

Compromising the compromise Battle for turf over programming The boom mentality continues

Broadcasting Dec 7

The News Magazine of the Fifth Estate Vol. 101 No. 23

Our 51st Year 1981



*To all of you who give
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from all of us at Paramount!*

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**PROGRESS
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T O N I G H T

GROWING AUDIENCES AND SATISFIED STATIONS

"The content and look of ENTERTAINMENT TONIGHT are improving every week. First-run development shows like this need time to grow. This one is coming on fast and we're committed to it all the way."

**—Blake Byrne, President
KXAS, Dallas**

"One of the finest prime-access shows ever produced—definitely a prototype for television in the 80's."

**—John Proffitt, Director of Programming
McGraw-Hill Broadcasting
Denver**

"We scheduled ENTERTAINMENT TONIGHT to improve our 18-49 demos in access and to strengthen the lead-in to PM Magazine. And it's working. According to our October ARB book, it's delivering 56% more women 18-49 than last year's game show."

**—Craig Smith
Program Manager
KGW-TV Portland, Oregon**

"All of us want to know about celebrities and show business. ENTERTAINMENT TONIGHT is bringing all that to our viewers fresh every evening, and they love it!"

**—Robert L. McRaney, Jr., VP & Managing Director
WWBT, Richmond, Virginia**

"I'm happy to say that our first ARB report shows us leading the time period and demonstrating major strength in the 18-49 demographics."

**—Dick A'Hearn, Program Manager
WTVT, Tampa/St. Petersburg**

"We're pleased that ENTERTAINMENT TONIGHT is #1 in women 18 to 49 by a minimum of 50% over PM Magazine, The Muppets and You Asked For It."

**—A.R. Van Canfort, Program Manager
WSB, Atlanta**

"ENTERTAINMENT TONIGHT is where television will be three to five years from now."

**—W. "Buzz" Sawyer
VP Corporate Programming
Springfield Television, Springfield, Mass.**

It's exciting to watch any new and innovative program catch on with viewers – and Paramount's unique satellite-delivered weekday strip is generating that kind of excitement. ENTERTAINMENT TONIGHT's audience has grown remarkably since its premiere and is up 29% from October's Week 1 through October's Week 4!* What's more, its strength is just where stations want it – in Women & Men 18-49! *NTI 10/5-10/30/81

ENTERTAINMENT TONIGHT IN THE EAST

Philadelphia In competitive 6-station market it jumped to #2 in the time period from last year, outperforming its lead-in! 80% increase in Rating and 147% increase in Adults 18-49 over Oct. '80's TP!*

Buffalo Weekly trend up 29% in October book! 20% higher in Share and Total Women than Oct. '80's PM Magazine! Improving on its network news lead-in in every major demographic!*

Pittsburgh Up 60% in 4-week trend, topping Evening Magazine in Women 18-34! Improving on its lead-in (The Muppets) and surpassing Oct. '80's TP in Women & Men 18-34 & 18-49!*

Boston A 40% rise in 4-week trend! Improving on its lead-in in Women 18-34 & 18-49!*

Washington, D.C. Beating PM Magazine in Women 18-34 & 18-49! Stronger than Oct. '80's TP in Women & Men 18-49!*

ENTERTAINMENT TONIGHT IN THE MIDWEST

Kansas City Weekly trend up 67% in October book and leading Family Feud in Share, Total Women & Men and Women & Men 18-49! Tops Oct. '80's TP in every key demographic!***

Cincinnati Up 60% in 4-week trend! Improved rank to #2 in Women 18-34 & 18-49 and Men 18-49! Surpassing Oct. '80's TP in Adults 18-49!*

Columbus, Ohio A 44% climb in 4 weeks! #1 in Women 18-34 and improving its Muppets lead-in in Total Women!***

Indianapolis Improving on both Oct. '80's TP and its lead-in in Women & Men 18-49!***

Cleveland #1 in late-night! Leading in Rating, Share and all Women & Men demographics – beating The Tonight Show!*

Minneapolis-St. Paul Topping Oct. '80's TP in Women & Men 18-49! Beating PM Magazine and Family Feud in Women 18-34!***

ENTERTAINMENT TONIGHT IN THE SOUTH

Atlanta #1 in Women & Men 18-49, topping PM Magazine, The Muppets and You Asked For It!*

Tampa-St. Petersburg #1 in Rating, Share, Total Adults and Women 18-49 – beating PM Magazine, Family Feud and The Muppets!***

Houston Substantial increase over Oct. '80's TP in Rating, Share and every adult demographic!*

Dallas-Fort Worth Topping Oct. '80's TP in Women & Men 18-34 and Women & Men 18-49! Improves on its lead-in in Women 18-34 & 18-49!*

ENTERTAINMENT TONIGHT IN THE WEST

Los Angeles Topping the Oct. '80 TP in Rating, Share and every key adult demographic! In competitive 7-station market it's #1 in Women 18-34 & 18-49!*

San Francisco Up 13% in overall Share (NSI overnights: 9/14-11/13/81) and improving on its lead-in in Total Women & Men and Women & Men 18-49!*

Seattle-Tacoma A 67% gain in 4-week trend! Outperforming Oct. '80's TP in Women & Men 18-34 and Women & Men 18-49 and Teens!***

Portland, Ore. Improving on its lead-in (You Asked For It) and surpassing Oct. '80's Family Feud in Women & Men 18-34 and Women & Men 18-49!***

*NSI 9/24-10/21/81 **Arbitron 9/23-10/20/81

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M205 photo taken during air operations at KRON, San Francisco. Lori Gunn, operator.



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The Week in Brief

TOP OF THE WEEK

CABLE HITS HIGH C NOTE □ More than 10,000 delegates to Western Cable Show told of blessings and gold that come with industry's emergence as major electronic communications force. Mixed in are warnings not to promise away future revenues. Coverage of Anaheim sessions begins on **PAGE 31** with additional reports on **PAGES 32, 33, and 35.**

NEW CABLE COPYRIGHT TACK □ Kastenmeier drafts new language for bill that would delay syndicated exclusivity and grandfather superstations. NCTA approves, but NAB and MPAA are stunned. **PAGE 32.**

DEREG BURNERS TURNED UP □ Markup scheduled Thursday for Cannon's Senate bill; House subcommittee hearing Wednesday to examine Collins and Swift legislation. **PAGE 37.**

STUTTERING IN RIO □ Problems with IFRB computers compound intricate negotiations at hemispheric conference on AM broadcasting. Hard bargaining over incompatibilities, particularly with Cuba, is still ahead. **PAGE 38.**

TREADING CAREFULLY □ ABC-TV and affiliates board, meeting in Hawaii, agree to explore options for longer network newscast, possibly integrating local and national output. **PAGE 38.**

LAW & REGULATION

HELP FOR VCR 'LAWBREAKERS' □ Senate begins hearings on legislation to counter court ruling that home recording of TV programs violates copyright law. **PAGE 40.**

WIRTH PUSHES FOR REWRITE □ House Telecommunications Subcommittee chairman keynotes CTM-Annenberg conference with another call to update Communications Act. **PAGE 46.** At same conference, former FCC Chairman Wiley praises commission's deregulatory efforts as conducive to new technologies. **PAGE 46.**

BEST BET FOR MINORITIES □ FCC's Dawson says they

should concentrate more on new technologies to increase representation in marketplace. **PAGE 52.**

MEDIA

HANDS ACROSS BORDER □ Canadian MSO Maclean-Hunter joins Washington sports entrepreneur Abe Pollin in formidable bid for cable franchise in Montgomery county, Md. **PAGE 62.**

TELEPROMPTER DROPS BID □ MSO says New York City plan for partial-borough cable franchises isn't to its liking. Others say it may be part of move to switch more resources to prograding. **PAGE 62.**

NECK AND NECK IN DENVER □ CTIC preliminary report rates all three cable bidders about equal in financing, but gives engineering edge to United Cable. **PAGE 66.**

BUSINESS

BUSINESS OUTLOOK DISAGREEMENT □ TV networks claim scatter sales for first quarter of 1982 are going great and envision good year. Agencies and advertisers see pull-back during recession. **PAGE 72.**

UNREGULATED IN BLUE YONDER □ AT&T announces plans for subsidiary, Advanced Communications Service, under provisions of FCC's Computer II decision. **PAGE 76.**

PROGRAMMING

DUAL VICTORS □ Nielsen gives November sweeps win to CBS-TV; Arbitron says it's ABC-TV. Day-earlier start for Arbitron permits inclusion of World Series finale, accounting for difference. **PAGE 78.**

JOURNALISM

WORLD NEWS SUPPRESSION □ Meeting next month in Acapulco will be critical test of efforts by U.S. and western countries to block international press regulation. **PAGE 81.**

PROFILE

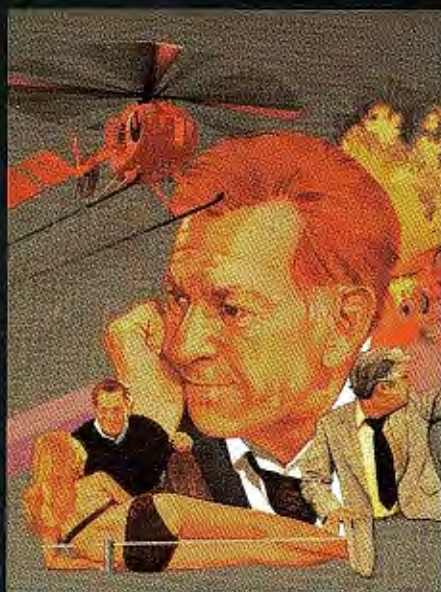
POINT MAN FOR BELO BROADCASTING □ It's Ward Huey, president and chief executive officer since April, who vows to preserve company's traditional success and bridge gap to accomplishments in new arenas. **PAGE 103.**

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Insider report: behind the scene, before the fact

Game of politics

Signs of competition emerged in GOP ranks last week for vacancy on FCC next June 30 if, as indicated, veteran Abbott Washburn is not reappointed. Marvin R. Weatherly, 49, engineering member of Alaska Public Utilities Commission, is endorsed by long-time friend, Senator Ted Stevens (R-Alaska), assistant majority leader, who is understood to have support of Senator Bob Packwood (R-Ore.), chairman of influential Senate Commerce Committee.

Weatherly candidacy surfaced after disclosure ("Closed Circuit," Nov. 30) that FCC General Counsel Stephen A. Sharp had backing of FCC Chairman Mark S. Fowler and others for Washburn seat, with latter hoping to wind up in government international communications. Stevens was among score of senators who supported appointment of Mimi Weyforth Dawson, Packwood's former chief aide, to FCC earlier this year. Understanding presumably was Packwood would favor Weatherly candidacy. Weatherly is one-time chief engineer for Northern TV station group based in Anchorage.

Money on their minds

Projected fiscal year 1983 budget of \$8,618,000 will be major business item of National Association of Broadcasters executive committee meeting in Washington this week. Figure represents 8.8% increase over this year's budget of \$7,944,000 and estimates income of \$8,744,000, expenses of \$8,618,000 and surplus, budgeted for special projects, at \$126,000. NAB expects to be in red by \$123,000 by end of current fiscal year, ending April 1, 1982.

As with last year, deficit arises from expenses on special, unbudgeted projects, this year amounting to \$175,000, with departmental expenses expected to end up approximately \$52,000 under budget this year. Next year's budget includes 30% increase for Science and Technology Department and 16% increase for Government Relations.

King of mountain

Metromedia, whose shares traded as low as \$15 on New York Stock Exchange five years ago, has become Big Board's highest priced stock—or very close to it. NYSE officials said last week, after it moved past \$165 per share, that they couldn't confirm it was board's top-priced but that it would certainly be among highest since few go much beyond \$100 without splitting. Quick eye-scan of tables for last Thursday,

when Metromedia closed at \$170, found one preferred stock quoted higher, but no common approaching that level. Its high thus far: \$172.50.

Field of four

Finalists in competition for top lobbying spot at National Association of Broadcasters now include George Gross, director of federal relations, National League of Cities, and Thomas Adams, assistant director, governmental affairs, Republic Steel Corp.

At meeting in Washington today and tomorrow, NAB executive committee will hear reports on both as well as on other two contenders, David Markey, staff director to Senator Frank Murkowski (R-Alaska) and former NAB lobbyist, and Thomas Sawyer, vice president, Ohio Association of Broadcasters. Only candidate with significant opposition on executive committee is Gross, who is Democrat. NAB is thinking Republican with Republican Bob Packwood of Oregon chairing Senate Commerce Committee.

Less austerity

FCC may be able to avoid reductions in force in 1982, after all. If, as seems reasonable prospect, Congress and President agree on continuing resolution later this month that calls for no more than 4% cut in domestic spending, commission officials believe agency can avoid personnel cutbacks next year. Budget pinch would still hurt. Commission would have to furlough all employees five to seven days, cut overhead costs and eliminate all nonpermanent employees to save 4% of \$77,351,000 budget, or \$3.1 million.

Left out

Whatever frustrations members of U.S. delegation feel at Region 2 conference on AM broadcasting as time runs out (see "Top of the Week"), they are matched by frustrations of broadcasting representatives who made long journey to Rio de Janeiro as members of Radio Advisory Committee. Ray Livesay, president of Daytime Broadcasters Association and president of WLBH(AM) Mattoon, Ill., who returned after two and half weeks in Rio, said he learned "very little" and felt "useless." Harsh criticism was expressed by Matthew Leibowitz, Hollywood, Fla., attorney who represented Florida Association of Broadcasters and South Florida Broadcasters Association. He said delegation chief Kalmann Schaefer had "screwed" advisory committee; had changed ground rules from those at first

session of conference, in Buenos Aires, where advisory committee members could sit in delegation meetings and participate.

New visitor arrives this week for final 10 days of conference—Mike Lareau, WOOD-AM-FM Grand Rapids, Mich., who is member of National Association of Broadcasters radio board and chairman of its Task Force on Radio Allocations.

Syndicated exclusivity

Broadcasters, as well as syndicators, will observe with interest ultimate effect of shift of *Donahue* syndicated show from WGN-TV Chicago to WBBM-TV Chicago next Jan. 4. Multimedia, *Donahue's* syndicator, did not renew WGN-TV's contract after eight-year run because "superstation," in feeding *Donahue* to cable system, caused difficulties with TV stations that had purchased program for their markets.

Tougher

Quietly in past month "several" FCC staffers at senior and middle levels have been suspended without pay from days to weeks for insubordination or loafing. Naming names was avoided, but word is out that slipshod operation will not be tolerated under chairmanship of Mark S. Fowler.

Leap to conclusion?

Springfield Television Corp. has opened sideshow to its main effort to block FCC from dropping VHF assignment into Salt Lake City, where Springfield operates new UHF, KSTU(TV). Basis for new court action, in which Springfield asks U.S. Court of Appeals for 10th Circuit to halt processing of eight applications for new channel 13 in Salt Lake City, is commission's treatment of application that currently dark KTUX(TV) (ch. 13) Rock Springs, Wyo., filed for relocation of transmitter eight miles closer to Salt Lake City. Under commission's drop-in order, new stations must afford "equivalent protection" to existing co-channel outlets. But in August, commission notified KTUX's owner, Chrysostom Corp., its application could not be granted because it had failed to provide for "equivalent protection" to Salt Lake City allocation. To Springfield, that smacks of commission prejudgment of issue that agency has been asked to reconsider and that Springfield has appealed to 10th circuit.

As for Chrysostom, its interest is in getting KTUX on air with best facilities possible in shortest time. It has asked commission to waive minimum mileage rules—in effect, conceding commission's prejudgment.

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 WJHF-TV, Rochester, N.Y.
 KTXL, Sacramento-Stockton
 KSL-TV, Salt Lake City
 KSAT-TV, San Antonio
 KGTV, San Diego
 WTOG-TV, Savannah
 KSLA-TV, Shreveport-Texarkana
 KSFY-TV, Sioux Falls
 WSBT-TV, South Bend-Elkhart
 KHQ-TV, Spokane
 KTV, Springfield, Mo.
 KPLR-TV, St. Louis
 WTVH, Syracuse
 WCTV, Tallahassee
 WTOG-TV, Tampa-St. Petersburg
 WTHI-TV, Terre Haute
 KVOA-TV, Tucson
 WDCA-TV, Washington, D.C.
 WTOV-TV, Wheeling-Steubenville
 KFDX-TV, Wichita Falls
 WWAY-TV, Wilmington
 KAPP-TV, Yakima

Markets Sold!



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Business Briefly

TV ONLY

Hunt Wesson □ Various products. Begins Dec. 28 for 13 weeks in over 20 markets. All dayparts. Agency: SFM Media Corp., New York. Target: women, 18-49; women, 25-54.

Gulf Oil □ Light Logs Fire Sticks. Begins in January for first quarter in nine markets. Agency: Young & Rubicam, New York. Target: adults, 25-49.

Walgreen □ Drug stores. Begins Dec. 28 for first quarter in Chicago, St. Louis, Houston and San Antonio. Agency: Grenada Advertising, Dearfield, Ill. Target: adults, 25 and over.

Rich's □ Department stores. Begins Dec. 30 for 13 weeks in five markets. All dayparts. Agency: William B. Doner and Co., Southfield, Mich. Target: adults, 25-54.

ITT Continental Baking □ Hostess snack cakes. Begins Dec. 28 for 12 weeks in 85 to 90 markets. Day, fringe, children's programming and weekends. Agency: Vitt Media Services, New York.

Target: children, 6-11; women, 18-49.

Sunnyland Foods □ Begins Jan. 18 for 12 weeks in Miami and Tampa, Fla. Day, fringe, prime and weekend times. Agency: Burton-Campbell, Atlanta. Target: women, 18-49.

Hills Brothers □ Coffee. Begins Dec. 28 for 12 weeks in 31 markets. All dayparts. Agency: Timebuying Services, New York. Target: women, 25-54.

Flushoo □ Toilet bowl cleanser. Begins Jan. 18 for 20 weeks in over 60 markets. Day, early fringe, news, late fringe and prime access times. Agency: Timebuying Services, New York. Target: women, 25-49.

Luzianne Blue-Plate Foods □ Begins Jan. 11 for 10 weeks in over 20 markets. Day, early fringe and fringe times. Agency: Rosenfield, Sirowitz & Lawson, New York. Target: women, 25-54.

Curtiss □ Candies. Begins Feb. 1 for eight weeks in about 68 markets. Early fringe and fringe times. Agency: MCA Advertising, New York, Target: total teen-

Masla takes over HR/Stone rep firm.

Jack Masla & Co. Inc., New York, has acquired pioneer radio representative firm of HR/Stone Inc., New York, effective last week ("Closed Circuit," Nov. 30).

In consolidation, Abe Mendel, vice president, sales, HR/Stone, joins Masla as executive vice president, sales. Several sales assistants also will be added to New York office.

Masla will open office—its eighth—in Atlanta. It will be co-managed by Jan Sibert, who has been an account executive for Masla in Los Angeles, and Jack Lenz, who was manager of HR/Stone office there. Dennis Seely, who was with HR/Stone in Dallas, has joined Masla's office there and will work with Johnnie Pegues, vice president of Masla's Sunbelt Division.

Merger, Masla said, will result in "larger sales staffs, stronger regional offices, an improved nonwired network and strengthened support services."

agers; adults, 18-34; children, 6-11.

Martha White Foods □ Various products. Begins Jan. 18 for four weeks in 35 to 40 markets. Day and fringe times. Agency: Eric Ericson & Associates Advertising, Nashville. Target: women, 25-54.

Schering-Plough □ Maybelline ultra slim lipstick. Begins this week for two weeks in about 17 markets. Fringe times. Agency: Lake-Spiro-Shurman, Memphis. Target: women, 18-34.

Famous Footwear □ January clearance. Begins Dec. 28 for two weeks in 14 markets. Day, fringe and prime times. Agency: Stephan & Brady, Madison, Wis. Target: women, 25-49.

Pet Foods □ Sego diet week. Begins Jan. 3 for 10 days in 10 markets. Day, early fringe, prime, late fringe and weekends. Agency: The Haworth Group, Edina, Minn. Target: women, 25-54.

United Artists □ "Pennies From Heaven" (movie). Begins this month for one-week flights in 125 markets. Early and late fringe times. Agency: Diener/Hauser/Bates Co., New York. Target: adults, 18-49.

Bullock stores □ January white sale promotion. Begins Jan. 1 for one week in Las Vegas, Los Angeles, San Diego and Phoenix. Agency: Janik & Associates, Los Angeles. Target: women, 25-54.

James Hirsch □ Furs. Begins Jan. 1 for one week in Tennessee markets. Agency: Creative Advertising Associates, Los Angeles. Target: women, 25-54.

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How much would you give to add one day to your week?

Give your audience One Day at a Time and watch what happens. One Day at a Time ranks #1 in its competitive time period. Also #1 in share, homes, total women and total men.



One Day at a Time has been #1 in its time slot against competition like Mork & Mindy, Eight is Enough, Charlie's Angels, CHiPS, World of Disney, Jaws II, Saturday Night Fever and Smokey and the Bandit. Your competition can't be any tougher.

One Day at a Time ranks #2 in total women viewers among all prime time comedies and out-delivers the average comedy by 24%.



One Day at a Time ranks #3 against all prime time comedies in total men. It out delivers the average comedy by 22%.

One Day at a Time is consistently young at heart with 56% of all total adults between 18 and 49. And 66% of all its viewers are under 50.



One Day at a Time. 163 half-hour episodes available Fall 1982. It makes everyone laugh... except the competition.

One Day at a Time
AVAILABLE FALL 1982 — 163 Days at a Time

Distributed by **TAT** Communications Co.
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AdVantage

Personal spots. Dancer Fitzgerald Sample unveils new series of commercials featuring actress Candice Bergen promoting Cie fragrance this week. Network television will be used with emphasis on prime-time during three weeks leading up to Christmas. New campaign will reflect "contemporary life style" of product as Bergen discusses how Cie "suits her personality." Familiar tag line "Cie, for all the women you are," is also used.



Bergen for Cie

Reminiscing. Campbell Soup Co. will sponsor encore performance of its 1935 *Campbell's Playhouse* production of Charles Dickens's story "A Christmas Carol" over Mutual Broadcasting System. Hour-long show features Lionel Barrymore and is hosted and narrated by Orson Welles.

TLK adds unit. Visual Horizons Ltd., New York, catalogue and promotion agency for manufacturers and retailers, is now part of Tatham-Laird & Kudner, Chicago. Acquisition expands TLK activity in direct response advertising. Visual Horizons continues under Fred Tobey, who founded it six years ago, and associate, Steve Warsaw.

Spot radio patterns. Analysis of spot radio requests for first three quarters of 1981 shows 25-54 age grouping remains at top, representing 24% of availabilities. In second position is 18-49, with 18%, followed by 25-49 and 18-34, both at 16%. Most requested time period was morning drive at 39%, followed by evening drive, 23%, and daytime, 20%. Sixty-second length was in most demand, constituting 80% of all requests.

New on scene. SyndiRep, subsidiary of Multi-Media Communications, has announced national sales rep service for program syndicators. Company president Jim Seemiller said radio will be a special target for Chicago-based SyndiRep.

Southeastern Toyota Distributors □ Begins Dec. 25 for three days in about 35 markets. Day, news, prime access and sports times. Agency: Steve Walker & Associates, Fort Lauderdale, Fla. Target: adults, 18-49.

Ed Phillips & Sons □ Jacques Scott wines. Begins Dec. 13 for one week in Milwaukee. Day, early fringe, late fringe, prime access and news times. Agency: LaBelle & Shallbetter, Minneapolis. Target: adults, 18-49.

Tyson's Foods □ Chicken Quick. Begins in January for varying flights in about 100 markets. Agency: Noble & Associates, Springfield, Mo. Target: total adults.

RADIO ONLY

Texman Sportswear □ Lawman Jeans. Begins this week for two weeks in seven West Coast markets. Evenings and weekends. Agency: Evergreen Media, Seattle. Target: adults, 18-34.

Ben Bridges Jewelers □ Begins this week for one week in Seattle and Portland, Ore. Morning drive and middays. Agency: May/Partners, Seattle. Target: adults, 25-49.

Lawson & Valley □ Auctioneers. Begins Dec. 7 for one week in San Diego. Agency: Rullman & Munger Advertising, Los Angeles. Target: adults, 18 and over.

RADIO AND TV

Tinder Box □ Tobacco/gifts. TV and radio campaigns begins this month for one week in 60 markets and 15 markets respectively. All dayparts. Agency: RNF Media Corp., Beverly Hills, Calif. Target: adults, 25-49.

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RAMKO

Ramko Research, 11355-A Folsom Blvd., Rancho Cordova, California 95670 (916) 635-3600

RepReport

KBUC-AM-FM San Antonio, Tex.: To Eastman Radio from Torbet Radio.

WFLT(AM) Flint, Mich.: To P/W Radio Representatives from Torbet Radio.

WHAG-TV Hagerstown, Md.: To Avery-Knodel Television (no previous rep).

KLBK-TV Lubbock, Tex.: To Avery-Knodel Television from Meeker.

WTWN(AM)-WLAV-FM, Grand Rapids, Mich.: To Blair Radio from McGavren-Guild.

WEZF(FM) Burlington, Vt.: To Blair Radio from Buckley Radio.

WFMJ(AM) Youngstown, Ohio: To Blair Radio from Bernard Howard & Co.

WCAW(AM)-WVAF(FM), Charleston, W. Va.: To Blair Radio from Eastman.

WOAI(AM) San Antonio, Tex.: To CBS Radio Spot Sales from Eastman.

DIFF'RENT STROKES. THE HIGHEST RATED COMEDY TO PREMIERE ON ANY NETWORK IN THE PAST SIX SEASONS.



While other situation comedies slumped in the 1980-1981 season, Diff'rent Strokes rose to the top, ranking #4 among all situation comedies.

RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	DIFF'RENT STROKES	23.4/35
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33
12	HOUSE CALLS	21.1/30
13	BRADY BRIDES	20.5/33
14	BARNEY MILLER	19.7/30
15	TAXI	19.3/29
16	MORK & MINDY	19.1/29
17	HARPER VALLEY P.T.A.	18.7/30
18	SOAP	18.6/28
19	BOSOM BUDDIES	18.3/27
20	IT'S A LIVING	17.8/28
21	WKRP IN CINCINNATI	17.1/29
22	BENSON	16.5/28
23	FLO	16.3/25
24	I'M A BIG GIRL NOW	16.1/26
25	LADIES' MAN	15.1/23

Source: NTI Nov. 1980 and Feb. 1981

AVAILABLE '84

Diff'rent Strokes a **TANDEM** production distributed by **PITS** films
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM TAT LSA

Monday Memo®

A broadcast advertising commentary from Carl Gustin Jr. senior VP, Lord, Sullivan & Yoder, Des Moines, Iowa

Switching from print to broadcast is no pig in a poke

The use of broadcast media became the cornerstone of the National Pork Producers Council 1981 consumer campaign to promote pork—a campaign designed to increase demand and thereby stabilize producer profits. There is nothing particularly unusual about selecting broadcast media except that, over the past several years, NPPC had never made significant use of any media other than print (magazines and newspaper). The circumstances surrounding the use of broadcast—its choice over other media, its target placement and its results to date—are worth noting.

During August of 1980 NPPC, under the direction of its new advertising manager, Russ Sanders, and Lord, Sullivan & Yoder, began to study a very significant problem: Pork production was reaching all-time highs and producer profits reaching all-time lows (or even no profit at all for many producers). Promoting pork consumption is no problem, since all pork produced will be eaten, one way or another. The key is to increase demand so that pork is consumed at price levels that will assure earnings for producers.

To determine any relationships between the amount of pork produced, the consumer demand and producer profits, LSY began a comprehensive research project to develop a predictive model. This model was designed with regression analysis relating numerous variables important to the consideration of any future marketing efforts.

When this research was completed, several outstanding trends were noted, leading to the conclusion that, among other things, consumer advertising could alter the demand picture and generate profits for pork producers—provided enough funds were invested in media to exert consumer pressure. Other factors, such as production levels, meat quality, economic conditions and the like, will not be considered here.

Next, a research study was undertaken to establish a baseline of information about consumer perceptions of the product. It was important to determine motives for purchasing or not purchasing and to establish a relative share of market—not in comparison to other meat products but according to who does and does not eat the product on a market-by-market basis. The information from this study yielded yet another model relating creative effectiveness (advertising messages), media generated awareness (reach, frequency, type of media) and the potential audience (market-by-market breakdown of where the audiences were most likely to be per-



Carl Gustin currently serves as Lord, Sullivan & Yoder's Des Moines, Iowa, manager and senior VP. He also is marketing services director of the agency in charge of research and media. His relationship with the National Pork Producers Council is that of account supervisor working with two other account executives as well as numerous creative, research, marketing, media, and production support staff for the account. Gustin was a vice president of Post, Keyes, Gardner, Chicago, on the Brown & Williamson tobacco account prior to joining LSY. Before PKG in Chicago he was an account executive with Howard Swink Advertising in Marion, Ohio.

suaded to either increase pork purchases or begin new usage patterns).

Basically, it was determined that those not eating the product were concerned about product attributes that were not true—myths. It was felt that if the pork message could be aimed at exploding these myths, if the proper media reach could be achieved in the markets with the propensity for the greatest return on dollar investment, and if the proper merchandising support tools were utilized at the retail level, enough pork could be moved at the right prices to begin showing producer profits.

Media analysis with regard to our models selected TV and radio in 21 major markets. Computer analysis of the media schedule revealed the most effective radio/TV mixes, the best scheduling alternatives, and the best target demographics for each market considered. After pretesting the creative approaches the solution of the myth problem, advertising materials were prepared and scheduled in the various selected markets.

The program began in March 1981 and is running through December. A preliminary research post-test has been conducted and has revealed very high unaided and aided proved recall of the messages. A

very complete post study is now being conducted for comparison to our original baseline of information for exact analysis to refine strategy for 1982. The information from this study, combined with our model work relating hog price trends in 1981, will help us determine whether we were able to affect the demand patterns at all. Preliminary indications from the study of hog prices have indicated positive trends, but whether that was due to advertising or other market dynamics is yet unknown.

The broadcast approach has tested out with higher results than any other media form used in the past—that much is known at this time. If anything changes in 1982 it would be the amount of broadcast used per market, the market mix, and the mix of radio versus television.

Both NPPC and LSY have been encouraged by the use of broadcast in this first-year trial, but it is important to note that the broadcast had to be backed up by merchandising efforts at the retail level. Before, recipes and coupons were good vehicles in the print media, to encourage preparation of the product and more purchases by already good users of the product. This is missing in broadcast, but has been filled in with point-of-purchase materials. Finally, we have found that it is much easier for state pork organizations to tie into our overall broadcast programing with their own schedules at the local level than it ever was with four-color print. The net effect of NPPC schedules overlaid with those of the state organizations (in many cases the local schedules are analyzed on the same computer as the national schedule) has efficiently increased reach and frequency. This opportunity to interlace local and national programs has been an excellent secondary feature of the broadcast strategy.

Spot radio and TV only were used in the broadcast purchases for 1981, but radio network is being investigated for use in 1983 along with spot radio and TV schedules. Final buying will be evaluated on all post research of media effectiveness in comparison to budget and creative material application.

The overall key for NPPC in 1981 was to determine which media to use when and to use those discoveries for all future planning. To that end we feel we were also successful. Accountability for results in placing any media schedule along with the proper creative materials are critically important in view of shrinking budgets and poor economic conditions. The ultimate, of course, is predicting what media investments will do ahead of time through the use of predictive models based on a historical trend of information from prior regression analysis studies. That will be the ticket for NPPC in 1982.

**TV's
All-Time
Favorite
Adventure
Series!**



**THE
Saint**

Starring
ROGER MOORE

#1 IN NEW YORK #1 IN CHICAGO #1 IN LOS ANGELES

**In Average Rating And Share
In Its Time Period For The
November, 1981 Sweep
Telecast By The CBS  Network!**



Source: Nielsen Station Index October 29-November 25, 1981

The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.



FIGHT MIDSE

ADVENTURE · FANTASY

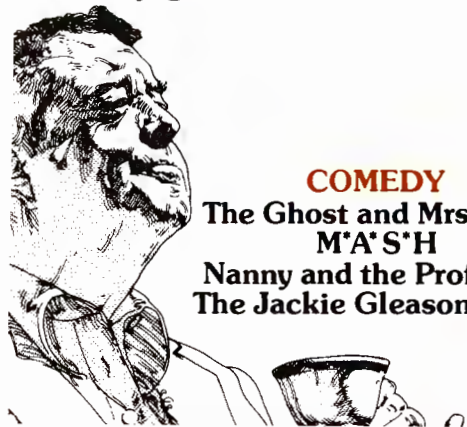
Batman · Planet of the Apes
Lost in Space · Daniel Boone
Voyage to the Bottom of the Sea

CARTOONS

Planet of the Apes · The Hardy Boys
Dr. Doolittle · Fantastic Voyage
Journey to the Center of the Earth

COMEDY

The Ghost and Mrs. Muir
M'A'S'H
Nanny and the Professor
The Jackie Gleason Show



CLASSICS
Shirley Temple Theatre

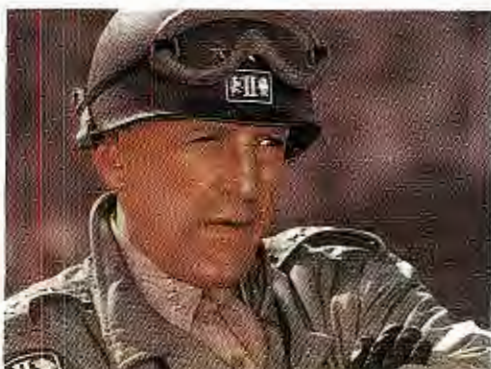


ASON BLAHS!

MOVIES

That's Hollywood

Capturing the magic of the movies)
Most 600 Major Motion Pictures
(40 years of box office hits,
loaded with marquee power)



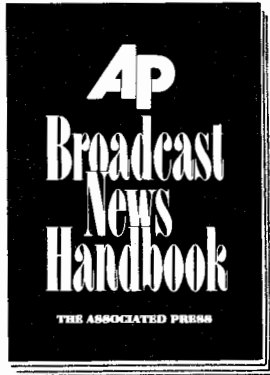
The November sweeps are in, and maybe you've got problems. What do you do? Contact 20th Century-Fox Television immediately for an opportunity to replay some of TV's favorite ratings.

FOX FAVORITES

Television never looked better.



Announcing the AP Broadcast News Handbook



Nearly 300 pages of the most complete and useful information on good broadcast news writing available today. The *AP Broadcast News Handbook* has the basic facts every reporter, writer, and editor needs to know.

Written especially for broadcast journalists, this important new book contains:

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Enclosed is a check for _____ Handbooks @ \$8.95 each. (For orders of more than 5 books please write for bulk ordering information.)

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Company/Station _____

Address _____

City _____

State _____

Zip _____

Make checks payable to Associated Press

Datebook

■ indicates new or revised listing

This week

Dec. 7—Comments due on FCC proceeding to eliminate requirement that broadcasters file letters received from public in public letters file.

Dec. 8—*American Advertising Federation* fifth annual law conference, "The Changing Regulatory Environment." Speakers: James E. Miller III, chairman, Federal Trade Commission; Mark S. Fowler, FCC chairman, and Bernard Wunder, National Telecommunications and Information Administration. Four Seasons hotel, Washington.

Dec. 8—*International Association of Satellite Users* business seminar. Luncheon speaker: Kenneth Cox, vice president-general counsel, MCI Communications Corp. One World Trade Center, 43d floor, Oval Room, New York. Information: (703) 442-8781.

■ **Dec. 8**—*Women in Cable*, D.C. chapter meeting on "The Cable Copyright Compromise." Panelists: Fritz Attaway, Motion Picture Association of America; Stephen Effros, Community Antenna Television Association, and James Mooney, National Cable Television Association. NCTA headquarters, Washington.

Dec. 9—*Academy of Television Arts and Sciences* luncheon. Speaker: Frank Price, president of Columbia Pictures. Century Plaza hotel, Los Angeles.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

Also in December

Dec. 13-16—*Arbitron Radio* Advisory Council meeting. Cancun Caribe, Cancun, Mexico.

Dec. 14-17—*Washington Journalism Center* conference for journalists on "The Economic Outlook for 1982." Washington Journalism Center headquarters, Washington.

January 1982

■ **Jan. 5**—Deadline for entries in *Women in Communications's* Vanguard award competition for non-stereotypical portrayals of women in local television public affairs programming. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Jan. 10-12—*California Broadcasters Association* winter meeting. Spa hotel, Palm Springs, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 13-15—*Arbitron Television Advisory Council* meeting. Walt Disney World Conference Center, Orlando, Fla.

Jan. 14-15—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Cen-

tury Plaza hotel, Los Angeles.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

■ **Jan. 18-22**—*National Association of Broadcasters* joint board of directors meeting. Waiohai hotel, Kauai, Hawaii.

Jan. 20—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington.

■ **Jan. 26-28**—*American Newspaper Publishers Association*, Electronic Publishing Seminar. Shoreham hotel, Washington.

Jan. 27—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity. University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

Jan. 29-31—30th annual *Retail Advertising Conference*. Drake hotel, Chicago.

■ **Jan. 31-Feb. 2**—*Radio Advertising Bureau's* second annual managing sales conference. Opening day luncheon speaker: Philip Smith, president, General Foods. Amfac hotel, Dallas.

February 1982

Feb. 3—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

Feb. 4-6—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency Greenville, Greenville, S.C.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Theme: "Tomorrow's Television." Opryland hotel, Nashville.

Feb. 6—*UCLA Extension* program, "Pay TV: Challenges and Opportunities for the Creative Community." Dickson Hall Auditorium, UCLA, Los Angeles.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.



JANUARY 4, 1982!

ANOTHER FIRST!

The Emmy-Award Winning Merv Griffin Show becomes the first talk / variety show to be transmitted *daily* via satellite!

The Merv Griffin Show—current, topical, entertaining—
from anywhere in the world!

METROMEDIA
PRODUCERS
CORPORATION



If you program for the young adult audience, don't let a good thing slip through your fingers into the lap of your competition. RADIORADIO, the exciting new service from CBS, has created programming that will set apart your station's sound, yet blend perfectly with the tone of your current format. Specifically aimed to satisfy the interests and needs of your young adult audience, this informational and lifestyle programming ensures that your station will make a sound difference in your marketplace.

Included in RADIORADIO's service are 2 minutes of news every hour. Presented in a fresh, upbeat way, it's written and reported by a new team of highly

qualified professionals. Now you'll be able to keep a young adult audience interested and informed with news that's presented by the best in the business, CBS News.

Every month RADIORADIO brings you concerts recorded live and broadcast in stereo. You can depend on these 90-minute gala events to feature the most outstanding talent available.

And every month RADIORADIO delivers long-form music specials that spotlight the hottest groups and solo artists around. An exciting combination of music and live interviews brings you the best talent in the business. Plus, RADIORADIO will have an open telephone line during these music specials. Listeners all

IF YOU DON'T PROGRAM RADIORADIO, YOU'LL HAVE TO PROGRAM AGAINST IT.

across the country will have an opportunity to call in and chat with their favorite stars.

RADIORADIO also provides 90-second informational programs to attract the listeners you want to reach. Scheduled four times a day, these features directly respond to the interests and lifestyles of young adults.

RADIORADIO gives you an unrivaled program mix that will decidedly increase your station's impact. You can count on the long-acclaimed expertise, quality and credibility of CBS itself. Don't let your competition get the jump on you. Make the first move...call David West in New York at (212) 975-2097 or Steven Epstein in Los Angeles at (213) 460-3547.



Feb. 10—New York chapter of *Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 10—Texas Association of Broadcasters TV Day. Hilton Palacio del Rio, San Antonio, Tex.

Feb. 11—Southern Baptist Radio and Television Commission 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

Feb. 17—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 17—New York chapter of *Women in Communications* course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-19—Texas Cable TV Association convention. Convention Center, San Antonio, Tex.

Feb. 18—Religion in Media's fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—School of Communications at Howard University, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—Cable News Network production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—Association of National Advertisers television workshop. Plaza hotel, New York.

■ **Feb. 24-26**—American Newspaper Publishers Association, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

Feb. 25—Association of National Advertisers media workshop. Plaza hotel, New York.

March 1982

March 1—International Radio and Television Society Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—Academy of Television Arts and Sciences luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—Florida Association of Broadcasters Washington reception for Florida's congressional delegation. Florida House, Washington.

March 3-5—National Association of Broadcasters state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 7-9—Ohio Cable Television Association annual convention and trade show. Hyatt Regency, Columbus.

March 9—West Virginia Broadcasters Association sales seminar. Lakeview Inn, Morgantown, W. Va.

March 10—West Virginia Broadcasters Association sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

March 11-16—National Association of Television Program Executives 19th annual conference. Las Vegas Hilton.

March 18—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

March 18-19—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—National Broadcasting Society, Alpha Epsilon Rho, 40th annual convention. Staller, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, International Public Television Screening Conference.

Toronto.

April 1982

■ **April 2-4**—California AP Television-Radio Association 35th annual convention. Miramar hotel, Santa Barbara, Calif.

April 4-7—National Association of Broadcasters 60th annual convention. Convention Center, Dallas.

■ **April 6-8**—North Central Cable Television Association annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

April 12—Academy of Television Arts and Sciences luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 16—Northeastern University, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—National Public Radio annual conference. Hyatt Regency, Washington.

April 19—Florida Association of Broadcasters "Broadcasting Day" University of Florida, Gainesville, Fla.

April 19-20—West Virginia Broadcasters Association spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 20—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

April 23-29—18th annual MIP-TV international TV program market. Palais des Festivals, Cannes, France.

May 1982

May 2-5—National Cable Television Association annual convention. Convention Center, Las Vegas.

May 4-8—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by Broadcast Pioneers. Pierre hotel, New York.

May 7-8—Florida AP Broadcasters annual convention. Hilton, Tallahassee, Fla.

May 7-9—Texas AP Broadcasters annual convention. Hyatt Regency, Austin, Tex.

■ **May 8**—Radio-Television News Directors Association Region 13 meeting with Virginia AP Broadcasters Association, Fort Magruder hotel, Williamsburg, Va.

May 10-13—ABC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 16-18—NBC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 23-26—CBS-TV affiliates annual meeting. Nob Hill Conference Complex, San Francisco.

May 25—International Radio and Television Society annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

June 1982

June 3-5—AP Broadcasters convention. Crown Center hotel, Kansas City, Mo.

■ **June 6-10**—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers' Association fifth annual seminar. St. Francis hotel, San Francisco.

June 11-18—Radio-Television News Directors Association of Canada annual meeting. Mount Royal hotel, Montreal.

June 12-16—American Advertising Federation annual conference. Omni International, Atlanta.

June 13-14—Radio-Television News Directors Association board meeting. Mount Royal hotel, Montreal.

June 16-19—Maryland-District of Columbia-Delaware Broadcasters Association convention. Sheraton Fontainebleau inn, Ocean City, Md.

June 17-18—Broadcast Financial Management/Broadcast Credit Association board of directors meet-

Major Meetings

Jan. 23-27, 1982—Association of Independent Television Stations (INTV) ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—National Religious Broadcasters annual convention. Sheraton Washington, Washington.

March 11-16, 1982—National Association of Television Program Executives 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—National Association of Broadcasters 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—National Public Radio annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual MIP-TV international TV program market. Palais des Festivals, Cannes, France, Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—National Cable Television Association annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—ABC-TV affiliates annual

meeting. Century Plaza, Los Angeles.

May 16-18, 1982—NBC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 23-26, 1982—CBS-TV affiliates annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-10, 1982—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

July 18-21—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

Sept. 9-11, 1982—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1, 1982—National Association of Broadcasters Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15, 1982—National Radio Broadcasters Association annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—Broadcast Financial Management Association 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—9th International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.



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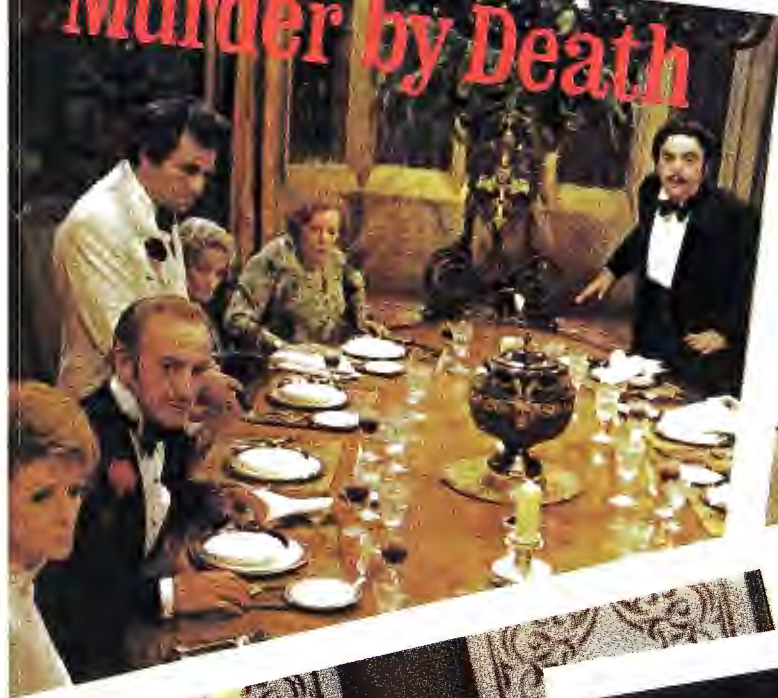
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GO TO
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Errata

National Black Media Coalition was erroneously reported in Nov. 30 "In Brief" as petitioner to deny license renewals of Viacom's WWRL(AM)-WKHK(FM) New York. Coalition **withdrew petition** after Viacom disclosed intention of donating WWRL to United Negro College Fund. However, **new petitioner** to deny WWRL has emerged—The Committee to Save Black Radio. Citizens to Save Jazz on WRVR is continuing to press its petition to deny renewal of WKHK.

ing, Washington Plaza, Seattle.

June 20-23—National Association of Broadcasters' Children's Television Conference. Capitol Hill Hyatt Regency, Washington.

June 22-25—National Broadcast Editorial Association national convention. Mayflower hotel, Washington.

June 23-26—Florida Association of Broadcasters annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 27-30—Virginia Association of Broadcasters summer meeting. Wintergreen Resort, Wintergreen, Va.

July 1982

July 14-16—Arbitron Television Advisory Council meeting. Silverado, Napa, Calif.

July 14-17—Colorado Broadcasters Association summer convention. Manor Vail, Vail, Colo.

July 18-21—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

July 18-22—World Future Society's fourth general assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and

proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

July 20-22—WOSU-AM-FM-TV Columbus, Ohio, Broadcast Engineering Conference, Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio.

August 1982

Aug. 19-22—West Virginia Broadcasters Association annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

September 1981

Sept. 9-11—Southern Cable Television Association's Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

Sept. 12-15—National Radio Broadcasters Association annual convention. Reno.

Sept. 13-17—London Multi-Media Market. Tower hotel, London.

Sept. 18-21—9th International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas.

October 1982

Oct. 8-12—Texas Association of Broadcasters management and engineering conference. Hyatt Regency, Houston.

Oct. 14-17—Federal Communications Bar Association annual fall seminar. Castle Harbour hotel, Bermuda.

Oct. 15-17—American Women in Radio and Television Southern area conference. Peabody hotel, Memphis.

Oct. 26-28—Atlantic Cable Show, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland, Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

Open Mike

Not impressed

EDITOR: I have been reading with great amusement about AM broadcasters who think that AM stereo will be the panacea of all their problems. They are either trying to fool the public or they are technically uneducated. First of all, with or without stereo, AM will have static. AM will fade in tunnels or around any metal obstructions. In other words, AM will have all the bad qualities it has now. Second, AM is delegated to the band of 535 to 1605 khz by FCC rules. FM by the same rule is on 88 to 108 mhz. Any signal, AM or FM, will not have the same tonal qualities at a lower frequency as at a higher one. While AM serves many useful purposes that FM cannot, covering a large distance for instance, it cannot have the quality of sound that FM has. Stereo now or later for AM will make very little difference in the quality of its sound.—Peter Maynard, Englewood, N.J.

