

DBS: Pioneers explore uncharted turf

By Eric Taub



LOS ANGELES—After months of speculation and off-the-record discussion, executives at HBO and Turner Broadcasting made it official last week with their acknowledgment that the two services are in discussion aimed at providing a joint direct broadcast satellite service, beamed from the recently launched Galaxy 1 satellite, sometime in 1984.

While not technically a DBS satellite, tests early after its June launch indicated that the Galaxy transponders are powerful enough to allow reception of its signals with earth stations as small as four feet in diameter.

The talks between Turner and HBO are reported to be in their early stages, with decisions as to the marketing and servicing of hardware still to be determined. HBO operates the Eastern feeds of its HBO and

Cinemax services from Galaxy, while Turner provides CNN and CNN Headline News on that bird.

Speculation about both companies' DBS plans began last June, when HBO executives began to discuss the possibility of providing DBS services with reporters attending the Galaxy launch. Other industry executives began to wonder if the visible poolside meetings then being held be-

tween HBO and Turner officials were to further those plans.

But the official acknowledgment throws a formal monkey wrench into the instituted plans and announced intentions of the several other DBS entrepreneurs. For, despite the hundreds of millions of dollars that at least eight other companies have pledged to invest in the new delivery system, the household familiarity with the HBO

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BROADCAST WEEK

The Station Book

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Religion On Radio

Religious radio, nearly invisible due to lack of ratings and research, now is "coming out of the closet." KSL's Mormon Tabernacle Choir program moves into its 55th year. SFN paves new technology trails in religious programming. NRB prepares for its 41st annual convention in early 1984.

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EXTRA

BW IN BRIEF

CBS leads sweeps

NEW YORK—CBS led as the first half of the November sweeps period ended last week, with its highest weekly season average, 19.6 rating, 30 share, while ABC and NBC tied with 16.3/25. **Page 2.**

Fowler hedges

WASHINGTON—The financial interest and syndication brawl took on a new twist last week as the FCC decided not to rule on the issue until May. **Page 2.**

'Bay City' benched

NEW YORK—NBC's *Bay City Blues* has been benched, but production will continue on the show, and two other fall entries, *Manimal* and *For Love and Honor*, are returning after a brief layoff. **Page 2.**

Broadcast quality

CAMBRIDGE, Mass.—Television Audience Assessment has released results of a survey that shows "cable is not necessarily associated with higher qualitative program ratings." **Page 3.**

International airwaves

WASHINGTON — Representatives from the Reagan administration and broadcasting industry expressed frustration over the Canadian government's royalties policy at a Senate hearing last week. **Page 5.**

Grand Awards

NEW YORK—NBC-TV, CBS News and KABC-TV, Los Angeles, won Grand Awards at the 26th annual presentation of the International Film & TV Festival of New York before an audience of 1,000. **Page 6.**

Chris-Craft group

NEW YORK—Chris-Craft Industries Television Division and United Television Inc. are now, for all intents and purposes, a single group of six TV stations. **Page 8.**

NBC signs up Citrus Bowl; Mizlou miffed

By Les Luchter

NEW YORK—NBC Sports late last week announced a multiyear agreement to telecast the Florida Citrus Bowl, formerly the Tangerine Bowl, starting in 1984. But Mizlou Television Network, which will broadcast the event for the ninth straight time on Dec. 17, claimed that it still has a valid contract for next year.

A Mizlou spokesman said the present contract with the Florida Citrus Sports Association gave the syndicator a "one-year option with four renewal options built on that. If we matched any offer, we could exercise our options. . . . Our management's position is that we've exercised our option to renew and have a valid contract. This position is currently being evaluated by our lawyers."

Chuck Rohe, executive director of the bowl, said, "We entered an agreement with NBC based on the advice of our legal counsel. We feel we have a valid agreement and Mizlou has no rights to our ballgames in the future."

Rohe estimated "the value of the agreement to us is twice the value of the cash rights because of all the promotion we will be getting from NBC." Neither Rohe nor NBC would reveal the cash value of the deal.

Under the new agreement, next year's game will be played Saturday afternoon, Dec. 22.



On hand for TvB ceremonies were Bob Gordon, TvB board member, vice president/general manager, WLWT-TV, Cincinnati; Walter Schwartz, president, Blair Television; William Moll, new TvB chairman, Hart-Hanks Communications; Roger Rice, president, TvB; David Henderson, outgoing chairman, president, Outlet Broadcasting.

TvB hails '84 sales as largest gain ever

By Bill Dunlap

LAS VEGAS—The Television Bureau of Advertising last week put the stamp of official forecast on the generally rosy outlook that most in the industry have for 1984.

In the president's report at the TvB's 29th Annual Meeting here, Roger Rice said that local ad sales will be up by 16 percent next year, national spot will be up the same amount and network advertising will be up 17

percent, for a total television increase of 16 percent to \$18.7 billion.

"How large a gain is 16 percent?" Rice asked rhetorically. "It's the largest percentage gain since 1978 when television dollars were half the size it is today."

"The predicted 16 percent increase is an increase of over \$2.5 billion, the largest single-year gain in advertiser dollar support in television's history. A fantastic figure."

For the current year, Rice said the TvB is predicting that local advertising will be up 14 percent to \$4.3 billion, and national spot up 11 percent to \$4.8 billion.

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Alberto-Culver fires legal shot at TV ad rules

By Les Luchter

WASHINGTON — Alberto-Culver Co. filed a class action suit in U.S. District Court here Nov. 16, aimed at forcing seven leading TV broadcasters to drop restrictions on multiple-product use of 30-second commercials.

The defendants are CBS Inc., Meredith Corp., Metro-media Inc., Post-Newsweek Stations Inc., Scripps-Howard Broadcasting Co., Storer Communications Inc. and Westinghouse Broadcasting & Cable Inc.

The National Association of Broadcasters, which dropped its NAB Code multi-product restrictions a year ago this Wednesday under the terms of a consent decree before the same court, also was named as a defendant. An Alberto-Culver spokesman explained that the NAB was included in the new lawsuit for "retroactive reasons," since it had "originally put together this rule. . . . We felt the rule should never have existed in the first place."

Alberto-Culver also felt compelled to single out those broadcasters it decided not to sue—Taft Broadcasting Co. and Capital Cities Communications Inc., because they "recently dropped their restrictions"; NBC, because "we have already reached an agreement in principle"; and ABC, because "substantial progress has been made in discussions."

The company also had been "negotiating in good faith" with CBS, according to Chairman and President Leonard Lavin. But last Tuesday, CBS

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11th hour bills hit House

By Brian Bremner

WASHINGTON—With the close of the current congressional session drawing near, legislators last week introduced an eleventh hour resolution and bill that would, respectively, impose a voluntary ban on network election predictions before polls close and prevent the repeal of the personal attack and editorial rules.

Commenting on the resolution at a press conference, Rep. Al Swift (D-Wash.), who together with Rep. Bill Thomas (R-Calif.) introduced the resolution, called on broadcasters to "voluntarily refrain from

projecting election results before the polls close."

Concern over speedy election predictions arose after the 1980 election, when the networks announced their predictions a full three hours before the polls had closed in the West. Some have concluded that such predictions affected close state and local elections and contributed to general voter apathy.

An aide at Swift's office, Kathy Jarvis, said the resolution was timed to carry over into next session—an election year—focusing more attention on the issue.

"Any stronger legislation would have been immediately challenged by the courts," Jarvis said. If the networks choose not to abide by the ban, she explained, Swift will have more evidence and support for stronger legislative action.

Network representatives have

Continued on page 4

AT DEADLINE

ALF plans action for 'Day After' fallout

WASHINGTON—The American Legal Foundation announced late last week that it will pursue legal action against ABC for its controversial Sunday airing of *The Day After* on behalf of those who are injured by the program. The ALF is urging parents and their children who feel they have been injured by the program to pursue a lawsuit for damages and to contact the organization.

Concern about the psychological impact of the program, particularly on children, has been voiced by psychiatric and educational associations around the country.

"It is totally unacceptable that ABC, with full knowledge that the broadcast will terrorize viewers, escapes legal accountability for this irresponsible action," ALF Assistant Director John Martin said.

Morning news race tightens

NEW YORK—The morning news race finds the networks with increasingly equal parts of the pie. For the week of Nov. 7-11, *Good*

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24 pages, 2 sections	

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CBS pulls into lead on Nov. sweeps

By Dave Potori

NEW YORK—CBS took the lead as the first half of the November sweeps ended last week.

For the week ending Nov. 13, the network earned its highest weekly average of the season, a 19.6 rating/30 share, while ABC and NBC tied with a 16.3/25.

In the sweeps period from Nov. 2-15, Arbitron gave CBS an 18.9 rating to ABC's 17.2 and NBC's 15.3. For the period from Nov. 3-15, A.C. Nielsen gave CBS a 19.4 to ABC's 17.0 and NBC's 15.2.

CBS also continued to lead the early evening news race during the week of Nov. 7-11, earning a 14.5 rating to ABC's 12.1 and NBC's 11.7.

60 Minutes was the number-one ranked program for the week ending Nov. 13, earning a 27.8/41. Part one of *Chiefs*, CBS' miniseries with Charlton Heston, came in number three with a 25.1/36. Part two of

NBC's *Princess Daisy* ranked number 11 with a 21.2/32. And ABC News' two-hour special on JFK, hosted by Peter Jennings, came in number 60 with a 12.0/19.

On Nov. 9, CBS' *Bill: On His Own*, a made-for-TV movie with Mickey Rooney, earned a 16.8/26, doing little to dent the dominance of ABC's *Dynasty* and *Hotel* with a 23.8/35 and 21.3/36, respectively. CBS' *Whiz Kids* came in third to ABC's *Fall Guy* and NBC's *Real People*, earning a 14.1/21. And NBC's *St. Elsewhere* came in last for the night with an 11.1/19.

ABC's *Life's Most Embarrassing Moments* came close to nailing *Magnum, P.I.* on Nov. 10, earning a 19.8/28 to *Magnum's* 22.1/32. *Trauma Center* came up with a 12.2/18, continuing to do poorly against CBS' *Simon & Simon* and NBC's *We Got It Made* and *Cheers*.

CBS continued to dominate Nov. 11, with *Dallas* and

Falcon Crest easily beating out ABC's JFK special (12.0/19) and NBC's theatrical release *Caddyshack* (15.5/24). NBC's *Jennifer Slept Here* came in last for the night with a 10.6/16, and *Mr. Smith* earned an 11.3/18.

On Nov. 12, NBC's *TV's Censored Bloopers #6* topped the ratings for the night, earning a 17.3/27 against *The Love Boat's* 16.5/26 and CBS' theatrical release, *9 To 5*, with a 16.4/27. CBS ran two animated features, *Bugs Bunny's Thanksgiving Diet*, coming in behind *Diff'rent Strokes* with a 12.7/21 and 14.2/23, respectively; and *Daffy, Thanks For Giving*, nearly matching *Silver Spoons* with a 13.1/21 and 13.5/21, respectively. ABC's *T.J. Hooker* topped them all with a 16.9/27. And NBC's *Yellow Rose* came in last for the night with an 11.8/20.

CBS' *Chiefs*, part one, beat out ABC's movie *For Your Eyes Only* (16.3/26) and NBC's movie *Airplane* (18.9/29),

earning a 25.1/36. ABC's canceled *Hardcastle & McCormick*, with a 16.1/23, fared well against NBC's *Knight Rider*, earning a 17.3/25. *Chiefs* pushed CBS' *Trapper John, M.D.* back to a start time of about 10:30 p.m., but the show earned an 18.7/33 for the night.

On Nov. 14, CBS' *Scarecrow & Mrs. King* and *AfterMASH* dominated their timeslots with 19.5/29 and 20.5/29, respectively. NBC's showing of the movie *Ordinary People* earned an 18.2/29.

Arbitron ratings for CBS' Chiefs

Average ratings for all three nights (11/13, 11/15, 11/16)
 New York 19.5/29
 Chicago 19.3/29
 Los Angeles 18.5/30
 Dallas 21.4/33
 Washington 25.0/39
 San Francisco 21.9/36
 Philadelphia 22.0/31
 Detroit 27.2/38

Eight-market averages for each day:

Sunday, Nov. 13: 23.8/35
 Tuesday, Nov. 15: 20.6/32
 Wednesday, Nov. 16: 21.1/32

FCC postpones until May any finance/syndi actions

WASHINGTON—The financial interest and syndication brawl took on a new twist last week, as the Federal Communications Commission, in a surprise announcement, decided not to rule on the issue until May.

In a letter to the Senate Commerce Committee, FCC Chairman Mark Fowler argued that more time was needed to explore the issue. "We have made this determination on the basis that both houses of Congress, in one form or another, have expressed the desire to permit the private parties time to settle their differences," he said.

Praising the FCC move, Motion Picture Association President Jack Valenti said that "Chairman Fowler's commitment clearly recognized that public and congressional opinion has come down squarely on the side of program diversity and against reinstatement of network monopoly."

The FCC delay effectively defused a bill by Sen. Pete Wilson (R-Calif.) calling for a five-year moratorium on any repeal of the rules. The bill—S. 1705—was tabled by the committee.

The FCC move followed House and Senate action placing a six-month ban on any action related to the bill. President Reagan also has called for a two-year moratorium.

Will 'Bay City' find new life after 'hiatus'?

NEW YORK—NBC's *Bay City Blues* is benched after this Tuesday, but there may be life after "hiatus."

Production will continue on the show and two other NBC fall entries, *Manimal* and *For Love and Honor*, are returning after a brief layoff. In the meantime, viewers are in for a game of musical timeslots.

Love and Honor will move into *Bay City's* Tuesday 10 p.m. slot starting Dec. 6. It originally aired at 10 p.m. Friday. *Manimal* returns Dec. 3 in the 9-10 p.m. timeslot now occupied by *The Roustlers*. It originally aired at 9 p.m. Friday. *The Roustlers* will get a two-week tryout behind *The A Team*, in the Tuesday 9-10 p.m. slot now occupied by *Remington Steele*, on December 20 and 27.

The Friday 9-11 p.m. slot vacated by *Manimal* and *Love and Honor* will be filled with a series of movies and specials, including *Looker* (Dec. 2), *Seems Like Old Times* (Dec. 9), *Oh God, Book II* (Dec. 16), *Skeezer* (Dec. 23) and *House of Cards* (Dec. 30).

Bay City saw a steady decline since its premiere Oct. 25, when it earned a 13.7/22. The following week, Nov. 1, it came up with a 10.6/19, and it earned a 8.5/14 on Nov. 8. The show is expected to return next year, following a promotional campaign developed in part by the show's producer, Steve Bochco.

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It doesn't take your salespeople long to figure out that the way to "make it" in Radio is to last long enough to inherit a good (agency) account list ... because every time they use their radio "pitch" on direct accounts, they find out it *doesn't* work.

CLIENT ORIENTED SELLINGSM by DAVE DRUM is a book that will *immediately* have the light bulbs going off in your salespeople's heads.

CLIENT ORIENTED SELLINGSM is *NOT* another variation on "The Five Basic Steps of Selling Radio." COSSM *is*, however, a step-by-step SELLING SYSTEM that will give your sales staff an Opening (that works), a Pitch (that works), Fact-Finding Questions (that work), successful Answers to real-world objections, and a Close *THAT WORKS*.

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"Now I can quit stealing money from my clients and make their advertising work." Casey Cothron, AE, KORQ/Abilene, TX

"If it had legs, it would be the best salesperson I ever had." Dave Martin, GSM, KWKC/Abilene, TX

"Fact: After two weeks, we had one of the highest billing months in our history." Guy Kosinski, GSM, WJAS/Pittsburgh, PA

"This book allows you to train your salespeople whether you know how to or not." Terry Bettis, GM, KORQ/Abilene, TX

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Study: Cable, broadcast quality compare

CAMBRIDGE, Mass.—“Cable is not necessarily associated with higher qualitative program ratings,” admitted Television Audience Assessment last week as it released the results of a survey called “The Multichannel Environment: A Study of Television Viewing in Two Cable Markets.”

TAA, the qualitative research firm whose work is funded primarily by cable programming companies, said that cable subscribers evaluate broadcast programming in the same manner as non-subscribers. According to the study, viewers respond to specific programs, not to program services or broadcast channels, when selecting their viewing choices. “Appeal and impact ratings reveal no strong distinction between broadcast programs and programs delivered by cable,” TAA reported.

The study examined the viewing habits of 3,000 randomly selected individuals in New Britain, Conn., and Kansas City, Mo. The participants

recorded their responses to every program viewed between 6 p.m. and midnight from April 21 to May 4, 1982.

TAA found that the key distinctions in TV viewing habits between cable subscribers and non-subscribers are the type of programs watched, variety of channels viewed and the way program choices are selected.

Cable viewers, according to the study, are more likely than non-subscribers to refer to printed program listings. Non-subscribers see the program they watch listed in printed form 52 percent of the time, basic cable subscribers 55 percent and multipay subscribers 62 percent.

While 33 percent of non-subscribers usually scan available channels before selecting their final choice of program, the figure is 47 percent in basic cable homes and 52 percent in multipay homes.

Cable subscribers, TAA said, are three times more likely than non-subscribers to change chan-

nels during programs and commercials. In fact, 10 percent of the cable subscribers surveyed said they frequently watch two channels at the same time by switching back and forth between them. On average, the study continued, cable subscribers watch only two more channels than non-subscribers.

The addition of more channels into the home—and the corresponding increase in such popular programming as sports and movies—seems to make cable viewers more positive

about the TV medium as a whole. For example, 43 percent of the cable subscribers agreed with the statement, “TV has a good influence on children,” as compared with less than 30 percent of non-subscribers.

People choosing not to subscribe to cable, according to TAA, have a higher proportion of college graduates than cable viewers. They have less interest in sports but more interest in cultural activities, the arts, social concerns and local and international news.

‘US’ spinoff slated for TV

LOS ANGELES—*All About US*, a daily half-hour TV magazine series based on the *US Magazine* format, will be produced by the magazine in partnership with Barry & Enright Productions. Colbert Television Sales will syndicate the series on a cash plus barter arrangement.

Metromedia is the first station

group to sign on as an equity partner in the project, and will partake of the profits from the series. Negotiations are currently underway with other station groups.

Metromedia plans to air the show in a prime-time block of magazine programs including *P.M. Magazine* and *Entertainment Tonight* on several of its stations.



Rick Dees

Top 40 stations trot out big guns

NEW YORK—With the number of Top 40 radio stations on the rise, the competition among weekly countdown shows has been heating up.

Dick Clark last week signed a new five-year contract with Mutual Broadcasting System for continuation of his three-hour *National Music Survey* program, now heard on 560 stations. At the same time, United Stations announced the premiere of the four-hour *Rick Dees' Weekly Top 40* show on 45 stations. Clark is also one of the partners behind United Stations.

Otis Conner Productions also plans a show called *Hot 30* for an early January start.

