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for LPTV

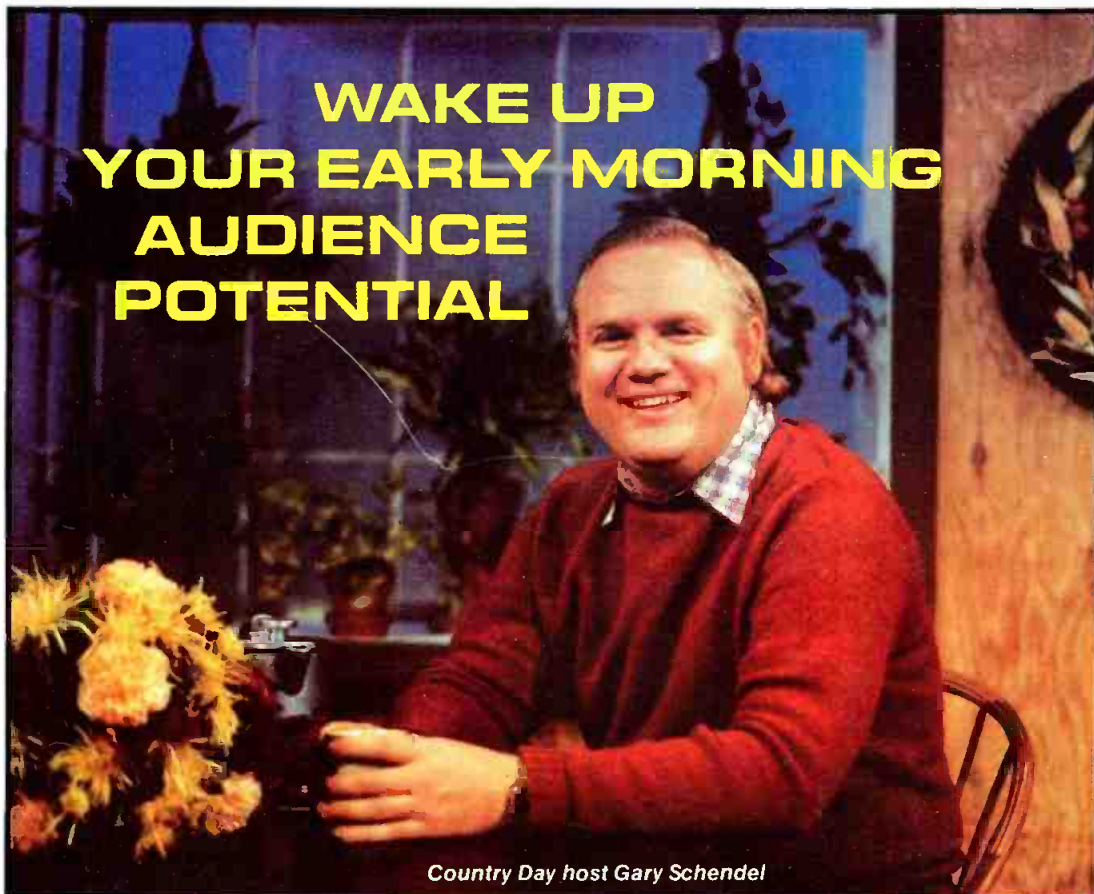
INTV

Cable ownership:  
Ours want in

# Broadcasting Jan 25

The News Magazine of the Fifth Estate □ Vol. 102 No. 4

Our 51st Year □ 1982



Country Day host Gary Schendel

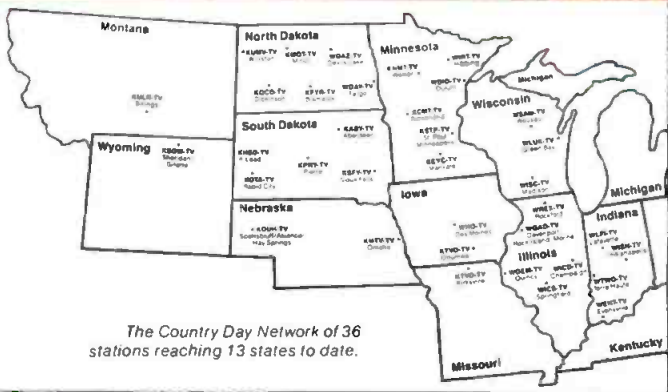
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**WGN-TV Chicago #1 Women 18-49, 18-34**

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**KCPQ Seattle #1 Women 18-49, 18-34**

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Source: Nov. '81 NSI/ARB Time period competition

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ENTERPRISES INC.**

**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City/Rome



# The Week in Brief

TOP OF THE WEEK

**FIRST AMENDMENT PRIORITY** □ NAB joint board makes it theme of association's April convention where campaign to unify mass media for that freedom will be intensified. Board sessions in Hawaii also act on teletext, HDTV, ratings and copyright. Personal products study rejected, but contraceptive advertising issue kept on hold. **PAGE 27.**

**SHOT IN LPTV ARM** □ Responding to Capitol Hill pressure, FCC will consider rules and regulations within next two months. **PAGE 29.**

**NEW KID ON BLOCK** □ It's giant Coca-Cola Co., whose offer of more than \$900 million for Columbia Pictures would give it subsidiary operations in programing and broadcasting. **PAGE 30.**

**PTV'S NEW GRAND DESIGN** □ PBS's Grossman proposes procedures to strengthen program hand at national level, beef up prime-time lineup, afford stations more scheduling freedom. **PAGE 32.**

**CALLS FOR HELP** □ Open FCC meeting hears pleas from groups that feel new Washington era is ignoring their concerns about ownership, children's programing, minority issues and technical shortcomings. **PAGE 33.**

**SHOVING AT CABLE'S DOOR** □ Comments on FCC proposal to ease crossownership rules find broadcasters, networks, cable factions, public interest groups and telcos in their customary battle stances. **PAGE 34.**

SPECIAL REPORT

**SPIRITS OF INDEPENDENTS SOAR** □ Ratings and revenues of unaffiliated TV stations continue to grow. On eve of INTV convention, broadcasters in nonnetwork operations tell where, why and how this is happening. They also assess current issues, such as PTAR, that affect independents. **PAGE 46.** Agenda for INTV Washington sessions starts on **PAGE 50.** INTV plans mini-version of NATPE. **PAGE 54.** Suite locations and what will be showcased begin on **PAGE 56.**

LAW & REGULATION

**RENEWAL-TIME THREATS** □ In comments to FCC, broadcasters call for more protection, say stations should be given more credit for service and not be so vulnerable to comparative challenges. Some citizen groups oppose loosening present standards. **PAGE 62.**

**HARRIS CHARTS COURSE** □ In speech to FCBA, new chief of FCC Broadcast Bureau enunciates open-door policy to all and his intention to play activist role. **PAGE 68.**

TECHNOLOGY

**PRESTEL BOWS IN U.S.** □ English videotext service, headquartered in Boston, offers consumers data via telephone and modified TV set or through computer terminal. **PAGE 82.**

BUSINESS

**\$51 MILLION FOR CABLE** □ That is worth of deals for Michigan systems bought by Tele-Communications-Taft. **PAGE 86.**

PROGRAMMING

**ABC RADIO BUYS WATERMARK** □ Los Angeles-based producer-syndicator sold for estimated \$5 million. **PAGE 92.**

MEDIA

**CBS CABLE'S FLEXIBLE PLAN** □ Cox tells Washington luncheon that pay service is one alternative if advertising proves insufficient to support cultural offering. **PAGE 100.**

JOURNALISM

**CALIFORNIA LOSS, JERSEY WIN** □ Oakland judge rules against state's shield law in case involving CBS's *60 Minutes*. N.J. governor pardons *New York Times* and reporter Farber in contempt case. **PAGE 103.**

PROFILE

**CONFIDENCE IN HIS CARDS** □ Thornton Bradshaw refuses to let some setbacks at RCA cloud his vision. Rather, the chairman concentrates on positive factors of organization that he feels will assure RCA a giant and continuing role in world market. **PAGE 127.**

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# TEENAGE SUICIDE

**DON'T TRY IT!**

## RATINGS

**NEW YORK 8:30-9:30 P.M.**  
**11 RTG 16 SHARE**

WNEW-TV achieved a higher rating and share than its combined indie competition and WCBS-TV!

**LOS ANGELES 8:00-9:00 P.M.**  
**6 RTG 9 SHARE**

KTTV outperformed all the indie competition while opposite Monday Night Football!

**CINCINNATI 7:30-8:30 P.M.**  
**11 RTG 18 SHARE**

WXIX-TV increased its Independent time period average rating by 83%, average share by 50%!

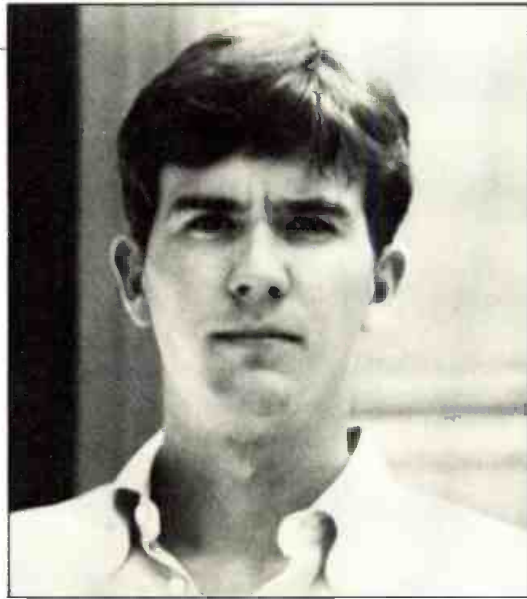
## REVIEWS

"A sense of urgency... tautly structured... a finely crafted special.

—Gail Williams  
*Hollywood Reporter*

"Impact on teenage viewers should be immense... those associated with the program are to be commended for the concept of studying the problem and for its presentation."

—Tone  
*Daily Variety*



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# TIMOTHY HUTTON

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**METROMEDIA**  
P R O D U C E R S  
C O R P O R A T I O N



# Closed Circuit®

Insider report: behind the scene, before the fact

## Getting ready

Pace of positioning for U.S. direct broadcast satellite market continues to accelerate. Latest development: imminent formation of joint venture between Japan's NEC (Nippon Electric Co.) and U.S. Alcoa to produce rooftop antenna-receivers—market that's expected to require upwards of 50 million if DBS service gets off ground, as proponents hope, in mid-1980's. NEC-Alcoa units would be manufactured in U.S. It's believed that Comsat's STC subsidiary (Satellite Television Corp.) will place orders for 50,000 to 100,000 installations this summer in beginning effort to seed equipment market.

Third element in package—entry of major retailer to offer total installation package to homeowners—has yet to emerge, but Sears and Montgomery Ward continue to be mentioned as possibilities. And Oak Communications—which hopes to use transponder on Canada's ANIK-C satellite, 12 ghz DBS bird scheduled for launch via space shuttle in November—may be ordering as many as 10,000 units per month next year.

## No thanks, CBS

Telephone poll of 12 of those 13 CBS-TV affiliates for which CBS asked access-rule waivers in preparation for offering one-hour evening news (BROADCASTING, Jan. 18) turns up one clear eye for expansion: WTVJ(TV) Miami. Four were undecided or noncommittal, and seven were against, some vehemently. Top executives of 13th station could not be reached. One opponent called CBS's move "deceptive," in telling FCC there were only 13 problem markets when in fact, he contended, hour news as planned (6:30-7:30 p.m. Eastern time) would be big problem for all ET affiliates that have hour of local news at 6 p.m., forcing them to move back to 5:30 when potential audience is smaller.

## Nothing's changed

American Newspaper Publishers Association this week is likely to join those calling for restrictions on AT&T's entry into unregulated information markets, even though AT&T agreed to spin off 22 local operating telephone companies in antitrust settlement with Justice Department. ANPA bitterly opposed telephone entry before settlement on grounds that AT&T's control of most local phone lines would stifle competition and secured amendment to Senate-passed common carrier bill (S. 898) that would have severely restricted AT&T's activities. "New" position, formulated at ANPA

board of directors meeting in Puerto Rico last week, is said to be similar to old one and will argue that AT&T's control of nearly all long-distance lines should keep it from offering such information services as electronic Yellow Pages and news. Although House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has articulated similar position since settlement (BROADCASTING, Jan. 18), indications are that Senate Commerce Committee will be far less receptive.

## Sidetracked

Momentum for passage of broadcast deregulation bill (S. 1629) put in just before end of last session by Senator Howard Cannon (D-Nev.) appeared to have all but vanished last week. Senate Commerce Committee staffers believe amendment to be offered by Senator Bill Bradley (D-N.J.) requiring comparative renewal hearings in states without VHF stations (New Jersey is only one) could kill chances for passage of bill, unless compromise is reached, but impetus for that has been lost in furor over AT&T's antitrust settlement with Justice Department.

Many on Senate staff and elsewhere in Washington believe bill will be shelved until House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who has promised broadcast bill during 97th Congress, acts.

## Number two

Resolution to open Senate chamber to TV and radio coverage will go to Senate floor during next three weeks, if all goes according to plan by Majority Leader Howard Baker (R-Tenn.). Resolution (S. Res. 20), sponsored by Baker, is second item of business for Senate, which returns today for second session of 97th Congress. First item: possible expulsion of Senator Harrison Williams (D-N.J.) for conviction in Abscam scandal.

## White mice

If there is commercial experiment by 10 public television stations as called for by Congress—and that is still iffy—it appears safe bet following five will be among those picked: WNET(TV) New York, WTTW(TV) Chicago, WHYY-TV Wilmington, Del. (Philadelphia), WPBT(TV) Miami and WYES-TV New Orleans. Others interested in participating are WKMJ-TV Louisville, Ky.; WVIZ-TV Cleveland; KCTS-TV Seattle; WQLN(TV) Erie, Pa.; WIPB(TV) Muncie, Ind.; KWCM-TV Appleton, Minn.; KCSM-TV San Mateo, Calif.; WSKG(TV) Binghamton, N.Y.; KBDI-TV Broomfield, Colo. (Boulder); and WQED(TV) Pittsburgh.

Iffiness of test involves problems created by union contracts that specify programming public stations provide is for noncommercial use only (BROADCASTING, Dec. 21, 1981). Temporary Commission for Alternative Financing, created by Congress to oversee 18-month experiment, will decide on Jan. 29 whether test can go forward.

## Now there are two

Showtime ended 1981 in black, second pay-cable services to turn profit. Income is said to be small, but it ends HBO's exclusivity as only profitable pay cable network. Warner Amex Satellite Entertainment's The Movie Channel is still in red.

## 3-to-3-to-?

If FCC were to vote this week on whether to retain prime-time access rule, it would be split evenly. FCC Chairman Mark S. Fowler has made no secret of his feeling rule should be repealed (BROADCASTING, Jan. 18). Anne P. Jones and Mimi Dawson would be expected to join chairman in showdown. Those likely to support retention of rule are James H. Quello, Abbott Washburn and Joseph Fogarty. Henry Rivera, commission's newest member (he joined agency in September) is unknown in equation.

## Running

At least two candidates for vice chairmanship of National Association of Broadcasters TV board emerged at last week's winter meeting in Hawaii. Kathryn F. Broman, WWLP-TV Springfield, Mass., and Jerry Holley, Stauffer Communications Inc., Topeka, Kan., told friends they would bid for second slot at June board meeting in Washington. That is on the premise that incumbent Vice Chairman Gert W. Schmidt, Harte-Hanks Communications, logically would move into board chairmanship, succeeding Mark Smith of KLAS-TV Las Vegas, whose second term ends, making him ineligible. Schmidt, following tradition, would be in line for joint board chairmanship year later, at end of term of incumbent chairman, Eddie Fritts of Fritts group.

## Another swing of ax

Office of Management and Budget will try again to kill Public Telecommunications Facilities Program run by National Telecommunications and Information Administration in fiscal 1983. It tried in fiscal 1982, but Congress appropriated \$18 million. OMB has budgeted program at zero in message to NTIA.





**7 RATING 24 SHARE**

**WAGA-TV, ATLANTA**

**#1 IN TIME PERIOD, 4-5 PM\***





# CHARLIE'S ANGELS

HEAVEN HELP YOU IF THEY'RE NOT ON YOUR SIDE.

A Spelling/Goldberg Production  
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# Business Briefly

TV ONLY

**BMW of North America** □ Automobiles. Begins Feb. 8 for seven weeks in about 23 markets. News and sports times. Agency: Ammirati & Furis, New York. Target: men, 25-54.

**New England Brown Egg Council** □ Begins Feb. 2 for seven weeks in Providence, R.I., and Boston. Day, fringe and prime times. Agency: Ingalls Associates, Boston. Target: total adults.

**Chrysler Corp.** □ Dodge division, get-a-check promotion. Begins this week for five weeks in New York markets of Buffalo, Albany-Schenectady-Troy, and Syracuse. All dayparts. Agency: Kenyon & Eckhart Advertising, Birmingham, Mich. Target: men, 25-54.

**World Kasai** □ Cigarette filter tip. Begins March 1 for four weeks in Milwaukee, Minneapolis and Chicago. All dayparts. Agency: Abert, Newhoff & Burr, Los Angeles. Target: adults, 25-54.

**General Mills** □ Betty Crocker blueberry muffins. Begins Feb. 22 for four weeks in 63 markets. Day, early fringe, late fringe, prime access and weekends. Agency: Needham, Harper & Steers, Chicago. Target: women, 25-54.

**New England Subscription TV** □ Begins Feb. 1 for four weeks in Boston and Providence, R.I. All dayparts. Agency: Ingalls Associates, Boston. Target: total adults.

**Wagner Brothers** □ Bird seed. Begins Feb. 16 for three weeks in 16 markets. Day times. Agency: Costich & McConnell, Hauppauge, N.Y. Target: adults, 25-54.

**Endicott-Johnson Corp.** □ Leather sale. Begins March 15 for three weeks in 27 markets. All dayparts. Agency: Fahlgren & Ferriss, Pakersburg, W. Va. Target: men, 25-54.

**Chanel** □ No. 19 fragrance. Begins Feb. 8 for three weeks in 11 markets. News times. Agency: Doyle, Dane, Bernbach, New York. Target: women, 18-34.

**Anderson Clayton Foods** □ Viva Italian salad dressing. Begins Feb. 22 for three weeks in Los Angeles and Phoenix. All dayparts. Agency: The Bloom Agency, Dallas. Target: women, 25-54.

**Hormel** □ Meat products. Begins Feb. 8 for two weeks in 10 markets. Day and fringe times. Agency: BBDO, Chicago. Target: women, 25-49.

**Pro Hardware** □ Franchise. Begins Feb. 8 for one week in 32 markets. Fringe, news and sports times. Agency: Ross Roy/Compton, New York. Target: men, 25-54.

**Baskin-Robbins** □ Ice-cream

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\*Identity Quotient

## Advantage

**Calling all fisherman.** E.I. duPont de Nemours & Co., Wilmington, Del., is launching new TV and print campaign in early February in support of its STREN fishing line. DuPont TV commercial has been set on three fishing programs—*Bill Dance Outdoors*, *Fishing with Roland Martin* and *The Fishin' Hole With Jerry McKinnis*—in 80 markets. Sponsorship will be in flights throughout 1982. TV will be supplemented by print campaign. Agency is N W Ayer, New York.

□

**Tapped for cable unit.** Shapiro/Budrow, New York, has been named agency for Hearst/ABC Video Services and its first project is *Daytime*, set to begin service in March. Agency principal Mike Mohammad and creative director Richard Kahn are putting together on-air promotion, graphics, music and sales promotional material for *Daytime*, service targeted to women.

□

**NAD report card.** National Advertising Division of Council of Better Business Bureaus reports that during 1981, 156 challenges to national advertising were resolved, including 13 cases handled by Children's Advertising Review Unit. NAD said that in 67 cases, claims were substantiated; in 78, campaigns were modified or discontinued; in nine, cases were terminated without report and in one, case was suspended pending outcome of FTC litigation. Of cases opened in 1981, 43% originated with NAD; 35% with competitors; 12% with local Better Business Bureaus; 8% with consumers and 2% with other sources.

□

**Agency search** WLS-TV Chicago, ABC-owned station, is ending its relationship with N W Ayer/Chicago after association of 17 years. New agency is expected to be selected by April, with new campaign to begin some time in second quarter of year. WLS-TV said it spent \$2 million in media through Ayer in 1981 and expects budget to increase by 10% in 1982.

□

**Torbet's spot radio profile.** Torbet Radio's compilation of spot radio activity in 1981 shows that availability requests rose by 11% over 1980. Most requested demographic was 25-54 age group, representing 30.4%, up from 25.3% in 1980. That was followed by 18-49 (15.8%) and 25-49 (12.1%). As in 1980, metro survey requests dominated all other survey areas, accounting for 84%. In 1981, according to Torbet, majority of spot radio campaigns were for one week, followed by two weeks and four weeks. One negative note: Total requests for fourth quarter 1981 were down 26% from third quarter 1981 and down 6% from fourth quarter 1980.

# Alice

**THE PERFECT SHOW FOR ALL AUDIENCES!**

**Alice IS PERFECT FOR TEENS AND KIDS!**

In the morning, Alice is extremely popular with teens and kids. When Alice aired weekday mornings in the summers of 1980 and 1981 on CBS, the number of teens shot up by over 2 million. And the number of kids rocketed up by over 2 million.

**Alice IS PERFECT FOR TOTAL ADULTS!**

In prime time, Alice, now in its 6th season, is being watched by more than 25 million total adults each week. That's a larger total adult audience than 56 other network prime time shows.

**Alice IS PERFECT FOR 18-49 ADULTS!**

In late night, Alice, with its strength in 18-49 adults, outrates such popular shows as Quincy M.E., Fantasy Island, The Love Boat, Charlie's Angels, and WKRP In Cincinnati.

**Alice—THE MORE YOU KNOW ABOUT IT,  
THE MORE YOU'LL LIKE ABOUT IT.**

**AVAILABLE 1982**



Warner Bros. Television Distribution  
A Warner Communications Company



Source: Nielsen Station Index (NSI) and Arbitron Network Program Analysis (NPA) Reports—all U.S. markets July 1980 and July 1981 to an average of May 1981, February 1981 and November 1980 Nielsen Television Index (NTI) 1981-82 season through 1st November 1981 Report; Nielsen Television Index (NTI) special analysis late night, eight weeks ending 9/20-11/15/81. Data are estimates subject to qualifications in reports used.



# BE SURE YO



# THE ROAD TO

# U'RE ON IT!

Beginning January 1983, you can be a part of one of the most exciting events in television programming history.

## **BEHIND-THE-SCENES WITH AMERICA'S OLYMPIC ATHLETES!**

The Road To Los Angeles is a weekly, hour-long series which will bring viewers an intimate, behind-the-scenes look at America's Olympic athletes. We'll see them close up, follow them in training, meet their families, cheer them on in actual competition, share their exultation, their joy and their dreams of victory.

## **SPORTS PROGRAMMING FOR THE ENTIRE FAMILY!**

The Road To Los Angeles is a unique series that will enthrall viewers in much the same way they have responded to the motion picture, *Chariots of Fire*. It's the kind of series that goes beyond the standard sports programming demographics. It's one the entire family will enjoy.

30 weeks: 20 hours/10 repeats.

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For details call Shelly Schwab or Bobbi Fisher (212) 759-7500.

# **MCA TV**

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# LOS ANGELES



valentines. Begins Feb. 6 for one week in about 20 markets. News, late fringe and weekends. Agency: Ogilvy & Mather, Los Angeles. Target: men, 18-49.

**CBS Records** □ Barbra Streisand album. Begins this quarter for varying flights in New York and Cleveland. Agency: Young & Rubicam, New York. Target: adults, 25-49.

RADIO ONLY

**John Deere** □ Lawn products. Begins March 1 for eight to 10 weeks in 200 to 300 markets. Agency: N W Ayer, Chicago. Target: men, 25-54.

**U.S. Army** □ Reserves. Begins in February for eight weeks in about 70 markets. Agency: N W Ayer, New York. Target: men, 18-24.

**MBI** □ Word processing systems. Begins in February for six to 12 weeks in nine markets. Agency: Della Femina, Trivisano & Partners, New York. Target: adults, 25-54.

**Spiegel Publishing** □ Catalogue newsstand sales. Begins this week for six weeks in two test markets. Morning drive, middays and afternoon drive times. Agency: Marsteller, Chicago. Target: women, 18-49.

**Perkins Restaurants** □ Begins Feb. 8 for four weeks in 25 to 30 markets. Agency: Chuck Ruhr Advertising, Minneapolis. Target: adults, 25-54.

**New York Telephone** □ Phone Center stores. Begins Feb. 18 for two weeks in about five markets. Agency: Young & Rubicam, New York. Target: adults, 25 and over.

**King's Department Stores** □ Begins Feb. 6 for one week in 19 markets. Agency: Siltan/Turner Advertising, Boston. Target: women, 25-54.

**Car-X Service Systems** □ Car-X muffler shops. Begins this month for varying flights in Florida markets. Agency: Dawson, Johns & Black, Chicago. Target: men, 25-54.

**Zayre** □ Discount department stores. Begins in March for varying flights in over 20 markets. Agency: Ingalls Associates, Boston. Target: women, 25-54.

RADIO AND TV

**AAA Insurance** □ Begins March 1 for eight weeks in 21 radio and five TV markets. Agency: William B. Doner & Co., Southfield, Mich. Target: adults, 25-54.

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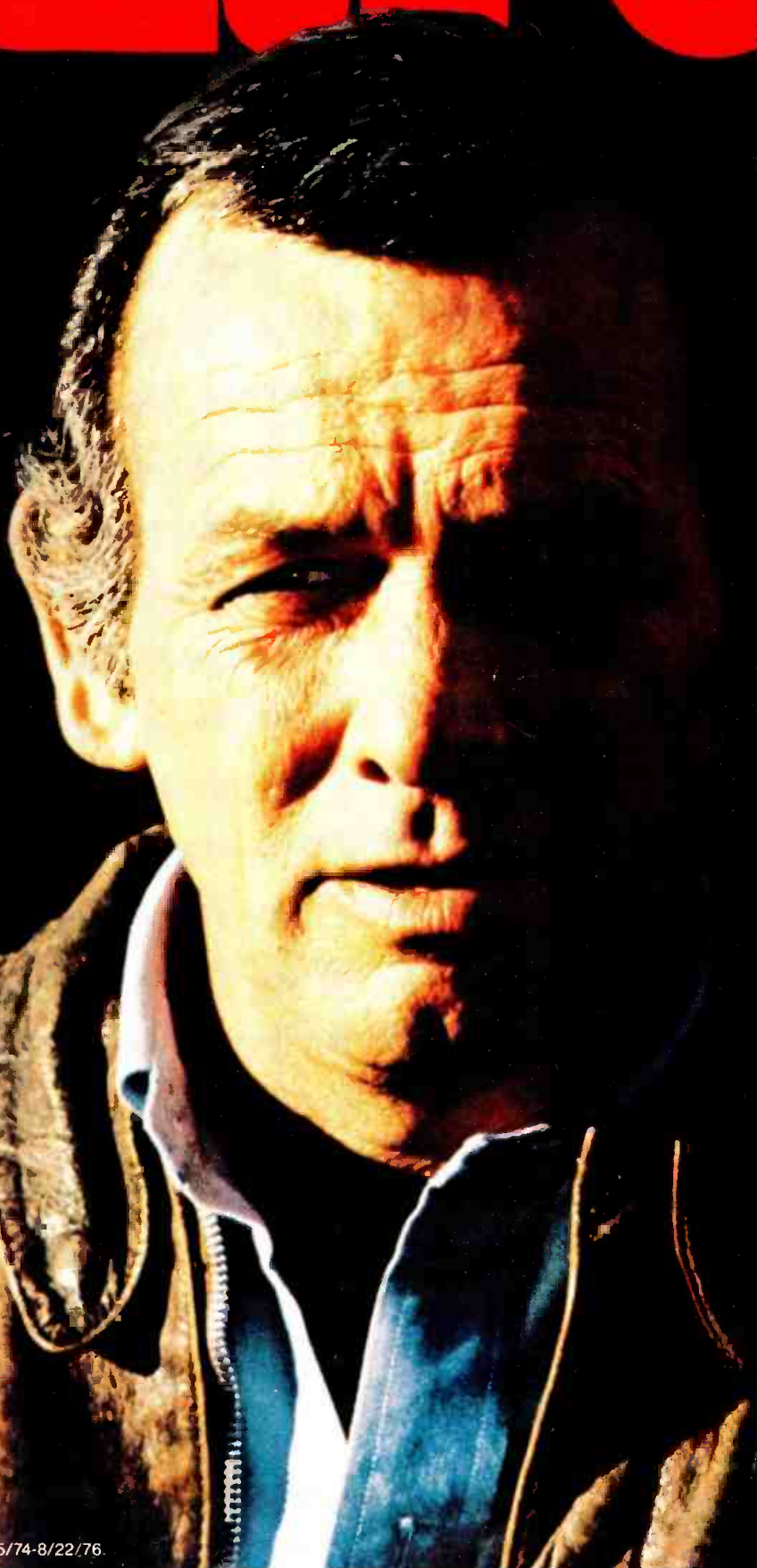
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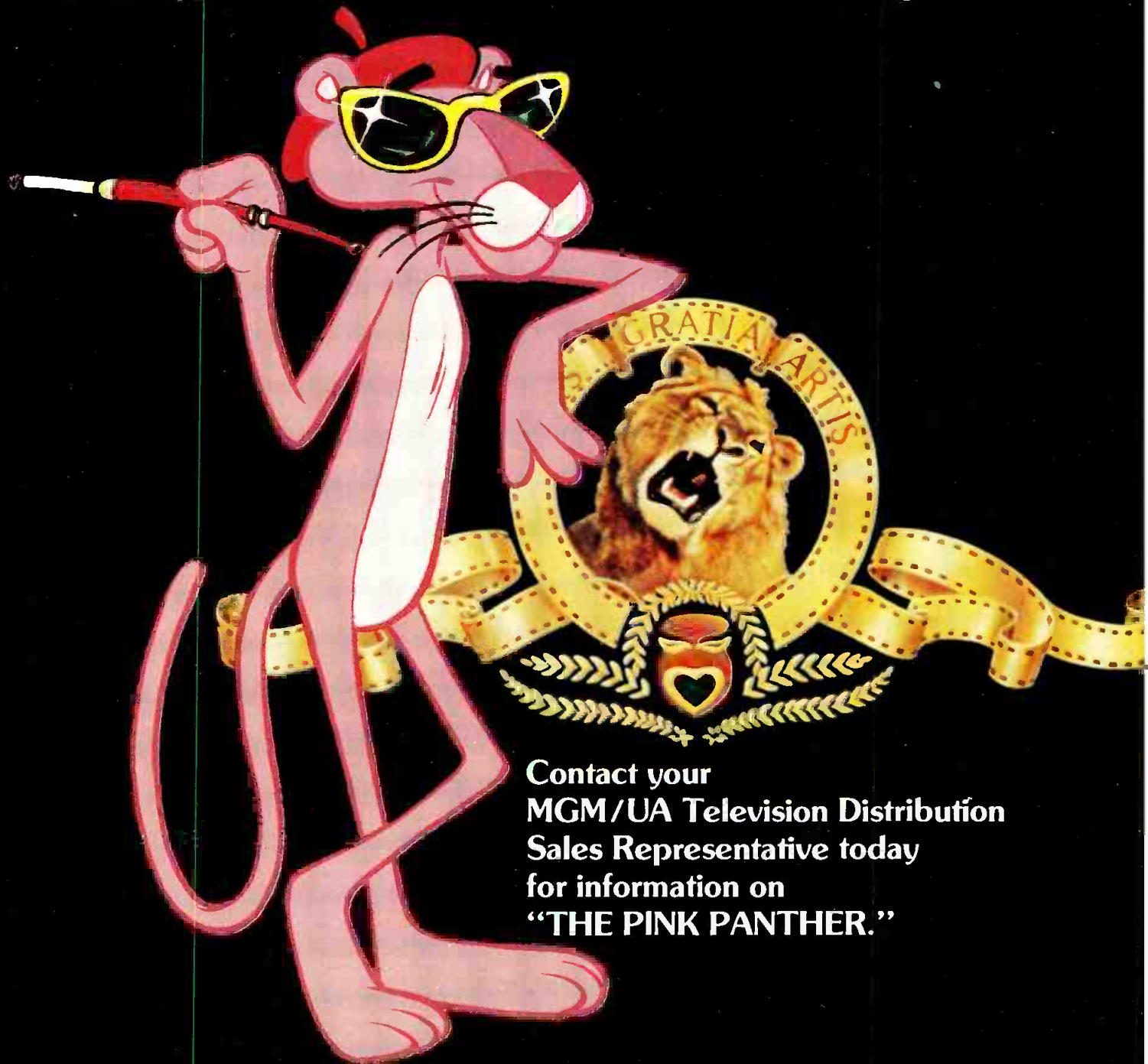
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Source: Nielsen Television Index (NTI) special analysis late night, eight weeks ending 9/20-11/8/81; NTI Reports 9/15/74-8/22/76. Data and estimates subject to qualifications in reports used.





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# Monday Memo®

A broadcast journalism commentary from Lionel Van Deerlin, distinguished visiting lecturer, telecommunications and film, San Diego State

## Overdue recognition for CBS's Paul White

It was happening just 50 years ago—the start of news broadcasting. It was a radically altered way of conveying information, almost a new art form. It was shaped mainly by one man, Paul Welrose White. The infant Columbia Broadcasting System had given him a misleading job title, “director of publicity,” and was paying him \$150 a week. Yet the man merits a pedestal in any pantheon of the airwaves. He fought network management for recognition of the medium’s news potential, then fought the news services and their print clients to make radio a co-equal. He strove for the writing touch that would be best for listening, rather than reading, and imparted it to a team of overseas correspondents that kept ours the best informed civilian populace through World War II. From his direction emerged the great names of early newscasting—Morrow, Kaltenborn, Severeid, Shirer, Robert Trout, Elmer Davis.

Although the Radio-Television News Directors Association established an annual award honoring Paul White, it’s unlikely that more than a handful of today’s broadcast news people would recognize the name. (David Halberstam managed to ignore it entirely in the CBS portions of his book, of “The Powers That Be.”) Well, a Kansas University graduate student, Frank Thomas Roberts III, aims to change this. In pursuit of a master’s degree in radio-TV and film, Roberts prepared a comprehensive treatise on White’s life and times. With footnotes, it runs to 110 highly readable pages. If the author fails to pull down an “A,” someone should be hailed before the academic council at KU. He takes the biography from White’s beginnings in the barren southeast Kansas mining town of Pittsburg, through the great years in New York and finally to what may have been the most satisfying years of all, in San Diego.

My own special interest in the man stems from a close friendship with White during that final span. His battles for (and often with) CBS being then past, the man had waged struggles against arthritis, emphysema and other evidences of round-the-clock pressures long endured. He took the job of chief editorial writer on a now defunct newspaper, the *Daily Journal*, then became a commentator on San

Diego’s CBS radio outlet, KFMB(AM). And I can’t believe that his glory days had seen him sharper or more effective than when I knew him.

Recognition of Paul White’s contributions seems especially timely. Two events of the year 1932 provided early broadcast milestones. First of these was the “crime of the century,” the kidnaping of the Lindbergh baby in March. White sent remote teams to the Lindbergh estate as well as to nearby Hopewell and state police headquarters in Trenton. Incredibly, NBC ignored the story the entire first evening, deeming it “too sensational.” That lapse, says biographer Roberts, “enabled CBS to clinch a supremacy in radio that was not successfully challenged in the 1930’s.”

The year’s second clear beat was the coverage White organized for the 1932 presidential election. As Roberts tells it:

White envisioned a radical departure in conveying the returns to millions of city folk who depended on newspaper extras and to more

“public service,” White persuaded local chambers of commerce to provide newsgathering services. His operation well established (and on sounder budgets) at war’s onset, White seemed able to guess where action might flare and to have correspondents on the spot when it did. CBS’s war coverage earned him a Peabody.

But Paul White was more than field marshal, Roberts makes clear. He also demonstrated a love of the language.

He encouraged his staff to develop a light, conversational style of writing. Most were former wire service writers and used the “inverted pyramid” lead in which the five W’s—who, what, when, where and why—were included in the first sentence. That was difficult for listeners to follow, obviously. White ... liked to talk about the differences between writing for the eye and ear. “White’s formula,” as it came to be known, essentially was this: The writer looks for a catchy way of getting into his story, perhaps a sentence or even a phrase that will alert the listener to what is coming.

Then the writer lays down the sense of the news item. Finally, in one further sentence or possibly even two, the writer sums up or recaps the item.

White himself possessed a deftness of touch any writer might envy. On the *San Diego Journal* I recall covering a luncheon address by the conservative film colony activist, Charles Coburn. I wrote, “The audience was so attentive you could hear a pin drop.” Editing my copy, White made it read, “You could hear a *Chester A. Arthur* pin drop.”

Today’s audience rating systems were unknown in White’s network days. But in all news coverage, and especially war news, he placed responsibility above scoops.

Pre-invasion instructions to CBS staffers in 1944 included:

1. Keep an informative, unexcited demeanor at the microphone.
2. Give sources.
3. Be careful in choice of words. (Avoid) exaggerations and ... a dangerous optimism.
4. When we don’t know, let’s say so.
5. Remember that winning the war is a hell of a lot more important than reporting it.

Though a demanding perfectionist, White suffered a shyness that shaped his personality and likely affected his dealings with others. At the height of his triumphs he had reason to expect a CBS vice presidency. It went instead to his star protege, Edward R. Murrow. The reasons may have been too complicated for a master’s thesis, but Frank Roberts attributes White’s



Paul White in 1944

millions in rural areas who often waited 24 hours for the results. Anyone who owned a radio, White reasoned, should know how the vote stood—and should know it in much less time than it takes to write, print and distribute a newspaper. ... The listening audience that night was estimated at between 60 and 80 million people. Short-wave transmitters carried the returns to listeners around the world. United Air Lines travelers received the returns via the planes’ two-way radios, and stewardesses relayed the results. CBS listeners that night heard the soon-to-be-familiar voice of Robert Trout announce the outcome.

His organizational genius alone should assure White’s historic niche. In those earliest days, snubbed by both AP and the United Press and hobbled for money by bosses who at best viewed news as useful



decline to a "hard-hitting, roughneck" style which boss William Paley found less appealing than Murrow's urbanity. White, who hated executive-suite discussions, once excused himself with a brash note, "Dear Mr. Paley, my little boy Paul cannot be at your meeting today as he is down very bad with his syphilis—Mrs. White." As Bob Trout sees it, "Paul lived too soon. Today he'd have become president of the division."

Years before the fairness doctrine, White placed editorial comment off limits at CBS. His strictures against "opinionating" and advocacy journalism contributed to the coolness with Murrow, and others. Reporter Cecil Brown resigned after White ordered the control room to "cut Brown off the air if he ad libs." White argued publicly that CBS would violate a principle "if it created a super-editorial page in which a limited number of news analysts were permitted to harangue, to preach, to tell the public what to think and do." Kaltenborn asserted that "no other network agrees with Paul White on this."

And White's stance was to change, Frank Roberts notes. The explanation:

White's belief... was based on the scarcity of radio frequencies. The development of television and FM within the following decade changed that situation. He believed there was no reason a station should not take an editorial stand on a specific issue as long as the public

knew that it was the editorial opinion of the station....

But early impressions were hard to overcome. In 1954 the issue of broadcast editorializing resurfaced in connection with Murrow's celebrated telecast denouncing Senator Joseph R. McCarthy. *Newsweek* quoted White's pronouncements of the early 1940's, prompting him to send his letter to the editor:

An 11-year-old quotation on the emasculation of commentators' opinions on radio and TV has returned to haunt me. I have since changed my mind and have recanted publicly on several occasions. My nightly broadcast (in San Diego) is proof that I no longer subscribe to that 1943 viewpoint. In that year I also thought that Soviet Russia was a valuable ally,

that nuclear fission was impossible and that after the war with rationing and controls removed, steaks would abound plentifully.

I don't know that any reputations have been made or salvaged by a college master's thesis. Perhaps Paul White's will be helped by this one. It would seem too bad if a man who, more than any other, laid the lifeline of information on which most Americans rely were to be forgotten in a way suggested by his hometown newspaper. On the day of Paul White's funeral—July 11, 1955—the *Pittsburg (Kan.) Headlight* offered this assessment:

White did some reporting work in Pittsburg. Later he went away to college and got into newspaper work briefly in the East. He went into radio news work and became director of public affairs for one of the networks.



Lionel Van Deerlin is San Diego State University's distinguished visiting lecturer of telecommunications and film. He was a member of the House of Representatives (D-Calif.) from 1962 to 1980 and served on its Communications Subcommittee since 1965, becoming subcommittee chairman in 1976. His journalism career included reporting and copyediting positions at the *San Diego Sun*, *Minneapolis Tribune*, *Baltimore Evening Sun* as well as newsroom positions at XETV(TV) Tijuana (San Diego) and KFSD-AM-TV San Diego.

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# Datebook

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## This week

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

**Jan. 25**—Deadline for comments on FCC proceeding considering loosening rules governing TV auxiliary services. FCC, Washington.

**Jan. 25**—*National Academy of Television Arts and Sciences, New York Chapter*, drop-in dinner. Topic: "Dance on TV—The Most Glamorous and Sensuous of the Performing Arts." Copacabana, New York.

**Jan. 25**—Deadline for entries 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**—*National Academy of Television Arts and Sciences, New York Chapter*, drop-in luncheon. Speaker: Jeff Greenfield, CBS News. Copacabana,

New York.

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

**Jan. 27-28**—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Anti-trust, Patents, Trademarks and Licensing." Hyatt on Union Square, San Francisco.

**Jan. 28**—*Philadelphia Cable Club* luncheon. Speaker: James Mooney, vice president, National Cable Television Association. GSB Building, Philadelphia.

**Jan. 28**—*Illinois-Indiana Cable Television Association* reception for members of Indiana legislature. Columbia Club, Indianapolis.

**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. 30**—*UCLA Extension* seminar, "Cable TV: Journalism's New Frontier." Dodd Hall, UCLA, Los Angeles. Information: (213) 825-0641.

**Jan. 30-Feb. 2**—*Radio Advertising Bureau's* second annual managing sales conference. Opening day luncheon. Speaker: Philip Smith, president, General Foods. Amfac hotel, Dallas.

**Jan. 31**—Deadline for entries in *National Press Photographers Association's* annual television news photography competition. Information: Sheila Keys, NPPA, Arizona State University, Department of Journalism and Telecommunications, Tempe, Ariz. 85287.

**Jan. 31**—Deadline for entries in *Roy W. Howard Awards* for radio or TV programs designed to promote public good. Information: WPTV(TV), 622 North Flagler Drive, West Palm Beach, Florida 33401.

## 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 entries for 25th annual *American 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**—*National Academy of Television Arts and Sciences, New York Chapter*, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office. Copacabana, 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**—Deadline for entries in *Martin R. Gainsbrugh Awards* for excellence in economic reporting. Information: Fiscal Policy Council, 100 East 17th Street, Riviera Beach, Florida 33404, (305) 845-6065.

**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. Keynote speaker: Edward Fritts, National Association of Broadcasters joint board chair-

## 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. 5-6**—*Society of Motion Picture and Television Engineers* 16th annual conference. Opryland hotel, Nashville.

**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.

**June 24-27**—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

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

**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**—Ninth *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.

**Nov. 17-19**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Nov. 17-19**—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.



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**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**—Arizona chapter of *Women in Cable* reception. Phoenix Hilton.

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

**Feb. 10**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ray Timothy, president, NBC-TV. Copacabana, New York.

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

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

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

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

**Feb. 15**—Deadline for entries in *Broadcasters Promotion Association/University of Nebraska International Gold Medallion* 21st annual awards competition. Information: Pat Evans, BPA, 248 West Orange Street, Lancaster, Pa. 17603, (717) 397-5727.

**Feb. 15**—Deadline for entry in 10th annual *Women in Communications* Clarion awards. For information (512) 345-8922.

**Feb. 17**—*Cable Television Administration and Marketing Society* Texas Show "Track Day" San Antonio Convention Center, San Antonio, Tex. Information: Emily Burch, (202) 296-4218.

**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* 22d annual 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. 19**—Deadline for entries in *Deadline Club's* annual awards for excellence in journalism competition. Information: Donald Bird, Department of Journalism, Long Island University, The Brooklyn Center, Brooklyn, N.Y., 11201.

■ **Feb. 21**—*American Women in Radio and Television* executive committee meeting. Georgetown hotel, Washington.

■ **Feb. 21-23**—*Institute for Graphic Communication's* "Satcom '82," focus on product opportunities, service applications, system planning, regulatory considerations, launch economics and international developments. Highlands Inn, Carmel, Calif.

■ **Feb. 22**—Deadline for reply comments on FCC proceeding on Temporary Commission on Alternative

Financing. FCC, Washington.

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

**Feb. 24**—*Association of National Advertisers* television advertising workshop. Speaker: John Chancellor, NBC News. 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. Speaker: J. Richard Munro, president, Time Inc. Plaza hotel, New York.

■ **Feb. 25**—*Philadelphia Cable Club* luncheon meeting. Speaker: Jim Scott, Group W. GSB Building, Philadelphia.

**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. 26-28**—*Mass Communication and Society Division of Association of Education in Journalism* spring conference. "The Impact of New Communications Technology on Society." Georgia State University, Atlanta.

**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**—Deadline for entries in Howard W. Blakeslee Awards, sponsored by *American Heart Association*, for excellence in reporting developments in cardiovascular disease research and patient care. Information: American Heart Association National Center, 7320 Greenville Avenue, Dallas, 75231.

■ **March 1**—Deadline for entries in "Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

**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**—*Society of Cable Television Engineer's* sixth annual spring conference. Copley Plaza, Boston.

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

umbus.

■ **March 7-11**—Communications Satellite Systems Conference, sponsored by *American Institute of Aeronautics and Astronautics*. Town and Country hotel, San Diego.

**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 10-13**—National Conference for Working Journalists, "International Affairs and the Media," sponsored by *Foundation for American Communications*. Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif., 90068 (213) 851-7372.

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

**March 12**—Deadline for reply comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

**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**—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

**March 24-27**—National broadcasting society. *Alpha Epsilon Rho*, 40th annual convention. Statler, 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 1**—*Deadline Club, New York City chapter*, annual awards dinner. Sheraton Center hotel, New York.

**April 2**—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

**April 2-3**—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas.

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

■ **April 3**—*New Jersey AP Broadcasters Association* spring meeting. Trenton State College. Ewing Township, N.J.