In the race

EDITOR: Your "Closed Circuit" item in the Nov. 2 issue indicating my not seeking re-election to the National Association of Broadcasters television board was greatly exaggerated.

I am an active candidate for re-election and am soliciting support of any and all television broadcasters possible.—William H. Dilday Jr., general manager, WLBT-TV Jackson, Miss.

Comparison

EDITOR: To all old enough to remember "Mein Kampf," the CBTV Rev. Donald Wildmon's call for a boycott of selected network advertisers, based on his shibboleth of "Christian values," has a very disquieting ring.—Lincoln Diamant, president, Spots Alive Inc., New York.

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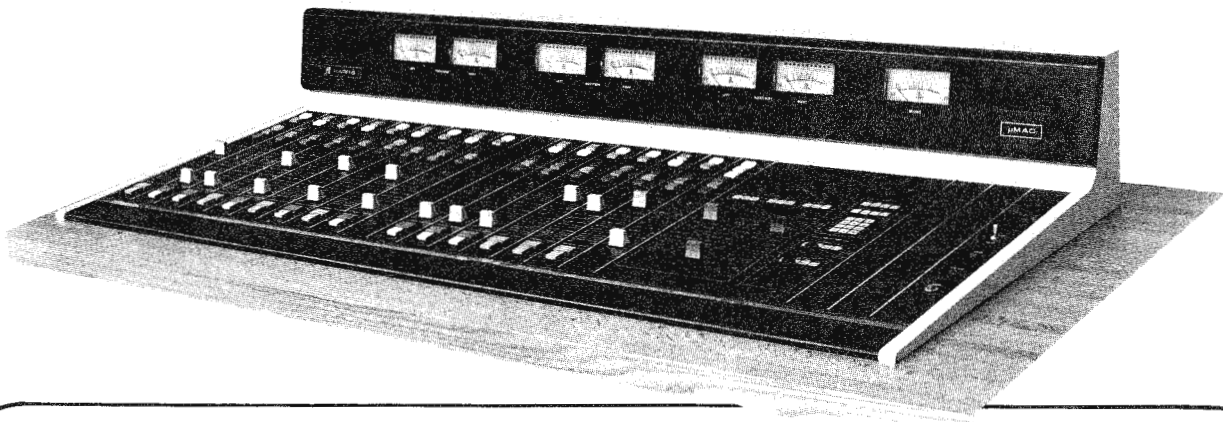
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Broadcasting Dec 7

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TOP OF THE WEEK

Schizophrenic in Anaheim

Cable industry tries to rein in its more enthusiastic members before they give away the candy store, but glitter of all that gold wins out in setting tone for Western Cable Show; compromise of copyright compromise is the leading issue; program supply and competition continue to mount; Liberty, Field in \$300-million deal

The cable television industry presented a split personality to the world last week, insofar as it was seen from the vantage of the suddenly-giant Western Cable Show in Anaheim, Calif. — officially only a regional event, but now with all the attendance (some 10,000 delegates), trappings and spirit of a full-fledged national convention.

The first face was of exuberance as cable counted both the blessings and the gold that come with its new status as a challenger to the dominant electronic communications force in the closing decades of this century. Keynoter Marc Nathanson declared flatly that the wired nation was on its way, and there were none to say him nay.

The second face was of an industry struggling for prudence in the face of the gold rush. Don't promise away all your future revenues, was the message panelists repeated incessantly at Anaheim — and which keynoter Nathanson emphasized in his own call to arms (below). The reality of what all those promises made in recent franchise negotiations might cost in the long run was beginning to sink in.

That aspect and others of cable's week out west are detailed in the stories that follow in "Top of the Week," and in earlier reports on pages 46, 74 and 76.

Keynote address by CCTA's Nathanson calls for industry to abandon lofty technological promises made to win franchises at excessive cost; he blasts NCTA for 'giving away' exclusivity

Delegates to the Western Cable Show were given a strong dose of reality by the president of the sponsoring California Cable Television Association as they prepared to leave last week's meetings in Anaheim.



The keynote came last, on Friday afternoon, when Marc Nathanson of Falcon Communications sought to bring down to earth an industry he sees as soaring not only in penetration but into the blue sky.

Nathanson had two primary targets: the trend in franchise contests to promise extensive services, often at diminished rates, and the ongoing efforts to achieve a compromise on copyright. The first he saw as leading the industry, potentially, into economic disaster. The second he saw as an unnecessary and ill-advised legislative defeat. And in a remark aimed directly at the leadership of the National Cable Television Association, Nathanson declared: "This is one cable operator and one association that isn't going to stand for any more defeats."

In spelling out the dangers of over-promising, Nathanson said: "The price of

a major-market franchise today seems, on occasion, to be as illogical as this: First, take 20% of the franchise and give it to local investors who do not really invest. Second, take 10% of the operating revenue and give it away to community access, public relations, educational programming, governmental service and prepaid franchise fees. Now you've got about 70% of the revenue. Then, bid basic service at a third of value; now you might have 60% of the revenue. Now agree to place 20% of your channels in some kind of channel bank, cutting back by another 10% to 20% on your earning potential. Then try and make a return on your investment with less than half of your revenue potential available to you."

The problem is compounded, Nathanson said, by the industry's having to return to the franchising authorities for

still another round of negotiations to resecure its licenses—a process that he said would involve most of the established franchises in the next seven to eight years. Even where a franchise is renewed, Nathanson said, “the renewal process may become an exercise in which a company gives away what is necessary to protect a multimillion-dollar investment and multimillion-dollar asset value rather than writing a franchise that allows for a reasonable return on investment. Who can afford to write off a \$50-million cable system?” he asked rhetorically.

Nathanson’s keynote was not delivered in a negative context. Indeed, he began by noting that “cable TV is coming to urban America,” and that “the wired nation will be here shortly.” He declared himself “still a true believer” in the proposition that, of all the so-called new technologies—STV, MDS, DBS and teletext—cable will emerge as “the one dominant mass communications system.” It is a role he is anx-



Nathanson

ious for the industry to take on—among other things, “to do *good*—good that comes from failing as well as succeeding.” He encouraged his fellow operators to innovate, to try new programing concepts and not to provide “54 different Xeroxes of network programing ideas.” Overzealous promises, “made in the heat of a franchising battle,” stand in the way of cable’s ability to meet its programing and social potential, Nathanson said. “This cancer of unfulfilled promises must be cut out,” he said. “We cannot fulfill our destiny of providing meaningful services to better our lives if we can’t make a return on our investment.”

Nathanson was equally emphatic in his criticism of the copyright compromise. “What has been engaged in recently by the NCTA has, in the words of our own leaders, been an exercise in confusion, indecisiveness and, in my opinion, defeat. They say the problem is that we do not have sufficient support in the key House subcommittee to avoid a more onerous Copyright Act. Nobody has seriously suggested that giving away exclusivity on distant signals is advantageous to cable operators. After all, we are the industry that fought for the last 20 years to get those distant signals, and in a strike we’ve given them all away.”

Zeroing in even harder on NCTA’s

leadership, Nathanson said: “We learned in California from [the late] Walter Kaitz [long-time executive director of the CCTA, and father of the present executive director, Spencer Kaitz] that when we didn’t have the votes we should go and get them.” Nathanson noted that NCTA has asked its cable constituents to lobby only on S. 898—the common carrier bill—in this congressional session. “Another defeat,” in Nathanson’s eyes. It was then he declared he and CCTA would brook no further legislative setbacks.

Nathanson also said that a high priority

must be placed on further cable deregulation. “Remember,” he said, “our competitors do not have any state or local regulation. Deregulation of AT&T to compete with us requires our own deregulation. It is the answer to the rate regulation and common carrier obstacles.” Just behind that in priority he placed the objective of franchise stability, and said the California association was moving on legislation that would require a city to show cause when failing to renew the franchise of a cable operator that has performed well for the public.

About face on cable copyright

Kastenmeier drafts new language for bill, delaying syndicated exclusivity and grandfathering superstations; NCTA approves; ‘shocked’ NAB, MPAA are not forewarned, hope to renegotiate

The National Cable Television Association has overwhelmingly approved new provisions to a compromise on cable copyright. Drafted by Representative Robert W. Kastenmeier (D-Wis.), the provisions represent a drastic change to an agreement already approved by NCTA, the National Association of Broadcasters and the Motion Picture Association of America, and drew responses of “shock” and “dismay” from NAB and MPAA leadership.

Meeting last Monday, Nov. 30, just prior to the Western Cable Show in Anaheim, Calif., NCTA’s board of directors voted 25-1 in favor of the new language, which would delay imposition of new syndicated exclusivity laws for six months following their enactment for systems within the top-50 markets. For systems in markets 51-100, the new laws would not apply until one year after enactment and for all others, they would not apply for two years after enactment.

The new provisions would “grandfather” contracts between copyright owners and superstations signed before enactment of the new law “for the life of the contract.”

They would also permit waivers from syndicated exclusivity such as that granted in 1980 to Arlington (Va.) Telecommunications Corp., which imports Baltimore TV signals already receivable by many homes over the air in that Washington suburb. Waivers could also be granted for violations occurring “through no fault of the cable operator,” but not for “negligent or willful violations.”

NCTA President Thomas Wheeler credited Kastenmeier, who chairs the House subcommittee charged with copyright, with bringing the proposed legislation to its present configuration. Kastenmeier worked out the new provisions with representatives of the Turner Broadcasting System during the week prior to the Western Cable Show, according to a subcommittee spokesman, who said Kastenmeier is ready to “stand by the new agree-

ment in principle” but plans to continue negotiating with all parties to obtain a final compromise.

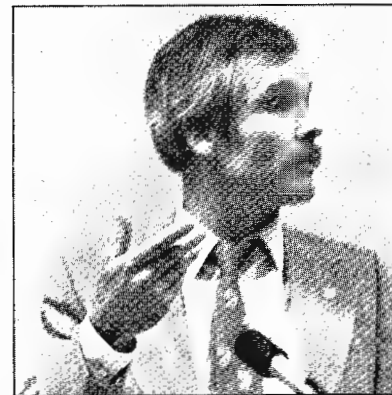
Although only one NCTA board member voted against the compromise, Wheeler said there are still some on the NCTA board who would “like to see the whole goddamn thing go away,” but, having accepted that some change in existing copyright law is inevitable, the newly-revised agreement is something, “they feel they can live with.”

There is also plenty of opposition from cable operators who feel NCTA should simply resist any attempt to tamper with the status quo, according to Wheeler. One NCTA director is said to have argued at last week’s board meeting that a vote for the compromise doesn’t really matter any more, because its provisions have been changed so often it is likely to fall apart.

Daniel Aaron, Comcast Corp., Bala Cynwyd, Pa., is said to have cast the sole vote against the compromise. Fred Kennedy, CSRA Cablevision Inc., North Augusta, S.C., who has vigorously opposed the compromise, abstained.

At a press conference last Wednesday (Dec. 2), Ted Turner, president, Turner Broadcasting System, said he still doesn’t like the compromise, but has endorsed it because the new provisions will permit his superstation, WTBS(TV) Atlanta, to survive. “I’ve got enough programing to go in first class for five years,” he said, adding that WTBS will have some 4,000 films available to it by next year.

At a luncheon the day before, Turner told those attending the Track Day pro-



Turner

Four against one. Tom Wheeler, president of the National Cable Television Association, and three key U.S. congressmen told cable operators on the final day of the Western Cable Show that the copyright compromise was cable's best solution to a difficult problem. They suggested that if the compromise fails to become law, cable operators could be faced with the elimination of the compulsory license, which permits cable operators to carry distant signals at what program producers consider modest royalty payments. The admonitions were clearly intended—and perhaps orchestrated—to defuse opposition to the compromise within the cable industry now led by Steve Effros, executive director of the Community Antenna Television Association and a member of the Friday morning copyright panel.

Wheeler said that the register of copyrights, David Ladd, has proposed elimination of the compulsory license and added that the Reagan administration is 10 days away from taking a position on copyright "in support of the marketplace." Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee charged with copyright, said the subcommittee has scheduled markups on copyright bills before it and that there was some sentiment on the subcommittee that elimination of the compulsory

license was "the simplest way to proceed." It does have appeal, Kastenmeier said, it is seen as a "form of deregulation." Kastenmeier said he hoped the industry would perceive the "political reality" of the situation and rally around NCTA in support of the compromise, which, he said, "is the better part of wisdom." Representative Thomas Railsback (R-Ill.) said two of his fellow Republicans on the subcommittee are in favor of dropping the compulsory license. "It's to Tom Wheeler's credit," he said, "that they were able to work out an agreement that keeps the compulsory license in existence."

Representative George Danielson (D-Calif.), another subcommittee member, said he was glad that the cable, broadcast and motion pictures industries have come to a compromise, but he warned that whatever is worked out by the industries will not be swallowed whole. "We will reserve the right to make whatever adjustments are necessary for the good of the people," he said.

Effros, who was unconvinced by Wheeler and the congressmen, had a few political realities of his own to share with the cable operators. Maintenance of the status quo is clearly in the public interest, he said, and if cable operators mobilized their subscribers—60 million people in 23 million homes—"we will win any battle on Capitol Hill."

gram of the Cable Television Administration and Marketing Society (see story, page 76), that he had been "arm-wrestled" into accepting the compromise in its latest form. Turner said he has some programming locked up until the year 2000 and enough for the next five to seven years to carry him to the point at which he can bid against the commercial networks for product on a dollar-for-dollar basis.

Among those apparently doubting the need for a compromise is former FCC Chairman Charles Ferris, now an attorney with the Washington firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C., and special counsel to NCTA on the copyright issue.

In a letter to James Mooney, NCTA executive vice president for government relations, Ferris said his "appraisal of the situation" on Capitol Hill is that "no bill will be enacted this Congress in the absence of an agreement supported by all the parties.

"I don't think Bob Kastenmeier has coalesced a particular position," said Ferris, "but I think most of the other members of the subcommittee would be influenced by any strong position taken by him on the issue."

Dated Oct. 20, the letter continued: "My conversations with the House subcommittee members lead me to conclude that they would like the issue to go away but I don't believe they can presently agree on a way of doing it legislatively."

In conclusion, Ferris said, "it is my assessment that the reinstatement of a distant signal limitation or any form of syndicated exclusivity would be unobtainable legislatively, unless it is supported by the cable industry."

Stephen Effros, executive director of the Community Antenna Television Association, said the new compromise is much better than the previous one, but is unacceptable to CATA because it does not contain necessary changes in must-carry rules. CATA maintains that cable operators should be required to carry only one affiliate of each of the three major net-

works and of the Public Broadcasting Service in addition to local independent stations. Some cable operators must presently carry two or even three affiliates of the same network, a situation difficult for older, 12-channel systems, Effros said.

The original compromise was a creation of the "very large, vertically integrated multiple system operators, the NAB and the MPAA," said Effros. The new compromise represents an admission by NCTA and the copyright subcommittee staff that "one of the results of the original compromise would have been the demise of the superstation.

"The vertically integrated cable operators would be happy if [superstations] disappeared," he said, "because they are the competition."

The day after NCTA had ratified the new agreement with Kastenmeier, NAB and MPAA received details of its provisions for the first time. "We've expressed our concern and unhappiness to Congressman Kastenmeier," said John Summers, NAB executive vice president and general manager. "We feel we should have been included in the negotiations between the cable people and the subcommittee."

Provisions grandfathering present superstations represent a "major change" in the compromise negotiated previously, said Summers, and the waiver provisions "open the barn door to a lot of waivers that might be used to broaden the rules."

Although Kastenmeier has endorsed the compromise, NAB plans to continue working with the subcommittee to achieve a compromise it can agree to.

MPAA President Jack Valenti also telephoned Kastenmeier last week to express disappointment over the new development. A spokesman for Valenti, who was hospitalized for a back injury, said MPAA is "not committed by any means" to the new language. "We don't understand what's going on here," he said. "We've been totally left out and what is suggested [in the new language] goes far beyond the statement of principles already agreed to."

Programming fruits for cable crowd

Times Mirror's Spotlight, with its list of four other MSO's backing new movie service, leads the parade; Turner offers stats; BET, United Video, Showtime, HBO, among those detailing latest adventures

Cable programming, in its proliferating diversity, may well have been *the* story of the Western Show last week. But left unanswered was the crucial programming question: Who's going to survive, now that so many similar services are going head to head?

Take the Times Mirror announcement of expansion plans for its stand-alone Spotlight service—now to be a partnership among Times Mirror, Cablevision, Cox Cable Communications, Storer Cable Communications and Tele-Communications Inc. Although some expansion of Spotlight to other systems had been expected (BROADCASTING, Nov. 30), the scope of this arrangement, uniting the third, fourth, sixth, seventh and 18th largest MSO's, with over four million subscribers among them, was not anticipated. And the deal also gives Chuck Dolan's Cablevision Systems—already a partner in Rainbow Programming (Bravo and Escapade)—participation in a full-time movie service.

Times Mirror and its partners were pitching the 24-hour Spotlight as a foundation service of premium movies and specials that they want "to become one of the principal products in the multipay marketplace." The obvious advantage of such a service to its partners is the elimination of the middleman percentage now factored into the prices for the three major pay movies services: Home Box Office (with HBO and Cinemax), Showtime and Warner Amex Satellite Entertain-

Handicapping the cable news race. Compton Advertising, New York, predicts that Ted Turner's Cable News Networks will dominate their field for, at most, four years and will then be surpassed by the ABC/Westinghouse joint news venture.

The Turner organization's strong points, according to the study, are that it has a two-year headstart on ABC/Westinghouse's Satellite NewsChannel, scheduled to start in the spring of 1982; it has in Ted Turner a strong personality who will influence many systems to retain CNN, and it is likely that system operators will not be likely to drop a popular service, even if one charges and the other does not. (Turner charges, ABC/Westinghouse plans no charge.) Another advantage cited by Compton: Turner's decision to take on Warner Amex as its sales representative.

Compton conjectures that ABC/Westinghouse will move slowly in competing against Turner, because of "fear of antimonopolistic practices (the Goliath syndrome)." Compton reasons that by the end of this decade, ABC/Westinghouse's vast financial resources, advertising-marketing expertise and news superiority will make the new cable company the dominant force in cable news. (Both Turner and ABC/Westinghouse plan to have two networks in operation.)

Compton's study, prepared under the direction of Joel Fisher, vice president and director of media research, forecasts that after about four years, the stiffening competition will force Turner to an outright sale or a merger.

ment's The Movie Channel.

The Spotlight principals revealed little last week that wasn't in their brief press release. Stating that agreement in principle had been reached, it noted the identity of the partners, and mentioned Spotlight's current carriage on Satcom I (due to stay with Cable Net One when it moves to Satcom III-R) and an eventual move to the two Hughes Galaxy I transponders purchased by Times Mirror. (Times Mirror will seek a second transponder on Cable Net One for that interim period). Not revealed was the dollar amount or form of participation by the new partners, although indications are it will vary with subscriber counts.

And for the time being, the three existing movie services, involved enough in competition among themselves without the added challenge of a contender that could exploit a potential pricing advantage, were refraining from official comments of what effect the expanded Spotlight might have on their own operations or potential.

Meanwhile, the battle of cable news services continued between the established Cable News Network of Ted Turner and the promised challenge from the Group W/ABC joint venture with Satellite NewsChannels. CNN announced the signing of three affiliates for its short-form CNN2—the Cox Cable Communications systems, CableScope of Buffalo, N.Y., and American Cable in Pompano Beach, Fla. Group W Satellite Communications was saying it is lining up affiliations, although it was not prepared to identify any.

On Friday, Turner announced another agreement, with Warner Amex Cable to provide CNN2 to several of its systems at launch and to at least 200,000 total subscribers by the end of 1982. Group W scored a coup in the hiring away of Roy Mehlman from Turner's operations—the national sales manager for Turner Cable Sales will now serve as vice president-affiliate relations for GWSC. (Mehlman was formerly a leading figure in the establishment of UPI Newstime.) Commenting on his move, Mehlman said he was at-

tracted to Group W by the "chance to participate fully in the varied pay cable projects" Group W has announced and is planning—such as The Disney Channel joint venture with Walt Disney Productions. Although the Turner Broadcasting operation was able to announce the hiring of eight broadcast news veterans as CNN2's first eight anchors, the defection of Mehlman is said to have been a sore point for Turner himself.

Turner's prominence within the cable industry was underscored by the frequency of his public appearances last week—luncheon speaker at the CTAM conference, keynote panelist at the Western Show, host of a well-attended press conference—not to mention the following he commands at more private affairs like the TBS hospitality suite, or his autograph session for his new biography.

At the recent CTAM session Turner not only detailed the story of his acceptance of the recent compromise on the copyright compromise (see story page 76),

but presented the results of research TBS had commissioned on viewing patterns in homes receiving the present TBS services of WTBS and CNN. As reviewed again at his press conference, the study, conducted by an outside research firm, identified WTBS as the "most liked" channel in homes where it's available, scoring 21.7% to CBS affiliates 19.4%, NBC affiliates 17.6%, and ABC affiliates 16.4%.

A question on the "most watched" channel got different results: ABC affiliates 23.7%, NBC 21.1%, CBS 19.0%, WTBS 18.0% and HBO 12.3%.

But those figures and Turner's popularity in the industry notwithstanding, this Western Show provided no answer to whether, given a NewsChannels marketing plan that pays operators lump sums for carriage, against CNN's continuing per-subscriber charges, and the bottom-line orientation of the industry, Turner will be able to keep CNN (at least with its present marketing program) afloat. And the suggestion out of New York last week was that Turner faces a stiff battle against NewsChannels (see Compton Advertising box above).

In other programing news, Black Entertainment Television announced its plans for service expansion—swelling its hours on the air each week from the current three to 42. According to BET President Bob Johnson, it will be to be accomplished by securing space on Satcom IV—BET is presently using a Friday night block of time on USA Network's transponder on Satcom I. (Johnson said he's already made a deal, but can't say with whom.) BET's expanded programing is set to start in May, although the Friday night block will continue to run on USA through 1982. The move will severely affect the availability of BET to cable subscribers—Johnson calculates his potential audience will drop from 8.9 million homes to three million in making the switch to a second-



Insurmountable opportunity? In the welcoming address of the Western Cable Show, Spencer Kaitz, executive director of the California Cable Television Association, the chief sponsor of the show, told the assembled cable operators that they must prepare to make sacrifices if they intend to enjoy full First Amendment rights. The industry must decide whether it is "the newest member of the free press or simply a clone of the mother technology." Newspapers earned their First Amendment freedoms, he said, "at the altar of sacrifice—the economic sacrifice of backing unpopular causes and the personal sacrifice that has sometimes even included jail terms at the hands of angry governments. The broadcast industry would not pay the price and did not earn

the freedom." Cable can establish itself as a "First Amendment service," Kaitz said, by insisting on four essential freedoms: 1. to select its own programing without censorship; 2. to decide how to sell, package and tier its services; 3. to originate local programing, and 4. to work with community groups in the development of programing by the community. Cable operators should be concerned but not surprised if they find government restricting these freedoms, Kaitz said. "Government has always been fascinated with communications and has always sought to control it." Kaitz noted that evidence of governmental intrusion on cable's rights is already widespread. Community programing responsibilities are being taken away from cable companies (sometimes with their cooperation) and turned over to commissions, boards and nonprofit agencies, he said. Many cities are seriously discussing municipal ownership of cable systems, he said, and rate regulation is pervasive.

ary satellite. But Johnson said his timetable for growth is five million homes reached in '83, nine million in '84, and 12 million in 1985. BET's new schedule will run from 8 p.m. to 2 a.m. seven days a week, with the three prime-time hours repeated starting at 11 p.m. Reflecting that increase in programed hours, Johnson expects his programming budget to escalate next year from \$750,000 to \$5 million.

Just before the Western Show got under way, United Video announced the introduction to nationwide service of a EPG—a 24-hour Electronic Program Guide, customized for individual systems, that will be satellite delivered (over the vertical blanking interval of the programming from WGN-TV Chicago that United distributes via Satcom 1, transponder 3). United envisions the EPG system carrying national, regional and local advertising, in three slots—one stationary line each at the top and bottom of the screen, which

United plans to sell nationally, and a scrolling three-line slot. EPG will also be charging operators a flat rate of \$125 per week, plus \$4 per channel in excess of 14 channels. United was pitching that systems can more than offset that charge through local ad sales.

While the Times Mirror Spotlight announcement may have stolen the center of the pay movie service stage, other programmers at Western had some announcements of their own.

■ Showtime President Mike Weinblatt, predicted his service will top three million subscribers by yearend. Weinblatt also said Showtime will run a 1982 advertising budget twice that of 1981, and include in the package "the industry's first co-op rebate program" for local systems advertising Showtime. Among a string of programming announcements was the news that Faye Dunaway, Dick Van Dyke, Madeline Kahn and Cloris Leachman will

appear in *Broadway on Showtime* presentations of theatrical productions.

■ HBO announced its "first original weekly series"—a half hour from Henson Associates that will introduce a new family of Jim Henson Muppets, the *Fraggles*, in a production called *Fraggle Rock*. An initial production run of 36 episodes has been scheduled, which should reach subscriber's homes in late 1982 and early '83. HBO also detailed some of its plans for the expansion of its service to 24 hours (once transponder time becomes available in 1982)—with a schedule keyed around various dayparts.

■ Over at the Entertainment Channel, the pay-cable joint venture of RCA and RCTV, the big news was the preliminary agreement of United Cable to be the service's first affiliate (with actual signing expected shortly). United is to offer the Entertainment Channel to all of its systems, which incorporate 450,000 subscribers.

Unbounded optimism abounds in Anaheim

Cable executives look ahead and see proliferation of programming, advertising, new services and revenues during the coming two decades

Cable television in the 1990's as described by four industry leaders at the opening session of the Western Cable Show last Wednesday will include many new services, little government regulation, greatly expanded audiences and billions of dollars in advertising revenues.

The optimism reflected that of the hundreds of cable operators who turned out for the session and the thousands more that turned out for the convention.

If cable operators fulfill their programming responsibilities to the public, said Ted Turner, owner of the Cable News Network and superstation WTBS(TV) Atlanta, they will be "the richest, most powerful, happiest and most respected people the world has ever seen." The 1990's, he gushed, are "going to be a great decade."

By 1990, cable will reach into 90% of American homes, Turner predicted. And he promised that if penetration did not reach that level by that year, he would personally see that it did, presuming that his programming ventures of the next nine years do not bankrupt him.

Cable television, he said, will become the dominant communications force of the 1990's, supplanting both AT&T and the newspapers. Local television stations will survive by offering local programming, he said, but the "dinosaur-like" networks must become more efficient or wither away. Radio will also be hurt by cable, particularly video music services like Warner Amex's Music Television, he said.

But, Turner warned, the future of cable is no brighter than the future of the American economy, entire segments of which are in "terrible shape." "Inflation can put

the squeeze on a price-regulated industry like cable," he said.

Ralph Baruch, chairman of Viacom International, looked into his crystal ball and found cause for the entire television industry—cable and broadcast—to be glad. In the next 10 years, he said, the number of television homes will grow 25% from 80 million to 100 million. What's more, the television audience will become older over the same period, he said, and "it has been found that the older population in the U.S. watches far more television." Even today, Baruch said, the average home tunes into six hours and 40 minutes of television each day.

Although broadcast television is "the most effective and the most efficient" advertising medium, he said the cable industry will collect huge chunks of advertising revenue in the years ahead. By 1985, cable advertising revenues will increase to about \$500 million and "that \$500 million will more than triple by 1990—\$1.5 billion of advertising underwriting an enormous variety of programming."

For cable to fulfill its full potential, however, it must find ways of making practical services out of the new technologies, Baruch said. "We have been developing technical capability without regard to practicality—we're developing the technical know-how and really don't know yet what

to do with it."

Robert Wright, president of Cox Cable Communications, presented his predictions as headlines on a cable text service of the future: *The Los Angeles Cable Times*. Among the news items in 1991: With 35 satellites in orbit with more than 800 transponders, transponder prices continue to drop. Subscribers pay their bills, vote for the President and buy durable goods and stocks on the major stock exchanges electronically over cable. Joint cable interests outbid all the broadcast networks and win the right to the 1992 Olympics for \$630 million. Eighty percent of the cable subscribers are served by just seven large MSO's. Deregulation of the telephone industry results in its easy dominance of the data communications business. Cable advertising billings top the \$6 billion mark.

To the delight of the audience, many of Wright's headlines were tongue in cheek: Ted Turner launches CNN-7, "the all good news channel." Cablevision's Chuck Dolan agrees to pay everybody in Boston \$2 to hook up to his cable system there. And electronic faith healing service is initiated (place your "afflicted organ" on the converter).

According to Gus Hauser, chairman of Warner Amex Cable Communications, by the 1990's the great regulatory debates of today will have been resolved to the bet-



Turner



Baruch



Wright



Hauser

terment of cable. The confusion over cable's identity will be over, he said, and cable will operate in an essentially deregulated environment of new and highly competitive services.

In a cable market where 70% of all homes are hooked up, he said, operators

will be less dependent on subscriber connection fees, and two or three tiers of pay programming and pay-per-view options will be available to fully one-quarter of all television homes. Cable will become the "world's largest theater," he said.

In addition, Hauser said, perhaps as

many as 12% of the cable subscribers will enjoy such two-way transactional services as videotext, banking and shopping at home. The services will be a "multi-billion dollar industry" in themselves, Hauser said. Cable will facilitate the "electronic cottage."

Here and there in Anaheim

Spokesmen for STV, MDS, DBS and other of the media that will be competing with cable for audience and revenue in the decade ahead were spotted here and there on the Western Cable Show agenda. Most managed to defend enthusiasm for their home teams, primarily by pointing out that even if cable succeeds in wiring 50% or 60% of the U.S., there will be room for others with pay services. John Gwin of Oak Industries, for example (a manufacturer of decoding devices used by cable as well as by competing industries), offered this scenario in defense of the possibilities for DBS. Given 84 million TV homes in 1984, with 55 million passed by cable, there remain 29 million TV homes. Take off another four million for STV and MDS and there remain 25 million. Deduct another five million for demographic reasons and there remains a potential of 20 million for DBS. If 30% of that number were to pay \$15 for a major fight—say, the Cooney-Holmes contest that Oak signed up last week—it would produce \$90 million. "Now that's a home box office," said Gwin.

One of the many mentions of franchising—and/or refranchising—at the Western Cable Show was a session where panelists were in agreement on one point: that most municipal franchising authorities are ill-equipped to understand such sophisticated, high-technology operations as the modern cable system. It's up to the cable operator, if not the cable industry, to start educating those officials, agreed the panelists, who said the alternative was a continuation of unrealistic expectations in new franchising or antagonistic relations in refranchising. Too often, said Howard Gan of the Cable Television Information Center, the cable industry acts "like a teen-ager going through puberty: It wants to be treated like a child and an adult at the same time." Cable, he said, must fulfill the promise of abundance that all communities now expect of it. To the extent that it doesn't, Gan said, the industry will lay itself open to problems. Moderator John Malone of TCI remarked at one point that rebuilding—to increase channel capacity above the 12 channels still standard in many areas—is not as big a problem as generally thought. Many of TCI's 12-channel systems have trunks capable of handling 30 channels, but TCI has not offered that many to the homes passed because of unreliable converters—a fault that Malone said must be corrected before

cable can meet its multichannel promise.

A Western Cable Show panel on enhanced services heard a cautious description of a Times Mirror videotext experiment by that company's Jim Holly. The big question, he said in a way that discouraged a positive answer, was whether the consumer wants to spend a significant amount of time collecting information at night and reading it on a TV set. He said no one knows. Furthermore, can such services be profitable? Certainly not solely from consumer revenues, Holly said; advertising or subsidization by banks or others will be necessary to recoup the significant hardware and software costs of maintaining such systems. Holly spoke of one analyst who remarked that, no matter how he pushed the numbers, the telephone company got at least 60% of each dollar. Art Esch of Canada's NABU computer company, a more sanguine panelist, offered his answer to the problem in an acronym: RIM = MI. It stands for Regionalization (linking a number of systems to one data base), Intelligence in the home (meaning the consumer provides his own computer), with Modified videotext (using cable systems to carry the information downstream and the telephone to carry queries upstream) equaling Minimal capital investment for Immediate revenues. The missing link so far, he said, is a high-speed cable modem.

Although their ranks are dwindling fast as the cable industry continues to consolidate, there are still some "mom and pop" systems on the scene. Conspicuous among the delegates at last



week's keynote panel in Anaheim was five-month-old Deborah Marie Kamphouse, who attended the conference with her parents, John and Susan Kamphouse of Trinity Systems Inc. (2,600 homes passed) in Trinidad, Calif.

Cablevision's Chuck Dolan, commenting on basic programming, said: "Basic service should not be a profit center . . . New urban builds won't succeed at all on the amount they charge for basic . . . Profit will follow if we can get a basic service that opens the door to homes." But Ted Rogers of Rogers UA Cablesystems disagrees. "We are retailers, not carriers . . . I urge that we build our business on layers of profitability . . . basic cable . . . terminal rentals . . . pay TV . . . and pay-per-event [which is] the largest opportunity in the future."

"If that's the future, it's pretty depressing." The observation was made by Gretchen Frank, director of marketing for Rogers Cablesystems, in quoting the results of an unpublished study of the cable experience of Syracuse, N.Y., by Dr. Vernon Sparks of Syracuse University. Sparks found that over an 18-month period, "experience with cable diminishes satisfaction" to the point where at the end of that time, "nonsubscribers in the area had a better opinion of cable than cable subscribers."

John Gault, president, Manhattan Cable: "A reliable, field-tested and deliverable addressable converter" does not exist and will not exist before the fall of 1982 or the spring of 1983.

Joseph Frietag, assistant director of business development for Satellite Business Systems, appeared in several forums at the Western Cable Show to push the advantages of that company's newest transponders. "Ku-band [12 ghz] satellites are the hottest technology in town," he said. The Ku-band is "frequency clear"—there are no terrestrial users of the band to interfere with—so earth stations can be "placed almost anywhere." And because "energy is more concentrated," in the Ku-band, smaller earth stations can be used. SBS was encouraging cable operators to go into business as data transporters in urban centers, using its satellites for the national interconnection.

Dolan again: "Our task is to convince people in urban markets that cable, not broadcast, is the delivery system." If cable does its job right, "we can make the refusal of cable an unreasonable decision . . . [The consumer] will be no more likely to abandon cable than color television."

Field to buy Liberty for \$300 million

Liberty Communications, the country's 20th largest cable multiple system operator and owner of six television properties, has signed a letter of intent with Field Enterprises—owner of five TV stations, two cable systems and a pioneer in teletext—that “provides a basis” for Field's acquisition of Liberty's stock, **BROADCASTING** learned last week. The price is understood to approach \$300 million.

Donald Tykeson, Liberty's president and chief executive officer, confirmed that a deal was in the works, telling **BROADCASTING** at last week's Western Cable Show that “the parties will proceed to a draft agreement,” which he anticipates within 60 days. Closing of the deal is not expected before early 1983, by which point the combined Liberty and Field cable properties should total 300,000 subscribers. Liberty's current total is about 210,000.

Field Communications, a wholly owned

subsidiary of Chicago-based Field Enterprises, publisher of the *Chicago Sun-Times*, owns five UHF television stations: WFLD-TV Chicago; KBHK-TV San Francisco; WLKV-TV Cambridge, Mass.; WKBD-TV Detroit, and WKBS-TV Burlington, N.J. (Philadelphia). Field also owns cable systems in San Bernardino and Riverside counties, both California, currently serving a total of about 15,000 subscribers.

In addition to the cable systems it owns in Alabama, California, Georgia, Illinois, Indiana, Michigan, Oregon, Pennsylvania, Texas and Washington, Eugene, Ore.-based Liberty owns two VHF stations—KEZI-TV Eugene, Ore., and WAOW-TV Wausau, Wis.—and four UHF stations: KTWS-TV Dallas and WQOW-TV Eau Claire, Wis.; WXOW-TV La Crosse and WKOW-TV Madison, all Wisconsin.

If the deal goes through as planned in 1983, and the FCC does not alter the cur-

rent multiple ownership limits for TV properties per entity (which it is now contemplating) Field would have to spin off four stations.

Explaining the motivation for the sale to Field, Tykeson said “looking at the telecommunications industry down the road, there'll be more and more large players, and Field can provide a contribution to Liberty's growth opportunities through its greater resources.” And he said Liberty also found particularly attractive Field's work and expertise in teletext and publishing.

No price has yet been set for the acquisition, Tykeson indicated. According to sources in the financial community, the Liberty company had been known to be up for sale, with an asking price said to be over the \$300-million mark. That was thought to have been high, and the final price is expected to be below it.

Appeals court upholds denial of RKO's WNAC-TV

The U.S. Court of Appeals in Washington has affirmed the FCC decision denying RKO General Inc.'s application for renewal of the license for WNAC-TV Boston. The three-judge panel, in a unanimous decision, said RKO's “egregious lack of candor” in “stonewalling” the commission on the issue of serious misconduct by the licensee's parent, warranted the denial. But the court reversed and sent back to the commission for further consideration the decision to deny as well the renewal of two other RKO stations—WOR-TV New York and KHJ-TV Los Angeles.

The commission, in what was regarded as one of its toughest actions, denied renewal of the three licenses (**BROADCASTING**, Jan. 28, 1980) and designated for hearing the renewal applications of RKO's 13 other broadcast licenses. All told, the properties' value was placed at the time at

\$400 million. The case involves corporate misconduct of both RKO and its parent, General Tire & Rubber Co.

The court agreed with the commission that RKO displayed “an egregious lack of candor” in withholding evidence regarding General Tire's wrongdoing—bribery of foreign officials and maintenance of an illegal political slush fund, among other things. But it noted that the issue had arisen in the context of the WNAC-TV case: “The misconduct occurred before the trier of fact.”

Since the same could not be said for the New York and Los Angeles proceedings, the court added, the commission erred in denying those renewals. For, it said, the other issues in the case did not justify denial of renewal. The commission said RKO had intentionally misrepresented financial information and engaged in unlawful reciprocal trade practices. How-

ever, the court said the first conclusion was reached without notice or hearing and the second constituted an ex post facto application of new standards to RKO's past conduct.

Still to be determined is the effect of the court's decision on the fate of RKO's 13 other licenses. The court, in a separate order on Friday, asked the commission to address that question during oral argument that had been scheduled for Monday on an appeal of the commission's order designating those applications for hearing. The commission had designated a basic qualification issue; would-be applicants seeking to compete for some of the frequencies are appealing. Commission attorneys, noting they could not obtain an answer from the commission over the weekend, sought and obtained a postponement of the oral argument. No new date has been set.

Congress looks at deregulation

Broadcast deregulation legislation will see action in both houses of Congress this week.

With markup of his deregulation bill (S. 1629) scheduled for Thursday, Dec. 10, Senator Howard Cannon (D-Nev.) has drafted amendments to satisfy concerns of both broadcasters and citizen groups.

The House Telecommunications Subcommittee has scheduled an unexpected hearing on Wednesday (Dec. 9) on deregulation bills sponsored by Representatives James Collins (R-Tex.) and Al Swift (D-Wash.).

Amendments to the Cannon bill, which would eliminate comparative renewal proceedings and codify the FCC's deregulation of radio (**BROADCASTING**, Sept. 21), are in part a response to broadcasters' con-

cerns that pro-competitive language in the bill could be interpreted as directing the FCC to promote new services without adequate concern for spectrum management. Instead of directing the FCC to presume that new services are in the public interest as long as they are “technically feasible,” the amended bill would require the FCC to determine also that a new service would not cause “significant technical degradation to or interference with radio transmissions by other licensees.”

Another amendment would correct a provision that could have been interpreted to require radio stations to ascertain the needs and interests of their service areas, a regulation already eliminated by the FCC. On behalf of citizen groups, the bill directs the FCC to review “all rules, regulations

and policies directly or indirectly applicable to broadcast licensees and eliminate those that are not necessary” and, in the amended version, “those which limit competition.”

The Collins bills (H.R. 4780 and 4781) would limit the fairness doctrine, codify radio deregulation and extend it to TV, eliminate comparative renewal proceedings and add a new step to the FCC's procedures for responding to petitions to deny (**BROADCASTING**, Oct. 2). Swift's bill, (H.R. 4726) would codify radio deregulation and extend it to TV, eliminate comparative renewals but require the FCC to establish a point system, with which broadcasters would earn renewal of their licenses through programming defined by the FCC to be in the public interest.

Loose ends dangle as Rio conference nears its end

Problems with IFRB computers stall work; still ahead in last two weeks are negotiations with Cuba, others on AM inventory

With the western hemisphere conference on AM broadcasting entering the fourth of its scheduled six weeks, delegates are openly speaking of the likelihood of the conference ending with the AM plan they came to Rio de Janeiro to draft being left incomplete. The pace of the work was reported to have picked up last week. But, as Kalmann Schaefer, chairman of the U.S. delegation said, "it hasn't picked up enough."

As of last week the conference had reached agreement on inclusion in the plan of 5,311 of the 15,000 stations in the inventories of the 33 countries represented in Rio. As for the U.S., it has managed to win acceptance of 3,000 of the 5,000 stations in its inventory. But, Schaefer noted, those were "the easy ones," which did not raise serious—if any—problems of incompatibility with proposals of other countries.

Hard bargaining over incompatibilities—particularly with Cuba—lies ahead. Indeed, talks with the Cubans, whose inventory contains a number of proposals for high-powered stations that could cause serious interference problems for stations across the U.S., were expected to begin over the weekend or early this week. Nor is Cuba the only problem. The Venezuelan inventory is reported to pose difficulties for stations in the Southwest and Puerto Rico.

The U.S. went to unusual lengths to gain entry into the plan for several hundred Class IV (they are regarded as Class C under the agreement being drafted) stations. It asked that the nighttime power limit of those stations outside of the Southeast—North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Virginia—be retained at 250 w instead of increased to 1 kw, as provided for under the agreement being drafted. The reason, Schaefer informed the IFRB, is to avoid incompatibilities that could delay development of the plan. (The higher power is believed necessary for stations facing the possibility of interference from Cuba.) The U.S. is said to believe it could negotiate with Mexico and Canada for higher power for U.S. Class C stations that express a need for it after the conference.

The principal problem stalling the work has been in the computers of the International Frequency Registration Board. Errors in the data base caused by inadequate and inaccurate information provided by the countries have not yet been totally corrected. A collateral problem lies in what is proving to be the unreliability of the

satellite service linking the IFRB officials in Rio with their facilities in Geneva. On the other hand, the U.S. computer, located in Maryland and linked by microwave and cable with Rio, has been performing perfectly; the delegation is using it as a check against IFRB printouts.

Because of the likelihood the conference will not complete its work in the six weeks set aside, delegates are beginning to ponder the question of what happens after time runs out. One possibility is simply a series of bilateral meetings between the countries involved—a procedure not unlike that the U.S. had originally proposed as an alternative to a regional conference. Another session of the conference is not considered likely, given the costs the countries would incur.

Among the issues with which the engineers and lawyers were continuing to wrestle last week are these:

- **Guaranteed access.** Some countries want to be sure they can add stations after the plan is completed. The U.S. objected to the addition of stations that would cause interference. So procedures were being worked out that would permit countries to add a first or second service for an area, provided the level of interference the station caused was carefully limited. (The maximum level proposed is .5 db.)

- **Deadwood.** How long should a station proposal be retained in the plan without being implemented before it loses its effectiveness? Delegates appear to be settling on a period of four or five years, plus a one-year extension in either case. U.S. delegates, mindful of the length of time the FCC requires in resolving some license-application proceedings, sought the provision for a one-year extension. Proposals will be permitted to remain in the plan even after their time runs out, but they can be activated only if they do not cause interference to new or modified assignments.

- **Site tolerance.** The technical committee is attempting to specify the degree of change in a site an applicant could obtain without having to notify IFRB. This is becoming a sticky issue, with Americans believing some countries are attempting to establish a rule that would enable stations to cause objectionable interference without obtaining the permission of affected countries. The U.S. had been prepared to compromise on the issue but is now said to be taking a hard line on it.

But if hopes for completion of an AM plan are fading, delegates, who have been putting in long hours of work, are reporting substantial progress in other areas. The channel spacing issue—of whether the hemisphere should retain the 10 khz scheme or reduce spacing to 9 khz—was resolved in favor of the present system. Work on the technical annex and basic agreement is nearing completion. So is work on a proposal—based on one submitted by the U.S.—for calculating interference between Region 2 (the western hemisphere) and Regions 1 (Europe and Africa) and 3 (Asia and the Pacific).

ABC-affiliates 'exploring options' for longer news

A new twist was added to the controversy over longer network TV evening newscasts last week: The ABC-TV affiliates board and ABC management agreed to "explore options" that might lead to expansion, "possible integrating national and local news product."

Just how integration might be achieved was not explained. Some sources assumed it would be through some form of local cutaway from the network newscast, as on the *Today* and *Good Morning America* programs and on network election-night coverage.

Word of the agreement was contained in a cautiously worded statement drafted at the Hawaii meeting site and sent by teletype to ABC affiliates Thursday night in the names of Ward Huey of WFAA-TV Dallas, chairman of the affiliates board, and Robert Fountain, ABC-TV affiliate relations vice president.

The statement did not mention how much expansion might be contemplated. An ABC spokesman cautioned a reporter afterward not to "get locked into thinking of a one-hour newscast or a 45-minute newscast." He would not elaborate.

The statement was studded with phrases suggesting that network leaders had taken pains not to aggravate affiliates, and to avoid the heat that was said to have marked CBS-TV's meeting with its own affiliates board on the subject of longer news two weeks earlier (BROADCASTING, Nov. 23, 30). And it emphasized that more meetings would be held both with the board and with other affiliates, and that the objective would be to find a mutually acceptable solution.

An ABC spokesman suggested the next extensive discussions might be held during the next regional affiliate meetings.

ABC officials reportedly also made a long presentation on economics, specifically seeking to allay any affiliate concern over ABC's extensive commitments in cable TV programming. Leonard H. Goldenson, ABC Inc. chairman, was said to have likened the current atmosphere to that which prevailed in the early days of television, when radio felt threatened. He told the affiliates, a spokesman said, that faith, creativity and hard work would again prevail and television remain the dominant mass medium.

A six-member "blue-ribbon" task force was set up to keep an eye on economic problems, such as AT&T rate increase and music-license fees.

The meeting also included a long discussion of the prime-time access rule, with no change reported in affiliates' position that it should be retained or the network's that it should be repealed.



Over the top!

As the final hours of the United Way campaign in Kalamazoo approached, it became apparent the drive was going to fall short of its goal. So the Fetzer stations—WKZO-TV and WKZO Radio—announced they would match all additional contributions until the goal was reached. Through frequent announcements, they called on the community to help push the campaign over the top. And within just a few hours, the goal had been surpassed. The chairman of the United Way drive described its success as nothing short of a miracle. Helping the people we serve meet new challenges is all part of the Fetzer tradition of total community involvement.

50th
Fetzer
Anniversary

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Law & Regulation

VCR/copyright enters congressional arena

Testimony begins in Senate on home recording of TV programs

The controversy over whether home taping of TV programs violates copyright law had its first airing on Capitol Hill last Monday (Nov. 30) at a Senate Judiciary Committee hearing. In a room crowded with lobbyists, reporters and TV cameras, committee members heard testimony from the affected industries and the public on House and Senate legislation that would reverse a recent appeals court decision declaring home taping illegal.

At issue is whether consumers should have to pay a royalty when purchasing VCR's and/or blank tapes to compensate program producers for the reproduction of their property, even though that reproduction is for personal rather than commercial use. Witnesses disagreed on the need for such a royalty, but committee members present appeared to believe it would be an unjustified tax on consumers.

The legislation being considered came

in response to the reversal by Ninth Circuit Court of Appeals (the "Betamax" case) of a lower court decision that home taping is exempt from copyright laws as a "fair use" by consumers (BROADCASTING, Oct. 26). Both S. 1758, sponsored by Senators Dennis DeConcini (D-Ariz.) and Alfonse D'Amato (R-N.Y.), and H.R. 4808, introduced by Representative Stanford Parris (R-Va.), would add to a list of exemptions from copyright laws one for home taping copyrighted works, as long as the recording is made for personal use and is not "used in a commercial nature."

