro, Ark.

WCLV-FM to unwrap its CD music package

CLEVELAND—WCLV-FM, the city's fine arts station, will celebrate Labor Day, Sept. 5, by programming 24 hours of music recorded on compact discs (CDs).

The station's Labor Day programming, which is scheduled to commence at 1 a.m. and wind up at 1 a.m. CDT on Sept. 6, will feature all the music recorded on CDs thus far by the Cleveland Orchestra and released by Telarc on CBS.

Also included in the all-day CD marathon will be performances by other classical music groups or artists on such labels as Archiv, Philips, London,

DG, L'Oiseau-lyre, RCA and Harmonia Mundi.

Although the 24-hour presentation is the first all-day CD marathon for WCLV, the station currently presents three hours a week of CDs, as well as at least three CD recordings per day.

WCLV had the distinction of being the first station outside New York or Chicago to broadcast music on compact disc. Last May, the station demonstrated CDs to a standing-room-only crowd at the Severance Chamber Music Hall prior to a concert by the Cleveland Orchestra.

WTVJ joins Statue of Liberty cause

MIAMI—WTVJ-TV, Wometco Enterprises' CBS affiliate here, and Y100 (WHYI-FM), a Metroplex Communications Top 40 station, have teamed up in a promotion to raise funds for the Statue of Liberty-Ellis Island Centennial Commission.

The two stations are set to take off Sept. 11 for an eight-day trip to the Statue itself. Rolling up the East Coast will be the Y100 mobile van, complete with the station's morning team to file phone reports, a WTVJ news crew and a Wac-

kenhut security truck to hold funds collected both in Miami and along the route.

The caravan will stop in 10 cities along the way, picking up additional radio vans and TV crews in each, along with funds raised in local promotions.

Metroplex stations in Jacksonville and Washington, D.C., will participate, with other radio stations yet to be firmed up. WTVJ is contacting CBS-TV affiliates in each city, which also include Daytona Beach, Fla.; Savannah, Ga.; Columbia, S.C.; Raleigh, N.C.; Richmond, Va.; Baltimore; Philadelphia; Trenton, N.J.; and New York City.

Tony Novia, Y100 promotion director, said that participating stations may use such

Wometco won't name list of serious suitors

MIAMI—Wometco Enterprises said last week that it is talking with one company that is interested in acquiring the conglomerate.

Richard Lehman, director of public affairs for Wometco, said the companies were not ready to identify the corporate suitor. Coca-Cola has been rumored as a bidder for the company.

"We have been talking to people for several months," Lehman said. Wometco stock, which had been trading in the mid-30s, jumped Aug. 18 to about \$43 a share when rumors of a possible takeover leaked. The closely held company



Justice prevails

"Lady Justice may be blind, but she's not dumb..." So says the WNBC-TV commercial announcing the move of *The People's Court* from channel 7 to channel 4 in New York. The blindfolded figure reaches out of the screen to flip the dial to the show's new home.

CBS, Time catch heat from Wildmon

TUPULO, Miss.—The latest targets of Donald Wildmon's wrath are CBS Inc. and Time Inc. for placing full-page ads in the August issue of *Mother Jones* magazine.

Wildmon, head of the National Federation for De-

centry, attacked a *Mother Jones* article called "Raging Messiah" as "anti-Christian."

The parody piece, by *Washington Monthly* contributing editor Art Levine, was designed to mock how Martin Scorsese, in *Raging Bull* style, would reinterpret the story of Christ.

"If a Christian had written an anti-Semitic article half as vicious as Mr. Levine's article is anti-Christian," Wildmon charged, "he would have been barred from nearly every printed (sic) and broadcast media in the country. That is as it should be."

120 stations set debut for 'Thicke'

NEW YORK—*Thicke Of The Night* will debut on a total of 120 television stations nationwide Sept. 5. The first week's guest will include Jack Lemmon, Joan Collins, Fred Willard, Al Jarreau, Priscilla Barnes, popcorn king Orville Redenbacher and Barry Manilow (in a taped concert).

Originating from Metromedia Square in Los Angeles, the 90-minute late night variety show is a product of Metromedia and MGM/UA Television in association with Intermedia Entertainment.

Baseball playoffs to begin on Oct. 4

NEW YORK—Major League Baseball's League Championship Series begins Oct. 4 with telecasts following on Oct. 5, 6 and 7 (as well as Oct. 8 and 9 if necessary).

Daniel J. Travanti, star of *Hill St. Blues*, appears in a made-for-TV movie, *Adam*, Oct. 10. The film centers on the disappearance of a young child.

Saturday Night Live's *Coneheads* will reappear in an animated special airing on NBC Oct. 14.

'Cagney & Lacey' score well

NEW YORK—*Cagney & Lacey*, a show CBS declined to pick up for the 1983-84 season, continued its strong performance in summer reruns, coming in first in the Aug. 15-21 week with a 19.9 rating and 36 share.

CBS took the week with an average rating of 13.0, followed by NBC with a 12.5 and ABC at 12.0.

NFL preseason games fared poorly in prime time with a New York Jets-Cincinnati Ben-

gals game drawing a 10.8 rating and 21 share for CBS Thursday night, the Pittsburgh Steelers-Dallas Cowboys game getting a 10.4/22 for NBC on Saturday and the Superbowl rematch between Washington and Miami pulling a 9.0/18 for ABC Friday night.

The top rated new summer series continued to be NBC's *Buffalo Bill* with a 15.0 rating and 26 share, good for number 17.

NBC opens season Sept. 10

NEW YORK—NBC's schedule of made-for-TV movies and entertainment and sports specials for the fall season begins Sept. 10 with exclusive live coverage of the Larry Holmes-Scott Frank heavyweight title fight from Atlantic City, followed by the *NBC All-Star Hour*, Sept. 12.

The 1st Annual NBC Yummy

Awards, Sept. 16, focuses on the network's Saturday morning lineup. The *Miss America Pageant* will air live for the 30th consecutive year Sept. 17. "America's winners" will be highlighted on *The Best of Everything*, Sept. 18, and veteran showmen Bob Hope and George Burns will star in separate specials on Sept. 19.

'American Country Countdown' achievement not trivial

By Eric Taub

LOS ANGELES—What is the longest-held note in a country music hit? And what is the shortest country song to become a hit?

These are the kinds of questions that listeners to ABC Watermark's hit syndicated "American Country Countdown" show will learn in the next few weeks. The occasion for the special facts and figures is ACC's 10th anniversary, which makes the show the longest-running syndicated country music program in history.

The weekly three-hour program now is heard around the world, both through the American Armed Forces Radio Service and national stations from Japan to Great Britain.

The show, available on a cash basis, has managed to attract 300 affiliates who pay between \$60-\$350 for each episode. Beginning in October, however, the program will be bartered. The new policy will reduce the number of local avails from 12 per hour to six.

WCAY slated for Nashville

NASHVILLE, Tenn.—The Television Corporations Stations has announced the February debut WCAY-TV, Nashville—the market's second independent station.

"It's the 30th market in the United States, certainly one of the most visible in the world and it follows our pattern of developing stations in the Sun Belt region of the country," explained Gene Loving, chairman of the TVX Group. TVX Group also includes WMKW-TV, Memphis; WTVZ-TV, Norfolk, Va.; WRLH-TV, Richmond, Va.; and WJTM-TV, Greensboro/Winston-Salem, N.C., all independents.

WCAY will be operated by the Television Corporation of Tennessee, in which TVX holds controlling interest. Initially broadcasting with a staff of 30 and a start-up budget of roughly \$5 million, Loving noted that their ace in the hole will be TVX President Tim McDonald.

"He's got the kind of programming expertise that is unequaled in the country," Loving said. He added that McDonald brings to TVX major market programming skills from stations in Washington, Boston and New York.

TVX also has developed a strong promotions effort with its "Prime Time-All the Time" campaign. The campaign, a recent winner at the Association of Independent Television Stations for best local promotion, will be continued in the Nashville market.

"Our strength is in our alternative programming," Loving said.

'Breakaway' clears in 17 top markets

LOS ANGELES—*Breakaway*, the nationally syndicated news-entertainment show, said last week it signed stations in Pittsburgh, St. Louis and five other cities, bringing its station lineup up to 70, including outlets in 17 of the top 20 markets.

The hour-long early fringe strip is a production of the Bennett Group and Imero Fiorentino Associates, in association with the Metromedia television stations.

But the decision has increased the number of affiliates to a total of 450.

Bob Kingsley, ACC's producer and host, attributes the show's longevity to its "Top-40 countdown" format successfully used in the popular music arena by Casey Kasem, host of "American Top 40."

"The Top-40 countdown idea is magnificent," Kingsley said. "If stations handled it right, by promoting the concept, they help make the show work."

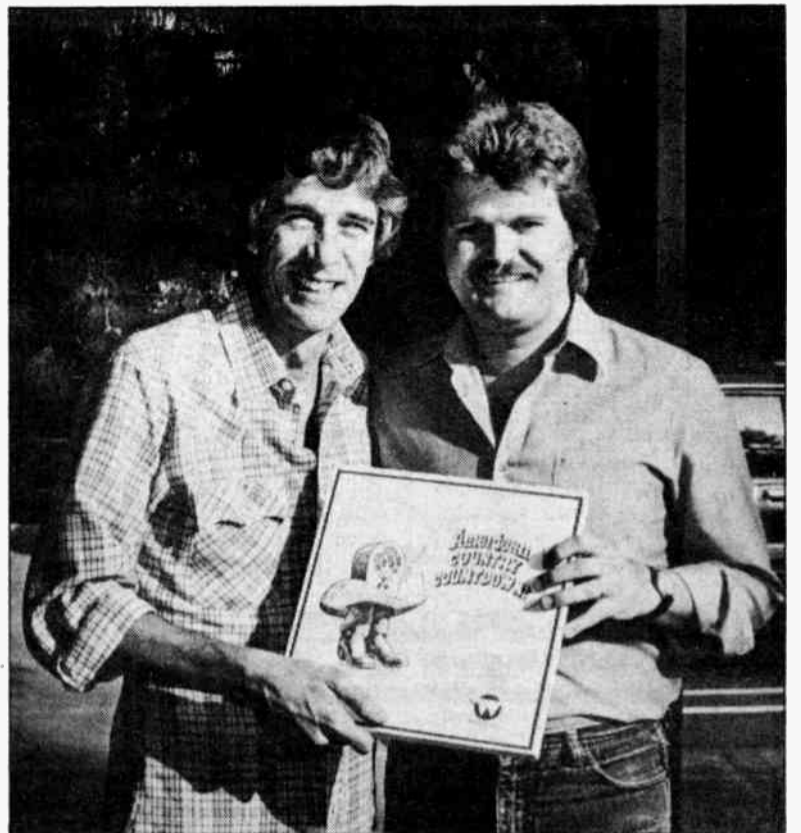
Kingsley began co-producing the show in 1974, when it was hosted by Don Bowman. "I was tired of being on the air," Kingsley recalled, having worked as a deejay at stations in Oxnard, San Jose and Long Beach, Calif. When Bowman left the show, Kingsley began a search for another host. When the acting host couldn't make it into the studio for one taping, Kingsley filled in and realized that "this wasn't bad."

Unlike his previous stints, Kingsley now found himself working on a show that was totally scripted. "This is a difficult show to do," he said.

"At first, I wasn't sure that I could read it and still make it seem that it wasn't being read."

In addition to the Top-40 format, ACC features specials on various country music-related topics. Recent shows have explored the history of country music on the railroads (narrated by Johnny Cash), and the history of country music and the cowboy. ACC's next effort is the "The American Country Countdown Book of Records," a massive undertaking orchestrated by the show's writer, Pat Shields. Shields is the man responsible for discovering that the shortest country hit was a one-minute, 48-second song by Johnny Cash. And that the longest held note in a country hit was a more than 25-second vocalization accomplished by Elton Britt's falsetto voice on "Chimebells."

While the program now is reaching its 10th anniversary, that fact will be downplayed by its producers. "This show is about the artists we feature," Kingsley said. "It's not about self-promotion."



"American Country Countdown" host and co-producer Bob Kingsley and recording artist Ricky Skaggs stand outside ABC Watermark studios in Los Angeles.



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FINANCE

Tanner probe fails to produce formal charges

By Bill Dunlap

MEMPHIS, Tenn.—Federal investigators looking into allegations of income tax fraud, mail fraud and other violations by the William B. Tanner Co. here hadn't filed charges late last week after two weeks of investigations.

Tanner headquarters were raided by federal investigators Aug. 12 and the company's files were seized. The investigation was the result of an affidavit

signed by two former employees and a former client of the firm.

Company founder and President William Tanner continues to run the company and vigorously denies any wrongdoing.

In an apparent effort to bolster the Tanner company's middle management, its parent company, Media General Inc. last week appointed William Elliott vice president, finance, and gave Tanner Executive Vice President Edward Hartnett the additional title of chief

operating officer. Elliott was a division controller for Media General.

Alan Donnahoe, vice chairman and chief executive of Media General, said last week that Media General still was conducting its own investigation of the matter, but that an early conclusion was not expected.

"It's likely to take some time," Donnahoe said. "I'm not sure if we have all the records copied yet," he said.

Media General was given access to the files Aug. 18.

Donnahoe reiterated that Media General is standing behind Tanner and that charges have yet to be filed.

"The company is doing business as usual with the full support and backing of Media General," he said. "We hope they will continue to provide excellent service to all their clients."

