

**NAB counterattacks on must carry  
Annual report: station trading in 1981**

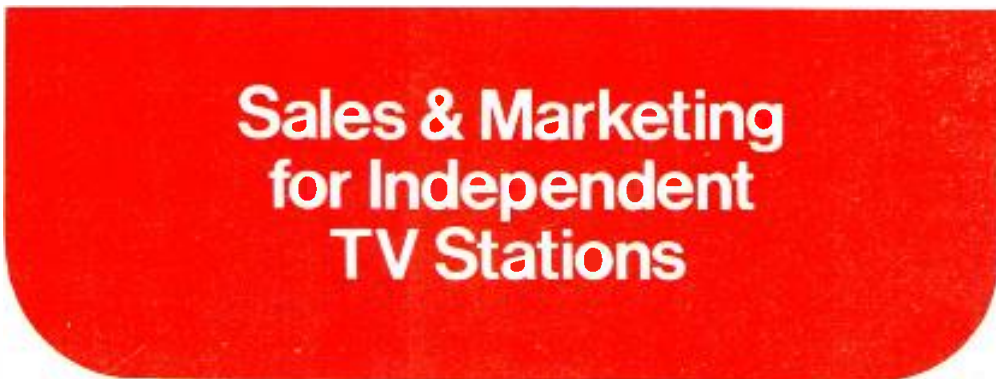
# Broadcasting Jan 11

The News Magazine of the Fifth Estate □ Vol. 102 No. 2

Our 51st Year □ 1982



# ITVS



**Sales & Marketing  
for Independent  
TV Stations**

INDEPENDENT TV SALES / A DIVISION OF KATZ COMMUNICATIONS INC

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Stations, like sports teams, need a strong bench to produce a winning season. Because few programs are sure bets for year-round peak performance in the uncertain world of television viewing.

This is why WPIX New York, KHJ-TV Los Angeles, WSBK-TV Boston, KTXL Sacramento and more stations jumped at the chance to acquire "The White Shadow." Starring coach-of-the-year Ken Howard, his sharp-shooting hoopsters from Carver High School and a roster of high-profile celebrity guests.

"The White Shadow," with 54 winning episodes, is a red-hot mid-winter substitute for a faltering strip. It's a shot in the arm anytime for a pivotal weekday time slot. Or it can be a strong once-a-week entry in a station's weekend schedule.

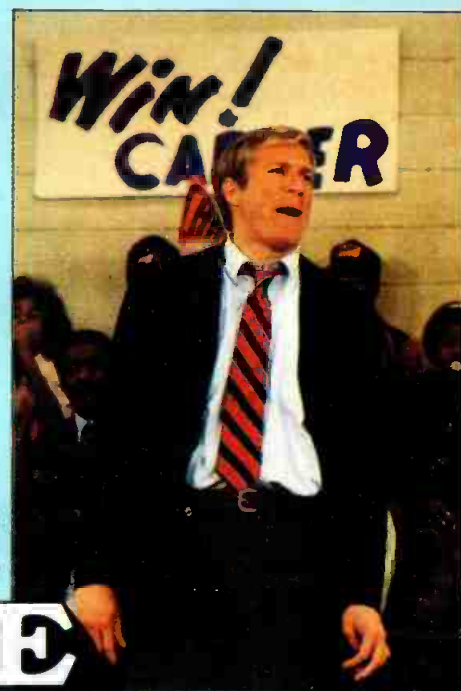
Wherever your weak spot may be, Ken Howard's kids from Carver High are ready to come off the bench and play. They'll pack your stands with an all-family audience!

## **VICTORY TELEVISION**

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MTM's

# **"THE WHITE SHADOW"**



**The one new show  
that gives TV's massive  
audience of soap addicts  
exactly what they  
crave...**

# SOAP OPERA Recap

A weekly half-hour update of what happened on all 13 daytime soap operas.

Plus selected excerpts that highlight each week's major crises. And in-character interviews with popular soap stars.

52 weeks (no repeats) of timely satellite delivery will start in September 1982.

Pilot screenings are available now.

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THEY'RE TAKING THE COUNTRY BY STORM.

A Spelling/Goldberg Production  
in association with



**COLUMBIA PICTURES TELEVISION**

# Business Briefly

TV ONLY

## Blue Cross-Blue Shield of Michigan

□ Begins this week for 11 weeks in under 10 Michigan markets. All dayparts.

Agency: Ross Roy, Detroit. Target: adults, 25-54.

**American Motors** □ Southeastern region. Begins Jan. 25 for nine weeks in 15 markets. News, fringe and prime access times. Agency: Mace Advertising, Atlanta. Target: adults, 18-49.

**Rich Products Corp.** □ Frozen foods. Begins Jan. 18 for nine weeks in New Orleans; Lafayette, La.; Laurel-Hattiesburg, Miss.; Wheeling, W. Va.; Steubenville, Ohio, and Buffalo, N.Y. Day and late fringe times. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

**BRK Electronics** □ First Alert alarm. Begins Jan. 18 for six weeks in about 20 markets. Fringe and news times. Agency: Grey-North, Chicago. Target: adults, 25-54.

**Valvoline Oil Co.** □ Motor oil. Begins April/May for four to five weeks in 51 markets. All dayparts. Agency: Fahlgren

Ferriss, Cincinnati. Target: men, 18-49.

**H.J. Heinz** □ Homestyle gravy. Begins Jan. 11 for three to four weeks in 17 markets. Day, news, prime access and weekends. Agency: Grey Advertising, New York. Target: women, 25-54.

**Alberto-Culver** □ Sparklers (hair lighteners). Begins March 8 for three weeks in about 30 markets. Day and fringe times. Agency: Draper Daniels Media Services, Chicago. Target: women, 25-54.

**Lawn Boy** □ Lawn mowers. Begins in March for varying flights in 120 markets. News, prime access, prime, late fringe, sports and weekends. Agency: Clinton B. Frank Advertising, Chicago. Target: men, 25-54.

**Ragold** □ Velamints. Begins Feb. 1 for four weeks in 11 markets. Early fringe and late fringe times. Agency: Don Tennant & Co., Chicago. Target: adults, 18-49.

**Ovaltine** □ Beverage. Begins Jan. 18 for four weeks in about 11 markets. Early fringe, prime access, prime and weekend times. Agency: Robert L. Cohn,

**Expansion.** SyndiRep Inc., Chicago, which was formed three months ago to represent producers of radio programs in sales to national advertisers, has expanded with offices set up in New York and Los Angeles. Jim Seemiller is president, with headquarters at 547 West Jackson, Chicago, Ill., 60606. (312) 461-9562. Rick Donovan and Bob Coppinger have been named general managers in new Los Angeles and New York offices, respectively. Donovan is at 7136 Haskell Avenue, Van Nuys, Calif., 91406. (213) 989-3400. Coppinger is at 919 Third Avenue, New York 10022. (212) 935-0010. SyndiRep represents 17 radio producers, and its product includes 90-second features, five-minute shows and specials ranging from one hour to four hours.

□ **Changing with the times.** Eastman Radio has formed new division, Satellite Representatives, to represent satellite-fed programming and syndicated product on national basis. First client for Satellite Representatives is The United Stations, new 24-hour satellite-delivered country music radio network with syndicated shows, *The Weekly Country-Music Countdown* and *Dick Clark's Rock Roll and Remember*. New Eastman division will be based in New York, with other offices in Detroit and Los Angeles.

□ WWSW-AM-FM Pittsburgh: To McGavren Guild Radio from Blair Radio.

□ WYLD-AM-FM New Orleans; WPEG(FM) Concord, N.C.: To Bernard Howard from HR/Stone.

□ KXOA-AM-FM Sacramento, Calif.: To Blair Radio from Torbet.

□ KEZB(FM) El Paso, Tex.: To McGavren Guild Radio from Torbet Radio.

□ WAXX-FM Eau Claire and WAY-AM Chipewewa Falls, both Wisconsin: To McGavren Guild Radio from Buckley Radio Sales.

□ WAMR-AM-FM Venice/Sarasota, Fla.: To Savalli & Schutz from Southern Spot Sales.

□ KDKB(FM) Mesa, Ariz.: To Blair Radio from Selcom.

□ CKBY-FM Ottawa, Ont.: To Brydson Spot Sales from Pates/Walton.

□ CKRS-AM Chicoutimi/Jonquiere, Que.: To Brydson Spot Sales from Standard Broadcast Sales.

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# Closed Circuit®

Insider report. behind the scene, before the fact

## Erosion

Yardstick for measuring success of network prime-time programs keeps getting shorter. Three-network audience shares, which skidded from 93% in 1978 to 87.5% for fourth quarter of 1980, dropped to 84.8% for 1981's fourth. That means, as Arnold Becker, CBS/Broadcast Group's vice president for national TV research, points out, that average program's share dropped from 31 to 29 in 1980 to about 28 now. Share of 33 or better used to be considered hit; now 30 share will probably do; 26-28, formerly marginal, now looks acceptable. Although three-network ratings and shares have continued to slip, network viewers are up: average 43.3 million homes for 1981 fourth quarter versus 42.6 million year earlier.

Where have missing network viewers gone? Most say to independent stations and cable, and Becker agrees, but with elaboration. One often-overlooked effect of cable is that it has vastly broadened coverage areas of some independents. Networks are up against more competition: In 1974, 41% of homes could receive no more than four TV signals; now 43% get 10 or more, and only 9% get four or fewer. Becker estimates extension of independents' coverage via cable accounts for 29% of networks' loss; viewing of cable originations and pay cable, another 29%, and increased popularity of nonnetwork stations, about 42%.

## Cronkite in front

Retired *CBS Evening News* anchor Walter Cronkite is leading prospect for receipt of this year's Distinguished Service Award presented by National Association of Broadcasters at its annual convention (in Dallas April 4-7 this year). Others in contention appear to be Elton Rule, president and chief operating officer of ABC, and Wilson Wearn, president and chief executive officer of Multimedia Inc. Winner is to be picked by NAB convention committee during board meetings in Hawaii next week.

## Fattening the First

Satellite technology being used now by *Wall Street Journal* and soon by Gannett Co. to transmit newspaper pages to regional printing and distribution centers has Senate Commerce Committee Chairman Bob Packwood (R-Ore.) worried that fairness doctrine, premised on use of spectrum, could be extended to such operations, as well as to cable TV and other emerging information media. Although decision is said to be "months

away," Packwood is contemplating constitutional amendment to prevent laws against content control of any media, remedy that would be much broader, more permanent than repeal of political broadcasting laws.

## Keeping ahead

Young & Rubicam, New York, has emerged in first place for fourth straight year in BROADCASTING's 30th annual survey of leading broadcast agencies, with TV-radio domestic billings of \$863.6 million, up \$44.6 million from 1980. In second place but closing gap is J. Walter Thompson, New York, which grew by huge \$149 million to \$851.7 million, less than \$12 million behind Y&R. Annual compilation, which will be published next week, will include cable television advertising for first time. Y&R is number-one agency in that category too, with \$12 million in billings.

## Odd man out

Former FCC Chairman Charles Ferris is no longer working for National Cable Television Association. As member of law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Ferris was hired last year by NCTA to lead its copyright fight on Capitol Hill. Ferris's letter to NCTA board last October, asserting that there was no need to compromise with broadcasters and motion picture industry on copyright at same time NCTA staff was working on compromise (BROADCASTING, Dec. 7, 1981), made his position with NCTA untenable.

## On-job training

National Telecommunications and Information Administration is filling top policy positions vacated this month with staffers their colleagues feel lack necessary communications background. Ellen Steubing, who has been special assistant to NTIA chief Bernard J. Wunder Jr. since April, is now his deputy, succeeding Dale Hatfield, communications engineer who left NTIA to join faculty of University of Colorado. Steubing, who has advanced degree in education, acquired her experience in communications matters as aide to Representative Clarence Brown (R-Ohio).

Richard Shay, general counsel, who joined agency in May from law firm in California, will take over temporarily Office of International Affairs and Office of Policy Analysis. Those posts were held by Veronica Ahern and Ellen Deutch, who left to join law firms in Washington after seeing policy function at agency sharply reduced as result of budget cuts.

## First account

E&J Gallo Winery has indicated it would take part in proposed 18-month advertising experiment for public television stations (BROADCASTING, Dec. 21, 1981). Gallo representative asked National Association of Public Television Stations in Washington about status of experiment. Letter announcing Gallo's interest has been sent to stations that may participate.

## New York next

Cameras-in-courtroom controversy is about to focus on New York. Finishing touches now are being put on state legislation to allow one-year experiment. Similar effort was defeated last year. This time advocates are hoping strong lobbying effort—from group representing wCBS-TV New York, WTEN-TV Albany, New York State Broadcasters Association, lawyers and others—will make difference. New York law bans cameras wherever witnesses can be compelled to testify, meaning that video's allowed only in state court of appeals where no one testifies.

## Whither teletext

While contraceptive advertising issue will get newspaper attention, hottest topic facing TV board of National Association of Broadcasters at its winter meeting in Hawaii, Jan. 17-22, will be finding common ground on teletext standards (see page 28). NAB has been asking FCC to set single standard to assure compatibility and maximum efficiency. But there's break in ranks.

Three major systems are involved: Ceefax, British, supported by Field Enterprises and others; Antiope, French; Telidon, Canadian. CBS and AT&T are espousing combination of Antiope and Telidon, with RCA-NBC tilted toward compatible standard. Ceefax supporters want television board to reverse its 1980 position and support marketplace concept, but opponents argue Ceefax is limited, has time lag and is incompatible.

## Late sunset

Clinton Dan McKinnon, who went to Washington last October with prospect of staying for year as chairman of Civil Aeronautics Board, may be around for second year—maybe longer—before he can return to presidency of KSON-AM-FM San Diego. McKinnon, 47, had been told CAB would be phased out in deregulation by October 1982. But because airlines are in bad shape and Congress is loathe to decree "sunset" legislation, five-man CAB will stay on.

**11 RATING 19 SHARE**

**KTLA, LOS ANGELES**

**#1 IN TIME PERIOD, 6-7 PM**



# The Week in Brief

TOP OF THE WEEK

**UNCAGED AT&T?** □ In settlement of antitrust suit, giant will spin off local telephone companies, leaving it free to enter what its chairman calls "information age." Impact is yet to be assessed, but is expected to be major. **PAGE 27.**

**KASTENMEIER IN HAWAII** □ House leader responsible for copyright legislation will address NAB board next week in Hawaii, with must-carry on agenda. **PAGE 27.** Other NAB items: teletext, dues and contraceptive ads. **PAGE 28.**

**SOBER PREDICTIONS** □ Ogilvy & Mather predicts network shares will drop to 59% by 1990. **PAGE 29.**

**EMPIRE BUILDER** □ Laurence Harris, former attorney and common carrier negotiator, takes position as Broadcast Bureau chief today, with all media mass technologies headed for his control. **PAGE 30.**

**NO WINNERS** □ Daily number does not come up in favor of lottery proposal, according to most comments filed at FCC. **PAGE 31.**

**MONEY WORRIES** □ CPB announces the players in the long-range financial task force game. **PAGE 32.**

**CABLE-STV BUY** □ United Cable purchases 65,000-subscription television entertainment network from Buford TV for \$20 million. **PAGE 34.**

SPECIAL REPORT

**BUSY MARKETPLACE** □ Though dollar volume dropped, number of stations sold in 1981 increased, as BROADCASTING's annual station trading story discovers. But average prices for both radio and TV stations declined. **PAGE 37.** Brokers see high interest rates as only dark spot on otherwise bright horizon for marketplace. Easing of restrictions by FCC seen as key factor in optimism. **PAGE 53.**

PROGRAMMING

**ENTER PUBLIC BROADCASTING** □ CPB appropriates \$5 million for new weekly documentary series to air in fall. **PAGE 55.**

LAW & REGULATION

**SPECTRUM ADVICE** □ AMST writes Wirth saying UHF, not VHF, is the way to go for more national networks. **PAGE 66.**

**RKO SAGA** □ Two competing applicants file appeal from most recent court action that threw out decision RKO was unfit licensee for Los Angeles and New York stations. **PAGE 66.**

BUSINESS

**BARGAIN TABLE** □ SAG, AFTRA and advertisers discuss new contract covering commercials. Cable again sticky issue. **PAGE 72.**

**CLASS INSTRUCTION** □ CAB lines up speakers for February seminar on cable sales, programing and marketing. **PAGE 72.**

TECHNOLOGY

**NO. 6 PLEASE** □ RCA asks permission to build Satcom VI and launch it in space in 1985. **PAGE 75.**

**MONEY MOVES** □ NPR is negotiating with Western Union to sublease time on transponder that NPR leases from satellite carrier. **PAGE 75.**

MEDIA

**CABLE NUMBERS** □ Market-by-market breakdown of latest Arbitron and Nielsen cable penetration numbers. **PAGE 78.**

**SWEEPING NUMBERS** □ November sweep measurements by Arbitron show CBS, ABC battling for lead, while NBC makes greatest strides. **PAGE 84.**

JOURNALISM

**WILLIAMS WATCH** □ Media gear up for coverage of trial in Atlanta children's murders. **PAGE 87.**

PROFILE

**GROWING UP WITH CABLE** □ He was born with communications in his blood, and in following family footsteps, Marc Nathanson has rocketed through the cable ranks to become president of Falcon Communications and a leader in the industry. **PAGE 115.**

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# SWITCH TO THE HULK!



The second season is here and it's time to put The Hulk to work for you!

## **THE INCREDIBLE HULK™**

**Once he's turned on, so are family audiences!**

85 powerful hours of family entertainment available now from

# **MCA TV**

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*Hour and Half-Hour Excursions Available.*

Television's Ultimate Escape is also the most flexible. Available in hours and half-hours for airing Fall 1983. Don't you wish you were here?

# FANTASY ISLAND

A Spelling/Goldberg Production in association with  
**COLUMBIA PICTURES TELEVISION**





## AdVantage

**Zooming up in advertising.** Emery Worldwide, Dayton, Ohio, has moved into 1982 with largest advertising budget in its history, amounting to estimated \$17 million, with heavy television buys. Television commercials (at right) poke fun at its chief rival, Federal Air Express, and two others in air express business, Purolator and Airborne. Advertising will be particularly heavy in first quarter of 1982, with spending at annualized rate of \$30 million. Television campaign began on New Year's Day with Sugar and Orange Bowl games. Commercials run on network and spot throughout year. Agency is Benton & Bowles, New York. Target audience is men, 25 to 49.



□  
**Still growing.** Local television grew by 15% in first nine months of 1981 to \$1,582,876,300 while national and regional spot television increased by 13% to \$1,975,106,700 during same period, according to Broadcast Advertisers Reports figures issued by Television Bureau of Advertising. Local television advertising was headed by investments from restaurants and drive-ins, food stores and supermarkets, and banks and savings and loan institutions. Topping list of national-regional spot advertisers for nine-month period was Procter & Gamble, up 7% to \$37.2 million.

□  
**Mobil's cuts and additions.** Mobil Corp. has allocated about \$1.2 million to *Time* magazine in 1982 for issue-oriented advertisements but is cutting back drastically in its *Mobil Showcase* programing on network of about 50 stations. Last year it sponsored eight-and-a-half hours of programing on *Showcase* (three specials) but this year is going with only half-hour children's story drama costing total of slightly more than \$1 million. Mobil also is adding about \$1 million to bring its underwriting commitment to PBS programing in 1982 to estimated \$5 million. And it's allotting about \$1 million for its first cable TV issue advertising campaign to run on ARTS cultural cable TV network.

# CABLE TELEVISION SYSTEMS

In compliance with Federal Communications Commission requirements, Teleprompter Corporation, a subsidiary of Westinghouse Broadcasting Company, Inc., is soliciting offers for the following cable television systems:

Morgantown, West Virginia  
Johnstown, Pennsylvania  
Bridgeton, New Jersey  
Ocean City, New Jersey  
Ventnor, New Jersey  
Vineland, New Jersey  
Los Gatos, California  
Milpitas, California  
Newark, California  
Oakland/Piedmont, California  
Santa Clara, California  
Worcester, Massachusetts

Offers should be to exchange for other cable television systems, or cash purchase.

Interested parties should contact Marvin L. Shapiro,  
Senior Vice President, Westinghouse Broadcasting Company, Inc.,  
90 Park Avenue, New York, New York 10016, (212) 983-5086,  
for copies of the Offering Statements.

Northbrook, Ill. Target: women, 25-54; children, 6-11; total teen-agers.

**Oaklawn Jockey Club** □ Horse racing. Begins Jan. 11 for four weeks in 11 markets. Fringe, prime and news times. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark. Target: men, 25-54.

**Venture Stores** □ Dollar Redemption. Begins Jan. 11 for one week in about seven markets. Day and fringe times. Agency: Grey-North, Chicago. Target: women, 18-34.

RADIO ONLY

**Hartz Mountain** □ Pet products. Begins March 15 for 20 weeks in about 25 markets. Agency: Cooper Square Advertising, Harrison, N.J. Target: adults, 25-54.

**Gulf Oil** □ Service station support. Begins in January for first quarter in Knoxville, Tenn., and Lexington, Ky. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Weight-Away** □ Begins in mid-January for 12 weeks in about 20 markets. Agency: Saunders, Lubinski & White Dallas. Target: women, 25-54.

**Helena Chemical Co.** □ Agricultural chemicals. Begins Jan. 25 for eight to 13 weeks in 52 markets. Agency: Ward Archer & Associates, Memphis, Tenn. Target: adults, 25-54.

**Frito Lay** □ Snack foods. Begins Jan. 25 for eight weeks in about 15 markets. Agency: Tracy-Locke Advertising, Dallas. Target: adults, 18-49.

**General Binding Corp.** □ Computer services. Begins in mid-January for four weeks in about three markets. Agency: Keith Bates & Associates, Chicago. Target: men, 35-64.

**Black Star and Frost Jewelers** □ Begins Feb. 10 for four weeks in Miami, West Palm Beach and Fort Lauderdale, all Florida. Agency: Demaine & Associates Advertising, Alexandria, Va. Target: adults, 25-54.

**United Savings** □ Begins this week for three weeks in eight markets. Agency: Metzdorf Advertising Agency, Houston. Target: men, 25-54.

RADIO AND TV

**American Dairy Association of Wisconsin** □ Milk. Begins mid-January for first quarter in Minneapolis-St. Paul; Duluth, Minn.-Superior, Wis.; Chicago, and Wisconsin markets. Agency: CREATICom Advertising, Madison, Wis. Target: adults, 18-49.

**Ronzoni** □ Frozen pasta products. Begins in January for eight to 10 weeks in 10 radio and 10 TV markets. Agency: The Target Group, New York. Target: women, 18-49.



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

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 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 #3 against all prime time comedies in total men. It out delivers the average comedy by 22%.

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 THIS FALL

Distributed by **TAT** Communications Co.  
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600



# Datebook

■ indicates new or revised listing

## This week

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

**Jan. 11**—Deadline for comments on FCC proceeding to permit broadcasters to offer teletext services. FCC, Washington.

■ **Jan. 11**—*National Academy of Television Arts and Sciences* drop-in dinner with actress Ruth Gordon and novelist Garson Kanin. Copacabana, New York.

■ **Jan. 12**—*Academy of Television Arts and Sciences* panel of television critics. Century Plaza hotel, Los Angeles.

■ **Jan. 12**—*National Conference of Black Lawyers Communications Task Force* luncheon. Speakers: Gary Tobin, MCI Communications, and Carol Roland, Satellite Business Systems. Washington Marriott, Washington.

■ **Jan. 13**—*Communications Workers of America* media reception and preview showing of television and radio series, *Rewiring Your World* with Martin Agronsky, moderator of Agronsky and Company. Madison hotel, Washington.

■ **Jan. 12**—*Academy of Television Arts & Sciences* panel of television critics. Century Plaza hotel, Los Angeles.

■ **Jan. 13**—*Telecommunications Law Committee of the Council on Information, Communications and the Law* breakfast with FCC Commissioner Henry Rivera. National Lawyers Club, Washington.

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

**Jan. 13**—*Women in Communications*, New York chapter, breakfast seminar on "Cable TV: The Future for women." Equitable Life Assurance Building, New York.

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

■ **Jan. 14**—*American Association of Advertising Agencies* Eastern annual conference. Plaza hotel, New York.

**Jan. 14**—Deadline for reply comments on FCC's lot-

tery selection proceeding for granting of initial licenses. FCC, Washington.

**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**—*Pacific Pioneer Broadcasters* meeting. Sportsmen's Lodge, Studio City, Calif.

**Jan. 15**—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

## Also in January

**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. 18-21**—*Washington Journalism Center* conference for journalists, "Environmental Issues—1982." Watergate hotel, Washington.

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

**Jan. 19**—FCC en banc meeting. FCC, Washington.

■ **Jan. 20**—*Federal Communications Bar Association* luncheon. Speaker: FCC Broadcast Bureau Chief Laurence Harris. Touchdown Club, Washington.

■ **Jan. 20**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: William Scott, president, Satellite News Channels. Copacabana, New York.

■ **Jan. 20**—*Ohio Association of Broadcasters* legal answers workshop. Dublin Stouffer's, Columbus, Ohio.

**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. 21-22**—*Practising Law Institute* seminar, "Current Developments in TV and Radio." New York Hilton, New York.

## Major Meetings

**Jan. 23-27**—*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**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

**March 11-16**—*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**—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 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**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29**—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**—*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**—*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**—*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.

**June 6-11**—*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.

**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. 25**—Deadline for nominations for Sigma Delta Chi Awards for distinguished service in journalism, sponsored by *Society of Professional Journalists, Sigma Delta Chi*. Information: SDX, 840 North Lake Shore Drive, Suite 801 W, Chicago, Ill., 60611.

**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. 30**—One day reporters' workshop, sponsored by *UPI broadcasters and newspapers of Louisiana*. Best Western motel, Lafayette, La.

**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

**Feb. 1**—Deadline for entries in Broadcast Journalism Awards competition, sponsored by *Muscular Dystrophy Association*, to recognize radio and television broadcasts that increase public understanding of neuromuscular diseases and stimulate support of efforts to conquer them. Information: (212) 586-0808.

**Feb. 1**—Deadline for entry for 25th annual *American*

**Sept. 9-11**—*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**—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

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

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

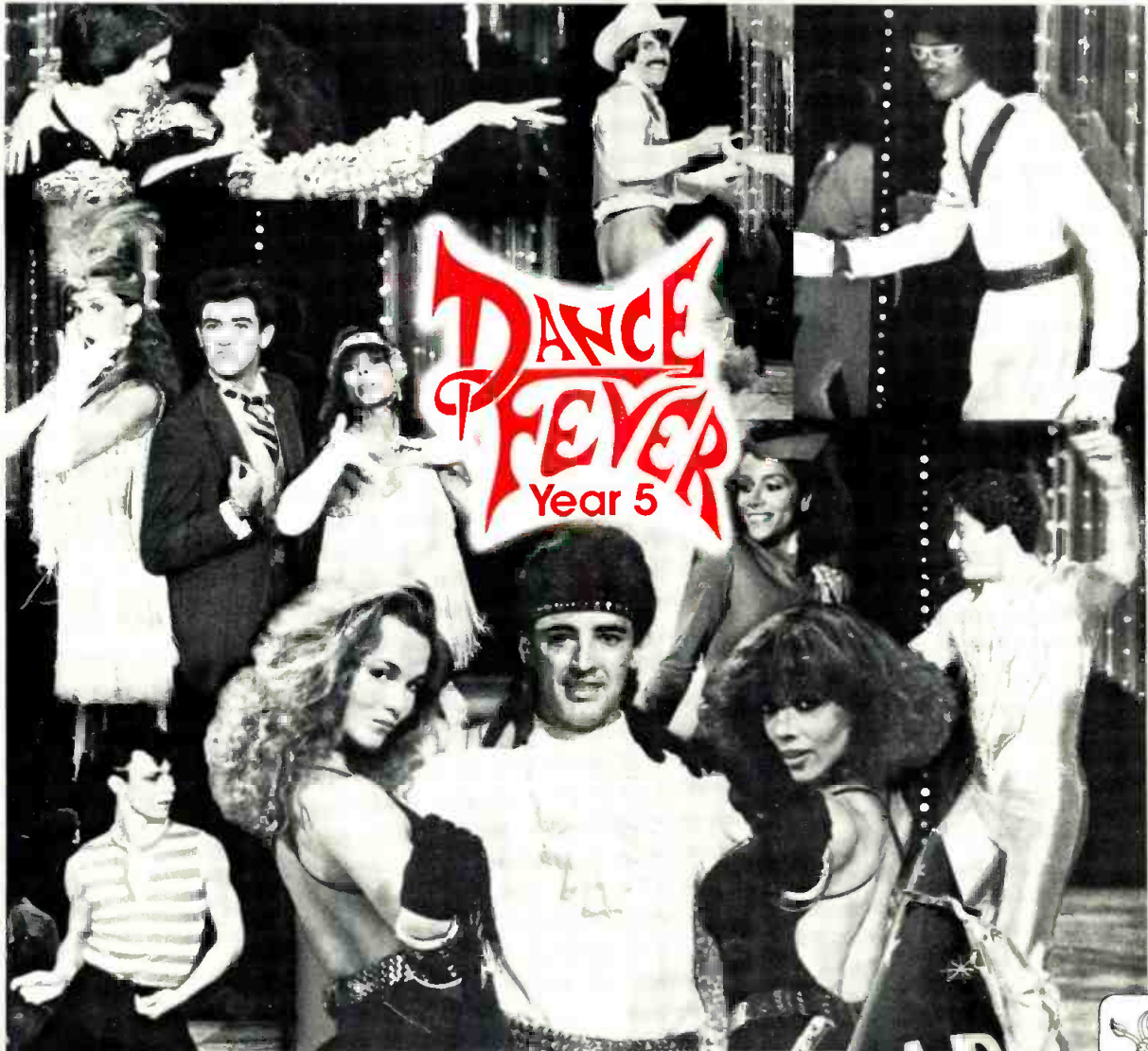
■ **Sept. 30-Oct. 2**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Nov. 7-12**—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.



# Happy New Year.

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Now in its fourth straight year of solid ratings success, Dance Fever offers your station a brand new Year 5 on a national advertiser supported basis.

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Deney Terrio & Motion, with the latest dances, top performers and celebrity judges are really cookin' to make the Fever hotter than ever. Catch it for fall '82!

Television never looked better.



# SOME OF OUR BEST ADVERTIS

They say the best advertising is word of mouth. And when that mouth belongs to Rex Polier, TV Critic for THE PHILADELPHIA BULLETIN, it gets even better.

So we've reprinted a recent column of his. And we wouldn't change a word

Before I got wired for cable TV, I had the impression that Ted Turner's Cable News Network was some kind of a joke. Not anymore. Now that I've been watching it with great interest for almost two months I am convinced that it is the wave of the future as far as TV news is concerned.

With a rapidly expanding organization of 700 people, a large number of whom are excellent journalists drawn from the ranks of print and television news, and the flexibility that comes from being able to broadcast news live 24 hours per day, there is no competition with the three network news operations. That is, except in covering a single major event such as a presidential inauguration or an event like the wedding of Charles and Di.

Besides plenty of uninterrupted air time, Cable News Network also



has immense flexibility. Alongside NBC, CBS, and ABC News with the meager air time in the evening and, the case of ABC, which also has an 11:30 P.M. news program, Cable News Network controls the ball. It is like a small, scrappy, enormously psyched up basketball player who can dribble the ball wildly around a gigantic player who can only stand helplessly there as the little guy shoots for the basket from any spot on the floor.

Last Friday night, shortly before 10 o'clock, news broke about the Nuclear Regulatory Commission halting operations at California's El Diablo nuclear plant. At 10 o'clock, Washington correspondent Bernard Shaw had a bright, articulate, and knowledgeable member of the commission live in the studio. From California, Governor Jerry Brown and two members of the

What Mr. Polier has to say doesn't surprise us. We've known it all along. And now, so can your subscribers. So if you're not already offering Cable News Network, we have some great news for you. Just call Nory LeBrun at (404) 898-8500, or write him at Cable News Network, 1050 Techwood Drive N.W., Atlanta, Georgia 30318.



*Bar Association* Gavel awards. For information: (312) 621-9249.

**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. 4-5**—*New York University's* School of the Arts course, "Videotext: Market Experience and Development." Course will be offered by Interactive Telecommunications Program, graduate program specializing in new communications technologies. NYU's Washington Square campus. Information: (212) 598-3338.

**Feb. 4-5**—*Forum Committee on Communications Law, American Bar Association* and *ABA Section on Labor Law* seminar on media labor law. Mayflower hotel, Washington, Information: ABA Media Labor Law seminar, 1155 East 60th Street, Chicago 60637.

**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. 5-7**—Third annual "Journalism Opportunities Conference for Minorities," sponsored by *California Chicano News Media Association* and *Media Institute for Minorities*. Davidson Conference Center at University of Southern California.

**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. 8**—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

■ **Feb. 8-9**—*Michigan Association of Broadcasters* winter meeting. Harley hotel, Lansing, Mich.

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

**Feb. 9-10**—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, 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. 15**—Deadline for entry in 10th annual *Women in Communications* Clarion awards. For information (512) 345-8922.

■ **Feb. 17**—*Advertising Club of New York* "Cable TV Meets the Press" forum. Sheraton Center hotel, New York.

**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. 17-18**—*Arkansas Broadcasters Association* convention. Royal Vista Inn, Hot Springs, Ark.

**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 semi-

nar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

**Feb. 24**—*Association of National Advertisers* television advertising 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.

**Feb. 26-27**—*Country Radio Seminar*, Opryland hotel, Nashville. For information: (615) 327-4488.

**Feb. 26-28**—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

**Feb. 28**—Deadline for entries in *Morgan O'Leary Award* for Excellence in Political Reporting in Michigan. Information: Department of communication, 2020 Frieze building, University of Michigan, Ann Arbor, Mich., 48109.

## March

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

**March 1-3**—*Advertising Research Foundation* 28th annual conference and research expo '82. New York Hilton.

**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 2**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

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

**March 3-7**—*CBS Radio Affiliates Association* board meeting. Disney World, Orlando, Fla.

**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 15-16**—Digital telephony course sponsored by *UCLA extension* program. URC Conference Center, UCLA, Los Angeles.

**March 16**—Seventh annual Big Apple radio awards

luncheon sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center hotel.

**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 19-20**—*Radio-Television News Directors Association* region nine and *Alabama United Press Broadcasters Association* meeting. Huntsville Sky-center, Huntsville, Ala., airport.

**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.

**March 31-April 3**—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

**March 31**—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

## April

**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 4**—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

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

**April 9-10**—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

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

**April 14-19**—*Pennsylvania Association of Broadcasters* spring convention. Loews Bermuda Beach hotel, St. George's, Bermuda.

**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 20-22**—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

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

**April 24**—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

**April 25-27**—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

## May

**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.

## Errata

Jan. 4 profile of **Dick Cox**, president of CBS Cable, incorrectly reported his wife's maiden name, which is **Ray Louise Bradley**.

**RKO's New York FM** station is WRKS not WXLO, as BROADCASTING reported in Jan. 4 issue.

BROADCASTING omitted sixth category in its Dec. 21, 1981 story on **Sports Emmys**. Outstanding edited sports special was *ABC's Wide World of Sports 20th Anniversary* show, Roone Arledge, executive producer; Dennis Lewin and Doug Wilson, producers, and Larry Kamm, director.

# Open Mike®

## Astonishment compounded

EDITOR: I am astounded by the response of Philip R. Olenick, counsel to the Committee for Community Access, Boston ["Open Mike," Jan. 4], in which he states he is astounded by NAB's Erwin Krasnow calling the idea that the public owns the airwaves "a shibboleth or a fiction," which it certainly is.

Mr. Olenick quotes the first sentence of the Communications Act which authorizes the federal government to *control* and to *provide for the use of* radio frequencies and then makes the quantum jump of interpreting this to mean that therefore the public owns these frequencies. No such thing, Mr. Olenick. To control something and to own something are two quite different things, as even counsel of "public interest" groups should know from their own personal experiences.

Mr. Olenick's reaction only serves to provide one more example of the "mischievous" way in which this misunderstanding pervades the thinking of so many well-intended people.—*Arnold S. Lerner, chairman, WLLH(AM)-WSSH(FM) Lowell, Mass.*

## Differing with Dingell

EDITOR: Where did this Dingell pop up from? The man is ridiculous. Such great and up-to-date statements as "the airwaves belong to the public" and broadcast stations should operate "in the public interest" simply brand him as a know-nothing about our broadcast industry in this country. His statement that "the public interest should come before profit" really brands him as ignorant. It takes profit to afford the kind of public service that makes sense.

With half of the radio stations in this country losing money because markets are flooded with signals how can he say that it is a "privilege to operate over this precious resource"?

We all know the basis of the politician's stance—it is simply to fight repeal of the fairness doctrine. Eliminating it would free the broadcaster to become more than just a eunuch in the communications field and be able to attack politicians without wondering about losing your license because you didn't follow all the damn rules.

Broadcasters should do everything possible to defeat these two people.—*Hal J. Davis, president, KIPR-FM Diboll, Tex.*

**Editor's note.** The "two people" referred to: Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee.

## Rio postscript

EDITOR: As you know, I was privileged to serve as a member of and senior adviser to the U.S. delegation at the conference on AM broadcasting in Rio de Janeiro. We all eagerly awaited each week receipt of our copies of BROADCASTING so we could keep up with what was going on in the real world while we were buried in Rio.

One incident, however, has disturbed me considerably and has disturbed other members of the delegation. While we were in Rio, Matt Leibowitz came there purporting to represent the Southern Florida Broadcasters Association, the Florida Association of Broadcasters and the National Association of Radio Broadcasters. He indicated to me and to others that his basic purpose was the Cuban problem as it has so seriously affected so many Florida stations.

Upon his return to the U.S., BROADCASTING reported ("Closed Circuit," Dec. 7) that Kalmann Schaefer, chairman of the U.S. delegation, had "screwed" Matt in Rio. I use this inartful language because this was the precise language used in your magazine. I and every member of the delegation with whom I have spoken on this matter resent the suggestion made by Matt Leibowitz.

For the record: Chairman Schaefer went out of his way to accommodate Matt Leibowitz in spite of some rather wild demands made by Matt on the delegation and its staff. Matt Leibowitz was not mistreated by Konnie Schaefer or any other member of the delegation. As a matter of fact, recognizing the seriousness of the Cuban problem and its seriousness to the Florida broadcasters, we went out of our way to accommodate Matt Leibowitz, in spite of Matt Leibowitz.

I am and have been for a number of years a member of the Florida Association of Broadcasters. I am also a broadcaster, although my station is in another state. I also served as an industry representative on this delegation and before that time worked with the Florida association on this Cuban interference problem. I want to assure you, as I will separately assure the Florida association, that the Cuban problem received top priority with our delegation and, in my judgment, was dealt with in a most effective way.—*Vincent A. Pepper, Pepper & Corazzini, Washington.*

**Editor's note.** BROADCASTING had reported complaints by both Leibowitz and by Ray Livesay, president of the Daytime Broadcasters Association, that they were kept at arm's length from the official delegation. Chairman Schaefer, the magazine reported in its Dec. 14 issue, "attributed the delegation's refusal to be as forthcoming as Leibowitz and other visitors from the U.S. would have liked to the 'delicate' nature of the negotiations in which the delegation is involved."

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Founded 1931. Broadcasting-Teletesting\* introduced in 1946. Television\* acquired in 1961. Cablecasting\* introduced in 1972 □ \*Reg. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.



# G COMES FROM OUR CRITICS

protest group that had been laying siege to El Diablo were live on the monitor. Anchors in the main studio in Atlanta joined with Shaw in the questioning. Brown and the protesters talked with the NRC man. The only principal involved who refused to participate was someone from the Pacific Gas and Electric Co. But at the end of half-hour I knew more about what was going on at El Diablo than I ever did.

Contrary to what I thought before — that CNN news was deployed scatter-shot — it is carefully programmed. There are specialized segments throughout the 24-hour period: Pieces devoted to special interests such as money management, science, government, education, and numerous other things. A complete sports wrapup about five minutes long is included near the end of every hour. Now two

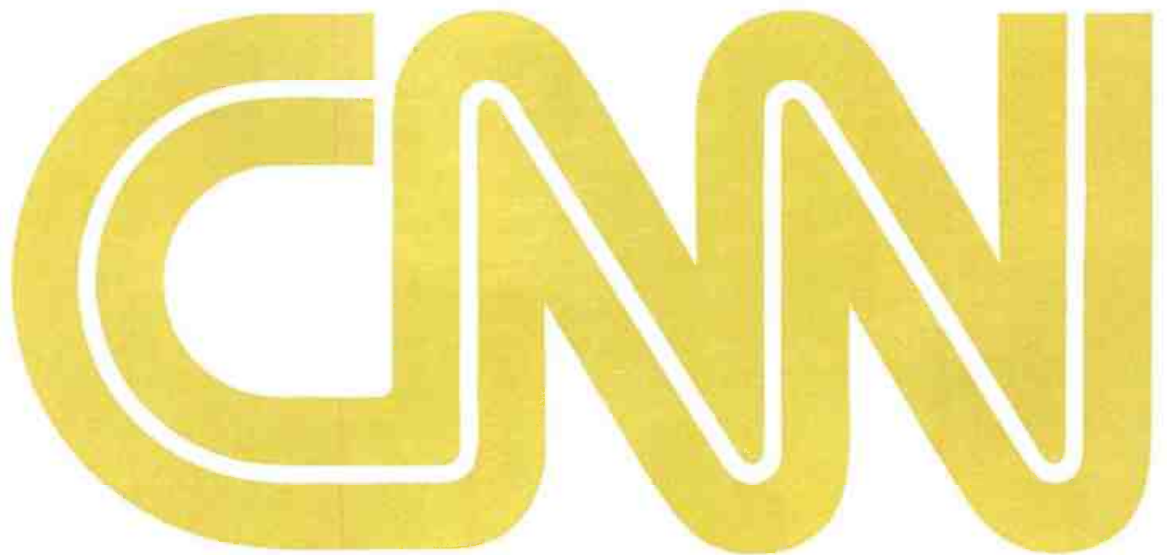
all-news segments — from 5 to 7 P.M. and from 8 to 10 P.M. — are being reformatted. The first two hours will consist of hard news plus softer features. The second will be largely hard news.

True, the on-air anchors and reporters you see are not as familiar as those on the networks. But they are surely as competent. There is Shaw; the very attractive Kathleen Sullivan; Lou Dobbs, the economics specialist; and Kirsten Lindquist who is also in Washington. These people are not the focal point of the news like Dan Rather and John Chancellor and Frank Reynolds. On Cable News Network — except for Daniel Schorr who does their Washington comment and a few guest commentators like Bella Abzug — the news comes first.

Although maverick Turner has sunk about \$30 million into his in-

novative operation and can only look forward to breaking even on current expenses by next February or March, it doesn't stop his forward march. He is currently readying CNN2, a TV news headline service which has sent such jitters through the industry that ABC News recently teamed up with Westinghouse Broadcasting to provide a similar TV news cable service.

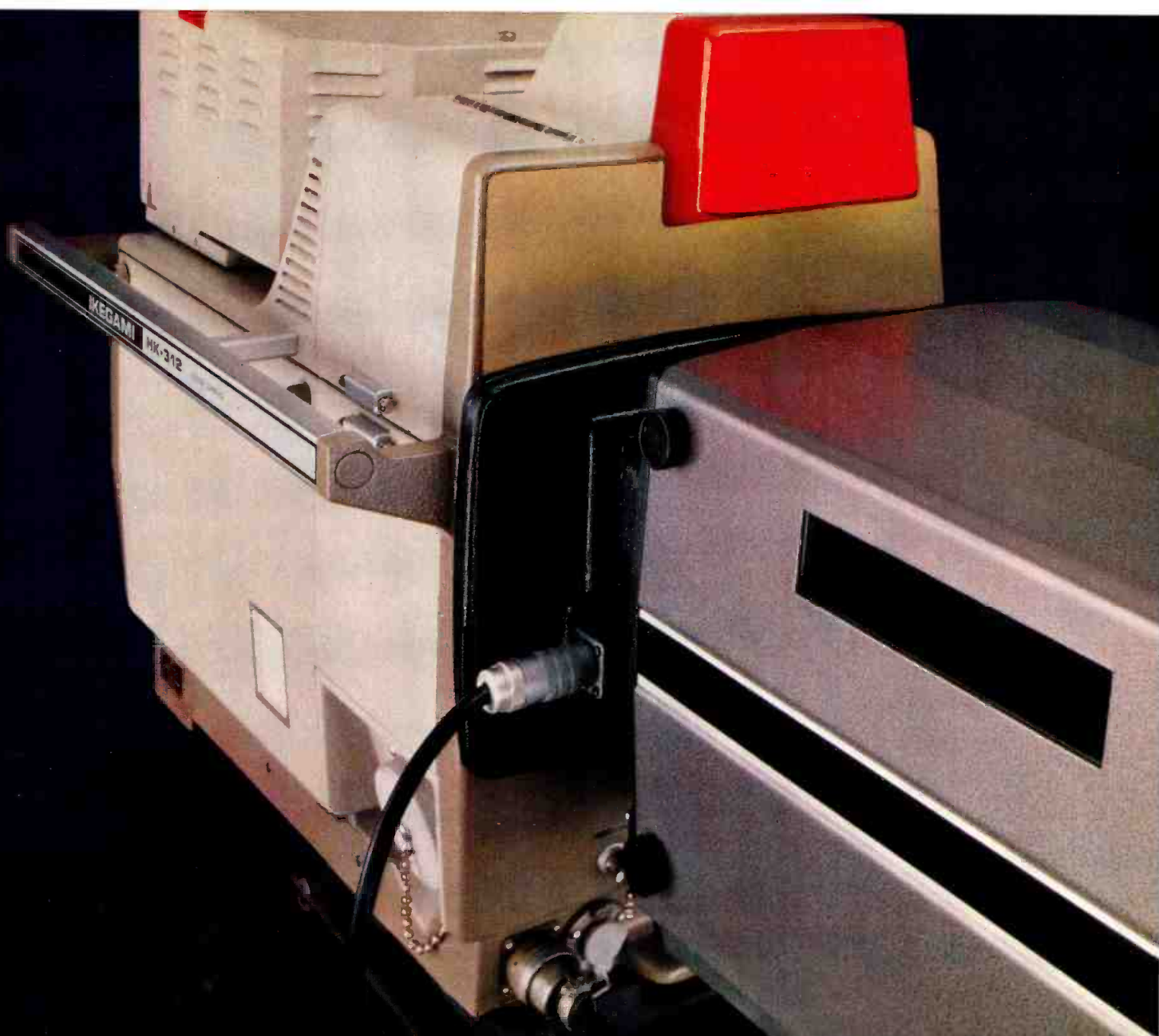
About that \$30 million, Turner really doesn't have to worry. If he gets pressed, one of the networks or some other huge communications network is sure to make a deal. CBS reportedly has talked with him about either buying CNN out or joining him. With the large, professional, news-gathering global operation he has built up and its acceptance currently in 9,505,000 American homes, the Southern tycoon is in the catbird seat.



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# "A REAL AUDIENCE GRABBER"

BBI Communications seems to have come up with a real audience grabber in this monthly medical magazine show. "HealthBeat," a barter series, is in 65 markets, including WNEU-TV which aired it Sunday at 8 p.m.

While the show's "medicine can cure anything" approach to life may bother some, its emphasis was on human interest, not investigative reporting. What you see is what you get — upbeat, true-life stories where the doctor plays the hero.

Moderator and chief hero of "HealthBeat" is Dr. Timothy Johnson, medical editor for ABC-TV's "Good Morning America" who also has hosted and produced the BBI series "The Body Works." Johnson serves as guide, narrator and resident expert who helps the viewer and the show along.

The premiere focused on three subjects. The first dealt with use of the laser in surgery. In this seg the camera captured some incredible pictures of an operation in which a woman's fallopian tubes were freed from cysts. The operation was performed at the Ebert Hospital in New Orleans, and the surgeon, Dr.

Joseph Bellina did a first-rate job of keeping the viewer — and the anxious husband — informed.

The second seg brought the viewer into Children's Hospital in Boston and a visit with a child confined to a sterile environment. The angle here was an operation in which bone marrow is transplanted from the child's baby brother so the elder can have a chance at an infection-free life. This could have turned out to be a real tear jerker, but somehow the viewer knew all along the operations would succeed.

The third dealt with Dr. Jim Fleming, an internist in Cleveland who practices in a black ghetto. He's something of a saint there, although the report never said how he makes money or can afford that Rolls Royce.

Johnson wrapped up the show with a brief update on gall bladder disease then a health tip for treating burns.

Slickly produced and fast paced, it's the kind of program audiences should feel very comfortable with.  
—Loft.

## HealthBeat

We couldn't agree more with **Variety's** assessment of "HealthBeat." It's a real audience grabber in every one of its 65 markets.

**New York** — 7 rating, 10 share, 52% more women 18-49 than "Rockford Files."

**Los Angeles** — 10 rating, 17 share; #2 in prime time.

**Boston** — 11 rating, 22 share; more than twice the women, 18-49, as regularly scheduled programming.

**Seattle** — 12 rating, 23 share.

**Providence** — 9 rating, 16 share.

**Portland, Me.** — 9 rating, 19 share.

Sources: ARB, NSI, October & November, 1981.



Dr. Timothy Johnson, MD

Wouldn't you like to know more about the show that's generating these kind of numbers? "HealthBeat," the nation's only health magazine. Call us in New York at 212/953-1744, in Boston at 617/449-0400, or in Los Angeles at 714/953-9078.

**bbi**  
BBI Communications, Inc.

# Monday Memo®

A broadcast advertising commentary by Kenneth F. Cibroski, president and chief operating officer, Realty World, Annandale, Va.

## Giving the depressed real estate business a boost by using TV

Broadcast advertising is helping people realize what seems to have become the impossible American dream: home ownership.

Selling or buying a home is getting harder than ever before in our history. Harder for buyers and sellers, harder for the independent real estate broker. Yet the goal is achievable and worthwhile, despite the complexities of 40 different kinds of creative home financing and a rising flood of misinformation. Effective advertising is, however, indispensable.

Realty World has recognized that the doldrums afflicting the real estate industry stem from more than high interest rates and high costs of homes. We realize that a psychology of negativism prevails, causing many buyers and sellers to adopt a "wait and see" attitude in hopes that interest rates and home costs will decline simultaneously.

The truth is that affordable homes are available to many, frequently at interest rates below the current high standard rates. What's more, many "good buys" are on the market and, regardless of negative forecasts by some pundits, home ownership continues to be the best investment the ordinary citizen can make. Homes have appreciated in 83 of the past 85 years, the exceptions being the Depression years of 1931 and 1932.

Realty World, at the direction of our franchise advertising committee, planned and implemented this positive message to prospective home-buyers and home-sellers. Our objective, too, was to make this relatively young franchise network, founded in 1974, known.

Our target is largely that segment of the population known as the "baby-boom" generation: some 40-million Americans who will be 30 years old—the prime home-buying age—during the 1980's. They are the home buyers of today and tomorrow, the people who need encouragement and help in pursuing the American dream.

How to get our message across quickly and effectively became the overriding concern of our committee. In consultation with our advertising agency, Cunningham & Walsh Inc., we decided to opt primarily for broadcasting—television and radio. This was done because the erstwhile major real estate advertising vehicles—listings in Sunday newspapers—had become cost prohibitive due to an overabundance of listings. Broadcasting afforded a cost-effective way for Realty World, a young



Kenneth F. Cibroski brings a real estate background to his position as president and chief operating officer of Realty World Corp., Annandale, Va. In 1967 he purchased the realty firm of Deming & Luscomb, a member of Gallery of Homes Inc., and under his direction, the company grew from one office and two associates to five offices and 67 associates in 1976 when it was sold. He held various other realty positions and moved to Realty World in May 1979.

organization, to gain quick recognition by millions of prospects coast-to-coast. It also provided the means of getting across to real estate buyers and sellers the operative concept of trust, especially where trust was being eroded by gloomy news reports. Although such reports were accurate as far as they went, they were limited and showed only one side of the coin.

Thus our slogan, "We'll cover it all ... for you!", became an advertising "equity" with a name that now continues to build awareness and generate business-building leads.

Television, with its communicative punch, was where the slogan made its debut in 1980. Tie-ins with other advertising and promotional media multiplied its effect on the home-buying and home-selling public.

While newspapers and outdoor advertising have also been used to communicate our message, television and radio have been our main thrust. Some 90% of a \$2-million budget has been invested in broadcast advertising—the major portion for television.

As our slogan implies, each Realty

World brokerage office is a one-stop shopping place for buyers and sellers of residential, commercial, industrial, agricultural and investment properties as well as time-shared vacation properties and retirement homesites.

During 1981, Realty World utilized a familiar nursery rhyme theme for television commercials. The character was a young, attractive "woman who lived in a shoe." These commercials, created and implemented by the agency, appeared on programs such as the *Today* program, *NBC Magazine*, the *ABC Friday Night Movie* and 22 spots on network news. And, in markets where warranted, additional local spots were bought to supplement the national schedule.

The heaviest concentration of this broad video program was in the third quarter. The program sought to benefit our brokers throughout July, August and September, the prime home-buying and home-selling season. The schedule was designed to reach over 119-million households and more than 68-million adults in the 25-54-year-old age bracket. With 149 gross rating points, every adult in the country has theoretically seen our network spots at least one and a half times in this quarter. All in all, our viewership has remained high and our costs low at a time when families were moving.

Television advertising was augmented by spot radio commercials heard nationwide on the *Larry King Show*. Aired over the Mutual Broadcasting System via some 230 stations, this all-night talk show reaches more than six million listeners throughout the country. Realty World was heard three times a night every Monday through Friday for 10 full weeks. The objective was to use the mass audience and the power of direct response to increase Realty World awareness. Each commercial incorporated, "We'll cover it all ... for you!" and urged listeners to call a toll-free telephone number for a complimentary brochure, explaining home financing alternatives. Leads generated by the responses were then passed on to member brokers.

In addition, 30- and 60-second commercials on financing were available for our local markets. All of these contained a five-second tag at the end where a station announcer could read a telephone number or address to personalize the spot.

The upshot of this broadcast advertising campaign has been to emphasize and extend the presence of Realty World to real estate buyers and sellers as no other medium can. Results tell us that our efforts are succeeding. We are helping people to buy and sell homes in a tough market.



# 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	<b>DIFF'RENT STROKES</b>	<b>23.4/35</b>
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 **IPG** films  
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM TAT LSA





# POOK

# 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

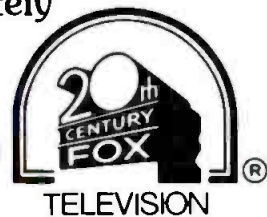
That's Hollywood  
(capturing the magic of the movies)  
most 600 Major Motion Pictures  
(40 years of box office hits,  
loaded with marquee power)



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.





## **MORE TOP HONORS WON BY WSPA-TV**

**Serving the 38th Market in the U.S.  
Greenville—Spartanburg—Asheville**

- Station of the Year Award “for overall professional excellence by a television station,” by the South Carolina Broadcasters Association. Basis: Best overall performance in local programming, news coverage, community involvement and technical achievement.
- Best Local Television News Award for Channel 7’s Eyewitness News “outstanding local news coverage.” This is the third consecutive year that the South Carolina Broadcasters Association has so honored Eyewitness News.
- Best Children’s Programming Award for Channel 7’s “outstanding local television production ‘Kidsizzle,’” showcasing youngsters with unique hobbies and talents, hosted by the charming Robyn Little.



Owned and Operated by Spartan Radiocasting Co.  
Walter J. Brown, President • K. James Yager, Exec. Vice President  
TV 7 • AM 95 • FM 99  
National Reps: Seltel



TOP OF THE WEEK

## Freeing AT&T for 'information age'

**Settlement of antitrust suit positions communications giant to enter cable, computer fields; agreement viewed with alarm by NCTA; Congress, FCC move to study implications of development**

AT&T has agreed to divest itself of its 23 local telephone companies as a means of settling the Justice Department's seven-year-old antitrust suit against it—and as a means of freeing it to help lead the country into the "information age."

The settlement, announced at a press conference in Washington last Friday (Jan. 8), does not achieve the results contemplated in the suit—the division of the company into two companies, one regulated and one not. But antitrust chief William Baxter indicated at the press conference he was pleased with the outcome.

What's more, the settlement is in the form of a modification of the 1956 AT&T consent decree which had barred the company's entry into nonregulated enterprises. The effect of the modification, both Baxter and AT&T Chairman Charles Brown said, is to enable AT&T to enter any kind of telecommunications services—including computer services and cable television.

To at least one interested observer, that was not good news. Tom Wheeler, president of the National Cable Television Association, said it was wrong to establish national telecommunications policy in "a closed-door agreement between two litigants in a court suit. . . . Only the Congress should make decisions as to whether a company as huge and as pervasive as even the new AT&T should sit astride the flow of news, information and entertainment."

One aspect of the agreement that will please the newspaper industry provides for a ban on the interexchange of "telecommunications services of information" by the local companies. An AT&T spokesman said this gives the American Newspaper Publishers Association "just what it wants" regarding electronic Yellow Pages. However, he also noted that the settlement does not prohibit AT&T itself from transmitting information over its lines—and, indeed, AT&T indicated last week its interest in providing video information services on a dial-up basis.

AT&T Chairman Brown appeared relieved that the drawn-out proceeding—which he said has already cost AT&T \$350 million and whose outcome in court seemed increasingly gloomy from the

company's standpoint—is settled.

Although AT&T will be spinning off to stockholders assets with a value Brown estimated at \$80 billion, the company will retain the intercity long-distance network, the customer-premises equipment (telephones, switchboards and the like), the Western Electric Co. and the Bell Telephone Laboratories.

Brown said the country "is on the verge of the information age." It is the intent of the government and the company, he said, "to make sure that, in the worldwide competition, the benefits of the information age come to America first."

The settlement of the government's suit does not resolve the question of the role AT&T will play in the "information age." The FCC has held that AT&T must establish a separate subsidiary to engage in

unregulated activities, and Brown said the company is proceeding with plans to develop such a subsidiary.

In addition, Congress is considering legislation that would require the creation of a separate subsidiary. Brown said the commission and the Senate and House might want to re-examine those matters in light of the settlement.

The FCC, which like every other agency in Washington was caught by surprise by the settlement and its terms, was not ready to offer an informed comment—other than, as Common Carrier Bureau officials noted, they would be vast for virtually every policy and regulation affecting common carrier activities. The bureau has set up a task force to study the agreement. Congress will also examine it. Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, will hold hearings.

## NAB's move on must carry

**Comes up with new language for copyright compromise, will take Kastenmeier to Hawaii to sell him on it**

Representative Robert W. Kastenmeier (D-Wis.), copyright subcommittee chairman, will address the National Association of Broadcasters joint board of directors next Tuesday (Jan. 19) at its annual winter meeting in Kauai, Hawaii. Conversation will likely center on amending must-carry provisions passed in a cable copyright bill just before Congress adjourned last month.

Kastenmeier, who forged a compromise among the NAB, National Cable Television Association and Motion Picture Association of America on amending the 1976 cable copyright law, said just before his subcommittee approved the compromise that provisions on mandated carriage of broadcast signals are "not set in stone." He is committed, according to a spokesman, to reaching an acceptable compromise on amending the provisions when his bill (H.R. 3560) reaches the full Judiciary Committee, probably early in February.

The NAB has submitted an alternative to Kastenmeier's must-carry provisions that would codify the FCC's must-carry rules but would "not require the carriage of television broadcasting stations in any other manner or require the carriage of direct-satellite-to-home broadcast services." Carriage of stations "in any other manner" can be interpreted as exemption from coverage for such broadcast facilities

as low-power and subscription stations, according to Bruce Lehman, staff director to the copyright subcommittee.

A cable system with fewer activated channels than required local broadcast signals may petition the FCC, according to the NAB alternative, to replace a "must carry" with a "permissible nonbroadcast channel," defined as an activated channel which a cable system may "designate for uses other than the carriage of TV broadcasting signals."

Such a saturated system may petition for one permissible nonbroadcast channel if it has 10 or fewer activated channels; for two if it has between 11 and 15 activated channels; for three if it has between 16 and 20 activated channels; for four if it has between 21 and 25 activated channels and for five if it has 26 or more activated channels.

In deciding whether to grant such a petition, the FCC must consider "to the maximum extent possible, the provision of local services to the public, and where possible, shall require the deletion of, first, the signals of stations which do not provide any local program service; second, the signals of stations which are located more than 35 miles from the cable system, and third, noncommercial stations which duplicate simultaneously 100 percentum of the instructional programs and 40 percentum of other programs of another non-commercial station required to be carried by the cable system."

NCTA President Thomas Wheeler said Thursday he had not met with NAB representatives to discuss alternatives to the

must-carry provisions passed by Kastenmeier's subcommittee and had not seen the NAB alternative. It "has characteristics" of proposals considered "in some of our early negotiations" on cable copyright, he said. "It seems like they're going down there with some numbers on the high side."

Steven Effros, executive director of the Community Antenna Television Association, rejected the proposal as one that "isn't serious," and would be an unreasonable demand for "four-fifths of many cable systems' channel capacity."

At their meeting in Hawaii, NAB directors hope to convince Kastenmeier that rank and file broadcasters, not just their Washington representatives, are highly concerned about the must-carry rules presently in H.R. 3560, according to one board member. They also "don't want to feel left out," according to others, who recalled that Kastenmeier met with NCTA's board in recent months (BROADCASTING, Oct. 9, 1981) and will appear at the annual convention of the Association of Independent Television Stations in Washington this month (Jan. 23-27).

Broadcasters oppose Kastenmeier's present must-carry provisions as "overly broad." The provisions would require carriage of local signals protected by the FCC must-carry rules and on the air by Nov. 1, 1981, but would not require carriage of "any other broadcasting station or audio or video service."

The latter half of that statement could preclude the FCC from ever modifying its must-carry rules after they are codified and could also, according to some broadcasters, prevent the FCC from requiring cable systems to lease some of their channel capacity to outside program providers. Broadcasters fear that prohibiting must-carry protection for "any other audio or visual service" could permit cable systems to refuse to carry teletext services, even if carried on a signal protected by must-carry rules.