The appeals court decision is the "latest example of idiocy in the federal judiciary," said Parris, who testified at the hearing and claimed 25 co-sponsors for his bill as of last week. To let the decision stand, "we would be jeopardizing a prosperous industry with a very bright future," he said, and "consumers may be denied access to television programs for fear that they might be duplicating a broadcast and be subject to some sort of

penalty."

According to D'Amato, "Owners and users of videotape recorders should be afforded the same rights enjoyed by audio enthusiasts." The appeals court said in its opinion that "it is the prerogative of the Congress to provide exemptions in the area of copyright law," he said. "It is in no way an infringement upon the powers of the judiciary."

Joseph Waz, deputy director of the National Citizens Committee for Broadcasting, endorsed the legislation as an appropriate "interim measure" but recommended that Congress monitor the impact of VCR's on the video marketplace to determine whether future compensation to copyright holders is justified. "If there is a demonstrable loss to artists and producers as a result of home video recording and if this loss is so significant as to endanger the wealth of viewing options available to Americans and to retard the exercise of our artistic genius, then the public interest cannot be served by permit-

THE AUTHORS



Parris - D'Amato

THE OPPONENTS



Sheinberg



Williams

THE PROPONENTS



Friedman



Wayman



Lagore



Kretzer

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ting home recording without some suitable compensation to holders of copyrights."

Evidence that copyright holders suffer damage from home taping varies "wildly," said Waz. "A study conducted for the Public Broadcasting Service shows that once a consumer tapes an over-the-air program and views it, he almost invariably erases the tape or tapes over the earlier program and almost never makes commercial use of the recording," he said. Another study, conducted by the University of California at Los Angeles for Paramount, "reportedly shows that 85% of those who tape do so for library purposes—to keep the program for future viewing," he said.

A compensation system "based on equipment and tape tariffs and administered by an organization like the federal Copyright Royalty Tribunal or the private music licensing agencies makes the most sense if indeed there is a loss to be compensated," said Waz, but Congress should be careful that such a system is constructed in a way fair to the consumer. A tariff should not compensate for loss of revenues from program piracy, he said, and it should "reward only those who would stand to lose other opportunities to market the program taped by home users." Movie producers might find legitimate protection in such a tariff, but sports teams, which have no secondary market for their programs, "may suffer no loss whatsoever to home videotaping."

Any process to determine the level of royalties to be paid "should not resemble the closed-door negotiations between the cable and broadcast TV industries over compulsory licensing and syndicated exclusivity," said Waz. It should include "effective public scrutiny or legislative oversight" so that decisions aren't made that would "adversely affect consumer choice . . . and boost the cost to consumers."

Leon Friedman, a professor at Hofstra Law School in New York and an authority on copyright law, disagreed with Waz, saying a tariff on VCR and tape sales would provide a "huge windfall for producers not contemplated by law at all." Program producers "are not rushing to share in VCR copyright compensation," he said, citing recent negotiations between producers and writers that resulted in a small percentage of compensation to the creative community for the sale of tapes.

The bills in question are "an appropriate remedy and desirable response to the Ninth Circuit Court of Appeals decision," said Friedman, because under present law and legislative history, courts can only "guess" at how Congress intended copyright to apply to home taping. If the decision is allowed to stand, the courts must ultimately "invade the privacy of the home to determine what uses are being made by a consumer," he said, and the court awarding damages for infringements in the home will be faced with statutory remedies "totally unsuited to . . . this type of situation."

Joseph Lagore, president, Sony Consumer Products Co., noted that "many copyright holders—including sports, educational, religious and entertainment producers—are all on record in court documents that they have no objection to consumers privately recording their presentations for home use.

"Aside from Universal and Walt Disney, no one else in the entire movie industry has been concerned enough to bring suit, complain to Sony or identify themselves with the suit that resulted in this court ruling," he said. "And Disney Productions has not joined in a subsequent suit against all other VCR manufacturers and distributors, a suit currently being pursued by Universal alone."

If Congress doesn't act to reverse the appeals court decision, consumers who own VCR's would be "considered law-breakers" and could be "faced with recall of their machines," said Lagore. "While Universal, in its public statements, has expressed no interest in harassing consumers, in the courts it has demanded an injunction against further sales of new machines and even asked for a recall of all the machines already sold to consumers."

Universal and Disney "want to put VCR manufacturers out of business," said Jack Wayman, senior vice president of the Electronic Industries Association's Consumer Electronics Group. "The economic effects of an injunction on dealers, ad agencies representatives and distributors is inconceivable."

To give program producers a royalty for home taping would be to allow a fourth payment to an industry that is already "triple dipping" in many cases in the program royalties pot, said Wayman. Movie producers receive royalties when a film is released to theaters, then again when rights are sold to TV and again, often at a rate of 25%, when film rights are sold to tape manufacturers, he said, and copyright holders can negotiate for higher rates from TV when VCR owners are expected to tape the program.

Julius Kretzer, president, Kretzer's Television Center Inc., Mobile, Ala., told the committee that sale of VCR's and related products at his two retail outlets now ranks second behind sale of color TV sets, and that VCR sales increased 56% from fiscal year 1980 to FY 1981.

"The experience of our stores is typical of other retailers in our industry," said Kretzer, who is also president of the National Association of Retail Dealers of America (NARDA). "The popularity of VCR's is the difference between many retailers going out of business or staying in."

It isn't feasible to manufacture VCR's that can't record, said Lagore, and the cost of recalling all VCR's already sold and on the market to fix them so they won't record would be "astronomical." Edward Day, general counsel to EIA, said VCR owners would have to be compensated if their machines were recalled and fixed to prevent recording because this would rob the machines of a very important feature.

Day also noted that an injunction imposed as a result of the appeals court decision, would discriminate against Sony because it is the only defendant in the case.

Sid Sheinberg, president and chief operating officer of MCA Inc., said even if Congress passes the legislation being considered, the Sony-Betamax case will continue in the courts. "There are aspects of the case that Congress cannot address."

MCA, which is the parent company of Universal Studios Inc., a plaintiff in the Betamax case, vigorously opposes adoption of S. 1758 in its present form, said Sheinberg. The Judiciary Committee itself recognized the problem program producers face with VCR's in the report accompanying its 1976 Copyright Act, he said. That report said "isolated instances of minor infringements, when multiplied many times, become in the aggregate a major inroad on copyright that must be prevented."

According to Sheinberg, "the current bill gives manufacturers of video recorders—all of whom are foreign—and manufacturers of videotape, almost all of whom are also foreign, a free ride on the backs of the American creative community." A law to permit home taping without compensation to copyright owners would be unconstitutional, he said.

"It is not true that A.C. Nielsen and Arbitron are prepared to report time shift viewing," said Sheinberg, and even if they could, "a study of video recorder owners indicates that 84% 'skip' commercials." Broadcasters would be ill inclined to agree to higher copyright fees for programs likely to be viewed without their commercials, he argued.

VCR owners buy an average of 18.35 blank tapes per household, said Sheinberg, an amount "far in excess of the number required for time shifting alone." The sale of prerecorded tapes "will be severely eroded" if VCR owners are allowed to continue to tape their own programs at the cost of a blank tape, he said.

DeConcini asked Sheinberg why MCA hadn't offered the committee an alternative to its legislation. Sheinberg, who also testified on behalf of the Motion Picture Association of America, said the industry has an alternative that would be introduced as an amendment by Senator Charles Mathias (R-Md.), but that it would be "inappropriate" to discuss the amendment at the hearing, which Mathias was unable to attend. DeConcini said he was "very disappointed," and believed the alternative should be made part of the hearing record "for all senators to read about."

A spokesman for the committee staff said Mathias has asked for a hearing on his amendment and that a hearing is likely early next year. Mathias has not decided in what form to introduce his measure.

W.G. Williams, president, Independent Media Producers Association, said the bills in question are worded so broadly that they appear to allow home copying of programs from sources other than TV, for example, from one tape machine to another.

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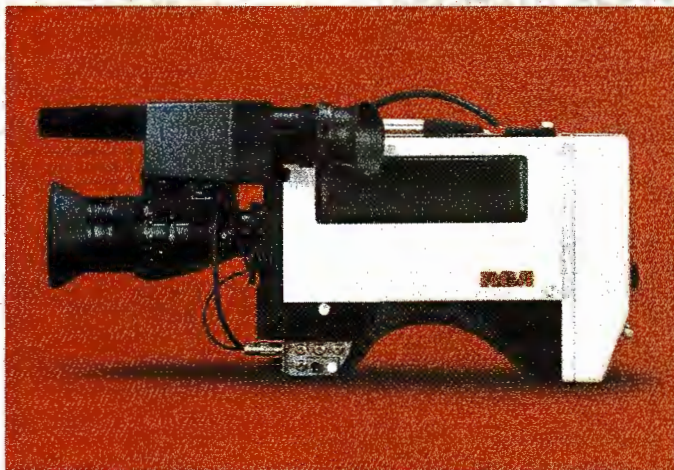
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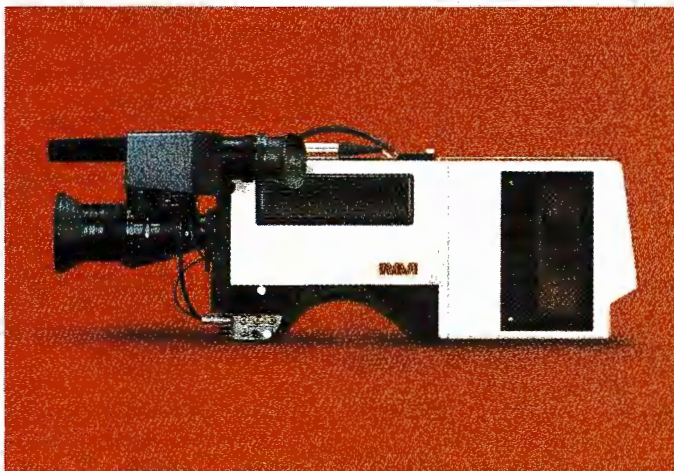
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Both DeConcini and D'Amato called his suggestions for tightening the bill "very constructive."

Although the Senate has decided to move on the VCR issue, members of the House subcommittee charged with copyright have decided to wait and see if the courts can resolve the problem.

Wirth lobbies for revision of '34 Act

At CTM-Annenberg conference, he urges support for legislative efforts to promote competition

The chairman of the House Telecommunications Subcommittee called on industry leaders last week to increase their involvement in legislative activity aimed at updating the Communications Act of 1934, calling the effort "in scope, implications and economic stakes, as important to our nation's future as the energy debates of the mid-1970's."

In a keynote luncheon address to about 180 persons attending the "Telecommunications in the Eighties" conference jointly sponsored by Communications Technology Management Inc. and the University of Southern California's Annenberg School of Communications, Representative Timothy E. Wirth (D-Colo.) pointed out that only 13% of the U.S. work force is now involved in manufacturing, with the largest growth "in services that are enormously labor-intensive and intelligence based. People effectively do something else [besides manufacturing], and increasingly it relates to thought and communications." The shift in activity, according to Wirth, dictates a need to rethink approaches to communications policy.

"The 1934 act remains the same," Wirth noted. "Most important, it does not direct the FCC to do everything in its power to help create a highly competitive, dynamic marketplace. As a consequence, absent direction from Congress, the courts and regulatory agencies have moved in, resulting in litigation, inconsistent regulations and uncertainty.

"The revolution in telecommunications demands that we change the law."

Specifically, Wirth argued for a change in public policy "away from allocating scarcity toward the encouragement of competition in the new, potentially abundant environment." A second shift would be to "identify the needs of users, and let their needs drive other markets. Our communications law must be examined through the lens of many users, not just from the perspective of a handful of providers.

"A third fundamental change in assumptions has to deal with the FCC. The bewildering array of new technologies suggests that no expert agency will be large enough, paid well enough or expert enough to keep up with all the changes.

The traditional regulatory scheme cannot possibly keep up with a competitive market in this burgeoning field."

Wirth said his rewriting of the 1934 act starts "from the assumption that, wherever possible, competition should govern communications markets, and where a market is not competitive, new entrants should be encouraged while users are protected by reformed regulation until competition develops. Then deregulation can, and should, occur."

If things go as planned, Wirth will introduce a common carrier bill this week. Depending on the schedule of the House, subcommittee hearings should begin on the proposed legislation in early February. "We plan to mark up the legislation in late winter, and hope by the spring to see a bill through the House," said Wirth. "I look forward to meeting the Senate in conference and having a bill signed into law before the 97th Congress adjourns."

Stressing that "the issue is complex, and in the past has been dominated by a few very powerful competing interest, predominantly providers" of services, Wirth called on other industry "managers and opinion makers" to let members of Congress know how they feel about proposed policy changes.

The Van Deerlin dish

The former chairman of the House Communications Subcommittee, Lionel Van Deerlin, engaged in some highly visible give-and-take with industry leaders during the CTM-Annenberg conference in Los Angeles last week.

On Monday, CTM President Robert L. Schmidt presented a satellite receiving dish to the University of Southern California in honor of Van Deerlin, defeated in a re-election bid in 1979. Both Schmidt and Van Deerlin, now a "gentleman avocado farmer" and visiting professor of journalism at San Diego State University, are graduates of USC. Van Deerlin accepted the gift "with great pride" during a brief ceremony outside the Annenberg School of Communications, where the dish will be used in teleconferencing and other activities.

On Tuesday, Van Deerlin delivered a luncheon address to the 180 conference delegates in which he warned those involved in cable television the deregulatory battle "is far from won. You must avoid regulation. You must avoid regulators that are interested in widening their turf." He said that "regulators are a breed apart" who "feel they've been ordained to give order to an industry that can make its own." He praised the FCC's efforts to separate basic and enhanced computer services and attempts by Congress to draw a clear line between common carrier and other communications services. "What one FCC does," he cautioned, "the next can undo." To that end, Van Deerlin called on industry leaders to lobby members of Congress, "no matter who or where they are. Give them someone to listen to besides the regulators."

Wiley sings praises of deregulation

But he says it can't be done if FCC budget is cut back

New video technologies "will especially enjoy the fruits of the Fowler commission's [deregulatory] philosophy," although the FCC will need its staff and budget size maintained at current levels—at least—to develop the new competitive entities. That was the message delivered by former FCC Chairman Richard E. Wiley, now a partner in the Washington, D.C. law firm of Kirkland & Ellis, in a keynote address to the CTM-Annenberg telecommunications conference on Tuesday morning (Dec. 1).

"The FCC is not a greatly overstaffed or over-funded agency," Wiley said, suggesting it "may be difficult to engage in budget cutting at the commission" during the current era. "Maybe in five or 10 years we can look for a smaller FCC," said Wiley, but not until the agency has a chance to deal with important regulatory questions relating to emerging technologies.

Wiley added a few notes of caution to his otherwise rosy deregulatory predictions: "If we deregulate, we can't prevent new competitors from entering the marketplace. But we must also unleash participants who are already involved in communications ... Broadcasters don't want to be restrained, and I think that's understandable."

Arguing that the telecommunications industry "must be responsive and accountable to the needs and interests of the American people," Wiley suggested that "in order to avoid the emergence of Big Brother, you must increase and improve levels of service." If the fairness doctrine and equal time rules are done away with, as Wiley believes they should be, programmers ought to devote at least as much, if not more, time as is given now to discussion of public issues. "You must provide public access in order to prevent government's (re)entry to protect perceived public values."

Wiley called cable "the most important new video technology," but commented briefly on others. If the FCC acts expeditiously, he said, DBS service will become fully operational by the mid-1980's. (Wiley represents Comsat's DBS subsidiary.) If the commission takes affirmative action on a pending rulemaking affecting MDS, Wiley believes MDS operators could have another channel available by the end of 1982. Operators of STV stations should also benefit from deregulation, he said, which could allow them to operate longer hours and in more markets. Low-power television, according to Wiley, "is a good idea in many respects, but will not prove to be the pot of gold for minorities that it was touted to be." He predicted the FCC will eventually set a limit on the

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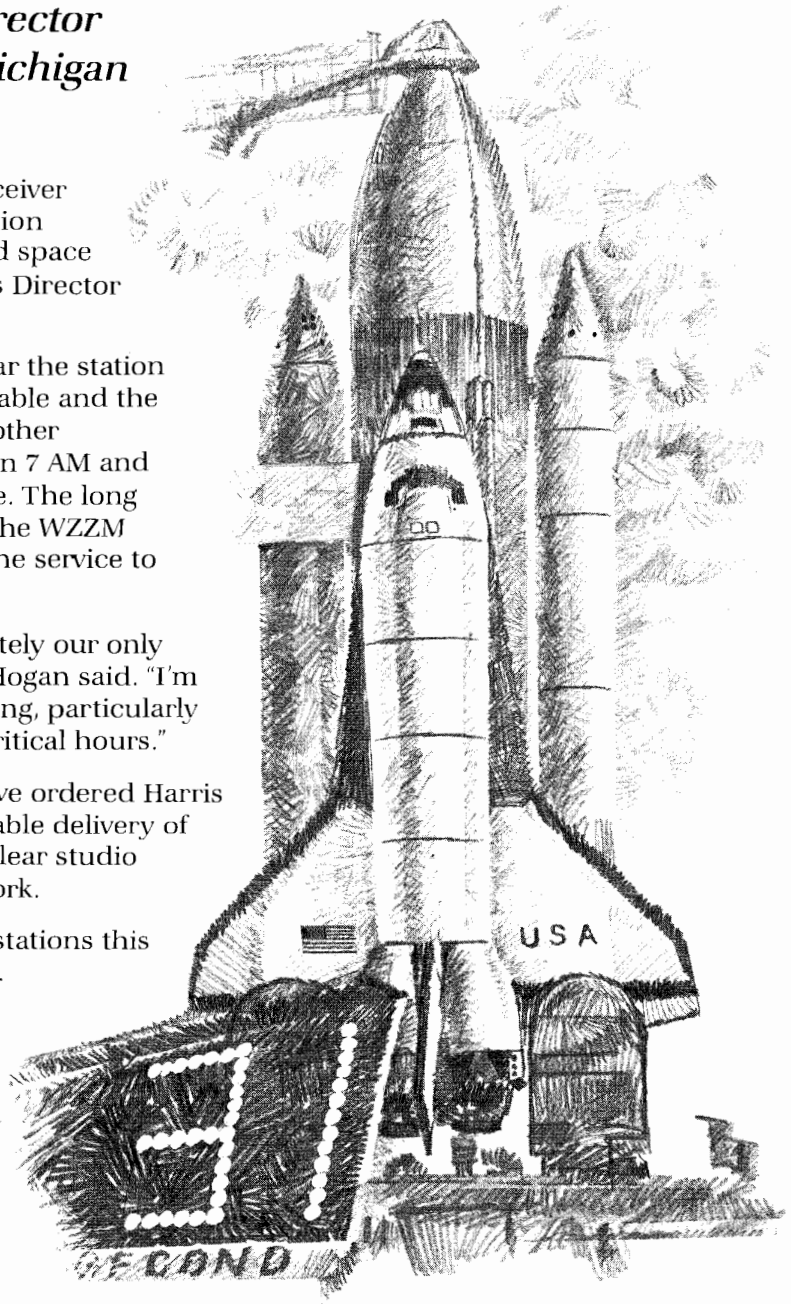
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number of stations allowed per applicant and apply a lottery process to selection of licensees. "The most successful (LPTV) licensees," he concluded, "will probably be existing broadcasters looking for translator service." It will probably be 1983 before the low power "mess" is resolved, said Wiley.

Give daytimers a break, say FCC comments

Filed in response to NTIA petition, daytime broadcasters expectedly endorse easing of restrictions; clear channel operators and some others file less enthusiastic responses

The FCC should adopt a rulemaking aimed at easing the restrictions under which daytime-only AM stations operate, according to comments filed with the FCC. But how much seems open to question.

The comments came in response to a petition for rulemaking filed by the National Telecommunications and Information Administration in September (BROADCASTING, Sept. 21).

In its petition, NTIA had recommended that the FCC increase the presunrise and post-sunset operating hours of selected daytime-only stations; give daytimers that provide the only local service in their communities of license a significant preference in comparative contests for new FM facilities if the daytimers file the original petition to amend the table of assignments, and speed up processing of petitions to amend the table and of applications for construction permits for new FM facilities when filed by daytimers that provide the only local service in their community.

The petition argued for permitting stations not authorized for presunrise broadcast to be given experimental authorization to begin operating 30 minutes earlier. Stations that are permitted to operate at 6 a.m. with 500 w if they don't interfere with other stations should also be given authorizations to expand morning service, NTIA said.

NTIA also said protection requirements should be based on actual diurnal variations of signal strength, phased in according to the continuing reduction in the radius of the projected skywave contour—rather than on nighttime propagation curves.

NTIA also said post-sunset operations should be permitted experimentally where protection requirements can be met. NTIA also suggested that certain daytime licensees be granted experimental authorizations to operate at night with less than 100 w.

As might be expected, daytimers have endorsed the NTIA petition warmly; other broadcasting representatives, and representatives of clear channel stations, have given the petition a cooler reception.

Coastline Broadcasting Co. Inc., licensee of daytime-only WJOT(AM) Lake City, S.C., urged the FCC to adopt a rulemaking on the NTIA petition, arguing that the only local radio service in many communities is provided by daytimers. As a result, Coastline said, those communities were deprived of early-morning and evening weather, winter school closings and traffic information.

Accomack-Northampton Broadcasting Inc., licensee of daytime station WESR(AM) Onley-Onancock, Va., said the FCC "should do all things reasonably possible to alleviate this deficiency in fulfillment of the mandates of the Communications Act to provide an efficient distribution of radio facilities to each community."

Radio WEW Inc., licensee of daytimer WEW(AM) St. Louis, said the NTIA proposal to give daytimers preference for new FM stations in their communities was "eminently fair . . . If the commission can give preference to minority applicants, it should be permitted to give preference to applicants whose existing AM facilities do not provide a full service because of technical limitations, especially when they have spent thousands of dollars to initiate and maintain the rulemaking proceeding which resulted in availability of a channel," Radio WEW said.

The Daytime Broadcasters Association said it "strongly" endorsed NTIA's proposals, but it thought the proposed rulemaking should be expanded.

According to DBA, the rulemaking should consider permitting all daytimers to operate from two hours before sunrise to two hours after sunset (unless a full-time station could demonstrate that such operation "unduly" interfered with its signal); permitting daytime-only stations to provide low-power nighttime service; amending and reallocating FM station assignments to "permit rapid introduction of local nighttime service into underserved communities"; eliminating the difference in the degree of protection granted Class I clear channel stations, and implementing those proposed revisions on an experimental basis for two years, pending the establishment of formal rules.

The National Association of Broadcasters urged the FCC to adopt a rulemaking aimed at easing the restrictions under which daytime-only stations operate, but it said such a proceeding should "consider NTIA's proposals for all daytimers, not just those that provide the only local service."

NAB also said the FCC should consider modifying its application acceptance criteria (which NAB said have restricted some daytimers from applying for full-time operation) and change its diversification policy (which NAB said had been a barrier to daytimers seeking full-time AM or FM operation in comparative proceedings).

Although NAB said it had "reservations" about permitting daytimers experimental authorizations, it said it supported "all efforts, technical and nontechnical, that will aid daytime radio stations without significantly diminishing the service pro-

vided by other classes of stations."

The National Radio Broadcasters Association said that although it supported efforts to assist daytime-only broadcasters, it had "serious reservations" about NTIA's technical recommendations.

NRBA said that especially worrisome is that NTIA "relies in large measure" on a diurnal curve to rationalize some of its recommendations, and that curve, NRBA said, "is inappropriate for use in the United States."

NRBA also took NTIA to task for using "somewhat misleading statistics" on the number of communities where daytime-only stations represent the only local service to rationalize its argument for requesting the FCC to alter its technical allocations rules. NRBA said that most of those communities have access to a "multiplicity" of radio services.

"As much as the daytimers need and deserve assistance, care should be taken to assure that any assistance offered to them does not disserve everyone," NRBA said.

NRBA also said that adoption of its own petition for rulemaking would have a "distinct salutary effect on daytimers without any undesirable side effects on the technical quality of other AM service . . . because the NRBA's proposal relates to nontechnical 'artificial' allocations criteria."

The Association for Broadcast Engineering Standards Inc. said it supported the NTIA petition to an extent, but cautioned the FCC against adopting a "narrow" approach that "might seek to improve the lot of daytime-only stations at the expense of massive interference to the reception of full-time AM services."

ABES said: "While the commission certainly should consider an 'engineering' solution to the question of nighttime service . . . it should also put an emphasis on those nontechnical policies which are responsible for placing daytime-only applicants . . . at such a disadvantage."

ABES recommended that the FCC not adopt a policy of preferring daytime stations over other classes of applicants, because such a policy would raise "many vexing" legal questions.

ABES also said current FCC rules limiting the operation of daytime-only stations "are not frivolous or arbitrary . . . They are eminently reasonable standards applied to protect what is on balance the general public interest in receiving interference-free AM radio services in the important early morning and evening hours."

The Clear Channel Broadcasting Service said that it "continues to urge that the wide-area daytime and expanded wide-area nighttime service afforded by clear channel stations to rural and small town residents and highway travelers be preserved and improved through an allocations policy which rests on sound engineering principles."

CCBS also said NTIA had based its argument for expanding daytimers' hours of operation on use of a diurnal curve, which CCBS said was "a faulty premise." CCBS said it had "long maintained that FM affords a superior means of providing a full-time service to small communities."

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Dawson tells minorities to look to future, not the past

In speech to black lawyers conference, FCC commissioner says minorities should concentrate on new technologies to gain representation in marketplace

Minorities should concentrate more on the opportunities presented by the new technologies, not broadcasting, to increase their presence in telecommunications, FCC Commissioner Mimi Dawson said last week.

"It seems clear to me that if minorities are to play an important role in communications ownership, they must shift their focus from acquiring existing communications properties to entering new markets," Dawson said at a meeting of the communications task force of the National Conference of Black Lawyers in Washington.

Dawson noted that since 1978—when the FCC adopted its policy statement on minority ownership which, among other things, provided for its tax certificate and distress sales policies, intended to encourage the sale of broadcast properties to minorities—there had been an increase of about 600 new broadcast stations, but an addition of only about 65 minority-owned broadcast outlets.

If that trend continued over the next 10 years, minorities would own only about 5% of all broadcast properties, Dawson said. "I do not find this number to be particularly encouraging, especially in light of the fact that distress sales should diminish because of a reduction in hearings," she said.

Dawson also said that new and "dog" stations presented the only real opportunities for minorities desiring to enter the broadcast marketplace.

On the other hand, Dawson said, the expansion of the telecommunications market, the commission's new-entry policies and the general revision of the commission's licensing policies "will create the greatest opportunities for minority participation."

Among the new areas she said would present small businesses and minorities with "real" opportunities were the "enhanced services," which combine data processing applications with common carrier functions.

Although she said substantial investment would be necessary to compete with AT&T in the long distance market or to launch a domestic satellite, "entering the resale market requires little start-up capital."

Other areas she said could provide minorities with ownership opportunities were low-power television and DBS.

Although Dawson noted that the commission had dismissed the sole minority

DBS applicant (BROADCASTING, Oct. 26) in a decision to which she dissented—services like DBS, by increasing the number of media outlets and viewing options, would "benefit minority program suppliers and viewers alike."

Although Dawson said the expansion of new telecommunications markets will be "critical" to increasing the presence of minorities in telecommunications, she also said the FCC licensing processes will play an important role.

Dawson said she thought using a lottery to award licenses could work to the "benefit of applicants who might have insufficient resources to make it through comparative procedures," but thought the lottery legislation the FCC is currently contending with (BROADCASTING, Nov. 9), "with preferences granted to so many groups that they become meaningless, may not permit implementation of a rational process."

Dawson said she thought "Congress will have to revisit the [lottery] issue."

Dawson also said she thought economic qualifications shouldn't pose a barrier to getting a license. And she said the FCC "trafficking rules should be slanted for a quick exit. [Those rules] are simply incompatible with a free market and do very little to serve the goals of service to the public or promotion of minority ownership in broadcasting."

Dawson also said she would "work hard" to insure that more minorities are placed in decision-making positions at the FCC.

In a question and answer session, Dawson said she hadn't made up her mind on what she thought about Office of Management and Budget's disapproval of the FCC's model EEO program form (BROADCASTING, Nov. 30). She said she was "somewhat torn" in deciding what programs the FCC needs to retain, and those it doesn't.

Dawson also said she thought the commission voted to exclude applicants from the "first cut" DBS pool because it hadn't wanted to end up with mutually exclusive applications.

Commenters vote to eliminate FCC's form 324

Consensus backs dropping of financial reporting requirements; RAB, ABC, however, want reduced version; ASCAP and Greater Media argue for retention of requirement

The FCC proposal to consider eliminating or streamlining its annual financial reporting form (324) has drawn a mixed response from broadcasters. In comments filed at the FCC last week, most broadcasters urged the FCC to eliminate the reporting requirement completely. However, some argued for merely cutting back on the amount of information required to be

filed, while still others argued that the reporting requirement be left intact.

Leading the pack of those calling for the form's elimination was the National Association of Broadcasters.

In its comments, NAB, which originally petitioned for eliminating the reporting requirement altogether, said the reasons for abandoning the form had become "numerous and compelling."

Both the Paperwork Reduction Act and the Regulatory Flexibility Act pose "substantial barriers to the continued imposition of governmental burdens on small business, especially where the costs outweigh the benefits," NAB said.

NAB said that though the broadcast industry makes valuable use of market-by-market and industrywide financial data, the collection of such data is more properly a role for industry, not government.

"We are confident that the broadcast industry will be able to develop a mechanism under which the most basic 'industry pulse' financial information will be collected, confidentiality of individual submissions will be strictly maintained and the aggregate and market results of such data collection will be promptly published," NAB said. "In this fashion we believe the needs of industry can best be met, all without the unnecessary and inappropriate involvement of government."

In its comments, NBC said the reporting requirement imposed burdens on both the licensees and on the FCC.

NBC joined NAB in stating that those burdens outweigh the value of the data collected; it also said the data could be collected by "other entities."

If outside entities didn't collect the data, the FCC could always institute special studies to get the same kinds of information, NBC said. And if those methods proved to be too burdensome, the FCC could always consider "reinstating a simplified 324 form on a basis that is meaningful at that time," NBC said.

The National Radio Broadcasters Association also urged that the form be dumped. The fact that it takes the FCC about 14 months to put together its annual financial report "substantially" reduces its usefulness, and because documentation of financial ability is no longer required for assignment and transfer applications, "it is difficult to perceive that any use which could be made of the information collected annually could serve to justify the burden placed on broadcasters."

Coastline Broadcasting Co. Inc. strongly urged the commission to dump the report. "Any need the commission may have for financial data for policy determinations or planning can be satisfied more accurately and at less cost to the government, and to broadcasters as well, if it is sought on an 'as needed' basis," Coastline said.

Warren Broadcasting Inc. said that though public interest groups had opposed dumping the forms, "those groups have in fact no direct interest in the subject matter of this proceeding."

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Co. Inc., KATV Inc. and KTUL-TV Inc., filing together, said that much of the reason for requiring broadcasters to file financial information disappeared when the FCC dropped its financial showing requirement in assignment and transfer cases.

"The only remaining reasons for burdening licensees with the preparation and filing of financial reports are for policy analysis and planning as well as publicly reporting market and industry trends" and "those remaining excuses . . . are simply insubstantial in relation to the substantial burdens . . . inherent in the preparation and filing of the data," the broadcasters said.

ABC, however, asked the FCC to retain the reporting requirement, but to simplify the form.

ABC said that immediate, easy access to data that can help the FCC assess the financial well-being of the broadcast industry is likely to be of particular importance in coming years.

ABC said the FCC would be called upon to make many decisions likely to have a significant impact on the broadcast industry and "should be able to monitor the impact of new services so that it can make informed allocations judgments."

ABC also said it would be "unwise" to rely on the private sector to provide such information. "Licensees would not be required to comply with private sector requests for information. Such private surveys, if they materialize at all, could pro-

duce misleading results," ABC said.

Instead, ABC said, the FCC should require broadcasters to file basic revenue data covering network, national/regional, local and total revenues.

"Such a simple financial report would impose only a minimal reporting burden on licensees and provide the commission and the public with valuable, useful data," ABC said.

Broad Street Communications Corp. also argued for retention of a simplified annual report, one it said could be reduced to the size of an index card and would request only five pieces of revenue information: local, national, network, trade and barter, and total revenues.

Broad Street also proposed exempting small-market broadcasters—stations operating in one- or two-station markets for which market-by-market information isn't released. "This exemption will relieve approximately 2,400 stations from reporting—mostly small stations that can least afford the costs of compiling the report," Broad Street said.

Broad Street said the simplification of the form and the small-market exemption would insure that the reports would be processed more quickly and released earlier. The FCC could seek further economies by having an independent accounting firm tabulate and publish the data, and the cost of processing the reports could be offset by selling published copies of the market-by-market data, Broad Street said.

"We believe that the index card form represents a judicious balance between the goal of eliminating needless regulation and the need for reliable financial information," Broad Street said.

A group of stations and station groups—including Shamrock Broadcasting Inc., Ziff-Davis Broadcasting Co. and Wilson Communications Inc.—urged the FCC to adopt a five-line form, which would require the reporting of gross revenues, gross expenses, interest, depreciation and payment to principals.

The Radio Advertising Bureau urged the FCC to adopt a "broadcast revenue form," which would be required annually from radio stations in markets served by two stations or more.

That form, RAB said, would provide figures by the type of sales agent responsible for placing each category of advertising, local, national, network, trade and barter and total revenues.

Greater Media Inc., licensee of 13 radio stations, however, urged the FCC to "abandon the proposals to alter or eliminate FCC form 324."

Greater Media said the information the FCC had received on the issue thus far had overstated the costs of collecting and compiling "this necessary information" and incorrectly implied that the private sector can replace the information at a lower cost to the public.

Greater Media said the use of the forms for assignments and transfers had only been "incidental." It said that their chief importance was in giving the FCC a more complete financial picture of the broadcasting industry upon which to base policy decisions.

Greater Media also said that preparing the forms didn't overburden licensees. "Preparation of form 324 utilizes financial data that most licensees prepare in any event, as any well-run business must do," it said.

"The deregulation efforts of the past few years have conditioned broadcasters into knee-jerk reactions regarding the costs of FCC-related recordkeeping, which reactions have been endorsed by so-called representative trade associations. While GMI supports the elimination of waste in each sector, government and private, GMI does not support the elimination of vital and irreplaceable knowledge which has found valuable use in the industry," Greater Media said.

The American Society of Composers, Authors and Publishers also said retaining the complete form was "in the public interest."

ASCAP noted that it used the forms to determine fees for broadcasters, or at least to check up on broadcasters' license fee reports.

The data supplied by the forms is also used by consumer groups and has been useful outside broadcasting as well, ASCAP said. For example, ASCAP said, several parties had made use of the data in arguing their cases at the Copyright Royalty Tribunal during cable distribution proceedings.

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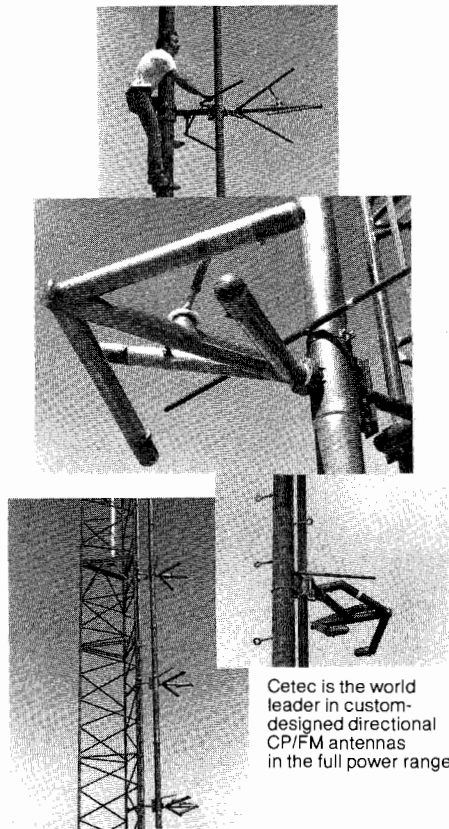
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Washington Watch

Honored. Julius Barnathan, ABC president of broadcast operations and engineering, will receive 1982 National Association of Broadcasters Engineering Award. Barnathan joined ABC in 1954 as supervisor of ratings and has since been manager of TV research, director of research, vice president for affiliated stations, president of owned TV stations and vice president and general manager, ABC Television Network. He was instrumental in developing technology for closed-captioning for hearing impaired. Award will be presented at engineering conference luncheon during annual NAB convention, April 4-7, 1982, in Dallas.

TV in Senate. Resolution to allow televising of Senate proceedings (S. Res. 20) won't be considered until early next year, said Majority Leader Howard Baker (R-Tenn.) last Tuesday (Dec. 1). In announcement on Senate floor, Baker said agenda is "overflowing" and matter should be considered "without pressures of the clock." In subsequent interview with *Washington Post* TV columnist, Baker said he believes passage of resolution is probable but anticipates tough debate and filibuster, most likely by Senator Russell Long (D-La.).

Jeep agreement. Federal Trade Commission last week (Nov. 30) approved consent agreement with Jeep Corp. of American Motors requiring that stickers be attached to all of Jeep's CJ models (CJ-5, CJ-6 and CJ-7) warning prospective buyers that vehicle handles differently from ordinary cars. Consent agreement takes care of charges against Jeep Corp. of deceptive advertising. According to charges, television commercials failed to disclose that under certain circumstances CJ model handles differently from ordinary passenger cars. Complaint also charged that TV ad is misleading because it shows that CJ model is suitable for on-road travel indicating that it handles same way as passenger cars. However, complaint claimed that sharp turns or abrupt maneuvers on pavement could possibly result in loss of control. And Jeep Corp., advertising was called deceptive because company failed to include information about vehicle's handling capabilities for on-road situations. No corrective advertising was required.

Glad case. FCC, along with Department of Education, Department of Health and Human Services and Department of Justice, filed motion Nov. 20 to stay district court order in controversial GLAD case pending appeal (BROADCASTING, Nov. 2). Court of Appeals for Ninth Circuit is being asked to stay order by lower court requiring public television stations to make their programming accessible to the hearing impaired. In addition, Corporation for Public Broadcasting, Public Broadcasting Service and noncommercial KCET(TV) Los Angeles, which were earlier dismissed as defendants in case, are expected to file joint amicus brief in support of motion.

Faulkner renewal. FCC has agreed to renew Faulkner Radio Inc.'s licenses for six radio stations, but conditioned renewal on "total exclusion" of Robert Thorburn from operation and business affairs of Faulkner stations. In 1975, FCC denied Faulkner's renewal application for WLBB(AM) Carrollton, Ga., on grounds that Thorburn, then vice president, director and 15.75% stockholder of Faulkner and manager of WLBB and WBTR(FM) Carrollton, had filed strike petition aimed at delaying potential competitor's application for new AM station in Carrollton and had been guilty of misrepresentation to FCC in resulting proceeding. Because Thorburn, who was directly responsible for misconduct, is no longer with Faulkner, and only WLBB had been involved in misconduct, Faulkner said FCC had no reason to question Faulkner's future performance as licensee. FCC, noting that Thorburn's wife, Martha, had replaced him as general manager of WBTR, said it was concerned that Thorburn might continue to be involved in licensee's affairs. As result, FCC said it conditioned Faulkner's renewals on "Thorburn's total exclusion from the operation and business affairs of Faulkner's stations." FCC renewed licenses for Alabama stations WAOA(AM) Opelika, WFRI(FM) Auburn, WBCA(AM) and WWSM(FM) Bay Minette, and Georgia stations WGAA(AM) Cedartown and WBTR(FM) Carrollton.

Please identify. U.S. District Court for northern district of Illinois has issued preliminary injunction barring Gannett Co. from using designation "107" to identify its WGC(FM) Rochester, N.Y. Injunction, which replaces temporary restraining order issued on Nov. 5, was issued at request of Walt-West Enterprises Inc., which has used "107" as identification for its WYEN(FM) Des Plaines, Ill., for 11 years it has been on air. WGC first used it for brief period in 1979, then again beginning in May 1981 and until temporary restraining order was issued. Number refers to place on dial—106.7 for WYEN and 107.5 for WGC. Walt-West contended its trademark was being infringed and that WGC's use of "107" caused sufficient confusion among listeners to hurt WYEN's ratings. Judge James B. Parsons said Walt-West made sufficient showing it will be "irreparably injured" if preliminary injunction is not issued; it has been dropped out of Arbitron ratings after nine years of inclusion, fall that occurred "with advent of defendant's recent use of '107.'"

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NAB attacks 'Track One'

It objects to number of items in proposed legislation, including instances that could lead to license revocation, confiscation of equipment and station shut-down

The National Association of Broadcasters has suggested amendments to House and Senate legislation that contains the FCC's "Track One" proposals. Considered non-controversial and technical, the legislation drew earlier criticism from a citizen group and communications experts at a recent hearing before the House Telecommunications Subcommittee (BROADCASTING, Nov. 23).

A clause in the legislation authorizing the FCC to seize transmitting equipment operating in violation of the Communications Act is meant to help curb illegal use of citizen band linear amplifiers, said the NAB, but it is worded so broadly that the FCC could interpret it as permission to seize broadcast transmitters operating with excessive power. Broadcasters are already subject to fines for such transgressions, said the NAB, and "no reason exists to subject licensed broadcasters using legal equipment to the possibility of seizure and forfeiture of equipment."

The legislation would permit revocation of a broadcast license for "willful and repeated" violations of the Communications Act. It should do so for "willful, repeated and knowing" violations, said the NAB, because legislative history of the Communications Act indicates that Congress believes a license should be revoked only if a broadcaster "intends" to violate the statute.

The bill's definition of "repeated" violations is unclear, said the NAB, in that it does not differentiate between repeated and continuous violations. A broadcaster who inadvertently operates a transmitter in an unauthorized manner for several days before the FCC notifies him of the problem might be subject to loss of license, said the NAB.

The House version of the "Track One"

legislation (H.R. 5008) differs from the Senate version (S. 1791), and the NAB found an additional problem in the House bill. A provision authorizing the FCC to require temporary cessation of radio transmissions causing interference to other radio signals or equipment in a way that could endanger human life might be unnecessary, said the NAB. "We would like to point out that the commission itself recently determined not to adopt an identical regulation."

Witnesses at the House Telecommunications Subcommittee hearing on H.R. 5008 had also objected to this provision, saying it should be narrowed so that licensed broadcast stations could not be shut down precipitously and without evidence of genuine danger resulting from their transmissions.

Broadcasters not obligated to sell time to political groups, says FCC

Broadcast Bureau tells NCPAC that it and other political action committees are without the 'reasonable right of access' given federal candidates

The National Conservative Political Action Committee, the conservatively oriented group that wages campaigns, broadcast and print, against political candidates it considers liberal, has received some discouraging information from the FCC. The commission's Broadcast Bureau, in response to a request for clarification of commission policy, has told NCPAC that radio and television stations are free to reject programming offered by political action committees. What's more, NCPAC was told that broadcasters may indeed be obliged under the fairness doctrine to offer free time for persons wishing to respond to controversial statements in a paid advertisement.

Stephen Sewell, assistant chief of the Broadcast Bureau's complaints and compliance division, offered those views to J.

Curtis Herge of McLean, Va., who had written to the commission requesting it to "reexamine its position regarding the right of access of an independent political committee to a broadcaster's facilities and determine that NCPAC and other similarly situated independent political committees enjoy such a right of access."

It was not to be. Sewell said that "in light of clear statutory intent, commission policy and precedent, and the Supreme Court's affirmance of our determinations with respect to a private right of access, your request that NCPAC... be afforded a 'reasonable right of access' must be denied." Sewell said that, under the law, only candidates for federal office have a "reasonable right of access" to broadcast facilities. He noted that the Supreme Court, in a case involving CBS, said that the "likelihood of government involvement is so great" in a "continuing case-by-case determination of who should be heard and when" that "the accepted constitutional principles against control of speech would need to be relaxed..."

As for the obligations of broadcasters who air NCPAC-sponsored announcements, Sewell said that outside of campaign periods, "free time may be required... based on general fairness doctrine principles." Sewell cited the Cullman doctrine, under which the commission holds that broadcasters airing one side of a controversial issue of public importance in a paid commercial are obliged to offer free time for reply, if fairness cannot be achieved in any other manner. However, Sewell also said that during a campaign a broadcaster would not be obliged to offer free response time.

Herge had also asked the commission to investigate complaints that various candidates and their supporters have attempted to intimidate broadcasters in an effort to deny NCPAC access to broadcast facilities. He said broadcasters have been threatened with libel suits and with demands for free response time. However, Sewell said the commission's jurisdiction does not extend to regulating such activities. "If individual licensees have been subjected to attempts of illegal 'intimidation,'" Sewell added, "they have remedies under local law."

NTIA announces facilities grants

Nearly \$20 million is given to noncommercial stations for FY '81

The National Telecommunications and Information Administration has awarded facilities grants totaling \$19,716,510 to 162 noncommercial educational stations and organizations from over 40 states. The grants, which were awarded for fiscal year 1981, are made through NTIA's Public Telecommunications Facilities Program and are for the planning and construction of facilities to deliver noncommercial educational and informational TV and radio programs.

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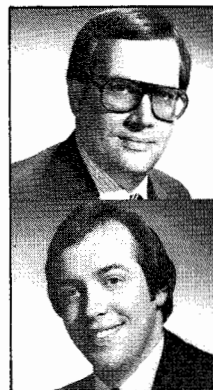
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\$104.7 million. Seventeen of the grants were given to establish new facilities operated by women and minorities. And to continue those efforts, NTIA also presented 52 grants to existing public telecommunications facilities where involvement of women and minorities has increased.

In FY '80 NTIA awarded \$23.7 million in facilities grants to 186 recipients. NTIA requested \$25.7 million for FY '81 (BROADCASTING, June 8). That figure was cut to \$19.7 million for fiscal 1981 after much debate in Congress on whether to eliminate the funding program entirely.

The largest single grant was \$976,060 to the Central Wyoming College in Riverton, to be used to start a public television station in Lander, Wyo. Both Fremont county and the surrounding area, including the Wind River Indian reservation, will be served.

States receiving the largest amount in grants were: California, \$2,411,723; Texas, \$1,827,397; Florida, \$1,093,108; Alabama, \$967,900; Ohio, 954,650, and Iowa, \$920,510.

Appropriations for the PTFP have not been set for FY '82. A Senate subcommittee voted to appropriate \$20 million to the program (BROADCASTING, Sept. 21), and the full House passed a bill allocating \$16 million to PTFP. However, the continuing resolution, recently vetoed by President Reagan, gave NTIA \$18 million for the program, and that figure is said to be representative of what NTIA can expect for 1982.

CRT splits cable's 1979 royalty pie

TV broadcasters get slight increase, commercial radio left out in cold again; MPAA, syndicators fare worse; NPR, sports claimants fare better

After more than four months of hearings and deliberations, the Copyright Royalty Tribunal last week unveiled its plan to split up the 1979 cable royalties, leaving broadcasters with little reason to rejoice.

TV broadcasters (both U.S. and Canadian) are slated to receive 5.25% of the \$20.7 million in the fund (an increase from the 3.5% they were jointly awarded during the 1978 proceeding). Commercial radio was again awarded nothing at all. (This time around, Canadian TV will be awarded its own .75% of the total; U.S. television will net 4.5%.)

Also left with little cause for merriment were the Motion Picture Association of America and other program syndicators, which found their share of the pie cut from the 75% they got in 1978 to 70%.

The big winners appear to be the joint sports claimants and National Public Radio. The sports claimants, awarded 12% in 1978, got 15%, and NPR, awarded zero in 1978, got .25% this time around.

Music performing rights societies were

cut from the 4.5% they received in 1978 to 4.25%. The Public Broadcasting Service will be awarded the same 5.25% it received in the 1978 proceeding.