The FBI in Memphis would say only that the Tanner allega-

tions were a matter that was still under investigation.

The Tanner company is a broadcast barter firm that, among other things, provides goods and services to radio and television stations in return for unsold advertising time, which Tanner then sells at discount.

The company works with about 200 large advertisers and nearly 6,000 television and radio stations across the country. It has 430 employees in seven regional offices.

STOCKS

EXCH	COMPANY	CLOSING 8/17	CLOSING 8/24	NET CHANGE IN PERIOD	% CHANGE IN PERIOD	52 WEEK HIGH	52 WEEK LOW	P/E
NYS	ABC	58.75	56.75	-2.00	-3.40	69.75	35.38	10
ASE	ADAMS-RUSSELL	26.50	25.75	-0.75	-2.83	30.88	12.00	25
OTC	AEL (AM. ELEC. LAB.)	41.50	39.75	-1.75	-4.22	44.25	12.50	170
ASE	AFFILIATED PUBS.	40.13	40.50	0.38	0.93	45.00	26.88	17
OTC	A.H. BELO	45.00	44.25	-0.75	-1.67	52.00	18.50	15
NYS	AMERICAN EXPRESS	45.25	40.63	-4.63	-10.22	49.50	17.63	12
NYS	AMERICAN FAMILY	21.00	22.00	1.00	4.76	24.13	9.50	13
NYS	ARVIN INDUSTRIES	25.38	25.38	0.00	0.00	29.13	11.88	16
OTC	BARRIS IND.	6.25	6.50	0.25	4.00	9.50	1.63	33
OTC	BBDO INTL.	39.00	39.00	0.00	0.00	47.00	21.88	13
NYS	JOHN BLAIR	42.75	42.25	-0.50	-1.17	43.00	15.00	18
OTC	BURNUP & SIMS	8.88	8.25	-0.63	-7.04	14.63	7.38	3
OTC	CABLE TV INDUSTRIES	6.50	6.50	0.00	0.00	9.75	3.00	38
NYS	CAPITAL CITIES COMM.	145.00	139.63	-5.38	-3.71	157.50	67.75	19
NYS	CBS	71.63	67.25	-4.38	-6.11	77.63	36.13	13
OTC	C-COR ELECTRONICS	14.50	16.50	2.00	13.79	35.13	14.50	16
ASE	CETEC	9.75	9.63	-0.13	-1.28	12.88	3.88	22
NYS	CHARTER CO.	12.25	12.13	-0.13	-1.02	15.50	7.00	21
NYS	CHRIS-CRAFT	22.00	22.50	0.50	2.27	61.38	19.25	45
OTC	CHYRON	23.00	21.75	-1.25	-5.43	29.25	10.75	24
NYS	COCA-COLA	51.88	51.00	-0.88	-1.69	57.38	34.50	12
ASE	COHU	7.63	7.38	-0.25	-3.28	10.63	3.88	17
OTC	COMCAST A	22.00	21.75	-0.25	-1.14	25.25	9.50	21
OTC	COMPACT VIDEO	6.63	6.13	-0.50	-7.55	10.50	2.63	28
NYS	CONRAC	18.50	16.88	-1.63	-8.78	24.00	11.50	19
NYS	COX COMMUN.	48.88	47.00	-1.88	-3.84	55.25	26.75	19
NYS	WALT DISNEY PROD.	62.50	57.13	-5.38	-8.60	84.75	49.63	20
NYS	DOW JONES & CO.	48.75	49.38	0.63	1.28	54.88	17.88	31
OTC	DOYLE DANE BERNBACH	22.50	22.50	0.00	0.00	28.50	14.25	18
NYS	DUN & BRADSTREET	59.75	60.00	0.25	0.42	70.00	34.13	21
NYS	EASTMAN KODAK	65.63	67.50	1.88	2.86	98.13	68.13	11
OTC	ELEC. HISSLES & COMM.	11.00	11.25	0.25	2.27	18.50	10.00	18
NYS	FAIRCHILD IND.	23.38	22.25	-1.13	-4.81	24.88	13.63	13
NYS	FOOTE, CONE & BELDING	46.00	46.25	0.25	0.54	51.50	29.50	12
NYS	GANNETT CO.	60.88	60.13	-0.75	-1.23	72.00	33.13	17
NYS	GENERAL ELECTRIC	48.00	47.50	-0.50	-1.04	57.75	31.38	11
NYS	GENERAL INSTRUMENT	39.13	37.50	-1.63	-4.15	66.88	26.63	13
NYS	GENERAL TIRE	28.88	29.13	0.25	0.87	37.50	21.00	10
NYS	GETTY OIL CORP.	68.75	68.50	-0.25	-0.36	72.50	43.00	12
OTC	GRAPHIC SCANNING	17.38	15.00	-2.38	-13.67	28.88	7.88	10
OTC	GREY ADVERTISING	105.50	105.50	0.00	0.00	105.50	57.00	8.6
ASE	GROSS TELECASTING	60.13	60.25	0.13	0.21	68.00	23.25	13
NYS	GULF UNITED	27.13	26.75	-0.38	-1.38	29.75	19.00	8.1
NYS	GULF & WESTERN	25.00	26.25	1.25	5.00	30.13	11.50	9.7
NYS	HARRIS CORP.	37.50	35.50	-2.00	-5.33	51.88	23.00	20
NYS	HARTE-HANKS	23.75	23.63	-0.13	-0.53	26.75	10.63	15
NYS	HERITAGE COMM.	12.13	11.50	-0.63	-5.15	15.00	7.38	25
NYS	INSILCO CORP.	22.63	22.75	0.13	0.55	26.75	12.25	19
NYS	INTERPUBLIC GROUP	55.00	54.75	-0.25	-0.45	58.75	28.88	12
OTC	JEFFERSON-PILOT	33.75	33.50	-0.25	-0.74	37.50	22.38	8.4
OTC	JOSEPHSON INTL.	17.50	17.25	-0.25	-1.43	20.00	8.13	12
NYS	JWT GROUP	37.38	36.63	-0.75	-2.01	39.00	14.75	21
NYS	KNIGHT-RIDDER	57.25	56.75	-0.50	-0.87	60.88	28.50	16
NYS	LEE ENTERPRISES	24.38	24.38	0.00	0.00	25.75	11.63	16
NYS	LIBERTY	21.00	20.75	-0.25	-1.19	22.00	10.13	13
OTC	LIN BROADCASTING	23.00	19.88	-3.13	-13.59	24.63	9.13	22
NYS	MACOM	29.75	25.88	-3.88	-13.03	35.13	13.25	34
NYS	MCGRAW HILL	42.13	40.50	-1.63	-3.86	53.88	22.63	17
NYS	MCA	37.75	35.50	-2.25	-5.96	42.13	28.50	9.1
OTC	MCI COMMUNICATIONS I	20.31	16.00	-4.31	-21.23	33.63	15.00	22
ASE	MEDIA GENERAL	54.50	54.25	-0.25	-0.46	65.75	34.25	10
NYS	MEREDITH	38.50	37.75	-0.75	-1.95	41.63	19.22	36
NYS	METROMEDIA	43.00	40.25	-2.75	-6.40	56.00	19.13	29
NYS	MGM/UA	16.25	15.25	-1.00	-6.15	22.25	5.13	13
OTC	MICRODYNE	14.75	14.00	-0.75	-5.08	18.00	7.13	36
NYS	3M	77.88	78.13	0.25	0.32	90.50	51.38	14
NYS	MOTOROLA	134.75	126.00	-8.75	-6.49	148.25	59.00	27
ASE	MOVIELAB	5.88	5.88	0.00	0.00	7.38	2.00	10
OTC	MULTIMEDIA	37.25	35.75	-1.50	-4.03	43.75	19.75	17
ASE	NEW YORK TIMES CO.	82.50	81.00	-1.50	-1.82	86.00	36.00	16
OTC	A.C. NIELSEN A	32.50	31.75	-0.75	-2.31	39.50	22.88	15
NYS	N. AMERICAN PHILLIPS	64.38	63.88	-0.50	-0.78	70.38	33.50	11
NYS	OAK INDUSTRIES	7.75	8.25	0.50	6.45	20.25	9.00	11
OTC	OGILVY & MATHER	49.75	45.75	-4.00	-8.04	60.75	31.50	14
NYS	ORION	21.13	21.38	0.25	1.18	30.00	6.13	26
ASE	ORROX CORP.	5.13	4.75	-0.38	-7.32	15.13	4.00	17
NYS	OUTLET CO.	42.50	42.75	0.25	0.59	42.88	15.00	10
ASE	POST CORP.	41.38	41.63	0.25	0.60	45.50	26.00	16
NYS	RCA	26.63	25.88	-0.75	-2.82	31.63	16.75	15
OTC	REEVES COMMUNICATIONS	13.25	12.75	-0.50	-3.77	28.63	12.00	20
NYS	ROCKWELL INTL.	29.75	28.38	-1.38	-4.62	35.50	15.50	12
NYS	ROLLINS	15.50	15.13	-0.38	-2.42	17.50	9.88	18
ASE	RSC INDUSTRIES	5.88	6.00	0.13	2.13	7.50	4.00	200
NYS	SCHERING-PLOUGH	42.88	40.50	-2.38	-5.54	48.13	30.00	12
NYS	SCIENTIFIC-ATLANTA	19.63	18.13	-1.50	-7.64	22.88	10.13	12
OTC	SCRIPPS HOWARD	27.00	26.00	-1.00	-3.70	31.00	17.25	14
NYS	SIGNAL COS.	33.13	33.75	0.63	1.89	38.75	13.13	63
NYS	SONY CORP.	13.38	13.38	0.00	0.00	17.25	11.00	31
NYS	STORER COMMUNICATION	31.38	30.00	-1.38	-4.38	34.50	19.00	10
NYS	TAFT BROADCASTING	48.50	50.00	1.50	3.09	57.00	28.25	13
ASE	TECH OPERATIONS	33.63	37.00	3.38	10.04	41.50	14.00	5.7
NYS	TEKTRONIX	74.00	70.75	-3.25	-4.39	86.75	34.00	27
OTC	TELEMETION	8.75	8.50	-0.25	-2.86	10.25	2.75	10
OTC	TELEMET(GEOTEL INC.)	2.50	2.75	0.25	10.00	4.50	1.50	25
OTC	TELEPICTURES	16.38	16.25	-0.13	-0.76	24.25	6.63	20
ASE	TEXSCAN	22.00	21.88	-0.13	-0.57	27.50	9.75	24
NYS	TIME INC.	62.25	60.25	-2.00	-3.21	78.38	25.50	22
NYS	TIMES MIRROR	77.50	75.38	-2.13	-2.74	83.63	35.50	16
OTC	TOCOM	7.75	7.75	0.00	0.00	14.00	6.50	10
OTC	TPC COMMUN.	2.38	2.63	0.25	10.53	24.50	10.00	136
OTC	TURNER BROADCASTING	21.50	19.50	-2.00	-9.30	24.50	10.00	15
OTC	UNITED TELEVISION	12.00	11.75	-0.25	-2.08	14.13	7.38	15
ASE	UNITEL VIDEO	10.38	10.75	0.38	3.61	13.50	10.00	14
NYS	VARIAN ASSOCIATES	54.13	49.75	-4.38	-8.08	73.00	17.38	26
NYS	VIACOM	32.75	33.00	0.25	0.76	40.88	17.50	17
OTC	VIDEO CORP. OF AMER.	12.63	12.50	-0.13	-0.99	14.13	7.38	10
NYS	WARNER COMMUN.	20.63	20.63	0.00	0.00	59.63	19.88	15
ASE	WASHINGTON POST CO.	63.00	63.88	0.88	1.39	71.75	32.50	15
NYS	WESTERN UNION	38.38	36.88	-1.50	-3.91	54.25	25.25	13
NYS	WESTINGHOUSE	45.00	42.25	-2.75	-6.11	53.38	25.63	9
NYS	WOMETCO	37.13	43.25	6.13	16.50	43.25	19.75	26
ASE	WRATHER	39.50	38.75	-0.75	-1.90	40.50	19.25	10
NYS	ZENITH	30.00	29.38	-0.63	-2.08	30.63	9.75	119

I ADJUSTED FOR 2:1 SPLIT 8/19

Tribune Co. going public with 5.5 million shares

CHICAGO—The Tribune Co. is going public with an initial stock offering of 5.5 million common shares. The company made its initial filing with the Securities and Exchange Commission late last week.

Shortly before the offering is made, the company said it would effect a 4,800-for-1 split of the 7,393 shares currently held. The company said it planned to sell 3.4 million shares with the remaining 2.1 million of the planned offering to be sold by certain shareholders.

The company and those shareholders have granted the underwriters an option to purchase up to an additional 550,000 shares to cover over-allotments. The underwriting group will be co-managed by Salomon Bros. and Merrill Lynch Capital Markets.

The company plans to use net proceeds to repay debt and finance the acquisition of a television station. Last month it agreed to purchase WANX-TV, channel 46 in Atlanta, for \$32 million cash.

FINANCE BRIEFS

Outlet defines terms

PROVIDENCE, R.I.—Outlet Co. reported that it signed a definitive agreement defining the terms of its acquisition by Rockefeller Center Inc.

As previously announced, Rockefeller Center will pay \$45.33 for each share of Outlet stock.

Cox makes FM swap

ATLANTA—Cox Communications Inc. said it has agreed to an FM station swap—acquiring WXFM, Chicago, from Island Broadcasting Co. in return for WLIF-FM, Baltimore, and \$9 million payment for the Chicago station's assets, consulting agreements and non-competitive covenants.