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

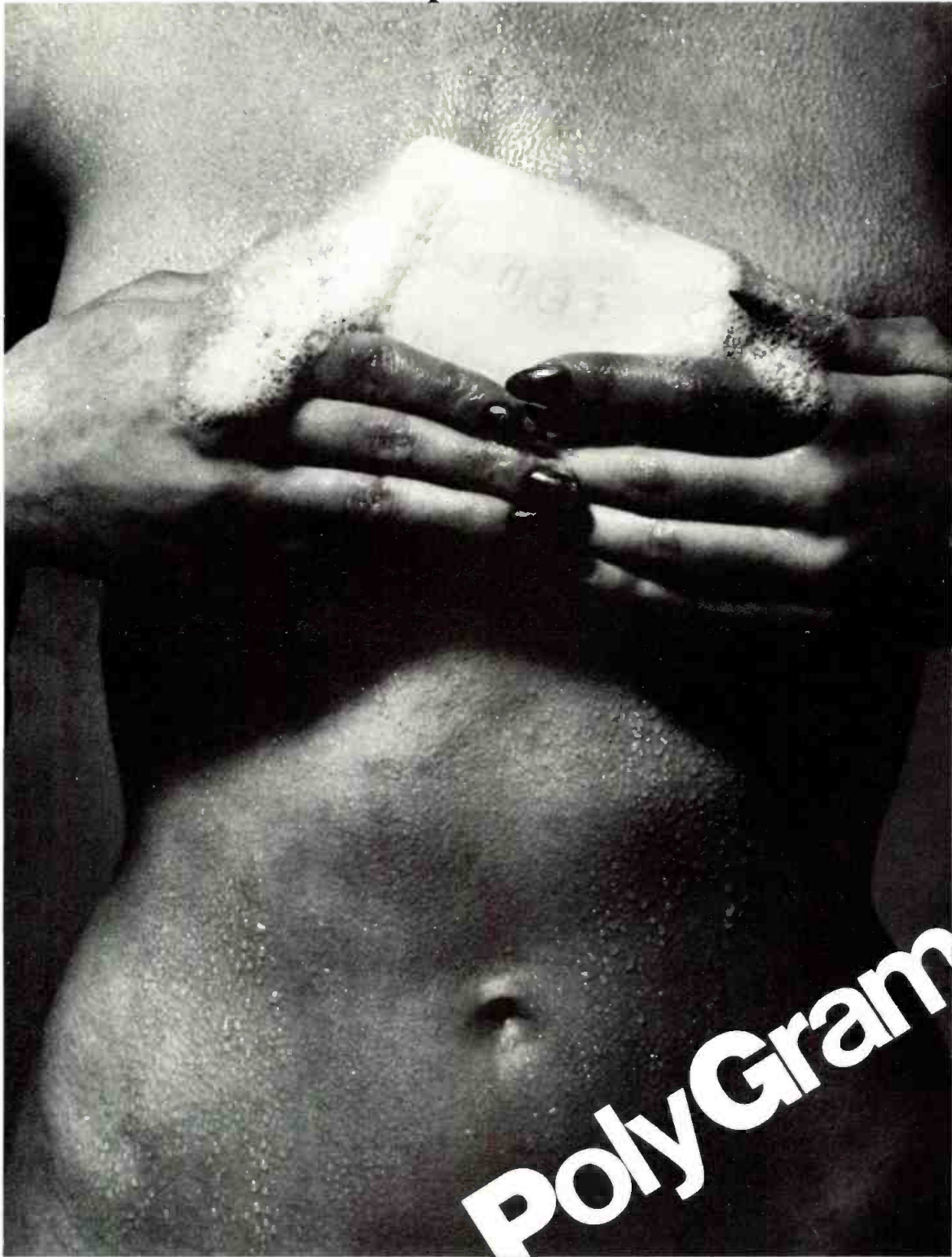
**April 4**—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

■ **April 6-7**—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Anti-trust, Patents, Trademarks and Licensing." Hyatt O'Hare, Chicago.

## Errata

In table in Jan. 11 issue showing results of Arbitron Television's **November 1981 local sweeps**, compiled by CBS researchers, average prime-time quarter-hour audience for **NBC affiliate in Springfield-Decatur-Champaign, Ill.**, should have been **56,000** homes, increase of 12% from November 1980, instead of 37,000 and decline of 26%.

# The Soaps Come Clean



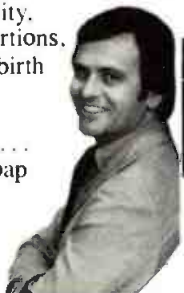
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**PolyGram**

The addiction is nation-wide.  
It crosses the sex and age barriers.  
It took over the imaginations of people in all walks of life.  
It has 85 million viewers a week.  
The soap opera phenomenon has become a way of life.

Replete with teenage sex, fidelity, infidelity, drugs, romance, abortions, breakdowns, intimacy, greed, birth and death.

The soaps have it all.  
And now there's "Daytime... The World of Soaps." A TV soap opera magazine show.  
Hosted by two of soaps biggest stars,



## Daytime... The World of Soaps

Taylor/Garshman Group Inc.  
and BTG Productions Inc.  
in association with

**PolyGram Television**

\*\*\*\*\*

Something new in the air



Robert Woods and Colleen Zenk. Produced by Patti Taylor and Barbara Garshman. Executive produced by James Bliwas.  
With the first five episodes directed by Bobby Quinn, director of the "Tonight" show for the past 15 years.

"Daytime... The World of Soaps" is filled with inside information, behind-the-scenes secrets, interviews, location shoots, gossip, film clips and audience feed-back.

It's the ideal lead-in or lead-out to your daytime schedule.

And there are 85 million viewers who'll want to be there when their soaps come clean.



## Rio role clarified

EDITOR: Vincent A. Pepper's Jan. 11 letter to BROADCASTING magazine requires a factual clarification. Contrary to his suggestion, Matt Leibowitz did in fact attend the Rio conference representing the South Florida Radio Broadcasters Association, the Florida Association of Broadcasters, and the National Radio Broadcasters Association.

He was a member of the advisory committee, and his role there was both to watch out for the interests of radio broadcasters, relative to Cuban interference, and to share with the delegation information he had. In our opinion, Mr. Leibowitz performed what he was asked to do.

The so-called "wild demands" made by Mr. Leibowitz were as follows: He asked that previously established and announced procedures regarding the functioning of the advisory committee be followed; he requested daily briefings for the advisory committee; he asked to have access to the daily delegation briefings, as was the procedure established in Buenos Aires, and he requested status reports on negotiations with the Cuban delegation, not unreasonable, we think.

Before Mr. Leibowitz left for Rio he had spoken with Kalmann Schaefer, chairman of the delegation; Lou Stephens, chairman of the advisory committee, and William Salman, from the State Department. They all clearly stated that a meaningful role in Rio could be expected. The rules were changed in Rio. Mr. Leibowitz should not be blamed for attempting to provide his clients with meaningful representation at the conference.

Mr. Pepper should not attempt to confuse the issue. Yes, the delegation came back with some positive accomplishments, and for that we congratulate them; but on the matter of Cuban radio interference, conditions have in fact gotten worse. This is a real problem. One which demands close and careful monitoring. — *Herbert M. Levin, president, South Florida Radio Broadcasters Association, and Harold A. Frank, chairman, Florida Association of Broadcasters (Cuban Radio Interference Committee), Miami.*

## 'Joke' not funny

EDITOR: I think that ABC News did a bad thing and should be called on the carpet for it.

The Jan. 15 *Washington Post* reported that ABC got Lenny Skutnik, the hero who jumped into the icy Potomac River to save a life after the airplane crash, on *Nightline* by sending a limousine to his house with a secretary who claimed she would lose her job if Mr. Skutnik did not come with her.

Mr. Skutnik had just come home from the hospital. He was cold and tired. He did not want to go on television. Ted Koppel was reported to have said that ABC does not have a policy of forcing people to come on the air and that the story about a secretary losing her job was just a joke. It is inconceivable that someone would tell a "joke" under the circumstances involved in that plane crash. The story was obviously a device to deceive Mr. Skutnik.

It is incidents like this that give journalists a bad name. I think that if you took a poll, most people would feel that journalists hound news figures and are unmerciful in their attempts to get stories. ABC proved that point two weeks ago. — *Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn, Washington, D.C.*

**Editor's note.** ABC's spokesperson Kitty Bayh last week stood by Ted Koppel's statement that secretary Cynthia Dowling's remark about possibly losing her job was "a joke." Bayh said Dowling had gone to Skutnik's home in an ABC limousine to pick up Skutnik at 7 p.m. on the night of the plane crash, after Skutnik, who had been contacted at the hospital, agreed to appear on *Nightline*. However, when Dowling arrived, she found that Skutnik was at his parents' home. In a telephone conversation, Dowling said Skutnik did not remember making the commitment and did not want to make an appearance. It was only after she had spent two hours with Mrs. Skutnik that Dowling made the remark about possibly losing her job, according to Bayh. Dowling is said to have thought Mrs. Skutnik and a neighbor who was in the house took her remark as a joke as she had intended. According to the *Post*, they did not. "It was one of those things," Bayh said. "You make a statement in jest, but it comes back to haunt you. I imagine she won't say it again."

## Supporting a stance

EDITOR: Your Dec. 21, 1981, issue printed a letter to the editor from Michael McGough of WEEQ(AM) Waynesboro, Pa., that took a few gratuitous swipes at the Association For Broadcast Engineering Standards (ABES). Perhaps if Mr. McGough had had an opportunity to read ABES's comments in response to the National Telecommunications and Information Administration's daytimer petition, he would be less negative in his views.

ABES's statement supported the initiation of an inquiry/rulemaking along the lines proposed by NTIA and, no doubt, favored by Mr. McGough. ABES emphasized a number of policy areas in which the FCC could take immediate action to help daytimers get full-time AM and FM facilities to better serve their communities. Such policies as the restrictive nighttime application acceptance standards of Section 73.37(e) and the favoring of new station applicants over daytimers seeking nighttime facilities in comparative proceedings have for years worked against the interest of daytime-only licensees.

Also, we cannot ignore engineering standards which have provided a good aural service to the American public. If there are changes that can be made in the

manner in which objectionable interference is determined and that will not adversely affect service presently rendered by unlimited-time stations, the inquiry initiated by the NTIA will provide the opportunity to consider such changes. — *Wallace E. Johnson, executive director, Association for Broadcast Engineering Standards, Washington.*

## Recollections

EDITOR: With reference to the "Record Setter?" letter in your Dec. 14, 1981, issue: In 1941, in our junior year in college, Johnny DeCamp (who later was best man at my wedding) and I began play-by-play broadcasting of all football and basketball games on Purdue University's WBAA(AM) Lafayette, Ind. Upon graduation in 1943, I entered the U.S. Army and eventually gravitated to Syracuse (N.Y.) University. Johnny was permanently hired by WBAA and today continues his regular broadcasts of the Boilermakers in his 40th consecutive year. — *Larry Myers, professor of TV-radio, Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.*

EDITOR: Lyell Bremser, the vice president and general manager of KFAB(AM)-KGOR(FM) Omaha, has just completed his 43d year of broadcasting play-by-play of the University of Nebraska Cornhuskers. He has never missed a game. Although we haven't kept a tally, we figure that with bowl games and some 12-game schedules, it adds up to over 435 games.

And, he has no plans to hang it up yet. — *Kenneth D. Headrick, station manager, KFAB(AM)-KGOR(FM) Omaha.*

## Togetherness

EDITOR: We thank you for the editorial, "Strength of Numbers," in your Jan. 18 issue and particularly for the compliment paid to NRBA's "good ideas." As to the required resources, it's obvious that the organizations that have agreed to work together collectively possess more than adequate resources. The only remaining ingredient is the *willingness* to unite for the common good and to achieve the deregulation of the broadcast industry. I am confident that this will happen. — *Abe J. Voron, executive vice president, National Radio Broadcasters Association, Washington.*

## In agreement

EDITOR: Let me congratulate you on the perceptive and persuasive editorial Jan. 11 on how the scarcity rationale no longer legitimizes the regulation of broadcasting outlets. — *William Lilley III, vice president, corporate affairs, CBS Inc., New York.*

## The First comes first with NAB

**Association out to make 1982 'Year of the First Amendment'; Cronkite selected as DSA winner; joint board opts for single teletext standard, will hold to status quo on personal products; still pushing for must carry**

In the Polynesian—and rainy—atmosphere of Kauai, Hawaii, leaders of the nation's broadcasters last week declared 1982 as "The Year of the First Amendment," which will be the theme of the National Association of Broadcasters annual convention in Dallas next April.

With Walter Cronkite selected as the Distinguished Service Award recipient and keynoter, and with the fervent hope that President Ronald Reagan will pay tribute to his first profession from the same platform, the year will be dedicated to "full First Amendment freedoms for broadcasters." FCC Chairman Mark S. Fowler, who advocates repeal of Section 315 of the Communications Act, is expected to appoint the campaign and continue his efforts to unify all segments of the mass media.

The NAB's joint board—about 50 strong—took these other actions at its winter meeting last week:

**On teletext** □ It espoused a single standard to be adopted as soon as possible, in lieu of the "marketplace" position advocated by Don Curran, president of Field Communications, the single dissenter.

**On HDTV** □ It agreed that a broad-based task force be established to focus on high-

definition television so that broadcasters will be able to participate in this new technology—thus supporting the recommendation of its TV board.

**On ratings** □ It approved a resolution urging the broadcast measurement services (Arbitron and Nielsen) to measure such "group quarters" as military bases, dormitories and hospitals, and asked that the board be kept informed.

**On personal products advertising** □ It turned thumbs down on any study of revising TV and radio code rules on personal products advertising but left open for consideration what to do about contraceptive advertising, with the understanding that code boards would report to their respective radio and TV boards after meetings on that subject in March. The apparent results: to continue in place acceptance of present personal product advertising but to keep the doors closed to the contraceptive category.

**On copyright** □ After lengthy debate, the joint board ordered an all-out effort to strengthen "must-carry" provisions of cable copyright legislation.

Typhoon-like weather resulted in longer meetings and less fun and games for directors and their spouses. Joint Board Chairman Eddie O. Fritts, president of the Fritts Stations in several Southern states, commented: "It was the most productive and business-like winter session" in his half-dozen years on the board. He paid tribute to NAB President Vincent Wasilewski and the NAB staff for the excellence of their

presentations and work projects.

The joint board put its First Amendment campaign into high gear at its opening session last week, voting the DSA to the veteran CBS newsmen and adopting unanimously a resolution calling for repeal of the equal-time law which also contains the fairness doctrine.

The First Amendment project was outlined to the board by Robert King of Capital Cities Communications, Philadelphia, who chairs a special NAB committee on the issue. Joining him were key members of the NAB staff, who briefed directors on legislative, legal and public relations aspects of the campaign.

NAB President Wasilewski outlined cooperation with media and trade associations in the all-out effort, mentioning the Radio-Television News Directors Association, the American Society of Newspaper Editors, the American Newspaper Publishers Association, the Society of Professional Journalists, Sigma Delta Chi, the National Cable Television Association and the American Bar Association.

The assembled directors plus a dozen NAB staff executives sat at attention for one and a half hours Tuesday morning (Jan. 19) as Chairman Robert W. Kastenmeier (D-Wis.), of the House Judiciary subcommittee charged with copyright, recounted in detail recent maneuverings among broadcast, cable and syndicated program owners on the possibility of new legislation. He is said to have nodded in sympathy and agreement on the plight of television stations but to have made no promises.

The pending legislation—an amendment to the 1976 copyright law that has been passed by his subcommittee (BROAD-



**Together in rainy Hawaii.** National Association of Broadcasters executive committee members and Representative Robert W. Kastenmeier (D-Wis.) discussed pending cable copyright bill with rest of NAB board at annual winter meeting last week. L to r: Radio Chairman Cullie Tarleton, Jefferson-Pilot Broadcasting Co.; Vice Chairman William Stakelin, Bluegrass Broadcasting Co.; TV Vice Chairman Gert H.W. Schmidt, Harte-Hanks Communications; Chairman Mark Smith, KLAS-TV Las Vegas; Joint Board Chairman Edward O. Fritts, Fritts Broadcasting; Kastenmeier; NAB President Vincent Wasilewski; network representative Peter Kenney, NBC Washington, and the immediate past joint chairman, Thomas Bolger of Forward Communications Corp.



CASTING, Dec. 21, 1981)—is the last resort, he said, and if it goes down, there will be no substitute, as far as he is concerned.

In a question-and-answer session that heard a number of complaints voiced by the broadcasters, Eugene H. Bohi, president of WGHP-TV High Point, N.C., said a new UHF in his state could not survive without must-carry status on cable systems in its area. The must-carry provisions in Kastenmeier's bill were rejected by broadcasters after amendments were added prohibiting the FCC from requiring carriage of "any audio or visual service" other than full-power broadcast stations on the air by October 1981 that receive a certain share of viewing in their service areas. The amendments also would require saturated cable systems to substitute a local public station for a duplicated network signal.

Gene Cowen, ABC's Washington vice president, suggested that must-carry

survey on contraceptive advertising involving 2,000 people in the U.S. (18 or older) in October-November 1979. The subject will be considered at a joint meeting of the radio and TV code boards on March 23, and if the study's conclusions are accepted without challenge (which is deemed likely), they will be forwarded for endorsement by the full board at its June meeting in Washington.

The findings:

1. Respondents rejected the general concept of contraceptive advertising by 53% to 41%.

2. When questions moved to specific contraceptive product advertising, respondents rejected them by 67% to 28%. Those who objected were more vehement than others. Conversely, those who found contraceptive advertising acceptable were lukewarm and lacked enthusiasm.

3. Answers were nearly identical for radio and TV.

The question of whether to conduct a

Rock, Ark., urged opposition to the FCC proposal to lift the ceiling on ownership from its present seven-seven-seven limit. He feared that lifting the limit would encourage group owners, including networks, to buy additional outlets in desirable markets and introduce new elements of competition. While some supported this notion, others raised the question of limiting competition by government edict in a climate of deregulation. Because the issue wasn't on the official agenda, no action was taken.

A new resolution adopted at the closing joint board session Thursday, on motion of Kathryn Broman of WWLP-TV Springfield, Mass., endorsed congressional efforts to reform certain elements of the election process, "including means to increase voter turnout and methods to minimize the effects of varying polling hours in different time zones." The resolution pointed out that the broadcast media constitute the American public's primary and most trusted source of news and information.

In another action, the executive committee was authorized to decide on return of an NAB national convention to Chicago, with the prospect that 1985 would be the first possible date. Commitments have been made to Las Vegas for 1983 and 1984.

On Wednesday, after making short shrift of the personal products advertising study proposal (by a 4-to-1 margin), the radio board adopted a number of resolutions centered on technical and allocations issues. Among them: a recommendation that the FCC authorize AM stereophonic broadcasting, based on a single technical system, and in coordination with a comprehensive educational campaign co-sponsored by manufacturers, the Electronics Industries Association and state associations, "to assure that the American public receives the benefits of AM stereophonic broadcasting at the earliest possible time."

Another radio resolution directed the task force on radio allocations to confer with members of Congress, the State Department, and the National Telecommunications and Information Administration, as well as the FCC, to protect vital interests of AM broadcasters and their listeners in eliminating the Cuban interference problem. A third resolution held that the NAB should continue its efforts with the FCC and neighboring countries to provide relief for daytime stations without significantly diminishing the service of other stations.

On Thursday, the television board heard a detailed report on the prime-time access rule prepared by WGHP-TV's Bohi and presented in his absence (he left Wednesday for meetings preparatory to building a new broadcast center for that station) by Field's Curran. It was based on a resolution adopted by the ABC affiliates board last month and said that the networks, with their 15 owned and operated stations, controlled 51.8% of TV revenue and

**What makes horse races.** Although contraceptive advertising drew negative votes from most of the 2,000 Americans surveyed by NAB in 1979, demographic breakdowns show a difference of opinion among individual segments of the population. People 18 to 34 are most receptive to contraceptive ads. Acceptance declines with age. Single, divorced and separated people are also more receptive, followed by married people, widows and widowers.

Whites are the most opposed to contraceptive ads, with blacks almost evenly divided and Hispanics favoring such advertising. A majority of both sexes are opposed, but males are in favor far more than females.

Protestants and Catholics are equally opposed—only 38% of each category are in favor. Jews are almost evenly divided, and respondents identifying themselves as atheists, agnostics or of no religion favor contraceptive advertising by three to two.

Respondents rated public service announcements on radio and TV as appropriate sources for information on sex and birth control. Entertainment programs and commercials rated the lowest in preference and parents, schools and churches headed the list of preferred sources.

Both those who support and those who oppose contraceptive advertising believe that broadcast contraceptive advertising would decrease venereal diseases, and illegitimate pregnancies, and unwanted pregnancies among married persons. Compared to other products—such as mouthwashes, laxatives and tampons—contraceptive products were by far the least acceptable product category tested.

language in the new legislation should anticipate all new broadcast developments. He also suggested that stations operating both conventionally and as pay TV outlets at different times should be eligible for must-carry consideration, as they are under present FCC rules, but would not be if Kastenmeier's bill, as now drafted, became law.

Kastenmeier was said to appear receptive.

Wasilewski urged approval of a "total package" with no subsequent amendments. He said amendments offered by cable entities "violate the principles of compromise," adding that based on his 30 years of experience, he felt he could not trust the cable opposition. "They make a deal and walk away from it," he was quoted as having said at the closed meeting.

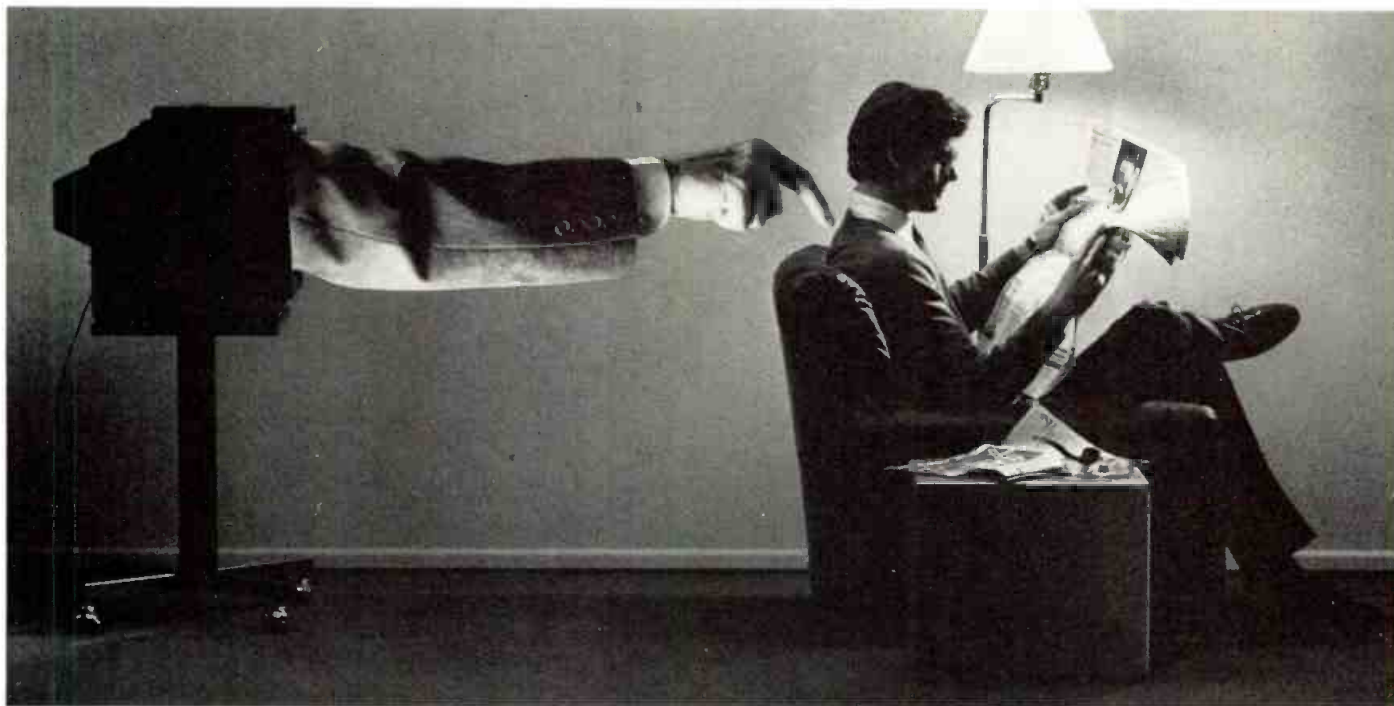
W. Lawrence Patrick, NAB senior vice president for research, offered the board a "snapshot" of the results of a \$75,000

separate survey on personal product advertising was put separately to—and quickly rejected by—the radio and TV boards, which met Wednesday and Thursday, respectively. Patrick explained that a study in this area would cost \$100,000, and his notion was that the money was urgently needed for other important projects, indicating a staff recommendation of passing it by and retaining the status quo. The NAB code presently permits personal product advertising during certain hours of the day, but forbids any contraceptive advertising. On Thursday, the joint board killed that proposal entirely.

At its first all-day session, largely dictated by inclement weather, the joint board heard a number of staff reports. It endorsed the FCC proposal to eliminate the three-year rule on station sales. Also approved: recommendations for dues increases amounting to about 5% for radio and 8% for TV.

Ted Snider, KARN(AM)-KKYK(FM) Little

# TO GET VIEWERS TO TURN TO YOUR STATION, YOU'VE GOT TO TURN A LOT OF HEADS.



When it comes to watching television, people have always had several alternatives to turn to. And now, with the latest boom in video technology, the choices seem endless.

So how does an independent station go about grabbing its share of the viewers? At Gaylord Broadcasting, we start by grabbing their attention.

In a sports conscious city like Seattle, that means broadcasting Mariner baseball games. In Cleveland, it means turning viewers on to our library of over 5,000 movies. And, of course, it means coming out with new and exciting programming to suit our Milwaukee, Houston and Dallas/Fort Worth markets, as well.

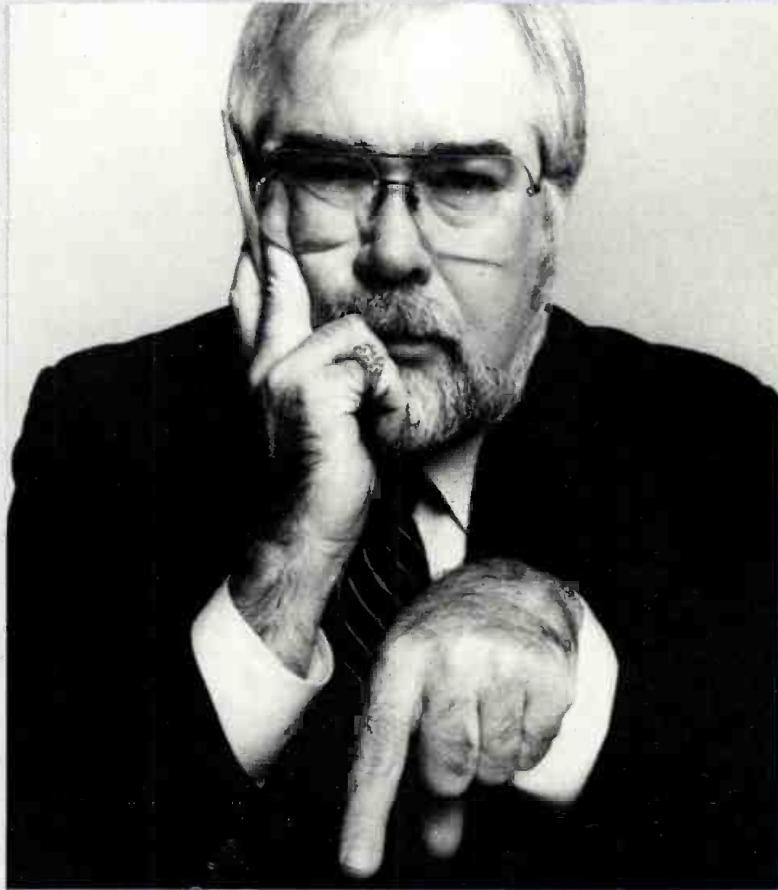
At Gaylord, that's how we're turning a lot of heads. Because we know if you want to be watched, you've got to make yourself heard.



**Gaylord Broadcasting**  
We're making ourselves heard.



Give me one good  
reason for going satellite  
in 1982!



1983!

In a world where business is tougher to get ...  
where costs seem to go up each month and  
audiences seem to be getting smaller and profits  
disappear ... there is an answer.



Satellite  
Music  
Network

Call Now! Toll Free 800-527-4892

(In Texas call 214-343-9205)

Saving Money never sounded so good.

32.3% of TV profit in 1980. Based on FCC's current financial report, he said, of 864 commercial TV stations in the country, 849 share 48.2% of all revenue. "PTAR fosters rather than impedes diversity and competition in the selection and presentation of TV programming and strengthens rather than impairs the marketplace," Bohi's report said. While he asked for TV board action to support prime-time access, the report was simply "received." The NAB traditionally has regarded the question as outside its area of activity and as posing a possible First Amendment issue.

The TV board approved a 10% increase in dues paid to the Television Information Office, agreeing to a one-year-only commitment of \$144,100, up from \$131,000. NBC previously had agreed to a similar one-year increase; CBS and ABC committed themselves to three years at that figure. Contributions from NAB and the three networks represent about 40% of TIO's income, bringing the total figure to slightly under \$1.5 million. TIO Director Roy Danish advised the board that he would probably be back next year with a request for a further increase.

Clayton Brace, of KGTV(TV) San Diego, chairman of the television code board, advised the board that standard X-4 of the TV code had been amended as follows: "*Comparative references:* advertising shall not distort or exaggerate differences between compared products or services, so as to create false, misleading or deceptive impressions."

At the closing joint board session Thursday, President Wasilewski quoted Chairman Fritts as having said "NAB has the best trade association staff in Washington." The chairman is said to have nodded his affirmation of that sentiment.

## LPTV back on front burner

**Responding to congressional and marketplace pressures, FCC may have rules out within 60 days; 6,000 applicants already in line**

After 14 months of talk, the FCC seems finally ready to deliver its new broadcast service: low-power television. Responding to pressure from Capitol Hill, the FCC within the next two months will consider the rules and regulations that would establish LPTV and potentially change the face of television in this country.

In September 1980 the FCC—in the spirit of its then current more-is-better marketplace philosophy—proposed the creation of thousands of LPTV stations that would be limited in their power and coverage, but free of most of the regulations that now burden so-called full-service stations. They would be technically similar to translators, but, unlike translators which are restricted to rebroadcasting the signals of full-service stations, would be permitted to originate their own programming.

Last December, Senator Ernest Hollings (D-S.C.), the ranking Democrat on the Commerce Committee, began leaning on the FCC to implement its proposed new services, particularly LPTV and cellular radio. Molly Pauker, the Broadcast Bureau attorney responsible for writing the rules, said last week that LPTV now has "the highest priority of this bureau" and that the rules would be out within 60 days. She would not be more specific. But Leon Knauer, Washington attorney for the National Translator Association, believes the FCC might be asked to rule on the rules in late February or early March. "If I were

betting, I would say the report would be out by March 15."

The speed with which the rules reach the FCC will depend in part on the FCC's lottery proceeding. One of the more difficult questions being faced by Pauker and others in the formulation of the final rules is how to decide among mutually exclusive applicants. Congress empowered the FCC to use a lottery to decide between competing applications, but the fate of that concept will not be determined until the FCC meets in early February.

Because of the crush of translator and LPTV applications that reached the FCC in the months after the proposed rules were issued—there are more than 6,000 now on file—the FCC imposed a partial freeze on processing applications, exempting those proposing to broadcast in areas now unserved or served by only one full-service station. Pauker said the Broadcast Bureau's recommendation to the FCC would deal with the freeze. "If it is feasible to lift it, we will. If not, we will recommend another approach."

Pauker declined to discuss the content of her recommendation. But indications are that the final rules will look much like the proposed rules. The only change may be to make them more liberal than they already are. Michael Couzens, who wrote the proposed rules and is now a private consultant, said he suspected that most of the crossownership rules preventing television and radio stations from owning LPTV stations in their markets would be dropped. Such action would be in accord with the public statements of FCC Chairman Mark Fowler, who has favored a wide-open video marketplace.

## Shaky start for low-power show

**LPTV '82 opens this week with exhibitors, workshops; dispute over sponsor's tactics causes five equipment firms to take one common booth**

The first major conference and exhibition dedicated to the understanding of the budding low-power television industry begins a three-day run this Thursday (Jan. 28) at the Sheraton Washington hotel in Washington. The convention—LPTV '82—will be staged despite half-hearted participation of the five major manufacturers of LPTV transmission equipment.

Instead of exhibiting their equipment individually at the show, Acrodyne Industries, Emcee Broadcast Products, Television Technology, Scala Electronics and Bogner Broadcast Equipment will pass out literature at a common booth hired by the Community Television Manufacturers Association (CTMA), a trade association of the five companies formed last fall.

The manufacturers cite attempts by the

convention organizers to induce them to exhibit with high-pressure sales tactics and concerns about the cost-effectiveness of exhibiting at an unproved trade show as reasons for their minimal involvement.

Nonetheless, Global Village, New York, and Conference Management Corp., Norwalk, Conn., the sponsors of the show, are confident that their timing is right and that the show will be a success. Between 2,000 and 5,000 are expected to attend the 35 sessions and tour the exhibit floor that comprises 69 service and equipment company booths covering 9,000 square feet.

John Reilly, executive director of Global Village, a nonprofit producer of public television and video seminars for the past 12 years and applicant for 15 LPTV stations, said that six months ago when Global Village and CMC decided to hold the show, the future of LPTV was cloudy at best. The change in the make-up of the FCC and the unexpected flood of applications (now estimated to number around 6,000) combined to slow the development

of the medium to a crawl. But with the new impetus supplied by Congress (BROADCASTING, Jan. 4), Reilly said last week, "there is new optimism that [LPTV] will emerge as a viable service." Reilly said the industry is now entering a "critical phase" when a "national visible conference is needed to give an impetus—a presence—to the industry." There is "a lot of logic" to holding the conference in Washington, within earshot of the FCC and of Congress, he said.

The sponsors are billing LPTV '82 as "the first annual," but Reilly plans to hold future meetings under the aegis of the National Association of Low Power Television (NALPTV), a new industrywide trade association he is forming and for which he'll be recruiting at this week's meeting. NALPTV will incorporate the American Community Television Association, a foundering LPTV trade group put together by Doug Smith shortly after the FCC proposed its LPTV rules in 1980.

Reilly said he will be president of



## Coke gets into show business with \$900 million bang

**Makes preemptive bid for Columbia Pictures, including prospective purchase of Outlet Co. broadcast stations; cable, pay TV among major fiscal attractions**

Coke added life to the motion picture business last week, when the Coca-Cola Co. made an offer to purchase Columbia Pictures Industries in a deal estimated at more than \$900 million. Going along for the ride is what's left of The Outlet Co. Columbia had already concluded a deal to purchase Outlet for its extensive broadcast holdings; that pact was awaiting FCC approval, having already gotten affirmative nods from the boards and shareholders of both Columbia and Outlet. Under the proposal for Coke's acquisition of Columbia, Coke would become the acquirer of Outlet.

The news took Wall Street by surprise—if for no other reason than the premium that Coke is paying above market value for Columbia shares. Under the terms of proposal, Coke was offering about \$73 for a stock that was being traded under \$42 before being halted on Monday, the day before Coke and Columbia issued a joint statement informing the world of their intentions. Each deal is intended to be a tax-free combination cash/stock offer—1.2 shares of Coke common stock plus \$32.625 in cash for each of Columbia's approximately 10.4 million shares. Outlet shareholders would get .89 of a Coke share and \$24 for each of roughly 3.5 million Outlet shares outstanding. At Thursday's closing price of \$31.25 per share for Coca Cola stock (equivalent to \$71 per Columbia share and \$51.81 per Outlet share), the Columbia portion of the acquisition would cost Coke the equivalent of \$729.3 million, the Outlet side-deal, another \$181.3 million. Various provisions of the proposed purchases would provide limited rights to shareholders to receive all cash or all stock—with Coca-Cola not obligated to issue more than 12,384,000 of its shares to Columbia holders or pay them more than \$336,690,000 or to issue more than 2.8 million shares to Outlet holders or pay them more than \$79 million. That last set of Outlet figures will need some revision. Coke reportedly neglected to consider certain Outlet stock warrants and options, which could require Coke to issue 300,000 more shares than it contemplated and put up another \$5 million in cash to acquire Outlet. At the same time, should Coke shares drop below \$28 before the deals are closed, their tax-free status could be jeopardized, which Coke and Columbia said would lead to renegotiation.

Coca-Cola chairman Roberto C. Goizueta, describing his company's interest in Columbia, said: "This acquisition will provide the Coca-Cola Co. with a strong entry in an industry which in our

judgment presents opportunities for significant growth in the years ahead of us, particularly in the areas of filmed entertainment and programing for cable and pay television. Also, we are excited with the possibilities in the area of video games and the general area of broadcasting to which Columbia is strongly committed."

Coke would maintain Columbia as a separate entity, Goizueta said, and retain present management, "but Columbia will be able to take advantage of the Coca-Cola Co.'s expertise in identifying and catering to consumers' needs and desires worldwide."

Observers familiar with the entertainment industries were identifying that Columbia management as one of the company's prime assets, and a justification for the substantial premium Coke is paying. Ted James, of Montgomery Securities, believes "Coke is getting a superb management team ... guys with stupendous backgrounds in the television and motion picture production industries." In addition to Columbia president, Francis (Fay) Vincent, James singled out Frank Price, chairman and president of Columbia Pictures, John Veitch, president of Columbia Pictures Productions, and Karl Eller, the broadcasting and advertising entrepreneur who in his present post of president of Columbia Pictures Communications was credited with putting together the Outlet deal. And Eller takes credit for helping to get the ball rolling on this mammoth merger.

James called it "a fabulous deal for both companies" giving Columbia stockholders a price that they wouldn't have been able to realize on the market. And Coke, beside the management team, will realize the benefits of the "real take-off in product" that Columbia has experienced over the last two or three years, which will now, he figures, generate, in bottom line terms, "some futures with real predictability." And that's not to mention a film library he values at \$600 million.

David Londoner of Wertheim & Co., agreed that the library is an important consideration if the deal is analyzed "in terms of assets." He thinks more stress should be laid on Coke's viewing the motion picture industry "long range as an attractive place to be." What Coke ends up making of the acquisition "depends on how they want to manage the company." Stressing the "entrepreneurial nature" of the motion picture business, Londoner pointed to two different examples of conglomerate takeovers of film producers—the very successful Gulf + Western acquisition of Paramount, and the disastrous Transamerica take-over of United Artists (which was later sold). "Gulf + Western worked because they've got an entrepreneurial management," he said.

Coke will be getting much more than

NALPTV and that Smith and Washington attorney Michael Glasser will be charter board members. In addition to signing up members from the throng of LPTV applicants and would-be applicants at the show this week, Reilly said he will also be looking for volunteers to join the board.

Those attending the convention should be able to get a fix on just where the FCC is in its effort to establish a set of rules for LPTV. Thursday's keynote speaker is FCC Commissioner Anne Jones and that afternoon Molly Pauker, the FCC attorney most responsible for writing those rules, presents a "regulatory overview" and Washington attorney Rick Neustadt tries to answer: "What will the FCC do and when?" What's more, Charles Ferris, who was chairman of the FCC at the time the rules were proposed, will speak on Friday.

The sessions cover all aspects of applying for, financing, equipping and programing an LPTV station, but they take a small-time operators' point of view. Two of the programing sessions, for instance, are entitled "Programing for Peanuts" and "Cheap TV News: Local Programing."

The five manufacturers, conspicuous by their near absence, have several reasons for maintaining a low profile, the most important of which is their feeling CMC tried to mislead them into exhibiting at the conference. Nat Ostroff of Acrodyne Industries, said that a representative of CMC "called us up and told us that our competition had signed up and that we had better sign up too." However, Ostroff said, it's a "pretty small industry" and "it quickly became common knowledge that these guys were really hustling us." They tried to "strong arm all the LPTV manufacturers by what I almost consider fraudulent means," he said.

Ostroff also indicated that some of Acrodyne's reluctance stemmed from its belief that the same industrywide group should sponsor the national LPTV show, "I mean, who the hell is Global Village?" Right now, he said, the CTMA is putting all of its "cookies" in the National Translator Association.

Reilly suspected that the CTMA members had an ulterior motive for their partial boycott. The CTMA may be "harboring plans for its own national convention perhaps in conjunction with the NTA, which has tried to portray itself as representing not only the translator business, but also the LPTV business. "I think they see us as a little bit of a rival," he said.

Jim DeStefano of Emcee and of CTMA thought Reilly's suspicions were ridiculous. CTMA was formed "to get LPTV off on the right foot," he said. "We don't have the time or the wherewithal to put together conventions."

DeStefano said he doesn't care what organization ultimately emerges as the premiere association for the business—the National Association of Broadcasters, the NTA or the incipient NALPTV. "We will have to go wherever our bread and butter is."

motion pictures, even setting aside the Outlet purchase. Columbia's involvements in addition to the theatrical motion picture field include television program production and distribution, the television commercial production house, EUE/Screen Gems, a joint venture with Bell & Howell in post production and home video, another joint venture in home video distribution abroad with RCA, extensive licensing agreements with pay television, and its own several radio stations.

With the Outlet package included, Coke would end up with a broadcast complement of three AM, five FM and five television stations: WCMH-TV Columbus, Ohio; WQRS-FM Detroit; KIQQ(FM) Los Angeles; WIQQ(FM) Philadelphia; WJAR(TV) Providence, R.I.; WDBO(TV) Orlando, Fla.; KCPX-AM-FM Salt Lake City; KSAT(TV) San Antonio, Tex.; KOVR(TV) Stockton-Sacramento, Calif.; WTOP(AM) Washington, and WWVA(AM)-WCPI-FM Wheeling, W. Va. Those properties are widely estimated to be worth around \$300 million—but that's before discounting the substantial debt with which Outlet is saddled.

In television programing, Columbia has four prime-time series on the air, two daytime dramas, and produces made-for-television films and mini-series, including the recent Operation Prime Time project, *Goliath Awaits*. In addition to its own titles, Columbia also distributes outside product in syndication, notably *Barney Miller* and *Charlie's Angels*.

That's not to say Coke is unfamiliar with television—from the advertiser side of the coin. In 1980, the company invested \$117 million, 64% of its total advertising budget in broadcast advertising for Coca-Cola owned products that, in addition to its soft-drinks, included the Minute Maid line, Snow Crop products and Taylor wines. Coca-Cola also owns Presto Products, manufacturer of plastic products and deodorizers, and Aqua-Chem.

The stock market didn't take too kindly to Coke's announcement, dropping that company's shares \$2.25 by Tuesday, to close at \$32, and dropping another \$1.375 on Wednesday. Thursday Coke edged up \$.625. Columbia shares shot up \$21.50 when trading resumed on Tuesday, and settled slightly (75 cents) that day to close at \$62.50.

The Columbia acquisition, which Coke says it intends to structure as a merger of Columbia Pictures into a new subsidiary, is subject to approval by the boards of each company, "appropriate" shareholder approvals (a proxy is being sent to Columbia holders), execution of definitive agreements and the consent of regulatory agencies. The Outlet part of the deal requires approval of the Columbia and Outlet boards, Coke's board, "appropriate" shareholder approvals, definitive agreements and regulatory approval. The "appropriate shareholder" phrase reflects the fact that Coke says it isn't sure whether the approval of its shareholders is necessary.

The deal had ramifications beyond the parties involved. With attention focused on the traditional undervaluation of film companies on the open market, MCA was being looked at as the next acquisition candidate and its stock climbed \$1.50 to \$43 on Tuesday.

That company even issued an announcement on Tuesday saying "it is not aware of any unreleased information" that would have caused the imbalance of orders for its stock at market opening that day.

## Reagan names board to oversee new Radio Marti

**Among those planning shortwave service directed to Cuba are George Jacobs, Clifton White, Herbert Schertz, Joseph Coors**

U.S. plans to attempt to break what officials describe as the Castro government's monopoly on news dissemination in Cuba moved another step forward last week with President Reagan's announcement of 10 members of the commission that will create Radio Marti, which is to broadcast to Cuba. But although the chairman of the Presidential Commission on Broadcasting to Cuba, F. Clifton White, said the group will move with "a real sense of urgency," he was not prepared to estimate when the AM outlet named for the turn-of-the-century Cuban freedom fighter will go on the air. Administration statements last fall that the station would be operating by January or February, he said, are "unrealistic."

White, a public affairs counselor in Greenwich, Conn., who has long been associated with national Republican politics, said he would call the first meeting of the commission "in two or three weeks." And he said the commission would develop a timetable for the reports it would submit to the president after one or two meetings.

The commission is mandated to submit a final report on its recommendations by Oct. 1.

Some preliminary research has already been done by the State Department, and the commission will have the services of a staff—it's called an "executive secretariat"—which is already in place. It is headed by a career foreign service officer, George Landau.

One option being considered for putting the radio on the air quickly is the leasing of time on an existing outlet in Florida. Sources also say that, in reviewing the technical requirements of Radio Marti—which is expected to operate with 50 kw—officials are determined to avoid causing interference to U.S. stations. They believe that can be accomplished by choosing a frequency not used in that part of the country (1040 khz is a candidate) and by the use of directional antenna. Jamming by Cuba does not appear to be a cause of concern. Efforts to jam the Voice of America's Radio Marathon, on the Florida Keys, have not been successful.

Congressional approval of the project—including an appropriation of \$10 million—is required. Legislation has already been introduced in the Senate and a companion bill will be introduced in the House early in the new session, which begins this week.

The only member of the commission with experience in international communications is George Jacobs, a consultant in broadcast engineering who retired in 1980 as director of engineering for the U.S. Board for International Broadcasting, a post he held for four years. For the previous 27 years, he was with VOA.

He said that although he could not speak for the commission, he would work for the development of a radio station that would deliver the U.S. broadcasts to Cuba "in the most effective way, at the least cost to the taxpayer and at the least risk of interference, from either Radio Marti or Cuba."

The commission has a conservative complexion. White ran Senator Barry Goldwater's (R-Ariz.) presidential campaign in 1964, and he was senior adviser to

**Propaganda advocate shunted aside at ICA.** Philip Nicolaidis, whose advocacy of a "propaganda" function for the Voice of America involved the VOA and its parent, the International Communication Agency, in controversy (BROADCASTING, Nov. 23, 1981), is leaving his job as deputy program director for commentary and analysis. He has been reassigned by the ICA to prepare analyses on Soviet disinformation themes; his product will be available to the VOA as well as to the ICA. A spokesperson for the ICA, Phyllis Kaminsky, said the move was made because Nicolaidis was "unhappy" in the job into which he had moved two months ago and because the agency has "admiration for his skills" as a writer. No one else at the ICA or the VOA could be reached who would speak on the record, but it is known that Nicolaidis had been assigned neither a permanent office nor a staff, factors that could have contributed to any "unhappiness."

The flap that accompanied the announcement of his appointment in November was caused when a memorandum he had written concerning his views of the VOA's functions was leaked to the *Washington Post*. It said the VOA should function as a "propaganda agency" and that it should strive to "destabilize" the Soviet Union and its "satellites." The reassignment was ordered by Charles Z. Wick, ICA director, who originally hired Nicolaidis for the agency as a member of its public information staff. Wick, Kaminsky said, is "still strong" on Nicolaidis.



the Reagan campaign in 1980. The only broadcaster on the commission, William B. Bayer, political editor and news commentator for WINZ(AM) Miami, has been described by the *Miami Herald* as "an outspoken conservative," a description with which he said he does not disagree. Another person long regarded as a conservative who is on the commission is Joseph Coors, president and vice chairman of Joseph Coors Brewers. The commission also includes Charles Z. Wick, director of the International Communication Agency and long-time friend and associate of Reagan.

Others on the commission are Herbert Schmetz, Mobil Oil's vice president for

public affairs, who developed that company's aggressive campaign of op-ed page messages to the public; Richard B. Stone, former Democratic senator from Florida who is now practicing law in Washington; Richard M. Scaife, of the Scaife-Mellon family who is a publisher in Pittsburgh and a philanthropist; Tirso Del Junco, chairman of the California Republican party and a native of Havana; and Jorge L. Mas, president and chief executive officer of Church and Tower of Florida Inc., a Miami-based firm of engineering contractors.

One member of the commission is yet to be named. It was created as an 11-member body.

However, he said that the PBS's New York staff of 11 would be reduced to three, with only a core of promotional personnel remaining. He indicated that the New York development staff would probably be moved to Washington.

Another proposal calls for reducing PBS's transponder use from four to two, which will free up as much time as possible, allowing the service to sell the excess space. With the two transponders, PBS would provide a two-zone, three-zone, or limited four-zone service instead of the current four-zone feed pattern. Grossman noted that this aspect of the proposal would be decided by stations later.

PBS management is asking the board and member stations to permit implementation of the plan by April, with official approval to follow at the annual meeting in June. Management stressed the urgency of beginning soon to prepare for pending cuts in fiscal 1983, which starts July 1982. The board will be asked to pass a continuing budget resolution for the first quarter of FY 1983, allowing for gradual financial implementation of the plan.

PBS board members as a whole spoke in favor of the proposal, but—saying that "crucial questions" remain to be answered—postponed action. The board, however, did grant its executive committee authority to make substantive decisions on the plan when it meets later this year.

PBS plans to hold a teleconference to present the plan to its station members and will hold a series of regional meetings at the end of February.

Grossman noted that PBS is faced with some "very lean times," and said that dwindling federal support and the encroachment of other programmers into the cultural arena prompted the preparation of a plan. "Today there are other players in the field. CBS Cable, Bravo, ABC's ARTS channel, and even HBO and Showtime are broadening their services to include the production of plays and specials on the performing arts," Grossman said.