Even though the percentage awarded U.S. television increased, the National Association of Broadcasters said it was displeased with the results.

"We're very disappointed," Erwin Krasnow, NAB general counsel, said. "We think the TV figures are off by 300%; we're particularly distressed by the fact that commercial radio was excluded com-

pletely," he said.

NAB had requested from 12.7% to 17.2% for commercial TV; it had requested 1.7% of the fund for commercial radio.

Nonetheless, Krasnow said NAB would defer decision on whether to appeal until after the U.S. appeals court in Washington hands down its decision on the pending appeal of the 1978 distribution proceeding. (Although the court has completed hearing arguments, it is not expected to issue its decision until next year.)

Coming up short

FCC too broke to represent U.S. shortwave broadcasters at divvying of frequencies

For want of \$12,000, America's eight shortwave broadcasters stand to lose access to the most desirable frequencies that might otherwise be available to them. That, at any rate, is the argument representatives of the shortwave operators made in a series of individual meetings with FCC commissioners last week.

The \$12,000 is the amount set aside in the commission's budget for representation at the six international meetings held each year where the frequencies on which international broadcasters from the U.S. and four other countries—the Netherlands, Canada, Great Britain and Germany—are coordinated. International broadcasters, unlike domestic ones, are not assigned a permanent frequency, nor are they limited to a single transmitter.

However, the commission's Broadcast Bureau, which along with all other bureaus in this year of tight budgets is assigning priorities to its functions, has given a low one to international travel. The commission will make its own decision on priorities at a budget meeting on Dec. 9. But the entire question of the national budget will not be resolved until Congress and the President resolve their differences on the matter. The government is now operating on a continuing resolution that expires on Dec. 15. In any event, unless funds are made available, the commissioners were told last week, the shortwave broadcasters will not be represented at the next international coordinating conference, to be held in New York on Jan. 15.

With no representation, the American private shortwave radio operators would be reduced to accepting frequencies—interference-plagued or not—virtually dictated by the conference. (The Voice of America and Radio Free Europe/Radio Liberty will be represented.) For it is at the conferences, held six times a year, that representatives of the shortwave interests in the five countries negotiate conflicts among the frequencies they propose to use in each of the seasons.

The FCC has been representing private shortwave interests at the coordination meetings since they began in 1960. But the New York meeting would not be the first one at which the commission did not

provide representation. Because of previous budgetary problems, the commission has on two occasions, most recently in November, at a meeting in Cologne, Germany, been represented by the person representing Radio Free Europe/Radio Liberty. However, Stanley Leinwoll, the RFE/RL director of engineering, has since told the commission he can no longer assume that responsibility. He sees it as presenting a conflict of interest with his primary duty of representing RFE/RL interests.

The representatives of the shortwave stations who called on the commissioners urged continued participation by the FCC at the frequency coordination meetings. The commission is said to be planning to attempt to conduct future coordination by mail. But, the commissioners were told, according to a briefing paper they used, "selection and coordination of international broadcast frequencies is a tremendously complex matter which requires face-to-face coordination/negotiation. The presence of an advocate concerned only with the interests of private broadcasters is imperative if these stations are to receive the frequency hours they require."

Leinwoll made a similar point in a letter to the commission in August, advising against plans for withdrawing from the frequency coordination conferences. The commission's role in those conferences "cannot be overestimated," he said, adding, "It is my judgment that withdrawal at this time would constitute an abrogation of the FCC's obligation to its shortwave broadcasting licensees."

The eight shortwave stations—whose ability to communicate effectively with their international audiences is said to depend on the success of the U.S. at the coordination conferences—use a total of 21 transmitters. The stations are WYFR Okechobee, Fla. (10 transmitters); WINB Red Lion, Pa. (one transmitter); KGEI Redwood City, Calif. (two transmitters); KTWR Agana, Guam (four transmitters); WFBS Saipan, Mariana Islands (one transmitter); and new stations at New Orleans, Miami and Honolulu, each of which uses one transmitter.

Six of the stations broadcast primarily religious programming on a noncommercial basis.

The stations in New Orleans and Miami, however, propose commercial operations.

Maclean-Hunter and Pollin join to seek franchise in D.C. suburb

1st County Cable wants Montgomery county, Md.; will offer Pollin's Capital Center events, including sports

Washington sports entrepreneur Abe Pollin and Canadian MSO Maclean-Hunter last week announced a joint venture to apply for the cable franchise for the affluent Washington suburb of Montgomery county, Md. The ownership structure would be a 50-50 split between Pollin and Maclean.

Pollin owns the area's largest arena, the Capital Center, and the two major sports franchises that play there: the National Basketball Association Bullets and the National Hockey League Capitals. Pollin said those sporting events, plus cultural and entertainment fare originating from the arena would be part of the proposal, but he declined to go into specifics. The proposals are due Jan. 27, 1982.

Exclusivity of those events for the joint venture, 1st County Cable, will probably be the most important aspect of its proposal, though Pollin said other "interesting ideas" and "goodies" would be in the bid.

Even if 1st County does not win the franchise, rights to Capital Center events would be important to the franchise winner. Pollin said if he lost, agreements would still be possible, but if he won, the volume of center events available to county subscribers "would be a lot more."

Maclean-Hunter, through 1st County, gets an influential local citizen in Pollin, a 30-year resident of the county and an active participant in community affairs. Maclean is the second Canadian company to bid in Montgomery county. Rogers Cablesystems and Tribune Company Cable announced a joint venture to apply for the franchise last July (BROADCASTING, July 20). Other companies interested in the franchise include Times Mirror, Warner-Amex, Storer, United, Viacom and Continental.

M-H's president, J. Barry Gage, said the company has enough financial resources to back 1st County. He said he expects to spend \$500,000 on the franchise process and estimates construction to cost \$75 million. M-H had a number of executives on hand for last week's press conference, and offered a demonstration of Telidon



Sports marriage. Abe Pollin (left) owner of the Capital Center, and the Washington Bullets and Capitals, and J. Barry Gage, president of Canadian MSO, Maclean-Hunter, announced the formation of 1st County Cable, a joint venture between Pollin and M-H that will seek the cable franchise for Montgomery county, Md.

text technology and local origination equipment from its systems in northern New Jersey. Its main U.S. inroads have been there and the areas surrounding Detroit.

Pollin called the sales of sports rights a "changing situation" and said he was "following the trends" in response to a question about the Chicago White Sox not renewing their broadcast contract in favor of a cable rights package and the possibility of it happening in Washington with the Bullets and Capitals. Pollin said he sees "tremendous advantages" in cable television and promised programming for the county that "no other system will get."

That pronouncement was softened a bit by Gage. The concern was raised that other area residents, including those in Washington and Prince George's county, Md., where the Capital Center is located, would not be able to view the sports and entertainment packages if Pollin and Maclean-Hunter won the franchise. Gage pointed out that interconnection between cable systems in major markets exists and said he expects M-H to commit to an interconnection network if it wins.

Pollin said he was approached two years ago by another company—which is now applying for the franchise—to join in a cable franchise proposal but withdrew from the deal when it eventually became labeled rent-a-citizen. With Maclean-Hunter, he said he found the company that not only had the technical and financial ability but also shared his philosophy.

Teleprompter drops out of New York City cable race

MSO says partial borough franchises are inadequate, but that may not be only reason

In a move that surprised many in the cable television industry, Teleprompter Corp., subsidiary of Westinghouse Broadcasting Co., announced last week that it was withdrawing its New York City cable franchise applications for Queens and Brooklyn, the two boroughs it had applied for in the city's franchising process. The action sparked speculation that Group W intended to pull its major MSO subsidiary out of other major franchising contests, such as Los Angeles, Milwaukee and Denver, so that the savings might be invested in cable programming. Daniel Ritchie, president and chief executive of Group W, vehemently denied that the decision to pull out of New York was indicative of any trend to withdraw from other franchising contests.

Teleprompter's withdrawal from New York came just two weeks after the city narrowed the field of 18 applications to 10, for the boroughs of Queens, Brooklyn, Bronx and Staten Island (BROADCASTING,



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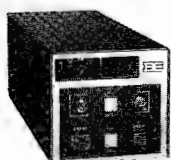
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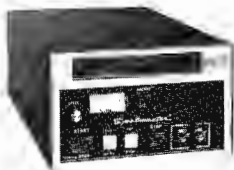
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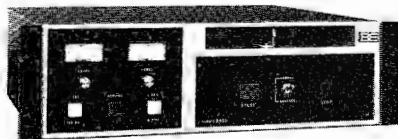
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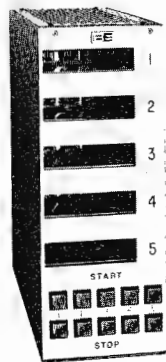
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Nov. 23). Teleprompter, which had sought to wire all of Brooklyn and Queens, was targeted by Brooklyn for negotiations to wire a third of that borough and was excluded altogether from Queens. At the time, Teleprompter's Joyce Werner expressed dismay with the outcome but saw "a lot of room in the negotiation period" for a change that could have let the company back into the Queens process.

After two weeks of evaluating the situation, however, the company decided that with only a piece of Brooklyn guaranteed (assuming that negotiations were carried out successfully) the financial investment could not be justified.

In a letter to the city's Board of Estimate last week, William J. Bresnan, president of Teleprompter's cable television division, said, "Because it now appears that Teleprompter will not be awarded the franchises for which it bid (i.e., all of Brooklyn and all of Queens), we have had to evaluate whether we could justify the investment required to build the smaller franchise area which we would be awarded if the Cable Working Group's recommendations were followed. We have reluctantly come to the conclusion that we cannot justify such an investment." He said the company concluded it would not have a sufficient base of subscribers to recover the investment costs unless it were awarded "at least a significant portion of Brooklyn and Queens." Bresnan also termed the decision to withdraw "irrevocable."

With Teleprompter out of Brooklyn, that borough becomes a cable pie with two slices instead of three. Initially it had been divided into three franchise areas: northern, central and southern. Now, two of those areas will be combined into one. One applicant will receive a franchise for two-thirds of the borough and the other will receive the remaining one-third. Warner-Amex and Cablevision are the remaining contestants in Brooklyn. Spokespersons for both companies said they have no intention of withdrawing from that borough.

Warner's Dick Aurelio found Teleprompter's decision to withdraw from New York "very surprising," since a third of Brooklyn is as large as many urban areas across the nation. Aurelio also noted that the city "made it evident some months ago" that the boroughs of Queens and Brooklyn would be divided into multiple franchises.

As to how Brooklyn will now be split up, Aurelio said that Warner "would not be unhappy with just a third of Brooklyn. We've always said that Brooklyn and Queens should be split up anyway," he said.

Cablevision's Wini Freund characterized Teleprompter's decision as "very serious, a grave matter." She said that her company was "watching to see what the reverberations are in the financial community."

One industry source thought the Teleprompter move reflected "the fine hand of Westinghouse" possibly deciding to sever Teleprompter's future involve-

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ment in the quest to wire the country's remaining major urban centers. The source suggested that Group W would rather put its money into such cable programing ventures as Satellite NewsChannels, a joint venture it has formed with ABC to provide a cable news service, or the Disney Channel, a venture to which Group W and Disney have committed a total of \$100 million over the next three or four years.

Group W's Ritchie, replying through a spokesman, said such speculation was "totally false." He said the decision to withdraw from New York was "a joint decision by Group W and Teleprompter" and "not at all indicative of the way we are going." He said Teleprompter would remain in "all the major franchise bids" it is currently involved with.

Cable companies neck and neck for Denver franchise

CTIC preliminary report rates United, Teleprompter and Mile High about equal in financing plans, gives United the edge in engineering; final report due in February

The preliminary consultant's report is out on the three companies bidding to wire the cable television industry's backyard,

Denver, and while it gives few rankings and intentionally raises more questions than it answers, it concludes that "the city of Denver is in the fortunate position that whatever decision is made, the public can hardly lose."

All three bidders—United Cable, Teleprompter and Mile High Cablevision (the last a joint venture of American Television & Communications, Daniels & Associates, and local investors) promised 400 mhz equipment, at least 110 channels and substantial amounts (\$5.5 million to \$9 million) for local production.

The pricing battle for basic service continues in Denver. Mile High's first 49 channels are priced at \$3.75 a month, Teleprompter's first 47 channels at \$1.95 and United's 27 channels at zero, with a \$3.95 charge for the second tier of 49 channels.

The Cable Television Information Center raised a number of questions in the financial sections of the report and ranked the companies in the engineering section.

CTIC found all three companies' financing schemes adequate, though it had questions for Teleprompter and United. Teleprompter's 80%-20% ownership split places the latter 20% into a trust that is overseen by a city-appointed board. Dividends from the system could accrue for the trust, and CTIC questioned whether the city would eventually be faced with a rate increase proposal from which the city, through the trust, could benefit.

United has decided to raise the equity portion of its debt by issuing common shares of stock in the local subsidiary. Should the company lose, the shares could be converted into the parent's stock. United reports most of the 600,000 \$10 shares are sold. CTIC found United would still come up a bit short and questioned where the extra cash would come from in addition to the terms of United's secondary debt.

In the engineering section United came out the clear winner. CTIC gave rankings in nine of the 14 categories, and United was first or tied for first in eight. Mile High and Teleprompter were weighted equally in second.

United's winning categories included channel capacity, headend to hub interconnection, regional system interconnection, headend and importation facilities, institutional network, interactive services, initial construction and reliability, maintenance and repair. Construction may be a bone of contention, since several questions were raised during the three days of public hearings in early November over United's promise to wire the whole city in 23 months, more than a year earlier than Teleprompter and Mile High.

CTIC computed several statistical charts, including average cost to the subscriber, a factor that CTIC feels is one of the more important for a city to consider. Teleprompter came out on top in that computation with a \$10.28 figure compared to United's \$10.54 (without interactive) and Mile High's \$12.15. However, Teleprompter's figures were based on

a 57% basic penetration rate and a pay-to-basic ratio of 2.11. Those two numbers were the highest of the three companies and CTIC questioned whether both were too optimistic. The companies' revenue percentages from pay services were broken down as: United, 30%; Mile High, 46%, and Teleprompter, 64%.

By contrast, United reported the lowest pay and basic penetrations, but suggested revenues from other sources—advertising, the institutional network, leased access channels and data bases—would account for \$230 million over the franchise's 15-year life. Figures for these additional revenues were lower for Teleprompter (\$14 million) and Mile High (\$166.4 million), and CTIC questioned the disparity.

The preliminary report is designed to probe the questionable areas and clear up problems before the award is given. CTIC's final report is due Feb. 1, with an award expected shortly thereafter.

Final days at NAEB

Oldest of educational broadcasting associations has closed its doors and prepares to file for bankruptcy

Unable to pay off its \$360,000 deficit, the National Association of Educational Broadcasters has shut down its offices and is preparing to file for bankruptcy. The NAEB, faced with a deficit it could not pay off, voted last month (BROADCASTING, Nov. 9), at its annual convention in New Orleans, to dissolve unless an alternative could be found within 30 days.

While no solutions to save the organization surfaced, its board members have indicated that efforts will continue until the end of the year to pay the deficit.

Last Monday (Nov. 30) was the last official day for employees of the 57-year-old association, including its president, Jim Fellows. Fellows noted that all but three of the 15 NAEB staff members had left during the past month and that one employee would remain for the next week to take care of final business. Wayne Jackson, assistant to Fellows, is staying to file the final bankruptcy papers.

The NAEB is incorporated in Illinois, and, according to the law there, it can file for voluntary dissolution. The organization has chosen, however, to file for bankruptcy.

Calling the dissolution of the NAEB a "painful and unfortunate" event, the NAEB board secretary, George Hall, said that the NAEB "died in New Orleans; we are simply getting ready for the burial."

Hall made a plea at the convention for help from other public broadcasting organizations to pay off some of the NAEB's debt.

Calling the NAEB the mother of many of the public broadcasting organizations, Hall asked some of her children to help, so that they "don't leave her [NAEB] in a pauper's grave. So that the mother can rest

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in peace rather than die in shame."

Since that time, Hall said that the Corporation for Public Broadcasting had been informally asked to help pay some of the NAEB's debt.

"They [CPB] were not rude or ugly, but it was a very firm no," he said about the corporation's response. And he added that he was disappointed and that "we are at an age where children don't always help their parents."

Hall, however, noted that CPB indicated it may carry forward some of NAEB's training programs.

Attempts had been made earlier by NAEB management to form Telecommunications Services Inc., an organization that would assume some NAEB functions. But plans for TSI that were expected to materialize at the New Orleans convention never did.

The downfall of the organization was mainly attributed to financial problems, but, according to Fellows, there were organizational problems. He said that an organization like the NAEB can't survive unless it's subsidized. In 1973 the association was reorganized from a station membership to an individual membership with the necessary support from the institutions no longer accessible. And since the advent of the Public Broadcasting Service and the National Association of Public Television Stations, some of the services provided by NAEB were assumed by those organizations.

Fellows previously stated that those groups did not "put the NAEB out of business" but that it was one of the association's functions to help form other organizations in the public broadcasting field.

He expressed optimism that the NAEB's education and training programs along with its counseling services will be picked up by other organizations.

"Education and training programs and professional counseling are all important activities that once it's clear there is nobody here to work on these things, people will miss them," he said. In addition,

the public broadcasting newsletter, *Current*, published by the NAEB, continues its search for a new publisher.

Fellows also voiced his disappointment at CPB's refusal to help, but noted that it had no formal obligation, only that it would have been an "honorable thing to do."

Efforts are being made by NAEB board members to pay off its debts, accumulated over three years, but nothing concrete has been established. Although Fellows noted earlier that in addition to possible fund raising efforts, the NAEB may make requests from its 1,300 members.

Changing Hands

PROPOSED

WJKS-TV Jacksonville, Fla. □ Sold by Ziff-Davis Broadcasting to Media General for about \$18 million. **Seller**, New York-based group owner of six TV's, is owned by William Ziff and family. I. Martin Pompadur is president. It announced intention to sell entire television portfolio earlier this year (BROADCASTING, June 1). **Buyer** is publicly traded Richmond, Va.-based newspaper publisher and owns WFLA-AM-FM-TV Tampa, Fla., and cable system serving Fredericksburg, Va. Alan S. Donnahoe is president. WJKS-TV is NBC affiliate on

ch. 17 with 4,570 kw visual, 25.5 kw aural and antenna 980 feet above average terrain.

WWRL(AM) New York □ Donated by Viacom International Inc. to United Negro College Fund and in turn sold to National Black Network for \$1.5 million. ("In Brief," Nov. 30). **Donor** is publicly traded New York-based MSO and group owner of four AM's, four FM's and two TV's. It has bought, subject to FCC approval, WLAK-FM Chicago for \$8 million (BROADCASTING, Sept. 14). License renewal of WWRL had been challenged by National Black Media Coalition, which withdrew petition upon Viacom's announcement of gift. **Buyer** is New York-based black-oriented radio news and information network with 82 affiliates. Principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president, it also owns WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, latter bought for \$2,695,000 (BROADCASTING, Sept. 14). WWRL is on 1600 khz with 5 kw full time. **Broker:** Blackburn & Co.

KYOK(AM) Houston □ Sold by Starr KYOK Inc. to All Pro Broadcasting Inc. for \$1.5 million. **Seller** is subsidiary of Shamrock Broadcasting Inc., Hollywood-based group of four AM's, four FM's and two TV's owned by Roy E. Disney family. It sold, subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22 et seq.). **Buyer** is owned by Willie Davis (66.67%) and Northwestern Mutual Life Insurance Co. of Milwaukee (33.33%). They own KACE(FM) Inglewood, Calif., and WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin. They also bought, subject to FCC approval, KQIN(AM) Burien, Wash., for \$750,000 (BROADCASTING, March 9). KYOK is on 1590 khz with 5 kw full time.

WHPL(AM)-WEFG(FM) Winchester, Va. □ Sold by Shenval Broadcasting Inc. to Holt Ltd. Partnership for \$1,025,000. **Seller** is owned by Edwin R. Fischer who has no other broadcast interests. **Buyer** general partner is Holt Corp. of Virginia, which is principally owned by Arthur H.

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Holt, Bethlehem, Pa., broadcast consultant and president and 50% owner of WZZO(FM) Bethlehem. WHPL is on 610 khz with 500 w full time. WEFB is on 107.5 mhz with 21 kw and antenna 1050 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WPUB-AM-FM Camden, S.C. □ Sold by Kershaw County Broadcasting Inc. to Camden Communications Group Inc. for \$600,000. **Seller** is owned by Austin M. Sheheen Jr., president, Cecil A. Bowers, Donald H. Holland, John C. West and estate of C. M. Ford (20% each), who have no other broadcast interests. **Buyer** is owned by John D. Livoti (62%), Joe S. Marquez and Anthony G. Lanza (10% each). Albert L. Strada (8%), Edward T. Nugent (6%) and Lanza's sister, Gloria A. Lanza (4%). Livoti is general sales manager of wis-TV Columbia, S.C. Marquez is vice president of Parker Brothers, Beverly, Mass., toy and game manufacturer. Lanza is employe of New York Times Co. Strada is vice president of Harrington, Righter & Parsons, New York station representative. Nugent is salesman with D. L. Taffner Ltd., New York TV syndicator. Gloria Lanza is media services director for American Association of Advertising Agencies. None have other broadcast interests. WPUB is 1 kw daytimer on 1130 khz. WPUB-FM is on 94.3 mhz with 3 kw and antenna 197 feet above average terrain.

WFBA(AM) San Sebastian, P.R. □ Sold by Pepino Broadcasters Inc. to Luiz Raul Perez-Perez for \$400,000. **Seller** is owned by Felix Bonnet-Velez who also owns WOYE-FM Mayaguez, P.R. **Buyer** is manager and 40% owner of San Sebastian furniture and appliance store and has no other broadcast interests. WFBA is on 1460 khz with 500 w full time.

WLMS(AM) Leominster, Mass. □ Sold by Nashua Valley Broadcast Inc. to Radio Ten Corp. for \$200,000. **Seller** is principally owned by Mary R. Allain who has no other broadcast interests. **Buyer** is owned by David E. Parnigoni (51%), Donn M. Parker (20.2%), Peter Kadetsky, Austen Smithers and Milton W. Robbins (9.6% each). Parnigoni is northeastern regional manager, National Association of Broadcasters. Parker is former general manager of WFEA(AM) Manchester, N.H. Kadetsky and Smithers are Boston station representatives. Robbins is Woodbridge, N.J., accountant. None have other broadcast interests. WLMS is 1 kw daytimer on 1000 khz.

APPROVED

KHOW(AM) Denver □ Sold by Doubleday Broadcasting Inc. to Metromedia for \$15 million. **Seller** is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four TV's. Gary Stevens is president of broadcast division. It was granted FCC approval to buy WAVA(FM) Arlington, Va. (see below) and bought, subject to FCC approval, 90% of WTFM(FM) Lake Success,

N.Y., for \$8.7 million (BROADCASTING, Nov. 30). **Buyer** is publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which sold KSAN-FM San Francisco and bought WWBA-FM St. Petersburg, Fla. (see below). It also has bought, subject to FCC approval, WCVB-TV Boston for \$220 million (BROADCASTING, July 27) and sold, subject to FCC approval, KMBC-TV Kansas City, Mo. to The Hearst Corp. for \$79 million (BROADCASTING, Sept. 14). John Kluge is chairman. KHOW is on 630 khz with 5 kw full time.

WAVA(FM) Arlington, Va. □ Sold by WAVA Limited Partnership to Doubleday Broadcasting Inc. for \$8 million. **Seller** is owned by Alex Sheftell (14%), president and general manager; Melvin Lenkin (12%) and son, Edward (12%), real estate investors; David Hillman (12%), real estate investor; Robert Understein (10%), accountant, and others. None have other broadcast interests. **Seller** bought WAVA in 1977 for \$2.5 million. **Buyer** is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's (see KHOW(AM) item above).

KSAN-FM San Francisco □ Sold by Metromedia to Malrite of Ohio Inc. for \$7 million. **Seller** also has bought KHOW(AM) Denver (see above) and WWBA-FM St. Petersburg, Fla. (see below). **Buyer**, Cleveland-based group owner of six

AM's, four FM's and three TV's, is principally owned by Milton Maltz, chairman. KSAN-FM is on 94.9 mhz with 30 kw and antenna 1,270 feet above average terrain.

WWBA-FM St. Petersburg, Fla. □ Sold by WWBA Inc. to Metromedia for \$7 million. **Seller** is owned by Meyer Feldman and Ed Winton who own WWBA(AM) St. Petersburg where, subject to FCC approval, Winton is buying out Feldman (BROADCASTING, July 20). Feldman also owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. **Buyer** sold KSAN-FM San Francisco and bought KHOW(AM) Denver (see above). WWBA is on 107.3 mhz with 100 kw and antenna 620 feet above average terrain.

WATR-TV Waterbury, Conn. □ Sold by Thomas Television Inc. to Channel 20 Associates Limited Partnership for \$4.5 million. **Seller** is owned by B. Preston Gilmore family who own WATR-AM-FM Waterbury, which is not involved in transaction. **Buyer** is joint venture of Esen Associated IX and Oppenheimer & Co. (50% each). Esen is owned by communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle. Oppenheimer & Co. is New York-based investment firm with interests in cable systems serving Michigan and Maryland. Finkelstein and Oppenheimer also are applicants for new

November 13, 1981

Warner-Amex Cable Communications Co.

has completed the acquisition of the assets of

Sandia Cablevision, Inc.

a cable system serving the communities of

Immokelee, LaBelle
and Port LaBelle, Florida

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiation.

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TV in Dayton, Ohio (BROADCASTING, April 14, 1980). WATR-TV is NBC affiliate on ch. 20 with 200 kw visual, 20 kw aural and antenna 510 feet above average terrain.

WYDE(AM) Birmingham, Ala. □ Sold by Columbia Pictures Radio Inc. to Alainde Inc. for \$1.5 million. **Seller** is subsidiary of New York-based Columbia Pictures Industries which owns KPCX-AM-FM Salt Lake City and WWVA(AM)-WCPI(FM) Wheeling, W. Va. Edward R. Boyd is president of radio group for Columbia Pictures Communications. Columbia Pictures has agreed to acquire Providence, R.I.-based Outlet Co., group owner of two AM's, five FM's and five TV's, for \$160 million (BROADCASTING, July 13). **Buyer** is owned by Frank Spain (70%), Ronald E. Hale (27.8%) and Mrs. Garnett S. Wilbourn (2.2%). They own WHTV(TV) Meridian and hold CP for WLHT-TV Hattiesburg, both Mississippi. Spain owns 35% of WTVA-TV Tupelo, Miss., and 35% of WTVX-TV Fort Pierce, Fla. Hale owns WJFL(AM)-WQMV(FM) Vicksburg, Miss. WYDE is on 850 khz with 50 kw day and 1 kw night.

WAZY-AM-FM Lafayette, Ind. □ Sold by Peoria (Ill.) Journal Star to Richard Lightfoot for \$1,350,000. **Seller** is Peoria, Ill.-based publisher and owner of five AM's and four FM's. Henry P. Slane is president. **Buyer** owns WSUB(AM)-WQGN(FM) Groton, Conn. WAZY is 1 kw

daytimer on 1410 khz. WAZY-FM is on 96.5 mhz with 50 kw and antenna 500 feet above average terrain.

□ Other approved station sales include: WAPR(AM) Avon Park, Fla.; WABW-TV Pelham, Ga.; WXXX(AM) Hattiesburg, Miss.; WTND(AM) Orangeburg, S.C.; WJCW(AM)-WQUT(FM) Johnson City, Tenn.; WYPR(AM) Danville, Va.; WEER-AM-FM Warrenton, Va.; and WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. (see "For the Record," page 84).

Darwin's theory applied to cable's future

CTM-Annenberg conference hears predictions that only the strong will survive and need to separate 'steak from sizzle' in industry

Only the strongest and best-managed program services will survive the imminent and inevitable shake-out period facing the cable television industry. That was the consensus reached among a panel of industry executives participating in a coast-to-coast teleconference last Tuesday (Dec. 1) during the CTM-Annenberg "Telecommunications in the Eighties"

meeting at the University of Southern California in Los Angeles.

Discussing "Risks and Rewards in Video Programming" from the conference site were Cable News Network founder Ted Turner, ABC Video Enterprises Vice President John T. Healy, Entertainment Channel President Arthur R. Taylor and Hearst/ABC Video Services Chairman Raymond E. Joslin. CTM president Robert Schmidt moderated the panel from Los Angeles. Questioning the group from the Washington studios of the Cable Satellite Public Affairs Network (C-SPAN) were CTM Vice President and General Counsel Michael H. Cardozo; the assistant secretary of commerce for communications and information, Bernard J. Wunder Jr.; chief counsel and staff director for the House Telecommunications Subcommittee, David Aylward, and *Wall Street Journal* reporter Stanley M. Crock. The 90-minute session will be shown at 4 p.m. (EST) on Dec. 18 over C-SPAN.

Turner set the tone for the session with his prediction that "there are going to be a lot of failures" among cable program services during the next few years. "Too many services are being launched too quickly for them all to survive," he said. However, he indicated that his superstation, WTBS(TV) Atlanta, and his two news networks will not be among the failures, although he did not rule that out.

Referring to ABC's joint venture with Westinghouse to introduce Satellite NewsChannels as direct competition to the Cable News Network, Turner said "the worst that can happen is they'll do what they predicted to do and put me out of business. But I'm not out yet."

Turner estimated CNN will generate between \$16 and \$17 million this year, and expects it to earn nearly \$40 million in 1982. His superstation, WTBS, will bring in about \$55 million in advertising revenues this year, and Turner projects that will grow to \$125 million next year.

"In the future, there will be some networks that are totally advertiser-supported," he continued, noting that "advertising sales [alone] just aren't adequate today to provide a first-class quality service" for cable television.

Turner labeled predictions of 100-channel cable systems as "not realistic" and said he expects "seven or eight viable cable networks will be emerging in the next five years. This programming explosion will be a big bust for a lot of people." In response to a question, Turner estimated that 90% of U.S. homes would have access to cable by 1990, and that the commercial over-the-air networks "will be put out of business . . . Their demise will probably be the best thing that happens to the American people." He predicted that poor program quality—in Turner's words, "crud and mumbo-jumbo"—would be the single biggest factor leading to the abandonment of networks by the general audience.

Taylor, a former president and director of CBS Inc., countered Turner by maintaining that "the free networks will remain the dominant mass advertising and entertainment vehicles" for the foreseeable

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future, although cable's inroads "will have a very deleterious effect." In the long run, said Taylor, the traditional networks will have less dominance, "which has to be a good thing for the country."

Turner, referring to survey results announced at the Western Cable Show in Anaheim later in the week, boasted that his services are drawing larger audiences than the three commercial networks in some cable communities. "I'm not afraid of anything," he ventured, "except antitrust and collusion and that sort of thing."

Taylor outlined plans for the Entertainment Channel, scheduled to debut "early in 1982," and stressed that it will offer exclusive programming, not seen elsewhere on American television. He presented a list of industry issues that will be faced in coming years, topped by the need for financial strength. "Finite revenues," said Taylor, "will be the real controlling factor in the development of cable systems." He speculated that unless the market for cable advertising significantly improves, basic cable services could be in serious trouble. "The creative advertising community," Taylor pointed out, "is one of the most conservative communities you could find anywhere." Many advertisers are a long way from being convinced that cable television is a good way to reach consumers, he stated.

"What we're about is finding out what's unique to cable, and that's likely to take the rest of the decade," Taylor believes.

"It's our challenge and our salvation."

The Entertainment Channel will not compete directly with the Public Broadcasting Service or other cable TV cultural channels because, according to Taylor, the venture "is not considered a cultural service." In a broader sense, however, he insisted that "in this relatively free society, everything competes with everything else. We're competing with theaters and bowling alleys and dinner parties, just like everyone is."

In his presentation, ABC's Healy characterized the company's development of joint ventures in the new technologies as a logical extension of its primary business interests, which relate to distribution of entertainment and information. ABC, he said, has gotten into cable TV "because we don't have any alternative . . . Our corporation has committed very, very serious dollars into ABC Video Enterprises over the last few years," primarily out of an obligation to stockholders, affiliates and other interested parties.

"I really don't know where [ABC's new ventures] are going to go," confessed Healy. "Nobody in this business knows how good a business we're getting into."

He echoed Turner's prediction that a relatively small number—seven or eight—of cable networks will probably survive, adding that "none of these are going to be able to support with advertising programming of high quality, in the near term."

Asked about network affiliates' reaction

to ABC's extensive cable activity, Healy insisted the network "is not going into direct competition with [its] affiliates. We will do our best to maintain the profitability of our network and our affiliates." Programming offered through the new services, Healy believes, is not directly competitive with what ABC-TV is doing. He declined to comment on potential conflicts between ABC News and the Satellite NewsChannels. "It's an academic question," Healy said, "until we get on the air . . . If it's not a quality news service, advertisers won't support it and viewers won't watch it."

The final panelist, ABC/Hearst's Ray Joslin, was the most cautious in terms of cable television's ability to deliver on its promises. "The challenge of our industry," he insisted, "is to separate the steak from the sizzle."

Moderator Schmidt set off a debate among panelists with his prediction that "major national sporting events, like the Super Bowl and the World Series, will not disappear from free TV." Turner argued that they would, in fact, migrate to cable and pay TV within the next five years. "A congressional law" would be the only thing to stop it, said Turner, predicting that major league games would be the first to vanish from free TV. Taylor concurred with Turner, while Healy said the departure of major events was "unlikely within that tight a time frame." Joslin declined to speculate.



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Difference of opinion over first-quarter scatter buying

Networks say selling is going great; agencies see advertisers pulling back in a recession

Network television sales officials were buoyant last week about prime-time scatter selling for the first quarter of 1982 and were confident it presaged a stellar year in 1982. But some advertising agency executives were not so sanguine.

"We're at least 30 days ahead of selling our scatter than we were last year," said Robert Blackmore, vice president, sales, NBC-TV. "All of the TV networks are strong."

Agency officials who questioned the networks' ebullience over 1982 prospects

invariably cited the economic recession. Michael Drexler, executive vice president for media and programing at Doyle Dane Bernbach, said: "We're seeing a lot of caution now on the part of advertisers for 1982, with increasing concern over the recession."

The week after Thanksgiving is traditionally the time that negotiations intensify in New York on scatter selling for the first quarter. The opposing views taken by the sellers (the networks) and the buyers (the agencies) relate directly to the price tags for scatter programing. Roger Rice, president of the Television Bureau of Advertising, indicated there was some truth to both perspectives when he said, "For

the networks, the glass is half-full; for the agencies, the glass is half-empty. Agencies are accentuating the negative to keep prices at a minimum increase. The networks are talking up the positive side to keep prices high."

TVB is projecting that network television as a whole will grow by 8%-10% in 1982, while national spot will increase by 12%-14% and local by 14%-16%, according to Rice.

Fueling discussions related to the economy and advertising was a report that the General Motors Corp. had asked its car divisions to reduce advertising expenditures in the current fourth quarter by spending money only on media that had been firmly committed.

Don Teasdale, advertising manager of General Motors, confirmed last week that the directive had gone to its auto divisions and said it asks for "a deferral of advertising budget." He could not confirm reports that savings of GM in the fourth quarter could be about \$7 million.

"I would say that almost all media are affected, particularly network television," Teasdale said.

The amount saved by General Motors is modest, considering that the firm invests more than \$300 million in advertising, of which about 60% is in broadcast and more than \$100 million in network television.

Joel Segal, senior vice president, network TV/radio division, Ted Bates & Co., New York, said the TV networks cannot demand sizable price increases in the current economic environment. What the networks are likely to get, he added, are small increases over last year in the scatter buying for the first quarter.

He believes the networks' bullish posture for 1982 is part of their strategy to seek comfortable price hikes. He conceded that the TV networks are more recession-proof than other media but added, "they are not totally recession-proof." Segal would not say whether Bates planned to increase investments in network TV in the next year.

The lackluster business climate is prompting agencies to watch costs more than ever before, according to Bruce Cox, senior vice president of Compton Advertising, New York. But Cox conceded that he doesn't envision a cutback in budgets.

"I think costs may go down a little, but certainly not in prime time," Cox says. "Perhaps in the summer, if the recession is still on. Business is still good at the networks. Even NBC is virtually sold out."

Paul Schulman, president of the Paul Schulman Co., which is allied with Gardner Advertising, believes the optimistic notes sounded by TV networks are part of a negotiating approach for the scatter market in the first quarter. On the other

Bottom Line

RCA notes. RCA Corp. announced filing of registration statement with SEC for proposed public offering of \$150 million in notes due Dec. 1, 1988. Lehman Bros., Kuhn Loeb and Lazard Freres are to manage international group of underwriters for offering next week. Net proceeds are to be used to repay unsecured promissory notes that had financed work, capital requirements.

□

GE move. General Electric Broadcasting and General Electric Cablevision have relocated corporate offices from Schenectady, N.Y., to 257 Riverside Avenue, Westport, Conn.

□

Continental closed. Dow Jones & Co. completed purchase of 2,010,375 shares of newly issued common stock from Continental Cablevision for \$50.3 million. In addition, Dow Jones has offered to buy another 1.1 million shares from Continental stockholders at \$25 per share, for total of 24.5% of Continental's outstanding common stock. If Dow Jones does not acquire at least 529,625 shares from Continental shareholders by Feb. 12, 1982, Continental agreed to issue new stock to give Dow Jones 20% interest.

□

TCI net down. Tele-Communications Inc. reported third-quarter revenues up 54% to \$44,154,000, while net earnings sagged 13% to \$2,610,000. Operating income had risen 23% in quarter to \$8,468,000, but doubling of interest expense to \$8,346,000 and tripling of equity in affiliates' losses to over \$1 million helped chop pre-tax earnings by 37% to \$2,312,000. That figure received tax benefit boost of \$298,000, to yield net earnings number, which works out to nine cents per share.

□

Telepictures, Acton, Adams-Russell numbers. Telepictures Corp. second quarter (ended Sept. 30) saw revenues climb to \$4,092,400 from \$2,889,600 year earlier; net earnings were \$261,200, six cents per share primary and fully diluted, versus \$107,700, five cents per share primary and fully diluted year earlier. . . . Acton Corp.'s third-quarter earnings were \$630,000 or 13 cents per share on revenues of \$92.5 million as compared to year-earlier \$1,824,000 net income or 48 cents per share on revenues of \$30.7 million. . . . Adams-Russell reports third-quarter revenues were \$15,736,000 up \$2 million from previous year's \$13,675,000; earnings were \$1,295,000 compared to previous year's \$1,136,000; earnings per share were 32 cents against 30 cents in previous year.

□

Blair dividend. John Blair & Co. board of directors has declared regular quarterly cash dividend of 25 cents on common stock. Dividend, to be paid Dec. 22, goes to stockholders of record on Dec. 10.

Rick Lee,
Vice President/
General Manager,
106 FM KMEL, San Francisco.

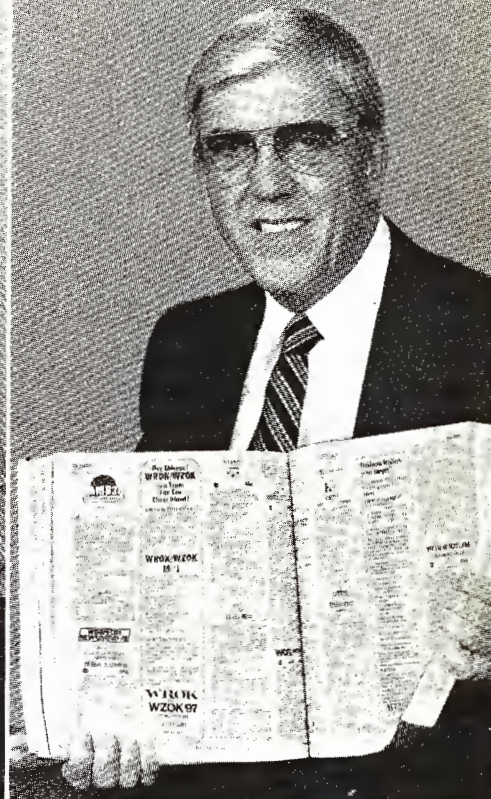
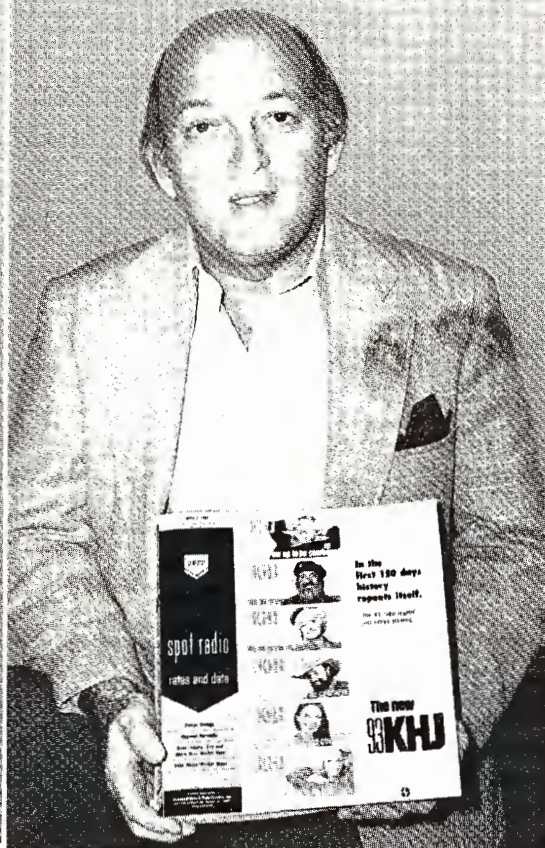
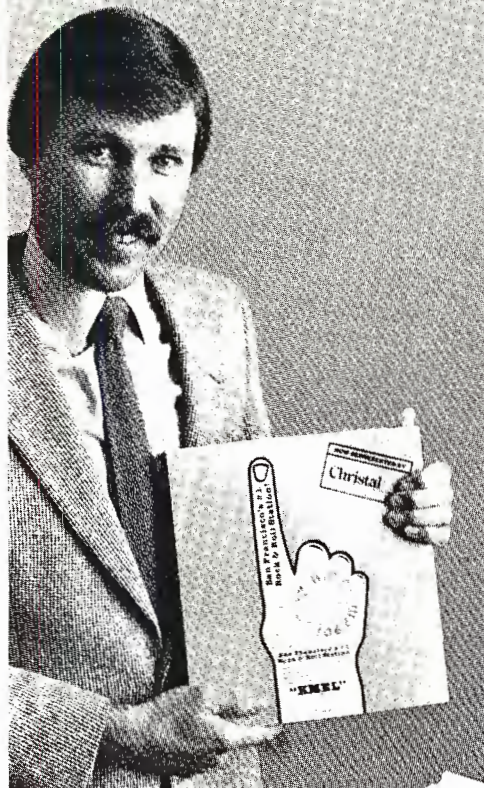
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Vice President and
General Manager,
93 KHJ, Los Angeles.

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Executive Vice President,
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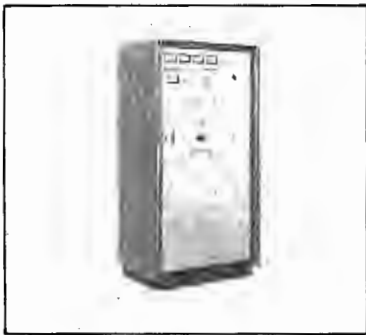
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hand, he acknowledged, agencies are not about to say they need the networks.

He noted that in this period of economic downturn some clients are likely to hold off on all but the necessary buys while others need the network support and will invest substantially.

One agency programming vice president who asked not to be identified said the TV networks have reason to rejoice. He said that advertisers don't like their agencies to cite the advantageous positions of networks, on the theory this may encourage higher prices.

"But I think this is going to be a great year for the networks," he added. "Many advertisers need them. And I think their programming is starting to come together. And in the last month or so set usage has gone up."

Jack Otter, senior vice president and director of network programs, SSC&B Inc., New York, said the picture is unclear. He asked rhetorically: "Will the automotives cut back? Will packaged goods reduce spending, and to what level? I don't think anybody knows right now — not the networks and not the advertisers."

He conceded that the up-front market was strong and said that under normal conditions, the networks should feel bullish about first-quarter scatter. But Otter noted that the key word is "caution," and said each advertiser must decide in this period of economic stress whether to spend additional dollars. Some may decide to advertise in the hope of retaining their shares of the market, he said, while others may opt to stay out or prune expenditures until the economy bounces back.

The network sales chieftains do not share this ambivalence. Blackmore of NBC said that NBC-TV is about 80% sold out for the first quarter, running ahead of last year's pace, and estimates other networks are "strong." And he added that prices are approximately 20% higher than they were at a comparable time a year ago.

Paul Isacson, vice president, sales, CBS-TV, is equally bullish. He said he has seen "no signs of softness" in the network sales economy, with packaged goods advertising activity "very strong." He acknowledged that advertising often lags behind other fields in feeling the effects of a recession, but noted that interest rates are starting to come down and this should "have a positive effect on our business."

H. Weller (Jake) Keever, vice president, network sales, ABC-TV, was most optimistic about the first quarter and 1982. He said greater up-front sales led to fewer availabilities and added that known budgets of first-quarter scatter and those anticipated already top \$145 million for the three TV networks, \$20 million more than at this time last year. He predicted that scatter sales will pick up over the next few weeks.

He said another signpost of the upbeat advertising environment is that ABC-TV is sold out in the children's market for scatter in the first quarter, with the cost-per-thousand averaging \$1.94, up from \$1.22 last year.

**Cable advertising:
a bright future**

Its importance as a selling medium will skyrocket while that of the networks will fall, CTM conference hears

Advertiser acceptance of cable television is growing as network television's share of the total audience steadily erodes. That conclusion was backed up by statistics from several sources represented at the CTM/Annenberg telecommunications conference in Los Angeles last week.

Robert H. Alter, president of the Cabletelevision Advertising Bureau, told those attending a Monday afternoon (Nov. 30) panel entitled "Madison Avenue Reacts to New Video Alternatives" that they can expect to see the three-network share of the audience decline to 70%-75% by 1990. He said one unnamed source reported a decline in the prime-time commercial network share from 92.9% in the fourth quarter of 1975 to 85.7% in the same quarter of 1980. A Ted Bates study, according to Alter, suggests the network share may dip as low as 50% by 1990. Some pay TV homes, said Alter, already spend more time watching cable channels than the free TV networks.

Those claims were supported by Ned Gelband, a vice president for broadcast development, media and programing at the New York advertising agency of Jordan, Case & McGrath. "Cable television has finally captured the fascination of most agencies," he said. "It is not easy to convince advertisers to do something new, however." A significant development, according to Gelband, is the addition of Ted Turner's superstation, WTBS(TV) Atlanta, to Nielsen's metered homes. Most advertisers still rely on "numbers" as a guide in buying time, even though Gelband believes it is more appropriate to sell cable TV like network radio—according to target audiences rather than mass audiences.

"By 1985," Gelband believes, "the audience's share of network television will drop from the current upper and mid 80's to the low 70's." He speculated that if their ratings drop that far, the networks might begin to have problems launching a product nationally.

Alter agreed with Gelband's suggestion that advertisers and agencies avoid comparing cable audiences to network audiences, and he also pointed out that the diary method used by Nielsen and Arbitron to record viewer choices "is not adequate to record cable TV viewing," because of the number of channels received, franchise boundaries, and other factors. As cable penetration increases, said Alter, it will become "increasingly more difficult, if not impossible" to adequately reach a large percentage of households with traditional media buys.