Kastenmeier's present must-carry provisions would permit a cable system with 36 or fewer activated channels to drop a local signal that has less than a 1% share of viewing in noncable homes and less than 2% of viewing in all TV homes in its county. A cable system would not have to carry any subscription TV signals, but would have to carry up to two public TV stations with grade B contours in its community, unless one duplicated 100% of the other's instructional programming and 40% of its other programs. To carry the required public stations, a saturated cable system could drop up to two duplicated network signals in its market.

Kastenmeier's staff has not begun to draft a new must-carry amendment, according to Lehman, who said NAB's alternative "might be fair," but doubted it would be acceptable to cable representatives. Kastenmeier "hasn't committed" to an amendment on must carry, he said, "only to try to reach an acceptable agreement on one by the parties."

## NAB joint board gears up for winter meeting

**On the agenda in Hawaii next week: discussion of whether NAB should reverse its stand on teletext; the unveiling of a study on contraceptive ads, a look at the 1983 budget and a dues increase for members**

The National Association of Broadcasters will be given the results of a nationwide survey on contraceptive advertising at its annual winter board meeting next week (Jan. 18-22) in Kauai, Hawaii. It is likely to approve a dues increase for most of its members and a 1983 budget of \$8.6 million, and in what could be its most controversial action, will consider reversing its position favoring a single standard for teletext.

Results of the survey on contraceptive advertising will be "highly controversial," said Larry Patrick, NAB senior vice president for research, who has sworn to reveal the results to no one until the Hawaii meeting so that the full board will hear them first. Even the NAB executive committee, meeting in Washington last Tuesday and Wednesday (Jan. 5-6), declined to hear the results to insure secrecy.

A proposed survey on personal products advertising will almost certainly be canceled at the Hawaii meeting, according to Patrick, who indicated support has evaporated for the project after nearly two years of trying to develop a workable technique. The Detroit firm of Market Opinion Research conducted the contraceptive ad survey for \$75,000 and developed a survey on personal products, but the latter was rejected by the NAB executive committee.

A dues increase of 8% for TV stations and networks has been approved by the executive committee and is likely to be ratified by the joint board in Hawaii. Radio dues will go from \$20 to \$24 per month for stations in the lowest category and from \$500 to \$525 in the highest, with comparable increases in the 10 categories in between. Radio dues are based on a station's annual revenues, while TV dues are determined by market size and whether a station is a network affiliate, or independent and whether it's a UHF or VHF.

After two years of budget deficits, the NAB executive committee has approved a budget for fiscal year 1982 that contains a much larger surplus than previous budgets and could leave NAB in the black at the end of next year. This year's budget is 8.8% larger than last year's, which totaled \$7,944,000. Expenses during the 1982 fiscal year, which begins for NAB in April, are budgeted at \$8,618,000. Income is expected to be \$8,768,000 and will include an increase of \$23,900 on income NAB

receives from rental of space in its Washington headquarters. The rental increase comes every few years and is built into leases tenants of the headquarters building hold. The executive committee has increased the proposed surplus for fiscal year 1982 from an originally suggested \$126,000 to \$140,000. The surplus set aside in 1981 was \$22,000 and the budget for that year is expected to end up with a deficit of \$123,000 incurred after NAB spent an unexpected \$175,000 on special projects such as fighting proposals for reducing AM channel spacing from 10 khz to 9. Because NAB departments spent \$52,000 less than was budgeted for them in 1981, the deficit will not be as large as expected.

The 1982 budget, prepared as it always is by the NAB staff, has been "scrutinized more carefully" by the executive committee than any in recent years, according to one NAB staffer.

Included in next year's budget will be an estimate for capital expenditures, a figure usually between \$80,000 and \$90,000 that in previous years has been spent from general NAB operating funds and has not been budgeted. Capital expenditures include repairs to NAB headquarters and purchases of furniture and equipment.

The NAB staff would still control capital expenditures, but would need approval from the executive committee to exceed the amount budgeted for them annually.

There's presently "no policy for how to handle capital expenditures," said NAB Joint Board Chairman Edward O. Fritts. "The executive committee will recommend that it become part of the annual budget process."

Teletext has emerged as the hottest issue among TV board members headed for Hawaii next week. Last week's executive committee meeting erupted into a heated discussion over whether NAB should reverse its stand, adopted in June 1980, that the FCC should establish a single standard for teletext transmissions. Don Curran, president, Field Communications, San Francisco, and a TV board member, has asked that the board reconsider its stand. Peter Kenney, vice president, Washington, for NBC and a member of the executive committee, favors NAB's present stand. Field Communications is experimenting with teletext in Chicago, using the British Ceefax system. NBC and CBS are testing with the French Antiope system and favor a single standard, as does ABC, which, according to a spokesman, does not presently favor any particular system.

NAB television board chairman, Mark Smith, vice president, KLAS-TV Las Vegas, and TV vice chairman, Gert Schmidt, vice president, Harte-Hanks Communications, Orlando, Fla., feel the issue deserves "a thorough airing," according to Curran.

NAB originally adopted its position on teletext on recommendation of its teletext committee, chaired by William Putnam, chairman, Springfield Television Corp. The executive committee approved NAB





**Enter CNN2.** As Ted Turner promised more than four months ago, CNN2 arrived with the New Year on Jan. 1, 1982. In its first full week of service, CNN2's platoons of announcers took turns reporting world and national news 24-hours-a-day in intense half-hour cycles, using second-hand video from its year-and-a-half old predecessor, the Cable News Network. Meanwhile, Turner's corps of salesmen was on the road pushing affiliate agreements before cable operators. Nory LeBrun, head of marketing, said last Friday that CNN2 has received commitments from a

few, small independent systems since sign-on, when CNN2 had 785,000 subscribers, but there has been "nothing earth shattering." The first half-hour of CNN2 was handled by anchors Denise LeClair and Chuck Roberts (top right). The simultaneous arrival of new network and year were cause for fireworks at CNN's Atlanta headquarters and a celebration (bottom right). Among the CNN veterans on hand for the latter: videotape manager Pat O'Gorman; her husband, President Reese Schonfeld; anchor Chris Chase, and Executive VP Burt Reinhardt.

comments favoring a single standard, filed with the FCC late last year. According to Curran, Smith and Schmidt feel the executive committee didn't give the issue "enough thought" before filing comments, and will leave the decision on whether to reverse NAB's position to the joint board.

A change in NAB's lobbying tactics will also be considered at the Hawaii meeting, according to Curran, who is a member of NAB's congressional liaison committee. "Our tactics need to be refined," said Curran, who will propose new strategies to the joint board, but would not discuss them last week.

Radio board members will hear detailed briefings on the recently concluded Region 2 conference in Rio de Janeiro. They'll also hear updates on communications legislation pending in Congress and a report on new technologies and their possible effects on the radio industry. Patrick, who delivered an original version of the new technologies report at last year's NAB Radio Programming Conference (BROADCASTING, Aug. 24, 1981), will also deliver the updated report.

"It's a quiet year for radio," said one NAB spokesman. "The hot issues are all in television."

## Ogilvy downbeat on network TV prospects by '90

**Share of audience will drop to 59% by end of decade, agency predicts, citing continued pay cable growth**

Ogilvy & Mather International, New York, issued a sobering report last week on the future of network television, predicting that by 1990 network shares will drop to 59%, down from 83% in 1981.

Ogilvy based that conclusion on a number of factors—first among them the bright future of pay cable television. The agency also pointed to the growing strength of independent TV stations. But it also blamed the networks themselves, claiming they have contributed to their own dilemma.

"Each rating point in prime time means approximately \$45 million in sales," O&M said. "At the start of the 1974 season, the A.C. Nielsen Co. started issuing national ratings two days after a program's telecast, and we saw a marked increase in the volatility of the networks' schedules that

has had a significant effect on people's viewing habits."

Ogilvy noted that in the past, viewers knew exactly what was on each night, but said that today only the high-rated shows remain "inviolable." Shows are canceled after a few telecasts, according to Ogilvy, and "this turbulence has made the viewer less predetermined in his program selection."

Ogilvy said that because of these developments, the agency is "bullish" on pay cable. It estimated that by the end of the decade more than half of U.S. homes will be equipped with some form of pay television (46% on pay cable and 8% through various forms of subscription television).

Ogilvy pointed out that individual markets vary from the national average, depending on the viewing options available. The agency cited the examples of San Francisco and Omaha, Neb. San Francisco, with seven TV stations, 40% cable subscription and 18% pay cable subscription, had a three-network share of only 70%, based on the Nielsen Station Index for February 1981. In contrast, Omaha, with 12% cable penetration and three commercial TV stations (network affiliates), had a three-network share of 93%.



## Larry Harris: FCC's new super-bureau chief

**Fowler's common-carrier recruit will head bigger Broadcast Bureau to embrace all electronic media**

At a time when those involved in telecommunications policymaking talk of the merging of technologies, the appointment of Laurence E. (Larry) Harris as chief of the FCC's Broadcast Bureau provides arresting symbolism. He comes from a career as a private attorney and negotiator in the common carrier field. AT&T knows who he is, even if the ABC's of the world don't. But that will change.

In fact, the appointment of Harris, who moves into his new job today (Jan. 11), has more than symbolic importance. Chairman Mark S. Fowler plans to submit for the commission's consideration a reorganization plan that would place within the bureau that Harris heads responsibility for all electronic media technologies, including some that are now part of the Common Carrier Bureau's domain—direct broadcast satellites, multi-point distribution services, among them—as well as cable television ("Closed Circuit," Dec. 14, 1981). (Such changes would bring with them a renaming of the bureau to reflect its responsibility for electronic media technologies.) "It makes sense if done properly," Harris says of the plan. "I'd like it."

Thus, Harris assumes a position that seems likely to offer him the opportunity to exercise more influence on the future shape of mass media than anyone who has preceded him as Broadcast Bureau chief.

Harris, who is 45 and has divided his time over the last six years between MCI Communications Corp., where he was vice president in charge of common carrier relations and tariffs, and a private practice in

the service of radio common carriers, is not without ideas about the broadcasting business. Some sound very much like those of Fowler, who chose him for the job. "I see my role as helping to shape a policy that gets the FCC out of the business of regulating program content," he says. "I think that regulation is dangerous." And he favors allowing new technologies to develop—and permitting broadcasters to enter them (although without guarantee: "If they fail, it's their money").

Indeed, Harris is bullish about broadcasting's future. "The new technologies will give broadcasters the opportunities they've been denied," he says.

But then, Harris seems bullish about most things. He says of himself: "I'm an enthusiastic person." And he views the new job as one that will be "fun—every job I've had has been fun," he says.

Harris promises to transmit that enthusiasm to the bureau—through "performance," not talk. And like other areas of the commission—indeed, of the government generally, in a time of austere budgets—the bureau can use a generous dose of enthusiasm. The bureau staffers whom Harris has met over the past several years have impressed him as people of quality. The staff, he says, "needs only some motivation and direction."

The workload is heavy and the resources thin. Some problems are relatively small, but carry with them the irritation of a headache resistant to aspirin—the public reference room, for instance. It has long been a source of frustration not only for those who use it but also for those who have attempted to assure its smooth operation. Other problems are major, by any measure—low-power television comes to

mind. The bureau faces the processing of some 5,000 applications, now frozen, and when the freeze is lifted, a surge of thousands more is expected. "We'll have to be very creative in finding a solution," Harris says. Indeed the commission will; Congress is monitoring the situation closely. The bureau's recommendation—which will probably include the use of a lottery to avoid lengthy hearings where two or more applicants are seeking the same frequency—is scheduled to be placed before the FCC next month.

Most Broadcast Bureau chiefs over the years have come up through the ranks. Thus, they have had the kind of background Harris lacks. Harris plans to make up for that lack in part by heavy reliance on the bureau's deputy chief, Henry L. (Jeff) Baumann, and Molly Pauker, whom he has hired away from the legal branch of the Policy and Rules Division to serve as his legal assistant. But Harris brings to the agency experience of another sort—of having performed in major arenas with and against players of major league stature. He is not likely to be overwhelmed by the issues, cosmic as they might be, that come across his desk at the Broadcast Bureau, or by persons with whom he deals.

At MCI—that feisty competitor of the Bell System—Harris reported to William McGowan, chairman and chief operating officer, and his job was to advise the company on regulatory matters (both federal and state), to develop tariffs and to negotiate interconnection contracts with the Bell System. He was in the thick of things whenever MCI and Bell became embroiled in their many battles.

He was, in fact, a witness in the MCI antitrust suit that resulted in a record \$1.8-billion judgment against the Bell System, a decision now on appeal. He was also a government witness in the Justice Department's current antitrust suit against Bell. Six years ago, after MCI and other carriers objected to the interconnection tariff Bell filed with the FCC, Harris led a small team of negotiators that—over a period of seven months—wrung significant concessions from Bell. The resulting agreement so impressed Telocator Network of America (the trade association of radio common carriers) that it hired Harris to represent RCC's in negotiations with Bell and other telephone companies, as well as before the FCC, on a part-time basis.

One of Harris's fans is former FCC commissioner—and one-time Broadcast Bureau chief—Kenneth A. Cox, who is now senior vice president of MCI. Harris, he says, "is an able negotiator" and was an "effective witness" in the trial of MCI's suit against AT&T. "He can alternately be as charming as possible and then hard-nosed," Cox says. "Everybody liked him, except people at Bell—and I expect some of them did, too."

Harris is also one of those in whom private sector representatives can recognize a kindred soul. He knows what it is to meet a payroll—not his own company's, perhaps,



but that of a company he operated for Leasco (now the Reliance Group), a conglomerate with holdings in a variety of fields where he worked from 1967 to 1972. His last assignment was as vice president and general manager of Leasco Response, a computer time-sharing company that had been losing \$1 million monthly when he took over. Within four months, Harris had performed the necessary miracles to enable Leasco Response to record a profit of some \$60,000 monthly.

"It didn't take a genius," he says modestly. "It just took looking at the situation." He cut costs, sold off unprofitable portions of the operation and restructured the sales effort.

Harris says he learned many of the techniques at his first job—after graduating from Georgetown Law School in 1965—at Texas Instruments. (TI, he says, puts every new executive employe through an intensive four-week training course that begins on the loading dock.)

Because of his experience, Harris is bubbling with ideas about management techniques, and he plans to change the way the bureau operated under Richard Shibben, who has moved to the General Counsel's Office, as associate general counsel. Harris will maintain closer contact with the division chiefs—in what he calls "hands-on management"—and says there will be less (and less need for) "front office review" of items the divisions prepare. He and his staff will work closely with the staffs of the seven commissioners. ("We have an obligation to keep the commissioners informed as to what's going on," he says.) He also talks of "building bridges" to other areas of the commission—the General Counsel's Office, the Office of Plans and Policy and the Office of Science and Technology. "We'll work at building a network, to make sure decisions the commission reaches are supportable."

Harris has had months to ponder such

matters. He has known since late September that Fowler wanted him for the Broadcast Bureau chief's job. Fowler, whom Harris met about a year ago and with whom he has developed a friendship, asked Harris last summer if he would like to join the commission's staff. Harris considered the Common Carrier Bureau an unlikely area because of the many conflict-of-interest issues he felt he would face as a result of his work for MCI and the RCC's. So Fowler asked Harris if he would be interested in the Broadcast Bureau post if a change were to be made there. "I said 'yes,' and he made the change," Harris notes. How long Harris will find government service congenial is a question for the future to answer. But he has committed himself to at least two years.

## FCC's lottery proposal: no winning ticket

### Majority opinion of comments filed with commission is that lottery is not the alternative to comparative hearings and public interest would not be served

Nobody likes the comparative hearings the FCC now uses to select among competing applicants for the same piece of radio spectrum. The hearings are usually long and costly battles in which the only sure winners are the communications lawyers who wage them. But it seems that one of the more promising alternatives—the award of spectrum by random selection or more simply by lottery—is liked even less.

As part of the Omnibus Budget Reconciliation Act of 1981 signed into law by President Reagan last August, Congress gave the FCC the option of awarding spectrum by lottery and gave it six months to establish rules and procedures to execute the option if that were the agency's choice.

In comments on the FCC's proposed

lottery rules released last November, most broadcasters and common carriers urged the FCC to stay away from the lottery. They agreed with Commissioner Mimi Weyforth Dawson that if the lottery is to be used at all, it should be as a last, not first, resort.

But why take a job that, at \$58,500 a year represents a sharp cut in the salary he was making in the private sector? Harris's first response is a quip: "Because they won't pay me any more." But, he says, the juices beginning to flow and the enthusiasm showing: "I really want the job. It will be exciting. We're on the threshold of major changes in the telecommunications field. I want to see what it's like on the inside. You can make an impact if you are forceful and persuasive."

Harris's record suggests he has those qualities. The bureau—as it is expected to be restructured—will give him considerable leverage for demonstrating them. As a result, he would be justified in feeling he can make a difference.

Even those commenters representing minority groups which were by law to "receive significant preferences" under the lottery system had little to say for it. They felt that minorities could make greater strides in the ownership of telecommunications facilities through the existing comparative procedures which give them a better chance of coming up a winner.

Although the majority of commenters disliked the lottery, many assumed the FCC would attempt to write rules within the deadline set by Congress. They therefore reluctantly responded to some of the FCC's questions in its proposed rules, and revealed much disagreement over which "underrepresented" groups, as

**Difference of opinion at the FTC.** In a highly unusual action, the Federal Trade Commission's Bureau of Competition, Consumer Protection and Economics filed comments in the FCC's lottery proceeding, giving the concept one of its strongest endorsements (BROADCASTING, Dec. 14). The comments were generated by the FTC staff and contained a disclaimer that they were not necessarily the views of the FTC or any commissioner. They certainly did not reflect the views of Commissioner Michael Pertschuk, who, in a strongly worded two-page statement, disagreed with the staff's conclusions and how they were derived.

The staff argued that lotteries are superior to comparative hearings and would benefit applicants as well as the public. They would benefit consumers, it said, by speeding the introduction of new services and increasing competition. As a result, consumers would enjoy "lower prices, improved products and increased innovation." For such new services as low-power TV, it said, lotteries "may be essential" for their introduction in a "reasonable time."

Comparative hearings are a hardship on applicants, the staff said. A typical proceeding lasts three years and may last considerably longer. The financial drain on the applicants, it said, is "equally severe." It estimated that it would cost an applicant more than \$1 million to participate in a hearing today.

The staff also pointed out that the FCC has itself acknowledged

that "there is no guarantee that the comparative hearing process will produce the applicant best qualified to serve the public interest."

As do comparative hearings, lotteries award spectrum without exacting the costs of their marketplace value, the staff said. "A simple and relatively cost-free mechanism" for correcting the inadequacy would be to award spectrum by auction, the proceeds of which would flow to the federal treasury. The commission added that it was unclear whether the FCC had the power to institute an auction to award licenses to applicants.

Pertschuk charged that in endorsing lotteries and auctions, the staff was implicitly making policy decisions it was thoroughly unqualified to make. "The staff statement is nothing more than a conclusion that the sooner those outlets are licensed, the better," he said. "Even pure dumb luck is justified as a better way to allocate licenses than a rational decision-making process simply because it works faster." Pertschuk also questioned the staff's implication that the public is best served by awarding licenses to "those willing to pay the most for them." The conclusions stem not from the staff's expertise in antitrust law or consumer protection, he said, but from an implied and incomplete cost-benefit analysis. The statement shrugs off the public interest question, he said, and doesn't discuss its assumption that the FCC's use of noneconomic criteria in awarding spectrum "has little or no value."

Congress called them, should be given preference in the lottery.

CBS said in its comments that a lottery combined with preferences for designated groups "would open up a Pandora's box of practical and legal problems" and should be used "sparingly." For the system to work at all, it said, stringent minimum standards would have to be set for all applicants to meet to participate in the lottery.

The National Association of Broadcasters said the lottery would be "an improper abandonment of the commission's long-standing practice of determining the best-qualified applicant." By employing a lottery, it said, the FCC would be shirking its statutory obligation to pick licensees who serve in the "public interest, convenience and necessity."

The lottery, it said, threatens further minority ownership and additional program diversity. The courts have ruled that minority ownership in an applicant of as little as 14% is substantial enough to give the applicant an advantage in a comparative hearing. But by elevating the threshold qualification for a minority preference to more than 50%, NAB said, the lottery proposal "restricts drastically the availability of the preference."

According to the Corporation for Public Broadcasting, the proceeding "is more of an attempt by the commission to make the awarding of initial licenses administratively convenient regardless of the effect of such conveniences of the public interest—than what it should be, to streamline the process already proven to be reasonably calculated to select . . . the best operator of the licensed facility."

AT&T called the use of lotteries for common carrier services "inappropriate" and "contrary to the public interest." It said lotteries would discourage innovation and lead to spectrum waste and speculation in licenses. "In addition," it said, "in a license-by-lottery system, there is a substantial risk that the applicant best qualified to serve the public interest would not receive the license."

Satellite Business Systems, a satellite common carrier, agreed that lotteries were inappropriate for most common carrier services. "Unlike the issue of broadcasters' program content," it said, "it is well within the FCC's capability to evaluate many competing claims for spectrum use in the common carrier services."

And Cellular System Inc., which intends to apply for a cellular radio system in Houston, argued against using the lottery for determining cellular radio operators. The regulatory structure adopted last April and reaffirmed in December "relies heavily on the comparative process to select applicants that will best serve the commission's goals of nationwide service and efficient spectrum use," it said.

International Broadcasting Network, minority-owned, nonprofit applicant for 14 LPTV stations, said the proposed lottery scheme would "create more problems than it would solve." Despite the proposed

preference for minorities, minority-controlled, noncommercial applicants would be "the chief victims," IBN said.

The National Association of Black-Owned Broadcasters suggested that proponents of the lottery should take a look at the lotteries conducted by the Bureau of Land Management of the Department of the Interior in leasing land for oil and gas drilling. "BLM experiences indicate that rather than expediting processing and reducing costs," NABOB said, "the adoption of an inflexible lottery system can ultimately have the opposite effect."

Like IBN, the Spanish Radio Broadcasters Association of America felt the lottery would hurt the cause of minority groups trying to break into broadcasting or the common carrier business. "A lottery will effectively eliminate any meaningful preference accorded to minorities in receiving a construction permit."

Henry Geller and Ira Baran of Duke University's Washington Center for Public Policy Research said the lottery—"a useful tool"—should be used only on an ad hoc basis and only as a "last resort." Applications should be evaluated and awarded by other criteria whenever possible, they said. If a qualified Hispanic group applies for what would be the first service owned by a minority in an area whose population is half Hispanic, "that application should be granted—not weighted for two or three chances in a drawing with 20 other applicants."

The Consumer's Union, through its counsel, the Media Access Project, said the FCC's belief that a lottery would expedite the processing of applications is "pure speculation." The FCC must still consider basic qualifications and decide which applications are entitled to a "significant preference."

Minorities would not be the only applicants with something to lose from the institution of a lottery. Robert Boyd, who said he and several others applied for an FM station in their hometown of Clarksville, Va., 12 days before the Budget Reconciliation Act became law, was concerned about losing the edge he would have in a comparative hearing with the two competing applicants. A lottery should not be employed, he said, when one applicant has distinct advantages such as local ownership and no other broadcast interests.

Not all the comments on the lottery proposal were negative. Private Networks, a minority-owned firm facing comparative hearings for MDS facilities in 24 cities, said it is "convinced that the proposed lottery procedures must be a better way."

Edward M. Johnson & Associates, a consultancy that has prepared more than 600 LPTV applications, said the lottery proceeding "represents the lynchpin to the adoption by the commission of rules and regulations which will provide for swift and fair grants of construction permits for low-power stations."

Others took a more narrow and conventional approach.

Applicants with over 50% ownership by blacks, Hispanics, American Indians, and "several other identified racial groups," according to Private Networks, should be afforded a preference. American Women in Radio and Television said that women deserve preferential treatment. And two labor unions—the AFL-CIO and the International Union of Operating Engineers—strongly endorsed the suggestion of Congress that labor unions receive preference.

The National Black Media Coalition said the groups that deserve preferences are blacks, Hispanics, American Indians, native Alaskans, Asians and Pacific islanders. Preferences should not, it said, be extended to women or labor unions.

A few commenters had special reasons for making submissions. Beneficial Management Corp. said the FCC should make clear that it will not use the lottery to select among applications for any New Jersey VHF television stations. Various interests in the state have been fighting for a VHF application and if they get it they don't want to see it awarded to an out-of-stater through a lottery. On behalf of the broadcast applicants it represents, the law firm of Paul, Hastings, Janofsky & Walker said the rules should apply only to mutually exclusive applications submitted subsequent to the effective date of the lottery rules. "Basic fairness and equity" . . . demand as much, it said.

## Long-range funding, change in program procedures top CPB board agenda

**Rockefeller, Pfister and company hold first 1982 meeting, begin to tackle problems of austerity**

Corporation for Public Broadcasting board members last Thursday (Jan. 7) took a look at the corporation's program fund and announced the new members of its newly formed long-range financial task force. Holding its first meeting for the year, the CPB board—under its new chairman, Sharon Rockefeller (wife of the West Virginia governor)—took the first step in what is expected to be a long process of re-evaluating its two-year-old program fund, which administers grants to public television stations.

Established in 1979, the program fund acts independently of the board in selecting and funding programs, although it relies upon the board for guidance. According to law, CPB is excluded from "producing programs, scheduling programs for dissemination, or disseminating programs to the public." Lewis Freedman is the director of the fund, and along with CPB President Edward Pfister, prepared a preliminary report on its status, offering some possible options for the board to





**Table-hopping at the CPB.** (Top left) Board Chairman Sharon P. Rockefeller and President Edward Pfister start off the day-long activities at the corporation's board meeting in Washington last Thursday. (Top right) Harvey Dickerson, CPB vice president and controller (l), listens as Fred Wacker, CPB vice president for administration and treasurer, explains the dispute with Western Union over transponder service. (Bottom left) The former chairman, Lillie Herndon (l), confers with fellow board member Gillian Sorensen (wife of Kennedy administration figure Ted Sorensen.) (Bottom right) Board members Michael Gammino, a Rhode Island banker (l), and Paul Friedlander, a Seattle, Wash., jeweler and attorney.

consider in making a decision.

The fund has been criticized by both board members and public television stations. Licensees have complained that it hampers their involvement in program policy decisions that ultimately affect them.

Board member Geoffrey Cowan complained that the program fund has failed to produce any "blockbuster" programs, such as *Sesame Street*. And he said he didn't "feel as glowing" about the program fund as did the report. "We need more self criticism," he added.

Board member Michael Kelly noted that another problem with programs produced through the fund is that they fail to attract a following because they don't air for an entire season. "We need to fund something that is more than a five-part series," he said.

Freedman agreed that the process through which the fund works inhibits its potential, but said the fund is moving toward longer programs. He cited *American Playhouse*, which begins an entire season of programs tomorrow (Jan. 12).

Included in the status report were several alternatives for the board to consider as a possible replacement for the

fund. Two of five were singled out for attention. One (No. 2 on the list) would have the board: "Reserve to itself the prerogative of setting policy, establishing goals, and maintaining oversight, but delegate specific decisions to the director of a program fund, which is part of CPB." The other (No. 3 on the list) would "Reserve to itself [the board] the prerogative of setting policy, establishing goals, and maintaining oversight, but delegate specific decisions to an entity also empowered to make specific decisions on behalf of PBS and the stations."

Freedman said he favored No. 2. Pfister, on the other hand, said he was "someplace between No. 2 and No. 3," but he added, "I am not yet persuaded we can go to 3 until we get a little more of 2."

Pfister was asked by the board to prepare a paper on the two options to be considered at its March 3 and 4 meeting.

In an executive session held the day before, the board discussed a possible restructuring of CPB in light of proposed budget cuts. According to one source, CPB management talked about reducing the corporation's work force of roughly 142 employees to 100. However, no specific departments were targeted and CPB offi-

cialists said they would wait to see if its 40% attrition rate would alleviate the need for RIF's (reductions in force).

Howard White, a CPB board member and chairman of the long-range financial task force, told the board that the group is slated to meet Tuesday (Jan. 12). Its job is to explore the corporation's financial needs for the next 10 years and while exploring those needs, White said, "the task force will seek alternatives to funding public broadcasting."

He noted that task force members were selected to represent all facets of the broadcasting industry, and will aim to reach some results by the "middle of the year." The panel: David C. Adams, former NBC senior executive; board member Diana Lady Dougan; Stanley Evans, trustee board chairman, Eastern Maine Medical Center, Bangor, Me.; Susan Harmon, general manager, WAMU-FM Washington; Winston Himsforth, first vice president, Lehman Brothers, Kuhn, Loeb, New York; Amos (Bud) Hostetter, president of Continental Cablevision, Boston; Bryce Jordan, executive vice chancellor for academic affairs, University of Texas; Myron Jones, executive director, Indian Education Training, Albuquerque, N.M.;

## CABLE-STV CROSSOWNERSHIP

## United Cable buys into Buford's HEN

**Major MSO putting up \$20 million to purchase debt that could be converted to 80% in equity**

United Cable Television Corp., the 11th largest cable MSO, last Monday (Jan. 4) signed a letter of intent to acquire control of Home Entertainment Network Inc.—an STV programmer and operator serving 65,000 subscribers in three markets—from Buford Television Inc.

Under the agreement, United would invest \$20 million in HEN in the form of debt and equity. United's initial equity interest would be less than 10% but could grow to as much as 80% over the next few years as it converts the debt to equity. The deal is expected to be closed on Feb. 1.

In addition to the STV operations, United will acquire control of a UHF television and translator and the right to a second UHF facility. All three are Buford facilities that HEN uses or plans to use for STV.

It may be years before United acquires a majority position in HEN, but it will control the company from the start through three seats on HEN's five-member board.

HEN's current management is expected to remain. John H. Wyant, president, will continue to manage its 325 employees. HEN, based in Cincinnati, had revenues of approximately \$13 million in 1981.

"We have studied the emergence of subscription television carefully," said Gene Schneider, United's president and chief executive, "and we are convinced that subscription television is a long-term business. We believe that cable and STV can successfully co-exist by having STV primarily serve homes in those areas not passed by cable and by providing to cable-passed homes a premium pay TV service with the kind of local identity not offered by the national satellite delivered services."

O. Leonard Press, executive director, Kentucky Educational Television, Lexington; Fletcher Waller Jr., senior vice president of marketing and sales, Marriott, Washington, and Rockefeller (ex officio).

During its public comments session the board was addressed by Tony Motley, of the National Black Media Coalition, who asked CPB not to reduce its commitment to minority programming. Motley said there had been a lack of commitment from the board to minorities in the past but added that considerable "inroads" had been made in the last two years. Motley also read a paraphrased comment from OMB which he said accused the CPB of "exploiting public funds."

The board reacted hotly, with some of its members defending the CPB and its commitment to minorities. CPB's human resources chairman, Gillian Sorensen, (whose job it is to help set guidelines for the corporation's equal employment opportunity policy), said that the OMB comment, "makes me very angry."

The board also heard a status report from Fred Wacker, vice president, administration and treasurer, on CPB's complaints against Western Union. CPB has an agreement with Western Union that gives it the right to receive "full period protected transponder service on two additional transponders, provided the transponders have not otherwise been committed by Western Union at the time CPB requests them, and provided that Western Union has kept the corporation informed of the availability of additional transponder capacity so that CPB can make an informed exercise of its rights."

Wacker noted that CPB informed Western Union in October 1980, that it planned to use its option for the two additional transponders. Western Union never replied to that request and later told the corporation that the transponder services had been committed prior to its request. CPB has now given Western Union 30 days to work out an agreement, failing that it will "initiate arbitration."

Robert P. Buford, chairman of Buford Television, which in addition to HEN has cable and broadcast television interests, said: "Analysis of our present, planned and future markets led us to the conclusion that a prudent course . . . would be to secure a partner with deeper financial resources, considerable expertise and a proved track record on pay TV."

HEN opened for business in Cincinnati in February 1980 when it began STV broadcasts over Buford's WBTI-TV (ch. 64) there. According to HEN's Harry Kangis, WBTI-TV now serves approximately 38,000 subscribers in Cincinnati and about 2,000 more in Dayton—50 miles to the north—through a 1,000-watt translator on ch. 66. The translator, which was turned on last summer, reaches about half the Dayton market, Kangis said.

HEN's third and fastest growing STV operation is in Chicago. Despite entrenched competition (more than 100,000 subscribers) from Oak Industries on WNSN-TV Chicago, HEN began STV broadcasts with time leased from Focus Broadcasting Co. on WFBN(TV) Joliet, Ill., in September 1981 and now counts about 25,000 subscribers.

Current plans call for the start of a fourth operation in mid-1982 in Minneapolis-St. Paul over KTMA-TV, a UHF CP purchased by Buford last summer for \$383,000 (BROADCASTING, Aug. 31).

Bill Elsner, United's treasurer, characterized HEN as a company in the "developmental stage" that "has yet not come to profitability." Only the Cincinnati-Dayton operation is at the break-even point, he said.

Although three broadcast licenses are involved in the deal, the parties will not wait for FCC approvals to consummate it. According to Dan Shields, United's general counsel, Buford will temporarily retain control of WBTI-TV and the Dayton translator and apply for a transfer to the United-controlled HEN later this year.

HEN will have the right of first refusal to purchase KTMA-TV from Buford, Shields said. It will have to apply for a waiver of the FCC's three-year trafficking rule, however, if it chooses to exercise its option prior to 1984, he said.

As Elsner explained the deal, United at closing will put up \$20 million—\$1 million for a 6 2/3% equity interest and \$19 million as a loan to HEN. United will have an option to convert \$11 million of the \$19 million debt into equity over the course of the next four years and increase its interest in HEN to a maximum of 80%. The agreement allows United a great deal of flexibility in exercising its options, Elsner said. If HEN does not become profitable in the next few years, he said, United can sit on its options and collect its debt. But, if the company begins to show substantial profits, United will be able to acquire its full 80% interest immediately.

**Show and tell at the FCC.** The FCC commissioners last Thursday (Jan. 7) completed three days of an intensive course in the functions and workings of the agency they administer. Representatives of every bureau and office—with the exception of the Office of Managing Director, which will come under scrutiny this week—took turns explaining and describing the work of the unit.

The purpose was not simply educational, although the bureau and office chiefs performed that service. The exercise was part of the effort the commission is making to determine how it can operate in 1983 on a budget of \$73.6 million (which includes about \$11 million for such nonprogram items as pay raises and FCC relocation)—as proposed by the Office of Management and Budget—as compared with the \$77-million funding level Congress provided in a continuing resolution that expires in March. The aim is to find programs to eliminate or reduce in size. Staffers reviewed programs under their jurisdiction in terms of the priorities they had assigned in an earlier exercise, in October (BROADCASTING, Oct. 19, 1981), when the administration planned a 12% across-the-board budget cut—a cut Congress refused to make. Commissioners were, according to Chairman Mark S. Fowler, "tough-minded" in the questions they asked, as they probed the reasons for the assigned priorities.

The time for decisions is not yet. Managing Director Edward Minkel will draw up a list of programs to be considered for reduction or elimination, based on the discussions of the three days. Fowler said the commissioners will make their decisions as to which programs should be examined further after they review the Minkel list. Fowler said the list probably will include 20 to 25 programs.





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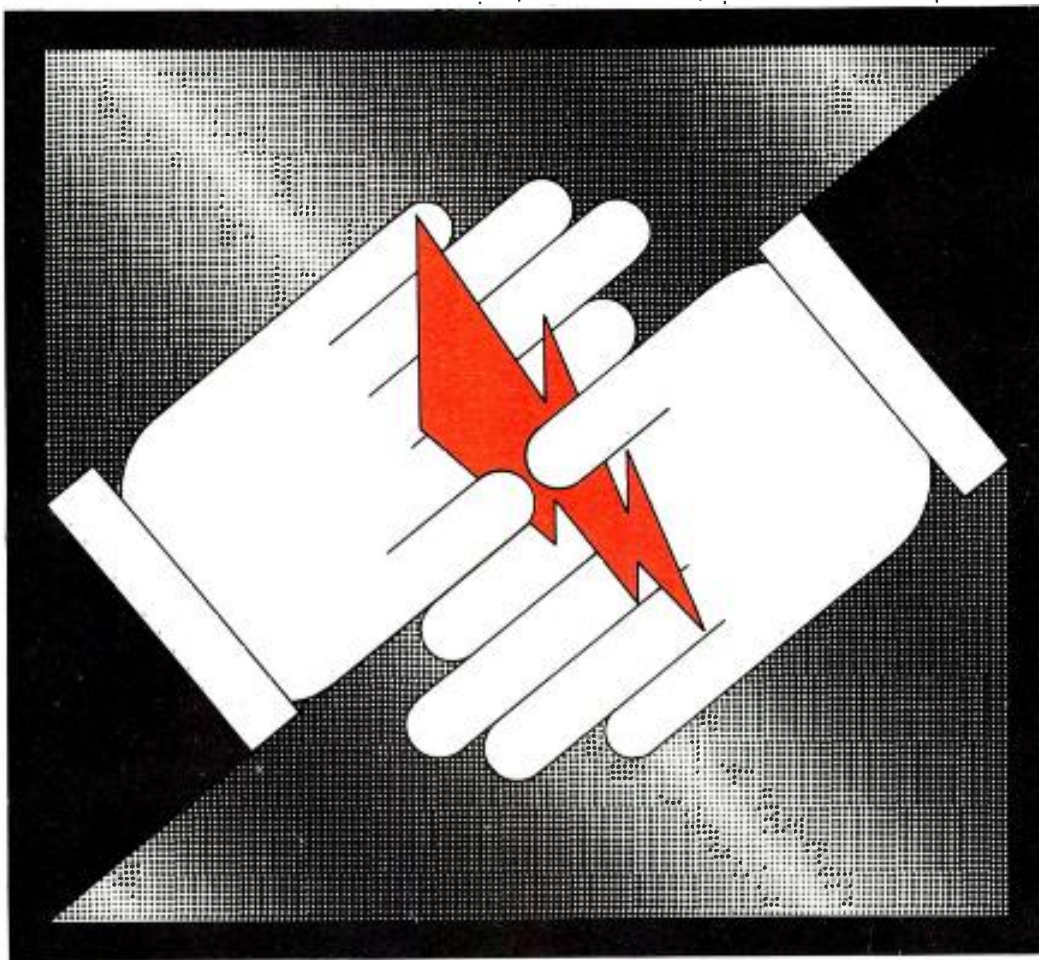
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## Changing Hands 1981

### \$754 million in broadcast marketplace

Station trading added up to \$754,188,067 in 1981, a 13.9% drop from the 1980 total of \$876,084,000 but still the third biggest year in broadcasting history. The total included two broadcast group mergers: Orion Broadcasting-Cosmos Broadcasting and San Juan Racing Association-Gulf United Corp., worth \$175.5 million by themselves.

Not included in the 1981 totals, which are confined to sales approved in that year by the FCC, are Metromedia's \$220-million purchase of WCVB-TV Boston and its \$79-million sale of KMBC-TV Kansas City, Mo., to The Hearst Corp. Both sales

are still pending at the commission.

A total of 624 radio stations were sold in 1981, up from 424 in 1980 and the most ever sold in a year. A total of 24 television stations were sold, 11 fewer than in 1980.

The average price for a radio station was \$717,689, down 10.4% from the 1980 average of \$801,023. Total dollar volume for radio station sales in 1981 was \$447,838,067.

The average price for a stand-alone AM in 1981 was \$568,172, a decrease of 25.7% from the 1980 average of \$765,000. In all, 245 stand-alone AM stations were sold, for a total dollar volume of \$139,202,379.

The average price for a stand-alone FM in 1981 was \$1,350,000, a decrease of 9.5% from the 1980 average of \$1,493,000. A total of 96 FM's were sold for \$129,672,000. The average price for an AM-FM combination was \$1,046,501, about 8.8% below the 1980 average of \$1,147,670. In all, 139 combinations were sold for \$145,463,000.

The total dollar volume for 1981 television station sales was \$227,950,000, a 57% drop from the 1980 figure of \$534,150,000. Indeed, the 1981 total is the lowest since the 1977 total of \$128,420,101. The average price of all TV stations was

\$11,997,000.

In 1981, 13 VHF stations were sold for a total of \$204,400,000, an average of \$15,723,000, down 11% from the average of \$17,461,000 in 1980, and six UHF stations for \$20,550,000, an average of \$3,425,000, a third of the 1980 average of \$9,328,571. Not included in those figures is a \$3-million package sale of UHF WSLI-TV Harrisburg, Ill., and VHF KPOB-TV Poplar Bluff, Mo., by O. L. Turner to Macauley Nicholes and others.

The biggest sale to be approved by the FCC and closed in 1981 was the \$108.5-million acquisition of Orion Broadcasting, Louisville Ky.-based group owner of two AM's, one FM and five TV's, by Cosmos Broadcasting (one AM, one FM and four TV's). To comply with FCC multiple-ownership rules, Cosmos spun off for \$34.45 million three TV's and one AM which reduced the net cost of the Orion acquisition to about \$74 million. Cosmos, based in Columbia, S.C., and a subsidiary of publicly traded Liberty Corp., now owns WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, Iowa; WSAF-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C.

Coming up behind the Orion-Cosmos merger was the acquisition of SJR Communications by Gulf United Corp., a publicly traded, Dallas-based insurance conglomerate, for \$62 million plus \$5 million for assumption of liabilities. SJR, a subsidiary of the publicly traded San Juan Racing Association, sold three AM's, and six FM's to Gulf but retained its seventh FM, KNUS(FM) Dallas, as its sole surviving broadcast property. Gulf, in turn, spun off four of SJR's former stations—WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia for \$32 million to Infinity Broadcasting, and WUST(AM) Washington to another buyer. The Gulf group now includes former SJR stations, WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston, and WJMD(FM) Bethesda, Md., and its original stations, WVOJ(AM) Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WWRN(AM) Beckley, W. Va.; WGHP-TV High Point, N.C., and KTXQ(FM) Fort Worth. Alan Henry is president of Gulf's broadcast division.

The busiest market last year was Denver, where the FCC granted approval for seven stations (including KWBZ(AM) Englewood, a Denver suburb) to change

hands—three stand-alone AM's, two stand-alone FM's and one AM-FM combination—for a total of \$35.8 million. Included in that figure was the sale of KHOW(AM) to Metromedia for \$15 million, a new record for an AM. KFML(AM) Denver also has been sold, but is still awaiting FCC approval.

The Hearst Corp. paid the most for a single station among transfers approved last year—\$49.4 million for WDTN(TV) Dayton, Ohio (ch. 2), from Grinnell College, a liberal arts school in Grinnell, Iowa. Grinnell bought the station in 1976 for \$12.9 million. The acquisition was Hearst's first in 15 years. Hearst also announced the formation of a cable division, Hearst Cable Communications, headed by vice president Raymond E. Joslin. Later, it hooked up with ABC for a new cable programming joint venture that would be entitled Beta.

The number-two consideration paid for an approved sale, was Knight-Ridder's \$48-million purchase of WTAR-TV Norfolk, Va. (ch. 3). Landmark sold WTAR-TV as part of a settlement with Hampton Roads Television Corp., which had sought to replace it as the licensee. Knight-Ridder, based in Miami, publishes 32 daily and 11 weekly newspapers and owns three VHF's

## 28 years of station transactions

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio-TV*	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000**	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
1981	754,188,067	447,838,067	78,400,000	227,950,000
<b>Total</b>	<b>\$7,709,023,051</b>	<b>3,439,360,332</b>	<b>1,261,169,883</b>	<b>3,019,822,736</b>

Number of stations changing hands

	Radio only	Combined Radio-TV*	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2**	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
1981	625	6	24
<b>Total</b>	<b>9,140</b>	<b>NA</b>	<b>806</b>

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

\*Prior to 1971 figures represent total number of deals involving both radio and television stations. \*\*Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.



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DALLAS ATLANTA

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The series that delivered one of the highest concentrations of the under-50 audience in all of television.

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# **MCA TV**

and one satellite UHF.

In 1981 an Alaskan broadcasting group disappeared altogether by selling off its outlets one by one. Midnight Sun Broadcasters, based in Anchorage, Alaska and owned by a closely held group headed by A. O. Bramstedt, sold all of its four AM's and three TV's to four different buyers. The total price realized was \$6,837,000.

Several noteworthy sales were proposed last year but are still awaiting FCC action.

Last December the Charter Co. announced it would sell off six of its seven radio stations for \$32 million to Surrey Broadcasting, a closely held group that owns KAIR(AM)-KJYK(FM) Tucson, Ariz. Charter is looking for a buyer for its seventh outlet, WDRQ(FM) Detroit.

Northwest Industries, which, through its subsidiary, the Coca-Cola Bottling Co. of Los Angeles, owns KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles, transferred those stations to Beatrice Foods for \$20 million. The sale is part of a \$600-million acquisition by Beatrice of Northwest's beverage subsidiary.

On the television side, Multimedia Inc. and Pulitzer Publishing Co. have agreed to trade Pulitzer's KSDK(TV) St. Louis for Multimedia's wxii(TV) Winston-Salem, N.C., and wfbc-TV Greenville, S.C., plus \$8.25 million.

Last summer, Ziff-Davis Broadcasting announced it was putting its entire broad-

casting portfolio of seven television stations on the block. So far it has announced an agreement to sell only one of them, WJKS-TV Jacksonville, Fla., to Media General for \$18 million. The buyer is a publicly traded Richmond, Va.-based newspaper publisher and also owns WFLA-AM-FM Tampa, Fla.

WDAU-TV Scranton, Pa., is pending assignment to Robert L. Dudley, A. Richard Benedek and Charles Woods for \$12 million. Dudley is executive vice president of Avery-Knodel, New York station representative. Benedek is president and principal owner of WTAP-TV Parkersburg, W. Va. Woods owns WTVY-AM-FM Dothan, Ala., and is a general partner in wtvw(TV) Evansville, Ind.

George C. Hatch has proposed to buy KTSB(TV) Topeka, Kan., for \$10 million. The addition of that UHF will fill out the Hatch television interests to a full portfolio of seven stations.

WSBA-TV York, Pa. was acquired by CMD Broadcasting for \$2,450,000. The buyer is owned by three stockholders who include Robert L. Dudley, principal in application to buy WDAU-TV Scranton, Pa. (see above).

Significant radio station sales that have not yet been approved include:

- KEGL(FM) [formerly KFJZ-FM] Dallas-Fort Worth from Swanson Broadcasting to Sandusky Newspapers for \$8.5 million.
- WLAK(FM) Chicago from Storer

Broadcasting to Viacom International for \$8 million.

■ WSAI-AM-FM Cincinnati from Affiliated Publications to Booth American Co. for \$5.2 million.

Following are summaries of broadcast station sales valued at more than \$1 million and consummated last year:

#### VHF

WDTN(TV) Dayton, Ohio, owned by Grinnell (Iowa) College, was sold to the Hearst Corp. for \$49.4 million. Hearst has also before the FCC an application to buy KMBC-TV Kansas City, Mo., for \$79 million from Metromedia.

Landmark Communications sold WTAR-TV Norfolk, Va., to Knight-Ridder Newspapers for \$48 million. Knight-Ridder, Miami-based newspaper publisher, also owns WJRT-TV Flint, Mich.; WPRI-TV Providence, R.I.; WTEN(TV) Albany, N.Y., and its satellite, WCDC(TV) Adams, Mass.

The NLT Corp., which owns the *Grand Ole Opry* and Opryland, Nashville, sold its WSM-TV Nashville to the Gillett Broadcasting Co. for \$38 million plus \$4 million for noncompete agreement. The seller kept co-located WSM-AM-FM. The buyer is George Gillett, president of a Wausau, Wis.-based bank holding company and owner of KPWR-TV Bakersfield, Calif., WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. Gillett is the former principal owner of Globe Broadcasting, a group of three

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Saint**

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**ROGER  
MOORE**



#**1**

**IN NEW YORK  
IN CHICAGO  
IN LOS ANGELES**

**In Average Rating And Share  
In Its Time Period  
For The Months Of  
October, November, December,  
1981  
Telecast By The CBS Network!**



Source: NSI October, November, December, 1981

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



AM's and two FM's, which was sold in 1977 for \$13.8 million.

Out of the Orion-Cosmos merger came spin-offs of WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich., to Midwest Radio Television for \$18.7 million. Buyers are descendants of the W.J. and F. E. Murphy families, who published the *Minneapolis Tribune* from 1900 to 1940.

A third spin-off from Cosmos-Orion was WMT-TV Cedar Rapids, Iowa, to Guy Gannett Broadcasting for \$13 million. A subsidiary of a Portland, Me.-based newspaper publishing company, Guy Gannett Broadcasting owns WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KOFM(FM) Oklahoma City; KSTT(AM) Davenport, Iowa, and WXP(FM) Moline, Ill. It is controlled by Jean Gannett Hawley, chairman, and her family.

KTVL(TV) Medford, Ore., went from Cascade Communications to Freedom Newspapers, Santa Ana, Calif.-based publisher of 31 daily and five weekly newspapers owned by C. H. Hoiles, chairman, and family.

WVNY-TV Carthage (Watertown), N.Y., went from Johnson Newspaper Corp. to Watertown/Carthage Television Corp. for \$8.1 million. Buyer is a subsidiary of United Communications Corp., owned principally by Howard J. Brown. United is

based in Kenosha, Wis., and publishes the *Kenosha News* there. It also owns KEYC-TV Mankato, Minn.

Midnight Sun Broadcasters, Anchorage, Alaska-based group owner, sold several stations last year, including KENI-TV Anchorage and KFAR-TV Fairbanks, both Alaska, to Zaser and Longston Inc. for \$4.6 million. Buyer is owned by Jessica L. Longston, Northwest area real estate investor who also owns KSEM(AM) Moses Lake, Wash., and holds a construction permit for a new FM there.

KIVI(TV) Nampa, Idaho, was sold by Futura Communications Corp. to the Evening Post Publishing Co. for \$4.5 million. Buyer is a Charleston, S.C.-based newspaper publisher and owner of one AM, one FM and two TV's. Peter Manigault is president and 13.65% owner.

KOAI(TV) Flagstaff, Ariz., went from Grand Canyon Television to Capitol Broadcasting Co. for \$1.4 million. Buying group is principally owned by Mississippi Publishers Corp. (*Jackson [Miss.] Ledger-Clarion* and *Daily News*) and the Standard Life Insurance Co. Mississippi Publishers is controlled by T. M. Hederman and family. Standard Life, based in Jackson, owns KKTU-TV Colorado Springs and WSLI(AM)-WJFR(FM)-WITV(TV) Jackson.

**UHF**

Tandem Productions and Jerry Perenchio obtained a waiver of the three-

year rule to sell KMOV-TV Sacramento, Calif., to Koplak Communications for \$7.6 million. The sellers bought the station to provide subscription television service but sought the waiver because of changes in the Sacramento market (cable expansion and MDS operations) which it said prevented the successful introduction of STV.

KWHY-TV Los Angeles was acquired by Burt Harris and SelecTV of California for \$5.3 million. Harris is the principal owner of Harriscope Broadcasting Corp., Los Angeles-based group owner of two AM's, one FM and five TV's. SelecTV is Marina del Ray, Calif.-based subscription television service. SelecTV, which had supplied pay programming to the station, exercised an option to buy after the seller continued to oppose the introduction of R-rated movies.

Thomas Television sold its WATR-TV Waterbury, Conn., to Channel 20 Associates for \$4.5 million. The seller held on to co-located WATR-AM-FM. Buyer is a joint venture of Esen Associated IX and Oppenheimer & Co. Esen is owned by communications attorney Michael Finkelstein and others in the Washington-based law firm of Nixon, Hargrave, Devans, & Doyle. Oppenheimer & Co. is a New York-based investment firm with interests in cable systems serving Michigan and Maryland.

WSIL-TV Harrisburg and KPOB-TV Poplar

# Put Our Experience To Work For You!

WKOS, Inc.  
has acquired  
**WKOS (FM)**  
Memphis, Tennessee  
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**\$2,372,000**  
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We are pleased to have served  
as broker in this transaction.

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Sortie November and December Sales

WWRL AM	New York, NY	\$1,800,000
WJMN AM	Detroit, MI	\$1,500,000
WJDF AM	Canton, OH	\$1,200,000
KANTA AM-FM	Jackson, TN	\$2,500,000
WALM WJRM	Jackson, MS	\$1,000,000
WRER AM	Harrisburg, PA	\$1,000,000
WDBL WJPM	Orangeburg, SC	\$1,200,000
WJNS AM-FM	Birmingham, AL	\$1,000,000
WRBM WJWJ	Louisville, TN	\$1,000,000
WRAA AM	Louis, VA	\$1,000,000
WPKZ AM	Pickens, SC	\$1,000,000

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American Family Corporation  
has acquired by merger  
**Black Hawk Broadcasting Company**  
licensee of  
**KWWL-TV**  
Waterloo-Cedar Rapids, Iowa  
**KTIV-TV**  
Soud City, Iowa  
and  
CATV systems serving nine  
suburban communities  
in the Dallas-Ft. Worth area  
plus affiliated outdoor advertising  
and food service companies.  
The transaction is valued  
at approximately  
**\$45,600,000**  
We are pleased to have initiated  
this transaction and to have served  
as broker throughout  
the negotiations and consummation

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Brill Media Company, Inc.  
has acquired  
**WPVA-AM/FM**  
Colonial Heights, Va.  
for  
**\$1,690,000**  
from  
Atlantic Broadcasting Corporation  
The undersigned initiated this transaction and  
acted as the negotiator.

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American Television and  
Communications Corporation  
has acquired the majority of  
**Oceanic Cablevision, Inc.**  
serving 50,000 subscribers in  
**Honolulu, Hawaii**  
We are pleased to have served  
as broker in this transaction

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Brill Media Corp.  
has acquired  
**KLIK/KJFF**  
Jefferson City, Mo.  
for  
**\$2,100,000**  
from  
**KLIK Radio 950, Inc.**  
We are pleased to have served as  
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The Dalton Group, Inc.  
has acquired  
**WSMD-AM and WXTR-FM**  
La Plata/Waldorf, Md.  
for  
**\$2,000,000**  
from  
**Crystal Broadcasting Company**  
We are pleased to have served as broker  
in this transaction

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# ENTERTAINMENT

## TONIGHT

As we go to press, ENTERTAINMENT TONIGHT'S NTI goes up for the 8th straight week—to 16.6 for December's week #1! \* That's 41% over its premiere month! Here's just a sample of what happened clear across the country during the November Sweeps:

\* Combined NTI of Entertainment Tonight & Entertainment This Week 11/30-12/6

### ENTERTAINMENT TONIGHT

#### IN THE EAST

**Philadelphia** Outsourcing MASH in Total Women and topping the Nov. '80 TP in Rating, Share and all key demographics! \*

**Washington, D.C.** #2 in Rating, up 47% over the Nov. '80 TP in Women 18-49! Up across the board since October—including a 29% higher Rating and a 61% increase in Women 18-49! \*\*

"We've jumped from 4th to 2nd—now we're a legitimate contender in access, outdelivering PM Magazine and Family Feud."—Jim Boaz, VP & Station Manager WJLA-TV, Washington, D.C.

### ENTERTAINMENT TONIGHT

#### IN THE MIDWEST

**St. Louis** #1 in its time period and moved into access by KSDK-TV Jan. 4. Across-the-board increases over the Nov. '80 TP program and a 67% gain from Week 1 to Week 4 in November! \*\*

"Based on its late-fringe success and national results, we're moving ENTERTAINMENT TONIGHT into prime access with confidence."

—Keith Gunther,  
VP, Program Development  
SDK-TV, St. Louis

**Indianapolis** #1, topping Family Feud and PM Magazine in Rating, Share, Total Adults and Adults 18-49! Beating the Nov. '80 TP program in Adults 18-49, Total Men and Men 18-34! \*

### ENTERTAINMENT TONIGHT

#### IN THE SOUTH

**Atlanta** #1, topping PM Magazine and You Asked For It! Up 25% over October and still climbing in November! \*\*

**Tampa/St. Petersburg** #1, beating Family Feud, PM Magazine and The Muppets! A 29% increase over October! \*\*

**Dallas/Ft. Worth** 27% higher in Share and 50% higher in Women 18-49 than the Nov. '80 TP program! Up 38% over October! \*\*

### ENTERTAINMENT TONIGHT

#### IN THE WEST

**Los Angeles** Beating the Nov. '80 TP program by 20% in Rating and 28% in Women 18-49! Up 20% over its October Rating, plus a 20% rise in November between Week 1 and Week 4! \*

**San Diego** #1 in Rating and all key adult demographics! 20% growth between Week 1 and Week 4 in November! Up 55% over the Nov. '80 TP program in Total Men, 111% in Men 18-49 and 79% in Men 18-34! \*\*

**Seattle/Tacoma** 67% higher Rating than the Nov. '80 TP program and 67% up from October! A 22% gain from Week 1 to Week 4 in November! A giant 238% higher in Women 18-49 than the Nov. '80 TP program! \*\*

In short, it was a November to remember! Now watch ENTERTAINMENT TONIGHT



**SWEEPS THE SWEEPS IN NOVEMBER...  
HEADS EVEN HIGHER IN DECEMBER...  
AND STARTS '82 WITH MOMENTUM!**

**Harrisburg, Pa.** #1 across the board, improving its lead-in (You Asked For It) by 29% in Rating and 50% in Women 18-49! \*\*

**Rochester, NY** #1 in Adults 18-34 & 18-49, topping Family Feud, All in the Family and Barney Miller! \*

**Wilkes-Barre/Scranton** #1 in Rating, Households, Total Women and Women 18-49—surpassing its lead-in (PM Magazine) in Women 18-49! \*\*

**Cleveland** #1 in late-night, beating The Tonight Show in Rating, Total Women and Women 18-34 & 18-49! \*

**Ft. Wayne** #1 in Rating, Share and all key adult demographics! Topping the November '80 TP program in Women 18-34 & 18-49, plus Teens! \*

**Omaha** #1 in Rating, Share and Women 18-34 & 18-49, beating The Tonight Show and ABC Nightline! \*

**Jacksonville** #1 in Rating, Share and all key demographics, topping the Nov. '80 TP program! Climbing 60% from Week 1 to Week 4 in November! \*\*

"We beat both network affiliates combined in Rating, Share and Adults 18-49. Offers a nice flow between our late news and CBS late night." —Barry Barth, Director of Broadcast Operations  
WJXT-TV, Jacksonville

**Richmond, Va.** #1 in Adults 18-34 & 18-49, beating Family Feud, You Asked For It and The Jeffersons! \*

**Portland, Ore.** 10% higher Rating than October! In Women 18-49, it's higher than the Nov. '80 TP program (Family Feud) and 42% better than its lead-in (You Asked For It)! \*\*

**San Francisco** Up 78% in Women compared to the Nov. '80 TP program, 92% compared to October '81, and 60% over its lead-in! \*\* \*

"So delighted with the growth that we're moving it to 7:30. Looking forward to even higher ratings."

—Chuck Snyder,  
Program Manager  
KRON-TV, San Francisco

\*Nielsen Cassandra Nov. '81  
\*\*Arbitron Nov. '81

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Bluff, both Illinois, were sold by O. L. Turner to Macauley Nicholes and others for \$3 million. As partial consideration, Nicholes transferred his interest in WEBQ-AM-FM Harrisburg to Turner.

WHAG-TV Hagerstown, Md., was sold by Henson Aviation to Great Trails Broadcasting Corp for \$1.6 million. Buyer is the Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's.

George R. Johnson bought out his partner's interest in KTVZ(TV) Bend, Ore., and KTMT(FM) Medford, Ore., for \$1.6 million. Johnson was also part of the group that sold KTVL(TV) Medford, Ore., to Freedom Newspapers.

## FM

The most paid for a single radio station last year was \$15.5 million for WKTU(FM) New York. The sale was part of the \$32-million spin-off of the Gulf United-San Juan Racing merger. The buyer, Infinity Broadcasting Corp., is principally owned by Richard Ullman, Gerrald Carrus and Michael Weiner, who own WBCN(FM) Boston; WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif.

WEFM(FM) Chicago, was sold by the publicly traded, Boston-based General Cinema Corp. for \$9.2 million to First Media Corp. Buyer is owned by Richard E. Marriott and family, who also bought KBLE-FM Seattle, Wash. (see below) and now own three AM's and seven FM's.

WYSP(FM) Philadelphia was sold to Infinity Broadcasting for \$8 million, as a spin-off from SJR-United Merger.

WAVA(FM) Arlington, Va., was sold by WAVA Limited Partnership to Doubleday Broadcasting, a New York-based publisher and group owner of three AM's and four FM's, also sold KHOW(AM) Denver (see below) and bought, subject to FCC approval, 90% of WTFM(FM) Lake Success, N.Y., for \$8.7 million.

KOSI-FM Denver was sold by Armstrong Broadcasting Corp. to Westinghouse Broadcasting for \$7.5 million. Buyer, subsidiary of Westinghouse Electric Corp., is New York-based group owner of seven AM's, five FM's, seven TV's and Teleprompter, MSO.

Capital Cities Communications purchased WBIE(FM) Marietta, Ga., for \$7.5 million from Marietta Broadcasting Co. Capcities in addition owns seven AM's, six FM's and six TV's and last year bought Cablecom General from RKO, MSO.

Metromedia traded KSAN-FM San Francisco for WWBA(FM) St. Petersburg, Fla., in asset exchange valued at \$7 million for each station.

KITT(FM) San Diego was bought by Chartcom for \$5.25 million. However, the communications subsidiary of the Jacksonville, Fla.-based oil and insurance company is now seeking a waiver of the three-year rule to sell it and five other radio stations to Surrey Broadcasting of

Tucson, Ariz., for \$32 million (BROADCASTING, Dec. 14). Chartcom is looking for a buyer to purchase its FM in Detroit, WDRQ.

KLIR(FM) Denver was sold to Duffy Broadcasting for \$5 million. Duffy, which is principally owned by Robert J. Duffy and First Capital Corp. (subsidiary of Chicago-based First Chicago Corp., bank holding company) also owns KCNR-AM-FM Portland, Ore.