Grossman explained that the new plan would allow PBS to participate as "partners" with others in the industry and take advantage of the new technologies. Also, the PBS president pointed out that producing stations are finding it "more difficult" to finance major productions and he said the trend in public broadcasting toward forming producing consortiums of stations is a "healthy development."

The plan would give stations access to individual series, even though they are unable to use the entire basic national service. "We've made the basic package as tight as possible," Grossman said, noting that the station program service would supply such supplementary program services as late-night feeds, and would arrange for repeat feeds, extra delays, and technical origination services.

Part of the funding for the program service fund would come from the stations and the balance would be supplied through

## NEW GRAND DESIGN IN PUBLIC TELEVISION

# Making more out of less at PBS

**Grossman proposes new operational procedures to strengthen program hand at the national level, beef up prime time schedule, give stations more scheduling freedom**

The Public Broadcasting Service board of directors last Thursday (Jan. 21) was presented with a proposed plan that could dramatically change the look of the service. According to PBS President Lawrence Grossman, who introduced the plan at the first of the board's two yearly meetings, the proposal will give member stations more freedom to strengthen key programming, to determine which PBS services meet their needs and to aggressively go out for funding.

Among the plan's major aspects: development of a national program service, establishment of a station-based national program service fund of \$10 to \$15 million that would concentrate on prime-time service, and elimination of obligatory service charges. A basic service package would be made available to member stations for a single annual fee and would include the national program service and a station program service. Grossman noted that the basic service package would cost stations 20% less than they are currently charged.

Stations, Grossman said, would be asked to pay \$2,000 each in annual membership dues to pay for the governance of PBS. That amount, he added, is less than what smaller stations now pay in dues. (PBS currently operates three national program services, supported through annual dues.) According to the plan, all other charges and services are optional and stations would be charged on a rate card basis.

PBS also is proposing to continue a few of its other services—such as the marketing of PBS Video—through self-support. However, Grossman said, "if we don't provide the revenues to support staff we would not continue the service."

The national program service would pro-

vide a prime-time service and a children's service from 4 p.m. to 11 p.m. Monday through Friday and 8 p.m. to 11 p.m. Saturday through Sunday. A PBS program council, Grossman explained, would work with the staff and make recommendations about the direction of the service. It would comprise four station managers, three program directors, one development director and one promotion director, all appointed by the PBS board. Grossman criticized the Stations Program Cooperative, the current programming mechanism used by PBS, as a "bad mechanism for developing new programs" and said that stations have had little opportunity for input in the development of programs.

"We would put ourselves on a business-like basis," he said, in explaining what would happen to the PBS staff. Grossman said the number of reductions in the PBS staff couldn't be projected until the plan was implemented. Then PBS could see which services are eliminated by disuse.



Grossman

an annual program market similar to the SPC. "Stations bid in usual fashion, but voting a 'dollar pool' from which preferred programs will be funded following final negotiations overseen by Program Council," according to the report on the plan. The SPC, Grossman added, would continue in its traditional manner as part of the station program service.

Optional PBS services that would be supplied on a user-pays basis include: instructional TV, adult learning, satellite maintenance, engineering development, an A.M. children's block (8:30 to noon, Monday through Friday), and weekend children's blocks (8:30 to noon, Saturday and Sunday). If there were a demand for the children's blocks, Grossman said, they could be put back into the basic package.

The plan doesn't call for any major changes in the board composition, but would give its executive committee more "operational oversight of direction, management and financial condition of PBS."

In order to implement the plan Grossman noted that PBS is recommending that all CPB's interconnection payment go directly to the stations instead of partial payment to PBS. This way, he said, the stations can decide what services they want.

Although board members said they recognized the importance of implementing the plan as soon as possible, some

asked for more information. Bruce Christensen, general manager of KUED(TV) Salt Lake City, and president of the National Association of Public Television Stations, said he would like to see some models of what the "costs will actually be to the stations." Grossman said that PBS would develop some type of model for the stations to examine at the regional meetings. And the board asked why the plan doesn't call for putting all its "dollars in the programing fund pot."

The PBS president explained that the service couldn't do that until it knew in which direction the Corporation for Public Broadcasting was moving. The CPB is currently re-evaluating its program fund for public television stations and is looking at an option that would, according to Grossman, "move their money toward us" (BROADCASTING, Jan. 11).

In other action board members adopted a resolution allowing nonpublic television entities in unserved areas of the United States access to PBS programing; approved a resolution accepting a transitional billing for FY 1982 PBS services, in light of the impact of the FY 1982 change in the formula for distribution of the Community Service Grant, and listened to a management report on PBS/Cable which listed funding and structural options for a system, but took no action.

support the development of alternative technologies, retain its ascertainment and financial disclosure requirements, limit license terms and concentrate on encouraging diversity of ownership.

"We cannot rely on the marketplace to shape children's television. The joint efforts of all of us—broadcasters, government and parents—are needed to insure that children are provided with adequate and diversified programing," she said.

Karin English, representing the Multi-Cultural Television Council, told the commission that black and brown children were particularly underserved by television.

Chairman Mark Fowler said that although he agreed with the group's goals—getting more children's programing on television—any "government intrusion" would be a form of censorship and a "violation of the First Amendment."

Patricia Jacobs, representing the American Association of MESBIC's (Minority Enterprise Small Business Investment Corp.), said that minority ownership was still "disproportionately low."

She said that member MESBICS felt the FCC needed an "ombudsman" for minority ownership; that the FCC should "clarify" its distress-sale and tax certificate policies; that minority applications should be considered on an "expedited basis"; that getting more minorities and women into the top four job categories was a "necessary and first step" for increasing the pool of potential minority entrepreneurs in the future; that the FCC should retain its rule of sevens; that the lottery mechanism would "work against minorities," and that the FCC should "set an example" for the industry by improving its in-house EEO profile.

The commission also heard from three representatives of Concerned Broadcasters Using Intercity Video Transmission Facilities. John Tagliaferro, president of Hughes Television Network, told the commission that the shortage of satellite transponders was beginning to have a "serious effect" on occasional television service. Tagliaferro said there were similar problems of facility availability on AT&T's terrestrial network. "Problems of facility cost and availability are jeopardizing the continued viability of the occasional television services," he said.

Dick Block, representing the Council for UHF Broadcasting, urged the commission to "hasten the development" of the UHF band. Among the actions the FCC could take to develop UHF would be to launch a rulemaking to lower the UHF noise figure from 14 db to 12 db, and to consider further reductions in future years; start a more general proceeding looking toward the possible imposition of random access digital tuning requirements; launch a rulemaking proposing to extend UHF comparability to master antenna systems for apartment complexes by prohibiting master antenna systems from embargoing UHF signals, and designating a staffer as a UHF coordinator.

## Petitioners aplenty at the FCC

### Commission's en banc meeting features requests for help in improving children's TV, aid for minorities, complaints on shortage of transponders and plea to hurry growth of UHF

At its open "en banc" meeting last week, the FCC heard why it should promote more children's TV programing, how it could assist the cause of minority ownership, how it could help independent TV stations get better service from common carriers, how it could help develop UHF, and, generally, how it could meet the special interests of a broad array of groups.

According to Robert Harman, director of the National Education Association, the FCC would apparently have to modify its behavior quite a bit to please his group.

Harman said, for example, that while the NEA agreed that removing past barriers to entry by new media is a sound economic concept, "deregulating the public trustee obligation of broadcasters at this time is not sound policy, and not in the public's best interest."

Harman said NEA was concerned about many of the proposals before the commission, all of which made it appear that the "public interest" standard is "threatened by the same agency charged by law to implement and enforce it.

"Proposed commission actions to remove restrictions on media concentration such as the bar to network ownership

of cable systems and the crossownership of cable systems by local television stations, the seven-television station ownership limit . . . all severely threaten the First Amendment rights of the consumer," Harman said.

"We find incredible, and strongly oppose, this commission's request to Congress to eliminate the fairness doctrine and equal time" provisions, he added.

NEA also was concerned about children's television programing, "which has not been foremost on the FCC's current policy agenda," he said. Contending that the FCC hasn't acted on the children's television rulemaking for more than two years, Harman said NEA "believed the FCC should send a strong signal that it rejects the trade journal and newspaper obituaries on the children's television rulemaking."

Peggy Charren, president of Action for Children's Television, told the commission that a "perception by broadcasters of approaching deregulation has already resulted in significant backsliding and reduced programing for children."

According to Charren, the FCC should adopt guidelines addressing the amount of children's programing not its content. It should support increased funding for public television, "which provides a non-commercial alternative and substantially increases program diversity for children." It should encourage the enforcement of the Equal Employment Opportunities Act,



## 'Let us in,' 'keep them out' highlight comments on broadcast-cable crossownership

**FCC staff report draws praise from broadcasters and networks on lifting ban; cable industry, Storer, NCTA, NCCB and NBMC oppose move; telcos argue for easing phone company restrictions**

Whether broadcasters should be allowed to own cable systems lying within their service areas, and whether the networks should be allowed to own cable companies anywhere still seem open to question, according to comments filed at the FCC last week.

While most of the broadcasters filing argued that FCC rules should be amended to permit such crossownership, cable interests and public interest groups urged the commission to retain the current rules.

The more than 40 comments came in response to an FCC Office of Plans and Policy report issued last November (BROADCASTING, Nov. 9, 1981). That report, contending that the video marketplace was "workably competitive," recommended that the FCC drop its rules prohibiting broadcasters from owning cable systems within their service areas and networks from owning cable systems anywhere.

The report urged that no "separation policy" be adopted to prohibit cable operators from controlling the programming they offer and that no limit be set on the number of cable systems a multiple system operator could own. It also recommended that the FCC retain its rule barring telephone companies from owning cable systems in their service areas.

The National Association of Broadcasters said it supported the staff's recommendations that the broadcast crossownership rules be dropped. NAB said the cable industry was neither "economically fragile nor generally susceptible" to monopolization.

"By expanding the class of entities which can own cable systems to include local broadcast stations and television networks, both of which have vast expertise in the provision of programming services to the public, the recommended rule deletion seems likely to benefit cable television, broadcast television and the viewing public," NAB said.

The three major networks agreed that the crossownership rules should be deleted. CBS said the staff report was "basically sound," and ABC contended that since the rules had been adopted, the cable industry had experienced "explosive growth." (CBS is applying for a cable franchise in Alameda, Calif., under an FCC waiver.)

NBC agreed that the video marketplace had changed considerably since the rules were adopted, with broadcasters facing increased competition from cable, pay television, videocassettes, MDS and po-

tentially from low-power television and DBS as well.

"In this competitive environment, the original premises underlying the cable ownership rules—that a cable television crossowner would underutilize its cable system in order to protect its broadcast outlet and that networks would restrain diversity and hinder the development of new cable networks—are unfounded, and even, as the staff notes, implausible."

Chronicle Publishing Co., parent of Chronicle Broadcasting Co., said it generally agreed with the staff.

"The time has come for the commission to rely on marketplace forces, rather than the . . . heavy hand of federal government. . . . The expressed fears of the commission which were the bases for adopting the ownership restrictions originally have turned out to be unfounded. Moreover, to the extent that any anticompetitive abuses may occur, such indiscretions are better dealt with through the enforcement of current federal antitrust laws as well as local regulation," Chronicle said.

According to Field Communications Inc., dropping the prohibitions would be for the best. "Allowing experienced broadcasters to become involved in local cable systems, and allowing reasonable ownership of multiple systems, would result in benefits to the public without an established loss in diversity."

Marsh Media contended that since the staff's report corroborated evidence submitted in support of Marsh's petition that the crossownership bans were unconstitutional (BROADCASTING, Dec. 22, 1980), and that they were "inconsistent with the very goals of economic competition and ideological diversity they allegedly serve, the commission should proceed immediately toward elimination of those restrictions," Marsh said.

Storer Broadcasting Co., however, dissented.

While Storer said it agreed with the staff that the telephone companies should continue to be barred from owning cable systems in their service areas, it also thought the FCC should retain its broadcast and network crossownership rules.

Co-located broadcast/cable ownership, Storer said, would present "conflicts of interest" both in terms of "program selection and the vigor with which competition is pursued between the two media."

Storer said the staff's arguments to the contrary asked the FCC to make a "greater leap of faith than the commission should be willing to make."

Allowing the networks into cable would "inexorably lead to the demise of the network broadcast affiliate systems, and, consequently, to the public's loss of the localized broadcast service which now depends on that system for its support," Storer said. "If history teaches us any-

thing, it is that the national television networks, if unrestricted, will acquire enough big cable systems to make their affiliated broadcast stations redundant."

The National Cable Television Association said it found the staff report remarkable for its "unevenness." "In particular, too little evidence and analysis has been presented to date to warrant a call for elimination of the network and co-located broadcast/cable crossownership rules," NCTA said.

NCTA, contending that dropping the rules would result in a "major recasting of industry players," said that before the FCC embarked on a "dramatically altered regulatory course . . . the utmost care must be exercised to fully evaluate the apparent and the less apparent probable ramifications, both large and small, of each change in policy."

NCTA also noted that despite current marketplace conditions, the report of the majority staff of the House Telecommunications Subcommittee on competition in the telecommunications industry (BROADCASTING, Oct. 9, 1981) "reached very different conclusions about the propriety of removing restrictions on network activity."

"The great disparities between the findings of the congressional subcommittee staff reports and those of the [FCC staff] report suggest a need for further review, including a comprehensive examination of pertinent research studies," NCTA said.

NCTA, however, added that it supported the FCC staff's conclusions that there was no need to limit the size of MSO's or to implement a separations policy.

Most of the other cable-industry commentators either argued in support of retaining the broadcast crossownership rules or refrained from commenting on that aspect of the staff report altogether. All appeared to agree, however, that the FCC shouldn't impose a separations requirement on cable, that the FCC shouldn't limit the size of MSO's and that telephone companies should continue to be barred from owning cable companies.

The American Newspaper Publishers Association, noting that publishers were increasingly exploring "supplemental means by which to deliver information to the public," said it "strongly" supported the staff's recommendation that the FCC retain its ban on telephone company/cable crossownership.

"ANPA agrees that the benefits of increased competition in telecommunications facilities—spurring technological advancement and superior consumer services—warrant retention of the telephone-cable crossownership prohibition. Furthermore, the potential extension of a telephone company's monopoly power over the distribution conduit to preclude the information content must be pre-

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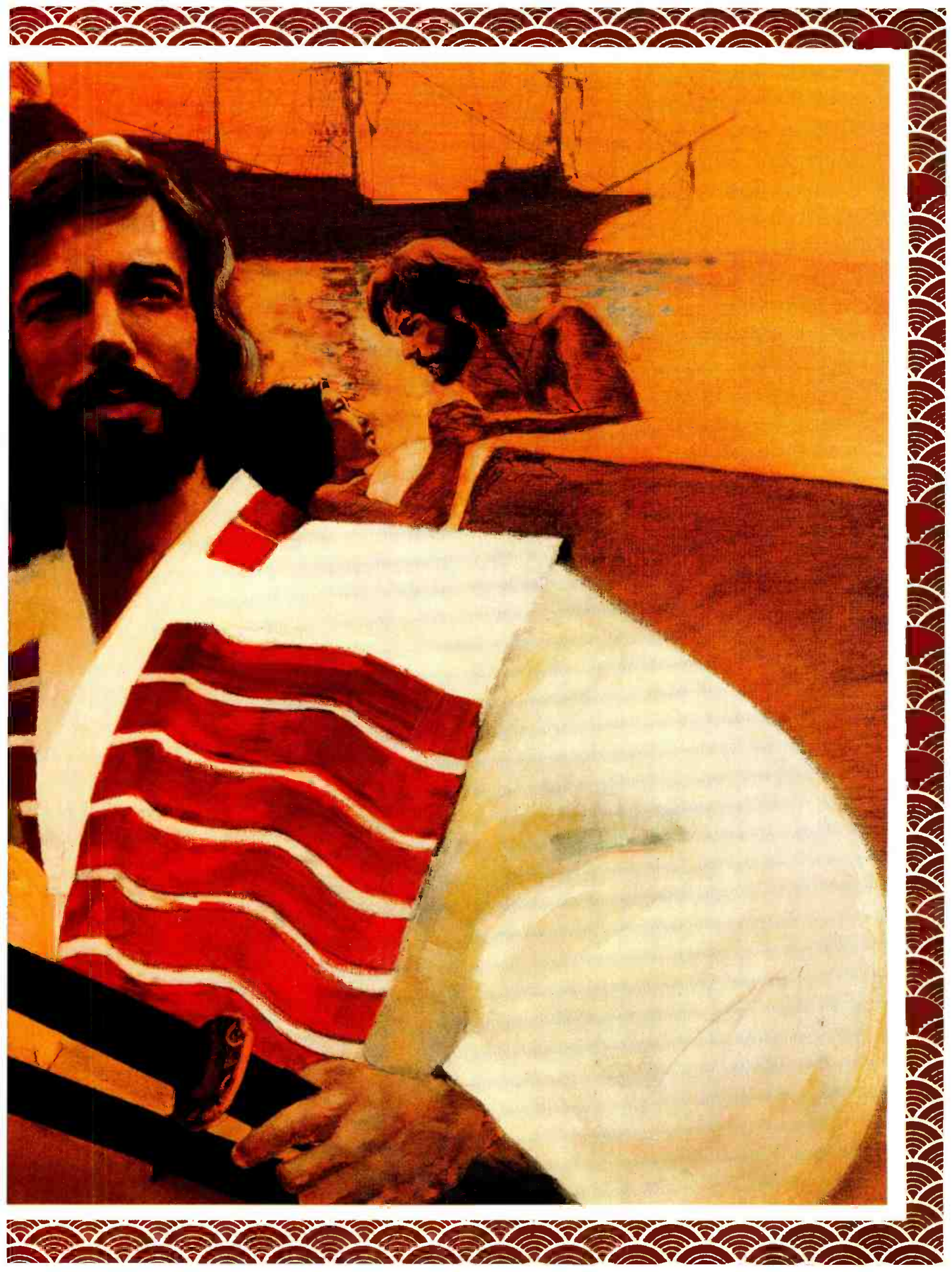


# FRIDAY THE 13<sup>TH</sup> PART 2











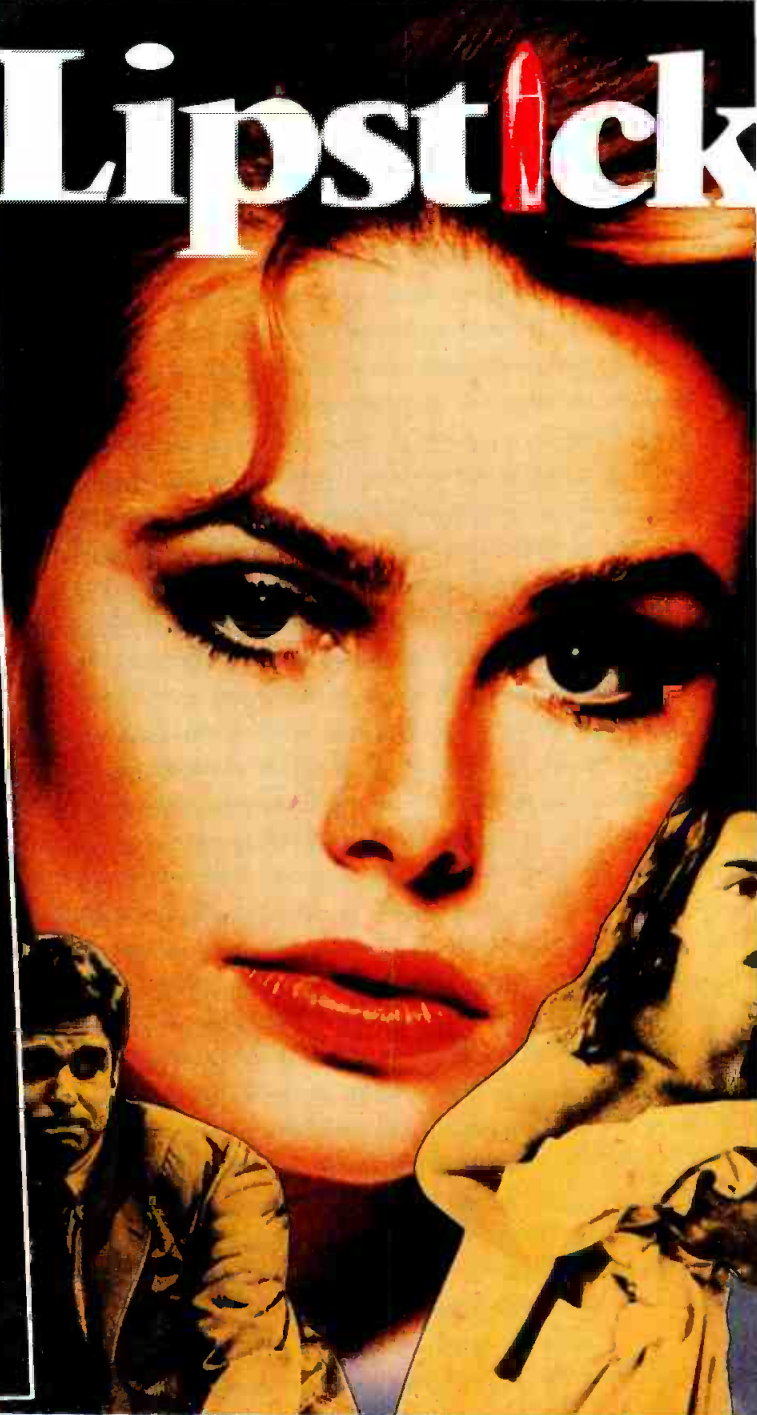
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Continued from page 34

vented to insure that the greatest number of information services and sources are available to the public," ANPA said.

The telephone industry representatives disagreed.

GTE Services Corp., for example, urged the FCC to "eliminate all barriers to the provision of CATV service, or any component of such service," by telephone companies. Although the staff report had contended that permitting such crossownership could delay facilities-based competition and raised concerns about cross subsidies, telco size and pole or conduit access control, those disadvantages "are based on faulty conclusions and should be rejected," GTE said.

"In GTE's view, there is ample justification for the elimination of all restrictions in order to allow the benefits of CATV service to be available to more people on an economical basis," GTE said.

The National Telephone Cooperative Association agreed. "The result of the staff's recommendation would be that public interest in modern, efficient nationwide communication will be sacrificed to the glory of academic theory and decision-making on the basis of ignoring actual situations in the real world. This total blindness to reality is particularly amazing in view of the readiness of the staff to allow the producers of program content to gain control over all distribution outlets, but to preclude the telephone industry from increasing media diversity through outlets with no pre-existing ties or bias to any content producer," the cooperative said.

Henry Geller, former head of the National Telecommunications and Information Administration, and Ira Barron, filing as individuals, urged the FCC to retain its broadcast crossownership bans, contending that the FCC's "overriding consideration" should be "ideological competition."

"The present local crossownership rules should be retained and indeed extended to newspapers," the two said. "We further recommend that the commission look seriously at the cable industry's structure and adopt a system of mandatory leased access. Such a system would best promote the commission's two goals: encouragement of competition in the marketplace and encouragement of competition in the marketplace of ideas."

The National League of Cities said the FCC shouldn't consider implementing the staff's recommendations until it developed a policy "which guarantees diversity of voices in the media."

"Complete separation of the monopoly transmission function from the competitive programming or service function may be desirable and is clearly possible," NLC said. "An alternative, not requiring the establishment of separate corporate entities, is to mandate that the cable operator make available to others a percentage of the system's capacity as leased channels. If the

operator of the monopoly facility transmission makes available a number of channels on a nondiscriminatory leased basis, other programming and service providers will have guaranteed access to the system and a truly competitive marketplace in cable-delivered programming and services should result."

The National Black Media Coalition opposed dropping the crossownership bans for broadcasters. "The elimination of the cable crossownership rules serves no real purpose other than to enhance the control

and monopolization of the television-broadcast industry," NBMC said.

The National Citizens Committee for Broadcasting said the ownership policies recommended in the staff report weren't supported by economic theory or empirical evidence. "In view of the substantial risks of concentration and the concomitant loss of diverse and antagonistic points of view which may result from ill-conceived dismantling of ownership restrictions, NCCB urges the commission to reject the staff's recommendations."

## Hill divided on telecom bill

**Senate's Diefenderfer says House version is anticompetitive and suggests waiting until dust settles from AT&T agreement; meanwhile, House continues on markup course, with some change possible in areas concerning Bell's subsidiaries**

The 97th Congress is not likely to pass new telecommunications legislation because a House version of the bill is "anticompetitive," said William Diefenderfer, staff director to the Senate Commerce Committee, last Monday (Jan. 18). A spokesman for the House Telecommunications Subcommittee, where the controversial common carrier bill (H.R. 5158) originated, said the panel has already begun revising key sections of the bill and is "going ahead with its schedule" for getting it passed by summer.

Diefenderfer, who appeared as a panelist at a seminar organized in New York by First Boston Research, said the House has "delayed and delayed," in advancing telecommunications legislation, and will probably put off acting "until the next session," when provisions of a recent consent decree by AT&T and the Justice Department have been "flushed out." Since that decree was announced three weeks ago (BROADCASTING, Jan. 11), industry representatives and congressional observers have been at odds, some predicting Congress will act quickly to pass legislation preventing rapid increases in local telephone rates and others predicting that AT&T, now no longer in need of legislation as a result of the settlement, will stymie any efforts to put new restrictions into law.

Diefenderfer's comments were the first from any Senate Commerce Committee spokesman on H.R. 5158, introduced late last year by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). Wirth's bill is considered much more "regulatory" in its approach than its Senate counterpart (S. 898), which passed the Senate overwhelmingly last fall (BROADCASTING, Oct. 12, 1981).

Provisions in the Wirth bill that would restrict the giant company from competing in information and other services will draw strong opposition from AT&T, said Diefenderfer, and also from the Communications Workers of America, the union representing most of Bell's employees. The

CWA, which Diefenderfer called "one of the most positive forces in getting S. 898 passed," will resist restrictions on AT&T's ability to compete because they could limit the number of jobs available, he said, "and they'll be more effective in the House than they were in the Senate."

Wirth also faces opposition from the Reagan administration, Diefenderfer said. William Baxter, assistant attorney general for antitrust, and the rest of the administration "have decided what they think is the best competitive framework," he said, and will oppose efforts by Wirth to impose further restrictions.

AT&T's settlement with the Justice Department won't go into effect for 18 months, said Diefenderfer, and details on how the company plans to execute it won't be worked out for six months. "There are some in Congress who believe we should wait to see what the effects of the settlement will be before passing legislation," he said. "This is another hurdle Wirth faces and one that the Senate would face if it hadn't already passed its telecommunications bill," he said.

David Aylward, chief counsel and staff director to the Telecommunications Subcommittee, said the provisions Diefenderfer called anticompetitive, those addressing the structure of AT&T's proposed unregulated subsidiaries, are now being examined by the subcommittee, and will be changed by the time the bill is marked up. The issue of whether any entity that has monopoly control over transmission lines also should be permitted to control the content of information that goes over them "hasn't changed," he said, "but that doesn't mean AT&T will be barred from offering such services altogether."

Although sections imposing structural limitations on AT&T will be revised, those seeking to prevent precipitous rate increases and to provide for a transition from a regulated to a less regulated telecommunications industry will remain much the same, said Aylward. The need for these provisions have become much more apparent to the general public since the settlement, he said.

"I don't think this Congress is going to not enact legislation that will protect its constituents" from the rate increases that are likely, said Aylward. "The issue now is how to put together a good bill."

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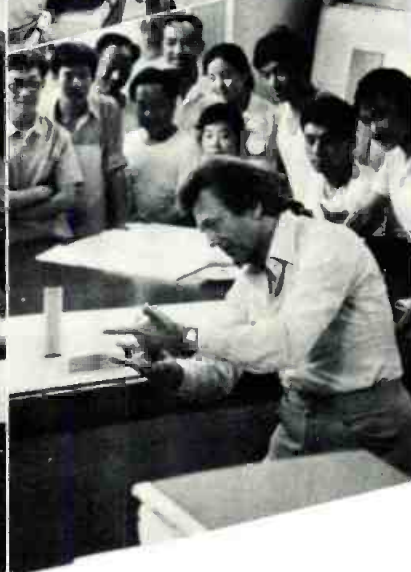
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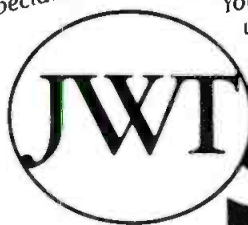




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## Independents: Riding a winning streak

**The ratings and revenue numbers show a never-been-better picture for unaffiliated stations; some dampers include rising program costs and a shaky economy, but operators are bullish**

Between Arbitron Television's November sweeps in 1980 and 1981, the combined audience shares of the three TV network affiliates in the Jacksonville, Fla., ADI dropped from 85 to 73. The result of cable competition? A likely question, considering that cable penetration there is 25%-30%. But the answer is no; in fact, viewing levels for all of the market's commercial TV stations increased slightly during the period, from a combined 88 share to an 89.

The telling competition in this case was provided by a new independent in town—two, in fact, although one, Malrite Broadcasting's WAWS(TV), seems in the November book to be making a much bigger dent than the other, American Standard Leasing's WXAQ-TV. Besides being independents, they're both U's, WAWS on channel 30 and WXAQ-TV on 47.

When WAWS commenced operations last February, the existing Jacksonville stations were selling on a November Arbitron book that showed WJXT(TV), the CBS affiliate on channel 4, with a 41 ADI share, sign-on to sign-off; WTLV(TV), the ABC outlet on channel 12, with a 26 share; WJKS-TV, a UHF station and the NBC affiliate, with an 18 share, and WXAQ-TV, a recently arrived independent on channel 47, with a 3 share. A year later the book showed WJXT down six share points, WTLV down four and WJKS-TV down two, while WXAQ-TV was up one—and WAWS, on channel 30 in its first November book appearance, had a 12.

William H. Luchtman, general manager of WAWS, and people at Independent TV Sales, which represents the station, say it's been done with aggressive programing and counterprograming and considerable promotion. There was also, ITVS officials say, good timing: WAWS was going into a deintermixed market that was "primed for UHF."

The station has rights to some 3,000 movies, Luchtman says, and plays about 25 a week. Its syndicated programs include *The Muppets*, *Bonanza*, *Spiderman*, *Gilligan's Island*, *Benny Hill* and *Saturday Night Live*. It programs for children from mid- to late-afternoon, uses *Wonder Woman* as a transitional show at 6 p.m. against the news (with a November

average share of 16 that edged the news on NBC and ABC), then goes for male demographics with *Benny Hill* at 7:30 (another 16 share in November) and moves into the movies, following with *Independent Network News*, *Saturday Night Live*, *Star Trek* and *Red Eye Movie*.

WAWS prime time in November had an 8 rating and 13 share in the ADI and a 10/16 in the metro area—which both Luchtman and ITVS officials say is perhaps the highest prime-time rating in the country for an independent station.

And it has translated into dollars. Luchtman says sales are "excellent," running ahead of projections. Last month he reported that the station had edged into the black.

The WAWS experience may be exceptional, but gaining audiences and dollars is becoming more and more the norm for independents.

They broke the billion-dollar mark in sales in 1980, the latest year for which FCC figures are available, reaching almost \$1.1 billion. That was two years earlier



than the Association of Independent Television Stations had forecast. INTV officials, preparing for the association's convention in Washington starting over the past weekend, were projecting—on the basis of the FCC report for 1980—that independents' sales reached \$1.3 billion in 1981 and will rise to \$1.6 billion this year.

"Billings of independents are growing twice as fast as the rest of the industry's—and faster than any medium," says Herman Land, INTV president.

He concedes that too many independents are still losing money but says experiences around the country have demonstrated that success for stations operating without a network affiliation is "not just a large-market phenomenon, but is possible in smaller markets too."

That kind of success, he says, is producing a rising number of new stations, in turn leading more stations into the INTV fold. In the past three years, Land says,

INTV's membership has grown by 21 stations. The association goes into the convention with 83 enrolled, including a few still in the construction permit stage.

There have also been "some interesting increases in audience for the independents," as Land puts it. "The networks," he notes, "have said that they are losing audiences to independents. That's significant; it shows the trend."

Over the past several years, advertisers have become less and less wary of independents. Although some still have restrictions, Land says that INTV's Burke study—showing no public perception of differences between advertising on independents and on affiliates, which INTV has promoted heavily in the past year—has largely overcome those misconceptions.

A BROADCASTING sampling of individual independent station operators last week found them all upbeat, but not without concerns about such questions as program exclusivity, the fate of the prime-time access rule and the future course of the national economy.

Almost no one in the sample pronounced the state of his own station's business less than good, and some were enthusiastic about it. Usually the state of the local economy was factored in.

But not always. Don Curran, president of the Field Communications group, said his stations' business is "outstanding, considerably ahead of last year's record—and when you have a station in Detroit and can make that statement, you're really saying something."

Despite the depressed Detroit economy, Curran said Field's WKBD-TV there is doing well, thanks in part to November Nielsen ratings that ranked the station number one with adults 18-49 in the weekday 6-8 p.m. period, plus prime-time gains of 75% in households, 111% in adults 18-49 and a first-place ranking in net weekly circulation.

For the Field independents as a group, Curran said revenues were up 25% in the fourth quarter of 1981 and for the first quarter of this year are running 25% ahead.

Tom Tilson, president of Metromedia Television, said that "on a group basis we're running 12%-14% ahead in January, and that should roll over into February." If it does and the momentum holds, the first quarter should eclipse last year's first, which itself was 35% above the corresponding quarter of 1980. The full year 1981, Tilson said, was "one of our top three years."

The current year, he continued, should





Land



Pope



Curran



Tilson



Adams



Protter

be good. "The problem," he added, "is going to be local." Like many others, he noted that automotives are soft, but he also pointed out that other categories, such as fast foods, remain strong and that financial institutions in particular, which cut back last year, have come back heavily in promotion of new tax-law services such as independent retirement accounts and all-savers certificates.

In Portland, Ore., where the unemployment rate is pushing 11%, John Hansen, president of KPTV(TV), said business in the fourth quarter was "certainly good," better than the corresponding period of 1980, but had slowed a bit this year. "January will be off, particularly local," he said. "February and March look better, but I wouldn't say it will be a powerful first half."

In general, Hansen felt, "it's not going to be a strong 1982—not much different from 1981—but 1983 and '84 should be pretty good years."

In New York, Leavitt Pope, president of WPIX(TV), said 1981 business was "pretty good" and "we're looking for further improvement in 1982."

Pope also reported that in New York, at least, one perennial bugaboo of all broadcasters, rising program costs, has moderated a bit. "We haven't seen any particular escalation," he said. "With the network affiliates going to expanded news in the afternoon, there is less demand for syndicated programs. At the same time more hour programs have come on the market, so we're buying more effectively than we did a few years ago."

Ted Adams, general manager of WCIX-TV Miami said his experience didn't agree with Pope's on program prices, which Adams called "a nightmare" and "still going up substantially."

"In fairness," he said, "I assume that production costs are going up, but I tend to feel there's a certain element of greed in Hollywood." What it gets down to, he added, is a matter of negotiation.

He was bullish on business, which he called "pretty damn good," not only at his station but in the Miami market in general. "We're sharing a very strong market," he said. "I am very optimistic."

So was Gene McCurdy, president of WPHL-TV Philadelphia. First-quarter sales, he said, are "excellent, with good momentum." He thought 1982 would improve on 1981 by about 14%, speaking of the Philadelphia market as a whole.

In St. Louis, Harold Protter, vice presi-

dent and general manager of KPLR-TV, reported that "business is good, not exceptional in this economy, but good." What worries him, he said, is whether Reaganomics will turn the general economy around. Whether it works or doesn't, he explained, the impact on broadcasters can be large.

"I've been on the independent side for about 19 years," Protter said, "and it's clear from the research and the economic figures and everything else that we have moved from the fringes of the business into the very mainstream. If the economy is healthy, we're healthy. If the economy is not good, we're in better shape than we were just a few years ago. If the economy will only straighten out, we'll be in good shape."

Speaking for a broad range of independents, Dan Robinson, head of the ITVS rep firm, said that "business is terrific. Our pacing in January is really excellent—in line with the fourth quarter, which was terrific." That estimate translated into a 20% increase in the fourth quarter and approximately that much expected for the first.

Current efforts to get the prime-time access rule repealed and the issue of cable's importation of distant signals and what that can do to stations' "exclusive" program rights seemed to dominate talk about the worries besetting independents. The views were not uniform by any means.

Opinions on PTAR and its possible repeal, for instance, seemed to divide into three schools. There were those who thought repeal not only desirable but mandatory; there were others equally vigorous in opposing repeal; and there were some to whom the question didn't seem to matter a great deal either way.

"PTAR should be maintained," said Metromedia's Tilson. "It's taken a long time, but more and more you can see the kind of programming that [advocates] were talking about, versus the game shows. The shows [produced for access] are better today than they were just a few years ago."

WPXI's Pope said that "in general I'm in favor of retaining PTAR. You can make a case for both sides, but, generally, limiting the time a network can occupy is helpful to us."

Adams of WCIX-TV was less certain: "It's hard to say how I stand [on repeal of PTAR]. If lifting it would lead to expanded news service, I'd probably be for lifting it. If it would mean more entertainment programming, I'd be for leaving things where they are."

"I'd hate to see it repealed," said Field's Curran. "The networks could make some real encroachment. Or affiliates would start stripping off-network programs the way independents do. Independents can't go out and duplicate *M\*A\*S\*H*." (Quite apart from PTAR, Curran sees program development as one of the prime needs of independents and points to Field's efforts in that area, including its importing, from Europe, the *Dr. Snuggles* children's animated series currently syndicated in 72 markets.)

KPLR-TV's Protter concedes that repeal of PTAR would hurt independents. "But," he added, "we should have foreseen—and some of us did—that deregulation could remove some rules that have helped us." On the whole, he thought the breakup of AT&T and that development's ultimate effect on tariffs are "probably more important than PTAR."

ITVS's Robinson could see "potential problems for everybody" if PTAR is abandoned, with independents particularly hard hit. But if the networks succeed in expanding their evening newscasts to an hour, he said, "that would help us, giving us more opportunities in early fringe." Like many independents, he emphasized a need for—and predicted there would be an expansion in—program development by and for independents, not only in prime time but in late fringe and other dayparts as well. Robinson and others were also fearful that sports, a mainstay for many independents, might eventually gravitate to pay cable. But on the whole, he said, "independents have a terrific future."

The most unequivocal voice against PTAR and for its repeal was that of KPTV's Hansen. "Basically," he said, "it's absolutely wrong for the government to say, 'John Hansen, you can run *M\*A\*S\*H* at 7:30-8 but Tom Dargan [of KATV Portland, a network affiliate], you can't. It's crazy. There's no way you can defend the prime-time access rule."

On the issue of cable copyright and program exclusivity, the sampling found general agreement that a broadcaster's program rights must be protected, though the intensity of emotions on the issue tended to vary.

"It's absolutely vital to have our own product that distinguishes us from the other guys," said INTV President Land.

Philadelphia's Gene McCurdy said importation of signals via superstations was an old story in his market and added: "I don't know that that worries me as much

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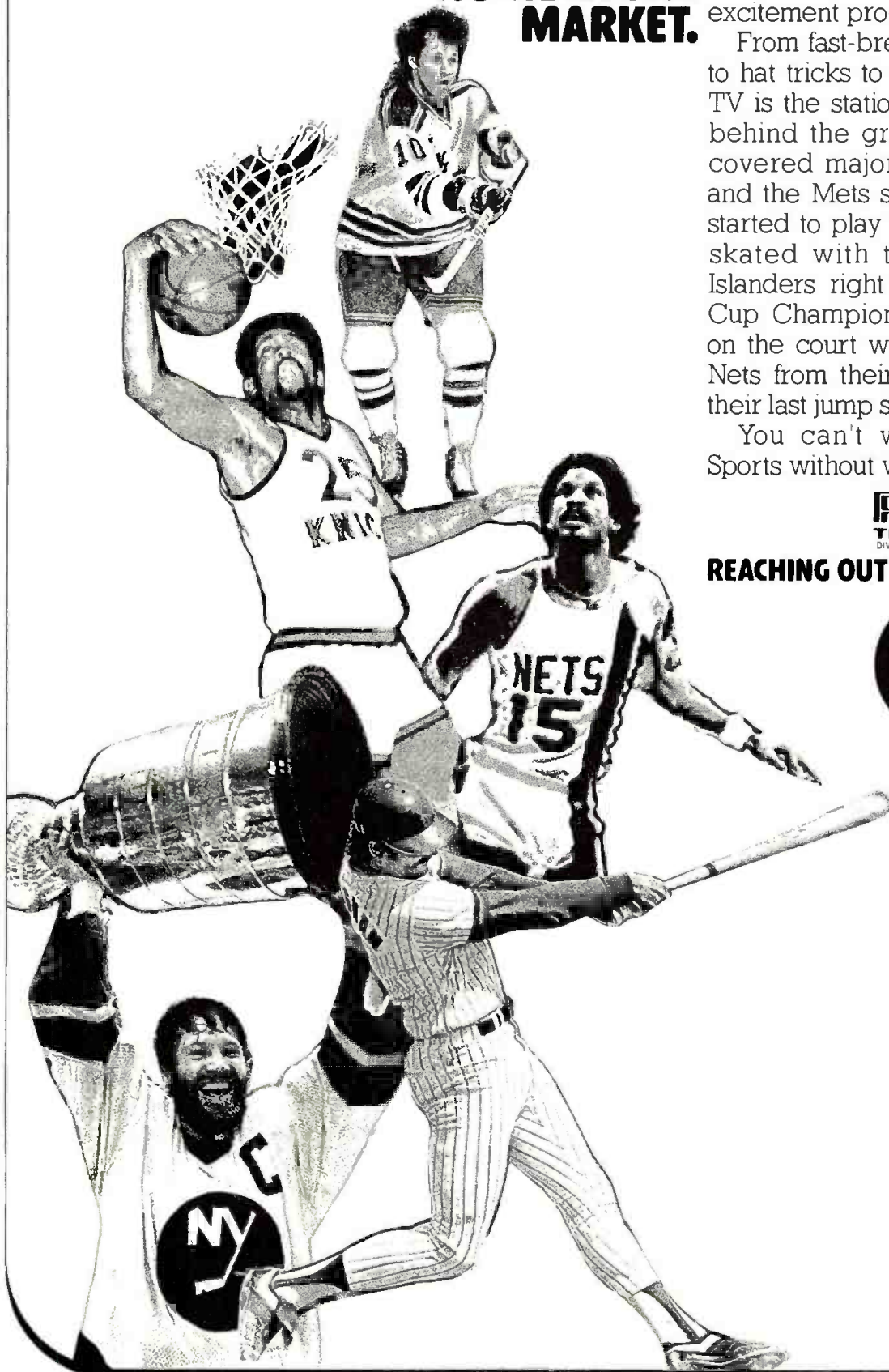
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as some other distribution techniques, direct broadcast satellites, for example, though that's down the line."

WCIX-TV's Adams left no doubt about where he stands on what he called "the copyright compromise compromise."

"It tends to upset me," Adams said. "It's hard to see why property rights are not self-evident. Exclusivity is so fair, so obvious, so appropriate. I can't see why Ted Turner [owner of superstation WTBS-TV Atlanta] wields so much power. He's licensed to serve Atlanta. I don't think he's licensed to serve the world."

These are only some of the problems, or opportunities, as some broadcasters chose to call them, turned up in BROADCASTING's sampling. As Metromedia's Tilson put it, "There's a lot of change in the air; there'll be continuing problems and we'll have to solve them—equitably."

One thing independents can take heart from is that their sales gains have been outstripping those of affiliates by far.

That's no great surprise, since the independents started from a much lower base, but the size of the gains has been impressive by almost any measure.

The FCC's report on their 1980 revenues—that is, sales less commissions, etc.—put the total at \$930.8 million, up 23.2% from the preceding year's \$755.7 million. Independent VHF stations' revenues were up 19.8%, while independent U's were up 28.3%. By comparison, affiliates were up just under 10%, to a little more than \$4 billion.

Independents' expenses climbed faster than their revenues, however, reaching \$771.7 million, or 28.9% more than in 1979. Pre-tax profits, then, came to \$159.1 million, up 1.3% as compared with a 2.2% decline for total TV industry profits.

Independents are not uniformly profitable by any means. Fifty, indeed, were not in 1980, and 33 of those reported losses of \$400,000 or more. But 60 did turn a profit, according to the FCC, and four of those

had profits ranging between \$10 million and \$15 million, while 12 had profits in the \$5-million to \$10-million range, 10 were in the \$3-million to \$5-million range and 13 between \$1 million and \$3 million.

As between independent V's and independent U's, 79.3% of the former were profitable (as against 77.8% in 1979) while 45.7% of the U's turned a profit (49.3% in 1979). Among affiliates, 89.2% of the V's and 67.2% of the U's were profitable, down from 90.4% of the affiliated V's and 76.1% of the affiliated U's in 1979.

While the disparity between independents and affiliates narrows, there are some who already prefer the independent state. One is WPIX-TV's Lev Pope. "Today," he says, "I'd rather be an independent than an affiliate"—not only from the standpoint of turning a profit but also because "I'd rather rely on our own judgment than rely on a network up here in New York for decisions that affect our future."

## INTV sets its sights on Washington

### Annual convention is built around key industry and federal government players; access rule, copyright highlight agenda

The Association of Independent Television Stations meets this week in Washington (Jan. 23-27) for its ninth annual convention. Billed as INTV—The Second Decade, the convention will focus on the remainder of the decade in sessions at the Sheraton Washington hotel. INTV President Herman Land noted that many of the convention events are "wrapped around Washington," and feature leaders in government, broadcasting and cable.

FCC Chairman Mark Fowler will be guest speaker at a Tuesday luncheon. Conventioneers will be greeted Sunday at dinner by political satirist Mark Russell.

In addition to devoting convention panels to such subjects as cable copyright, the prime-time access rule, and direct

broadcast satellites, attendees, for the first time, will be offered previews by the 32 programing exhibitors slated to attend. Program screenings were to be offered Saturday (Jan. 23) and Sunday (Jan. 24) at 10 a.m. in individual suites. Land noted that screening programs at the convention is expected to be a "subject of much discussion and of great interest," to the roughly 600 conventioneers predicted to attend. Last year's attendance in Los Angeles, was about 550, Land said.

Other highlights of the convention on Monday, Land said, are: a panel session, "Inside Capitol Hill—What Makes Congress Tick"; a luncheon speech by Bernard Wunder, assistant secretary of commerce for communications and information; a 2:30 p.m. news conference with Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and a workshop entitled "Satellite World—The DBS Factor."

The closing event of the convention will be a White House briefing, Wednesday, Jan. 27. Land said about 200 people are expected to attend. Government officials expected at the briefing are Caspar Weinberger, secretary of defense; Drew Lewis, secretary of transportation; Richard Schweiker, secretary of health and human services, and Murray Weidenbaum, chairman of the Council of Economic Advisers. INTV hopes to present President Ronald Reagan with an INTV award if his schedule permits.

Ted Adams, chairman of the convention, and executive vice president and general manager of WCIX-TV Miami, said INTV's congressional reception, slated for Tuesday, at 5:30 p.m. at the Capitol Hill Club is expected to draw crowds. "We have over 200 acceptances [from Senate and House]. We've never had a turn-out like that before," he said.

The full agenda follows:

### Sunday, Jan. 24

**Workshop.** 8:30-10 a.m. Maryland suite. Moderator: Gene Adelstein, KZAZ(TV) Tucson, Ariz. Panelists: Gail Brekke, KRBK-TV Sacramento, Calif.; Norman S. Hecht, Information & Analysis, Hicksville, N.Y.; Cary D. Jones, KTRV(TV) Nampa-Boise, Idaho; Tim McDonald, Television Corp., Virginia Beach, Va.

**Screenings.** 10 a.m.-6 p.m. Individual suites.

**Dinner.** 8:30-10 p.m. Sheraton Ballroom. Special guest Mark Russell.

### Monday, Jan. 25

**Closed breakfast.** 7:30-8:30 a.m. Baltimore/Annapolis room. Moderator Robert W. Faull, WFFT-TV Fort Wayne, Ind.

**Session.** 9:15-10:30 a.m. Sheraton North. *Cable Copyright Compromise: Reality or Fantasy?* Moderator: Herman W. Land, INTV president. Panelists: Representative Robert W. Kastenmeier (D-Wis.), chairman, copyright subcommittee; Jack Valenti, Motion Picture Association of America; Vincent T. Wasilewski, National Association of Broadcasters; Thomas E. Wheeler, National Cable Television Association.