RKO Radioshows has decided to expand its *Countdown America* program, now heard on 290 stations, to four hours beginning in January. Broadcast International's *Top 30 USA*, distributed by CBS' RadioRadio network, has more than 200 affiliates after only four months on the air. And the 13-year-old *American Top 40* with Casey Kasem, produced by Watermark/ABC Radio Enterprises for the ABC Contemporary Network, is still riding high with 519 stations—including New York's WPLJ-FM, which has added the four-hour broadcasts to its new format.

United Stations said its countdown program will differ from the others due to the personality of Rick Dees, the superstar morning man from KIIS-FM, Los Angeles. Dees Creations Inc. will produce the show out of Los Angeles, and Dees will bring along his “free-form satire” and such drop-in characters as John Revolving and Jane Fondle.

Nine of the top-10 markets are already airing Dees' countdown show. Stations include KIIS; WHTZ-FM, New York; WKQX-FM, Chicago; KYUU-FM, San Francisco; and WCZY-FM, Detroit. Each hour includes six local and six national ad minutes.

‘Magnum’ rights grabbed by WOR

NEW YORK—WOR-TV here has become the first station in the country to pick up off-network rights to *Magnum, P.I.* from MCA TV, for a fall 1986 start.

Other major market stations that will air the reruns include KTLA-TV, Los Angeles; WGN-TV, Chicago; KTVU-TV, San Francisco; WBZ-TV, Boston; and WJLA-TV, Washington, D.C.

A WOR spokesman would not confirm any figures, but claimed that the buy “exceeds *Hill Street Blues*.” That show went to New York's WPIX-TV for a reported \$200,000 per episode.

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BW11/21

Future dark for late-night news

By Dave Potori

NEW YORK—Late night news junkies have a lot to be worried about.

Even though *NBC News Overnight* fans are mounting campaigns to save the show, it appears that it will still go dark Dec. 2. The future shape of CBS' *Nightwatch*, which is moving to Washington with a new producer and revamped staff Jan. 2, is in question. And it seems likely that ABC's *Nightline*, which grew to an hour on April 25 of this year, will resume its half-hour form in the near future.

This may mean less news in the short run. But next year's presidential elections will bear the full weight of the network's resources, which is part of the reason for the cutbacks now. *Nightwatch's* \$8 million budget reportedly can be cut to \$5 million by the move to the Capitol. *Overnight* reportedly lost \$6 million a year. And *Nightline's* cutback may have more to do with affiliate complaints over low ratings than losing money directly.

Overnight premiered July 5, 1982, and earned a 1.4 rating/11 share for the week ending July 8. For the same week in 1983, it earned a 1.6/13, and for the week ending Nov. 4, 1983, it came in with a 1.5/12. Growing costs combined with "no potential for advertising growth" resulted in the cut. But the program was noted for its writing quality.

"What the network told us was that the show was wonderful, but we don't think we can make any money on it, so it doesn't matter how good it is," said co-anchor Linda Ellerbee. "In the news division, we're in the business of journalism, and

it's easy for us to forget that the network is in the business of business. It doesn't surprise me, but it always dismays me. It's the sort of statement you want to hold up to them the next time they talk about quality versus the sheer profit motive."

It's rare that audience campaigns are mounted to save a news show, but response reportedly has been overwhelming. NBC received 1,700 phone calls between Nov. 9 (when the cut was announced) and Nov. 14. The likes of Barry Manilow, Sammy Davis Jr. and Lorne Michael allegedly have expressed their unhappiness. Ken Reigner, a Washington political media consultant, formed a national group called "Save NBC News *Overnight*."

Murray Rogow, a theatrical agent in Fair Lawn, N.J., says that "without *Overnight*, NBC stands for 'Nothing But Crap.'" He's asking viewers to send network head Grant Tinker \$6 checks in order to underwrite the program. The money is coming in. One check was for \$100.

"We're going to send the checks back," Ellerbee said. "Unless, of course, Tinker wants them."

CBS's *Nightwatch* was launched Oct. 4, 1982, running live from 2-6 a.m. It was cut back to two hours live, two hours repeated, with news headlines updated every half hour, on Aug. 29, 1983. During its first month, Oct. 16-Nov. 6, 1982, it averaged a 1.1 rating/25 share. For the same period in 1983, it earned a 1.3/23.

The show's four anchors, Felicia Jeter, Harold Dow, Karen Stone and Christopher Glenn, will leave the show as of Jan. 2, and will be replaced by a

single anchor yet to be announced or even suggested. Its 59 staff members will suffer a variety of fates, some moving from New York to Washington, some assuming duties on CBS' *American Parade* or finding a place in next year's election coverage, and some leaving entirely.

Jonathan Ward, who recently assumed the role of executive producer of *Face The Nation*, will take on the same duties for *Nightwatch*: The move to Washington is expected to result in more political interviews during the show, viewed alternately as a plus or a minus at that hour of the night. But Ward's record is good so far. *Nation's* ratings have increased 39 percent since he brought Lesley Stahl aboard.

ABC's *Nightline* was originally 20 minutes long, airing at 11:30 p.m. It premiered March 24, 1980, and expanded to an hour on April 25, 1983. At the end of its first quarter on the air, June 1980, it averaged an 8.4 rating/25 share. For the first seven weeks of the fourth quarter 1983, it averaged a 4.8/15. The week ending Jan. 25, 1981, brought the show its biggest ratings, 13.8/36, in the wake of President Reagan's inauguration and the freeing of the Iran hostages.

Alberto-Culver fires shot at ad rule

Continued from page 1

filed a complaint in Federal District Court in New York seeking an affirmation of the legality of its multiple-product restrictions. And Alberto-Culver, which had until Nov. 22 to file a suit under the Statute of Limitations, rushed its own case into court the next day.

In the New York suit, CBS charged Alberto-Culver with attempting to "coerce" the TV networks into dropping their multiple-product restrictions. David Fuchs, senior vice president, broadcast affairs, CBS Broadcast Group, told *Broadcast Week* that this "coercion" referred to the then-impending lawsuit from Alberto-Culver. He charged that Alberto-Culver wanted to force CBS into a

AT DEADLINE

Continued from page 1

Morning America earned a 4.9 rating/22 share to *Today's* 4.6/21 and *CBS Morning News'* 4.0/18.

In daytime ratings, ABC and CBS were virtually tied with a 7.2/24 and 7.1/24, respectively. NBC followed with a 4.9/17.

Blair & Co. lists 14¢ per-share dividend

NEW YORK—The board of directors of John Blair & Co. declared a regular quarterly cash dividend of 14 cents per share of Blair common stock to be paid Dec. 22 to shareholders of record on Dec. 9.

The board also elected Herbert Shayne, president and chief executive officer of Werthan Industries, Nashville, as its ninth member.

USA/USSR game draws 115 stations

NEW YORK—Some 115 stations have committed to carry the USA-USSR hockey game from Lake Placid, N.Y. in prime time on Dec. 9. The game, being distributed by Petry Television and SNI Sports Network, has signed up 49 of the top 50 markets; stations consist of 58 ABC, 26 NBC and 31 independents.

Celebrities gather for International Emmys

NEW YORK—Presenters at the International Emmy Awards presentation Nov. 21 (today) at the Sheraton Centre will include Beverly Sills for the performing arts award; Robert MacNeil for the documentary award; Julie Harris for the drama award; Shari Lewis for the children's award; and Ted Knight for the popular arts award. Anthony Quinn will host.

Danish wins 'David Sarnoff Award'

SCOTTSDALE, Ariz.—Roy Danish, director of the Television Information Office in New York, received the fifth annual "David Sarnoff Award for Outstanding Achievement in Radio and Television" from the University of Arizona late last week. Danish has been head of the TIO since 1962. Winners are selected by a committee composed of such groups as the NEA, NATPE and RTNDA.

'Too Close' clears 49 markets

NEW YORK—The station lineup for *Too Close For Comfort* now stands at 49 markets—32 of the top 50—giving the show a nationwide coverage of 55.5 percent.

Now in its fourth year, the network castoff is being produced by D.L. Taffner in association with Metromedia

Producer's Corp. and is scheduled to resume airing early next year.

Upcoming guests will include "Woody Woodpecker" cartoonist Walter Lantz, who will share trade secrets with Ted Knight's cartoonist character Henry Rush.

FOR THE RECORD

■ The American Association of Advertising Agencies has scheduled a special conference on "The Responsibility in Political Advertising in 1984" for Dec. 9 in Washington. The program, conducted in cooperation with the Democratic National Committee, the Republican National Committee and the League of Women Voters, will be held in the Senate Caucus Room in the Russell Senate Office Building. All members of Congress and their staffs have been invited to the conference.

■ NBC has provided a grant to establish the Jessica Savitch Memorial Scholarship Fund at Ithaca, N.Y., College's School of Communications. Savitch drowned in an automobile accident Oct. 23.

■ The New York Market Radio Broadcasters Association will hold a radio sales seminar Jan. 10 that the association hopes will become an annual event. The full-day January Sales Seminar will be held at New York's Grand Hyatt Hotel and will feature luncheon speaker William Safire, *New York Times* columnist. Topics at the seminar will range from stress to developing new business.

■ Ed Begley Jr., Arsenio Hall, Eddie Mekka, Charles Nelson Reilly, Fred Travena, Shannon Tweed, Bonnie Urseth and Nedra Volz were all celebrity guests on *The Match Game/Hollywood Squares Hour* Nov. 7-11. Gene Rayburn was host of the *Match Game* segment while Sha Na Na's Jon Bowser Bauman hosted the *Hollywood Squares* half.

■ NBC resumes public tours of its 30 Rockefeller Plaza, N.Y., studios on Dec. 12. The regularly scheduled tours have not taken place since 1978.

■ Donna deVarona, a two-time Olympic gold medalist, has joined ABC Sports as an on-air commentator and as assistant to the president, Roone Arledge.

Talkradio slates 13 hours for 'Day After'

LOS ANGELES—ABC Talkradio is devoting 13 hours of programming Nov. 21 (today) to discussions revolving around last night's ABC-TV broadcast of *The Day After*.

The day begins with Owen Spann hosting the film's writer Ed Hume. Michael Jackson will welcome the film's producer Robert Papazian during his mid-day show, along with hydrogen bomb inventor Dr. Edward Teller and Hiroshima survivor Shigeo Sasamori. Ira

Fistell will devote his entire show tonight to phone calls on the nuclear issue, and Ray Briem on the overnight shift will host Dr. Leon Goure, an advisor to the Reagan administration on the Soviet Union and civil defense.

In New York, WABC Talkradio is only airing four hours of the special network programming, but it has been program-

ming 14 other hours of *Day After*-related material since Friday.

The AM O&O simulcast last night's *Viewpoint* special with WABC-TV. The program, airing immediately after the *Day After*, featured a discussion of the film with such guests as Henry Kissinger, Robert MacNamara, Elie Wiesel, Carl Sagan and William F. Buckley.

NBC News faces change

NEW YORK—NBC News viewers will find some old faces in different places in coming weeks. Roger Mudd will anchor live coverage of the memorial service for President Kennedy from Holy Trinity Church in Washington Tuesday, Nov. 22, beginning at 10 a.m. and expected to run one hour.

NBC News At Sunrise anchor Connie Chung will substitute for *Today's* Jane Pauley starting Monday, Nov. 28. Pauley will begin a three-month maternity leave Nov. 23. Two other substitutes will share one month each of Pauley's absence.

Continued from page 1

argued for uniform poll closing times as a solution. In their resolution, Swift and Thomas reject this position, citing the advent of exit polling. "They (networks) often project election results within a matter of hours after the polls have opened," they said.

The League of Women Voters recently released a report, "Non-Voter Study '83-'84," calling for voluntary network standards in election coverage. Although league representative Vicky Harian had not yet read the resolution, she praised the idea. "We have long called for network standards in this area."

In another broadcast issue,

Swift, together with 30 co-sponsors, introduced a proposal to preserve the FCC personal attack and political editorial rules. The bill—H.R. 4324—would prevent the commission from changing the rules before Dec. 31, 1984.

The personal attack rule requires broadcasters to furnish a transcript and air time to individuals openly criticized by the station. Similarly, the editorial rule requires broadcasters to provide air time to candidates the station opposes.

Both rules have been opposed by the National Association of Broadcasters for stifling open debate and discouraging broadcasters from endorsing candidates.

11th hour bills hit House

Broadcasters decry Canada copyright dodge

By Brian Bremner

WASHINGTON — Representatives from the Reagan administration and U.S. broadcasting industry expressed frustration last week at a Senate hearing over the Canadian government's long-standing policy of not paying royalties on U.S. programming rebroadcasts via cable.

In an issue that could have far-reaching implications for U.S. broadcasting interests in the entire hemisphere, the Senate Subcommittee on Patents, Copyrights and Trademarks heard testimony concerning bill S. 736, designed to deny royalty payments to foreign countries that refuse to honor U.S. copyright holders and broadcasters.

For years, U.S. programmers and border broadcasters have tried to convince Canadian courts that copyright holders in this country should be com-

pensated for rebroadcast. However, Canadian copyright law does not consider such retransmissions public performance and, therefore, is liable for royalty payments.

"The Canadian cable operator is content to get something for nothing," Sen. Pat Leahy (D-Vt.), who introduced the bill, said at the hearing. When administration officials pointed out the bill may conflict with U.S. obligations under the Universal Copyright Convention, Leahy said he was open to alternatives.

While U.S. officials at the hearing did not seem to know what action to take, all underscored the importance, both economically and politically, of an international consensus on royalty payments.

Register of Copyrights David Ladd feared that Canadian disregard for copyright compensation may spread to the Caribbean and Mexico. "If we do not move vigorously," he said, "other countries will use

their own laxness as an excuse to pick up U.S. signals."

National Telecommunications and Information Administration Chief David Markey expressed similar concern, adding, "We are going to have to find any leverage that we can find on this issue."

CBS attorney Harry Olsson criticized the Canadian government for not updating its copyright law to include new developments in satellite technology. Technology, he said, allowed the Canadian Satellite Communications Inc. recently to expand its program delivery service by picking up the network and public TV signals out of Detroit.

"The most developed (cable) system in the world is being built at the expense of U.S. broadcasters and copyright holders," he said.

WCAX-TV Vice President Peter Martin, representing the Burlington, Vt., border station, said his station's signal is picked up by a cable operator and

beamed 200 miles north and west.

Martin also said his station has lost advertising revenue because of Canadian corporate tax provision that denies a deduction for Canadian advertising placed with U.S. border broadcasters.

At the hearing, representatives from the Canadian Broadcasting Corp. and the Canadian Association of Broadcasters argued that broadcasters in their country, due to a small programming industry, face a disadvantage competing with their U.S. counterparts.

CBC Programming Director Donald Lytle questioned the real economic impact to the U.S. in the issue and called for more research on the issue. In his testimony, Lytle said Canadian broadcasters spend \$1.25 million annually for U.S. programming rights.

A review of Canadian copyright law and related issues is now underway in Ottawa, Lytle said.

Survey reveals listeners switch

NEW YORK—Blair Radio and Custom Audience Consultants have analyzed Arbitron diaries from the fall 1982 sweep to come up with an estimate of listener station-sharing by format.

The results were based only on non-exclusive diaries that mentioned CAC client stations.

The study found that 80 percent of listeners of contemporary music stations also tuned to other popular music formats such as AOR and adult contemporary. The figure was 79 percent for AOR listeners and 64 percent for adult contemporary listeners.

Forty-four percent of beautiful music listeners also tuned to one or more of the popular music formats. The percentage was the same for country music listeners. But only 21.6 percent of black station listeners tuned to other popular music stations.

Listeners to black stations do tune around.

Non-white usage levels 'highest'

NEW YORK—Weekly household TV viewing levels were 35 percent greater among non-whites than whites during the January-February 1983 Nielsen period, according to a recent usage study.

The only demographic/daypart where white viewing was higher than non-white viewing was women during prime-time hours.

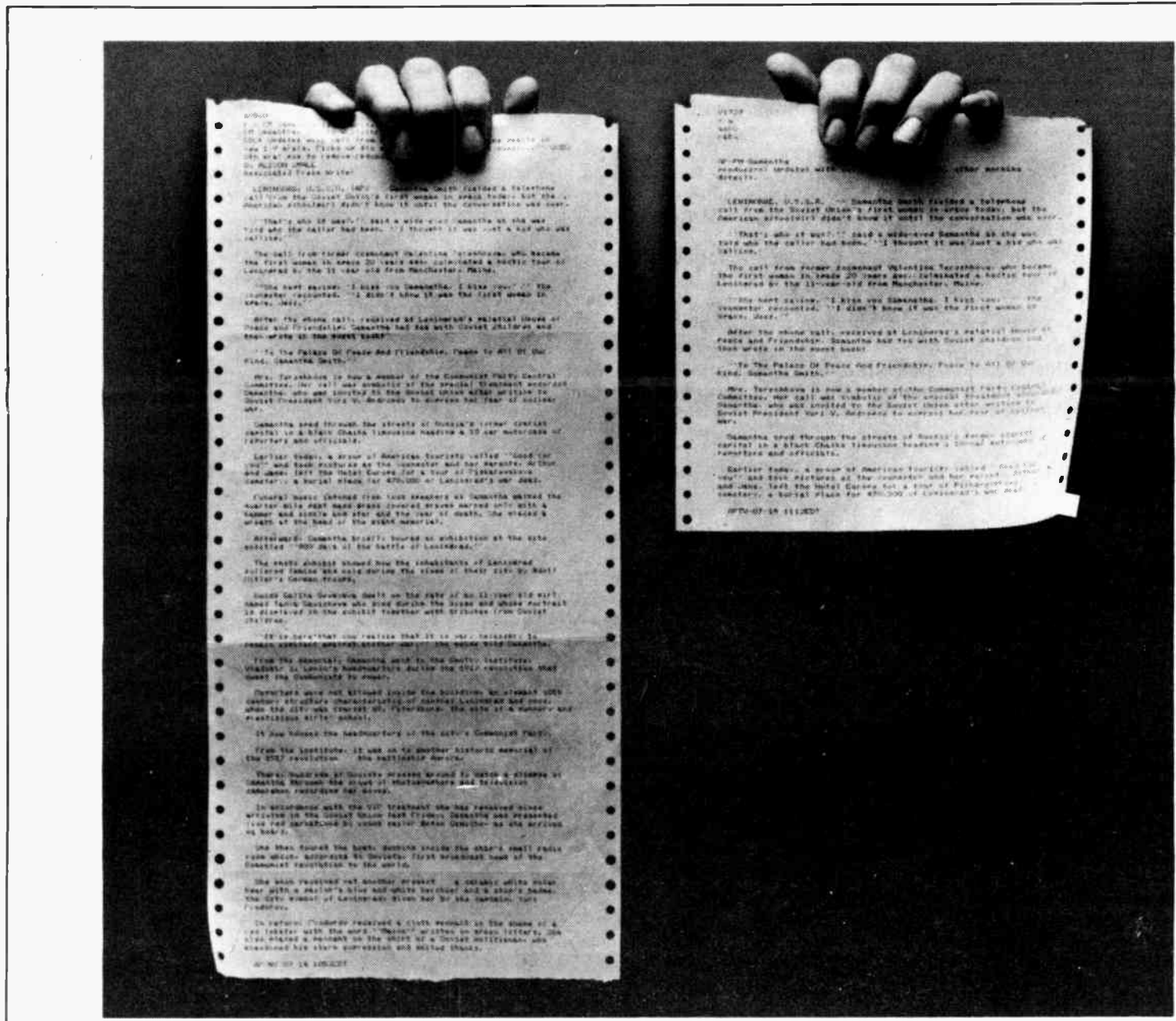
Non-whites had their largest viewing margin over whites during daytime on weekdays, with 60 percent more viewing reported. However, the same daytime shows were popular with both racial groups—*General Hospital*, *All My Children*, *One Life to Live* and the second half of *The Price is Right* made the top five among both whites and non-whites.