Nationwide Communications, owned by Columbus, Ohio-based Mutual Insurance Co., purchased WKZL(FM) Winston-Salem, N.C., for \$5 million. Nationwide sold WKTQ(AM) Pittsburgh, Pa. (see page 52) and now owns two AM's, five FM's and three TV's.

Westinghouse assigned WBZ-FM Boston for \$5 million to Greater Media Inc. Buyer is East Brunswick, N.J.-based group which sold WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia. Its broadcasting properties now include five AM's and seven FM's.

KBLE-FM Seattle, was sold by George Wilson and the Lamar N. Ostrander family to First Media of Washington for \$3.4 million. Buyer is owned by Richard E. Marriott and family who also bought WEFM(FM) Chicago (see this page).

In addition to its acquisition of Park City Communications (see page 47). The Katz Agency through a subsidiary bought KWEN(FM) Tulsa, Okla., from KWEN Inc. for \$3,050,000.

WKDD(FM) Akron, Ohio, was sold by WCUE Radio Inc. to Welcome Radio Associates for \$3 million. Seller also sold WCUE(AM) Cuyahoga Falls, Ohio. Buyer is group of 17 stockholders who own WSLR(AM) Akron.

Abell Communications Corp., the radio division of the A.S. Abell Co., closely held publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, bought WDOQ(FM) Daytona Beach, Fla., for \$3 million. Abell also acquired, subject to FCC approval, WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000.

Broadcast Enterprises National Inc., principally owned by Ragan Henry, president, bought WTLC(FM) Indianapolis from Community Media Corp. for \$3,732,000. BENI stations currently number five AM's, three FM's and one TV. It also has agreed to acquire WIFI(FM) Philadelphia for about \$6.8 million.

WSSL(FM) (formerly WGXL) Laurens, S.C., was sold to Kerby Confer, Paul Rothfuss and David Bernstein for \$2.5 million. Buyers also bought, subject to FCC approval, WQOK(AM) Greenville, S.C., for \$750,000. Confer and Rothfuss broadcast interests include WKRT(AM)-WNOZ(FM) Cortland, N.Y.; KSSN(FM) Little Rock, Ark.; WJDX(AM)-WZZQ(FM) Jackson, Miss., latter also bought this year. Confer and Rothfuss are also awaiting FCC approval to buy WDIX(AM)-WPJS(FM) Orangeburg, S.C.

WKOS(FM) (formerly WMTS-FM) Murfreesboro, Tenn., went to Thomas V.



# Programing

## Public broadcasting enters neglected documentary field

New program package will bring 26 documentaries to television

Public broadcasting, in an effort to beef up its public affairs programming, announced plans last week to produce a weekly, hour-long news documentary series next fall.

The series will be funded by the Corporation for Public Broadcasting through its program fund and produced by a consortium of public television stations: WGBH-TV Boston, WNET-TV New York, KCTS(TV) Seattle, WTVS(TV) Detroit and WPBT(TV) Miami. A management board comprising one member from each station along with representatives from CPB and the Public Broadcasting Service will be established.

"For too long the American audience has been denied a regular, weekly diet of strong and meaningful documentary work in prime time," said Edward Pfister, CPB president. And Pfister added that through this project, "we will be able to build on the strong foundation provided by the expertise of several public television stations."

The series will be based at WGBH, with the station's David Fanning serving as executive producer. Fanning has been executive producer for public broadcasting's documentary series, *World*, since its inception four years ago.

According to Fanning, *World* will not be abandoned but incorporated into the proposed new series. Eight documentaries for *World* were to be co-produced with Britain's new The Fourth Channel. Those documentaries plus the new programs will make up the 26-show package.

In addition to being the only weekly documentary series offered on either commercial or noncommercial networks, Fanning plans to create an "identity" for the program through its anchor. He explained that the series is not looking for a "performer" but an anchor "with hard news experience. The anchor will be somebody we can use as a journalist in the films or as someone to lead [the audience] into the story," he said. No candidate has been selected.

"The idea for the series grew out of a sense of bringing our resources together," Fanning said. He explained that *Playhouse*, another consortium-produced series, had proved successful. A consortium, he added, "pulls together the strengths in the system and gives them a center of gravity."

CPB is allocating \$5 million for the

series, the largest single program production grant ever awarded by the corporation. Public television stations are being asked to contribute \$1 million through PBS's stations program consortium. But, Fanning said, stations already had been asked to purchase *World* for \$800,000. Stations would now get 26 programs in-



Fanning

stead of eight, Fanning said.

*World* primarily concentrated on international issues, while the new series will focus on both domestic and international topics. "We are bringing *World* home," Fanning said. Ten programs will explore international issues and 16 will examine domestic subjects. Some of the topics the documentaries may investigate include: the rise of the Hispanic Mafia, the November California referendum on gun control, chemical warfare and a look at the involvement of Western business interests in Eastern block countries.

An editorial board to develop ideas for documentaries also will be established. It will comprise consortium members, CPB and PBS representatives and independent producers.

"No promises have been made that particular programs will be produced by particular stations," Fanning said. However, he noted, all the stations and some independent producers probably will produce at least one documentary.

Fanning emphasized the series will not be a "documentary showcase" but rather an "exercise in broadcast journalism." And he said that he expects to "beat out" the commercial networks with this series. Fanning called network magazine shows "bite size," which do not adequately deal with their subjects.

The series, which remains untitled, will be part of PBS's Sunday through Wednesday night core schedule.

## The fate of sports rights

ESPN panel agrees that pay cable sports will come, disagreement on how much and when; further details on ESPN-ABC venture

"It's inevitable that we're going to see the special [sports] events end up on pay cable." Though that is a comment that might be expected from someone in the cable industry, it came from ABC Sports Senior Vice President Jim Spence, in an unusual forum—a panel discussion on Entertainment and Sports Programming Network's *Sports Forum* that featured not only Spence, but ESPN President Chet Simmons, CBS Sports President Neal Pilson, and Barry Frank, senior vice president of sports program packager, Trans World International.

Frank, responding to a question from *Sports Forum's* Len Berman, noted that "Wimbledon did receive a major cable television offer this year, larger than

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Armshaw, Murray Moss and Joseph Wolf for \$2,372,000. They own KPLV(FM) Pueblo, Colo.

Frank E. Woods and his father, Frank Woods, bought WOHI(FM) Jeffersonville, Ind., for \$2,175,000. Woodses own WEBN(FM) Cincinnati.

KWFM(FM) Tucson, Ariz., was sold by Alvin Korngold to Dudley A. White and family for \$2 million. Last year Whites also bought KERE(AM) Denver (see page 49).

KIOY(FM) Hanford, Calif., was sold by Willson Broadcasting to Bertram Cohen, Adelaide O. Lazarus and 14 others for \$2 million. Buyers are limited partners in KGSW-TV Albuquerque, N.M.; KTEE(AM) Idaho Falls, Idaho, and KADQ(FM) Rexburg, Idaho.

KOCM(FM) Newport Beach, Calif., was purchased by Donald W. Reynolds for \$2 million. Reynolds owns KFSM(AM) and KBRN(AM) Springdale, both Arkansas; KORK-AM-FM Las Vegas and KOLA-AM-TV Reno. He also acquired KEXO(AM) Grand Junction, Colo. (see page 50).

WELE(FM) Deland, Fla., went to the Elyria-Lorain Broadcasting Co. for \$1.85 million. Buyer is closely held group that publishes two dailies in Ohio and owns WEOL(AM)-WBEA(FM) Elyria, Ohio and WMEL(AM) Melbourne, Fla. It sold WRD(AM) Daytona Beach, Fla., for \$700,000.

Thomas H. Stoner, of Stoner Broadcasting System, bought WADV(FM) Buffalo, N.Y., for \$1.6 million. Prior to the buy, he had been principal owner of five AM's and four FM's.

WMAD(FM) Sun Prairie, Wis., was sold by Patten Communications to Nancy C. McMahon for \$1,275,000. She also holds a CP for a new AM there.

Daniel Wolff and his mother sold KMMM(FM) Muskogee, Okla., to Thomas Hicks and his brother, Steven Hicks, for \$1,225,000. In addition, Hicks brothers own two AM's, two FM's and purchased KNOW(AM) Austin and KCSW(FM) San Marcos, both Texas, for \$3 million (see page 48).

KOPD(FM) Ogden, Utah, was acquired by Sunbelt Communications for \$1.15 million. Sunbelt also owns two AM's and four FM's.

WWTR-FM Bethany Beach, Del., went to Stuart D. Frankel for \$1 million. Frankel owns WETT(AM) Ocean City, Md.

WORO(FM) Corozal, P.R., was bought by the Roman Catholic San Juan Archdiocese for \$1 million.

WZLD(FM) Cayce, S.C., was purchased by Robert Liggett Jr. for \$1 million. Liggett also has interests in WFMK(FM) East Lansing, Mich.; WLOL(FM) Minneapolis-St. Paul; WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y.

#### AM-FM combinations

The highest price for a group of radio stations in 1981 was \$16 million for the Park City Communications group of one

*Congratulations,  
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on a great first year!

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

**Immokalee, LaBelle  
and Port LaBelle, Florida**

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

**THE  
TED HEPBURN  
COMPANY** Cincinnati, Ohio

July 8, 1981

**Brookhaven Broadcasting Corp.**

has completed the sale of the assets of radio station

**WYFA**

Patchogue, New York

to

**Long Island Music Broadcasting Corp.**

Todd Hepburn, vice president of the undersigned, represented the buyer and assisted in the negotiations.

**THE  
TED HEPBURN  
COMPANY** Cincinnati, Ohio

July 8, 1981

**WYGR, Inc.**

has completed the sale of the assets of radio station

**WYGR**

Wyoming - Grand Rapids, MI.

to

**Donna Broadcasting Co.**

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted in the negotiations.

**THE  
TED HEPBURN  
COMPANY** Cincinnati, Ohio

**THE  
TED HEPBURN  
COMPANY** Cincinnati

AM and three FM's purchased by The Katz Agency (now Katz Communications), the New York-based station representative. The stations were WZZK (FM) Birmingham, Ala.; WEZN (FM) Bridgeport, Conn., and WFTQ (AM)-WAAF (FM) Worcester, Mass. Richard A. Ferguson, former president of Park City, now heads the broadcast division of Katz. Katz also picked up KWEN (FM) Tulsa, Okla. (see page 46).

KJJJ-AM-FM Phoenix was bought by the Communications Group for \$6 million. Buyer is owned by Walter Wolpin and Frederic Weber, who also own WCAR (AM) Detroit.

Larry J.B. Robinson, executive with the New York-based W.R. Grace & Co., bought WBBG (AM)-WWWM (FM) Cleveland for \$6.2 million. Robinson has no other broadcast interests.

KTLK (AM)-KDAX (FM) Denver was sold by Welcome Radio to Denver Great Empire Inc. for \$4.9 million. Buyer is subsidiary of the Great Empire Broadcasting group of four AM's and four FM's owned by F.F. (Mike) Lynch (75%) and Michael C. Oatman (25%).

WJDX (AM)-WZZQ (FM) Jackson, Miss., went to Paul Rothfuss and Herby Confer for \$4,437,000. Buyers own two AM's three FM's and are awaiting FCC approval of their acquisitions of WQOK (AM) Greenville and WDIX (AM)-WPJS (FM) Orangeburg, both South Carolina.

Rust Communications Group, Leesburg, Va.-based group owner, sold its WRNL (AM)-WRXL (FM) Richmond, Va., for \$4 million to group owner Capitol Broadcasting Co. James Goodmon is president of the buyer which owns two AM's, three FM's and one TV.

WALK-AM-FM Patchogue, N.Y., was bought by Arthur Kern and two others for \$3,805,000.

WJCW (AM)-WQUT (FM) Johnson City, Tenn., was sold by James Wilson to Bloomington Broadcasting Corp. for \$3.4 million. Buyer is group of 30 stockholders who also own WGOW (AM)-WSKZ (FM) Chattanooga and WJBC (AM)-WBNQ (FM) Bloomington, Ill.

WEMP (AM)-WNUW (FM) Milwaukee was sold to LIN Broadcasting Corp. for \$3.3 million. Buyer is publicly traded New York-based group of four AM's, four FM's and four TV's.

Community Pacific Broadcasting, which owns three AM's, purchased KGA (AM)-KDRK (FM) Spokane, Wash., for \$3.6 million. David Benjamin is chairman of the buyer.

WAIV-AM-FM Jacksonville, Fla., was bought by Boston-based Affiliated Publications for \$3 million. Buyer publishes the *Boston Globe* and owns six AM's and six FM's and sold, subject to FCC approval, WSAI-AM-FM Cincinnati for \$5.2 million.

KNOW (AM) Austin and KCSW (FM) San Marcos, both Texas, were acquired by Hicks Communications for \$3 million. Buyer is principally owned by Steven and Thomas Hicks, brothers, who also own two AM's and two FM's and bought, subject to FCC approval, KMMM (FM) Muskogee, Okla.

KAPE (AM) San Antonio and KTUF (FM) Terrell Hills, both Texas, were bought by Frank Sitterle and brothers for \$3 million.

WSAU (AM)-WIFC (FM) Wausau, Wis., was purchased for \$2.75 million by its general manager, Dave Raven, and Manson Insurance (Wausau-based insurance agency controlled by David and Charles Scholfield).

Joe Allbritton, whose Allbritton Communications owns three TV's and daily newspapers in Trenton, Paterson and Union City, all New Jersey, bought KCKN-AM-FM Kansas City, Kan., for \$2.7 million.

KATZ (AM) St. Louis and WZEN (FM) Alton, Ill., were bought by the Unity Black Network for \$2,695,000. Buyer owns and operates the National Black Network, black-oriented radio news and information network principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president. They also own WDAS-AM-FM Philadelphia and bought, subject to FCC approval, WWRL (AM) New York.

Marvin Josephson Associates, a New York-based talent agency and producer of *Captain Kangaroo*, bought WNOR-AM-FM Norfolk, Va., for \$2.6 million. Buyer also owns WNIC-AM-FM Dearborn, Mich.

WTCR (AM) Kenova and WHEZ (FM) Huntington, both West Virginia, were acquired

for \$2.5 million by Carter Burden Jr., former New York City councilman.

WVIC-AM-FM East Lansing, Mich., was bought by Goodrich Broadcasting for \$2,350,000. Buyer is headed by Robert Goodrich, who owns Michigan-based chain of movie theatres.

George C. Hatch, whose broadcast interests include five AM's, five FM's and six TV's, bought KUPI (AM)-KGPI (FM) Idaho Falls, Idaho for \$2.34 million. Hatch also is awaiting FCC approval to buy KTSB (TV) Topeka, Kan., for \$10 million.

WLYC (AM)-WILQ (FM) Williamsport, Pa., went to Grit Publishing Co. for \$2.3 million. Buyer is family-owned group that publishes *Grit*, national weekly newspaper, and owns WCBY-TV Bristol, Va.

Boston neurosurgeon David Roth purchased WIRA (AM)-WOVV (FM) Fort Pierce, Fla., for \$2,250,000. He also has an application pending before the FCC to buy KCBN (AM)-KRNO (FM) Reno.

KLIK (AM)-KJFF (FM) Jefferson City, Mo., was bought for \$2.1 million by Allen Brill who also bought WPVA-AM-FM Colonial Heights, Va., last year.

Former general manager of WASH (AM) Washington, William L. Dalton, and wife, Susan, former sales manager of WASH, bought WXTR-AM-FM La Plata, Md., for \$2 million.

KJET (AM)-KWIC (FM) Beaumont, Tex., was acquired by Charles W. Pyle and associates for \$2 million. Pyle family is principal owner of KIKM-AM-FM Sherman, Tex.

KFKA (AM)-KFKZ (FM) Greeley, Colo., was sold to Colorado Springs broadcast consultant Bob Treadway and others for \$1,950,000.

WTTR-AM-FM Westminster, Md., was sold to Shamrock Communications for \$1,742,510. Shamrock is owned by William R. Lynett and family, owners of one AM and three FM's and publisher of two daily newspapers in Pennsylvania.

WFTC (AM)-WRNS (FM) Kingston, N.C., was sold for \$1.6 million to group of broadcasters, including William Alexander, former sales manager at WFMY-TV Greensboro, N.C., and David Fullen, former account executive at WFMY-TV.

James Stuart family, Lincoln, Neb.-based group owners of five AM's and five FM's, bought KATI (AM)-KAWY (FM) Casper, Wyo., for \$1,550,000.

WGNI (AM)-WAAV (FM) Wilmington, N.C., was sold to Victor W. Dawson and son for \$1,425,000. They also own WFNC (AM)-WQSM (FM) Fayetteville, N.C.

Richard Lightfoot, owner of WSUB (AM)-WQGN (FM) Groton, Conn., bought WAZY-AM-FM Lafayette, Ind., for \$1,350,000.

KWPC (AM)-KFMH (FM) Muscatine, Iowa, went to KRVR (FM) Davenport, Iowa, station manager John Flambo and his mother, Gertrude Flambo, for \$1.35 million.

WRKT-AM-FM Cocoa Beach, Fla., was sold to Guy Gannett Broadcasting Services for \$1.3 million. Buyer, in addition to acquiring WMT-TV Cedar Rapids, Iowa, last

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year, owns three AM's, four FM's and two TV's.

WCLE(AM)-WQLS(FM) Cleveland, Tenn., was sold to A. Thomas Joyner for \$1.3 million. Buyer sold his interest in WPVA-AM-FM Colonial Heights, Va., last year.

KEYY(AM)-KRMQ(FM) Provo, Utah, was bought by Fort Lauderdale, Fla., radio consultant Bruce Rhoads and his father, D. Dean Rhoads, for \$1.29 million.

KZUN-AM-FM Opportunity, Wash., went to a group led by Donald G. Munson for \$1.25 million. Munson is principal owner of KIEE(FM) Harrisonville, Mo.

Alfred M. Landon, one-time presidential candidate, and family bought KRAI-AM-FM Craig, Colo., for \$1,212,600. They also own four AM's and three FM's.

KAAP-AM-FM Santa Paula, Calif., was sold to Gordon Miller, Denver outdoor advertising executive; Tom Chilcott, Fort Collins, Colo., investor, and John Lego for \$1.2 million. Lego is former general manager at KLDK(AM) Denver.

WSOQ(AM)-WEZG(FM) North Syracuse, N.Y., was acquired for \$1 million plus \$200,000 covenant not to compete by a joint venture headed by Frank Hawley, chairman, and Dennis Israel, president, who in addition own three AM's.

WWGS(AM)-WCUP(FM) Tifton, Ga., went for \$1.175 million to a group of Florida attorneys and businessmen headed by Jon Peterson who owns Orlando, Fla., outdoor advertising company.

WJNC(AM)-WRCM(FM) Jacksonville, N.C., was sold for \$1.15 million to buyer principally owned by W.S. Foster Jr. and Larry W. Nichols, North Carolina businessmen who have no other broadcast interests.

Robert W. Bliss family, newspaper publisher and owner of five AM's and five FM's, bought WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., for \$1.145 million.

Pete Pappas bought out his other partners in KTRB(AM)-KHOP(FM) Modesto, Calif., for \$1.1 million.

KBCR-AM-FM Steamboat Springs, Colo., was sold to Douglas Faigin, his wife, Mary Jean Pew, their families and Thomas Quincy for \$1.1 million. Faigin is executive with City News Service, Los Angeles wire service.

KCUE-AM-FM Red Wing, Minn., went to Sorenson Broadcasting Corp., for \$1.1 million. Buyer is owned equally by Dean P. Sorenson, and Thomas J. Simmons who also own five AM's and one FM.

William Prettyman, vice president of sales, First Media Corp., bought WICO-AM-FM Salisbury, Md., for \$1,060,000.

KWCK(AM)-KSER(FM) Searcy, Ark., was sold for \$1 million to Oklahoma businessmen H.E. Rainbolt, Sharon Blevins and others.

Other stations sales that went for \$1 million:

KBLF(AM)-KSNR(FM) Red Bluff, Calif., to Design Inc., principally owned by Gary Katz, managing general partner of KAGO-AM-FM Klamath Falls, Ore.

KPRL(AM)-KPRA(FM) Paso Roble, Calif.,

to Lincoln Dellar and wife, Sylvia and Donald E. Pummill. Dellar's own one AM and one FM.

WHTC-AM-FM Holland, Mich., to Holland Communications, owned by Michael R. Walton, father Robert J., and E. Blake Blair. Robert Walton owns WHBL(AM)-WWJR(FM) Sheboygan, Wis.

KCMX(AM)-KKIC(FM) Ashland, Ore., to Charles H. Wilson and others. They own KPNW-AM-FM Eugene, Ore.

KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, both Montana, to John Bronken and John A. Giacomini, Bozeman and Butte wine and beer distributors.

## AM

In 1981, 245 stand-alone AM stations found new owners, and 40 of them fetched \$1 million or more.

The largest sum paid for a single AM came from one of the big spenders of last year, Metromedia, which paid \$15 million for KHOW(AM) Denver from Doubleday Broadcasting, group owner and subsidiary of the New York-based book publisher. The purchase gave Metromedia seven AM's and brought it into maximum group ownership with 21 radio and television stations overall.

Runner-up in AM sale prices was \$8.5 million that Hit Radio Inc. paid for WJIT(AM) New York. The sale was part of a

\$32-million spin-off of the Gulf United-San Juan Racing merger. Hit Radio is a joint venture of Sagittarius Broadcasting Corp. (80%), a subsidiary of Infinity Broadcasting, and Herman Badillo, former U.S. congressman and deputy mayor of New York (20%).

Security Broadcasting sold wxok(AM) Baton Rouge to Ben B. Johnson for \$2,850,000. He is a Shreveport, La., insurance executive and owns 12.5% of permittee KLAX-TV Alexandria, La.

WAVE(AM) Louisville, Ky., went from Orion Broadcasting to Charles E. Henson and family for \$2.75 million. The sale was a spin-off from the Orion-Cosmos merger. The Hensons also own KISO(AM)-KLOZ(FM) El Paso, Tex.

KERE(AM) Denver was bought by Sandusky Newspapers for \$2.5 million. Buyer is owned by Dudley White and family, Denver-based group owner of four AM's and five FM's who also purchased KWFM(FM) Tucson, Ariz. (see above) and, subject to FCC approval, KEGL [formerly KFJZ-FM] Dallas-Fort Worth and KWKI(FM) Kansas City, Mo.

Philip R. Jonson, principal owner of KELI(AM) Tulsa, Okla., bought KLRA(AM) Little Rock, Ark., for \$2.3 million.

WONN(AM) Lakeland and WPVC(FM) Winter Haven, both Florida, were purchased by Hall Communications for \$2 million. Robert M. Hall is president of the

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KCRL(AM) Reno went to John Price and family for \$2 million. The Prices own KARD(AM) Wichita, Kan.

Richard L. Duchossois, a Chicago manufacturer of railroad cars and electronic equipment, got into broadcasting by purchasing WGN Continental's KDAL(AM) Duluth, Minn., for \$1.9 million.

WHUM(AM) Reading, Pa., was sold to Alan R. Brill for \$1.9 million. Brill owns WPVA-AM-FM Colonial Heights, Va., and also picked up last year KLIK(AM)-KJFF(FM) Jefferson City, Mo. (see page 48).

WAPE(AM) Jacksonville, Fla., was sold to Eastjack Broadcasting Corp. for \$1,835,000. Buyer is principally owned by ERI Communications, parent of Eastman Radio Inc., New York-based radio sales representative. ERI owns a majority interest in WIBX(AM)-WIBQ(FM) Utica, N.Y., and WLOB-FM Westbrook, Me.

The Ohio Farm Bureau Federation, a nonprofit group of more than 90,000 Ohio farmers, sold its WRFD(AM) Columbus-Worthington, Ohio, to Stuart W. Epperson for \$1.8 million. Epperson in addition owns four AM's and two FM's, including his purchase of WNYM(AM) (formerly WEVD) New York (see page 52).

WGIV(AM) Charlotte, N.C., was sold by group owner Broadcast Enterprises National Inc. to Harris Communications Corp. for \$1.75 million. Buyer is owned by Garfield B. Harris (60%) and Michael A. Mullock (40%) who own a Philadelphia area lumber and construction business.

KIST(AM) Santa Barbara, Calif., went to a group of Chicago accountants led by Irving Kupferberg, Earl Goldberg, Stanley Neimark and Martin Ross for \$1,710,250.

KOAM(AM) Pittsburg, Kan., was acquired by American Media Investments for \$1.6 million. Buyers are Robert D. Freeman, Lowell Dennison and Frank Carney, former owners of KEYN-AM-FM Wichita, Kan.

KNIN(AM) Wichita Falls, Tex., was sold by Bob Walker to Richard J. Moran for \$1.6 million. Moran is chairman of a Wichita Falls-based oil and gas exploration firm and also bought KWON(AM) Bartlesville, Okla. (see page 52).

Lloyd Edwards, Oakland, Calif., banker and 30% owner of KMPX(FM) San Francisco, bought KYAC(AM) Seattle for \$1.6 million.

KEXO(AM) Grand Junction, Colo., who bought for \$1,518,000 by group owner Donald W. Reynolds, who also bought KOCM(FM) Newport Beach, Calif. (see page 47).

WYDE(AM) Birmingham, Ala., was sold by Columbia Pictures Radio Inc. to Alaine Inc. for \$1.5 million. Buyer is principally owned by Frank Spain, whose broadcast interests include WHTV(TV) Meridian, WLHT-TV (CP) Hattiesburg and WTVA-TV Tupelo, all Mississippi, and WTVX-TV Fort Pierce, Fla.

WUST(AM) Washington, a spin-off in the



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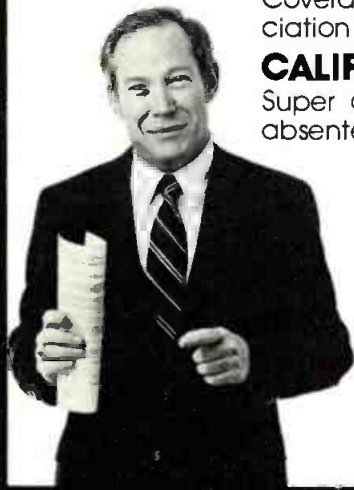
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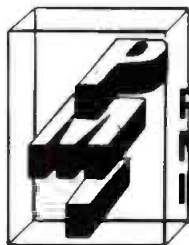
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Gulf United-San Juan Racing merger, was acquired by James McQueen for \$1.5 million. He is an executive with the U.S. Department of Transportation, Washington.

WSAN(AM) Allentown, Pa., was sold to Harold G. Fulmer III for \$1.5 million. He owns a Wesocville, Pa.-based chain of fast food restaurants and has no other broadcast interests.

WKTQ(AM) Pittsburgh went to Broadcast Enterprises National for \$1.5 million. The Philadelphia-based group owner also sold WGIV(AM) Charlotte, N.C. (see page 50) and bought WTLC(FM) Indianapolis (see page 46).

KCKC(AM) San Bernardino, Calif., was sold to a subsidiary of Jato Communications for \$1,375,000. Jato, principally owned by Jack L. Siegal, is the licensee of KNTF(FM) Ontario, Calif., and has additional interests in KSRT(AM) Tracy and KWG(AM) Stockton, both California. It also sold KNSE(AM) Ontario (see page 52).

KXEW(AM) South Tucson, Ariz., went to Cactus Broadcasting for \$1,325,000. Buyer is principally owned by Jerrold Lyons, Tucson accountant, and Frank Lazarus, Cincinnati businessman, who own no other stations.

Jato Communications sold KNSE(AM) Ontario, Calif., to a group principally owned by Fernando Oaxaca and wife, Bertha, for \$1.3 million. Oaxaca also owns 49.6% of KIFN(AM) Phoenix, Ariz.

WIFE(AM) Indianapolis was sold to a group led by F.C. Hamilton and Kenneth E. Palmer for \$1.3 million. Palmer's broadcast properties include WWDJ(AM) Hackensack, N.J., and WZZD(AM) Philadelphia.

KWON(AM) Bartlesville, Okla., was sold to Richard J. Moran for \$1.3 million. Acquisition was the second for Moran last year. He also bought KNIN(AM) Wichita Falls, Tex. (see page 50).

WMTS(AM) Murfreesboro, Tenn., was bought by its general manager, John McCreery, for \$1.23 million.

WLMD(AM) Laurel, Md., was sold for \$1.15 million to a group of Washington attorneys led by Robert Linowes and including civic organizer Kenneth R. Sparks and Barry Zorthian, former president of Time-Life Broadcasting.

Theodore J. Gray Jr. bought WFLB(AM) Fayetteville, N.C., for \$1,150,000. Gray owns three AM's, one FM and 20% of WWKO(AM) Fair Bluff, N.C.

WNYM(AM) (formerly WEVD) New York, was purchased by Stuart Epperson and Edward G. Atsinger III for \$1.1 million. Epperson, group owner, also bought last year WRFD(AM) Columbus-Worthington, Ohio (see page 50). Atsinger also owns WEZE(AM) Boston (with Epperson) and KDAR(FM) Oxnard, Calif.

KEVT(AM) Tucson, Ariz., was acquired by Abundant Life Ministries for \$1,007,524. Buyer is owned by Grace Full Gospel Church, Tucson-based nonprofit organization with no other broadcast properties.

WGBB(AM) Freeport, N.Y., went to Franz Allina and nine others for \$1,005,-



000. They also own one AM and two FM's.

WPOM(AM) Riviera Beach, Fla., was sold for \$1,002,500 to Rodney Dore (29.5%), Garth Reeves (26.25%), William Jones (21%), Ted Hepburn (15.75%) and Vincent Henry (7.5%). Reeves and Jones are minority shareholders of Broadcast Enterprises National, Philadelphia-based

group owner. Vincent Henry is the son of Ragan Henry, president of BENI. Ted Hepburn is a media broker.

KwUN(AM) Concord, Calif., was acquired for \$1 million by Richard M. Helzberg, San Francisco film producer.

WKDC(AM) Elmhurst, Ill., went for \$1 million to Robert Snyder, Chicago business school professor.

WCUE(AM) Cuyahoga Falls, Ohio, was sold to Sackett Broadcasting for \$1 million. Buyer is a group of Akron, Ohio, attorneys and bankers, including Robert Winer, former general manager of WHLO(AM) Akron.

Frank Mangano, owner of WOHI(AM)-WELA(FM) East Liverpool, Ohio, bought WHHH(AM) Warren, Ohio, for \$1 million.

## Busy bonanza in brokers market

**More stations changed hands last year than ever before, and that's only beginning; with FCC moves to eliminate the rule of sevens and three-year rule, business skies look sunny; only cloud on the horizon—high interest rates that keep buyers away**

Broadcasting station brokers were in a lively business last year. More stations changed hands than in any other year of broadcasting history. Brokers married buyers and sellers in many transactions and took their cut of the \$754,188,067 total sales—a cut big enough to attract more and more participants to the brokerage business.

For many brokers, 1981 was their best year, but some see it as only a curtain raiser to bigger years to come. With the FCC talking of raising the limits on the number of stations a broadcasting company can own and of eliminating the rule that requires stations to be held for three years before resale, brokers see prospects of a market opening wide. Only the hovering fear of higher interest rates diminishes the optimism.

With interest rates floating between the middle teens and lower twenties last year, borrowing money was expensive if not prohibitive. "Creative financing" was the rule. The most popular form put the station seller in the role of financier, carrying the paper on the sale at interest lower than that of the commercial money market. Creativity in financing will be put to a bigger test if, as some analysts forecast, interest rates go up again under pressure of government borrowing.

But the big talk centers now on what will happen if the FCC raises or even removes its cap on the number of stations a group may hold—at the moment seven AM's, seven FM's and seven TV's (five VHF's at most in the TV category). Most brokers predicted a flurry of trading activity, with the established group owners scrambling for the coveted markets they're not already in.

Howard Stark, a New York broker who specializes in major-market sales, thinks the repeal of ownership requirements would "tend to raise the value of stations in the top 50 markets and possibly the top 100." But he added that "easing up regulations of any kind will be bullish for the

value of stations." Stark, however, is careful to note that interest rates could be an offsetting factor.

Dick Kozacko, a broker with the Elmira, N.Y.-based Keith W. Horton Co., said he's getting calls from clients asking: "When is this going to happen?" Kozacko said an owner who "has done a good job in one and a half or two years" by turning a previously troubled station around should be able to sell if he wants. He thinks lifting the three-year rule could definitely "heighten the activity" of station trading.

But some brokers see problems in deregulation. William A. Exline, San Rafael, Calif.-based broker, foresees a cause-and-effect relationship if the current limits are lifted. "The major operators are going to expand into more major markets. They're going to force the other operator who is in that market down to the next layer, and he's going to force the next operator down and so on. You're going to have multistation operations in much smaller markets that you have now. It's going to have the effect of squeezing a lot of people out of the market who cannot compete with those who are aggressive, well financed and who have the pool of manpower to go in and make the station work."

Ted Hepburn, a Cincinnati-based broker who right now has five major-market deals pending at the FCC, agrees with Stark that repeal of ownership rules would "have much more effect in the top 50 markets than in the below 50, especially the top 25." Hepburn, who admits he stands to

gain from such deregulation, expressed worry about the loss of diversity from market to market if the large group owners push in.

Cecil Richards, who heads a brokerage firm in Falls Church, Va., hopes to see relaxation of ownership transfers, but warns a total loosening could bring back station trafficking, which he says is neither in the broadcasters' nor the public's interest. Richards wants the current limits raised but not removed because "there would end up in a number of years a limited number of very wealthy conglomerates owning all the best properties in the country."

Outside of what the future may hold for those seeking to buy and sell, most brokers said that the trends of recent years continued in 1981. Stand-alone FM's and stations in the "sunbelt" are still highly prized, although not to the exclusion of other possibilities.

Richard A. Shaheen of Richard A. Shaheen Inc., Chicago, said: "Today the first thing people say is sunbelt, but they're not reaching for it as much as they were a year ago." Clyde G. Haehnle of the Cincinnati-based R. C. Crisler & Co. asserted he still knows "sophisticated buyers who aren't that enamored with the sunbelt, who are willing to buy in a Buffalo or Rochester."

The most difficult obstacle for the buyer in 1981 was the high cost of borrowing money. Shaheen noted: "Sellers are looking to term deals more readily than they used to. In order to get a higher price

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you've got to give some terms."

Milton Q. Ford, a broker based in Memphis, Tenn., observed that outside inquiries from investors without a background in broadcasting were down, but those who have been in the business in some way are still lining up. "All-cash deals were tough," Ford said, but "where the seller would take back paper, deals were doable."

Brokers by and large agreed that the small-market station is not the hottest item on the shelf. "We cannot find the mom and pop buyer. We can't sell the small property . . . because buyers can't get loans," said Haehnle.

Explained James W. Blackburn Jr. of the Washington-based Blackburn & Co., "if there's anything that can bring cash, it's a class B or C FM in a top 20 market, but in 1981, far more than in previous years, there were seller-financed sales of such stations." Supporting this observation, Robert O. Mahlman, former vice president of ABC Radio network who has now hung out his own shingle as a broker in Bronxville, N.Y., said he's "finding owner financing concepts coming into the three-five-six million-dollar scale."

The type of buyer walking through the broker's door is changing. Said Blackburn: "Most buyers today are very serious and realistic. They have to be more sophisti-

cated financially." Tightened money conditions, added Blackburn, are "turning off newcomers and shaking out previously aggressive buyers."

The ingredients that go into establishing the price of a broadcast facility are also changing. But each broker seems to prefer his own special mix. Whereas a few years ago a potential buyer was willing to risk turning around a faltering station, the attitude is more conservative now. Blackburn notes that potential profitability can still sell a buyer over current profitability, but "with debt service being more expensive these days the turnaround time becomes critical."

Some brokers report that the multiples were back up last year to the roughly 10-times-cash-flow formula, but there is no standard rule of thumb to determine the value of a facility. Hepburn said: "There's going to be a decided difference in the multiples; there's going to be a greater disparity between what some of them will pay for a station in a nongrowth market compared to what they'll pay for one in a very established growth market."

But Hepburn added that the multiple factor fluctuates and changes with the times. "When you use a multiple it's a very general type of thing. And that's the problem you have in the industry. Everybody wants to get to a magic number and

say: 'My station is worth this much.' But there's no magic formula. You start with a magic formula but it all boils down to: How fast will this station pay itself out? That's really . . . the multiple."

Frank Kalil of Richter-Kalil & Co. in Tucson, Ariz., said: "I don't believe multiples exist. I never see them. When I first started in this business, the buyers wanted to see three years of financial audit; then a few years later they wanted to see two years; then they said: 'Last year's statement.' Now they want to see what the owner projects for next year. The whole thing boils down to: What will this property produce on the bottom line? Those who try to reduce this to an exact science have been involved in an exercise of futility."

Noting the high number of stations sold last year, brokers say that it's still a sellers' market. Most were confident that cable would not soon cut into the television market significantly and dampen prices.

Exline thinks there is no "significant attrition" of potential television station owners defecting to cable. He finds "more uncertainty in the minds of sophisticated cable buyers about the future of that medium than about broadcasting." Mahlman sees no shortage of buyers seeking to own a television facility. Current owners "who started worrying about cable found out it isn't really coming to fruition," Mahlman said. "They're not really concerned that the franchises they hold in television will be eroded as badly as they thought in 1980." Mahlman points out that it was an "exceedingly good year for television from a spot standpoint. The investment in television from a spot standpoint has not decreased, but increased. So why sell?"

One observer who sees it differently is David Croll, a partner in TA Associates, a Boston-based venture capital firm that specializes in backing broadcast entrepreneurs. He notes that "television values are softening relative to radio values." Unlike those brokers who currently view the cable threat as minimal, Croll said that "narrowcasting and specific demographic capabilities of cable television are going to have a dampening effect on the growth curve of network television, and that affects multiples."

Kalil echoed a thought passing through more than one broker's mind about the rise in newcomers entering the media brokerage field. "I keep hearing there are more stations on the market than ever before," Kalil remarks. "I don't believe that is the case. It's the same number as has always been on the market. We have inexperienced brokers, or would-be brokers, who are involving themselves in station transactions, and confidentiality is not as present at it was before."

Exline added: "Any time you have a business doing well it breeds competition and when it does very well it usually breeds ruinous competition. We're awfully close to that in some areas of the brokerage business right now."

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## **IN CHICAGO INCREASED RATINGS 50%**

On WFLD-TV, the Field independent, during October, 8-10pm, the Spider-Man movies increased the station's time period ratings by 50%. Moreover, three of the top four movies on WFLD-TV during October were Spider-Man movies!

## **IN PHILADELPHIA #1 INDEPENDENT IN TIME PERIOD!**

On WKBS-TV, the Field independent, November 16 through 19, 8-10pm, Spider-Man doubled the station's average time period ratings for the previous month!

## **IN DENVER INCREASED RATINGS BY 400%**

On independent KWGN—in a market where football is king—Spider-Man increased the station's ratings against Monday Night Football by 400% in the last three weeks in October over the same period in the prior year!

## **IN BOSTON INCREASED RATINGS BY 100%**

On independent WLVI, on Saturday, November 14, 4-6pm, Spider-Man not only doubled the lead-in rating but it also doubled the average time period rating for the previous week.

## **IN SAN FRANCISCO INCREASED RATINGS 50%**

On KBHK, the Field independent, October 28 & 29, 8-10pm, Spider-Man doubled the station's average time period ratings for the previous month!

## **IN PITTSBURGH INCREASED RATINGS 50%**

On WPXI, an NBC affiliate, during a Special Spider-Man Week in July, 4-6pm, the station's average ratings for the time period were 50% higher with Spider-Man than without him!

## **IN WILKES-BARRE/SCRANTON #1 IN TIME PERIOD!**

On WNEP-TV, an ABC affiliate during a Special Spider-Man Week, May 1981, 4-6pm, Spider-Man was #1 in its time period against MASH, Happy Days, Sanford & Son and more. Additionally, two of the three highest rated movies on WNEP-TV in May were Spider-Man movies!

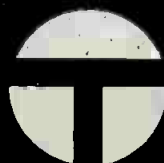
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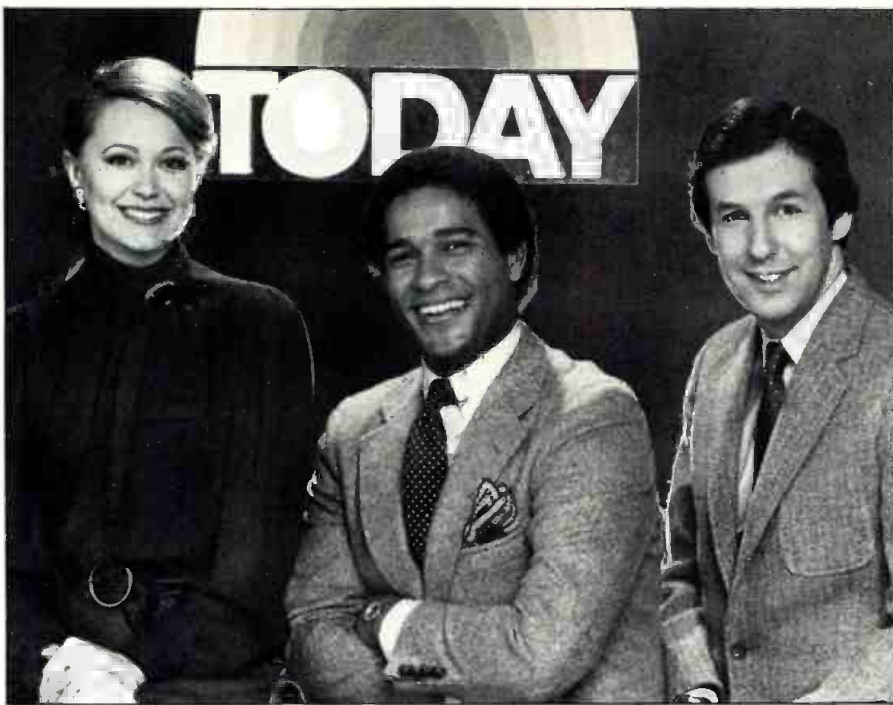
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**'Today's' new team.** With Tom Brokaw heading for *NBC Nightly News* duty, Bryant Gumbel and Chris Wallace last week joined veteran Jane Pauley as co-anchors of NBC-TV's early-morning *Today*. No stranger to *Today*, Gumbel had been filing sports reports on the program thrice weekly since September 1980. Wallace's previous assignment was Washington correspondent for *Nightly News* "Special Segment" reports. Shown above are Pauley, Gumbel and Wallace.

Brokaw now is among the list of former *Today* staffers who will be featured in a retrospective on Thursday (Jan. 14) celebrating *Today's* 30th anniversary. On April 5, Brokaw joins Roger Mudd as *Nightly News* co-anchor, with John Chancellor handling commentary. In addition to preparing *Nightly News* assignments, Brokaw also is at work on a multipart documentary series called *An American Profile*. The first special is scheduled Jan. 22 and will examine undercover narcotics agents.

NBC's offer from a cash standpoint. They [Wimbledon] turned it down [because] they feel that they want the championships seen by as many people as possible." That's something, he went on, that can be delivered by over-the-air networks today, although "someday soon the numbers will become so overwhelming that they won't be able to turn it down."

CBS's Pilson said that in the next five years CBS "doesn't see a major flow of events that are currently on free television going to pay." Trans World's Frank expressed general agreement with that outlook, saying that given the paucity of homes with addressable cable hookups, and the rate of manufacture for such devices, it would take "a minimum of five years" before pay cable would reach the four or five million homes he thinks would be necessary for a pay-per-view system. And early on in the cablecast, Frank said "I think the major breakthrough may come with the 1988 Olympic games, where [the country] will see a major pay cable event."

ESPN's Simmons, talking about a bid his network made for the 1984 Olympics, said "it wasn't really a bid" but rather a "public relations strike" for ESPN parent Getty Oil, and a shot to get cable involved in the Olympics.

ESPN may yet secure some involvement there. Spence and Simmons reviewed for the audience the details of the two-part

joint venture ABC and ESPN announced several months ago—where ABC makes available to ESPN supplemental coverage of some events to which ABC has rights. The two are also planning a future pay-per-view sports service. But, Spence added, "we're not going to rush to take events off the ABC television network and quickly provide them for pay cable. We are looking to events of a special nature . . . we're not going to take key major events off . . ."

In fact, starting the same week the *Sports Forum* program was cablecast, the first examples of that ABC-ESPN arrangement were seen—a Christmas presentation by ESPN of the original ABC Sports coverage of the 1980 U.S. Olympic ice hockey team.

This week the sports network plans to cablecast live what it calls "the first college football game to be shown exclusively on cable television"—the 33rd annual Senior Bowl, starting at 1 p.m. ET on Saturday Jan. 16. Major advertisers on the cablecast will be Datsun, Hilton, Anheuser-Busch, Johnson & Johnson and Bristol-Myers. Datsun will be presenting the most valuable defensive and offensive player each with a car.

In other news, ESPN announced during Christmas week that it had secured an exclusive American cable television contract for 13 World Championship Tennis events in 1982, including live coverage of the week-long WCT finals from Dallas.

## Ratings Roundup

CBS-TV devastated the competition for the week ended Jan. 3, leading NBC-TV by more than six ratings points and ABC-TV by more than eight. It was CBS's sixth consecutive victory and biggest win so far this season. For third-place ABC, it was the season's low point to date.

During the week when football action occupied more than 10 hours on the networks' prime-time schedules, CBS scored a 22.0 rating and 35 share. NBC and ABC earned a 15.7/25 and a 13.9/22, respectively.

ABC's five hours on the gridiron were low scoring. The Gator Bowl, in the same time period where ABC had shown record strength with *NFL Monday Night Football*, brought only a 13.9/24. On Friday, ABC's Sugar Bowl pulled a meager 11.8/18 while head-to-head competition from NBC's Rose Bowl runover and Orange Bowl earned 22.0/34 and 18.0/28. CBS ended up winning the night with a 26.1/40 average from *Dukes of Hazzard*, *Dallas* and *Falcon Crest*.

NBC received a ratings boost on Saturday with its NFL conference play-off runover (33.9/52) and post-game show (26.1/40)—high enough scores to win NBC the night despite poor performances from *Barbara Mandrell*, *Harper Valley* and *Television Inside and Out* later that evening.

CBS had its turn with conference playoff and post-game programming on Sunday, earning a 35.7/53 and 29.7/43 respectively, which complemented its normal winning strength that night.

### The First 20

1.	<i>NFL Playoff Game-Sunday</i>	CBS	35.7/53
2.	<i>NFL Playoff Game-Saturday</i>	NBC	33.9/52
3.	<i>60 Minutes</i>	CBS	33.3/46
4.	<i>Playoff post-game Sunday</i>	CBS	29.7/43
5.	<i>Dallas</i>	CBS	29.3/44
6.	<i>Alice</i>	CBS	27.6/40
7.	<i>NFL Playoff post-game Saturday</i>	NBC	26.1/40
8.	<i>M*A*S*H</i>	CBS	25.8/40
9.	<i>Jeffersons</i>	CBS	25.5/38
10.	<i>Dukes of Hazzard</i>	CBS	25.1/37
11.	<i>Falcon Crest</i>	CBS	23.8/39
12.	<i>House Calls</i>	CBS	23.3/36
13.	<i>Rose-Bowl Game</i>	NBC	22.0/34
14.	<i>Three's Company</i>	ABC	21.9/33
15.	<i>Trapper John, M.D.</i>	CBS	21.5/36
16.	<i>Love Boat</i>	ABC	21.1/34
17.	<i>Lou Grant</i>	CBS	20.9/35
18.	<i>Too Close For Comfort</i>	ABC	20.3/32
19.	<i>CBS "Murder Is Easy" (movie)</i>	CBS	20.1/34
20.	<i>Magnum, P.L.</i>	CBS	20.0/38

### The Final Five

62.	<i>Taxi</i>	ABC	9.5/19
63.	<i>NBC White Paper: "The Presidency And The Nation"</i>	NBC	9.3/15
64.	<i>Television Inside &amp; Out</i>	NBC	9.1/18
65.	<i>NBC News Closeup: "Japan: Myths Behind the Miracle"</i>	ABC	8.1/17
66.	<i>"Silver Bears" (Movie)</i>	NBC	7.9/16

\*Football ratings are based on portion of game in prime time.



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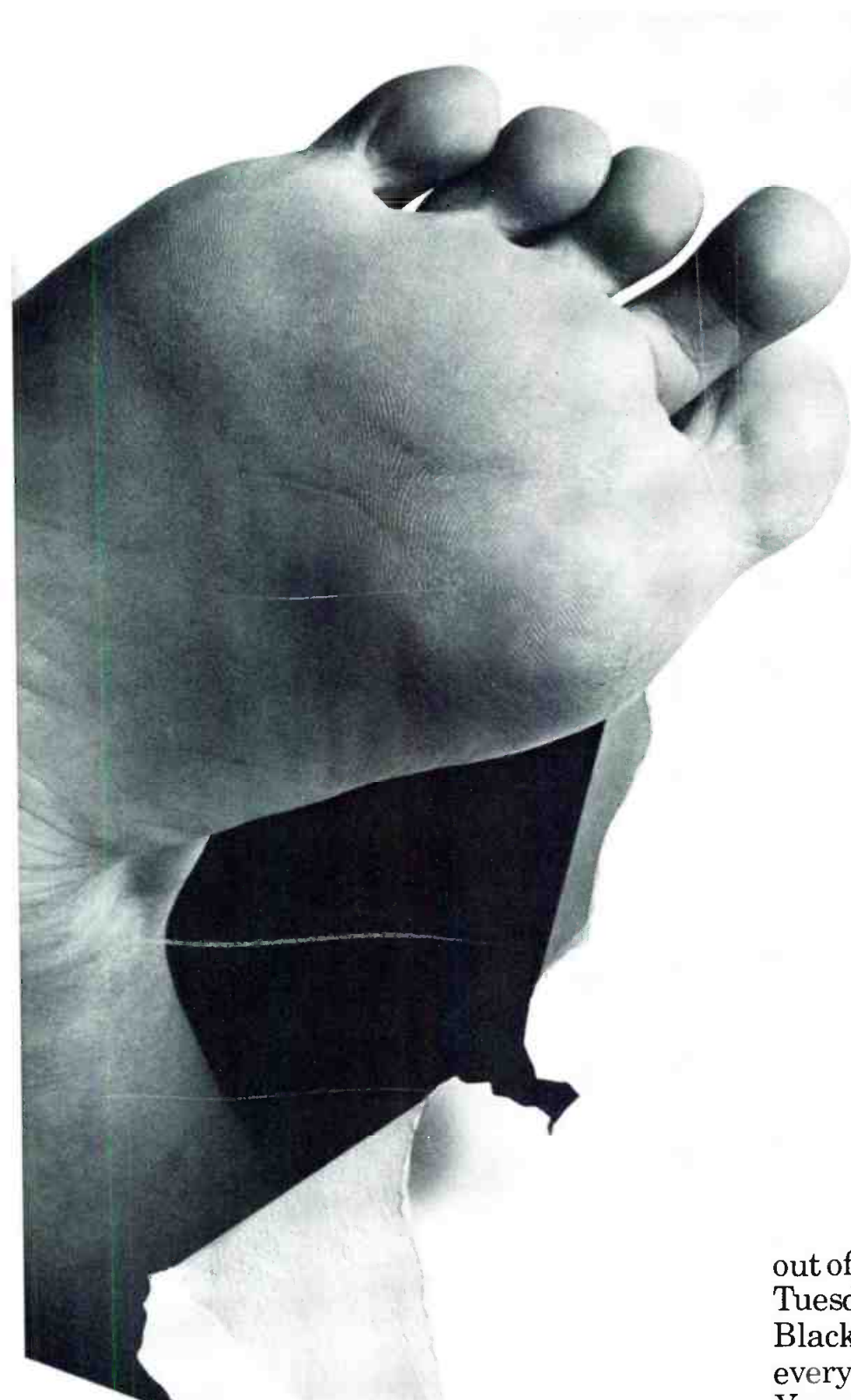
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## 'M\*A\*S\*H' wins syndication sweepstakes

'Family Feud' and 'P.M. Magazine' also rank high in November survey  
'Happy Days' tops with teen-agers

Syndication's success story continues to be the off-network *M\*A\*S\*H*.

With an average 13.9 rating and 30 share in 184 markets, *M\*A\*S\*H* led A.C. Nielsen's Cassandra rankings of syndicated programs for the November 1981 survey period. The strip also won the most demographic categories and dayparts.

The rankings and ratings, available last week, show three series (*M\*A\*S\*H*, *Family Feud* and *P.M. Magazine*) and one special (*Goliath Awaits*) as the only syndicated properties to average double-digit ratings.

In addition to being the overall leader, *M\*A\*S\*H* also was first in women aged 18-49, men 18-49 and total men. Among all adults it placed second; for women and teen-agers, it was third, and among children, it ranked 31st.

While *Family Feud's* overall 13.2 rating and 24 share in 113 markets was second to *M\*A\*S\*H*, the game show turned up the best numbers in the total adults and total women categories. *Feud* was third in women 18-49, fourth in men 18-49 and total men, 15th in teen-agers and 26th in children.

*P.M. Magazine* came up with the third best average: 12.7 rating/23 share in 93 markets. In the demographic breakdowns, it was second in both women and men; third in men 18-49 and total adults; fourth in women 18-49; 22d in teen-agers and 41st in children.

(Topping the teen-ager demographic was *Happy Days Again*. *The Muppet Show* had the best numbers for children.)

After *Goliath Awaits'* 10.7 rating/18 share in 17 markets, *Hee Haw* ranked fifth with a 9.7/22 in 176 markets.

Others scoring an 8 rating or above were *Happy Days Again* (8.8/22 in 154 markets), *Fight Back* (8.8/18 in 14 markets), *Barney Miller* (8.7/20 in 100 markets), *Tic Tac Dough* (8.7/18 in 109 markets), *Laverne & Shirley & Co.* (8.4/18 in 97 markets), *New You Asked for It* (8.4/18 in 94 markets), *Dance Fever* (8.1/19 in 119 markets), *Lawrence Welk Show* (8.1/17 in 164 markets), and *Entertainment Tonight* (8.1/17 in 106 markets).

In Monday-Saturday prime access, nine syndicated programs—all veterans—scored an 11 rating or higher, led by *M\*A\*S\*H* and *Hee Haw* (16 rating); *P.M. Magazine* and *Family Feud* (14 rating); *Tic Tac Dough* (13 rating); *Lawrence Welk* and *Happy Days Again* (12 rating), and *Barney Miller* and *Joker's Wild* (11 rating).

Averaging a 10 rating were *Jeffersons*, *Laverne & Shirley & Co.*, *Pop Goes the Country*, *All in the Family*, *Entertainment*

## Monitor

**Schedule changes.** ABC-TV and NBC-TV have announced prime-time schedule changes: ABC is putting *King's Crossing* into Saturday 8-9 p.m. NYT spot starting Jan. 23, but with 90-minute premiere preceding Saturday at 8-9:30. It will replace *Open All Night* and *Making a Living*, whose fate, ABC sources said, will be announced later. On Jan. 23, NBC is starting Mickey Rooney in *One of the Boys* on Saturday 8-8:30 period and, same night, moving *Harper Valley* into Saturday 8:30-9 spot and *Barbara Mandrell and the Mandrell Sisters* into Saturday 9-10. Angie Dickinson in *CASSIE & Co.* starts in NBC's Friday 10-11 period Jan. 29, and *Devlin Connection* moves into NBC Saturday lineup at 10-11 on Feb. 6, replacing Rona Barrett's *Television: Inside & Out*.

**CBS accepts HBO.** CBS-TV will begin running ads for Home Box Office this month as part of pay cable TV network's \$9 million "remarketing" campaign announced at December's Western Cable Show. Spots will be first-ever for pay TV on CBS network, leaving only ABC-TV remaining as hold-out with strict policy prohibiting pay TV advertising. NBC-TV has had policy accepting such ads for some time, and HBO spots will begin airing on that network Jan. 15. Meanwhile CBS-TV has ordered six episodes of *Cagney & Lacey*, series based on made-for-TV movie network ran last October, as possible mid-season replacement program. Casting for show, produced by Filmways Television, is now under way.

**NBA rights.** CBS-TV has reached agreement with NBA for four-year TV contract for \$88 million. CBS will telecast all-star game, selected regular season games and playoffs and championship series. In all, CBS will carry 28 telecasts in 1982-83 and 31 in subsequent years. Figure represents about 20% increase in what CBS paid in most recent contract.

**NBC notes.** NBC-TV has announced scheduling of *Project Peacock*—network's intermittent family-oriented omnibus series—on a weekly basis beginning Jan. 17. Program, renamed *Peacock Showcase*, will fill one-hour slot originally planned for *The Powers of Matthew Star*, delayed until next season due to accident involving Peter Barton, star of series. NBC has also announced it has picked up four of its current shows for full season: *SCTV*, *Saturday Night Live*, *Lewis and Clark* and *McClain's Law*.

**Replacement.** *Tattletales*, celebrity game series, will replace CBS News program *Up to the Minute* in 3-3:30 p.m. (ET) time slot on CBS-TV beginning Jan. 18. Game show, hosted by Bert Convy, is Goodson-Todman production. Last broadcast of *Up to the Minute*, which premiered in September, will be Jan. 15.

**ABC notes.** ABC-TV's *Making a Living* (Saturday, 8:30-9 p.m. NYT) will not be renewed beyond its 13th episode. Network has ordered additional nine episodes of *The Fall Guy*, one-hour series produced for network by Glen A. Larson Productions in association with 20th Century-Fox Television. Move brings to 22 number of shows ordered, insuring that series will likely remain on air during its inaugural season.

**Glimmer numbers.** About 156,000 or 25.5% of ON TV subscribers paid extra \$10 fee to watch STV system's Dec. 18 Rolling Stones concert, shown live from Hampton, Va., on pay-per-view basis. Oak Media Development Corp., San Diego-based subsidiary of Oak Industries, held exclusive pay TV distribution rights to concert, offered to Oak's ON TV subscribers in Los Angeles, Phoenix, Chicago, Dallas/Fort Worth and Fort Lauderdale/Miami. Oak spokesman said company was "very pleased" with response to its first-ever nonsports pay-per-view event. Concert was not shown on commercial television or in closed-circuit theaters.

**ITV series.** Corporation for Public Broadcasting has announced plans to solicit proposals for elementary and secondary instructional television (ITV) series. Deadline for proposals is Feb. 26. CPB has allocated \$1 million for project that allows up to 50% matching funds. Applicants must show, however, that other sources will provide half of total costs within 120 days of project approval. Additionally, proposals may contain any grade level combinations and independent producers or agencies, public broadcasting licenses, state department of education. Local or state educational agencies may apply. Guidelines for proposals are available from Mary Sceiford, CPB ITV project officer, office of educational activities.

**Wider distribution.** American Educational Television Network has reached agreement with Christian Broadcast Network for CBN to carry AETN's continuing education and informational programs beginning next month. AETN will broadcast over cable network Saturday mornings, which AETN believes is best time for adult informational programs.

**Pay first.** Satori Productions says it arranged for distribution of first made-for-pay-TV movie, *Dot and Santa Claus*, to 3.5 million pay television homes. Co-production of Satori and Australia's Yoram Gross Filmstudios, *Dot and Santa Claus* was sold to cable networks The Movie Channel, Prism, and Spotlight, and STV operations Select TV and ON TV, among others.

*Tonight, and Solid Gold.*

In Monday-Friday early fringe, *M\*A\*S\*H* also was the leader, with a 13 rating, followed by 9 ratings for *Felix and Oscar (Odd Couple)*, *Barney Miller* and *Gunsmoke*, and 8's for *Family Feud*, *Happy Days Again*, *Jeffersons*, *Hour Magazine*, *Let's Go to the Races*, *Merv Griffin*, *Sanford and Son* and *Charlie's Angels*.

In other Monday-Friday dayparts, *Donahue* led daytime with a 6 rating and *M\*A\*S\*H* led both prime-time with a 13 rating and late-night with a 10 rating (twice the ratings of its nearest late-night competitors *All in the Family*, *Carol Burnett* and *Friends* and *Barney Miller* at a 5 rating).

## EBU pays \$20 million for 1984 Olympics in Los Angeles

European television rights to the 1984 summer Olympic games in Los Angeles have been awarded to the 32-nation European Broadcasting Union for \$19.8 million. The amount is considerably less than the \$84 million the Los Angeles Olympic Committee is said to have originally sought, but nearly four times the \$5 million the EBU paid for rights to the 1980 summer Olympics in Moscow.

The agreement was signed Nov. 19 in Los Angeles and given formal approval on Dec. 2 by the International Olympic Com-

**Upcoming in Vegas.** A "PTAR Day" with morning and afternoon sessions all related to the prime-time access rule. Two separate teleconferences with Washington. A keynote speech by Bill Baker, president of Westinghouse Broadcasting's television group and chairman of Group W Satellite Communications. Even a late-night "roast" honoring former House Communications Subcommittee Chairman Lionel Van Deerlin.

Those are among the highlights planned so far for NATPE International's 19th annual conference March 11-16 in Las Vegas at the Hilton, Sahara and Riviera hotels. Already 220 exhibitors are committed (with 61 companies in the Hilton hall rather than hotel suites) and NATPE expects to beat last year's 261 tally in New York. Overall attendance likely won't match the 5,440 people who were in New York, but NATPE is expecting more than the 3,939 it drew the previous year in San Francisco.

With sessions ranging from "Deregulation and Fairness" to "Programming the Sweeps," broadcast television remains NATPE's prime focus. But continuing its open-door policy to other media, other topics range from cable networking to home-video possibilities for local TV stations—media crossover being an underlying conference theme.

As usual, NATPE will have its individual meetings for ABC, CBS and NBC affiliates, independent-station executives, Public Broadcasting Service members and cable programmers. And invitations have gone out to all FCC commissioners to participate—with NATPE also hopeful for an address from Chairman Mark Fowler.

mittee executive board, meeting in Yugoslavia.