**Session.** 10:45-noon. Sheraton North. *Inside Capitol Hill—What Makes Congress Tick?* Speakers: Michaela E. Buhler, *Congressional Quarterly*; Wendy Schaezel, congressional writer.

**Luncheon.** 12:15-2 p.m. Sheraton South. Introduction: Edward Q. Adams, WCIX-TV Miami. Speaker: Bernard J. Wunder Jr., National Telecommunications Information Administration.

**News conference.** 2:30-3:15 p.m. Sheraton North. Representative Timothy E. Wirth (D-Colo.), chairman, House Telecommunications Subcommittee.

**Session.** 3:15-4:30 p.m. Sheraton North. *Satellite Worlds—The DBS Factor.* Moderator: David E. Murphy, KOKH-TV Oklahoma City. Panelists: Jonathan D. Blake, Covington & Burling, Washington; Robert W.



THE SUN COMES UP  
 GRAND HOTEL  
 EDISON, THE MAN  
 THE GREAT ZIEGFELD  
 ESCAPE  
 NINOTCHKA  
 THE GORGEOUS HUSSY  
 THE SIDEWALKS  
 OF NEW YORK  
 ADVENTURE  
 DESIGN FOR SCANDAL  
 ROMEO AND JULIET  
 THE WHITE CLIFFS  
 OF DOVER  
 HELL DIVERS  
 THIRTY SECONDS OVER TOKYO  
 THE PASSIONATE PLUMBER  
 BORN TO DANCE  
 OPERATOR 13  
 CAPTAINS COURAGEOUS  
 GREEN DOLPHIN STREET  
 DR. JEKYLL AND MR. HYDE  
 TWENTY MULE TEAM  
 SOMEWHERE I'LL FIND YOU

HONKY TONK  
 THE HOODLUM SAINT  
 TARZAN, THE APE MAN  
 THE WOMEN  
 UNDERCURRENT  
 THE POSTMAN ALWAYS  
 RINGS TWICE  
 TWO SISTERS FROM BOSTON  
 DRAGON SEED  
 COURAGE OF LASSIE  
 THEY GAVE HIM A GUN  
 TORTILLA FLAT  
 UNHOLY PARTNERS  
 MARX BROS. 'AT THE CIRCUS'  
 THE PICTURE OF  
 DORIAN GRAY  
 RIO RITA  
 THE THIN MAN  
 THE SECRET HEART



TUGBOAT ANNIE  
 SON OF LASSIE  
 HUCKLEBERRY FINN  
 SEE HERE,  
 PRIVATE HARGROVE  
 THE LAST GANGSTER  
 MANHATTAN MELODRAMA  
 HIS BROTHER'S WIFE  
 I TAKE THIS WOMAN  
 LOVE ON THE RUN  
 CHAINED  
 HOMECOMING  
 IT HAPPENED IN BROOKLYN  
 LADY IN THE LAKE  
 THE MIGHTY MCGURK  
 THE SECRET LAND  
 YOUNG TOM EDISON  
 CABIN IN THE SKY  
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 THE HUCKSTERS  
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Johnson, Dominion Satellite Network, Naples, Fla.; Marvin Rosenberg, Fletcher, Heald & Hildreth, Washington; Richard E. Wiley, Kirkland & Ellis, Washington.

**Screenings.** 6 p.m. Individual suites.

## Tuesday, Jan. 26

**Buffet and board of directors breakfasts.** 7-8:30 a.m. Washington Ballroom and Baltimore Room, respectively.

**Session.** 8:45-noon. Sheraton North. **The Marketing Challenge.** INTV reports by: George J. Kapel, WKBD-TV Detroit; Howard Kamin, INTV, New York; Robert A. Cook, INTV, Los Angeles; John D. King, INTV, Chicago. **Independent TV—Looking Back/Looking Forward.** Howard Kamin, INTV, New York; Donna S. Miller, INTV, New York. **Los Angeles Independents Update Arbitron Study.** Moderator: Robert A. Cook, INTV, Los Angeles. Panelists: By Colvig, KHJ-TV Los Angeles; Deborah Gonderil, Western International Media Corp., Los Angeles; Barbara Recko, KTTV(TV) Los Angeles; Marc Schacher, KTLA(TV) Los Angeles; Don Searle Jr., KCOB(TV) Los Angeles. **Cable & The Independents.** Moderator: Howard Kamin, INTV, New York. Panelists: Alec Gerster, Grey Advertising, New York; Bill Harvey, Media Science Newsletter, New York. **New Research Approaches.** Moderator: Diane L. Sass, WNEW-TV New York. Panelists: Anthony J. Aurichio, Arbitron, New York; Edward A. Schillmoeller, A.C. Nielsen, Northbrook, Ill.

**Luncheon.** 12:15-2 p.m. Sheraton South. INTV promotion awards. Elmer F. Jaspán, WDRB-TV Louisville, Ky. Guest speaker: Mark S. Fowler, chairman, Federal Communications Commission.

**Session.** 2:30-4:30 p.m. Sheraton North. **Programing Prospects. Do Sports Have a Future on Independent TV.** Moderator: Kevin P. O'Brien, WXIX-TV Cincinnati. Panelists: Robert T. Fennimore, WOR-TV New York; Joel P. Nixon, National Hockey League, New York; Jack L. Williams, Prism Co., Philadelphia. **Making It in News.** Moderator: John C. Eddy, KSTW(TV) Seattle-Tacoma. Panelists: Roy Danish, Television Information Office; Lewis Freifeld, WPTV-TV Memphis; Mark BvS Monsky, Independent Television News Association president. **Prime Time Access Rule—Should It Survive?** Moderator: Joseph T. Loughlin, KWGN-TV Denver. Panelists: Steve Currie, National Association of Television Program Executives president, New York; W. Randolph Reiss, Paramount Television Domestic Distribution, Los Angeles; Raymond J. Timothy, NBC-TV, New York.

**Congressional reception.** 5:30-7 p.m. Capitol Hill Club. By individual invitation.

## Wednesday, Jan. 27

**Breakfast.** 7-8 a.m. Maryland suite.

**White House briefing.** 9-noon. Old Executive Office building. By reservation only.

## Son of NATPE

**INTV will offer smaller version of programing marketplace with narrower target—Independents**

A mini-NATPE without the flash.

That's a general characterization of what's expected of the Association of Independent Television Stations first formal marketplace which opened Saturday morning (Jan. 23) at the Sheraton Washington.

With only 32 companies registering as exhibitors in hotel suites through Monday, the INTV marketplace won't approach the scale of NATPE International's mid-March event in Las Vegas where last year's 261-exhibitor tally is expected to be beaten. Nevertheless NATPE is worried.

INTV marketplace promoters and participants—including some of the largest television program syndicators—are counting on significant interplay between buyers and sellers.

Unlike NATPE, which spans the entire broadcast industry and last year took concerted steps to bring in new media as well, INTV claims it will target directly on independent television—in itself a highly lucrative part of the syndication business.

It may be too simple, however, to assume that INTV's first sanctioned market (some distributors have been screening sub rosa at the conference for years) won't affect affiliated stations as well.

Scouting the programing territory along with independent-station buyers will be group owners who also control the pocket-books of affiliated stations and station reps who advise affiliates.

According to Ed Aiken, Petry Television's director of programing, more than just independent eyes will be on INTV simply because there's so much less new

programing available this year than last. Dean McCarthy, vice president and director of program services at another rep firm, Harrington, Righter & Parsons, added that INTV may pre-empt some NATPE sales.

Others, however, didn't anticipate that NATPE would be hurt. Barry Thurston, vice president, programing, Field Communications, said, "I don't think people will go to INTV and not NATPE." There did not seem to be any disagreement about that.

Indeed, INTV has vigorously denied that it wants to compete with NATPE; the organization explained its intention as simply to provide a screening service for its own constituency. INTV President Herman Land said that for years the organization has tried to discourage sub rosa screenings but by last year about half of INTV's distributor membership asked that time be formally allotted. The INTV membership approved, Land explained, and the attitude now is "let's try it and see what happens."

NATPE President Steve Currie of KOIN-TV Portland, Ore., however, called the INTV effort an "unnecessary addendum" to what's already offered at NATPE and "tremendously expensive" as well.

However, if INTV does snowball into a marketplace that does affect NATPE, NATPE said it likely will advance its own meeting dates. While locked into mid-March for both 1982 and 1983, NATPE still has scheduling options open for 1984 and beyond. NATPE has been criticized by some distributors as coming too late in the buying cycle, therefore making INTV's marketplace scheduling more attractive.

NATPE also has been thinking about the possibility of a single earlier market bridging both the INTV and NATPE conferences.

The actual impact INTV will now have

on business deals—whether by sales, exchange of ideas or good public relations—of course, remains to be seen. But in any case, the INTV market does provide a picture of the syndication business-at-large in 1982.

Unless 11th-hour plans surface (and some distributors last week were promising "a surprise or two"), the number of major first-run entries has dwindled considerably since the same time last year. Prime time access piloting has diminished sharply while new venturing seems strongest in late night and early fringe.

Concept trends involve soap operas and courts. Exhibiting in INTV suites will be Andrews/Mitchell Enterprises with *Soap Opera Recap* and Syndicast Services with *Soap Opera Review*. Those shows join others hoping to work off the soap success including Mag-Net's *Soap Talk* and Colbert Television Sales' *Soap World*.

Telepictures already is a veteran with its *People's Court's* on-air settling of small claims. Now Viacom and Metromedia are taking a different comedy slant but still in court with the late-night strip, *Night Court in Vegas*. Stations also are hearing about various concepts ranging from child-custody court to a *Divorce Court* revival.

In addition to *Night Court*, other new shows competing for late-night slots range from Paramount Television's *Madame's Place* (starring Wayland Flowers's puppet) to D. L. Taffner's *That Awful Quiz Show* (with identical-twin midgets as hosts).

Columbia Pictures Television also may be talking late-night for reruns of *Soap*, one of several off-network properties that will be offered at INTV. With various release dates and daypart targets, other off-network fare being promoted there includes MCA TV's *Buck Rogers* and *Those Amazing Animals*, Metromedia Producers Corp.'s *Vega\$,* Telepictures's *Real People*, 20th Century-Fox's *Best of the Midnight*

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ANNA KARENINA  
COMRADE X  
LITTLE WOMEN  
A NIGHT AT THE OPERA  
FOR ME AND MY GAL  
BATAAN  
RAGE IN HEAVEN  
PRIVATE LIVES  
FORSAKING ALL OTHERS  
ABOVE SUSPICION  
WOMAN OF THE YEAR  
MIN AND BILL  
DINNER AT EIGHT  
THREE GODFATHERS  
BOOM TOWN  
THE VALLEY OF DECISION  
CAMILLE  
LOST IN A HAREM  
SPEED  
COME LIVE WITH ME  
STRIKE UP THE BAND



NOTHING BUT TROUBLE  
BIG HOUSE, THE  
MUTINY ON THE BOUNTY  
WITHOUT LOVE  
THE GIRL FROM MISSOURI  
MEET ME IN ST. LOUIS  
COMMAND DECISION  
NORTHWEST PASSAGE  
VIVA VILLA  
BILLY THE KID  
MEN OF BOYS TOWN  
THE CHAMP  
GO WEST  
A DAY AT THE RACES  
WORDS AND MUSIC  
LASSIE COME HOME  
NAUGHTY MARIETTA  
FURY  
TODAY WE LIVE  
GOOD NEWS  
ASSIGNMENT IN BRITANNY  
MADAME CURIE  
BARNACLE BILL  
GOING HOLLYWOOD  
SUZY  
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DAVID COPPERFIELD  
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STRANGE CARGO  
HOLD YOUR MAN  
THE PHILADELPHIA STORY  
THE MASK OF FU MANCHU  
A CHRISTMAS CAROL  
DOUBLE WEDDING  
MARIE ANTOINETTE  
PRIDE AND PREJUDICE  
THE BRIBE  
TAKE ME OUT TO  
THE BALL GAME  
CHINA SEAS  
THE GOOD EARTH  
A DATE WITH JUDY  
OUR VINES HAVE  
TENDER GRAPES  
THE CANTERVILLE GHOST  
MRS. MINIVER  
TREASURE ISLAND  
THE PIRATE  
BLACKMAIL  
THE SAILOR TAKES A WIFE  
THEY MET IN BOMBAY  
THE SEVENTH CROSS  
THEY WERE EXPENDABLE  
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Special and Paramount Television Distribution's *Shogun* miniseries.

Elsewhere new magazine entries include Multimedia Program Productions/Kelly Brothers' *American Pie* and Metromedia Producers Corp.'s *Weekday* (involving Bob Banner, Katz Communications, 15 Katz-represented stations and the NBC-owned TV stations). Other distribution fronts range from MCA TV's repackaged *Memories with Lawrence Welk* to Paramount's four films, "Friday the 13th" parts I and II, "Lipstick" and "The Fan," direct to syndication.

While *American Pie* is among those new shows looking for access placement where available, the dearth of new programming specifically for that time period is significant. As one distributor said, "We are cautious about going headlong into prime access."

With the prime-time access rule itself under attack from hopeful network news expansionists, would-be access syndicators are holding back, wondering if there will be an access time to program locally in the future. This especially is on the minds of producers who might be willing to cope with escalating investments the first year to profit the second. Should PTAR be

gone by 1983, there would not be that chance to make money.

Add to that the current access environment where stripping continues to squeeze out contenders. With Viacom's *Family Feud* and Group W Productions' *P.M. Magazine* solidly entrenched, and with relative newcomers Sandy Frank Film Syndication's *New You Asked for It* and Paramount's *Entertainment Tonight* already on-air and in the fray, the market is far from wide open.

While there has been some speculation that certain distributors are exhibiting at INTV simply because competitors had committed to it, many syndicators expressed considerable enthusiasm.

Among them was Randy Reiss, Paramount's president of domestic television distribution, who said his company was eager to exhibit since many of its main clients are independents.

Joe Indelli, Columbia Pictures Television's vice president, domestic sales, said he has long been in favor of an upfront INTV market. "I've always felt they should open it up," Indelli said, adding his opinion that NATPE is scheduled too late.

As to the necessity of another marketplace, Willard Block, president of

Viacom Enterprises, claimed his international experience has demonstrated "we never have enough marketplaces" and that there is plenty of room in the industry for them.

Al Rush, president of the MCA Television Group, also made the international comparison. And considering the financial scope of the business, he asked, "Who's to say it's too much?"

Not all the major distributors, however, rushed to have an INTV screening suite. Worldvision Enterprises, for one, will be at the conference but not as an exhibitor. Hal Golden, Worldvision's executive vice president, marketing, said the company staff already is large enough to reach prospects without INTV screenings and that if arranged at INTV, they could be made later.

Within the suites, distributors claimed, the environment will be more low-key than at NATPE. Joe Tirinato, senior vice president, domestic sales, MGM/UA Television Distribution, said that MGM previously cut out the "prizes" and extravagant food at NATPE and "we're not going to overdo it" at INTV. He explained that "the companies do not want to turn it into a carnival atmosphere."

## What's on view in the screening suites

\*indicates new product

**Andrews/Mitchell Enterprises 4066**  
254 E. 68th St., New York 10021

Soap Opera Recap,\* Bellamy,\* Group 1 Features, Phil Silvers Show, Our Miss Brooks, Millionaire, Have Gun Will Travel, Trackdown, Whirlybird, Brothers Brannagan, Airpower, Rendezvous, Navy Log. **Staff:** William Andrews, George Mitchell.

**Broadcast Programming 5045**  
2 Lincoln Square, Suite 18A, New York 10023

Mr. Moon's Magic Circus, Mysteries of the Gods, Yeti, Great Alligator, Sewers of Paradise. **Staff:** Brian O'Daly, Paul Berkowitz.

**Canadian Broadcasting Corp. 3022**  
245 Park Ave., New York 10167

Beachcombers, Flappers,\* Hanging In,\* Side Street, Collaborators, Home Fires.\* **Staff:** Robert H. Straight.

**Claster Television Productions 9066**  
200 E. Jappa Rd., Suite 400, Towson, Md. 21204

Romper Room, Great Space Coaster. **Staff:** John Claster, Sally Gelbard.

**Columbia Pictures Television 152**  
15250 Ventura Blvd., Sherman Oaks, Calif. 91403

Fantasy Island, Charlie's Angels, Soap, Time Life/Volume III. **Staff:** Joseph Indelli, Herb Weiss, Kim Doyle.

**Embassy Communications 8066**  
1901 Avenue of the Stars, Suite 666, Los

Angeles 90067

Diff'rent Strokes, One Day At a Time, Jeffersons, Sanford & Son, Good Times, Maude, Professionals, Mary Hartman, Mary Hartman, John McEnroe... The Rites of Passage, Fog, Lion In Winter, Onion Field, Baltimore Bullet, Phantasm, Manitou, Stingray, Sidewinder One, Diamonds, Bittersweet Love, Scalpel, Farewell My Lovely, Russian Roulette, Man Friday, Tamarind Seed, Day of the Dolphin, The Graduate, Generation, People Next Door, They Call Me Trinity, C.C. And Co., Producers, Robbery, Tiger and the Pussycat, Catch As Catch Can, 28 For '68, Nevada Smith, Oscar, Hellbenders, Sands of Kalahari, Marriage Italian Style, Darling, Yesterday, Today and Tomorrow, Boccaccio '70, Fury of the Wolfman, Murder Mansion, Dear Dead, Doomwatch, Morta, Pete 'n Gladys. **Staff:** Leslie Tobin, Carey Bender, Meade Camp, Robin French, Hal Gaba, Gary Lieberthal, Louis Luger.

**Gold Key Entertainment 8022**  
159 W. 53d St., New York 10019

Main Events II,\* Poseidon Files.\* **Staff:** Bob Muller, Leonard Soglio, Jim Ricks Jr.

**Great American Syndication 9023**  
100 W. Grove St., Suite 475, Reno 89509

Say Something Funny.\* **Staff:** Stan Read, Chuck Forman, Lorri Estep.

**Alfred Haber 5023**  
321 Commercial Ave., Palisades Park, N.J. 07650

Tom Jones,\* Dottie West: Special Delivery,\* Bing Crosby: His Life and Legend, Mississippi Days and Southern Nights, New Country from

the Old Country, Las Vegas Jubilee, Forum Presents, Kimberley Jim. **Staff:** Alfred Haber, Paul Rittenberg, Jane Bari.

**Independent Television News Association 7066**  
1414 22d St., N.W., Washington 20036

International & National News Service. **Staff:** Mark Monsky, Hal Levenson, Dave Bartlett, Joann Cornish.

**King Features Entertainment 8088**  
235 E. 45th St., New York 10017

Popeye, Beatles, Trilogy, Flash Gordon, Blondie, Time Capsules, Genesis Project,\* Zoom. **Staff:** William Miller, Chips Barrabee.

**Lexington Broadcast Services 145**  
777 3rd Ave., New York 10017

Sha Na Na, Health Field, Fight of the Month,\* Doctor Snuggles, Music Makers, Our Town, World Championship Tennis, Glen Campbell Music Show,\* Mysteries of Man,\* Hot Fudge, Greater New Orleans Golf Open,\* Rock Comedy,\* Test Series,\* Christmas Messenger, Night Before Christmas, Sorcerer's Apprentice, Strawberry Shortcake, Nobody Does It Better Than You, America. **Staff:** Therse Kieley, Henry Siegel, John C. Ranck, Roger Lefkon, Lisa Merians, Milt Strasser, Wendy Phillips, Bobbie Marcus.

**Lionheart Television 3066**  
40 W. 57th St., New York 10017

The Two Ronnies, Dick Emery Show, Not the Nine O'Clock News, Up Pompeii, Shirley Bassey Show, Old Gray Whistle Test, Rock Goes To College, Wild Life



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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

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Safari. **Staff:** Wynn Nathan, Bob Greenstein, Christine Condon.

**MCA TV 3023**  
445 Park Ave., New York 10022

Adam 12, Alfred Hitchcock Presents, Dragnet, Emergency 4, Holmes & Yoyo, Jack Benny Show, Leave It To Beaver, Love That Bob, McHale's Navy, Munsters, Rod Serling's Night Gallery, Woody Woodpecker and Friends, Alfred Hitchcock Hour, Alias Smith and Jones, Baretta, Battlestar Galactica, Bionic Woman, Bold Ones, Boris Karloff Presents Thriller, Emergency I, Hardy Boys/ Nancy Drew Mysteries, Incredible Hulk, Ironside, It Takes a Thief, Kojak, Major Adams, Marcus Welby, M.D., Quincy, Rich Man, Poor Man Book I, Rockford Files, Run For Your Life, Six Million Dollar Man, Sugar Ray Leonard's Golden Gloves, Suspense Theater, Universal Star Time, Name of the Game, Virginian, Wagon Train, Buck Rogers,\* Those Amazing Animals,\* Road To Los Angeles. **Staff:** Lou Friedland, Al Rush, Don Menchel, Shelly Schwab, Carl Russell, Bobbi Fisher.

**Metromedia Producers Corp. 6022**  
5746 Sunset Blvd., Hollywood, Calif. 90028

The Merv Show, Vega\$,\* Teenage Suicide: Don't Try It,\* Mr. Magic,\* National Crime and Violence Test,\* Knock! Knock!, The Carry On I, Caludius, Groovie Goolies, M.P.C. 20, Singing Cowboys, Sleep From A to Zzzzz. **Staff:** Alan Silvurbach, Herb Lazarus, Jim Weathers, Dick Moran, Jim Ricks, Jack Garrison, Bill Featherstone, Dennis Gresham, David Campbell, Toby Rogers.

**MGM/UA Television Distribution 4023**  
1350 Avenue of the Americas, New York 10019

Chips, An Evening With Gene Kelly, Courtship of Eddie's Father, How the West Was Won, Man/Girl From U.N.C.L.E., Medical Center, Please Don't Eat the Daisies, Then Came Bronson, Thin Man, Conquest, Daktari, Gilligan's Island, Mothers-In-Law, My Mother the Car, Patty Duke Show, Rat Patrol, MGM Family Fair,\* Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM 10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins," Theater 15, Showcase 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, Prime Time I & II, Pink Panther,\* Tom and Jerry, MGM/105, Bugs Bunny & the Warner Bros. Cartoons, Popeye, Crime Does Not Pay, Our Gang, Passing Parade, Pete Smith. **Staff:** Lawrence Gershman, Joseph Tirinato, Neil Russell, Susan Swimer, Jean Goldberg, William Kunkel, Ken DuBow, Robert Corona, Phil Smith, Marty Robinson, Robert Horen, Jay Silha, Virgil Wolff, Peter Preis, Thomas Dwyer.

**Multimedia Program Production 144**  
140 W. 9th St., Cincinnati 45202

Donahue, Country Comes Alive II, Young People's Specials, America Pie.\* **Staff:** Don Dahlgren, Lee Jackoway, Joe Cifarelli.

**National Telefilm Associates, Inc. 6023**  
12636 Beatrice St., Los Angeles 90066

Assassin\* Black Samurai\* Call Me Dragon\* Dirty Chan\* Dragon On Fire\* 18 Bronze Men\* Executioner\* Golden Dragon\* Silver Snake\*

Iron Finger\* Mad Monkey Kung Fu\* Rage Of The Dragon\* Ten Brothers Of Shao-lin\* Tiger's Claw\* John Wayne Classic Western\* Horror Features\* Mystery-Suspense\* Flash Great Detectives\* Nostalgic Musicals\* Nostalgic Westerns\* Roy Rogers' The Great Movie Cowboys\* Science Fiction\* Republic Serials\* Bonanza\* Car 54 Where Are You?\* Dean Martin\* Flip Wilson\* Get Smart\* High Chaparral\* Laramie\* Laredo\* Loretta Young\* Search And Rescue\* T.H.E. Cat\* Uncommon Valor\* Victory At Sea\* Paramount Short Subjects\* Betty Boop Cartoons\* George Pal Puppets\* Max Fleischer Color Classics\* Noveltoons\* Storybook Theater\* **Staff:** Bud Groskopf, Arthur Gross, John Herrin, Neil Evans, Barry Bernard, Howard Lam.

**Operation Prime Time/Television Program Enterprises 2066**  
919 3rd Ave., New York 10022

Solid Gold, Golda,\* Smiley's People,\* Sadat\*, Helen and Teacher,\* Key To Rebecca,\* Blood Feud,\* Founding Father: The Story Of Joseph P. Kennedy\*, The Way They Were, The Girl, the Gold Watch & Dynamite, Goliath Awaits, Top of the Hill, Gossip Columnist, The Girl, the Gold Watch & Everything, Condominium, Tourist, Mom, the Wolfman and Me, Yogi's First Christmas. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Bob Schneider, Rick Levy.

**Pappas Teleproductions 148**  
5111 E. McKinley Ave., Fresno, Calif. 93727

The Spirit of Independence.\* **Staff:** Harry J. Pappas, James D. McCarthy, Frank Savage, Gary Plumlee, Joseph Shaffer, Bon Abercrombie.

**Paramount Television Distribution 1023**  
5555 Melrose Ave., Los Angeles 90038

Shogun,\* Paramount First Run Network,\* Madame's Place,\* Grease II Premiere Special,\* Entertainment Tonight, Taxi, Mork & Mindy. **Staff:** Rich Frank, Randy Reiss, Bob Jacquemin, Greg Meidel, Kevin Tannehill, Sid Cohen, Bill Bradley, Dan Greenblatt, Al Rothstein, Steve Goldman, Joel Berman, Glen Hagen.

**Polygram TV 4022**  
3940 Overland Ave., Culver City, Calif. 90230

Eric Sevareid's Chronicle, Daytime: World of the Soaps, Queen For A Day. **Staff:** Dalton Ganon, Norman Horowitz, Paul Brown, David Friedman, Oliver Hesketh.

**Producers' Showcase 7022**  
250 Fifth Ave., New York 10001

Uncle Floyd Show.\* **Staff:** Stanley Sherman, Joseph Kovacs, Joel Gallen.

**Samuel Goldwyn 160**  
10 E. 53rd St., New York 10022

Coming Attractions,\* Terrorpix I, Burt Reynolds/Dan August, Goldwyn Family Six-Pack, Snipets. **Staff:** Thomas Seehof, Jean Seehof, Bill Seymour, Mort Marcus.

**Syndicast Services 2022**  
2 W. 45th St., New York 10036

Soap Opera Review,\* Lives We Live,\* Country Jamboree,\* Twice A Woman,\* That's the Spirit,\*

Mike Douglas Entertainment Hour, Mrs. America Pageant, Victor Awards, 1982 Film Critics Award, Entertainer of the Year Awards, Battle of the Last Las Vegas Showgirls, Rhythm & Blues Award, World Series of Poker, Don Kirshner's Rock Concert, NCAA Football, Game of the Century, Sorcerer's Apprentice, Sunday Night Live, Olympia Gold Bowl. **Staff:** Leonard Koch, Sheldon Boden, Gerry Lepkanich, Terry Paolillo.

**D.L. Taffner/Ltd. 3022**  
1370 Avenue of the Americas, New York 10019

That Awful Quiz Show,\* Thames Originals,\* Benny Hill Package, Kenny Everett Video Show, King of Kensington, Wayne & Shuster, Hollywood, World At War, Children's Animated Classics. **Staff:** Dick Cignarelli, Ed Nugent.

**Telepictures Corp. 1022**  
One Dag Hammarskjold Plaza, New York 10017

Real People, Telepictures II, Here's Lucy, People's Court, Look At Us. **Staff:** Jonathan Shapiro, Scott Carlin, Jim McGillen, Mark Robbins, Dick Robertson.

**20th Century Fox Television 7023**  
Box 900, Beverly Hills, Calif. 90213

Best of the Midnight Special,\* Barry Farber Show,\* Fox Fanfare '82 (package of 4 movies):\* Moving Violation, Dreamer, Second Wind, Miracle on 34th Street. **Staff:** Tony Bauer, Robert Buchanan, Michael DiGennaro, Joseph Greene, Denny Juravic, Robert Morin, Harry Mulford, Steven Orr, James Puffer, Al Shore, David Skillman.

**Viacom International 9022**  
1211 Avenue of the Americas, New York 10036

Louis Rukeyser's Business Journal,\* Night Court in Vegas,\* Family Feud, All in the Family, Hawaii Five-O, Life and Times of Grizzly Adams, Bob Newhart Show, Rookies, Mary Tyler Moore Show, Gunsmoke, Family Affair, My Three Sons, Best of the Beverly Hillbillies, Gomer Pyle, Hogan's Heroes, Andy Griffith Show, Wild Wild West, Perry Mason, Twilight Zone, Dick Van Dyke Show, I Love Lucy, Honey-mooners, Petticoat Junction, Terry Toons, Viacom Features I-VIII, Viacom Movie Greats, Legend Group, Special Delivery, Gasp, Clint Eastwood in Rawhide. **Staff:** Terrence Elkes, Kenneth Gorman, Willard Block, Dennis Gillespie, Michael Lambert, Joe Zaleski, Jack Kelly, Paul Kalvin, Pat Garvey, Stephanie Beatty, Andrea Cetera, Kate Kelleher, Peggy Burkhardt, Bob Goldfarb, Barry Weiner.

**Video Newscasting Network Franklin Room**  
Penthouse B, 155 E. 47th St., New York 10017

VNN Shows I-IV.\* **Staff:** Tom Madden, Albert Timsit, Jon Athan, Nancy Farbman, Bill Donald, Michael Ford, Richard E. Wiley, Bob Campbell.

**World Northal Television 6066**  
One Dag Hammarskjold Plaza, New York 10017

Black Belt Theater: (13), Black Belt Theater II (26), World Northal Television 1982: (14). **Staff:** Frank Stanton, Victor Elmaleh, George Hankoff, Niko Elmaleh, Martin Schildkraut, Larry Bensky, Lori Gold.

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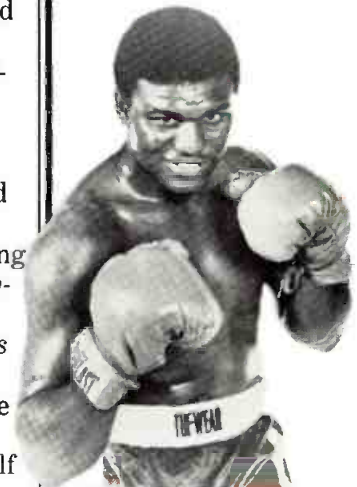
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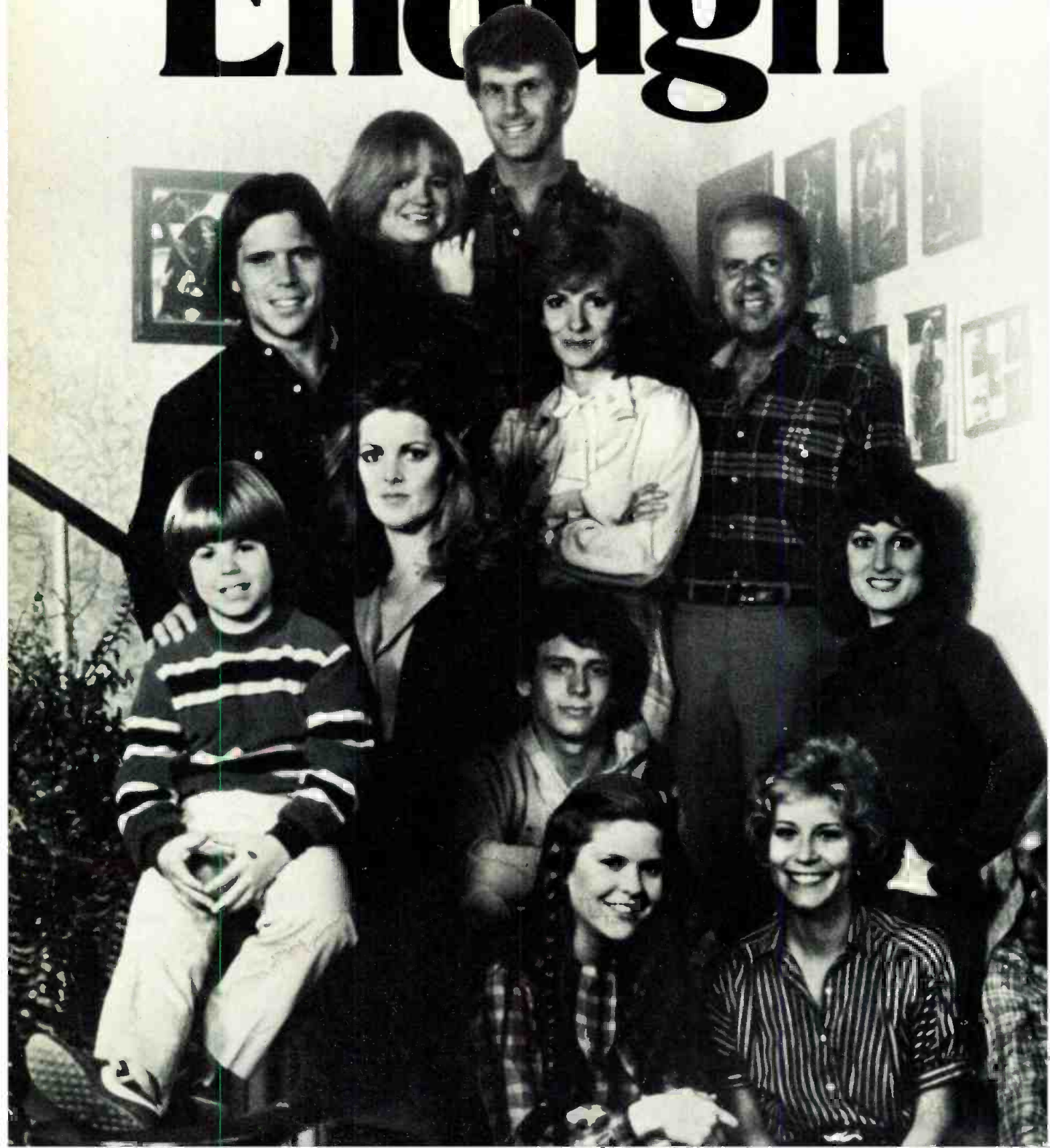
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## Broadcasters call for more protection from renewal threats

**Comments to FCC say stations should be given more credit for their service and not be as vulnerable to comparative challenges; some citizen groups urge no loosening of standards**

The FCC should no longer subject broadcast licensees to comparative renewal hearings as a result of a "mere promise" from another applicant to do a better job. Or that seemed to be the consensus among broadcasters filing comments at the FCC last week.

The comments came in response to a notice of inquiry issued by the commission last November. The notice solicited comment on ways the FCC could improve its administration of the comparative renewal proceedings.

According to CBS, if broadcast licensees "are to be expected to provide quality programming service to the public, they must be able to rely on the knowledge that they will not be subjected to expensive, time-consuming comparative hearings as a result of a mere promise from another applicant to do a better job—without even the necessity of an allegation that the incumbent has been deficient in any respect."

CBS urged the FCC to adopt the principle "that an incumbent's meritorious past broadcast record gives rise to a renewal expectancy warranting a preference sufficient to overcome a challenger's structural advantages."

The National Association of Broadcasters said it joined "those who call for elimination of FCC consideration of competing applications absent nonrenewal of an incumbent."

Although NAB noted that two bills, H.R. 5242 and S. 1629, would prohibit the acceptance of rival applications unless the FCC decided that an incumbent's license didn't merit renewal following a "non-comparative" evaluation of the incumbent's past performance. Until such legislation is passed, the NAB said, the FCC should "fashion a comparative renewal system which will provide significant industry stability while meeting the procedural and substantive requirements of the Communications Act."

According to the NAB, an incumbent should be judged on a "noncomparative"

standard of "meritorious" service. The standard, NAB said, should be determined on showings that the incumbent has provided "responsive" service to his audience and has committed no "serious" broadcast-related derelictions.

The incumbent would be judged solely on his record. A challenger would be able to introduce evidence alleging violations of the Communications Act or FCC rules; it also could attempt to demonstrate that the incumbent's service, viewed in the context of the other broadcast and communications services available in the market, contained a "serious" gap that the challenger proposes to fill. If the incumbent failed to meet the standard of meritorious service, it would lose the right to a legitimate renewal expectancy, the NAB said. At that point, the incumbent and the challenger would be placed into a hearing to determine comparative superiority, NAB said.

NBC said it supported the FCC's effort to "improve the administration of comparative renewal proceedings through the development and articulation of a clear and workable comparative renewal standard."

Like most of the broadcasters filing, NBC said that the standard the FCC adopted "should be based on an evaluation of a licensee's past performance, which is the best measure of future service in the public interest."

NBC recommended that the FCC adopt a renewal standard that called upon the licensee to describe how it has determined the needs and desires of its audience, what those needs and desires are, and the type of service the licensee has provided to meet them.

According to NBC, the FCC's role at renewal time would be to determine whether a licensee's response to audience needs and desires during the license term had been reasonable.

"Licensees meeting this standard of reasonableness would be granted renewal, even in the face of a competing application," NBC said. "This approach preserves licensee programming flexibility, as it is the broadcaster, not the government, that determines what program type, scheduling or source will best serve audience demands and needs," NBC said.

NBC said the commission could also provide an alternative, "quantitative option" by declaring that "any television licensee that devoted 12% of its total programming (5% for radio licensees) to non-entertainment or other program service, which, in the licensee's judgment, was of particular interest or value to its audience, would be granted renewal even when a competing application is filed," NBC said.

"A quantitative approach would greatly

reduce commission oversight of licensee programming decisions, as well as the current administrative burden of the license renewal process. A general, 'catch all' quantitative standard, which avoids detailed requirements for specific program types or scheduling, will preserve licensee programming flexibility and discretion," NBC said.

ABC said that if the renewal applicant demonstrated that, during the preceding license term, it had "substantially" met the problems, needs and interests of its service area and the operation of its station has been free of "serious" violations of the Communications Act, FCC rules and policies, its renewal application should be preferred over that of a challenger.

Tribune Company Broadcasting Inc. said the FCC should issue a renewal policy statement that abandons comparisons of incumbent licensees with challenging applicants on criteria that are "irrelevant." Instead, Tribune said, the incumbent should be allowed to demonstrate that its programming has been "meritorious."

The policy "should articulate its intention to allow the incumbent wide latitude in making this demonstration, including reliance on the testimony of community leaders in establishing that the service rendered has been 'meritorious' in terms of responding effectively to the needs, tastes, interests and problems of the station's service area," Tribune said.

Bonneville International Corp. said that the commission, pending the passage of legislation, should require a challenger to make a "prima facie" showing of superiority before designation for hearing. "If the commission determines that a material question of fact exists, a full hearing should be held on all relevant factors and the challenger should bear the burden in the hearing of demonstrating that it would provide better service to the public, so much so that the incumbent should be replaced notwithstanding the disruption to existing service and impact on the industry," Bonneville said.

The Office of Communication of the United Church of Christ said that although existing law prevented the FCC from adopting a policy that would allow an incumbent to have its license renewed without any consideration of a challenger's application, "the commission should adopt a policy that would reward meritorious service by incumbent."

According to the church, "The commission should not attempt to establish rigid categories and weights to govern an evaluation of a broadcaster's past record. Instead, the commission should use the hearing process to allow broadcasters themselves to identify the meritorious aspects of their service. This would allow for



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Source: Nielsen Nov. 1981, Cassandra rating report.



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specific findings and a more precise explanation of why an incumbent deserved a preference in a particular situation," the Church of Christ said.

A group of applicants for facilities currently licensed to United Broadcasting Co. Inc.—District Broadcasting Co., Life Broadcasting Co. Inc., San Mateo Broadcasting Co., Osborne Communications Corp., SRW Inc. and Community Airwaves Inc.—however, urged the commission to adopt a tougher standard.

While the group said it didn't object "to the proposition that a genuinely superior service provided by a licensee should receive appropriate recognition in the context of a comparative renewal proceeding," the "renewal expectancy" contemplated by the commission would "accord an unwarranted degree of protection to all but the most marginal licensees that is wholly unjustified in terms of the public interest.

"According a comparative plus to genuinely superior service operates to create a sufficient 'competitive spur' to encourage licensees to provide such service," the group explained. The policy contemplated by the commission, however, "would remove any incentive to provide more than average service and cannot be justified by conclusory reference to undocumented threats to 'industry stability,' a concern which in itself is of questionable merit in light of the commission's general preference for deregulation and competition."

Action for Children's Television said there shouldn't be an "automatic or easy renewal for mediocre, average or even 'substantial' service. If that were so, there would be no incentive or competitive spur to the licensee to change and improve programming."

ACT "strongly" urged the FCC to "retain and develop more explicitly and equitably an open comparative renewal process, which articulates standards and provides incentives for objectively determined meritorious service."

## Door is open, FCC's Harris tells lawyers

**In speech to FCBA, new Broadcast Bureau chief extends invitation to all who want to voice problems, concerns and suggestions; says he encourages new technologies, and competition must be expected**

Laurence E. (Larry) Harris, the new chief of the FCC's Broadcast Bureau, faced a roomful of communications lawyers and delivered an invitation: Drop in. The door is open. Bring your clients, too—just be careful not to violate the ex parte rules.

Harris, in office just nine days, did what he could, in addressing some 300 persons at a Federal Communications Bar Association luncheon, to project the image of a



Harris

bureaucrat who could be a friend, not an adversary, as well as one determined to be an activist. He also seems to favor the emergence of new technologies, such as direct broadcast satellites.

He is, Harris said, establishing a policy he hopes lawyers, industry members, public interest groups and bureau employees put to use—"an open door." It will apply not only to him but to his division and branch chiefs. The reason is not pure altruism. "We can learn as much from you as you can from us," Harris said.

And he drove the point home in stressing the activist role he plans to play. "We're going to get a lot of agenda items up to the eighth floor," where the commissioners' offices are located. "There will be a lot of action. We will create and do. But I need your help. Tell us your concerns and problems. Tell us your productive suggestions. Don't be afraid to see us."

As for his approach to his new job, Harris, who had been both an MCI Communications Corp. vice president and a communications lawyer in private practice before joining the commission on Jan. 11, made it clear he was very much Chairman Mark S. Fowler's man. The bureau would review all rules and regulations with a view to recommending repeal of those that no longer "make sense" and modification of those that need it. And he feels the government has no business infringing the First Amendment rights of broadcasters. Indeed, he feels broadcasters "deserve no less protection" in that regard than the print media.

As for the administration of the bureau, Harris said that, with the budget constraints the commission faces, "we'll have to do more with the same, or less." And it did not seem to discourage him. Reducing backlogs is "a priority item." The aim is to get work out and not accumulate paper. In that regard, he asked lawyers to cooperate by "compromising" issues, where possible, instead of filing additional pleadings.

Though friendly, Harris indicated he would not be a protector. He said he would encourage broadcasters to enter new technologies. But he also noted that they would encounter competition. "That's the American way. We're going to make sure you get that right [(to participate)]. If you fail, that's your right. We won't stand in

your way."

Harris touched again on the subject of new technologies in the question and answer period following his remarks, when he was asked his "policy" on the controversial issue of direct broadcast satellites, a matter now pending before the commission in various proceedings. "It's an item of great interest," he said. "I'm in favor of getting every new technology out to the public, and letting the public decide."

As for other matters raised in the Q and A:

Harris expects the bureau to commend a procedure for dealing with the 7,000 low-power television applications (the number is expected to increase by thousands when the present freeze is lifted) "in the near term"—by which he means within 60 days.

Would it be "rash" to file a fairness doctrine complaint (a question evidently asked in reaction to Harris's expression of support for broadcasters' First Amendment rights)? "It may not be politics but it's not rash," Harris said, adding, "We encourage you to file anything you feel is important."

As for the possible increase in the functions of the Broadcast Bureau—to include responsibility for all mass media—Harris said, "I'm very much in favor of it." But the time for discussing those ideas, which originated with Chairman Fowler, is not yet, he said. "It's too preliminary."

Lawyers leaving the Touchdown Club dining room, where the luncheon had been held, wondered how Harris would be able to find the time to do all the things about which he had spoken. "After that speech," one lawyer said, "he'll have 300 people waiting in his outer office to see him tomorrow."

## RKO case to Supreme Court

**But group broadcaster may not be alone; two applicants for other two stations also may be there**

The FCC decision denying RKO General Inc. renewal of license for its WNAC-TV Boston is headed for the Supreme Court. RKO General last week announced it will seek review by the high court after the U.S. Court of Appeals in Washington rejected RKO's petition for rehearing of the court's decision, on Dec. 4, affirming the FCC in the case (BROADCASTING, Dec. 7, 1981).

RKO may not be alone when it files its petition. The appeals court also rejected petitions for rehearing by applicants seeking to supplant RKO as licensee of KHJ-TV Los Angeles and WOR-TV New York—Fidelity Television Inc. and Multi-State Communications (BROADCASTING, Jan. 4). The appeals court had reversed the commission's decision denying renewal of those licenses. As a result, Fidelity and Multi-State are considering whether to ca-

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**Sony appeal.** After being denied request for en banc review of Oct. 19, 1981, federal court ruling that it was guilty of copyright infringements as result of home videotaping by owners of its Betamax recorders, Sony Corp. says it's planning to appeal to Supreme Court. Company has 90 days to file.

**Dereg dissent.** FCC's order deregulating radio should be overturned because commission failed to demonstrate that elimination of commercial time limits will not result in fewer public service announcements, says Public Media Center, Washington, in friend of court brief filed in appeal of deregulation order by United Church of Christ and other citizen groups. Others filing briefs included Henry Geller, director, Washington Center for Public Policy Research; Citizens Communications Center; United Church of Christ, and Charles Firestone, professor, University of California at Los Angeles. Briefs in support of retaining deregulation order are due in four weeks.

**Falwell interference.** FCC staff has ordered noncommercial WRVL(FM) Lynchburg, Va., which is run by Moral Majority's Rev. Jerry Falwell's Liberty Baptist College, to reduce its power from 100 kw to 5 kw. Last summer, responding to complaints from Lynchburg residents that WRVL was causing interference to other radio and TV signals, FCC Field Operations Bureau launched investigation and concluded that station was operating in compliance with FCC technical standards (BROADCASTING, July 27, 1981). FOB concluded that interference problems could be resolved "with appropriate grounding, shielding, adjustment and filtering of reception systems." Larry Eads, acting chief of FCC's Broadcast Facilities Division said, however, proposals apparently hadn't worked well enough. As result, Eads said, staff had ordered "temporary" reduction in station's power while it considered alternative methods to reduce interference. WRVL is operating under program test authorization. Eads said FCC would probably consider WRVL's application for permanent authorization within three months.

**Burden's burden.** Following oral argument, FCC has instructed staff to designate for hearing application for transfer of control of KPEN(FM) Los Altos, Calif., from Los Altos Broadcasting Inc. to Signal Enterprises Inc. FCC said application had raised "significant questions" regarding basic qualifications of Don W. Burden, president, director, and 93.44% stockholder of Signal. Burden, previously president, director and 92.3% stockholder of Star Stations Inc., whose subsidiaries were licensees of WIFE-AM-FM Indianapolis and KOIL-AM-FM Omaha, was denied renewal of all stations after hearing at which FCC determined that stations' operations evidenced "reprehensible course of misconduct." Signal had been asked to make showing at oral argument that Burden now had qualifications to be commission licensee despite past wrongdoings. After argument, FCC determined there wasn't sufficient record to warrant grant or denial and ordered hearing on issues.

**First to go.** Federal Trade Commission, embarking on new trend toward deregulation, has dropped 10-year-old antitrust case against Kellogg Co., General Mills and General Food Corp. Move follows FTC Chairman James Miller's pledge to "winnow" out cases that have been hanging at agency for years (BROADCASTING, Dec. 14, 1981). Commissioners Patricia Bailey and David Clanton along with Miller voted in favor of dismissing case and allowing earlier ruling of Administrative Law Judge Alvin Berman to stand. Berman, in September 1981, dismissed case against companies on grounds that FTC lawyers failed to prove charges. FTC alleged that companies' advertising and marketing practices led to higher cereal prices. Commissioner Michael Pertschuk was sole dissenter and asked for review of Berman's decision by commissioners.