In prime-time, the five most popular programs among non-whites were *Dynasty*, *The A Team*, *Gimme a Break*, *The Jeffersons* and *Dallas*. Among whites, they were *60 Minutes*, *Dallas*, *Magnum, P.I.*, *Love Boat* and *M*A*S*H*. In contrast, *Gimme a Break* rated only 64th among whites and *M*A*S*H* 64th among non-whites.

Planning guides ready for ADIs

NEW YORK—Separate *Local Market Planning Guides* for 210 ADIs are now available to advertisers and agencies from Arbitron Ratings.

Each volume is divided into four color-coded sections: an *ADI Market Guide*, which describes the area's TV and radio stations, cable systems and print media, along with demographic information; a *PVT Trends Report*, which gives Persons Viewing Television levels and Home Stations Ratings for 17 demographic groups and 11 dayparts during the past four years' sweeps periods; an *ADI Viewing Allocations Report*, which reveals viewing levels in cable and non-cable households, local and distant signal broadcast stations, superstations and cable programming services; and a *Geographic Planner*, which estimates audience levels for both spill-in of outside stations to the ADI and spill-out of home market stations to other ADIs.



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'Trick' outscores regular TV fare

NEW YORK—*Trick or Treat*, the pilot episode of the proposed *Tales from the Darkside* series, attracted larger audiences than regularly scheduled programming in several markets when it aired over the Halloween weekend, according to Nielsen data released by syndicator Lexington Broadcast Services.

On New York's WCBS-TV, one of five CBS O&Os that aired the half-hour pilot, *Trick or Treat* received a 9.8 Nielsen rating and 18 share—three times the audience of WCBS' regularly scheduled programming the previous week. The show aired Saturday, Oct. 29, at 7:30-8 p.m.

Aired Oct. 28 at 7:30-8 p.m. on Los Angeles' KNXT-TV, *Trick or Treat* drew an 8.8/16. In Chicago, the show had an 11.3/22 on WBBM-TV. Oct. 29 at 10:30-11 p.m. On Detroit's WDIV-TV, *Trick or Treat* recorded a 15.6/27 in prime time—8-8:30 p.m., Oct. 22, the weekend before Halloween.

"Based on its strong performance we are quite optimistic that we will be going to series, producing 23 shows for a September 1984 start," said Roger Lefkon, executive vice president of Lexington Broadcast Services.

Miller Beer bought all five national 30-second spots available for *Trick or Treat*, produced by New York/Pittsburgh-based Laurel Entertainment whose film properties include *Night of the Living Dead* and *Dawn of the Dead*.

Stereo videotapes exposed at SMPTE

LOS ANGELES—*The Tonight Show* has been videotape recorded in stereo regularly for the past year, revealed Edward Ancona, director of film and tape post-production for NBC in Burbank.

Ancona delivered a paper on prime-time stereo TV at last month's SMPTE convention here. The piece was co-authored by Jim Gibbings, director of broadcast strategic planning for the network.

Besides *The Tonight Show*, Ancona said NBC has commissioned Universal Studios to make stereo remixes of existing TV film excerpts and then transfer the audio to 1-inch type C videotape. The mixes were made in several possible stereo formats, including synthesized "album quality," the less elaborate motion picture quality and motion picture quality with three tracks—the third being a center channel for dialog and other mono sound.

Clips of MCA/Universal's *Quincy* and NBC's *Tonight* with stereo sound were played at the SMPTE session.

Ancona speculated that "in-house video productions and feature movies" will be the first prime-time programs produced in stereo, followed closely by "packaged sitcoms and then series shows produced in motion picture (film) format."

Correction, clarification

BW incorrectly reported in its 10/24/83 edition that KTRH received its hurricane reporting information from the National Weather Service. KTRH is an Accu-Weather station and credits its affiliation as a key element in garnering high listenership and making early preparations in its coverage of Hurricane Alicia.



Richard Kagan of NBC displays the Grand Award won at the 26th annual International Film & TV Festival. Arlene Francis, Hugh Downs, Festival President Gerald Goldberg and Bilha Goldberg look on.

Film/TV awards

NBC, CBS News, KABC-TV win 'Grand' honors

By Les Luchter

NEW YORK—NBC-TV, CBS News and KABC-TV, Los Angeles, won Grand Awards in the 26th annual presentation of the International Film & TV Festival of New York, held before an audience of 1,000 at the Sheraton Centre Hotel here.

NBC won in the promotions category for its 1983 fall program spots. *CBS Reports: The Plane That Fell From The Sky* picked up the prize as best news program. And KABC's *L.A.: Above and Below* was named best public service program.

HBO picked up the Grand Award in the entertainment category for its *Not Necessarily the News* series, while Britain's Thames Television won for its entertainment special, *Unknown Chaplin*.

Gold Medals were also awarded in various sub-categories.

NBC-TV won in the series promotion area for its *Another World* campaign and copped a best network drama Gold Medal for the *St. Elsewhere* episode titled "Addiction."

The second part of the *Showdown* episode on NBC's *Cheers* won a Gold Medal for Paramount Pictures Corp. as best network comedy. Paramount's *Entertainment Tonight* also won, as best syndicated magazine format program.

ABC-TV picked up a Gold Medal for its "Face to Face" news promotion, and won in the network sports program category for *Mt. Everest on The American Sportsman*.

NBC's WKYC-TV, Cleveland, also won two Gold Medals: *The Inland Sea Named Erie*, for best local community service series; and the *Child Stealers* episode of *The Dave Patterson Show*, for best local talk program.

Bonneville's KIRO-TV, Seattle, won a Gold Medal for *It Takes a Thief* in the local magazine format sub-category, and another for the best local documentary, *Teen Suicide: One Family's Tragedy*.

Tribune Entertainment Co.'s *At the Movies* won as the best syndicated talk series, while *The Baseball Bunch* with Ozzie Smith and Lou Piniella, from Major League Baseball Promotion Corp., was chosen best syndicated children's series.

The Complete Physical Exam segment of *Hour Magazine* picked up a magazine format syndicated series Gold Medal for Group W Productions, and *Fight Back with David Horowitz* won the syndicated adult educational honor for Contempo TV Ltd.

Other Gold Medal winners under the news category included: KOMO-TV, Seattle, for "Trident Demonstration" (local hard news coverage); KNXT-

TV, Los Angeles, for "Nursing Addiction" (local investigative reporting); WXYZ-TV, Detroit, for "Close-Up: John Z. De Lorean" (local investigative reporting series); WABC-TV, New York, for "Special Effects: Making Movie Magic" (local news documentary); WOR-TV, New York, for *The War Within* (local news documentary series); KPIX-TV, San Francisco, for *Women Vietnam Vets* (local public affairs program); KOIN-TV, Portland, for *Epidemic* (local public affairs program series); the WGBH Educational Foundation, Boston, for *Tailspin/The Selling of Terri Gibbs* (network public affairs program series); and KUTV, Salt Lake City, for *Extra* (local magazine format).

Public service Gold Medal winners included: KDKA-TV, Pittsburgh, for *No More Tomorrows* (local community service); WJKW-TV, Cleveland, for *Kidsworld 8* (local children's educational series); WNET-TV, Boston, for *Miracle of Life/Adventures of Teenage Scientists on Nova* (network adult educational series); WNBC-TV, New York, for *The Foxfire Glow* (local cultural); and London Weekend Television for *Laurence Olivier: A Life* (network cultural).

Gold Medal winners in the Entertainment Special category included: Multimedia Entertainment for *Just Another*

Stupid Kid (syndicated children's programming); the Dick Clark Co. for *The Woman Who Killed A Miracle* (network children's show); Lila Garrett Productions, Beverly Hills, for *The Other Woman* (network comedy); the National Geographic Society and Pittsburgh's KQED-TV for *Save the Panda* (network documentary); CKND-TV, Winnipeg, Manitoba, for *Hunting Season* (local drama); Trebitsch Production Int'l for *The Oppermanns* (syndicated drama series); Thames Television for *Agatha Christie Hour: The Girl in the Train* (network drama series); the Maryland Center for Public Television for *Baltimore Symphony and Leon Fleisher in Concert* (local music); the National Geographic Society and WQED for *Australia's Animal Mysteries* (network nature/wildlife/outdoors); and KITV, Honolulu, for *Molaka I Hoe Aloha* (local sports).

Promotional Gold Medal winners included: KPHO-TV, Phoenix, ("Hawaii 5-Q" program promo); WTAE-TV, Pittsburgh, ("Diner" news promo); Carmichael-Lynch, Minneapolis, ("\$25,000 Guarantee" station promo for WCCO-FM); D'Arcy-McManus & Masius, New York, ("The Thinker" station promo for WYNY-FM); CBS Inc. and Ogilvy & Mather ("We've Got the Touch" campaign).



Paul Fine holds a Grand Award CBS News received at the International Film & TV Festival. Also pictured are Gerald Goldberg; Holly Fine, who co-produced and co-directed the winning production with her husband Paul; Sheila Parker; Bilha Goldberg; Arlene Francis; and Hugh Downs.

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WYCA-FM Radio
Hammond, Indiana

BROADCAST WEEK
The Station Book

CCI buys own stock, now main UTV player

NEW YORK—Chris-Craft Industries' Television Division and United Television Inc. are now, for all intents and purposes, a single group of six TV stations—comprising the fourth largest group of non-network-owned stations in the industry.

Chris-Craft announced last week that recent purchases by UTV of more than 1 million shares of its own common stock had turned Chris-Craft's 5.5 million shares into the majority shareholder.

When Chris-Craft's first quarter ends this November 30, UTV's financial statements will be consolidated into the official reports. Chris-Craft had already accounted for its UTV investment under the equity method, so net income will not be affected. But operating revenues and operating income reported by UTV's four stations will not be included with those from Chris-Craft's two stations in the Television Division reports.

FINANCE

Blair bold in regrouping bid

By Adam Buckman

NEW YORK—In a series of recent restructuring moves, John Blair & Co. took steps to get rid of two subsidiaries and completed the acquisition of four radio stations from Dallas-based Fairbanks Broadcasting.

Last week, the FCC approved the \$50 million sale of KVIL-FM, Dallas, and WIBC/WNAP-FM, Indianapolis. The

new properties bring the number of Blair-owned radio stations to eight—all grouped in a new Owned Radio Stations Division.

James Hilliard, former executive vice president and general manager of Fairbanks, will head the new division. Blair Broadcasting of Texas Inc. is the new holder of the KVIL licenses while Blair Broadcasting of Indiana Inc. holds the licenses for the company's new Indianapolis stations.

Meanwhile, Blair folded its Quantiplex research arm Nov. 11 at around the same time that it entered into negotiations to sell its Starfleet Blair satellite radio rock concert service to Starfleet President Sam Kopper for an undisclosed price.

Quantiplex, based in New York, was established in June 1981 to market research data on the buying habits of TV and radio audiences, but the division "had not achieved profitability," according to Blair.

"We believe that the type of qualitative broadcast measurement data which Quantiplex marketed may eventually play an important role in the sale and purchase of broadcast advertising time," said Jack Fritz, Blair president and chief executive officer.

"However, we have concluded that to bring the division to profitability would require more time and a larger financial commitment than can be justified in light of our company's expanding activities in other areas of broadcasting and marketing which have greater potential," Fritz said.

The timely FCC approval of Blair's radio station purchases, coming soon after the company decided to fold Quantiplex and sell Starfleet, went a long way to dispel rumors that the diversified corporation was getting out of broadcasting.

Blair spokesman Joe Rosenberg said the recent changes will have no effect on the status of Blair's other radio and TV properties or the Blair Television and Blair Radio rep firms and Blair Entertainment, the new name for the former Blair Video Enterprises.

The company's broadcast properties—besides its newly acquired Fairbanks stations—include WHDH/WCOZ-FM, Boston; WFLA/WOJC-FM, Tampa; KSBW-TV, Salinas/Monterey, Calif.; KSBY-TV, San Luis Obispo/Santa Maria/Santa Barbara, Calif.; KOKH-TV, Oklahoma City; and the recently acquired WKAQ-TV, San Juan, Puerto Rico.

STOCKS

EXCH	COMPANY	CLOSING 11/09	CLOSING 11/16	NET CHANGE		52 WEEK HIGH LOW		P/E
				IN PERIOD	IN PERIOD			
NYS	ARC	56.50	56.13	-0.38	-0.66	69.75	35.38	10
ASE	ADAMS-RUSSEL	21.50	23.63	2.13	9.88	30.88	12.00	21
OTC	AMER. ELECT. LATS	30.50	32.00	1.50	4.92	44.25	12.50	42
ASE	AFFILIATED PUBS.	40.13	39.50	-0.63	-1.56	45.00	26.88	15
OTC	A.H. BELO	36.00	-	-	-	52.00	18.50	11
NYS	AMERICAN EXPRESS	34.13	34.63	0.50	1.47	49.50	17.63	9.8
NYS	AMERICAN FAMILY	22.25	23.13	0.88	3.93	24.13	9.50	12
NYS	ARVIN INDUSTRIES	23.00	27.63	4.63	1.34	30.25	11.88	15
OTC	BARFIS INTL.	4.25	4.50	0.25	5.88	9.50	1.63	23
OTC	BBDO INTL.	39.50	40.50	1.00	2.53	47.00	21.88	14
NYS	JOHN BLAIR	32.75	33.75	1.00	3.05	46.50	15.00	15
OTC	BURNUP & SIMS	5.00	5.25	0.25	5.00	14.63	5.00	D
OTC	CABLE TV INDUSTRIES	5.50	5.50	0.00	0.00	9.75	3.00	25
NYS	CAPITAL CITIES COMMUN.	149.00	149.50	0.50	0.34	157.50	67.75	18
NYS	CBS	69.75	70.00	0.25	0.36	78.50	36.13	12
OTC	C-COR ELECTRONICS	10.25	10.50	0.25	2.44	35.13	14.50	13
ASE	CETEC	9.13	10.25	1.12	12.33	12.88	3.88	15
NYS	CHARTER CO.	9.50	10.25	0.75	7.89	15.50	7.00	6.5
NYS	CHRIS-CRAFT	23.50	24.38	0.88	5.85	61.38	19.25	50
CTC	CHYRON	19.25	19.50	0.25	1.30	29.25	10.75	27
NYS	COCA-COLA	55.75	55.50	-0.25	-0.45	57.38	34.50	13
ASE	COHU	6.75	7.33	0.58	9.26	10.63	3.88	16
OTC	COMCAST A	17.38	19.75	2.37	10.49	25.25	9.50	17
OTC	COMPACT VIDEO	5.13	5.25	0.12	2.44	10.50	2.63	18
NYS	CONRAC	17.25	16.75	-0.50	-2.90	24.00	1.50	12
NYS	COX COMMUN.	44.50	43.88	-0.62	-1.40	55.25	26.75	17
NYS	WALT DISNEY PROD.	50.75	50.25	-0.50	-14.47	84.75	49.63	18
NYS	DOY JONES & CO.	49.63	50.00	0.37	0.76	56.25	17.88	30
OTC	DOYLE DANE BERNBACH	22.75	22.75	0.00	0.00	28.50	14.25	17
NYS	DUN & BRADSTREET	57.88	63.00	5.12	8.86	70.00	34.13	21
NYS	EASTMAN KODAK	68.33	72.50	4.17	6.03	98.13	68.13	15
OTC	ELECT MISSES & COMMUN.	10.50	9.75	-0.75	-7.14	18.50	10.00	D
NYS	FAIRCHILD IND.	20.25	21.13	0.88	4.32	24.88	13.63	16
NYS	FOOTE, CONE & DELDING	47.75	49.00	1.25	2.62	51.50	29.50	11
NYS	GANNETT CO.	58.50	60.00	1.50	2.56	72.00	33.13	16
NYS	GENERAL ELECTRIC	54.25	54.88	0.63	1.15	57.75	31.38	12
NYS	GENERAL INSTRUMENT	31.75	33.88	2.13	6.69	66.88	26.63	14
NYS	GENERAL TIRE	31.00	32.63	1.63	5.24	37.50	21.00	13
NYS	GETTY OIL	73.00	73.63	0.63	0.86	77.75	43.00	13
OTC	GRAPHIC SCANNING	6.13	6.13	0.00	0.00	14.44	3.94	D
OTC	GREY ADVERTISING	106.00	110.00	4.00	3.77	110.00	57.00	8.8
ASE	GROSS TELECASTING	56.00	55.00	-1.00	-1.79	68.00	23.25	12
NYS	GULF UNITED	29.63	29.88	0.25	0.84	30.25	19.00	9.3
NYS	GULF & WESTERN	26.75	26.88	0.13	0.47	30.13	11.50	8
NYS	HARRIS CORP.	36.75	38.00	1.25	3.40	51.88	23.00	22
NYS	HARTE-HARKS	21.50	22.00	0.50	2.33	26.75	10.63	14
NYS	HERITAGE COMMUN.	13.50	13.88	0.38	2.78	15.00	7.38	27
NYS	INSILCO CORP.	18.88	19.00	0.12	0.66	26.75	12.25	9.7
NYS	INTERPUBLIC GROUP	52.50	51.75	-0.75	-1.43	62.00	28.88	11
NYS	JEFFERSON-PILOT	38.00	39.50	1.50	3.95	39.75	22.38	9.3
OTC	JOSEPHSON INTL.	13.00	12.00	-1.00	-7.69	20.00	8.13	8.5
NYS	JWT GROUP	38.00	39.13	1.13	2.96	43.00	14.75	21
NYS	KNIGHT-RIDDER	53.25	54.63	1.38	2.58	60.88	28.50	15
NYS	LEE ENTERPRISES	23.00	23.00	0.00	0.00	25.75	11.63	14
NYS	LIBERTY	24.50	23.88	-0.62	-2.55	24.50	10.13	13
OTC	LIN BROADCASTING	17.75	20.00	2.25	12.68	24.63	8.88	19
NYS	M/A COMM	22.50	24.88	2.38	10.56	35.13	13.25	33
NYS	MCGRAW HILL	43.50	46.63	3.13	7.18	53.88	22.63	18
NYS	MCA	37.25	38.13	0.88	2.35	42.13	28.50	11
OTC	MCI COMMUN.	14.25	14.38	0.13	0.88	33.63	12.13	D
ASE	MEDIA GENERAL	54.75	55.00	0.25	0.66	65.75	34.25	11
NYS	HERALD	37.88	38.00	0.12	0.33	42.63	19.25	9.8
NYS	METROEDIA	25.75	25.25	-0.50	-1.94	56.00	19.13	21
NYS	MGM/UA	11.50	14.25	2.75	23.91	22.25	5.13	23
OTC	MICRODYNE	9.00	9.25	0.25	2.78	18.00	7.13	29
NYS	3M	35.13	35.25	0.12	0.15	90.50	51.38	15
NYS	MOTOROLA	134.88	140.88	6.00	4.45	150.00	59.00	26
ASE	NOVIELAD	6.00	5.63	-0.37	-6.25	7.63	2.00	D
OTC	MULTIMEDIA	38.00	37.25	-0.75	-1.97	43.75	19.75	18
ASE	NEW YORK TIMES CO.	85.00	89.88	4.88	5.74	91.75	36.00	17
OTC	A.C. HIELSON CL A	35.25	34.25	-1.00	-2.84	39.75	22.88	15
NYS	HO. AMER. PHILLIPS	75.50	76.38	0.88	1.82	79.63	33.50	12
NYS	OAK INDUSTRIES	5.25	5.88	0.63	11.90	20.25	9.00	D
OTC	OGLVY & MATHER	46.75	48.75	2.00	4.26	60.75	31.50	14
NYS	ORION	14.50	14.00	-0.50	-3.45	30.00	6.13	15
ASE	OROX CORP.	3.25	3.50	0.25	7.69	15.13	3.63	D
NYS	OUTLET CO.	43.75	43.63	-0.12	-0.29	43.75	15.00	33
ASE	POST	59.13	59.50	0.37	0.63	59.50	26.00	21
NYS	RCA	34.13	34.00	-0.13	-0.37	35.38	16.75	18
OTC	REEVES COMMUN.	10.75	10.75	0.00	0.00	23.63	12.00	19
NYS	ROCKWELL INTL.	30.38	32.25	1.87	6.17	35.50	15.50	12
NYS	ROLLINS	16.25	16.13	-0.12	-0.77	18.63	9.88	20
ASE	RSC INDUSTRIES	4.75	5.13	0.38	7.89	7.50	4.00	62
NYS	SCHERING-PLOUGH	41.25	41.00	-0.25	-0.61	48.13	30.00	12
NYS	SCIENTIFIC-ATLANTA	15.13	15.13	0.00	0.00	22.88	10.13	40
OTC	SCRIPPS HOWARD	25.75	24.75	-1.00	-3.90	31.00	17.25	14
NYS	SIGNAL COS.	29.13	31.25	2.12	7.30	38.75	13.13	29
NYS	SONY CORP.	14.88	14.88	0.00	-3.36	17.25	11.00	37
NYS	STORES COMMUN.	29.75	30.88	1.13	3.70	34.50	19.00	13
NYS	TFT BROADCASTING	47.75	49.25	1.50	3.14	57.00	28.25	13
ASE	TECH. OPERATIONS	35.75	38.38	2.63	7.34	41.50	14.00	8.7
NYS	TEKTRONIX	77.75	80.50	2.75	3.54	86.75	34.00	30
OTC	TELEVATION	7.25	7.00	-0.25	-3.45	10.25	2.75	D
OTC	TELEMET (GEOTEL INC.)	2.13	1.88	-0.25	-11.76	4.50	1.50	23
OTC	TELEPICTURES	15.25	15.50	0.25	1.64	24.25	6.63	23
ASE	TEXSCAN	15.50	18.00	2.50	16.13	27.50	9.75	19
NYS	TIME INC.	61.33	63.50	2.17	3.46	78.38	25.50	24
NYS	TIMES MIRROR	79.50	82.00	2.50	8.14	88.00	35.50	16
OTC	TOCOM	4.75	4.88	0.13	2.63	14.00	6.50	D
OTC	TPC COMMUN.	1.75	1.75	0.00	0.00	3.00	1.38	D
OTC	TURNER BROADCASTING	30.75	26.00	-4.75	-15.45	30.75	10.00	170
OTC	UNITED TELEVISION	13.25	13.25	0.00	0.00	14.13	7.38	19
ASE	UNITEL VIDEO	8.13	9.13	1.00	12.31	13.50	10.00	11
NYS	VARIAN ASSOCIATES	51.88	55.00	3.12	6.02	73.00	17.38	26
NYS	VIACOM	28.38	31.50	3.12	11.01	40.88	17.50	19
OTC	VIDEO CORP. OF AMER.	9.63	11.13	1.50	15.58	14.13	7.38	13
NYS	WARNER COMMUN.	21.75	21.25	-0.50	-2.30	59.63	19.88	D
ASE	WASHINGTON POST CO.	70.25	68.75	-1.50	-2.14	72.00	32.50	16
NYS	WESTERN UNION	35.00	35.75	0.75	2.14	54.25	26.25	11
NYS	WESTINGHOUSE	47.75	49.25	1.50	3.14	53.38	25.63	10
NYS	WOMETCO	41.63	41.75	0.12	0.30	43.88	19.75	26
ASE	WRATHER	44.88	39.25	-5.63	-12.53	45.75	19.25	D
NYS	ZENITH	29.75	33.00	3.25	10.92	34.50	9.75	38