The Baltimore station's assets are valued at \$5.75 million. The transactions are subject to Federal Communications Commission approval.

Harris earnings drop

QUINCY, Ill.—Harris Corp. reported lower operating and net earnings in the fiscal year ended June 30.

Income from continuing operations dropped to \$50.3 million, or \$1.60 a share, from \$54.2 million, or \$1.74 a share, a year earlier. Sales improved to \$1.4 billion from \$1.3 billion the previous year.

Gains from discontinued operations of \$5.5 million in the latest year and \$21.2 million the previous year boosted final net income to \$55.9 million or \$1.78 a share, in the latest year, and \$75.5 million or \$2.42 a share, in the previous year.

Mutual signs agreement

WASHINGTON—Mutual Broadcasting system has signed an agreement with Modulation Associates of Mountain View, Calif., for design and manufacture of multiplex equipment for use at Mutual's satellite complex at Bren Mar, Va.

The equipment is a series of

custom-designed audio processing and combining units which will be used to multiplex three signals into a single satellite channel to transmit Associated Press materials to Westar III.

Fritts, Fowler head Televent 83 agenda

WASHINGTON—Televent 83, a non-profit conference on international telecommunications issues, will take place Oct. 23-25 in Montreux, Switzerland. The conference, in its second year, is partially sponsored by E.F. Hutton.

Topics will include DBS, regional and domestic satellite systems, cable TV, microwave distribution, computer networks, videotex/teletext and the telephone industry.

Participants are scheduled to

include: Ed Fritts, president, NAB; Mark Fowler, chairman, FCC; Sen. Bob Packwood, chairman, U.S. Senate Committee on Commerce, Science and Transportation; William Ellinghaus, president, AT&T; Theodore Brophy, chairman, GTE; William McGowan, chairman, MCI; Wilbur Pritchard, president, Direct Broadcast Satellite Corp.; Irving Goldstein, executive vice president, COMSAT; John Soldowski, vice president, Elec-

tronic Industries Association; Richard Nichols, vice president, AT&T Long Lines; John Puente, vice chairman and executive vice president, M/A-COM; and Thomas Wheeler, president, NCTA.

Advance registration (before Sept. 1) costs \$700; on-site registration is \$800. Televent 83's American office is located at 1120 Connecticut Ave., N.W., Suite 1128, Washington, D.C. 20036.

Short-wave signal rocks world via WRNO

Continued from page 1

most of the rest of the planet. With 3 million watts of effective radiated power, the entire United States is covered as well, since, as Costello notes, about 100 Kw comes off the sides of the antenna alone.

The U.S. government also says that American-originated shortwave service should present American culture and lifestyles to foreign countries. To which Costello replies, what could be more reflective of American lifestyles than rock 'n' roll and fast food?

"If we wanted to make a statement about the abundant food supply in this country," he commented, "the Voice of America would bring in three experts and have a discussion of it." Costello, on the other hand, just lets foreigners listen to all his fast food commercials.

For a third of its 12-hour broadcast day (noon to midnight, CDT), Monday to Friday, WRNO Worldwide—the "Rock of the World"—simulcasts with Top 40 WRNO-FM, permitting foreign listeners to hear all those local commercials. "Since our system of broadcasting is based on localism," Costello said, "I wanted people in Canada and Europe to hear about New Orleans the same way local people do."

Two other hours daily are comprised to paid religious broadcasts, and Costello ad-

mits that such fare is providing more than half of WRNO Worldwide's revenue.

From 4-10 p.m., however, Mark Mullin hosts the *Worldwide Request Show*, heard on shortwave only. The same playlist is used on shortwave as on FM, Costello explained. The main programming difference, he said, is that Mullin tells the country of origin for such artists as Olivia Newton-John (Australia), Paul Anka (Canada) and the Rolling Stones (Great Britain). Mullin might also mention how well a record is doing on foreign music charts.

During Mullin's show, listeners hear commercials directed exclusively at them. Sponsors include Delta Airlines, and such shortwave product suppliers as the Electronic Equipment Bank, Vienna, Va., and Sony.

Other spots—and a lucrative source of station revenue—tout mail-order items from WRNO. These, sold at "a little above cost," according to Costello, include Dixieland records (\$7-\$9), "Rock of the World" T-shirts (\$6) and blue jean patches and car radio shortwave converters.

WRNO Worldwide's published ad rate, said Costello, is from \$400 to \$600, "an average between WLS (Chicago) and WABC (New York), what we consider to be the most listened-to stations in America."

WRNO Worldwide also is starting its second season as the exclusive shortwave station for the New Orleans Saints football network. Sponsors for the international broadcasts include Chevrolet, Goody's Headache Power and Gulf Oil.

Costello said he is not looking for international advertisers,

only for American companies who want to sell their products in foreign markets. To help in this regard, he announced that Major Market Radio will begin representing the station in October.

Besides the rock music programming, WRNO Worldwide broadcasts regular newscasts from ABC and CBS Radio, complete with national commercials. "The networks pay the compensation," Costello added.

On weekends, the station broadcasts predominately religious programs, along with such long-form shows as CBS' *Top 30 USA* from RadioRadio.

How does Costello come up with audience numbers? He said that the Voice of America estimates an average quarter-hour audience of about 10 million and a weekly cume of 100 million. "If 10 million is what they claim," he declared, "and if we have just 10 percent of that, that's still very substantial." But, he added, "we estimate 2- to 2½-million people."

Costello said that 60 percent of WRNO Worldwide's listeners are in Canada and the United States, with about 30 percent of the remainder "from the European continent."

He also expects a significant increase in audience next year, when WRNO Worldwide is set to be the official international station of the Louisiana World Exposition, from May 12 to Nov. 11.

Harris Corp. is outfitting a 300-square-foot facility at the World's Fair site, from which WRNO Worldwide will broadcast live daily. The facility will include a studio, office and control room.



By then, Costello expects the station to no longer need religious programming to stay solvent.

The FM/shortwave pioneer says that, despite his success, other station owners have not rushed to copy his idea. "Many, many have called," he noted, "but few put their money where their mouth is." One commer-

cial shortwave station recently began in Guam; another is set for Alaska.

"I wish there were six of them on the air," Costello contends, "because if you were an advertiser and six of them came to you, you'd choose the best one... When I come in, people think I'm a kook."

Qualidata expanding measures

NEW YORK—More product categories and more specific information about the lifestyle, buying habits and media usage of radio listeners has been included in the 1983 version of Qualidata, Arbitron's qualitative measurement service.

The 1983 Qualidata survey was drawn from the largest sample base ever used by the service, according to Arbitron.

For the survey, diary keepers from Arbitron's fall 1982 and winter 1983 listener surveys were re-interviewed to collect information concerning product usage and such lifestyle characteristics as education and income levels and composition of households.

This year, local grocery store chains, department stores and fast food franchises are mentioned by name for the first time. Purchases of home entertainment equipment and cable TV penetration have been specified, and new categories of "teen-only" products—including designer jeans and acne preparations—have been added, Arbitron said.

Qualidata is being made available in the Dallas/Fort Worth market for the first time.

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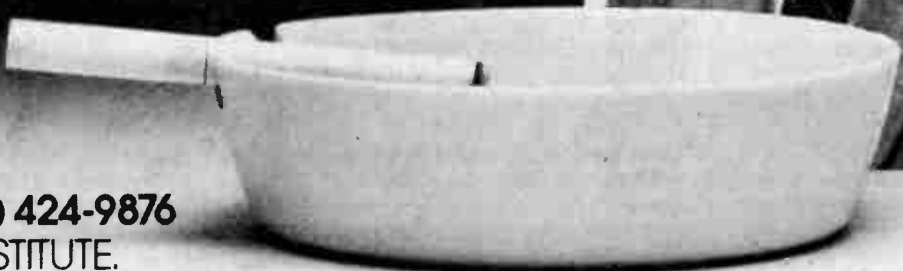
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PEOPLE ON THE MOVE

Katz Broadcasting Co. has promoted **Al Boettner** to director of corporate research and development. In his new position he will continue in his role as assistant to the president of the company. **Michael Hugger** has been appointed vice president and general sales manager of Katz American Television. Hugger was vice president of all Katz regional offices since 1981. Katz American Television has opened a new office in Memphis, Tenn., that will be headed by **Jane Cousar**, who will have the title of manager. **Tim Crumley** has joined the sales staff of the new Memphis office. Crumley had been an account executive at WLOS-TV, Asheville, N.C. **George Hayes** has joined the Katz Media Data Division, New York, as a programmer/analyst. Hayes had been a programmer at Alexander's Inc., New York, for the past two years.

Mitchell Nedlick has joined KTLA-TV, Los Angeles, as director of finance and administration. He was formerly director of advertising finance and administration for NBC-TV.



Debra Joann Leslie

Debra Joann Leslie, an account executive at KREM-TV, Spokane, Wash., from 1976 to 1981, has been named the station's local sales manager.

Channelmatic Inc., Alpine, Calif., has named **John Bowen**, a former video technician for Janco Professional Sound, San Diego, as test department supervisor. The company also appointed **Mark Leisher** mechanical design engineer. He comes from Martin Automatic, Rockford, Ill., where he was a design engineer. **Franklin Steer**, former chief headend technician for Valley Cable TV, Chatsworth, Calif., has been named Channelmatic's applications engineer.

Lawrence Jones, director of program and talent acquisitions in the Business Affairs Department of CBS Entertainment, has moved to NBC's Business Affairs Department as vice president of program and talent negotiations. **Joseph Bures** has been promoted to vice president of program acquisitions for NBC. He had been director of program and talent negotiations.

James Burnette has been elevated to vice president of sports sales for NBC-TV from director of sports sales for the network. **Robert Elliot** and **Maureen Orth** have been appointed NBC News cor-

respondents based in Houston and New York, respectively. NBC News correspondent **Mike Maus** has assumed a number of NBC Radio assignments in addition to his current duties on NBC-TV—namely, filing stories for the *NBC Nightly News* and anchoring *NBC News Digests*.

Doug Tangeman has joined WABC Talkradio, New York, as the station's new sales manager. Tangeman was most recently senior account executive for ABC Radio's Talkradio station in Los Angeles, KABC. **Marilyn Kilonsky** has moved from WNEW-FM, New York, to WABC radio as an account executive.

Nancy Byers, who for the last 2½ years was staff recording engineer at CBS Recording Studios, New York, has joined Studer Revox America as Eastern regional sales engineer. **Nick Balsamo**, national sales manager for Ikegami Electronics, is Studer Revox America's new Northeastern regional manager.

Peter Holmes a'Court has been named executive director of Associated Communications Corp., New York, and chief executive of its subsidiary, ITC. He had been director of marketing with IBM (Australia) Ltd. for the last seven years.

James Williams III, Associated Press broadcast executive for Southern California and Nevada since July 1982, has been promoted to general broadcast executive for AP with responsibilities to AP affiliates in the Eastern states.

Bill Van Doren has joined Digital Entertainment Corp., Danbury, Conn., as regional manager in the company's new West Coast office in Hollywood. Van Doren was a sales executive for the last nine years for Studer Revox America.

Howard Klein has been named to the newly created position of national field sales manager for Caballero Home Video. He has been a member of the sales staff for several years.

Twentieth Century-Fox announced two appointments. **Robert Buchanan** has been named to the newly created position of vice president of national sales and administration for 20th Century-Fox Television. He had been director of national sales, West. **Mark Levan** has been named director of special sales. Levan was previously director of department store sales, national, for Fox's video games division.

Jackle Comeau, former director of research and sales development at WBZ-TV, Boston, for the last two years, has been named director of research at WNEV-TV, Boston.

George Currie, who has been with Sony Corp. of America since 1973, has been appointed vice president and general manager of Sony Professional Audio Products. Currie was central regional zone manager.

Soule embarks on new course

After eight years in station sales at Group W Radio, Stephen Soule has embarked on a new course—pitching NBC Radio's programming to potential affiliates.

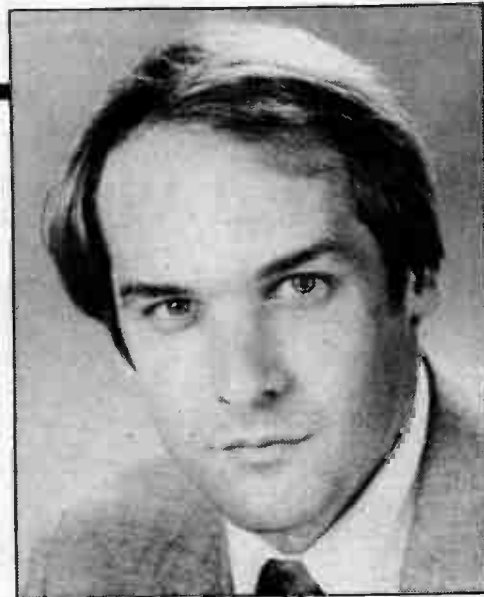
Soule, who became vice president of affiliate relations for the NBC Radio Network and NBC Talknet three weeks ago, said his new position "is predominantly a sales job—selling the network and its products to stations."

But he called his new responsibilities "a different kind of selling. I think 'different emphasis' is the proper word," he said in explaining the difference between selling ad time and hawking a network's products.

The 34-year-old Soule had worked in sales at Group W since 1975, when he was hired as an account executive at the company's AM station in Chicago, WIND.