Countries represented by the Geneva-based broadcasters' association are: Algeria, Austria, Belgium, Cyprus, Denmark, Finland, France, West Germany, Greece, Iceland, Ireland, Israel, Italy, Jordan, Lebanon, Libya, Luxembourg, Malta, Monaco, Morocco, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Tunisia, Turkey, the United Kingdom, Vatican City and Yugoslavia. Most Eastern European countries belong to a separate organization which has yet to reach an agreement with the Los Angeles

committee. Agreements also remain to be reached with Canada, Japan, Australia, the Soviet Union and many smaller countries.

According to Peter V. Ueberroth, Los Angeles Olympic Committee president, the EBU will make its payment immediately, allowing the Los Angeles and international committees to invest the funds now and thus increase the payment's ultimate value. Ueberroth remains optimistic that the two committees will realize \$100 million from the sale of all foreign television rights to the summer games.

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*In Memoriam*

EDWARD E. HEWITT

*A courageous friend,  
devoted family man and fellow executive  
whose contributions were major to  
the growth of our company.*



## AMST tells Wirth UHF stations, not VHF drop-ins, are in public interest

**Jorgenson sends addendum to DBS testimony in another Wirth letter, answering charges made at hearing**

There is enough UHF spectrum available to create more national television broadcasting networks, according to the Association of Maximum Service Telecasters. In a letter to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) last week, AMST President Tom Paro said licensing new UHF stations, instead of VHF drop-ins, would provide better service to the public.

In a separate letter to Wirth, Wallace J. Jorgenson, president of Jefferson Pilot Broadcasting Co. and chairman of AMST, amplified comments he made in testimony at the subcommittee's hearing on direct broadcast satellites last month (BROADCASTING, Dec. 21, 1981) and sought to "correct or clarify" several "erroneous" statements made by other witnesses.

In Paro's letter, AMST disagreed with an FCC network inquiry report, which said spectrum allocation policies have hindered the creation of new networks (BROADCASTING, Oct. 27, 1980). The subcommittee's majority staff report on competition in telecommunications (BROADCASTING, Oct. 9, 1981) endorsed the network inquiry's findings and, according to AMST, "implies that the FCC should authorize short-spaced VHF drop-ins to remedy the 'regulatory and spectrum constraints' imposed by the [FCC's] 1952 spectrum allocation decision."

Computerized engineering studies by AMST have found "at least five full-spaced stations—one public station and four network affiliates—could be located in 148 of the top 150 markets and six or more could be located in 146 of the top 150 markets." The new stations would reach "approximately 95%" of the TV households in the U.S., said Paro, and would not cause the interference VHF drop-ins are likely to cause.

To assume there is not enough spectrum allocated to accommodate new networks is to forget that the FCC, when it set aside the UHF band, "intentionally did not make all possible allotments because it wanted the flexibility to make allotments in the future based on subsequent population shifts," said Paro. "As a consequence, the UHF band can accommodate many

more full-spaced stations than the present table of allotments provides and, together with existing UHF and VHF allotments, could sustain additional networks."

The FCC is expected to rule on its VHF drop-in proposal late this year, according to Marty Blumenthal, a staffer in charge of the proceeding. The drop-in plan would give prospective license applicants a choice between limited VHF stations and full-power UHF stations, according to Blumenthal. Such a choice might be desirable, he said, because reception of UHF signals is often inferior to VHF and because UHF signals can require as much as five times more power to transmit.

AMST included the results of its computerized study in a counterproposal to the drop-in plan, filed at the FCC on Feb. 19, 1981. It sent a copy of that counterproposal to Wirth and promised further comment on the majority staff's report, which recently drew fire from the National Association of Broadcasters (BROADCASTING, Jan. 4).

Jefferson-Pilot's Jorgenson responded to the assertion—made by witnesses at the DBS hearing—that stations could not broadcast high-definition television (HDTV) in the 12 ghz band. Jorgenson said that although "we do not know that it would be feasible, we do know that its feasibility will be tested soon by CBS." A 12-ghz HDTV broadcast system would be "significantly different from our present system," Jorgenson added, "probably having to employ a cellular arrangement of several transmitters . . . to provide adequate coverage."

Frequencies higher than 12 ghz may be suitable for HDTV broadcast by DBS as some witnesses suggested, he said, "but it is undisputed that these new frequencies would be wholly unsuited for local HDTV." Consequently, he said, the 12-ghz band is the "only opportunity" for local broadcasters to provide HDTV service.

Jorgenson also challenged the assertion that it would be "inappropriate" to allow local stations to broadcast in HDTV the same programming they broadcast in the conventional standard. "It may be the only way to accomplish a conversion without obsoleting the 150 million conventional receivers" in use, he said.

Charges that broadcasters' advocacy of using the 12-ghz band for fixed satellite services because they are afraid of competition from DBS also were questioned by Jorgenson. "Fixed satellites are the major source of programming for public stations, new UHF stations, cable, . . . low-power stations, translators and new network arrangements," he said. "Greater availability of satellite frequencies would,

therefore, enhance broadcast competition and diversity." Once they are organized, Jorgenson predicted, fixed satellite users will make their own claims for the 12-ghz band. Home Box Office, he noted, has already proposed that DBS be limited to 400 mhz rather than 500 mhz.

## Another request for rehearing in RKO case

**Fidelity, seeking license for RKO's KHJ-TV, and Multi-State, after WOR-TV, petition appeals court to rehear case, saying FCC decision to deny those licenses should not have been reversed by three-judge panel**

Fidelity Television Inc. and Multi-State Communications Inc. followed RKO General Inc. last week in petitioning the U.S. Court of Appeals in Washington for rehearing by the full 11-member bench of the case in which they are all involved. But the reasons are different. RKO had petitioned for rehearing because of the decision by a three-judge panel affirming the commission's decision to deny renewal of license for WNAC-TV Boston (BROADCASTING, Jan. 4). Fidelity and Multi-State say the panel should not have reversed the commission's decision to deny renewal of licenses for, respectively, KHJ-TV Los Angeles and WOR-TV New York.

The court had based its decision regarding WNAC-TV on what the panel said was an "egregious lack of candor" on RKO's part that, as in the case of a summary contempt proceeding, had occurred before the "trier of fact"—the commission. The court rejected the other grounds on which the commission had denied renewal of the three licenses: misrepresentation of financial information and unlawful reciprocal trade practices. It said the first was reached without notice or hearing and that the second constituted an ex post facto application of new standards (BROADCASTING, Dec. 7, 1981).

Fidelity and Multi-State, which are seeking to supplant RKO as licensee of KHJ-TV and WOR-TV, argue that the lack-of-candor finding—which involves RKO's failure to inform the commission of an investigation by the Securities and Exchange Commission of alleged wrongdoing on the part of RKO's parent, General Tire & Rubber Co.—should apply in their proceedings as well. The commission had conditioned the outcome of those cases on the decision in the WNAC-TV proceeding.

Fidelity said a commission procedural



order in 1971 had linked the Los Angeles and Boston cases—the order directed Fidelity to litigate a character issue in the Boston rather than the Los Angeles case—with the result that the “trier of fact” in both cases was the same. And Multi-State noted that RKO’s alleged misrepresentation occurred while the New York and Los Angeles applications were pending before the commission and that, as a result, RKO “is just as guilty” in those cases as in Boston.

That isn’t the only ground on which Fidelity and Multi-State are seeking rehearing.

Fidelity said the court erred in directing the commission to treat RKO’s Los Angeles license in the same procedural context as the 13 RKO licenses not involved in the WNAC-TV case but whose renewals are now in jeopardy. Fidelity said the order appears to ignore the hearing rights it says Fidelity has had in connection with RKO’s Los Angeles license since 1966, when the commission designated the competing applications for hearing.

What’s more, Fidelity said the court’s decision does it an “injustice.” But in reference to the FCC’s 1971 procedural order, Fidelity said, “all that transpired in the Boston docket would have transpired in the Los Angeles docket as well, with the result that RKO’s disqualification in Los Angeles could not now be distinguished from its disqualification in Boston.” Fidelity added that, after 16 years of litigation, it is now being required “to go back and relitigate what the commission has already decided.”

Multi-State said the commission—contrary to the court’s view—had acted in accordance with law and precedent in finding that RKO had been guilty of financial misrepresentations. “The [court’s] conclusion that the commission’s procedure in drawing inferences from the evidence in the record is unlawful is not supported by case laws and flies in the face of previous decisions of this court,” Multi-State said. Indeed, Multi-State said such holdings of the panel that contravene earlier decisions of the court in themselves warrant rehearing.

## Minority employment figures increase in broadcasting industry

The number of women and minorities in broadcasting continues to rise, according to figures released by the FCC last week. Overall, the number of industry employees increased by 9,176 full-time and part-time positions in 1981, a 5.2% increase over 1980. Of the new people, 4,729, or 51.5% were women, and 2,324, or 25.3%, were blacks, Asians and Pacific islanders, American Indians and Alaskan natives, and Hispanics.

The commission report also shows that women and minorities continue gains in the high-paying job categories. Of the more 127,000 full-time employees in such

## Washington Watch

**Canceled TCAFP.** Temporary Commission on Alternative Financing for Public Telecommunications has canceled its meeting today. It plans to confer with noncommercial television and radio stations that wish to participate in proposed 18-month advertising experiment Jan. 29. (Stations had not been officially invited to meeting.) Temporary commission had asked stations to reconfirm their commitment to project and offer solutions to potential union problems. Of 16 TV stations that expressed initial interest, 15 said they were still interested in participating in experiment. However, several asked to meet with commission before it took further action (“In Brief,” Jan. 4). Whether radio stations will attend meeting is still questionable. Of 13 radio stations originally stating interest, only four have reconfirmed their commitment, and that number could diminish. National Public Radio, because of current union contracts, would be unable to provide programming to radio stations involved in experiment.

**Retroactive royalty.** National Association of Broadcasters has filed comments with Copyright Royalty Tribunal urging it to designate July 1, 1981 as effective date for adjusted cable television royalty rates in its rate adjustment proceeding. NAB said royalty rates currently in effect for cable systems are premised on FCC’s distant-signal and syndicated exclusivity rules, which were repealed effective end of June. As result, NAB said, cable systems have been able to import additional signals since that date. By making rate adjustment retroactive, CRT “would fulfill its statutory obligation to insure the continuing reasonableness of compensation to copyright holders,” NAB said. Motion Picture Association of America has requested CRT make adjustment retroactive to July 1.

**DNC back at FCC.** Democratic National Committee has filed fairness doctrine complaint with FCC, objecting to NBC’s and CBS’s accepting Republican ads supporting President Reagan’s economic program without providing contrasting views. Complaint fulfills threat DNC made last October (BROADCASTING, Oct. 26, 1981) to challenge networks if they didn’t provide time for opposing views. Both CBS and NBC rejected DNC’s demands for time. ABC didn’t air ads.

**Pole interest.** FCC has announced it will start applying 20% interest rate on refunds of overpayments for cable pole attachments after Feb. 1. FCC said it took interest rate from standard set by Internal Revenue Service for federal tax refunds.

**Stay granted.** FCC, Department of Education, Department of Health and Human Services and Department of Justice have been granted temporary stay of district court order in controversial GLAD case pending appeal. Stay was granted by U.S. Court of Appeals for Ninth Circuit, which was approached earlier by groups to stay order by lower court requiring public television stations to make their programming accessible to hearing impaired (BROADCASTING, Dec. 7, 1981). Until final hearing, which is expected to be held in spring, agencies will be permitted to pay out funds to public stations.

**NAB rallies.** National Association of Broadcasters has asked Federal Trade Commission to dismiss earlier consent order with *Los Angeles Times*. Consent order, signed on Nov. 3, 1980, forces *Times* to freeze its annual volume discount schedule of rates for retail display advertising lineage to specific index of rates. FTC is accepting comments on order which is still under litigation. NAB called order “unnecessary and anticompetitive,” and said it “raises disturbing questions of fundamental fairness as well as equally alarming prospects of governmental interference with press freedoms in all media.” Listing three primary objections to order, NAB claimed that it would limit competition and discriminate unfairly against *Times*; that FTC has exceeded its jurisdiction in imposing consent order, and that arbitrary regulation of advertising rates raises question of governmental intrusion in freedom of press. Association notes that *Times* is only newspaper in its market required to alter its advertising policy and that since it entered into agreement, new administration is “engaging in new policies of ‘deregulation’ and there is increasingly less likelihood that the commission will require others in the *Times* market to change their advertising practices.”

**WATS increase.** AT&T has filed tariff with FCC proposing to raise rates for most interstate long-distance telephone service. Filing comes in wake of FCC order directing AT&T to equalize rates of returns on three basic long-distance services—regular interstate calls, private lines and WATS service—and would help AT&T meet rate-of-return increase (from 10.5% to 12.75%) FCC approved in April, AT&T said. Under proposed changes, prices for customers who dial interstate calls direct would increase about 1.8%; WATS service would increase 4.1%, and rates for interstate private lines would increase 1%. AT&T said combined effects of rate adjustments would produce increased revenues of \$181.4 million annually.

**Name change.** Washington law firm of Koteen & Burt is now practicing law under name of Koteen & Naftalin. William C. Burt has retired. Firm also announced that Robert J. Rauch, formerly general counsel to Alliance to Save Energy, is now associated with firm.

positions last year, almost 32,000 were women and more than 16,000 were minority-group members. Those figures represent increases of about 4,000 and 2,000, respectively.

The report shows that women fill 24.9% of the top categories of jobs—officials and managers, professionals, technicians and sales. Minorities filled 12.7% of those jobs.

The report says the figures indicate “moderate gains” in all four top-paying job categories.

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## Comments urge FCC to drop technical standard for aural modulation monitors

**NAB, NRBA and ABC say agency should not require stations to use only type-approved monitors**

The FCC should drop its requirement that broadcasting stations install and maintain type-approved aural modulation monitors, according to comments filed at the FCC.

The comments come in response to a rulemaking proceeding the FCC initiated on its own.

Under current rules, monitor manufacturers must submit sample equipment to the FCC, which tests the equipment to make sure it meets its technical standards. The commission proposed to delete this requirement, enabling licensees to purchase equipment best suited to their own particular needs. Nonetheless, the FCC said it would continue to hold licensees responsible for obeying the FCC's technical rules (BROADCASTING, Oct. 5, 1981).

In his comments, the National Association of Broadcasters endorsed the proposal, noting that eliminating the type-approval requirement would make it easier for broadcasters to gain access to new monitor technology.

By dropping the requirement, manufacturers would be able to introduce new technology to the marketplace more quickly, avoiding “the long delays inherent in the type-approval process,” NAB said.

ABC agreed the type-approval requirement should be dropped but added that “complete elimination of the type-approval program might be premature and unfair to smaller broadcasters.”

ABC said the FCC should consider retaining its type-approval program for the time being, giving licensees the option of using type-approved monitors. “This approach would give broadcasters the flexibility to realize the benefits of deregulation while preserving the ability of smaller stations to rely upon type-approved equipment in meeting their responsibilities,” ABC said.

The National Radio Broadcasters Association thought the FCC should drop the type-approval requirement and also eliminate its requirement that operators have

continuous access to modulation level indications.

However, NRBA said, the FCC shouldn't “simply wash its hands of responsibility in this area.” Instead, NRBA said the FCC should continue to provide “guidance” on the kinds of modulation monitors that met its technical rules.

General Electric Broadcasting Co., although agreeing the type-approval requirement should be dropped, also thought the FCC should consider retaining its type-approval program.

“By maintaining the type-approval program on an optional basis the commission would realize the benefits of deregulation while assisting smaller stations to meet their responsibilities,” GEBCO said.

Nonetheless, GEBCO warned the FCC against dropping its requirement that modulation level indications be continuously available to the operator on duty.

“Licensees would be set adrift without some means of continuously determining modulation levels,” GEBCO said.

GEBCO also urged the FCC to set forth guidelines detailing how it planned to inspect and enforce adherence to its technical rules before it dropped the type-ap-

proval requirement.

Although a group of licensees—including Forward Communications Corp., Infinity Broadcasting Corp. and Group One Broadcasting Corp.—said it “fully” supported elimination of the type-approval requirements, it also thought doing away with the type-approval program entirely “may be premature and unfair to smaller broadcasters.”

If the FCC retained the program on an interim basis, giving broadcasters the option of using type-approval monitors or of using another method, “the commission would provide a safe harbor particularly for those licensees who lack the expertise or resources to meet a strict accountability standard,” the group said.

The group also said the proposal to do away with the requirement that aural level indications be continuously available to operators needed “further” consideration.

“Without such readings, the risk of interference to other stations increases. This possibility of interference is particularly troublesome as new stations are authorized which require tight modulation tolerances, i.e., proposals on the AM clear channels.”

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## WARC '79 results: 'creditable'

**But it recommends high-level coordination of international telecommunications policy**

The U.S. spent five years preparing for the World Administrative Radio Conference that was held in Geneva in 1979, employed the services of 800 people, and achieved results that were generally creditable, according to a survey of the “informed community.” But WARC '79 may have been the last hurrah for the traditional ad hoc approach—essentially, technical—that the U.S. has taken to such conferences. At least a study of the “impacts” from the WARC by Congress's Office of Technology Assessment says there is an “urgent need” for major changes in the way the U.S. addresses international telecommunications issues—the most urgent, it suggests, is for a higher level of attention paid to those issues.

The study found that many of the results of the conference “either closely reflected U.S. proposals or were acceptable to the U.S. with certain exceptions.” (The exceptions were said to include loss of flexibility in some spectrum areas, particularly those affecting national defense.) And the OTA survey of 134 persons, many of whom served on the delegation to WARC, found that 53% of those who responded thought WARC had produced results favorable to U.S. national interests. A somewhat higher percentage, 58%, thought it had a favorable impact on their respective organizations. A contrary view was expressed by 15%, while 33% thought the results neither favorable nor unfavorable.

But the generally favorable judgment is

not a good forecaster of the future, according to the study, done in response to a congressional request that reflects concern over the adequacy of existing machinery for telecommunications policymaking. “The long-term trends may be running against the United States in the sense that more problems without apparent solutions are foreseen,” it says. “The United States finds itself increasingly in a defensive mode, trying to minimize losses rather than seeking significant changes to improve the long-term posture of the United States.”

In major part, that concern stems from what is seen as a change in the makeup of the International Telecommunication Union. Its present membership—155—has doubled since the previous WARC, in 1959. And two-thirds of the total are developing countries that not only espouse principles of governing the spectrum that differ from those of the U.S. and other developed countries but, in a one-nation, one-vote forum, have the strength to shape international telecommunications policies. In short, the international telecommunications arena has become “increasingly political.”

The U.S. has always relied on its technical expertise to carry the day at such conferences. It received a rude awakening at the 1977 Broadcasting Satellite WARC, when Third World countries, allied with Europe countries (whose motives were different), adopted a proposal for detailed planning of spectrum space and orbital slots, aimed at assuring countries space in advance of their need. The sophisticated arguments the U.S. had marshalled that such an approach is wasteful were overrid-

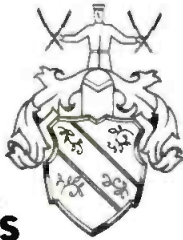


# Welcome

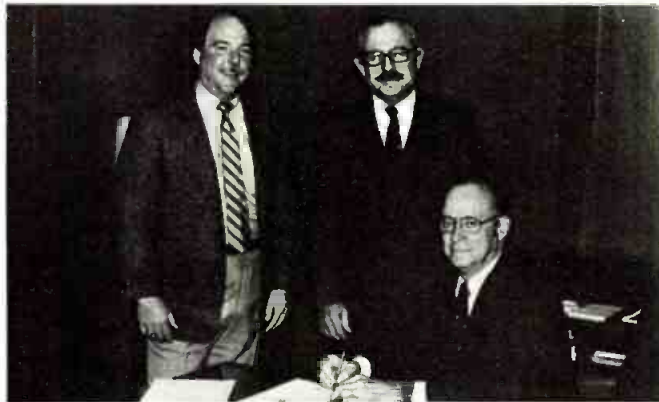
*Fetzer Broadcasting Company*

and its fine family of radio stations

**WKZO,**  
Kalamazoo  
**WJFM,**  
Grand Rapids

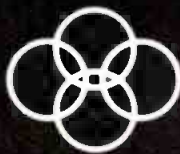


**WWAM,**  
Cadillac  
**WKJF-FM,**  
Cadillac



Left to right: Porky Campbell, Regional Manager of McGavren Guild Radio's Detroit office; Tony Gaston, Vice President/Station Manager of WKZO; and Carl E Lee, President and General Manager of Fetzer Broadcasting Company.

Now represented by  
National Radio's Best Trained,  
Most Professional And Experienced Sales Team.



**M<sup>c</sup>GAVREN GUILD RADIO**  
Tuned-in to tomorrow...today.

**THE AMERICAN  
SPEECH-LANGUAGE-  
HEARING ASSOCIATION**  
is pleased to announce  
the Fourth Annual

## **NATIONAL MEDIA AWARDS FOR RADIO AND TELEVISION**

The awards are given to the producers of those radio or television programs that have stimulated the public's knowledge and understanding of speech-language pathology and audiology by outstanding radio or television presentations.

- **\$1,000 CASH AWARDS**
- **EXPENSE PAID TRIP TO ASHA'S 1982 NATIONAL CONVENTION IN TORONTO**
- **CERTIFICATES OF DISTINCTION FOR TWO RUNNERS UP IN EACH CATEGORY**

Deadline for nominations is June 30, 1982. Programs must have been aired between June 1, 1981 and May 31, 1982.

Nominations may be network, affiliate, or independent productions and must have been aired during regular broadcasting hours. No training, teaching, or closed circuit programs will be eligible.

Requests for Nomination Forms should be sent to ASHA Media Awards, Public Information Department, American Speech - Language - Hearing Association, 10801 Rockville Pike, Rockville, MD 20852. Telephone (301) 897-5700.

den. And WARC '79, the report says, shows Third World countries increasing in strength in the ITU.

Thus, the report says, the focus for most ITU activities is changing, from primarily technical to a recognition of "the legitimacy of nontechnical factors such as political and cultural interests and values." And the U.S., it adds, "must recognize this shift and develop strategies to use its technology more broadly as a tool for resolving these broader international issues that are not subject to technical solutions."

The authors of the report predict that developing countries in future WARC's will continue to seek changes in the present system of vesting spectrum rights and access to the geostationary orbit on an "as-needed, first-come, first-served" basis—the system favored by the U.S. They will propose instead negotiated plans assuring access on an "a priori" basis. "They do not wish to rely on the 'good effort' promises, and technical ability of the developed countries to 'engineer-in' future systems on a case-by-case basis, as needed," the report says.

The report says the U.S. faces a major challenge in dealing with the problems the Third World countries' needs and strengths present. But at present, it suggests, the U.S. is not organized to meet that challenge. The report ascribes the problem essentially to a lack of appreciation at the top decision-making levels of government and industry regarding the "vital role of telecommunications in the international and domestic political, economic and private affairs" of the country. Thus, according to the report, the U.S. does not have a consistent and coordinated national telecommunications policy. The report notes that responsibility for spectrum management is divided between the FCC (for nongovernment users) and the National Telecommunications and Information Administration (for government users), and that coordination is conducted by the State Department on a "structured but often informal basis without clear responsibility for policy at a high level of government." The report says State's International Communications Policy Office is not at a sufficiently high level to prepare adequately for international conferences of the ITU "and make its influence felt in the upper echelons of government and industry."

Lack of concern at high levels of government and industry is also said to be at the root of other problems. One is the alleged inadequacy of ongoing spectrum management mechanisms for the task of reviewing all stated requirements of government and nongovernment spectrum users. Another is the practice of giving spectrum management specialists, "in an international negotiating environment that has become increasingly political," the task of "anticipating telecommunications requirements far into the future without adequate long-range analysis." The report also blames that lack of high-level concern for what is said to be the shortage of qualified engineering personnel to replace those

now retiring.

As the report notes, exhortations to the executive branch to strengthen its structure for spectrum management and participation in international telecommunication conferences are not new. Such concerns have been expressed over the past 30 years. But as the report also notes, not only are the stakes increasing in importance but the series of important ITU-sponsored conferences is lengthening. There will be 10 over the next seven years. That schedule, the report says, "underscores the fact that the United States must reform its policymaking mechanisms and streamline the cumbersome and time-consuming procedures for developing U.S. proposals for international telecommunication conferences."

## **An FCC vote goes awry**

The FCC on Oct. 1 voted 4-3 against adopting a rule authorizing the Field Operations Bureau to shut down ENG news cameras and other equipment if they cause interference that threatens "the safety of life or protection of property." But the order issued by the commission on Dec. 29 said something entirely different: The order was adopted and by a 7-0 vote.

What caused the reversal of the commission's rulemaking machinery was not entirely clear. But some of the confusion, at least, had to do with the time of the year.

The proposal for the rule grew out of an incident last year in which ENG cameras covering the maiden flight of the space shuttle Columbia interfered with the vehicle's radio reception at its landing at Edwards Air Force Base, in California. Some commission officials felt a rule was not necessary; that the commission already had the authority to act in such situations. And broadcasters opposed the proposal on the ground that it might be used to violate First Amendment freedoms.

As originally drafted by the staff, the proposed rule authorized the FOB to act if radio interference constituted a threat to safety of life. During the Oct. 1 meeting, that proposal failed on a 4-3 vote, with Chairman Mark S. Fowler and Commissioners James Quello and Joseph Fogarty in the minority.

Commissioner Abbott Washburn earlier had argued that protection of property should also be part of the rule. So Fowler modified the proposal to include the element of property as well as safety of life. But it failed on the same 4-3 vote.

So the staff was instructed to draft an order rejecting the proposal as formulated the second time and to circulate it among the commissioners. At this point, things get a bit murky. Washburn and his staff, on reflection, felt he could not vote to kill a rule he had in fact endorsed. So he switched his vote to favor the rule. And the staff rewrote the order to indicate adoption of the rule. With a majority now in favor, the three remaining commissioners—Anne P. Jones, Mimi Weyforth



Dow, Lohnes & Albertson Washington law firm. During lunch, Saks Fifth Avenue's senior vice president and director of marketing, Paul LeBang, will discuss during lunch, retailer's use of cable. At 2:30 concurrent sessions will review "Getting Started in Advertising" for those systems that haven't, and "Recognizing and Developing Expanded Revenue Sources" for those that have. A concluding session on sales training will feature Charles Reilly of In-Person Communications.

## Compton apologizes to Turner for study of news networks in cable

Compton Advertising Inc., New York, has retracted a prediction it made last month that both Ted Turner's Cable News Networks would dominate their fields for four years at most and then be overtaken by the ABC/Westinghouse joint news venture (BROADCASTING, Dec. 7, 1981).

In a letter dated last Dec. 18, Joel Fisher, vice president and director of media research, advised Turner that the release of its study was "unwise" and its prophecies were "far-fetched." Fisher said the study was intended to serve as an internal "think-opinion" piece and was not designed for release outside the agency. Fisher declined to explain last week how an "internal" study was made public.

A spokesman for Turner said last week that a few days after the study was released, Fisher telephoned Ted Turner and apologized for the release of the study. He was asked to put the disavowal in a letter, which the Turner organization made public. The spokesman added that Turner had written a letter of complaint to Compton but his letter had not reached Compton at the time Fisher called.

"One strong objection we had," the Turner official said, "was that Compton assumed that we would remain status quo in the face of competition. If you know Ted Turner, he never stands still and he would react vigorously to a challenge."

## More problems for Rasmussens

The U.S. Department of Labor in Boston has filed a complaint with the U.S. District Court in Hartford, Conn., alleging that Bill and Scott Rasmussen, principals in the suspended Enterprise Radio operation, failed to pay employes wages and overtime for a period before the suspension.

An official of the Department of Labor said the complaint alleges that the Rasmussens acted in violation of the Fair Labor Standards Act of 1938, as amended. The complaint will be served on the Rasmussens and a hearing will be set.

This is the latest in a series of legal skirmishes in which the Rasmussens and Enterprise Radio are involved ("In Brief," Sept. 28, 1981, et seq.).

## Bottom Line

**Metromedia's safe harbor.** Thanks to Economic Recovery Act of 1981, \$80 million cash has bought Metromedia tax credits and depreciation deductions with aggregate federal income tax cost basis of \$350 million. Rights were acquired in various "safe harbor" and lease-back transactions; depreciation deductions and tax credits will be taken over period of five years or less. In addition company has secured from New York's Metropolitan Transportation Authority depreciation rights to an amount not to exceed \$102 million on subway and bus equipment, for cash payment of \$15.5 million.

**Notes for sale.** Storer Broadcasting Co. has filed with Securities and Exchange Commission for proposed offering of \$75 million in notes due Dec. 1, 1991. Proceeds would be used to repay bank debt.

**Cable growth.** Cable TV Industries, Los Angeles-based manufacturer and distributor of cable equipment, reported 30.3% increase in sales for first nine months of company's fiscal 1982. Sales for period ending Oct. 31, 1981, were \$30.8 million, compared with \$23.6 million for same period year before. Net income rose from \$1.5 million to \$1.8 million over same period, increase from 61 cents per share to 65 cents per share. Sales advanced for quarter ending Oct. 31 from \$7.8 million to \$9.9 million, with net income up from \$485,000 to \$582,000.

**Dish buy.** Scientific-Atlanta has announced offering of 1.8 million shares of common stock at \$26.50 each. Salomon Brothers leads underwriting group, which has option to purchase additional 180,000 shares to cover overallotments. Repayment of debt and working capital are intended uses for proceeds.

**Riggs board.** Jack Valenti, president, Motion Picture Association of America, Motion Picture Export Association of America and Association of Motion Picture and Television Producers, has been named to board of directors of Riggs National Bank in Washington. Riggs, one of Washington's largest banking firms, recently changed hands, with Joe Allbritton, Washington-based broadcaster, gaining operating control of firm. Allbritton is now chairman and chief executive officer for bank's holding company, Riggs National Corp. Allbritton is chairman of group owner, Allbritton Communications, licensee of three TV's and one AM and FM. Charles Spalding, former vice president for television department, J. Walter Thompson, also was named to Riggs board.

**Premium warranted.** Gannett Co. announced its purchase of warrants for 1,350,000 shares of Gannett common stock at \$40 per share. Warrants had been held by American Financial Corp., which obtained them from Combined Communications, firm that was merged into Gannett in 1979. Gannett stock had been trading at \$34. Company chairman Allen Neuharth said premium paid over market price reflected belief that Gannett shares are "undervalued at this time." Warrants were due to expire in 1985.

**Jones move.** Jones Intercable has announced \$75 million Cable TV Fund 10—latest in its series of limited partnership programs for "acquisition, development and operation of cable television systems."

**Deal sealed.** Norman Lear Productions and Perenchio Inc. have formally completed purchase of Avco Embassy Pictures Corp. from Avco Corp. Motion picture production and distribution company will henceforth be called Embassy Pictures. Terms of acquisition were not announced.

**Divvying up.** Viacom declared regular quarterly cash dividend of 6.25 cents per common share, payable Jan. 30 to holders of record Jan. 15.

**Nielsen's tally.** A.C. Nielsen Co. reported sales for three months ended Nov. 30, 1981, were up 12% to \$151,666,000; net earnings up 13% to \$8,402,000, 75 cents per share. Company also declared quarterly dividend of 26 cents per share, payable Feb. 1 to holders of record on Jan. 13.

**Filing suit.** NBC engineer Robert A. Batsche filed class-action sex discrimination suit against company last week, claiming it would not grant unpaid six-week paternity leave to him last August when his wife gave birth. Also named in suit was National Association of Broadcast Employees and Technicians, whose local 11 President Arthur Kent reportedly seemed surprised that union was named defendant since it claims to be proponent of this action. According to NBC spokesman, its "paternity and maternity leave policies are consistent with legal requirements. There is no merit to the complaint."

# Stock Index

Exchange and Company	Closing Wed. Jan 6	Closing Mon. Dec 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	32 7/8	32 3/4	+ 1/8	+ .38	7	928
N Capital Cities	73 1/2	72 1/2	+1	+ 1.37	12	957
N CBS	46 3/8	48	-1 5/8	- 3.38	7	1,295
N Cox	33 1/2	35 1/2	-2	- 5.63	17	982
A Gross Telecasting	29 1/4	29 3/8	- 1/8	- .42	8	23
O LIN	36	35	+1	+ 2.85	12	183
N Metromedia	166	165 1/2	+ 1/2	+ .30	12	659
O Mooney	5 1/4	5 3/4	- 1/2	- 8.69	11	3
O Scripps-Howard	20 1/4	21 1/4	-1	- 4.70	12	209
N Storer	26 3/8	27 1/2	-1 1/8	- 4.09	15	419
N Taft	32	32 1/4	- 1/4	- .77	10	305
O United Television	7 1/4	7 3/8	- 1/8	- 1.69	12	87
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	19 3/8	19 1/4	+ 1/8	+ .64	15	75
A Affiliated Pubs.	30	31 1/2	-1 1/2	- 4.76	11	155
N American Family	7 5/8	7 5/8			6	102
N John Blair	24 5/8	24 3/4	- 1/8	- .50	8	92
N Charter Co.	8 1/8	8 3/8	- 1/4	- 2.98	12	175
N Chris-Craft	34 3/8	34 1/4	+ 1/8	+ .36	16	86
N Cowles	30 1/2	31 3/4	-1 1/4	- 3.93	19	121
N Dun & Bradstreet	63 5/8	63 1/4	+ 3/8	+ .59	15	1,784
N Fairchild Ind.	12 7/8	12 3/4	+ 1/8	+ .98	4	166
N Gannett Co.	33 5/8	33 1/2	+ 1/8	+ .37	11	1,783
N General Tire	21 1/2	21 3/4	- 1/4	- 1.14	6	496
O Gray Commun	40	40 1/2	- 1/2	- 1.23	8	19
N Harte-Hanks	30 3/4	33	-2 1/4	- 6.81	12	298
O Heritage Commun	10	10			33	72
N Insilco Corp.	15 1/2	16	- 1/2	- 3.12	7	221
N Jefferson-Pilot	25	25 3/8	- 3/8	- 1.47	6	546
O Josephson Intl.	8 3/4	9	- 1/4	- 2.77	4	17
N Knight-Ridder	29 1/2	29 7/8	- 3/8	- 1.25	10	946
N Lee Enterprises	28 1/2	29 1/8	- 5/8	- 2.14	11	198
N Liberty	14 1/4	14 3/8	- 1/8	- .86	6	181
N McGraw-Hill	50 1/8	51 3/8	-1 1/4	- 2.43	13	1,244
A Media General	37 3/8	38 1/2	-1 1/8	- 2.92	9	264
N Meredith	62 3/4	63 1/2	- 3/4	- 1.18	7	200
O Multimedia	32	35	-3	- 8.57	13	324
A New York Times Co.	35 1/8	37	-1 7/8	- 5.06	9	435
N Outlet Co.	37 3/4	38 1/8	- 3/8	- .98	11	99
A Post Corp.	27 1/4	27 5/8	- 3/8	- 1.35	17	49
N Rollins	16 5/8	16 3/4	- 1/8	- .74	10	456
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	27 1/8	28	- 7/8	- 3.12	8	1,442
O Stauffer Commun	45	45			11	45
A Tech Operations	15 7/8	16 1/2	- 5/8	- 3.78	7	16
N Times Mirror Co.	45 3/4	46 7/8	-1 1/8	- 2.40	11	1,561
O Turner Bcstg	10 1/2	10 1/2			24	213
A Washington Post	30 7/8	31 1/8	- 1/4	- .80	15	434
N Wometco	20 1/2	20 5/8	- 1/8	- .60	11	275
<b>CABLE</b>						
A Acton Corp.	12	12			16	56
N American Express	42 1/4	43 3/4	-1 1/2	- 3.42	8	3,870
O Burnup & Sims	12 1/2	12 7/8	- 3/8	- 2.91	12	107
O Comcast	20 1/2	20 1/2			20	91
N General Instrument	42 3/8	43 1/2	-1 1/8	- 2.58	16	1,301
O Rogers Cablesystems	7 1/2	7 1/2			23	144
O Tele-Communications	19 1/4	18 5/8	+ 5/8	+ 3.35	47	537
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	36 3/4	38 3/4	-2	- 5.16	16	1,776
O Tocom	10	11 1/2	-1 1/2	-13.04	16	49
O UA-Columbia Cable	88 7/8	88 7/8			33	298
N United Cable TV	26 3/4	27 1/4	- 1/2	- 1.83	33	291
N Viacom	22 1/4	23 1/4	-1	- 4.30	14	251
<b>PROGRAMING</b>						
O Barris Intl.	2 1/4	2 1/4			38	12
N Columbia Pictures	43	44 3/4	-1 3/4	- 3.91	10	342
N Disney	52 1/2	53 1/8	- 5/8	- 1.17	14	1,702
N Filmways	6 3/8	6 1/2	- 1/8	- 1.92	1	37
O Four Star	2	2			20	1
N Getty Oil Corp.	60	64 1/2	-4 1/2	- 6.97	6	4,929
N Gulf + Western	15 5/8	15 7/8	- 1/4	- 1.57	4	1,183
N MCA	40 7/8	41 3/4	- 7/8	- 2.09	10	974
O Medcom	12 3/4	12 3/4			12	20
N MGM Film	7 3/4	8 1/2	- 3/4	- 8.82	11	385
O Reeves Commun.	30 1/2	30 1/2			15	225
O Telepictures	7 3/4	8 1/4	- 1/2	- 6.06	15	35
O Video Corp. of Amer.	6 3/8	6 5/8	- 1/4	- 3.77	17	10
N Warner	51 1/2	54	-2 1/2	- 4.62	16	3,157
A Wrather	23 1/4	22 1/2	+ 3/4	+ 3.33	18	54
<b>SERVICE</b>						
O BBDO Inc.	39 3/4	39 3/4			8	106
O Compact Video	6 7/8	6 5/8	+ 1/4	+ 3.77	6	22
N Comsat	60 5/8	64 1/2	-3 7/8	- 6.00	16	485
O Doyle Dane Bernbach	17 1/2	17 1/2			10	96
N Foote Cone & Belding	27 1/4	29 1/4	-2	- 6.83	7	73
O Grey Advertising	71	66 1/2	+4 1/2	+ 6.76	6	41
N Interpublic Group	31 7/8	32 3/4	- 7/8	- 2.67	9	147
N JWT Group	33 1/2	33 1/2			14	175
O MCI Communications	32 3/8	34 3/8	-2	- 5.81	52	1,537
A MovieLab	3 5/8	3 1/4	+ 3/8	+11.53	36	5
A MPO Videotronics	6 3/8	5 7/8	+ 1/2	+ 8.51	10	3
O A. C. Nielsen	45	47 1/8	-2 1/8	- 4.50	14	505
O Ogilvy & Mather	31 1/2	31 1/2			10	134
O Telemation	2 1/8	2 1/8			13	2
O TPC Communications	2 1/8	2 1/4	- 1/8	- 5.55	3	2
N Western Union	33 3/4	36 5/8	-2 7/8	- 7.84	15	535
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	11	11 1/2	- 1/2	- 4.34	6	21
N Arvin Industries	15 1/8	14 7/8	+ 1/4	+ 1.68	7	103
O C-Cor Electronics	17 1/4	17 1/4			27	51
A Cetec	4 3/8	4 1/8	+ 1/4	+ 6.06	8	9
O Chyron	18 3/8	18	+ 3/8	+ 2.08	16	48
A Cohu	5	5 1/4	- 1/4	- 4.76	7	8
N Conrac	24 1/4	26 3/8	-2 1/8	- 8.05	14	52
N Eastman Kodak	71 3/8	71 1/2	- 1/8	- .17	9	11,519
O Elec Missile & Comm.	13 1/2	13 1/4	+ 1/4	+ 1.88	71	37
N General Electric	57 1/4	57 7/8	- 5/8	- 1.07	8	13,044
N Harris Corp.	38 1/2	39 1/8	- 5/8	- 1.59	13	1,203
O Microdyne	14 3/4	15 3/4	-1	- 6.34	17	67
N M/A Com, Inc.	23 3/4	25 1/2	-1 3/4	- 6.86	23	906
N 3M	53 7/8	53 3/4	+ 1/8	+ .23	11	6,315
N Motorola	54 3/4	58	-3 1/4	- 5.60	9	1,727
O Nippon Electric	91 3/4	91	+ 3/4	+ .82	34	3,544
N N. American Phillips	37 1/4	39	-1 3/4	- 4.48	6	507
N Oak Industries	30 1/4	31 1/4	-1	- 3.20	14	429
A Orrox Corp.	9 1/8	8	+1 1/8	+14.06	33	16
N RCA	18 1/8	17 1/8	+1	+ 5.83	139	1,366
N Rockwell Intl.	30 7/8	32 1/8	-1 1/4	- 3.89	8	2,343
A RSC Industries	4 3/8	4 1/4	+ 1/8	+ 2.94	63	10
N Scientific-Atlanta	26 1/2	27 1/4	- 3/4	- 2.75	28	565
N Sony Corp.	17 1/2	17 1/4	+ 1/4	+ 1.44	13	3,773
O Tektronix	55	54 5/8	+ 3/8	+ .68	12	1,024
N Telemet (Geotel Inc.)	1 7/8	1 7/8				5
A Texscan	15 7/8	16 7/8	-1	- 5.92	22	72
N Varian Associates	28 7/8	28 1/2	+ 3/8	+ 1.31	36	2,219
N Westinghouse	26	25 1/4	+ 3/4	+ 2.97	5	2,214
N Zenith	11 5/8	11 1/4	+ 3/8	+ 3.33	6	79
<b>Standard &amp; Poor's 400</b>						
Industrial Average	132.76	136.91	-4.15			

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 computer, company registered net loss. \*\*\* Stock split two for one. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.



ROY W. HOWARD \$4,500 cash  
**AWARDS**



● AWARDS JUDGE  
**Lewis Freedman**, Corporation for Public Broadcasting, multiple winner of Emmy and Peabody awards.



● AWARDS JUDGE  
**David Brinkley**, ABC News, multiple winner of Emmy and Peabody awards.



● AWARDS JUDGE  
**Barry Goldwater**, United States Senate, chairman of communications subcommittee.

**WHAT MATERIAL IS ELIGIBLE?**

- Any program, series of programs, or series of announcements designed to promote the public good either directly or indirectly.
- Any format or length is acceptable.
- Entries must have been broadcast during calendar 1981.

**WHO MAY ENTER?**

- Any single radio or television station, or any commonly owned group of radio or television stations, in the United States.
- No network may compete.

**WHAT ARE THE EASY RULES?**

- No entry fee required...No narrative statement required.
- Explanations, endorsements, or descriptions of results may accompany an entry, but are not required.
- Television entries must be submitted on 3/4" videotape cassettes only.
- Radio entries must be submitted on 1/4" audiotape, either 7 1/2 or 3 3/4 inches per minute.
- Entries must be postmarked by January 31, 1982.

**WHAT ARE THE PRIZES?**

- \$2,500 and bronze plaque to the overall broadcast winner.
- \$1,000 to the first radio runner-up.
- \$1,000 to the first television runner-up.

**AUTHORIZATION FORM**

(Please enclose separate authorization for each entry)

Title of entry:

\_\_\_\_\_

Station or group:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

Person submitting entry:

\_\_\_\_\_

**PHYSICAL MATERIALS ENCLOSED**

\_\_\_\_ video cassettes for television

(no)

\_\_\_\_ audio cassettes for radio

(no)

\_\_\_\_ audio reels for radio

(no)

(Tape will be returned only if requested)

I authorize submission of the accompanying material for the Roy W. Howard Awards.

\_\_\_\_\_  
 (signature of manager or officer)

Send to:

**ROY W. HOWARD AWARDS**  
 c/o WPTV  
 622 N. FLAGLER DRIVE  
 WEST PALM BEACH, FL 33401



Dawson and Henry Rivera decided to go along, though only on the basis of concurrences.

The switches were apparently too much for the employees putting the order together. The document reads that the rule was adopted "Oct. 1," when it was, in fact, adopted weeks later.

Then, too, there was the time of year. The order, Willard R. (Randy) Nichols, administrative assistant to the chairman, noted, was issued "without going through public affairs. We should have explained how the vote occurred," he said. "But there were no public notices because of the Christmas break." The commission remedied that oversight on Thursday, with a press release explaining that the decision had been reversed. It also noted that the action was taken on Dec. 17.

## FCC intermediary: state associations

**They're handling complaints filed against stations at FCC regional office; new program draws approvals**

The FCC's district office in Atlanta has launched a new procedure for handling broadcast complaints—one that seems to have been working out well for both broadcasters and the FCC.

The new procedure uses state broadcasting associations as a liaison.

Since Sept. 1, complaints filed with the Atlanta office of the FCC—both those filed by the public and the FCC itself—are turned over to the appropriate state broadcasting associations (the Atlanta office serves Georgia, Alabama, South Carolina, Tennessee and parts of Florida). The broadcasting association tries to help the station against which a complaint has been filed to resolve the matter. If the association can't resolve the complaint, the FCC is notified and steps in.

According to Bill Sanders, executive vice president of the Georgia Association of Broadcasters, the program has been "working as smooth as silk so far . . . The reaction among broadcasters has been tremendous. Obviously they would rather handle [the complaints] over the phone than with a lot of paperwork."

Angelo Ditty, engineer-in-charge at the Atlanta FCC office, who is credited with the idea, said the new procedure benefits both broadcasters and the FCC.

Station managers feel more comfortable dealing with their broadcast associations than they do with the FCC, Ditty said. And by not automatically having to get involved with every complaint, the FCC "can concentrate on what's critical," Ditty said.

Ditty said the procedure was in line with the administration's deregulation efforts because it promoted self-regulation and voluntary compliance.

Ditty also said about 15 "major" complaints had been resolved by the associations on their own.

# Business

## SAG, AFTRA advertisers begin commercial contract talks

**Current contract covering performers appearing in commercials expires Feb. 7; cable to be thorny issue**

Representatives of the advertising industry and of the Screen Actors Guild and the American Federation of Television and Radio Artists exchanged proposals last Wednesday (Jan. 6) at a session in New York opening negotiations for a new contract covering performers appearing in commercials.

Neither side would discuss the nature of its proposals, but the unions, in this inflationary period, are expected to seek increases in rates, fees and fringe benefits, while management will seek to hold the line on increases, citing the recession and general belt-tightening by the advertising industry.

The negotiations are aimed at framing a contract to replace a three-year pact that expires Feb. 7. The present contract was forged after an eight-week strike that resulted in increases of 15% for session

fees in television, and 18% to 32% in usage fees, depending on the markets used. In radio, session fees were raised about 17% and usage rates climbed about 25%.

The issue of payment for cable TV use is expected to be a thorny one. The industry contends that once advertisers pay for either national, regional or local broadcast use, they should not be required to pay an additional cost for cable television use. The unions maintain cable TV is a separate medium and requires special compensation.

The unions and the advertising industry negotiated an "interim cable commercials contract" last year. It calls for payment on a sliding basis for network TV commercials placed on national cable television networks.

The advertising industry considers the interim agreement unsatisfactory, saying it is expensive for the audience reached. The unions disagree and say they will seek to improve the provisions being negotiated for its members.

## School days for cable advertising

**CAB conference, which organization hopes will become annual affair, showcases programing, sales panels**

The Cabletelevision Advertising Bureau has assembled an all-star cast of cable and advertising agency experts for a two-day meeting in February that the organization is billing as "The first CAB Cable Advertising Conference," to be held Feb. 9 and 10 at New York's Waldorf-Astoria hotel. CAB believes the conference will be "an important learning experience for executives who need to understand the changes that are taking place in advertising."

The focus and structure of each day's program will differ: The Feb. 9 agenda contains a general overview of cable advertising, aimed at providing cable operators with a concentrated dose of information "needed to generate advertising sales dollars."

The day will kick off with an 8 a.m. optional session for those who "feel they would benefit from a grounding in the basics of cable." That will be followed by morning sessions covering such subjects as "How Cable Programing is Evolving," with ABC Video Enterprises chief Herb Granath, Warner Amex Satellite Entertainment President John Schneider, and

Peter J. Spangler, vice president, advertising services, Bristol-Myers; "The Shape of Cable's Growth" with Paul Kagan; "Advertiser Case Histories"; "Cable's Impact on Media Planning"; and "What's Happening in the World"—a report from McKinsey & Co. on cable advertising. The conference keynote address will be delivered at the lunch that day by Young & Rubicam President Alexander Kroll, who will tell attendees why his agency is cable's largest biller. That afternoon, three concurrent panels will examine the advertising applications of new technologies, audience measurement for cable, and the use of cable as a spot medium, including interconnects and regional sports networks. At 4:30, CAB will present a Satellite Network Programing Fair, giving conferees a look at the diverse cable services available.

The second day's sessions for cable operators will begin with a review of the elements that build an advertising sales operation, conducted by Norm Goldsmith of Radio Marketing Concepts. "Finding Productive Salespeople" will be discussed by Dr. Herbert and Jeanne Greenberg of Personality Dynamics, and the concept of joint ventures will be examined by a panel chaired by John D. Matthews of



## RCA asks for another bird

**It requests FCC permission to build and launch Satcom VI in 1985; 24 transponders will carry TV, audio, data services**

RCA Americom, claiming it needs room to grow, has asked the FCC for permission to build and launch Satcom VI in January 1985. The 24-transponder bird would take its place among five other Satcom satellites in geostationary orbit and increase the satellite carrier's in-orbit transponder capacity to 144. The cost would be \$80 million.

Although RCA will have 120 transponders aloft after it launches Satcom V in November 1983, RCA said in its filing that more than 110 of them will have been already allocated to various customers prior to the launch. (Indeed, RCA has struck a deal to sell the entire capacity of Satcom V to Alascom Inc., a subsidiary of Pacific Power and Light Co., for \$180 million ([BROADCASTING, Aug. 31, 1981])). "Experience has conclusively shown that [remaining] 10 transponders will be inadequate to meet customer needs and in all likelihood will be fully committed prior to operation of the fifth satellite," RCA said.

Of the 24 transponders on Satcom VI, RCA said that seven have been set aside for television services, two for audio services, seven for private leased channel service and eight for government communications service. RCA said that it expects continued demand for television service from the broadcast and cable industries in 1985. Its list of applications for television service, it said, now exceeds 175. As for audio services, RCA said it currently has agreements with three "organizations for digital distribution services that will require almost two entire transponders." The private leased channel transponders would be used by business and other common carriers for voice, data and facsimile communications, RCA said. High-speed (56 kilobits per second) digital data channels would be available on the transponders for customers using dedicated earth stations. The transponders earmarked for government use, RCA said, would provide voice, video and high-speed data services to federal agencies, including the Department of Defense, the National Aeronautics and Space Administration, the General Services Administration and the Armed Forces Radio and Television Service.

RCA would not specify an orbital slot for the new satellite, saying simply that it

would accept any position "capable of serving the contiguous U.S."

The cost of expanding its system, RCA said, will be \$80 million: The satellite will cost \$28.8 million, the launch and insurance, \$48 million, and control and engineering support, \$3.2 million.

The satellite will be an Advanced Satcom model similar to Satcom V. All of its transponders will have 8.5 watts of power, instead of the 5 watts or 5.5 watts of early Satcoms. Solid-state amplifiers will not only improve reliability, RCA said, but also lead to greater transmission capacity because of their greater linearity. Their use will mean a 50% increase in single channel per carrier audio circuits, RCA said.

Although RCA is calling the satellite its sixth satellite, it will actually be the ninth launched by the company. A replacement satellite for Satcom III, which disappeared in space shortly after launch in December 1979, was sent up in November 1981 and replacements for Satcom I and Satcom II are slated for blast-off in 1983.

## NPR set to sell satellite time

**As method of raising funds, NPR will sublease its unused time on Western Union's Westar I to commercial users; network is also investigating cable audio**

National Public Radio is preparing to meet the challenge of reduced federal funding by taking advantage of its satellite distribution system and possibly by entering the cable audio field.

NPR is currently in the midst of negotiating an agreement with Western Union that would allow NPR to sublease excess capacity to commercial users.

And although the results of a nine-month investigation into the possibility of NPR's offering a cable audio service will not be presented to the NPR board until its meeting this week (Jan. 14), Gail Crofts, NPR's director of planning, believes there will be a "viable" market for such services and predicted that by spring NPR could be actively involved in it.

The agreement would supersede certain components of the current contract Western Union has with both NPR and the Corporation for Public Broadcasting. In addition to making available NPR's excess channel capacity for commercial use, the agreement sets some of the procedures by which excess uplink and downlink capacity would be made available to the network. NPR has been negotiating with Western Union for quite a while, Tom Bartunek, director of distribution services for

NPR, said. He explained that the current contract needed to be altered to allow NPR to sublease the excess channel capacity for commercial use, and that regardless of whether Western Union or NPR makes the sale of satellite time, revenues would be shared.

Bartunek explained NPR was not looking to make a profit but only for a method to recover some of the costs incurred from satellite distribution services.

The contract currently leases NPR eight channels on Western Union's Westar I and eventually it will lease the entire transponder with 20 channels.

In addition to leasing excess time on its transponder, NPR is exploring several other options for using its satellite capabilities. Both data transmission and teleconferencing are being considered with more emphasis on the latter. Bartunek explained that NPR is looking to enhance its services, possibly renting out studios for teleconferencing, and using the stations to store data.

"We can't project how much money there is to earn, but the logical next step is teleconferencing," he said. NPR has been given authority to pursue the project and will probably recommend that the service be marketed through it rather than each individual station, he noted.

On the cable audio front, NPR has been meeting with cable operators and programmers to explore the potential of the service. "There is not what one would call a market already there, but there is a potential for a market in a year or two and we want to be there," said Crofts.

NPR attended the Western Cable Show in Anaheim, Calif., as an exhibitor last month, she said, and talked with many people about a multichannel cable audio service. The interest generated by the NPR booth was encouraging, she said. "There are indications that there are folks who would like to have quality audio service," Crofts noted.

Still in the planning stages, the cable audio service could offer from 10 to 20 channels 24 hours a day, Crofts said. The type of programming hasn't been decided. According to Joshua Koenig, director of the cable audio project, NPR is looking at creating a "new audio service," that would produce new programming. There is the possibility that in addition to NPR producing new programs for the service, it will ask its member stations to contribute, and use some of the current programming on the network. For example, Koenig said, there might be an all-jazz or all-news channel and even a farm broadcast service.

NPR, he added, is not discounting the possibility of having some advertiser supported channels. NPR is also investigating ways of financing the service either alone or with radio or cable programmers. And the

radio network is considering marketing the service to individual cable systems and is examining the option of working in partnership with a cable MSO. Koenig noted that NPR would deliver the service through the FM frequency and that the cable would be hooked up to an FM tuner. He predicted that at the start no additional equipment would be necessary, but that in the future, because of the small number of channels available, subscribers may have to use a converter box similar to those used for cable TV.

Koenig said NPR is also working with audio component manufacturers to develop equipment for the service.

Tom Wornock, NPR executive vice president, noted that the McKinsey & Co., New York consulting firm, was hired last September to help the organization assess the potential of those projects. He explained that it has been looking at the total structure of NPR and all the options open to it.

"There are many attractive opportunities," he said, adding that "they [McKinsey & Co.] have been assessing the risk, looking at what kinds of things we should be on the look out for as far as dangers and ways to do it with the minimum amount of disruption."

Also McKinsey & Co. will look at what's required of NPR to go into business, Wornock said. He expects the firm to finish its study by the end of February.

## Shortwave DBS?

**There is movement on both sides of Hill to use direct broadcast satellites for overseas transmission of shortwave radio broadcasts**

After surveying the problems that government shortwave broadcasters face in operating terrestrial stations, the House Government Operations Committee has issued a report recommending that the executive branch look to space as their gateway to overseas audiences. The committee says the State Department, the Voice of America, Radio Free Europe/Radio Liberty and the National Aeronautic and Space Administration should study the potential of direct broadcast satellites for shortwave radio transmission. (A similar proposal, [S. Res. 243], was introduced in the Senate last year by Larry Pressler [R-S.D]. That resolution is now pending before a Senate committee.)

The committee made the recommendation in a report on hearings in which it took testimony about the problems now faced by the VOA, which broadcasts news of America to countries around the world, and RFE/RL, which beams news of the Soviet Union and Eastern Europe to those areas. The problems include aging, if not antiquated, equipment that emits weak signals, the jamming of broadcasts, and

the vulnerability of overseas terrestrial transmitter facilities.

"Although it appears that direct broadcast satellites may well provide for the future needs of the international broadcasters," the report says, "there remain many unanswered questions, in particular pertaining to the cost and technical operation of the satellites and the political ramifications that may affect their use."

Accordingly, the committee recommends a study to address those questions. The report says any DBS system designed for international transmission should be a joint venture to include at least both the VOA and RFE/RL. It also might be used by the Armed Forces Radio and Television Service, the committee said. And, as a possible means of limiting political opposition to DBS international radio broadcasting and holding down the cost per satellite, the government could permit other countries to rent transponder time, the committee said.

The committee said the administration should request the necessary funds—it doesn't assign a dollar amount—from Congress. And it said the project should be completed in six months, although the committee indicated it recognized a study of television broadcasting by satellite might require more time.

The Department of State has already initiated a multiagency study of the government's needs for DBS service. The study, being done as part of the U.S. preparation for the 1983 meeting of western hemisphere nations, which will develop a regional DBS plan, will address three issues: the identification of potential requirements and objectives, the technical and financial aspects, and the international policy implications of U.S. international DBS.

The recommendation for the use of direct broadcast satellites by government shortwave operations was contained in the same report in which the committee criticized the administration for its development of plans for Radio Marti, the station to be used to broadcast news of Cuba to that country (BROADCASTING, Jan. 4).

The committee expressed concern about the administration moving ahead on the establishment of supporting organizations before obtaining congressional approval of the project, and possible Cuban retaliation against American commercial broadcasters. It also said the \$10 million the administration plans to spend on Radio Marti would be better spent in modernizing VOA and RFE/RL to improve their effectiveness.

Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, has introduced the necessary legislation for Radio Marti (S.1853) in the Senate. His opposite number in the House, Representative Clement J. Zablocki (D-Wis.), is due to introduce a companion bill soon after Congress returns to Washington, on Jan. 25. And President Reagan is expected to announce soon, possibly this month, the 11-member commission that will oversee the construction and operation of the new station.

## InSync

**Big boost.** National Captioning Institute reports that more people bought decoders to receive closed captioned broadcasts for hearing impaired in November than in any month since December 1980. NCI, which captions about 40 hours each week of prime-time programming of ABC, NBC, Public Broadcasting Service and promotes sale of decoders, said approximately 2,000 decoders (in set adapters and in specially built Sanyo television sets) were sold by Sears, Roebuck Co. that month, bringing total number sold since inception of service in March 1980 to about 43,000. Increase was attributed to promotion tour going on in many cities. Meanwhile, Sears is raising price of decoders. According to yet-to-be-published spring-summer catalog, price of television set with build-in decoders will be \$560 and price of set-top adapter will be \$290. Both prices represent \$30 increase over those in current fall catalog.

□

**Television automation.** Nonexclusive marketing agreement has been reached by RCA Broadcast Video Systems and Data Communications Corp. under which RCA will sell Data Communications' master control automation system. System is billed as TV industry's "first fully integrated master control system," offering data base common to both traffic and operations.

□

**TDMA tandem.** Satellite communication division of Harris Corp., and Comsat General TeleSystems have teamed up to develop advanced time division multiple access (TDMA) products for private satellite networks. Atlantic Richfield Co. will use jointly developed gear in satellite network that will interconnect ARCO facilities coast to coast. TDMA is satellite transmission technique intended to improve signal quality and reduce costs. In TDMA systems, many earth stations share single satellite transponder. Earth stations take turns transmitting to bird; high-speed switching among earth stations is controlled by computer to insure time efficiency.

□

**New face.** Matsushita Electric Corp. of America (MECA) has restructured Panasonic. As of Jan. 1, Panasonic deals strictly with consumer electronics and appliances, including high-fidelity audio products sold under Technics name. New company, Panasonic Industrial, handles electronic components, industrial equipment, production machinery, professional video and office automation equipment. Ray Gates is president of the Panasonic Co.; Ken Kurahashi is president of Panasonic Industrial. MECA, which also markets consumer electronic products through Quasar division, is subsidiary of Matsushita Electrical Industrial Co. of Japan.



## AT&T files tariff for teleconferencing

AT&T has filed a tariff with the FCC, seeking approval of rates the company wants to charge for a two-way video teleconferencing service.

The service, which would be marketed as the Picturephone Meeting Service, would be available in 16 cities in 1982 and a total of 42 cities by the end of 1983, AT&T said.

The full-color service would be provided over a digital network of satellite and terrestrial facilities, AT&T said.

In its filing, AT&T said it plans to start the service between New York and Washington in March. It plans to add Philadelphia, San Francisco, Los Angeles, Boston, Chicago, Pittsburgh, Detroit, Dallas, Atlanta, Houston, Cleveland, Cincinnati, Buffalo, N.Y., and Columbus, Ohio, to the network by the end of 1982.

AT&T has proposed to offer the service in two ways.

Under one approach, AT&T proposes to build "public" rooms in each of the 42 cities, providing equipment such as cameras for displaying graphic materials, hard-copy machines and videotape recorders.

According to AT&T, the "typical" charge for a customer using two public rooms for a one-hour meeting between New York and Washington would be \$1,340. A one-hour meeting between New York and Los Angeles would cost \$2,380, AT&T said.

Under the second approach, customers could build teleconferencing rooms on their own premises, having the option of providing any or all of their own equipment, AT&T said.

According to the filing, customers opting for installation in their own rooms would have to pay a one-time installation charge of \$124,800. They would also pay monthly equipment rental and access fees of \$13,420, and another \$250 per month per mile for connecting each room to Bell System facilities.

According to AT&T, any room, either public or private on the network would be able to communicate with any other room, permitting intercompany meetings.

AT&T first applied for permission to construct and operate PMS last March. The FCC has not yet acted on AT&T's application for construction permits.

An FCC source said he didn't think the FCC would take action on the construction permit before the end of February. The source said the AT&T proposal hadn't been acted on more quickly because it was AT&T's first "significant" independent satellite offering, and because Satellite Business Systems, and other AT&T competitors, had raised "serious concerns" about AT&T's proposal.

In a petition to deny filed in May 1981, SBS questioned whether AT&T had priced its service to accurately reflect its costs.