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FINANCE BRIEFS

Zenith slates in-set text decoder

CHICAGO — Zenith Radio Corp. said it will begin using ITT MAA2700 teletext chips in digital TV sets due to be available in early 1984.

The chips will allow in-set decoding of World System Teletext signals, such as the Electra magazine from WKRC-TV, Cincinnati.

Digital TV sets, with or without teletext, will cost about 20 percent more than conventional sets, according to a Zenith spokesman.

A.H. Belo shares offered at \$36.13

NEW YORK—Two million common shares of A.H. Belo Corp. are being offered at \$36.13 per share, announced Goldman Sachs & Co., manager of the underwriting group last week.

Proceeds will be used to help finance Belo's acquisition of TV stations from Dun & Bradstreet's Corinthian Broadcasting Corp.

Telepictures reports \$2.4 million earnings

NEW YORK—Telepictures Corp. reported third-quarter net earnings of \$2.4 million, or 38 cents a share, as compared with \$3.2 million, or 56 cents per share, a year ago. Sales decreased from \$27.3 million to \$25.5 million, and fully diluted share net from 53 cents to 35 cents.

Nine-month figures stand at \$3.4 million net, or 54 cents a share, as compared with 1982's \$3.3 million, or 68 cents primary and 65 cents fully diluted. Sales are \$46.2 million, up from \$36.9 million.

Laurel logs \$183,246 2nd quarter loss

NEW YORK—Laurel Entertainment reported a second quarter loss of \$183,246, as compared with a 1982 second quarter loss of \$45,022. Revenues

Halmi shows \$394,442 net gain

NEW YORK—Robert Halmi Inc. showed a net gain of \$394,442, or 3 cents a share, in the second quarter, up from \$227,785, or 2 cents a share, in 1982. Revenue increased from \$2.22 million to \$2.79 million.

The six-month earnings are \$614,197 or 4 cents a

BW EXTRA

RADIO PROGRAMMING

Radio
On
Religion

By Adam Buckman

Although it has been a prevalent form of radio programming practically since the first stations went on the air in the 1920s, the lack of sophisticated audience research and near-invisible Arbitron ratings have caused mainstream radio broadcasters and advertisers to regard religious radio as somewhat of an orphan.

But religious radio today is "coming out of the closet" as ad agencies and their clients become more aware of the fact that Christian radio listeners "put on their pants the same way as everybody else," said radio consultant Larry Green, who has six religious radio clients.

There are 477 commercial and 59 non-commercial religious radio stations in the U.S., according to the New York-based Radio Information Center. Yet a good many of them have audiences too small to be measured by Arbitron while others don't subscribe to the ratings service.

While there is insufficient lifestyle data with which to generate a portrait of the typical religious radio listener, programmers and consultants say the format attracts many age groups with people from all walks of life.

Religious stations, located in

Continued on page 11

Mormon Tabernacle Choir singing message since 1929

By Dave Potorti

Music and the Spoken Word has made its way from the shadows of the everlasting hills around Salt Lake City for more than 54 years on KSL-AM as well as on KSL-TV.

The half-hour program of music by the Mormon Tabernacle Choir, plus a brief uplifting message, is heard on a total of almost 800 radio stations worldwide, including 110 CBS Radio affiliates. KSL-TV carries the show live, and about 40 other TV stations receive tapes for later broadcast.

Music and the Spoken Word is the longest continuously running program of its kind on network radio, first broadcast in 1929 when KSL was an NBC affiliate. It ran on Mondays for three years, and moved to Sundays when KSL became an affiliate of the fledgling CBS Radio Network.

In the days before satellites, CBS would reverse its network lines to KSL-AM, letting the station feed the network directly from Salt Lake City. It was the only non-CBS-owned station given such an honor.

As a subsidiary of Bonneville International, the station now feeds the show via landlines to an uplink in Los Angeles, where it is fed to CBS in New York. Plans are in the works to feed the show directly from Bonneville's uplink in Salt Lake City.

The show was shaped largely by a KSL announcer who went on to become an official of the Mormon Church—the Elder Richard Evans. He hosted the program for 40 years and was followed after his death in 1972 by KSL-TV's current news director, J. Spencer Kinard.

"It's not a paid position. I do it as a volunteer at the request of the church," he said. "CBS was not involved with the decision, which is ironic, because I had worked as a writer/producer for CBS Radio News in New York and had returned to Salt Lake City as a reporter for KSL when I was asked to take on this assignment. A few weeks later I was made news director."

Kinard said there was some concern over a "conflict of image" when he was asked to do the broadcasts.

"The fact that I, as news director, would also be known publicly as what a lot of people would dub 'the voice of the Mormon Church' still gives some people some problems," he said. "But I do not in any way act as a spokesman for the church, other than when I'm touring with the Tabernacle Choir, when I will respond to questions concerning my role with them."

Kinard stressed that while the show often has religious overtones, they are

strictly non-denominational. The show is made possible by The Church of Jesus Christ of The Latter Day Saints (The Mormons), but there is no advertising or mention of that fact.

"The only thing you can say about it is that it is Christian. The message is uplifting and positive about life, but often religion is not even suggested—I did a piece once on sports, for example. There are a variety of topics to help us do a little better today than we did yesterday," Kinard said.

"The title is *Music and The Spoken Word*, and that's really the best description of the show. The Mormon Tabernacle Choir sings songs of all different forms—some of the classics from the old masters like Bach and Verdi, show tunes, Broadway songs, hymns of various denominations and folk songs. My role is to introduce the music, and we pause in the middle for the spoken word."

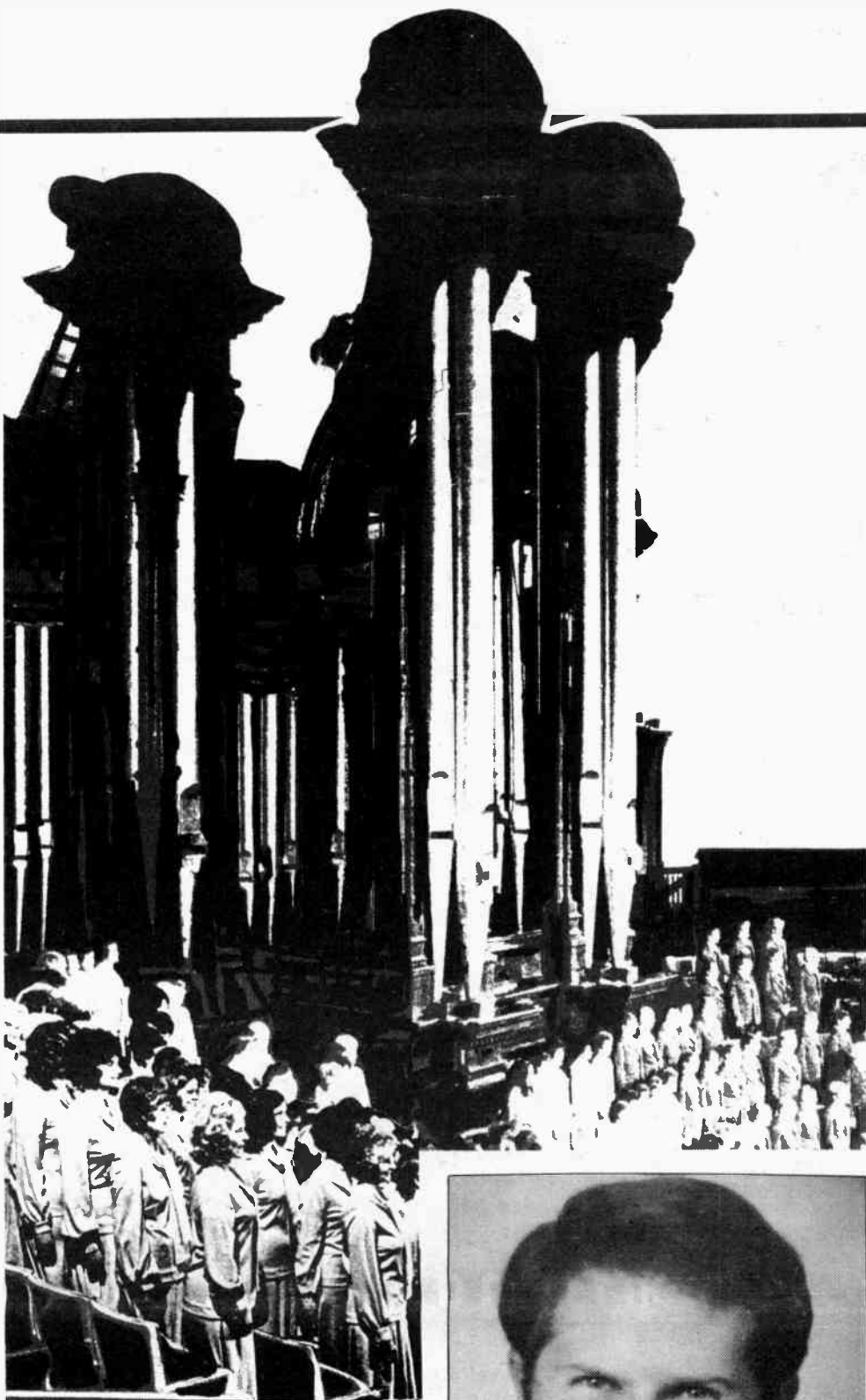
KSL produced the program at first, but it is now handled by Bonneville Productions. A number of local radio stations request the show, and while KSL protects CBS affiliates in their markets, the show is often heard on two or three stations in the same city at different times. TV stations air tapes of the show the following week.

"Our first priority is to network radio," Kinard said. "If there was some sort of a problem with the broadcast and we had to defer to one or the other, we would give deference to radio because it's our primary outlet."

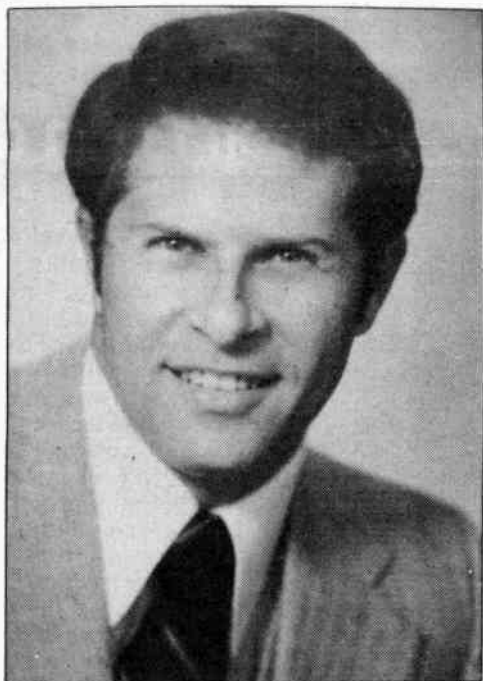
The benefits of doing the show, in terms of local station image, are tremendous. It originates from the 7,000-seat Mormon Tabernacle on Temple Square, a prime place of interest for tourists and visitors. The egg-shaped building, constructed in 1867, is next to the Mormon Temple.

"In the summer months, there is always a full house, and in the colder winter months it will drop off to 2,000-3,000 on a Sunday morning," Kinard said. "It is a tradition in Utah, and while a lot of people may not come to the program regularly, whenever they have guests from out of town it is a must-do attraction. Just about every VIP who is in Salt Lake on a Sunday morning will show up, including people like President Gerald Ford, Henry Kissinger and the actor Jimmy Stewart."

"A lot of people tell me that the show has been a weekly part of their lives since their earliest memories," Kinard added. "When I lived in New York, I didn't listen on a regular basis, but to listen to it when you're from the West gives it a special meaning. It has a relationship to home for a person away from home."



J. Spencer Kinard, vice president and news director of KSL Television News, hosts "Music and the Spoken Word" featuring the Mormon Tabernacle Choir.



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NRB convention

Facing the issues in '84 topic of meet

The National Religious Broadcasters has chosen "Christian Media Facing the Issues in 1984" as the theme of its 41st annual convention, Jan. 29-Feb. 1 at the Sheraton Washington Hotel in Washington, D.C.

Pat Robertson, founder and president of the Christian Broadcasting Network, will open the convention. He will be followed during the four-day event by such speakers as Jack Van Impe, Joni Eareckson Tada, Jerry Falwell and Dr. Oswald C.J. Hoffman—speaker for *The Lutheran Hour*, who has been named "International Media Clergyman of the Year."

A variety of workshops for radio and TV broadcasters will include how to start a program, the latest engineering developments and opportunities in the new media. Seminars for Christian leaders will be held, along with receptions at foreign embassies, the Capitol and the White House.

"We assemble in Washington to be close to the government and the issues (gospel broadcasters and religious leaders) are facing," said NRB Executive Director Ben Armstrong. He added that President Reagan again has been invited as the organization's special guest.

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Volume II Contents

Multiple System Owners: an MSO ranking by total basic subscribers and a profile of each MSO, which includes the locations of the operating systems and total basic and pay subscribers.

Industry Statistics: a listing of the top 250 cable systems by basic subscribers and homes passed, number of systems taking one to six pay services and a channel capacity breakdown.

MDS and STV Operations: a profile of STV stations and MDS Systems, which covers location, owner, programming, subscriber and rate information. Channel information is also included for STV stations.