A year after that, he was transferred to Group W Radio Sales (then Radio Advertising Representatives) in New York, where he spent the next 4½ years as an account executive, then Eastern sales manager and, eventually, general sales manager. Before coming to NBC, he was general sales manager of Group W's WBZ, Boston.

Besides "managing those who line up affiliates for the network," Soule's new job includes supervising NBC Radio's conversion to full satellite delivery of its programming, a task he hopes to complete "by the end of this year."



Stephen Soule

He said the next few months could "get rather hectic" as Scientific-Atlanta steps up shipments of receiving antennas and demodulators to NBC Radio affiliates around the country.

"Up until two or three months ago, I thought of networks in a different light," Soule said of his first job with a radio network. "I always wanted to learn about it, though," he said.

When selling NBC Radio's hourly news reports and news features as well as the long-form programming on Talknet, Soule said he stresses "credibility first and foremost and consistent stability secondly."

Prior to 1975, Soule was an account executive for four years in Denver. He worked first at KGMC, then at KHOW-FM and KOA.



David Landau

The United Stations, New York, has named **David Landau** vice president of Eastern sales. Landau joined United Stations early this year to acquire and maintain accounts in the East. He had been an account executive for WKTU-FM, New York.

The Studio Division of Harris Corp.'s Broadcast Group has named **H. Kenneth Regnier** as vice president of video systems operation, Sunnyvale, Calif. Regnier comes to Harris from Ampex Corp., where he was engineering manager of digital video systems for the last four years.

RCA promoted **Harry Rubin** to staff vice president of strategic planning and video coordination. Rubin was director of financial planning.

William Dilday Jr., general manager and chief operating officer of WLBT-TV, Jackson, Miss., has joined the board of directors of the NAB's Broadcast Capital Fund Inc. and Broadcast Capital Inc. (BROADCAST). Dilday is a member of the NAB's TV board.

Marla Gaminde and **Jim Eichorst** have joined KGUN-TV, Tucson, Ariz., as account executives. Gaminde was formerly with the Renaissance Agency of Tucson, specializing in Spanish lan-

guage advertising. Eichorst was with KCEE radio in Tucson, where he had been the local sales manager since February 1983.

Lynn Hendee has joined Barry & Enright Productions as director of development-motion pictures. She had been a production executive at Thorn EMI Films.

Stan Mak, general manager of KINK-FM, Portland, Ore., has been appointed vice president and general manager of that station.

Richard Lobo has been named vice president and general manager of WKYC-TV, Cleveland. He was station manager at sister station WNBC-TV, New York.

Ken Lamarche has been appointed sales manager at KASH-AM and KSND-FM in Eugene/Springfield, Ore. Lamarche was with Fresno Cable.

Phil Alvidrez has been named assistant news director at KTSP-TV, Phoenix. He will continue his role as executive producer of *Newscenter 10*.

Al Ham Productions, syndicator of The Music of Your Life format, has named **Joe Restifo** vice president in charge of operations for the format. Restifo has been national operations manager for the company since April 1982.

David Bryan has been named reporter for KPIX-TV in San Francisco. He previously served as an investigative team reporter for WJZ-TV in Baltimore.

Sherry Krockey has been named press information coordinator of KTSP-TV, Phoenix. She had been a promotion assistant for the station since May 1980.

Ronald Crowe has been appointed director of creative services for KPIX-TV, San Francisco. Crowe joins

KPIX from KIRO-TV, Seattle, where he served as director of advertising/promotion since September 1980.

Michael McVay has been named station manager of WMJI-FM and WBBG-AM, Cleveland. Formerly operations manager and vice president of operations at Robinson Broadcasting, McVay joined the stations in April 1982.

Telepictures Corporation announced two appointments. **William Feest**, a vice president of Telepictures news and information division, has been named general manager of *Newscope*, to co-venture between Telepictures and the Gannett Broadcasting Group. **Jay Feldman**, who was vice president and general manager of WCAU-TV, has joined *Newscope* as executive producer. Feldman also will become vice president of Telepictures' news and information division.

Bernie Kvale is the vice president and general manager of WFYR-FM, Chicago. He had been general manager of WLW radio, Cincinnati.

New York's WABC-TV, channel 7, has named **Jane Ubell** as entertainment news producer for the station's early newscasts. Ubell joined the station in September 1982 as associate producer of *Good Morning New York*, which later became *The Morning Show*.

Ruth Presslaff has been promoted from station clearance representative to manager of affiliate relations for The United Stations, New York. Presslaff came to the United Stations last year from Narwood Productions, New York.

Mutual Broadcasting has appointed **John Rosenberg** daily sports producer. Rosenberg has been a news editor for the network since September 1981.

RPC anticipation



Wayne Cornils

Wayne Cornils, the man behind the Radio Programming Conference in San Francisco this week, has put together a varied and entertaining program. Registration is expected to be higher than last year's conference in New Orleans. A 'W.A.R.S.' study will be the rousing start of this two-day conference that features the Pointer Sisters and Barbara Mandrell concerts.

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BW EXTRA

RADIO PROGRAMMING

A new wave

Dick Conn, president, and Dick Doty, vice president, Washington Broadcast News, discuss why they believe radio is the place for getting information out now that the glamor of television is beginning to wear thin. WBN promises delivery, reach and a professional style that clients might not find elsewhere. Have these entrepreneurs created a new art form in radio communications?



Dick Conn

beginning to wear thin. WBN promises delivery, reach and a professional style that clients might not find elsewhere. Have these entrepreneurs created a new art form in radio communications?

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Old radio becomes the new

By Dave Potorti

Where radio programming trends are concerned, what's old is new. Contemporary hit radio, new music and strong personalities can be expected to make a healthy showing in the coming year.

That's a view which was shared by several music consultants on the eve of the NAB Radio Programming Conference this week in San Francisco.

"Radio is one of the most cyclical businesses around," said Dean Landsman, president, Landsman Media, New York. "The reason we're seeing the fast rotation/hit music format coming back is because it's time for it to come back. It generally enjoys a two- or three-year run every 9-11 years."

"We're finding increasing reliance on new music content in every one of the formats we deal with—adult contemp, Top 40 and country," said Steve Warren, director, Programming Co-Op, Racine, Wis. "Research across the country shows that people are tired of all of those Eagles records they've been hearing; all of those power oldies have literally burned themselves out."

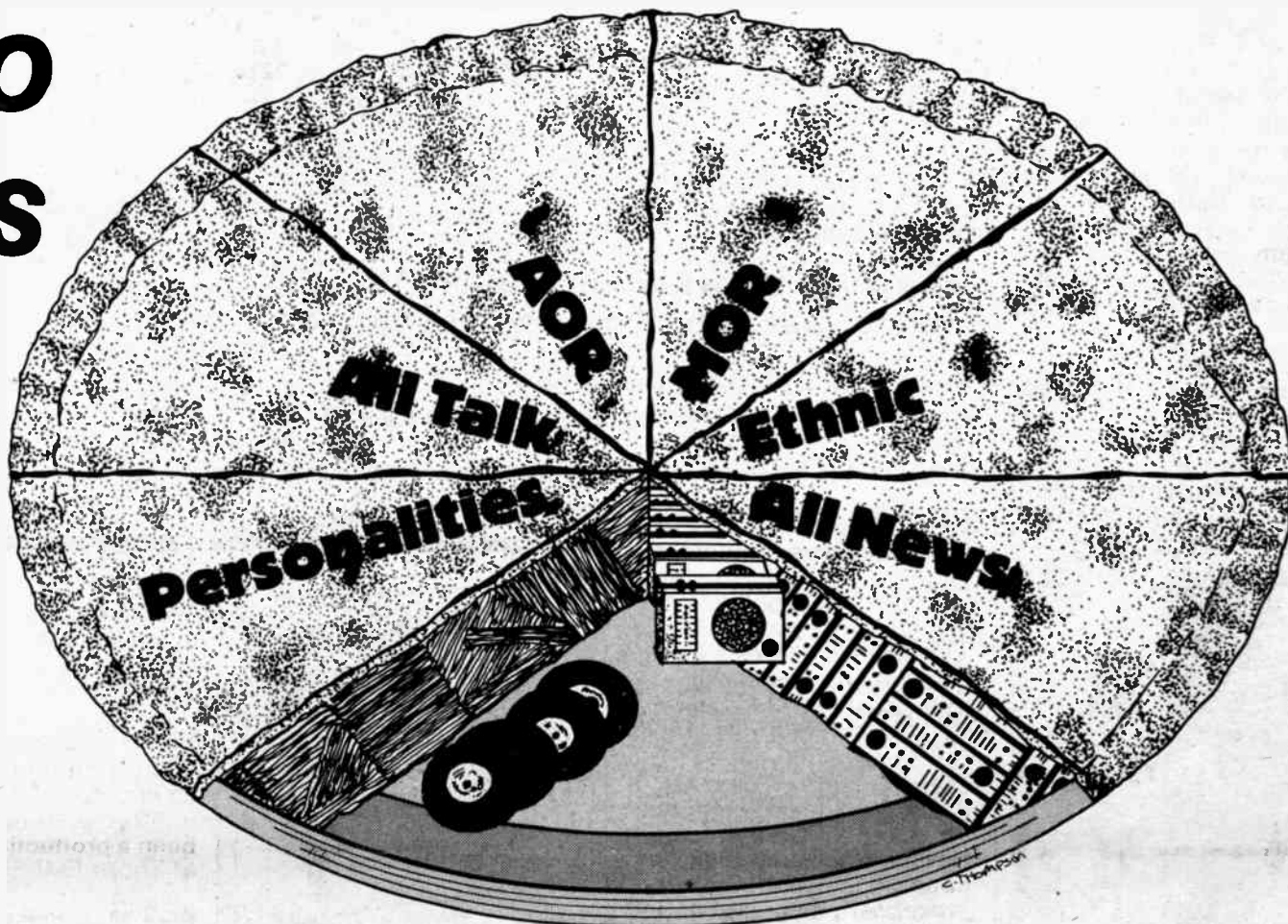
"Things go in cycles, and we're once again coming into an exciting cycle every much like the mid-'60s, one of the most exciting times in American music and American radio. It's a good time for music artists and it's going to be a good time for record companies. There's an almost sensational appetite for something new."

At the same time, some formats may be floundering due to a shortage of product.

"The MOR format is being replaced by an adult contemp format, which relies more heavily on drawing from current music, produced today, as opposed to relying on music produced 10-20 years ago," said Tom Krikorian, president, RPM Radio Programming/Management, Southfield, Mich. "Music that has been produced in the past simply is not being renewed and, as a result, stations relying on those formats get into a position where they burn out very quickly."

"One of the factors affecting soft rock and adult contemp stations—which has certainly affected us in easy listening—is that record companies are going to totally cease (if they haven't already) producing the product for us," said John Patton, chairman of the board/chief executive officer, Bonneville Broadcasting System, Tenafly, N.J.

"Soft rock or AC stations have 300-400 tunes to play at any given time, and without new material to



play, those tunes quickly burn out. That happened to us in this format five or six years ago when all of the Percy Faith and Mantovani

recordings stopped and we had to go out and produce our own music. What will happen with the other formats I don't know," Patton said.

He added that real-time delivery programming was a major trend for easy listening stations.

"The ability to change music—as opposed to tape technology where you put a segment on tape and it stays in the library for three years—is the single most important change

coming in the future. In our case, we do it by satellite, but there are other technologies developing," Patton said.

"We see the inclusion of more original artist vocals as opposed to covers of songs on easy listening stations," RPM's Krikorian added. "We still feel that it will always be primarily an instrumental format, and don't see a dramatic change in the amount of instrumentals used in the format overall."

"We see a strong emergence of personality morning men as being a very big key to success," said Jim Long, chairman of the board, Jim Long & Partners Broadcast

Consultants, Dallas, echoing the predictions of several programming mavens.

"Listeners are realizing that there's more to a radio station than playing music," said Don Yunker, radio services coordinator, Frank N. Magid Associates, Marion, Iowa. "They want a friend on the radio, somebody they can listen to. We got away from that in the early '70s."

"We've just come through 15 years when format was king, and good air talent was a guy who executed format well," Warren said. "When everybody is low personality, heavy music and low news, it's only natural that the station that develops a strong personality will be doing better. It will sound more alive and exciting than the radio stations that are formatted all the way to blandness."

"Personality is going to start becoming a factor in some formats where it never used to be a factor," Krikorian said. "for example, in adult contemp and easy listening formats, particularly the conservative side of AC. In a competitive situation, where there are so many, many stations on a given format musically, the only thing to differentiate them is personalities."

"Talk radio is going to be coming on strong," Landsman added. "There's more and more interactive networking, very much like the old radio, with national presence but local feedback, like ABC's Talk Radio or *The Larry King Show*."

From the regulatory standpoint, the ASCAP/BMI situation was expected to cause some waves farther down the road. Repeal of the 7-7-7 rule also was cited.

"Elimination of the 7-7-7 rule will have the most impact," said Bonneville's Patton. "If it happens, we'll see some interesting buying sprees by companies trying to dominate formats across many marketplaces."

Coverage continued on page 16

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The Katz-Rule

a revolutionary, high-precision
scientific instrument for
effective Reach/Frequency
Planning & Buying

With the Katz-Rule, you can determine:

- how to set media goals to achieve your reach/frequency objective
- the frequency distribution of any schedule
- the effective reach/frequency of past and upcoming campaigns—all at a glance.