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### 2. CHIEF ENGINEERS

ENGINEERING DEGREE PLUS 7 YEARS EXP. IN TV TRANSMITTING EQUIPMENT OR TECHNICAL CERTIFICATE PLUS 12 YEARS OF EXP. IN MAINTENANCE OF TV TRANSMITTING EQUIPMENT (BROADCAST) EXP. WITH CSF EQUIPMENT PREFERRED.

### 3. VIDEO TAPE MAINTENANCE ENGINEER

ENGINEERING DEGREE PLUS 5 YEARS EXP. IN TELEVISION EQUIPMENT MAINTENANCE OR TECHNICAL CERTIFICATE PLUS 9 YEARS AMPEX VIDEO TAPE AVR3, AVR2 IN ADDITION TO HIS EXP. IN MAINTENANCE OF FORMAT-B BOSCH-FERNSEH EQUIPMENT BCN 20/40/50 AND SONY VCR'S.

### 4. TRANSMISSION ENGINEER

ENGINEERING DEGREE PLUS 5 YEARS EXP. IN TELEVISION EQUIPMENT MAINTENANCE, OR A TECHNICAL CERTIFICATE PLUS 9 YEARS OF EXP. IN THE MAINTENANCE OF TRANSMISSION MICROWAVE AND MEASURING EQUIPMENT OF CCIR STANDARDS INCLUDING 2 YEARS OF RECENT EXP. IN TRANSMITTING EQUIPMENT OF THOMSON CSF, OR PYE PHILIPS.

### 5. STUDIO EQUIPMENT MAINTENANCE ENGINEER

ENGINEERING DEGREE PLUS 5 YEARS EXP. IN TELEVISION EQUIPMENT MAINTENANCE, OR A TECHNICAL CERTIFICATE PLUS 9 YEARS OF EXP. IN THE MAINTENANCE OF CCIR TV EQUIPMENT SUCH AS SWITCHER, CAMERAS, TELECINE, ETC., INCLUDING 2 YEARS OF RECENT EXP. IN THE STUDIO USING THOMSON CSF EQUIPMENT, BOSCH, FERNSEH, SCHLUMBERGER, QUANTEL.

### 6. MICROWAVE ENGINEER

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## Arbitron, Nielsen cable numbers

### Penetration figures released for cable show industry's growth

Three points separate the market-by-market breakdowns of the November Arbitron and Nielsen cable penetration surveys (BROADCASTING, Jan. 4).

Arbitron pegged cable penetration at 25%, 20.3 million of the nation's 81.5 million TV homes. Nielsen said penetration was 28.3% or 23.2 million homes.

The cities with the highest cable penetration on the Arbitron list were Palm Springs, Calif. (85.6%), Victoria, Tex. (83.7%), Santa Barbara-Santa Maria-San Luis Obispo, Calif. (74.9%), Anniston, Ala. (75.7%), and Parkersburg, W.Va. (71.9%).

Nielsen's top five were Santa Barbara (78.4%), San Angelo, Tex. (76.5%), Laredo, Tex. (75.1%), Marquette, Mich. (73.4), and Parkersburg, W.Va. (73.0%).

Arbitron does not tally penetration in Anchorage and Fairbanks, Alaska, Honolulu or Butte, Mont. A number of cities do not have penetration figures in the Nielsen chart, however. Most of them are included in larger market areas. For instance, Palm Springs, Calif., is included in Nielsen's Los Angeles tally.

Arbitron	Market	Nielsen
58.0	Abilene-Sweetwater, Tex.	61.2
38.8	Ada-Ardmore, Okla.	46.6
37.1	Albany, Ga.	41.6
44.2	Albany-Schenectady-Troy, N.Y.	47.4
22.6	Albuquerque, Farmington, N.M.	27.0
41.0	Alexandria, La.	48.3
27.4	Alexandria, Minn.	32.0
57.8	Alpena, Mich.	50.3
53.8	Amarillo, Tex.	58.7
—	Anchorage	3.9
75.7	Anniston, Ala.	—
16.9	Atlanta	21.8
25.8	Augusta, Ga.	32.2
39.8	Austin, Tex.	43.4
58.6	Bakersfield, Calif.	64.5
7.0	Baltimore	7.8
20.7	Bangor, Me.	25.2
31.6	Baton Rouge, La.	35.5
23.3	Beaumont-Port Arthur, Tex.	28.1
55.4	Beckley-Bluefield-Oak Hill, W. Va.	67.3
48.8	Bend, Ore.	56.1
41.3	Billings, Mont.	43.1
67.5	Biloxi-Gulfport, Miss.	59.8
53.1	Binghamton, N.Y.	62.4
21.4	Birmingham-Anniston, Ala.	32.8
12.7	Boise, Idaho	23.8
17.2	Boston-Manchester, N.H.— Worcester, Mass.	17.9
20.6	Bowling Green, Ky.	—
29.8	Bristol, Va.-Kingsport, Johnson City, Tenn.	40.4
37.8	Buffalo, N.Y.	43.4

Arbitron	Market	Nielsen
39.1	Burlington, Vt.-Plattsburg, N.Y.	42.9
—	Butte, Mont.	55.2
61.2	Casper-Riverton, Wyo.	69.2
23.4	Cedar Rapids-Waterloo-Dubuque, Iowa	23.7
47.5	Champaign-Springfield-Decatur, Ill.	52.7
46.8	Charleston-Huntington, W. Va.	53.6
21.0	Charleston, S.C.	33.0
13.1	Charlotte, N.C.	17.6
27.1	Chattanooga	26.3
55.8	Cheyenne, Wyo.-Scottsbluff, Neb.— Sterling, Colo.	63.2
5.7	Chicago	5.2
44.5	Chico-Redding, Calif.	51.7
11.0	Cincinnati	14.7
52.9	Clarksburg-Weston, W. Va.	65.4
20.8	Cleveland-Akron	22.2
21.5	Colorado Springs-Pueblo	32.3
24.9	Columbia-Jefferson City, Mo.	32.3
25.8	Columbia, S.C.	31.2
35.3	Columbus-Tupelo, Miss.	40.4
36.0	Columbus, Ga.	40.1
33.6	Columbus, Ohio	38.7
23.0	Corpus Christi, Tex.	39.5
11.6	Dallas-Ft. Worth	14.5
36.3	Davenport, Iowa-Rock Island- Moline, Ill.	37.2
32.0	Dayton, Ohio	36.3
11.5	Denver	11.5
27.0	Des Moines-Ames, Iowa	27.3
5.9	Detroit	7.3
35.0	Dothan, Ala.	34.8
28.5	Duluth, Minn.— Superior, Wis.	37.0
37.8	El Paso	42.2
66.4	Elmira, N.Y.	—
26.4	Erie, Pa.	32.5
53.1	Eugene, Ore.	56.3
54.4	Eureka, Calif.	62.3
35.6	Evansville, Ind.	42.6
—	Fairbanks, Alaska	30.8
29.9	Fargo-Valley City, N.D.	35.4
51.3	Farmington, N.M.	—
28.4	Flint-Saginaw-Bay City, Mich.	31.9
34.1	Florence, S.C.	42.5
17.6	Fresno (Visalia), Calif.	19.5
60.0	Ft. Myers-Naples, Fla.	57.3
46.7	Ft. Smith, Ark.	56.5
30.5	Ft. Wayne, Ind.	29.7
50.8	Gainesville, Fla.	57.9
58.8	Glendive, Mont.	57.0
43.1	Grand Junction-Montrose, Colo.	52.1
33.3	Grand Rapids-Kalmazoo-B. Creek, Mich.	36.3
44.6	Great Falls, Mont.	47.4
18.9	Green Bay, Wis.	18.8
17.8	Greensboro-H. Point-W. Salem, N.C.	23.8
16.0	Greenville-N. Bern-Washntn, N.C.	32.0
19.6	Greenville-Spart.-Asheville, N.C.	23.5
52.8	Greenwood, Miss.	60.2
22.6	Harlingen-Weslaco, Tex.	28.8
44.9	Harrisburg-Lncstr.-Leb.-York, Pa.	49.1
31.6	Harrisonburg, Va.	38.7
42.9	Hartford-New Haven, Conn.	45.4
29.5	Hattiesburg-Laurel, Miss.	32.9

Arbitron	Market	Nielsen
47.3	Helena, Mont.	—
—	Honolulu	47.8
13.0	Houston	17.2
35.3	Huntsville-Decatur-Florence, Ala.	41.2
39.6	Idaho Falls-Pocatello	38.2
21.6	Indianapolis	23.5
26.1	Jackson, Miss.	34.1
38.6	Jackson, Tenn.	44.9
25.3	Jacksonville, Fla.	29.2
61.3	Johnstown-Altoona, Pa.	68.2
40.9	Jonesboro, Ark.	49.1
32.8	Joplin, Mo.-Pittsburg, Kan.	36.6
24.0	Kansas City, Mo.	30.0
23.9	Knoxville, Tenn.	31.7
39.9	La Crosse-Eau Claire, Wis.	41.9
64.2	Lafayette, Ind.	61.0
32.0	Lafayette, La.	40.3
38.0	Lake Charles, La.	46.4
35.1	Lansing, Mich.	40.1
67.8	Laredo, Tex.	75.1
1.3	Las Vegas	3.9
29.5	Lexington, Ky.	34.3
65.4	Lima, Ohio	66.8
33.4	Lincoln-Hastings-Kearney, Neb.	37.6
19.7	Little Rock-Pine Bluff, Ark.	22.8
14.1	Los Angeles-Palm Springs	19.6
17.4	Louisville, Ky.	19.2
37.2	Lubbock, Tex.	42.6
43.2	Macon, Ga.	50.8
24.2	Madison, Wis.	34.1
45.3	Mankato, Minn.	50.0
59.3	Marquette, Mich.	73.4
33.4	Mason City, Iowa-Austin-Roch., Minn.	31.1
48.3	Medford-Klamath Falls, Ore.	50.6
18.4	Memphis	22.3
30.1	Meridian, Miss.	35.2
15.2	Miami-Ft. Lauderdale	17.5
8.2	Milwaukee	11.2
6.3	Minneapolis-St. Paul	6.9
38.6	Minot-Bismarck-Dickinson, N.D.	39.9
39.8	Missoula, Mont.	46.4
33.0	Mobile-Pensacola, Fla.	36.2
29.3	Monroe, La.-El Dorado, Ark.	34.2
61.3	Monterey-Salinas, Calif.	67.1
32.5	Montgomery, Ala.	39.9
15.6	Nashville-Bowling Green	19.7
23.6	New Orleans	21.5
20.3	New York	24.4
18.4	Norfolk-Portsmouth-Newpt. Nws., Va.	26.9
32.8	North Platte-Hayes-McCook, Neb.	36.1
57.7	Odessa-Midland-Monahans, Tex.	66.4
26.5	Oklahoma City	33.4
12.9	Omaha	15.4
36.3	Orlando-Daytona Beach, Fla.	39.9
33.9	Ottumwa, Iowa-Kirkville, Mo.	46.8
32.1	Paducah, Ky.-C. Girardeau, Mo.— Harrbg, Ill.	34.7
85.6	Palm Springs	—
24.9	Panama City, Fla.	37.6
71.9	Parkersburg, W. Va.	73.0
40.9	Peoria, Ill.	44.5
25.0	Philadelphia	28.7
9.1	Phoenix-Flagstaff	13.5
40.6	Pittsburgh	44.9
17.0	Portland	19.7
35.6	Portland-Poland Spring, Me.	37.9
44.8	Presque Isle, Me.	51.3
6.7	Providence, R.I.-New Bedford, Mass.	14.5



Arbitron	Market	Nielsen
31.0	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	36.8
24.5	Raleigh-Durham, N.C.	29.3
41.3	Rapid City, S.D.	47.5
49.6	Reno	51.5
25.1	Richmond-Petersburg-Charlottesville, Va.	19.9
30.4	Roanoke-Lynchburg, Va.	38.3
21.3	Rochester, N.Y.	24.8
49.1	Rockford, Ill.	45.4
62.2	Roswell, N.M.	65.8
20.8	Sacramento-Stockton, Calif.	24.6
54.8	Salisbury, Md.	62.8
14.3	Salt Lake City	15.2
58.7	San Angelo, Tex.	76.5
14.3	San Antonio, Tex.	26.8
50.5	San Diego	55.1
34.6	San Francisco-Oakland	39.9
74.9	Santa Barbara-SanMar-San Luis Obispo, Calif.	78.4
69.9	Sarasota, Fla.	—
30.4	Savannah, Ga.	36.0
31.7	Seattle-Tacoma, Wash.	35.0
39.0	Selma, Ala.	—
31.7	Shreveport, La.	36.8
24.6	Sioux City, Iowa	21.6
29.4	Sioux Falls-Mitchell, S.D.	30.4
24.7	South Bend-Elkhart, Ind.	21.7
37.0	Spokane	39.2
17.9	Springfield, Mo.	15.0
35.6	Springfield-Holyoke, Mass.	43.0
53.5	St. Joseph, Mo.	46.9
8.3	St. Louis	7.5
45.6	Syracuse-Elmira, N.Y.	53.7
34.7	Tallahassee, Fla.-Thomasville, Ga.	38.8
15.1	Tampa-St. Petersburg-Sarasota, Fla.	21.8
28.9	Terre Haute, Ind.	31.9
33.2	Toledo, Ohio	37.2
47.1	Topeka, Kan.	52.8
29.9	Traverse City-Cadillac, Mich.	29.2
14.1	Tucson-Nogales, Ariz.	13.0
36.3	Tulsa, Okla.	38.3
40.0	Tuscaloosa, Ala.	—
52.3	Twin Falls, Idaho	51.4
53.1	Tyler, Tex.	52.4
59.7	Utica, N.Y.	61.7
83.7	Victoria, Tex.	—
59.2	Waco-Temple, Tex.	52.9
10.6	Washington, Hagerstown, Md.	12.1
51.6	Watertown, N.Y.	48.0
21.2	Wausau, Rhinelander, Wis.	22.3
43.3	West Palm Beach-Ft. Pierce, Fla.	51.1
54.5	Wheeling, W. Va.-Steubenville, Ohio	62.3
48.5	Wichita Falls, Tex.-Lawton, Okla.	51.0
44.4	Wichita-Hutchinson, Kan.	44.7
57.0	Wilkes Barre-Scranton, Pa.	62.3
32.9	Wilmington, N.C.	38.2
47.3	Yakima, Wash.	47.3
24.8	Youngstown, Ohio	36.5
63.5	Yuma, Ariz.-El Centro, Calif.	66.8
61.0	Zanesville, Ohio	62.8

## Cable viewing in N.Y.: Study says larger than first suspected

Cable Networks Inc., representative firm that is a subsidiary of the 3M Co., said results of a recent study show that cable viewership in New York is "of a greater magnitude than had been imagined" and is "among the most highly sought audience."

CNI commissioned Arbitron to conduct a survey last September among 375 households subscribing to Manhattan Ca-

ble Television. Based on 212 completed questionnaires, Arbitron found that on an average day, the Cable News Network achieved a rating of 3 for the average quarter hour and a daily come of 12 among men aged 25-54 in the 7 p.m.-12 midnight period, while ESPN rolled up an average rating of 4 and a daily come of 11 in the same time segment. The study showed a 74 weekly come for men 25 to 54 for all cable channels surveyed.

Tom Sassos, the vice president and general manager of CNI, said the study was the first commissioned by CNI and added that "we see these results as a benchmark for subsequent local cable TV viewership surveys." Sassos also cited a qualitative survey conducted for Manhattan Cable earlier this year that found the audience was affluent and had a high education level. That study was conducted by Beta Research, New York.

## Intermedia

**Leaps and bounds.** National Radio Broadcasters Association has increased its membership by nearly 50% over last two years in spite of cancellations by 103 members during last three months of 1981. During 1981, 396 companies joined, 218 of them group-owned stations, 125 independents and 53 associated members, bringing membership total to 1,796. During 1980, 428 companies joined NRBA, increasing membership from 1,100 to 1,503 after cancellations by 25 members. High cancellation rate in 1981 is due to poor economy, according to Lisa Friede, NRBA vice president, operations.

**Polish greetings.** Poles in West have been given opening to friends and relatives in Poland by U.S.-financed Radio Free Europe. Station sends short personal messages to Poland for two hours every day, enabling Poles in West to make contact with those from whom they have been separated. Spokesman for Polish desk of RFE, which broadcasts to 48 million East Europeans, said: "We have been flooded with requests" from Poles seeking to send messages to their homeland.

**All about TV.** Television Information Office has produced 30-minute slide presentation, "You and Your TV," to help its members explain to viewing public how medium operates. Among topics explored are ratings, news and public affairs, cost of programs and who pays for them, controlling television content, television's portrayal of society and use of TV in schools and homes. Featured in presentation's 105 slides are illustrations by Jon Acorn, now artist-in-residence at Dartmouth College.

**Broadcast ban.** Israeli parliament passed law banning offshore pirate TV broadcasts. Law was enacted in attempt to stop broadcast of first-run movies from ship anchored outside Israel territorial waters. Odelia (name of ship) has been broadcasting two movies nightly, including "Raiders of The Lost Ark," for several months. New law includes six-month prison term and \$1,330 fine for offenders and forbids supply of food or fuel to pirates. In addition legislation requires broadcasters to obtain license to operate TV stations. Ship owners say they will apply and continue with broadcast because law does not go into effect until it appears in *Government Gazette*.

**Naturalist series.** Noncommercial WGBH-TV Boston and Paradox Films have received \$180,000 grant from Charles H. Revson Foundation for development of new public broadcasting series for 1984, tentatively entitled *The Strangeness of Nature*. Developed in conjunction with biologist and essayist, Lewis Thomas, series will consist of 10-half hour programs. Programs will look at current scientific ideas, along with such topics as nature of disease, language and mystery of music.

**Franchise awards.** Teleprompter has been awarded cable franchises for 7,700 homes of Columbia Heights and Hilltop, both Minnesota. Proposed system will feature 52 channels with up to nine pay services and interactive services which will be available on highest tier. . . . Southern Massachusetts Cablevision, affiliate of The Alda Group has been awarded franchise for Mendon and Bellingham, both Massachusetts. Two communities have total of 5,507 homes. Mendon system will have triple-trunk design allowing up to 174 video channels plus audio and computer channels. Southern Massachusetts Cablevision is joint venture of The Alda Group and Chris-Craft Industries Inc.

**PBS's remote market.** Public broadcasting programs will be available to nonpublic television users in remote areas of Alaska through University of Alaska Instructional Telecommunications Consortium. PBS board and executive committee earlier approved plan authorizing use of programs by consortium on low-power television transmitters at roughly 114 sites. Contracts have been sent to four Alaskan public stations permitting use of programs. And Public Service Satellite Consortium is asking for permission to distribute public broadcasting programs to remote areas of Montana and Wyoming.

**Cinemax expansion.** Home Box Office says new agreements and extensions of service pacts signed in past three months (including Western Cable signings) make its Cinemax pay cable service available to five million additional cable homes.

# Changing Hands

PROPOSED

**KSCJ(AM) Sioux City, Iowa** □ Sold by G & G Broadcasting Inc. to Apple Broadcasting Corp. for \$1 million. **Seller** is owned by Raymond W. Grandle and wife, Mary A. (37.5% each), and Wilmer W. Grabau (25%), who have no other broadcast interests. **Buyer** is owned equally by Larry S. Magnuson and William A. and Thomas M. Burke, brothers. Magnuson is partner in Sioux City advertising firm. Burkes are Sioux City building material suppliers. None have other broadcast interests. KSCJ is on 1360 khz with 5 kw full time.

**KADI(AM) Clayton, Mo.** □ Sold by St. Louis County Broadcasting Inc. to Bott Communications Inc. for \$900,000. **Seller** is principally owned by Richard J. Miller, who is principal owner of KADI-FM St. Louis. **Buyer** is owned by Richard Bott and wife, Sherley E. Bott. They own KCCV(AM) Independence, Mo.; WFCV(AM) Fort Wayne, Ind., and KQCV(AM) Oklahoma City. KADI is 5 kw daytimer on 1320 khz.

**WFBZ(AM)-WWWH(FM) Minocqua, Wis.** □ Sold by Geraldine A. Bierbaum

and husband, Frederick H. Bierbaum, to Lakeland Broadcasting Inc. for \$450,000. **Sellers** have no other broadcast interests. **Buyer** is A.H. Lange Trust (90%) and L. A. Lange Sr. (10%). L. A. Lange is consultant to *Fond du Lac* [Wis.] *Reporter*, of which his son L. A. Lange Jr., is publisher. They have no other broadcast interests. WFBZ is 1 kw daytimer on 1570 khz. Wwww is on 95.9 mhz with 3 kw and antenna 173 feet above average terrain.

**WPKZ(AM) Pickens, S.C.** □ Sold by Mark Media Inc. to Charles E. Stoval for \$225,000. **Seller** is owned by J. Ardell Sink and wife, Remelle K. Sink, who also own WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina. They are also applicants for new FM's at Pawley's Island and Andrews, both South Carolina. **Buyer** is East Point, Ga., minister and has no other broadcast interests. WPKZ is 10 kw daytimer on 1540 khz. *Broker: Blackburn & Co.*

□ Other proposed station sales include: KJOI(FM) Los Angeles and KKUA(AM)-KQMQ(FM) Honolulu (BROADCASTING, Jan. 4); WGKR(AM) Perry, Fla.; WAZF(AM)

Yazoo City, Miss.; KMZQ-FM (CP) Henderson, Nev.; WWUM(FM) Long Beach, N.J. (BROADCASTING, Dec. 21, 1981); WWRL(AM) Woodside, N.Y. (BROADCASTING, Dec. 7, 1981); WQIO(AM) Canton, Ohio (BROADCASTING, Nov. 30, 1981); WVEE(AM) Memphis, Tenn.; WHPL(AM)-WEFG(FM) Winchester, Va. (BROADCASTING, Dec. 7, 1981), (See "For the Record," page 92).

APPROVED

**KPER(FM) Hobbs, N.M.** □ Sold by KSCR Inc. to Arroyo Broadcasting Corp. for \$775,000. **Seller** is owned by Ernest H. Huls (71.8%) and William A. Earman (28.2%), who own, in same percentages, WKIO(FM) Urbana, Ill. Huls owns 70% and Earman 30% of WEIC-AM-FM Charleston, Ill. **Buyer** is owned by David B. Talbot (50.2%), William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders is Albuquerque, N.M., consulting engineer. Fluid Capital Corp. is Albuquerque, N.M.-based venture capital firm, George T. Slaughter is president. Sanders and Fluid Capital each owns 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif., which they bought last year for \$775,000 (BROADCASTING, Aug. 3, 1981). Also they each bought 24.9% of WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss., for \$1.5 million (BROADCASTING, May 25, 1981). KPER is on 95.7 mhz with 36 kw and antenna 115 feet above average terrain.

**KGAB(FM) Camarillo, Calif.** □ Sold by Hot Air Radio to Pacific Horizons Broadcasting Inc. for \$700,000. **Seller** is owned by Chester Coleman who will retain 20% in new licensee. **Buyer** is owned by Charles M. Cowan (70%), brother, Kenneth Cowan (10%), and Coleman (20%). Charles Cowan is San Bernardino, Calif., physician. Kenneth Cowan is former general manager of KIFN(FM) San Diego. Coleman is general manager of KGAB. None have other broadcast interests. KGAB is on 95.9 mhz with 3 kw and antenna 296 feet above average terrain.

**WCAZ-AM-FM Carthage, Ill.** □ Sold by Pioneer Broadcasting Inc. to Tri-State Broadcasting for \$575,000. **Seller** is owned by Ken Hodges (51%) and wife, Jessie (49%), who have no other broadcast interests. **Buyer** is owned by Dan Bryan and wife, Shar (50% each). Dan Bryan owns 13% of KCII-AM-FM Washington, Iowa. WCAZ is 1 kw daytimer on 990 khz. WCAZ-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

**KRPM(AM) Puyallup, Wash.** □ Sold by Shortsleeve Broadcasting Inc. to Monroe Enterprises Inc. for \$525,000. **Seller** is owned by Ray Courtmanche and wife, Cheri (50% each), who own KRPM-FM Tacoma, Wash. **Buyer** is owned by Wesley L. Monroe, former president and 25% owner of KGA(AM)-KDRK(FM) Spokane, Wash. KRPM is on 1450 khz with 1 kw day

## Some November and December Sales

WWRL-AM	New York, NY	\$1,500,000
WONW-AM	Defiance, OH	\$ 555,000
WQIO-AM	Canton, OH	\$ 450,000
KAMA-AM/FM	El Paso, TX	\$2,790,000
WXCM/WIBM	Jackson, MI	\$1,100,000
WRDI-AM	Hammonton, NJ	\$ 185,000
WDIX/WPJS	Orangeburg, SC	\$1,250,000
WENN-AM/FM	Birmingham, AL	\$3,000,000
WBOW/WBOQ	Terre Haute, IN	\$ 750,000
WRAA-AM	Luray, VA	\$ 200,000
WPKZ-AM	Pickens, SC	\$ 225,000

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1/11/82



and 250 w night.

□ Other approved station sales include: KCTB-FM Flagstaff, Ariz.; WGFS(AM) Covington, Ga.; KHAD(AM) DeSoto, Mo.; KMSD(AM) Milbank, S.D.; KSDR(AM) Watertown, S.D.; KBAL(AM) San Saba, Tex., and WKLP-AM-FM Keyser, W. Va. (see "For the Record," page 93).

## Markle Foundation reports grants of \$3 million in 1981

### 'Channels' magazine, Duke, public broadcasting among beneficiaries

More than 65 projects in mass communications were beneficiaries of grants from the John and Mary R. Markle Foundation in the fiscal year ended June 30, 1981, the foundation's annual report showed last week.

The foundation entered the year with \$3.7 million in appropriations made but not yet paid, appropriated \$2.9 million more, paid out almost \$3.6 million on current or prior years' appropriations and ended the year with \$3.0 million in appropriations approved but not yet paid. In the same period, the fund's balance rose to \$53 million from \$47.3 million a year earlier, thanks primarily to a \$5.7-million increase attributed mostly to realized and unrealized gains on investments.

Individual grants ranged from a few thousand dollars to more than a million. The most heavily funded related to the start-up and operation of the new *Channels of Communications* magazine, launched last April. The fund paid out \$40,596 of a previous appropriation to "study the feasibility of a magazine devoted to commentary, criticism and analysis of television's technologies," then paid \$821,052—out of almost \$1.5 million left over from 1980—to continue that study and form Media Commentary Council Inc., which publishes the magazine. Approximately \$670,000 in appropriations remained to be paid at the end of the fiscal year.

During the year the foundation appropriated \$510,000 (but had not yet paid it by the end of the year) to help support Duke University's Washington Center for Public Policy Research, headed by Henry Geller, former director of the National Telecommunications and Information Administration, in the center's "attempt to affect communications policy." Duke also received \$300,000 of a prior \$450,000 appropriation "to establish a program for contemporary social journalism."

Appropriated and paid during the year was \$415,000 to Television Audience Assessment Inc., set up by the foundation in 1979, to continue its efforts to develop—with the cooperation of the broadcasting industry—a system of TV audience analysis and ratings that will reflect not only the number of viewers but also their "demographic and psychological diversity," and "take into account their at-

titudes and reactions toward the programs they watch."

An appropriation of \$24,869 went to the University of Michigan "for joint support with ABC for research on the impact of media projections on voter turnout in the 1980 election."

The Center for Public Resources, New York, received \$110,000 of a \$300,000 appropriation "to conduct a comprehensive examination of the state of radio in the U.S. and the potential of radio in the 1980's." The Eastern Public Radio Network, Boston, was paid \$25,000 of a \$225,000 appropriation to expand its services to members. National Public Radio, Washington, received \$75,000 of a \$175,542 appropriation "to conduct a comprehensive study of the potential of audio services through cable."

Among other beneficiaries were Action for Children's Television, \$47,675 for its national workshop on children and cable; Aspen Institute for Humanistic Studies, \$100,000 to continue its forums on communication in modern society and "investigate the relationship between choices in programing content and the increasing number of distribution channels"; Audio Independents Inc., San Francisco, \$105,600 to establish a professional service organization for independent radio producers; Columbia University, \$50,000 in support of research for a book on the First Amendment and the press; Harvard University, \$70,000 to continue research on "how children come to understand

television"; Television Critics Association, \$1,500 to improve the professional standards and performance of TV critics; National Council for Children and Television, Princeton, N.J., \$10,000 for a series of symposiums; National News Council, \$100,000 for continued operations, and New York World Television Festival, \$10,000 for its 1980 festival.

## City-owned cable system case in N.J. nears completion

### State utility board will rule on UA-Columbia complaint that cable franchise award in Paterson was both improper and illegal

Within the next week or two, New Jersey's state cable television commission will make a decision on the contested franchising process in Paterson. At the heart of the case is the issue of municipal ownership of cable systems and, whatever the decision, it will set a precedent for the state.

In mid-1981, Paterson's city council awarded the rights to operate the planned city-owned cable system to Passaic County Cable Television. Another applicant, UA-Columbia Cable, appealed that decision to the state's Department of Public Utilities. The department's Office of Cable Television is formulating a recommendation for

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.*

**THE  
TODD HEPBURN  
COMPANY**

the department.

In addition to challenging the right of municipalities to own cable systems, UA-Columbia also is contending that Paterson's cable franchise award is illegal because the city failed to seek the required state approval. The company also has argued that the award to Passaic County Cable to lease the city's system was made in an "arbitrary and capricious" fashion.

UA's Bill Koplovitz suggested that a city council awarding a franchise to itself is comparable to a judge ruling on a court case in which he or she is intimately involved. "There's an inherent conflict of interest" in such a situation, he said. On a practical level, Koplovitz noted that cable is a difficult business for which city governments lack the necessary "technical expertise." He also said that municipal ownership also might cause problems of program censorship.

Paterson's project director for cable TV, John Topalian, suggested that UA's appeal to the state was little more than the reaction of a sore loser. He noted that from the beginning of the franchising process several years ago, the city made clear its intention to own the actual franchise and lease the operating rights to one of the competing applicants. He found it "ironic" that UA-Columbia appeared to have no problem with the ground rules throughout the process and waited until after it lost out to air its complaint.

While it is true that Paterson did not file for state approval of the franchise award to itself, the designated operator of the plan-

ned system, Passaic County Cable, did file, thus reducing the procedural charge lodged by UA-Columbia to a "technicality," Topalian suggested.

Topalian conceded that many communities may not have the expertise to build and operate a cable system, but since Paterson hired outside consultants and planned to have an experienced operator running the system on a day-to-day basis, Koplovitz's argument against municipal ownership was invalid. "The choice ought to be left to the city," he said, and it should be based on "comprehensive feasibility studies."

Joseph Kelly, assistant director of the state's Office of Cable Television who is in charge of the Paterson case, was reluctant to talk about its specifics before a decision is rendered. He said, however, that "in principal" he was not opposed to the ownership of cable systems by local governments.

## Music licensing suit in post-trial brief stage

**Paperwork for three-year-old case will be completed by March 10; district judge will make ruling**

The suit seeking to free TV stations from the blanket licenses used by the two major music-licensing organizations has reached the paperwork stage.

The trial itself was completed Dec. 17,

and a schedule has been set up for submission of post-trial briefs: Jan. 23 for the plaintiffs, members of the All-Industry TV Stations Music License Committee; March 1, for the defendants, the American Society of Composers, Authors and Publishers and Broadcast Music Inc., to reply, and March 10 for the plaintiffs to answer the defendants. Then it's all up to the judge, Lee P. Gagliardi of the U.S. Southern District Court in New York. There was no indication when he will rule.

The suit was filed on antitrust grounds more than three years ago by members of the all-industry committee, headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., in an effort to replace blanket licenses with a system of "clearance at the source" (BROADCASTING, Dec. 4, 1978, et. seq.). Under source clearance, producers of nonnetwork TV programs would obtain the necessary music licenses at the time of production. Since the networks take out licenses for music used in network programs, stations then would need no ASCAP or BMI licenses except for music used in local originations, and they themselves would arrange for that or use music in the public domain.

ASCAP and BMI blanket licenses successfully withstood an antitrust challenge in a suit, brought by CBS, that reached the U.S. Supreme Court, but the decision in that case drew a distinction between network clout and station clout. Plaintiff stations hope that their suit—brought on behalf of all nonnetwork-owned TV stations—will enable them to save most or all of the money they pay to ASCAP and BMI, which at the time the suit was filed was about \$48 million a year.

## ADI material popular radio planning tool

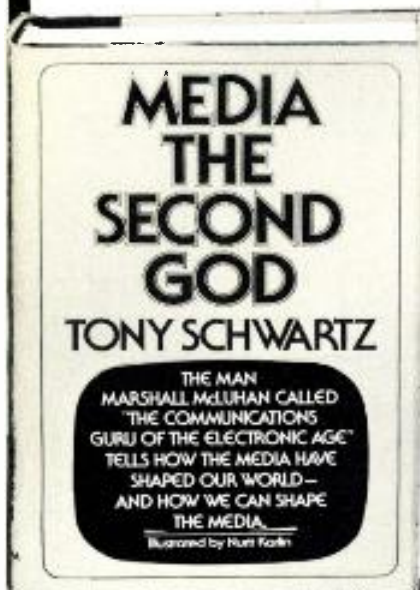
Results of a survey conducted among advertising agency buyers/planners show that many of them use Arbitron ADI (area of dominant influence) data in planning radio campaigns.

The survey, conducted by the Station Representatives Association Radio Research Committee, attracted 178 replies. The responses indicated that 74% used ADI data for planning purposes; 78% for calculating gross rating points, cost-per-thousands or reach and frequency; 64% for comparing radio with TV, and 60% for comparing more than one medium.

Carol G. Mayberry, vice president, radio research, Katz Radio, and chairman of SRA's Radio Research Committee, said although more than two-thirds of radio buys are made on a metro basis, ADI information makes it possible to compare radio to all other media. She added that since the use of ADI information is "much greater than we had anticipated . . . our plan is to work closely with Arbitron to develop an educational tool for buyers/planners showing the proper use of the data for evaluating and planning."

Mayberry said that Arbitron now supplies ADI data in 50 of its radio market reports.

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107	Augusta, Ga.	44	47	+6.8	10	18	+80.0	48	52	+8.3	37	Grand Rapids-Kalamazoo, Mich.	100	NC	84	87	+3.6	71	68	-4.2
92	Austin, Tex.	56	55	-1.8	25	32	+28.0	39	47	+20.5	100	Extra ABC Affiliate.	100	NC	39	87	+3.6	42	39	-7.1
150	Bakersfield, Calif.	15	18	+20.0	17	22	+29.4	21	25	+16.0	15	Great Falls, Mont.	15	NC	—	—	—	16	13	-18.8
20	Baltimore*	151	153	+1.3	142	141	-0.7	177	195	+10.1	67	Green Bay, Wis.	74	-9.5	64	75	+17.2	70	68	-2.9
151	Bangor, Me.	30	27	-10.0	18	20	+11.1	17	21	+23.5	51	Greensboro-Winston Salem, N.C.	110	-13.6	65	80	+23.1	92	87	-5.4
89	Baton Rouge, La.	62	65	+4.8	27	31	+14.8	60	69	+15.0	101	Greenville-New Bern, N.C.	44	+29.5	50	59	+18.1	26	34	+30.8
124	Beaumont-Port Arthur, Tex.	50	48	-4.0	29	42	+44.8	34	35	+2.9	38	Greenville-Spartanburg, S.C.	118	-3.4	106	120	+13.2	93	101	+8.6
206	Bend, Ore.	4	5	+25.0	—	—	—	—	—	—	175	Greenwood-Harrisburg, Miss.	—	-5.9	—	—	—	21	23	+9.5
168	Billings, Mont.	19	17	-10.5	—	6	—	34	36	+5.9	190	Harrisburg, Va.	15	-26.7	—	—	—	68	75	+10.3
179	Bitoli-Gulfport, Miss.	—	—	—	—	—	—	15	14	-6.7	52	Harrisburg	—	—	84	94	+11.9	—	—	—
133	Binghamton, N.Y.	52	49	-5.8	14	18	+28.6	15	14	-12.4	24	Hartford-New Haven, Conn.	174	+1.1	51	56	+9.8	159	144	-9.4
47	Birmingham, Ala.	53	47	-11.3	80	100	+25.0	145	127	-12.4	208	Extra NBC Affiliate	—	-4.4	4	5	+25.0	—	—	-4.9
136	Bluefield-Bckly-Oak Hi, W. Va.	—	—	—	21	26	+23.8	26	28	+7.7	90	Huntsville-Decatur-Florence, Ala.	63	-6.3	5	8	+60.0	47	51	+8.5
140	Boise, Idaho	26	25	-3.8	28	26	-7.1	24	25	+4.2	159	Idaho Falls-Pocatello	18	+5.5	16	13	-18.8	13	16	+23.1
6	Boston	308	326	+5.8	263	255	-3.0	330	335	+1.5	22	Indianapolis	163	-0.6	112	132	+17.9	146	162	+11.0
193	Bowling Green, Ky.	—	—	—	22	24	+9.1	—	24	+22.6	84	Jackson, Miss.	61	-3.3	52	63	+21.2	29	27	+8.0
78	Bristol, Va.	—	—	—	—	—	—	—	24	+9.1	191	Jackson, Tenn.	—	—	—	—	—	25	27	+8.0
31	Kingsport-J.C., Tenn.	64	64	NC	60	79	+31.7	27	29	+7.4	62	Jacksonville, Fla.	93	-8.6	45	44	-2.2	61	60	-1.6
100	Burlington, Vt.	113	104	-8.0	91	81	-11.0	133	123	-7.5	83	Jhnstwn-Altoona, Pa.	66	NC	69	90	+30.4	0	0	NC
183	Plattsburgh, N.Y.	56	60	+7.1	26	30	+15.4	15	18	+20.0	176	Jonesboro, Ark.	—	—	—	—	—	26	26	NC
—	Casper-Riverton, Wyo.	3	5	+66.7	3	3	NC	14	20	+42.9	117	Joplin, Mo.-Pittsburg, Kan.	—	-17.9	41	47	+14.6	39	33	-15.4
77	Cedar Rapids-Waterloo, Iowa	52	56	+7.7	50	63	+26.0	60	63	+5.0	27	Kansas City	139	-2.2	110	121	+10.0	158	151	-4.4
111	Charleston, S.C.	49	48	-2.0	28	30	+7.1	31	38	+22.6	60	Knoxville, Tenn.	105	-10.5	33	41	+24.2	72	79	+9.7
43	Charleston, W. Va.	103	96	-6.8	106	125	+17.9	77	84	+9.1	127	La Crosse-Eau Claire, Wis.	41	-12.2	33	40	+21.2	15	19	+26.7
32	Charlotte, N.C.	159	137	-13.8	30	43	+43.3	114	122	+7.0	192	Lafayette, Ind.	14	-14.3	—	—	—	—	—	—
—	Charlottesville, Va.	—	—	—	4	4	NC	—	60	+11.1	113	Lafayette, La.	66	+1.5	—	—	—	44	50	+13.6
80	Chattanooga	64	57	-10.9	54	56	+3.7	54	60	—	172	Lake Charles, La.	—	—	24	34	+41.7	—	—	—
187	Cheyenne, Wyo.	24	23	-4.2	—	—	—	—	44	+12.8	96	Lansing, Mich.	68	NC	38	32	-15.8	—	—	—
3	Chicago	523	544	+4.0	459	478	+4.1	554	580	+4.7	203	Laredo, Tex.	7	-28.6	6	6	NC	—	—	—
144	Chico-Redding, Calif.	26	25	-3.8	—	—	—	28	28	+3.7	105	Las Vegas	27	+33.3	21	28	+33.3	27	32	+18.5
26	Cincinnati	155	141	-9.0	99	108	+9.1	133	131	-1.5	162	Laurel-Hittisburg, Miss.	—	-1.4	25	30	+20.0	—	—	—
169	Clarksburg-Weston* W. Va.	27	27	NC	—	23	—	13	—	—	195	Lexington, Ky.	69	—	43	54	+25.6	39	44	+12.8
9	Cleveland	257	261	+1.6	216	231	+6.9	304	290	-4.6	86	Lima, Ohio	—	—	13	14	+7.7	—	—	—
102	Colorado Springs-Pueblo	37	38	+2.7	33	33	NC	39	44	+12.8	54	Lincoln-Hastings-Kearney, Neb.	66	-18.2	15	17	+13.3	34	35	+2.9
87	Columbia, S.C.	28	33	+17.9	61	69	+13.1	27	28	+3.7	54	Little Rock, Ark.	88	-5.7	72	89	+23.6	92	93	+1.1
147	Columbia-Jefferson City, Mo.	33	30	+9.1	25	32	+28.0	15	19	+26.7	2	Los Angeles	591	-4.7	525	525	NC	664	635	-4.4
109	Columbus, Ga.	52	50	-3.8	14	21	+50.0	57	63	+10.5	42	Louisville, Ky.	112	-5.4	90	97	+7.8	74	81	+9.5
35	Columbus, Ohio	147	133	-9.5	89	103	+15.7	115	117	+0.9	138	Lubbock, Tex.	32	-12.5	28	34	+21.4	28	29	+3.6
143	Columbus-Tupelo, Miss.	29	28	-3.4	35	51	+45.7	—	—	—	139	Macon, Ga.	48	NC	13	18	+38.5	—	—	—
130	Corpus Christi, Tex.	29	32	+10.3	21	22	+4.8	29	31	+6.9	139	Madison, Wis.	57	-3.5	31	33	+6.4	35	34	-2.9
10	Dallas-Fort Worth	265	277	+4.5	172	210	+22.1	261	265	+1.5	196	Mankato, Minn.	20	-25.0	—	—	—	—	—	—
73	Davenport, Iowa-Rock Is.-Moline, Ill.	63	61	-3.2	48	61	+21.3	55	64	+16.4	184	Marquette, Mich.	24	-8.3	—	—	—	—	—	—
48	Dayton, Ohio	125	113	-9.6	58	65	+12.1	81	89	+9.8	129	McAllen-Brownsville, Tex.	29	+10.3	32	32	+10.3	—	—	—
19	Denver	133	153	+15.0	118	127	+7.6	156	194	+10.2	152	Medford, Ore.	25	-4.0	24	24	-4.0	26	37	+42.3
63	Des Moines, Iowa	85	77	-9.4	56	67	+19.6	53	61	+15.1	36	Memphis	147	-9.5	94	110	+17.0	89	100	+12.4
7	Detroit	338	330	-2.4	305	263	-13.8	345	353	+2.3	182	Meridian, Miss.	14	-21.4	—	—	—	21	23	+9.5
170	Dothan, Ala.	43	47	+9.3	—	—	—	9	12	+33.3	211	Miles City-Glendive, Mont.	181	+13.8	137	142	+3.6	162	199	+22.8
—	Dubuque, Iowa	—	—	—	—	—	—	6	5	-16.7	152	Milwaukee	—	—	—	—	—	—	—	—
115	Duluth, Superior, Wis.	43	36	-16.3	27	28	+3.7	34	38	+11.8	182	Milwaukee	133	-2.3	107	15	+7.5	133	132	-0.8
178	El Centro, Cal.-Yuma	3	2	-33.3	8	9	+12.5	—	—	—	19	Minneapolis	221	+2.7	126	122	-3.2	182	234	+28.6
106	El Paso	28	26	-7.1	13	38	+46.2	32	27	-15.6	211	Mont.	1	+100.0	1	1	NC	—	—	—
163	Elmira, N.Y.	—	—	—	13	12	-7.7	13	13	NC	29	Milwaukee	133	-2.3	107	15	+7.5	133	132	-0.8
137	Erie, Pa.	26	28	+7.7	33	38	+15.2	28	31	+10.7	29	Milwaukee	133	-2.3	107	15	+7.5	133	132	-0.8
120	Eugene, Ore.	—	—	—	38	40	+5.3	31	31	NC	14	Minneapolis	221	+2.7	126	122	-3.2	182	234	+28.6
180	Eureka, Calif.	9	10	+11.1	—	—	—	10	9	-10.0	14	Minneapolis	221	+2.7	126	122	-3.2	182	234	+28.6





## Media watch of Williams trial begins in Atlanta

**Though cameras are banned, events are monitored by closed-circuit**

The trial of Wayne Williams, accused of two of 28 murders of black youths in Atlanta, got under way last week with cameras barred from the courtroom and gag orders on participants. Broadcast journalists on hand, however, said Superior Judge Clarence Cooper had been fair in attempts to accommodate news coverage of the event.

About 65 courtroom press passes have been issued, two each to the major television networks and the Cable News Network. A large pressroom in the courthouse has been divided into two areas: a working section with typewriters and telephones and a viewing section containing monitors for two closed-circuit television cameras stationed in the courtroom.

The cameras, arranged by the Atlanta Press Club, focus on the jury and on the judge and witness box. No frontal views of the defendant are shown.

In the viewing room cameras are excluded. Artists may sketch what is seen on the monitors, as they may sketch inside the courtroom.

Judge Cooper, in the appraisal of one ABC reporter on the scene, Bob Sirkin, "has tried to bend over backwards to



Reynolds in Washington

ABC News



Doug Hall in Atlanta

CBS News



Press room sketch

CNN



Defendant Williams

NBC News

satisfy all sides" and has been "very reasonable with us." Zeke Segal, CBS Atlanta Bureau chief, said Cooper "is doing a hell of a job so far."

ABC, CBS and NBC have set up mobile homes across the street from the courthouse to coordinate coverage. CNN,

based in Atlanta, has no need for such an installation.

The networks have provided syndicated feeds to stations and radio spots, but network news coverage has been confined to brief takes on morning and evening news. CNN has been doing hourly updates.

## Voluntary guidelines on court coverage cause stir

Bench-bar-press agreements containing guidelines for press coverage of trials are being employed across the country as one answer to the problem of how the goals of a free press and a fair trial can be served. However, a Washington state supreme court ruling involving such an agreement is viewed by some media observers as a warning that reporters participate in such agreements at the risk of surrendering First Amendment rights.

At issue is the manner in which a Washington judge in the trial of a woman accused of attempted murder employed that state's "Bench-Bar-Press Principles and Guidelines." He granted reporters access to otherwise public pretrial proceedings only if they agreed in writing to report on those proceedings in accordance with the bench-bar-press agreement, which was adopted in 1974.

Among other things, the guidelines say reporters covering judicial proceedings should "strive for objectivity and accuracy." The guidelines call on editors to remember that accused persons are

presumed innocent until proved guilty, that readers are potential jurors, and that no reputation "should be injured needlessly."

The order was challenged by the *Bellingham* (Wash.) *Herald*, which is published by the Gannett Co.-owned Federated Publications Inc. and which directed its reporters not to sign the agreement. However, the state supreme court affirmed the ruling of Judge Byron Swedberg and later rejected a petition for reconsideration filed by the National Association of Broadcasters.

The NAB had contended that the ruling represents prior restraint. It said the judge had restrained access to public information on which publication must be based. And to the degree the voluntary codes are vague, NAB added, "access conditioned on adherence to (them) fosters self-censorship." NAB also noted that recent Supreme Court decisions require narrowly drawn standards for closing court proceedings and contended that the distinction the court made between the public—which is

not required to sign an agreement—and the press is constitutionally invalid. As for the agreement itself—even though it is described as "voluntary"—NAB said it has "contractual implications which raise the specter of unspecified penalties for its violation."

Although the Washington high court's ruling affects only that state, Steve Nevas, the NAB's First Amendment counsel, who signed the letter seeking reconsideration, sees it as having "national implications." Such decisions "invite mimicry by other states, especially if they go unchallenged," he said. Federated Publications has not made a decision on whether it will appeal the case to the U.S. Supreme Court.

Thus, Nevas said, reporters and broadcasters who participate in drafting "voluntary guidelines" may find them a "mandatory condition" of coverage.

Nevas contends that the cooperation being shown by press, bar and bench may wither. If reporters perceive the effect of an order like Judge Swedberg's is to make

"voluntary" guidelines mandatory, he wrote in his letter seeking reconsideration, "relations between the bar and the press may once again become those of adversaries rather than those which enlighten and sensitize each profession to the concern of the other."

## Problems of working both sides of fence

**Work House staffer did for ABC's '20/20' is brought into question**

ABC News came under fire last week for hiring a congressional aide to help produce an investigative report aired on its *20/20* program. Peter Stockton, a research analyst for the House Subcommittee on Oversight and Investigations, and an ABC spokesman both denied the relationship was wrong and said they hope it can continue.

Stockton, a 42-year-old economist who has worked on Capitol Hill since 1969, also worked for CBS's *60 Minutes* for a time, but none of his story ideas resulted in his working as an investigator, and the relationship ended. House rules prohibit staffers from using their influence as government employees in any outside work, and to avoid conflict of interest, Stockton offered to work for the two networks only on stories that did not involve the jurisdiction of the Oversight Subcom-

mittee or its parent, the Energy and Commerce Committee.

He came close to working on a story with *60 Minutes*' Mike Wallace, he said, but because Morley Safer, another of the show's correspondents, ended up doing the story, Stockton was not involved. "I want to help develop the stories," he said, "not just suggest subjects."

Stockton started investigating insurance fraud in Missouri for *20/20* after he was laid off from the subcommittee following 1980 budget cuts. Because he was also working part time on the personal staffs of Representatives John Dingell (D-Mich.) and Virginia Smith (R-Neb.), he informed the House Committee on Standards of Official Conduct and its equivalent in the Senate, as well as Dingell and Smith, of his outside work.

Charles Thompson, a *20/20* producer who worked on the insurance fraud story, said ABC hired Stockton as a trained investigator. Stockton had no expertise in insurance, only in investigating, said Thompson, and as for influence, identification as a *20/20* investigator was "likely to open more doors" than identification as a staffer from the Energy and Commerce Committee.

"It's proper to raise questions" about the relationship, said Thompson, "but Peter protected himself," and "when he started with us, he had virtually no other employment and was contemplating a career change."

Stockton was paid for his work at the same rate ABC pays most of its freelancers, \$150 a day, and earned about \$5,000 for six or seven months' work on the insurance story. His work included interviewing older citizens who had been deceived into purchasing fraudulent life insurance. He helped tape segments for the show and did some editing of the script, written by *20/20* reporter Geraldo Rivera.

"I fully expected questions to come up" said Stockton, whose relationship with ABC and CBS surfaced when his deposition was taken in a \$50-million libel suit brought by William P. Tavoulaareas, president of Mobil Oil Corp., against the *Washington Post*. Stockton testified he had supplied documents used in the *Post*'s coverage of possible misuse of corporate funds by Tavoulaareas, and in his deposition, mentioned his work for the networks.

"I have nothing to hide about my work for ABC and CBS," said Stockton, who resumed full-time employment at the Oversight Subcommittee last October, while still working on the insurance story. Tavoulaareas called Stockton's dual role "shocking" and wrote to Dingell to denounce it. Dingell fired back a response, calling Tavoulaareas's allegations "sheer nonsense," saying the House had been fully informed of Stockton's outside work and suggesting that Tavoulaareas supply to the subcommittee any information contrary to that Stockton had given the House about his outside work.

The *New York Times*, which uncovered the ABC-Stockton relationship after

receiving an unedited copy of Stockton's court deposition from Tavoulaareas, said in a story on the subject that Stockton's situation is different from that of many government employees who sell freelance stories to the media or are paid as sources by the press. What is unusual, said *New York Times* reporter Jonathan Friendly, is that Stockton's work "was news reporting," and "news organizations usually say they want to avoid situations in which the press could appear to be a part of government."

Stockton argues that his work for the government is totally separate from his media work because he avoids stories where his subcommittee has jurisdiction. "I'm a trained investigator," he said. "Why is my working for the press any different from a government accountant contracting to do some private accounting on the side?"

## Libel cases settled before reaching Supreme Court

**Cattle breeder and 'Scottsdale Boys' cases are both settled out-of-court; that is preferable solution, libel lawyers say, to judgments by Supreme Court**

The Supreme Court, which had been expected to help make new libel law in decision on two cases it had agreed to review in the current term, will make none. The second of the cases was settled out of court within two weeks of a settlement of the first.

The most recent settlement involved the suit that Shelby Wilson, a cattle breeder in Mississippi, brought against Scripps-Howard Broadcasting Co. after its WMC-TV Memphis had broadcast a story indicating he was starving his cows, (*BROADCASTING*, Nov. 9, 1981). The issue to be resolved was who—in a libel case involving a private person—has the burden of proving the report true or false, the plaintiff or the news organization that is the defendant.

A victory by Wilson would have made libel cases harder for news organizations to defend. But the settlement not only removed the case from litigation; it leaves in place the decision of the U.S. Court of Appeals for the Sixth Circuit, which reversed a district court's decision and held that Wilson had the burden of proof. Bruce Sanford, counsel for Scripps-Howard, said that decision is likely to be regarded as precedent for other federal courts in the country.

The other libel case settled in December involved the suit that a participant in the 1931 "Scottsboro Boys" case had filed against NBC because of its treatment of her in a program broadcast in 1976, (*BROADCASTING*, Oct. 12, 1981). Victoria Price Street, whom nine young black men had been accused of raping, contended that the program falsely portrayed her as,

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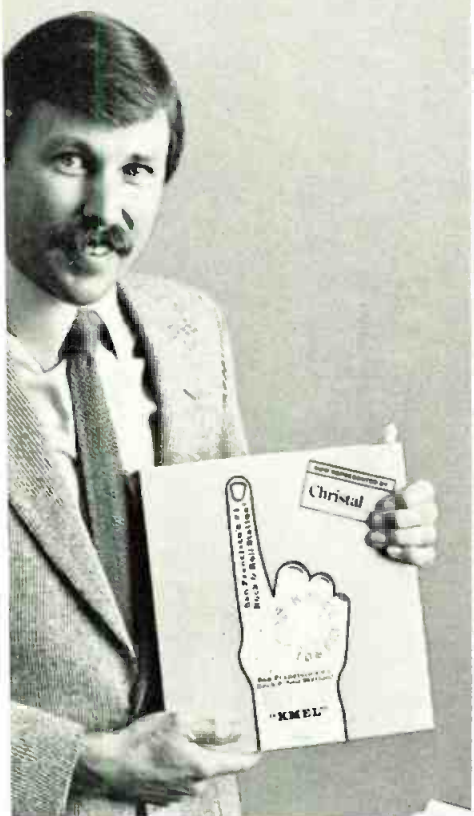
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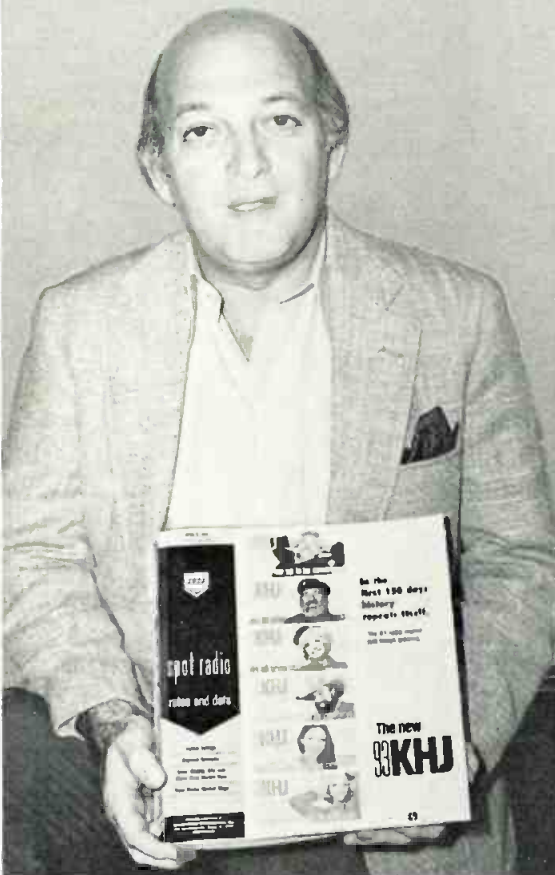
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among other things, a perjurer.

The issue in that case was how long a person remained a "public figure" for libel purposes. Was Street still a public person some 35 years after she had gained notoriety in connection with the case? If so, under the standards laid down by the Supreme Court, she would have to prove "malice" on the part of NBC—that it acted in reckless disregard of the truth.

Again, the only law remaining on the question—and, coincidentally, it was written by the appeals court for the sixth circuit—held that Street was a public figure. It also held that Street had not shown malice. Earlier, a district court had concluded that Street was no longer a public person but that she had not shown negligence or fault on the part of NBC.

The settlements were seen by libel lawyers as reflecting the view that the Supreme Court is unpredictable in libel cases. Thus, the settlements—their terms were not disclosed—were regarded as preferable to the risk of a decision that would not only cost clients large sums of money but damage the chances of libel defendants in courts across the country.

## Favorites of local TV journalists

**It's Rather and Savitch in sex appeal, Cronkite, 'Hill Street' and reading, in other categories**

More than half of those surveyed watch less than 10 hours of television each week. Thirty-eight percent consider CBS the best network for news, followed by 35% for ABC and 17% for NBC. Tops in sex appeal among network news broadcasters are Dan Rather and Jessica Savitch.

Those are among the findings of a survey of 100 local TV journalists (almost all being anchors) at 85 stations in 24 markets. Conducted by Kane, Parsons & Associates, New York, the poll was sponsored by the Scotch Whisky Information Center, which is using the findings "as part of its research and promotional program centered on upscale Americana."

About twice as many males as females were represented in the survey. ABC stations accounted for 30 participants, inde-

pendents 29, NBC 20, CBS 19 and Public Broadcasting Service/educational, two.

The survey, conducted in November, found that reading is the leisure-time activity most enjoyed by local newscasters (80%), while only 12% consider television among their favorites. Their most admired TV journalist is Walter Cronkite and their favorite TV show is *Hill Street Blues*.

The traits considered most desirable in a television journalist were the ability to read and speak well (95%), experience as a reporter (91%) and a sense of importance of various news items (91%), followed by an appealing personality (45%), personal attractiveness (26%), humor and wit (25%) and a degree in journalism (13%).

Income-wise, 60% said they earned more than \$60,000 per year. Forty percent of the men said they earn \$90,000 or more while only 8% of the women claimed that level. Twenty-five percent of the men earn less than \$40,000 while just over half of the women are at that level or below.

## Florida TV makes public apology for news series

WPEC-TV West Palm Beach, Fla., last week offered a public apology for a series of news stories it ran in March 1979 alleging wrongdoing in connection with a fire that destroyed the Palm Beach Jai Alai Fronton the previous December. Both in a full-page advertisement in the *Palm Beach Post*, on Jan. 3, and on WPEC-TV's three newscasts on the following day, the station apologized for "a great injustice" done the Fronton's owner, Arthur W. Silvester, and announced that the station had agreed "to financially compensate" Silvester for "the damages he has suffered." The public apology and the payment were part of a settlement of a libel suit Silvester had brought.

The stories said the fire was arson and suggested it had been set to cover up betting irregularities. They also indicated Silvester might have been involved in wrongdoing.

WPEC-TV said in its announcement that it was given information by individuals "who we assumed were knowledgeable." But "to our dismay," the announcement continued, the information was found to be "unreliable and resulted in a great injustice" to Silvester. The announcement noted that "subsequent investigations by several state agencies revealed no criminal wrongdoing whatsoever by Mr. Arthur Silvester."

That public ingestion of crow may not have been the hardest part of the closing of the case. Six pages away from the WPEC-TV ad was another full-page announcement, this one by WPTV(TV) West Palm Beach. It carried the headline: "News You Can Trust." And under pictures of the four members of the "Action 5 News" team, ran the legend, "The Recognized Authorities."

## NewsBeat

**Iowa open.** Iowa Supreme Court has opened state's courts to cameras and microphones, but, at same time, has placed restrictions on their use. Under rules, which became effective on Jan. 1, "expanded media coverage" of testimony of sexual abuse victims is banned unless victim consents. In many other cases, press will bear burden of demonstrating that expanded coverage will cause no harm. Under rules in effect under two-year experiment, witnesses who objected to coverage by television or radio had to demonstrate why their testimony should not be covered. High court said "objection to coverage by a victim or witness in any other forcible felony prosecution, and by police informants, undercover agents and relocated witnesses" would have presumption of validity. Iowa is one of 32 states allowing broadcast coverage of courts on either permanent or experimental basis.

**Deja vu.** *Encore News*, syndicated weekly half hour "which relives the most newsworthy days of the past," is planned for February launch. Former NBC correspondent Floyd Kalber is anchor and managing editor. Program uses past film clips to report news "as if it were happening today" with subjects of first 13 episodes ranging from moon landing to Watergate break-in. Local stations also get two-minute window to insert local historic stories. Distributor is Gold Key Media.

**Torina cleared.** Federal Jury in U.S. Southern District Court of New York acquitted Joseph P. Torina, former unit manager of NBC News, of income-tax evasion charges. Torina had been dismissed along with others two-and-a-half years ago on charges of embezzling expense-account funds. One former NBC vice president, Steve Weston, pleaded guilty to federal fraud charges in case. Prosecution has charged that Torina received \$18,000 in undeclared income in 1977 and 1978 by "systematically submitted false expense vouchers." Jury cleared him of two counts of tax evasion and two counts of signing false return.

**Journalists abroad.** Two midcareer programs abroad for journalists are being administered through Graduate School of Journalism, Columbia University. Journalist in Europe is nine-month training program, based in Paris with some fellowships for travel and support available according to need. Program is for journalists 35 and younger with at least four years experience and good knowledge of French. Other is John J. McCloy fellowships, travel and study exchange program for American and German journalists. Sponsored by American Council on Germany. U.S. fellows are awarded travel and living expenses for one-month trip to West Germany. Deadlines for two programs are Feb. 1. Information is available from International Division, Graduate School of Journalism, Columbia.

**Down under up yonder.** Australian Media News Service has been established by Terry Smith, former executive assistant to general manager of Radio Melbourne 3W, to provide Hollywood entertainment news for radio in Australia and elsewhere. Service is at 16012 Moorpark Street, Encino, Calif. 91316. Telephone: (213) 907-8477.