**New moves.** FCC has proposed to allow broadcasters to use microwave boosters to transmit program signals from their studios to remote transmitter sites, in intercity relays and between main TV and auxiliary broadcast stations. FCC's proposed rule change would permit use of boosters where terrain obstructions prevent direct studio-to-transmitter or intercity relays. Proposed rulemaking comes in response to petition from Marti Electronics Inc.

**Ex parte flap.** FCC has fined Desert Empire Television Corp., licensee of KMIR-TV Palm Springs, Calif., \$6,000 for attempting to lobby former FCC Chairman Charles Ferris, former Commissioner Robert E. Lee and Representative Thomas O'Neill (D-Mass.) in violation of FCC's ex parte rules. Desert Empire had petitioned FCC to waive its cable TV rules to provide KMIR-TV with network nonduplication protection from KNBC(TV) Los Angeles. In September 1978, proceeding became subject to ex parte rules after Warner Cable of Palm Springs filed opposition to Desert Empire's petition. Although Desert Empire had requested that fine be dropped or reduced, contending it had not violated rules intentionally, FCC said Desert Empire had made two of ex parte communications after it had been advised by both FCC and Desert Empire's counsel about FCC's rules.

rry their fight to the Supreme Court as well.

The appeals court, in a decision by a unanimous three-judge panel, had held that the commission was justified in denying renewal of the WNAC-TV license on the single ground of lack of candor. That was the only ground that the court said applied to the WNAC-TV proceeding. The court said the commission had erred in basing its decision on two other grounds—reciprocal trade practices and the filing of allegedly false financial report.

The appeals court's decision denying rehearing was, in the view of some lawyers, a virtually foregone conclusion, considering the number of judges voting. With 10 judges qualified to vote, six are needed to grant rehearing. Two of those on the circuit—Malcolm Richard Wilkey and Patricia Wald—did not participate in the decision. Of the remaining eight, three were on the unanimous panel in the case.

## AT&T, Justice agree case should be open for comments

**Action is seen as result of criticism of settlement voiced earlier by Judge Greene**

AT&T and the Justice Department last week took another procedural step toward the final resolution of their seven-year-old court case. In the process, they sought to ease the concerns of U.S. Judge Harold Greene, of Washington, who has been presiding over the trial of the antitrust suit. They said they believe the settlement should be submitted for public comment.

The parties reported to Greene their successful effort to have transferred to his court their 1956 consent decree that had been entered in the U.S. district court in Newark, N.J. Judge Vincent Biunno of that court two weeks ago unexpectedly accepted the modification of the decree that was the basis for the settlement of the suit. However, a few days later, he ordered the transfer, thereby ending the jurisdictional question and allowing the modified decree to be consolidated with the parties' request for dismissal of the antitrust suit.

One issue Greene had raised in a hearing following announcement of the settlement was whether the modification would be submitted to the court for application of Tunney Act procedures—that is, for submission for public comment and final disposition by the judge. Greene accused the parties of trying to circumvent the law (BROADCASTING, Jan. 18).

Justice, in a letter to Greene that AT&T endorsed, said, "It is and always has been the intention of the parties to follow the procedures of the Tunney Act in connection with the entry of the modified decree." Justice continued to maintain it does not believe the Tunney Act—which



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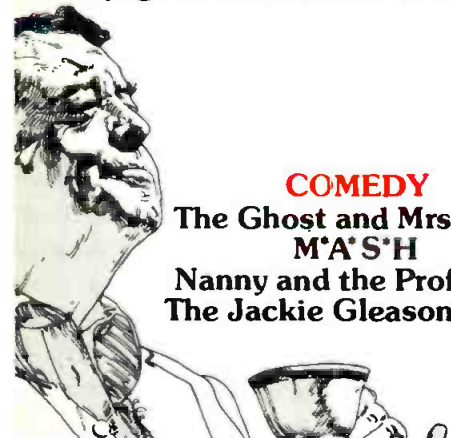
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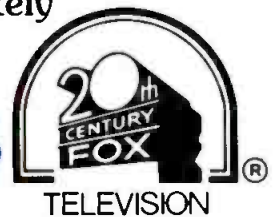
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calls for notice and public comment for up to 60 days—applies to modifications of existing decrees.

However, Justice noted that most such modifications involve only "slight adjustments of concern only to the immediate parties." Where "major modifications" are involved, Justice said, it believes the Tunney Act "procedures and standards help facilitate thorough exposition and review." And Justice said it has followed those procedures in connection with earlier major modifications of consent decrees.

The proposed settlement would free AT&T to engage in unregulated activities. It would also require AT&T to divest itself of its 22 local operating companies. The company must submit its plan for divestiture within six months and carry it out within 18 months.

An invitation to the public to comment would produce considerable criticism, from AT&T competitors who feel the settlement is anticompetitive as well as from state officials who fear it would boost local telephone rates. Greene could not modify the agreement, under Tunney Act procedures. However, he could refuse to accept it until the parties agreed to specific changes.

One of those groups that had been calling for a breakup of AT&T has given qualified endorsement to the settlement. C. Gus Grant, speaking for Fair Opportunities for Competition in the U.S. (FOCUS), called the settlement "a positive step toward competition in the telecommunications industry." But he also said FOCUS feels that legislation "is more necessary than ever to flesh out the terms of the settlement and give clear and understandable guidelines to a rapidly expanding industry." Grant referred specifically to Representative Tim Wirth's (D-Colo.) bill to reorganize the telecommunications industry.

## Harris discloses personal finances

**Disclosure report shows  
new FCC Broadcast Bureau head  
divested himself of over  
\$250,000 of MCI stock**

Laurence E. Harris gave up an income of over \$100,000 annually and disposed of stock in MCI Corp. valued at more than \$250,000 to take his new job of FCC Broadcast Bureau chief. That pays \$58,500 a year.

Before joining the commission on Jan. 11, Harris had divided his time between MCI Corp., where he was a vice president in charge of common carrier relations and tariffs, and a private law practice representing radio common carriers.

Harris divested himself of the MCI stock as well as stock, valued at between \$5,001 and \$15,000, in Marketing and Systems Development Corp., a consulting company, and Flow General Corp. Harris also resigned his membership on the Marketing and Systems Development

Corp. board.

Harris reported his holdings in a financial disclosure report he filed with the commission on Jan. 11, the day he went on the payroll. Among other things, it shows he has holdings in six limited partnerships, one with a valuation of between \$15,001 and \$50,000, the remainder with valuations of between \$5,001 and \$15,000. He also has a Keogh fund valued between \$50,001 and \$100,000.

The only outstanding debt shown is an 11 3/4% home mortgage of between \$15,001 and \$50,000. But the report shows that in 1981 and within the first 11 days of 1982, he paid off six promissory notes, four of them between \$10,001 and \$15,000 and two between \$15,001 and \$50,000.

The report also shows that, although Harris no longer holds MCI stock, some remains in the family. His two dependent children own MCI stock valued at between \$5,001 and \$15,000.

## Mixed reviews for STV deregulation

**NAB, ABC urge elimination  
of complement-of-four rule;  
STA, Liberty take opposite tack**

The FCC's proceeding aimed at deregulating the subscription television industry drew varied comments last week.

Although most of the commenters agreed that many of the FCC's rules regulating STV should be dropped, others argued for retaining some of them.

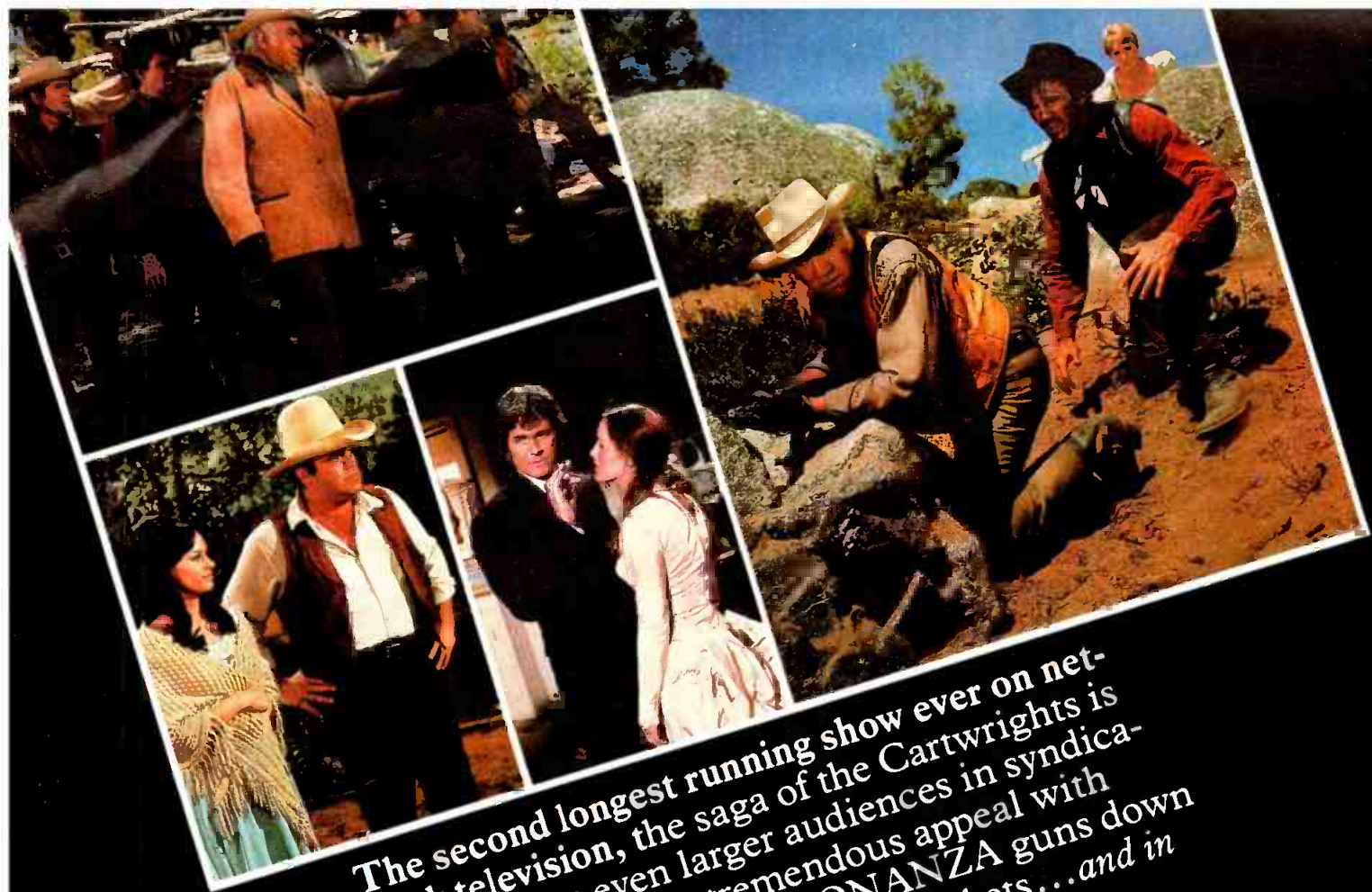
Regulations the FCC has proposed dropping include: its complement-of-four rule, which prohibits STV entry into markets served by fewer than four conventional TV stations; the 28-hour rule, which holds that STV stations must broadcast at least 28 hours of conventional programming each week; the ascertainment requirement, and the rule requiring STV operators to lease, not sell, decoders to subscribers.

In comments filed earlier this month (BROADCASTING, Jan. 4), the Justice Department said it "strongly" supported the FCC's proposed move, endorsing the FCC's recognition that "protection of conventional television cannot justify economic regulation of STV."

Justice said those "unnecessary restrictions on STV services have stifled competition, impeded STV efforts to gain a greater share of the video distribution market and frustrated consumers seeking video programming to suit their tastes."

The National Association of Broadcasters said that it thought the commission's proposals to drop STV ascertainment requirements, ease STV technical standards and permit STV operators to sell decoders to the public were "justified."

Although NAB said it still "strongly adheres to its traditional position that the



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preservation of free over-the-air television is essential to the commission's public interest mission," it thought that "marketplace reliance and First Amendment considerations support elimination of the complement-of-four and 28-hour rules."

Based on the commission's staff study, NAB said, "it appears that economic conditions exist in sufficient strength to insure a continued supply of free, conventional television programming in markets of all sizes. As such, it would appear that continuation of the complement-of-four rule is unnecessary."

NAB urged that broadcasters in markets of all sizes be allowed to offer STV as one element of their service to local audiences.

"Such an option would allow over-the-air broadcasters to compete more effectively with other video technologies—technologies which are not subject to the regulatory constraints now applicable to STV," NAB said.

Although NAB said it was aware of the possibility that elimination of the 28-hour rule could result in some loss of conventional TV programming in some markets, it said that "sufficient" economic and competitive considerations exist to limit such a potential loss. "Should further developments yield a contrary result, then it might be appropriate for the commission to consider remedial action," NAB said.

ABC said the 28-hour and the complement-of-four rules, which it said "unfairly deny many television broadcasters the opportunity to compete fully and fairly with other pay services," should be dropped.

ABC also endorsed the elimination of the special ascertainment obligations imposed on STV applicants and the easing of STV technical standards.

Although ABC said that, to protect consumers, an obligation to offer a lease option should be retained, it agreed that the prohibition against sale of STV decoder equipment should be relaxed.

"Finally, in the deregulatory spirit of the [notice of inquiry], ABC urges the commission to re-evaluate the present requirement that STV service may be provided only upon specific authorization. ABC recommends that television licensees be authorized to offer subscription service, on a basis consistent with commission rules and policies, merely by notifying the commission prior to commencing subscription operations," ABC said.

The Subscription Television Association said the FCC should delete the complement-of-four rule "and allow STV entry into any market financially capable of supporting STV service"; eliminate the 28-hour rule "in view of the practice of the industry to broadcast substantially more than the minimum required programming in unscrambled form"; delete the requirement for community ascertainment "on the grounds that such procedure is an unnecessary regulatory burden and is ineffective given the direct payment nature of STV operations"; and "shouldn't require STV stations to comply with certain television technical standards where harm is not

shown," but should leave the lease-only rule as it is.

The American Television & Communications Corp. agreed that the lease-only rule should remain. "The problem of theft of service is present in any STV operation. Once decoders are sold to subscribers, the door is open to bootleg decoders invading any STV market," ATC said.

"ATC is not unalterably opposed to a lease-sale option at some point in the future. For the present, however, ATC believes that STV must be afforded additional time to develop under the current regulatory framework for decoder availability in order to avoid upsetting the positive growth trend that is clearly conducive to the public interest," ATC said.

The Consumer Electronics Group of the Electronic Industries Association, however, said STV operators should have the option of offering STV decoders either on a sale or lease-only basis. "This is a marketplace decision which is suited for decision making by STV operators—and ultimately by the consumers—because their preferences will provide the appropriate economic incentives that will guide STV broadcasters' decision," EIA said.

According to EIA, the FCC should also continue to require STV applicants to demonstrate that their transmissions won't interfere with other TV transmissions. "Commission advance approval should continue to examine compliance only with this characteristic," EIA said.

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## How far to go on (de)regulation of cable industry

**City officials say cable, as monopoly, should be regulated as public utility; cable executives say industry competes with other media, making regulation unneeded**

The Senate Commerce Committee opened hearings last Monday (Jan. 18) into whether federal deregulation of the cable TV industry should be extended to states and cities. Although cable TV executives argued that their industry competes vigorously with other entertainment and communications media and therefore shouldn't be regulated, city officials stressed that cable is a monopoly and ought to be regulated as fully as any other public utility.

Senator Slade Gorton (R-Wash.), who chaired the hearing with Committee Chairman Bob Packwood (R-Ore.), said the hearing would contribute to the committee's deliberations on what kind of federal legislation is necessary. Last year, the Commerce Committee overwhelmingly approved amendments to a common carrier bill (S.898) that would have stripped cities and states of the right to regulate basic cable rates and amortized a federally imposed limit on franchise fees

that cities exact from cable operators.

Just before those amendments were defeated on the Senate floor, Packwood warned representatives of cities that cable legislation coming from his committee in the future would likely be much tougher on local regulators than the rejected amendments. Opponents of these amendments had argued that the committee had not held hearings prior to passing them.

John Goddard, president, Viacom Cable, and a director of the National Cable Television Association, said last Monday that local regulation of cable should extend no further than regulation of other public utilities. Cities should insure that a cable system's use of the public right of way does not endanger the health and safety of citizens or cause undue disruption of other, primary rights of way (such as city streets).

They also should insure that a cable system pays its "fair share of the cost of a right of way as well as for its future maintenance," he said.

Cable TV is not a monopoly service, said Goddard, because "not even half" of those who could subscribe do so, even in areas where service is "fully developed." What's more, cable faces competition now and in the future from subscription and low-power TV, VHF drop-ins and traditional broadcasters, he said.

Graeber Jordan, a cable TV commissioner from Issaquah, Wash., said his community had been forced to consider municipal ownership after years of poor service and several unreasonable requests for rate increases from its only cable system, which was owned by a large multiple system operator. After the community, a small town in the mountains near Seattle, overwhelmingly approved a city move to revoke the local operator's franchise and set up its own system, the private operator offered to update its services and facilities.

"Some argue that cable is not a necessity," said Jordan, but is the telephone a necessity, or city water and electricity? "The majority of us have based a life style around having access to these services," he said. "It is time we recognized cable for the utility that it is and treated it as such."

Pat Brock, city attorney for Bellingham, Wash., said he became convinced that cable is not competitive enough to warrant deregulation when his city of 60,000 people tried to relicense its cable service. Cable service in Bellingham and the surrounding urban area has been served as a single franchise since the early 1950's, he said and is almost "totally wired."

When it came time to renew the 30-year-old franchise agreement, the Bellingham city council decided to open negotiations with a request for proposals from any cable company, rather than limit its talks to the company presently holding the franchise. After drafting requirements it believed were reasonable, the city received no proposals, said Brock, and also found the present franchisee would not comply with the new rules.



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## England's Prestel makes U.S. debut

**Videotext service, headquartered in Boston, offers consumers data at home via telephone**

"We're spending about \$10 million to put our toe in the market," Prestel General Manager Frank W. Burgess told BROADCASTING last Tuesday at the British videotext services' U.S. launching from a Boston-based computer center.

Burgess said Prestel and American Television "have approached each other" and are actively discussing the possibilities of advertising products on commercial television and letting buyers order them via Prestel. He declined adapters would have to be sold to American television watchers to make the venture commercially worthwhile.

Prestel, after 16 months of British operation, claims 17,000 subscribers and a 600 to 700 monthly growth rate. Burgess maintained that "revenue is certainly flowing now" and that the operation is "right on the financial target," but would supply no figures.

Americans can gain access to Prestel's British data base through a modified television set and telephone lines, or from a computer terminal. The cheapest way for U.S. television owners to draw on the 210,000-page Prestel data base will be through the Radofin viewdata decoder, which will be sold later this year for around \$400. Telephone communications, via Telenet, will cost 15 cents a minute from anywhere in the country.

Burgess thinks it's not a question of if but when there will be a significant videotext market in the U.S., and that when it comes "there'll be plenty of room in it for everybody."

He admits that "it's hard to know where to place your bets," and that "it will take a while to see the shape of the demand." Prestel is targetting American businessmen first—hoping they'll be attracted by the system's constantly updated commercial data—and hobbyists, personal computer owners and the general public later.

"Videotext is not just an informational and technical revolution," Burgess said, "but a revolution in social habits. The very simple keyboard, using the phone and the television set, will make it irresistible."

Some 900 information providers, including American Express, Merrill Lynch and Holiday Inn, are now using Prestel for electronic publishing and message transmission, and Burgess urged other firms to "get into it and learn" how to in-



**Grand opening.** Frank W. Burgess (above), general manager of Prestel accesses the British videotext service through a Wolfelt color terminal. (Above right) William Shrimpton, president of British Videotext and Teletext (BVT), views Prestel over a Zenith color terminal. (Right) Prestel map of U.S. is called up on videotext terminal. Prestel was unveiling its videotext system in Boston last week.



teract directly with consumers. Prestel will charge American information providers \$10,000 a year, plus \$10 per page (with a 100-page minimum).

British customers are ordering about 800 products through Prestel, Burgess said. But William Shrimpton, president of BVT, the marketing organization for British videotext and teletext technology, believes that it may be a composite of home services—including shopping, banking and information retrieval—that encourages enough television owners to buy adapters and enough retailers to sell through videotext to make the system succeed in a broad market.

Shrimpton wouldn't be drawn into predictions about Prestel's specific financial hopes in America, but did say that it intends to be a "significant presence in a very large market"—a market he said could range from \$5 billion to \$19 billion by the end of the decade.

What about the continuing debate over videotext standards? Burgess is confident that "whatever comes out, we'll be able to interconnect between countries. Compromise is the only way you'll get ahead; some electronic manufacturer will bring us together if nobody else will."

In the opening ceremonies in Boston, Massachusetts Governor Edward J. King sent and received a congratulatory message from British Minister of Information Technology, Kenneth Baker. Boston was chosen as the site for the Prestel computer—named "Thomas Jefferson" in recognition of his commitment to the free flow of information—because of Massachusetts's role in high technology.

## The lingering Cuban problem

**Country goes ahead with its plans to shift frequencies; U.S. fears AM interference**

Although the U.S. has claimed success for itself at the recently concluded Region 2 conference on AM broadcasting, Cuba remains a problem for—indeed a threat to—American broadcasters. Cuba walked out of the conference, in Rio de Janeiro, with a denunciation of the U.S. and now appears to have rejected the region's effort to win its acceptance of the conference's Final Acts. It has unilaterally made the 48 changes in its inventory that the U.S. had succeeded in barring during the conference. There now seems little in international law to prevent Cuba from causing additional problems.

The uneasiness of some members of the U.S. delegation to Rio stems from a message Cuba sent to Richard Butler, deputy secretary general of the International Telecommunication Union, in Geneva, late last month. It followed a warning from the conference that if Cuba did not sign the Final Acts by Jan. 1, its stations could not expect protection from the outlets of the other countries in the region. The aim was to pressure Cuba into participating in the regional plan.

Cuba's message, not yet made public, was not a direct response, according to State Department officials. But its tone

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*A romantic sports drama,  
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### *Second Wind* The TV Premiere

*Family drama with an unusual twist,  
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Available September/October 1982.*

### *Miracle on 34th Street*

*The Classic Christmas Story,  
starring Sebastian Cabot, Jane Alexander,  
David Hartman, Suzanne Davidson,  
Jim Backus and Roddy McDowall.  
Available November/December 1982.*





was described as "negative." And in what some regarded as an act of wishful thinking, the International Frequency Registration Board, to which Butler referred Cuba's message, in effect gave Cuba until the end of January to accept the Final Acts. The IFRB said it did not regard the message to Butler as a response to the resolution.

It wasn't only the tone of Cuba's message that was disturbing. The declaration of the changes in the inventory was, too. It affects 28 frequencies, six of them clear channels. And on two of the clears—1040 khz (WHO Des Moines, Iowa) and 1160 khz (KSL Salt Lake City)—Cuba said it would reassign the two 500 kw stations whose presence in the inventory has been of particular concern. The stations had been assigned to 550 khz and 1010 khz, both regional channels. (The 1010 khz frequency is a clear channel for Canada and Cuba.) And the Cuban inventory showed a 1 kw station on 1160 khz and two stations—one a 10 kw and 1 kw and one a 1 kw—on 1040 khz.

(That frequency is one that has been reported as under consideration by the U.S. for use by Radio Marti, the station to be established in Florida for broadcasting news of Cuba to that country.)

The other American clear channel stations adversely affected by the change in the Cuban inventory are KDKA Pittsburgh, on 1020 khz, and wwve Cleveland, on 1100 khz. The Cubans removed a 1 kw station and a 250 w outlet from 1020 khz and replaced them with two 10 kw stations. And they added two new assignments—a 1 kw station and a 10 kw outlet—on 1100 khz. WBZ Boston, on 1030 khz, and WBAP Fort Worth, on 820 khz benefit, however. Cuba removed four 1 kw stations from 1030 khz without replacing them, and it moved a 10 kw station from 820 khz without replacing it.

Indeed, the changes were recognized as benefiting a number of countries in the region—while damaging U.S. interests. So while the U.S. delegation in Rio opposed the Cuban proposal for unilateral changes on principle—the precedent would undermine the work of the conference in minimizing AM interference—it was also concerned about the impact on American stations.

The U.S.'s success in blocking the Cuban proposal was one reason the Cubans cited for their walkout. (Another was the Voice of America station on Florida's Marathon Key and the proposed Radio Marti.) Cuba said the stations are designed to "destabilize" their government. But now, standing outside the regional agreement, they have made the changes anyway.

Nor is that the only concern of U.S. officials. In all, the Cuban inventory contains 10 stations with power of between 50 kw and 500 kw.

Some U.S. officials glumly concede the likelihood the Cubans will make the 48 changes and put the other high-power stations on the air, "if," as one said, "they can." (Some officially have expressed doubt that they have the necessary

resources.) And they do not think Cuba will sign the final acts and become part of the regional community, as far as AM broadcasting is concerned.

"There would be no sense for the Cubans to sign [the final acts]," one high-ranking member of the delegation said last week. "They can put all their stations on the air. All we can do is object, and claim undue interference [under international radio regulations]. But then you'd have to rely on a regional agreement to determine

'undue.'" And Cuba is not party to the agreement.

However, there are balancing factors. Officials have noted that Cuba would be restrained in its broadcast operations by a desire to avoid interference with the stations of countries with which it wants to maintain friendly relations. And the U.S. has left the door open to talks with the Cubans to resolve their differences (though the Cubans have not yet shown an interest in walking through it).

## Satcom IV takes its place in the sky

**New bird will become Cable Net Two with last of displaced programers from Satcom III loss in 1979**

RCA Americom's Satcom IV—Cable Net Two—was successfully boosted into a circular orbit last week some 22,300 miles above the earth, the magic altitude at which a satellite, flying over the equator, orbits at the same rate that the earth revolves and appears stationary in the sky.

The satellite, which RCA hopes will take its place alongside Satcom III-R (Cable Net One) as a vehicle for distributing cable programming, was launched Jan. 15 (after a one-day delay due to high winds) from Kennedy Space Center, Cape Canaveral, Fla., at 8:54 p.m. NYT.

The critical firing of the apogee kick motor, the solid-fuel rocket that blasts the spacecraft from its original elliptical orbit into a geostationary orbit, occurred last Tuesday afternoon—on schedule—at 2:53 p.m. NYT. As of last Wednesday morning, the satellite was at 103 degrees west longitude and was moving slowly eastward to its permanent berth at 83 degrees west.

According to an RCA spokesman, the testing of the bird's 24 transponders will begin after it reaches its permanent location, probably around Feb. 1. He would not guess how long it would be before the satellite could begin providing service to its cable customers, but noted that it took RCA technicians less than six weeks to get Satcom III-R, launched last November, up and running (BROADCASTING, Jan. 4).

When Satcom IV becomes operational RCA officials can begin in earnest to erase the memory of the ill-fated Satcom III from their minds. After Satcom III disappeared in space shortly after its launch in December 1979, RCA was forced to lease several transponders on the Comstar satellite system from AT&T to accommodate its displaced cable programers. When the new satellite is ready to go to work, RCA can move the eight customers now on Comstar I/II to Satcom IV.

Making the move will be the American Medical Buildings, the Entertainment and Sports Programming Network, National Christian Network, Warner Amex, Showtime, Home Box Office, Spanish International Network and Trinity Broadcasting.

RCA held an auction last November to allocate seven other transponders. At the New York auction RCA raised \$90.1 million and awarded spots on Satcom IV to

Transponder Leasing Co., Billy Batts, Warner Amex Satellite Communications, RCTV, Home Box Office, Inner City Broadcasting and UTV Cable (BROAD-



Satcom IV lift-off

CASTING, Nov. 16, 1981).

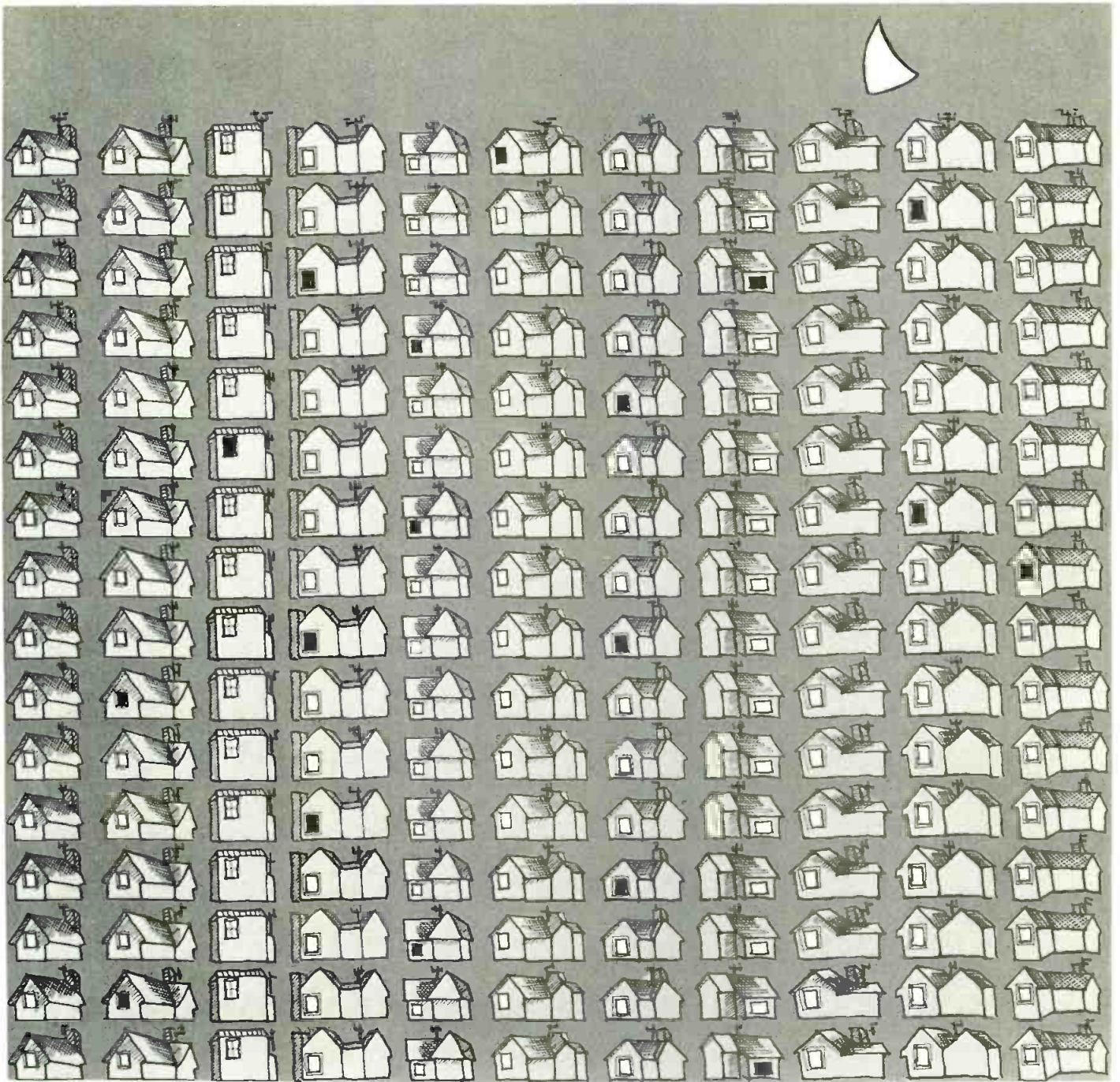
Of the remaining nine transponders on the satellite, two are being reserved by RCA for lease on an occasional-use basis and two have been sold to CBS. RCA refuses to comment on the fate of the other five.

Two separate but related FCC proceedings could disrupt RCA's allocation plans for its new satellite. The FCC has carefully scrutinized RCA's auction scheme and although some FCC staffers like the idea, others find it inconsistent with established common carrier procedures. The FCC could throw out RCA's auction and force it to adopt a first-come, first-serve method of allocation, a variation of the auction or something entirely different.

The FCC also is examining the legality of common carriers such as RCA, Western Union and Hughes Communications, selling transponders on their satellites to noncarriers. There is concern inside and outside the FCC that selling transponders is discriminatory and allows satellite carriers to circumvent their regulatory obligations.

Both items are expected to be ruled on within the next two weeks, certainly before Satcom IV becomes operational.





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\*Source: NTI syndicated and occasional network ratings report  
Oct. 25, 1981 Nielsen total audience.



## TCI-Taft spend \$51 million on cable systems

**Purchase of two Michigan firms adds 59,000 subs to joint venture**

TCI-Taft Cablevision Associates last week announced \$51-million worth of deals that will add 59,700 subscribers to the basic cable tally of this joint venture between Telecommunications Inc. and Taft Broadcasting.

The announcement came from TCI President John C. Malone and Taft Chairman Charles C. Mechem, who said their partnership is negotiating to acquire other systems in Michigan and that they expect TCI-Taft to have 120,000 subscribers and a net value of \$100 million by March.

The word last Tuesday was that TCI-Taft has completed the acquisition of GLC-TV Inc., serving 4,000 subscribers and passing 5,400 homes in Petoskey and Harbor Springs, both Michigan; and Lake Charlevoix Cable TV Co., serving 5,600 subs and passing 7,800 homes in Gaylord, Boyne City, East Jordan and Charlevoix, all Michigan. Together with an agreement in principle to acquire Sun Cablevision, Cheboygan, Mich., with 2,900 subs and 5,000 homes passed, it's understood that the value of this package is about \$11 million.

The partners also announced agreements to purchase Twin State Cablevision, Lebanon, N.H., with 7,800 basic subs and 9,600 homes passed (this system is believed priced at \$6 million) and Plains Cablevision, serving the Michigan communities of Muskegon, Niles and St. Joseph, among others. Plains has 39,400 basic subs, passes 70,800 homes, and that deal is being valued at \$34 million.

TCI-Taft's announced goal is 200,000 subscribers by 1984, and the company says it has commitments from five banks for a \$90-million, 10-year financing package that will provide "a major portion of the capital" needed to achieve that goal.

TCI-Taft, which was founded in January 1981, previously announced plans to acquire Cape Cod Cablevision in Massachusetts, with 28,000 subs and the completion of the purchase of Haystack Cablevision with 1,300 subs in Connecticut. Taft's Mechem last week said the concentration of purchases in Michigan and New England "is part of TCI-Taft's plan to become a regional multiple system operator."

Earlier, a separate but similar joint venture TCI has with Knight-Ridder Newspapers, TKR Cable Co., announced the \$45-million purchase of Cross Country Cable, which serves 22 New Jersey communities (BROADCASTING, Jan. 18).

## Bottom Line

**Times Mirror expansion.** Times Mirror Cable Television has acquired additional 30% interest in American Cable Television, bringing its ownership to 50%. Under terms of new agreement, subject to approval of city and regulatory bodies, Times Mirror also will operate and manage Phoenix-based company for minimum seven-year period. American Cable operates cable and MDS systems throughout Arizona serving 75,000 subscribers. According to spokesman for Irvine, Calif.-based Times Mirror, construction of "state-of-the-art cable system" in Phoenix metropolitan area will be top priority for new management team.

**Revised report.** Following changes in company financial accounting and reporting procedures, MCA Inc. is restating financial reports for 1977 through 1980. Restated financial results for 1980 include net income of \$119 million (compared with \$138 million previously reported) and net income per share of \$5.04 (compared with \$5.83 reported earlier). Impact of new procedures on 1981 results was termed "insignificant."

**MGM grows.** Metro-Goldwyn-Mayer Film Co. (MGM) reports net income for first quarter of its 1982 fiscal year, ended Nov. 30, 1981 of \$9.8 million or 20 cents per share, on operating revenues of \$208.4 million. For same period in fiscal 1981, MGM reported net income of \$5.6 million, or 17 cents per share, on revenues of \$51.2 million. New figures include results of operations of United Artists Corp., which MGM acquired in July, 1981.

**Mickey mixed.** Walt Disney Productions last week reported revenues of \$212 million for first quarter ending Dec. 31, 1981, increase of 4% over same period in 1980. Net income was \$17.4 million, down 33% compared to last year. Earnings declined from 80 cents per share to 53 cents per share during period.

## RAB revisits successful MSC

**Managing Sales Conference, which proved popular last year, returns to Dallas with 900 sales people expected to attend event**

Described as a "no frills, hands-on meeting," the Radio Advertising Bureau is gearing up for its second annual Managing Sales Conference that starts next Saturday, with about 900 radio sales executives expected for the three-day event at the Amfac hotel in the Dallas-Fort Worth airport.

The conference was originally designed as a seminar-size meeting for about 400 participants, but because of last year's "phenomenal response," which drew nearly twice that number, this year's limit is 950, explained Miles David, president of the RAB.

David attributed the conference's enthusiastic reception to its being the first national meeting devoted to "raising the professionalism of sales management." Since many sales managers "learn by doing the job," these meetings provide added training through panel sessions with broadcasters, lecturers and featured speakers, and informal meetings, he said.

The agenda begins on Jan. 30 with

registration from 1 to 5 p.m., followed by a welcoming reception. Business kicks off Sunday morning with a welcome from Carl Wagner of Taft Broadcasting and chairman of the conference. Other speakers include David; Don Beveridge, Red Hot Sales Management/Motivation specialist, and Fred Walker of Broad Street Communications and the conference's vice chairman.

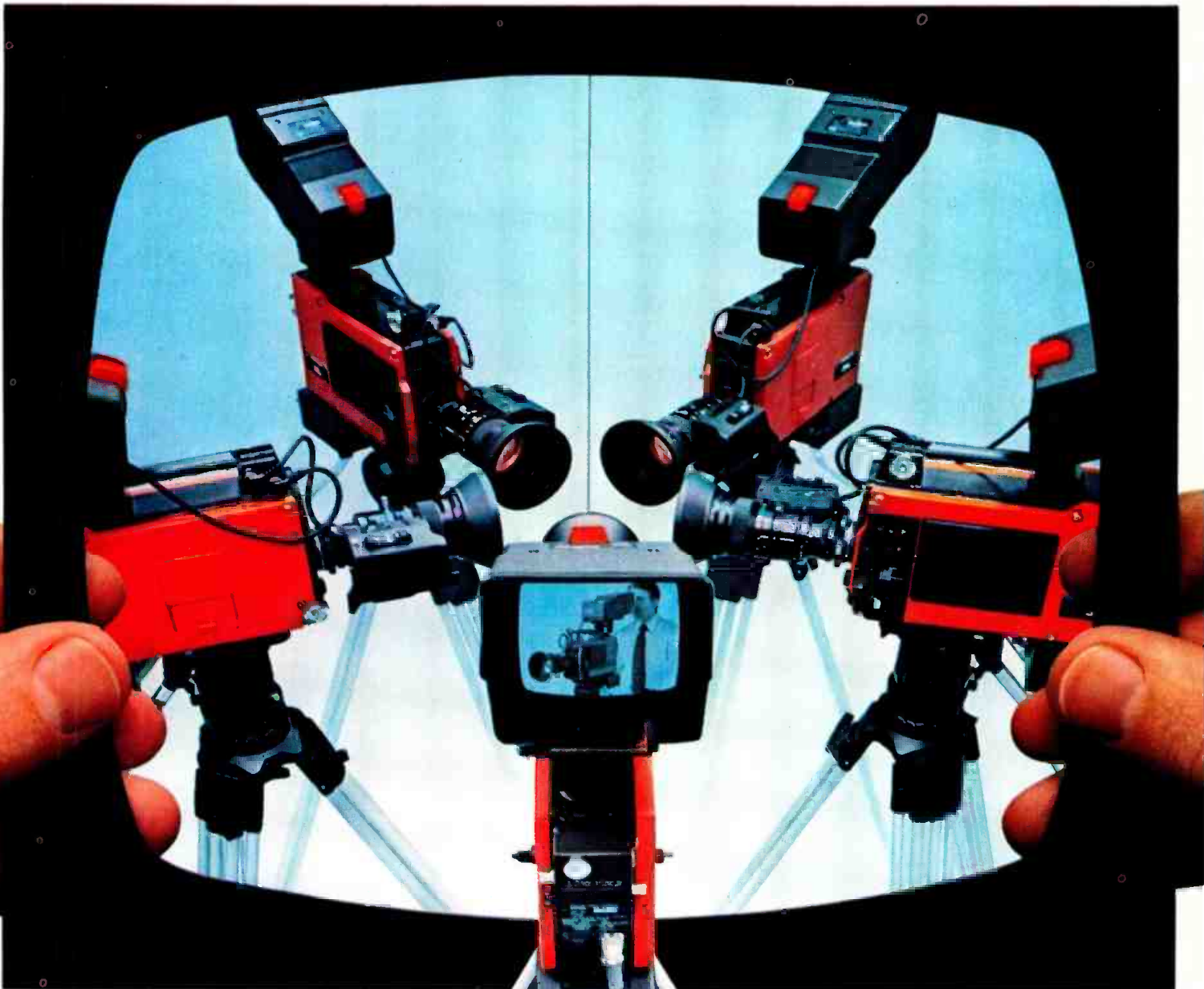
Work begins at 10 a.m. with a choice of five sessions including "How to Gain Control of Your Growth in Today's Economy," with sales management consultant Norm Goldsmith, and "How to Interview and Select the Right Salesperson and Build a Balanced Sales Team."

David refers to the former session as a course in "radio liberation," as attendees will learn "how to free themselves from the ebbs and flows of ratings," through a planned market strategy. This, and other "timely" sessions will be repeated.

One of the highlights of the Managing Sales Conference will be the Sunday luncheon featuring Philip L. Smith, president of General Foods. In addition to offering the advertiser's perspective on radio, he will also discuss parallels between marketing products and marketing radio stations. Monday's luncheon speaker, Larry Cole, senior vice president at Ogilvy & Mather, will forecast "What Will Happen to Radio and Other Media in the 80's."

Other two-hour sessions include "How

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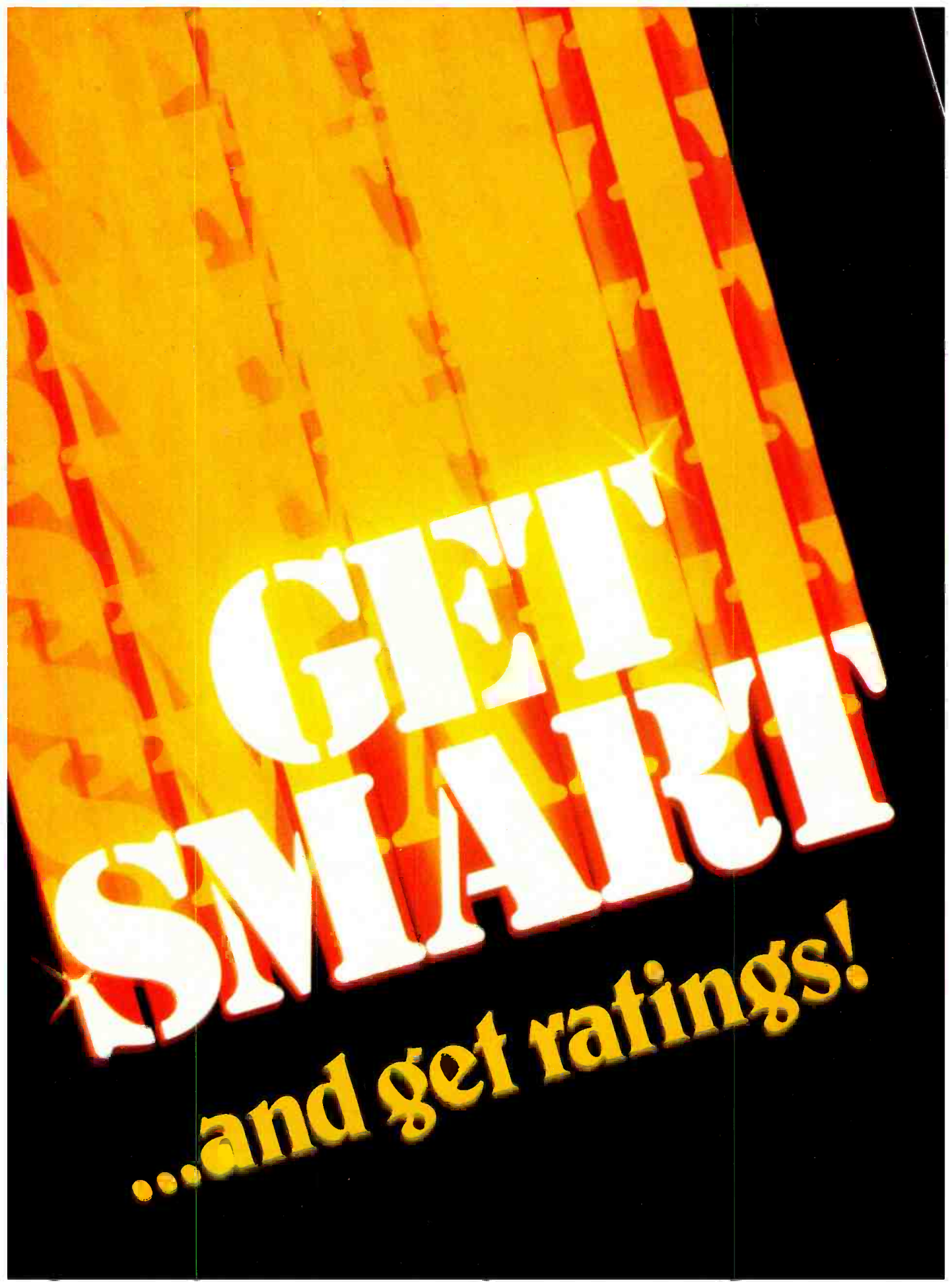
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to Speed up Collections," Sunday afternoon; "Station Representatives on How Sales Managers Can Work Locally to Expand National Dollars" and Maximizing Your Return with Effective Rate Cards and Effective Sell-Out Strategy," Monday morning, "Small Market Million Dollar Billers ... How They Win Big," Monday afternoon.

The conference will conclude Tuesday morning with Jack Trout of Trout & Reiz (the agency responsible for RAB's Radio is Red Hot Campaign) discussing "Sounds Ability to Penetrate the Mind with Selling messages; and an unveiling by Dick (Orkin) and Bert (Berdis) of the 1982 Red Hot campaign with 14 new radio spots.

"We'll hand everyone attending a tape," says DAVID, of the campaign that officially breaks Feb. 8. Noting that the "Radio is Red Hot Because It Works" campaign has been used by over 3,500 stations, plus the national radio networks, David hopes to surpass last year's success by naming all sales managers present at the meeting account executives on the Radio is Red Hot campaign for their respective stations. Messages on the tape, to be distributed on the final day of the conference, will include three approaches: humor, straight talk and testimonials.

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## B&B analysts guarded on ads being cable's savior

**It will play a part, they say, but how big is not yet known**

New York security analysts got a chance last week to view cable advertising through the eyes of members of the advertising community, in particular those of Denman Maroney, media research analyst with Benton & Bowles, and his boss, Mike Moore, the agency's senior vice president and director of research management.

Moore told the analysts there's "no question that cable will become a major advertising medium" and Maroney said that "advertising is the mainstay of most of the existing communications media ... and it is hard to imagine an electronic communications environment without it." But the Benton & Bowles researchers also noted that presently "there's more smoke than fire" regarding cable advertising, and that at best they could only raise more questions than can now be answered.

Maroney took issue with several contentions that some in the industry hold to be common wisdom. "Advertiser-supported cable networks peddle the cable subscriber to advertisers as upscale, because he pays to watch their programs," Maroney said, adding: "However, the facts refute this claim ... cable and noncable homes have virtually indistinguishable demographic characteristics ... An above-average percentage of pay cable homes

earn household incomes over \$20,000 a year, the salesmen say. That's hardly what I call upscale."

And in an apparent allusion to a Ted Bates & Co. suggestion that broadcast network advertisers divert 5% of their budgets to Ted Turner's WTBS(TV), saying it "defies logic" to "blame pay cable directly" for lower broadcast network ratings in pay homes ("perhaps pay cable subscribers were light viewers ... before they subscribed ... we have no way of knowing").