Weekly Planner

Line A
Cume or Reach

1 1.5 2 2.5

Patent Pending

KATZ-RULE

Effective Reach/Frequency Planner

Instructions for use:

1. Arrow of "% of Market Reached At Least Once" is placed against appropriate cume of Cume or Reach Level (Line A).
2. Arrow point of transparent diagonal is placed against appropriate GRP level of Gross Rating Point line (Line B).
3. To obtain the full frequency distribution for your schedule, cume data for each frequency level is found on Line A above the intersection of the transparent diagonal and each effective frequency curve line.
4. For planning purposes: **KATZ-RULE** will equip the user to set media goals and objectives for a specific schedule (GRP's or TARP's/Reach/Average Frequency) which will maximize on effectiveness. (Complete Planning Instructions described on **KATZ-RULE** folder.)

Line B
Gross Rating Point Level

10 15 20 25 30 35 40 50 60 70 80 90 100 150 200 250

Line C
Double Spotting Level

10 15 20 25 30 35 40 50 60 70 80



Katz Communications Inc

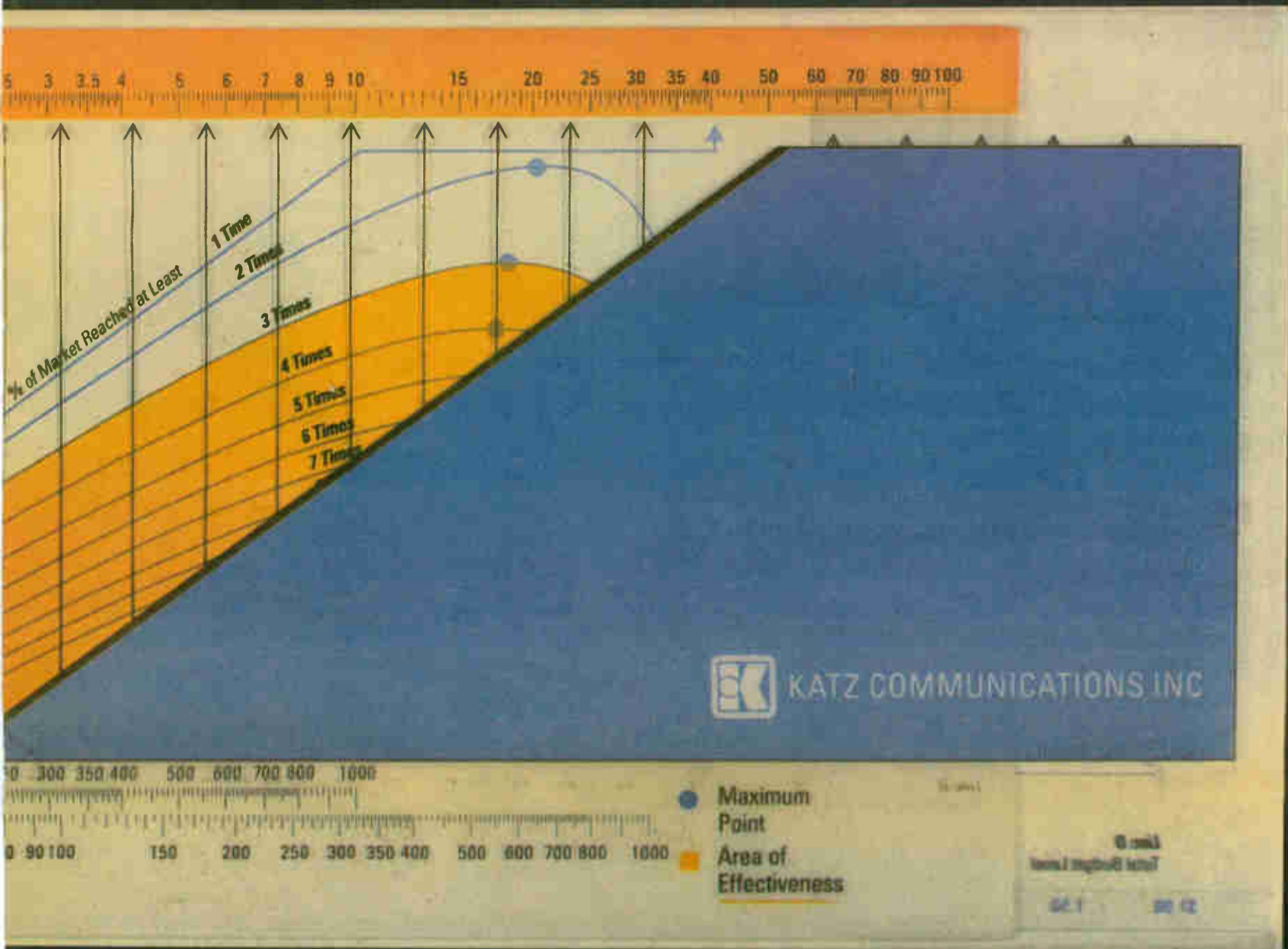
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ATLANTA

BOSTON
CHARLOTTE

CHICAGO
CLEVELAND

DALLAS
DENVER

DETROIT
HOUSTON



The Katz-Rule, another media planning tool developed by Katz Marketing to help you use broadcast media more effectively.

For more information about the Katz-Rule contact your nearest Katz representative.

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 KANSAS CITY MEMPHIS MINNEAPOLIS PORTLAND SAN FRANCISCO WASHINGTON DC



ANNIVERSARY

To all members of the broadcasting industry, our affiliates, our listeners and our staff... a very special thank you from Satellite Music Network for the acceptance and support we have received during our first two years.



"Rarely does a small market broadcaster experience the programming luxury to air locally — network quality talent, high fidelity sound, professionally planned programming, plus a wide parameter of musical menus. Satellite Music Network does all of that, and more."

Robert H. Glassburn
Vice Pres./
Gen. Manager
KROW
Reno, Nevada



"We are so pleased with the acceptance of the StarStation format on our Brownsville operation, KBOR, that with our acquisition of an AM in the Corpus Christi Market, we are putting the Country format on KIKN."

Stephan A. Dewalt
President
KBOR
Brownsville, Texas
KIKN
Corpus Christi, Texas



"Day in and night out SMN offers a professional quality sound that, frankly, I would never be able to afford if I had to buy it locally — and they care."

William L. Wright
Exec. Vice Pres./
Gen. Manager
WMOH
Hamilton, Ohio



"Satellite Music Network's 'Stardust' format allows us flexibility in programming to WAPE's listeners. Judging by the amount of mail the SMN personalities receive, they indeed come across as WAPE 'jocks'."

Bob Campbell
Vice Pres./
Gen. Manager
WAPE
Jacksonville, Florida



"Two years after joining SMN, I am more enthusiastic than ever. SMN is the best music and news format to supplement our local programming ever offered us. It provides WPAD with the newest Country music and excellent professional announcers."

Edward B. Fritts
President/
Gen. Manager
WPAD AM STEREO
Paducah, Kentucky



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EXTRA

EXTRA

Cornils anticipating hot issues, cool talk, new survey at RPC

By Bill Dunlap

Wayne Cornils, the National Association of Broadcasters' radio vice president and the man behind the Radio Programming Conference in San Francisco this week, says he is expecting as many as 2,500 registrations there, up from 2,107 last year in New Orleans.

Cornils has put together a program with more than 100 radio experts on various panels, entertainment by the Pointer Sisters and Barbara Mandrell, more than 60 hospitality suites and more than 40 exhibitors.

Cornils said the conference will "get off to a rousing start Monday morning (Aug. 29) with our Radio 'W.A.R.S.' study. We are just getting in the final copy and it is unlike any

'We really feel that we've cre



Dick Doty



Dick Conn

By Angela Burnett

"We really feel that we've created a new art form in radio communications," explained Washington Broadcast News President Dick Conn. "The response we get indicates that the great glamor of television is beginning to wear thin. The really knowledgeable information people and public relations people know that radio is the place to come for getting information out."

WBN's clients aren't coming to them just to get the information out—they are coming because WBN promises delivery, reach and a professional style they might not find elsewhere. "What we're selling to our clients," which Dick Doty, executive vice president and news director, explained included labor unions, public relations groups, trade associations, "allows them to get their viewpoint out. We work for our clients and then we allow the news directors across the country to pick and choose the stories. The news directors then decide if any of our stories will run."

WBN, offered free to stations, involves recruiting clients who would like to have their story told nationally. Usually from a press release, which is frequently supplemented by actualities, WBN writes and produces a news or information piece.

These pieces become a part of WBN's six regularly scheduled daily programs.

Twice during morning drive *Washington Watch* is offered—a five-minute newscast that includes two 30-second commercial slots for local sale. Through early September *Column Digest* will continue to provide a two-minute commentary on the day's top newspaper columnists.

September will find the introduction of the *Business Investment Report*, replacing *Column Digest*, responding to a request from stations to provide more business oriented news. *Voices in the News* gives WBN a chance to provide actualities to

stations, while *Actionbloc* offers in-depth public service viewpoints. *News and Views* provides daily one-minute feature reports and *Washington Farmwatch* features Larry Gray and Diana Winthrop in a weekly report of government actions that affect the agricultural community.

The fall also will mark the start of *Esther Peterson at Large*. Peterson, a noted consumer advocate and former cabinet member, will broadcast a weekly two-minute program.

In each of the WBN programs are a mix of paid stories and news items gathered by WBN. Rates range from \$300 to nearly \$700 for an individual story depending on the program and frequency of the run. Stations picking up the WBN transmission also get the bonus of commercial slots in several of the programs.

"We don't sell anything to radio," Doty noted. "We give things to radio."

Why WBN?

By March 1982, Conn and Doty were ready to go forth with an idea that was so simple no one else had thought of it. Conn, previously with the Washington Press Relations Wire, had noticed that there was a "great potential for a radio component of the public relations wire."

The wire offers updates and announcements of public relations events in the city. Fed into most broadcast newsrooms, it serves as the

“
We've got a
lot of good
clients;
clients that
we're proud
to have and
clients that
we
respect. . .
”

EXTRA

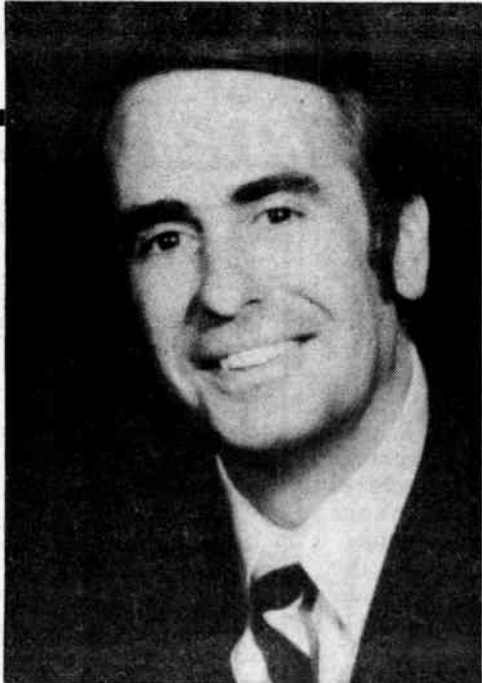
other radio study ever done," he said.

Commissioned by the NAB from the independent research firm of Reymer & Gersin, the study surveyed 1,300 radio listeners across the country to find out why they listen and what they need and want from radio.

"Research is always a popular item," Cornils said. "Programmers live and die by what the research numbers say." Other research sessions include a lab on instant book analysis Sunday and forums on market research Monday and Tuesday.

Panelists on the forums are Rob Balon, Jhan Hiber and Ted Bolton. Ellen Hulleberg of McGavren Guild is the moderator.

On the lighter side, Westwood One



Wayne Cornils

is presenting the concert by the Pointer Sisters tonight, Monday, and BMI is following on Tuesday with the Barbara Mandrell concert.

Another highlight to Cornils will be what he calls "our perennial 'Making Money with Your Mouth' luncheon, which is always a lot of fun and sometimes educational." This year NAB President Eddie Fritts will introduce Mutual Broadcasting's Larry King as emcee, Howard Stern of WNBC, New York, and Rick Dees of KIIS-FM, Los Angeles.

A clinic that Cornils expects to be well attended will examine the new music revolution. Featured guests for that Tuesday session are Paul Christy of WABX, Detroit, and Rick Carroll of Carroll, Schwartz & Groves.

"New music isn't a format by itself yet," Cornils said, "but there certainly are indications that it is creeping, and sometimes rushing, into other formats. It certainly is rushing into AOR and it is getting into contemporary hit radio and adult contemporary."

Cornils said the RPC will cover all kinds of formats and programming. "It's called a programming conference and we make an effort to keep it as a vehicle for programmers," he said. "We try to function in every aspect of the programming area, including news, promotion, marketing, managing people, programming-oriented hardware and, of course, syndicated product.

"This is the programming meeting and we want to keep it that way."

ated a new art form in radio . . .

basis for a number of feature and special stories.

But, pointed out Doty, most of the releases are written by people who simply do not have broadcast writing experience. The long, detailed press releases are a lost cause in terms of appealing to most news directors. By rewriting the copy in an upbeat, informative, broadcast style, WBN breathes new life into the material.

"We are the only five-minute newscast in the country that is entirely devoted to public relations and public affairs news," Doty said. "People get tired of just hard news and they want features. . . . Marketing, public affairs, communications and public relations people suddenly have a way to get things on the air in a radio-wise manner."

Added Conn, "They (clients) would have no chance of getting their news around if there was not a vehicle like us to get it out."