Chuck Fruit, corporate media director for Anheuser-Busch Inc., recited a number of reasons why his company has be-

Stock Index

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	34 1/2	35	- 1/2	- 1.42	7	966
N Capital Cities	73 3/4	72 1/4	+1 1/2	+ 2.07	13	970
N CBS	48 3/4	50	-1 1/4	- 2.50	7	1,359
N Cox	36 1/2	34	+2 1/2	+ 7.35	10	989
A Gross Telecasting	29 1/4	28 3/4	+ 1/2	+ 1.73	8	23
O LIN	34 3/4	33 3/4	+1	+ 2.96	12	192
N Metromedia	170	161	+9	+ 5.59	15	761
O Mooney	5 3/4	5 3/8	+ 3/8	+ 6.97		2
O Scripps-Howard	23	22	+1	+ 4.54	4	237
N Storer	32 3/4	31	+1 3/4	+ 5.64	21	430
N Taft	32	31	+1	+ 3.22	12	313
O United Television	7 3/4	7 5/8	+ 1/8	+ 1.63		93

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 1/2	20 7/8	+ 5/8	+ 2.99	20	71
A Affiliated Pubs.	33 3/4	29	+4 3/4	+16.37	12	173
N American Family	7 5/8	7 1/2	+ 1/8	+ 1.66	6	94
N John Blair	25 1/4	23 7/8	+1 3/8	+ 5.75	8	94
N Charter Co.	9 7/8	9 7/8				270
N Chris-Craft	35	32 5/8	+2 3/8	+ 7.27	11	110
N Coca-Cola	35 1/4	34 7/8	+ 3/8	+ 1.07	10	4,357
N Cowles	31 1/8	29 7/8	+1 1/4	+ 4.18	20	123
N Dun & Bradstreet	65	64 7/8	+ 1/8	+ .19	17	1,813
N Fairchild Ind.	13 1/4	13	+ 1/4	+ 1.92	3	151
N Gannett Co.	38 1/8	38 3/8	- 1/4	- .65	13	2,061
N General Tire	24 1/2	25	- 1/2	- 2.00	8	590
O Gray Comm.****	42	42			9	20
N Harte-Hanks	33 1/4	34 1/4	-1	- 2.91	14	316
O Heritage Commun.	11 3/8	11 3/8			33	61
N Insilco Corp.	17 1/8	16 7/8	+ 1/4	+ 1.48	8	184
N Jefferson-Pilot	27 3/4	27 5/8	+ 1/8	+ .45	7	608
O Josephson Intl.***	10	10 1/8	- 1/8	- 1.23	5	47
N Knight-Ridder	33	33			11	1,068
N Lee Enterprises	27 5/8	27 7/8	- 1/4	- .89	12	197
N Liberty	14 1/2	14 3/8	+ 1/8	+ .86	6	184
N McGraw-Hill	53 5/8	51 5/8	+2	+ 3.87	15	1,332
A Media General	38 3/4	35 3/4	+3	+ 8.39	10	280
N Meredith	64 1/4	62 1/4	+2	+ 3.21	8	202
O Multimedia	33 1/4	33	+ 1/4	+ .75	15	334
A New York Times Co.	36 1/8	34 1/2	+1 5/8	+ 4.71	11	433
N Outlet Co.	35	38 1/4	-3 1/4	- 8.49	15	88
A Post Corp.	27	26 3/4	+ 1/4	+ .93	19	49
N Rollins	18 3/8	17 3/8	+1	+ 5.75	12	501
N San Juan Racing	22 1/8	22 1/8			27	55
N Schering-Plough	27 3/4	26	+1 3/4	+ 6.73	6	1,473
O Stauffer Commun.	43	43			11	43
A Tech Operations	15 7/8	15 3/4	+ 1/8	+ .79	7	16
N Times Mirror Co.	50 1/2	48 3/4	+1 3/4	+ 3.58	12	1,722
O Turner Bcstg.	10	9 1/2	+ 1/2	+ 5.26		200
A Washington Post	32	31	+1	+ 3.22	14	449
N Wometco	21 1/2	20 1/8	+1 3/8	+ 6.83	13	285

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	10 1/2	11 1/2	-1	- 8.69	9	31
N American Express	45 1/2	47 1/4	-1 3/4	- 3.70	9	3,243
O Burnup & Sims	13 5/8	14	- 3/8	- 2.67	14	121
O Comcast	22 1/4	22 1/2	- 1/4	- 1.11	27	85
N General Instrument	42 5/8	44 1/8	-1 1/2	- 3.39	6	1,083
O Rogers Cablesystems	8 1/8	8 3/4	- 5/8	- 7.14	16	154
O Tele-Communications	20 1/2	22 3/8	-1 7/8	- 8.37	53	488
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	39 3/4	39 1/2	+ 1/4	+ .63	8	2,237
O Tocom	13 1/4	12	+1 1/4	+10.41		43
O UA-Columbia Cable	88 7/8	88 7/8			33	298
N United Cable TV	25 5/8	23 1/2	+2 1/8	+ 9.04	31	251
N Viacom	24 3/4	25 1/4	- 1/2	- 1.98	5	220

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Industries	2 1/4	2 1/4			2	7
N Columbia Pictures	44 3/4	46	-1 1/4	- 2.71	9	453
N Disney	53 3/4	54 1/2	- 3/4	- 1.37	13	1,749
N Filmways	5 5/8	4 7/8	+ 3/4	+15.38		35
O Four Star	1 7/8	1 3/4	+ 1/8	+ 7.14	19	1
N Getty Oil Corp.	66 3/4	70 3/8	-3 5/8	- 5.15	8	5,483
N Gulf + Western	16 5/8	17 1/8	- 1/2	- 2.91	4	1,241
N MCA	41 1/2	42	- 1/2	- 1.19	231	975
O Medcom	11	11 1/4	- 1/4	- 2.22	26	18
N MGM Film	6 3/4	7	- 1/4	- 3.57	13	219
O Reeves Commun.	32 1/2	30 1/2	+2	+ 6.55	19	176
O Telepictures	8 1/2	7 3/4	+ 3/4	+ 9.67	39	20
N Transamerica	23 3/4	23 3/4			6	1,552
O Video Corp. of Amer.	6 5/8	6 3/4	- 1/8	- 1.85	11	6
N Warner	55 1/4	55 3/4	- 1/2	- .89	21	3,247
A Wrather	22 1/2	22 1/2				52

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	38 1/2	38	+ 1/2	+ 1.31	7	96
O Compact Video	9 3/8	9 7/8	- 1/2	- 5.06	7	27
N Comsat	60 1/8	56	+4 1/8	+ 7.36	13	481
O Doyle Dane Bernbach	17	16 1/2	+ 1/2	+ 3.03	10	20
N Foote Cone & Belding	31	30	+1	+ 3.33	8	84
O Grey Advertising	65	65			6	39
N Interpublic Group	32 1/4	30 1/2	+1 3/4	+ 5.73	8	144
N JWT Group	33 3/4	33	+ 3/4	+ 2.27	7	103
O MCI Communications	34 3/8	35 3/8	-1	- 2.82	191	1,258
A Movielab	2 7/8	3 1/8	- 1/4	- 8.00	3	4
A MPO Videotronics	5 1/2	5 1/2			18	3
O A.C. Nielsen	47 7/8	47 1/4	+ 5/8	+ 1.32	20	537
O Ogilvy & Mather	33 3/4	32 1/2	+1 1/4	+ 3.84	10	139
O Telemation	2 1/4	2 1/2	- 1/4	-10.00	13	2
O TPC Communications	2 1/2	2 3/4	- 1/4	- 9.09		2
N Western Union	32 7/8	32 1/8	+ 3/4	+ 2.33	18	498

Exchange and Company	Closing Wed. Dec 2	Closing Tue. Nov 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	13	13 1/4	- 1/4	- 1.88	13	24
N Arvin Industries	15 3/4	14 1/2	+1 1/4	+ 8.62	14	122
O C-Cor Electronics	17 1/2	16 1/2	+1	+ 6.06		52
A Cetec	4 3/8	4 1/2	- 1/8	- 2.77	7	9
O Chyron	19 1/2	19 3/4	- 1/4	- 1.26	32	24
A Cohu	6 1/8	5 1/2	+ 5/8	+11.36	7	10
N Conrac	22 5/8	23	- 3/8	- 1.63	17	47
N Eastman Kodak	69 3/4	69 5/8	+ 1/8	+ .17	9	11,256
O Elec Missile & Comm.	12 1/2	12 3/4	- 1/4	- 1.96	60	34
N General Electric	59 1/8	59 1/8			9	13,401
N Harris Corp.	41	39 3/4	+1 1/4	+ 3.14	14	1,261
O Microdyne	16 3/4	16 1/4	+ 1/2	+ 3.07	20	44
N M/A Com. Inc.	28	28 1/2	- 1/2	- 1.75	30	934
N 3M	53 3/4	53	+ 3/4	+ 1.41	10	6,260
N Motorola	65 5/8	65 1/4	+ 3/8	+ .57	11	1,873
O Nippon Electric	84 7/8	87 7/8	-3	- 3.41	37	2,787
N N. American Philips	43 1/4	39 1/2	+3 3/4	+ 9.49	8	520
N Oak Industries	31 1/4	31 1/4			16	340
A Orrox Corp.	9 1/8	8 7/8	+ 1/4	+ 2.81	33	15
N RCA	17 3/4	18	- 1/4	- 1.38	6	1,330
N Rockwell Intl.	28 3/4	28 5/8	+ 1/8	+ .43	8	2,156
A RSC Industries	4 1/2	4 3/8	+ 1/8	+ 2.85	32	10
N Scientific-Atlanta	28 5/8	29 1/8	- 1/2	- 1.71	35	606
N Sony Corp.	17 5/8	18 1/8	- 1/2	- 2.75	13	3,800
N Tektronix	54 1/2	53 1/8	+1 3/8	+ 2.58	12	995
O Telemet (Geotel Inc.)	2 1/4	2 1/4				6
A Texscan	18 3/8	18 1/4	+ 1/8	+ .68	32	54
N Varian Associates	29 5/8	31 1/2	-1 7/8	- 5.95	14	227
N Westinghouse	26 1/4	24 1/4	+2	+ 8.24	5	2,230
N Zenith	10 7/8	10 5/8	+ 1/4	+ 2.35	8	204

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Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Josephson Intl. stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

come a major buyer of cable television time. Sports-oriented program services deliver a specialized audience that has a disproportionate interest in the firm's product, he said, and more liberal programing standards allow the brewer to use longer commercials, involve announcers in endorsements and incorporate greater sponsor involvement in the events being covered. Fruit said his company is paying no penalties for its early entry into cable advertising and feels it is "getting good value for its investment."

The possibility of regional advertising splits in a national cable network was outlined by Lloyd A. Werner, senior vice president for sales and affiliate relations, Group W Satellite Communications. Werner unveiled a previously unseen promotional tape touting the firm's Satellite NewsChannels, a joint cable news venture with ABC. The system, to be launched early next year, will allow the network to feed individual programing (including advertising) to any of 24 separate geographic regions during the course of an hour. "We can sell snow tires in New England and sun roofs in southern California," Werner pointed out. He called on cable operators to set their own standards in selling advertising rather than adopt ill-suited broadcast models.

In a concluding session late Tuesday afternoon (Dec. 1), the chairman of the Interactive Telecommunications Program at New York University's School of the Arts, Mitchell L. Moss, presented results

from recent studies of the new video technologies.

By 1990, according to Moss, teletext will have penetrated from a low of 3% to a high of 25% of U.S. households, while videotext will be in anywhere from less than 1% to 7.5% of all homes. Pay cable should penetrate 46% of all homes, while broadcast television will be available in 98%. The telephone will have 97% penetration and daily newspapers about 65%.

Pay steals the show at CTAM

Packaging and marketing pay services appeared to be the dominant concerns on the minds of the 270-plus persons attending the Track Day sessions CTAM organized to precede the Western Cable Show last week. At times, two-thirds of those present packed into meetings titled "Can We Believe the Numbers," "A 12-Month Marketing Plan" and "Pricing, Smudging and Packaging: Ask the Experts." The bulk of the remainder devoted their attention to the several panels on cable advertising, while a "Getting the Job Done" track devoted to human resource questions seemed to command scant interest.

Dean Maitlen, executive vice president with The Gallup Organization, presented the conference with results of a nationwide survey conducted by his company, which he said indicated "Americans are indeed ready for cable and pay TV." His figures showed 51% of television viewers are "dissatisfied with programs on conventional commercial TV," a number up 13% from that tallied in a similar study last year, and that among college-educated and upper-income viewers the dissatisfied percentage pushes up near 70%.

Gallup went on to study the potential market for pay programing in various combinations of service offerings, and, according to Maitlen, came up with the following results: Including wired and unwired communities, 46% of the total viewing population doesn't want any pay service (though resistance to pay seems to drop as people become familiar with the concept—purchase resistance in wired communities where pay is available drops to 27%).

Gallup estimates that 25% of viewers, or 20 million, would take one pay service at \$18 per month (basic and pay charges combined); 13%, 10.4 million, would want two at \$25 per month, with the figures dropping off to 2% or 1.6 million for five or more services at \$46 plus per month. All told, 41.6 million people in the country are interested in some pay television.

On the subject of advertising in pay formats, Maitlen said that based on two matched samples of cable subscribers, 51% would "prefer pay TV with advertising if the rates were cut in half" while 36% would still prefer that ads be kept off pay services.

And looking at multipay disconnects, Maitlen said Gallup interviews in four

specific communities showed that 45% of those who discontinued one or more pay services (when they had been multipay consumers) did so because they thought "movies are the same" on the services. Cost also proved a factor in 20%.

In the post-launch "12-Month Marketing Plan" session, CTAM president and head of Rainbow Program Services, Jerry Maglio, and Teleprompter's senior vice president, marketing, Burt Staniar, both stressed the necessity of committing sufficient funds to the marketing effort in multipay environments. Maglio spoke of "a bias that pervades our industry—a belief that people are ready to buy when we're ready to sell." Cable, he said, "has been sidetracked by the addition of pay tiers" seeing mere addition, without considering marketing, to be "the sole growth medium" for cable.

When the last of the three marketing panels examined smudging, pricing and packaging, the majority of the program supplier and cable operator panelists echoed the thoughts of Rainbow Programing's Que Spaulding, on smudging (blurring the distinctions between individual services in a genre): "Smudging assumes the consumer is dumb and isn't going to figure it out." Showtime's Rick Howe was one holdout—arguing for "structured packages" to help guide the consumer.

Other concepts mullied over by the panel (which included operators Peter Ryus of Televents and Robert Hoffman of Falcon, and suppliers Bob Bedell of Home Box Office, Steve Broydrick of Home Theater Network and Richard Guilmetot of Warner/Amex Satellite) were marketing around target price packages—trying to figure out what a subscriber in a community is likely to be willing and able to spend on cable as opposed to a concentration on selling the highest price package—discounting, addressibility, the importance of perceived values of services to consumers (including the value of 24-hour formats).

AT&T set for unregulated blue yonder

New service, in wake of FCC's Computer II, would enable incompatible computers to communicate; will be offered through separate subsidiary

AT&T announced last week that it plans to launch its first major unregulated business venture through a separate subsidiary by next June.

The new enterprise, Advanced Communications Service, would enable incompatible computers to communicate, and would be offered through an as-yet unnamed, fully separated subsidiary that would be bankrolled by AT&T shareholders, not ratepayers, AT&T said.

Later, the subsidiary would offer other sorts of "enhanced" telecommunications

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services, telephones, switchboards and other sorts of customer premises equipment, AT&T said.

The new venture would mark AT&T's entry into unregulated services under provisions of the FCC's Computer II decision.

Computer II, approved after five years of consideration, in April 1980, and finally adopted last December, deregulates all enhanced telecommunications services (services that combine basic carrier and data processing applications) and CPE (customer premises equipment).

The decision allows AT&T to offer enhanced services for the first time. Under the FCC order, however, AT&T would be allowed to offer enhanced services—and eventually CPE—only through fully separate subsidiaries.

Under the FCC order, AT&T would have to offer all new CPE through a fully separated subsidiary after Jan. 1, 1983 (BROADCASTING, Oct. 12). Under that same order, AT&T was required to submit a capitalization plan, detailing how it would set up its subsidiary, for FCC approval 180 days before AT&T set its subsidiary in motion. AT&T submitted the required capitalization plan to the FCC last Monday (Nov. 30).

Although the Computer II decision is being challenged in the U.S. Court of Appeals in Washington, AT&T decided to launch its new venture now "because the appeals may be pending for years," Pic Wagner, AT&T spokesman, said.

"We are of the opinion that the place for competition is in the marketplace, not in the courts," Wagner said, noting that other companies were already offering similar enhanced services. "The competition is out there and we can't afford to stay in the starting gate while everyone else is being allowed to go down the backstretch," Wagner said.

Wagner also said AT&T thought the new venture would be "consistent with" S.898, a bill recently passed by the Senate that would also allow AT&T to offer enhanced services through a separate subsidiary.

Wagner said AT&T would fund the new venture with cash advances and holding the subsidiary's shares.

To start the subsidiary, AT&T, in its FCC filing, said it would initially provide it with \$3 million in cash and \$56 million in assets such as communications processing equipment, computers and furniture.

The subsidiary would receive another \$134 million from AT&T to defray start-up costs, then another \$434 million to help it expand its service from 1982 through 1985, Wagner said.

Although the subsidiary will be wholly owned by AT&T, it will be housed in separate offices.

In a letter to FCC Chairman Mark Fowler, James Billingsley, an AT&T vice president, said the capitalization plan "cannot reasonably be expected to have any detrimental effect on the provision of basic services by Bell System carriers of the rates charged for such services."

Billingsley said the capitalization plan

demonstrated that the subsidiary would be "fully responsive" to the FCC's separate subsidiary requirements. "Our intent is to demonstrate that there will be no opportunity for cross-subsidy or anticompetitive advantage flowing to the subsidiary from any Bell System affiliate," he said.

AT&T said about 850 employees, many of whom had been involved with the development of ACS, would staff the new subsidiary.

Cable operator buys half interest in SMATV system

Tennessee-based MSO, Matrix, in effort to get foothold in satellite master antenna system business, puts up \$1 million for expansion of pioneer company

Matrix Enterprises, a Franklin, Tenn.-based cable MSO, has acquired half interest in Skycom Corp., a pioneer satellite master antenna (SMATV) system operator, by putting up approximately \$1 million for Skycom's expansion.

According to Matrix President John C. Norcutt, the deal "gives Matrix a firm foothold in a business which has considerable underdeveloped potential."

Gerald Walter, the Skycom president and founder who will spearhead the partnership's marketing efforts, said in a prepared statement: "With Matrix, which has a long established record for construction and operation of state-of-the-art cable television systems on a larger scale, and which has operating bases outside of our own, we look forward to the most aggressive expansion in our company's history."

SMATV systems are, in essence, mini-cable systems that serve apartment buildings, condominiums and trailer parks. Since SMATV systems do not use public rights of way, operators do not have to win a cable franchise from the local municipality. Instead, they must contract for the wiring with landlords and condominium associations.

Skycom, based in the Milwaukee suburb of Elm Grove, serves 18 apartment and condominium complexes in the Milwaukee area containing about 3,400 households. And the three-year-old company has made an arrangement to wire a 3,000-unit condominium development in Chicago.

Matrix is a small MSO. Jim Weinrebe, a Matrix spokesman, said the company now counts about 20,000 subscribers in 11 systems in Illinois, Kentucky, Ohio and Tennessee and has more than 70,000 homes in unbuilt franchised areas. To fund the construction of the unbuilt areas and to retire some of its debt to Heller-Oak Communications Finance Corp., Weinrebe said the company has entered into a financing deal with the Continental Bank of Chicago that will provide it with up to \$20 million in revolving loans.

AAF gears for one-day law conference

The changing regulatory environment is the theme of this year's American Advertising Federation annual law conference on Tuesday. Both lawmakers and regulators have been asked to address that subject at the all-day event at the Four Seasons hotel in Washington.

Some of the issues to be examined at the conference include the current federal deregulatory trend, increasing state advertising taxes and the explosion of communications technology. The legal implications of the use of test and survey data in advertising and the private enforcement of antideceptive advertising laws will also be discussed.

Among the legislators and regulators attending the conference will be Congressman James T. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee; Federal Trade Commission Chairman James C. Miller; FCC Commissioner Anne P. Jones; Food and Drug Administration Commissioner Arthur Hull Hayes Jr.; Bernard Wunder, assistant secretary of commerce; James Johnstone of Kirkland & Ellis, Washington communications law firm, and Collet Guerard, deputy assistant director of advertising practices, FTC.

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Programing

Dual victors in November sweeps

Arbitron and Nielsen list different winners due to World Series; CBS also captures week ended Nov. 29

Both CBS-TV and ABC-TV were able to claim victory in the November sweeps—each with a different set of winning numbers (BROADCASTING, Nov. 30).

For the Nielsen period (Oct. 29-Nov. 25), CBS took the laurels, earning a 19.8 rating and 30 share to ABC's 18.6/30 and NBC-TV's 16.0/25.

But for the Arbitron days (Oct. 28-Nov. 24), it was ABC with the highest average: a 19.2/30 to CBS's 18.7/30 and NBC's 16.0/25.

While the same network usually wins both the Nielsen and Arbitron periods, this year's World Series disrupted that general rule. The final game of the Series—bringing ABC a 37.2/54—was telecast Oct. 28, in time for the Arbitron period but a day before the Nielsen count.

This year's sweeps for the most part showed declines over last year's rating levels. CBS lost the most ground, dropping 10% from 1980's 21.0 Nielsen sweep average and 12% from last year's Arbitron sweep.

NBC lost 4% in Nielsen and 3% in Arbitron. ABC lost 2% in Nielsen and showed the only gain, however slight, of 1% in Arbitron.

The top-20 rated series and specials during the 29 days covering both Nielsen and Arbitron periods were: ABC's final World Series game (37.2/54); CBS's "Every Which Way But Loose" movie special (29.2/42); CBS's *60 Minutes* (averaging a 28.0/43 for the sweeps broadcasts) and *Dallas* (27.7/47); ABC's *Three's Company* (24.0/36) and World Series pre-game show (23.9/39); CBS's "10" movie special (23.9/37); NBC's *Bob Hope—NFL's 60th Year* special (23.0/33); ABC's *Too Close for Comfort* (22.9/34); CBS's *One Day at a Time* (22.4/32). ABC's *Sunday Night Movie* (regularly scheduled films averaging 21.9/33); CBS's *Archie Bunker's Place* (21.7/31); ABC's *NFL Monday Night Football* (21.5/35); CBS's *M*A*S*H* (21.5/31), "Blazing Saddles" movie special (21.3/36), *Magnum P.I.* (21.2/33) and *Alice* (21.0/30); ABC's *Love Boat* (20.9/35); CBS's *Dukes of Hazzard* (20.7/33), and NBC's *Loretta Lynn—The Lady and the Legend* special (20.5/32).

Of the 13 regularly scheduled series on that list, CBS had eight, ABC five and NBC none.

Beyond the sweeps, specifically for the week ended Nov. 29, CBS scored a solid victory with a 19.2/31 to ABC's 17.6/28 and NBC's 15.0/24.

During the week, CBS won Wednesday, Friday, Saturday and Sunday. Thursday was a tie with ABC, which also took Monday and Tuesday.

New shows kept joining the schedule, mostly with low ratings. ABC launched *Open All Night* on Saturday and was greeted with only a 12.3/20. And ABC's series replacements, the returning *Bosom Buddies* (15.0/25) and new *Darkroom*, (12.8/21) also were far from being big draws.

CBS did better with its premiere of *Simon & Simon* (17.7/27) on Tuesday. Ranking 31st out of the week's 73 programs, that show had the highest rating of any new-season entry during the week.

NBC's problems continued. Out of its entire program lineup, only one show made it to the top 20, *Little House on the Prairie* (19.5/29). And only two of its properties scored a 30 share or better—a Steve Martin special (18.0/32) and *Hill Street Blues* (17.0/32).

CBS, on the other hand, dominated the top of the rankings list, taking eight of the

first of 10 positions and 12 of the first 20.

Ratings leaders were CBS's *60 Minutes* (29.8/44), *Dallas* (28.8/50), *Dukes of Hazzard* (24.3/40); ABC's *Three's Company* (23.6/36); a 14-minute CBS football runover (23.4/36), CBS's *The Jeffersons* (23.2/34), *One Day at a Time* (23.1/33), *Alice* (22.8/33) and *Archie Bunker's Place* (22.6/32); ABC's *Too Close for Comfort* (22.5/34); ABC's *Sizzle* made-for-TV movie (21.7/33) and *Love Boat* (21.4/35); CBS's *M*A*S*H* (21.4/31); ABC's *Monday Night Football*: Minnesota vs. Atlanta (21.3/36) and *Hart to Hart* (20.7/34); CBS's *Frosty the Snowman* special (20.0/33) and *Trapper John M.D.* (19.9/32); ABC's *Laverne & Shirley* (19.7/30); NBC's *Little House on the Prairie* (19.5/29) and CBS's "Muppet Movie" (19.2/31).

The final five programs on the list were CBS's *Jessica Novak* (11.6/22) and NBC's *Osmond Family Special* (10.0/19), *Nashville Palace* (10.0/16), *Seal* special (9.7/17) and *The Spies Among Us* news special (8.3/14). The two series in the lower basement—*Novak* and *Nashville*—already have received cancellation notices.

ABC wins radio rights to 1984 summer Olympics

In an unprecedented agreement, ABC Radio has been granted exclusive radio broadcast rights to the 1984 summer Olympics to be held in Los Angeles. The \$500,000 deal was signed last week by network president Edward F. McLaughlin and chiefs of the Los Angeles Olympic Organizing Committee.

Prior to this agreement, radio coverage of the Olympics was done individually by stations or networks without a rights contract. In the next Olympic year, however, ABC Radio alone will provide an estimated 100 hours of programming which will encompass about 1,000 reports, according to a spokesman at the network. No other radio station or network will be able to offer live coverage or in-depth reports of the games.

As official hosts coordinating radio broadcasts, ABC Radio will arrange for radio transmissions of events, including the opening and closing ceremonies, for foreign broadcasters. Also, the network will provide those broadcasters with facilities and equipment. Fees will be negotiated at a later date.

Simultaneous reports are planned for ABC affiliates which are expected to receive the feeds by satellite. McLaughlin noted that the network will be a "full satellite operation" by 1984. He said that

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with satellite technology, regular reports on the games can be fed at the same time as another sportscaster focuses on live coverage of a particular event. And for each of ABC's six networks, a different sportscaster will be on hand to file reports geared to specific audiences.

Other programming, centering on cultural events or music, will be tied into an "Olympic theme" and scheduled to run near game time. Although it was indicated that live concerts in Los Angeles might be included in the package, specifics are currently being worked out.

By the time the Olympic year rolls around, ABC Radio expects to have a total of about 2,300 affiliates. McLaughlin feels that the addition of exclusive radio Olympic coverage will be "a nice talking point" for prospective affiliates, and part of the reason for joining ABC.

More talk for radio

New Show Starters service to offer interviews to stations on half-cash, half-barter basis

At a time when radio talk-show programming services seem to be proliferating, a trial run of yet another new talk-format service may be launched as early as the middle of the month.

The latest concept is the brainchild of three Pittsburgh-area advertising executives, who intend to market their product under the company name of Show Starters Inc.

Gene Hunt, one of the three Show Starters principals, said the company intends to sell to subscribing stations monthly packages of between 28 to 35 interviews (seven interviews per week, 10 to 20 minutes each). The interviews would feature authors or specialists in fields such as psychology, sex and health.

In the interviews—as provided to the customer—the voice of the interviewer will be edited out so the voice of the station's program host can be substituted to make it seem as if he or she is actually conducting the interview.

The trial run will consist of six stations in smaller markets—probably Johnstown, Altoona, Washington and Clarion, all Pennsylvania, and Morgantown and Wheeling, both West Virginia—and, if all goes according to plan, six larger markets, including Pittsburgh, Cleveland, Cincinnati, Buffalo, Baltimore and Washington.

According to Hunt, stations signing up for the trial will be given, free of charge, a one-month package of interviews. Hunt said that Show Starters would then determine the reactions—from both the stations involved and their audiences—"and proceed from there."

If the trial proves successful and the service gets off the ground, the current thinking calls for a "half-cash, half-barter" fee for the service, said Hunt, whereby a multiple of three would be tied to the barter half of the payment. On a weekly basis, the cost would be "the highest

priced commercial (for the station) listed in Standard Rate and Data," with a \$75 minimum, said Hunt. For example, if a station's highest SRD listing was \$200, it would pay \$100 cash and \$300 in barter.

Roger Willoughby-Ray, also a principal in Show Starters and former station man-

ager of WEEP(AM) Pittsburgh, where he also had a four-hour talk show, is conducting the interviews for the new service.

Both Hunt and the third Show Starters principal, Neil Fisher, are former executives with the advertising firm of Ketchum MacLeod & Grove, Pittsburgh.

PlayBack

Seasonal specials. Weedeck Radio Network will again offer its six-hour *Country Christmas* and 12-hour *New Years, 1900 Yesterday*, both priced according to market size. Former program features music of variety of country and western artists. Latter covers historical events and popular music of 1970's through 1981.

Outside producer. CBS Radio's young adult network, Radioradio, has signed The Creative Factor, Hollywood, to produce new network's first live phone-in music special in May, plus four similar programs scheduled to air in 1982. Creative Factor also produces and markets weekly radio programs, *20:20 Musicworld* and *Countdown to Kickoff*.

Hoop hoopla for drive time. Five-minute, Monday-through-Friday college basketball radio report and commentary debuted last Monday (Nov. 30) on Mutual Broadcasting System. Titled *The Billy Packer-Al McGuire Show*, it is designed for morning or evening drive time and will run 18 weeks through April 2, 1982. Packer is one-time assistant basketball coach at Wake Forest, who started in broadcasting with color commentaries on Atlantic Coast Conference games on Chesley network and for past three years co-anchored NBC-TV's NCAA basketball *Game of the Week*. McGuire, known for his brand of New York street humor, coached Marquette University's court team to national championship before retiring to do basketball color commentary for NBC-TV.

Humor for sale. *Laugh Machine*, 90-second program featuring routines by big-name and new comedians recorded live during club performances, debuted last Monday (Nov. 30) on 50 contemporary, adult contemporary and rock stations. Offered by Progressive Radio Network, New York, program is available on cash or barter basis. Stations receive 10 segments each week. For information: (212) 585-2717.

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Monitor

Religion down. Ratings of eight major religious television programs fell between May 1980 and May 1981, losing combined total of 600,000 viewing homes, or 6.6%, according to analysis of A.C. Nielsen data by Television Information Office. Jerry Falwell's *Old Time Gospel Hour* lost 16.8% of its household audience during that period, according to TIO, from 1,003,000 to 835,000. *PTL Club* household audience was down 14.6%, TIO said, from 823,000 to 703,000. Oral Roberts had 12.3% fewer households, from 1,643,000 to 1,441,000. Others showing declines in households during that period, according to TIO: Rex Humbard, from 1,362,000 to 1,326,000 (-3.4%); Jimmy Swaggart, from 1,230,000 to 1,176,000 (-4.4%); *Day of Discovery*, from 875,000 to 809,000 (-7.6%); *700 Club*, from 585,000 to 524,000 (-10.4%), and James Robeson, from 301,000 to 276,000 (-8.3%). Two programs showed increases in household audiences, according to TIO: Ken Copeland, from 198,000 to 298,000, up 50% and Robert Schuller's *Hour of Power*, from 1,245,000 to 1,263,000, 1.4% increase. Only *PTL Club* was seen on fewer outlets than previous May.

'Deer Hunter' fallout. Chicago police have confirmed separate Russian roulette-style deaths of two men said to have seen syndicated "Deer Hunter" movie on WFLD-TV there earlier this month. Psychiatrist Thomas Radecki of National Coalition on TV Violence said he had urged station to edit Russian roulette footage from movie, claiming that his organization had documented 29 such deaths among viewers of film at other times and places. Robert Hartman, vice president and general manager of WFLD-TV, said that "just prior to airing," there were reports of "Deer Hunter" history in other markets and that station took them under consideration. Hartman explained that decision to air it uncut was "based upon the merits" of film, adding that it had won "best picture" Academy Award. He said editing would have done "irreparable" damage to film. Hartman stressed that in all promotion, WFLD-TV strongly called for "viewer discretion."

Ali on pay. SelecTV, Los Angeles-based STV operator, in venture with Medallion TV Enterprises (foreign distribution), Satellite Sports Ltd. (production and telecast) and Video Tape Enterprises (remotes) will produce live broadcast of Muhammad Ali-Trevor Berbick fight and four other bouts to take place on Dec. 11 in Nassau, Bahamas. In U.S., event will be transmitted to STV stations and closed circuit systems commercial-free while cable systems will carry event with commercials. Anticipated gross sales: \$10 million-\$15 million. There will be total of 32 minutes of advertising time during event, 12 minutes national. Price per minute of national time is \$30,000 while 30-second spots will cost \$20,000. Twenty minutes will be given to cable systems for local spots. Advertisers include Budweiser, Army Recruiting and *Sports Illustrated*.

NPR or TV. National Public Radio's public affairs program, *All Things Considered*, makes its debut on television in January. Special airs Jan. 13 on Public Broadcasting Service at 9:30 p.m. NYT. NPR hosts for program, Susan Stamberg and Sanford Ungar, will appear on TV special.

Another new soap star. Latest big name to commit to soap-opera stint is Carol Burnett who will appear in several episodes of ABC-TV's *All My Children* beginning Jan. 12. Fan of show, Burnett has done couple of walk-ons in past and now is having character created for her. She follows lead of Elizabeth Taylor who has made appearances on *General Hospital*.

Moves. Post-Newsweek Distribution has moved its headquarters to 437 Madison Avenue, New York, N.Y. 10022. (212) 398-1170. PlayCable, video game pay-cable channel has relocated to 1775 Broadway, New York 10009. Pay TV programmer Showtime Entertainment has moved to new headquarters at 1633 Broadway, New York 10019. (212) 708-1600.

Aces. NBC Sports said it had signed multiyear contract extending its TV rights to Wimbledon tennis matches, and would devote 23 hours 45 minutes to them next June and July, increase of 15 hours. Despite early hour in U.S., it plans live coverage of both women's and men's singles finals, based on success of live coverage of men's finals in 1981: women's final, July 3, 9 a.m. to 2 p.m. NYT, men's, July 4, 9 a.m. to 3 p.m. NYT.

CBS changes. Six CBS-TV Saturday morning series moved to new time periods Dec. 5. One current program, *The New Fat Albert Show*, will take hiatus until Feb. 6, 1982. *The Bugs Bunny Mystery Special* was rebroadcast Dec. 5 at 9:30-9:56 a.m. On subsequent Saturdays, *The Bugs Bunny/Road Runner Show* will be broadcast from 9:30 to 11:26 a.m. Revised schedule is: *The Popeye and Olive Comedy Show* (8-8:26 a.m.), *The Tarzan/Lone Ranger/Zorro Adventure Hour* (8:30-9:26 a.m.), *The Bugs Bunny/Road Runner Show* (9:30-11:26 a.m.), *Blackstar* (11:30-11:56 a.m.), *Trollkins* (12:00-12:26 p.m.), *The Tom and Jerry Comedy Show* (12:30-12:56 p.m.), *The Kwicky Koala Show* (1-1:26 p.m.), *30 Minutes* (1:30-2:00 p.m.). All times are EST and PST. Sunday morning children's schedule on CBS-TV remains unchanged. . . . Network has placed full-season order for nine more episodes of half-hour comedy series, *Mr. Marlin*, produced by Columbia Pictures Television in association with The Larry Larry Co. Series, broadcast at 8 p.m. Wednesdays, resumed production last week.

RKO goes long

It announces six long-form offerings for its Radioshows

Deemed "syndication by satellite," RKO Radioshows has added six long-form entertainment programs to its roster.

Radioshows started in January 1980 with *Night Time America*, now heard on about 75 stations. On Sep. 1, 1981, when RKO Two made its debut, Radioshows' second offering, *America Overnight*, carried by 50 stations, also premiered.

The six new programs were developed after a study was commissioned by RKO to determine "the degrees of interest among radio stations in various types of long- and short-form network programs."

The results: *The Hot Ones*, 26 one-hour specials featuring music and artist profiles geared for RKO One's young adult audience; *The Weekly Music Magazine*, a three-hour countdown show also targeted to RKO One's audience; *The Saturday Night Oldies Show*, a five-hour live-by-satellite oldies show using an 800 number for requests and designed for RKO Two's older adult audience; *Musicstar Specials*, 26 weekly one-hour specials featuring adult contemporary artists, also targeted to RKO Two's audience. *Captured Live*, 26 one-hour specials spotlighting top rock and contemporary music artists and geared toward AOR stations, and *Country Star Countdown*, a weekly three-hour show presented by Kenny Rogers with major country music performers.

RKO One has, to date, about 220 affiliates and RKO Two has about 100 signed, according to Tom Burchill, president of RKO Radio Networks. He estimated that about 80%-90% of those affiliates will pick up Radioshows programming, with RKO clearing other stations for the newly announced shows.

Pat and Rona examine television for NBC

Sylvester L. (Pat) Weaver, behind-the-scenes television programming pioneer, has taken a regular spot in front of the camera.

Weaver, NBC president and later chairman in the mid-1950's, joined host Rona Barrett as a contributor-editor on NBC-TV's weekly *Television: Inside and Out*, which premiered Saturday, Dec. 5, at 10 p.m.

According to NBC, Weaver will offer his "views and comments on a variety of topics relating to television."

While at NBC, Weaver was credited with the development of the TV magazine/talk show, originating *Today*, *Tonight* and *Home*. He also is cited for launching the TV "spectacular" (now special) as well as the "rotating-star system" used on such shows as the *Colgate Comedy Hour* and *All Star Revue*.

In the 1960's, Weaver headed Subscription Television Inc., which made an attempt to offer pay television in California, that was politically defeated.

Worries over lack of U.S. efforts to block New World Information Order

Marks, Bullen complain about little financial support to counter UNESCO drive to require licensing of journalists

The International Program for Development of Communications—the instrument invented by the U.S. and other western countries to divert UNESCO from efforts to regulate the world press—gets its first test next month, in Acapulco, Mexico. And two Americans long active in the fight to keep the world press unfettered do not appear sanguine about how the IPDC will emerge from that test.

Leonard Marks, Washington attorney and former head of the U.S. Information Agency who is now secretary-treasurer of the World Press Freedom Committee, notes that contributions to IPDC have been minimal; the U.S. has pledged

nothing. And Dana Bullen, a former editorial executive of the now defunct *Washington Star* and currently executive director of the World Press Freedom Committee, appeared concerned about some of the projects the IPDC council will consider at its first meeting.

IPDC, created as an independent agency of UNESCO, was designed in response to the need expressed by the Third World countries for communications equipment—printing presses and broadcasting gear—and training for their journalists. Its supporters hope it will persuade Third World countries worried about the perceived dominance of channels of communication by the industrialized world to abandon support within UNESCO for the so-called New World Information Order (NWIO) being pressed by the Soviet Union and some Third World countries. Proposals made under the concept of an NWIO include licensing of journalists, writing a code of conduct for them, and censorship.

The 35-member council next month will select a program director, develop criteria for judging proposals and review a list of suggested projects costing from \$250,000 to \$1.5 million.

It was the funding of such projects that

appeared to worry Marks, who along with Bullen addressed a seminar sponsored by the Georgetown University Center for Strategic and International Studies. The subject: “UNESCO: The Free Flow of News.” Marks noted that Mustapha Masmoudi, a Tunisian government official who is a leader in the movement for an NWIO, has said “\$20 billion” is needed to assist the Third World in meeting its communications needs. Masmoudi said “that you can’t scratch the surface with hundreds of millions of dollars.”

But, Marks said, pledges for contributions thus far total only \$5 million, “and the U.S. has made none.” He said there has been no allocation of State Department or Agency for International Development funds. Marks also touched on a point of likely controversy at Acapulco when he noted that the U.S. (and, probably, other western countries) will refuse to donate to a general fund, from which appropriations would be made by the IPDC governing council, as the developing countries would prefer. “We will make bilateral contributions to projects we think will help countries develop [their communications infrastructure],” he said.

Marks does not think the IPDC will



1982 GAVEL AWARDS

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The competition is open to books, newspapers, newspaper magazine supplements, magazines, wire services/news syndicates, radio, television, films and theatre.

Materials published, broadcast, or produced during the period of January 1, 1981 through December 31, 1981 are eligible for consideration.

For complete information and official entry forms, please contact: Marcia L. Kladder, Gavel Awards Competition, American Bar Association, 6th Floor, 77 South Wacker Drive, Chicago, Illinois 60606 (312/621-9248).

"satisfy the militants." But, he said, there would be no reason for the U.S. to leave UNESCO in frustration. As he has on other occasions, Marks said that, if the U.S. did leave, "the debate will go on—without the U.S."

Bullen's concern focused on a pattern he saw emerging in some of the projects to be considered at Acapulco. One involves the development of a Pan African News Agency, the other the strengthening of an Asian news network. Both, he said, appear concerned more with advancing political aims of the countries served than with the free flow of information.

Money talk

Financial News Network is being satellite-delivered to 13 television stations; radio version is in the works

A no-charge policy for business programming of the Financial News Network's new satellite service as well as a system of shared compensation have been established for FNN's charter affiliates. Programming via satellite to 13 TV stations Monday through Friday, 10 a.m. to 5 p.m., began last Monday, Nov. 30.

FNN President Glen H. Taylor said stations will receive 10% of national advertising revenues, with portions based on each affiliate's share of the entire network market. Stations will also get 40% of the available spot slots on FNN. The network initially will charge advertisers \$2,500 per 30-second spot.

Rodney H. Buchser, FNN general manager, said current reach of the network is 25 million TV households (including 4 million cable homes), 30% of the nation, and that negotiations with prospective affiliates in other major markets lead to the expectation of 40 million TV households, more than 50% of the nation, by

mid-1982.

News bureaus in New York, Washington, Los Angeles, Philadelphia and San Francisco will direct news and special event reports to the Santa Monica, Calif., studio for editing and up-link to the Westar III satellite (transponder 7) for nationwide transmission. The Santa Monica operation features capability to computer-generate on-the-air graphics to highlight financial news stories.

Program segments will vary in length from three to five minutes, of which approximately two-thirds will be hard news and one-third feature material. Throughout the programming day, New York Stock Exchange quotations will be transmitted across the bottom of the television screen.

Taylor also told BROADCASTING that beginning in February, the company will initiate a radio programming service, providing subscribers with the audio portion of FNN.

Current subscribers to FNN include WWHI-TV Newark, N.J.; WSNL-TV Smithtown and WFTI-TV Poughkeepsie, both New York; KWHY-TV Los Angeles; WFBN-TV Joliet, Ill. (Chicago); WWSG-TV Philadelphia; KSTS-TV San Jose, Calif.; WATL-TV Atlanta; WKID-TV Fort Lauderdale, Fla.; WGGG-TV Greenville and WCCT-TV Columbia, both South Carolina; KCIK-TV El Paso, Tex., and KIFI-TV Idaho Falls, Idaho.

Buchser said that FNN hopes to be in the following markets by January: Boston, Baltimore, Phoenix, Honolulu, Albuquerque, N.M., and Portland, Ore.

The FNN and other affiliated companies of parent Three Ring Productions, Santa Monica, were established in 1977 to provide services in all phases of TV production. After two years of research and development, FNN in January 1981 initiated its plan for the satellite-fed financial network.

News Beat

Big send-off. Live exclusive interview with President Reagan at White House and Tom Brokaw in New York has been scheduled for *Today* show Friday, Dec. 18. That's last day Brokaw will be early-morning host, moving on as *NBC Nightly News* co-anchor April 5. Brokaw's replacement, as of Jan. 5, is current NBC sportscaster Bryant Gumbel.

Compatibility. In unusual instance of cooperation between TV news organization and news magazine, CBS News and *Newsweek* have prepared comprehensive reports on recollections of war by one company of Vietnam soldiers and their experiences since their discharge. *Newsweek's* report will be published in its issue dated Dec. 14, out on Dec. 7. CBS News staged reunion of Charlie Company with CBS News correspondent Bill Moyers. Their recollections will be major part of *CBS Reports*: "Bittersweet Memories: A Vietnam Reunion," which will be telecast on CBS-TV on Dec. 12 (10-11 p.m.).

Advice on tape. National Association of Broadcasters is offering special recorded briefings on libel and privacy by Floyd Abrams, attorney with Cahill, Gordon & Reindell, New York. On single cassette tape, "NAB Newsroom Law Briefings" define problem of libel, trace its history, emphasize importance of truth as defense in any suit and discuss different standards applying when reporting about public officials and public figures.

Unraveling gaveling. Missouri Press-Bar Commission has published *News Reporter's Handbook on Law and Court* to help news directors, editors and reporters in covering courts and legal profession. Total of 14 chapters include explanations of court procedures, sources of information, legal precautions and description of various bar associations. Inquiries about handbook, available for \$10, should be directed to E. A. Richter, Missouri Press-Bar Commission, P.O. Box 119, Jefferson City, Mo. 65102.

ABC purchases 30% of UPITN

ABC News announced last week that it has acquired a minority interest—said to be about 30%—in UPITN, the international TV news service with which it has a news exchange agreement. The interest was purchased, for an undisclosed sum, from Independent Television News Ltd., London, which formerly owned approximately 75% of UPITN and will now have about 45%. The remaining interest, about 25%, is owned by United Press International.

UPITN, which uses coverage from crews in key areas around the world, says it distributes news, documentaries, news analysis, features and sports to more than 150 TV stations and systems in 77 countries, including Independent Network News and Cable News Network in the U.S. and others in North and South America, Asia, parts of Africa and the Middle East and Europe. UPITN acquired ABC's foreign newsfilm service in 1976. Since then the two have had an exchange agreement under which ABC News coverage may be used in UPITN's overseas service and UPITN coverage from overseas is available to ABC News in the U.S.

Roone Arledge, president of ABC News and Sports, said the investment in UPITN was "a logical step in our very productive association" and should help "strengthen and modernize what is already one of the world's finest news-gathering organizations."

UPITN provides four daily satellite services, originating in London and New York.

UPI-Reuters talks end

Talks looking toward the sale of United Press International to Reuters Ltd., the London-based news service, have been discontinued, officials of Reuters and of E.W. Scripps Co., owner of 95% of UPI, announced last week.

Edward W. Estlow, president of Scripps, said that "we are continuing exploratory talks with others," but did not identify them.

The Scripps company, which also has interests in television, radio, cable, newspapers and book publishing, has been trying for some time to dispose of some or all of its holdings in the loss-prone UPI, the second largest U.S. news service. Scripps tried initially to sell partnership shares in UPI to major broadcasters and publishers (BROADCASTING, Oct. 1, 1979, et seq.), but that plan failed, as did later efforts with other potential buyers.

When Scripps first undertook to "go public" with UPI through sales of partnership units to broadcasters and others, it said UPI's net losses totaled \$8.6 million for 1974-78 and reached \$1.2 million in the first half of 1979. Other estimates since then have put 1980 losses at \$6 million after taxes.

Last week's announcement did not disclose why the Scripps-Reuters talks failed.

For the Record

As compiled by **BROADCASTING** Nov. 23 through Nov. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV applications

■ **Los Angeles**—Black Television Workshop of Los Angeles Inc. seeks ch. 68; ERP: 2198 kw vis., 219.8 kw aur., HAAT: 2884 ft.; ant. height above ground: 160 ft. Address: 7469 Melrose Avenue, Suite 28, Los Angeles 90046. Estimated construction cost: \$1,311,000; first-year operating cost: \$1,060,750. Legal counsel: B.T. Wade, Washington. Consulting engineer: Robert Purcell, Washington. Principal: nonprofit corporation; group of seven organizers: Rosa Ware, Gary Cordell, Jerome Duncan, Roy Campanella Jr., Mary Woodfork, Titilola Payne and Linda Pate. Cordell is Mountain View, Calif., insurance agent. Ware is Los Angeles telephone company supervisor. Duncan is Los Angeles attorney. Campanella is Los Angeles producer. Woodfork is Culver City, Calif., medical student. Payne is Inglewood, Calif., office manager. Pate is La Canada, Calif., attorney. Except Campanella, they all are principal in applications for various low power TV's. Filed Nov. 19.