As for WTBS itself, Maroney says it has an advantage over other cable services in that it is measured by Nielsen, but that at the moment, its ratings are "lackluster."

Why are advertisers buying cable? Maroney listed six reasons for the analysts—"why not?" exclusivity in making a purchase; the opportunity for program sponsorships; targetcasting; public relations purposes, and finally, the format innovations of "informercials" that "may attract advertisers with long stories to tell, or be suitable for advocacy or issue advertising."

Advertising, Maroney said, doesn't "fuel the cable engine" at this point, and asking "will it ever?" he pointed to last year's CTAM advertising conference in New York. It succeeded "moderately" in one objective, according to Maroney—it convinced advertisers to start buying—but it failed in its second purpose, to "motivate operators to start selling." And he cited the NCTA's Cable Advertising Directories for 1980 and 1981, which show a drop in systems selling local time, from 609 to 377.

Discussing the future role of advertising among the varied revenue sources to which some cable operators are turning as they slash fees for basic service, Maroney said: "Advertisers themselves are hopeful that RCA/RCTV's Entertainment Channel pay cable service, possibly with advertising inserted, is one wave of the future. They have also shown considerable confidence in the targetcast or generic satellite networks like ESPN, Cable News Network and USA Network."

But he also maintained that "in a crowded environment with 50 or more channels of entertainment and information per home ... the mechanics of the periodic audience measurement support system required to sustain ad sales are hard to imagine."

And among the many questions Maroney said remain unanswered, he included "how long will [cable operators] be able to founder in red ink while they wait for pay cable, two-way cable, pay-per-view and videotext to find their markets? How long can they continue to lose money on their programming operations while waiting for reliable audience research and advertiser acceptance?"

The analysts themselves had a round of questions for Maroney and Moore. To one who inquired about channel switching among cable subscribers, Moore replied that subscribers with 100-channel converters "are playing those things like pianos."

Asked to pick the three advertiser-sup-

ported services that "can make it," Moore named two—CNN and ESPN, and added WTBS, "if Turner can parlay what he's got into good programing," and "maybe USA Network."

Moore maintained he didn't see the business of selling advertising on cable "developing much differently from broadcasting" with its national, regional and local level of selling. And he told one analyst that it's "overly simplistic" to view cable advertising dollars as being siphoned from other media budgets; "cable budgets will come from a zero base" he said, though he noted magazines might have to worry about the dollars spent on target cable programing.

Moore disagreed with projections that show broadcast network combined ratings dropping to 60 by 1990—"low 70's or high 60's" is where he thinks they'll be then—although even at a 60 rating, he said "nobody else will be getting a 60" and networks will thus remain "the only place to go" for many advertisers, who then could supplement network runs with cable.

Asked whether the lack of measurement was the main stumbling block to cable advertising from the advertisers-side, Moore said what really counts "is the lack of definable audience" and "a willingness [of cable operators and network] to price their programs reasonably." Cable networks he said "are trying to get PM's at least as high as CBS" [\$10 per thousand in prime time] adding: "What do I need with a 1 rating at the same CPM?"

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## Enterprise Radio on block this week

**Financially troubled network will auction its shared-channel system Thursday in Hartford, Conn.**

The shared satellite channel system held by the financially troubled Enterprise Radio, Avon, Conn., will be offered for sale at a public auction in Hartford, Conn., on Thursday (Jan. 28).

The move to sell Enterprise's share on Westar III, transponder 1 (shared with the Associated Press and others) came at the initial session of a hearing held in Hartford, Conn., last Monday (Jan. 18) on Enterprise's petition for bankruptcy under chapter seven of the U.S. Bankruptcy Act. Enterprise's filing lists liabilities of \$3,008,736 and assets of \$331,114.

The auction will be held in the office of Martin W. Hoffman, 410 Asylum Street, Hartford, trustee in bankruptcy for the estate of Enterprise Radio. Hoffman said the auction will begin at 10 a.m. on Thursday and the minimum bid will be \$125,000. He added that bidders must tender a certified check of \$50,000.

Enterprise's contract for the shared channel runs through Sept. 30, 1983. Enterprise suspended operations last fall (BROADCASTING, Sept. 28, 1981, et seq.) after less than nine months on the air.

# Stock Index

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	31 1/8	32 7/8	-1 3/4	- 5.32	6	878
N Capital Cities	71 3/4	61 3/4	-10	- 14.07	12	934
N CBS	42 3/8	44 7/8	+2 1/2	+ 5.57	7	1,183
N Cox	34 5/8	31 7/8	-2 3/4	- 8.62	18	1,015
A Gross Telecasting	29 1/8	28	-1 1/8	- 4.01	8	23
O LIN	35 1/2	35 1/2	0	0	12	181
N Metromedia	171 1/4	166	-5 1/4	- 3.16	13	680
O Mooney	4 3/4	4 3/4	0	0	10	3
O Scripps-Howard	18 1/4	19 1/4	+1	+ 5.19	11	188
N Storer	26 7/8	25 1/2	-1 1/8	- 4.39	16	427
N Taft	29	29 5/8	+ 5/8	+ 2.10	9	277
O United Television	7 1/4	7	-1/4	- 3.57	12	87

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	19 3/4	19 3/4	0	0	15	76
A Affiliated Pubs.	28 1/2	28 1/2	0	0	10	147
N American Family	7 3/8	7 5/8	+ 1/4	+ 3.27	6	99
N John Blair	23 5/8	23	-1/8	- 3.45	7	88
N Charter Co.	8 1/4	8 1/8	-1/8	- 1.53	12	178
N Chris-Craft	34 3/4	33 1/2	-1 1/4	- 3.73	16	87
N Cowles	29 1/2	29 1/4	-1/4	- .85	19	117
N Dun & Bradstreet	59 5/8	62 1/8	+2 1/2	+ 4.02	14	1,672
N Fairchild Ind.	12	12	0	0	4	155
N Gannett Co.	32 3/8	33 1/4	+ 1/8	+ 2.63	11	1,717
N General Tire	19 1/4	20 5/8	+1 1/2	+ 7.77	5	444
O Gray Commun.	37	39	+2	+ 5.12	8	18
N Harte-Hanks	30	31 1/4	+ 1/4	+ 1.67	11	291
O Heritage Commun.	9 1/4	9 3/4	+ 1/2	+ 5.12	31	66
N Insilco Corp.	16	16	0	0	7	228
N Jefferson-Pilot	24	24	0	0	5	524
O Josephson Intl.	8 3/4	8 3/4	0	0	4	34
N Knight-Ridder	29 1/8	28 5/8	-1/8	- 2.71	9	934
N Lee Enterprises	28 1/8	28 1/8	0	0	10	195
N Liberty	13 5/8	13 3/4	-1/8	- .90	6	173
N McGraw-Hill	47 5/8	45 3/8	-2 1/4	- 4.95	13	1,182
A Media General	35 3/4	35	-1/4	- 1.14	8	252
N Meredith	57 3/4	58 1/4	+ 1/2	+ .85	7	184
O Multimedia	31 1/2	31 1/2	0	0	13	319
A New York Times Co.	35 1/2	33 7/8	-1 3/4	- 4.79	9	439
N Outlet Co.	37	37	0	0	109	97
A Post Corp.	27 1/4	27 1/4	0	0	17	49
N Rollins	15 3/4	16 1/8	+ 1/8	+ 1.29	9	432
N San Juan Racing	22 1/8	22 1/8	0	0	9	95
N Schering-Plough	28 1/8	27 3/4	-1/8	- 2.82	8	1,495
O Stauffer Commun.	45	45	0	0	11	45
A Tech Operations	14 5/8	14 1/2	-1/8	- 1.39	7	15
N Times Mirror Co.	44	45	+1	+ 2.27	11	1,502
O Turner Bcatg.	9 1/2	10 1/2	+1	+ 10.53	22	193
A Washington Post	28 3/4	28 3/4	0	0	14	404
N Wometco	17 7/8	18	+ 1/8	+ .69	10	240

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	10 3/8	10 3/8	0	0	13	49
N American Express	41 1/4	41 1/8	-1/8	- .30	7	3,779
O Burnup & Sims	12 1/8	11 5/8	-1/8	- 1.25	12	104
O Comcast	20 1/4	20	-1/4	- 1.25	19	90
N General Instrument	39 1/4	39 1/2	+ 1/4	+ .63	14	1,205
O Rogers Cablesystems	8 1/8	7 3/4	-1/8	- 1.56	25	156
O Tele-Communications	19 3/4	19	-1/4	- 1.25	48	551
N Teleprompter	37 1/2	37 1/2	0	0	30	638
N Time Inc.	34 5/8	34 3/4	-1/8	- .35	15	1,673
O Tocom	10 3/4	11	+ 1/4	+ 3.70	17	53
N United Cable TV	26 3/4	26 3/4	0	0	33	291
N Viacom	24 3/8	20 1/2	-4 1/8	- 18.90	15	275

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	1 3/4	1 7/8	+ 1/8	+ 6.66	29	9
N Columbia Pictures	39 7/8	42 1/4	+2 1/2	+ 6.28	9	317
N Disney	50 1/4	49 3/4	-1/8	- 0.16	14	1,629
N Filmways	6 1/2	6 3/8	+ 1/8	+ 1.96	1	37
O Four Star	2	2	0	0	20	1
N Getty Oil Corp.	59	55 5/8	-3 1/8	- 5.08	6	4,847
N Gulf + Western	16 1/8	14 7/8	-1 1/4	- 8.40	4	1,221
N MCA	42 3/8	39	-3 3/8	- 8.65	10	1,009
N MGM Film	7	6 5/8	-1/8	- 1.43	10	348
O Reeves Commun.	30 1/2	27	-3 1/2	- 11.67	15	225
O Telepictures	7 1/2	7 3/8	+ 1/8	+ 1.69	14	34
O Video Corp. of Amer.	6 1/2	6 1/2	0	0	17	10
N Warner	56 1/2	54 1/2	-2	- 3.57	18	3,464
A Wrather	23 3/4	23 5/8	+ 1/8	+ .52	19	55

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	39 3/4	39 3/4	0	0	8	106
O Compact Video	5 1/4	5 1/2	+ 1/4	+ 4.54	4	16
N Comsat	61	59 1/4	-1 1/4	- 2.30	16	488
O Doyle Dane Bernbach	17 1/4	17	-1/4	- 1.47	10	95
N Foote Cone & Belding	27 3/4	27 3/4	0	0	7	74
O Grey Advertising	71	71	0	0	6	41
N Interpublic Group	31 1/4	30 7/8	-1/8	- 2.56	9	144
N JWT Group	32 1/8	33	+ 1/8	+ 2.65	13	167
O MCI Communications	29 1/2	27 7/8	-1 3/8	- 4.58	48	1,401
A Movielab	3 3/4	3 3/4	0	0	38	6
A MPO Videotronics	6 1/2	6 3/8	+ 1/8	+ 1.96	10	3
O A.C. Nielsen	45 1/2	46	+ 1/2	+ 1.08	14	510
O Ogilvy & Mather	31	31 1/2	+ 1/2	+ 1.58	9	132
O Telemation	2 1/8	2 1/8	0	0	13	2
O TPC Communications	2 1/4	2 3/8	+ 1/8	+ 3.85	3	2
N Western Union	33 1/4	30 3/4	-2 1/2	- 7.50	15	527

Exchange and Company	Closing Wed. Jan 20	Closing Wed. Jan 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	9 5/8	9 3/4	-1/8	- 1.28	5	19
N Arvin Industries	13 1/4	14	+ 3/4	+ 5.35	6	90
O C-Cor Electronics	18	16	-2	- 11.11	28	53
A Cetec	4 3/8	4 3/8	0	0	8	9
O Chyron	18 1/2	18 1/4	-1/4	- 1.36	16	49
A Cohu	5 3/4	4 7/8	-1/8	- 17.94	8	9
N Conrac	24 7/8	24	-1/8	- 3.64	15	53
N Eastman Kodak	70	69 3/4	-1/4	- .35	99	11,297
O Elec Missile & Comm.	18 3/4	15 1/2	-3 1/4	- 18.56	99	51
N General Electric	58	55 3/4	-2 1/4	- 4.03	8	13,215
N Harris Corp.	34 1/4	36 3/8	+2 1/4	+ 7.00	11	1,071
O Microdyne	13 3/4	14	+ 1/4	+ 1.78	15	62
N M/A Com. Inc.	22 7/8	23	+ 1/8	+ .54	22	873
N 3M	54 7/8	52 1/4	-2 1/2	- 4.55	11	6,432
N Motorola	53	52	-1	- 1.89	9	1,672
O Nippon Electric	91	89 1/8	-1 1/8	- 1.54	34	3,515
N N. American Phillips	35 5/8	37 1/2	+ 1 3/8	+ 3.70	6	485
N Oak Industries	28	28	0	0	13	397
A Orrox Corp.	9 3/8	9 1/4	-1/8	- 1.35	33	17
N RCA	16 7/8	16 3/4	-1/8	- .74	130	1,272
N Rockwell Intl.	29 7/8	28 5/8	-1 1/4	- 4.36	8	2,267
A RSC Industries	4 1/4	4 1/8	-1/8	- 2.30	61	10
N Scientific-Atlanta	25 1/2	25	-1/2	- 1.96	27	543
N Sony Corp.	15 7/8	16 1/8	+ 1/4	+ 1.55	12	3,423
N Tektronix	52 1/2	51 3/8	-1 1/8	- 2.18	12	977
O Teletel (Geotel Inc.)	1 3/8	1 5/8	+ 1/4	+ 3.85	4	4
A Texscan	15	14 1/2	-1/2	- 3.33	21	68
N Varian Associates	27	27 1/4	+ 1/4	+ .91	33	214
N Westinghouse	24 1/4	24 3/4	+ 1/2	+ 2.02	5	2,065
N Zenith	11	11 1/8	+ 1/8	+ 1.12	6	74

Standard & Poor's 400 Industrial Average 128.96 128.86 + .10

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.



## Watermark bought by ABC Radio

Radio program producer and syndicator, based in Los Angeles, will be operated 'in much the same way' and will retain president Rounds

Watermark Inc., a Los Angeles-based radio program producer and syndicator, was sold last Tuesday (Jan. 19) to ABC Radio Enterprises. One industry source estimated the company's value at about \$5 million. ABC Radio Enterprises is an operating group of the ABC Radio Division of ABC Inc.

According to Michael Hauptman, vice president in charge of ABC Radio Enterprises, Watermark will continue to produce and syndicate its current programs and will produce new programs for ABC's various radio networks. Watermark currently produces *American Top 40*, *The Robert W. Morgan Special of the Week*, *American Country Countdown* and *Soundtrack of the 60's*. Hauptman left open the possibility that some of these programs might be satellite-distributed through ABC networks, but said that no such decision had been finalized.

"Our intention is to operate Watermark in much the same way it has been in the recent past," said Hauptman. "It is a successful and respected company which will now have the added resources of ABC available to its operations."

"Watermark's present customers can look forward to the continuation of present programming services and the announcement of additional product," said Watermark President Tom Rounds, who will become president of the new ABC unit. "We are excited about this marriage." Rounds said he has a number of program ideas on the drawing board he intends to develop as a result of the ABC acquisition. According to Hauptman, new programs from Watermark can be expected "within the next six months."

Watermark will maintain its offices and studios in North Hollywood, Calif. "This major step forward for ABC Radio and ABC Radio Enterprises advances our objective to the radio industry," commented Ben Hoberman, ABC Radio president.

Watermark is the first acquisition by ABC Radio Enterprises, but Hauptman predicted it will not be the last. "We have had virtually no network production capability in radio except for news and sports," Hauptman said. "We expect to acquire other production units in the future."

ABC Radio Enterprises is producing *ABC Superadio*, a stereo, 24-hour satellite-fed contemporary format set to



Sealing deal. (L-r): ABC Radio President Ben Hoberman; Michael Hauptman, vice president in charge of ABC Radio Enterprises, and Watermark President Tom Rounds.

debut in July. The unit also will produce *ABC Talkradio*, to premiere April 12. It also operates ABC Radio Marketing Services, a major supplier of syndicated advertising campaigns to radio stations.

Hauptman described the two new radio services as "prototypes" being developed by ABC to determine marketability and acceptance of narrowly targeted networks. He said ABC will be closely monitoring

their performance to decide how to proceed with related proposals. *Superadio* will originate from new studios currently under construction in New York while *Talkradio* will emanate from KABC(AM) Los Angeles, a network-owned-and-operated station. Hauptman said ABC is going ahead with plans to convert the distribution system to digital technology by mid-1984.

## Lorimar widens sales eye

**Production house officers say company will expand to cable and pay markets; financial debt, sales in syndication, state of programming also discussed at analysts meeting**

Lorimar, the production company that went public at the end of October 1981, is "a supplier of software for anybody who wants it," said the company's president, Lee Rich, at a luncheon hosted by it in New York last week to inform security analysts about the company's direction for 1982. The statement was a reflection of the firm's intention to expand considerably into such markets as pay-cable, subscription television and others while maintaining its share of network prime-time business.

And distribution of its own products also will continue to be an important aspect of the company's business, said Lorimar Chairman Merv Adelson. "That's something I want to stress," he said. "Our distribution organization has developed into one as good or better than anybody in the business."

And, while Lorimar intends to "main-

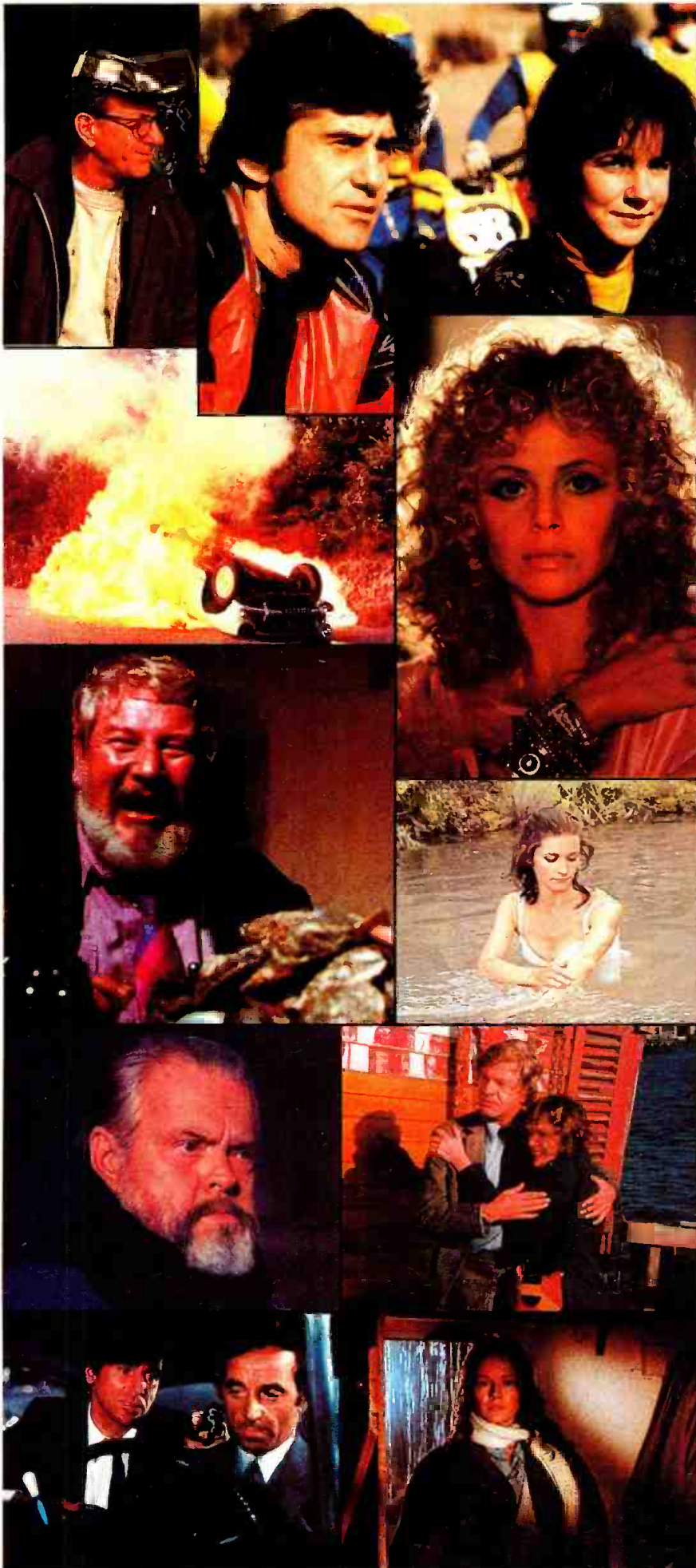
tain a presence" in the business of producing motion pictures, that presence will "not be very bullish," said Adelson. Efforts in that direction will be "very selective and cost conscious," probably taking the form of joint ventures with other firms.

Lorimar's syndication outlook appears bright. Adelson noted that the company has been signing syndication deals for *Eight Is Enough*, to be released in September of this year, for \$350,000 per episode and suggested the possibility of that rate increasing "by \$100,000 to \$150,000 by September." *Dallas*, scheduled for syndication in 1984, has been sold in 15 markets so far, Adelson noted, "at higher numbers than *Eight Is Enough*."

Tony Young, Lorimar's chief financial officer, said that syndication of *The Waltons* over the next three years should produce about \$16 million in profits. *The Waltons*, he said, was one of the company's "least profitable syndication properties, because of the Warner share and the way in which it was amortized."

Adelson also said that Lorimar will be





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seen more often in the acquisition market than in years past.

The company currently provides the networks with five hours of prime-time programming, including one-hour episodes per week of *Dallas*, *Falcon's Crest*, *Knots Landing*, *Flamingo Road*, and *Kings Crossing*, which debuted Jan. 16.

Rich described *Falcon's Crest* as "the new hit series of the year," but conceded that *Flamingo Road* was "right on the fence." If the latter is able to increase its rating by a couple of points, it should get renewed, suggested Rich. *Knots Landing*, which has been getting between a 31 and 32 share, should get renewed this year, in which case the company could syndicate it, Rich said. He also said that the reason for the late debut of *Kings Crossing* (which received a 27 share opening night) was that in September, when it was initially scheduled to air, the program simply "didn't meet our standards." *Dallas* has been holding its own, he noted, with shares in the 48 to 50 range.

To some extent, Rich revealed some of the programming plans in the works at Lorimar. A movie-of-the-week feature entitled *Desperate Lives*, about young people and drug abuse, will air in the near future, as will another made-for-TV movie entitled *Johnny Belinda*. Plans also call for the production of two miniseries for ABC, *The Ted Bundy Show* and *Lace*.

Noting that pilot-season time is here, Rich said that Lorimar had signed a deal for one pilot already and hoped to sign two

more soon.

Rich also indicated that the company's recent efforts to break into the "comedy business" appear to be paying off. "It has been difficult," he said. But the company now has an agreement with CBS to produce one comedy pilot and hopes to get "two or three more," said Rich.

In the pay-television sphere, Rich indicated that Lorimar has contracted to produce two specials for RCTV. One is entitled *Broadway Showstoppers*, and will feature major stars such as Ethel Merman, Mary Martin, Richard Kiley and Debbie Reynolds performing bits from their widely acclaimed Broadway roles. The second program is to be a jazz special featuring such greats as Ella Fitzgerald, Count Basie, Benny Goodman and Tony Bennett.

Rich also noted that Lorimar is working on program series ideas for both HBO and Showtime and may also produce something for Playboy. Also, the company is producing 40 five-minute segments for Showtime entitled *Good Night Ronnie* (as in Reagan).

On the business side, Adelson noted that Lorimar would make an extended effort to reduce the company's debt in the coming years. At the time the public offering was made last October, that debt stood at \$112 million. The company offering generated \$31 million, which, with an additional \$9 million which has been applied to the debt, brought it down to \$72 million. It will not be significantly reduced

further in 1982 but will be in the years to follow, if all goes according to plan.

Asked what effect the pressure from program buyers to keep costs down has had on Lorimar, Rich replied: "We make a deal for a license fee and live under it. They get what they pay for [and] they don't get any more."

To that statement Adelson added: "This company does not believe in deficit financing. We almost always show a profit on the first run." While the license fee covers production and overhead costs, Adelson noted, profits are generated from simultaneous sales in foreign markets. He said that *Knots Landing* was pulling in between \$80,000 and \$90,000 per episode from foreign market sales.

The sale of videocassette and videodisk rights also will contribute significantly to the company's future revenues, suggested Adelson. He said that Lorimar had recently closed a deal with a firm in Great Britain for cassette rights to *Dallas* with a "substantial" advance against royalties (believed to be in the \$1-million range).

As to the problem of network program cancellations (there were 44 in 1981), Rich said that "everybody [who's involved] is to blame." He didn't offer any substantive solutions, other than to suggest that producers and networks alike must share in the effort to get better programming on the air. "Then we'll get the shares back" from independent stations that have been making substantial gains in the 8 to 9 p.m. period, Rich said.

Rich described the current copyright controversy as a "major problem" for producers. He noted that "we aren't selling anything to Turner or WGN," and suggested that the superstition concept "has reached a peak." Nevertheless, the current activities in Washington appear to be "favoring the cable operator," he said.

When asked by one analyst what he thought generally of current programming on public television and if Lorimar had any intention of getting involved, Rich said: "It's wonderful, very special, but its not up to us to finance it and they don't pay enough for us to do it."

On a parting note, Adelson said that "we have to address ourselves to earnings," which are largely dependent "on how many episodes we [produce] this year. That is our business today and the asset value of the company."

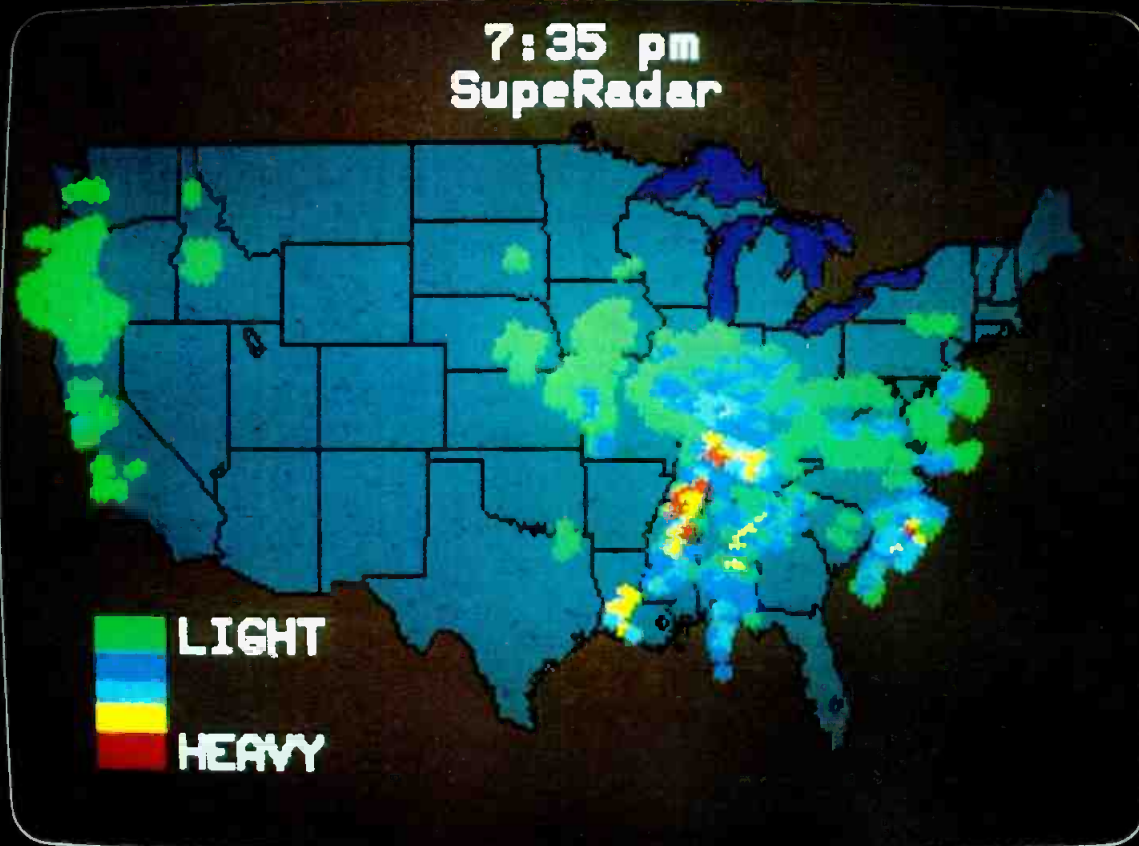
Lorimar's net income for fiscal year 1981 (ended July 25) totaled \$7.7 million, a decline of 9.2% from the previous year, on revenues of \$126 million, which were up 27.2% from 1980. Earnings per share for the last fiscal year were \$1.74, up 1.2%. The company's first-quarter 1982 losses (through Oct. 24, 1981) totaled almost \$1.7 million, which was \$338,000 less than it lost in its first quarter in 1981. Revenues for the period, however, increased by 212% to \$35.6 million, which Lorimar attributes largely to the domestic syndication of *The Waltons*, foreign syndication activities and delivery of product to the networks in the current period.

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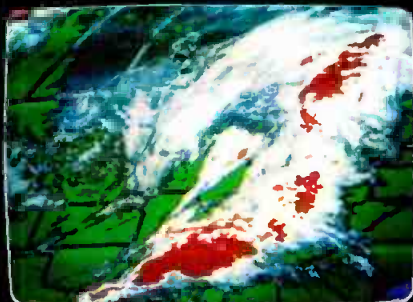
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## New cable network for the C&W crowd

**Advertiser-supported service will be distributed by Group W, programed by Opry's NLT Corp., transmitted over Westar V**

The Nashville-based NLT Corp. announced plans last week for the development of what will be called the Nashville Network, a planned advertiser-supported cable programming network focusing on country music ("In Brief," Jan. 18). NLT has reached an agreement with Group W Satellite Communications to handle marketing, sales and distribution of the proposed network, which is scheduled for launch in the first quarter of 1983.

NLT Corp. is an insurance holding company with interests in computer software services, banking, and broadcasting and programming in the form of WSM Inc., a wholly owned subsidiary that is the licensee of WSM-AM-FM Nashville and owner of Opryland Productions, which will develop the programming for the Nashville Network. (The Opryland division also includes the Grand Ole Opry, Opryland hotel and Opryland Theme Park.) Walter M. Robinson Jr. is chairman and chief executive officer of NLT; E.W. Wendell is chairman of WSM Inc. Last year the company sold WSM-TV Nashville to Gillett Broadcasting for \$38 million (plus interest) and a \$4-million noncompete agreement.

The network, for which 12 hours of programming a day are planned initially (later to be expanded to 24 hours), will be sent to cable systems via a transponder on Westar V. The service will be "totally advertiser supported," in the words of one Group W spokesman, who also noted that it will be provided free of charge to cable systems which will receive local commercial availabilities.

Programming plans include a live, nightly, 90-minute variety and interview show entitled *Nashville Tonight*.

Other programming ideas being developed include a show on country music record charts; a situation comedy set in a Nashville roadside diner; an interview show; a country game show, and a program focusing on entertainers from Opryland USA.

If record sales are any indication, there is a significant market for country music. In 1980, country record sales were up 20% to \$526 million, according to Group W. Almost 1,800 radio stations have a country format and that 2,900 stations program country "to some extent," Group W said.

The agreement with NLT, although more limited in scope, marks the third cable programming venture entered by Group W Satellite Communications since its formation last March. The first two, Satellite News Channels, with ABC, and the Disney Channel, with Walt Disney Productions, are joint venture agreements. As initially proposed, the three projects call for a total of 76 hours of programming daily (24

## Ratings Roundup

With a 4.3 rating and 7 share on Saturday, Jan. 16, NBC-TV suffered one of the lowest prime-time scores in recent memory.

Its two specials that night were rating disasters. A *Project Peacock Special: Alice at the Palace* with Meryl Streep opened the evening with a 5.2/8; *Live From Studio 8H: Caruso Remembered* with Zubin Mehta and Placido Domingo closed it with a 3.3/5.

NBC's viewer loss was CBS-TV's gain. With Walt Disney's *Tales of the Apple Dumpling Gang* (23.6/37) and the made-for-TV movie, *Help Wanted: Male* (28.8/47), CBS had its highest-rated Saturday since January 1975, scoring a 27.1/44 for the night. ABC-TV averaged a 16.7/27 with the premiere of mid-season replacement, *King's Crossing* (17.1/27), and veteran *Fantasy Island* (16.3/27).

For the prime-time week as a whole (Jan. 11-17), CBS again was the victor, averaging a 21.5 rating and 32 share, to ABC's 19.3/29 and NBC's 14.8/22. It was CBS's eighth consecutive win and its 11th victory out of 15 weeks.

In addition to Saturday, CBS won Thursday, Friday and Sunday; ABC took Monday and Tuesday, and NBC scored best on Wednesday. CBS had seven on the top-10 programs ratings list.

According to ABC, HUT (households using television) levels for both prime-time and news were up 2% over the comparable week in 1981.

The *CBS Evening News with Dan Rather* had the week's highest news average with a 16.5/26. Although second, ABC sold its 15.9/25 was *World News Tonight's* best rating ever. The *NBC Nightly News* scored a 14.8/23.

### The First 20

1.	<i>Dallas</i>	CBS	31.1/47
2.	<i>60 Minutes</i>	CBS	29.2/44
3.	<i>Help Wanted: Male</i> (movie)	CBS	28.8/47
4.	<i>Victims</i> (movie)	ABC	27.2/40
5.	<i>Magnum, P.I.</i>	CBS	26.7/38
6.	<i>Dukes of Hazzard</i>	CBS	25.5/39
7.	<i>Three's Company</i>	ABC	25.3/36
8.	<i>Too Close For Comfort</i>	ABC	24.2/35
9.	<i>M*A*S*H</i>	CBS	24.2/34
10.	<i>Walt Disney</i>	CBS	23.6/37
11.	<i>One Day At A Time</i>	CBS	23.3/34
12.	<i>Alice</i>	CBS	23.2/34
13.	<i>Jeffersons</i>	CBS	23.0/34
14.	<i>Facts of Life</i>	NBC	23.0/33
15.	<i>Real People</i>	NBC	23.0/32
16.	<i>Hart to Hart</i>	ABC	22.9/37
17.	<i>Archie Bunker's Place</i>	CBS	22.6/34
18.	<i>Knots Landing</i>	CBS	22.5/32
19.	<i>Trapper John, M.D.</i>	CBS	21.9/35
20.	<i>Happy Days</i>	ABC	21.9/32

### The Final Five

66.	<i>NBC Magazine</i>	NBC	11.6/18
67.	<i>Darkroom</i>	ABC	11.5/17
68.	<i>Peacock Showcase: The Electric Grandmother</i> (special)	NBC	9.8/15
69.	<i>Project Peacock: Alice at the Palace</i> (special)	NBC	5.2/8
70.	<i>Live From Studio 8H: Caruso Remembered</i> (special)	NBC	3.3/5

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hours each for the two Satellite News Channel channels, 16 hours for Disney and 12 hours for Nashville). The first news channel is to be launched in the spring with the second to follow in the fall, while hopes are to start the Disney Channel by late 1982 or early 1983.

## Oak-Universal to produce films for subscription TV

Oak Media Development Corp., a subsidiary of Oak Industries Inc., announced a \$16-million joint venture with Universal Pictures to produce four motion pictures in 1982.

The parties will split production costs of the films, which will be released first to movie theaters, then to Oak-owned ON TV subscription television systems and other pay TV services nationwide. Other details of the joint venture, which contemplates a steady flow of films over the next several years, will be released later.

In announcing the first major production agreement involving a major movie studio and a major pay TV service, Oak Media President John P. Gwin said, "We are particularly pleased with this arrangement because it improves Oak's capability for generating a flow of quality motion picture programming for ON TV and other pay

television systems."

He noted that Bernard Schwartz, producer of the Oscar-winning film, "Coal Miner's Daughter," will act as a creative consultant on the project and be executive producer of at least two of the four movies.

Oak Industries also announced it will begin offering an STV service in Houston by mid-1982. The firm said it has reached a joint venture agreement with Channel 20 Inc. to provide the Texas company with the STV program service. Channel 20 has received a UHF license and STV authorization for a Houston-area station. Oak will own 74% of the STV service, Channel 20, 26%.

Houston will be Oak's sixth STV operation. Its other services are located in Los Angeles, Chicago, Phoenix, Dallas-Fort Worth, and Fort Lauderdale-Miami, Fla.

## 'Welk' ends run after 27 years

**Original production on show will cease after this year, but plans are in works for rerun package**

*The Lawrence Welk Show*, after 27 years of original production, first for ABC-TV then in syndication, will end its run with this season and be repackaged in reruns as *Memories with Lawrence Welk*.

Joining *Welk* veteran Don Fedderson

Productions to spearhead the new syndication effort is MCA TV.

According to MCA TV and Fedderson, *Welk* will continue to provide original introductions on each episode in the rerun package to be culled from more than 600 color *Welk* shows. Planned are 52 weekly episodes per year including 20 that are repeated, the same split *Welk* buyers have had for years. It will be offered on a barter basis, with five and a half minutes local and four and a half national.

*Welk* airs on about 210 stations, representing 91.5% coverage. While contractually *Memories with Lawrence Welk* will start with a clean station slate, Al Rush, president of the MCA Television Group, said "there are a lot of relationships we intend to honor." MCA, however, hopes to upgrade *Welk's* stations as well.

Major *Welk* sponsors now include J.B. Williams/Nabisco, Block Drug, American Home Products, Richardson-Vicks, General Foods, International Playtex and Kellogg. Al Rush said that it is "reasonable to think" they will continue sponsoring under the new arrangement.

With its concentration of older TV viewers, Fedderson called *Welk* "the only nonwaste show of its kind demographically." As for the reasons for stopping original production, Fedderson said that "economically" it was time for such syndication and that while he still has a considerable touring schedule, *Welk* is 78 years old.

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## C-SPAN goes on campaign trail

Cable satellite programmer sponsors "Viewer's Day" to add new systems, help retain cable operators as service switches to Satcom III-R bird

The Cable Satellite Public Affairs Network sponsored a day-long "Viewer's Day" last Wednesday (Jan. 20) to rally grass-roots support for itself among its cable audience. Any support it mustered will be invaluable in the months ahead as C-SPAN cuts the umbilical with the USA Network, moves to its own transponder and expands from approximately nine to 16 hours of programming each day.

The changes begin on Feb. 1 when Cable Net One (Satcom III-R) becomes fully operational. C-SPAN will continue to fill the daytime hours of the USA Network as it has since its start in February 1978, but it will also simulcast the daytime programming and distribute eight additional hours of programming each evening on its own transponder. (C-SPAN has leased 16 hours of satellite time on transponder 19 of Cable Net One from RCA Americom.)

The critical juncture for C-SPAN is April 1 when it will be cut loose by the USA Network and challenged to float or sink on its own. C-SPAN President Brian Lamb estimates "conservatively" that 25% of the 1,200 cable systems that now carry C-SPAN will drop it on that date and that perhaps two million of the network's 10.5 million homes will be lost.

C-SPAN is best known for its gavel-to-gavel coverage of the House of Representatives. But according to the nonprofit network's 1981 year-end report, only slightly more than one-fourth of its programming is House coverage. There is also coverage of Senate and House committee hearings, speeches at the National Press Club in Washington and Close-up Foundation seminars involving high-school students and public officials. It has also programmed more than 200 hours of political call-in shows.

Over the next two months, Lamb said, cable operators are going to be shuffling their lineups and anything could happen. Some plan to retain the status quo by preempting USA Network's new daytime programming and picking up eight hours of C-SPAN off its new transponder. Others may drop the USA Network and pick up a full day of C-SPAN. And still others—and this is what has Lamb worried—will drop C-SPAN entirely and carry the USA Network all day.

And as an independent satellite programmer, Lamb points out, C-SPAN is not only competing with the USA Network, but also with 41 other satellite services, each pressing for carriage by saturated or nearly saturated cable systems.

The purpose of the Viewer's Day was to advise C-SPAN's audience of the changes that were taking place and encourage the faithful to urge their cable operators to retain C-SPAN. "One person," Lamb said,



Wheeler and Lamb

"can make a big difference," citing the efforts of one retired man who, after a vigorous two-week campaign, convinced the New York Times Co. to retain C-SPAN on its system in Cherry Hill, N.J.

The format of the Viewer's Day was all-talk with viewers invited to call in and discuss C-SPAN and cable with a list of guests that included John Evans, president of the cable system serving Arlington, Va., and Tom Wheeler, president of the National Cable Television Association. The talk was intended to send a message to cable operators, Lamb said. "It was an attempt to let the bad cable operator know that he can't get away with indiscriminately dropping" the service, he said. "He's going to have to answer to his subscribers."

Lamb expects his additional hours to do three things for C-SPAN. It gives the net-

work access to the prime-time audience, which will "have a chance to see what it's missed for the last year." It will provide the additional time necessary for gavel-to-gavel coverage of the Senate if and when that body decides to permit cameras in its chamber. And finally, a 16-hour service is more attractive to cable operators, who prefer full-time channels to part-time channels.

Following last Wednesday's effort, Lamb had mixed emotions. He was elated by the enthusiasm for the service expressed by viewers, but was, at the same time, "disappointed" to learn from them that many cable systems had plans to drop C-SPAN. "People are heart-broken. You have to hear it to believe it."

Lamb plans to hold another Viewer's Day near the end of March to once again beat the drum for C-SPAN.

## Monitor

**'MH, MH' creators return.** T.A.T. Communications Co., Hollywood production unit that made *Mary Hartman, Mary Hartman*, first-run syndication hit during mid-1970's, has confirmed its announced plan (BROADCASTING, Nov. 23, 1981) to re-enter market in fall 1982. T.A.T./Tandem Productions senior vice president for syndication, Gary Lieberthal, said company will combine talents of Al Burton, currently T.A.T./Tandem's executive vice president for creative affairs and co-creator of *Mary Hartman, Mary Hartman*, and Alan Thicke, executive producer of T.A.T.'s first-run syndicated series, *Fernwood* and *America 2 Night* during late 1970's. Pair will produce *The Jeff Clark Show*, first-run, five-night-a-week syndicated comedy series for 1982-83 season. Lieberthal declined to name on-air talent for new strip, which he described as "the first show about a major superstar where the superstar doesn't exist." He said "there is no Jeff Clark and he will not appear on the show." □

**Schedule changes.** ABC-TV is moving four current situation comedies to new evenings and time periods in first phase of new programming plan. New schedule positions are *Bosom Buddies* to Thursday, 8:30-9 p.m., effective Feb. 4, replacing *Best of the West*; *Open All Night*, to Friday, 8:30-9 p.m., effective Feb. 5, replacing *Bosom Buddies*; *Best of the West*, to Friday, 9-9:30 p.m. effective Feb. 12 and *Making a Living*, to Friday, 9:30-10 p.m., effective Feb. 12. Last two shows replace *Darkroom*, Friday, 9-10 p.m., which ended its limited run on Jan. 15. □

**More late-night NBC comedy.** *The Billy Crystal Comedy Hour* makes its debut on NBC Saturday (Jan. 30) in time period originally planned for *The Devlin Connection*, starring Rock Hudson, now slated for spring entry. Guests on premiere show will be performers on NBC-TV's *SCTV Network 90*: Dave Thomas, Rick Moranis and John Candy, in addition to The Pointer Sisters and comedian Robin Williams.



## CBS Cable's Cox predicts profit by '85

**He sees his network surviving new cable competition; if ads won't support it, switch will be made to pay format**

Like most in the cable programming business, CBS Cable President Richard Cox expects a "shake-out," a period when a number of marginal cable programmers will fold. "Anything that looks good is going to attract flies," Cox said at a Washington Metropolitan Cable Club luncheon last week, "and some of them are going to get swatted."

Cox expects, of course, that CBS Cable which premiered to rave reviews just three months ago, will survive and thrive. "Our estimates put us in the black in 1985," he said.

To help insure survival, Cox indicated that CBS would remain flexible. If the cultural service can't make it with advertising dollars, he said, it will search out pay TV dollars. Meanwhile, CBS Cable is open



Cox

to partnerships with other companies. CBS Cable "talks with all kinds of people constantly," Cox said. "You hear about some of them. You don't hear about most."

But CBS Cable is not eager to change. "We think we have it right now," Cox said. Contrary to the opinions of some analysts, Cox said CBS believes an advertiser-supported cultural service can make it on cable by delivering a discrete, upscale audience.

Cox conceded CBS Cable will also have to "stretch a buck" and one way of doing that is by replaying the same program several times. (CBS repeats a three-hour block of programming four times in a 24-hour period.) As a veteran of broadcast television, Cox said, "the idea of repeating makes you sick. It sounds immoral." But after 10 months at CBS Cable, he said, he not only "digested" the idea, but discovered that audiences liked it. "What some wise person in the cable industry called 'convenience scheduling' seems to be just that," he said.

CBS will also be able to pad its advertising revenues with residuals. The majority of CBS Cable's programming is produced by CBS Cable, Cox said, and can be sold. In the first three months of operation, he said, the network had more revenue from foreign sales than from advertising.

Of the programming itself, Cox said simply that "it's working. It's a good mix. We have our lighter moments. . . . We don't try to be too heavy and we tie the whole thing together with a host." Overall, he said, the network comes off as "distinct, clearly not more of the same." It looks like neither the Public Broadcasting Service nor ABC/ARTS, he said.

Although he has "no ratings" on CBS Cable, Cox said he does have some "qualitative stuff" and "operators, are telling us stories about lift."

In response to a question, Cox said that CBS Cable negotiated to buy two transponders on RCA Americom's Satcom IV (see story, page 84) with no particular use for them in mind. Cox said that the cultural service will eventually need a second transponder to handle West Coast feeds and that other program services are "a natural outgrowth," although he has no idea what they may be.

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1/25/82

## Arbitron finds HBO top pay cable service

**Company's first cable programming study also shows WTBS has majority of programs in top 20**

Arbitron has released what appears to be the first survey measuring the basic and pay viewing of eight satellite cable programming services: HBO, Showtime, CNN, ESPN, the Christian Broadcasting Network, USA Network, superstation WTBS(TV) Atlanta and the Tulsa-based Satellite Program Network.

The study, officially known as the "Arbitron Network Cable Report," was based on 3,573 completed telephone interviews

with cable subscribers from a national sample of 105 systems. The results are presented in three sections:

■ The "Program Audiences" section reports average half-hour and cume ratings for each program shown on the measured services.

■ The "Network Daily Ratings" section reports daily (6 a.m.-6 a.m.) average half-hour and cume ratings for each measured service.

■ The "Weekly Cume Ratings" section reports those ratings for each service.

Although the report is being made available only to those willing to purchase it, Arbitron has indicated that HBO

achieved the highest weekly cume of all services, a 94 for adults 18-34. Showtime's highest weekly cume was a 93, also for adults 18-34. HBO also achieved the highest half-hour program rating, 41 for men 18-plus for the network's premiere of "1941" on Sunday, Nov. 22, 1981, at 8 p.m.

The research firm has also indicated that among the six services selling advertising, WTBS had the majority of programs in the top-20 ranking and had the highest average half-hour rating, a 16, for adults 25-54 for *Winners*, a magazine-formatted program which focuses on successful people.

The survey reported information for five

age/sex categories—adults 18-plus, adults 18-34, adults 25-54, men 18-plus and women 18-plus—and high, medium and low socio-economic levels. Arbitron reported that "significant viewing levels were observed for all demographic and socio-economic categories and in all time periods contained in the report."

Using Claritas Corp.'s PRIZM zip code cluster system, Arbitron said it is currently preparing supplementary socio-economic profiles for each of the eight services in the survey, which will be available next month.

About 50 advertisers and agencies have subscribed to the report so far, as have CBS Inc. and ESPN.