By the time Doty has voiced the stories, the clients' message takes on a whole new impact. Radio stations seem to gobble up the stories either by accessing feeds over the Associated Press Radio satellite network—with whom WBN has a lease agreement—or by calling WBN's toll free number (800-828-8881).

The use of the toll free number and APR satellite are just small indicators of the growth WBN has experienced since it first started notifying stations it had stories available through Western Union TWX messages. From an initial contact of only 200 stations, WBN's base has expanded to a potential of 1,200.

While some of those stations are the national giants of the radio industry, Doty added that where they excel is in the small markets. "A small radio station, in a small market, can have the same sound, the same professional sound, as a major station," he said. "We're targeting news directors so that the stories will get on the air."

"We're not just interested in a lot of puff, but we're interested in making it a newsy story," Doty explained. Conn

“ . . . people suddenly have a way to get things on the air in a radio-wise manner ”



Photos by Angela Burnett

Dick Doty, executive vice president and news director of WBN, broadcasts a client's "viewpoint" during an afternoon recording session in the Washington-based studio.

added that they have a near instantaneous response, being able to get stories onto tape and ready for access by stations within 30-40 minutes.

All of WBN's efforts—the writing, voicing and distribution—are part of a desire to serve a very special group. "We've got a lot of good clients; clients that we're proud to have and clients that we respect," Doty said. ". . . and, we're totally devoted to radio."

In looking to the future, Conn noted that they are considering a number of new programs. "We would like to get a real wide variety of very interesting programs for people who have radios on in their cars." These plans may include more viewpoints by national spokespersons, a health program and possibly a show on beauty tips aimed at women.

The "other side" of Washington news holds quite a future for WBN. "We just feel that radio is such a tremendous medium that has never been used well by people that are in the communications (public relations) business," Doty said. "So few of them really understand the impact of radio," Conn added. Fortunately for broadcasters and publicists, WBN does.

PROGRAM DIRECTORS

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TECHNOLOGY UPDATE

MA selected for AP/Mutual contract

MOUNTAIN VIEW, Calif.—Modulation Associates will design and manufacture the processing and multiplexing equipment for a new satellite uplinking service to be provided to the Associated Press Satellite Network by Mutual Broadcasting at its uplinking facility in Bren Mar, Va.

Under a contract signed earlier this month, Mutual will receive a series of custom-designed audio processing and combining units, which will be used to multiplex three signals into a single satellite channel that will transmit AP programming via Westar III, transponder 1.

Besides the AP, Mutual's satellite services are used by Storer Broadcasting and Bonneville Satellite Corp. Occasional users have included Westwood One, MetroSports, IDB Communications, the National Kidney Foundation and the Georgia Radio News Service.

Mutual News, the designated network for pool coverage of President Reagan's weekly radio addresses, originated the president's Aug. 20 address via remote satellite uplink from the Reagan Ranch near Santa Barbara, Calif.

Mutual engineers arranged to have a collapsible 5-meter Comtech satellite earth station, provided by IDB Communications, to be brought to the Western White House for the broadcast.

The president's weekly chat was transmitted from there via Westar IV to Mutual's uplink facility in Bren Mar, Va. The address was then heard by millions of Americans around the country.

Panasonic is marketing a new multi-function videotape player that has eight transport decks and two separate line outputs. The new MVP-100 M-Vision Multi-function Video Player serves as a random access spot player, TV program sequencer, multi-source editor and off-line assembler.

The first production model of the MVP-100, compatible with M-format, 1/2-inch videotape, will be displayed at the

SMPTTE (Society of Motion Picture and Television Engineers) Conference, Oct. 29 in Los Angeles.

Panasonic's new player controls the entire editing system including playback and record, audio/video cueing and on-line start sequencing. The MVP-100 is 25 inches wide for eight transports and 50 inches wide for 16 transports. With 24 transports, the unit measures 75 inches. The eight-deck MVP-100 costs \$160,000.

Thirteen TV stations and production facilities around the country have taken recent delivery of DPE 5000/SP digital production effects systems manufactured by MCI/Quantel, Palo Alto, Calif.

At 8 3/4-inches high, the DPE 5000 is the smallest digital effects system made by MCI/Quantel. It comes with all standard digital effects as well as picture splits. It also features single keys for the selection of effects sequences.

TV stations and production facilities ordering the MCI/Quantel equipment include WHIO, Dayton, Ohio; Northwest Mobile, Seattle; Reeves Teletape, New York; Media Group, Grand Rapids, Mich.; WTBS, Atlanta; KVVU, Las Vegas; Bay Area Mabletape, San Carlos, Calif.; Northwest Bell, Omaha, Neb.; Group W, Stamford, Conn.; Videocraft Productions, Boston; Maritz, Detroit; KWGN, Englewood, Colo.; and KVOS, Bellingham, Wash.

Alden Electronics, Westboro, Mass., is introducing three color-display systems for displaying RRWDS, color weather graphics and satellite pictures from private data bases.

Alden's Model C2000R Color Radar System is the only system currently available that can receive and display color weather radar pictures from the government's remote radar weather display system (RRWD) transmitters.

Up to six colors can be used to represent precipitation levels, background or state lines. Sixteen radar images can be stored in the unit's memory. With optional hardware, stor-

age of 240 additional frames is available.

The company's Model C2000S Color Satellite System, which includes a 300/1200 baud modem and CRT terminal, can display satellite pictures and various forms of weather graphics such as temperature charts and surface maps. The system receives images via standard phone lines from private data bases.

A combination unit, the Model C2000R/S Color Weather System is available to receive RRWDS weather, weather graphics and satellite pictures. All of Alden's systems feature RGB, NTSC and RF outputs and Gen Lock inputs for on-air synchronization.

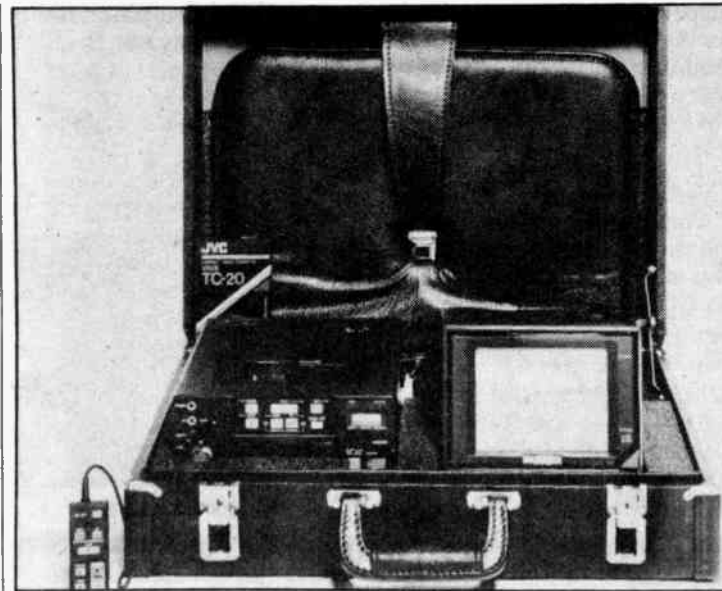
Bonneville Satellite Corp. will launch its Hospital Satellite TV Network (HSN) Dec. 1. Originating from Bonneville's new operations center in Hollywood, the network will bring information to medical professionals, and entertainment to patients, in about 50 subscribing hospitals around the country.

Bonneville is providing satellite transmissions for the network 24 hours a day. Programming and marketing of the new service will be handled by the network. Bonneville also will provide uplinks and technical services via its new facilities. The company's contract with HSN takes effect Nov. 1 and runs for three years.

Chyron Corp.'s Video/Cable Products Division, Melville, N.Y., has announced several upgrades to its VP-1 Character and Graphics Generator, which the company expects to be available next month.

The unit's software will be upgraded to permit an increase in color capability to 512, palette animation and timing by frame count, full vertical and horizontal overlap and flush right justification.

An upgrade in the VP-1's VCR genlock will allow the unit to genlock directly to the video output of a 3/4-inch VCR. The upgrade also provides automatic locking to any video source without any additional adjustments.



Travel kit

JVC has introduced the THR-63U portable video system composed of a compact VHS video player and a 5 inch television monitor fitted into a custom attache.



Panasonic's MVP 100 video player.

MBS to air 'Super Songs'

LOS ANGELES—The Mutual Broadcasting System will broadcast *Super Songs*, a three-hour music and interview special, over Labor Day weekend. Produced for Mutual by Dick Clark Productions, the special will be hosted by Jack Roth, program director and air personality for KRLA radio here. Stations can air the contemporary music program from 6 a.m. EDT Sept. 3 to midnight EDT Sept. 5.

The Greg Kihn Band performs in a two-hour recorded concert offered to Source affiliates the weekend of Sept. 2-5. The show is an encore presentation of the live "Kihndependence Day" concert presented July 4, originating from Milwaukee's Summerfest. The program is produced by Starfleet Blair.

Non-Mutual radio affiliates will be given free access to a 55-minute interview with Kinks

leader Ray Davies in order to acquaint radio programmers with the weekly *Rock USA* program. Airing on *Rock USA* in three installments starting Aug. 6, the interview will be available to non-affiliates after Aug. 20. The show is transmitted via satellite to 125 stations nationwide.

Culture Club will be broadcast "Live To Air" via satellite on NBC's *The Source Radio Network* Aug. 31. Originating from The Tower Theater in Philadelphia, the show kicks off the rock group's September concert tour.

Report Card For Education explores the quality of education in the United States. The five-part *Newsline Extra* series will be offered to affiliates of the NBC Radio Network Aug. 29-Sept. 2. Different news bureaus and NBC affiliates will participate in the series.

PROGRAMMING BRIEFS

PROGRAMMING BRIEFS

Wold feeds news service

LOS ANGELES—The *Local Program Network*, a 60-minute television service of hard news and magazine news features transmitted via Wold Satellite services, is available to independent and affiliate stations, on a yearly subscription basis. The news feeds can be inserted into local newscasts and other locally produced programs.

A consortium of eight television stations finance the service on a cooperative basis: KING-TV, Seattle; KSL-TV, Salt Lake City; KRON-TV, San Francisco; WAGA-TV, Atlanta; WBTV-TV, Charlotte, N.C.; WDVM-TV, Washington, D.C.; and WCVB-TV, Boston.

Midwest Communications Inc., owners of WCCO-TV, started beaming the service in late July via Wold's transponder 10D on the Westar TV.

ABC Special Kids, a series of 30-second programs saluting young people across the country, premieres Sept. 10 on the

ABC Television Network. The informational/educational series highlights ordinary kids who have performed in an extraordinary fashion.

Six animated children's features will be marketed nationally by Turner Program Services (TPS) and Entertainment Marketing Corp. (EMC) this October. TPS purchased the films from Toei Company Ltd. of Japan, and will release one feature every two months. *Puss 'N Boots Travels Around The World* leads the offerings, followed by *The Twelve Months*, *Thumbelina*, *The Dragon Boy* and others.

TPS' CNN Television will offer daily satellite news feeds of *Lifestyle* beginning Oct. 4. The approximately one-hour features will provide investigative reporting, soft news, special interest stories and entertainment features to CNN broadcast affiliates on a two-feed per week basis, Tuesday and Friday.

Cleveland's WMJI promotes classical idea

CLEVELAND—WMJI-FM celebrated Brahms' 150th birthday last Friday by giving away 25 pairs of lawn tickets to the Cleveland Orchestra's performance at Blossom Music Center.

In addition, one grand prize of dinner for two at Blossom, pavilion seats for the concert and a 1984 concert pass for two was given away.

In Detroit, WDIV-TV has added Metro Traffic Control to its *News 4* coverage of the area. The traffic reports are scheduled to be aired during *News 4 Today*, five-minute local news updates aired at 7:25 a.m. and 8:25 a.m. during NBC's *Today*. The reports will also be featured on *News 4* at 5:30 and 6 p.m.

"Comprehensive traffic reporting is a service often provided by radio, but it is new for television," said Robert Warfield, channel 4's news director. The Metro Traffic Control Reports, provided by Bob Dustman, feature easy-to-read maps and graphs showing traffic conditions, delays and average speeds.

The Metro Traffic Control Reports are constantly updated by monitors positioned on area freeways and atop Detroit's Renaissance Center. WDIV plans to increase the use of the reports during sports events, the Freedom Festival Fireworks and the Detroit Grand Prix.

Cleveland's WKYC-TV has received the top honor in the American Heart Association's

CENTRAL

1983 Howard K. Blakeslee Awards for its special *Four Minutes*, dealing with cardiopulmonary resuscitation. The special was produced by Richard Trembath and directed by Barry Loper.

Detroit's country combo, WCXI-AM/FM, presented a free country music concert earlier this month at the Michigan State Fairgrounds Bandshell.

The day-long event, sponsored by Stroh's Beer, featured country artists Bobby Bare, Earl Thomas Conley and Ms. Charley McClain. Also performing were country groups Larry Lee Adkins and the Hanging Tree,

A.C. and the Kentucky Fox, the Stillwater Band and Cane Creek.

WYCC-TV, public broadcaster channel 20 in Chicago, will present *Signing with Cindy* this fall. The sign language series is part of the station's effort to promote awareness of the deaf. The series, which begins this week, is hosted by Cindy Cochran.

In Jackson, Miss., WKXI and WTYX-FM named Blair Radio as their national sales representative and WSLI and WYYN-FM named Selcom Radio to rep them.