System Profile: an alphabetical listing by state and principal community of each and every operating cable system in the U.S.; Information includes:

- Principal community county
- System name, address, city, state, zip
- Local manager
- Communities served by the headend
- Multiple system operator(s) having partial or complete ownership in system
- Rates for basic service: installation monthly
- Basic programming (satellite services)
- Call letters of TV stations carried
- Pay services carried, monthly rate and number of subscribers
- Regional services carried, monthly rate and number of subscribers
- Total pay units (as of date)
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- E Pay Television Operator/Programmer/Staff
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- H Microwave/Telephone Companies
- I Broadcast TV/Closed Circuit/AM & FM Broadcasters
- J Educational TV Stations, Schools/Libraries
- K Press/Newspapers/News Services
- L Government Agencies—Federal/State/Local
- M Program Producers & Distributors
- N DBS MDS/STV Operations
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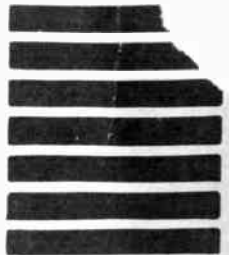
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- Programming Directory:** a complete listing of pay and basic programming services, program producers, a satellite directory and a synopsis of pay and basic subscriber growth by service and total universe from 1977 to 1983.
- Advertising Agencies and Cable Terms:** a profile of the top 100 U.S. advertising agencies, including the cable contact and a dictionary of cable industry terms.
- Financial Information:** tabulations of FCC industry data from 1975-1981, industry lending figures, the top cable companies and a history of construction expenditures.
- Consultants, Analysts and Attorneys:** profiles of the professionals who provide legal, financial, operational and general advice to the cable industry.
- CableVision and CED Index:** an index by subject and company name to all articles in both magazines since 1981.
- Suppliers and Services:** a complete listing of manufacturers and distributors that supply cable hardware and software. Addresses, phone numbers, personnel, regional offices and product line descriptions are included.
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CABLEFILE

EXTRA

Religion on radio discovering new life

Continued from page 9

practically every market where radio stations exist, may carry programming relating to specific religions or sects such as Baptist or Catholic, or they may broadcast programs characterized as simply "evangelical."

Still other stations carry programming relating to many different religions as long as religious groups pay for time spent on the air. Green said he advises his clients to "take programming according to the First Amendment—that's our concept."

Green and partner Ramona Harris entered religious radio consulting last June 1, when they formed Associated Media, based in Denver.

He said he emphasizes "a high level of professionalism" when dealing with clients, who are urged to make such improvements as modernizing news departments and taking advantage of religious programming offered by satellite services.

In general, Green said, very successful commercial religious radio stations are usually located in markets with populations numbering more than 100,000. "The bigger the city, the more churches there will be to advertise on a religious station," he noted.

About six consulting firms across the country specialize in religious radio scatter, Green estimated.

One of them, formed last summer, is a subsidiary of Atlanta-based Burkhart/Abrams/Michaels/Douglas and Associates, the radio consulting company best known for its *Superstars AOR* format as well as its work in top 40, country and adult contemporary radio.

The new Christian Radio Programming Division is being

headed by Brad Burkhart, son of Burkhart/Abrams Chairman Kent Burkhart and an expert in Christian radio and records.

The younger Burkhart has been Southeast promotion director for the last 2½ years at Word Records, a manufacturer of religious records owned by ABC Inc. and based in Waco, Texas. He also has been a principal speaker on programming at the annual National Gospel Radio seminar.

"Like all radio listeners, religious radio listeners have personal lifestyle trends," Brad Burkhart said. Christian music and formats "are strategically placed based on our ongoing research to play what the Christian listener wants to hear when they want to hear it," he said.

The new division's first clients include KBIQ-FM, Seattle; WFOM, Atlanta; WQCK-FM, Columbus, Ga.; and WLIX, Long Island, N.Y.

Programming in the religious radio realm is described as "varied" with the format "taking all different directions," according to Ramona Harris.

Depending on location, she said, religious programming can range from Texas gospel quartets to a style she called "punk rock Christian music," a form barely distinguishable from some AOR selections.

In fact, a noticeable trend in religious radio is a movement of programmers to more "upbeat" styles of religious and gospel music in an effort to attract listeners under 35 years old, Harris said.

Besides music programming, syndicated religious radio offerings include Sunday church services broadcast live, weekly or daily Bible lessons or an array of ministers

hosting a variety of long-running religious radio shows.

Among the popular programs mentioned most often by religious radio programmers are Dr. Charles Swindoll's *Insight for Living*, John MacArthur's *Grace to You*, James Dobson's *Focus on the Family* and the 45-year-old *Back to the Bible Broadcasts*.

Dr. Swindoll's *Insight for Living*, originating from Swindoll's Evangelical Free Church of Fullerton, Calif., is a daily church service while *Focus on the Family* with child psychologist James Dobson is a relatively non-religious daily program dealing with family issues.

Back to the Bible Broadcasts, heard six times weekly, first hit the air in 1937 with Bible teacher Dr. Theodore Epp, who continues to teach three of the lessons every week.

The 30-minute program is broadcast by 352 religious stations in the U.S. with 565 stations scattered throughout the world taking the program in foreign language versions.

Although the program is heard on a majority of the religious radio stations in this country, its popularity is difficult to measure due to a lack of concrete audience statistics, according to Melvin Jones, executive vice president of the Good News Broadcasting Association, Lincoln, Neb., which produces *Back to the Bible* as well as the daily feature, *Pause for Good News*, heard on 245 U.S. radio stations.

"We have never done any real research," he said. About one listener "out of a hundred" responds to the program by writing letters.

With stations carrying its Bible lessons in such far-flung countries as the Philippines, Ecuador, Sri Lanka and India, Good News Broadcasting is an international radio missionary concern.

While Good News "still feels that there are large audiences for religious radio in this country," Jones said, "we receive an almost greater response from international audiences."

Nets expand via satellites

By Les Luchter

Satellite Radio Network's generic-sounding name is ample evidence in itself that the 24-hour service was blazing new trails in technology when it premiered back in April 1981.

Designed to deliver syndicated religious programming to stations via satellite rather than more costly tape duplication, the venture proved so successful that its two owners—Tyler & Associates and Midwest Radio—were soon out convincing other media firms to join them in what would become the far more ambitious Satellite Music Network.

While SMN has grown steadily, accompanied by great waves of publicity, its half-sister has not exactly been standing still. Satellite Radio Network, based in Charlotte, N.C., now has some 150 affiliates, including stations in 37 of the top 50 markets. And Vice President/General Manager Michael Gliner revealed that the network would like to double its station lineup within the next 12-15 months.

SRN also has begun looking for O&Os in major markets. In fact, it recently was outbid in an attempt to buy Mutual's WCFL in Chicago.

Unlike other 24-hour satellite networks, SRN hardly expects its affiliates to carry much programming live off the satellite. About 60 percent of the broadcast day still consists of syndicated religious programming—of a "fundamental, evangelical, non-denominational nature"—which is really designed for stations to tape for later broadcast.

About 40 percent of the time, however, including 2-8 p.m. EST on weekdays, is made up of live telephone talk shows originating from

such cities as Dallas, Denver, Los Angeles, Baltimore and Kansas City.

SRN sells all its air time—the talk shows as well as the syndicated blocks—to various ministries around the country. Affiliates do not pay SRN, nor vice versa. But the religious programmers pay the stations as well as SRN.

The main station requirement is to supply the network with two 15-minute time periods per day—which SRN sells to religious programmers at a premium rate. This time now is being used by the *Voice of Prophecy* program.

SRN supplies its affiliates with earth stations to pick up the programming from Satcom III R.

Bible broadcasting goes satellite

The Bible Broadcasting Network, owner of six non-commercial religious stations in the southeast, recently put its format on Westar III for 18 hours a day. Lowell Davies, president of Bible Broadcasting, said that non-owned affiliates soon will come on line and the service will expand to 24 hours next year.

Bible Broadcasting's mix of Christian music and such national programs as *Back to the Bible* will be available free to both non-commercial and commercial stations. Their only requirement, said Davies, will be to air a minimum of six hours daily. It has not been decided who will pay for satellite dishes, but Davies pointed out that Bible Broadcasting is supported by contributions.

Satellite Systems Corp., Virginia Beach, Va., is supplying Bible Broadcasting with a 15 kHz stereo system via the Cost Efficient Satellite Distribution System. The same technology also has been used by SSC for such broadcasters as the Mississippi State Network and Louisiana State Network.

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USCI launches DBS centered on Indiana

By Adam Buckman

NEW YORK—United Satellite Communications Inc. last Tuesday launched the first U.S. direct broadcast satellite service—providing five channels of programming to some 200 homes in 26 states.

The new entertainment service, received via rooftop satellite antennas, consists of two 24-hour film services, ESPN and two channels offering a variety of entertainment and information programming. Subscribers are concentrated mostly in Indiana and surrounding states.

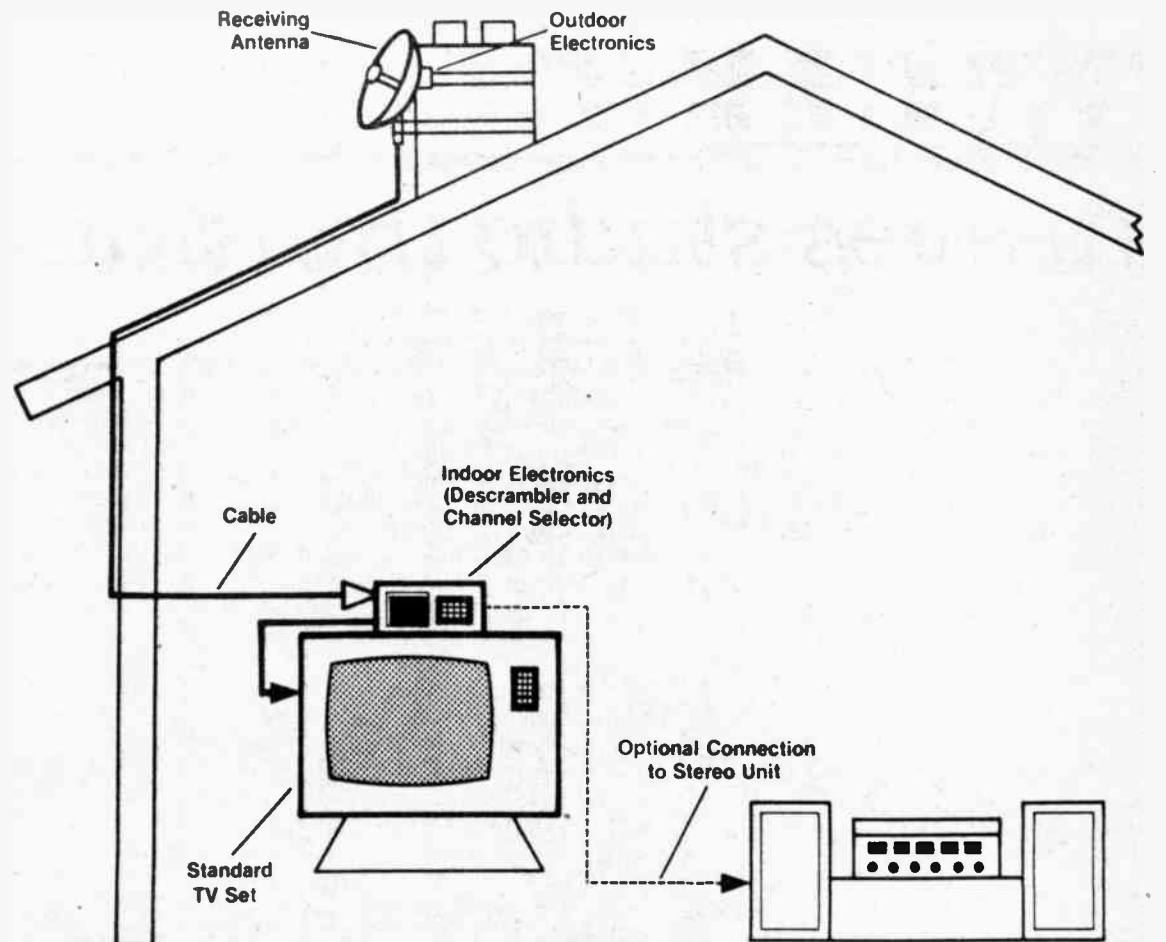
Popular films being shown by USCI in its first month include *Rocky III*, *An Officer and a Gentleman* and *Victor Victoria*.

Prior to last Tuesday's launch at 7 p.m., USCI announced it has reached a number of program licensing agreements, as well as a servicing agreement with RCA Service Co.

Under the agreements, USCI will receive movies, entertainment specials, sporting events, video music and other programming from Universal Pictures, Paramount Pictures, 20th Century-Fox, MGM/UA, ESPN, HBO, Viacom International, Samuel Goldwyn, Atlantic Releasing, Polygram, Castle Hill and Almi Cinema 5.

Other program suppliers include A&M Records, Picture Music International, Satori Productions, Film Gallery, ATI Video Enterprises and Cinema Signal.

RCA Service Co., with 2,800 technicians in 168 offices across the country, will install and service home DBS receiving equipment under a service contract with USCI.



A diagram of the house of the future equipped with DBS receiving hardware, including receiving antenna and outdoor electronics, and indoor electronics—including descrambler and channel selector—connected to ordinary television. A stereo connection will be a popular option.

DBS: Pioneers exploring uncharted territory

Continued from page 1

name and image could manage to seriously upset the carefully laid-out scenarios of the hopeful players.

We create gods, it has been said, only so that we may then stone them to death. So it is with our new DBS gods. Just a few months ago they were touted as deities of a new electronic age, an age where quality programming would finally be available to all, regardless of geographical location. But now, one is often hard pressed to find any supporters of the technology outside of the DBS industry itself.

With direct broadcast satellite technology, viewers will, for the first time, be able to see their favorite televised entertainment, interference-free, whether they live in the midst of skyscrapers or out on the range. The first truly nationwide television delivery system could revolutionize the purveyance of information, while also altering the economics and profits of the creators of entertainment.

But while the cable and pay television industries had the luxuries of novelty and ignorance within which to polish their act, that is not to be the case with the newest and most exotic of the high technologies. Burdened with the experience and failings of the cable television industry, DBS executives have learned that when it comes to their industry, the whole world is watching, despite the fact that nary a viewer can yet be seen.

It is just cable's failings that have piqued the interest in DBS' success. Cable TV promised a diversity and quality of entertainment, but, all too often it does not deliver. Cable promised quality customer service and superior reception, but does not always meet the mark.

But while the current DBS entrants claim that they are not going after the cabled market, the DBS industry's promises of improved service are still important, to both the investment community and to potential subscribers who, while still uncabled, have read enough negative articles to be predisposed against it.

The new DBS services promise everything from far super-

ior picture quality compared to broadcast and cable television, to original programming rivaling the broadcast networks in terms of content and diversity.

Can DBS deliver on those promises? And, in a few years, will there even be a sizable audience to deliver those promises to? While fighting a continuing battle with the broadcast networks for the American viewers' attention, the cable TV industry will soon find itself more and more cast as the model to which DBS services will have to compare themselves.

And that comparison will become ever more important, some industry observers say, as DBS companies move out of their professed realm of serving only the country's non-cabled areas, and begin to try and take away business from the cable operators.

But even before that happens, the DBS industry is faced with another unknown: the intentions of HBO, the service that, to many Americans, defines pay television. Depending in large part on these variables, DBS could turn out to be, according to industry observers, a very viable business for two or three firms or, as one industry observer put it, "a technology whose time has gone."

Player by player

First off the DBS starting line is USCI's Home Satellite Television service launched Nov. 15. Utilizing transponders on Anik C-II, USCI is marketing five channels of programming at a price that, at press time, was believed to be \$39.95, plus a \$300 deposit for hardware equipment.

Next out of the gate is Rupert Murdoch's Skyband service. Originally scheduled for launch at the end of this year, the service will now begin operations in "late 1985," according to a company spokesman.

Skyband officials are keeping mum on details. "We want to take a low profile and plan our business," the company official said when asked about staff levels, programming plans and even the look of its logo. While all the major Hollywood film studios have stated that they have not yet struck a deal with Skyband for the rights to trans-

mit their feature film product, several insiders have said that Murdoch himself has been visiting the studios to tell them about his plans.

Both Skyband and USCI will utilize low-power satellites, with transponders generating on the order of 20 watts per channel. Only with the advent of Comsat subsidiary STC's direct broadcast venture in 1986 will "true" DBS become a reality, with subscribers receiving signals from a 200 watt transponder. While low-power satellites offer increased channel capacity, they also require larger satellite dishes to receive transmissions.

The FCC originally stated that all applicants for DBS services had to comply with a "due diligence" provision that requires permittees to contract for DBS satellite construction by December 1983. That date was changed last month to July 17, 1984, one year after the Geneva Regional Administrative Radio Conference that assigned specific portions of the spectrum to DBS operations around the world.

Other potential DBS operators include CBS, which hopes to launch a high definition television service with as yet undetermined programming. Television broadcaster Stanley Hubbard promises a high power DBS service for the fall of 1986. One channel will offer programming "competitive with the three broadcast networks," while the other two will program a combination of news, specials and esoteric films. "We'll be spending \$1 billion per year in programming," Bob Fransen, vice president of Hubbard's United States Satellite Broadcast Co., said.

Other announced DBS players include RCA, Graphic Scanning, Western Union, Video Satellite Systems and DBS Corp.

USCI's programming consists of two 24-hour film channels, ESPN, plus two variety and entertainment services. The two film services have been referred to internally as the "entree" and the "appetizer" channels. The best, biggest pictures (in terms of budget and execution, but not necessarily critical success) will appear on the "A" service, with more

esoteric offerings on the "B" channel. "We'll be counter-programming the movie services," a company executive said. "We could have *An Officer and a Gentleman* on the first service, and a family oriented title on the second."

Risky business

The costs associated with entry into DBS are not low. It has been estimated that USCI's venture has rung up \$150 million in expenditures prior to launch. And the costs of starting a high powered DBS system will be even greater, with estimates ranging above \$250 million, according to one investment analyst. In addition, home receiver units will run around \$300 each. And programming should cost the companies about \$6, on a per-subscriber basis.

While the DBS ventures eventually may attempt to move in on the territory that cable TV is now able to call its own, the initial forays will concentrate on those non-cabled areas of the country, both rural and urban. But that means that the companies essentially will be starting from scratch, building up huge sales, service and billing infrastructures that have caused more than one pay television veteran to raise his eyebrows.

One executive with long experience in the trials and tribulations of pay TV servicing was pessimistic about the problems that DBS faces. "You get one or two service people out of 10 that you hire who know what they're doing. You often have to send two guys out on an install; the second one to correct the mistakes that the first one made."

Another source wondered how installations could be profitable in rural areas. With subscribers living far apart from one another, and an install taking up to three hours to complete, he doubted that one serviceman could do more than one install per day. "If I was a DBS company, I'd have my installation act together," he said. "The cable industry doesn't have that. They still don't service customers well enough."

Some industry observers believe that the cable market

will expand too rapidly to allow DBS to compete. Especially in the early days of the industry, DBS' lower operating budgets and unfamiliar program offerings will mean that the industry will have to aim for the non-cabled, rather than the already cabled home.

A number of different estimates exist as to the size of the market that will not be passed by cable in 1990. Alan Flaherty, director of Kalba, Bowen Associates development group, puts that number at "no more than 10 million homes." One pay TV company believes the number to be closer to 7 million, while ICR's Cable Information Service pegs it at 14.3 million, or 15 percent of the nation's then 95 million TV households.