## Changing Hands

### PROPOSED

**WNOX(AM) Knoxville, Tenn.** □ Sold by Scripps-Howard Broadcasting to Mack Sanders for \$1.2 million. **Seller** is publicly traded, Cleveland-based group owner of four AM's, four FM's and six TV's and part owned by Scripps-Howard newspaper group, publisher of 16 dailies, and 22 weeklies. **Buyer** owns WVOK(AM) Birmingham, Ala., and WJRB(AM) Madison, Tenn. WNOX is on 990 khz with 10 kw full time. **Broker: Blackburn & Co.**

**WYBR(FM) Belvidere, Ill.** □ Sold by The Broadcasting Corp. of Belvidere-Rockford to Sentry Broadcasting Inc. for \$1,110,000. **Seller** is principally owned by Jack Ambrozic, president, who has no other broadcast interests. **Buyer** is subsidiary of Sentry Corp., Stevens Point, Wis.-based insurance holding company which owns six AM's and four FM's. Don Colby is president of Sentry Broadcasting. WYBR is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Richard A. Shaheen Inc.**

**WTXR(FM) Chillicothe, Ill.** □ Sold by Chilli Communications Inc. to William Bro for \$275,000. **Seller** is principally owned by William D. Engelbrecht and wife who have no other broadcast interests. **Buyer** is former operations manager at WXCL(AM) Peoria, Ill., and has no other broadcast interests. WTXR is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Richard A. Shaheen Inc.**

### APPROVED

**KWKI(FM) Kansas City, Mo.** □ Sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for \$3.1 million. **Seller** is Baton Rouge-based group of four AM's and four FM's. **Buyer** is Mesa, Ariz.-based group owner of three AM's and five FM's owned by Dudley White, chairman, and family. It also publishes four daily newspapers in Ohio, Michigan and Tennessee and bought KERE(AM) Denver for \$2.5 million (BROADCASTING,

Dec. 14, 1981). KWKI is on 93.3 mhz with 100 kw and antenna 290 feet above average terrain.

**WRNG(AM) North Atlanta, Ga.** □ Control (95%) sold by Charles Smithgall and others to Charles Smithgall III for \$1.8 million. **Seller**, elder Smithgall, owns WAAX(AM)-WQEN(FM) Gadsden, Ala., plus cable system serving Rome, Ga., and, with son, cable system serving Chattanooga. **Buyer**, younger Smithgall, is general manager of WRNG and currently

5% owner. WRNG is on 680 khz with 25 kw day and 10 kw night.

**WDIX(AM)-WPJS(FM) Orangeburg, S.C.** □ Sold by Smiles of S.C. Inc. to Keymarket Communications of Columbia Inc. for \$1,250,000. **Seller** is owned by Derwood H. Godwin, Norman J. Suttles (35.4% each), Donald W. Curtis (19.5%) and John E. Ingraham (9.7%). Godwin and Suttles each own 45% of WVBS(AM)-WPJC(FM) Burgaw, N.C.; 31.1% of WPJL(AM) Raleigh, N.C. and each bought,

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subject to FCC approval, 45% of WQOK(AM) Greenville, S.C., for \$750,000 (BROADCASTING, Dec. 14, 1981). Ingraham is minority shareholder in same stations. Curtis owns WEWO(AM)-WSTS(FM) Laurinburg, WTAB(AM)-WKSM(FM) Tabor City, and WTNC-AM-FM Thomasville, all North Carolina. Buyer is owned by Kerby Confer and Paul Rothfuss (50% each). They each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y.; 25% of KSSN(FM) Little Rock, Ark., and 10% of permittee, WKFT(TV) Fayetteville, N.C. They were granted FCC approval to buy 50% each of WJDX(AM)-WZZQ(FM) Jackson, Miss., for \$4,437,000 (BROADCASTING, Nov. 9, 1981) and 45% each of WGXL(FM) Laurens, S.C., for \$2.5 million (BROADCASTING, Aug. 10, 1981). Last year they sold WLYC(AM)-WILQ(FM) Williamsport, Pa., for \$2.3 million (BROADCASTING, May 11, 1981) and WHUM(AM) Reading, Pa., in which each owned 39%, for \$1.9 million (BROADCASTING, Aug. 17, 1981). WDIX is on 1150 khz with 5 kw day and 500 w night. WPJS is on 106.7 mhz with 100 kw and antenna 580 feet above average terrain.

**KWBZ(AM) Englewood, Colo.** □ Sold by Western Broadcasting Corp. to Kwbz Broadcasting Corp. for \$1 million. Seller is owned by John C. Mullins Jr. and mother, Martha Welch (50% each). Buyer is owned by Earvin Johnson Jr., Los Angeles Lakers basketball player and Lansing, Mich.-based investor who has no other broadcast interests. Kwbz is on 1150 khz with 5 kw day and 1 kw night.

**KSAM-AM-FM Huntsville, Tex.** □ Sold by Huntsville Broadcasting Inc. to Walker County Communications for \$1 million. Seller is owned by Clyde C. Cauthen, president, and family who have no other broadcast interests. Buyer is owned by Clint Formby (40%), George Franz and Ray Eller (30% each). Formby is general manager and 50% owner of KPAN-AM-FM Hereford and owns 40% of KLVY(AM) Levelland, 45% of KTEM(AM)-KPLE(FM) Temple, and, through subsidiary, 30% of KTBB(AM) Tyler, all Texas. Eller is manager of KSKS(AM) Conroe, Tex. Franz is general manager of KTEM-KPLE. KSAM is on 1490

khz with 1 kw day, 250 w night. KSAM-FM is on 101.7 mhz with 710 w and antenna 430 feet above average terrain.

**KEZC(FM) Carnellan Bay, Calif.** □ Sold by Tahoe Wireless Inc. to The December Group for \$635,000. Seller is owned by Brian Fernee, Roger C. Riddel (35% each), Anthony D. Naish (20%) and John D. Shuyler (10%). They own KQIQ(AM)-KQYZ(FM) Lemoore and, excluding Naish, KHOT(AM)-KUUL(FM) Madera, both California. Buyer is owned by City News Service of Los Angeles Inc. (62%), Paul Almond (33.33%), Dan Blackburn (4.44%) and A. Thomas Quinn (.22%). Quinn is chairman and 70% owner of City News Service. Almond is attorney and vice president of New World Pictures, Los Angeles, film distribution and production company. Blackburn is correspondent with NBC News, Los Angeles. Quinn and Almond are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo., which was purchased for \$900,000 (BROADCASTING, June 1, 1981). KEZC is on 101.7 mhz with 1.25 kw and antenna 470 feet above average terrain.

**KGUS(FM) Hot Springs, Ark.** □ Sold by Radio Hot Springs Inc. to Hernreich Community Broadcasting Inc. for \$600,000. Seller is owned by C. J. Dickson, who has no other broadcast interests. Buyer is owned by George T. Hernreich, who owns KFPW-AM-TV and KXXI(FM) Fort Smith, KWBO(AM) Hot Springs, KTVP-TV Fayetteville and KAIT-TV Jonesboro, all Arkansas. KGUS is on 97.5 mhz with 36 kw horizontal, 16 kw vertical, and antenna 480 feet above average terrain.

**KWRO-AM-FM Coquille, Ore.** □ Sold by KWRO Broadcasting Corp. to Southwest Broadcasters Inc. for \$500,000. Seller is owned by Marvin K. Frandsen (70%), W. R. Twining and Jack S. Page (15% each). They own KBLQ-AM-FM Logan, Utah, and KBLL-AM-FM Blackfoot, KSKI(AM) Hailey and KSKI-FM Sun Valley, all Idaho. Buyer is owned by Kachemak Broadcasters Inc. (66.67%) and Gregory Furin (33.33%). Kachemak Broadcasters is owned by Howard S. Trickey Jr. and Greg Clapper (50% each). Clapper is man-

ager of KVOK(AM) Kodiak, Alaska. Trickey is Anchorage attorney. Furin is Kodiak dentist. They have no other broadcast interests. KWRO is 5 kw daytimer on 630 khz. KWRO-FM is on 102.3 mhz with 3 kw and antenna 880 feet above average terrain.

□ Other approved station sales include: WMFL(AM) Monticello, Fla., and WCSL(AM) Cherryville, N.C. (see "For the Record," page 104).

**Cable systems serving northern lower peninsula of Michigan** □ Sold by G.L.C. TV Inc., Lake Charlevoix Cable TV Co., Sun Cablevision and Plains Cablevision; and **cable system serving Lebanon, N.H.** □ sold by Twin State Cablevision, all to joint venture of Tele-Communications Inc. and Taft Broadcasting for about \$50 million (see story, page 86).

**Cable system serving Rantoul and Thomasboro, both Illinois** □ Sold by Rantoul CATV Co. and Thomasboro CATV Co. to Centel Communications for about \$2.5 million. Sellers are owned by D. J. Korkowski, president, and six others who have no other broadcast or cable interests. Buyer is subsidiary of publicly traded, Chicago-based, Central Telephone & Utilities Corp., manufacturer and operator of communications systems. John P. Frazee Jr. is group vice president of Centel Video Services, which serves 120,000 cable subscribers in six states. Rantoul and Thomasboro system serves about 4,000 basic subscribers and passes 5,500 homes with 70 miles of plant.

**Downs on 'explosion'** Hugh Downs, the host of ABC's 20/20 who for decades has been accustomed to appear before television audiences measured in the tens of millions, last week spoke before 35 people at a brown-bag luncheon of Ralph Nader's National Citizens Committee for Broadcasting.

For about an hour and a half, while flanked by Nader and Sam Simon, NCCB's executive director, Downs held forth on the "information explosion." His message was essentially forward-looking: New telecommunications technologies are coming, and broadcasters should not regard them as something "forced on them from the outside but as something they'll have a chance to shape."

Downs also said some changes are "inevitable"—and predicted relaxation of many of the rules under which broadcasters operate, multiple and crossownership and those involving content, among them. Those views do not jibe with NCCB's long and strongly held policy. But Simon simply remarked that Downs's appearance demonstrated the validity of NCCB's dedication to the concept of allowing direct access for opposing points of view—something NCCB says broadcasters should be required to grant.

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## Mixed week for First Amendment

**Decision by California judge against state's shield law heads for appeal while New Jersey governor pardons 'New York Times' and reporter in contempt case**

The principle of journalists' privilege under a state's shield law suffered a setback in California last week when a court declared California's shield law unconstitutional because it violates a defendant's right to a fair trial. But that decision is headed for a test in a higher court.

And in New Jersey, the concept of journalists' privilege received a burnishing, when Governor Brendan Byrne pardoned the *New York Times* and one of its reporters, M. A. Farber, who were convicted of criminal contempt for refusing to surrender the reporter's notes in the celebrated "Dr. X" murder trial in 1978.

The setback on the shield law—actually an amendment to the state's constitution—came in a case involving CBS's *60 Minutes*. At issue are the outtakes from an interview Mike Wallace conducted with a man who had been convicted of first-degree murder in the deaths of his mother, father and grandfather.

Judge Stanley Golde of Alameda county in Oakland, called on CBS to produce, by Jan. 25, 28 minutes of the interview that had not been broadcast during the program, aired in 1977. CBS attorney Edwin Heafey Jr. of Oakland said CBS was prepared to provide only the two minutes of material that had been aired.

And on Wednesday, a spokesman for *60 Minutes* said the network would not back down. It will seek a stay of the judge's order and will appeal the ruling that the amendment is unconstitutional.

The segment broadcast on the network showed Barry Braeske, now 25, saying he had been under the influence of the drug phencyclidine, better known as PCP, when he committed the murders.

The interview was given while Braeske was awaiting the results of his appeal. Later, the conviction was reversed on the ground that Braeske's rights had been violated. A new trial was ordered, and the district attorney sought to use Braeske's statements on the *60 Minutes* segment as the basis for his case.

Both Braeske's attorney and the prosecution sought to subpoena the 28 minutes of outtakes in hopes they would supply material to support Braeske's defense. The district attorney said Braeske was entitled to the material as part of his right to a fair trial.

But CBS, which has a policy of not releasing outtakes, refused. It said California's shield law, adopted by the state's voters in 1980, gave newsmen an absolute privilege. But Golde said the First Amendment privilege embodied in the shield law must give way to a defendant's Sixth Amendment right to a fair trial.

Golde's decision runs counter to one of another state judge who twice last year affirmed the amendment. KNXT(TV) Los Angeles reporter Dave Lopez relied on the amendment on two occasions, when he successfully resisted efforts by the prosecution in the "freeway killer" case to force him to testify. However, Lopez subsequently volunteered his testimony (BROADCASTING, Jan. 18).

On the other coast, New Jersey's governor, on his second to last day in office, said that court decisions and amendments to the state's shield law had given credence to the arguments made by the *Times* and Farber in refusing to turn over his notes.

The *Times* and Farber, who had sought the pardon, "were attempting to uphold a principle they believed in," Byrne said. "They should not be burdened by a record

of criminal contempt any longer."

The *Times* had been fined \$286,000 and Farber spent 40 days in jail as a result of the dispute with the state. The defendant in the case, Dr. Mario E. Jascalevich, was eventually acquitted of charges he had murdered five hospital patients by injecting them with curare.

Byrne offered more than pardon. On his last day in office, he ordered returned to the *Times* a \$101,000 fine that had been imposed for criminal contempt. Whether the *Times* is refunded a \$185,000 fine paid for civil contempt is up to the Superior Court in Bergen county.

Arthur Ochs Sulzberger, publisher of the *Times*, greeted the governor's action as "a victory for the free press." He said the *Times* regards its stand "as a landmark in the press's continuing effort to protect the confidentiality of its sources—a crucial requirement of a free press."

"Unfortunately," he noted, "the pardon does not wipe out the 40 days Mr. Farber spent in jail in defense of his rights or return to the *Times* the money it lost in fines." The \$101,000 was returned the next day.

## Reagan explains leak-stoppage plan

**Says new restrictions will not hamper reporters while plugging disclosure of classified information**

With directives being issued on the use of polygraph tests for government officials and on the coordination of interviews that officials give reporters, the White House is gaining a reputation for operating something of a closed shop where the press is concerned (BROADCASTING, Jan. 18). So in the press conference last week, President Reagan defended those policies as not only necessary but in line with those of previous administrations.

He spoke of a "new high" having been reached in leaks that are "destructive to the foreign policy we were trying to conduct, that it endangered delicate negotiations." What the White House is doing to combat the leaks, he said, is in accord with existing law. It is, he said, a violation of the law to "declassify, to release classified information."

The use of polygraph tests to search out the source of leaks in the Pentagon—particularly in connection with information on a meeting of the Defense Resources Board that appeared in the *Washington Post*—have been criticized by persons inside and outside the administration. The use of the devices has been described as voluntary, but at least one official who

took it reportedly said it was "a command performance."

Reagan said that the steps to seal up leaks did not originate with his administration. "It's been done [in] other administrations." He also said the efforts "will not interfere with our determination to have an open administration present information that properly belongs to the press."

The directive to officials to clear all major television and print interviews with the White House was issued on Jan. 6 by James A. Baker III, White House chief of staff. On Monday night, David Gergen, communications director, met with public information officers of the major agencies of government in an effort, he said, to "clarify" the new requirements.

Gergen, who was responding to complaints from news organizations and from individuals in government, said the aim was not to shut down interviews or require every interview to be cleared. Earlier, White House deputy news director Larry Speakes said the aim was to coordinate public statements by top officials.

Thus, Gergen said, the White House is interested only in appearances by such officials on network television interview programs or before groups of reporters in on-the-record sessions. He said the White House is not interested in receiving advance notice of individual newspaper interviews or spot interviews on television.



As compiled by BROADCASTING Jan. 11, through Jan. 15, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### TV applications

- Toccoa, Ga.—Stephens County Broadcasting Co. seeks ch. 32; ERP: 132 kw vis., 15.9 kw aur., HAAT: 785 ft.; ant. height above ground: 540 ft. Address: 100 Boulevard, P.O. Box 907, Toccoa 30577. Estimated construction cost: \$560,000; first-quarter operating cost: \$38,000; first-year revenue: \$250,000. Legal counsel: Bryan, Cave, McPheeters & McRoberts, Washington. Consulting engineer: Broadcast Specialists Inc., Winston-Salem, N.C. Principal: Roy E. Gaines (100%) who owns WNEG(AM) Toccoa, Ga. Filed Jan. 4.
- Kingston, N.Y.—Woodstock Broadcasting Group Inc. seeks ch. 63; ERP: 208 kw vis., 20.8 kw aur., HAAT: 1039 ft.; ant. height above ground: 212 ft. Address: 185 Fair Street, Kingston, N.Y. 12401. Estimated construction cost: \$896,000; first-quarter operating cost: \$152,000; first-year revenue: \$588,000. Legal counsel: Michael Couzens, Washington. Consulting engineer: Moffet, Rich & Larson, Arlington, Va. Principal: closely held group of 12 stockholders. Carol Vontobel is president and 12% owner. She is vice president of Woodstock medical company. Two principals, Carol Vontobel and Harry Teasdale, are parties to applicant for new low power TV at Woodstock, but will resign from positions upon FCC grant of above application. Others have no other broadcast interests. Filed Jan. 6.
- Johnstown, Pa.—Group for the Advancement of Television Service Inc. seeks ch. 8; ERP: 80 kw vis., 8

kw aur., HAAT: 1198 ft.; ant. height above ground: 282 ft. Address: 610 Yoder Street, Johnstown 15901. Estimated construction cost: \$2,237,000; first-year operating cost: \$500,000; first-year revenue: \$500,000. Legal counsel: Hamel, Park, McCabe & Saunders, Washington. Consulting engineer: Vir James, Denver. Principal: closely held group of 14 stockholders. Burrell L. Haselrig Jr. is president and 31.8% owner. He is Johnstown contractor and none have other broadcast interests. Filed Jan. 6.

- Bayamon, P.R.—Caribbean Broadcasting Inc. seeks ch. 36; ERP: 1276 kw vis., 191.4 kw aur., HAAT: 1127 ft.; ant. height above ground: 196 ft. Address: P.O. Box 1407, Charlottesville, Va. 22902. Estimated construction cost: \$450,500; first-year operating cost: \$73,200. Legal counsel: Pierson, Ball & Dowd, Washington. Consulting engineer: A.D. Ring & Associates, Washington. Principals: Thomas E. Worrell Jr. (70%), Shenandoah Valley Television Systems Inc. (10%), James D. Swartz, Arthur S. Hamilton, Dennis S. Rooker and John K. Taggart III and E. Gerald Tremblay, trustees for Joseph C. Palumbo and Sandra C. Palumbo (5%). SVTS is subsidiary of Worrell Broadcasting Inc., which is principally owned by Thomas Worrell. Applicant is licensee of WBNB-TV Charlotte Amalie, V.I. Worrell is also principal owner of WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport, Ill. He is also chairman, president and 84.4% owner of Worrell newspapers, publisher of 21 daily and 22 weekly newspapers. Filed Jan. 6.

- Bayamon, P.R.—Puerto Rico Family TV Ltd. seeks ch. 36; ERP: 1183 kw vis., 118.3 kw aur., HAAT: 1,258 ft.; ant. height above ground: 192 ft. Address: 440 East Thirteenth Street, Hialeah, Fla. 33010. Estimated construction cost: \$250,500; first-quarter operating cost: \$217,300. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: Adib Eden Jr. (80%), wife, Elizabeth Eden and Nilka Agosto (10% each). Adib Eden is Miami, Fla., production director. Elizabeth Eden is secretary. Agosto is director of San Juan, P.R., monthly magazine. Adib Eden is also vice president/director of applicant for new TV at Hollywood, Fla. Elizabeth Eden is also vice president of applicant for new FM at Homestead, Fla. Filed Jan. 6.

### AM action

- Payson, Ariz.—Rim-Co. Inc. granted 1420 khz, 2.5 kw-D, 500 w-N. Address: P.O. Box 439, Payson 85541. Estimated construction costs: \$63,500; first-quarter operating cost: \$24,700; first-quarter revenue: \$27,000. Principals: closely held group of seven stockholders, none of whom have other broadcast interests. John R. Lynn, East Phoenix teacher, is president. Action Dec. 29, 1981.

### TV actions

- \*Moline, Ill.—Black Hawk College granted ch. 24; ERP: 124.17 kw vis., 12.42 kw aur., HAAT: 319.3 ft.; ant. height above ground: 332.5 ft. Address: 6600 34th Avenue, Moline, Ill. 61265. Estimated construction cost: \$330,578; first-quarter operating cost: \$74,000. Legal counsel: Robert W. Healy, Washington. Consulting engineer: Donald R. Markley, Peoria, Ill. Principal: Noncommercial corp.; Richard J. Puffer is president. It has no other broadcast interests. Action Dec. 22, 1981.

- Gary, Ind.—Great Lakes Broadcasting Inc. granted ch. 56; ERP: 2693 kw vis., 323 kw aur., HAAT: 731 ft.; ant. height above ground: 751 ft. Address: 461 Hayes Street, Gary 46406. Estimated construction cost: \$2,225,000; first-year operating cost: \$207,300; first-year revenue: \$650,000. Legal counsel: Dow, Lohnes, & Albertson, Washington. Principal: closely held group of 16 stockholders, none of whom have other broadcast interests. Earmon J. Irons Jr. is president. Some principals also have interests in cable system serving Gary, but will take necessary steps after grant to comply with FCC crossownership rules. Action June 18, 1981.

- Victoria, Tex.—Community Television of Victoria granted ch. 31; ERP: 12,475 kw vis., 2,268 kw aur., HAAT: 514 ft.; ant. height above ground: 490 ft. Address: 9625 Catlett, Victoria 77571. Estimated construction cost: \$69,000; first-year operating cost: \$6,000. Legal counsel: Wilkinson, Gragun & Barker, Washington. Principals: Inelda J. Straham (60%) and Donald L. Seyfert (40%). Straham is Richmond, Tex., nurse. Her husband, D. W. Straham, is former co-owner and operator of KXIX-TV Victoria. Seyfert is real estate developer. Action Nov. 20, 1981.

## Ownership Changes

### Actions

- KGUS(FM) Hot Springs, Ark. (97.5 mhz, 36 kw (H), 16 kw (V), ant. 480 ft.)—Granted assignment of license from Radio Hot Springs Inc. to Herreich Community Broadcasting Inc. for \$600,000. Seller: C.J. Dickson (100%) who has no other broadcasting interests. Buyer: George T. Herreich (100%), who owns KFPW(AM)-KXXI(FM) Fort Smith and KWBO(AM) Hot Springs, all Arkansas. He also owns 99.35% of KAIT-TV Jonesboro, KFPW-TV Fort Smith and KTVP-TV Fayetteville, all Arkansas. Action Jan. 5.

- KEZC(FM) Carnelian Bay, Calif. (101.7 mhz, 1.25 kw, ant. 470 ft.)—Granted assignment of license from Tahoe Wireless Inc. to The December Group for \$635,000. Seller is owned by Brian Fernee, Roger C. Riddel (35% each), Anthony D. Nash (20%) and John D. Shuyler (10%). They own KQIQ(AM)-KQYZ(FM) Lemoore and, excluding Nash, KHOT(AM)-KUUL(FM) Madera, both California. Buyer is owned by City News Service of Los Angeles Inc. (62%), Paul Almond (33.33%), Dan Blackburn (4.44%) and A. Thomas Quinn (.22%). Quinn is chairman and 70% owner of City News Service. Almond is attorney and vice president of New World Pictures, Los Angeles, film distribution and production company. Blackburn is correspondent with NBC News, Los Angeles. Quinn and Almond are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo. Action Jan. 6.

- KWBZ(AM) Englewood, Colo. (1150 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Western Broadcasting Corp. to KWBZ Broadcasting Corp. for \$850,000 plus \$150,000 for noncompete agreement. Seller: John C. Mullins Jr. and mother, Martha Welch (50% each). Buyer is principally owned by Earvin Johnson Jr., Los Angeles Lakers basketball player and Lansing, Mich.-based investor who has no other broadcast interests. Action Dec. 30, 1981.

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■ **WMFL(AM)** Monticello, Fla. (1090 khz, 1 kw-D)—Granted assignment of license from Monticello Broadcasting Inc. to Horizon Communications Co. for \$80,000. Seller: Group of seven stockholders who have no other broadcast interests. Michael Piscitelli is president and 16.6% owner. Buyer: Kenneth S. Cone (56.66%) and James E. Stokes Jr. (43.34%). Cone is Thomasville, Ga., automobile dealer. Stokes is Atlanta, Ga., attorney and principal in applicants for low power TV's at Marietta, Albany, and Valdosta, all Georgia. Action Jan. 6.

■ **WRNG(AM)** North Atlanta, Ga. (680 khz, 25 kw-D, 20 kw-N)—Granted transfer of control of Ring Radio Co. from Charles Smithgall and others (100% before; none after) to Charles Smithgall III (none before; 100% after). Consideration: \$1,800,000. Principals: Seller is principally owned by Charles Smithgall, who owns WAAX(AM)-WQEN(FM) Gadsen, Ala., plus cable system serving Rome, Ga., and with son cable system serving Chattanooga, Tenn. Buyer is currently general manager and 5% owner of WRNG. Action Dec. 30, 1981.

■ **WLAK(FM)** Chicago—Granted assignment of license from Storer Broadcasting to Viacom International for \$8 million. Seller is Miami-based group owner of one FM and seven TV's. Buyer is New York-based MSO and group owner of four AM's and four FM's that donated, subject to FCC approval, WRRL(AM) Woodside, N.Y., to United Negro College Fund which is seeking to sell it to National Black Network. Action Jan. 6.

■ **KWKI(FM)** Kansas City, Mo. (93.3 mhz, 100 kw, ant. 290 ft.)—Granted assignment of license from Jimmy Swaggart Evangelistic Association to Great Plains Radio Inc. for \$3,100,000. Seller: Baton Rouge-based group of four AM's and four FM's. Buyer: Subsidiary of Sandusky Newspapers Inc., Sandusky, Ohio-based newspaper publisher principally owned by Dudley A. White, chairman, and family. They own KZAM-AM-FM Bellevue, Wash.; KDKB(AM)-KDJQ(FM) Mesa, Ariz.; KBPI(FM) Denver; KWFM(FM) Tucson, Ariz.; and bought KERE(AM) Denver, Colo. (BROADCASTING, Dec. 14, 1981). Dudley White by himself owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. Action Jan. 5.

■ **WCSL(AM)** Cherryville, N.C. (1590 khz, 500 w-D)—Granted assignment of license from Spirit Publications Inc. to Mark Media Inc. for cancellation of note of \$350,000 plus interest past due of \$9,625 owned to Mark Media by Spirit Publications. Seller: Michael S. Jones (70%), wife, Barbara R. (10%) and four others. None have other broadcast interests. Buyer: J. Ardell Sink (70.77%) and wife, Remelle K. (29.23%). They own WKYK(AM) Burnsville, N.C., and sold, subject to FCC approval, WPKZ(AM) Pickens, S.C. (BROADCASTING, Jan. 11 et. seq.). Action Jan. 6.

■ **KWRO-AM-FM** Coquille, Ore. (AM: 630 khz, 5 kw-D; FM: 102.3 mhz, 3 kw, ant. 880 ft.)—Granted assignment of license from KWRO Broadcasting Corp. to Southwest Broadcasters Inc. for \$500,000. Seller: Marvin K. Frandsen (70%), W.R. Twining and Jack S. Paige (15% each). They own KBLQ-AM-FM Logan, Utah; KBLI-AM-FM Blackfoot; KSKI(AM) Hailey and KSHI(FM) Sun Valley, all Idaho. Buyer: Kachemak Broadcasters Inc. (66.77%) and Gregory Furin (33.33%). Kamechak Broadcasters is owned by Howard S. Trickey Jr. and Greg Clapper (50% each). Clapper is manager at KVOK(AM) Kodiak, Alaska. Trickey is Anchorage, Alaska attorney. Furin is Kodiak dentist. They have no other broadcast interests. Action Jan. 5.

■ **WDIX(AM)-WPJS(FM)** Orangeburg, S.C. (AM: 1150 khz, 5 kw-D, 500 w-N; FM: 106.7 mhz, 100 kw; ant. 580 ft.)—Granted assignment of license from Smiles of S.C. Inc. to Keymarket Communications of Columbia Inc. for \$1,100,000. Seller: Derwood H. Godwin, Norman J. Suttles (35.4% each), Donald W. Curtis (19.5%) and John E. Ingraham (9.7%). Godwin, Suttles and Ingraham own WVBS(AM)-WPJC(FM) Burgaw, N.C.; WPJL(AM) Raleigh, N.C.; WFOG(FM) Suffolk, Va. Curtis owns WEWO(AM)-WSTS(FM) Laurinburg, WTAB(AM)-WKSM(FM) Tabor City, and WTNC-AM-FM Thomasville, all North Carolina. Buyer: Paul H. Rothfuss and Kerby E. Confer (50% each). They each own 35% of WKPT(AM)-WNOZ(FM) Cortland, N.Y.; 25% each of KSSN(FM) Little Rock, Ark., and 10% of permittee, WKFT(TV) Fayetteville, N.C. They were granted FCC approval to buy WGXL(FM) Laurens, S.C. for

\$2.5 million (BROADCASTING, Aug. 10, 1981), and WJDX(AM)-WZZQ(FM) Jackson, Miss. (BROADCASTING, Nov. 2, 1981). Action Jan. 6.

■ **KSAM-AM-FM** Huntsville, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 101.7 mhz, 710 w, ant. 430 ft.)—Granted assignment of license from Huntsville Broadcasting Inc. to Walker County Communications for \$1,000,000. Seller: Clyde C. Cauthen, president, and family who have no other broadcast interests. Buyer: Clint Formy (40%), George Franz and Ray Eller (30% each). Formy is general manager and 50% owner of KPAN-AM-FM Hereford; and owns 40% of KLVF(AM) Levelland; 45% of KTEM(AM)-KPLE(FM) Temple; and through subsidiary, 30% of KTBB(AM) Tyler, all Texas. Eller is manager of KSKS(AM) Conroe, Tex. Franz is general manager of KTEM/KPLE. Action Jan. 7.

## Facilities Changes

### AM applications

■ **WWLX(AM)** Lexington, Ala.—Seeks CP to increase power to 5 kw, ND-D. Ann. Jan. 11.

■ **KBRW(AM)** Barrow, Alaska—Seeks CP to increase N power to 10 kw. Ann. Jan. 11.

■ **KSKO(AM)** McGrath, Alaska—Seeks CP to increase N power to 5 kw. Ann. Dec. 23, 1981.

■ **KNEZ(AM)** Lompoc, Calif.—Seeks CP to change frequency to 1200 khz; increase D power to 10 kw and N power to 5 kw; install DA-2; change TL; and make changes in ant. sys. Ann. Jan. 12.

■ **KEWT(AM)** Sacramento, Calif.—Seeks CP to change type ant.; change type trans.; increase HAAT to 482 ft.; retain existing trans. and ant. for aux. purposes and change TPO. Ann. Jan. 12.

■ **KIQI(AM)** San Francisco, Calif.—Seeks modifications of CP (BP020398) to change city of license to Sunnyvale, Calif.; change frequency to 1010 khz; increase N power to 10 kw; and change D power to 25 kw; change TL; and make changes in ant. sys. Ann. Jan. 12.

■ **WCNU(AM)** Crestview, Fla.—Seeks CP to increase power to 10 kw. Ann. Jan. 11.

■ **WGNB(AM)** Seminole, Fla.—Seeks CP to change city of license to Seminole, Fla.; change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; change TL; and make changes in ant. sys. Ann. Jan. 11.

■ **WAUC(AM)** Wauchula, Fla.—seeks CP to change hours of operation to U by adding N service with 1 kw; install DA-2, and make changes in ant. sys. Ann. Jan. 12.

■ **KOZE(AM)** Lewiston, Idaho—Seeks CP to change frequency to 950 khz; change to DA-2; and make changes in ant. sys. Ann. Dec. 23, 1981.

■ **KLER(AM)** Orofino, Idaho—Seeks CP to change frequency to 1300 khz and increase N power to 1 kw. Ann. Dec. 23, 1981.

■ **WINI(AM)** Murphysboro, Ill.—Seeks CP to increase power to 1 kw; change TL (daytime site) and make changes in ant. sys. Ann. Jan. 12.

■ **WLDM(AM)** Westfield, Mass.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 50 kw; install DA-2; change frequency to 640 khz; change TL and SL; and make changes in ant. sys. Ann. Jan. 11.

■ **WVAL(AM)** Sauk Rapids, Minn.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; install DA-2; change frequency to 660 khz, and make changes in ant. sys. Ann. Jan. 12.

■ **KBCC(AM)** Cuba, Mo.—Seeks CP to increase power to 5 kw, and make changes in ant. sys. Ann. Jan. 12.

■ **KATL(AM)** Miles City, Mont.—Seeks CP to change frequency to 770 khz; increase D power to 10 kw, and N power to 1 kw; install DA-N, and make changes in ant. sys. Ann. Jan. 12.

■ **WGHQ(AM)** Kingston, N.Y.—Seeks CP to change city of license to Port Ewen, N.Y.; change hours of operation to U by adding 500 w-N; install DA-2, and make changes in ant. sys. Ann. Jan. 11.

■ **WXIC(AM)** Waverly, Ohio—Seeks CP to change

frequency to 660 khz; change to non-DA; change TL; and make changes in ant. sys.

■ **KMOD(AM)** Tulsa, Okla.—Seeks CP to change TL; and make changes in ant. sys. Ann. Jan. 11.

■ **WEER(AM)** Warrenton, Va.—Seeks CP to increase power to 5 kw, and install DA-D. Ann. Jan. 12.

■ **KGDN(AM)** Edmonds, Wash.—Seeks modification of CP (BP-20,499) to increase N power to 2.5 kw; change TL; and make changes in ant. sys. Ann. Dec. 22, 1981.

■ **KOJO(AM)** Laramie, Wyo.—Seeks CP to change frequency to 1210 khz; change D power to 25 kw and N power to 1 kw; install DA-2; change TL; and make changes in ant. sys. Ann. Jan. 12.

### FM Applications

■ **KHYL(FM)** Auburn, Calif.—Seeks CP to make changes in ant. sys.; change TL; operate trans. by RC from SL; change type trans.; change type ant.; decrease ERP to 36.3 kw; increase HAAT to 577 ft. and change TPO. Ann. Dec. 28, 1981.

■ **KUTE(FM)** Glendale, Calif.—Seeks CP to decrease ERP to 64.5 w; increase HAAT to 2830 ft.; and change TPO. Ann. Jan. 12.

■ **KAAT(FM)** Oakhurst, Calif.—Seeks modification of CP (BPH-800303AC, as modified) to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 11 w; increase HAAT to 1068 ft. and change TPO. Ann. Jan. 13.

■ **KSPB(FM)** Pebble Beach, Calif.—Seeks CP to change ERP to 1 kw; change HAAT to 485 ft. and change TPO. Ann. Dec. 11.

■ **KRTM(FM)** Temecula, Calif.—Seeks CP to increase ERP to 91.6 w; change HAAT to 71 ft. Ann. Jan. 12.

■ **KVRH-FM** Salida, Colo.—Seeks CP to change type trans.; increase ERP to 3 kw and change TPO. Ann. Dec. 8.

■ **WSHE(FM)** Fort Lauderdale, Fla.—Seeks CP to in-

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stall aux. trans. and ant. at main TL; to be operated on ERP of 61.5 kw; change HAAT to 160 ft. and change TPO (for aux. purposes only). Ann. Dec. 8.

■ **WIIIS(FM)** Key West, Fla.—Seeks CP to change ERP to 2.5 kw; change HAAT to 205 ft. Ann. Jan. 4.

■ **WWSD(FM)** Quincy, Fla.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 3 kw; change HAAT to 175 ft. change TPO. Ann. Dec. 8.

■ **WAEV(FM)** Savannah, Ga.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease HAAT to 463 ft. and change TPO. Ann. Dec. 15.

■ **KQMQ(FM)** Honolulu, Hawaii—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP to 78 kw; change HAAT to 119 ft. and change TPO. Ann. Dec. 15.

■ **KGGO(FM)** Des Moines, Iowa—Seeks CP to change TL; change HAAT to 1059 ft.; change type trans.; change TPO and make changes in ant. sys. Ann. Jan. 5.

■ **KICT(FM)** Wichita, Kan.—Seeks CP to change TL; change type trans.; increase HAAT to 897 ft. and change TPO. Ann. Dec. 28, 1981.

■ **WHUE-FM** Boston—Seeks CP to change TL; change type ant.; decrease ERP to 15.85 kw; increase HAAT to 792.5 ft., and change TPO. Ann. Jan. 12.

■ **KXGR(FM)** Grand Rapids, Minn.—Seeks CP to change frequency to 96.6 mhz.; increase ERP to 100 kw; change HAAT to 477 ft.; change type trans. and make changes in ant. sys. Ann. Jan. 12.

■ **WWCJ(FM)** Jackson, Miss.—Seeks modification of CP (BPED-790906AB) to change frequency to 89.3 mhz.; and make changes in ant. sys. Ann. Dec. 22, 1981.

■ **\*WBSU(FM)** Brockport, N.Y.—Seeks modification of CP (BPED-2677) to increase ERP to 128 w. Ann. Jan. 11.

■ **WBIV(FM)** Wethersfield, N.Y.—Seeks CP to make

changes in ant. sys.; change SL and RC; change type ant.; decrease ERP to 10 kw; increase HAAT to 800 ft.; and change TPO. Ann. Jan. 12.

■ **\*WWIH(FM)** High Point, N.C.—Seeks CP to increase ERP to 126.76 kw; change HAAT to 904.75 ft. Ann. Jan. 12.

■ **WEBN(FM)** Cincinnati—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 16.6 kw; increase HAAT to 876 ft., and change TPO. Ann. Jan. 6.

■ **WXGT(FM)** Columbus, Ohio—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type ant.; decrease ERP to 17.78 kw; increase HAAT to 753 ft.; and change TPO. Ann. Jan. 12.

■ **WSWR(FM)** Shelby, Ohio—Seeks modification of CP (BPH-790117AH, as mod.) to change TL. Ann. Jan. 6.

■ **KOGA-FM** Ogallala, Neb.—Seeks modification of CP (BPH-811109AX, as mod.) to change frequency to 99.9 mhz; make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 34.85 kw; decrease HAAT to 272 ft. and change TPO. Ann. Jan. 8.

■ **WNFM(FM)** Dayton, Tenn.—Seeks modification of CP (BPH-810424AO, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 420 w; increase HAAT to 700 ft., and change TPO. Ann. Jan. 6.

■ **KKDA-FM** Dallas, Tex.—Seeks CP to change TL; change HAAT to 1585 ft. and make changes in ant. sys. Ann. Jan. 5.

■ **KTMW(FM)** Mercedes, Tex.—Seeks modification of CP (BPH-800307AC, as modified) to make changes in ant. sys.; change TL; change type trans.; change ERP to 60 w; increase HAAT to 598 ft.; and change TPO. Ann. Jan. 12.

■ **WLFE(FM)** St. Albans, Vt.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 300 w; increase HAAT to 800 ft. and change TPO. Ann. Dec. 28, 1981.

■ **WEER-FM** Warrenton, Va.—Seeks CP to change type trans.; change type ant.; change ERP to 20 kw (H) and 16.9 kw (V); increase HAAT to 837 ft., and change TPO. Ann. Jan. 6.

■ **\*WVPM(FM)** Charleston, W.Va.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 50 kw; decrease HAAT to 298 ft. and change TPO. Ann. Jan. 6.

■ **\*WSHC(FM)** Shepherdstown, W.Va.—Seeks CP to change frequency to 93.7 mhz; increase ERP to 85 w; change HAAT to -19 ft. Ann. Jan. 12.

■ **WLUM(FM)** Milwaukee—Seeks CP to install aux. ant.; to be operated on ERP of 8.48 kw; change HAAT to 133.4 ft. and change TPO. Ann. Dec. 28, 1981.

## TV applications

■ **WSWS(TV)** Opelika, Ala.—Seeks CP to change ERP to 794.3 kw vis., 79.43 kw aur.; change HAAT to 679 ft. Ann. Jan. 6.

■ **WFLX(TV)** West Palm Beach, Fla.—Seeks MP (BPCT-5036, as modified) to change studio location to 4130 Blue Heron Blvd., Riviera Beach, Fla. Ann. Jan. 12.

■ **\*KSMH-TV** Hays, Kan.—Seeks MP (BPET-790205KG, as modified) to change ERP to 1500 kw vis., 150 kw aur.; change TL and SL (SL to be determined) and make changes to ant. sys. Ann. Jan. 12.

■ **WLBM-TV** Meridian, Miss.—Seeks MP (BPCT-811224KF) to change ERP to 89.1 kw vis., 8.9 kw aur.; change TL/SL; change trans. and make changes to ant. sys. Ann. Jan. 8.

■ **KRCG(TV)** Jefferson City, Mo.—Seeks CP to change ERP to 316 kw vis., 47.4 kw aur.; change HAAT to 1012 ft. Ann. Jan. 6.

## In Contest

### Designated for hearing

■ **Lookout Mountain, Tenn.—facilities change—**WFLI, Inc. to increase nighttime power from 1 kw to 5 kw of WFLI operating on 1070 khz at Lookout Mountain: To determine whether antenna system proposed by WFLI can be adjusted and maintained within proposed limits of radiation; and whether grant of its application would serve public interest (BC Doc. 81-924). Action Dec. 7, 1981.

■ **Beaufort, S.C.—former facilities of WSIB** (1490 khz)—Radio Station WSIB, Bobby S. Merritt, Mildred L. Merritt, Emil H. Klatt and Alice Klatt and Vivian Broadcasting Co.: To determine if Merritt-Klatt and Vivian Broadcasting are financially qualified; which of proposals would best serve public and which should be granted (BC Doc. 81-921-923). Action Dec. 18, 1981.

■ **Beaverton and Milwaukee, both Oregon—new AM** (1010 khz)—Dale A. Owens and Grant & Spillane: To determine extent of applicants' proposed coverage and whether it meets technical provisions of rules for AM's assigned to Portland, Ore; if Grant & Spillane is financially qualified; areas and populations which would receive primary service from each proposal and availability of other primary aural service to such areas and populations; which of proposals would better provide distribution of service. In event it is concluded choice between applicants should not be based solely on considerations relating to preceding issue, which of proposals would better serve public, and which should be granted (BC Doc. 81-919-920). Action Dec. 17, 1981.

### FCC actions

■ **FCC proposed reallocating TV channels five and six and FM frequencies 88-100 mhz from Fixed Services to Broadcast services in Alaska.** In requesting amendment, Alaska Public Broadcasting Commission said it takes up to two years to obtain CP because frequencies fall within Fixed Service band. APBC met with present user of bands, RCA Alascom, and agreed to share frequencies with Broadcast Service having primary access and common carrier rural radio services secondary status. Comments due Feb. 16, replies March 3. Action Dec. 24, 1981.

■ **FCC designated for hearing application to transfer** KPEN(FM) Los Altos, Calif., to Signal Enterprises Inc. Questions have been raised concerning principal

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owner of buyer, Don W. Burden. He was formerly principal owner of radio station group whose license renewals were denied after FCC concluded he was unfit to be licensee. Signal was asked to show that Burden was now qualified to hold FCC license despite record. Action Jan. 12.

■ FCC denied St. Louis Broadcast Coalition reconsideration of license renewal grant of KSDK-TV St. Louis. FCC rejected Coalition's claim that FCC ignored statistical evidence of discrimination against women and blacks cited in station's employment reports. FCC said women and minority employment at station was in proportion to their numbers in local labor force. Action Jan. 13.

■ FCC denied petition against license renewal of WTOP(AM) Washington. Petitioner claimed that WTOP fired her because she sought maternity leave and also claimed WTOP refused to cooperate with investigation of her complaint by Equal Employment Opportunity Commission. FCC said action was unwarranted at that time since complaint is before U.S. District Court and EEOC matter is best left to agency itself. Action Jan. 13.

■ FCC renewed license of KWK(AM) St. Louis despite opposition by St. Louis Broadcasting Coalition. Coalition claimed KWK did not meet proposed female and minority hiring goals, pledges made when licensee bought station in 1974. Coalition also contended station was not adhering to its EEO requirements. FCC pointed out that employment of women and minorities at KWK statistically resembled their numbers in local labor force and station EEO program was successful. Action Jan. 13.

■ FCC denied reconsideration of report and order denying proposal to amend rules by adding "community service" category and change definition of "public affairs" programming. FCC said creation of new category would not achieve petitioner's goals since all community service programs can be logged under existing definitions. Action Jan. 13.

■ FCC waived rules and accepted application of WFVR(AM) Aurora, Ill., seeking facilities changes. Changes will cause WFVR to receive interference to 5% of protected service area, but FCC waived rules because station is unable to adequately serve community with current facilities. FCC said modest interference was outweighed by need for greater community service. Action Jan. 13.

■ FCC affirmed ALJ's short-term renewal of WPWC(AM) Quantico, Va. ALJ had granted short-term renewal after finding that erroneous engineering information on renewal form was unintentional. Although Broadcast Bureau appealed that decision, FCC upheld ALJ's decision. Action Jan. 12.

■ FCC denied request by American Legal Foundation to reconsider Broadcast Bureau dismissal of petition requiring that agreements between broadcast licensees and public be announced over air and filed at FCC. Bureau said that such rule was against FCC policy of limiting type of announcements that must be aired. Action Jan. 13.

■ FCC upheld staff action denying request by Keystone Cable-Vision Corp. to rescind cable TV

registration of Warner Cable Corp.'s Pittsburgh, Pa., cable system. FCC said that cable registration procedure is only for information purposes and that it has no authority in local regulatory matter. Action Jan. 13.

■ FCC directed ALJ Edward Lutton reconsider acceptance of engineering amendment to Brownfield Broadcasting Corp., applicant for new FM at Brownfield, Tex. Competing applicant claimed amendment was really transmitter site change, rather than coordinate correction. Because of new information submitted by competing applicant, FCC remanded proceeding to ALJ for reconsideration of original acceptance of BBC's amendment. Action Jan. 13.

■ FCC deleted from its rules requirement that cable operators pay annual fee and file accompanying form. 1974 Supreme Court decision found that annual fees from cable operators exceeded FCC's jurisdiction. Action eliminates provisions of rules that are inconsistent with decision. Action Jan. 13.

■ FCC denied petition for review of Broadcast Bureau's denial of complaint that WKYU-FM Bowling Green, Ky., was causing interference to VHF service in county. Original complaint was denied last year when Bureau found WKYU-FM was operating in compliance with regulations and that cited interference was caused by TV receiver-related problems, not WKYU broadcasts. Action Jan. 13.

■ FCC designated for hearing renewal KALI(AM) San Gabriel, Calif., and competing application of Life Broadcasting Co., for new station on same frequency. FCC said hearing would determine which application would better serve public interest. However, KALI is principally owned by United Broadcasting Co., which has had four licenses revoked or denied because of misconduct, and Life Broadcasting omitted copy of by-laws in CP application. FCC said it will put KALI case to same ALJ who is handling other United matter and told Life it must file complete set of by-laws. Action Jan. 13.

■ FCC fined KMIR-TV Palm Springs, Calif., \$6,000 for making prohibited written presentations to FCC and Congressman Thomas P. O'Neill Jr. Last September FCC told licensee it was liable for fine because of letter written to former FCC chairman Charles Ferris, former Commissioner Robert E. Lee and Congressman Thomas P. O'Neill Jr. Proceeding became restricted after Warner Cable of Palm Springs filed opposition to KMIR-TV's waiver petition to provide it with nonduplication protection against KNBC-TV Los Angeles. FCC rules prohibit interested parties from making *ex parte* presentations to FCC personnel or contact others to do so. KMIR-TV asked that fine be reduced or eliminated because it was beyond what station could afford. FCC said licensee gave no evidence why its fine should be reduced, and noted that licensee was advised by counsel beforehand not to write letters. Action Jan. 13.

clusivity rules deregulating cable television systems. Ann. Jan. 12.

■ Supreme Court also denied review of U.S. Court of Appeals for District of Columbia Circuit's decision affirming FCC's denial of renewal application of Cosmopolitan Broadcasting Corp. for WHBI-FM Newark, N.J. Ann. Jan. 12.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WMBE	Maszka Broadcast Enterprises, Chilton, Wis.
	<b>New FM's</b>
KMUN	The KBOO Foundation, Astoria, Ore.
KRRI	Ferraro and Ferraro, Boulder City, Nev.
WTEB	Craven Community College, New Bern, N.C.
	<b>New TV's</b>
KSCH-TV	William H. Schuyler Inc., Stockton, Calif.
WPWR-TV	Metrowest Corp., Aurora, Ill.
WQPT-TV	Black Hawk College, Moline, Ill.
KTCK	Mid-America Broadcasting of Topeka, Topeka, Kan.
KAYU-TV	JusDan Inc., Spokane, Wash.
KCWC-TV	Central Wyoming College, Lander, Wyo.
	<b>Existing AM</b>
WALT	WOKK Meridian, Miss.
	<b>Existing FM's</b>
KZTR	KGAB Camarillo, Calif.
KJJQ	'KTR Creston, Iowa
WHYW	WYNZ-FM Westbrook, Me.
KUMD-FM	WDTH Duluth, Minn.
WOKK	WALT Meridian, Miss.
KBKN-FM	KAST-FM Astoria, Ore.
KCGB-FM	KIHR-FM Hood River, Ore.