■ **Los Angeles**—Corporation on Disabilities and Telecommunications Inc. seeks ch. 68; ERP: 1950 kw vis., 389 kw aur., HAAT: 2879 ft.; ant. height above ground: 160 ft. Address: P.O. Box 27573, Los Feliz Station, Los Angeles 90027. Estimated construction cost: \$1,651,000; first-quarter operating cost: \$108,000. Legal counsel: Richard S. Wyde, Los Angeles. Consulting engineer: Chuck Mellone, Beverly Hills. Principal: nonprofit corporation; Mary Jeanette Martz is chief executive officer. Neil Goldstein is secretary-treasurer. Phillis Essman is director. Martz is Claremont, Calif., broadcast consultant. Goldstein and Essman are Los Angeles radio and television producers. None have other broadcast interests. Filed Nov. 19.

■ **Los Angeles**—Jewish Television Network Inc. seeks ch. 68; ERP: 2054 kw vis., 205 kw aur., HAAT: 3040 ft.; ant. height above ground: 372 ft. Address: 617 South Olive Street, Suite 515, Los Angeles 90014. Estimated construction cost: \$3,332,000; first-year operating cost: \$1,254,400. Consulting engineer: Donald S. Wilson, Los Angeles. Principal: nonprofit corporation; Monroe E. Price is president. Edward Sanders is chairman. Price is Los Angeles attorney and law professor. Sanders is Los Angeles attorney. Neither have other broadcast interests. Filed Nov. 9.

■ **Pasco, Wash.**—Christa Ministries Inc. seeks 98.3 mhz, 3 kw, HAAT: 145 ft. Address: 19303 Fremont Avenue N., Seattle, Wash. 98133. Estimated construction costs: \$113,450; first-quarter operating cost: \$45,500, first-year revenue: \$180,000. Principal: nonprofit, nonstock corporation with 17 trustees. Clarence Reimer is president and Edward McMillan is chairman. Christa Ministries Inc. is licensee of KGDN(AM)-KIBQ(FM) Edmonds, Wash., and WSYX(FM) Lon-

don, Ohio. It also owns stock of KLYN(FM) Lynden, Wash. Filed Nov. 17.

AM action

■ **Mt. Pleasant, Tenn.**—Radio Maury County Inc. granted 1460 khz, .5 kw-D. Address: 105 Main Street, Adamsville, Tenn. 38310. Estimated construction costs: \$34,000; first-quarter operating cost: \$15,000; revenue: \$120,000. Format: CW/MOR. Principals: Carlton D. Swafford and Robert L. Vinson (50% each). Swafford is manager and 50% owner of WLIC(AM) Adamsville, Tenn. Vinson also owns 50% of WLIC. Action Nov. 12.

TV actions

■ **Ocala, Fla.**—Big Sun Television Inc. granted ch. 51; ERP: 1222 kw vis., 122.2 kw aur., HAAT: 645 ft.; ant. height above ground: 640 ft. Address: P.O. Box 24, Ocala 32670. Estimated construction cost: \$2,215,000; first-quarter operating cost: \$230,000; first-year revenue: \$450,000. Legal counsel: Sellers, Conner & Cuneo, Washington. Consulting engineer: Kessler Associates, Gainesville, Fla. Principals: Patrick O'Neal, chairman, Randolph Tucker, president (10% each) and eight others. O'Neal is New York real estate investor and restaurant operator. Tucker is Ocala attorney. Others are Ocala professionals and none have other broadcast interests. Action Oct. 26.

■ **Salt Lake City, Utah**—Golden West Broadcasters dismissed application for ch. 14; ERP 1585 kw vis., 317 kw aur., HAAT 3944 ft.; ant. height above ground 193 ft. Address: 5858 Sunset Blvd., Los Angeles, Calif. 90028. Action Oct. 29.

Licenses

WBIQ(TV) Birmingham, Ala.
WHG(TV) Demopoli, Ala.
KFCM(FM) Cherokee Village, Ark.
WGHR(FM) Marietta, Ga.
KRZJ(AM) Beloit, Kan.
WDEE(AM) Redd City,
WECT(TV) Wilmington, N.C.
KLVR(AM) Heber City, Utah

Ownership Changes

Actions

■ **WYDE(AM) Birmingham, Ala.** (850 khz, 50 kw-D, 1 kw-N)—Granted assignment of license from Columbia Pictures Radio Inc. to Alaine Inc. for \$1,500,000. Seller: 100% owned by Columbia Pictures Radio Stations Inc. which is subsidiary of Columbia Pictures Industries Inc. It owns WWVA(AM)-WCPI(FM) Wheeling, W. Va., and also through subsidiary principally owns KCPX-AM-FM Salt Lake City. Edward R. Boyd is president of radio group for Columbia Pictures Communications. Buyer: Frank Spain (70%), Ronald Hale (27.8%) and Mrs. Garnett S. Wilbourn (2.2%). They own WHTV(TV) Meridian and hold CP for WLHT-TV Hattiesburg, both Mississippi. Hale owns WJFL(AM)-WQMV(FM) Vicksburg, Miss. Spain owns 35% of WTVA-TV Tupelo, Miss., and 35% of

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October 7, 1981

WTVX-TV Fort Pierce, Fla. Action Nov. 16.

■ **KSAN-FM** San Francisco (94.9 mhz, 30 kw, ant. 1210 ft.)—Granted assignment of license from Metromedia Inc. to Malrite of Ohio Inc. for \$7,000,000. Seller: Publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which has bought, WWBA(FM) St. Petersburg, Fla. for \$7 million (see below). Buyer: Cleveland-based group of six AM's, four FM's and three TV's. Milton Maltz is chairman and principal owner. Action Nov. 9.

■ **KHOW(AM)** Denver (630 khz, 5 kw-U)—Granted assignment of license from Doubleday Broadcasting Inc. to Metromedia Inc. for \$14,999,900. Seller is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Gary Stevens is president of broadcast division. Buyer is Secaucus, N.J.-based, publicly traded group owner of six AM's, seven FM's and seven TV's. Action Nov. 20.

■ **WATR-TV** Waterbury, Conn.: (NBC, ch. 20, 200 kw vis., 20 kw aur., HAAT: 510 ft.)—Granted assignment of license from Thomas Television Inc. to Channel 20 Associates Limited Partnership for \$4.5 million. Seller is owned by B. Preston Gilmore family who own WATR-AM-FM Waterbury, which is not involved in transaction. Buyer is joint venture of Esen Associated IX and Oppenheimer & Co. (50% each). Esen is owned by communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle. Oppenheimer & Co. is New York-based investment firm with interests in cable systems serving Michigan and Maryland. Finkelstein and Oppenheimer also are applicants for new TV in Dayton, Ohio (BROADCASTING, April 14, 1980). Action Nov. 9.

■ **WAPR(AM)** Avon Park, Fla. (1390 khz, 1 kw-D) Granted assignment of license from Florida Broadcasting Corp. to Florida Outdoor Inc. for \$300,000. Seller is owned by Robert D. Stoeher, president of Duke Roberts Broadcast Consultants Inc., Clearwater, Fla.-based radio consulting firm. Buyer is owned by Eldon R. Linsey, chairman of Florida Outdoor, Inc., Bradenton, Fla., outdoor advertising company. He has no other broadcast interests. Action Oct. 26.

■ **WWBA(FM)** St. Petersburg, Fla. (107.3 mhz, 100 kw, ant. 620 ft.)—Granted assignment of license from WWBA Inc. to Metromedia Inc. for \$7 million. Seller: Myer Feldman (75%) and Ed Winton (25%). Feldman has also sold to Winton his interest in WWLF(AM) St. Petersburg, for \$600,000 (BROADCASTING, July 20). In addition, Feldman owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which sold KSAN-FM San Francisco to Malrite Broadcasting (see above). Action Nov. 9.

■ ***WABW-TV** Pelham, Ga. (ch. 14, 363 kw vis., 36.3 kw aur., HAAT: 1,240 ft.)—Granted assignment of license from Georgia State Board of Education to Georgia Public Telecommunications Commission. Assigner seeks to transfer various public TV facilities from different state agencies to one state agency. Stations include: WACS-TV Dawson; WEES-TV Wrens, WCLP-TV Chatsworth; WDCO-TV Cochran; WJSP-TV Columbus; WVAN-TV Savannah; WXGA-TV Waycross and TV licensed to University of Georgia, WGTV(TV) Athens. Richard E. Ottinger is chairman of consolidation commission. No financial consideration is involved. Action Nov. 12.

■ **WAZY-AM-FM** Lafayette, Ind. (AM: 1410 khz, 1 kw-D; FM: 96.5 mhz, 50 kw, ant. 500 ft.)—Granted assignment of license from Billings/Lafayette Associates Ltd. to L.B. Indiana Inc. for \$1,350,000. Seller is subsidiary of the Peoria Journal Star Inc., Peoria, Ill.-based group owner of five AM's, four FM's, and publisher of *The Peoria* (Ill.) *Journal-Star*. Buyer: Richard Lightfoot (80%) and Suzanne P. Morris (20%). Lightfoot owns WSUB(AM)-WQGN(FM) Grotton-New London, Conn. He is also former president of Lightfoot newspapers, Guilford, Conn.-based publisher of 10 weekly newspapers. Morris is 50% owner of Englewood, Colo., horse breeding farm. Action Nov. 9.

■ **WXXX(AM)** Hattiesburg, Miss. (1310 khz, 1 kw-D)—Granted assignment of license from Triplex Broadcasting Co. to Media Systems Inc. for \$105,000. Seller: Charles D. Saunders (100%), who has no other broadcast interests. Buyer is subsidiary of Catholic Engineering Equipment Co., which is wholly-owned by Joseph F. Tatum Jr. He is president of corrosion engineering and manufacturing firm and has no other broadcast interests. Action Nov. 16.

■ **WTND(AM)** Orangeburg, S.C. (920 khz, 1 kw-D)—Granted assignment of license from WTND Inc. to First Orangeburg Investment Corp. for \$180,000. Seller: Estate of J. I. Sims who has no other broadcast interests. Buyer: Michael H. Johnson and R. Lamier Jones (50% each). They own Columbia, S.C. advertising agency and have no other broadcast interests. Action Nov. 12.

■ **WJCV(AM)-WQUT(FM)** Johnson City, Tenn. (AM: 910 khz, 5 kw-D, 1 kw-N; FM: 101.5 mhz, 100 kw, ant. 1,500 ft.)—Granted transfer of control of Tri-Cities Broadcasting Inc. from James C. Wilson (100% before; none after) to Bloomington Broadcasting Corp. (none before; 100% after). Consideration: \$3.4 million. Seller is owned by James C. Wilson who has no other broadcast interests. Buyer is group of 30 stockholders who own WGOW(AM)-WSKZ(FM) Chattanooga, Tenn., and WJBC(AM)-WBNQ(FM) Bloomington, Ind. Timothy R. Ives is president and 12.19% owner. Action Nov. 12.

■ **WAVA(FM)** Arlington, Va. (FM: 105.1 mhz, 50 kw, ant. 500 ft.)—Granted assignment of license from WAVA Ltd. to Doubleday Broadcasting Inc. for \$8,000,000. Seller is owned by Alex Sheffell (14%); Melvin Lenkin (12%) and son, Edward (12%); David Hillman (12%); Robert Understein (10%), and others. None have other broadcast interests. Buyer is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Doubleday sold KNOV(AM) Denver to Metromedia for \$15 million (see above). Gary Stevens is president of broadcast subsidiary. Action Nov. 20.

■ **WYPR(AM)** Danville, Va. (970 khz, 1 kw-D)—Granted assignment of license from WYPR Radio Inc. to Dan River Broadcasting Inc. for \$275,000. Seller is principally owned by Harry L. Reiner, who is also principal in WLBE(AM) Leesburg, Fla., and 10% owner of WYAM(AM) Bessemer, Ala. Buyer: Ronald H. Livengood, Michael H. and Don O. McDougald, brothers (one-third each). Livengood owns 40% of WKEA(AM) Scottsboro, Ala., and bought 40% of WCNA(FM) Scottsboro (BROADCASTING, Oct. 19). Michael McDougald owns WRGA(AM)-WQTV(FM) Rome, Ga. Don McDougald has also bought one-third of WXLX(AM) Milledgeville, Ga. (BROADCASTING, Oct. 12). Action Nov. 4.

■ **WEER-AM-FM** Warrenton, Va. (AM: 1250 khz, 1 kw-D; FM: 107.7 mhz, 3.8 kw, ant. 800 ft.)—Granted assignment of license from Elektra Broadcasting Corp. of Virginia to Northern Virginia Broadcasting for \$400,000. Seller is owned by George Gillespie and Daniel J. Kirby who have no other broadcast interests. Buyer is owned by Robert L. Purcell and Bruce Houston. Purcell is Washington-based consulting engineer. Houston is Falls Church, Va., media broker. Purcell owns 50% of WBZY(AM) Newcastle, Pa., and bought WDMV(AM) Pocomoke City, Md. (BROADCASTING, Oct. 5) Action Nov. 4.

■ **WFHR(AM)-WRRW(FM)** Wisconsin Rapids, Wis. (AM: 1320 khz, 5 kw-D, 500 w-N; FM: 103.3 mhz, 84 kw; HAAT: 330 ft.)—Granted assignment of license from Advance Broadcasting Corp. to Wisconsin Rapids Broadcasting Inc. for \$1,145,000. Seller: Subsidiary of Wisconsin Rapids Tribune Co., publisher of which is owned by William E. Hoffman. He publishes the Wisconsin Rapids Daily Tribune, and owns through Advance Broadcasting and Wisconsin Rapids Tribune Co. 18.14% of Forward Communications, Wasau, Wis.-based group of six AM's six FM's and six TV's. Buyer: Subsidiary of Gazette Printing Co., Janesville, Wis.-based group of five AM's and five FM's owned by Robert W. Bliss family. They also publish three daily newspapers. Action Nov. 10.

Facilities Changes

AM applications

■ **WNAD(AM)** Norman, Okla.—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-N; make changes in ant. sys.; and change city of license. Ann. Nov. 17.

■ **WBJA(AM)** Guayama, P.R.—Seeks CP to increase power to 1 kw. Ann. Nov. 19.

■ **WZAM(AM)** Norfolk, Va.—Seeks CP to change hours of operation to U by adding 50 kw-N; install DA-1; change frequency to 1160 khz; and make changes in ant. sys. (resubmitted.) Ann. Nov. 17.

■ **KIXI(AM)** Seattle, Wash.—Seeks CP to change city

of license from Seattle, Wash., to Mercer Island Wash. Ann. Nov. 19.

■ **KAAR(AM)** Vancouver, Wash.—Seeks MP (CP-800729AP) to change D and N trans.; change D power from 1 kw-ND to 5 kw-DA; install new directional array for D and N use. Ann. Nov. 20.

FM applications

■ **KJJJ-FM** Glendale, Ariz.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 880.02 ft. and change TPO. Ann. Nov. 19.

■ ***KUCA(FM)** Conway, Ark.—Seeks CP to change frequency to 91.3 mhz.; change TL; change ERP to 5 kw; change HAAT to 153.59 ft. and make changes in ant. sys. Ann. Nov. 17.

■ **KJMB(FM)** Blythe, Calif.—Seeks CP to change TL; change type ant.; increase ERP to 37.845 kw; decrease HAAT to 208.26 ft. and change TPO. Ann. Nov. 20.

■ **KMGQ(FM)** Goleta, Calif.—Seeks modification of CP (BPH-10,210) to change TL; change type trans.; change type ant.; change ERP to 365 w; decrease HAAT to 879 ft. and change TPO. Ann. Nov. 17.

■ **KQLH(FM)** San Bernardino, Calif.—Seeks CP to increase ERP to 50 kw (H) and 48 kw (V); change type trans.; change type ant. and change TPO. Ann. Nov. 19.

■ **KBOB(FM)** West Covina, Calif.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 3 kw; increase HAAT to 574 ft. and change TPO. Ann. Nov. 20.

■ **KOZE-FM** Lewiston, Idaho—Seeks CP to change TL; change ERP to 580 w; change HAAT to 610 ft. and make changes in ant. sys. Ann. Nov. 17.

■ **WXYW(FM)** Winchendon, Mass.—Seeks modification of CP (BPH-10,037, as mod) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1.27 kw; increase HAAT to 439 ft. and change TPO. Ann. Nov. 17.

■ **KQDS(FM)** Duluth, Minn.—Seeks CP to install auxiliary ant. at main TL; to be operated on ERP of 37 kw (H); change HAAT to 402 ft. (H) and change TPO. (for auxiliary purposes only). Ann. Nov. 19.

■ **WDST(FM)** Woodstock, N.Y.—Seeks CP to decrease ERP to 2.9 kw; change HAAT to 305.6 ft. and make changes in ant. sys. Ann. Nov. 19.

■ ***WPLS-FM** Greenville, S.C.—Seeks CP to change frequency to 96.5 mhz. Ann. Nov. 17.

■ **WPLN(FM)** Nashville, Tenn.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 10 kw; increase HAAT to 1332 ft. and change TPO. Ann. Nov. 17.

■ **KFIX(FM)** Laredo, Tex.—Seeks modification of CP (BPH-790730AG) to change TL; increase HAAT to 291 ft. and change TPO. Ann. Nov. 20.

■ ***WWPV-FM** Colchester, Vt.—Seeks CP to change ERP to 100 w and make changes in ant. sys. Ann. Nov. 17.

■ **WEZR(FM)** Manassas, Va.—Seeks CP to decrease ERP to 34.7 kw; increase HAAT to 600 ft. and change TPO. Ann. Nov. 19.

■ **WPLZ(FM)** Petersburg, Va.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.5 kw; increase HAAT to 328 ft. and change TPO. Ann. Nov. 19.

TV application

■ **WFTS(TV)** Tampa, Fla.—Seeks modification of CP (BPCT-5102) to change ERP to 2950 kw vis. (M), 2400 kw vis. (H); 295 kw aur. (M), 240 kw (H); change SL and trans. Ann. Nov. 20.

AM actions

■ **KSRA(AM)** Salmon, Idaho—Granted CP to change TL; and change SL and add RC at same loc. as SL. Action Nov. 6.

■ **KTWN(AM)** Anoka, Minn.—Granted CP to change ant. sys.; add 90 ft. pole mount FM ant. to existing; no change in radiation efficiency proposed. Action Nov. 3.

■ **WLTN(AM)** Littleton, N.H.—Granted CP to increase D power. Action Nov. 6.

■ **KLTN(AM)** Albuquerque, N.M.—Granted modification of CP (800707AI) to change ant. sys. and redescribe tower height. Action Nov. 5.

■ **WCTM(AM)** Eaton, Ohio—Granted modification of CP; change TL; and change DA system to improve

overall efficiency by reduction of RSS losses. Action Nov. 3.

- WKSP(AM) Kingstree, S.C.—Granted CP to increase D power to 5 kw. Action Nov. 5.
- KLAT(AM) Houston, Tex.—Granted modification of CP (BP-800715AE) to use N and D operation utilizing existing six towers and add one new tower. Action Nov. 3.
- WAMV(AM) Amherst, Va.—Granted CP to increase power to 2.5 kw. Action Nov. 6.
- KVOW(AM) Riverton, Wyo.—Granted CP to make changes in ant. sys.; change TL; change SL and RC; and increase height of tower to 199 ft. Action Oct. 30.

FM actions

- KAYY(FM) Fairbanks, Alaska—Granted CP to change TL; specify SL/RC; increase HAAT to 370 ft. and make changes in ant. sys. Action Nov. 2.
- KFSC(FM) Petersburg, Alaska—Granted CP to increase ERP to 440 w; change HAAT to minus 605 ft. Action Nov. 5.
- WSLM-FM Salem, Ind.—Granted CP to change TL; increase HAAT to 361 ft. and make changes in ant. sys. Action Sept. 16.
- WNDI-FM Sullivan, Ind.—Granted modification of CP (BPH-9490, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; and change TPO. Action Nov. 5.
- *KRVS(FM) Lafayette, La.—Granted CP to change frequency to 88.7 mhz.; change TL; increase ERP to 100 kw; change HAAT to 447.1 ft. (increase height.) Action Nov. 5.
- *WUMF-FM Farmington, Me.—Granted CP to change frequency to 92.3 mhz.; change ERP to 13.3 w; and change HAAT to minus 191 ft. Action Oct. 28.
- *WUFK(FM) Fort Kent, Me.—Granted CP to change frequency to 92.1 mhz.; change ERP to 13.85 w; change HAAT to minus 317 ft. Action Nov. 5.
- *WOEL-FM Elkton, Md.—Granted CP to change frequency to 89.9 mhz. Action Oct. 30.
- *KBSB(FM) Bemidji, Minn.—Granted CP to change TL; change SL; change RC; change ERP to 96.6 kw; change HAAT to 993 ft. and make changes in ant. sys. Action Nov. 5.
- KSNM(FM) Santa Fe, N.M.—Granted CP to change ERP to 100 kw; change HAAT to 148 ft.; change type trans. and make changes in ant. sys. Action Nov. 2.
- *WECW-FM Elmira, N.Y.—Granted CP to change frequency to 95.5 mhz.; change ERP to 6.34 w (H); change HAAT to minus 312 ft. (H). Action Oct. 20.
- *WFSE(FM) Edinboro, Pa.—Granted CP to change frequency to 88.9 mhz; change ERP to 3 kw, change HAAT 313 ft.; change TL. Action Nov. 3.
- WTPA-FM Harrisburg, Pa.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 10 kw; increase HAAT to 950 ft. and change TPO. Action Nov. 5.
- *WRTI(FM) Philadelphia—Granted CP to increase ERP to 27.1 kw; change HAAT to 372 ft. and make changes in ant. sys. Action Oct. 30.

- *KTXT-FM Lubbock, Tex.—Granted CP to change TL; change SL; and increase HAAT to 342.25 ft. Action Nov. 3.
- WTID(FM) Suffolk, Va.—Granted modification of CP (BPH-8405, as mod.) to change SL and RC. Action Nov. 3.
- KTAG(FM) Cody, Wyo.—Granted modification of CP (BPH-10,754) to make changes in ant. sys.; change TL; loc. SL and RC; change type trans.; change type ant.; increase HAAT to 1921 ft. and change TPO. Action Nov. 5.

In Contest

FCC actions

- FCC granted applications of Capital Communications Inc., for two new VHF translator stations to operate on ch. 8 at Orangeburg and Newberry, S.C., to rebroadcast WLTX(TV) Columbia, S.C. It denied petitions of Orangeburg Cable TV, Inc. and Carolina Cable TV, Inc., to deny translator applications because of interference to reception on ch. 8 of their cable systems for some subscribers. FCC concluded that allegations did not raise substantial and material questions. Action Nov. 12.
- FCC turned down request by Greater Media Radio Co. seeking modification of its grant for new FM at Media, Pa. (BROADCASTING, May 4). Greater Media wanted deletion of requirement that 95% owner, Daniel Lerner, divest his 25% interest in WLLH(AM)-WSSH(FM) Lowell, Mass. FCC said that granting request would undermine integrity of hearing process since decision was based on Greater Media's promise to divest when awarded license. Action Nov. 24.
- FCC denied WLFI-TV Lafayette, Ind., review of staff action refusing to remove WISH-TV Indianapolis from significantly viewed signals list for Lafayette and West Lafayette, Ind. Cable Television Bureau earlier said that those signals listed as significantly viewed would not be removed from list and that WLFI-TV submitted no new evidence to justify waiver of rules that permits WISH-TV to be fully carried on local cable systems as exemption to blackout requirements of network nonduplication rules. Action Nov. 24.
- FCC designated for hearing competing applications of Public Communication Foundation for North Texas and Denton Channel Two Foundation Inc., for new educational TV at Denton, Tex. FCC said there is question whether Public Communication actually proposes to serve Dallas-Fort Worth rather than proposed community of license, Flower Mound, small community northwest of Dallas. Public Communication, licensee of education KERA-FM-TV Dallas, proposed to locate transmitter at Cedar Hill, community southwest of Dallas and 28 miles south of Flower Mound. FCC specified de facto reallocation issue against Public Communication, and since it proposed to place studio in Dallas to share with existing facilities, specified further issue to determine whether Dallas location is justified. Issues to determine if Denton Foundation is financially qualified were also specified. Action Nov. 24.
- FCC denied request for review of Review Board's

decision affirming grant of CP to Arthur Ferraro and Jodi C. Ferraro for new FM at Boulder City, Nev. Garrett, Andrews & Letizia Inc., Boulder City, competing applicant, requested review. Garrett asked review on grounds that it was deprived of due process by Board's request for evidence from Ferraros without providing opportunity to respond in rebuttal and by Board's official notice and use of that evidence. Garrett's request for review was defective, FCC said, since it failed to raise two of three issues on which it based its appeal. Action Nov. 24.

Procedural ruling

- Tallahassee, Fla. **TV proceeding** (Holt-Robinson Television Inc., et al.)—ALJ Walter C. Miller granted joint request and approved agreement in which Octagon Broadcasting Co.'s application will be dismissed with prejudice in return for reimbursement of its \$10,000 expenses by successful applicant (BC Doc. 81-362-364). Action Nov. 12.

Translators

VHF applications

- Muscle Shoals, Ala.—Vickie Mitchell seeks CP for new VHF translator on ch. 5 (150 ft., 10 w). Ann. Nov. 20.
- San Diego, Calif.—Cozzin Communications Corp. seeks CP for new VHF translator on ch. 3 (100 ft., 10 w). Ann. Nov. 20.
- La Salle, Ill.—Vickie Mitchell seeks CP for new VHF translator on ch. 10 (200 ft., 10 w). Ann. Nov. 20.
- River Oaks, Tex.—Cozzin Communications Corp. seeks CP for new VHF translator on ch. 4 (360 ft., 10 w). Ann. Nov. 20.
- Houston, Tex.—Cozzin Communications Corp. seeks CP for new VHF translator on ch. 5 (357 ft., 10 w). Ann. Nov. 20.

UHF applications

- Beverly Hills, Calif.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 26 (100 ft., 1 kw). Ann. Nov. 20.
- Oxnard-Ventura, Calif.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 69 (200 ft., 100 w). Ann. Nov. 20.
- Los Angeles—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 68 (357 ft., 100 w). Ann. Nov. 20.
- Bridgeport, Conn.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 26 (141 ft., 100 w). Ann. Nov. 20.
- Miami, Fla.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 49 (200 ft., 1 kw). Ann. Nov. 20.
- Palm Beach, Fla.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 55 (593 ft., 1 kw). Ann. Nov. 20.
- Detroit, Mich.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 44 (900 ft., 100 w). Ann. Nov. 20.
- Las Vegas, Nev.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 15 (2395 ft., 1 kw). Ann. Nov. 20.
- Hempstead, N.Y.—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 27 (320 ft., 1 kw). Ann. Nov. 20.
- New York—Cozzin Communications Corp. seeks CP for new UHF translator on ch. 19 (1323 ft., 100 w). Ann. Nov. 20.
- Ardmore, Okla.—The TV Group Inc. seeks CP for new UHF translator on ch. 47 (200 ft., 100 w). Ann. Nov. 20.
- Riverton, Wyo.—Star Publishing Co. seeks CP for new UHF translator on ch. 16 (150 ft., 100 w). Ann. Nov. 20.

VHF action

- Gate City and Weber City, both Virginia—Holston Valley Broadcasting Corp. granted CP for new VHF translator on ch. 7 to rebroadcast directly WKPT-TV Kingsport, Tenn. (80 ft., 1 kw). Action Oct. 13.

UHF action

- Mobile, Ala.—Lincoln and Sylvia Dellar granted CP for new UHF translator on ch. 69 to rebroadcast

Summary of broadcasting

FCC tabulations as of October 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,626	3	0	4,629	127	4,756
Commercial FM	3,340	2	2	3,344	186	3,532
Educational FM	1,116	0	0	1,116	63	1,179
Total Radio	9,082	5	2	9,089	376	9,467
Commercial TV						
VHF	522	1	0	523	5	528
UHF	248	0	0	248	109	357
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	18	180
Total TV	1,029	4	7	1,040	138	1,178
FM Translators	413	0	0	413	211	624
TV Translators						
UHF	2,657	0	0	2,657	187	2,844
VHF	1,472	0	0	1,472	434	1,906

*Special temporary authorization

**Includes off-air licenses

WRBV(TV) Vineland, N.J., via Wester III, transponder 7 (262 ft., 100 w). Action Oct. 19.

Earth Stations

■ Based on FCC tabulations as of Nov. 10, there are 6,498 earth stations. Approximately 5,381 are receive-only; 980 are transmit-receive; 22 are transmit only and 115 others are domestic space stations. Receive-only stations are not required to be licensed by FCC (BROADCASTING, oct. 22, 1979).

Actions

- Bethel Cablevision Inc. for Bethel, Alaska (E3455).
- USAA Satellite Communications Co. for San Antonio, Tex. (E3516).
- Satellite Business Systems for Windsor, Conn. (E3579).
- Kip-Lee CATV Inc. for Laporte, Tex. (E3597).
- American Satellite Co. for Kankakee, Ill. (E3660), Madison, Wis. (E3661) and St. Louis, Mo. (E3662).
- Cable World of Perryville Inc. for Perryville, Mo. (E3682).
- Lamar Cable TV Inc. for Mendenhall, Miss. (E3684).
- PCNH Inc. for Hampton, N.H. (E3688).
- Equatorial Communications Services for Stanford, Calif. (E2045).
- Action CATV Inc. for Hernando County, Fla. (E2687).
- Pound Assembly for God Church for Pound, Wis. (E3152).
- Live Line Inc. for Carbon Hill, Ala. (E3162).
- Wold Communications Inc. for Little Falls, N.J. (E3195).
- California Cablesystems Inc. for Rossmoor, Calif. (E3358).
- Clover Leaf Farms for Brookville, Fla. (E3378).

- Marco Communications Inc. for Houston (E3378).
- Springs Valley Cablevision Corp. for French Lick, Ind. (E3379).
- Curtis Cable TV Inc. for Curtis, Neb. (E3403).
- Cylux Communications Network Inc. for Boston (E3690).
- Florida Clearview Inc. for Hilliard, Fla. (E3695) and Folkston, Ga. (E3696).
- Highland Cable TV Inc. for West Union, Ohio (E3698).
- RCA American Communications Inc. for Monterey, Calif. (E3698).
- Atlantic Subscription Television for Roanoke Island, N.C. (E3733).
- Apollo Communications Inc. d/b/a Soo Cable TV Co. for South Sioux City, Neb. (KK49).
- Cablecom-General Inc. for Port Lavaca, Tex. (KK47).
- Teleprompter Corp. for Baytown, Tex. (KK80).
- Aircapital Cablevision Inc. for Wichita, Kan. (KL32).
- Landmark Cablevision Associates for Slaton, Tex. (KL39).
- Carter Cable Television of Gainesville Inc. for Gainesville, Tex. (KL40).
- Allegheny Valley Cable Co. d/b/a Newcastle Cable TV for Moorcroft, Wyo. (KL55).
- UA-Columbia Cablevision of Texas Inc. for San Antonio, Tex. (KL72).
- Rogers Television Cable Inc. for Rogers, Ark. (KM49).
- TV Cable of Space City for Alamogordo, N.M. (KM51).
- American Satellite Corp. for Houston (KV76).
- The Western Co. for Rogue River, Ore. (KY40).
- Brookhaven Cable TV Inc. for Coram, N.Y. (WJ55).
- Essex 1980-3 Operating Partnership for Hun-

tington, Tenn. (WK49).

- Teleprompter Corp. for Winter Garden, Fla. (WK63).
- PTL of Heritage Village Church & Missionary Fellowship Inc. for Louisville, Ohio (WL21).
- Cass Community Antenna TV Inc. for Whitehall, Mich. (WL27).
- St. Charles CATV Inc. for St. Charles, Md. (WL70).
- The University of North Carolina for Chapel Hill, N.C. (WN58).

Other

- Common Carrier Bureau proposes to discontinue quality of service report it has received from AT&T biannually since 1970. Report is service study based on 10 measurements of performance for each of 67 Bell administrative areas in 48 contiguous states. Ann. Nov. 27.
- FCC amended its rules by adding Memphis, Tenn., to table of assignments for air-ground stations in Domestic Public Land Mobile Radio Service. Amendment will allow air-ground radiotelephone station to be operated on working frequency 454.950 mhz (ch. 1) and on 454.675 mhz (nationwide signalling channel) within 25 miles of Memphis. Action Nov. 24.
- Denied request by NTIA to extend date for initial comments in matter of petition for prompt relief of daytime broadcasters (RM-3983). Action Nov. 12.

Call Letters

Applications

Call	Sought by
New FM's	
KZLE	Biard Communications Inc., Batesville, Ark.
KTPI	Chambers-Anglin Broadcasting, Tehachapi, Calif.
KOTB	Evanston Broadcasting Inc., Evanston, Wyo.
Existing AM's	
KTUN	KGUN Tulare, Calif.
WBZE	WDAT Ormond Beach, Fla.
WCOP	WAVC Warner Robins, Ga.
WKJF	WWAM Cadillac, Mich.
WTYO	WRDI Hammonton, N.J.
WTOO	WTCY Bellefontaine, Ohio
Existing FM's	
KEYI	KCSW San Marcos, Tex.
WXRA	WEER-FM Warrenton, Va.
WKEZ-FM	WYVA Yorktown, Va.
KKPL	KZUN-FM Opportunity, Wash.

Grants

Call	Assigned to
New FM's	
WCIC	Illinois Bible Institute Inc., Pekin, Ill.
KKKA	Watsonwan County Broadcasting Co., St. James, Minn.
WKMY	Fincastle Communications Inc., Princeton, W.Va.
New TV's	
KSPR	Springfield Family Television Inc., Springfield, Mo.
KWBA	Satellite Television Service Inc., Pembina, N.D.
WSWB	SWH Associates, Scranton, Pa.
KJAA	Troy Raymond Moran, Lubbock, Tex.
WSCO	Northeastern Wisconsin Christian Television Inc., Suring, Wis.
Existing AM's	
WIFX	WREM Jenkins, Ky.
WOXO	WXIV South Paris, Me.
Existing FM's	
WIFX-FM	WREM-FM Jenkins, Ky.
KFQM	KXOU Boyce, La.
WOXO-FM	WOXO Norway, Me.
KNNS	KXGR Grand Rapids, Mich.
KYYK	KHIM Palestine, Tex.

Services

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

**SOUTHERN
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RADIO

HELP WANTED MANAGEMENT

Sales Manager. 100,000 watt FM adult contemporary station located in mid-size sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box M-147. Equal Opportunity Employer.

Co-op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Station Manager. Group-owned 50KW FM, California small market vacation area. Strong sales background required. Reply Box M-171.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box N-42.

Experienced manager wanted for top position in northwest Louisiana radio station (not in Coushatta); must have sales, announcing, and management experience. Radio, P.O. Drawer C, Coushatta, Louisiana 71019.

Immediate opening for General Manager with strong sales experience. Northern Virginia radio station. Send resume to Box N-25.

Manager/Engineer - Public radio station serving part of East Coast of Florida; College licensee. Requires aggressive leadership ability with desire to build a community/service-oriented, college-based facility with tie to academic program. B.A. in broadcasting or related field; with broadcast station experience in a supervisory position. Must have First Class FCC license, good voice and command of spoken language, and ability to teach radio station operation to students. Responsible for installation of all equipment and must keep equipment operable, help plan programming with staff, instruct students and staff in station operations, schedule all announcer shifts including students, and assist in decisions on equipment purchases. Send resume to: Indian River Community College, Personnel Department, 3209 Virginia Avenue, Fort Pierce, FL 33454-9003. An Equal Opportunity Employer.

Sales Manager Wanted for Long Island station. Must train, motivate, lead sales force. Proven track record necessary. Excellent compensation package. Resume, references to Box N-10.

Group of Gospel Stations in Montana has need for experienced professionals at all levels. Positions are stable with a first rate company. Salaries consistent with abilities. Send complete resume, references, and current earnings to Bruce Erickson, The Enterprise Network, 100 North 24th Street West, Billings, Montana 59102. Inquiries held in strictest confidence. Equal Opportunity Employer.

Great Falls, Montana. New 100,000 watt FM to sign-on in early 1982. Now accepting applications for complete staff including Manager, Salespersons, Announcers, Newspersons. Contact: William Reier, President, Northern Sun Broadcasting, P.O. Box 20, Bozeman, Montana 59715.

Experienced Business Manager with background in all areas of personnel. Present manager leaving market after 12 years with station. Send resume and salary requirements to: Steve Keeney, KIMN/KYGO, 5350 W. 20th Ave., Denver, CO. 80214. An Equal Opportunity Employer.

I Want An Excellent Sales Manager with a proven record of sales success. Must be able to organize and motivate—sell local, national, and regional. Successful AM/FM modern country station in attractive central Virginia community. Can be top billing salesperson at present station but must have longevity in prior positions. Salary/commissions negotiable. Resumes and replies to: Elting Enterprises Inc., 515 Madison Ave., New York, N.Y. 10022.

HELP WANTED SALES

Southern California Group needs aggressive sales people at four stations. Stability. Fast growing markets. Excellent benefits. Growth opportunity. Requirements and sales history to Box M-148.

Co-Op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal Opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Rapidly growing station seeks experienced Account Executive to handle and develop a key account list. First year income potential \$30,000 plus. Second year income potential \$45,000 plus. Top FM station in major southeastern market. E.O.E. Box M-126.

Account Executive Radio arts programed AM, TM stereo rock FM in central N.Y. has a sales opening. Experienced local AE to cover agency/client list. Local and regional experience necessary. Send resume to Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or call 315—695-2165. E.O.E.

Excellent Sales Opportunity. Salary plus commissions plus benefits. Sales experience helpful, but let's talk. Contact Sales Manager, 13Q Radio, Scranton, PA. 717-342-1320. EOE.

Sales Manager. Powerful class C FM in Sun Belt on the way up needs sales manager who is good at hiring and training local sales staff. Reply Box M-172.

Charleston, South Carolina ... Historical city by the sea with year-round mild climate has full time AM Station seeking experienced and aggressive sales executives with opportunity of making \$25K first year. Send resume and references to: C. Edward Little, WGCA Radio, Box 2576, Charleston, South Carolina 29403.

A Successful 5KW AM/100 KW FM operation needs an experienced salesperson with sales management potential. As part of a group, we offer plenty of room to advance. Please write or call in confidence to Gordon Stafford, KLMR AM/FM, P.O. Box 890, Lamar, CO. 81052. 303—336-2206.

HELP WANTED ANNOUNCERS

Experienced morning & afternoon personality needed. Also, newsperson wanted. FM In Boise, Idaho. Phone Bob Hendricks 208—523-3710.

Rare Opportunity WMMR needs the most outrageous overnight personality in the history of broadcasting. Must have minimum 3 years experience in major market. Send tapes and resumes to Charlie Kendall, Program Director, WMMR, 19th & Walnut Streets, Philadelphia, PA 19103. No Calls. An Equal Opportunity Employer M-F.

Program Director for 50,000 Watt KGA, Spokane, Washington. Country format. PD experience required. Call or write with tape and resume to Corporate PD Don Lane, P.O. Box 32, Gresham, Oregon 97030. 503—667-1230. EOE.

Evening Announcer Needed for Colorado country format. Experience preferred. Automation background helpful. Tapes and resumes to KLMR, P.O. Box 890, Lamar, Colorado 81052.

Experienced, professional telephone talk show personality wanted for a topical issue and controversy-oriented radio call-in show. Preference will be given to those with an air check tape of this type of show. The right person will take over an established, No. 1 rated early evening talk show heard in 30+ states. Send a resume detailing educational background and experience along with a description of your approach to this type of program and an air check to: Lou Dean, WRVA Radio, P.O. Box 1516, Richmond, Virginia 23212. An Equal Opportunity Employer.

WFMB, Springfield, IL, looking for experienced country personality. Good production skills required. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708.

Experienced announcer knowledgeable in Big Band music. Production ability required. Top 50 Market in the Sun Belt. Equal Opportunity Employer M/F. Send tapes & resume to: P.O. Box 53395, New Orleans, LA. 70153.

Experienced announcer for Soul/Urban Contemporary evening show in Central Virginia. Send resume to Box N-4.

Morning drive personality with production duties for a successful and growing midwest FM. New facilities. Good pay. Send tape, resume to Sid Hardt, KYYY, Box 1738, Bismarck, ND 58502.

Morning Personality. Possible promotion to PD. California FM. Adult Contemporary. Salary—DOE. Reply: General Manager, KIOQ, Bishop, CA 93514.

Midwest major market religious station seeks announcer-production pro. Production expertise a must and must be creative copywriter. Knowledge of southern gospel and contemporary religious music necessary. Send resume and samples of copywriting ability. Box N-26.

Afternoon Drive Personality needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume/tape to WENY, Box 208, Elmira, N.Y. 14902.

Charleston, South Carolina ... Historical city by the sea with year round mild climate has full time AM Station seeking capable and qualified, experienced announcers to join my group operation with an opportunity of growth and monetary rewards. Send recent aircheck/tape, detailed resume and references to: C. Edward Little, WGCA Radio, Box 2576, Charleston, South Carolina 29403.

HELP WANTED TECHNICAL

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

Chief Engineer for class IV AM and Class A FM. The right applicant will construct new remote controlled class C FM. Must be aggressive with RF and studio construction experience. First Class or general certificate required. Send resume and salary requirements to Box M-102.

Chief Engineer for Class 4 AM daytimer and Class B-FM automated. Digital background and automation experience needed. Write Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or Call 315—695-2165. E.O.E.

Full-Time Chief Engineer position available immediately for market leader AM/FM first-class facility. Good living market. Solid company with above average earnings and fringe benefits. Seek career-oriented individual with administrative talent. John R. Kreiger, President & General Manager, KSEL, Inc., Box 2369, Lubbock, Texas 79408. 806—747-2555. EOE employer.

HELP WANTED TECHNICAL CONTINUED

Wanted: Chief engineer or combo announcer-Chief engineer. Send resume to KSOX, 345 S. 7th St., Raymondville, TX 78580. E.O.E.

KILT, Houston, has immediate opening for assistant chief engineer who will be totally responsible for the daily studio operation. Individual must be capable of routine maintenance and troubleshooting of wide range of studio equipment, RPU's, STL, and monitoring equipment with minimum supervision. FCC license required for RPU maintenance. Above average salary with excellent company benefits including group insurance, retirement plan, and much more. E.O.E. Contact Dan Woodward, C.E., 500 Lovett Blvd., Houston, TX. 77006. 713-526-3461.

Unique Combination needed at 24-hour AM in beautiful Rocky Mountain area. A chief technical engineer who can double as second voice in our news department. Send tape, resume and salary requirements to: Personnel Director, KEXO, Suite 1016, Valley Federal Plaza, Grand Junction, CO. 81501. E.O.E. M/F

Technician/Board Operator - Maintain Audio equipment; consoles, recorders, cartridge machines, distribution equipment and turntables. Operate on-air control board, maintain program and transmitter logs, record network feeds. 3rd Class license and previous broadcast experience required. Salary negotiable, full benefits. Resume to Personnel, WITF, Box Z, Hershey, PA. 17033. EEO/AA Employer.

Beautiful Northwest Florida. Class C 100,000W FM/10KW AM seeks experienced, full-charge Chief Engineer. Present Chief retiring. We are looking for a long term relationship. Send all details to: P.O. Box 1874; Tallahassee, FL 32302.

HELP WANTED NEWS

WCVS/WFMB, Springfield, IL, needs an experienced, dedicated news director. Strong delivery, ability to dig and write and lead staff. Tape, writing samples and resume to: Greg Thomas, PO Box 2989, Springfield, IL 62708.

Editor/Co-host for daily news program on 21-station public network. Supervise Sacramento and Los Angeles bureaus from San Francisco headquarters. Strong journalistic, announcing and management skills. Resume, tape to Donovan Reynolds, CPR, 385 Eighth Street, San Francisco, CA 94103.

New England Small Market leader needs a full-time newscaster. Salary commensurate with experience. Tape and resume to: Gary Cohen, News Director, WTSL, PO. Box 1400, Lebanon, NH 03766. EOE.

Production Manager-Chief Announcer for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

Wanted: Announcer for AM 50,000 Watt Station (WBT) in Charlotte, North Carolina. An experienced personality who is also excellent in production. Tapes and resumes only - no calls - to Andy Bickel, One Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Immediate Opening for Newsroom Administrator. Major Market All-News Radio Station has an opening for a Newsroom Administrator to assist Executive Editor and News Director. In addition to a basic knowledge and understanding of the structure and work routines in an all news radio station, individual must have hands-on all-news experience, creativity and strong administrative capabilities. Duties: establish and maintain accurate record-keeping of all newsroom operations, budget and payroll systems, coordinate master equipment and vehicle maintenance schedules, weekend feature schedules and perform administrative duties as needed. Self-motivated, detail-oriented, organized, dependable and ability to meet tight deadlines essential. Degree in Communications preferred. Excellent benefits. Salary commensurate with experience. Send resume to: KFWB, c/o Human Resources Manager, 6230 Yucca Street, Los Angeles, CA 90028. Equal Employment Opportunity/Affirmative Action Employer.

Small Market Station with major market performance is looking for a newscaster who can dig and develop rapport with local sources. Additionally, play-by-play in football and basketball is essential. We assign our news and sports personnel fulltime status. No board shift is required. If you can write intelligently, dig with zeal and would like some play-by-play work, send proof of performance immediately to: Paul G. Fyffe, WSIP Radio, Paintsville, Kentucky 41240.

Our award-winning News Director is leaving after four years. Can you fill his shoes? Public radio station with strong news and public affairs presence seeking a news professional who can write, anchor major newscasts and lead others. We are a major university located 65 miles from Chicago. University degree required. Send resume, references, audition tape and salary requirements by December 18th to: Michael Lazar, Station Manager, WNIU-FM, Northern Illinois University, DeKalb, Illinois 60115.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager: Mature, natural sound and strong production. Minimum 3 years in radio. MOR AM/Country FM. Jana Pentz-McBride, KWBE/KMAZ, Beatrice, Nebraska 68310. 402-228-5923.

Production Manager-Chief Announcer for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

One of Southeast's hottest contemporary FM's is looking for an experienced heavy weight programmer. Send resume to: Box N-36. An EOE.

P.D. Position for No. 1-rated FM country station in 250,000 plus metro. Must have good production and promotional skills. Send tape and resume to WAXT, Box 111, Alexandria, Indiana 46001.

SITUATIONS WANTED MANAGEMENT

Promotion Director - formerly of Y-100 (WHYI-FM, Miami-Ft. Lauderdale), available immediately. Strong references. Please call Dan Smigrod at 305 474-3179 or write 1870 S.W. 81st Lane, Davie, FL 33324.

General Manager, 35, Thirteen years includes sales, cost control, programming, engineering. Excellent references. People-oriented. Ron Miller, 495 Glenoaks, Muskegon, Michigan 49442. 616-733-2126.

Two dedicated, young broadcasters would like to invest in and manage your small market AM or FM station, or purchase it on contract. Down payment available, college degrees, good references and commercial experience. For details, please call Martin Conner 904-477-0104 or write to 5511 Thornhill Road, Pensacola, FL 32503.

Station sold - experienced General Manager available immediately. Strong all phases to insure "bottom line." 816-431-2529.

GM Eleven years, stable, compatibly employed, seeks change - small-medium market. Sales-oriented. Strong in professional broadcasting and personnel. Fully qualified. Cost conscious, credentials and references. Box N-27.

SITUATIONS WANTED SALES

Experienced! Now Employed! Prefer medium or small midwest market. Management background in sales, operations, Programming! Box M-145.

Sales Manager - Loves to sell beautiful music. Local, Regional and National experience. Strong ties south and southeast. Basil Storrs, Jr., 502-426-8517.

SITUATIONS WANTED ANNOUNCERS

Experienced Sign-on or afternoon drive! Excellent sales figures. I seek this combination position in medium or small Midwest market. Box M-140.

New York Talk Host. Well-known radio personality; lively/off-beat. Terrific on open phones. Perceptive interviewer. Top commercial actress, over 10 years all national advertisers. Many film/TV credits. Now interested in relocating to other major market. Box No. 1, 312 West 81st Street, N.Y., N.Y. 10024.

Experienced Talk-Show Host available early next year. Great voice, topical, humorous, imaginative and good telephone rapport. Now working in medium market. Phone 216-731-0084.

I have the skills, the shtick, and the drive. I've polished my craft at WTVN and KIOA morning drive. Shall we win-together? Brad, 305-276-2945.