As compiled by BROADCASTING Dec. 28, 1981, through Dec. 31, 1981, 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

### AM application

■ Nashville, Tenn.—Babb Broadcasting Co. seeks 880 khz, 2.5 kw-D. Address: 738 Rowan Drive, Nashville 37207. Estimated construction costs: \$47,400; first-quarter operating cost: \$10,700; first-year revenue: \$60,000. Principals: Morgan M. Babb (100%), who is Nashville, Tenn., pastor and has no other broadcast interests. Filed Sept. 16, 1981.

### FM applications

■ \*Montgomery, Ala.—Montgomery Educational Radio Inc. seeks 90.7 mhz, 15 kw, HAAT: 212 ft. Address: P.O. Box 5040, Montgomery, Ala. 36101. Estimated construction costs: \$31,800; first-year operating cost: \$30,100. Format: Educational. Principal: Non-commercial corporation. D.G. Markwell is president. It has no other broadcast interests. Filed Dec. 18, 1981.

■ Milan, Ga.—Tel-Dodge Broadcasting seeks 104.9 mhz, 1.5 kw, HAAT: 400 ft. Address: Griffin Street, Eastman, Ga. 31023. Estimated construction costs: \$120,000; first-quarter operating cost: \$30,000. Principals: George S. Walker III (51%), J. Morgan Dowdy (25%) and father, Charles W. Dowdy (24%). Walker is Eastman, Ga., physician. J. Morgan Dowdy owns 22% of WROA(AM)-WZKX(FM) Gulfport, Miss., of which his father owns 75%. They also each own 30% of WKKY(FM) Pascagoula, Miss., and Morgan owns 25%, father 30% of WMLT(AM)-WQZY(FM) Dublin, Ga. Filed Dec. 17, 1981.

■ Lewiston, Idaho—Woodcom Inc. seeks 101.5 mhz, 100 kw, HAAT: 985 ft. Address: 407 Northshore, Moses Lake, Wash. 98837. Estimated construction costs: \$84,500; first-year operating cost: \$95,000. Principals: A.D. Woodworth and son, T.L. Woodworth (50% each). A.D. Woodworth is Moses Lake, Wash., U.S. Post Office employee. T.L. Woodworth is salesman with Spokane, Wash., advertising agency. Neither have other broadcast interests. Filed Dec. 15, 1981.

■ \*Shreveport, La.—Louisiana State University Agriculture & Mechanical College seeks 89.9 mhz, 20 kw, HAAT: 966 ft. Address: 99 University Lakeshore Drive, Baton Rouge, La. 70803. Estimated construction costs: \$266,368; first-year operating cost: \$145,000. Format: Educational. Principal: Noncommercial corporation. M.D. Woodin is president. LSU is also licensee of WWNO(FM) New Orleans and WPRG(FM) Baton Rouge. Filed Dec. 15.

■ Childress, Tex.—Dream Communications seeks 95.9 mhz, 3 kw, HAAT: 295 ft. Address: 1603 Avenue, N.W., Childress 79201. Estimated construction costs: \$87,000; first-year operating cost: \$48,000; first-year revenue: \$48,000. Principals: Werner W. Best, president, and four others. He is president of Childress construction and sales company. None have other broadcast interests. Filed Dec. 21, 1981.

■ Ralls, Tex.—Eagle Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 4960 Gratiot Road, Saginaw, Mich. 48603. Estimated construction costs: \$67,750; first-quarter operating cost: \$22,500; first-year revenue: \$30,000. Principals: Bruce Sheppard, Michael Ryan and Charles Nickless (one-third each). They also are applicants for new FM's at Eunice, N.M. (BROADCASTING, Dec. 21, 1981), and Casper, Wyo. (BROADCASTING, Dec. 14, 1981). Filed Dec. 18, 1981.

■ Vergennes, Vt.—Radio Vergennes Inc. seeks 106.3 mhz, 719 w, HAAT: 657 ft. Address: Garvey Hill, Northfield, Vt. 05663. Estimated construction costs: \$75,400; first-quarter operating cost: \$35,300; first-quarter revenue: \$65,000. Principals: Richard C. Longfellow Jr., president (33.33%) and five others. He is Northfield, Vt., teacher. None have other broadcast interests. Filed Dec. 16, 1981.

■ Christiansted, St. Croix, V.I.—Virgin Island Broadcasting Corp. seeks 100.3 mhz, 50 kw, HAAT: 195.4 ft. Address: 1 Contentment Road, Christiansted 00820. First-quarter operating cost: \$20,500; first-year revenue: \$150,000. Principals: W.M. Carpenter and wife, Hope W. (50% jointly) and Anthony de la Cruz (50%). They own WSTX(AM) St. Croix. Filed Dec. 16, 1981.

### TV applications

■ Bay City, Mich.—Vistacom Inc. seeks ch. 61; ERP: 1,004 kw vis., HAAT: 963 ft.; ant. height above ground: 996 ft. Address: 201 Phoenix Building, Bay City, Mich. 48706. Estimated construction cost: \$2,140,000; first-quarter operating cost: \$332,500; first-year revenue: \$1,465,000. Legal counsel: Fly, Shuebruk, Gaquine, Boros, Schulkind & Brown. Principals: Bruce C. Mayer (60%) and Dexter B. Merry (40%). Mayer is vice president and general manager of WQTV(TV) Boston and 50% owner of KOOO(AM)-KESY(FM) Omaha, Neb. Merry is chief engineer at WQTV. Filed Dec. 24, 1981.

■ Hobbs, N.M.—Hobbs Family TV seeks ch. 29; ERP: 1,279 kw vis., 127.9 kw aur., HAAT: 538 ft.; ant. height above ground: 548 ft. Address: 219 West Silver Avenue, Hobbs, N.M. 88240. Estimated construction cost: \$243,750; first-quarter operating cost: \$221,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Bruce M. Evans, Robert L. Lausmann, William D. Staggs, Lowell Payton, Elton R. Taylor and Rodger C. Weems (16.66% each). Evans is Hobbs, N.M. college president. Hausmann is college instructor. Staggs is wholesale gas and oil distributor. Payton is real estate broker. None have other broadcast interests. Filed Dec. 24, 1981.

■ Beaverton, Ore.—TS-3 Communications Inc. seeks ch. 40; ERP: 5000 kw vis, 500 kw aur., HAAT: 1,783 ft.; ant. height above ground: 909 ft. Address: 555 Benjamin Franklin Plaza, 1 S.W., Portland 97258. Estimated construction cost: \$3,537,000; first-quarter operating cost: \$245,000. Legal counsel: Ginsburg, Feldman, Weil & Bress, Washington. Consulting engineer: Hammett & Edison, San Francisco. Principals: Karen Sanchez (44.55%), Ron Tonkin, Peter Stott (22.27% each), Greg Smith (5.69%) and Roger Krage (5.21%). Sanchez is account executive at KMET(FM) Los Angeles. Tonkin owns Portland, Ore., automobile dealership. Stott is Lake Oswego, Ore.-based businessman. Smith is account executive at KGW(AM) Portland. Krage is Portland attorney. Sanchez is 50% owner of applicant for new low power TV at Lake Tahoe, Calif. Filed Dec. 17, 1981.

■ Portland, Ore.—Allied Broadcasting Corp. seeks ch. 40; ERP: 5,000 kw vis, 500 kw aur., HAAT: 1,740 ft.; ant. height above ground: 922 ft. Address: 1800 Orbanco Building, Portland 97204. Estimated construction cost: \$5,972,000; first-quarter operating cost: \$352,250. Legal counsel: Cohn & Marks, Washington. Consulting engineer: Jules Cohen & Associates, Washington. Principals: Lawrence J. Weinberg (81.4%), Herman Sarkowsky (5.4%), Harry Glickman (4.2%), Richard P. Bernhard (3.4%) and four others at 1.4%

each. Weinberg is Beverly Hills investor and owns 20% of cable system serving San Juan, P.R. He is also director of Jewish Television Network Inc., noncommercial applicant for new UHF at Los Angeles (BROADCASTING Dec. 7, 1981). Sarkowsky is Seattle, Wash., real estate developer and managing general partner and 9.8% owner of Seattle Seahawks, NFL football team. Glickman is executive vice president of Pro Basketball Inc., Portland, Ore., national basketball association franchise of which Weinberg is president and 80% owner. Bernhard is Great Neck, N.Y., real estate investor. Filed Dec. 17, 1981.

■ Portland, Ore.—Portland Television Associates Ltd. seeks ch. 40; ERP: 5,000 kw vis, 500 kw aur., HAAT: 1,780 ft.; ant. height above ground: 845 ft. Address: 3520 Keith Street, Cleveland, Tenn. 37311. Estimated construction cost: \$230,500; first-quarter operating cost: \$209,760. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Aubrey Burke, Forrest L. Preston, Philip B. Brooks and Carl W. Campbell (25% each). They are medical facility and retirement home administrators and investors. Filed Dec. 17, 1981.


■ Portland, Ore.—Vinc Communications Inc. seeks ch. 40; ERP: 1563 kw vis, 156.3 kw aur., HAAT: 1,786.5 ft.; ant. height above ground: 1,095 ft. Address: P.O. Box 386, Feeding Hills, Mass. 01030. Estimated construction cost: \$2,054,321; first-quarter operating cost: \$404,300. Legal counsel: Sanford, Adams, McCullough & Beard, Washington. Consult-

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ing engineer: John A. Fergie, Feeding Hills, Mass. Principal: Subsidiary of Multi Media Communications Corp., which is owned by John A. Fergie, George Mitchell, Martin E. Firestone (25% each), Vincent Messina and Elliot Cole (12.5% each). Fergie is consulting engineer. Mitchell is vice president of Springfield Television Corp., which is licensee of WWLP(TV) Springfield, Mass., and WKEF(TV) Dayton, Ohio, and through subsidiary, KSTV(TV) Salt Lake City and is applicant for new TV at Spokane, Wash. Firestone, Messina and Cole are Washington attorneys. Principals are also 89% owners of permittee for ch. 24 at San Juan, P.R.; 84% owners of applicant for new TV at Tallahassee, Fla., and 100% owners of applicant for new TV at Jackson, Miss. Filed Dec. 17, 1981.

■ **Johnstown, Pa.**—Johnstown Family T.V. Inc. seeks ch. 8; ERP: 316 kw vis, 63.2 kw aur., HAAT: 1,153 ft.; ant. height above ground: 259 ft. Address: 3545 Edgewood Circle, Cleveland, Tenn. 37311. Estimated construction cost: \$178,600; first-quarter operating cost: \$230,000. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Albert Barela Jr. (90%) and Hal Bernard Dixon (10%). Barela is fabric cutter. Dixon is partner in Wilson, N.C., advertising agency and owns interests in various fast food restaurants. He also is principal in permittee for new TV at Canton, Ohio. Filed Dec. 24, 1981.

■ **Florence, S.C.**—Southern Metro Telesystems Inc. seeks ch. 21; ERP: 3622 kw vis, 362.2 kw aur., HAAT: 1,849 ft.; ant. height above ground: 1,997 ft. Address: 303 South Adair Street, Clinton, S.C. 29325. Estimated construction cost: \$663,000; first-quarter operating cost: \$128,000; first-quarter revenue: \$265,000. Legal counsel: Barroff, Koerner & Olender, Washington. Consulting engineer: Edward Graham Jr., Bishop, Ga. Principal: Richard C. Hilton Jr. (100%), who is Tampa, Fla., real estate investor and permittee of WWSW-TV Opelika, Ala. Filed Dec. 24, 1981.

#### AM actions

■ **Springerville-Eager, Ariz.**—Round Valley Broadcast Associates granted 1400 khz, 1 kw-D, 250 w-N. Address: P.O. Box 46, Milner, Colo. 80477. Estimated construction costs: \$68,000; first-quarter operating cost: \$27,000; first-year revenue: \$108,300. Principals: Marjorie M. Zellmer (52%), son Robert D. Zellmer Jr. (24%) and wife, Rebecca (24%), and Steven L. and Delores E. Warner (24% each). Marjorie Zellmer is principal owner of KRZZ(AM) Wray, Colo.; KMMZ(AM) Grey Bull, Wyo.; KRZJ-AM-FM Beloit, Kan. Robert is 12% owner of KRZD, where wife Rebecca is receptionist. Steven Warner is manager and 10% owner of KMMZ. Action Dec. 15, 1981.

■ **Walnut, Miss.**—Associated Christian Enterprises Inc. granted 850 khz, 250 kw-D. Address: Box 37, Walnut 38683. Estimated construction costs: \$21,000; first-year operating cost: \$15,000; revenue: \$50,000. Format: Gospel. Principals: James R. Mitchell and Larry Dunlap (50% each). Both are pastors, Mitchell in Walnut and Dunlap in Chalhybeate, Miss. They have no other broadcast interests. Action Dec. 14, 1981.

■ **Raleigh, N.C.**—United Public Broadcasting Inc. returned application for 1160 khz, 5 kw-D, 1 w-N. Address: 12696 Castile Court, Woodbridge, Va. 22192. Action Dec. 16, 1981.

#### FM actions

■ **Waldron, Ark.**—Radio Waldron granted 103.1 mhz, 3 kw, HAAT: 285 ft. Address: General delivery, Waldron, Ark. 72958. Estimated construction cost: \$44,600, first year operating cost: \$65,700, revenue: \$56,400; Format: CW/Gospel. Principal: Haskell Jones and his wife, Verlaine (100% jointly). Haskells own KDQN-AM-FM Dequeen, Ark. They also own photography studio in Dequeen, and 8.5% of Sevier Oil & Gas, oil drilling company in Horatio, Ark. Action Dec. 10, 1981.

■ **Effingham, Ill.**—Crossroads Broadcasting Corp. granted 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 101, Oblong, Ill. 62449. Estimated construction costs: \$102,000; first-quarter operating cost: \$13,250; first-year revenue: \$72,000. Format: Inspirational. Principal: Olen M. Evans, Scott Beigle and wife, Brenda (one-third each). Evans is Chattanooga, Tenn., pastor. Scott Beigle is director of operations at KLIT(AM) Pomona, Calif. Brenda Beigle is school principal. They have no other broadcast interests. Action Dec. 15, 1981.

■ **Memphis, Tex.**—James A. Giesecke granted 105.3 mhz, 3 kw, HAAT: 187 ft. Address: 14233 Protom

Road, Dallas 75234. Estimated construction costs: \$58,100; first-year operating costs: \$45,000, revenue: \$20,000. Format: CW. Principal: James A. Giesecke is Dallas businessman and licensee of KLSR(AM) Memphis, Tex. Action Dec. 9, 1981.

■ **Vandalia, Mo.**—Roger C. Elliott dismissed application for 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 104 North Dixie Highway, Momence, Ill. Action Dec. 21, 1981.

■ **Colstrip, Mont.**—WLPD Educational Radio Association returned application for 88.5 mhz, 10 kw, HAAT: 3,400 ft. Address: 304 Alder, Colstrip, Mont. 49323. Action Dec. 2, 1981.

■ **Forestport, N.Y.**—The Atwood Broadcasting Corp. dismissed application for 93.5 mhz, 3 kw, HAAT: 257 ft. Address: P.O. Box 341, Boonville, N.Y. Action Dec. 21, 1981.

#### TV action

■ **Utica-Rome, N.Y.**—Manning Telecasting Inc. dismissed application for ch. 33; ERP: 3041 kw vis., 277 kw aur., HAAT: 1000 ft.; ant. height above ground: 670 ft. Address: 3 Park Ave., N.Y. 10016. Action Dec. 7, 1981.

## Ownership Changes

#### Applications

■ **KJOI(FM) Los Angeles and KKUA(AM)-KMQ(FM) Honolulu** (KJOI: 98.7 mhz, 75 kw, ant. 1,180 ft.; KKUA: 690 khz, 10 kw-U; KMQ: 93.1 mhz, 100 kw, ant. 126 ft.)—Seeks transfer of control of CCLA Communications Inc. from Northwest Industries (100% before; none after) to Beatrice Foods Co. (none before; 100% after). Consideration: \$20 million (BROADCASTING, Jan 4). Principals: Seller is publicly traded Chicago-based manufacturer of tubular steel products, ingot moulds, component parts, chemicals, consumer products and beverages. Sale of stations is part of \$600 million deal for Northwest to sell to Beatrice all of outstanding shares of capital stock in its wholly owned subsidiaries in beverage industry, Coca-Cola Bottling Co. of Los Angeles and The Buckingham Corp., which through subsidiaries owns above stations. Richard D. Strubel is executive vice president. Buyer Beatrice Foods is publicly traded Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James L. Dutt is chairman. Donald P. Eckrich is president. Filed Dec. 4, 1981.

■ **WGKR(AM) Perry, Fla.** (1310 khz, 1 kw-D)—Seeks assignment of license from K & K Broadcasters to Rahu Broadcasting for \$110,000. Seller: Eugene Ketring (75%) and Patricia Ketring (25%) who have no other broadcast interests. Buyer: Jerry C. Rasor (50%), Don W. Hughes and wife, Barbara G. (25% each). Rasor is former announcer and weatherman at WMCH-TV Columbus, Ohio. Don Hughes is manager of WGKR(AM). Barbara Hughes is former service representative with Chillicothe, Ohio, telephone company. None have other broadcast interests. Filed Dec. 15, 1981.

■ **KSCJ(AM) Sioux City, Iowa** (1360 khz, 5 kw-U)—Seeks assignment of license from G & G Broadcasting Inc. to Apple Broadcasting Corp. for \$1,000,000. Seller: Raymond W. Grandle, wife, Mary A. (37.5% each) and Wilmer W. Grabau (25%), who have no other broadcast interests. Buyer: Larry S. Magnuson, William A. Burke and brother, Thomas M. Burke (one-third each). Magnuson is partner in Sioux City advertising agency. Burkes are Sioux City building material suppliers. None have other broadcasting interests. Filed Dec. 16, 1981.

■ **WAZF(AM) Yazoo City, Miss.** (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Twelve-Thirty Inc. to Tri-Two Inc. for \$157,000 plus \$50,000 for noncompete agreement. Seller: Principally owned by Miller P. Holmes who has no other broadcast interests. Buyer: Gayle R. Dvorak, Harold C. Lardinois, William F. O'Donnell and Leo C. Talsky (25% each). Dvorak is Milwaukee accountant. Lardinois owns Brookfield, Wis., motel. O'Donnell is Milwaukee County Executive. Talsky is Milwaukee county executive chief of staff. They each own 20% of WRDC(AM)-WQAZ(FM) Cleveland, Miss. Filed Dec. 18, 1981.

■ **KMZQ-FM [CP] Henderson, Nev.** (100.5 mhz, 100 kw, ant. 1,159 ft.)—Seeks transfer of control of Pargo Broadcasting Corp. from Basil C. Gogos (100% before;

20% after) to Karas Radio Corp. (none before; 80% after) consideration: \$136,000. Principals: Seller is Washington, D.C. real estate investor and has no other broadcast interests. Buyers are Lynda B. Lovett (25.58%) Joseph F. Hennessey, Thomas L. Seibert, Arthur Stambler and wife, jointly (19.23% each), Craig L. Seibert (12.78%), Richard C. Rowlenson (3.85%) and Stanley J. Karas (0.6%). Except Stamblers, they are same principals who bought WYVA(FM) Yorktown, Va. (BROADCASTING, Dec. 14, 1981) and WANB-AM-FM Yorktown, Va. (BROADCASTING, Nov. 2, 1981). Filed Dec. 18, 1981.

■ **WWUM(FM) Long Branch, N.J.** (107.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Long Branch Broadcasting Inc. to Mammoth Broadcasting Inc. for \$855,000 (BROADCASTING, Dec. 21, 1981). Seller: Bruce L. Lien, who has no other broadcast interests. Buyer: Jonathan Hoffman (80%) and wife, Elizabeth A. (20%). Jonathan Hoffman is former national/regional sales manager at WICC(AM) Bridgeport, Conn. Elizabeth is housewife. Filed Dec. 16, 1981.

■ **WWRL(AM) Woodside, N.Y.** (1600 khz, 5 kw-U)—Seeks assignment of license from Riverside Broadcasting Inc. to United Negro College Fund (BROADCASTING, Dec. 7, 1981). Assignor: subsidiary of Viacom International Inc., publicly traded New York-based MSO and group owner of four AM's, four FM's and two TV's. It also bought, subject to FCC approval, WLAK-FM Chicago for \$8 million (BROADCASTING, Sept. 14). Assignee will in turn sell station to National Black Network for \$1.5 million. NBN is New York-based black oriented news and information network that owns WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis and WEZN(FM) Alton, Ill. Filed Dec. 16, 1981.

■ **WQIO(AM) Canton, Ohio** (1060 khz, 5 kw-D)—Seeks assignment of license from Douglas Properties Corp. to Arcey Broadcasting Inc. for \$450,000 (BROADCASTING, Nov. 30, 1981). Seller: Sidney J. Collins, president, and family who have no other broadcast interests. Buyer: Ronald D. Colaner and Raymond W. Crowl (50% each). Colaner is contract engineer for WINW(AM)-WOOS(FM). Crowl is former principal in Canton advertising agency. Neither have other broadcast interests. Filed Dec. 15, 1981.

■ **WWEI(AM) Memphis, Tenn.** (1430 khz, 1 kw-D)—Seeks transfer of control of Tri-State Broadcasting Service Inc. from K. Wilson, C.A. Camp, Roy M. Scott Jr. (100% before; none after) to Sam C. Phillips and others (none before; 100% after). Consideration: \$145,000. Principals: Sellers together own 68% of stock. Balance is owned by Sam C. Phillips. Buyers seek full ownership with Sam C. Phillips (64%), and sons S. Knox Phillips and Jerry L. Phillips (18% each). Phillips family owns WLVS(FM) Germantown, Md.; WLIZ(AM) Lake Worth, Fla.; and WXOR(AM)-WQLT(FM) Florence, Ala. Filed Dec. 18, 1981.

■ **WHPL(AM)-WEFG(FM) Winchester, Va.** (AM: 610 khz, 500 w-U; FM: 107.5 mhz, 21 kw, ant. 1,050 ft.)—Seeks assignment of license from Shenval Broadcasting Corp. to Holt Limited Partnership for \$1,025,000 (BROADCASTING, Dec. 7, 1981). Seller: Edwin R. Fischer, who has no other broadcast interests. Buyer: closely held group of one general partner and nine limited partners. Arthur H. Holt is general partner. Other investors include Jason Shinsky, Bruce Eisen and James Weitzman, Washington communications attorneys. Also, Alexander Sheftell, former president of WAVA(FM) Alexandria, Va., which was sold to Doubleday Broadcasting for \$5 million (BROADCASTING, Dec. 7, 1981). Arthur Holt also owns 50% of WZZO(FM) Bethlehem, Pa. Filed Dec. 16, 1981.

■ **WFBZ(AM) Minocqua, Wis.** (1570 khz, 1 kw-D)—Seeks assignment of license from Frederick H. Bierbaum to Lakeland Broadcasting Inc. for \$210,000 for assets plus \$150,000 for real estate. Seller has no other broadcast interests. His wife, Geraldine Bierbaum, is selling co-located WWWW(FM) [see below]. Buyer: A.H. Lange Trust (90%) and L. A. Lange Sr. (10%). L.A. Lange is consultant to daily *Fond du Lac [Wis.] Reporter*, of which his son, L.A. Lange Jr. is publisher and less than 1% owner. None have other broadcast interests. They are also buying WFBZ(AM) [see below]. Filed Dec. 15, 1981.

■ **WWWH(FM) Minocqua, Wis.** (95.9 mhz, 3 kw, ant. 173 ft.)—Seeks assignment of license from Lake Communications Inc. to Lakeland Broadcasting Inc. for \$90,000. Seller: Geraldine A. Bierbaum (100%) who has no other broadcast interests. Her husband, Frederick Bierbaum, sold co-located WFBZ(AM) [see



above). Buyer also bought, subject to FCC approval, co-located WFBZ(AM) [see above]. Filed Dec. 15, 1981.

## Actions

- KINY-TV Juneau, Alaska (ch. 8, 239 kw vis., 47 w. aur., ant. 1,160 ft.)—Granted assignment of license from Midnight Sun Broadcasters Inc. to KINY Associates for \$500,000. Consideration includes assignment of KINY(AM) Juneau, which has already been granted (BROADCASTING, Oct. 12, 1981). Seller also sold KTKN(AM) Keichikan, Alaska, (BROADCASTING, Aug. 17, 1981). FCC approved its sale of KENI-TV Anchorage and KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30, 1981), and KENI(AM) Anchorage for \$712,000 (BROADCASTING, July 13, 1981); KFAR(AM) Fairbanks for \$675,000 (BROADCASTING, Sept. 28, 1981), and KINY(AM) Juneau for \$500,000 (BROADCASTING, Oct. 12, 1981). Buyer is owned by Charles M. Gray (45%), Edward W. Christiansen (25%), Earl E. Reilly and Kenneth L. Wiley (15% each). Gray, Christiansen and Reilly are minority stockholders in Midnight Sun. Wiley is station manager at KINY. Action Dec. 11, 1981.
- KCTB-FM Flagstaff, Ariz. (93.9 mhz, 100 kw, ant. 1,510 ft.)—Granted assignment of license from Christian Towers Broadcasting Inc. to Harvest Ministries for \$300,000. Seller: Nonstock corporation: Robert Ward is president. Charles E. "Pat" Boone, vice president, owns 28.1% of permittee KGOF-TV Anaheim, Calif. Buyer: Grace Broadcasting System, general partner, Joseph H. Dial (66.77% of limited partnership) and Daniel G. Carlless Sr. (33.33% of limited partnership). They are licensee of KVOI(AM) Tucson, Ariz. Action Dec. 10, 1981.
- KGAB(FM) Camarillo, Calif. (95.9 mhz, 3 kw, ant. 296 ft.)—Granted assignment of license from Hot Air Radio to Pacific Horizons Broadcasting Inc. for \$700,000. Seller: Chester Coleman (100%), who has no other broadcast interests. Buyer: Charles M. Cowan (70%), brother Kenneth Cowan (10%) and Chester Coleman (20%). Charles Cowan is San Bernardino, Calif., physician. Kenneth Cowan is former general manager of KIFM(FM) San Diego, Calif. Coleman is owner and general manager of KGAB. None have other broadcast interests. Action Dec. 17, 1981.
- WGFS(AM) Covington, Ga. (1430 khz, 1 kw-D)—Granted assignment of license from Newton Broadcasting Inc. to Bohanan Broadcasting Inc. for \$400,000. Seller: R. William Hoffman and wife, Betty Jean (50% each), who have no other broadcast interests. Buyer: Olin D. Bohanan (100%), who is newscaster at WKRK-AM-FM-TV Mobile, Ala., and has no other broadcast interests. Action Dec. 16, 1981.
- WCAZ-AM-FM Carthage, Ill. (AM: 990 khz, 1 kw-D; FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Pioneer Broadcasting Inc. to Tri State Broadcasting Co. for \$575,000. Seller: Kenneth R. Hodges (51%) and wife, Jessie R. (49%). Jessie is 52% owner of applicant for new FM at Bloomfield, Iowa. (BROADCASTING, July 20, 1981). Buyer: Dan C. Bryan and wife, Sharon K. (50% each). Dan Bryan is former general manager at KCIH-AM-FM Washington, Iowa. Wife is teacher. They have no other broadcast interests. Action Dec. 16, 1981.
- KHAD(AM) DeSoto, Mo. (1190 khz, 5 kw-D)—Granted assignment of license from DeSoto Broadcasting Inc. to Jefferson County Broadcasting Inc. for \$240,000. Seller: Warren R. McKnight, Raymond E. Duff and Pinkney B. Cole (25% each), Raymond's brother, William and latter's wife, Edna K. (12.5% each). They have no other broadcast interests, but Cole is applicant for new FM at DeSoto and also will retain 50% joint interest in buyer. Buyer: Pinkney B. Cole and wife, Judy A. (50% jointly). Erich R. Schafermeyer Jr. and J. Charles Studyvin (25% each). Cole is general manager of KHAD. Schafermeyer owns bakery and Studyvin owns pharmacy, both DeSoto. Action Dec. 16, 1981.
- KPER(FM) Hobbs, N.M. (95.7 mhz, 36 kw, ant. 115 ft.)—Granted assignment of license from KSCR Inc. to Arroyo Broadcasting Corp for \$775,000. Seller: Ernest H. Huls (71.8%) and William A. Earman (28.2%) They own, in same percentages, WKIO(FM) Urbana, Ill. Also, Huls owns 70% and Earman 30% of WEIC-AM-FM Charleston, Ill. Buyer: David B. Talbot (50.02%), William S. Sanders and Fluid Capital Corp. (24.9% each). Talbot is Oklahoma City real estate investor. Sanders is Albuquerque, N.M., consulting engineer. Fluid Capital Corp. is Albuquerque-based venture capital firm. George T. Slaughter is president. Sanders and Fluid Capital each own 24.9% of

KDHI(AM)-KQYN(FM) Twenty Nine Palms, Calif. Action Dec. 17, 1981.

- \*WSBE-TV Providence, R.I. (ch. 36, 479 kw vis., 429 kw aur., ant. 600 ft.)—Granted assignment of license from Rhode Island State Board of Regents to Rhode Island Public Telecommunications Authority. Assignee was created by the General Assembly of the state of Rhode Island to exercise authority currently exercised by the assignor with respect to educational television in the state. No financial consideration is involved. Warren Kraetzer is general manager. Action Dec. 9, 1981.
- KMSD(AM) Milbank, S.D. (1510 khz, 5 kw-D)—Granted assignment of license from Kleven Broadcasting Co. of Milbank to KSOR Inc. for \$475,000. Seller Leslie J. Kleven (82%) and wife, Marguerite E. (18%). They own KBIB(AM)-KRCS(FM) Sturgis, S.C., and are permittee of KKOJ(AM) Jackson, Minn., and KKCM(AM) Waite Park, Minn. Marguerite Kleven also owns 21.25% of KLTC(AM) Dickinson, N.D. and with husband is applicant for new FM at Dickinson. Buyer: Vern A. McKee (60%) and wife, Beverly J. (40%), who sold KSDR(AM) Watertown, S.D. [see below]. Action Dec. 11, 1981.
- KSDR(AM) Watertown, S.D. (1480 khz, 1 kw-D)—Granted assignment of license from KSDR Inc. to Broadcast Ventures for \$125,000. Seller: Vern A. McKee (60%) and wife, Beverly J. (40%) who bought, KMSD(AM) Milbank, S.D. (see above). Buyer: Jim D. Thompson (50.1%) and Grant Peterson (49.9%). Thompson is former station manager at KWAT(AM)-KIXX(FM) Watertown, S.D. Peterson is sales manager at BRK(AM) Brookings, S.D. They have no other broadcast interests. Action Dec. 11, 1981.
- KBAL(AM) San Saba, Tex. (1410 khz, 500 w-D)—Granted assignment of license from Hill Country Broadcasting Inc. to Pecan Valley Communications Inc. for \$88,000. Seller: M. Bryan Healer II, Ernest F. Cadenhead, Clyde Cockrum, Stephen F. Pasquini (22.1% each) and Sandra B. McHorse (11.5%) who have no other broadcast interests. Buyer: Robert Baker (100%), who owns and operates camera store and bus charter service in San Angelo and has no other broadcast interests. Action Dec. 11, 1981.
- KRPM(AM) Puyallup, Wash. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Shortsleeve Broadcasting Inc. to Monroe Enterprises Inc. for \$525,000. Seller: Ray Courtemanche and wife, Cheri (50% each) who also own co-located KRPM-FM. Buyer: Wesley L. Monroe (100%), who is former president and 34% owner of KGA(AM)-KDRK(FM) Spokane, Wash. Action Dec. 11, 1981.
- WKLP-AM-FM Keyser, W.Va. (AM: 1390 khz, 1 kw-D; FM: 94.1 mhz, 6 kw, ant. 790 ft.)—Granted assignment of license from Four Star Broadcasters Inc. to Starcast Systems Inc. for \$300,000. Seller: Thomas B. Butscher, president; Kenneth E. Robertson, Gary L. Daniels (17.78% each). Butscher's wife, Brenda J., and Daniels' wife, Pearl K. (15.56% each), and Robertson's sons, Todd E. and Christopher K. (7.78% each). They own WCST-AM-FM Berkeley Springs, W.Va., and WMSG(AM)-WXIE(FM) Oakland, Md. Buyer: Jack I. Mullen (55%), William P. Kelly Jr. (20%), Curtis E. Durist and Mullen's son, Jack I. Mullen II (12.5% each). Elder Mullen is Westport, Md., attorney. Kelley is Westminster, Md. stockbroker. Durist is account executive at WMSG(AM)-WXIE(FM) Oakland, Md. Younger Mullen is student. Action Dec. 16, 1981.

## Facilities Changes

### FM applications

- KIWA-FM Sheldon, Iowa—Seeks CP to make changes in ant. sys.; change type ant.; increase HAAT to 294 ft. and change TPO. Ann. Dec. 15, 1981.
- WWCJ(FM) Jackson, Miss.—Seeks CP to change frequency to 89.3 mhz; increase ERP to 6.3 kw; change HAAT to 300 ft. and make changes in ant. sys. Ann. Dec. 8.
- WBKT(FM) Brockport, N.Y.—Seeks CP to change frequency to 93.3 mhz. Ann. Dec. 8.
- WLIR(FM) Garden City, N.Y.—Seeks CP to change TL; change ERP to 1 kw; change HAAT to 516 ft. Ann. Dec. 10.
- WAQX(FM) Manlius, N.Y.—Seeks modification of CP (BPH-800711A1) to change TL; change type ant.

and change TPO. Ann. Dec. 8.

- WLTV(FM) Statesville, N.C.—Seeks modification of CP (BPH-800130AK) to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 100 kw (H) and 88.4 kw (V); decrease HAAT to 560 ft. and change TPO. Ann. Dec. 8, 1981.
- \*KNTU(FM) Denton, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 402 ft.; change type trans. and make changes in ant. sys. Ann. Dec. 9.
- KSOX-FM Raymondville, Tex.—Seeks CP to change TL; change ERP to 1.15 kw; change HAAT to 486 ft.; and make changes in ant. sys. Ann. Dec. 10.

### AM actions

- KPCCO(AM) Quincy, Calif.—Granted CP to increase power to 5 kw; and install new trans. Action Dec. 3.
- WCHK(AM) Canton, Ga.—Granted CP to make changes in standard radiation pattern for nighttime operation. Action Oct. 7.
- WJEM(AM) Valdosta, Ga.—Granted CP to increase power to 5 kw; install DA-ant. Action Dec. 7.
- WFSR(AM) Harlan, Ky.—Granted CP to increase power to 5 kw. Action Dec. 3.
- WRVK(AM) Mt. Vernon, Ky.—Granted CP to relocate tower. Action Dec. 1.
- WKCT(AM) Murray, Ky.—Granted CP to increase D power to 5 kw and change from DA-N to DA-D. Action Nov. 24.
- WSJP(AM) Murray, Ky.—Granted CP to change hours of operation to U by adding 250 w-N; install DA-N; and make changes in ant. sys. Action Nov. 24.
- WTLB(AM) Utica, N.Y.—Granted construction permit to increase D power to 5 kw and change to DA-2. Action Dec. 1.

### FM actions

- \*KNAU(FM) Flagstaff, Ariz.—Granted CP to increase ERP to 100 w; change HAAT to 1549 ft. Action Nov. 24.
- KFYE(FM) Fresno, Calif.—Granted CP to change TL; and decrease HAAT to 1912 ft. Action Nov. 25.
- KGGI(FM) Riverside, Calif.—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease ERP to 2 kw; increase HAAT to 1534 ft. and change TPO. Action Nov. 25.
- KGUC-FM Gunnison, Colo.—Granted modifications of CP (BPH-790622AB, as mod.) to change TL; operate trans. by RC from SL; change type trans.; change type ant.; and change TPO. Action Nov. 25.
- \*WLRN-FM Miami, Fla.—Granted CP to make changes in ant. system; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 689.67 ft. and change TPO.
- \*WABE(FM) Atlanta, Ga.—Granted CP to change TL; install new ant.; change ERP to 100 kw; change HAAT to 955 ft. Action Nov. 9.
- \*WRTE(FM) Cahokia, Ill.—Granted CP to increase ERP to 100 kw; change HAAT to 5 ft; change type of trans.; and make changes in ant. sys. Action Nov. 24.
- \*WKCC-FM Chicago—Granted CP to increase ERP to 250 w; increase HAAT to 70.5 ft.; make changes in ant. sys. (install directional antenna). Action Oct. 27.
- WXXQ(FM) Freeport, Ill.—Granted CP to change type ant.; decrease ERP to 5.67 kw; and change TPO. Action Nov. 25.
- \*KLPI(FM) Ruston, La.—Granted CP to increase ERP to 10 kw; change HAAT to 111 ft.; change TL. Action Nov. 24.
- \*WRBB(FM) Boston—Granted CP to change frequency to 104.9 mhz; change TL; change ERP to 185 w; change HAAT to 78 ft.; and make changes in ant. sys. Action Nov. 24.
- \*WMHC(FM) South Hadley, Mass.—Granted CP to increase ERP to 100 w; change HAAT to -18 ft. and specify RC at SL. Action Nov. 16.
- \*KSMU(FM) Springfield, Mo.—Granted CP to change frequency to 89.1 mhz; change TL; increase ERP to 50 kw; change HAAT to 1071 ft.; and make changes in ant. sys. Action Nov. 24.
- KFMS-FM Las Vegas—Granted modifications of CP (BPH-791025AN) to make changes in ant. sys.;

change TL; change type trans.; change type ant.; increase HAAT to 1180 ft.; and change TPO. Action Dec. 1.

■ \*KANW(FM) Albuquerque, N.M.—Granted CP to change TL; change HAAT to 4149 ft.; make changes in ant. sys. Action Nov. 13.

■ \*KSHI(FM) Zuni, N.M.—Granted CP to increase ERP to 100 w. Action Nov. 16.

■ WKLR(FM) Toledo, Ohio—Granted CP to change TL; change ERP to 50 kw (H) -48 kw (V); change HAAT to 500 ft.; change transmitter and make changes in ant. sys. Action Nov. 25.

■ KXBQ(FM) Ontario, Ore.—Granted CP to change TL; decrease HAAT to 253 ft.; and change TPO. Action Dec. 1.

■ KNBQ(FM) Tacoma, Wash.—Granted CP to change TL; and increase HAAT to 785 ft. Action Nov. 24.

■ \*WNHS(FM) Portsmouth, Va.—Seeks CP to change ERP; change type trans. and change TPO. Ann. Dec. 15.

■ KBLE-FM Seattle, Wash.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; increase HAAT to 1241 ft.; and change TPO. Ann. Dec. 15.

■ \*WQAB(FM) Philippi, W.Va.—Seeks CP to change frequency to 92.1 mhz; and change ERP to 13 w. Ann. Dec. 8.

## In Contest

### Designated for hearing

■ Fort Walton Beach, Fla.—**new FM** (96.5 mhz)—Competing applications of Vacationland Broadcasting Inc.; to specify operation of WFTW on 96.5 mhz instead of 99.3 mhz; and Miracle Strip Communications Inc., SJK Inc., Juanina Inc., Pinnacle Broadcasting Corp., KY Broadcasting Inc., and Da-Gon Broadcasting Inc.; to determine if Miracle Strip, SJK Inc., and

KY Broadcasting are financially qualified; if tower height and location proposals of Juanina Inc., and Pinnacle Broadcasting would pose hazard to air navigation; which of the proposals would best serve public and which should be granted. (BC Doc. 81-855-861). Action Dec. 10, 1981.

■ Riverside, Calif.—**new TV** (ch. 62)—Pan-Pacific Broadcasting Inc., KIST Corp., Focus Broadcasting of Riverside Inc., Riverside Telecasters Inc., Etlinger Broadcasting Corp., Sunland Communications Co., Bethel Broadcasting Inc., Channel 62 Limited Partnership, Riverside Family Television Inc., and United American Telecasters Inc.; to determine if Focus Broadcasting, Riverside Telecasters, Sunland Communications, Bethel Broadcasting, Channel 62 and United American Telecasters are financially qualified; if Channel 62 is legally qualified; if tower height and location proposals of Sunland, Bethel and United would constitute hazard to air navigation; which of proposals would best serve public; and which should be granted. (BC Doc. 81-862-871). Action Dec. 11.

■ Sikeston, Mo.—**new TV** (ch. 45)—Robert Paul Owens and O.L. Turner: to determine if applicants' tower height and location proposals would constitute hazard to air navigation; if Turner is financially qualified; which of proposals would better serve public, and which should be granted. (BC Doc. 81-885-886). Action Dec. 11.

■ Mexia, Tex.—**new FM** (104.9 mhz)—Limestone Broadcasting Inc., Summit Broadcasting Associates Inc., and Bi-Stone Radio Inc.; to determine if applicants' tower height and location proposals would constitute hazard to air navigation; which of proposals would best serve public and which should be granted. (BC Doc. 81-887-889). Action Dec. 11.

■ Independence, Mo.—**AM modification**—Bott Broadcasting Company to modify KCCV(AM) Independence, Mo., for nighttime operation to determine whether proposed nighttime antenna system can be adjusted and maintained within proposed limits of radiation; whether nighttime proposal would provide coverage of Independence as required by rules, and if not, whether waiver is warranted; and whether grant of application would serve public interest. (BC Doc. No. 81-902). Action Dec. 14.

## Procedural rulings

■ Calexico, Calif. **FM proceeding** (Cal-Mex Broadcasting Co. and Hispanic Broadcasting Co.)—ALJ Walter C. Miller granted joint request by applicants and approved agreement, and reimbursement of \$4,988.55 to Hispanic Broadcasting and dismissed its application with prejudice, granted Cal-Mex's application and terminated proceeding. (BC Doc. 81-425-426). Action Dec. 9, 1981.

■ St. Simons Island, Ga. **FM proceeding** (Cannon's Point Broadcasting Et Al.)—ALJ John M. Fryziak by two separate actions, granted joint request by Burrows Broadcasting and Dale Bell and approved agreement, authorized reimbursement of \$3,000 to Burrows by Bell and dismissed with prejudice Burrows' application. Action Dec. 16.

■ Lansing, Mich. **TV proceeding** (KARE-KIM Broadcasting Co. and Benko Broadcasting Company)—ALJ Joseph Stirmer granted joint request and approved agreement, and reimbursement of \$29,912.80 to Kare-Kim Broadcasting Co. and dismissed its application with prejudice; granted Benko's application to operate on ch. 53 in Lansing and terminated proceeding. (BC Doc. 81-270-271). Action Dec. 9, 1981.

■ Florence, Ore. **FM proceeding** (Visionary Radio Euphonics Inc., and Constant Communications Co.)—ALJ James F. Tierney granted joint request and approved agreement, authorized reimbursement of \$40,000 to Visionary by Constant; dismissed with prejudice Visionary's application, granted Constant's application and terminated proceeding. (BC Doc. 80-747,749). Action Dec. 16, 1982.

■ Portland, Ore. **TV proceeding** (Channel 24, Christian Television Inc., et al.)—ALJ Joseph Stirmer by two separate actions, continued without date hearing set for Dec. 17 pending action on joint request for approval of agreement (By Order; Action Dec. 16); and granted joint request by Tavitac Corp. and Broadcast Associates Inc., authorized reimbursement of \$75,000 to Broadcast Associates by Tavitac and dismissed Broadcast Associates' application with prejudice. (BC Doc. 81-132,133,135). Action Dec. 17, 1981.

■ Sisseton, S.D. and Wishek, N.D. **AM proceeding** (Wayne D. Tisdale and Wishek Broadcasting Inc.)—ALJ Joseph Stirmer by two separate actions granted petition by Tisdale for leave to amend to specify a different frequency and returned his application to processing line (By Order; Action Dec. 14, 1981); and granted joint request by applicants and approved agreement, authorized reimbursement of \$5,000 to Tisdale and granted Wishek's application for new station on 1330 khz at Wishek. (BC Doc. 81-434-435). Action Dec. 15, 1981.

■ Gatlinburg and Pigeon Forge, both Tennessee **FM proceeding** (Vacation Media Inc., and Judith G. Hayes)—ALJ Joseph Chackin granted joint request and removed conflict, authorized reimbursement to Hayes for \$7,035.09, dismissed with prejudice Hayes' application, granted Vacation Media's application for new station at Gatlinburg and terminated proceeding. (BC Doc. 81-92-93). Action Dec. 10.

■ Mechanicsville, Va. **FM proceeding** (Christian Communications Inc. et al.)—ALJ Joseph Chackin granted joint request by Christian Communications, Mechanicsville Broadcasting Co., Drum Communications Inc., and Hanover Radio Inc., approved reimbursement of \$28,165.77 to Christian, \$15,000 to Drum, and \$6,523.24 to Mechanicsville by Hanover and dismissed with prejudice applications of Christian, Drum and Mechanicsville. (BC Doc. 80-661-665). Action Dec. 9, 1981.

## FCC actions

■ FCC amended rules to allow utilities to use FM subsidiary Communications Authorizations to transmit signals switching customer appliances and equipment during periods of heavy demand or limited supply. In separate but related action, FCC proposed that AM licensees use their AM carriers to transmit signals not audible on ordinary receivers for same purposes, as long as it doesn't disrupt normal radio transmission. Action Dec. 12, 1981.

■ FCC designated license renewal of KSOL (FM) San Mateo, Calif., and two other applicants for that channel for hearing to determine which would best serve public. Other applicants are minority owned San Francisco-based corporations. Earlier petition to deny KSOL license by another party was denied. FCC conditioned KSOL decision on outcome of license renewal for WOOK(FM) Washington, owned by KSOL's

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parent, United Broadcasting Co. FCC in past has revoked several of United's licenses. FCC said it was unnecessary to designate qualifications issue against KSOL, since inquiry of United for past misconduct was being explored in WOOK matter. After initial decision has been reached regarding WOOK, parties to KSOL may argue whether issues should be added to consider significance of WOOK outcome. Action Dec. 16, 1981.

- FCC extended its Advisory Committee on Radio Broadcasting for one more year, through 1982. Committee for last two years has provided assistance to FCC in preparation for Region 2 Administrative Radio Conference in Rio de Janeiro. Action Dec. 17, 1981.

- FCC has proposed deleting "three-year rule" requiring sale or transfer of station to be designated for hearing which has been owned less than three-years, unless certain extenuating circumstances exist. Rule was adopted in 1962. Action Dec. 17, 1981.

- FCC denied Entertainment Communications Inc. reconsideration of earlier action which assigned 94.7 mhz to Lockhart, Tex., as its first FM. ECI owns KLEF(FM) Houston, and sought review because it wanted to change its transmitter site location six miles short-spaced from Lockhart assignment, if approved. After further consideration, FCC concluded that other antenna sites were available for ECI and therefore denied reconsideration. Action Dec. 17, 1981.

- FCC deleted its test signal standards and accompanying mandatory transmission requirements for remotely controlled TV stations, allowing them to choose own measures for complying with signal transmission standards. Action arose from rulemaking begun last year in response to petition by ABC which proposed changes in specific vertical test signals for remotely controlled stations (RC). FCC said comments from proceeding confirmed that retaining certain VITS requirements for RC stations burdened licensees without benefitting them or public. Action Dec. 17, 1981.

- FCC denied Scripps-Howard Broadcasting, licensee of VHF station KJRH(TV) Tulsa, reconsideration of staff action granting call letters KBJH to new UHF at Tulsa. Last July Broadcast Bureau said that call letters were sufficiently different from KJRH as not to cause confusion. FCC agreed and said it was in accord with staff decision. Further, that one station was UHF and other VHF was less reason that public would be confused. Action Dec. 17, 1981.

- FCC granted Northern Sun Corp., licensee of new FM at Great Falls, Mont., review of staff action which reinstated competing application of First Media of Washington Inc., for assignment of call letters KLFM. Northern Sun and First Media last February applied for same call letters. First Media's application originally was rejected as deficient but later Broadcast Bureau granted reconsideration. In granting Northern Sun review, FCC said First Media's application was incomplete and should be returned. Action Dec. 17, 1981.

- FCC consolidated WSTC(AM)-WYRS(FM) Stamford, Conn., renewal proceedings and granted Western Connecticut Broadcasting Co., renewal of WSTC(AM) and WYRS Inc., owned 80% by Western, renewal of WYRS(FM). FCC also approved settlement whereby licenses of stations will be assigned to Radio Stamford Inc. and assignee's competing applications for those facilities dismissed. After applications were designated

for hearing parties informed ALJ that they reached settlement agreement and requested FM proceeding be certified to FCC into single matter. Action Dec. 17, 1981.

- FCC proposes to adopt new rules to alleviate problem of interference by some educational FM's to reception of TV ch. 6. Proposals will apply to future authorizations and will not effect existing FM's as long as they don't change current facilities. Action Dec. 17, 1981.

- FCC refused permission for L.D.S. Enterprises Inc., and subsidiary, Los Altos Broadcasting Co., to intervene in Jan. 12, 1981, oral argument concerning L.D.S.'s transfer of KPEN(FM) Los Altos, Calif., to Signal Enterprises Inc. Only Signal and Broadcast Bureau have been given time. Oral argument was scheduled because of questions regarding Signal and its president, Don W. Burden. L.D.S. asked for time to show that rapid transfer of KPEN is necessary due to severe financial conditions. FCC said it recognized this and scheduled argument promptly. It added that purpose of oral argument is to elaborate and define subtle and difficult questions on case matters, and since L.D.S. did not participate in earlier proceedings, there was no reason to give it time to argue already established point. Action Dec. 22, 1981.

## Allocations

### Petitions

- Ellsworth, Farmington, Lewiston and Belfast, all Maine—Proposed substituting 99.5 mhz for 104.7 mhz at Belfast; 104.7 mhz for 95.7 mhz at Ellsworth; 97.7 mhz for 99.3 mhz at Farmington and adding 95.5 mhz at Lewiston; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-168). Action Dec. 14, 1981.

- Devils Lake, N.D.—In response to a petition by KGPC Co. proposed substituting 102.5 mhz for 96.7 mhz and assigning 103.5 mhz to Devils Lake comments due Jan. 29, replies Feb. 16. (BC Doc. 81-874). Action Dec. 14, 1981.

- Coos Bay, Ore.—In response to petition by SGB Broadcasting Inc.: proposed substituting 95.7 mhz and 97.3 mhz for 98.3 mhz and 105.5 mhz at Coos Bay; comments due Jan. 29, replies Feb. 16. (BC Doc. 81-155). Action Dec. 14, 1981.

### Assignments

- Sacramento, Calif.—Substituted TV ch. 29 for ch. 15 at Sacramento; effective Feb. 16. (BC Doc. 80-755). Action Dec. 11, 1981.

- Natchitoches, La.—Assigned 95.9 mhz to Natchitoches as its second commercial FM; effective Feb. 16. (BC Doc. 81-436). Action Dec. 14, 1981.

## Cable

- FCC reported following cable Television Service registrations:

- Northwest Mutual Aid Telephone Corp. for Power Lake, N.D. (ND0083), new signal.

- Armstrong Utilities Inc. for Slippery Rock and Mercer, both Pennsylvania (PA2063, 2064), new sig-

nal.

- Service Electric Cable TV Inc. for Durham, Pa. (PA2059), new signal.

- American Cablevision of Kansas Inc. for Mission Woods, Westwood and Westwood Hills, all Kansas (KS0295, 0298, 0299), new signal.

- Warner Amex Cable Communications of St. Louis Inc. for St. Louis (section D), Mo. (MO0324), new signal.

- Liberty TV Cable Inc. for Ashmore and Kansas, both Illinois (IL0533, 0534) new signal.

- Total TV of Green County Inc. for Green Lake and Princeton, both Wisconsin (WI0325, 0326), new signal.

- South-Western Cable TV Inc. for Caseyville, both Ill. (IL0535) new signal.

- P J Cable Inc. for Madison, Ohio (OH0948), new signal.

- Torrance Broadcasting Corp. for Gloster, Centerville, Liberty and Woodville, all Mississippi (MS0191, 0193, 0194, 0195), all new signal.

- Austin Satellite Television Inc. for Ridgecrest apt., Ridgehollow apt., Westcreek apt., Woodcliff and Woodscape, all Texas (TX0874, 0875, 0876, 0877, 0878), new signal.

- William F. Tomberline d/b/a Dover Cable TV for Dover, Ind. (IN0227) new signal.

## Call Letters

### Applications

Call	Sought by
	<b>New FM's</b>
KCWD	Harrison Radio Station Inc., Harrison, Ark.
KOLS	Jeffco Broadcasting Co., Desota, Mo.
WIDA-FM	Christian Broadcasting Corp., Carolina, RR.
	<b>New TV</b>
KCCA	Sierra Vista Television Inc., Sierra Vista, Ark.
	<b>Existing AM's</b>
KRKR	KCKN Kansas City Mo.
WRZR	WYNA Raleigh, N.C.
KGTO	KRAC Tulsa, Okla.
WPBM	WKTU Aiken, S.C.
KXXS	KKRC Sioux Falls, S.D.
KIPR	KSPL Diboll, Tex.
	<b>Existing FM's</b>
WSWH	WIL0-FM Frankfort, Ind.
KFKF	KCKN-FM Kansas City, Mo.
WSWO	WKFI-FM Wilmington, Ohio
KHUN	KSAM-FM Huntsville, Tex.
WWWK	WEER-FM Warrenton, Va.

### Grants

Call	Assigned to
	<b>New AM's</b>
KJCB	Jackson and Chaisson Broadcasting System Inc., Lafayette, La.
WAMM	Dean-O'Connell Inc., Woodstock, Va.
	<b>New FM's</b>
KNNN	American International Development Inc., Phoenix, Ariz.
KABF	Arkansas Broadcasting Foundation Inc., Little Rock, Ark.
KKDI-FM	Cliff A. Packet, Sheridan, ARK.
WMNX	Metropolitan Broadcasting Corp., Tallahassee, Fla.
KLKO	Elko Broadcasting Co., Elko, Nev.
WRKE	Sounds Good Inc., Cresson, Pa.
	<b>New TV</b>
WLAE-TV	Educational Broadcasting Foundation Inc., New Orleans
WLBW-TV	TV-3 Inc., Meridian, Miss.
	<b>Existing AM's</b>
WLLF	WKSJ Prichard, Ala.
KNUS	KERE Denver
WCEI	WEMD Easton, Md.
	<b>Existing FM's</b>
WCEI-FM	WEMD-FM Easton, Md.
WMKC	WIDG-FM St. Ignace, Mich.
WGSQ	WPTN-FM Cookeville, Tenn.

## 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	188	3,532
Educational FM	1,116	0	0	1,116	63	1,179
Total Radio	9,082	5	2	9,089	378	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	2,675	187	2,844
VHF	1,472	0	0	1,472	434	1,906

\*Special temporary authorization

\*\*Includes off-air licenses



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Salesmanager** for extremely successful FM Top 40 and AM Urban Contemporary. Must possess thorough knowledge of sales systems, ability to follow through, hire, train and motivate eager staff. \$50,000 salary plus bonus and automobile. Our employees know of this ad. Send resume to Box N-74. Equal Opportunity Employer.

**General Sales Manager** for major market. Must train, motivate, lead sales force. Knowledge of co-op and agency contacts required. Compensation package could include ownership opportunity for right individual. Send resume to P.O. Box 600, Holbrook N.Y. 11741

**General Manager** for KISS-KMAC, San Antonio, Texas. Excellent opportunity for heavy-weight with strong administrative skills. Please share your interest in confidence to Wally Voigt, Capitol Broadcasting Company Radio Group, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF.

**General Manager.** Dominant Minnesota AM-FM in rich agricultural area seeks "take charge" manager with strong sales/managerial record. Excellent career opportunity with excellent company. Base + commission. Box P-29.

**Educational Radio Station Manager:** Responsible for daily administration of 1,000 watt campus FM educational radio station and teach one course per semester in Communication Department. Minimum requirements: master's degree or equivalent in Communication with minimum of two years professional experience in commercial or educational radio to include administrative responsibilities. Knowledge of programming, production and broadcast law and ability to supervise student station staff and teach basic broadcasting course. Application deadline: January 25, 1982. Submit resume and letters of recommendation to: Station Manager Search Committee, 220 Hüllihen Hall, University of Delaware, Newark, Delaware 19711.

**General Manager** for successful AM/FM in the northwest. Requires aggressive leadership capabilities and sales skills. Please mail resume to Paul Spranger, Western Broadcasting Company, Drawer M, Missoula, MT 59806. E.O.E.

**Sales Manager** for Top 12 Market Sunbelt Station. Rapidly growing station needs intelligent, aggressive, Sales Manager who can improve our performance in both agency and direct sales. Tell me your story and we'll negotiate. This is a great opportunity for someone who wants to grow with a phenomenal Broadcasting organization. EEO. Box P-53.

**Radio Advertising Bureau.** Regional Manager (Adding Three). Radio sales management persons now working in the mid central, northwest and northeast regions to headquarter in that area and to cover regional cities in each territory as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letters and resumes to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls accepted.

**Selling General Manager** to head new FM in Southwestern Wyoming. Need proven leader with strong sales, production and programming background. Write Manager, KSIT, P.O. Box 1058, Rock Springs, Wyoming 82901.

**General Manager.** Management position for America's northernmost radio station-KBRW, Barrow, Alaska. Candidates must have a minimum of five years' experience in commercial or public radio in a management capacity. Thorough knowledge of FCC regulations pertaining to legal and technical parameters of operation. Responsible for the management and evaluation of all staff members. Strong financial management and demonstrated fiscal control on substantial operating and capital budget required. An understanding and appreciation of life in the Arctic plus FCC First Class license desired. Salary \$32,000 per year plus housing. Send resume to: Board of Directors, Silak Kuagvik Communications, Box 109, Barrow, Alaska 99723. Silak Kuagvik Communications is an equal opportunity employer.

**Sales Manager.** Aggressive, organized, people oriented person needed to manage 5 person staff in this upper medium sized midwest market. Management experience not necessary. Send resume, salary requirements, and references to: Bob Dean, KESY Radio, Box 31037, Omaha, NE 68131, or phone: 402-556-7600.

**Manager: Group Owner** seeks experienced General Managers for AM and FM in top 50 Midwest markets. Must have Manager's or Sales Manager's experience in major market stations. Knowledge of various formats desirable; salary plus incentive. Give full particulars of background, earnings record, salary requirements, and references in first letter. Equal Opportunity Employer. Please reply Box P-54.

**Manager** for well-established inspirational 100,000 watt FM. Excellent opportunity in Sunbelt. Box P-70.

**Need General Manager** strong sales and sales organization background, medium market southwest Louisiana. Incentive plan, opportunity to acquire ownership. Send resume, references to Box P-52.

### HELP WANTED SALES

**I'm looking for someone** who can successfully sell a 35+ format in the fastest growing market in the country. Send resume to Mr. Rory Mack, WINK-AM, Box 331, Fort Myers, FL 33902.

**General Sales Manager** for AM/FM medium S.E. market. Salary, commission over-ride arrangements to \$35,000.00+. Successful stations, good ratings and track record. Complete resume to Box N-87.

**Need Turn-around Sales** staff-heavy closers. Salary plus high commissions on net sales. One for sales manager that can sell and create excitement. Southeast media market, adult format, ratings okay, 35 plus demos. If you're dead-ended, act fast—you can make money. Box N-97.

**Radio Sales Pro**—medium market group—stations in Midwest and Florida. If you've reached your dollar potential, let's talk about your future. Write to: James C. Pride, President, Raket Communications, 161 Twin Lakes Dr., Fairfield, Ohio 45014.

**The best AM/FM** combination in Houma-Thibodaux, Louisiana, market is looking for an experienced salesperson. Established list with billing accounts. Only 60 miles from New Orleans. Contact John Starr, 504-475-5141.

**Good List Available** at Virginia Country AM-FM. Last year list earned salesman \$24,000. Need experienced street salesman to handle and expand list. 1st year's realistic income from \$25,000 to \$30,000. Contact Jerry McKeown, 804-861-9654.

**New Small Market FM** in beautiful N.E. area seeks very creative salesperson. We're quality-conscious about our staff, programming and facilities. Dedicated broadcasters own WRSI and offer excellent management/staff rapport. Your willingness to work hard and your sales approach is most important! Plenty of potential. Isn't it time you felt good about selling radio? Send resume to WRSI, Box 910, Greenfield, MA 01302. EOE.

**Dynamic Salespeople Wanted!** Syracuse's fastest growing station needs experienced, big producers to join WOLF! If you can really sell and want a golden opportunity to join one of the fastest growing groups in the country, reply immediately with resume and salary requirements to: Manager, Box 1490, Syracuse, N.Y. 13201. E.O.E.

**Madison, WI,** offers excellent entry sales opportunity for bright problem solver on the way up. Must be strong on creativity with ability to write & sell imaginative campaigns. Fourteen station group that promotes from within seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding record. If you want to make sales your career, we'll teach you a new, exciting, profitable way to sell radio. Phil Fisher, WISM AM/FM, Madison, WI 53701. A Mid West-Family Station. EOE.

**AM-FM in Need** of strong, aggressive, promotion-oriented local sales manager. Min. 3 years exp. Send resume to Box P-90.

**New A.M.** in Northwest wants hungry salesperson. Salary plus commission. On-air March 1st. Start February 1st. Close to Seattle-Tacoma. Send resume to Darl Stuvick, KENU, 2541 Griffin Avenue, Enumclaw, WA 98022.

**Sales for St. Louis** area progressive country station. Account list. Minimum two years' experience. Resume to Box P-65.

**Account Executive needed** for farm sales at our new station in the heart of Missouri. An incredible ground floor opportunity at Missouri's only 110kw FM. If you've got broadcast farm sales experience, let's talk. Contact: Frank Chaffin at 913-547-3461 or 816-542-0404.

**Experienced Account Execs** needed for our new AM and FM stations. Ground floor opportunity at a "gold mine." We offer company car, gasoline, fringes and incentives, security and growth. If you've got broadcast sales experience, let's talk. Contact: Frank Chaffin 913-547-3461 or 816-542-0404.

**Aggressive, career-oriented** salesperson with management aspirations needed for rapidly growing communications company. Send resume to Village Radio of Wilmington, Inc. Box 1889, Wilmington, North Carolina 28402. An Equal Opportunity Employer.