WDIV-TV, Post-Newsweek's channel 4 in Detroit, presented *Visions in Bubblegum, Canvas*

and *Stone*, a special on Black folk art, on Aug. 18. The show was hosted by LeVar Burton. Executive producer was Sherry Burns. Harvey Ovshinsky produced.

In Chicago WBBM Newsradio 78 has begun airing a 13-week series on real estate called *The Real Estate Handbook*. The feature, which is being aired twice daily at 9:22 a.m. and 9:22 p.m., answers real estate questions that might be posed by homeowners and realtors, tenants and landlords.

Host Paul Hencke is a noted financial expert and editor of the weekly *U.S. News Washington Letter*. For WBBM, he has hosted other series on financial matters including *Avoiding Investment Gyps*.

REGIONAL REPORTS

KDKA pitches plea for local orchestra

PITTSBURGH—KDKA-TV, the CBS affiliate here, pre-empted the network prime-time schedule last Wednesday for a three-hour telethon to benefit the Pittsburgh Symphony Orchestra.

Pitch In for the Symphony was broadcast live from KDKA from 8-11 p.m. with a wrap-up and final total at 11:30, following the news. In addition to the broadcast, some 25 Pittsburgh-area restaurants and bars held special events with the proceeds going to the symphony.

Eyewitness News anchors Ray Tannehill and Lynn Sawyer and *Pittsburgh 2 Day* co-host John Wade anchored the show.

The fund-raiser was produced by special projects producer Jan Getz, with Liz Herbert as associate producer.

WHWH/WPST-FM, Princeton, N.J., will co-sponsor the 12th Annual Passport Golf Classic, an amateur golf tournament scheduled for Sept. 13 at Beaver Brook Country Club, Clinton, N.J.

Prizes for this year's winners include a three-day, two-night golf vacation at Sawgrass Resort, Ponte Vedra Beach, Fla., a mink stole from Flem-

EAST

ington Furs and a brand new Volkswagen. An all-inclusive entry fee entitles tournament entrants to breakfast, lunch and an awards banquet.

In Baltimore, news/talk WCBM radio will carry a live Monday night sports talk program geared to football fans during this fall's NFL season. *Monday Night Live*, hosted by Baltimore Colts hall-of-famer Artie Donovan and WCBM sports anchor Phil Wood, will originate from Christopher's in Baltimore every Monday evening at 7.

The show will feature phoned-in questions posed by fans to Colts players and head coach Frank Kush. Local sports writers, commentators and members of the Colts' management will make scheduled appearances on the show. Metromedia's WCBM is the flagship station of the Baltimore Colts.

Washington football fans can get an inside look at the game from Redskins place-kicker Mark Moseley, who will host two radio programs on NBC's WRC.



Car 3, where are you?

KYW-TV reporter Mike Strug and cameraman Irv Grodsky are on the road with Car 3, the latest addition to the Philadelphia-based station.

Redskin Report airs Monday and Friday mornings, offering recaps and previews, respectively, and *Redskin Fan Talk* airs from 8-9 p.m. Mondays, with Moseley and other team members taking fan calls.

WCAU, the CBS-owned AM in Philadelphia, premiered *1210 Touchdown* last week, hosted by USFL Philadelphia Stars General Manager Carl

Peterson and *Sportline* host Steve Fredericks.

The show, which will run through the football season, is designed to let football fans pose questions about football to Peterson, who also was associated with the Philadelphia Eagles of the NFL. *Philadelphia Daily News* columnist Mark Whicker was the first guest Aug. 22.

News from coast-to-coast

MediaSouth Inc. sold WWWQ and WPFM-FM, Panama City, Fla., to Culpepper Communications for \$2,105,000 and Rau Radio

Stations Inc. sold WBBB and WPCM-FM, Burlington, N.C., to Maycourt Co. for \$2,625,000. Blackburn & Co. was broker on both deals.

WYNY-FM, the NBC-owned FM in New York, is offering *What's On Your Mind*, with Joyce Hauser, which features

candid discussions and listener calls on mental health topics. Hauser is president of Hauser-Roberts Inc., consultant to a variety of medical organizations.

Mike McKay's Newscope, a program that WBTV, Charlotte, N.C., says is a totally new concept in localized programming, will be launched by the station Sept. 19. The half-hour Monday-Friday show will tell how to capitalize on the day's news, providing self-help solutions to better the viewer's life.

KGO unveils computerized polling

WEST

SAN FRANCISCO—KGO, ABC's Newstalk AM outlet here last week introduced a newly developed computerized polling system that will enable the station to poll its listeners on current issues.

The KGO Radio Opinion Poll can take up to 2,000 calls an hour from listeners with touchtone telephones. They can respond to yes-no questions or rank items in order.

In KGO's studio, the station's staff will have access to the numbers through a video monitor. The station said the poll is part of its continuing effort to involve listeners in the Newstalk format.

Pacific Communications Inc. has agreed to sell KOWL, an AM outlet in South Lake Tahoe, Calif., to Sierra Broadcasting Inc. for \$1,250,000. Broker was Kalil & Co., Tucson, Ariz.

In Dallas, the seventh annual Q102 Lifesaver Blood

Drive, sponsored by KTXQ-FM, recently drew 2,390 pints of plasma from 2,754 red-blooded donors during a six-day event. The amounts exceeded those of last year's blood drive.

Representatives of the Carter Blood Center in Fort Worth, the Wadley Blood Banks in Dallas and Denton, Texas, and Baylor and Methodist Hospitals all said the number of donors during the blood drive exceeded by five to 10 times the number of donors during an ordinary week.

Q102 personalities broadcast live from blood centers during the drive and gave donors Lifesaver Blood Drive T-shirts and gifts donated by KTXQ advertisers.

Actress Sally Struthers and KHTZ-FM, Los Angeles, disc jockey Charley Tuna hosted a

screening of *The Golden Seal* as part of "Kid's Day" for disadvantaged children last Aug. 20 at the UA Cinema Center in Westwood. Some 1,600 youngsters were expected for the screening, lunch and a chance to meet some of the film's stars, including the title character.

KISS-FM, San Antonio, Texas, is offering an "Amateur D.J. Hour" every Sunday night from 11 p.m. to midnight. The amateur jocks are selected from hundreds of audition tapes made during the station's KISSWORLD '83. The guest jock selects the music and offers his or her own patter between cuts.

Beginning Sept. 12, Dallas rocker KZEW-FM's morning team of LaBella and Roddy will do a weekly feature on the local *PM Magazine*, seen locally on WFAA-TV, channel 8.



Top shooter

TV photographer of the year Kenneth Swartz (center), KRON-TV, San Francisco, is congratulated by Jim Baudin of 3M, one of the National Press Photographers Association contest sponsors. Association Chairman Conrad Rose looks on. Swartz won the NPPA Ernie Crisp award for his coverage of the Menlo Park veterans activity in Washington, D.C.

REGULATORY SCENE

FCC releases supplement for LPTV applicants

Revisions to FCC Form 346, which implements the utilization of lotteries for low-power television and television translator licensing proceedings as well as changing certain engineering data, have not been completed.

Until new editions of the form are available, applicants are to file a supplement to Form 346, available from the commission.

FCC corrects SCA report

The Federal Communications Commission has issued a correction on the amendment of Parts 2 and 73 of its

rules concerning the use of subsidiary communications authorizations. The Report and Order was adopted April 7, released May 18 and published in the *Federal Register* July 22.

The corrections remove superfluous words contained in two paragraphs, add a missing definition and correct a numerical error. The changes are in Sections 73.293, 73.310, 73.319 and 73.322.

Temporary phone number for duplicating services

International Transcription Services Inc., the new FCC duplication contractor, has been unable to have its

previously announced phone numbers connected because of the telephone company's work stoppage. Until the new numbers are connected, calls to ITS should be placed to (703) 352-2400 between 8 a.m. and 5 p.m.

FCC establishes DBS advisory committee

The Federal Communications Commission has moved on the approved establishment of an Advisory Committee on Technical Standards for the Direct Broadcast Satellite Systems. Former FCC Commissioner Stephen Sharp has been named chairman.

The first meeting of the

advisory committee tentatively has been set for Oct. 4. The agency will include the organization of working groups, designation of areas for committee study and distribution of materials. The meeting will be open to the public as will membership in the committee. Persons interested in joining the committee should call (202) 653-9098 before Sept. 15.

Lab to speed authorization program

In anticipation of the annual Christmas rush for radio transmitters, computers, television sets and other devices capable of emitting

radio frequency energy to get FCC authorization before marketing, the commission has announced an accelerated processing program.

Concern has been that because of staff shortages and a large number of late filed applications that authorization would not be completed in time for the Christmas buying season. The Office of Science and Technology has indicated that it will use augmented staff and overtime to speed up the processing. OST hopes to have the backlog of applications down to 30 days by mid-September.

CALENDAR

AUGUST

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak St., London, W1R 4HP.

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

SEPTEMBER

Sept. 1—Deadline for entries in *Gabriel Awards* competition. Information: Rev. Harry Schlitt, awards chairman, (415) 673-9294.

Sept. 7—*Ohio Association of Broadcasters* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 8-9—*National Association of Broadcasters* "Investment Seminar." Los Angeles Century Plaza Hotel, (800) 228-3000.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting. Mary College campus, Bismark, N.D.

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

Sept. 10-13—*Nebraska Broadcasters Association* annual convention, Holiday Inn Central, Omaha, Neb.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* annual convention. Gold Nugget Casino/Hotel, Atlantic City, N.J.

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

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

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

Sept. 11-13—*Alaska Broadcasters Association* convention. Captain Cook Hotel, Anchorage, Alaska.

Sept. 13-16—*Nebraska Videodisc Symposium*, presented by the *Nebraska Videodisc Design/Production Group*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: Ron Nugent, Acting Director, Nebraska Videodisc Design/Production Group, P.O. Box 83111, Lincoln, Neb. 68501, (402) 472-3611.

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

Sept. 15—Deadlines for entries in *Southern Baptist Radio and Television Commission* Abe Lincoln Awards. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth, Texas 76150.

Sept. 15—"Buying Your Earth Station: Making the Right Decisions" seminar sponsored by *Public Service Satellite Consortium*. Shoreham Hotel, Washington, D.C. Information: Marketing Department, PSSC, 1660 L St., N.W., Suite 907, Washington, D.C. 20036. (202) 331-1154.

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

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

Sept. 19-20—*Public Telecommunications Financial Management Association* workshops, "The CPB Annual Financial Survey" and "Unrelated Business Income." Holiday Inn Downtown, Denver.

Sept. 19-28—*Western Public Radio* drama production workshop. WPR Headquarters, Fort Mason Center, Building D, San Francisco.

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

Looking Ahead

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

Sept. 22-24—*Radio/Television News Directors Association* international conference, Las Vegas.

Oct. 2-4—*National Association of Broadcasters radio* convention, New Orleans.

Oct. 18-21—*Public Service Satellite Consortium/SatServ Satellite Communications Users Conference*, Washington, D.C.

Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* technical conference and exhibit, Los Angeles.

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

Nov. 14-16—*National Translator/LPTV Association* 21st annual meeting, Las Vegas.

Jan. 14-18—*Association of Independent Television Stations* convention, Los Angeles.

Feb. 9-14—*NATPE International* 21st annual conference. San Francisco.

April 29-May 2—*National Association of Broadcasters* annual convention. Las Vegas.

Sept. 21—*Technology Analysis Group Inc.* "Pan American Technology Policy Forum" San Juan, Puerto Rico, (202) 483-6642.

Sept. 21-23—*National Religious Broadcasters* Midwestern regional convention. St. Louis.

Sept. 21-24—*Telocator* annual convention. Chicago Marriott, Chicago. Information: Ann Director, 2000 M St. N.W., Washington, D.C. 20036. (202) 467-4770.

Sept. 22-23—*Public Telecommunications Financial Management Association* workshop, "the CPB Annual Financial Survey" and "Unrelated Business Income." Galt House, Louisville Ky. Information: Mr. Simmons, (803) 799-5517.

Sept. 22-23—*Institute of Electrical and Electronics Engineers* broadcast symposium. Hotel Washington, Washington, D.C.

Sept. 22-24—*Radio/Television News Directors Association* international conference. Caesar's Palace, Las Vegas, Nev. Future conference: Dec. 3-5, 1984, San Antonio, Texas.

Sept. 23—"Women in the Electronic Media" symposium sponsored by the *Federal Communications Commission* and *American Women in Radio and Television*. FCC Commission Meeting Room, Washington, D.C. Information: (202) 296-0009.

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

Sept. 24-27—*International Institute of Communications* annual conference. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

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

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

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

Sept. 30—Deadline for applications for the *Ohio State Awards*. Radio and television programs originally aired July 1, 1982-June 30, 1983 are eligible. Information: (614) 422-0185.

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

Sept. 30-Oct. 1—*American Advertising Federation* District 9 conference. Holidome, Topeka, Kan.

OCTOBER

Oct. 1—*National Associa-*

tion of Broadcasters' Department of Minority and Special Services "East Coast Hispanics in Telecommunications Symposium, New York, (202) 293-3534.

Oct. 2-4—*Central Canada Broadcast Engineers* Convention and Trade Show. International Trade Center and Constellation Hotel, Toronto, Ontario, Canada. Information: Bob Burger, c/o CHML Radio Station, 848 Main St. E., Hamilton, Ontario, L8M 1M1, Canada.