Mature, Quality Broadcaster now available. Good music, news, talk host, administrator. Call 313-682-7798.

With A Name like Shimshak, I Had To Be Good! Major market pro's trained me for small market station (with small budget). D.J. - Newscaster - Writer. Excellent tape. Phone Joe Shimshak 201-437-2171.

Good voice and reader, stable, personable, will relocate. Dave Guddeck, 311 Port Washington Road, Grafton, Wisconsin 53024. 414-377-3192.

Financially successful, entertaining, award-winning, Big Band through Adult 1981 music host, music director and sales. All medium and major markets considered. 916-283-0288. Ron Robie, Box 1636, Quincy, California 95971.

Attention Midwest: Twenty-three years' experience with solid references. Finest of backgrounds. Very strong airwork and News background and production. Present employer best reference. Personal interview only. Telephone 319-233-3792.

Need some evening help? Try Sports Talk. I have a proven ratings record, get major guests. Good journalist with news background. Box N-3.

Seasoned Performer with freelance experience (VO, PBP, talk) wants full-time position. DJ, News, Sports. Jordan 212-371-2356.

Seven Years Professional air talent: Worked Las Vegas, Waco, Florida markets. College, First Phone. Thom 714-772-0587.

Classical music announcer. Young, experienced knowledgeable, creative, dedicated, and thoroughly professional. Seeking to serve at either a commercial or public station. Write to Leon Cohen, 5019 N. Santa Monica, Milwaukee, Wis., 53217, or call 414-964-9312.

SITUATIONS WANTED TECHNICAL

Sold my station. Seeking new challenges. Former group technical director. Minority. \$35,000. Box M-160.

ASET Degree, 10 years' experience in Radio and TV. Want staff engineer position. Prefer West Coast. Reply to Box N-21.

SITUATIONS WANTED NEWS

Energetic, experienced PBP announcer. Baseball, Football, Basketball. Quick, informative, precision descriptions. Engaging voice. No one works harder. Will relocate. Larry 317-743-8823.

Experienced newscaster, good writing skills, clear delivery. Five years' experience on-air/street reporting, college and professional. All offers considered. Willing to relocate. Call 401-333-5676.

Attention Conn./Mass. - Aggressive News Journalist available. Degree, Top references. Hank Holmes 617-679-6957. Day/eve.

Attention small markets. Hard working female seeks first job as News Reporter/Announcer. Has college radio experience. Will relocate. Tape and resume call Sheryl between 6:30 p.m. EST and 12 midnight EST. 212-392-6449.

Sports reporter: Two years experience; sports play-by-play, field reporting, research in San Francisco Bay Area. David Petersen, P.O. Box 515, Belmont, CA 94002. 415-591-4720.

Experienced Female Announcer & first phone holder needs a break in news reporting. Very serious-minded and motivated. East Coast only. Call Monica 212-634-8562 after 6:30 PM.

Sportscaster plus. Six sports PBP nightly sports-talk, soccer, minor league baseball, major college sports. Originality, versatility, productivity. Keith 614-374-4248.

SITUATIONS WANTED NEWS CONTINUED

Want helicopter coverage but can't afford it? Or is your helicopter just too much? You can have me and a STOL airplane for half the cost of a JetRanger. I'm 31, a pilot, journalism major, Pol. Sci. grad work, former aide to FAA Administrator, past Press Secretary to U.S. Senator and former Presidential Advanceman. Radio or TV. Call Bob at 612-338-6455.

Sports Director. Award winner. 15-years' experience. Hard working. Involved. Employed but looking. Box N-1.

Talk-Show Host: Currently employed in major market. Interviewing/open lines experience. Articulate, exceptionally well-educated with wide-ranging, varied background. Tapes and excellent references. Will relocate. Call Joe 216-439-1938.

Experienced play-by-play sports announcer/news director desires challenging sports or sports/news position. Write to 425 West Second Street, Elmira, N.Y. 14901.

Young Newsmen, experienced print freelancer, seeks first radio job. Some experience as DJ, reporter-editor for non-commercial stations. Good voice; good writer. All offers considered. Rob Shepherd, 119 N. Homewood Ave., Pittsburgh, PA 15208, 412-371-9741.

Female, Radio/TV Grad. News, sales experience. D.C. area. Call 301-248-1034.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Repeating this ad from Nov. 16 Broadcasting - telephone was out of order. Lexington, KY area and 40-mile radius: Good combo sales, sports, C & W DJ. 30 years' PR experience. Presently employed, pro sports management and PBP Reason for moving to your area - my son in horse training business, Keeneland. PBP voice check available. 406-443-6470.

TELEVISION

HELP WANTED MANAGEMENT

Chief Accountant: Well-versed in all phases of broadcast accounting to head-up five person department; college degree preferred; excellent fringes and growth potential within progressive broadcast group. Send resume and salary requirements to: WDEF-TV/AM/FM, 3300 Broad Street, Chattanooga, Tennessee 37408. Attn: G. R. Bolton. We are an Equal Opportunity Employer, M/F.

Director of Development/Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs, including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: December 18, 1981. No Calls. WYES-TV is an Equal Opportunity Employer.

President of Broadcast Division to manage small market VHF network affiliated station, Northeast, and to oversee operation of a second VHF network affiliate in the Midwest. \$100,000 plus. Send resume and other relevant information to PO. Box 145, Chicago, IL 60619. All responses held in strictest confidence.

Director of Administration and Finance. Challenging job for creative person. Responsible for all corporate financial and administrative functions for one community public TV and two public radio stations in Northeast. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box N-2.

Expanding group owners looking for aggressive Station Manager with Sales Experience. (Western State). Salary commensurate with ability and experience. Box N-6.

Immediate Opening for General Sales Manager of WEAU-TV, Eau Claire, WI. Applicants must have at least 5 years' experience in local, regional and national television sales. Salaried position, plus bonus plan. Apply in writing to General Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

General Manager is sought to aid in construction and operation of proposed VHF TV station in top market in Pennsylvania. Equity interest may be available to highly qualified and suitable person. EEO employer. Replies held in confidence. Letter and resume to Box N-14.

Director, Video Services: San Francisco video production center has open senior management position. Requires experience in management, marketing and sales, video production, editing and engineering, ability to work with commercial and non-profit producers. Must be self-starter, organized, good under pressure and with people. A challenging and eclectic job in a growing organization. Send resume and salary requirements to Bay Area Video Coalition, 1111 17th Street, San Francisco, California, 94107, by 12/12/81.

Major TV group seeks experienced General Sales Manager for network affiliate in Southeast. Prefer candidate with independent experience, strong in local sales, and good creative background in markets of four or more stations. EOE. Box N-44.

Television General Manager - Group owned network affiliate in southeast market seeking experienced broadcaster for general manager's position. Sales, budgeting and people skills essential, as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box N-28.

Assistant to President in Charge of Marketing. If you are an experienced TV promotion specialist, with an eye toward station management, this position is for you. Group station with excellent reputation - now No. 1 station, but striving to be better. An equal opportunity employer. Box N-31.

HELP WANTED SALES

Account Executive. Top 20 Network Affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box M-42.

General Sales Manager needed for network affiliate in market of 1 million (+). Station has completely new image and programming schedule. Needs someone to organize and run sales staff; geared toward tremendous increase in business. Heavy emphasis on local sales, but some agency experience necessary. Box N-9.

HELP WANTED TECHNICAL

New UHF station in America's most beautiful city needs a Chief Engineer, Transmitter Supervisor, Maintenance Supervisor, and Maintenance Engineers with a desire to build a first-class television facility with all new top quality equipment. Thorough experience with the latest state-of-the-art techniques is a requirement. Equal Employment Opportunity Employer. Send complete resume to: KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

Turner Broadcasting System, Inc., WTBS, CNN, CNN2. Due to the start of our third station, Cable News Network 2, we have immediate openings for: 3 Maintenance Engineers and 7 Operation Engineers. Two years technical school or electronic experience required. Send details of your employment background and salary requirements to: G. Wright, Turner Broadcasting System, Inc., 1050 Techwood Dr, NW, Atlanta, GA 30318. No phone calls please. EOE.

Engineering Television Technician. A minimum of 2-5 years experience preferred in studio broadcasting and an FCC General License is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements, to Personnel Department WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Chief Engineer for midwest UHF affiliate. Must be experienced in UHF transmitters and in budgeting. Group owned station. An equal opportunity employer. Box N-31.

Maintenance Engineer - Production and broadcast equipment and all tape formats. Salary negotiable with full benefit package. Resume to Personnel, WITF, Box Z, Hershey, PA 17033. EEO/AA Employer.

TV Engineer. Install, maintain repair, design TV equipment. Experience on color, ENG, 3/4 U editing, IVC 1-inch, studio mixers and switchers. Salary \$16,000 for 35-hr/week. Contact Personnel, County College of Morris, Randolph, NJ 07869. Tel: 201-361-5000.

Chief Engineer/Operations Manager. Accent on manager - to assume direction of engineering operations for midwest UHF station. Experienced in budgeting, hiring, training, and supervising engineering personnel. Knowledge of production helpful. Will become important part of a professional management team. Excellent future and benefits. Reply in confidence to Box N-30. EOE.

Maintenance Engineer Wanted. Modern Videotape Production Facility is seeking a maintenance engineer. If you would like working in Colorado and quality in the maintenance of Ampex 1" Type C videotape, CMX Editing Systems, Vital Squeeze-zoom and Hitachi Cameras, contact Jerry Ebberts, Chief Engineer, Telemation Productions, Inc., 7700 East Iff, Suite H, Denver, Co 80231. 303-751-6000.

Transmitter Engineer - 1st Class licensed engineer for position maintaining TV/FM transmitters, STL, and translators. Experience required. Salary negotiable. Full benefits. Resume to Personnel, WITF, Box Z, Hershey, PA 17033. EEO/AA Employer.

Assistant Chief. WLFV-TV Lafayette, Indiana, is taking applications for Assistant Chief Engineer. Write or call Ken Gardner, WLFV-TV, P.O. Box 18, Lafayette, Indiana 47903. 317-463-3516.

Maintenance Engineer for group-owned UHF affiliate. Experience required. Top union salary. Must be strong in ENG and 1" and 2" tape. An equal opportunity employer. Box N-31.

Opportunity for assistant engineer to become Chief Engineer with expanding group owners. (Western State). Salary commensurate with ability and experience. Box. N-7.

Television engineer to perform maintenance on 3/4" ENG and associated broadcast equipment. Not an entry level position. Immediate opening for an experienced professional. Contact Ben Pflederer, Chief Engineer, WIFR-TV. 815-987-5300. Equal Opportunity Employer.

Television Maintenance Technicians and Remote Supervisors. Midwest Production Company seeks full-time broadcast maintenance technicians and remote supervisors. Applicants should have three or more years maintenance experience with emphasis on digital technology. Position involves travel and work on large-scale remote productions. Excellent salary and benefits package. Reply to: Bob Uhlis, Laclede Communication Services, Inc., 1345 Hanley Industrial Court, St. Louis, Missouri 63144. 314-961-1414.

Broadcast Field Technician, public broadcast system. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave and translators necessary. TV studio experience especially helpful. Salary range \$1527-\$2046/monthly. Entry normally at lowest level. Contact Vaun McArthur, 1910 University Drive, Boise, Idaho 83725, 208-385-3344 by December 18 for application form.

TV Maintenance Engineer: WXIX-TV, a Metromedia station, has an opening on the midnight shift for an experienced engineer. Requirements: FCC 1st class license; two year electronic associate degree or equivalent; three years experience trouble shooting; TV broadcast equipment to the component level. Competitive salary and good fringe benefits. Send resume to: Director of Engineering, 10490 Taconic Terrace, Cincinnati, Ohio 45215

HELP WANTED TECHNICAL CONTINUED

Studio Director for Connecticut Public Television with strong technical background and minimum 3 years related experience with broadcast facility or production company. EEO, M/F. Send resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

TV Engineer, Maintenance & Production - Maintain TV equipment; provide production support and repair of ENG/EFP equipment. AAS degree or equivalent and 5-10 years' experience in maintenance of TV equipment. Send resume to: Mr. Chris Pruszynski, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

HELP WANTED NEWS

Position open immediately for News Director at KTUU 2, NBC Affiliate in Anchorage, Alaska. Responsibilities include supervision of an aggressive 9 member news operation in a rapidly developing market. Five years experience preferred. Emphasis on journalistic, managerial and strong producing skills. For more information, contact Al Bramstedt, Jr., General Manager, or Melissa Wells, acting news director, at 907-279-7477 or send resumes to: KTUU-2, P. O. Box 2880, Anchorage, AK 99510.

Reporters: We're expanding our talented staff once again. If you love TV news and are among the best, then send resume and salary requirements to Box M-159, E.O.E. Deg, Exp. Req.

Sports Director. We are the sports leader in our small market, and now we need a sports director good enough to match our strong sports commitment. You must know play-by-play and you have to know ENG. If TV sports is your life, send your resume to Box M-174. EOE.

Photo Journalist: That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you are committed to news, send resume and salary requirements to Box M-159, EOE. Exp. Req.

Reporters—Dynamic, dominant sunbelt station is seeking reporters. Work in a well-equipped, news-oriented environment. Minimum two years' television street experience required. Send tape and resume to Personnel Department, WRAL-TV, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/M/F

Co-Anchor. We need a news professional to co-anchor our news Monday through Friday. Salary commensurate with background and experience. We are a small TV station, but we can offer you a big opportunity. This is not an entry level position. Equal Opportunity Employer. Send resume to Box M-173.

Anchor/Producer. We need a creative communicator who can deliver and package a newscast with authority. Good writing skills and previous news experience are a must. Send tape and resume to Wayne Ludkey, News Director, KTTC-TV, 601 1st Ave. SW, Rochester, MN. 55901. EOE.

Broadcast journalist to serve as visiting faculty member teaching broadcast newswriting and TV news production and handling journalistic responsibilities with public TV and radio stations. Advanced degree desired, not required. Salary \$12,790 for the semester, Jan. 12 - May 14. Send resume, samples of work and names, addresses and phone numbers of references to reach Don H. Coombs, Director, School of Communication, University of Idaho, Moscow, ID 83843, by Dec. 20. The University of Idaho is an equal opportunity/affirmative action employer and educational institution.

Number One market UHF television station has an immediate opening for an experienced Reporter/Producer. Minimum two years' on-camera experience required. Duties will include street reporting and producing. Full benefits include stock option plan, credit union, paid vacation and more. Send resume and tape to News Director, WWHT, 390 W. Market Street, Newark, NJ 07107. No calls. E.O.E.

Sports Producer - Major market. Experienced producer with extensive sports background. Box N-13.

Meteorologist wanted for top-rated station in South. This person has TV experience and loves to communicate with viewers. Occluded fronts and troughs of low pressure suddenly take on meaning for this meteorologist's viewers. If you are a communicator and love doing the weather, we would like to talk with you. Send resume and salary requirements to Box N-15. An Equal Opportunity Employer.

News Producer: Take charge individual to produce 11:00 newscast. Two years producer experience required. Journalism degree preferred. Must be an excellent writer with strong background in production, packaging, and live ENG. Send resume and tape to: D. Emery, News Director, WXII-TV, Winston-Salem, NC 27106. EOE.

Assignment Editor. If you know news, have been in TV news for awhile, and want a chance to move into news management ... then, my small market newsroom may be the right place for you. We're all-ENG and our staff is large. I'm a news director who needs a professional assistant. Send resume to Box N-12. EOE.

News Photographer: Experienced ENG photographer with strong editing and production skills. Ability to do live remotes. Previous news ENG experience required. Send resume and tape to: D. Emery, News Director, WXII-TV, Winston-Salem, NC 27106. EOE.

Experienced News Producer for top 5 market station. Must be skilled writer and have excellent news judgement. Box N-11.

Wanted: Reporter for TV station in growing western area. Experience is preferred with a background in ENG photography and editing. E.E.O. Call 701-875-4311, or write: News Director, KUMV-TV, Box 1287, Williston, ND 58801.

Executive News Producer/Assistant News Director - to be responsible for day-to-day news operation of 35-person department. Should have extensive experience in all facets of news operations including reporting, producing, and assignment editing. Journalism degree and at least five years broadcast experience preferred. Send resume to Box N-35. An Equal Opportunity Employer.

Weekend anchor/General Assignment Reporter. Strong journalistic credentials a must. Work in pleasant climate at an aggressive ABC station. Send tape and resume to News Director, KNTV, San Jose, CA 95110. An EOE Employer.

Bureau Chief for Midwest station with very heavy news commitment. Bureau equipped with ENG and live micro wave. Prior reporting experience required. Box N-38.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Features Producer: Major Market Access Magazine wants experienced features producer to start immediately. Must have prior Evening/PM Magazine producing experience. Must have reel to show strong story structure and writing skill. Send your reel and resume to: J. Adair, Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

Controller needed by number one Sunbelt station offering excellent compensation plus living environment to match. Accounting degree and broadcast experience required. Send resume and references to Mark Conrad, WFMY-TV, P.O. Box TV 2, Greensboro, N.C. 27420. (EOE Employer and Harte-Hanks Station).

Producer/Director—Television Station. Requires at least one or more year's television producing and directing experience. College degree required. \$13,000-\$15,500 annually. Send letter of application, resume, names, phone numbers of three professional references, 3/4 inch videotape of production work to: KAWE-TV, Box 9, BSU, Bemidji, MN 56601, by December 11.

WRCB-TV has opening for Production Operations Manager. BA with broadcast experience required. Will schedule personnel and facilities; supervise day to day station activities. Writing skills in proposals, correspondence and reports required. Reply to Gary Rockey, 900 Whitehall Road, Chattanooga, TN 37405. A Ziff-Davis Station. An EEO Employer.

Producer/Director experienced in news, commercials, public affairs and promos. Experience required. Send resume, tape and salary requirements to: T. J. Vaughan, WAND-TV, 904 Southside Drive, Decatur, Illinois 62525. An Equal Opportunity Employer.

Pay TV network seeks operations manager who takes responsibility for scheduling, tape control, film inventory and other programming aspects. TV station background a necessity. Box N-40.

Studio Operations Manager needed for public TV station. College degree and television production experience necessary, supervisory experience desirable. \$11,500 minimum to start with excellent fringe benefits. Job description and further information available. Deadline December 18, 1981. Write: Andy Bendel, WILL-TV, 1110 West Main St., Urbana, IL 61801. An Affirmative Action, Equal Opportunity Employer.

Traffic: Station in top 10 market affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge helpful. Send resume to: Box N-20. Equal Opportunity Employer.

Production Technicians - C-SPAN is expanding its coverage of Senate and House activities in Washington, D.C. Seeking production technicians for multiple camera remote and studio shoots. Prefer 2 years at medium market station. Send resumes to Brian Lockman, C-SPAN, Suite 155, 400 North Capitol Street, N.W., Washington, D.C. 20001. No phone calls.

Attention P.M. Hosts and Personality Feature Reporters. Here's your chance to be show-cased and put your own personal stamp on field pieces for new afternoon show premiering Feb. 1. Resumes and tapes (no calls): KSTP-TV, Steve Edelman, 3415 University Avenue, St. Paul, Minnesota 55114. Equal Opportunity Employer.

Researcher for summative research in connection with intercultural studies and application of U.S., British and Canadian communications practices and social effects. Will examine social impact and the significance of the newer telecommunications technologies. Applicant must be experienced in television production and have a degree in psychology or sociology. Send resume and salary requirements to Box N-5. EOE.

Ziff-Davis Broadcasting of Tennessee seeks Promotion Manager to supervise promotion and creative services. B.A. with experience in promotion and/or television preferred. Send resume to WRCB, 900 Whitehall Road, Chattanooga, TN 37405. A Ziff-Davis Station. An Equal Opportunity Employer.

Experienced Production person needed, mainly EFP and Type C editing skills. Creative self-starter. Resume, Reel to General Manager, WXLT, Box 940, Sarasota, FL. 33578. EOE.

Production Assistant for Public Affairs Unit of the Iowa Public Broadcasting Network. Must have: Strong reporting and writing skills. Good understanding of politics, agriculture, and economics. Strong organizational skills. Merit requirements: Telecommunicative Arts Degree and previous experience or closely related curriculum and experiences. Applications close: Dec. 31, 1981. Contact: Personnel Office, IPBN, P.O. Box 1758, Des Moines, Iowa 50306. 515--281-4498. EEO/M-F

PM Magazine Producer/Host. Sunbelt market seeks male producer/co-host. Work with top-rated show in southwest atmosphere. Previous experience with PM Magazine an asset. Will be required to do daily wraps, produce own stories as well as manage PM staff and activities. Send salary requirements, tape and resume to Bob Allen, Program Manager, KOTV, P.O. Box 6, Tulsa, OK, 74101. E.O.E. M/F

WRCB-TV seeks Executive Producer for top rated PM Magazine. Excellent facilities and current staff of five pros. PM experience necessary. Write, produce and direct PM tips, stories, and related television and radio support material. Highly motivated individual with B.A. required. Salaried position. Reply to Gary Rockey, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. A Ziff-Davis Station. An Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

PM Magazine Photographer/Editor. Immediate opening. Must be strong in shooting, editing, field producing, use of TK-76 camera, convergence editing. Good salary, benefits. Contact: Rick Jonardi, WPSD-TV, P.O. Box 1197, Paducah, KY 42001. EEO Employer.

Television Producer/Director. Develop, produce & direct musical programs including "Sunshine Music Hall" series & specials. Contribute segments to a weekly public affairs magazine. Complete the last 10 programs of a 40-program gardening series. Resume & tape to: Personnel, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager. Practicing television 27+ years. Outstanding track record! Produces spectacular sales and profits, plus prestige! Box N-24.

Available Immediately - 12 years successful sales experience; 5 years sales management. Involved with 2 indies start-ups. Phone 412-443-6524.

SITUATIONS WANTED TECHNICAL

Director of Engineering Southeast UHF desires hands-on position with a challenge. 17 years' experience all phases. Construction a specialty. Call Charles McHan, 904-241-2852.

First Phone-Will Travel; two years in radio with some video experience seeking job in small to medium market. Phone 805-653-6367. Pat.

SITUATIONS WANTED NEWS

Professional Meteorologist seeking position as TV weather broadcaster in small or medium market. Have had some on-camera experience. Strong forecasting ability presented in an enthusiastic and professional style. Available immediately. For resume and tape contact George, 219-659-3731 or 219-659-2109.

Sports Director whose professional approach can produce the winning edge. Solid anchoring/reporting skills, play-by-play coaches' shows, timely commentary, and impressive "involvement" packages. Tape shows versatility. Available now. 402-330-4373.

Sports anchor-reporter ... available now. Seven years experience radio and TV. Call John, 317-448-1359. Medium-large markets.

Meteorologist-Aggressive, Accurate, AMS Seal, 4 years' medium market broadcast experience. If you need a knowledgeable professional, call "Weather Will" now! Don't settle for less!! 414-497-0200.

Meteorologist desires weather only, weekday position in southeast medium market. Five years experience small, major markets. Box N-33.

Experienced news director, for station with commitment, growth opportunity. Stable professional, solid background, employed. Box N-8.

Weather Personality - seeks Sunbelt area. Also expert in commercials and public affairs. Call Jack at 617-749-9189.

**SITUATION WANTED PROGRAMING,
PRODUCTION, OTHERS**

Award-winning director (all major networks) 10 years experience comedy, soaps, variety & children's seeks management position demanding creative skills. 914-834-6450.

Woman ENG Photographer, two years' experience, desires to relocate. Sample cassette on request. Box N-16.

ALLIED FIELDS

HELP WANTED TECHNICAL

Consulting Engineer seeks addition to staff. Willing to travel. Send resume and requirements. Write Box N-17.

Top quality production house is expanding and has openings for the following positions: lighting/camera-people, CMX editor, producers, directors, writers, marketing and salespeople, remote and maintenance engineers. Experience necessary in either commercial or industrial production or network level sports remotes. Write Video East Inc., 780 Fifth Ave., King of Prussia, PA 19406. No phone calls please.

**HELP WANTED
PROGRAMING, PRODUCTION, OTHERS**

Production Assistant for major market Christian production facility. Will perform lighting, camera operation, set building, graphics and various other studio jobs. B.A. in television production required; one year of production experience preferred. Send resume to: Craig E. Blohm, Production Manager, CRC-TV, 6555 W. College Drive, Palos Heights, IL 60463.

General Counsel/Secretary. As an officer of the Corporation for Public Broadcasting, the General Counsel has the responsibility for, and generally oversees, the conduct of CPB's legal affairs. As Secretary, has a number of specific responsibilities and duties to the Board of Directors. As an officer, participates in the overall management of CPB. J.D. or LL.B. degree. Membership in good standing in the bar of any state of the U.S. or the District of Columbia. Professional experience which requires exercised authority in the fields of corporate, contract, EEO, labor, entertainment, copyright, administrative and communications law, policy and practice, as well as the Federal legislative process. Experience in the management of corporate affairs, both at the governing board and manager's level. Experience in supervising and managing professional and support staff. Experience in coordinating legal and other professional resources in litigation, regulatory, commercial and other transactions involving a number of parties or participates and issues of significant legal or policy importance. Salary Range: \$55,000-\$63,000. Deadline: 12/18/81. Send resume to Director of Personnel, 1111 16th Street, N.W., Washington, D.C. 20036-4875. EOE - M/F/V/H.

HELP WANTED INSTRUCTION

Position Available: Instructor, Video Maintenance & Engineering Course. Send Resumes to: Bert Shapiro, School of Television Arts, 18 West 61st St., New York, N.Y. 10023.

The University of Arizona is seeking a faculty member to teach courses in radio-television production, media aesthetics, and broadcast writing. Rank and salary open. Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available August, 1982. Send resume and references by January 30, 1982 to: Dr. William T. Slater, Head, Department of Radio-Television, University of Arizona, Tucson, Arizona 85721. An Equal Opportunity/Affirmative Action Employer.

Instructor: Ohio University—Zanesville AAS Broadcasting Department seeks Tenure-track Instructor for Fall, 1982. Starting Salary: \$13,500-\$14,500, plus excellent fringe benefits, depending on qualifications and experience. May be opportunities for additional remuneration through overload and summer teaching. The successful candidate will have a Master's Degree, teaching and broadcast experience; technical background helpful. Responsibilities will include teaching of radio or TV production and mass media courses; student advising, university committee service and community involvement. Send resume, transcripts, and three letters of recommendation by January 15, 1982, to: Radio/TV Search Committee, Ohio University-Zanesville, 1425 Newark Road, Zanesville, Ohio 43701. Ohio University is an Equal Opportunity/Affirmative Action Employer.

See our ad for broadcast journalist under TV—Help Wanted, News. University of Idaho.

Twenty Graduate Assistantships for persons seeking Masters Degree in Mass Communication. Work with television, radio production, write for sports or news services, etc. Free tuition and fee waiver, plus \$3500 for nine months. Contact Richard Kneller, University of Southwestern Louisiana, Box 43504, Lafayette, LA 70504.

SITUATIONS WANTED INSTRUCTION

Broadcast Instructor Position Wanted. Would be comfortable working in high school, university, or broadcast school setting ... Radio, TV or both. Would enjoy advising student staff, producing programs, or manage educational facility. Four years R-TV teaching experience, B.S. degree in R-TV education, commercial experience and good references. Will consider all offers or situations. Please contact Howard Espravnik ... 15544S 700 West, Wanatah, IN 46390 ... 219-733-2847.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

Wanted to Buy: Automation system. 518-585-2868. Evenings: 518-585-6118.

Want to buy a used TV transmitter, low band, one, five or ten KW. Contact G. Bonet. WORA-TV, Box 43, Mayaguez, PR 00709-809-832-1150.

Instant Cash For Broadcast Equipment: Urgently need Transmitters, AM-FM-TV; Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

\$500 Reward For UHF Transmitters: For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen 800-241-7878. In GA 404-324-1271.

5 - 20 foot sections Wincharger type 150 tower, measuring 18 3/4" on face. Check out back & call collect, even if you have only a couple of sections. 208-743-2502.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

Revov PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and ingenious power zoom lens ... 25K 714-283-9355.

Telecine Specials! Phillips 35mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071—Int Cinema Mia.

Color TV Camera for Sale RCA TK-76B. 14:1 Fuji lens with X2EX. Includes batteries, charger, carrying case - full ENG configuration. \$21,500. Third Coast Video Inc., Jeff Van Pelt, 512-473-2020.

Six RCA RT-27 Cart machines. New heads, belts, rollers. Two record amps. One cart winder with timer. Stereo mixing console B.E. Model 4550, 4 channels, two years old. 313-285-9700.

10kw, 5kw AM transmitters in stock. Continental, Collins, RCA, Harris/Gates or Sparta Bauer, your choice, in stock ready for delivery on your frequency. Also 10 and 5kw FM transmitters. All units complete, with spares, and inst. books. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX. 75248. 214-630-3600.

**FOR SALE EQUIPMENT
CONTINUED**

Automation System—Cetec System 7000—one video terminal with failsafe keyboard interlock, three ITC 750 series reel to reels, one audio file, one sono mag carousel, three cabinets. In excellent working order. Priced to sell. 309—734-9452, Monmouth, Illinois.

Ampex AVR 2 with DOC and editor. For information, contact Tel-Fax 215-865-3110.

Used Equipment Bargains: RCA TT-10AL 11KW Transmitter; RCA TT-35 CHW w/driver chain & Diplexer just removed from service!; GE Film chain; CVS 504B TBC; Envirozone Air Filters; Chevron III Character Generator; 12 to 15 Fonts; G/V 1400 Production Switcher W/D.S. Key; 3-Gates Criterion 80 Stereo PB and 1 Stereo Rec/PB carts. Call Ray LaRue, Quality Media Corp. 800—241-7878. In Ga 404—324-1271.

Remote Production Cruiser: Beautiful Crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (5) GE PE-350 Cameras, working well, 3-10:1 & 2-18:1 Lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/effects, 8X2 GE Audio, well designed & professionally built. \$130,000. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA 404—324-1271.

EFP Production Van: Like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" VCR; CVS 504B T.B.C. w/noise reduction; 3M-1114 sw'r; 3M-D3000 c. gen; complete 8-in. audio; patching-monitoring; custom platform and AC Generator. In service now, excellent condition, call Ray LaRue, Quality Media Corp. 800—241-7878. In GA 404—324-1271.

VTR's: RCA TR-70, Cavex (full, SS Rec Amps, DOC, \$22,000; RCA TR-60 updated, w/TBC ex-condx, low hours, \$9,000; RCA TR-22 Hi-Band, \$7,000; Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC. \$22,000; IVC 870, \$500; Sony BVH 1000A, 750 hours, BVT 1000, Smpete Bds \$39,000. Call Bill Kitchen, Quality Media Corp., 800—241-7878; In GA call 404—324-1271.

Color Cameras: New Thompson-CSF, Ikegami, Panasonic; GE PE-350 \$2,500 ea; GBC CTC-7X, Minicams, plumbs, \$10,000. Call Ray LaRue, Quality Media 800—241-7878. In GA 404—324-1271.

Channel 10 Transmitter Package: 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna, \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media 800—241-7878. In GA 404—324-1271.

FM Transmitters: 1KW Bauer, 3KW RCA, 5KW RCA, 5 KW CSI, 12KW CCA, 25KW McMartin, Call Transcom 215—379-6585.

AM Transmitters: 1 KW CSI, 1KW RCA, also RCA BTA 10H w/new finals and mods, Call Transcom 215—379-6585.

One Panasonic Professional 3/4" Edit System, including two AU-700 edit recorders; one AU-A70 controller; one AU-J10 adaptor. Mint condition: Call Ted, 518—439-7611. (Albany, NY).

Two Hitachi FP-40SS 3-tube broadcast color cameras. Complete ENG/EFP/Studio configuration. Excellent condition: Call Ted, 518—439-7611 (Albany, NY).

For Sale: Harris Stereo automation system with KSP-10 programmer with extender for 19 sources, RA 10-sub programmer plus 11 sources. Fully equipped. Five years old and excellent condition. \$12,000.00. Complete information, write or call John Davenport, WESC-FM, P.O. Box 660, Greenville, S.C. 29602. 803—242-4660.

Helicopter—Eye in the sky at 1/2 the cost. 1981 Hughes 300 C ENG Helicopter with live microwave capability, plus extras. Available immediately. Sale or lease. Ni-Cad Inc., South Bend, IN 219—287-5905.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Comic Relief. Just for laughs. Bi-weekly. Free sample. Whiide Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402—453-2689.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813—823-3733. Drawer 84, St. Petersburg, FL 33731.

Embroidered Emblems: Promote your station with low cost quality emblems. Will outlast any bumpersticker or T-shirt. Free Artwork. Fireball Management, P.O. Box 588, Freeport, N.Y. 11520. 516—223-1244.

Broadcast Engineering Service Company: TV-FM-AM field engineering-emergency maintenance-turnkey installation system design-survey and critique-interim maintenance or chief engineer. B E S Company, New Port Richey, Fla. 33553, 813—868-2989.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

RADIO PROGRAMMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

Radio and TV Bingo Oldest promotion in the industry. World Wide Bingo, Copyright 1962. P.O. Box 2311. Littleton, CO 80160. 303—785-3288.

New! People Feature! Sponsor getter! Designed to keep 'em listening throughout morning drive or entire day. Three continuing two-minute features daily. Snappy location segments with America's most innovative and interesting people. Write Perfect Image Productions, Box 63, Riverdale, NJ 07457-0063. 201—299-0955.

Music of Your Life? We have better quality, variety, selection. Dolid gold 30's, 40's, 50's, 60's. G. Roy Gunderson, 2014 United Bank Center, 1700 Broadway, Denver, Colorado 80290.

CONSULTANTS

Job Hunting Success begins with professional guidance. Beginner/Pro, we can help. For details, send \$3.00 postage and handling to Broadcast Careers, Inc. Box 88864, Atlanta, GA 30338.

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

RADIO

Help Wanted Sales



A GOOD GROUP TO WORK WITH

Growing sales and promotions result in current opportunities for account executives desiring exciting job in radio and interested in above average earnings. Experience in radio sales is nice but not necessary. We provide personalized training. We have had great success with experienced account executives and recent college graduates. Ability to think and work hard are essential. WKWK AM/FM and MUZAK, Wheeling WV; WDXI, Jackson, TN; WMCL, McLeansboro IL; WTAO, Carbondale-Murphysboro IL.

Write in confidence to: Executive Offices
Community Service Broadcasting, Inc.
811 Broadway, Mt. Vernon IL 62864
An equal opportunity employer

**Help Wanted Management
Continued**

GENERAL MANAGER

A progressive and stable chain is seeking an aggressive leader capable of molding a crack sales force for Western-Pennsylvania top-rated AM/FM combination. Preferably RAB trained with considerable sales experience. Only dynamic, highly motivated persons possessing top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box M-155.

Help Wanted Technical

Assistant Chief Engineer

Immediate opening for Assistant Chief Engineer at all new facility in Boston. Experienced applicants should contact Kevin McNamara at (617)252-3444 or WMJX Radio, P.O. Box 501, Back Bay Annex, Boston, MA 02117.



GREATER MEDIA, INC.
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Management

**COUNTRY ORIENTED
GENERAL MANAGER OR SALES
MANAGER**

Group operator seeking general manager for AM/FM station in medium size market in Pennsylvania. Heavy sales background required. Will consider current sales manager wanting to move up. Excellent opportunity and benefits with growing organization. An equal opportunity employer. Please reply to Box M-156.

Chief Engineer

For group operation of 5 kw directional in East. Must operate strictly FCC regs and be maintenance oriented. Box N-45.

Help Wanted Announcers

MAJOR FM BROADCAST GROUP

with AOR music stations in America's major markets is looking for talented air personalities and music directors who are successful in AOR formats. Grow with us in America's great cities.

Send aircheck and resume along with career ambitions. Replies strictly confidential.

BOX N-19

An equal opportunity employer

Advertising & Promotion Director New York City

- An opportunity for an experienced A & P person
- who is enthusiastic, intelligent and highly motivated.
 - who can create promotional opportunities as well as purchase them.
 - who can explore and implement innovative methods of marketing this developing radio station to its listeners.

You'll be an integral part of a professional management team committed to winning, and work in a positive, supportive environment. This is an Equal Employment Opportunity.



Contact: Raymond Yorke V.P./General Manager
WPIX-FM, 220 East 42nd Street, New York, NY 10017

Situations Wanted Management

Experienced

but young major market general manager looking for challenge. Have directed turnarounds in highly competitive top markets, aggressively reorganizing sales and programming efforts. Hands-on approach has produced documented winners in profits, sales, and ratings. Exceptionally strong references from local advertisers, national reps, program suppliers, Washington counsel, and fellow broadcasters. Carefully looking for long term association with quality organization in single station or group capacity. If you are not realizing the potential of a major property(s), let me know. Your reply will be kept strictly confidential. Box N-32.

Situations Wanted Announcers

BILLBOARD/GAVIN AWARD WINNER

Currently employed PD. Seeking PD slot at AC or Country station. Type Y management approach. Bottom-line oriented. I program for ARB, but to the audience. Box N-18.

Situations Wanted Programing, Production, Others

OWN YOUR MARKET

AM Drive/Programer ... The ultimate combination. If you are sincere about winning big and are willing to grant programing control to a seasoned veteran with over 20 years as a major market influence and program inovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

TELEVISION Help Wanted Technical

TELEVISION MAINTENANCE ENGINEERS

KMGH-TV, a McGraw-Hill station affiliated with CBS in Denver, Colorado, seeks skilled maintenance engineers to work in our maintenance department.

Responsibilities include maintenance of a large all-ENG news facility, studio equipment, and RF systems.

Qualified applicants should have a strong maintenance background, familiarity with state of the art equipment, and knowledge of FCC rules and regulations applicable to technical standards and procedures. A First Class FCC license is highly desirable. Salary commensurate with experience. Send resume to John Hellyer, KMGH-TV, Post Office Box 5007, Denver, Colorado 80217. 303-832-7777. An Equal Opportunity Employer M/F.

Director Of Engineering

For major East Coast Public Broadcasting Station. Duties include supervision of engineering, production, design and construction departments. Background in engineering management required. Send resume and salary history to Box M-134.

Help Wanted Programing, Production, Others

TELEVISION RESEARCHER

VHF-TV station in top 20 market is in need of a person to direct the station's entire research effort. Experience at a television representative firm, network or ratings service desired. Excellent salary and company paid benefits. Send resume with qualifications to:

Box M-168

An Equal Opportunity Employer

DOCUMENTARY/SPECIAL PROJECTS PRODUCER

TOP 20 MARKET

Group W station WJZ-TV, Baltimore is looking for an experienced documentary and special projects producer who will be responsible for eight major projects a year as part of Group W's Impact project. Applicant should have at least four (4) years producing experience and be able to show several strong documentaries, as well as solid studio productions. Good writing skills are essential. Send resumes and salary requirements to Ralph Cole, WJZ-TV, Baltimore, Md. 21211. EOE/M/F/H.

**Help Wanted Programing,
Production, Others
Continued**

production manager

Major market network TV station is looking for an innovative, experienced Production Manager. If you are ready for a new challenge with a quality station, send resume and salary history, in confidence, to:

Box M-169

An Equal Opportunity Employer

EXECUTIVE PRODUCER/ SYNDICATION

WCVB-TV seeks an experienced individual to create and develop new program ideas and to supervise the production of pilots and on-going series for syndication. This individual will also assist in the overall administration of the department.

To qualify, candidates must have strong background and successful experience in the production of various program forms with emphasis on talk and variety shows.

The Executive Producer we seek must have at least a minimum of 10 years' experience in production and development of programs. If qualified and interested, send resume (no telephone calls please) to Personnel Dept. CE1125, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

an equal opportunity employer m/f

PHOTO-JOURNALIST

KPRC Houston is seeking aggressive, creative photographer for both spot and feature shooting.

REPORTER

Experience, style and a background of reporting in-depth stories. A proven "special projects" reporter. Send tape and resume to Bill Goodman, News Director, KPRC-TV, PO Box 2222, Houston, TX. 77001.

**Help Wanted Programing,
Production, Others
Continued**

TALK SHOW HOST

Top ten TV station seeks host/announcer for half-hour daily talk show and booth work. We need a creative and naturally curious man or woman with a sense of humor. Prior talk show and booth experience a must. Send resume and tape including announce tape to: Tapes, Box 311, Washington, D.C. An Equal Opportunity Employer.

Help Wanted Management

LONDON WEEKEND TELEVISION INTERNATIONAL LIMITED

London Weekend Television International (LWT International), the overseas sales arm of London Weekend Television (LWT)—who broadcast to the ITV network Fridays p.m. to close on Sundays—invite applicants for the post of Senior Executive in charge of a new LWT International New York Office. LWT International wishes to set up a new U.S. office to handle all its increasing U.S. business, particularly in sales to cable and in co-productions. Responsibilities will include maximizing the sales of LWT programs to television organizations in the United States, seeking partners in co-production and co-finance ventures and general promotion of LWT. The successful applicant will represent LWT International in all areas of television, including broadcast, cable, pay cable and home video in the United States and will have wide experience in all of these fields. The successful candidate is likely already to have held a senior post in U.S. broadcasting. Salary subject to negotiation. Apply: Richard Price, LWT International, 4 Albemarle Street, London W1X 4DH, England in writing by airmail giving details of age and experience. Applications should reach London by 15th December.

Help Wanted News

SPORTS ANCHOR/ REPORTER

Aggressive Top 20 midwest television news department seeking Weekend Sports Anchor/Weekday Sports Reporter. We have the latest state-of-the-art equipment, including live helicopter, several microwave units and satellite downlink. Prefer candidates with journalism degree plus at least three years TV sports experience. We are searching for someone to complement our A.P. and U.P.I. "Newscast of the Year." Please send resume to Box M-175. E.O.E. M/F.

**Help Wanted News
Continued**

WEATHER COMMUNICATOR

Top 20 market station searching for Weather Communicator or Meteorologist who can communicate. Environmental reports necessary. Our commitment includes color radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave units and live helicopter. Please send resume to Box M-101. E.E. M/F.

ANCHOR

Experienced, mature broadcast journalist to join a hustling, innovative news team. Must have good rapport with audience and other anchor team members. Send resume to Box N-37. An Equal Opportunity Employer.

TV ANCHORPERSON

N.E., medium-sized network affiliate. We're seeking that special person—a leader—for a hard-driving, professional news organization. The person we want is warm, dynamic and contemporary—a leader for the '80's. Salary \$40-K, minimum. Replies kept in strict confidence. Send resume and salary history to Box N-29. E.O.E.

EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal opportunity employer.

Situations Wanted News

TV Sportscaster

Mid-30's, 11 years' Major Market Experience, 5 Years' Network Experience. Seeks to relocate. Write Box N-34

ALLIED FIELDS

Help Wanted Instruction

WEATHER COMMUNICATION Bachelor of Arts Degree

Combined Meteorology & Broadcast Training
Contact Dr. John C. Freeman
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VideoMasters

Take your expertise to the forefront of videomastering technology! **RCA SelectaVision VideoDiscs** is seeking two key people to manage its program conversion activity at our new facility, creating state-of-the-art VideoTape Masters for the video disc project. These positions are:

Manager of Recording

You must be well versed in video tape recorder technology and video and audio measurement techniques, and bring television systems experience and some network level (or comparable) background to this position.

Manager of Transfer Operations

Expertise in telecine, colorimetry, descoping—a solid knowledge of film-to-tape transfer—is essential. Your strong background in film technology should be backed by skills in high quality measurement techniques.

Both of these key personnel will enjoy an attractive compensation and benefits package. For confidential consideration, please write: **RCA SelectaVision VideoDiscs, A. W. Malang, Director of Program Conversion, 2901 W. Alameda Ave., Burbank, CA 91505.**

Equal Opportunity Employer



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VIDEO ENGINEER

Discovision, a leader in the video optical disc technology, is seeking a video engineer with a solid background in computers, television signals and systems.

The candidate will possess a BS in electrical engineering and at least 5 years experience in television and computer fields. Candidates must understand all accepted video measurement techniques. This unique position provides a rare opportunity for a creative and far-sighted individual with qualities in the television automated quality control and computer fields.

We offer an attractive salary and comprehensive benefits package. If you have interest in joining this dynamic and growing organization, please send your resume with salary history and requirements to:

DISCOVISION ASSOCIATES
3300 Hyland Ave.
Costa Mesa, CA 92626
An Equal Opportunity Employer M/F

Communications Engineer

RTS is a management consultant and design engineering firm engaged in a broad range of communications facilities projects. A current opening exists in our New York City offices for a recent electrical engineering graduate with some broadcast experience. Salary commensurate with experience. Benefits excellent. Interested applicants are requested to send resumes to: Rosner Television Systems, Inc., 250 West 57 Street, New York, New York 10107.

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CUSTOM BUILT 40' MOBILE VIDEO TAPE PRODUCTION CRUISER WITH KENWORTH TRACTOR

4 Color Camera—Grass Valley 1600-7K Video Switcher
With Separate ISO Switcher—RTS PL and IFB Systems
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(Ready for multi-track recording or live stereo broadcasting)
Two RCA TH-200 1" VTR's with full monitoring and TBC's (1 with sio-mo controller)
3/4" VCR's—Full climate control heating and cooling system—many extra features

PRICE INFORMATION AND ADDITIONAL DETAILS AVAILABLE UPON REQUEST

Reply to Box N-22

NEGOTIABLE TERMS QUALIFIED BUYERS ONLY

Public Notice

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE ROCKLAND, MASSACHUSETTS

The Town of Rockland, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on March 1, 1982. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Rockland. Fifteen (15) copies of the applications should be filed. A copy of the applications shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Rockland Board of Selectmen, Town Office Building, Rockland, Massachusetts 02370.

PUBLIC NOTICE

The Membership Committee of the Board of Directors of National Public Radio will meet to discuss community service grants and access policies. The meeting will be held in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C., from 4 p.m. to 6 p.m. on Thursday, December 10 and from 9 a.m. to 3 p.m. on Friday, December 11, 1981.

The Technology/Distribution Committee of the Board of Directors of National Public Radio will meet in San Francisco, California. The meeting will be held at the Holiday Inn-Union Square, 480 Sutter Street, San Francisco, from 2 p.m. to 10 p.m. on Monday, December 14; from 9 a.m. to 12:30 p.m. on Tuesday, December 15 and from 9 a.m. to noon on Wednesday, December 16, 1981.

The primary item of business will be operations.

For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel at (202) 822-2043.

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Exclusive franchise in America's most profitable and dynamic industry is being offered for the first time in this area. International company will place qualified individual in "turn key" business, train key people, provide inventory, finance your customers, and pay you thousands of dollars "up front" on orders where your customers pay only on future energy savings. Existing customers of our franchisees reads like "Who's Who" of Fortune 500.

If you qualify, you will be flown to Los Angeles for a tour of installations and personal interview. Minimum investment of \$40,000 to \$100,000. Call President at 1-800-323-6556, Ext. R-137, or Write: Federal Energy Systems Inc., Suite 200, 336 N. Foothill Rd., Beverly Hills, California 90210.

INVESTOR WANTED

for a recently expended broadcast facility in fast-growing Central Florida location. Excellent facilities and extensive coverage area make future profit potential superb. Corporate shares now being sold. Interested principal write to Box N-39.

For Sale Stations

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Over twenty years of service to Broadcasting
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THE HOLT CORPORATION

OHIO FULLTIME AM/FM STEREO

Unique opportunity to buy respected combination in growing market. \$1,000,000, terms with real estate. Box M-165.

AM-FM STATION

Single-station market in one of Ohio's most beautiful towns. Full-time AM CP ready for grant (presently daytime). FM \$400,000.00; AM \$250,000.00. Extensive real estate - \$90,000.00. Approximately \$390,000.00 may be assumable from financial institution. Cash required for balance. Reply Box N-41.

Daytime AM

Radio station in Texas medium market. Priced 1½ times annual gross. Real estate included - \$400,000, terms. Box N-23.