**Sales Manager:** Top-rated 100,000 watt Contemporary FM seeks promotional-minded individual who wants to succeed. One of the nation's wealthiest markets. Temperate climate. Must operate and motivate sales staff and work with clients on promotions. Good salary plus override. Apply only if you want a future, not just a job. EOE. Contact Roy Elsner, 915-337-6262. Odessa/Midland, Texas.

### HELP WANTED ANNOUNCERS

**Excellent opportunity** for experienced personality. Top quality community radio, adult contemporary format. Join great staff, modern facilities, good salary, benefits. Summer/Winter vacationland. Send resume & tape to: Donald A. Thurston, WMNB, Box 707, North Adams, MA 01247.

**Radio Personality** for "music of your life" station in Daytona Beach. Warm adult delivery and a minimum of 3 years commercial radio experience. Tape and resume to WROD, P.O. Box 991, Daytona Beach, FL 32015 904-253-0000.

**Program Director** for major market urban contemporary station. Experience and proven track record as PD. a must. Send resume to P.O. Box 600, Holbrook, N.Y. 11741.

**Santa Barbara, California,** needs talented, creative, experienced personality for our contemporary AM station. No time and temp types, please. Great climate, good pay. Send tapes, resumes, and income needs to Terry Janisch, 1832 East Las Tunas, Santa Barbara, California 93103. E.O.E.

## HELP WANTED ANNOUNCERS CONTINUED

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. EOE. Send resume to Box P-26.

**Excellent opportunity** to join a proven winner in Central Virginia. WPVA (AM-FM) needs a professional capable of handling Country in morning drive, producing creative spots, and co-hosting a top rated talk show. Must have the winning attitude. Send tape and resume to Bob Rich, Operations Manager, WPVA, P.O. Box 87, Petersburg, Virginia 23804. An E.O.E.

**Announcers Needed,** all air shifts. Please send tapes and resume with salary requirements to: WTSB/WGSS, Ron Pait, P.O. Box 393, Lumberton, NC 28358.

**We Need A Mature,** experienced personality capable of capturing a medium-sized Northeastern market. If you can dazzle them with your humor and personality, have a good knowledge of country music, and plenty of on-air experience, we'd like to talk to you about being our next morning personality. Send salary requirements and resume to Box P-8.

**Afternoon Drive Personality** needed now. Great opportunity with a great contemporary station. Talent and experience necessary. Resume/tape to WENY, Box 208, Elmira, N.Y. 14902.

**Production specialist** needed for Texas station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to KBAT, 3306 Andrews Hwy, Midland, TX 79703.

**New Adult Contemporary A.M.** needs 2 announcers. On-air March 1st. Send tape and resume to Darl Stuvick, KENU, 2541 Griffin Avenue, Enumclaw, WA 98022.

**Country Station** in fast-growing California market needs on-air personality with production ability. KCIN, Victorville, CA 92394.

**Morning personality/newsperson** to serve as a sign-on announcer and news director for small mid-west station with excellent news department and in excellent community. Commercial experience mandatory. Box P-67.

**The search is on** for a Super Pro, A-C Morning man. A production whiz who can take direction and deliver. Outstanding benefits with a great outfit. If you qualify, rush tape & resume to: Bill Kimble, PD., WLLI, Box 430, Joliet, Illinois 60434.

**Announcer-Sports Director** needed, West Texas AM/FM. Call Jimmy Young, 806-872-2404. EOE/M/F

**Experienced Group** adding mid-day announcer at our suburban northeast AM. Must be strong, productive and sincere on air, and PD material. Send resume to Box P-96.

**Central New York AM-FM** top 40 needs good strong personality. Min. 2 years' experience. Send resume to Box P-91.

**Excellent position open** with advancement opportunities. Fast-growing, exciting West Texas City. Ideal living conditions. Top rated station. Good equipment. EOE. Rush resume to KBAT, 3306 Andrews Hwy, Midland, TX 79703.

## HELP WANTED TECHNICAL

**Assistant Chief Operator.** Growing AM/FM has immediate need for Assistant Chief Operator. Minimum 1st Class license and two years practical experience in transmitter, studio installation and maintenance required. Excellent career opportunity. Full benefits. Send cover letter, resume and salary requirements to S. Rice, Personnel Manager, WJLK, Asbury Park, NJ 07712. EOE.

**Northern Virginia AM/FM:** Director of Engineering for fulltime regional AM at 610 khz and a Class "B" FM. Attractive area about seventy miles from Washington, D.C. Already on-line with satellite ... other facility improvements scheduled for 1982. Please send your resume to our home office: The Holt Corporation, Westgate Mall, Bethlehem, PA 18017.

**Sunny Florida**—Powerful FM needs Chief Engineer to build new studios, improve transmitter site. Box P-84.

**Consulting firm,** midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.

**Medium market FM, AM** (non directional) Illinois radio property looking for Assistant C.E. All state of the art equipment. Interested in someone wanting to move into C.E. position, with repair and maintenance abilities. Good salary and benefits. Reply in confidence to Box P-10.

**Chief Engineer.** WMPS/WHRK, the flagship stations of Memphis-based Plough Broadcasting Company, is looking for a highly professional chief engineer. Excellent compensation and benefits plan. Forward resume and introductory letter to: Craig Scott, VP/GM, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. No calls, please. An Equal Opportunity Employer.

**Colorado Medium AM-FM** needs fulltime chief engineer. Resume, references and salary requirements first letter, Box P-83. E.O.E.

## HELP WANTED NEWS

**Kansas' No. 1** radio news team is looking for experienced News Anchors and Reporters. Send tapes and resumes to Geoff Scott, N.D., KFJH Radio, 104 S. Emporia, Wichita, Kansas 67202. EOE.

**News Director** for Adult AOR station in small market Rocky Mountain resort area. Must have solid news background. No smokers. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

**WZZK-FM,** Birmingham's top-rated station, seeks morning Co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years' on-air news experience. WZZK is part of the growing, employee owned, Katz Broadcasting Company. Tape and resume to Ley Garnett, News Director, WZZK, 530 Beacon Parkway West, Birmingham, AL 35209. No Phone Calls. E.O.E.

**Morning News Pro** for adult AM midwest University town. Top salary and benefits. Tape and resume to Kent Braverman, KCJJ Radio, Box 2118, Iowa City, Iowa 52244.

**Opening for a Top Quality Newscaster** at WSB-Radio, Atlanta, GA. Must have 3-5 years with major market experience, Salary negotiable, no beginners and no calls, please. Equal Opportunity Employer, M/F. Reply to: Personnel Director, WSB Radio, 1601 W. Peachtree St., N.E., Atlanta, GA 30309.

**New England AM** opening sports/news combo, anchor morning sports reports, assist newsgathering, writing, do college, high school PBP sports. Send resume, salary requirements to Box P-42. EOE.

**Top News Station** in Northern New York needs a good number 2 person. If you have the ability, experience and desire to be with a solid company, send tape and resume to Kevin Mastellon, News Director, WTNY, 134 Mullin Street, Watertown, New York 13601. E.O.E.

**Top station** seeks committed broadcast journalist with at least two years' experience in all phases of radio news. We run a fast-paced but accurate operation that digs for stories that many stations never approach. If you want to further your career and you have the qualifications, we're the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, N.J. 08903.

**Expanding Group** needs aggressive news person who can move into news director in 6 months. If you can make a Sunday morning newscast in a suburban north east market interesting, we have a full-time job and great opportunity for you. Send resume to Box P-97.

**New Adult Contemporary AM.** Needs news director. Strong on gathering and presenting local news. Need experience with voicer/actualities. On-air March 1st. Send tape and resume to Darl Stuvick, KENU, 2541 Griffin Avenue, Enumclaw, WA 98022.

**Eastern New York AM** needs strong newsperson. Min. 3 years experience. Send resume to Box P-89.

**Serious Broadcast Journalist** with at least one year experience to join 5-person news team. Good reporting skills and delivery. We're a regional 31-K A/C FM in a New England seacoast resort area. Tape, resume and copy to Bob DiPietro, ND, WHEB, Box 120, Portsmouth, NH 03801. 603-436-7300.

**Sports Director** with experience needed. Must be excellent in Basketball PBP and well-rounded in other broadcast areas. WWWW, Columbus, IN. Phone Ron Gates, 812-372-9933. E.O.E.

**Eager newsperson wanted.** Writing skills and good delivery essential plus a "nose for news." Send tapes and resume to KBAT Radio, 3306 Andrews Hwy, Midland, TX 79703. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Fast-growing midwest** radio group is seeking talented, experienced air talent, News Anchors and Reporters. Send resume to Box N-90. EOE.

**Development Director.** Responsible for fundraising and public awareness at Public Radio Station. 9.7% rating in small market area. Salary \$13,386 - \$18,280. WMRA, James Madison University, Harrisonburg, VA, 22807. Jan. 20th deadline. An Affirmative Action/Equal Opportunity Employer.

**Creative copywriter/production announcer.** Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

**Producer/Scriptwriter.** Bilingual. 6 months position. Needed at MCCC Jan. 18, 1982. Opportunity for freelance professional to develop 6-month grant-funded "English as a Second Language" radio program series. Must speak & write Spanish fluently. Requires Bachelor's Degree or equivalent, thorough knowledge of radio production & good writing skills, Salary \$5250. Respond with letters in English & Spanish with resume to: Mercer County Community College, Personnel Services, Dept. V, P.O. Box B, Trenton, NJ 08690. Equal Opportunity/Affirmative Action Employer.

**Program Director:** Powerhouse AM in top 50 market wants "take charge" person to revitalize and give direction to a potentially great personality/adult contemporary radio station. Air shift (preferably, morning drive); oversee air staff, production, news personnel and formats. Solid track record with proven stability a must. Send resume to: Bernie Barker, WAPI, 2146 Highland Ave. South, Birmingham, AL 35205. EOE, M/F.

**Producer/Writer** for Spanish language news and public affairs programs produced by Southwest public radio station. We are looking for a qualified producer/writer to work primarily in Spanish language programming, although some assignments may be for program production in English. Responsibilities include research, interviewing, writing, recording, editing and delivery of news reports, program segments, or full production. Bachelor's degree, plus two years' experience in news and public affairs, with public radio experience desired. Individual must be equally capable in the writing, reading and delivery of English and Spanish. Classified staff position starting at approximately \$15,500 with liberal fringe benefits. Send resume by January 30, 1982 to Employment Office, University of Arizona, 1717 E Speedway, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

**Radio Production/Technical Assistant.** 6 month position. Needed at MCCC Jan. 18, 1982 to work under direction of Producer/Scriptwriter to produce grant-funded "Vocational English as a Second Language" radio program series: research, correspondence, radio production & board operation. Requires Associate Degree or equivalent & appropriate communications experience. Hispanic bilingual preferred. \$4.00 per hour. Respond in writing to: Mercer County Community College, Personnel Services, Dept. V, P.O. Box B, Trenton, NJ 08690. Equal Opportunity/Affirmative Action Employer.

**Forecaster/Broadcaster** needed for growing Weather Service. Send tape, resume, salary requirements to: WeatherCenter, Inc. DeWitt Office Complex, DeWitt Building, Ithaca, New York 14850.



## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Copy & Production** manager position open for leading West Texas stations. Finest equipment. Four production consoles. Great Staff. Send resume, work samples and tape to KBAT, 3306 Andrews Hwy, Midland, TX 79703. EOE.

## SITUATIONS WANTED MANAGEMENT

**General manager/Sales manager** team available to build a solid operation for you. Strong track record in sales, programing and news. Believers in community involvement. Investment opportunities welcomed. Reply to Box P-6.

**Program Manager**-Impressive track record with references. Currently with medium market chain in Operations aspect. Looking for move up. Box P-37.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for longterm association with quality organization. Write Box N-80.

**General Manager**-Solid professional with 19 years' experience - offering heavy sales, programing, leadership and organizational skills. Take charge individual, with strategies for developing maximum sales and profits. Managed AM/FM, all markets. Excellent credentials. Box P-49.

**General Manager,** sales-oriented, who can lower costs, improve image, and lead your station to greater heights. Group experience. Excellent credentials. Medium to large market, please. Currently in NYC ADI. Confidential. Box P-72.

**Stable,** compatibly employed GM seeking change. Over 10 years successful management. Complete credentials, references. Knowledgeable all areas. Sales-oriented, community active. I can make your station one of which you can be proud. Prefer smaller market. Box P-75.

**Looking for Stable** organization that believes a good programmer can make a good GM. Write with full details on PD, OM position leading to GM, or current GM position. Prefer states West of Kansas. Box P-74.

**Group Management,** 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

## SITUATIONS WANTED ANNOUNCERS

**212-798-9390.** Small Markets: Make the connection with an energetic DJ/Newsreader with good production and writing skills. Seeking initial break now! Write to Box N-69.

**New York Talk Host.** Well-known radio personality; lively/off-beat. Terrific on open phones. Perceptive interviewer. Top commercial actress, over 10 years in all national advertisers. Many film/TV credits. Now interested in relocating to other major market. Box No. 1, 312 West 81 Street, N.Y., N.Y. 10024.

**Two talk hosts available.** One hosted late-night NBC-TV show. The other one works cheap! 201-838-6991.

**Announcer** with 4 years' experience. Also interested in sales. Box P-20.

**Versatile Announcer/Newsreader/DJ.** 10 years experience, wants a permanent home at small or medium market station, anywhere in California. Can handle any format. 714-658-1094.

**Excellent communicator,** good voice. 6 years' experience in college-commercial radio. Market size, area secondary to quality station. Call Mike: 312-251-5041.

**Announcer.** Mature. Handle sports, news, MOR DJ, oldies/goodies. Interested in good small station market. Frank Maher, 48 South 22nd St., San Jose, CA 95116. 408-293-3285.

**Free! Volunteer**-That's right, looking for volunteer work announcing for your station on part-time basis, any format. No prior air experience. But I offer you: 1st class license, Bachelors Degree, Military Vet., mature male, married, minority candidate, 32 years, dependable, workaholic, articulate, neat appearance, learns fast, good attitude, no strings attached, plus I'm free! Currently working for gov't law enforcement agency. N.Y.C., L.I., N.J., CT. Box P-81.

**Experiences Female** disc jockey-all formats. Seeks air shift with quality broadcaster. Box P-40.

**Creative,** self-motivating guy with the skills to do your mornings or afternoons right. Success at KIOA & WTVN. Now available at a local radio near you! Brad. 305-276-2945.

**Trained-Talented.** Great tape. Available now to help you meet your programing goals. Ralph Esposito. 312-631-6231, 8 a.m.-6p.m. CST.

**Male announcer.** New, aggressive, some experience in writing and production. Immediate start possible. Felix, 714-483-4264.

**Talented, Experienced Announcer,** former PD, looking for stable job, liveable wage. Call Scott, 203-564-4663, evenings.

**3 years' experience** - play-by-play; reporting; production. Will relocate. D.C. Enriquez, 3320 S. Hickory Road, New Berlin, WI 53151. 414-786-1276.

**Announcing, Production** position wanted! Experienced, versatile broadcaster. Excellent reader 1-715-234-9222. Dick Hoff, 316 Phipps, Rice Lake, Wisconsin 54868.

**Dedicated, talented,** hardworking personality ready to make a move. Send for tape and resume. Call Bill Babicz, 312-334-7124 after 6 p.m. or write 4835 N. Winchester, Chicago, IL 60640.

## SITUATIONS WANTED TECHNICAL

**ASET Degree,** 10 years' experience in Radio and TV. Want staff engineer position. Prefer West Coast. Reply to Box N-21.

**Experienced Chief Engineer,** First Phone, C.E.T., Technical School. Write Box N-102.

**3rd Endorsed** seeks job, and he will relocate anywhere. Has 5 years' experience. Please contact Joe at 319-391-0072.

## SITUATIONS WANTED NEWS

**News Director** with impressive six-year news gathering background wants to dig up stories with dedicated radio journalists. Box P-4.

**Chicago area** law student with extensive sportswriting background and some PBP experience seeks position with Windy City station. For tapes and resume, contact David Schwartz, 716 Sarson Way, Hanover Park, IL 60103. Telephone 312-837-6783.

**Experienced Sportscaster.** Recent radio/TV grad. RBP specialty, but quite versatile. Descriptive and extremely knowledgeable in all sports. Strong references. Will relocate. Tim, 716-934-2366.

**Experienced and talented news reporter** ready to make the move - Up. 12 years' experience. Delivery - smooth and personal. Good writing skills, Single. Willing to relocate. No one works harder. Box P-87.

**News Director** in small California market. Seeking reporter-anchor position in medium to major market. Strong voice. BA Journalism. Box P-73.

**Working newsman** looking for bigger and better things. Also sports and PBP 3½ years' experience plus college degree. 301-949-1123.

**Serious-minded newscaster** eager to demonstrate communicative skills. Please contact Roger after 5 p.m. at 312-477-5427.

**Veteran Newshound.** 10 yrs. experience. Reporter, Anchor, N.D., Talk Host. Seeks to relocate. 801-487-4353, Box 6077, Salt Lake City, Utah 84106.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Program Director/Music,** promotion, research & production background! Looking for room to grow at stable operation! Let's talk! Frank, 412-373-3994.

**High-profile morning personality,** high energy, lots of humor, high ratings. It's contagious. Will consider PD. Position. Box P-1.

**Experienced Network & Local Sports Producer.** All aspects, all sports. Whether it's sports talk or live broadcasts of events, plus the usual daily wrap shows, this college graduate can tie it all together and give you the unusual -110%. Ph. 215-461-2646.

**Six Year Vet PD,** M.D., Agency production, copywriting, morning drive jock. Wants PD. job in small medium market. Call Roland, 717-397-9369. 302-734-2932; or write 312 College Ave., Lancaster, PA. 17603.

**A/C Program Director** needs new opportunity. Experienced, reliable. Strong air and news background. Contact Don Noe at 803-229-7689 or write to 107 Canyon Drive, Greenwood, South Carolina, 29646.

**Dedicated 5-year man** looking for community-involved, small market PD. position. Fla., Mich., Pa., Ill, Ky, or W.Va. 513-631-4657.

**Baltimore may have** a jock that's 'blue'. But I try harder, 'cause I'm No. 2. Interested? Box P-58.

**Soul Programer,** seven years' know-how, seeking to relocate. Richard. 919-483-6530.

# TELEVISION

## HELP WANTED MANAGEMENT

**New VHF station** in Arizona's most desirable small town needs sales-oriented general manager. If good climate, a start-up challenge and an exciting future interests you, send resume and salary requirements to P.O. Box 391, Phoenix, AZ 85001. EEO/M/F

**General Manager/Corporate Officer**-new VHF in Anchorage, Alaska, seeking experienced broadcaster to put Channel 4 on the air. Sales, programing, production, promotion, budgeting, people skills essential, plus proven performance record in medium-sized market. Send resume, salary requirements and references to Tacoma Fund, 2104 North 30th Street, Tacoma, WA 98403. E.O.E.

**Station Manager** with energy, administrative ability and proven sales record for growing South Texas market. EOE. Box N-99.

**Public TV Administrator:** The Friends of Louisiana Public Broadcasting is seeking an individual to plan and direct its statewide activities. Management skills and knowledge of fund-raising essential. Previous public broadcasting experience desirable but not required. Salary commensurate with experience. Send resume to: FLPB Search Committee, 2618 Wooddale Boulevard, Baton Rouge, Louisiana 70805. Application deadline: February 1, 1982. The Friends of Louisiana Public Broadcasting is an Equal Opportunity Employer.

**Manager of Special Projects** for KETC-TV (PBS), St. Louis, Missouri, to be responsible for various special events to enhance the station image in the community and fund raising. Will also serve as chief liaison with franchising authorities and cable company administration in planning and bringing to fruition plans and opportunities in local cable TV for KETC. College degree, three-five years' experience in marketing, public relations, research or other related profession required. Advanced degree preferred. Demonstrable oral and written communication skills. Send resume to: Manager of Special Projects, KETC-TV, P.O. Box 24130, St. Louis, MO 63130, by January 20, 1982. Equal Opportunity Employer, M/F.

## HELP WANTED MANAGEMENT CONTINUED

**General Manager** for small single station market, East Central. Must be experienced in national sales with working knowledge of all facets of the business, including budgeting, programming, and FCC Regulations. Group owner offering growth potential. Send full resume, salary requirements, and history. All replies confidential. If you are a National Sales Manager ready to step up in your first management position, send full particulars to Box P-51. Equal Opportunity Employer.

**Business Manager needed**, Midwest medium market. AM/FM/TV. Operation needs experienced take-charge person to supervise all areas of station accounting including installation of in-house computer system. Excellent benefits. Group-owned network affiliated. Send resume and salary requirements in confidence to Box P-57.

**Public Information Manager** (Public Relations Officer). New Hampshire Public Television. Imaginative professional to implement statewide public information and advertising program including all media relations. University graduate, plus 3-5 years' documented experience. Salary range: \$14,460-\$22,400, commensurate with experience. Forward resume by January 22, 1982 to General Manager, Box Z, Durham, New Hampshire 03824. AA/EEO.

**Major League Sports** Organization seeks man (or woman) to put package of events together serving cable systems and other TV outlets. Must work with cable operators, plan and handle telecast details (personnel, equipment, transmission) and sell time to national-regional-local advertisers. This is new, ground-floor job for doer. Unusual opportunity requiring some experience, genuine drive and dedication. Give details of education, business experience, income requirements, resume to Box P-56.

## HELP WANTED SALES

**National Sales Manager**—Group-owned network affiliate in Midwest Top 60 market seeking national sales manager with good track in both national and local sales. Immediate opening. Send resume and salary requirements to Box P-33. An Equal Opportunity Employer, M/F.

**Local Sales** - ABC Affiliate in Florida Gulf Coast area has immediate opening for Account Executive with strong broadcast sales experience. Must be self-starter. E.E.O. Send resume to Box P-50.

**Account Executive**, Midwest market, ABC top 100 station. Local AE going back to graduate school, need to fill vacancy ASAP. Must be experienced in buying or selling with top references. Equal Opportunity Employer, M/F. Send resume to Box P-41.

## HELP WANTED TECHNICAL

**Television Broadcast Engineer** with production emphasis required for operation and maintenance of new EFP vehicle, Vanguard studio editing and studio maintenance. FCC license, two years television engineering experience and ASEE or equivalent required. Send resume to KAKM, 2651 Providence Drive, Anchorage, Alaska 99504. Deadline for applications is January 15, 1982. KAKM is an EEO employer.

**Production-Minded** chief engineer with excellent technical training for medium market Texas station. EOE. Box N-73.

**Consulting firm**, Midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.

**Maintenance Engineer** for southwestern ABC affiliate. Must have minimum three years transmitter/translator and microwave maintenance experience. Appropriate FCC license required. Resume & references to Chief Engineer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125.

**Opportunity for snowbirds** to fly South! Sunny South Texas VHF has immediate opening for qualified technicians. EOE. Box N-100.

**Chief Engineer**, Sioux Falls-Mitchell, South Dakota. KXON-TV. Call Jim Nelson, 605-996-7501. EEO.

**TV Engineer**—Connecticut Public Broadcasting seeking TV Engineer with FCC First or General, minimum 2 years technical schooling and broadcast experience. Salary range \$12,948-\$23,244. EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

**R.F. Maintenance Technician**, NBC affiliate in rapidly growing Southwest market is looking for an R.F. Maintenance Technician with a minimum of three years of applicable experience. Knowledge of RCA "F" line transmitters, Lenkurt microwave equipment, and digital remote control is desired. This position requires some travel and an FCC General Radiotelephone license. Salary is negotiable depending on experience. Send resume to Bob Hauck, KVBC, P.O. Box 44169, Las Vegas, NV 89116. An Equal Opportunity Employer.

**Assistant Chief Engineer**—We are looking for an individual with 3-5 years studio/transmitter maintenance experience with a desire to move up to a management level position. We are a growing independent UHF in a major eastern market, group-owned, offering a competitive starting salary and benefits package. E.O.E., M/F. Please forward resume and salary history to Box P-2.

**Maintenance Engineer**—Top ten TV market. Immediate opening for strong maintenance background in ENG equipment, control room, cameras to videotape, microwave and transmitter equipment. First phone, EOE. Box P-17.

**TV Maintenance Engineer**—Ohio CBS-Affiliate station seeking individual with a restricted telephone permit experienced in video, audio and R.F., as well as complex digital computer logic. Send resume and salary requirements to Box P-30. An Equal Opportunity Employer, M/F.

**Chief Engineer**: Ground floor opportunity in design, installation, operation & maintenance of television production and post production facility with CATV interconnects and 3,000 watt FM radio station. Experience in above areas required. Salary competitive. Available January 1982. Send resume and 3 letters of recommendation to John L. Beabout, Director, Radio & Television Center, Eastern Illinois University, Charleston, IL 61920.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC general License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**KGRV-TV** in the lower Rio Grande Valley of Texas has an opening for an aggressive Asst. Chief Engineer. If you are experienced in state of the art television equipment including RCA tape and cameras, ENG and EFP equipment including 3/4" tape, and have a solid foundation in overall television systems, are presently an Asst. Chief Engineer, studio supervisor or staff engineer who believes in good television and are ready to move up, we would like to talk with you. The position involves day-to-day responsibility for operation, maintenance, and supervision of our staff of professional television engineers. Salary commensurate with experience and ability. Write or call Bill Yordy, Director of Engineering, Maniship Stations, c/o WBRZ-TV, P.O. Box 2906, Baton Rouge, Louisiana 70821, or call 504-387-2222.

**Broadcast Studio Technician**, Austin, Texas. Tired of the cold? Sunny southwest has immediate opening for Technical Staff Assistant V. Requires 7-9 years' experience in skilled installation, operation and maintenance of equipment related to radio and television broadcast studios. FCC Radio Telephone First Class License required. Excellent fringe benefits. Salary: over \$18,000. Send resume by January 15th to: Neil Gilligan, RTF Dept., University of Texas at Austin, CMA 5.118, Austin, Tex 78712. An Equal Opportunity/Affirmative Action Employer.

**Help Wanted:** Experienced television broadcast technician-operator. Must be familiar with operation and light maintenance of equipment such as RCA-TCR-100, TR-70, Sony-BVU-1000, 1100, 800 VTR's, RCA-TK-47, TK-76 cameras, Vital production and master control switchers, etc. Excellent salary and benefits. Enjoy a good job in a beautiful deep-South environment. Contact Don Allan, WAFB-TV, P.O. Box 2671, Baton Rouge, LA 70821. Telephone 504-383-9999. An Equal Opportunity Employer.

**Engineer of the Future** - Needed Today. As we go digital, CP, ENG and remote control, we need engineers who understand digital data and micro logic. If you're one and would like to live and work in one of the most congenial areas of America as part of a first class network affiliate operation, send your resume and salary requirements to Box P-93. E.O.E.

**Phila.-based TV Station/Prod. Co.** is looking for a TD with live audio exp. and a videotape eng. 3-5 years' exp. in 1" & 2" tape format and FCC lic. required. Resumes must be received no later than 1/25/82. Box P-63.

**Transmitter Specialist** - Opportunity in growing Florida market for hands-on pro to take charge of new transmitter facility, microwaves and remote equipment. Full knowledge FCC rules and regs. P/O/P and maintenance procedures essential. Write Box P-94. EOE.

**Chief Engineer** for northeast. Growth opportunity. Experience necessary in UHF transmitters, supervision, maintenance and planning. An equal opportunity employer. Send resume and salary requirements to Box P-62.

## 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.

**KSTP-TV is looking** for an experienced television street reporter, one with superior skills as a digger and writer. This is a rare opportunity to join the largest broadcast news operation in one of the nation's most respected markets. Send a complete resume and samples of your work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, Minnesota 55114. No beginners, please. Equal Opportunity Employer.

**anchors and producers**. Medium market, group owned net affiliate in Southeast/Sunbelt is starting early morning news program. We are searching for anchor with strong delivery and interview ability; and a producer with ENG editing ability. Self-starters required for both positions. Resumes and salary requirements to Box P-21. EEO employer.

**Meteorologist** to supervise three-person weather department at medium market NE station. Applicants should have several years' on-air experience and meteorology degree or equivalent. We have radar, GOES, NAFAX and leadership in local information programs. Send resume, including salary requirements to Box P-24. EOE.

**Number 1 medium market station** needs reporter with strong news background who also knows shooting. No beginners. Write Box P-9.

**Assistant News Director/assignment editor** for Public TV station. BA degree in broadcasting or related field and at least 2 years full time television news experience required. Supervise news room activities; teach 1 course. Some anchor work. Salary mid-to-upper teens. Resume and references postmarked by January 18, 1982, to T. Weiser, KRWG-TV, Box TV 22, Las Cruces, NM 88003. An Equal Opportunity/Affirmative Action Employer.

**Weekend Sports**. Top twenty Sunbelt market seeking experienced sportscaster for weekend and weekday backup. Send resume to Box P-35. Equal Opportunity Employer.



## HELP WANTED NEWS CONTINUED

**Aggressive Reporter** needed for hard-news beat. We need a genuine self-starter who wants to dig. Not an anchor position, but it is key to our success in this top-rated Midwest market. Send resume and salary requirements to Box P-31. An Equal Opportunity Employer, M/F.

**KRMA-TV/6**, Denver's PBS station, seeks a Producer/Reporter for its award-winning News/PA Unit. We're looking for an experienced professional who wants to grow beyond mere formula journalism newscasts toward program-length documentaries and specials. Salary information: \$18,671-\$23,324, depending on experience. Fringe benefit package. This employment contract is renewable annually based on job performance. Write or call for complete job notice. Application deadline: January 29, 1982. EEO/AA employer. News/PA Unit, KRMA-TV/6, 1261 Glenarm Place, Denver, CO 80204: 303-892-6666.

**Position open immediately** for an aggressive journalist as co-anchor at a progressive station in Pennsylvania. We're in the top fifty market—and looking for a pro. Reply Box P-27. An equal opportunity employer, M/F.

**ENG Photographer**. Minimum 3 years' experience. Ability to operate a microwave van mandatory. Light maintenance and editing skill desirable. Aggressive total tape news operation with top equipment. S.E. location. Resume to Box P-28. EOE, M/F.

**Weekend Meteorologist**. Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send resume to Box P-34. Equal opportunity employer.

**News Photographer**. Struggling in a small market? We're a live ENG No. 1 station in a medium market and we need an experienced ENG photographer who wants to grow with the best. No beginners. Send resume and salary requirements to Box P-32. An Equal Opportunity Employer, M/F.

**Meteorologist** wanted for top rated station in South Carolina. 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, have a degree in meteorology and love doing the weather, we would like to talk with you. Send resume, recent air check and salary requirements to Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**Photographer/Editor**—commercial TV News experience including shooting and editing. Ikegami cameras. Sony editors. Resumes to News Director, WTNH-TV, PO Box 1859, New Haven, CT 06508. Tapes with stamped return envelopes will be returned. Equal Opportunity Employer.

**General Assignment Reporter**, with strong business/economic interest. Emphasis on consumer-oriented angle. May lead to some anchor or documentary work. Degree plus one year's experience required. Tape and resume to Mike Beecher, KTIV-TV, PO. Box 87, Sioux City, Iowa 51102. EOE.

**Sports Producer**. Aggressive, creative. Enterprise oriented sports producer. All ENG. Equal opportunity employer, M/F. Resume, videotape, and writing samples to Andrew Fisher, News Director, WAGA-TV, Box 4207, Atlanta, GA 30302.

**News Producer**. Strong writer, piece producer, broadcast producer. Equal opportunity employer, M/F. Send resume, tape, and writing samples to: Bill Wallace, Executive Producer, WAGA-TV, Box 4207, Atlanta, GA 30302.

**Assignment Editor**. Aggressive news operation. Two bureaus. Responsible for developing daily content, motivating staff, efficiently handling people/equipment logistics, and creatively planning audience-building newscasts. Applicants must have management goals, degree, and three years' experience in a commercial TV newsroom. Contact Bill Perry, News Director, WBBH-TV, Ft. Myers, FL 33901.

**Anchor/Producer**: We need an experienced professional to co-anchor early and late news on a medium market midwest station. Send resume and salary requirements to Box P-98. An Equal Opportunity Employer.

**News Photographer**. Applicant needs working knowledge of ENG equipment with editing experience. Requires a desire to work long, irregular hours, a high school diploma or equivalent, plus one year's experience. Send resume and tape to Bill Merickel, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**Stringers/Freelancers**. National Catholic News Service seeks professional reporters, photographers to submit stories and work on-assignment for nationally distributed weekly news program. Competitive compensation. Production begins Fall '82. Send letter, resume (no tapes, please) to NC News Service - TV, 1312 Massachusetts Ave., NW, Washington, DC 20005. 202-659-6665. EOE.

**Executive News Producer** - Florida affiliate looking for take charge producer to make solid news programs sparkle. Send letter telling why you're our man or woman to Box P-95 and tell how much you'll cost us. EOE.

**Assignment Editor/Writer**—broadcast news experience required. Skills in writing, logistics, producing, giving editorial direction. Resumes to News Director, WTNH-TV, PO Box 1859, New Haven, CT 06508. Equal Opportunity Employer.

**Assignment Editor**. We need someone who is totally committed to aggressive news coverage. Must be tough, yet work well with people. Don't apply unless you have at least 4 years TV news experience. We are a major market station, located in the Southeast. Our organization is dynamic, creative and innovative. Box P-85. We're an Equal Opportunity Employer.

**Anchor needed** for all ENG, VHF station. We're an NBC affiliate just beginning news operation. Want a strong personality to present news. Send resume and tape to: Ed Connors, News Director, KOUS-TV, Drawer D, Hardin, MT 59034.

**Experienced television reporter** for general assignment at satellite network. Box P-77.

**TV News Agriculture Reporter/Producer/Anchor**. Need experienced Ag reporter for position in the Dairy State. Will produce and anchor weekly Ag program. Also reports for 6 and 10 o'clock newscasts. Send tape and resume to News Director, WKOW-TV, Box 100, Madison, WI 53701. An EEO Employer.

**TV Assignment Editor** for large eastern market. Must be experienced. Low to mid 20's. Box P-76.

**We are rebuilding** and need a News Producer/Anchor, Weathercaster and Sportscaster. Applicants must have strong on-air presentation skills, proven experience in all aspects of news production and a Journalism degree is preferred. Salary commensurate with ability; excellent benefits and working conditions. Send resume to Box N-98. EOE-M/F.

**Sports Anchor/Reporter**. Solid, distinctive journalist to anchor and report sports. Major market. Network affiliate. Equal opportunity employer, M/F. Resume to Box P-68.

**ENG Tape Editor**: Midwest top 20's market; minimum two years' experience. Strong creative ability to communicate ideas with pictures and sound. Send resume to Box P-66. Equal Opportunity Employer (M/F).

**March 1 expansion** requires reporters, producers, anchor and photographers. Minimum 2 years' experience. Send tapes and resumes to Dan Schilling, KTVH, Box 12, Wichita, KS 67201.

**Expanding our Already Talented news organization**. Opening for producers, reporters, reporter/anchors, photographers and additional assignment editor. If dynamic news growth excites you, then you may have a great future with our group. Rush resume and salary requirements to Box P-55. EOE.

**Meteorologist**: We have the tools. You must be experienced and accurate in challenging 100 plus Eastern Midwest market. Resume and salary requirements to Box P-47.

**Weekend News Co-Anchor/General Assignment Reporter**. Television experience a must. Join an aggressive ABC Affiliate in Madison, Wisconsin. Send tape and resume to News Director, WKOW-TV, Box 100, Madison, WI 53711. An EEO Employer.

**Producer**: Take charge person who knows how to create with news from two studios. 100 plus Eastern Midwest Market. Resume and Salary Requirements to Box P-46.

**Creative producer**. Stackers stay home. South-eastern medium market needs competitive producer with small or medium market experience. Excellent teaching shop - good step to bigger markets. EEO. Write Box P-45.

**Overnight Assignment Editor/Writer**—broadcast news experience required. Self-starter with ability to supervise news operation overnight. Strong writing skills. Resumes to News Director, WTNH-TV, PO. Box 1859, New Haven, CT 06508. Equal Opportunity Employer.

**Anchor two hour** every weekday morning financial news show. Solid TV or radio experience required. Resume to KCSM, 1700 West Hillsdale Blvd., San Mateo, CA 94402. No phone inquiries.

**Weathercaster**: News/Community-oriented Texas station in rapidly growing market wants mature/seasonable person with meteorology background, degree preferred, TV experience required. Excellent salary, benefits and working conditions. EOE, M/F. Call News Director 214-592-3871.

**Producer** - 6 & 11 p.m. newscasts. Strong production background and good news sense. Must be a motivator and take charge person. Experienced only. Contact Jerry Howard, News Director, WJKS-TV, PO. Box 17000, Jacksonville, FL 32216. E.O.E.

**Reporter/Anchor**. Emphasis on Special Assignment reporting with ability to back up our anchor. Minimum of 3 years in news in medium market. Send resume, tape and salary requirements to Don Ross, News Director, KTXL TV 40, 4655 Fruitridge Rd., Sacramento, CA 95820.

**Assignment Editor/Producer**: We need an imaginative person to develop assignments and help a young staff produce interesting stories. Experience required. Send resume, tape and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, Illinois 62525. An Equal Opportunity Employer.

**Openings in all Phases** of our growing news organization. If you are talented and would like the opportunity to join one of the fastest growing groups in the country, then rush resume and tape today to A. R. Sandubrae, Executive News Director, KARD TV/Kansas State Network, Box 333, Wichita, Kansas 67201. Deg./Exp. Req. EOE. No phone calls, please. All positions will be filled immediately.

**Producer with Punch**. Net O & O wants aggressive weekend news producer. Send resume, tape of your recent newscast and critique of that newscast to: George Wolf, News Manager, WKYC-TV, 1403 East 6th Street, Cleveland, Ohio 44114.

**Sunbelt Medium Market NBC Affiliate** is expanding news department and is looking for individuals with strong journalistic credentials who want to be number one. Newsroom is all ENG with live unit. We are an aggressive news operation on the move. If you are a strong anchor, producer, reporter, writer, sportscaster or weathercaster, let's talk. Send resume, tape and salary requirements with first response to Jeff Gates, News Director, KTSM-TV, 801 N. Oregon St., El Paso, Texas 79902. E.O.E.

**Assignment Editor** - Applicant must be a take-charge, creative, people-oriented person with solid journalistic background and thorough understanding of television. Three-to-five years of experience desired. Send resume and letter to: Ned Warwick, WTVD, PO. Box 2009, Durham, NC 27702. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Creative commercial copywriter** with excellent writing skills and proven production know-how for Gulf Coast market. EOE. Box N-96.

**Producer/Director**—Top 40 southeast network affiliate seeks a highly creative individual with experience in producing and directing commercial and promotional productions. Strong background in remote and studio production a necessity. EOE. Send resume and salary requirements to Box P-22.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**KRMA-TV/6**, Denver's PBS station, seeks a Videographer/Editor for its award-winning News/PA Unit. We're looking for an experienced professional who wants to grow beyond mere formula journalism newscasts toward program-length documentaries and specials. Salary information: \$17,508-\$22,159, depending on experience. Fringe benefit package. This employment contract is renewable annually based on job performance. Write or call for complete job notice. Application deadline: January 29, 1982. EEO/AA employer: News/PA Unit, KRMA-TV/6, 1261 Glenarm Place, Denver, CO 80204. 303-892-6666.

**Assistant Promotion Manager.** Major market Sunbelt station. Responsible for all on-air promotion and assisting with other facets of station promotion activities. Prior production and promotion experience required. Send resume to promotion manager, WTSP-TV, P.O. Box 10000, Saint Petersburg, FL 33733. Equal Opportunity Employer.

**Documentary Producer:** First class documentary unit needs excellent writer/producer. Minimum requirements: Five years film or television experience and three years producing documentaries. Salary open. Send resumes and tapes to: The Moore Report, WCCO-TV, 50 So. 9th St., Minneapolis, MN 55402.

**New Jersey Network** seeks a production oriented individual who will function as a primary scheduling unit within the Broadcast Operations department. Individual must be familiar with labor contract agreements and have experience in scheduling remote, EFP, and studio productions. Interested parties should contact New Jersey Network, Personnel Office, 1018 Whitehead Road Ext., Trenton, NJ 08638.

**Television Announcer/Director:** Top 50 VHF in Great Lakes Region year round recreation area seeks Television Announcer/Director anxious to prove ability and versatility. Excellent firm, community and professional working conditions. Smaller market experience desirable. Send details immediately to Box P-44.

**Promotion Manager:** Top network affiliated station in Southeast needs a creative person with experience in running all phases of TV station promotion, and advertising, including radio, billboards and print media. Station general manager was a promotion manager and understands what you need to flourish and grow. Write to Box P-99. EOE.

**Graphic Design Supervisor** for WHA-TV. This person will manage a department of 3+ designers who create design for promotions and programs. The department does ads, magazines, posters, press kits and other promotional campaign materials, as well as TV graphics, slides, logos, and some animation. Applicants must have at least 3 years of television graphic design experience and demonstrated administrative ability. Departmental management experience preferred. Position available March 1, 1982. Salary: \$18,000 annual. Completed application must be received by February 5, 1982. For application and information contact: Kathy Dickerson, WHA-TV, 608-263-2114. An Affirmative Action/Equal Opportunity Employer.

**Producer/Director** to work on a weekly program for Spanish speaking communities of Southern Arizona. Public Television station is looking for an individual with a sound journalistic orientation to produce segments or programs for the weekly series or KUAT-TV's nightly "Arizona Illustrated." Must be able to handle ENG segment production, writing and editing, with emphasis on news and public affairs. Bachelor's degree plus two years' experience in television production, preferably in multi-cultural and public affairs. Individual must be equally capable in the writing, reading and delivery of English and Spanish. Classified staff position starting at approximately \$16,500, with liberal fringe benefits. Send resume by January 30, 1982 to Employment Office, University of Arizona, 1717 E Speedway, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

**New Jersey Network** seeks take-charge individual to assist in the production of all aspects of on-air promotion. Writing promotional copy and quad/cassette editing experience preferred. Good voice a plus. Please send resume and references to New Jersey Network, Personnel Office, 1018 Whitehead Road Ext., Trenton, NJ 08638.

**TV Traffic.** If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation; then you may want to consider joining our installation team. Salary: D.O.E. Extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Circle, Suite 102, Atlanta, GA. 30329.

**Producer/Host** for informational programs on specific industry. You'll be one-person department for trade publisher branching into video: guest line-up, logistics, writing, producing, talent. Business journalism background preferred, TV news experience helpful. California small market. Salary in twenties. Non-smoker. Tape and resume: Media Service Group, 1680 Vine Street, Hollywood, CA 90028.

**Producer/Director**—To produce/direct elementary and secondary instructional television programs. Work in one of the nation's most modern production facilities. BA with three years' experience in television production; additional experience may substitute for education. Salary: \$19,923 minimum/yr. Apply by January 21, 1982, to: Paul E. Few, University Television, P.O. Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

**Creative Director** with 3 years' experience sought for beautiful Southeast market. Strong production skill required and writing preferred. Position open now. Send resume and tape by January 29 to: Production Manager, WTVC, P.O. Box 1150, Chattanooga, TN 37401. EOE.

**Production/Promotion Manager.** Hands-on pro for top 75 ABC affiliate in Sunbelt. Experience in TV production, writing, print media, planning and implementing promotional campaigns and events. Must be extremely creative, quality-minded, enthusiastic self-starter. Resume and demo reel to Station Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581. E.O.E., M/F

**Planned Giving Coordinator.** Generate revenue from planned giving activities for Florida public television station. Budgets, planning, and marketing. Resume and salary history to: Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817. Equal Opportunity Employer.

**Creative Writer-Producer** for aggressive promotion department. Must have strong concept, writing, production and editing skills. Minimum of two years TV production experience required. Send resume, writing samples, and tape to Corporate Personnel Department, WRAL-TV, 2619 Western Blvd., Raleigh, NC 27605. EOE-M/F

**Promotion Advertising Director** needed immediately. Have you worked for several years in promotion and advertising for a television station and are you looking for an opportunity to expand your abilities? It will be helpful if, in addition to on-air, you have helped create print and radio campaigns, made efficient buys based on ratings information and have experience in actual studio production of commercials and promos. You need a flair for unusual ideas to accomplish image-building news campaigns as well as program promotions. Come up with wild ideas but have feet on ground when implementing same and season this with an unshakable enthusiasm and positive attitude. We are asking a lot, but if you fill this cup of needs until it runneth over, we will take care of your financial cup. Call or write: M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. 205-539-1783. EOE.

## SITUATIONS WANTED MANAGEMENT

**Former Multi-Station** owner, network executive, big league PBP man wants to operate small market station. Salary or percentage. 305-588-7173.

**Chief Accountant/Business Manager.** 21 years' experience in television. Will provide resume orally and written. Will relocate. Call 602-967-2792.

## SITUATIONS WANTED NEWS

**Experienced Reporter-Anchor.** Sports, News, photography, editing, interviewing, PBP. If you want creative writing, intelligence, and versatility, call 309-691-2927.

**Looking for a start** as news cameraman or editor. Have some experience in EFP 305-872-9469.

**Experienced No. 1 Market** radio reporter with high journalism standards seeks any size market news, talk or magazine position. Extensive TV training. 201-838-6991.

**Anchor-Mature (46),** great presence/voice/writing/news judgment. 10 yrs. N.Y. network radio, 5 yrs. sports promos. 813-360-7914.

**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.

**TV Meteorologist,** excellent appearance and communicator, keeps weather simple and interesting. 2 years' medium market experience. Currently part-time, seeking full-time number one spot. Box P-88.

**Major market pro reporter/anchor,** 15 years' news experience, seeks evening anchor or news director/anchor. Stable, positive attitude. Box P-82.

**TV Meteorologist.** 2 yrs' medium market experience looking for greater challenge. Mark. 615-688-1813.

**Meteorologist desires** weather only, weekday position in southeastern medium or large market. Experienced small, major markets. Box P-80.

**Male anchor** in number one small market seeks move up. Box P-79.

**News Producing break** sought by experienced reporter. 2-plus years TV, 5 years radio. Degree. Self-starter, solid references. Box P-78.

**Sports Reporter-anchor.** 1 year experience. Creative, hard working. Small and medium markets. Call Michael 617-698-8949 after 6. Will relocate.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Commercial Dir/Prod.** with news directing/switching experience, looking for work in upper 90's or better market. Two years' experience and degree. Hayes DeLisle, 505-622-2120.

**Seeking full-time** job in TV production. BFA degree in Radio-TV production and 3 years' experience. Call Charles Rakestraw, 615-272-4625.

**Creative, Enthusiastic** person looking for a job as cameraman, lighting, etc. Experience in N.Y. metropolitan area. Prefer Northeast/New England. 516-293-4519; Jeff L., 15 N. Service Rd., Melville, N.Y. 11747.

## ALLIED FIELDS

### HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Telecourse Producer** to oversee production of television programs for use in college credit telecourses. Skills required include production management, script supervision, budget and staff administration, and video production expertise. Work experience plus Master's degree preferred. Write to: Bob Crook, Center For Telecommunications, Dallas County Community College District, 12800 Abrams Road, Dallas, Texas 75243; 214-746-4465. An Equal Opportunity/Affirmative Action Employer.

**Research Project Director** - San Francisco based research division of Audience Research and Development needs experienced researcher for news, promotion, programming audience studies. Duties include survey design and analysis, writing reports; advance to full client contact and presentation of findings. Two years' experience in qualitative news or broadcast research required. Send resume and salary needs to: Steve Meacham, Vice President Research, Audience Research and Development, 680 Beach St., Suite 335, San Francisco, California 94109.

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BROADCASTING'S  
Classified Advertising**



## HELP WANTED INSTRUCTION

**Broadcast/Film Chair.** The University of Alabama seeks a chairperson for its broadcast/film program. The department is one of four instructional units in the School of Communication, which has over 1,600 students. Other teaching areas in the school are advertising/public relations, journalism, and speech communication. The chair directs a program of 450 majors with a faculty of 10. The candidate should possess qualifications for a senior faculty appointment, including PhD, teaching experience and demonstrated scholarship. Previous administrative experience and previous media experience are highly desirable. Rank & salary will be determined by qualifications. Nominations & applications should be sent to: William H. Melson, School of Communication, The University of Alabama, P.O. Box 1482, University, AL 35486. The University of Alabama is an equal opportunity, affirmative action employer.

**The University of Texas** at Austin is seeking an Associate Professor, with tenure, to teach graduate and undergraduate courses and conduct and supervise research relating to the policy, economics, regulation, history and social impact of new technologies, including cable communication, satellite communication, videodisk and tape and the different information technologies arising from the combination of computer and telecommunication capabilities. Position available August 1982. Send resume and names of three references by February 15, 1982, to Robert E. Davis, Chairman, Department of Radio-Television-Film, University of Texas, Austin, TX 78712. An Equal Opportunity/Affirmative Action Employer.

**Communication Chairperson:** The Department of Communication at Florida International University seeks applicants for the position of chairperson. Qualifications: (1) Proven administrative ability, (2) Demonstrated scholarly or creative excellence, (3) Professional experience, (4) Ability to work with media professionals, (5) Commitment to the concept of departmental collegiality, (6) A Ph.D. in journalism/mass communications is highly desired. Persons interested in being considered for this position should send a letter of application and resume complete with names, addresses and phone numbers of references by March 4, 1982 to: David L. Martinson, Chairperson Search Committee, Department of Communication, Florida International University, Bay Vista Campus, North Miami, Florida 33181. Florida International University is a member of the State University System of Florida and an equal opportunity/affirmative action employer.

**Indiana State University** seeks a Chairperson for the Department of Speech. Qualifications include a doctorate, an established record of research, grant-writing and administration, plus a commitment to quality teaching. The chairperson will be the primary administrator of the Department of Speech (Radio/TV/Film, Speech Communication, Public Relations and Theatre) which is currently being reorganized as a Department of Communication to include Journalism and exclude Theatre. Beginning date: August, 1982. Salary and rank are dependent upon qualifications. Please send a resume and two letters of recommendation to Dr. Sheron Dailey, Search Committee Chairperson, Department of Speech, Indiana State University, Terre Haute, Indiana 47809. Indiana State University is an Affirmative Action/Equal Opportunity Employer.

**Journalism/Mass Communication.** The University of Iowa School of Journalism and Mass Communication is accepting applications for an anticipated tenure-track assistant professor position for the fall of 1982. Candidates will teach in their respective areas of scholarly interest at the graduate and undergraduate levels and in one or more of the following undergraduate professional areas—broadcast journalism, community video, and news-editorial. Preference will be given to candidates whose research area is telecommunication policy or mass communication law. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Joseph Ascroft, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin January 25, 1982. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

**Chairperson.** Department of Mass Communications, Middle Tennessee State University. Applications are invited for the position of Chairperson of the Department of Mass Communications, open August 1, 1982. The twenty-three member department has over 1,000 majors pursuing studies in a broad undergraduate program which includes Advertising and Public Relations, Broadcast Journalism, Graphics, News Editorial, Photography, Radio-TV-Film, and Recording Industry Management. The department offers the Bachelor of science degree in Mass Communications and Recording Industry Management. The Chairperson will have some teaching duties and be responsible for promoting academic excellence, program development, serving as a media liaison, and for coordinating public service activities, and research. The candidate must have the doctorate. Professional media experience is desirable. Applicants will be evaluated on a combination of past record and potential in administrative leadership, teaching, research, public service and ability to work effectively with faculty, students, administrators, and media professionals. Salary and rank will be commensurate with qualifications. This is a nine month academic appointment. Closing date for receipt of applications is February 15, 1982, or until the position is filled. Send resume, transcripts, and three pertinent letters of recommendation to: Geoffrey Hull, Chairman of Search Committee, Department of Mass Communications, Middle Tennessee State University, Murfreesboro, Tennessee 37132. Telephone 615-898-2813. Middle Tennessee State University is an equal opportunity/affirmative action employer.

**Journalism Professor** sought by Southern Methodist University, a private institution of 9,000 students. Tenure-track position. Professional and scholarly background desired. To teach skills courses in broadcast and/or print journalism. Ability to cover both areas a plus. Rank: assistant professor. Salary open and negotiable. Earned Ph.D. and publications preferred. Send letter and resume to Darwin Payne, chairman, Division of Journalism, Southern Methodist University, Dallas, TX. 75275, before Feb. 1, 1982. SMU is an equal opportunity/affirmative action employer.

**Department of Speech & Dramatic Arts.** Eastern Michigan University, (Fall, 1982). Tenure track faculty position at the Assistant Professor level, to teach undergraduate and graduate courses in Radio-Television-Film production, writing, theory and appreciation. Ph.D. required, proven interest in scholarship through publications or creative presentations, previous teaching and/or professional experience preferred. Completed applications requested by January 15, 1982; however, the search shall remain open until the position is filled. In order to be considered a standard application may be obtained from and must be returned to: Chairperson, Search Committee for Faculty, Speech & Dramatic Arts, Eastern Michigan University, 112 B Welch Hall, Ypsilanti, Michigan 48197. 313-487-3430. Affirmative Action/Equal Opportunity Employer and Educational Institution.

## 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.

**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.

**Wanted:** New and used transmitter tubes. MHZ Electronics, 2111 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

**High power,** special purpose tubes 304TL, 4CX1000, 4-1000A, 5575/100, etc. DCO, 10 Schuyler Avenue, No. Arlington, NJ 07032. 201-998-4246; 800-526-1270.

**We need Sony gear:** 2 BVE-500s and 4 BVU-200s. Prefer new. Will consider 1 year old or less. Call Dan Schilling or Larry Entnet. 316-838-1411.

**QUAD Machine wanted.** Ampex VR-1200B, AVR-2, or similar. Prefer East Coast pick up. Videosmith, 215-864-0658.

## 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.

**Revox PR-99 New** 2 track reel to reel tape deck list \$2,095 sale price \$1,750 Transcom 215-379-6585.

**Used Equipment Bargains:** RCA TT-IOAL 11 kw Transmitter; RCA TT-35 CHW & Diplexer just removed from service!; GE Film Chain; CBS 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-3500 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.

**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, 5kw CSI, 12kw CCA, 25kw McMartin, call Transcom 215-379-6585.

**AM Transmitters:** 1kw CSI, 1kw RCA, also RCA BTA 10H 2/new finals and mods, call Transcom 215-379-6585.

**Textronix vectorscopes,** Textronix waveform monitors, NEC FS-10 frame synchronizers, PC-70 cameras, camera chains, Ampex VR 2000 videotape machines, GVC distribution amps, GVG pulse amps. Contact: Jim Richards, ABC, New York. 212-887-4906.

**Automation Controllers and Parts.** Harris, CETEC, Schafer, IGM, Instacarts, Gocarts, Carousels, Audiofiles, Tape Decks. 800-527-5959.

**(4) New ITC 10 1/2" Stereo Tape Players** with warranty. Make offer, sell or trade. 800-527-5959.

**VTR's.** RCA TR-70 Full Cavec. SS Rec Amps, DOC, \$22,000; RCA TR-60 updated, w/TBC ex-condx, low hours, \$9,000; RCA TR-22 Hi-Bank, \$7,000; Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; IVC 870, \$500. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

**Color Cameras-New:** Thompson-CSF, Ikegami, Panasonic; Used: GE PE-350 \$2,500 ea; GBC CTC-7X, Minicam, plumbs, \$10,000. Call Ray LaRue, Quality Media Corp. 800-241-7878. In Ga. 404-324-1271.

**Broadcast Audio/Radio Gear+New:** CSI AM-FM Xmters; LPB Mixers; Microtrak Consoles/Equipment; Otari Recorders; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media, 800-241-7878. In GA, 404-324-1271.

**RCA TK 27 chain,** TP-15 multiplexer, TP-8 slide projector, TP-66 16 mm projector. Beston controls—\$24,500.00. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. 305-756-0699.

**Eastman CT-500** 16mm projector, 286 hours since new, \$10,500.00. International Cinema Eq. Co., 6750 NE 4th Ct. Miami, FL 33138. 305-756-0699.

**26-Panasonic NV-8170** VHS players, head end eqpt. RF modulators (Jerrold Blonder Tongue), strips, etc. Call collect. 305-592-2654.

## FOR SALE EQUIPMENT CONTINUED

**hannel 19 UHF GE TT 57A 30kw transmitter, 460 ft. 1/8" 75 ohm Line and hangers, GE TY25-B helical antenna. Removed from service November, 1981. Contact purchasing agent, Delta College, University Center, MI 48710. Phone 517-686-9232.**

**Sparta 625-A 25 kw FM and Sparta 620, 20 kw FM, with solid-state exciters, and stereo gen. Other Continental, Harris, Collins, RCA 5 kw, 10 kw and 50 kw AM and FM units in stock. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600.**

**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.

**Open Reel Recording Tape**—mostly Ampex, used once, unspliced, unboxed. 7" 1800' or 2400' 50 reels: \$65 (postpaid). Sample: \$2.00. 3600' 10 1/2" Reels, 10 for \$25 (postpaid). Sample: \$2.50. New, premium cassettes, sample C-60, \$1.00. Audio Tapes, Box 9584-E, Alexandria, VA 22304. 703-892-8722.

**Cetec 7000 Automation System.** Good working condition. Three ITC's one audio file, one carousel. 309-734-9452. All offers considered.

**Sony BVH-1000, 1" VTR with TBC.** Excellent condition, recently overhauled, new heads. Best offer. 212-757-8919.

**Ikegami HL-79A, Mint cond. w/Fuji 14x9.5/2x lens. 1st owner/operator. 175 hrs. use. \$35,995. 415-676-7260.**

**CEI 310 Camera Cable** - Variety of lengths. Some brand new. Also, Spectravision 3/4" edit controller, RCA highband quad heads. Call Terry Phipps, 918-665-1981.

**Chryon IIIB Multifont Character Generator with Colorizer, Remote control.** Excellent condition. \$25,000.00 212-757-8919.

**Collins G7CPS3E dual polarized high power 3 bay on 104.1. Used 2 years. Wideband, excellent for multistation use.** Call 617-266-1111.

**1" A/B Roll Computer-Controlled Editing System; Type C; ISI902 Switcher.** Excellent condition. \$150,000.00 212-757-8919.

**1 kw AM Raytheon transmitter in good working condition.** Best offer get it. Phil Weiner, WUPE-WUHN Radio, 501 E. St., Pittsfield, MA 01202.

**CEI 310/330 Broadcast Camera. 1000' cable.** Good Condition. New, \$56,000; asking \$35,000. 212-757-8919.

**300J-2/20V-2 Collins A.M. transmitter, in operating condition, for sale.** Make offer. 507-637-2989, ask for Bruce.

## COMEDY

**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. White 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.

**Broadcast Engineering Service Company:** TV-FM 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.

**Low Power Television application manual, \$25.00.** Monthly magazine, \$50 yearly. Printout, applications to date, \$15. Crash course, Washington D.C., Feb. 6-7, \$100. Lo-Power Television Publishing, 7432 E. Diamond, Scottsdale, AZ 85257. 602-990-2669.

## RADIO PROGRAMING

**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.

**Science Features.** Five-minute conversations with research scientists, recorded for radio. Covering astronomy, plant biology, earth science. Free, for educational or public service uses. Call 202-387-6411 or write to Perspectives in Science, Carnegie Institution, 1530 P Street, N.W., Washington, D.C. 20005.

**Music of Your Life?** We have better quality, variety, selection. Solid gold 30's, 40's, 50's, 60's. G. Roy Gunderson, 2014 United Bank Center, Denver, Colorado 80290.

**Capitol Hill Radio Feeds.** Credentialed freelancer will cover your congressman/senator. Small/large markets, nationwide. Ed Connors, 202-244-9288, A.M.'s

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo. Copyright 1962, P.O. Box 2311, Littleton, CO 80160. 303-785-3288.

**Mr. Memory** - Big bands. Vocalists. Showtunes. 3 hours weekly. Audition—write: Reel Radio, Dunkirk, MD. 20754-0213.

## INSTRUCTION

**Cassette recorded preparation** for FCC General Radiotelephone Operators license, plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth Street, Manhattan Beach, CA 90266. 213-379-4461.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

# RADIO

## Help Wanted Management

**Expanding Kansas Radio Group** needs General Managers and Sales Managers for two new acquisitions in medium and small markets. Send resumes, salary requirements, and references to Barry Gaston, KFH Radio, 104 S. Emporia, Wichita, Kansas 67202 EOE.

## BUSINESS MANAGERS

Business Managers required for major group operator. Three to five years' experience in broadcasting. High energy level a must. Salary open and fully-paid benefits including relocation assistance. Equal Opportunity Employer, M/F Reply to Box P-100.

## Help Wanted Technical

### Systems Engineer

The Mutual Broadcasting System, Inc. (MBS), has an immediate opening at our Crystal City, Virginia Headquarters for a qualified Systems Engineer reporting to our Director of Engineering.

Responsibilities include development of satellite distribution systems and earth stations, design and development of computer control systems and audio design for AM/FM broadcasting systems.

Applicants should have demonstrated ability in the area of satellite communications, knowledge of broadcasting and FCC procedures and possess a BSEE.

MBS offers complete company benefits and a convenient location. If you are seeking an interesting and challenging position in the radio broadcasting industry, please forward your resume and salary history to the Personnel Department:

Mutual Broadcasting System, Inc.  
1755 S. Jefferson Davis Highway  
Arlington, Virginia 22202  
Equal Opportunity Employer M/F

### VICE PRESIDENT OF ENGINEERING

The new United Stations Country Music Network is seeking immediately, a Vice President of Engineering. A high degree of skill in the design, production, maintenance and operation of audio production facilities for network origination is required. Engineering management experience and knowledge of satellite distribution systems is highly desirable. Position offers opportunity for career advancement with top salary and benefits. Write, including resume, or call: The United Stations Country Music Network, 635 Madison Avenue (3rd Fl.), New York, New York 10022. (212) 751-2840. An equal opportunity employer.

### CHIEF ENGINEER

WMPS/WHRK, the flagship stations of Memphis-based Plough Broadcasting Company, is looking for a highly professional chief engineer. Excellent compensation and benefits plan. Forward resume and introductory letter to: Craig Scott, VP/GM, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. No calls, please. An Equal Opportunity Employer.