Of that number, it is generally agreed that DBS services would only be interested in selling to 50 percent of those homes, with the rest of the population being too poor, bad credit risks or in too remote an area to be profitable customers. If it is assumed that DBS will interest 50 percent of homes marketed, then a potential DBS universe of 2.5-3.5 million non-cable TV-passed homes could be envisioned.

Of course, several other variables fit into this equation. DBS services actually will begin much sooner than 1990, when more homes remain unpassed by cable.

"We're looking with great interest at the non-residential market," stated STC Senior Vice President of Programming, Richard Galkin. "This is what we mean by non-cable passings. Police, fire, schools, hospitals. What about every McDonald's and Midas Muffler Shop? There are never enough McDonald's in one cable franchise to dedicate even one hour per month to their program interests. What if we could talk to a corporation with thousands of small installations around the country? They could use DBS to entertain their customers, for employee training or just to cheer up their 'troops.'"

USCI President and Chief Executive Officer Nathaniel Kwit was equally optimistic. "In six months (from launch) we'll be available in 55 percent of U.S. TV households."

To be continued next week.

TECHNOLOGY UPDATE

Reeves studio transformed for 'Search'

NEW YORK—Reeves Teletape's 81st St. studio here was transformed recently into an abandoned warehouse for a special two-day taping of NBC-TV's *Search for Tomorrow*.

Reeves provided the *Search* crew with a Chapman Crane, an RCA TK46 and several Steadicams with Ikegami 79B lenses for the "film-style" shoot, which took place in the studio and outside on 81st St.

To turn the studio into a warehouse, the sets were extended to twice their normal height—almost 20 feet—and the lighting was redesigned. Several night scenes were filmed outside on 81st St. between Amsterdam Ave. and Broadway.

Comprehensive Video Supply Corp., Northvale, N.J., has introduced a portable "legless" tripod designed for video shots in limited space.

Comprehensive's Model 480 Bilora Video Clamp Column provides smooth pan and tilt capabilities in cramped situations by clamping to cylindrical or flat surfaces up to 2½ inches thick.

The clamp column can accommodate cameras weighing up to 18 pounds and comes with the Bilora Model 1464 Fluid Effect Head with standard ½-inch x 20 thread. Surfaces recommended for the Clamp Column include table tops, ledges, rooftops, cars or helicopters.

Logitek Electronic Systems, Houston, has introduced the PAI-4 Pro Audio Interface, which allows unbalanced audio equipment—including VTRs and consumer equipment—to be connected to balanced professional systems.

The 1¼-inch unit includes all balancing, impedance and level-changing circuitry for interfacing two audio record lines and two audio playback lines. All unbalanced feeds and connections are via rear-panel XLR connectors or phone jacks.

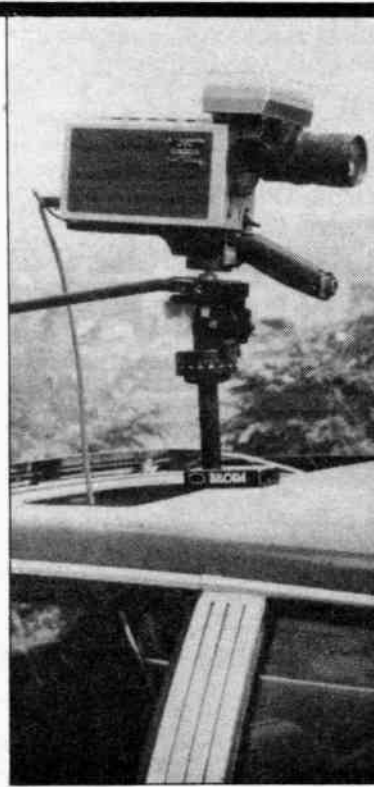
Protected by a five-year limited warranty, Logitek's Pro Audio Interface costs \$360.

New profit opportunities offered by satellite networking is the subject of **Make Money with Your Dish**, a seminar

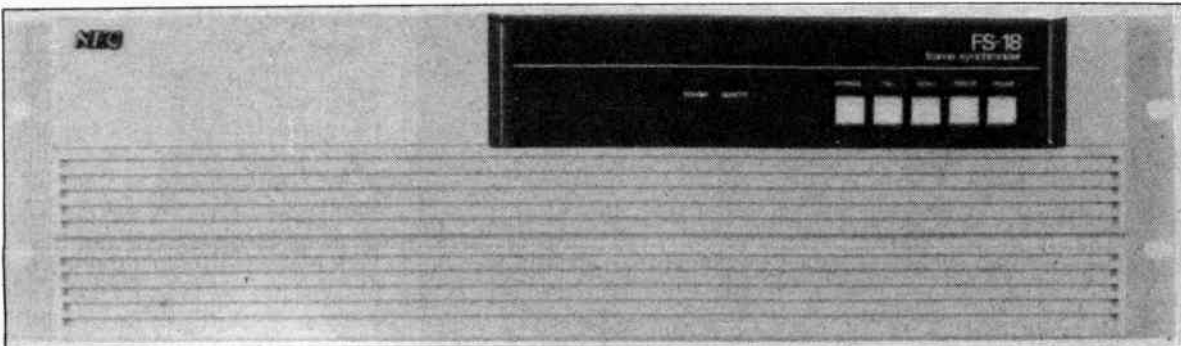
HARDWARE



Reeves Teletape cameraman Jerry Gruen lines up a shot with three "Search for Tomorrow" principals, Mary Stuart, Jay Acavone and John Aniston.



Comprehensive Video Supply Corp.'s Bilora Clamp Column, Model 480 'legless tripod.'



NEC America's FS-18 frame synchronizer.

scheduled for Dec. 5-6 in Washington, D.C., at the Sheraton-Carlton.

For \$595, attendees can hear and meet with radio broadcasters and satellite executives including Ben Avery, vice president of station relations for Mutual Broadcasting; John Boden, president of Blair Radio; Ronald Pearl, satellite coordinator for ABC Radio; and Wold Communications President Gary Worth.

Topics to be discussed include future costs of local telephone loops, negotiating network compensation, profits from leasing FM subchannels and equipment investments.

The conference is sponsored jointly by Waters & Co., Binghamton, N.Y., and Phillips Publishing, Bethesda, Md.

NEC America's Broadcast Equipment Division, Elk Grove Village, Ill., is marketing the FS-18, the latest in its line of frame synchronizers.

The FS-18 features options for time-base correction, freeze-frame and four-field color processing. The unit is recommended for remote locations or for use in a mobile studio truck.

Other features include single coaxial cable remote control, built-in data rotation and

memory analyzer, separate sync output and optional expanded memory.

WBTV-TV, Charlotte, N.C., has received FCC permission to relocate its transmitting facilities to a new 2,000-foot tower in northern Gaston County, N.C., about five miles west of the station's present transmitter atop Spencer Mountain.

Station officials say the new tower will be almost four times higher than Charlotte's North Carolina National Bank Building, the tallest structure in the Carolinas. The new facility,

which will also be used by WBCY-TV, Greensboro, is expected to be completed by next fall.

The new antenna, which will be 70 percent higher than WBTV's old facility, will be built with 692 tons of tower steel and more than eight miles of guy wires and cable to resist winds blowing up to 127 miles an hour.

GTE has donated a 10-meter C-band satellite earth station to WGBH-TV, the Boston public broadcasting station. The dish, worth about \$500,000, is part of a \$1.5 million goal set by the station to upgrade its technical facilities and equipment.

The addition of the new hardware means WGBH will be able to cease using landlines or microwaves to transmit programming to the nearest PBS transmission facility in Hartford, Conn. The GTE donation was part of the corporation's Fund for the Eighties charity drive.

Tektronix, Beaverton, Ore., has reduced the base price of its 4041 Instrument System IEEE-488 Controller from \$4,995 to \$3,995, a decrease of 20 percent.

The price reduction is due to the deletion of the 4041's 32-kByte increments and the replacement of the controller's 16k RAMs with 64k RAMs.

The company is also making available three new memory configurations—128k, 256k and 512k—priced at \$700, \$1,200 and \$2,200, respectively. The prices are about 70 percent less than memory configurations with 32 byte previously available.

Aurora Systems, San Francisco, has introduced an expanded weather and sports data display option for use on the Aurora/100 Digital Videographic and Animation System.

The new package includes pictorial and textual weather information and sports data supplied via phone modem from Weather Services International.

Data includes 51 categories of weather information such as wind chill indices, surface temperatures, barometric pressure and relative humidity, as well as professional and college sports scores.

PROGRAMMING BRIEFS

Dr. Wayne Dyer Talks To America will be available as a half-hour syndicated television strip in September 1984 through **Firestone Program Syndication Co.** Dyer, author of such books as *Your Erroneous Zones*, will host a variety of guests and field questions from studio audiences during the shows.

The **SIN Television Network** presents *Extravaganza*, a two-hour model competition, Nov. 27 at 8:30 p.m. EST. Seventy-two models will compete for the title of "Look of 1983" in festivities at the Acapulco Center in Mexico. The program also will be telecast in 22 countries around the world.

Steve Allen, Ray Bolger and David Hartman appear in a 30-minute special, *A Christopher Christmas*, offered free to television stations during the holiday season by **The Christophers**.

The tape is available through the nondenominational group's New York City office.

Every Second Counts, a new comedy game show, will be available for syndication beginning in September 1984. *Real People's* Bill Rafferty will host the half-hour strip, produced by **Group W Productions** in association with Charles Colarusso Productions.

James Cagney makes his first made-for-TV drama appearance in *Battling Joe Moran*, an **ITT Theater** special airing on CBS next spring. Art Carney and Ellen Barkin co-star.

NBC's **Friday Night Videos** featured guest hosts for the first time Nov. 18. Jonathan Cain and Neal Schon of the rock group Journey introduced their favorite video music in a specially

produced segment from San Francisco.

The 1983 Heisman Trophy Award, a one-hour television special exploring the tradition of the sports award, will air via satellite on a national network of television stations Dec. 3. The 1983 winner of the 49-year-old award will be announced during the broadcast, which will air live in all time zones. The show is produced by **Cappy Productions Inc.** and the station network is being cleared by **SFM Entertainment**.

An hour-long ABC television adventure series, *Blue Thunder*, will be based on the movie of the same name. The show is currently in production and is scheduled to air mid-season. James Farentino stars, along with pro football players Dick Butkis and Bubba Smith. The series is being produced by Roy

Huggins/Public Arts Productions Inc.

Supergroups Live, a series of rock concerts, will be broadcast on the **ABC Rock Radio Network** in 1984. A minimum of eight concerts, about 90 minutes long, will air live via satellite starting in March.

News/Sports Radio Network will air its *Audioline* features and actualities to UPI Radio Network subscribers through UPI's satellite distribution system starting Nov. 21. Non-UPi Radio affiliates will continue to receive the free features via phone on automatic tape machines.

The Motown 25th Anniversary Radio Special will be syndicated worldwide through an agreement between **Motown International** and **British Broadcasting Corp.** The program will

run at least 10 hours and will be heard simultaneously in 69 countries. U.S. distribution will be handled by London Wavelength.

Guitarist Leo Kottke joins Bill McClaughlin, host of **Saint Paul Sunday Morning**, for an hour and a half of music and conversation Dec. 4.

Crash Course, 30 humorous three-minute radio sketches on driver safety, is being offered to more than 250 public radio stations. The project is a cooperative effort of **Minnesota Public Radio** and **National Car Rental System**.

More than 500 radio stations are expected to air **Mutual's Country Music Countdown 1983** at year's end. Musician Ronnie Milsap and WHN-AM's Lee Arnold will co-host the special.

KLZ brings in clowns, signs Gold

DENVER—Country KLZ radio earlier this month hosted the First International Bull-Fighting Rodeo Clown Competition at the 1983 Coors North American Finals Rodeo held at the Denver Coliseum.

Four contestants competed for \$5,500 in cash and an \$800 hand-sculptured silver belt buckle, as well as the title of North American Champion Bull-Fighting Rodeo Clown.

Winners were chosen on the basis of entertainment value and comedy presentation, free-style bull-fighting and ability to protect bull-riding rodeo contestants. Awards were presented by KLZ air personality Sandy Travis.

WEST

KLZ also has signed an agreement with the USFL's Denver Gold to carry live coverage of the team's 1984 season. The agreement marks the second year that KLZ has served as the flagship station of the Curt Gowdy Network.

Citing the success of its Sunday evening oldies show, *Johnny Goyen Remembers*, KRBE-AM/FM, Houston, has decided to present *Oldies but Goodies* all weekend long.

The weekend-long oldies festivals begin at 6 p.m. Friday and conclude at midnight Sun-

day featuring hits of the '50s through the '70s. KRBE began its *Oldies but Goodies* Nov. 11.

Beginning last Monday, KMGH-TV, Denver, began airing a series of reports on a suspected link between tooth fillings made of Silver Amalgam and several serious diseases.

News7 reporter Tom Bearden focused on the work of a Colorado Springs dentist, Dr. Hal Huggins, who first noticed some of his patients were hypersensitive to mercury, an ingredient in the fillings.

The Quicksilver Connection was aired as part of News7's Nightscene edition at 10 p.m.



Denver's KLZ radio signs on for a second season of live coverage of the 1984 Denver Gold of the United States Football League. At Denver Gold headquarters for the occasion were, from left, Rob Hasson, KLZ general manager; Craig Morton, Gold coach; Ron Blanding, Gold owner; and Bill Roth, Gold general manager.

REGIONAL REPORTS



EAST

Koch aids in 'tribute' to WNYC

NEW YORK—Mayor Ed Koch was the host of a *Live from Gracie Mansion* tribute to composer Aaron Copland on the 40th anniversary of New York's WNYC-FM on Nov. 16.

The broadcast, which capped a day of Copland recordings as well as interviews with special guests, began at 8 p.m. from the mayor's official residence. Copland received the New York City Seal of Recognition from the mayor.

For the broadcast, Copland compositions were performed by a variety of classical artists on piano, violin and cello. The concert was distributed nationally to National Public Radio and was followed by a private reception.

More than 11,000 people attended "WCAU-AM Day at the Art Museum," a free day at the museum sponsored recently by the radio station in Philadelphia. Appraisers also were present to evaluate collectors' items brought to the museum by "Museum Day" participants.

All day the station conducted a series of remote broadcasts from the foot of the art museum steps, which achieved nationwide fame as part of Rocky Balboa's exercise routine in *Rocky*.

Anchoring the broadcasts were WCAU's Harry Gross, Wally Kennedy and Maxine Schnall with reports from various exhibits from Steve Highsmith, Deborah Byrne, Dr. Marc Rosenberg, Bill Hart, Jim McCormick, Steve Fredericks, Gesa Sklaroff and Frank and Mary Jelinek.

WGMD-FM, Rehoboth Beach, Del., has begun programming KalaMusic's Lite Contemporary format. WGMD officials say the programming choice was made after six months researching various program services. The station is owned by Resort Broadcasting.

Selcom Radio has been named the exclusive national sales representative for **WXBM-FM**, Pensacola, Fla. The station, owned by Mapoles Broadcasting Inc., plays country music.

WPVI-TV, channel 6 in



AM inauguration

New Jersey Gov. Thomas Kean (right) helps inaugurate his state's first AM stereo station, **WHWH**, Princeton, with John Morris, president of WHWH owner Nassau Broadcasting Co. WHWH is using Motorola's C-Quam AM stereo system.

Philadelphia, has begun accepting applications for its annual Variety Club Telethon to air in February. Auditions are being held Dec. 8 and 15 and Jan. 5 for the telethon scheduled to air Feb. 4-5.

Decals colored bright yellow and black are helping to identify "safety havens" for youngsters in the Charlotte, N.C., area. The stickers, sponsored by the Hornets' Nest Girl Scouts and the Charlotte-Mecklenburg Council of PTAs, were provided by Charlotte's **WPCQ-TV**, channel 36.

Safety havens are designated neighborhood homes deemed safe enough for children to go to if they encounter strangers, kidnapers or potential molesters on the way to or from school. The station estimates there are some 700 safety havens around the Charlotte-Mecklenburg area.

WINZ-AM, Miami, has encouraged its listeners to send mail to the Marine Corps in Lebanon. The station is offering to pick up the overseas postage for anyone interested in writing a letter.

WAMU-FM, Washington,

celebrated the 12th anniversary of its jazz and information program *Spirits Known and Unknown*. Relying on a workshop production group, the program features news, interviews and progressive jazz. *Spirits Known and Unknown* airs every Saturday from 3:05 p.m. to 6:30 p.m.

WAVY-TV, Portsmouth, Va., will air a three-part series entitled *Parental Burnout*. Reporter Eileen Maher prepared the series on the pressures and problems of being a parent. The series features interviews with parents and will air at 11:00 p.m. this week.

The Maryland Office of Tourist Development has awarded **WLIF-FM**, Baltimore, the 1983 Radio Broadcast Award for outstanding promotion of the state of Maryland.

The award-winning show was *Life Around Baltimore*, a 20-part series that spotlighted some of the state's most colorful attractions. The series was written and produced by Shelley Koffler of Richardson, Myers & Donofrio Inc., the station's advertising agency, and features the voice of Larry Lewman.

WXYZ 'plugs in' high-tech talk show

DETROIT—WXYZ Newsradio has premiered *Tech Talk*, a high-technology information program scheduled every Sunday afternoon from 4 to 5 p.m.

Hosted by Howard Kenig, *Tech Talk* covers computers, audio/video developments, medicine, energy, aerospace, telephones, communications and robotics. Kenig also hosts WXYZ's *Auto Show*, heard Sundays at 2-4 p.m.

A para-military survival camp is the subject of *Will to Survive*, a documentary written and produced by Mary Bohac of **WRTV-TV**, Indianapolis.

The documentary, scheduled to air Dec. 2, gets its theme from recent news stories surrounding the para-military activities of Posse Comitatus, an extremist group with members in several northern states.

Interview subjects include urban survivalists Mr. and Mrs. James Jones and Arkansas resident Kurt Saxon, originator of the term "survivalist" and proponent of the theory that "the cities will burn."

In Saginaw, Mich., **WNEM-TV** will hold a special 3½-hour "food-a-thon" to raise funds to supply food to needy families in the TV5 viewing area.

Station officials hope to top last year's food drive totals, which amounted to more than \$150,000 in pledges and \$30,000 worth of non-perishable food items.

The food-a-thon, scheduled for broadcast at 7:30 p.m. on Dec. 12, will be anchored by News 5's anchor team of Marian Strozier and Mark Tanner. Food bank drop-off points will be located around Saginaw and Flint, Mich.

WJW Radio, Cleveland, has announced the return of *Swingos at the Statler*, a popular phone-in talk show featuring local celebrities who gather at the Statler Hotel.

Swingos at the Statler is hosted by Jim Swingos at the hotel and Merle Pollis, whose *Merle Pollis Show* is heard every Thursday from 11 a.m. to 1 p.m.

WJW also reports that its listeners heard the first actual recordings of the U.S. Army fighting in Grenada when a local medical student, Terry Franklin, arrived home with several tapes he made upon

CENTRAL

leaving the besieged island nation.