Oct. 2-4—*National Association of Broadcasters*, "The Radio Convention." New Orleans. Information: (202) 466-2030

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

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

Oct. 3-5—*Ohio State University's* "Videotex: Implications for Marketing III." Hyatt Regency Hotel, Columbus, Ohio.

Oct. 3-6—*Southern Educational Communications Association* annual conference, "SECA '83: Bridge to 1984." Peabody Hotel, Memphis, Tenn.

Oct. 4-6—*National Institute for Low Power Television's* LPTV East conference. Sheraton Washington, Washington, D.C. Contact: Darlene Geller, 17 Washington St., Norwalk, Conn. 06854, (203) 852-0500.

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

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

Oct. 9-11—*Pennsylvania Association of Broadcasters* Convention, Buck Hill Farm, Buck Hill Falls, Pa. Contact: Robert Maurer, 407 N. Front St., Harrisburg, Pa. 17101, (717) 233-3511.

Oct. 10-12—"Children's Television: Still Going Strong," conference sponsored by *National Association of Broadcasters*. Hyatt Regency Hotel, Washington, D.C. Information: (202) 293-5110.

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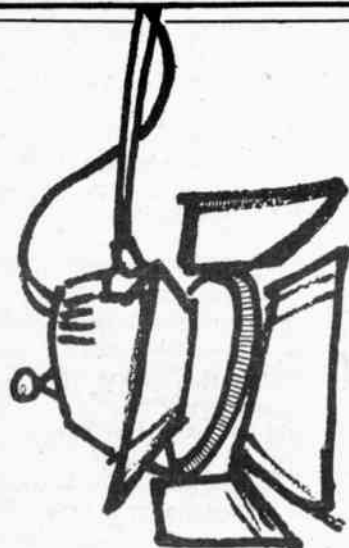
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Peter Passell, "The Editorial Notebook," "The New York Times," 8/17/83

Time running out

"For all Marvin Green's reputation as a dealmaker, he has still to show that he can run a company. Sooner or later he must do so."

"Forbes," in an article about Reeves Communications and its chairman, 8/29/83

Capital comments

Excerpts from "Who's Toughest On The White House—And Why" article in "TV Guide" (8/27 issue):

"I would bet that if you had a control group who watched only CBS, another that watched only ABC and another that watched only NBC, that the impression about the Administration and the standing of the President would be much more negative in the CBS control group."

David Gergen, White House communications director

"There was a period—and that period still remains—where the Administration was saying, 'Well, sure, there are some people out of work, but generally things are pretty good.' Well, part of our job is to get out and talk to people who are actually out of work. This finally precipitated the President's remark about 'They're always putting some guy from

South Succotash who's out of work on the evening news—now, is that really news?' And, you know, our answer, gently and respectfully, is 'Yes, Mr. President, that is news. It's certainly news for the guy who's out of work.'"

"CBS Evening News" anchorman Dan Rather

"Forgetting what any White House might or might not think, I think it's imperative that the press go beyond the staged event—in this White House or anybody's White House. . . . If it doesn't do that, they might as well be playing 'faucet'—which is when the Government says something, you just let it run."

Hodding Carter, chief correspondent of "Inside Story"

Give 'em hell, Harry

"If they don't like this, the hell with them."

Harry Morgan, discussing audience response to "After M*A*S*H" in "USA Today," Aug. 23.

State of mind

"For those who prefer mindless fare, (NBC Chairman and Chief Executive) Grant Tinker has served up such shoot-and-smash-'em-up shows as *The A Team*, in which a posse of mayhem-minded borderline sociopaths go around and beat up on even bigger meanies, all for the sake of justice. It's a violent Sam Peckinpah version of the *Lone Ranger* with a cadre of vigilantes, and its ratings have been going through the roof. . . ."

"*The A Team* may not be quality programming, but speaking as corporate chairman, Tinker says: 'I'm glad the show's on NBC. We have to have something for everybody.' The networks, he adds, 'have bored the asses off audiences for quite some time.'"

"Fortune" Sept. 5, 1983, "Squeeze on the Networks" by Steven Flax

RANDOM THOUGHTS

Holiday fare

When it comes to holidays, radio and TV stations don't get days off. But it's often not business as usual in the studios and control rooms.

At radio stations, for instance, on-air schedules may be shifted and long-form specials aired. And holiday weekends are also favorite items for format changes of every variety.

By this time next week, Labor Day will have passed. And many stations already will be deep in the throes of changes.

Listeners will complain, disc jockeys will squawk. But such is the normal course of radio programming. The switches come like clockwork; only the trends themselves differ.

This year's trends are new music, personalities and that old standby—Top 40. Next year's are still anybody's guess.

Along with the traditional changes in format, however, this upcoming post-holiday period will bring a major change in the technology. AM stereo, as documented in these pages last week, has arrived for real.

Many AM stations are planning to start their first stereo promotions soon after Labor Day. For AM radio to start on the road back to parity

with FM, these promotions must be large and widespread. Paired with creative programming, they must offer listeners an alternative—and a better one at that.

The real losers in this battle, however, may not be FM stations, but rather those AM music stations that have not yet made the transition to stereo.

There's little sense fighting a modern war with obsolete weapons.

On the TV side, Labor Day is nearly synonymous with the Jerry Lewis Muscular Dystrophy Telethon. The 190 stations broadcasting the 17-year-old event next week serve as excellent examples of how broadcasters can truly serve the public interest.

If the telethon were merely a national show, with big-name celebrities drawing viewers, we would still commend stations for giving their time to such a worthy cause. But the Lewis extravaganza is more than a national fundraiser; stations also run their own hourly segments for the benefit of their Muscular Dystrophy Association.

Our congratulations go to Jerry Lewis; to Pat Weaver, chairman of the MDA executive committee; and to all the

other people, both nationally and on the station level, involved in putting on the show.

Once the telethon ends next Monday, viewers can settle back with the premiere episodes of two new major TV series—*The MacNeil/Lehrer Newshour* and *Thicke of the Night*.

The MacNeil/Lehrer show is being touted as network TV's first hour-long newscast. While we're not sure if PBS qualifies as a network in the sense that people have been demanding an hour-long newscast, we are pretty sure that the two veteran newsmen will continue doing their usual stellar job despite twice the time. Having actual bureaus and correspondents in the field is sure to bring in new viewers.

Which brings us, last but not least, to *Thicke of the Night*, being touted in the media as a major challenge to the reign of Johnny Carson. We doubt, however, that Carson will be shelved even if *Thicke* is a success. There's no rule that says two talk/variety programs can't be successful at the same time.

Even if Carson moves on to other things, however, don't think that NBC will ax *The Tonight Show* after 29 years.

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MEDIA MEMO

Advertising and media comments by Ron Kaatz

I'm an early morning person.

I know that thought is generally abhorrent to folks who don't seem to have a full head of steam underway until about 5:30 in the afternoon.

But for me, there's no better brain storming environment than 5:30 in the morning along the Greenbay Road Jogging Trail near my home.

On this particular day a few weeks ago, the radio was on. It was appropriate since I was conjuring up thoughts about the medium.

We're constantly reminded about the creative adaptability and flexibility of radio. And yet, just as we're told that the average person only uses a fraction of his brainpower at any given time, we've not yet come close to recognizing radio's true potential as an advertising communicator.

This is no criticism of the radio networks and stations.

Their job is to maximize audience size by satisfying the programming needs of their listeners. And they're doing a mighty fine job of that.

I'm referring to maximizing the advertising message's ability to communicate—and to stand out from the noise level of surrounding radio messages.

Enormous press is given almost daily to creative uses of cable and the advertiser's ability to deliver unique messages in unique formats where information, entertainment and commercial sell are all blended together.

Advertisers can also use radio to deliver unique messages in unique formats where information, entertainment and commercial sell are all woven together.

One way to accomplish this is via the "Video Event Extender"—a "miniradio" program that an advertiser runs at the same time he is running an expensive special television event.

The idea is to use radio—a low cost, high frequency medium—to extend the advertising impact of a high cost, high reach special television event and do so in the same program environment as the television event.

The "mini program commercial" is advertiser-created and 30 seconds in length.

Miniprogram commercial

5-seconds Advertiser presents (billboard)
10-seconds Miniprogram
10-seconds Commercial
5-seconds Advertiser has brought you (billboard)

For an advertiser who invests millions in a single television event, a "miniprogram commercial" lets him build on this event for thousands of dollars.

And for that advertiser who may only buy a single commercial in an expensive television event for trade support, the "miniprogram commercial" gives him a much larger multi media event he can now promote.

Here's how this concept would relate to a handful of television events:

To this special TV event

*M*A*S*H Finale*
Shogun
Winds of War
Superbowl
50th All Star Baseball Game
World Series
Election Night Returns
The Olympics

Add this radio "miniprogram commercial"

*M*A*S*H Cast Trivia*
Say it in Japanese
Little Known World War II Facts
Superbowl Records
50 Years of Baseball Heroes
World Series Records
Little Know Election Facts
Olympians: Past and Present

IMAGES



'Popeye the Sailor' stronger than ever

NEW YORK—Fifty years after his cartoon debut, Popeye the Sailor is still going strong.

This fall, King Features Entertainment (KFE) will offer to TV stations 192 cartoons, 81 health and safety tips and a 30-minute Valentine's Day special starring the one-eyed, spinach-eating swab with the bulging forearms and trademark corncob pipe.

Many of the features being offered by KFE, a division of long-time Popeye syndicator King Features, are new and focus on such contemporary subjects as drug abuse, computers, space travel, the women's movement and junk food.

Newspaper readers first got a look at Popeye on Jan. 17, 1929, when he made his first appearance in Thimble Theatre, a daily comic strip created by Elzie Crisler Segar.

When Olive Oyl's brother and boyfriend needed a sailor to pilot a boat to Dice Island, where they planned to make a fortune at the gaming tables with Bernice the Magic Whiffle Hen, they came upon Popeye. The sailor, who "fights to the finish, 'cause I eats my spinach," first met Olive Oyl when she stowed away on the boat.

In 1933, Popeye, Olive and rival Bluto made their film debuts in a Betty Boop cartoon produced by animator and producer Max Fleischer.

The daily *Popeye* comic strip is drawn today by Bud Sagendorf, who worked for Segar as a high school student in Santa Monica, Calif. He began drawing the strip in 1958.

Justin Wilson serves bayou cuisine, humor . . . it's 'gar-on-teeed'

By Les Luchter

BATON ROUGE, La.—Hot crab dip, guinea gumbo and crawfish chili are among the dishes served up on *Justin Wilson's Louisiana Cookin'*, a 26-week TV series produced by Louisiana Public Broadcasting.

Since last October, the series has aired over LPB's six stations. It also is shown on WYES-TV in New Orleans and cable TV in Baton Rouge. And negotiations are now taking place with the Southern Educational Communications Association (SECA) for national distribution.

In anticipation of *Louisiana Cookin'* expansion, Justin Wilson spoke to *Broadcast Week* recently about the TV portion of his long and fabled career.

Besides hosting cooking shows, Wilson is a renowned humorist who has recorded several albums of Cajun-flavored tales. He also lectures regularly in his role as a professional member of the American Society of Safety Engineers. He's a deputy sheriff in Livingston Parish, La. And he's about to publish his third cookbook of culinary delights.

Louisiana Cookin' is actually Wilson's second TV cooking series. In the mid-'70s, he hosted *Cookin' Cajun* for the Mississippi ETV network. That series still is being shown in several markets.

"It's the same format," Wilson said of the new series, "just different recipes and different stories."

Wilson ad-libs all the material on his programs. "I don't write a thing," he explained. "Don't have to. When I do happen to see it (an episode), I say to myself, 'I wonder where that came from.'"

Wherever it comes from, it comes mighty quick. Carl Fry, LPB's director of operations and production manager, noted that all 26 shows were taped in only 13 days.

Fry recalled that, prior to working with Wilson, "I heard

a lot of rumors that it was difficult." Now, he calls Wilson "the most professional man I ever worked with. He made it very easy for us... We didn't have to do any retakes."

"For all practical purposes," Fry said, "it was a live show for us." Rehearsals were not needed, but there was a live audience to contend with—about 1,000 people joined Wilson during the 13 days of taping.

"We always have a live audience in the studio for my cooking shows," Wilson said. "When we started this series, I said there's only one requirement. I said you all have to have an audience. I couldn't just talk to a microphone."

The studio's audiences haven't been the only ones to respond to Wilson's recipes and humor. The six LPB stations have averaged a 2.8 rating for his series, which airs Saturday mornings at 10:30. WYES, which airs it an hour earlier, has averaged a 3.0.

That means a lot of potential customers for Wilson's two already published cookbooks, and especially for his upcoming book—*Justin Wilson's Gourmet and Gourmand Cookbook*—which will include most of the recipes from *Louisiana Cookin'*.

"A gourmet is someone who likes delicious food and is picky about it," Wilson expounded. "And a gourmand is a hog—he'll eat anything."

Wilson's plans for the future? "To keep workin', keep makin' people laugh... still cookin', dreamin' up new recipes, concoctin' different things to make people enjoy them."

LPB may produce more episodes of *Louisiana Cookin'*, this time on location at Wilson's property on the Ticksaw River in Livingston Parish.

Most of all, Wilson intends "to live life. Most people just live to exist. I exist to live. That's the difference. We're tryin' our best to live every moment."

And, in Wilson's most famous words, "I gar-on-tee it!"



Justin Wilson becomes a ragin' Cajun when he takes to the airwaves with his "Louisiana Cookin'" as he mixes humor as easily as he does herbs and spices to create back bayou delights.



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