### KBEQ FM - Q104 KANSAS CITY

has an immediate opening for qualified chief engineer with thorough knowledge of studio and transmitter operations. This is a permanent position. Station is located in finest area in Kansas City-Country Club Plaza. Direct inquiries to: Gary Rodriguez, General Manager, 4710 Pennsylvania, Kansas City, Missouri 64112.

## Help Wanted News

### ANNOUNCER-WRITER

Top business news broadcaster seeks experienced anchor to write and voice business and economic newscasts. Must write active copy and have a dynamic on-air delivery. Previous business news experience helpful but not essential. Send resume and salary requirements to Box P-13.



## Situations Wanted Management

### RESULTS

Experienced major-market general manager has held two positions in 13 years, now looking for new challenge. Track record has produced top profits in competitive Sunbelt market. References include local clients, national rep, FCC attorney, and former employees. Long term association desired. Available after Jan 15, 1982. Reply to Box P-43.

### GENERAL MANAGER

Young yet mature radio professional, with successful 12-year track record in both sales and programming, seeks GM position. Very solid credentials, currently employed. Meet possible at RAB/Dallas. Reply now to Box P-61.

## Situations Wanted Announcers

### OWN YOUR MARKET

AM Drive/Programmer ... The ultimate combination. If you are sincere about winning big and are willing to grant programming control to a seasoned veteran with over 20 years as a major market influence and program innovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

### TIRED OF MEDIOCRITY

(Or Worse)? Add one of America's best major market radio sports commentators to your drive/talk team. Resume, tape, references, newsprint clippings available at Box P-64.

### 17 YEAR RADIO VETERAN

Creative, talented, good voice/production skills, first phone, responsible citizen. Mostly major market experience; all music formats. I expect a large salary. You may expect my best efforts and outstanding attitude. Box P-59.

## Situations Wanted Programming, Production, Others

### Late 30's:

My decision to enter radio, TV or cable management-programming-sales comes after many years on the air (age 16) (radio-TV) in Chicago and other majors. My extensive background includes TV on-camera, advertising broadcast production-management, promotional writing, NBC News reporter-writer-on-air, commercial & music production-A/V house owner, announcer-D.J.-electronics training. My intentions are a healthy California market radio, TV, cable or A/V production house position. My intelligence, expertise and integrity may be of interest to your organization. Let's talk. Personal interviews preferred, any California markets considered. Robbins, Suite 932, 333 N. Michigan Avenue, Chicago, IL 60601.

### COUNTRY MUSIC PROGRAM DIRECTOR

17 years radio experience. Knows country music. Deals effectively with people. First phone, good air work, production, positive attitude. Prefer major or large medium market, West or South. Box P-60.

## TELEVISION Help Wanted Management

# SAN DIEGO

## AMERICA'S MOST BEAUTIFUL CITY!

New Independent Station is now interviewing for key management positions.

Station Manager  
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All creative services and Talk Show Talent.

We're experienced broadcasters looking for proven management personnel. Confidentially respected.

Send complete resumes and other necessary information to:

Mike McKinnon  
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P. O. Box 11985  
San Diego, California 92111

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## Help Wanted Programming, Production, Others

## GROWING NATIONAL CABLE TV BUSINESS PUBLICATION HAS THREE OPENINGS FOR EXPERIENCED PERSONNEL

- \* Programming editor to headquarter in Los Angeles. Should have minimum three years' writing experience, preferably on radio/TV or cable TV publications.
- \* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV publications.
- \* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

All positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

**Box N-70**  
An Equal Opportunity Employer

# Corporate Television

We currently have two openings for television production professionals.

## Field Producer/ Writer

We seek an experienced person to conceptualize, develop, write and produce professional video programs and supplementary printed articles. Subjects will range from corporate management messages to product promotional pieces. Will supervise and sometimes perform camera and editing functions. Background required includes proven writing, interviewing and production skills in broadcasting or sophisticated corporate television. On camera experience desirable. Interviewing skills essential.

## Television Production Operator/Engineer

This individual must be able to deliver high quality video material utilizing creativity and technical expertise in shooting, editing and post production with minimal supervision. Works closely with Field Producer to create corporate television programs. Must have working knowledge of fundamental production skills including concept development and understanding of both visual and aural program requirements. Experience with operation of broadcast quality cameras, VTR's, Time Code Editor and audio equipment. Frequent client interface. Three to five years' ENG/EFP experience.

Salary is open. Benefits include educational support, insurance, dental and profit sharing programs. Send detailed resume and salary history to Steve Kerman, Communications Manager, or to Terri Timberman, MS Y6-010, Tektronix, Inc., P.O. Box 500, H93, Beaverton, Oregon 97077, or call Terri at 800-547-1164.

An equal opportunity employer m/f/h.

**Tektronix**  
COMMITTED TO EXCELLENCE

## Help Wanted Programing, Production, Others Continued

### PRODUCER/ DIRECTOR

WNAC-TV, Boston, has an immediate opening for a Producer/Director/Writer to handle a variety of assignments.

To be considered, the candidate must have a successful track record in actually producing programs for telecast, including concept and planning, script origination, field producing and directing, editing, and every other phase of production from day one through final mix.

If you enjoy the creative challenge in directing your own shows, or the stimulation of taking an assignment and running with it, then consider that WNAC was the 1980 Gabriel Award winner for "consistent high quality and creative programming".

If all your directing experience is in the studio, try us another time. But if you're an all around Producer/Writer in addition to knowing your way around a live newscast or daytime strip, we'd like to see your resume. Forward resume including salary requirements to Personnel Manager, RKO General Broadcasting, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.



An RKO General  
Television Station

An Equal Opportunity  
Employer M/F/H/Vets

 A CBS Affiliate

## 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.

### METEOROLOGISTS

More than 24 on-camera television weathercasters will be employed about March 1, 1982, to provide continuous, live weather coverage for the nation. Sent VTR and resume immediately! The Weather Channel, 2840 Mt. Wilkinson Parkway, Atlanta, Georgia 30339. An equal opportunity employer.

### ANCHOR/CALIFORNIA

CBS affiliate in 21st market is looking for a weekend anchor. If you're looking for the best of both worlds, anchoring & reporting, in one of the most attractive California markets, send resume, audition tape and references to: Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. An Equal Opportunity Employer, M-F.

### TROUBLE SHOOTER

Top 25 aggressive television station searching for trouble shooter. The award winning trouble shooter unit is well-established and includes a two member staff. We have the commitment for you to succeed. Prefer candidates with trouble shooting experience and journalism degree. Please send resume to Box P-92.

## evening MAGAZINE

### WBZ-TV BOSTON

is looking for the best Videographer in the country. Candidate will share field production responsibilities for the number one Monday-Friday prime-time access program. We prefer a person who is currently working on a similar program. Please rush your cassette and resume (no phone calls, please) to: Susan Levit, Evening Magazine Producer, WBZ-TV, 1170 Soldiers Field Road, Boston, Massachusetts 02134. WBZ-TV, Group W in Boston, is an equal opportunity employer.



**For Sale Stations  
Continued**

**CHAPMAN ASSOCIATES®**  
media brokerage service

MW	Small	AM	\$235K	Cash	Peter Stromquist	(612) 831-3672
NW	Small	Fulltime	\$325K	29%	Greg Merrill	(801) 753-8090
W	Small	FM	\$325K	20%	Corky Cartwright	(303) 740-2224
MW	Small	FM	\$400K	Cash	Paul Crowder	(615) 298-4986
S	Medium	AM	\$305K	\$88K	Bob Thorburn	(404) 458-9226
NW	Medium	AM/FM	\$1100K	\$350K	Elliot Evers	(213) 366-2554
MW	Medium	AM/FM	\$1250K	Terms	Bill Lochman	(816) 254-6899
W	Medium	Fulltime	\$1300K	\$600K	Ray Stanfield	(213) 366-2554
SE	Metro	AM	\$345K	Cash	Bill Cate	(904) 893-6471
SW	Metro	AM/FM	\$1600K	\$300K	Bill Whitley	(214) 387-2803

To receive offerings within your area of interest, or to sell, contact John Emery, Gen. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341

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**UHF TELEVISION CONSTRUCTION  
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Will sell 51% interest of new construction permit to financially qualified and experienced buyer. Option to purchase balance in 3 years. Super growth city in oil country. Reply with qualifications. Box M-107



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IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
MO	AM/FM	300K	Small
MO	AM/FM	525K	Small
OR	FM Downpayment	35k	
TN	AM-Downpayment	30k	
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
NM	FM Downpayment	35K	
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**Books  
For  
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**T418 HANDBOOK OF RADIO  
PUBLICITY & PROMOTION**, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—inclues over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

**T458 JOURNALIST'S NOTEBOOK OF  
LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

**T464 HOW TO MAKE NEWS AND IN-  
FLUENCE PEOPLE**, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is started towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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**For Sale Stations  
Continued**

**FOR SALE**

Top Country Station in Lexington, Kentucky, one of fastest growing and strongest markets in the United States. WTKC has established itself as a solid ratings winner. Assets include a great country format, the NBC Network and other outstanding features you should be interested in. Station has tremendous future potential. Priced to sell for a cash buyer. Reply to 513-593-6591 or 615-444-0474.

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**BROADCASTING'S CLASSIFIED RATES**

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The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85c

per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

\*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



## Help Wanted Technical Continued

### RADIO/TELEVISION ENGINEERS

The Television-Audio Support Activity at the Sacramento Army Depot, Sacramento, California, is seeking qualified applicants for project engineering positions in support of the radio and television operations of the United States Department of Defense. These positions require senior broadcast engineering applicants with extensive knowledge and experience in the design of fully operational systems. The work will include technical review and specification for the procurement of hardware and services in the fields of radio and television (both radiating and non-radiating), audiovisual production and distribution, audio reinforcement, surveillance television, and a variety of applications of these technologies. The applicant must possess a valid Federal Communications Commission Commercial General Radio-telephone Certificate and be willing to travel worldwide. This is a US Civil Service General Schedule (GS) 12 position (salary: \$28,245 PA.). Applicants should submit the Standard Federal Application Form SF-171 to Sacramento Army Depot, Attn: Recruitment & Placement Branch, Sacramento, CA 95813 Phone: (916) 388-3156, Autovon 839-3156 Sacramento Army Depot is an Equal Opportunity Employer.

### TV BROADCAST ENGINEERS

Overseas, housing furnished, local transport and airfare paid for out of country recreation. 5 Years exp. studio, VTR, microwave, xmt. Prefer technical degree or technical school. Mr. Alton, (312) 298-9858. IEC, Inc., Box 66375. AMF O'Hare, IL 60666.

### Situations Wanted Programing, Production, Others

#### PRODUCER/DIRECTOR

with major market experience (7 yrs.) seeks challenging position w/ production company, cable or network affiliate. Emphasis on dramatic/children's programming, historical/informational minutes, magazine features and documentaries. Box P-3.

### For Fast Action Use BROADCASTING's Classified Advertising

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### Full Service Television Station

Any qualified citizen, company, or group may apply to the Federal Communications Commission for authority to construct a television station. All applicants must satisfy the FCC that they are legally, technically, and financially qualified to operate such a station. They must further satisfy the FCC that operation of the proposed Full Service television station would be in the public interest.

There are currently over 200 Full Service television channels assigned to various cities across the country in which application can be made. Also, through the process of a computerized frequency search and petition for rulemaking, a new television channel may be assigned to a city of individual interest.

#### List of unapplied for FCC Channel assignments

Alabama—4	Iowa—11	Mississippi—4	South Carolina—1
Alaska—8	Kansas—6	Missouri—4	South Dakota—9
Arizona—3	Kentucky—5	Montana—16	Tennessee—2
Arkansas—4	Louisiana—3	Nebraska—3	Texas—15
California—6	Maine—1	Nevada—6	Utah—7
Colorado—1	Maryland—2	New Hampshire—2	Vermont—4
Florida—5	Massachusetts—3	New Mexico—10	Virginia—3
Georgia—4	Michigan—7	New York—4	Washington—4
Guam—1	Minnesota—8	North Carolina—6	West Virginia—3
Hawaii—10		North Dakota—8	Wisconsin—9
Idaho—3		Oklahoma—3	Wyoming—2
Illinois—9		Oregon—3	
Indiana—4		Pennsylvania—7	



### Edward M. Johnson & Associates, Inc.

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## Radio Programing Continued

### Todd Wallace

associates

#### New for '82

Now, state-of-the-art program consultation is available to small market America from Todd Wallace/Associates! Affordable rates, on a per-project basis. To find out how the TW/A bottom line approach to better programming can help you, call Ron Dennington today. Toll Free 800-528-6082



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Express your creativity in our new, complete, in-house studio. Do you regard yourself as an accomplished TV writer, editor, director? Are you looking for scope and challenge? We are a Chicago-based manufacturer of electronic consumer/health care products—the nationally recognized leader in our industry. Your assignments will include: sales training materials, technical training, and a vast array of specialized productions. If you are facile, versatile, and energetic, please contact us, with resume and 3/4" demo. Minimum of 3 years experience required. Reply to: Robert F. Riefke, Beltone Electronics Corp., 4201 W. Victoria St., Chicago, IL 60646.

## Radio Programing

#### WANTED: AIRTIME

WILL PURCHASE MIDNIGHT TO 6 AM

From several small AM/FM Stations in Southern California. (Up to \$20,000 a year net compensation). Major production company needs time for syndicated programming. NBS Radio, 106 W. 32nd St., NY, NY 10001. 212-279-2360.

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National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

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10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! **AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, Nevada 89108.**

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Call us free:  
800-528-6082

**index  
research**

## Public Notice

### NOTICE of CATV FRANCHISE

Request for Proposals for: the cable service territory of the Estherville, Iowa, community is formally issuing "Request for Proposals for Franchise" effective from December 15, 1981, to February 1, 1982 at 4:30 p.m. Drafts of the Request for Proposals are available immediately. Drafts of the proposed Franchise Ordinance will be mailed to each applying party upon completion. The present system services approximately 2,734 homes with a community population of 7,518 persons. Requests for copies of the Request for Proposal and ordinance should be sent to: Thomas Noteboom II, City Clerk/Finance Officer, City of Estherville, Estherville, Iowa 51334. Telephone 712-362-7771.

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Friday, January 15, 1982 at 9:30 a.m. at the Sheraton-Crest Inn, Congress & First Streets, Austin, Texas. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from Board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming and Technology/Distribution. The Board committees will meet on Thursday, January 14, 1982, at the Sheraton-Crest Inn. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel at 202-822-2043.

## Wanted To Buy Stations

### WANT TO BUY

Radio stations in Southeast. Young broadcasting team wishes to expand by making no-down-payment purchases of properties presently billing in excess of 150K. Have plenty of experience, plus collateral of controlling interest in stations worth in excess of one million. High price of money holding us back. If you're ready to retire or have a problem station, let's talk. Box P-23.

### WANTED TO BUY

Medium or small religious radio station within 300 miles of Los Angeles. Reply to: South Asian Cultural Exhibition, 2210 Wilshire Blvd. No. 628, Santa Monica, CA 90403.

## For Sale Stations



### At the Request of the Estate Trustees

WDJD-AM, 1510 kHz/5kw-D, Jackson, Michigan (off the air). Asking \$200,000, with terms available. Make an offer. Send offers to: Peter S. Stromquist, Chapman Associates, 7201 York Ave., S., Suite 912, Edina, MN 55435. 612-831-3672.

### HONOLULU AM RADIO POWERHOUSE

Clear Channel covers entire state... Hawaii's only News-Talk station. New fabulous studios. Station making profit. Great terms and low down to qualified buyer! Call collect for details—Dave Wagenvoord, Media Broker (808) 949-6648.

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## For Sale Stations Continued

### North American MEDIA BROKERS

Fla. small mkt, daytime, 280K  
Fla. coastal daytime, 350K  
Fla. small mkt, fulltime, 285K  
Fla. large mkt, daytime, 400K  
Fla. large mkt, daytime, 850K  
Fla. large mkt, daytime, 475K  
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  
Idaho medium mkt, fulltime, 850K  
New Mexico med. mkt, FM, 450K  
Broadcast School Colorado, 35K  
Tenn small mkt, AM Daytime, 500K

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Call or write now.

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### Top 100 Market Class C FM

Always profitable Sunbelt station.  
Excellent equipment & real estate.  
\$1,950,000. 15% down, 7 years at  
11%. Write Box P-71.

### Sunbelt FM.

Class C. Top 35 market. Absentee ownership, no billing. Ripe for good entrepreneur. \$1.8 million cash in distress sale. Box P-69.



**Elliott Troshinsky**, general sales manager WTAJ-TV Philadelphia, joins WDAF-TV Kansas City, Mo., in same capacity.

**Robb Gray**, sales manager, WGAN-TV Portland, Me., joins KGUN-TV Tucson, Ariz., as general sales manager.

**Donald Gorman**, sales manager, Blair Television, New York, joins WTNH-TV New Haven, Conn., as general sales manager. **Law Krause**, local sales manager, WFSB(TV) Hartford, Conn., joins WTNH-TV as account executive.

## Programming

**Herman Keld**, VP, program planning, feature films, and late-night programs, CBS Entertainment, New York, named VP, development, CBS/Broadcast Group there. **Myron Hyman**, VP-business and administration, CBS Video Enterprises, New York, named executive VP.

**C.Z. Wick**, program executive, current comedy series, ABC Entertainment, Los Angeles, named director, dramatic series development. **David Sherman**, director of motion picture contracts, ABC Television, named director of contracts, East Coast, ABC Entertainment, New York.

**Hamilton Cloud**, director, motion pictures for television, NBC Entertainment, Los Angeles, named VP-current comedy. **Allen Sabinson**, VP, program administration, named director, motion pictures for television. **Elaine Conway** manager, unit managers, NBC Entertainment, Los Angeles, named director, talent relations and creative services, New York.

**Fred Seibert**, director, on-air promotion and production, The Movie Channel and Music Television, New York-based programming services of Warner Amex Satellite Entertainment Co., named VP, production and on-air promotion. **Ronald Brindle**, assistant program director, WNBC(AM) New York, joins Music Television as director, music programming. **Ann Foley Plunkett**, manager, program evaluation, The Movie Channel, named director, programming. **Brown Johnson**, manager, scheduling, The Movie Channel, named director, scheduling.

**Charles Melniker**, associate counsel, United Artists Corp., New York, joins Entertainment Channel, New York, as manager, business affairs. **Peter Corl**, June graduate of University of Virginia's Darden Graduate School of Business Administration, Charlottesville, Va., joins Entertainment Channel as research manager.

**Melvin Danheiser**, VP and assistant foreign manager, international production program, United Artists, Los Angeles, named VP, international motion picture division, MGM/United Artists, New York. **George Blaug**, VP, United Artists Television International, New York, named VP, international, MGM/UA Television Distribution, New York.

**Jon Holliday**, regional sales director, O'Conner Creative Services, North Hollywood, Calif., joins The Insert Co., Hollywood-based radio syndication firm, as VP-sales.

**Kamal Sayegh**, sales executive, MCA Television International, Beirut, appointed VP, same unit. Sayegh will remain in Beirut, with responsibility for Arabic-speaking, Middle Eastern markets.

**John Burns**, marketing manager, International Paper Co., New York, named VP, sales operations, Showtime, there.

**Michael Grossman**, attorney, New York, joins Columbia Pictures Television, Los Angeles, as VP, business affairs.

**Karen Moore**, director of dramatic program development, motion pictures for television, Paramount, joins Lorimar Productions, Culver City, Calif., as executive director, programming.

**Erv Parthe**, programming director, KCMO-TV Kansas City, Mo., named director of television programming services for parent, Meredith Corp. broadcasting group. Parthe will remain in Kansas City.

**Guy Koenigsberger**, VP-advertising and promotion manager, KCCI-TV Des Moines, Iowa, named VP-programs.

**Don Simon**, music director, KIXI-FM Seattle, named program director.

**Flynn Hanners**, announcer, KLIR-FM Denver, named program director.

**Marc McCoy**, operations manager, KWKN(AM) Wichita, and co-owned KGCS(FM) Derby, both Kansas, joins KBBC(FM) Phoenix as program director.

**Alan Frank**, program manager, WDIV(TV) Detroit, named director, programming and audience development. **Richard Weisberg**, promotion manager, WDIV, named director of marketing services. **James Corno**, operations manager, succeeds Weisberg.

**Bruce Scott**, program director, WKSX(FM) Cleveland, joins WFUN(AM) Ashtabula, Ohio, in same capacity.

## News and Public Affairs



Wilborn

**Thomas Wilborn**, managing editor, Arkansas Radio Network and KARN(AM) Little Rock, Ark., named regional editor, Associated Press Radio, Washington. **Al Freeman**, anchor, Mutual Broadcasting, Washington, joins AP Radio there as national news editor. **Wendell Goler**, reporter, WJLA-TV

Washington, joins AP Radio there as news editor.

**Pamela Kahn**, associate producer, *ABC News Nightline*, ABC News, Washington, named producer.

**Craig Lundquist**, account executive, KSNF-FM San Francisco, joins WEEL-FM Boston as director of news and public affairs.

**Dick Brasie**, senior editor, Washington bureau, NBC Radio, joins news department, KTRH(AM) Houston, as managing editor and anchor.

**Steve Morawetz**, news director, KDLH-TV Duluth, Minn., joins WTCN-TV Minneapolis as managing editor, *NewsCenter 11*.

**Mason Granger**, assistant news director and co-anchor, WMC-TV Memphis, named news director.

**Robert Beers**, air personality, KCBN(AM) Reno, named news director, KCBN and co-owned KRNO(FM) there.



**Washington winners.** Jerry Lyman, chairman of Washington Area Broadcasters Association, presents the Honored Prophet award to David Brinkley, ABC News, and Friend of Broadcasting award to Alvin Ehrlich, Ehrlich-Manes Inc., Honored Prophet is given yearly to major contributor and achiever in broadcasting field, and Friend of Broadcasting recognizes significant contribution to growth of Washington area radio and television industry.

**Peter Weyl**, anchor-reporter, WROC-TV Rochester, N.Y., joins WMTW-TV Poland Spring, Me., as news director.

**Robert Morford**, acting news director, WTVX(TV) Fort Pierce, Fla., named news director.

**Larry Shenosky**, news producer-director, WJXT(TV) Jacksonville, Fla., joins WPLG(TV) Miami as news producer. **Jack Rotholz**, reporter, WHEC-TV Rochester, N.Y., joins WPLG in same capacity.

**Ed Flanagan**, news director, KTWG(AM) Agana, Guam, named program coordinator. Flanagan remains ABC News resident correspondent.

**Rich Klos**, news producer, WAGA-TV, Atlanta, joins WHNT-TV Huntsville, Ala., in same capacity. **Lou Stevens**, reporter, WCFT-TV, Tuscaloosa, Ala., joins WHNT-TV in same capacity.

**Linda Farrell**, anchor-reporter, KOCO-TV Oklahoma City, joins KOA-TV Denver in same capacity.

**Dan Lewis**, from WITI-TV Milwaukee, joins WISN-TV there as anchor-reporter.

**Hedy Hovey**, anchor-reporter, KMIR-TV Palm Springs, Calif., named news director. **Andrea Greene**, producer, Cable News Network, Los Angeles, joins KMIR-TV as anchor-reporter.

**Michael Shochet**, reporter-anchor, noncommercial WICB(TV) Ithaca, N.Y. joins WTKO(AM) there in same capacity.

**Richard Shannon**, anchor, KWEN(FM) Tulsa, Okla., joins KELI(AM) there as anchor-reporter.

**Clarence DuBos**, writer, New Orleans *Times-Picayune/States-Item*, joins WDSU-TV there as reporter.

**David Orr**, producer-director, WGAN-TV Portland, Me., joins WABC-TV New York as ENG editor.

**Lloyd Gite**, reporter, National Black Network, joins noncommercial WTVS(TV) Detroit in same capacity.

**Sarah Norat**, public affairs assistant, WKBW-TV Buffalo, N.Y., named public affairs director.

## Technology

**Robert Kinzie**, VP, finance and administration, Comsat world systems division, Washington, named VP, satellite systems and technology, Comsat General there. **Edmund Bartlett**, division director of finance, Comsat General, Washington, elected VP, finance and administration. **Don Owen**, VP, programs and services, Comsat General Telesystems, named VP, earth station programs, Comsat General. **Stanley Shubilla**, treasurer, Comsat, named VP, finance and administration, Comsat world systems division.

**Linda Pottenger**, supervisor of programming and system architecture, Bovaird Supply Co., Tulsa, Okla., joins United Video there as data processing manager.

**Julian Hansen**, director of engineering, Convergence Corp., Irvine, Calif., named vice president of engineering.

**Harry Jensen**, program manager, Burroughs, Plainfield, N.J., joins Blonder-Tongue, Old Bridge N.J., as manager, quality assurance.

**Charles Alvord**, engineer, HRB-Singer, State College, Pa., joins Communications Technology Management, McLean, Va.-based systems design firm, as director of computer engineering.

**Vladimir Nikanorov**, technical director, Bonneville Broadcasting Consultants, joins Muzak division of Teleprompter, New York, as VP of engineering.

**Arthur Gilbert**, independent financial and management consultant, Westminster, Md., joins Public Service Satellite Consortium, Washington, as comptroller.

**Robert Hopkins**, manager, field camera engineering and product management, RCA, Cherry Hill, N.J., elected fellow, Society of Motion Picture and Television Engineers.

**John Kalpus**, maintenance supervisor, WVTM(TV) Milwaukee, named assistant chief engineer.

**Pete Wronski**, customer service manager, Century III Electronics International, Anaheim, Calif.-based manufacturer of cable television equipment, named Western regional sales manager.

## Promotion and PR



Paley

**Jane Paley**, VP, account supervisor, Manning, Selvage & Lee, New York, joins ABC Television there as director of community relations.

**Violet Bell**, VP, Hill & Knowlton, Chicago, named senior VP.

**Leonard Biegel**, director of media relations, Burson-Marsteller, Wash-

ington, elected VP.

**Bill Butler**, creative services director, WTHR(TV) Indianapolis, joins Turner Broadcasting System, Atlanta, as promotion director.

**Patrick Pattison**, director of advertising and promotion, WTTG(TV) Washington, elected VP.



**James Seiler**, 65, president, Media Statistics Inc., Silver Spring, Md., founder of Arbitron rating service and pioneer in diary method of audience research, died of cancer Jan. 1 at Montgomery General hospital, Olney, Md. Seiler began broadcast career while student at George Washington University, Washington, when term paper he wrote on radio listening in Washington was circulated among area radio stations and impressed management of NBC's WRC(AM) there, which hired him part-time to continue his research. Upon graduation in 1939, Seiler was named WRC program manager.

After serving with Naval intelligence (he spoke four languages fluently, and had working knowledge of two others) in World War II, Seiler returned to WRC as promotion manager and director of research. In 1949, Seiler left to form American Research Bureau which employed then-new method of diaries kept by radio and television audiences. In early 1960's, Seiler sold American Research to Control Data Corp. ARB was renamed Arbitron. Later, Seiler formed Media Statistics, which produces monthly radio and cable audience surveys, and provides information for station license renewal and assignment purposes. He remained active in company until his death. Seiler is survived by his wife, Mary.

**Daura Gutierrez**, marketing coordinator, Viacom Cablevision of Long Island (N.Y.), names sales promotion manager.

**Flo Jenkins**, publicist, KTLA(TV) Los Angeles, named publicity manager.

**Jacqueline Gregory**, field producer, *What's Happening America?*, WOR-TV New York, named manager of public service and community relations.

## Allied Fields

**Martin Rubenstein**, president and chief executive officer, Mutual Broadcasting system, named chairman of steering committee, 1982 National Association of Broadcasters radio programming conference in New Orleans.

**Forrest Chisman**, independent communications consultant, joins Communications Studies and Planning International Inc., New York-based communications consulting firm, as senior associate consultant.

**Jay Hoker**, KSRR(FM) Houston, elected president of Houston Association of Radio Broadcasters.

**Lawrence Friedland**, senior research planner, Top Market Television, New York, joins Arbitron Eastern Television Sales there as senior client services representative. **Helen Morse**, account executive, WNEW-AM-FM, New York, joins Arbitron in same capacity.

**Michael Chico**, analyst, Nielsen Station Index, A.C. Nielsen, N.Y., named marketing representative for Nielsen Station Index.

Elected officers, Ohio Association of Broadcasters: **Tom Moore**, WECO(AM)-WBCQ(FM) Bucyrus, president; **Clark Pollock**, Nationwide Communications, Columbus, vice president; **Gunther Meisse**, WVNO-FM, Mansfield, corporate secretary.

## Deaths

**John R. Miller**, 67, former president and chief executive officer of Hearst Corp., New York, group broadcaster and publishing firm, died of cardiac arrest Jan. 5 in New York hospital. He had been with Hearst, which owns ten radio and television stations, since 1934 and retired as president in 1979. He served subsequently as vice chairman of board and chairman of finance committee. Miller is survived by his wife, Helen, and three children.

**Hugh Guidi**, 63, veteran Washington area broadcaster and former director of broadcast relations for U.S. Chamber of Commerce, died of heart attack Jan. 6, near his home in Gaithersburg, Md. Guidi, who also broadcast under name of "Lew Martin," originated telephone talk shows such as *Opinion Please* and *For Your Information*, during career which included positions as announcer at WTOP(AM) Washington, chief announcer, WINX(AM) Rockville, Md., and newscaster for Voice of America. Guidi is survived by wife, Rosemary, three sons, and daughter.

**Hans Conried**, 66, veteran character actor of television, radio, stage and films, died of heart attack Jan. 5, in Burbank, Calif. Conried's radio credits included roles on *My Friend Irma*, *Edgar Bergen-Charlie McCarthy Show*, and Orson Welles's *Mercury Theater*. He appeared on television in guest roles on numerous programs, and was host of series, *Fractured Flickers*. Conried is survived by his wife, Margaret, and four children.

**Ed Mason**, 70, president, Golden Plains Inc., owner of KXXX(AM) Colby, Kan., died of cancer Dec. 17 at Thomas County hospital, Colby. Mason is survived by his wife, Muriel, and two sons.

**William Duncan**, former president and general manager, KRAN(AM) Morton, Tex., and on-air personality for station, died of complications following surgery on Dec. 21 at Highland hospital, Lubbock, Tex. Duncan is survived by son and daughter.

**Joe Novik**, 60, vice president, marketing Elcom-Bauer, Sacramento, Calif.-based broadcast equipment manufacturer, died Jan. 2 a Mercy San Juan hospital, Sacramento. Novik is survived by wife, Eleanor, and daughter.

**Francis McCarthy**, 70, United Press International reporter and editor who retired in 1974 after a 30 year career with UPI, died of heart attack Jan. 5, at Bellevue hospital, New York. McCarthy is survived by son and daughter.

**Steve Kennedy**, 33, air personality, WRCO(AM) Richland Center, Wis., died of cancer Dec. 23 a Emerson hospital there. Kennedy is survived by son.

**Edward Hewitt**, 58, manager, Northwestern division, Viacom Enterprises, San Francisco died of cardiovascular failure Jan. 1, at Ros General hospital, Ross, California. Hewitt is survived by wife Mary, and daughter.



# Fates & Fortunes

## Media

**Jim Arnold**, VP-general manager, KROD(AM)-KLAQ(FM) El Paso, joins co-owned KRUX(FM) Lubbock, Tex., in same capacity. **Charlie Cohn**, general manager, KSET-AM-FM El Paso, succeeds Arnold as general manager at KROD-KLAQ.

**Marc Edwards**, general manager, KFSN-TV Fresno, Calif., **Verners Ore**, general manager, KZLA-AM-FM Los Angeles, and **Fred Weinhaus**, general manager, WPAT-AM-FM Paterson, N.J., elected VP's of parent, Capital Cities Communications.

**Allan Thompson**, general manager, KWK-AM-FM St. Louis, and **Eric Stenberg**, general manager, KPKE(FM) Denver elected VP's of parent, Doubleday Broadcasting Co.

**Peter Jorgenson**, general manager, WKQQ(FM) Lexington, Ky., elected VP of licensee, Village Communications.

**Stan Whitman** station-national sales manager and promotion director, KFBB-TV Great Falls, Mont., named general manager of station and VP of parent, Advance Corp.

**Alan Bell**, general manager, KTVU(TV) San Francisco, elected VP of parent, Cox Broadcasting.

**Robert Mart**, station manager, KTVU(TV) San Francisco, joins KTSF-TV there as general manager. **Norm Potter**, general manager, RKO station representative office, San Francisco, joins KTSF-TV as station manager.

**Mike McGee**, program director, WCAU(AM) Philadelphia, joins WGSO(AM) New Orleans, as general manager.

**Dean Smith**, station manager, KIXI-AM-FM Seattle, named general manager.

**Morgan Skinner**, station manager, KOOL-FM Phoenix, joins KORK-AM-FM Las Vegas as general manager.

**Marvin Levey**, VP, WFDF Corp., Flint, Mich., named general manager of its WFDF(AM) there.

**David Lyman**, VP-general manager, CJRN(AM) Niagara Falls, Ont., joins WBUF(FM) Buffalo, N.Y. in same capacity.

**Dennis Jackson**, general manager, WBRK-AM-FM Pittsfield, Mass., joins WGCH(AM) Greenwich, Conn., in same capacity. **Marty Riemenschneider**, general sales manager, WSON(AM)-WKDQ(FM) Henderson, Ky., named VP and station manager.

**Zvi Shoubin**, director of programming and operations, WPHL-TV Philadelphia, named station manager.

**Robert Adkins**, general sales manager, KOMO(AM) Seattle, named station manager.

**Jon Barry**, air personality, WLK(FM) Roanoke, Va., joins KMK(TV) Lake Oswego, Ore., as operations director.

**Pat Myers**, traffic manager, and **William**

**Spitzer**, operations manager, WTTG(TV) Washington, elected VP's.

**Peter Falconi**, assistant program director-promotion director, WVBF(FM) Framingham, Mass., joins co-owned WKOX(AM) there as operations manager.

**Teresa Rippy**, bookkeeper, WLBJ-AM-FM Bowling Green, Ky., named office manager.

**Jacqueline Comeau**, account executive, Stamats Communication, Cedar Rapids, Iowa, joins WBZ-TV Boston as research director.

**Edward Lackner**, administrative manager, Fisher Broadcasting Inc., Seattle, elected VP.

**Alan Rothfeder**, manager of corporate controls, Capital Cities Communications, New York, named VP and director of finance for cable television division of company. **Allan Edelson**, director of financial controls and accounting, Capcities, named controller.

**James Lipsey**, director, administration, and **Jeffrey Smith**, director, sales and marketing, Missouri Network, Jefferson City, Mo., elected VP's.

**Robin Smith**, from Arthur Anderson & Co., Phoenix, joins Harte-Hanks, San Antonio, Tex., as controller.

**Michael Sullivan**, manager of revenue, accounting services, ABC, Inc., New York, named director of finance, ABC Television Spot Sales there.

**Patricia King**, computer systems manager, U-A Columbia Cablevision of New Jersey, Oakland, N.J., named director of computer services.

**Shirley Pritchett**, divisional marketing coordinator, Continental Cablevision of Ohio, Findlay, Ohio, named marketing manager.

**Kate Adams**, management trainee, Viacom Cablevision, Dublin Calif., named manager, special projects, Viacom Cablevision of Long Island, Central Islip, N.Y.

**Ben Emanuele**, labor relations attorney, RKO General, New York, named manager of labor relations.

**David Othmer**, director of broadcasting for noncommercial WNET(TV) New York, named to new post of director of telecommunications, responsible for station's exploration into such new technologies as cable television, video-cassettes, videodisks and teletext.

## Advertising

**Adele Perry**, personnel director, Cunningham & Walsh, New York, elected VP.

Elected VP's, J. Walter Thompson U.S.A., New York: **Maureen Kazarinoff**, manager of staffing and recruitment; **Abe Trokenheim**, research director, and **Peggy Yervanian**, associate media director.

Joining Henry J. Kaufman & Associates, Washington: **Michael Byrnes**, from VP-finance, A. Eicoff & Co., Chicago, to Kaufman as VP-finance and administration; **Valerie Kalinowski**, assistant finance administrator and office manager, Shailer, Davidoff, Rogers, Fairfield, Conn., to accounting manager; **Mary Louise Scott**, production assistant, Goldberg/Marchesano & Associates, Washington, to employe benefits/accounts coordinator, and **Richard Beaty**, assistant to creative director, Bonner McLane Advertising, Austin, Tex., to copywriter.



Muro

**Roy Muro**, executive VP and chief financial officer, Vitt Media International, New York, elected president and chief operating officer. **Sam Vitt**, founder of company, will continue as chairman and chief executive officer.

**Michael Gaida**, account executive, Avery-Knodel, New York, named assistant sales manager, CBS team. **Deborah Hogan**, associate broadcast manager, NW Ayer, New York, joins Avery-Knodel as account executive.

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**Dick Hackenberg**, executive VP, director of client services, Hackenberg, Normann, Krichovich/CK, Chicago, joins Stone & Adler there as VP, marketing. **Jan Steinert**, account supervisor, and **Jim Schmidt**, creative group manager, Stone & Adler, elected VP's.

**Edwin Grosso**, senior VP, director of marketing services, Ingalls Associates, Boston, named executive VP, operations, and elected to board of directors.

**Charles Gunderson**, assistant secretary and treasurer, Foote, Cone & Belding Communications, Chicago, elected secretary and treasurer.

Appointments, The Marschalk Co., New York: **Daniel Rank**, from D'Arcy-MacManus & Masius, and **Arthur Tatnell**, from William Esty, to media supervisors; **Martha Leffel**, from E.B. Wilson, to media planner; **John Krick**, from D'Arcy-MacManus & Masius, **Robert Peterson**, from Compton Advertising, and **Gary Wiesenthal**, from Benton & Bowles, to account executives.

**Barbara Hill**, media planner and buyer, Ackerman & McQueen, Oklahoma City, joins Bozell & Jacobs, Minneapolis, as media planner. **Kate Steen Stanford**, assistant producer, promotion, Bozell & Jacobs, Minneapolis, named creative producer.

**Peter Carnes**, sales manager, Blair Television, Atlanta, elected VP. **Denison Godwin**, account executive, Blair Television, Boston, elected VP-sales. **Richard Buck**, account executive, ABC red sales team, Blair Television, New York, named manager. **Joseph Canty**, national sales manager, WFSB(TV) Hartford, Conn., **Allen Trattner**, account executive, Peters Griffin Woodward, and **Michael Vernon**, account executive, Metro TV Sales, join Blair Television,



**Veteran broadcaster**, author, lecturer, educator and air personality, Elmo Ellis, general manager of wsb-AM-FM Atlanta, and vice president of parent Cox Broadcasting, retires after over 40 years in industry. Ellis joined wsb(AM) in 1940 as its first promotion director, and has headed station for past 17 years. Ellis, who recently completed two-year term as chairman of the board of Radio Advertising Bureau, is past chairman and currently board member of National Radio Broadcasters Association, as well as past chairman of National Association of Broadcasters radio code board. His numerous awards include Georgia Association of Broadcasters Citizen-of-the-Year Award, and a Peabody. In picture at right, E. William Bohn, Cox Broadcasting, presents Ellis with copy of Ellis' own book, "Happiness is Worth the Effort", signed by Cox and wsb colleagues, while Ellis' wife, Ruth, and Cox Broadcasting President William Schwartz look on. Occasion was Cox luncheon honoring Ellis, held at Atlanta's Capital City Club.

New York, as account executives.

**Nancy Mendelson**, assistant manager for print communications, marketing services, CBS Television Network Sales, New York, appointed manager, print communications, marketing services. **Barbara Cox**, manager, marketing presentations, named manager, creative services. **Jeffrey Jones**, analyst, network programing, national television research, appointed manager, sales presentations, marketing services. **Dean N. Kaplan**, vice president, director of

network broadcast, Needham, Harper and Steers, New York, named account executive, national sales, CBS Television Network Sales there.

**Isabel Radow Kliegman**, Western advertising manager, *Omni* magazine, Los Angeles, joins CBS cable division, Hollywood, as Western regional sales manager.

**Marva Cathey**, director of special events and sales promotion; **Bill McGee**, director of production services, and **Kathy McCauley**, media supervisor, KCBN Inc., Dallas-based advertising and public relations firm, elected VP's.

**Bill Rasmussen**, former president and chairman of board, ESPN, joins Satellite Syndicated Systems, New York, as VP of national advertising sales.

**Randy Williams**, Turner Cable Sales, Atlanta, named marketing manager, Turner Broadcasting System there. **Scott Blackett**, account executive with Blair Television, Atlanta, joins Turner Cable Sales as regional sales manager. **O.W. (Bud) Jones**, VP, marketing, Institute of Outdoor Advertising, New York, joins TBS, Detroit, as regional account executive.

**Stu Olds**, sales manager, Katz Radio, Detroit, elected divisional VP.

**Gerald Linehan**, group sales manager, Petry Television, New York, named VP, New York manager.

**John Silvestri**, director, central division sales, NBC Television, joins Hearst/ABC Video Services, New York-based cable programing joint venture, as regional sales director.

**Wayne Franks**, senior copywriter, Goodwin, Dannenbaum, Littman & Wingfield, Houston, named associate creative director-copy and broadcast. **Don Malone**, senior art director, named associate creative director, print. **Anthony Drago**, production artist, named business manager.

**Judy Strumor-Hartman**, account executive, Katz, and **William Worzel**, account executive, MMT, join Petry Television, New York, in same capacity.

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## Nathanson of CCTA: on the threshold of 'cable's era'

"If I were a young person starting off today, I don't know if I'd go into the cable industry. It's not an entrepreneurial business any more. It requires too much money." Those sentiments may seem surprising, coming from the president of the California Cable Television Association and one of the industry's self-described "true believers." But Marc Nathanson is an executive who thrives on challenge, and although he sees the 1980's as a decade in which cable will become the dominant communications medium, he's not so sure about the 1990's.

"I had my mind set when I was in college studying mass communications that cable would become the future dominant medium," recalls the president and chief operating officer of Falcon Communications, one of the largest independent cable operators in California. "It took a little longer than I thought—it is still not here—but I think it will be in the [near] future." This, Nathanson insists, is "cable's era."

It's no accident that Nathanson sought to become involved in what he considers "the most exciting and innovative" of today's media. His father, Don, established a wide reputation in advertising, as well as becoming an accomplished poet and playwright. Marc's sister, Jo, is a successful author, and his brother, Greg, is an executive at the pay cable network, Showtime.

"Advertising was my first career choice," Nathanson explains, "but I later realized it lacked certain things I was looking for, so I chose cable."

While completing his master's thesis at the University of California-Santa Barbara, one of the first urban areas wired, Nathanson sold cable service door-to-door for the local franchise-holder, Harriscope Cable Corp. (Thus began an enduring friendship with Harriscope founder Burt Harris. The offices of the two men, in fact, are on the same floor of a high-rise office building in Los Angeles.) After Harriscope merged with Cypress Communications in 1972, Nathanson worked his way up to positions as director of corporate development and marketing. After a brief stint as consultant to Warner Cable in 1973, Nathanson became the youngest man to be elected vice president of Teleprompter Co., then the nation's largest MSO.

In less than two years, Nathanson took Teleprompter over the million-subscriber mark and moved the company into the pay TV business. "We worked night and day, including weekends, to turn that company around," says Nathanson. "It was the



Marc Bennett Nathanson—president, Falcon Communications, Falcon Cable Corp. Falcon TV, Blackhawk Communications Corp., Valley Cable TV, and vice president of East Valley Community Cable (all of Los Angeles); b. May 12, 1945, Los Angeles; BA, mass communications, University of Denver, 1967; MA mass communications, University of California-Santa Barbara, 1969; director of corporate development and marketing, Cypress Communications Corp., 1970-73; consultant, Warner Cable Corp., 1973; vice president/treasurer and chief operating officer, Advance Cablevision, 1973; vice president, Teleprompter Corp., 1973-75; vice president, Harris Cable Corp., 1975-81; present position at Falcon companies since 1975, at Valley Cable since 1978; m. Jane Fallek, 1967; two sons and one daughter: Nicole, 13; Adam, 11; and David, 5.

greatest experience of my life." What excited him the most was "building the company up. I learned I was no longer interested in working for somebody else and running a cable system in the normal sense."

With that, Nathanson founded Falcon—now the state's fourth largest independent cable operator—in 1975. The company is now part of a corporate structure that includes several Falcon-related units serving 40 communities. Concurrently, Nathanson became a vice president of Harris Cable Corp., which has no official ties with Nathanson's own operations. Nathanson left Harris last month to spend more time on his responsibilities.

In 1978, Nathanson became founding president of Valley Cable TV, which recently began building a 54-channel cable system for the western portion of Los Angeles's San Fernando Valley. Another Nathanson unit, East Valley Community Cable, is bidding for the eastern half of the valley.

Long active in industry affairs, Nathanson chaired the 1979 and 1981 Western Cable Shows and the 1977 National Cable Television Association convention.

As a spokesman for the cable industry, Nathanson sees resolution of three key problems as essential to its viability: "We must affirmatively seek deregulation, franchise stability and guarantees of private ownership which do not now exist. . . . Cable TV as we know it cannot exist as a regulated utility. We will die."

One issue Nathanson feels adamant about is municipal ownership of cable systems. "It's a joke," he insists, contending government generally lacks the resources and decisionmaking capability necessary to develop urban cable systems. "The cities think, 'Gee, if this is so good maybe we should get into it. We're going to turn a profit in two years.' But there are no urban cable systems turning profits in two years."

On the other hand, Nathanson expresses some concern over large corporations moving into the cable picture, even though he views the shift as inevitable. "I'm concerned that if we suddenly have all Harvard MBA's running cable companies that they may not be as responsive to the communities. I'd like to have a mix," he says.

Nathanson believes most of the players in the cable programming game are now on board, and that the shake-out period has already begun. In the field of cultural programming, for example, he sees "only one or two" channels surviving. He also foresees the need for more contact between operators and program providers.

"Our company and sister companies are the 15th largest customer of Home Box Office, for example. We do not have tremendous impact" on HBC, however. "I think having fancy affiliate meetings is not the answer. We need dialogue between affiliates and marketing people and customer service people. . . . I think there's a lot of knowledge out there that is not being utilized." The most important factor is whether or not a program service is carried by a cable operator, at present, is the system's channel capacity, Nathanson explains. "That's going to change."

Nathanson's involvement in community affairs occupies what little spare time he has, and includes serving as a member of the California Public Broadcasting Commission and Californians for Public Broadcasting. He is active in the Los Angeles Music Center and is secretary and trustee of the Center for the Study of Democratic Institutions in Santa Barbara. He has been honored for his business and community work by the University of California and the Los Angeles Chamber of Commerce.

Nathanson is married and lives in Beverly Hills, not far from his office in Westwood. He and his wife, Jane, have three children.

# In-Brief

National Cable Television Association will oppose FCC rulemaking looking toward removal of cable-broadcast crossownership restrictions. Commission's study leading up to suggestion was full of "flaws and weaknesses." NCTA board concluded at special meeting in Washington last week.

RCA Americom has scheduled launch of Satcom IV (Cable Net II) from Cape Canaveral this Thursday (Jan. 14) at 8:50 p.m. Coverage of launch will be carried over both Satcom I and III and available to cable systems and networks via RCA's New York television operations center. FCC has yet to rule on validity of auction which RCA used to award transponders to seven customers last fall. Ruling is now expected at Jan. 21 open meeting.

Turner Broadcasting Systems last week announced March 1 as start date for CNN Radio—which it bills as "radio's only 24-hour-a-day all-news network." As expected, feed to radio stations will be audio portion of CNN2's 24-hour cable network, which is formatted in half-hour blocks (except for two prime-time hours); radio audio will be transmitted via subcarrier of Satcom III-R, transponder 14. Radio sales will be part cash/part barter, with specifics still being ironed out; stations would be free to trim half-hours to fit their needs. Stations not wanting to buy satellite dish could make arrangement with local cable operations, TBS officials said. Aside from some added technicians, CNN Radio will not have separate staff. Meanwhile, TBS and National Association of Broadcast Employees and Technicians, local 15, are awaiting decision from National Labor Relations Board on whether to order union election for CNN and CNN2 employees. NABET claims more than 50% of CNN employees.

NBC Radio has commissioned Scientific-Atlanta to supply digital satellite earth stations for use by NBC Radio Network's The Source and possible future networks or program services, it was announced last week by NBC Radio president, Richard Verne. Installation of three-meter earth stations at affiliate stations begins this month with interim analog service starting on March 1. NBC claims full digital service will be available by January 1983.

National Radio Broadcasters Association will have at least five other industry groups represented at its meeting Tuesday (Jan. 12) on deregulation and cooperative lobbying tactics. Sending representatives will be National Association of Broadcasters, National Public Radio, National Association of Farm Broadcasters, National Religious Broadcasters, Radio-Television News Directors Association and Community Broadcasters Association. Television Bureau of Advertising, Radio Advertising Bureau and Association of Independent Television Stations have declined to attend and Station Representatives Association, National Association of Black Owned Broadcasters and Daytime Broadcasters Association have indicated their attendance is doubtful.

ABC-TV is still "struggling" with three multimillion-dollar mini-series productions, one of which carries estimated \$35-million price tag. In remarks Thursday (Jan. 7) to television critics participating in winter ABC consumer press tour at Century Plaza hotel in Los Angeles, ABC Motion Pictures President Brandon Stoddard said he expects big budget mini-series to remain profitable, despite audience drop-off on repeat plays and rising production costs. "Whether or not the profit is escalating [for mini-series]; I don't know," said Stoddard, adding that major studios involved in mini-series production "wouldn't be in this business unless they thought they could make a profit at it." Paramount, studio producing *Winds of War*, 16-hour mini-series tentatively slanted to air early in 1983, has pegged pro-

duction costs of \$35 million. Network said production will be completed on *Thorn-Birds*, based on Australian novel of the same name, late this year. Stoddard said ABC's plans for a third major mini-series, *Hanta Yo*, are "in limbo" pending approval of script based on novel about native American Indians.

Television Critics Association President Ron Miller of *San Jose Mercury-News* last week sent strongly worded telegram on behalf of TCA to NBC President Grant Tinker criticizing NBC-TV for not participating in winter consumer press tour and inviting Tinker to attend question-and-answer session with reporters Tuesday (Jan. 12). Miller declined to talk about contents of the message, other than to say it was "lengthy" and "serious." TCA sources indicated telegram took issue with NBC executives quoted last month as saying network withdrew from winter tour because of allegedly harsh and unfair questioning of NBC representatives by some reporters during last year's tour. NBC was only commercial network to sit out winter tour, although some TCA members said CBS might as well have. "They only gave us one day—and a handful of stars to interview," complained one critic about CBS tour last Wednesday (Jan. 6). (CBS hosted shorter-than-usual one-day tour for critics that included no network executives. Instead, the network limited its involvement to group interviews with actors and on-air talent appearing on CBS-TV shows. PBS was to conduct two-day tour today and yesterday following ABC's three-day presentation.)

National Association of Broadcasters President Vincent Wasilewski will meet with Chicago Mayor Jane Byrne and leaders of Chicago Federation of Labor Thursday (Jan. 14) to discuss possibility of holding 1984 NAB convention in that city. Convention that year had been scheduled for Atlanta (March 18-21), but because new convention facilities will not be ready in time NAB switched site to Las Vegas (April 29-May 2). NAB has committed to Las Vegas for 1983, 1985, 1986 and 1988 conventions. Last NAB convention in Chicago in 1975 was marred by labor union gouging in McCormick Place exhibit hall. This week's meeting was arranged by Ward Quaal, former head of Chicago-based WGN Continental Broadcasting.

National Association of Broadcasters has asked Supreme Court to invalidate Massachusetts law barring public from trials of minors when crime involves sexual offense. Public should only be excluded from trials on case-by-case basis, for compelling reasons and after press and public have presented arguments against closure, said NAB in friend of court brief filed with ABC, CBS, Public Broadcasting Service, Radio-Television News Directors Association and *Washington Post*.

FCC has ruled that contracts filed by Western Union Telegraph Co. and Hughes Communications Inc. for sale of satellite transponders need not be disclosed to public under Freedom of Information Act. Syndicated Satellite Systems Inc. and Robert Wold Co. had filed FOIA requests to see contracts. Although Common Carrier Bureau had approved requests, Western Union and Hughes appealed. On appeal, FCC said carriers had made showings that they would sustain competitive harm if contracts were made public. As result, FCC said contracts need not be released to public under FOIA exemption.

ABC last week claimed "Good Morning America" was early-morning ratings leader for second consecutive year, with 1981 average 5.2 rating/28 share to 5.0/27 for NBC's *Today* and 2.6/16 for CBS's *Morning*.

CNN's "Moscow Live" program (BROADCASTING, Nov. 30, 1981) has been expanded to one hour as of last Saturday (Jan. 9) and runs at new time—11 a.m. and replays at 4 p.m. Sunday Number of shows will be cut back, however, from planned





**National Association of Broadcasters Task Force on Public Broadcasting Funding met for first time last Thursday (Jan. 7) and came up with 24 ways commercial broadcasters can help their noncommercial counterparts raise private funds in ways other than advertising. Group will meet again Feb. 7 to choose most viable proposals and launch industrywide effort after approval by NAB executive committee. Members include (l to r):**

**Thomas Keller, NAB senior vice president, engineering; Thomas Bolger, president, WMTV(TV) Madison, Wis.; Michael Berg, NAB attorney; Walda Roseman, executive vice president, Corporation for Public Broadcasting; David Ives, president, WGBH-TV Boston; Bruce Christianson, president, National Association of Public Television Stations, and Larry Grossman, president, Public Broadcasting Service.**

**weekly schedule to monthly, airing live on second Saturday of every month.**

**Entertainment and Sports Programming Network has tallied up earlier's worth of subscriber growth and finds service now going to 3,609,478 homes on 3,033 cable systems. ESPN started work with 7.3 million homes in 1,300 systems, giving sports network 6% subscriber growth in 1981, 134% growth in system carriage.**

**NBC-TV President Raymond J. Timothy has told Rev. Donald Wildmon, chairman of Coalition for Better Television and most outspoken advocate of boycott of TV advertisers, that NBC meets with many special interest groups and "if you are interested in a meeting, not a media event, we will be pleased to accommodate you." Wildmon had written Thornton F. Radshaw, chairman of NBC's parent RCA Corp., that except for one meeting at RCA's request and one with NBC at coalition's request, "we have at no time been invited to meet with CA/NBC." Timothy responded with six different dates in 1981 on which he said NBC officials had extended offer to meet and that, in fact, on one occasion last September Wildmon said he would follow with phone call, but never did. Exchange goes back to Wildmon's charges last fall that all three TV networks were anti-Christian—charges denied by all three (BROADCASTING, Nov. 23, 1981). Wildmon has since reiterated that he will seek coalition board at Jan. 11-15 meeting to authorize boycott; it spokesman for Moral Majority, coalition's most prominent member and presumably its main source of funds, has said board will reject his request.**

**Compact Video Systems is getting out of systems manufacturing business, shutting down its operations in manufacture of mobile production units, mobile earth stations and fixed studios. Company will keep operating two manufacturing units, FS Systems (studio intercom manufacturer) and Skirpan Lighting Control. Full manufacturing group had generated 35% Compact Video's sales in fiscal 1981. Reason given for shutdown was low profit margins, attributed in large measure to high interest costs. Some dozen employees out of Compact's total of 400 will be laid off. Company will continue to provide mobile production services using its own vans.**

**ATO(AM)-WETQ(FM) Oak Ridge, Tenn., sold to Knoxville, Tenn., broadcast consultant Mark S. Manafó for \$525,000. Buyer is Rau radio group, Washington-based owner of six AM's and six FM's. Walker Media & Management brokered transaction.**

**Charter Oil Co., which has already put its radio stations up for sale (BROADCASTING, Dec. 14, 1981), announced last week that "Philadelphia Bulletin," its troubled daily, was on block as well. Meanwhile Tribune Co., owner of *The New York Daily News*, said it has received "serious inquiries" regarding its announced intention to sell that paper (BROADCASTING, Jan. 4). At same time, Tribune noted that while sale would include *News* headquarters building, WPIX Inc., licensee of Tribune's New York television and FM radio properties, isn't included in deal.**

**Senator Paula Hawkins (R-Fla.) is undergoing physical therapy for stiff neck suffered in accident last Tuesday Jan. 5 at television studio. Hawkins was in midst of filming local broadcast of *Real Estate Action Line*, at WESH-TV Orlando, when 40-pound backdrop fell and struck her head.**

**Bruce C. Wolpe, former legislative assistant and political aide for six years to Congressman Henry A. Waxman (D-Calif.), has been named director of national affairs for National Public Radio. Wolpe will be in charge of lobbying activities, taking over duties left vacant by Walda Roseman, now Corporation for Public Broadcasting executive vice president. He was instrumental in drafting House Commerce Subcommittee on Telecommunications's Public Broadcasting Finance Act for 1981.**

**Charlie Colombo, executive vice president and one of three largest stockholders of Eastman Radio, New York, has resigned but will be retained as consultant. Departure, described as "friendly and amicable," attributed to differences in management philosophy between him and two other principal stockholders, Chairman Frank Boyle and President Bill Burton. Jerry Schubert, senior vice president-sales director, becomes executive vice president in charge of sales.**

## Upcoming

**In Washington:** National Radio Broadcasters Association will host meeting of broadcast trade associations to plot lobbying strategy toward deregulation on Tuesday (Jan. 12) at Washington Hilton hotel. **Communications Workers of America** media reception and preview showing of television and radio series, *Rewiring Your World* with Martin Agronsky, moderator of *Agronsky & Company*. Madison hotel, 5:30-8:30 p.m. Wednesday. **In New York:** International Radio and Television Society newsmaker luncheon, Wednesday at Waldorf-Astoria. **In Los Angeles:** Academy of Television Arts and Sciences luncheon with speaker FCC Chairman Mark Fowler, Friday at Century Plaza.

# Editorials

## Games of chance

As the comments offered to the FCC last week clearly reflect, the proposal to substitute random selection for comparative hearings in the awarding of contested facilities is unworkable in its present form. The law that propelled the FCC into its present proceeding was imperfectly drafted and thoughtlessly passed. On the one hand it gives the FCC the choice of adopting the lottery or not. On the other, it orders the FCC to write lottery rules by Feb. 27, even if it decides against using random selection.

The confusion of instructions is compounded by the law's requirement that the FCC accord preference to "underrepresented" individuals or groups in the process of random selection. Aside from presenting a contradiction in terms—removing the randomness from random selection—the requirement assigns the FCC the hopeless task of fixing odds that will deliver social justice in a crap shoot.

The idea of using lotteries to pick winners among qualified applicants is worth rational consideration. It can't get it under the provisions of present law, as the FCC will no doubt demonstrate if it tries to write the rules the Congress ordered.

## Birds on the wing

Where satellites are concerned, their uses in broadcast and cable television have tended to dominate the headlines. But as readers of this magazine will be aware, satellites are contributing to a revolution in radio as well, and that revolution is heating up, bringing changes in the classic definition of radio networks.

ABC Radio, which startled everyone when it launched four radio networks by conventional connections in 1968, is now operating six and planning to convert them to satellite distribution, meanwhile planning to start two more by satellite this year. RKO Radio has gone from no networks to three in less than two years. Mutual has been on a bird for some time. In addition, five 24-hour satellite radio networks are scheduled to be on the air by spring. Even Ted Turner is getting into the act with the audio part of his second Cable News Network.

Satellites offer two recognized advantages: They are less costly to use than land-based delivery systems, and the audio quality they provide is superior, an attribute with special appeal for music syndicators. For the broadcaster, they offer increased flexibility and greater precision in pinpointing target audiences.

As in the plethora of new cable TV networks, some of the new radio ventures coming into being risk failure. One, Enterprise Radio, has already failed. But over the long haul, those that are solidly based and offer a service that listeners find attractive stand to succeed. The beneficiaries will be the listeners.

## Overkill

By an action of two weeks ago, unnoticed by outsiders at the time, the FCC has given its Field Operations Bureau the authority to shut down any radio communications causing interference that threatens the safety of life or property. It all sounds harmless enough, and perhaps will turn out to be harmless. More confidence could be placed in that assumption if the commission had produced this decision in a way to suggest it fully understood what was going on.

Two months ago, by a vote of 4-to-3, the FCC had rejected the proposal that it adopted, unanimously, on Dec. 29. The rejection

followed the receipt of comments from ABC, CBS, NBC, the National Association of Broadcasters and Doubleday Broadcasting Co., all finding fault one way or another with the repressive potentials of a delegation of authority that is all but an invitation for impulsive action in the field.

Why four members changed their minds, if indeed they knew how they were voting in the first place, is not entirely clear from the explanations of last week. But they did, and the field staff is now empowered to go around turning off switches.

If the staff exercises its authority with restraint, chances are it will never throw a switch. Voluntary compliance in truly serious situations is to be assumed, as it was demonstrated in the one incident that precipitated this FCC action. When network remote equipment—all operating in full accord with FCC rules—was found to be interfering with the delicate electronics of the space shuttle flight last April, the networks made the necessary changes without question.

The commission has armed its outposts with a bigger weapon than they need. Let us hope the caliber of manpower in the outposts is up to that of its arms.

## Goings and comings

Unless buyers can be found to salvage them, the *New York Daily News* and *Philadelphia Bulletin* are apparently destined to join other titans of the journalistic past that have disappeared. Like the *Washington Star*, which was put to rest last summer, the *News* and *Bulletin* have been unable to adjust to a media marketplace that is undergoing quantum change.

Distressing though it is to observe the decay of institutions, the hard fact is that for every metropolitan daily that is subtracted from the media scene, multiples of other communications forms appear and flourish. Right now New Yorkers have access to 29 channels of cable television, three MDS channels, 14 broadcast television channels, 177,554 videocassette players and as many as 78 radio signals, according to a recent CBS survey which did not even try to count the local, regional and national print media that inundate the city. There will be those who miss the *News* if it goes, but they can hardly be said to be deprived of information sources.

It is in the context of proliferating units that the media scene must be surveyed. The scarcity that government regulators keep citing to justify their work is a fiction.



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