For Sale Stations Continued

- Take up payments. Daytimer. Chattanooga area. \$6,000 per month.
- Class C. Good investment. Eastern Oklahoma City coverage. AM/FM. Terms.
- Fort Worth-Dallas area. Class C. \$12 million. Terms.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- FM covering Chattanooga. Extra good terms. \$800,000.
- Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.
- Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.
- Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.
- Fulltimer. Only station in S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke-Lynchburg area. Bargain. \$360,000. Terms.
- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$15,000. Terms.
- Daytimer. E. Ark. \$50,000. Terms.
- AM/FM, E. Ky. Good billing. \$820,000. Terms.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- FM Ark. - Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- Fulltime N.W. Ala. City. \$520,000.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. Good dial position. Central Florida. \$280,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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Southeast Texas-Medium Market

Fulltime AM & Class "C" FM—Rapid growth area—Strong revenues—Excellent potential—Real estate included—\$1.6 Million with \$500,000 down, Low interest assumable-terms. Dan Hayslett & Associates (214) 691-2076.

MAJOR OKLAHOMA UHF TV

For tax-sheltered 1981 investment, contact I.W. Choate & Sons, 1605 Classen Blvd., Okla. City, OK 73106, 405-382-5345. Courtesy to brokers.

Make an offer.

Top offer acceptable buys KEGG(AM) in Daingerfield, Texas. John Mitchell & Associates, 318-868-5409.

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Ga. small mkt, FM, 160K
Missouri small mkt, AM-FM, 525K
NC. medium mkt, fulltime, 350K
Ohio, small mkt, AM-FM, 750K
Illinois small mkt, fulltime 675K
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MW	Small	FM	\$479K
E	Sm/Sub.	AM	\$500K
W	Medium	FM	\$400K
E	Suburban	AM/FM	\$500K
W	Metro	AM/FM	\$3,500K
S	Metro	Fulltime	\$1,325K
NW	Major	Fulltime	\$3,000K

CONTACT

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Fates & Fortunes

Media



Evans

James Evans, executive VP, Media General, Richmond, Va., elected president and chief operating officer. He succeeds **Alan Donahoe**, president and chief executive officer, who was elected vice-chairman, CEO.

Frank Osborn, VP finance and administration, NBC Radio Group, named VP-general manager, NBC-owned WYNY(FM) New York.

Wasy Lew, director of operations, Bell & Howell Satellite Network, Washington, joins newly formed Catholic Telecommunications Network, New York, as president. Network is scheduled to link dioceses throughout nation beginning in 1982.

Bill Kingery, VP-finance and corporate development, United Cable, Denver, joins Daniels & Associates there as VP-corporate development.

Sidney Margles, VP-general manager, Standard Broadcast News, Ottawa, and international director of Radio-Television News Directors Association, joins CJSB(AM) there as VP-general manager.

John Hiatt, general sales manager, KTXQ(FM) Fort Worth, joins co-owned KRLY(FM) Houston as general manager.

Robert Mills, general sales manager, WNDE(AM)-WFBQ(FM) Indianapolis, joins co-owned WQAL(FM) Cleveland as general manager.

Terry Gillingham, account executive, KFAT(FM) Gilroy, Calif., joins KWAJ(FM) Monterey, Calif., as general manager.

Thomas Baxter, director of community affairs, Eastern division, Warner Amex Cable, elected VP-general manager, greater Chicago area.

Gary Bryson, chairman and chief executive officer, Bell & Howell Mamiya Co., Mount. Prospect, Ill., joins Time Inc. subsidiary American Television & Communications Corp., Englewood, Colo., as VP-marketing.

DeNise Johnson, assistant personnel manager, National Public Radio, Washington, named personnel manager.

Douglas Price, VP-general manager, Storer Cable Communications 11, Houston, joins CBN Satellite Network there as central region representative.

Phyllis Green, retail marketing manager, WABC-TV New York, named director, retail marketing, ABC-Owned TV Stations there. **Cecilia Perry**, director of revenue and data entry departments, ABC, New York, named director, accounting services operations.

John Blessington, director, educational relations, CBS Television Network, named vice president, educational and community services, CBS/Broadcast Group.

Nicholas Schiavone, director, research, NBC Radio, New York, elected VP-radio research. **Colleen Maloney**, manager, employment, NBC, Burbank, named manager compensation and services.

George Bryant, program director, KNCR(AM) Fortuna, Calif., named general manager.

Don Coss, operations manager, KRDR(AM) Gresham, Ore., named general manager.

Bill Underwood, general sales manager, KJIN(AM)-KCIL(FM) Houma, La., named general manager.

M. Scott McAda, sales manager, WABF(AM) Fairhope, Ala., joins WMGO(AM) Canton, Miss., as general manager.

Jack White, producer-director, WNAC-TV Boston, named operations manager.

Dave Scott, operations manager, WPLP(AM) Pinellas Park, Fla., joins KOA(AM) Denver as program operations manager.

Ken Bailey, production manager, KFTY(TV) Santa Rosa, Calif., named director of operations.

Roger Maynard, chief of broadcasting, American Forces Radio and Television Services, joins noncommercial KCPT(TV) Kansas City, Mo., as director of telecommunications services.

Russell Breier, director of operations, CBS Radio Spot Sales, New York, joins WCBS(AM) there as director, finance and administration.

Arthur Rawson, assistant controller, United Broadcasting Co., Bethesda, Md., named controller.

Louis Briskman, chief counsel, Westinghouse Electric Corp., joins Teleprompter, subsidiary of Westinghouse Broadcasting, as associate general counsel.

Mark Fisher, director of development, Davenport College, Grand Rapids, Mich., joins non-commercial WTVS(TV) Detroit as director of development-corporate giving.

Advertising

William Jeanes, associate creative director, SSC&B, New York, elected senior VP—manager of creative services. **Jeffrey Devlin**, VP, SSC&B, New York, named to newly created position of director of broadcast production.

Craig Barnes, account supervisor: **John McIntyre**, account supervisor, and **Barbara Burr**, copy supervisor, elected VP's, Cunningham & Walsh, New York.

J. Stephen Weeks, VP-director of account management, D'Arcy-MacManus & Masius, San Francisco, elected senior VP-general manager.

Nancy Bolts, media director, Malcy, Spivak, Rosenfield, Kansas City, Mo., elected VP-media director.

Gail Ettinger, VP-account supervisor, Air Time, New York, joins KSL Media there as senior VP, director of buying operations.

Cheryl Berman and **Mark Pierce**, associate creative directors, Leo Burnett U.S.A., Chicago, and **Steve Gritton**, account supervisor there, elected VP's.

Tom Schmitt, group director, European field operations, London, joins Teleprompter, New York as VP-sales, cable division.

Michael Weiden, director of sales planning, Syndicast Services, New York, named VP/manager of advertising sales, Lexington Broadcast Services, New York. **Lisa Merians**, account executive, Greene, Inc., New York, joins Lexington Broadcast Services as manager of promotion and publicity.

Bob Lurito, VP-Midwest regional manager, Buckley Radio Sales, Chicago, joins Torbet Radio there as Chicago/Minneapolis regional manager.

Victoria Hubert, spot broadcast buyer, CPM, Chicago, named broadcast manager.



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Robert Scarpelli, executive copy director, Needham, Harper & Steers, Chicago, named creative director.

Paula McDonald, associate creative director, McDonald Davis advertising agency, Milwaukee, named creative director. **Pamela Portner**, creative services manager, named coproducer, radio and television.

Edward Keane, account executive, John Blair, New York, joins NBC Radio there as director, Eastern sales.

Ruth Abel, from account executive, Warwick, Welsh & Miller, New York, **Mark Detrick**, account executive, William Esty, ew York; **Karin Dwyer**, account executive, Ted Bates, New York; **Caroline Herzfeld**, account executive, Waring & LaRosa, New York, **Adrienne Kuman**, account executive, Tefi Industries, New York, **Patricia Stith**, account executive, Wells Rich, Greene, New York; **Diane Wetzel**, account executive, May/Partners, Seattle; to account executives, The Marschalk Co., New York.

Edward Forester, Eastern sales manager, Buckley Radio Sales, New York, joins Radio Advertising Representatives there as account executive.

Victoria Wooters, account executive, WOR(AM) New York, joins CBS Radioradio there in same capacity.

Harvey Marks, copywriter, Creamer Inc., Pittsburgh, joins Metzdorf Advertising, Houston, in same capacity. **Virginia Drought**, media assistant, Metzdorf, named media buyer.

Lawrence Pollock, general sales manager, WTVD(TV) Raleigh-Durham, N.C., joins WPVI-TV Philadelphia as director of sales.

Jeff Chardell, account executive, WIND(AM) Chicago, joins WBBM(AM) there as general sales manager.

Marcellus Alexander, national sales manager, WRIF(FM) Detroit, named general sales manager.

William Scull, general manager, WQAL(FM) Cleveland, named general sales manager.

Floyd Eckerson, general sales manager, WEZF(FM) Burlington, Vt., joins WKTU(TV) Utica, N.Y., in same capacity.

Charles Gellini, account executive, John Blair, New York, joins WMUR-TV Manchester, N.H., as general sales manager.

William Evans, local sales supervisor, WRCB-TV Chattanooga, named regional sales manager.

Tim Cochran, account executive, KTXQ(FM) Fort Worth, named general sales manager. **Bill Hazen**, account executive, KTXQ, named local sales manager.

Bob Rice, account executive, WSTU(AM) Stuart, Fla., and co-owned WHLG(FM) Jensen Beach, Fla., named local sales manager.

Roger Ingram, sales manager, WFBQ(FM) Indianapolis, named general sales manager, WFBQ(FM) and co-owned WNDE(AM) there.

Barry Brazeau, from KWAV(FM) Monterey, Calif., joins KMBY(FM) Seaside, Calif., as sales manager.

Cathy Baker, account executive, KWAV(FM) Monterey, Calif., named sales manager.

Galen Hungate, account executive, KJZZ(AM)-KZAM-FM Bellevue, Wash., named sales manager.

Cathy Harrison, sales supervisor, WGLD-FM

High Point, N.C., joins WSJS(AM) Winston-Salem, N.C., as sales manager.

Bill Moller, general manager, KEED(AM) Eugene, Ore., joins KRDR(AM) Gresham, Ore., as sales manager.

Donald Bleese, general sales manager, WQIQ(AM) Canton, Ohio, joins WJW(AM) Cleveland as account executive.

David Tucci, account executive, WKQX(FM) Chicago joins WIND(AM) here in same capacity.

Gary Schonfeld, account executive, *Men's Wear Magazine*, New York, joins CBS Radio there as account executive.

Dan Lusk, account executive, WCFL(AM) Chicago, and **Robert Faust**, account executive, WYEN(FM) Des Plaines, Ill., join WFYR(FM) Chicago in same capacity.

William Jackson, writer-producer, KTVI(TV) St. Louis, joins noncommercial KETC(TV) there as marketing manager.

Constance Miller, account executive, WJZ-TV Baltimore, joins KOMO-TV Seattle in same capacity.

Martha Griswold, Prudential Insurance, Knoxville, joins WATE-TV there as account executive.

James Lewis, director of commercial operations, KATV(TV) Little Rock, Ark., named account executive. **Bob Hooper**, production director, KATV, succeeds Lewis.

Sheri Gash, from WXJY(FM) Menomonee Falls, Wis., joins WEZW(FM) Wauwatosa-Milwaukee as account executive.

Kathy Riddle, local sales manager, KZAM-AM-FM Bellevue, Wash., joins KPLZ(FM) Seattle as account supervisor.

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Programing



Pittman

Robert W. Pittman, VP-programing, Warner Amex Satellite Entertainment Co., New York, named senior VP-programing, with added responsibility of overseeing WASEC program development. **Ann McIntyre**, manager, affiliate relations, Warner Amex's Nickelodeon, New York, named director affiliate relations. **Andrea Black**, acquisitions coordinator, Nickelodeon, named manager, program operations.

Rosa Gatti, director of communications, Entertainment and Sports Programing Network, Bristol, Conn., elected VP-communications.

Appointments, MGM/United Artists; **Gregory Morrison**, VP-advertising, MGM to VP-advertising creative director, Los Angeles; **David Rosenfelt**, VP-advertising, United Artists, to VP-advertising planning and media, New York; **Alfred Newman**, VP-publicity, Los Angeles; **John Skouras**, VP-East Coast advertising and publicity, MGM to VP-East Coast publicity, New York; **Carl Ferrazza**, promotion executive, MGM, to VP-national promotion, New York; **Bernie Korban**, VP-West Coast advertising, United Artists, to VP-West Coast advertising and promotion, Los Angeles.

Arvin Kaufman, director of program development, 20th Century-Fox Television, Beverly Hills, Calif., named director, movies and mini-series.

John Antelo, VP-director of sales, WGN Continental Broadcasting, Chicago, named executive VP, WGN Continental Productions there.

Robert Borders, director of marketing, U.S. Pencil and Stationery Co., West Caldwell, N.J., joins Wometco Home Theater, New York, as VP-marketing.

Kurt Aldag, promotion manager, Fawcett Books/CBS Inc., joins Group W Satellite Communications, New York, as director of advertising and promotion.

Caroline Winston, director of production, Showtime, New York, elected VP-program development, East Coast. **Jeff Wade**, regional manager, Sandoz pharmaceutical company, Dallas, joins Showtime there as south central regional director.

John Ruiz, sales manager, U.S. Cable of West Texas, Fort Stockton, Tex., named affiliate marketing representative for parent GalaVision's Southwest regional office, Dallas. **Claudia Higgins** from Showtime, New York, joins GalaVision there as affiliate marketing coordinator-secretary.

Gary Dodgen, manager, affiliate relations, MTV: Music Television, New York, named director, affiliate relations.

Vivian Hunt, director of promotion, Turner Broadcasting, Atlanta, joins Glen Lau Productions, Ocala, Fla., as VP-sales.

Judy Lefkowitz, manager, affiliate relations, The Movie Channel, New York, named director, affiliate relations.

Kenneth Kagen, VP-programming and research, Ziff-Davis, New York, joins The Entertainment Channel there as director of scheduling and on-air planning.

Julie Noyes, assistant manager, videotape post production, West Coast, ABC, Los Angeles, named manager of production and operations, network film, West Coast.

Patti Grant, administrator, late night, NBC Entertainment, Los Angeles, named manager, specials and late night programs.

Gordon Beck, associate producer, USA Cable Network, Glen Rock, N.J., named producer.

Gail Levin, from WCBS-TV New York, joins WNBC-TV there as senior producer.

Rick Peters, program director, WWFL(FM) Miami Beach, Fla., joins WEEI-FM Boston as director of programming and promotion.

Mike Novak, air personality, KFRC(AM) San Francisco, joins KYUU(FM) there as program director.

Gerald Rutherford, air personality, WAGE(AM) Leesburg, Va., named program director.

Neal Sabin, program manager, WPRZ(AM) Evanston, Ill., joins WIND(AM) Chicago as assistant program manager.

Bob Allen, news director, KOTV(TV) Tulsa, Okla., named program manager.

Donna Hamilton, producer-cohost, *PM Magazine*, WBRC-TV Birmingham, Ala., joins WJZ-TV Baltimore as co-host, *Evening Magazine*.

Jim Lewis, director of programming, noncommercial KPTS(TV) Hutchinson, Kan., elected VP.

Rebecca Hills, associate program producer, *Evening Magazine*, WJZ-TV Baltimore, joins WMAR-TV there as special projects coordinator.

Bob McNamara, from WRGB(TV) Schenectady, N.Y., joins WNYT-TV Albany, N.Y., as sports director.

Ken Broo, sports reporter and weekend sports anchor, WTSP-TV Tampa-St. Petersburg, Fla., named sports director-anchor.

Gary Montgomery, sports information director, University of Alaska, College, Alaska, joins WHAS-TV Louisville, Ky. as sports reporter.

Steve Clark, from WCFL(AM) Chicago, joins KUTE(FM) Glendale, Calif., as air personality.

News and Public Affairs

Adam Powell, coordinating producer, *Morning With Charles Kuralt and Diane Sawyer*, CBS News, joins ABC/Group W's The Satellite NewsChannels as director of news for its Chan-



Powell



Horowitz

nel One. **David Horowitz**, executive producer of news, *Good Morning America*, ABC News, joins Satellite NewsChannels as executive producer for channel One.

George McManus, from KCBS(AM) San Francisco, joins KYA(AM)-KLHT-FM there as news director.

Aristides Maravel, associate editor, *Surveyor Magazine*, joins CBS News, New York, as press representative, information services.

Michael Youngren, news director, KOCO-TV Oklahoma City, joins KUTV(TV) Salt Lake City in same capacity. **Nick Lawler**, news director, WNEP-TV Scranton, Pa., succeeds Youngren.

Nancy Peoples, general assignment reporter, WOWK-TV Huntington, W. Va., named assignment editor, Charleston bureau.

Mark Bowllan, program producer, *Evening Magazine*, WJZ-TV Baltimore, joins WMAR-TV news there as creative video manager.

Peter Menkes, news producer, WKYC-TV Cleveland, joins WABC-TV New York as executive producer, 11 p.m. news.

Felicia Hays, production assistant, KXAS-TV Fort Worth, joins WFTV(TV) Orlando, Fla., as associate producer. **Ken Kaltoff**, from WKRQ-TV Mobile, Ala., to WFTV as reporter.

Jim Snyder, VP-news, Post Newsweek Stations and news director, WDIV(TV) Detroit, named to head PNS news operations, Washington. **Bob Warfield**, assistant news director, WDIV, succeeds Snyder as news director.

Byron Tracey, managing editor, *Robinson (Ill.) Daily News*, joins United Press International, Springfield, Ill., as regional executive.

Ed Hunter, WSPD(AM) Toledo, Ohio, named morning anchor. **Mike Jablonski**, reporter, named assignment editor. **Robin Hutchinson**, writer, Owens-Corning Fiberglas, Toledo, joins WSPD as reporter.

Appointments, news department, WCWB-TV Macon, Ga.: **Dale Bagley**, news anchor, KCCY(FM) Pueblo, Colo., to anchor-producer, 6 and 11 p.m.; **Carleton Cole**, reporter, WCWB-TV, to assignment editor; **Gerry Wardwell**, from Cable News Network, Atlanta, to reporter. **Lori Pinson**, from WKBD-TV Detroit, to weather anchor-reporter.

Ross Simpson, anchor-reporter, Mutual News, Washington, named Capitol Hill correspondent.

Richard Anderson, correspondent, ABC News, New York, joins ABC affiliate, WVUE(TV) New Orleans, as news anchor. **Steve Nichols**, reporter-anchor, WHO(AM) Des Moines, Iowa, joins WVUE as reporter.

Mary Gresham, KQTV(TV) St. Joseph, Mo., joins KMTV(TV) Omaha as weekend anchor-reporter. **Bob Murray**, reporter, KMTV, named weeknight anchor.

Tom Green, anchor-producer, KCAU-TV Sioux City, Iowa, joins KSTP-TV Minneapolis-St. Paul as anchor-reporter.

Janet Zappala, anchor-reporter, KFMB-TV San Diego, joins KOA-TV Denver in same capacity. **Tom Martino**, reporter, WRAL-TV Raleigh, N.C., joins KOA-TV in same capacity.

Brian Clark, producer-host, noncommercial WSWP-TV Grandview, W.Va., named public affairs producer.

Cindy Barchus, reporter-producer, KNME-TV Albuquerque, N.M., named public affairs producer.

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Technology

O. Gene Gabbard, president and chief executive officer, Digital Communications Corp., Burlington, Mass., named VP-corporate strategies and programs for parent M/A-Com, there.

Jerry Smith, manager, Southern broadcast sales, RCA, commercial communications systems division, Cherry Hill, N.J., named director, domestic broadcast sales.

James Baker, president, Arvin Industries, Columbus, Ind., named chief executive officer. He succeeds **Eugene Anderson**, who will continue as chairman.

Ronald Abelmann, VP-sales and marketing, Instron Corp., Canton, Mass., joins Conrac Corp., Covina, Calif., as president of Conrac division.

Lawrence Mincer, from National Starch and Chemical Co., joins Chyron, Melville, N.Y., as director of corporate development.

William O'Neil, VP-engineering, Electro-Optical Devices Corp., Waltham, Mass., joins Times Fiber, Wallingford, Conn., as manager of fiber optic engineering.

Michael Goldsmith, director of distribution equipment engineering, Magnavox CATV systems, joins Octagon Scientific, Syracuse, N.Y., as director of product development. **Denis McCarthy**, also from Magnavox CATV systems, joins Octagon as director of digital systems development.

Doyle Thompson, chief engineer, Landmark Communications's WTAR-TV Norfolk, Va., joins

co-owned The Weather Channel, Atlanta, as director of engineering.

Perry Walkov, branch support manager, Wang Laboratories, joins VHD Programs, Los Angeles as manager of information systems.

Richard Moscarello, director of domestic marketing, Convergence, Corp., Irvine, Calif., elected VP of domestic marketing for microprocessor-based videotape editing systems manufacturer.

James Fitzpatrick, partner, Oldroyd & Fitzpatrick, Piscataway, N.J., joins Blonder-Tongue, Old Bridge, N.J., as staff counsel.

Allied Fields

Mark Evans Austad, VP-public affairs, Metromedia, officially nominated U.S. ambassador to Norway ("Closed Circuit," Feb. 2).

Washington law firm of Hamel, Park, McCabe & Saunders has opened office in Beijing (Peking) with **Michael F. O'Laughlin** of counsel.

Gene Strul, corporate communications director, United Way, Dade County, Fla., joins Burnup & Sims Fort Lauderdale, Fla. as director of corporate communications.

Roger Knutson, account manager, Menlo Park, Calif., regional office, A.C. Nielsen, elected VP-account manager, Nielsen's Marketing Research Group USA.

Donna Miller, senior marketing analyst, ABC-TV, New York, joins Association of Independent Television Stations there as research manager.

Jack Myers, director of marketing, CBS-Owned Television Stations, New York, has formed own media consulting firm, Jack Myers Inc., Pine Brook, N.J.

Jay La Marche, national cable TV coordinator, Deloitte Haskins & Sells, accounting firm, Boston, named partner.

Elected officers, Economics News Broadcasters Association, Washington: **Alan Mendelson**, WTUJ(TV) Miami, president; **James Newman**, RKO Radio Network, New York, vice president; **Robert Gray**, independent public relations consultant, Washington, secretary-executive vice president; **Gerald Udwin**, Westinghouse News Bureau, Washington, treasurer; **John Dairs**, PBS, Owings Mill, Md., assistant treasurer.

Elected Officers, South Florida Radio Broadcasters Association: **Herbert Levin**, WQBA-AM-FM Miami, president; **Ronald Beckey**, WQAM(AM) Miami, first VP; **Steven Dinetz**, WSRF(AM)-WSHE(FM) Fort Lauderdale, second VP; **Joseph Rey**, WCMQ-AM-FM Miami, secretary-treasurer.

Elected officers, Connecticut Broadcasters Association; **Paul Hughes**, WVIT(TV) Hartford, president; **Perry Ury**, WTIC-AM-FM Hartford, vice president; **Ron Tarsi**, WINE(AM)-WRKI(FM) Brookfield, secretary-treasurer.

Elected officers, Broadcast Inter-Association Council, Washington: **Philip Balboni**, WCVB-TV Boston, and National Broadcast Editorial Association, chairman; **Wally Johnson**, Association for Broadcast Engineering Standards, vice chairman; **Milton Clipper**, Broadcast Designers Association, secretary-treasurer; **Tom Paro**, Association of Maximum Service Telecasters, and **Phyllis Tritsch**, American

Women in Radio and Television, members of executive committee.

Bill Aylward, reporter, WRC-TV Washington, joins staff of Congressman Guy Molinari (R-N.Y.), as communications director.

Jerry McDonald, producer-director, University of Kentucky, Lexington, joins instructional television department, National Institute for the Deaf, Rochester, N.Y., as senior producer-director.

Lemuel Schofield, from WROC-TV Rochester, N.Y., joins faculty of University of Miami, Coral Gables, Fla., as associate professor of broadcasting.

Grant Knox, broadcast engineer, Video Systems Network, Los Angeles, joins James Lloyd Executive Search, Orange, Calif.-based telecommunications recruitment firm, as account executive.

Deaths



Clyne

C. Terence Clyne, 75, retired chairman of Clyne Co., New York, and pioneer broadcast advertising executive, died of heart attack at his home in Greenwich, Conn., last Monday (Nov. 30). He began his broadcast career in 1937 as account executive with Free & Peters representative firm, and was VP when he left to

join U.S. Eighth Air Force in 1942. After leaving service as lieutenant colonel in 1946, Clyne joined Biow Co., New York, as account executive and rose to senior VP in 1953. He served as vice chairman of McCann-Erickson and executive VP of Maxon Inc. before forming his own firm, Clyne-Maxon Inc., in 1965. It evolved into Clyne Co. Clyne and family were also 35% owners of WCIX-TV Miami, before station was acquired by General Cinema Corp. He is survived by his wife, Frances (Hansi); two sons, Terence D. and Michael J. and four grandchildren.

James Kane, 74, retired associate director, CBS Press Information, died Nov. 23 of heart attack at Princeton hospital, Princeton, N.J. Kane is survived by his wife, Elizabeth, son and two daughters.

Archie Taylor, 67, former general manager KRGV(AM) Weslaco, Tex., and KANS(AM) Larned, Kan., died of cancer, Nov. 29, at his home in McAllen, Tex. He is survived by his wife, Mavis, and two children.

Jean Hanshue, 62, member of CBS's West Coast press information department, died of cancer Nov. 14, in Glendale, Calif. She is survived by her husband, John.

Val Gielgud, 81, former head of radio drama for British Broadcasting Corp. and brother of actor Sir John Gielgud, died Nov. 30, in London.

Gene Thompson, 63, news director, KYMN(AM) Northfield, Minn., died Nov. 30 of heart attack at his home in Northfield. He is survived by his son, Randy.

Dr. Frederick Wertham, 86, psychiatrist and outspoken critic of violence and horror on television, in books and movies, died Nov. 18, at his home in Kempton, Pa. Wertham is survived by his wife, Florence Hesketh.

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Profile

Ward Huey: setting the cadence for Belo

Business and show business came together for Ward Huey in 1960. The catalyst: broadcasting. The result: a rewarding career, almost entirely with A.H. Belo Corp. of Dallas, a broadcast-publishing pioneer. Last April at the age of 43, Huey took over as president and chief executive officer of the subsidiary, Belo Broadcasting Corp.

Pride and confidence are undisguised when Huey notes that "Belo is the oldest business institution in the state of Texas. There is a heritage in the community that is deep-rooted from the early days of the *Dallas Morning News* and in broadcasting from the early 1920's."

Confidence was not always a part of Huey. He admits his personal goals were not always so well defined. That goes back to his undergraduate days at Southern Methodist University there.

"I spent four years at SMU wrestling with what to be," he recalls. "I found myself going from interests as president of my fraternity to an interest in playing in a jazz band to an interest in pursuing a liberal arts degree to an interest in being in business school.

"Then one day it clicked. Broadcasting could be a terrific answer for people wanting both business and show business."

To test his career compulsion, Huey became a familiar figure around Belo's WFAA-TV Dallas, observing what went on.

Among his counselors there was the veteran Mike Shapiro, then the station's general manager, later Belo Broadcasting president and CEO, and now senior vice president of the parent corporation that is expanding and going public.

"Mike, at one point, thought he wanted to be a jazz musician and went through the same thing I did," Huey remembers. "That's when it all came together and I became certain about what I wanted."

The door to broadcasting didn't swing open immediately after graduation. So Huey joined Glenn Advertising, Dallas, as copywriter and account executive for a short period. Then Shapiro gave him a weekend job on the night floor crew, the break that put him on the Belo ladder that Huey climbed so steadily in the next two decades plus.

Parallel growth also occurred in Belo's broadcast holdings that now include WFAA-AM-TV and KZEW-FM Dallas; KFDM-TV Beaumont-Port Arthur, Tex., and WTVG(TV) Chattanooga. Belo entered cable with its purchase last March of Queen City Telecommunications in Clarksville, Tenn.

Huey feels no particular pressures in stepping in as quarterback of a company



Ward Ligon Huey Jr.—president and chief executive officer, Belo Broadcasting Corp., Dallas; born April 26, 1938, Dallas; BA in liberal arts, Southern Methodist University, 1960; account executive, Glenn Advertising, Dallas, 1960; production department, WFAA-TV Dallas, 1960; sales service manager, 1961; account executive, 1962; regional sales manager, 1965; general sales manager, 1967; director of sales for WFAA-TV and co-owned KFDM-TV Beaumont, Tex., 1971; station manager, WFAA-TV, 1972, and vice president, 1973; vice president and general manager, Belo Broadcasting, and member of board of directors, 1975; executive vice president, 1978; chief operating officer, 1980; present positions since April 27, 1981; m. Marian (Mimi) Powell, Oct. 28, 1961; children—Ward L. III, 14, and David Powell, 11.

that has had a long line of blue chip broadcast executives in charge. "My first goal," he states simply, "is to maintain the successful operation that has been here all along. The second goal is to find new and effective means of competing—and succeeding—in arenas different from those in which we have been functioning." New technologies, Huey says, mandate additional management skills and refinements in operating procedures.

"We" becomes the dominant personal pronoun when Huey assesses the importance of the Belo team in agreeing on "how we're going to operate maximumly in the new scheme of things." He adds:

"We have a decentralized corporate operation . . . and a great team. Guys running the stations are sensational. We've worked together for years and, in some instances, have grown up together."

Huey's excited about bolstering that management cadre through a new personnel development program to recruit, hire and train people specifically for high-level responsibility at Belo. He decries hit-and-miss training when newcomers are thrown on their own resources to learn the skills needed when they reach the department-head level.

Huey sees other needs for broadcasters. Courage, ethics and localism are high on that list. His credo calls for creation of a broadcast product that not only generates revenues, but also establishes a reason for being in the community.

His caveat: "In the absence of localism, we might become, in time, simply another system that could be beamed in from anywhere. An effective mix of local, network and syndicated product is critical."

Belo Broadcasting's president deprecates doomsday prophets and negative thinkers: "I don't like people saying that because the business is changing, it'll never again be as it was; that the old methods and ways that brought us to where we are today are being dismantled; that friends, loyalties and the old order of things are in a state of collapse.

"All that's happening is that our industry, like others, is going through some exciting—and perhaps scary—growing pains, all part of the free enterprise system."

Huey's call for a close review and upgrading of industry ethical standards comes as no surprise. Marty Connelly, former board chairman of Petry Television and now consultant to that firm, sums it up: "Ward's a man of integrity. I've been a business and personal friend of his for years and he's always first class."

Huey exhibited that sense of fair play prior to last week's meeting of the ABC Television affiliates board, which he serves as chairman. He recognizes the gravity of such issues as prime-time/expanded news, new ABC ventures, overruns and compensation, but counsels, "I believe we have to recognize that ABC, CBS and NBC, like other companies, are in business to succeed. And they'll have to reconsider just as we'll have to reconsider what is best for all in the new world." But, he promised, "We will preserve the fundamental good relationship that our affiliates and the network has enjoyed for years."

The hectic Huey schedule may lessen somewhat in the weeks ahead when he hopes to have more time for "the things I enjoy most, being with Mimi and our two boys. We have fun together . . . we're into sports, photography and music."

Athletically inclined, Huey also looks forward to skiing in Colorado and to running, an avocation of about five years. With his travel schedule, he explains, that sometimes means "I just have to lace 'em up and head out the hotel door at 6 a.m. It's an interesting way to see cities."

And whatever happened to Ward Huey, the would-be jazz musician from SMU?

"At home," he admits with a laugh, "I still go out to our little guest house at night, sit down behind the drums, turn up the stereo, and play with some of the best musicians in the country."

CBS News last week announced **behind-scenes news shuffle**, capped by new man at helm of *CBS Evening News with Dan Rather*. **Howard Stringer**, senior executive producer, *CBS Reports*, takes charge later this month as executive producer of early-evening broadcast, replacing **Sanford Socolow**, named executive producer and London bureau chief. **Lane Venardos**, producer in Washington, and **David Browning**, Los Angeles bureau chief, both became producers in New York. **Peter Kendall**, London bureau manager, becomes producer in Washington. **Ted Savaglio**, assistant bureau chief, Los Angeles, named bureau chief there. At *CBS Reports*, **Andrew Lack**, senior producer and correspondent, named executive producer, and **Judy Reemtsma**, producer, named senior producer. Changes were announced by both CBS News President Bill Leonard and new Deputy President Van Gordon Sauter. Sauter, who will succeed Leonard next year, is understood to have major responsibility for realigning team. Next shakeup may be at *CBS Morning with Charles Kuralt and Diane Sawyer* where CBS now is understood to be weighing staff as well as time-slot changes.

Aside from the adoption of revised cable copyright compromise (see story, page 32), **board of directors of National Cable Television Association approved its fiscal 1982 budget**. According to NCTA President Tom Wheeler, new budget, which goes into effect in February 1982, calls for expenditures of about **\$4.5 million**, approximately 15% more than in 1981. Board also adopted plan by which NCTA membership dues would be tied to gross revenues on graduated scale rather than on basic subscribership. New dues structure, which must be approved by entire membership through mail ballot before it can go into effect, was not designed to give NCTA immediate increase in revenues, but to insure that NCTA's revenues grow commensurately with those of industry it serves. Change would place heavier burden on bigger companies. Indeed, while operators with fewer than 20,000 subscribers would pay substantially less than they currently pay, Wheeler said, operators with more than 20,000 subscribers would face increases no greater than 15%. Board also adopted new dues structure for associate members (cable programmers and equipment manufacturers). As Wheeler explained it, ceiling on associates' graduated dues scale was raised so that company like Home Box Office will now have to pay \$25,000 instead of \$2,500 (former maximum payment) for its NCTA credentials. In addition, Wheeler said payments of associates on lower end of scale were also increased. In related action, 30-member board turned down proposal to increase number of associates on board from two to four. "The feeling was that it is an operators' association," Wheeler said. Ownership of cable by broadcast networks was also discussed by board, Wheeler said, and, although no consensus was reached, there was "a great deal of concern" about it. It's one thing to allow the networks to experiment, Wheeler said, referring to FCC's waiver allowing CBS to apply for cable franchise near San Francisco; dropping crossownership rule is a different matter.

If FCC has its way, broadcast teletext services won't be subject to fairness doctrine or equal-opportunities provisions of Communications Act or FCC content rules limiting amount of advertising or requiring minimum news or information programming. Only limit placed on broadcasters using teletext would be whether they're using their services "in the public interest," FCC staffer said. FCC proposed permitting television stations to offer teletext services at open commission meeting in October (BROADCASTING, Oct. 26). At meeting, FCC announced it would leave decision of what services to offer and what kinds of technical systems to use up to licensees. In text of proposed rulemaking released last week, however, FCC also proposed to treat teletext as "ancillary service" to be "consistent with the theme of maximum freedom" for licensees. "Stations would not be required to observe service guidelines or other performance standards," proposal said. "The only restrictions on activities would be that they adhere to the definitional limitations

of teletext," it said. FCC staffer said proposal calls for treating teletext in much same way FCC handles Subsidiary Communications Authorizations, ancillary service, for FM broadcasters. Although FCC's authority to exempt SCA broadcasts from undercover FBI agent, but is awaiting Penn's decision on motion to set aside verdict on ground that government violated raise more controversy, FCC staffer said. Comments are due Jan. 11; reply comments, Feb. 10.



Second annual **Common Wealth Awards** for distinguished service again have gone to broadcasters (l to r): William Kent, VP, Bank of Delaware; Julian Goodman, NBC's retired chairman and former president of NBC News; Walter Cronkite, former CBS News anchorman, and Hugh George, senior VP, Bank of Delaware, which administers Common Wealth Trust, charitable foundation created by Ralph Hayes, former government official whose career embraced publishing and banking. Awards are accompanied by \$11,000 tax-free gifts. Last year's recipients were late commentator, Lowell Thomas, and Clair R. McCollough, retired president of Steinman Stations, Lancaster, Pa.

Modified must-carry rules in industry compromise on cable copyright are unacceptable, according to Representative Robert W. Kastenmeier (D-Wis.), who chairs subcommittee charged with copyright. Agreed to by National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America, rules would require cable systems with 36 or fewer channels to carry only those stations with 1% share of viewing in noncable homes and 2% share of all TV homes in country where system is located (BROADCASTING, Nov. 2). Provisions drew fire from National Association of Public Television Stations, UHF stations in markets adjacent to metropolitan areas, organized as ad hoc "Overlapped Market Committee" ("Closed Circuit," Nov. 23), and Spanish International Network. Kastenmeier is said to favor codifying FCC's present must-carry rules with limited exceptions for truly saturated systems, but has decided not to hear testimony on must-carry at hearing on compromise this week (see story, page 32).

National League of Cities resolved last week to **seek legislation strengthening its role in cable TV regulation** and strengthening fairness doctrine and equal-time laws. At annual convention in Detroit (Nov. 28-Dec. 2,) NLC charged Cable TV Task Force with writing legislative proposals that would include right to set franchise fees and regulate rates, to require public, government and leased access channels and to require "full and continuing disclosure by the franchisee and its principles of its business connections, finances and expenditures made in pursuit or maintenance of the cable franchise." NLC wants congressional review of FCC's "failure to enforce" fairness doctrine and equal-time provisions and judicial review of FCC's procedures for resolving complaints of aggrieved parties.

ABC, CBS and NBC networks last week were given go-ahead by federal judge to play portions of video and audio tapes made by FBI during Abscam bribery investigation of former Repre-

sentative John W. Jenrette (D-S.C.), and played during his trial. Only restriction that Judge John Garrett Penn imposed on networks copying tapes for broadcast was that portions containing references to innocent third parties would not be made available. Jenrette was convicted on Oct. 17, 1980, of accepting bribe from undercover FBI agent, but is awaiting Penn's decision on motion to set aside verdict on ground that government violated Jenrette's rights during its investigation.

NBC says it compensates its UHF affiliates "equally" with its VHF affiliates. NBC made statement Friday in becoming first of three networks to respond to charges of discrimination that were made in report prepared for National UHF Broadcasters Associations (BROADCASTING, Nov. 23). "Station compensation is determined market by market based on individual performance," network said in statement. "On an average cost-per-thousand basis, UHF stations affiliated with NBC Television network are compensated equally with VHF affiliates." Network issued statement on Friday, after NUBA representatives—Cyril Vetter, WRBT(TV) Baton Rouge, NUBA president; Rob Bernstein, its vice president and general counsel, and former FCC Commissioner Robert E. Lee, who is serving as consultant—conferred on report with Ray Timothy, NBC-TV president, and Pierson Mapes, vice president, affiliate relations. NUBA representatives hope to meet with CBS and ABC officials later this month.

CBS last Friday (Dec. 4) signed with RCA Americom for two transponders on Satcom IV, set for launch next month. Specific transponders have not been assigned. Neither price nor planned use of transponders was revealed. Purchase is subject to FCC approval of RCA sales plan.

National Public Radio has received \$250,000 as part of its "invigorated" campaign to raise nearly half of its revenues from private sector. NPR last month announced fund-raising campaign that includes new underwriting concept and series of meetings with corporate and foundation executives (BROADCASTING, Nov. 16). Donations, however, were acquired from earlier marketing of new underwriting concept whereby corporations purchase shares in performance and news funds. Each share goes for \$250,000 with 10 shares in news fund and seven in performance fund. So far, all grants have been for news fund with donations from Chubb Group of Insurance Companies for \$50,000 and Dodge Foundation for \$100,000. Funds from Dodge Foundation are for critical-issues reports on *All Things Considered*. And Joyce Foundation of Chicago has donated \$100,000 to underwrite NPR's Chicago news bureau.



Dussen

Tamiya

Sony Corp. of America announced last week reorganization of company into five operating groups: marketing and sales; manufacturing; service; engineering laboratories, and diversified operations. As result, new company has been formed, **Sony Broadcast Products Co., to be headed by Neil Vander Dussen,** former executive

vice president responsible for RCA Corp.'s diversified businesses. Also, **Kenji Tamiya,** executive VP of Sony Corp. of America, has been named president, post vacant since death of Ray Steiner in 1978. **Robert Dillon,** in charge of Sony Corp. of America's financial and administrative operations, assumes additional duties as executive VP. Sony Broadcast Products Co., responsible for sales of broadcast equipment, is essentially spin-off of what used to be known as Sony Video Products Co.,

which will now be called Sony Communications Products Co., headed by **Koichi Tsunoda.**

Bill to provide stiff increase in civil and criminal penalties for record, tape and film piracy passed Senate by voice vote last Tuesday (Dec. 1). Bill, which is nearly identical to one recently passed by House Judiciary subcommittee charged with copyright (BROADCASTING, Oct. 19), permits penalties of up to \$250,000 or five years imprisonment for first offense. Present law provides penalties of up to one year imprisonment or \$25,000 for first offense.

More than **200 certified candidates are running for 12 seats opening up on NAB radio board** next year and **more than 40 are contending for six openings on TV board.** Number of candidates is not unusual, according to NAB staff, which will mail preliminary ballots on Tuesday (Dec. 8).

NBC last week announced that correspondent **Chris Wallace will join "Today" show as Washington co-anchor,** filling out team with Jane Pauley and Bryant Gumbel in New York (BROADCASTING, Nov. 30).

Bob Neal, general manager of superstation WTBS-TV Atlanta, has resigned that post after three months to return to his earlier assignment as on-air talent and special events producer for WTBS. His successor is being sought.

Mark Smith, vice president, general manager, KLAS-TV Las Vegas and chairman, NAB TV board, **has decided not to run for new U.S. congressional seat** being created in southern half of Nevada next year. Smith, who has support of prominent Republicans in district and nationally ("Closed Circuit," Nov. 23), informed state Republican committee last week he is not prepared for commitment to life in politics.

Up Coming

On Capitol Hill: House Telecommunications Subcommittee will hold hearing on broadcast deregulation bills (H.R. 4726, 4780 and 4781) in room 2322, Rayburn House Office building at 9:30 a.m., Wednesday. □ House Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearing on cable copyright compromise in room 2226 RHOB at 2 p.m. Wednesday and 10 a.m., Thursday. □ Senate Commerce Committee will mark up broadcast deregulation bill (S. 1629) in room 235 Russell Senate Office Building at 9:30 a.m., Thursday. **At FCC:** Special closed meeting Wednesday, commission will consider report of FCC Program Evaluation Task Force and will attempt to establish commission priorities for fiscal years 1982 and 1983. **Also in Washington:** National Association of Broadcasters executive committee meets at NAB headquarters today and Tuesday. □ Federal Trade Commission Chairman James Miller, FCC Commissioner Anne Jones and NTIA's Bernard Wunder will speak at American Advertising Federation law conference at Four Seasons hotel Tuesday. **In Los Angeles:** Columbia Pictures President Frank Price will address Academy of Television Arts and Sciences luncheon at Century-Plaza hotel Wednesday. □ **In Rio de Janeiro:** Western hemisphere conference on AM broadcasting continues today (see page 35). **In New York:** Exhibition on life and accomplishments of Guglielmo Marconi opens at Columbia University's Law Memorial Library at 5:30 p.m., Wednesday; among speakers at Friday panel there will be Marconi's daughter, Gioia Marconi Braga. □ **In New York:** Special meeting of stockholders of Columbia Pictures Industries will consider proposed merger with The Outlet Co. at 711 Fifth Avenue at 10 a.m., Thursday. **In Providence, R.I.:** Special meeting of stockholders of The Outlet Co. will consider proposed merger with Columbia Pictures Industries at 111 Dorrance Street at 10 a.m. Thursday.

It's up to Congress

Scattered through this issue of the magazine are accounts of the raucous dissolution of the cable copyright compromise that had begun to unravel earlier. The Western Cable Show in Anaheim, Calif., where the cable industry and its National Cable Television Association hierarchy were gathered, was the principal scene of action. Back in Washington, the National Association of Broadcasters and Motion Picture Association of America, other parties to the compromise, were wondering what was going on.

Well they might. Out in Anaheim a tripartite compromise was undergoing unilateral revision by the NCTA in an attempt to mollify Ted Turner by exempting superstations from syndicated exclusivity. Robert W. Kastenmeier (D-Wis.), chairman of the House subcommittee that writes copyright law, was at the Western Show to introduce the NCTA amendments. The NAB and MPA had to get the word second-hand.

Turner may have been mollified (although certainly not silenced), but the NCTA encountered new rebellion among its members. The week started out with a 25-to-1 vote by the NCTA board in favor of the new provisions. It ended with rising cries of outrage that the NCTA would consider any change at all in existing copyright law.

Nor was the NCTA getting any help from the former chairman of the FCC, Charles Ferris, retained for past favors as attorney for the NCTA upon entering private practice. The letter that Ferris wrote to board members suggesting that Congress could be blocked from amending current law was in 180-degree opposition to the advice that the NCTA, backed by Kastenmeier, had given members. Ferris, incidentally, omitted mention of his personal interests in blocking legislation that would restore syndicated exclusivity restrictions that his FCC repealed.

Clearly the NCTA cannot present a united front at the copyright hearings this week. Nor, probably, can the NAB. The subcommittee will have to write its own law.

Section 8 of Article I of the U.S. Constitution gives Congress the power "To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries." That's what copyright law is all about, and that's how the Kastenmeier subcommittee ought to approach its cable copyright assignment.

Factless figures

By coincidence or otherwise, the Copyright Royalty Tribunal announced its division of the 1979 cable royalties last week while the latest permutations in the so-called tripartite compromise on new copyright law were surfacing. It may be difficult to predict how the latter will come out, given the deep divisions within and among the broadcasting, cable and programming interests that have been negotiating. As to the Copyright Royalty Tribunal, however, a conclusion can be reached. It has compiled a record that fully justifies its disbandment.

Once again commercial broadcasting is thrown a dime tip for providing the basic cable service. The U.S. commercial television system is given well under \$1 million to split among all networks and stations for programming that cost well over \$4 billion to produce. The return is under one four-thousandth of investment. The Public Broadcasting Service is given well over \$1 million for

programming that cost a fraction of the commercial system's outlay. Commercial radio is given zero; National Public Radio, \$51,750. Alice, fresh from a trip through the looking glass, would feel right at home.

Clarence James, the first chairman of the tribunal, resigned earlier this year after testifying that the system wasn't working and that the tribunal ought to go. The answer of his successor is that the tribunal needs more power, including the authority to subpoena financial records.

Given the irresponsibility that the tribunal has demonstrated once again in its distribution of cable royalties, the thought of its collecting inside information is frightening. The tribunal would be almost certain to use the data as a means of further penalizing interests that make a profit in favor of those that don't.

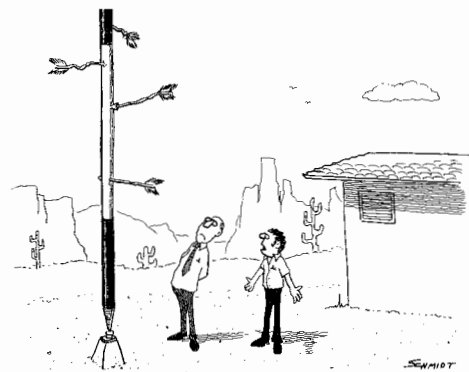
A little later

Senator Howard Baker (R-Tenn.), the majority leader, has had to forgo his plan for a Senate vote this year on his bill to televise Senate proceedings. Last week he announced that the bill won't be called up until next month. He said he still isn't sure whether the votes will be there to pass it.

Baker knows his colleagues, some of whom have developed legislative habits that they would prefer to keep out of general view. Still, he has at least a chance of selling the kind of system that the Senate Rules Committee has proposed. Television, Rules Committee style, would be built and operated by the Senate, to spare members the embarrassment of nodding off before an audience of constituents.

It would be like the system that has been in operation in the House, to the growing approval of House membership. It is not an arrangement that suits broadcast journalists, who want access for their own crews and correspondents. It is, however, better than no coverage at all, and, who knows? One day legislators may become so used to it that their fears of an honest journalistic presence by real live broadcasters will be conquered.

Baker is to be encouraged in his aspirations to admit at least the rudiments of sound and picture coverage. He also observed, in an interview last week with the *Washington Post*, that he thought the Supreme Court ought to admit broadcast coverage of the arguments it hears. A man with views like that is on the broadcasters' side.



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