The new news/program director at **KMBZ** radio, Kansas City, Mo., is Phil Mueller, who will supervise the station's new information format and the operations of the largest radio news staff in the city.

Mueller, who most recently was senior correspondent for Bonneville's Washington News Bureau, has been a news director at **KIMN**, Denver; **KAYQ**, Kansas City, Mo.; and **KSL**, Salt Lake City.

"The KMBZ news staff is comprised of 26 full-time newspeople and offers 24-hour news from UPI, AP, ABC, Bonneville's Washington Bureau and the City News Wire of Kansas City, Kansas, and Missouri.

WMJI-FM, Cleveland, is boosting the NFL's Cleveland Browns with a series of rallies at the city's Tower City. The rallies, scheduled for three Browns home dates this month and in December, will take place in the eight restaurants located in the midtown tower.

Each rally will feature a high school band and a "Best Browns Cheer" contest, with the grand prize winner to be announced Dec. 18. At the Nov. 13 rally, Cleveland Brown wives collected canned food for the needy to be distributed by the Greater Cleveland Holiday Basket and Food Program.

Tower City restaurants opening for business on Sundays include Cafe Calzone, Continental Fare, Flaming Gyros, Loparo's Pizza, McDonald's, Sands Brass Door, Shrimp Boat, Strudel Plus and Warburton's Bakery.

KCTV, channel 5 in Kansas City, Mo., is holding a "Heat for Life" telethon Nov. 23 from 6:30-10 p.m. to raise money for emergency heating funds for residents in the Kansas City area. Funds raised also will be used to support a long-term solution to the problem of inadequate weatherization of homes.

Last year's "Heat for Life" telethon raised more than \$400,000, and "Project Warmth," the effort of the *Kansas City Star*, raised \$125,000 and collected food and blankets for members of the community.

PEOPLE ON THE MOVE



Mike Nikitas

KREX-TV5, Grand Junction, Colo., has named **Mike Nikitas** news director of *Newsweek*, the regular weekday news broadcasts airing at 5:30 and 10 p.m. Other additions to the *Newsweek* team include **Todd Cipolia**, anchor for weekday broadcasts, **Tony Perri**, co-anchor with **Mindy Blake** for *Newsweek Weekend*, and **Barb Petito** as producer.

Blair Television has announced promotions in its regional sales offices. In Boston, sales vice president **Denison Godwin** will move up to vice president/manager on Jan. 1, replacing **Floyd Gelini**, who has been named senior vice president/director of regional sales for Blair Television. In Atlanta, vice president and sales manager **Peter Carnes** will become manager of the office, succeeding **Stephen Castellaw**, who will become vice president and manager, Eastern region for the company.

Ann Allen has joined Q102-FM, Dallas/Fort Worth, as an account executive. She is a veteran of the Dallas radio market, having served as account representative at WFAA, local sales manager at KZEW and as sales manager at KOAX.

E.J. Stewart Video, Philadelphia, has named **Robert Myer** executive vice president and general manager for the company. He was creative director and vice president of Scott Paper Co.'s in-house ad agency, Scottcom, before joining E.J. Stewart in September. **Harry Hartman** was named vice president for sales and client development.

William Cloutier was named vice president of Ankeny Broadcasting Co., Ankeny, Iowa. He was appointed general manager of station KJJY-FM when Ankeny Broadcasting purchased the group in 1981. Before that he served as national sales manager of the group's WBLM, Lewiston/Portland, Maine.

The ABC Television Network named **Bill Germano** to the new position of manager of sales development for affiliate presentations. He had been with WABC-TV, New York.

Richard Drury has been named president and general manager of WMNX-FM, Tallahassee, Fla. He was vice president and general manager of WYKS-FM, Gainesville, Fla.

Katz American Television promoted **Robert Blagman** from account executive to manager of its "red" sales team in New York and named **Ken Perren** a divisional vice president. He is national sales manager of the rep firm's "blue" team.

Drake-Chenault named **Gerry Velona** sales manager, Western region, for the company's new radio special features division. He was with KHJ-TV, Los Angeles.

WNBC-TV, New York, has put **Lloyd Kramer** on the staff of *News 4 New York* as a featured reporter. He was co-host, with his wife **Andrienne Meltzer**, of WCBS-TV's weekly magazine program *Two On the Town*.

Storm Field, science correspondent and weather anchor for WABC-TV's *Eyewitness News* in New York, has received the Seal of Approval from the American Meteorological Society. Field's father, **Dr. Frank Field**, is the longtime weather anchor on New York's WNBC-TV, and his sister, **Alison Field**, is a general assignment reporter for WNBC's *News 4 New York*.

KOAA-TV, Pueblo, Colo., has announced the appointment of **Lyle Rockefeller** to replace **Arlin Stevens** as news reporter. Rockefeller joined KOAA-TV as a Colorado Springs, Colo., assignment editor.



Robin Reeves

Televideo Inc. has named **Robin Reeves**, formerly with Bloomingdale's television production division, as an account rep for international standards conversion services.



Joseph Tirinato

The MGM/UA Television Group named **Joseph Tirinato** president, television distribution, United States and Canada, operating out of the unit's New York office. He was senior vice president, domestic television sales.

Harvey Reinstein, who was Lionheart Television's vice president, Eastern sales, has joined Primetime Entertainment Inc., New York, as vice president, syndication sales.

Tony Schwartz, who has written about television and the media for *The New York Times*, *Newsweek*, *New York* magazine and *Playboy*, has been named media critic for *Channel 2 News* at WCBS-TV, New York.

Gordon Hughes has moved from director of sales at CBS' KNXT-TV in Los Angeles to the company's WCAU-TV, Philadelphia, where he will be director of broadcasting.

Carol Lee Holt, formerly general sales manager for ABC/Watermark, has been named vice president of Drake-Chenault's new Radio Special Features Division. The group, headed by President Ed Boyd, will distribute features on a barter and stripped basis.

John Sutton has been promoted from general sales manager to director, sales at KNXT-TV, the CBS-owned station in Los Angeles. He replaces **Gordon Hughes**, who has moved to CBS' WCAU-TV in Philadelphia as director, broadcasting.

Diversified Communications, Portland, Maine, has named **George Anderson** head of its broadcast division. Anderson, a vice president of Harte-Hankes Communications, currently served as president of its television group. He will assume his new responsibilities Jan. 1.

John Kander II has been named vice president, on-air promotion, at CBS Entertainment. He had been supervising writer/producer, on-air promotion.

Don Checots, station manager of KAWF-TV, has left the Bemidji, Minn., public broadcaster to become executive director and general manager of WNIT-TV, the public television station serving the South Bend, Ind., area.

NBC Entertainment named **Alan Sternfeld** vice president, program planning. He was director, program commitments.

MCA-TV, New York, named **Sara Rutenberg** assistant general manager counsel. She had practiced entertainment law for Nelson, Mitchell, Lurie & De Marco.

The Christal Co. promoted **Thomas Flood** from account executive in the New York office to manager of the rep firm's new Houston office.

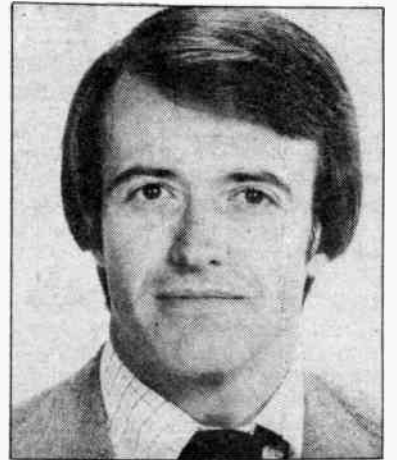
WIP radio has expanded its evening talk program, *WIPeople Talk*, to seven days with the addition of air personality **Steve Martorano**. Martorano moves to WIP from WWDB-FM, Philadelphia, where he hosted an afternoon talk show. *WIPeople Talk* weekday host **Michele Iala** continues with her Monday to Friday shift. *WIPeople* premiered Feb. 14, 1983, and is heard from 8 p.m. to midnight.

Syndicated columnist and *Entertainment Tonight* host **Ron Hendren** is returning to regular service on NBC's *Today* show as West Coast editor. He was television critic with *Today* from January 1979 to March 1980. His reports will be aired Monday and Friday.

In Boston, **Paula Zahn** has joined WNEV-TV's *News7en* as co-anchor of the weekend report with anchorman **Larry Sales** and weather man **Art Horn**. Former weekend co-anchor **Susan Burke** is leaving the station. *News7en*'s weekend sports anchor, **Tim Mazzetti** will leave the sports desk in late December to join the New Orleans Breakers of the USFL as the team's placekicker. Mazzetti played for the Breakers when they were located in Boston this past season.



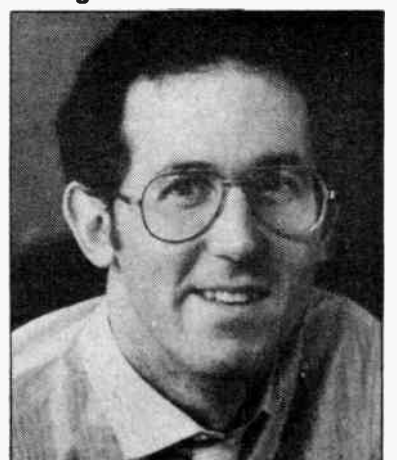
Carol Holt



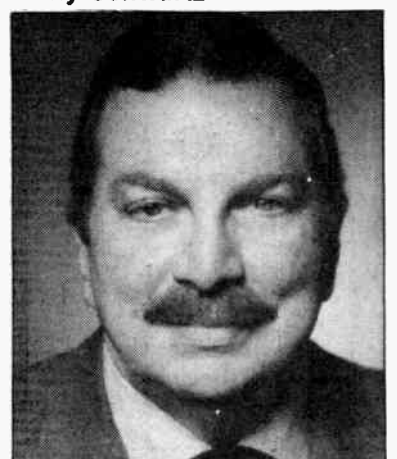
John Sutton



George Anderson



Tony Schwartz



Harvey Reinstein

Shaker takes Arbitron helm

NEW YORK—Control Data Corp.'s Computer Services Co. has promoted Theodore Shaker to the new position of chairman and chief executive officer at its Arbitron Ratings subsidiary.

Shaker has been Arbitron's president for the past 12 years and remains a vice president

and corporate policy committee member for Control Data.

"This promotion recognizes Ted Shaker's contribution in creating the modern Arbitron," said Walter Bruning, president of the Computer Services Co. Shaker is credited with expanding Arbitron's growth in electronic audience measurement;

11 markets are scheduled to be on the Arbitron meter by next May.

A.J. "Rick" Aurichio, currently Arbitron's executive vice president, was named president and chief operating officer. A 12-year company veteran, Aurichio will be in charge of Arbitron's radio, TV and cable product planning, research and production divisions, and marketing/sales operations. He

also remains a vice president of Control Data.

On the client side, Larry Pollock, vice president and general manager of Philadelphia's WPVI-TV, was elected to a two-year term on the Arbitron Ratings Television Advisory Council. Pollock, who also serves as chairman of the Electronic Media Ratings Council's Television Committee, will represent ABC affiliates in

the top 50 markets.

Six advisory Council members were re-elected to their two-year terms: James Matthews, WECA-TV, Tallahassee, Fla.; Thomas Kenney, KHOU-TV, Houston; Don Saraceno, KCRA-TV, Sacramento, Calif.; Roger Ottenbach, KMTV, Omaha, Neb.; Alan Bell, KTVU, Oakland, Calif.; and Malcolm Kasanoff, KGBT-TV, Harlingen, Texas

REGULATORY SCENE

FCC releases sundown notices

The Federal Communications Commission recently notified daytime broadcasters of their power limitations during post-sunset hours. According to commission files, 640 stations were authorized to operate at more than 100 watts and more than 1,000 stations were limited to fewer than 50 watts.

Daytime Broadcasters Association President James Wychor reportedly was dis-

appointed by the power allocation. DBA has filed a petition with the FCC for partial reconsideration of the ruling.

Daytimers will not be able to operate after sunset until the Canadian government signs an agreement. Mass Media Bureau Chief James McKinney predicted that an agreement would be signed by the end of November.

FCC rules on SMATV

The FCC extended its influence over satellite master antenna TV systems when it

preempted a recent state regulation action. Overruling a New Jersey action, the commission resisted attempts to bar Earth Satellite Communications Inc. from operating its system in East Orange, N.J.

In its ruling, the commission decided that satellite video signals could be considered interstate commerce and, thus, not subject to state regulation.

Channel assignments

The commission is con-

sidering the following channel assignments: the assignment of UHF television channel 49 to New Orleans; FM channel 257A to Stephenson, Mich.; UHF television channel 61 to Oklahoma City; and television channel 44 to Iron River, Mich.

Emergency radio service report

The commission's private radio bureau will conduct a study on the impact of new technologies on the Public Safety Radio Service and the

Special Emergency Radio Service.

FCC says 'no' to repeater frequencies

The commission ruled last week against allocating additional frequencies in the 10-meter band for repeater operations in the Amateur Radio Service. Fearing that additional frequencies would adversely affect amateur satellite communications, the commission decided that there was no need for expansion at this time.

CALENDAR

NOVEMBER

Nov. 22—International Radio and Television Society news-maker luncheon. Waldorf-Astoria, New York.

Nov. 22—Seminar on TV careers sponsored by the New England chapter of National Academy of Television Arts and Sciences and Boston University School of Public Communication. Boston University campus, Boston. Information: (617) 353-3447.

Nov. 29—New York Chapter, National Academy of Television Arts and Sciences, "mini forum: Research for Television." Community Church of New York, New York.

Nov. 29—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 29—"Research for Television" miniforum sponsored by New York chapter of National Academy of Television Arts and Sciences. Community Church of New York, New York.

Nov. 30—"The Ratings War" seminar sponsored by National Academy of Television Arts and Sciences, New England Chapter, and Boston University School of Public Communication.

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

DECEMBER

Dec. 2—Southern California Broadcasters Association new business development breakfast meeting. Holiday Inn, Hollywood.

Dec. 2—Broadcast Pioneers, Washington area chapter, fourth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 2-3—"Creating Programming for the New Television Markets," seminar offered by New York University, School of Continuing Education, New York. Information: (212) 598-7064.

Dec. 2-4—NBC-TV affiliates economic issues conference, sponsored by NBC News and conducted by Foundation for American Communications. The Houstonian, Houston. Information: (213)851-7372.

RTNDA will meet Dec. 5-7

WASHINGTON — The Radio-Television News Directors Association has made a minor adjustment of its 1984 convention dates.

The San Antonio, Texas, meeting now will be held Dec. 5-7, rather than Dec. 3-5 as announced earlier.

RTNDA has reserved more than 150,000 square feet of meeting and exhibition space at the San Antonio Convention Center for the 1984 gathering.



Dec. 2-4—Third annual Community Television Festival sponsored by Downtown Community Television Center and partially funded by New York Council on the Arts, National Endowment for the Arts and Rockefeller Foundation. DCTV headquarters, New York. Information: (212) 966-4510.

Dec. 5—Deadline for comments on Federal Communications Commission proposal to award women preference in lotteries for mass media services. FCC, Washington.

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

Dec. 6-7—National Media Conference, co-sponsored by International Association of Business Communicators and Larimi Communications Associates. New York Statler Hotel.

Dec. 7—"The Future of New England Television" seminar sponsored by New England chapter, National Association of Television Arts and Sciences and Boston University School of Public Communications. Boston University campus, Boston. Information: (617) 353-3447.

Dec. 7—New York chapter of Women In Communications meeting, Essex House, New York.

Dec. 7—Ohio Association of Broadcasters Sales Seminar featuring Pam Lontos. Columbus Marriott North, Columbus, Ohio. Information: (614) 228-4052.

Dec. 9-11—Audio Independents annual radio programming conference. Asilomar Conference Center, Pacific Grove, Calif. Information: AI, 1232 Market St., San Francisco 94102.

Dec. 19—Deadline for comments on Federal Communications Commission proposal to re-examine need for rule for sevens. FCC, Washington.

Dec. 20—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York.

Dec. 27—Deadline for reply comments on Federal Communications Commission proposal to award women preference in lotteries for mass media services. FCC, Washington.

JANUARY

Jan. 8-11—Pacific Telecommunications Council's sixth annual Pacific Telecommunications Conference. Sheraton-Waikiki Hotel, Honolulu. Information: 1110 University Ave., Suite 303, Honolulu, 96826; (808) 949-5752.

Jan. 10—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

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

Jan. 12-13—Virginia Association of Broadcasters winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.



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

Jan. 15—Deadline for entries in American Women in Radio and Television's Commendation Awards. Information: AWRT, (202) 296-0009.

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

Jan. 16-18—13th Burns Media radio studies seminar, "A Megatrend Approach to Radio Management." Miramar Sheraton Hotel, Los Angeles. Information: Sylvia Clark, 3054 Dona Marta Dr., Studio City, Calif. 91604, (213) 985-8522.

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

Jan. 17—International Radio and Television Society news-maker luncheon. Waldorf-

Looking Ahead

Dec. 5-8—Arbitron Radio Advisory Council meeting. Captiva Island, Fla.

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

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

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

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

May 21-23—Production East conference and exhibition, sponsored by American Expositions Inc. New York.

June 17-19—The annual Adult Radio Forum presented by Burkhart/Abrams/Michaels/Douglas. New Orleans.

Astoria, New York.

Jan. 18—Deadline for reply comments on Federal Communications Commission proposal to re-examine need for rule of sevens. FCC, Washington.

Jan. 20-22—Colorado Broadcasters Association winter meeting. Sheraton Denver Tech Center, Denver.

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



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

Jan. 31—Deadline for entries for 1984 American Women in Radio and Television Commendation Awards.

FEBRUARY

Feb. 1-6—International Radio and Television Society annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—International Radio and Television Society news-maker luncheon. Waldorf-Astoria, New York.

Feb. 8—Broadcast Pioneers

Mike Award Dinner. Hotel Pierre, New York.



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

Feb. 21-23—C-COR Electronics regional technical seminar. Dallas, Texas. Information: Deb Cree, (814) 238-2461.

Feb. 21-24—INFO '84 Information technology and Office Automation Exhibition and Conference. Barbican Centre, London. Information: B.E.D. Exhibitions Ltd., 44 Wallington Square, Wallington, Surrey SM6 8RG, England.

MARCH

March 1-3—15th Annual Country Radio Seminar. Opryland Hotel, Nashville, Tenn.

APRIL

April 17-19—C-COR Electronics regional technical seminar. Columbus, Ohio. Information: Deb Cree, (814) 238-2461.

April 25—Broadcast Pioneers George Foster Peabody Award Luncheon. Pierre Hotel, New York.

April 29-May 2—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

MAY

May 1—Broadcast Pioneers annual breakfast. Las Vegas Hilton, Las Vegas, Nev.

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

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

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

May 15-17—C-COR Electronics regional technical seminar. San Francisco, Calif. Information: Deb Cree, (814) 238-2461.

May 21-23—Production East conference and exhibition, sponsored by American Expositions Inc. New York Hilton. Information: Victor Harwood, (212) 475-3356.

JUNE

June 15-17—Adult radio forum, sponsored by Burkhart/Abrams/Michaels/Douglas. Fairmont Hotel, New Orleans.

JULY

July 17-19—C-COR Electronics regional technical seminar. State College, Pa.

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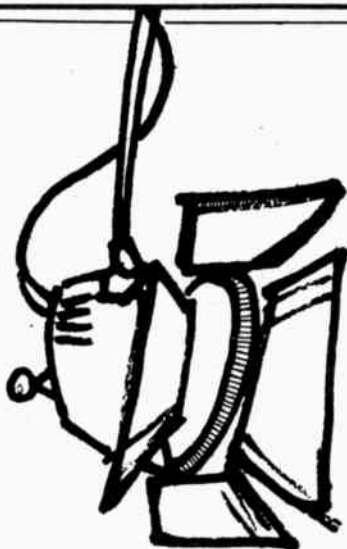
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RANDOM THOUGHTS

The fair fight

For years, cable programmers have been engaged in an ongoing attempt to convince advertisers and agencies that the type of audience that watches cable shows should offset low ratings when it comes to media buys. In this regard, several of the major cable players contributed a large portion of the funding for qualitative viewing studies conducted by Television Audience Assessment, based in Cambridge, Mass.

Results of one study released last week found that cable subscribers evaluate whether or not to watch a broadcast channel program in the same manner as non-subscribers—based on individual merits of the particular program. And cable subscribers, in their reactions to shows, treat those on broadcast channels the same way as they treat those on cable channels.

Broadcast ratings go down in cable homes, of course, since there are so many more shows from which to make that initial program choice. But broadcasters should be encouraged to learn that they are far from being treated as aliens in those homes—their programming will be treated equally by cable viewers and judged on its own merits.

In such a fair fight, local TV stations—with their combination of first-class programming, respect in the community and years of familiarity—will continue to win most of the ratings battles.

Late-night blues

Score another victory for Ted Turner. In a fight he hardly even picked, NBC and CBS are retrenching from the late-night/early morning news derby. Only a few weeks ago, of course, ABC and Group W gave up

with their Satellite News Channel 2 cable entry.

Now, with the death of *NBC News Overnight* and further reductions in the budget of *CBS' Nightwatch*—not to mention the upcoming halving of ABC's *Nightline* and that network's short-lived *Last Word*—one can justifiably demand to know what in the world the networks were up to in the first place.

At the time, slightly more than a year ago, it was widely reported that CBS and NBC were trying to keep their affiliates from "defecting" to CNN Headline News. Since there was no network programming to defect from in the wee hours, however, the broadcast webs decided to counter Turner on his own turf.

If there was any method to this madness besides a knee-jerk reaction to Ted Turner, it is now less apparent than ever.

"It was our finest hour of news," said NBC News President Reuven Frank about *Overnight*. Yet he noted that the show's costs were much greater than the incoming revenues. Well, what exactly did NBC-TV executives expect at 1:30 a.m.? A nation to so love a news program that it would cease going to sleep? Advertisers to pay network rates to reach a quality audience of groggy-eyed business executives?

"CBS News is committed to the continued delivery of overnight news information for the public," said CBS News President Edward Joyce about *Nightwatch*. But for how long will Joyce's bosses stay committed? What began as an ambitious four-hour live program with four anchors in the fall of 1982, and was reduced to a two-hour format followed by

a repeat last summer, now threatens to turn into a forum for Washington talking heads—as it leaves its anchorpeople and New York facilities behind come next January.

In the mad rush toward overnight broadcast news, the only parties who emerge as having been on the level are ABC, which never threatened to do anything in those hours except distribute its TeleFirst pay TV service and—in an ironic twist for the networks who so feared his coming—Ted Turner.

Turner offered broadcast stations the opportunity to air continuous news during the hours they were normally off the air. As far as we can tell, Turner is still the only party offering such a deal.

And many broadcasters responded to the offer, including several CBS and NBC affiliates who risked the wrath of their own networks by doing so. The networks could argue that such defections lowered the ratings of their overnight shows and helped seal their eventual fates. But we see it as just another case where courageous local broadcasters were a lot smarter than the network executives in New York.

Let's hope that CBS does keep its commitment to *Nightwatch* and to those affiliates who want to continue carrying quality programming through the night. Good luck to NBC affiliates who were proud as a peacock to be carrying *Overnight* and are now looking for something just as good to replace it. And keep your fingers crossed for ABC's *World News This Morning*, the *CBS Early Morning News* and *NBC News at Sunrise*. Their ratings aren't exactly going through the roof, either.

Network, commenting on Larry Flynt's offer to have him do the news topless

Sticky tape

"So I called Jimmy Smith, who works for DeLorean's first

law firm, and asked him to bring the tapes over."

Larry Flynt, publisher "Hustler" magazine, explaining who offered him the DeLorean videotape, in a wire service article

letters

Influencing destiny

"What's good for General Motors is good for the nation." How many times have you heard that statement used?

Now all AM broadcasters are being told that GM and Delco will pick a single mode system of AM stereo for their cars and that they have chosen only Motorola.

The FCC has given us an opportunity to flex our muscles and to prove that this great capitalistic society of ours still works. We have a choice of four different systems: Kahn, Harris, Motorola, Magnavox. Broadcast engineers are aware of the differences and are choosing the system that best suits the need of the individual station or stations. They are picking AM stereo exciters just as they do the rest of the gear in their audio chains. Today's engineers are competent and capable of making such decisions and they should be respected for them.

Some AM stereo systems are "winning" in this "marketplace war." Some of the exciter

manufacturers are catering to the broadcaster and his needs and hoping that the receiver manufacturers will do their job in designing and making quality "multi-mode" receivers. Sansui and Sony have already chosen this positive approach. Other system manufacturers are working in the other direction. They are working directly with the receiver manufacturers to force the broadcaster's hand.

Monopolies in our society never work. The initial product developed by them usually remains the same and technological advances in the industry give way to expediency. When there is competition and a choice, product improvement never stops.

Many of us are already broadcasting in AM stereo and are proud to be among the first to take this step forward. We have made our commitment to its future success. Now, it seems as though it is time to lift our voices again (doubly strong) and call for action.

The federal government has authorized all four systems... "Let it be so!" Let's not sit idly by and let decisions be made for us. Let each system manufacturer go out and tell his story and sell his product.

The one thing we must all do is to insure the competitive market and the adoption of a standard for the receiver manufacturers so that all "air" products can be heard by an unsuspecting public. After all, federal standards were set for all of the stereo system manufacturers. Let's not let the public be the sacrificial lamb.

Think of the confusion that will be cast on the public when GM introduces a "single-mode" radio. Think of the setback for our industry and the product that they are trying to promote... AM stereo.

Write your congressman, your senators, your state representatives and propose that they encourage federal standards so that the public cannot be used in this experiment.

Let receiver manufacturers take the lead and compete to make better and better "multi-mode" receivers. The day of the entrepreneur is still here and there are a lot of dollars, yen and pesos to be captured through the consumer market.

Most broadcasters who have made their conversions to AM stereo can afford to lose the dollars invested in a stereo generator. But some guy who works hard and goes out and spends his whole paycheck on a new radio, or car radio that won't pick up all the on-air signals in stereo is paying for this game of "push and shove." He deserves better treatment than that.

It's time to get angry. It's time for action from all those that are a part of this grand art of radio.

Let's get AM stereo going! It's the broadcaster's turn to influence his own destiny.

Norman H. Brooks
Broadcaster, Citizen

Concise tool

I wanted to drop you a note and let you know how much I enjoy *Broadcast Week*.

The clear and concise format makes *Broadcast Week* a valuable tool. Through your magazine we can keep pace with the communications industry from our headquarters here in Akron.

William B. Klaus
Station Manager
WNIR Radio
Kent, Ohio

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BPA

other voices

Topless news

"While I was flattered, I had to tell him I didn't think my career was going in that direction. . . . It was apparently a serious offer."

Daniel Schorr, *Cable News*

Reaping co-op bucks calls for non-traditional pitch

LAS VEGAS—The upshot of the Monday workshop on co-op advertising was that to bring co-op advertising dollars to television requires an approach and techniques that differ from the traditional.

Fred DeMarco, station manager of WMAQ-TV, Chicago, said one way his station convinces reluctant retailers to invest co-op dollars in television is by restructuring the spot to put the local pitch at the beginning rather than just as a tag at the end.

"With the tag first," DeMarco said, "a spot may begin with a much more enticing line of copy, such as: 'Karoll's Menswear presents spectacular savings on London Fog outerwear this week.' Then, the customer perceives the supplier footage as a store commercial.

"It is far more powerful than simply stating, 'available at Karoll's Menswear' at the end of the spot," he said.

DeMarco said many suppliers are fearful of the high production cost of a television spot and are reluctant to invest large sums of money in a spot their retailers may not support.

He cited Hewlett-Packard Co., which once did only newspaper co-op. "Our business development department turned them around by demonstrating that the cost of TV production, when spread over several markets, was almost negligible," DeMarco said. "We produced the spot for under \$2,000 and secured a strong local experimental schedule." The company now offers television co-op dollars and the WMAQ spot is airing in several markets across the country.

"Retailers and television stations working closely together can bring more and more of the estimated \$2 billion annual unspent co-op funds into TV," DeMarco concluded. "It takes commitment, effort

and professional expertise."

Walter Bills, vice president, retail, for the TvB, started the panel by citing some figures from the TvB's newly released study of television co-op advertising.

"Based on the numbers," Bills said, "it seems that how the co-op effort relates to the sales department is extremely important. Of those people who rated their station's co-op effort successful, 57 percent report to their local sales manager." He compared that with only 32 percent reporting to the general sales manager. And, he said, 66 percent of those who consider their station's co-op effort unsuccessful report to the general sales manager.

Another determining factor in a successful co-op program is how the sales call is made. Bills said it seems "that the co-op people themselves feel that when a salesperson or sales manager accomplishes them on

a sales call, the effort is more effective."

Bills also pointed out the importance of minimizing the co-op specialist's other responsibilities.

Tom Dargan of KATU-TV, Portland, Ore., picked up on that point and added that the co-op specialist's job is to sell products and services, not time. "Part of our job is not only to know the retailer—know his business and know his problems. Part of our job is to

understand the distributor's operations. And, where possible,

know the manufacturer," Dargan said.

He called for stations to establish co-op as a separate function apart from the normal sales operation. "I think they are different functions, but they complement each other."

Charles Pittman, managing director of the Jefferson Group, Charlotte, N.C., gave a six-point plan for co-op success.

Political ad savvy tested at forum

LAS VEGAS—Political advertising is one of the reasons the TvB is bullish on 1984, but a panel discussing political spots said care is required to stay within the law and, law or no law, Larry Flint isn't going to put sex in the campaign.

The session was one of the most closely followed at the convention.

In a format a little reminiscent of a schoolroom scene, a panel of broadcast executives answered questions about political advertising and then turned to Milton Gross of the FCC and John Summers of the NAB to see if they were right.

The main topic of discussion was how to establish the lowest unit charge, that spot price that must be offered political advertisers in the periods 45 days before primary elections and 60 days before general elections under FCC rule.

The answer that got the most favorable audience response was from William Moll of Harte-Hanks Communications, who had to field a question about accepting spots from *Hustler* publisher Larry Flynt—spots that Flynt said will contain scenes of sexual intercourse and that FCC rules says Moll can't censor.

"The law is clear that we can't censor," Moll said, "but I will censor this. It won't get on the air here and I'll go to court if I have to."

Gross, who is chief, fairness and political, in the FCC's broadcasting branch, said the

FCC is considering the issue and will come up with a decision in a few weeks.

Summers, who is vice president and general manager of the NAB, said Flynt clearly is going too far and that if he goes forward with his plans, it will help the NAB in its effort to "gut" section 315 of the Communications Act, the section that deals with political advertising.

Many of the panelists and TvB members in the audience were clearly irked by some of the factors that Gross and Summers said will affect the lowest unit charge. Some of those were:

- Time sales in a package plan, as long as the package was for a single category of time, such as late fringe or prime, would be computed by average price of the total package to establish lowest unit charge, according to Gross.

- Summers said the lowest unit rate is the lowest at which the station charges or publishes in a rate card, a bit of news that caused groans from the audience. "It's not logical," Summers said, "but the law was passed by the politicians who are going to take advantage of it."

- A candidate without an advertising agency can demand a 15 percent discount in the lowest unit charge made by the station, but rep firm discounts have no bearing. Neither do barter transactions, most per-inquiry ads or legal notice rates affect the lowest unit charge.

Nor does a run-of-schedule ad falling into a late fringe or prime period affect the lowest unit charge in those periods.

Answering a question from the floor, Gross said a "fire sale" of an unsold or canceled spot will affect the lowest unit charge in the whole 60- or 45-day period and that if it is sold at the end of that period, the station will be required to refund to the candidates the difference between what they paid for spots and the new lowest unit charge.

Gross and Summers also said issue-oriented ads that don't advance a particular candidate are not covered by these rules. They did say, though, that in the case of an advertising blitz campaign on an issue such as abortion, the station must offer to sell time to the opposition and, if necessary, give time to the opposition. They suggested that the station could use news time to discuss the opposition's viewpoint or give it time in a ratio of about three blitz spots to one opposition spot.

Summers also said the station could limit its sale of time to the blitz advertiser without penalty.

Answering a question from the audience, Gross said there is no immediate need for an ABC affiliate to concern itself with any aspects of the Fairness Doctrine in connection with Sunday's airing of *The Day After*.

Gross said he had a conversation with Jerry Falwell, head of the Moral Majority, who said he was going to file a complaint under the Fairness Doctrine. "I told him he doesn't have a prayer," Gross said. "He must first identify the issue and meet strict requirements."

Panelist John Behnke, president and chief executive of Fisher Broadcasting, Seattle, said, "Our stations' option is that there is no controversial issue here. Nuclear war is not controversial."

Summers elaborated on the Fairness Doctrine, saying that it doesn't require both sides in a controversial issue to be presented immediately. "There is no requirement that a particular show be balanced," he said.

Also on the panel were E. Blake Byrne, group vice president, television, LIN Broadcasting, Fort Worth, Texas, and David Henderson, president, Outlet Broadcasting, Providence, R.I.

How's Business?

Station Time Sales

	286 Stations Reporting	368 Stations Reporting	333 Stations Reporting	302 Stations Reporting	290 Stations Predicting
	Full Year '82	1st Quarter '83	2nd Quarter '83	3rd Quarter '83	4th Quarter '83
Local	+12%	+14%	+16%	+14%	+14%
Spot	+17%	+10%	+11%	+12%	+10%
Network Comp.	+5%	+3%	+4%	+4%	+6%
Total	+14%	+11%	+12%	+13%	+12%

Total TV Investments

	for 1980	for 1981	for 1982	for 1983	for 1984
Local	\$ 2,967 +11	\$ 3,345 +13	\$ 3,759 +12	\$ 4,285 +14	\$ 4,970 +16
Spot	3,269 +14	3,730 +14	4,360 +17	4,840 +11	5,615 +16
Network	5,130 +12	5,575 +9	6,210 +11	6,960 +12	8,145 +17
Total	\$11,366 +12	\$12,650 +11	\$14,329 +13	\$16,085 +12	\$18,730 +16
Total Adv.	\$53,550 +10	\$60,430 +13	\$66,580 +10	\$73,880 +11	\$82,900 +12
TvB's Share	21.2%	20.9%	21.5%	21.8%	+22.6%

Note: The McCann figures include time and production costs.

TvB hails '84 sales as largest gain ever

Continued from page 1

Rice, not commenting on the flat October that many stations and rep firms are reporting, said for the fourth quarter, stations expect local to be up 14 percent, the same increase as in the third quarter, and national spot to be up 10 percent, a slowing from the third quarter's 12 percent increase.

In its survey of membership, Rice said, third quarter gains in local sales of 14 percent, national spot of 12 percent and network compensation of 4 percent were reported, for a total increase of 12 percent.

Rice pointed out that the bureau has never seen greater differences between various regions and market size groups. "Local time sales were up 10 percent in markets 51 to 100, but up 19 percent in markets 11 to 25.

"Local was up 18 percent in the South Atlantic region and up 6 percent in the West Central. Local was up 21 percent for independents, 13 percent for affiliates.

"Spot sales in the top 50 markets went up 10 to 11 percent, while in markets 141-plus, spot went up 21 percent.

"In the Mountain region, spot went up 4 percent while it went up 18 percent in New England," Rice told the audience.

In looking at the competition for the advertiser's dollar, Rice pointed out that cable television is stagnant, that radio, while showing unit rate growth, is losing share of advertising dollars and that newspapers and magazines are vulnerable.

He announced that the TvB will have a report next year on newspaper inserts to help stations sell against them and that beginning Jan. 6, the bureau will be sending a monthly

satellite sales meeting via Wold Communications and Westar IV. The 26-minute presentations will offer stations the latest predictions, research, rep firm reports and case studies from member stations.

Looking further into the future, Rice predicted that in 1990, local advertising will total \$11.6 billion, 2.7 times what it is today.

Spot advertising, he said, will hit \$6.4 billion in 1985 and almost double today's \$4.8 billion by 1990. Referring to charts with those figures, Rice said, "I predict these charts—dramatic as they appear today—will be proven to be too low, too slow, that television will indeed pass everything you see here."

The optimism and good feeling of Rice's address was reflected generally by the more than 760—a record—TvB members registered.

In other business, the TvB elected William Moll chairman of the board for 1984. Moll is president of broadcasting and entertainment for Harte-Hanke Communications Inc., San Antonio, Texas.

Three new board members were elected: Robert Bennett, president of Metromedia Broadcasting; Thomas Bolger, president and chief operating officer of Forward Communications, Madison, Wis., and James Dowdle, president and chief executive of Tribune Broadcasting, Chicago.

Also joining the board is Victor Ferrante, senior vice president, Katz Television, elected by the TvB's National Sales Advisory Committee.

The bureau also premiered its new major sales presentation tape, "Television: The Battleground," to the membership.

SRA battles must-carry lift

LAS VEGAS—The Station Representatives Association announced here the publication of a report, "The Must-Carry Rules: The Case for Local Stations on Cable," that said that lifting the rules would be wrong.

The rules, which require cable operators to carry local stations, are under attack by Turner Broadcasting System and others in the cable industry.

The SRA report, though, said that without the rules cable operators would be free not to carry one or more local stations. "Local cable subscribers would not be able to view uncarried stations, putting them at an intolerable competitive disadvantage," the report said.

Moreover, it went on, without the rules, there would be substantial economic incentives for cable operators to charge "access fees" to local stations for the "privilege" of reaching local viewers who are cable subscribers.

"Preservation of the must-carry rules is essential if the important benefits of local television service to all citizens—cable subscriber as well as over-the-air viewer—are to be preserved," it said.

The report was prepared for the association of rep firms by Crowell & Moring, a Washington law firm.

New York Times

WALL STREET JOURNAL

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