### Grants

Call	Assigned to
	<b>New AM</b>
WXRO	Radio Meury County Inc., Mt. Pleasant, Tenn.
	<b>New FM's</b>
KNNB	Apache Radio Broadcasting Corp., Whiteriver, Ariz.
KZLE	Biard Communications Inc., Batesville, Ark.
KTPI	Chambers-Anglin Broadcasting, Tehachapi, Calif.
	<b>New TV's</b>
WLXI-TV	Consolidated Broadcasting Corp., Greensboro, N.C.
KBJH	Church of the Christian Crusade Inc., Tulsa, Okla.
	<b>Existing AM's</b>
WFTW	WDIS Fort Walton Beach, Fla.
WCOP	WAVC Warner Robins, Ga.
WHRF	WVOB Bel Air, Md.
WKJF	WWAM Cadillac, Mich.
WWMN	WLOB Flint, Mich.
WWJQ	WJBL Holland, Mich.
KLSM	KBUG Springfield, Mo.
WTYO	WRDI Hammonton, N.J.
KDVE	KEAM Nederland, Tex.
WJKK	WCIR Beckley, W. Va.

## Other

■ U.S. Supreme Court denied review of decision by U.S. Court of Appeals for Second Circuit upholding FCC's repeal of its distant signal and syndicated ex-

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,627	3	0	4,630	128	4,758
Commercial FM	3,344	2	0	3,346	194	3,540
Educational FM	1,116	0	0	1,116	72	1,188
Total Radio	9,087	5	0	9,092	394	9,486
Commercial TV						
VHF	523	1	0	524	6	530
UHF	248	0	0	248	117	365
Educational TV						
VHF	103	1	3	107	6	113
UHF	157	2	4	163	17	180
Total TV	1,031	4	7	1,042	23	1,065
FM Translators	434	0	0	434	199	633
TV Translators						
UHF	2,685	0	0	2,685	164	2,849
VHF	1,524	0	0	1,524	388	1,912

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## HELP WANTED MANAGEMENT

**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

**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.

**Spanish Radio Station** seeks General Manager in sunny Southwest. Must have administration and programming experience. Letter, resume to: Box P-105.

**Small Market radio sales manager.** Aggressive, professional. Work and success follows Beautiful area to live, raise a family. Call Larry Chaffin, 406 683-2800, Dillon, Mont.

**Northwest** — growth-oriented Broadcasting Corporation seeking General Manager/Sales Manager combination. Position requires strong sales background and administrative skills. Excellent career opportunity for aggressive, but stable, professional. Base plus liberal bonuses and exceptional fringe benefits. Please send resume to Box P-169.

**General Manager-Religious Format.** WFIA/WXLN, Louisville, Kentucky, has an immediate opening for a sales oriented G.M. familiar with all phases of AM/FM operation. Group owned. Liberal salary and bonus, based on performance. Contact and send resume to Edwin Tornberg, P.O. Box 4230, Washington, D.C. 20012, 202—291-8700.

**Sales Powered G.M.** For large market FM/AM in South—equity participation welcome. Box P-171.

**General Manager** for AM-FM in Minocqua, Wisconsin. State's premiere resort/vacation area. Applicant must be community service and promotion-oriented with a proven record of achievement in radio sales, adult programing and financial management. Send your resume to: Lakeland Broadcasting, Inc., P.O. Box 628, Fond Du Lac, WI 54935.

**General Manager** for major market AM/FM owned by large group broadcaster. The right person for this job will be an experienced sales professional, with deep talents in overall radio administration. Attractive location. Send resume, three-year salary history, salary requirements to Box P-204.

**Sales Manager** Central Minnesota station owner wants to retire. Ideal opening for aggressive hard hitting man or woman who could work into managership and possible ownership. Perfect opening for career person. Box P-205.

**Sales Manager.** Illinois FM. Proven street winner. Salary, incentives, benefits. Opportunity to acquire ownership. Resume to Box P-173.

**Southwestern inspirational radio** station in need of experienced, professional station manager. Experience in sales preferred. Good salary and ministry potential. Send complete resume, references, and current earnings to Box P-181.

## HELP WANTED SALES

**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.

**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.

**Florida**—5 kw fulltime coastal AM. New sales-oriented owner needs sales people for adult MOR format. Successful track record in local retail sales a must. This is a turnaround situation. We want quality people and we'll pay accordingly. Resume to Chase-Kettering Advertising, 140 Barclay Office Center, Route 70, Cherrv Hill, NJ 08034.

**Top 50 AM** adult station in Northeast seeks sales manager. Salary, override and great company benefits. Must carry strong list and be totally dedicated to the industry. Send resume to Box P-137.

**Colorado powerhouse** combination has opening for experienced salesperson. Provide complete resume, references, and income requirements to: General Manager, KADE/KBCO, 4840 Riverbend Road, Boulder, Colorado 80301. An EOE.

**Christian Station Sales Manager.** Outstanding position for a person who will take charge and assume responsibility for aggressive sales and marketing results in a large metro market. Growing group owner, now with four stations featuring quality Bible-centered programs and conservative Christian music. Looking for aggressive self-starter with a proven record of sales success. Must have demonstrated bright, alert, high energy leadership ability. This position offers top pay and growth potential based on generous percentage. Send resume to: Rich Bott, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052; or phone 816-252-5050. An Equal Opportunity Employer.

**Experienced Account Executive,** active list. Mr. Tyrrell, WPHM, Port Huron, Michigan 48060.

**I Need An Experienced,** aggressive salesperson ready to take on the challenge of a growing market. Successful street fighters only. Contact: Gen. Mgr. WMID, Inc., P.O. Box 1137, Atlantic City, NJ 08404. EOE.

**Successful, growing station** in growing University market, offers opportunity for advancement. Sales experience required. Ralph Lynch, KTLO/KEOK, 918-456-2511. EOE/MF

**Aggressive, experienced** account executive for major southwest Ohio AM-FM. Account list, liberal draw against 15% commissions, benefits. Reply Box P-206.

**Two small market Louisiana** stations seek experienced sales people within one month. Send resume and salary requirements to KRRP, P.O. Box 910, Coushatta, LA 71019.

**Strong major market** Sales Manager position with aggressive company. AM and FM Sunbelt growth market. Must have successful track record to apply. Also, some major sales positions available. Write Box P-178.

**If You Have** had it with eastern weather and if you like small market radio and if you're a good salesperson, we can probably use you. Call or write KZIQ Radio, P.O. Box 369, Ridgecrest, CA 93555 or call 714-375-1360.

**Come to Vermont,** the heart of the hunting, fishing and ski country. We need an experienced sales manager for a fast growing AM Station in west central Vermont. You will be responsible for organizing and directing a sales staff carrying an account list including national and regional sales. Excellent salary, plus override. Prefer someone from New England or N.Y. Write with full details and sales record to Box P-167.

**Wanted: Sales person** for small market, college-town station in New York State. Must have expertise in local, state, national agency and co-op. Seeking individual looking for growth and capable of building sales. Write Box P-184.

## HELP WANTED ANNOUNCERS

**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.

**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.

**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.

**Giant Class C FM** seeking Air Talent for present and future positions. Top 15 Market. If you have the talent, we have the sunshine. Resume to Box P-121.

**50,000 watt FM** in Ocean City, Md. seeks qualified announcer for night shift. Experienced only. E.O.E. Send tape and resume to: WKHI, P.O. Box 758, Ocean City, Md. 21842.

**Looking For Chance** to grow in expanding market? Suburban Washington D.C. A/C station seeks an experienced AM drive announcer/sales combo. RAB training preferred. EOE, M/F T & R to Jay Rutherford, PD, WAGE, Box 1290, Leesburg, VA 22075.

**New England 5 KW AM** seeks morning drive anchor/host/producer. Position requires person selected to take charge of our morning program. You will work with morning team to integrate music with lifestyle features, sports, news and network programming into our number one rated magazine format. You will probably have some talk or news experience, also knowledge of current adult popular music. After your airshift, you will be responsible for producing feature material for future shows. Excellent pay for right person. Send tapes and resume to Joe Corcoran, PD, WCAP, 243 Central St., Lowell, MA 01852. No calls, please. M/F, EOE.

**Morning Man:** Southern medium market station located right on the beach is looking for a dynamic, innovative, creative, talented and mature announcer for AM drive to work with a successful MOR format. Send resumes, salary requirements and references to: Box P-165. EOE/AA.

**Mature sounding,** adult-oriented personalities needed for Sentry Broadcasting's growing facility in Illinois' second largest city. Strong production required. Call Kelly Carls. 815-874-7861.



## HELP WANTED ANNOUNCERS CONTINUED

**Florida:** Modern country, experienced jock with good production. Send tape and resume to WYRL, 2221 Front St., Melbourne, FL 32901.

**Ohio's best small market** needs entertaining and creative morning personality. First rate staff and equipment. Good pay and benefits. Top production skills a must. Resume to Box P-180.

**Progressive announcer-production director** needed for 100 kw semi-auto FM. Salary \$175 to \$200/week. Send tape and resume to Jeff Thomas, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

## HELP WANTED TECHNICAL

**Colorado Medium AM-FM** needs fulltime chief engineer. Resume, references and salary requirements first letter. Box P-83. E.O.E.

**Opryland Productions.** Satellite Communications Engineer. Applicants for this position should have: Training in electronics technology, 1st Class FCC Phone License, 1 year satellite earth station operation and maintenance experience. The candidate selected will earn a competitive salary and full benefits, and should be available to start soon. Send resume to: Opryland Personnel Department, 2802 Opryland Drive, Nashville, TN 37214. Opryland U.S.A. is an entertainment property of the NLT Corporation. An equal opportunity employer, M/F/H.

**WIND, Chicago** - Westinghouse Broadcasting - has an immediate opening for a transmitter/studio maintenance technician. Applicants must have extensive broadcast engineering experience. Familiarity with transmitter plant maintenance, directional antenna systems, state of the art studio facilities and two way equipment essential. Send resume and requirements to: Jack Layton, WIND, 625 N. Michigan Avenue, Chicago, IL 60611. EOE.

**Chief Engineer:** Southern medium market station located right on the beach seeks chief engineer with nuts and bolts knowledge of radio. Must be familiar with state of the art FM automation, transmitters, and standard AM broadcast facilities. Send resumes, salary requirements and references to: Box P-166. EOE/AA.

**Chief Engineer** for public radio station KSAC-AM. First class license and three years' experience required. Resume to Jack Burke, KSAC, Kansas State University, Manhattan, Kansas 66506. KSU is an Equal Opportunity Employer.

**If you have 2 years** electronics school with interest technical area, we have great opportunity. East Texas AM/FM with new facilities. We give additional training and supervision. 12-station group. Galen Gilbert, 214-272-0322. EOE/MF

**Sunbelt Chief Engineer** - WLTA seeking person with minimum two years Technical School Training or equivalent, five years in commercial FM with emphasis on preventive maintenance, experienced in high power transmission, stereo, multi-track recording, digital and solid state troubleshooting. A self-starter, able to set priorities. First ticket and S.B.E. Certification. Send resume to WLTA, P.O. Box 7695, Atlanta, Georgia 30357. An Equal Opportunity Employer.

## HELP WANTED NEWS

**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.

**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.

**Florida**—5KW fulltime coastal AM. New owner needs mature on-air talent (News/DJ's) for traditional MOR sound. Tapes/resumes to Chase-Ketterling Advertising, 140 Barclay Office Center, Route 70, Cherry Hill, NJ 08034.

**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.

**Drive-time anchor/reporter** needed at news-oriented station in University community. Personable delivery, sharp writing skills required. Send tape and resume to Pam Mason, P.O. Box 1294, Charlottesville, VA 22902. EOE.

**Part-Time & Weekend** talk show hosts plus part-time newscaster for number one news/talk station in southeastern New England. Gutsy, provocative informed talkers. Newscaster who likes to dig for local news and report it. Tape and resume to David Derosier, WBSM, 220 Union Street, New Bedford, MA 02740, 617-993-1767.

**Genuine "Digger"** for medium California station. Take over one man news dept. and expand it. Reply Box P-207.

**Radio news faculty position.** Supervise reporting, writing, producing, broadcasting of radio programs in newsroom environment of NPR station. Substantial experience in radio news required. Solid record of accomplishment and excellent recommendations required. Master's degree and teaching experience preferred. Send resume to Broadcast Chairman, School of Journalism, University of Missouri, Columbia, MO 65211. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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 formatics. Solid track record with proven stability a must. Send resume to: Bernie Barker, WAPI, 2146 Highland Ave. South, Birmingham, AL 35205. EOE. M/F.

**Forecaster/Broadcaster** needed for growing Weather Service. Send tape, resume, salary requirements to: Weather Center, Inc. DeWitt Office Complex, DeWitt Building, Ithaca, New York 14850.

**Program Director needed**—new FM Contemporary MOR, automated. Hands-on production essential. Tape and resume to Charles Rowe, KCRF, 4439 SW Hwy 101, Lincoln City, OR 97367.

**Does-It-All** person. Morning, production, music, copy, more. Aware, creative, stable. West-midwest medium college market. EOE. Box P-120.

**Traffic Manager.** We need a cool, competent, experienced and dedicated person to take full responsibility for the busy traffic department at our Major New York City radio station. Group ownership, excellent working environment, compensation commensurate with your ability. Marketron experience preferred. This is an Equal Employment Opportunity. Please reply to: Box 3533, New York, NY 10163.

**California Rock 'n Roll FM** needs sharp programmer/air personality. Nice place to work. Great benefits. Send resume to Box P-117.

**Progressive announcer-production director** needed for 100 kw semi-auto FM. Salary \$175 to \$200/week. Send tape and resume to Jeff Thomas, WRLO, P.O. Box 509, Antigo, WI 54409. EEO.

**Operations Manager/Announcer** for new non-commercial public radio station. Must have at least one year of radio experience, commercial or non-commercial. Classical music announcing experience required. Will also be responsible for on-air operations. Send complete resume, including salary history and audition tape, to: Station Manager, WNIN-FM, 9201 Petersburg Road, Evansville, IN 47711. Deadline: February 5, 1982. E.O.E.

**Dynamic Midwest FM Station** is looking for a dynamic morning personality. Top-notch programming and production team has opening for professional with great voice and good mind to get the day off to a winning start. Send tape, resume and salary requirements to: Dean Sherwood, Box 3336, Madison, WI 53704.

## SITUATIONS WANTED MANAGEMENT

**Program Manager**—Impressive track record with references. Currently with medium market chain in Operations aspect. Looking for move up. Box P-37.

**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.

**Radio station manager.** South. Prefer coastal. Prefer Florida. Will consider others. Presently employed GM. A good investment for you. I'll make money for both of us. Box P-126.

**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, programming 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.

**Buyers and CP Holders.** Will operate all functions for you. 30 year broadcast consultant. Former station owner. Network executive. 305-588-7173.

**General Manager opening?** Consider Station Manager with successful contemporary medium/large market programming experience and presently in charge of Sales Department with record breaking sales months. Prefer turnaround situation at potentially No. 1 station. Major chain experience. Box P-162.

**General Manager** in search of new challenge with above average opportunity. 16 years in management as successful professional broadcaster. Aggressive sales motivator. Experience includes all markets, all formats, both AM & FM. Desire association with a growing and progressive company. Excellent credentials. Write Box P-183.

**Owners Only.** Do you need a take charge organizer to show your staff its full potential? Could that potential be your hedge against inflation? If you were going to contact that organizer, when do you think would be a good time to do it? Hurry. This ad will not appear after January. Write Box P-201.

**General Manager/Corporate Attorney,** eight years' experience in radio sales and programming, including major market. Qualifications include administration, sales development, programming and promotion, in addition to extensive knowledge of FCC law, station acquisition, and corporate taxation. Looking for small company with interest in expansion. Box P-196.

**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.

**I Can make your station** a highly respected central part of its community, one of which you can be proud. Stable GM over 10 years seeking change. Prefer smaller market. Professional, sales-oriented, fully qualified. Credentials available. Box P-153.

**Dual Station Owners.** Split your operation. You have a station you're not utilizing. Will change station into two stations. 305-588-7173.

## SITUATIONS WANTED SALES

**I Can Sell!** Experienced. Prefer mild climate only. Box P-112.

**Successful mature sales rep** has reached dollar potential in present market. Interested in advancing career. Small and medium market experience. Write Box P-200.

## SITUATIONS WANTED ANNOUNCERS

**Versatile, trained announcer** looking for show/news combo, great AM show! Articulate, bright, and willing to re-locate. Call Ron Brus at 312-951-7920.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Sports. Professional sound.** Seeking start in play-by-play and staff announcing. Dave Guddeck, 311 Pt. Washington Road, Grafton, Wisconsin 53024. 414-377-3192.

**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., C.T. Box P-81.

**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.

**Dedicated Professional** with experience in BM, AC, CW. Former PD in small market. Looking for community-oriented station that can offer a stable future. Box P-130.

**Interested?**—So am I, and with your call I'll show you just how eager I am to work for your midwestern AOR or soft rock format. Wondering about the voice? Never fear, your telephone is near. Currently Midwest. E.J. Johnson, 312-348-2562 home, or leave message at 312-943-1838.

**I'm not green,** season me to your taste Dedicated, stable, enthusiastic male with 1-1/2 years part time experience seeking full time position. Box P-129.

**Congratulations!** Your search is over. Trained broadcaster is seeking first job. Training includes: jock work, production, sales, news, and programming. Call Mark Stevens at 312-890-0276.

**Versatile announcer/newsperson** seeking entry level position. Looking for opportunity to contribute and grow. Let's expand together. Lynda Little, 312-764-5832; work, 312-989-3000.

**Polished newscaster,** announcer, writer loves small markets. Intelligent reading and interpretation, authoritative delivery, fine-tuned speech. Political Science degree, specialized broadcast training. Phone Paul, 212-535-8179.

**If you'll hire me,** I'll promise to be "good!" Any market talk. Major market news. Strong background. 201-838-6991.

**Creative young announcer** seeks full-time airshift preferably in upper Midwest location. Experienced. Box P-195.

**Don't waste time!** Hear compelling audition tape by phone. Confident black female, light experience (newscaster, disc jockey, writer). Also, degree and special training (NY). Call Faith (eves.), 516-234-7358.

**Grave Yard Shift** ("I Love It"). Holiday work ("terrific"). 18-hour (fantastic). Modest salary ("hooray"). Smallest market ("great"). Want more? Just ask! Well-trained broadcaster will send tape. Phone 212-651-9493 or 292-6411.

**Versatile Announcer,** four years' professional experience, young and ready to move. Good production, tight board, creative, sales experience. Currently employed in California. Box P-154.

**Hard Worker,** experienced, communicator, creative. Med-small markets, consider others. 904-771-7386; 3907 Angol Pl., Jacksonville, FL 32210, Randy.

**Experienced announcer** wants stable position. Good references, dependable. Mike, 904-255-6950 or Box P-198.

**Stop-Read This!** B.A., FCC First Class, communication skills, business and sales background, 3 1/2 years college, D.J. experience, broadcast school grad, seeks combo position, will relocate. 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

**Bright, young broadcaster,** college grad trained in A/C personality, play-by-play, news, and sales. Interested in entry level position to work hard and gain seasoning. Willing to go anywhere and prove myself. Neil Isaacs, 517-351-2541.

**Jock in need** of an audience. Talented, young contemporary or rock personality seeking a station that's seeking good ratings in the West or Southwest. Will send tape & resume on request. Ed, 312-436-8790.

**Fire Your Star!** Dependable, self-starter, well trained DJ/newscaster, broadcast school grad. Rookie willing to work like vet Ready to bat, will travel 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

**Dependable, Hard-working,** creative disc jockey ready for work - Top 40! Afternoon and evening. Tape, resume available. Crazy Bernie, 312-421-0428 after 3 PM., 2355 West Ohio Street, Chicago, IL 60612.

**Clearance Sale!** Rock duo for medium market drive. Proven record, stats, tapes. Call 618-985-3379.

**Experienced AC/CHR** air talent. Dedicated, ambitious, hard worker seeks move up. Call for T & R. Joe Bartosch, 312-456-4219 or write 4701 N. Ozanam, Chicago, IL 60656.

**Good Adult Contemp. DJ.** Very professional. Don Martin, Hollywood Graduate, with good experience. 2nd Phone. Any shift. Major market only. Michael Lisle, 916-842-4014 after 2 PM. PST.

**Cooperative, good voice** and reader. Anywhere. Bill Hess, 11401 Arrowhead Trail, Hales Corners, Wisconsin 53130. 414-425-4924.

**Last chance!** DJ/news. Broadcast school grad, articulate voice, compelling delivery. College experience AOR. Top 40. Looking for start. 212-942-5377, George Saybe, 50 Park Terrace E., N.Y., N.Y. 10034.

## SITUATIONS WANTED TECHNICAL

**Medium market Chief** with 1st phone. Experience in AM directionals, FM stereo, automation, proofs and studio construction. Station being sold, new owners have their own engineers. Box P-108.

**Young, Aggressive Engineer** with an ear for quality. In my 5 year climb up the ladder, I've gained a great deal of experience in AM, FM, STL's, automation and studio/transmitter construction. Medium to large sun-belt market preferred. Steve Boucher, 209-571-9024.

**20 year pro-available** employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717-249-6584.

**Chief Engineer.** 22 years-all phases, AM-FM. Presently NYC area. Box P-161.

**Position of Chief Engineer** in South or Southwest. Have experience, will relocate, permanent only. Call 714-544-1875.

## SITUATIONS WANTED NEWS

**I promise aggressive** local news reporting, 6 years' experience. Excellent delivery, knowledge of news stories. Can start immediately. Jim, 614-436-6133.

**Sports-News combo.** Hard worker, knowledgeable, versatile. PBP all sports. Call Steve, 716-374-2473. Available now.

**Experienced Newsmen/PBP** is looking to join aggressive news team in West/Southwest. Tape and resume on request. Richard Vandiver 503-998-8201.

**Radio Reporter/anchor,** seeking position in medium/small market. 6 years' radio experience in Los Angeles as on-air reporter, news and editorial writer, producer. Degree. Award winner. 3 1/2 years' in Latin America. Bilingual. Prefer Southwestern/Western regions. Call Neil, 213-398-1547.

**Sports Reporter,** 6 years' experience, excellent local reporting, PBP, any market. Jim, 614-436-6133.

**Experienced Baseball PBP,** have been voice of one of nation's top amateur teams. Looking to do any classification of minor league. Prefer Southern or Mid-Atlantic states, but will consider anywhere. Box P-156.

**News and Talk Award Winner** with Chicago, Wyoming and California experience available now at 707-224-3809.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**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.

**Wanted** Station that wants 'off the wall', super creative, extremely entertaining personality who can wipe up your competition. Box P-144.

**Program Director**-music, promotion, research & production background! Looking for room to grow at stable operation! Excellent references! Frank Hanel, 412-373-3994.

**Give Your Progressive,** medium-market radio or television station a shot in the arm! Bring in this young, creative, degreed, hard-working copywriter and continuity/production/public affairs director. Experienced in radio, television and print production. Will relocate. Call 219-277-0996.

**Program to Win.** Positive thinker, medium and major market programing, operations, and research experience, can help your station. Leave message, 212-897-2375.

## TELEVISION

### HELP WANTED MANAGEMENT

**Asst. Business Manager.** KRIV/Metromedia seeks a person with college degree (Acctg. major) who has credit/collections and some supervisory experience. Excellent career opportunity in dynamic city. Send resume with salary history and requirements to: R. Swanson, KRIV Television, P.O. Box 22810, Houston, TX. 77227. Equal Opportunity Employer.

**New, progressive,** family-oriented Independent Television station serving Tampa/St. Petersburg, Florida, seeks experienced Program Manager. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

**Accounting Professional** for a Northern California Broadcasting Company. We are a growth-oriented broadcasting company seeking an outstanding candidate for Assistant Controller with immediate potential to move into the Controller's position. Candidates should have a proven track record, be operations-oriented and have above average technical knowledge of accounting and data processing systems. CPA with private industry experience is required. Budgeting, planning and prior broadcast experience is a plus. Excellent salary and benefits. If you are qualified and seek a challenging opportunity, please forward your resume and a salary history in confidence to: Box P-114. Equal Opportunity/Affirmative Action Employer.

**New TV station** serving Tampa/St. Petersburg, Florida, will complete new studio facility in March and seeks experienced Production Manager. Should be familiar with local retail and independent station promotional needs. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

**Director of Operations** to head Production and Engineering division of major South Florida Public TV Station, housing one of the largest production facilities in the Southeast. Require eminently qualified take-charge individual with strong production and leadership capabilities. Must have minimum of five years heavy and diversified production house experience, engineering background, thorough working knowledge of technical operations and latest sophisticated state of the art techniques, such as multi-track audio and CMX editing. Salary open. Excellent company benefits and working conditions, plus great South Florida climate. Send resume and salary requirements to: Manager, Administrative Services, WPBT Channel 2, P.O. Box 2, Miami, Florida 33161-0002. Equal Opportunity Employer, M/F.



## HELP WANTED MANAGEMENT CONTINUED

**Cable TV Director**—City of Erie, salary \$15,000 to \$20,000/yearly range, based upon experience. Resume to City Clerk, 104 Municipal Building, Erie, PA 16501, before March 1, 1982. Equal Opportunity Employer.

## HELP WANTED SALES

**Advertising Salesperson Wanted.** Excellent opportunity to grow with a stable company. Mature person needed to develop new clients and to work closely with our present advertisers. If interested and qualified, send credentials to: WFMZ-TV, East Rock Road, Allentown, PA 18103. Attn: Dean Dallmann.

**Account Executive**—CBS affiliate in a rapidly growing top 50 market seeks a team-oriented individual with a proven record of excellence in television sales. Established agency/client list. Experience in retail/co-op development beneficial. A group-owned station. Reply to: Box P-116. EOE.

**General Sales Manager** needed for new Sunny Southern UHF. Must be locally oriented and able to train and direct local sales force. Some national contracts preferred. Send resume and past performance record plus salary history and requirements to Box P-127. EOE.

**New, small UHF station (STV at night)** needs experienced salesperson to develop daytime commercial business. Applicants should have good knowledge of Co-op, regional reps, production techniques, etc. We're looking for a self-starter to grow with us. Write WIHT-TV, P.O. Box 2267, Ann Arbor, MI 48106. An Equal Opportunity Employer. No calls, please.

**We need** a highly qualified individual to join our local sales staff in the Providence office. This person must have at least three (3) years of broadcast sales experience, with a good knowledge of Nielsen and Arbitron rating services. A car is necessary, as is a thorough knowledge of the Rhode Island-Massachusetts selling area. Kindly reply in confidence to: Mr. John Quinlan, General Sales Manager, WLNE-TV, 430 County Street, New Bedford, MA 02741. Telephone: 617-992-6666.

**Come home** to God's Country. If you are a strong AE and enjoy a balanced list of agency and direct, we have your opportunity. Group owned, affiliated, No. 1 in market (Central California coast). If you are exceptional, desire progress and management potential, prove it and "Come home to God's Country"! Reply to Box P-176. EOE.

**Sales-Cable Television Industry.** Regional Sales Manager. The leader in cable television programming seeks an experienced, mature professional to represent its news and entertainment services to the cable industry. Strong sales and marketing background. Travel required. Send resume, salary requirements and referenced in confidence to Nory Lebrun, VP Cable Sales, Turner Broadcasting System, Inc., 1050 Techwood Dr., N.W., Atlanta, GA 30318. An Equal Opportunity Employer, M/F.

**Account Executive**—Tremendous potential with New England's newest major market UHF independent. We are looking for people who want a challenging opportunity, are aggressive and self-motivated. If you are one of those people and have a minimum of 2 years local sales experience, send resume and salary requirements to Box P-177. An EOE employer.

## HELP WANTED TECHNICAL

**Chief Engineer** for WJHG-TV Panama City, Fla. Reply with resume to Raymond E. Carow, Vice President, Gray Communications Systems, Inc., PO Box 3130, Albany, GA, 31708.

**Remote Engineer** for Florida's largest film/videtape production center to operate and maintain EFP commercial production mobile unit. Involves client contact and creative video engineering. Maintenance experience and valid driver's license required. Salary negotiable. Resume and salary history to: Bruce Graham, Chief Engineer, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202-4994.

**Tired of Working Nights, Holidays and Station breaks?** Self-starting video engineer needed for technical school CATV and broadcast production studio, one-man shop, excellent benefits, plus good hunting and fishing. EOE. Karl Friedline, Western Wisconsin Tech, La Crosse, Wisconsin 54601. 608-785-9107.

**UHF Transmitter Maintenance Engineer.** New RCA TTU-110 on Sears Tower, Chicago. Excellent growth opportunity. Must have strong recent UHF transmitter maintenance experience. VTR/studio maintenance a plus. Full resume with salary requirements to: Channel 60 Joint Venture, 233 S. Wacker Dr., Chicago IL 60606. EEO/M-F-H.

**Broadcast Field Technician** with state public broadcast system. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave (heterodyne and remod), translators necessary. TV studio experience especially helpful. Salary range: \$1527-\$2046/monthly. Appointment may be above normal entry salary in consideration of recruitment difficulty. Contact Vaun McArthur, 1910 University Drive, Boise, Idaho, 83275, 208-385-3344, for application form. Closes February 24. BSU is an EEO employer.

**Television Maintenance Engineer**—Repair and maintenance of various television equipment, including RCA and Ikegami film chain and Ampex VTR's. Requirements: First Class FCC license, three to five years' applicable experience and an educational background to assure ability to operate and maintain television equipment. Apply to: Director of Finance, WYES-TV/Channel 12, Box 24026, New Orleans, LA 70184. No calls! WYES-TV is an equal opportunity employer.

**Major Production Facility** located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hemsy, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

**Television Transmitter Engineer**—Assume total responsibility for the transmitter facility during assigned shift. Closely monitor and maintain quality control of received and transmitted video and audio signal to assure compliance with FCC Rules and Regulations. Requirements: First Class FCC license, three to five years' applicable experience and an educational background to assure ability to operate and maintain television transmitter. Apply to: Director of Finance, WYES-TV/Channel 12, Box 24026, New Orleans, LA 70184. No calls! WYES-TV is an Equal Opportunity Employer.

**TV Remote Supervisor.** F & F Productions has an immediate opening for an experienced engineer with extensive remote experience. F & F is engaged in major league sports remotes for stations, networks and cable companies. We are located in Minneapolis/St. Paul, rated tops in quality of life. This position needs a person with good technical and maintenance abilities and offers excellent salary and benefits and a chance to grow with a major production and broadcast company. Call Bob Fransen or George Merrill, 612-646-5555. Equal Opportunity Employer.

**Maintenance Engineer.** KWTV needs a maintenance engineer. Requires a first or general class broadcast license and one year of television broadcast equipment to maintenance experience. Send resume to: Trudy Wick, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

**Attention: Video Operators!** We have the ideal position for you. East Coast major market TV Station/Production House needs individuals experienced with 1" & 2" tape format and CMX editing. FCC lic. required. Send resume to box P-182.

**T.V. Production Technician I.** To perform a variety of duties involved in the production of T.V. programs for two Public Television stations. Duties include lighting, set construction, operating T.V. cameras and video switches. Person must have an Associate Degree in television production or related field, plus related work experience. Starting salary is \$13,587 per year, plus excellent benefit package. Call 414-278-6576 for job description and application form, which must be received by February 3, 1982. Milwaukee Area Technical College, Office of Employee Services, 1015 North Sixth St. Milwaukee, WI 53203.

**CATV Tech Wanted.** National MSO seeking experienced Chief Tech to maintain new 440 MHz two-way cable system in Eastern Massachusetts. Applicants must have broad knowledge of cable television theory and troubleshooting techniques. A knowledge of two-way active systems and head-end maintenance is a plus. For immediate consideration, send resume and salary requirements to the attention of: Chief Engineer, P.O. Box 347, N. Attleboro, MA 02761.

**Chief Engineer:** Production center serving broadcast and nonbroadcast clients. Responsible for 10w FM transmitter, all engineering design, maintenance and technical personnel. Digital experience required. Prior experience in production support and management of technical facility and personnel desired. First phone or equivalent. Bill Lewis, Wright State University, 102 TV Center, Dayton, Ohio 45435.

**New York City** duplication facility is seeking VTR operators experience in all formats (2" 1", 3/4" & 1/2"). Send resume to: P.O. Box 166, Syosset, N.Y. 11791.

**TV Engineers.** Positions available for maintenance technicians at sunny Florida division of major corporation. Experience with VTR, studio switching equipment and digital electronics preferred. FCC license preferred. Send resume to: Tom Weems, Chief Engineer, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. Equal Opportunity Employer.

**TV Broadcast Studio Technician II, Engineering.** AA degree and 3 years related experience, First Class license and/or SBE certification with in depth electronic and digital theory; extensive maintenance experience preferably with broadcast color equipment or equipment of equivalent circuit sophistication. Salary range: \$11,980 to \$18,570; starting salary not to exceed \$13,420. Send resume to Director of Engineering, New Hampshire Network, Box Z, Durham, NH 03824. Application deadline is February 1, 1982. AA/EEO.

**Chief Communications Engineer, Office of Communications and Broadcasting, University of Nevada-Reno.** Technical operations include public radio station, media and color television production facility, statewide teleconferencing system, development of broadband cable system and two-way audio-video computer communications network. Salary up to \$32,376. For information on MQ's and application procedure, contact Personnel Services, Clark Administration Bldg., UNR, Reno, NV 89557, 702-784-6844. Applicants tested on first-come, first-served basis.

**Jefferson Parish Public School System** is seeking a first class liensed engineer for the supervision, maintenance and operation of a television studio and cable operation. This person should be familiar with JVC cameras and tape recorders—3/4 inch—as well as the major components of a broadcast production studio and microwave transmission. A minimum of three years' experience is required. Salary range: \$15,000 to \$18,000. Apply in writing to: Jefferson Parish Public School System, Division of Personnel, 519 Huey P. Long Avenue, Gretna, Louisiana 70053.

**Television Technician:** Opening in engineering department for person with previous TV experience. Electronics background preferred. First, second or general radio telephone license required. Send resume to: WDCA-TV, 5202 River Road, Bethesda, MD 20816. Attn: Engineering Manager. EOE.

## HELP WANTED NEWS

**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.

**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.

## HELP WANTED NEWS CONTINUED

**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 Wanted:** Group-owned station looking for meteorologist for 6 & 11 p.m. weather slot. Warm, authoritative communicator wanted. Good salary and benefits package. Promotion opportunities within group possible. Replies to Box P-133.

**Producer** - Top-rated news department searching for creative producer. Rush tapes to Jim Hafner, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

**Cameraman/Editor** for a national news show. Washington experience preferred. Creativity, dedication, high quality work a must. Send resume, salary requirements to: Box P-138.

**Meteorologist** - Number One, top 50 news department searching for meteorologist able to communicate. Send resumes to Box P-124.

**Anchor Wanted:** Small market, group-owned station looking for 6 & 11 p.m. anchor. Authoritative, dedicated self-starter wanted. Good salary and benefits. Chance to move up in chain, too. Replies to Box P-132.

**South Florida** television station is looking for an experienced street reporter/anchor for a total ENG station. Send resume and air check to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

**Reporter** - Strong writer who can organize a story well and cover a beat aggressively sought by top 50's market CBS affiliate. Resumes and tapes, no phone calls. to: Jay Moore, News Director, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. An EOE.

**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, P.O. Box 2009, Durham, NC 27702. EOE.

**Anchorman or Anchorwoman** for WALB-TV, Albany, Georgia. Reply with resume and tape to Raymond E. Carow, Vice President, Gray Communications Systems, Inc., P.O. Box 3130, Albany, Georgia 31708.

**Reporter/Co-Anchor:** medium market CBS affiliate in SE seeks reporter/co-anchor. Please send resume and tape of anchor and reporting skills to: News Director, WDEF TV, 3302 Broad St., Chattanooga, TN 37408. EOE, M/F.

**News Director**—immediate opening. Emphasis on managerial, journalistic and producing skills. For information contact Robert Zipay, General Mgr., 307-234-1111 or send resume to: KCWY-TV, P.O. Box 170, Casper, WY 82602.

**News Director:** We have position for a person to manage a staff of 25. Our news product is dominate, and the person selected must be able to deal effectively with people in terms of motivation, training, and critiques. Station is part of a growing chain with dedication to news. We have the finest equipment and most importantly, the finest staff. Degree, experience, and desire to direct our continued growth all are necessary for this job. Send resumes and letters by February 1, to Larry Beaulieu, Executive News Director, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706.

**Anchor/Producer.** If your horizons are limited in a small market; if you're a writer and communicator; if you're ready to assume a prime anchor role in a medium market; consider this. Midwestern ABC affiliate with a commitment to journalism excellence has the opening you seek. You need a strong grasp of production and the ability to work well under pressure. Resume to Box P-175. EOE.

**Producer:** Creative producer needed for top-rated CBS affiliate that prides itself on solid journalism. Live ENG, still-storer, new facility. Only experienced producers with strong writing skills need apply. Send resume and sample newscasts to Kirk Winkler, News Director, WTOL-TV, P.O. Box 715, Toledo, Ohio 43695. An Equal Opportunity Employer, M/F.

**Principal Reporter:** Midwest top 20's market. Strong live ad-lib and accomplished writing ability mandatory. Must have demonstrated track record. Send resume to Box P-186. Equal Opportunity Employer. M/F.

**WDAY-TV** is looking for an experienced full-time Farm Director. Please send tape and resume to Sumner D. Rasmussen, GM, WDAY-TV, P.O. Box 2466, Fargo, ND 58108. EOE.

**Television News Photographer/sports reporter** wanted: KFVR-TV is looking for a person with ENG experience to shoot and edit stories. Person will also be required to do sports reporting and act as fill-in sports anchor. Interested parties contact Dick Heidt, News Director, KFVR-TV, Box 1738, Bismarck, ND 58502. 701-223-0900.

**Assistant News Director**—Top 20 Sunbelt market; network affiliate; minimum five years' in a supervisory position. Send resume to: Box P-185. Equal Opportunity Employer.

**Eastern Carolina** small market leader needs immediately: take charge sports anchor/director. Resume and tape to David Boyd, News Director, WNCT TV, P.O. Box 898, Greenville, N.C. 27834. 919-756-3180. EOE, M/F.

**Anchor/Reporter** needed for medium market net affiliate news leader. Previous anchor experience. Strong reporting skills a must. This excellent shop needs an excellent anchor/reporter. Send resume and salary requirements to Box P-188. An Equal Opportunity Employer. M/F.

**Directors:** Group W Satellite Communications (GWSC), a division of the Westinghouse Broadcasting Company, has immediate openings in Satellite News Channels, its national Cable TV News Service for highly qualified Control Room Directors. Applicants must be capable of handling visually fast-paced newscasts utilizing state-of-the-art control room electronics. Must have strong sense for anchor graphics, and art work integrated into packages, and be able to work closely with Producers and Art Department, and have at least three years TV News directing experience, and a proven track record of delivering high quality newscasts. GWSC offers complete company benefits and pleasant working environment convenient to NYC. Qualified candidates seeking an outstanding opportunity in the exciting field of Cable Television Programming Services, are invited to send their resume and tape (in strict confidence) to: Executive Producer, Satellite News Channels, 41 Harbor Plaza Drive, P.O. Box 10210, Stamford, CT 06904. An Equal Opportunity Employer, M/F.

**Weekend Meteorologist.** Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send Resume to Box P-190. An Equal Opportunity Employer.

**Executive Producer** for "Weeknight", a top-rated, locally produced prime access magazine show. Must be creative, have good writing skills, strong administrative and management skills, committed to quality programming. Minimum two years' producing experience. Tape/resume to: Kurt Eichsteadt, Program Director, KCRA-TV, 310-10th St., Sacramento, CA 95814. Equal Opportunity Employer, M/F.

**Health/Science Reporter.** If you have the science background and TV news experience, please send resume and cassette to: Arthur Alpert, News Director, WDSU-TV, 520 Royal Street, New Orleans, LA. 70130. EEO Employer.

**Weekend Sports.** Top twenty Sunbelt market seeking experienced sportscaster for weekend and weekday backup. Send resume to Box P-191. An Equal Opportunity Employer.

**Weekend Anchor,** and general assignment reporter wanted by medium market station in one of the fastest growing areas of the country. We're all ENG and live equipped, and are looking for experienced people to help us with our continued growth. Send resume and salary requirements to Box P-193. An Equal Opportunity Employer.

**Director.** PBS affiliate. Responsible for directing local programming productions, promotions, and fund raising activities. Strong lighting background helpful. Resume and tape to: Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817.

**Chief Photographer** and staff photographers. Chief must manage personnel and equipment, both ENG and film, and be fully experienced in both. Staff photographers must have experience, preferably both ENG and film. Send tape and resume to News Director, KTHV-TV, PO Box 269, Little Rock, AR 72203. EOE, M/F.

**News Director**—growing Midwest V station. A remarkable opportunity. Write Box P-203.

**Weekend Producer/Reporter** with three years reporting and producing experience required, along with strong writing and timing skills and experience with live shots. Preferred experience with 3/4" tape editing. Act as reporter weekdays and produce weekend newscasts. Send letter of application/resume to Operations Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls. EOE/MF.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**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.

**PM Co-host** — Major Northeast market CBS affiliate seeking a new team of co-hosts to head number one show at number one station. Dynamic and charismatic on-air image a must. Story Producing experience preferred. EOE. Send resume to Box P-150.

**Traffic:** Looking for a strong, experienced number two. Individual must have working knowledge of Bias, and preferably independent TV experience. Salary: \$20,000. Send resume to Box P-139.

**Producer** for 11 p.m. news. Must have TV news experience. Send resume to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

**Director** - 3 to 4 years' directing experience in all programming areas. Must be flexible, self-motivated and creative. Producing experience helpful. Send resumes to: KEDT-TV, P.O. Box 416, Corpus Christi, Texas 78403. PBS Station, 512-855-2213.

**Production Manager,** 18th market in sunny Florida seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher, and motivator of people. Minimum of five years' experience with remotes, in-field production, and off-line editing. Qualified applicants should send resume to: Richard W. Roberts, Corporate Personnel Director, WFLA, Inc. P.O. Box 1410, Tampa, Florida, 33601. An equal opportunity employer, M/F.



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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Field Producer** for PM Magazine Utah. If you have experience producing top-quality, visual stories in the field, we'd like to see your resume. We're a 10-person staff with a commitment to excellence and ratings to match. Resume to: Producer, PM Magazine Utah, P.O. Box 30901, Salt Lake City, Utah 84130. No Phone Calls.

**ENG Tape Editor.** Creative, fast, experienced. Ability to shoot and do light maintenance desirable. Aggressive total tape news operation with top equipment. Equal opportunity employer, M/F. Resume and tape to Jack Bryant, News Operations Mgr., WAGA-TV, P.O. Box 4207, Atlanta, GA 30302.

**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.

**Assistant Program Manager:** Position available at top independent station in Midwest for a take-charge individual who is familiar with a wide variety of functions: ARB and NSI analysis; program coordination; scheduling of movies and specials; right-hand person to program manager. If you have the experience, feel ready for a fast-paced environment, and are seeking a managerial challenge, send your resume, by February 5th to: Box P-174. An Equal Opportunity Employer.

**ABC Affiliate** in Sunny Florida needs experienced talkshow Producer for established daytime strip. Send resumes, 3/4" tapes and salary requirements to Jayne Boyd, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

**Cable TV.** Associate Producer/Technical Director. Dundalk Community College has new full time position available. Excellent benefits and salary depending on qualifications. Minimum—\$14,401. Requires BA/BS in Radio/TV/Film/Mass Communications or equivalent and at least two years full time paid TV producing/directing. Two to four years full time, paid Associate Producer/Technical Director experience in educational or public TV preferred. Some technical electronics experience also preferred. To apply call Dundalk Community College, 7200 Sollers Point Road, Baltimore, Maryland 21222. 301—282-6700, Ext. 289. Deadline for receipt of completed applications: February 8, 1982. EOE, M/F.

**Senior Producer,** associate producers. Top 10 network affiliate is creating a live, competitive morning program, with studio audience, as a major station commitment requiring qualified, experienced production staff. If you have a solid background in television production, extensive experience with morning programs, and desire a super challenge, send your resume. You are not applying for your own job. This is a new program. The box number keeps our competitive plans a secret. All replies are held in confidence. If you are really good, this may be the opportunity you're seeking. Send resume to Box P-159. An Equal Opportunity Employer.

**Videographer.** Field production Unit. Operate portable camera. Edit to finished program. On-line editing experience essential. Experience with Phillips, Sony, Convergence equipment helpful. Resume and tape to: Personnel, WMFE-TV, 11510 East Colonial Dr., Orlando, FL 32817.

**Art Director:** We need a top notch motivator, one who can choose and manage budding talent and direct them to their full potential. Must be responsible for the creation of an energetic and dynamic television station image. Do not send work samples until requested. Send resume to Box P-187. Equal Opportunity Employer, M/F.

**PM Magazine Co-Host** to work with male co-host in 42nd market. Must have a strong presentation, news reporting, anchoring or similar experience in television. Planned promotion within staff creates this opening. We're out to keep our PM Magazine show a winner. Contact: George Hulcher, Executive Producer, PM Magazine, WHAS-TV, Box 1084, Louisville, Kentucky 40201. Immediate opening. EOE.

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**Top 25 Sunbelt affiliate** needs experienced talk show host for established daytime strip. Send complete resume, including salary requirements. An Equal Opportunity Employer. Box P-189.

**Wanted:** New talent for a network show in development. Looking for off-beat personalities, feature reporters, and interviewers. Send 3/4 inch video cassette and credits to: Anne Marie Schmitt, 200 West 57th Street, Suite 1408, New York, N.Y. 10019. Sorry-tapes cannot be returned.

**Production Manager**—Top 20 market network affiliate is seeking an experienced production manager. 2 years as a production manager required. Send resume & qualifications to: Box P-208. 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.

**Television Producer-Director:** Master's degree in Radio-Television or closely allied discipline, with at least three years' professional experience preferred. Must have expertise in all facets of television studio and ENG/EFP production. Position requires producing and directing ITV materials and Public Broadcast programming. Date of appointment: March 1, 1982. Application deadline: February 5, 1982. Salary: negotiable. Letter of application, resume, transcripts and three letters of recommendation should be sent to: Thomas O. Olson, Director, Television Services, Kent State University, Kent, Ohio 44242. Kent State University is an Equal Opportunity/Affirmative Action employer.

**Videotape Editors.** Group W Satellite Communications (GWSC), a division of the Westinghouse Broadcasting Company, has immediate openings in Satellite News Channels, its national Cable TV News Service for qualified Videotape Editors. Applicants must be capable of handling visually fast-paced newsfeeds utilizing state-of-the-art editing equipment and should possess at least three years' TV News Editing experience. GWSC offers complete company benefits and a pleasant working environment convenient to NYC. Qualified candidates seeking an outstanding opportunity in the exciting field of Cable Television Programming Services are invited to send their resume and tape (in strict confidence) to: Director of Operations, Satellite News Channels, Group W Satellite Communications, 41 Harbor Plaza Drive, P.O. Box 10210, Stamford, CT 06904. An Equal Opportunity Employer, M/F.

**Producer/Director II** for instructional productions. Requires extensive production and TV directing experience in studio, remote, and post-production editing techniques; demonstrated success in TV and film production; ability to assume charge of complex production assignments; and ability to establish and maintain cooperative work relationships with production and engineering staffs, as well as the general public. Applications close: Jan. 29, 1982. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. 515-281-4498. EEO/M-F.

**PM Co-Host**—Syracuse PM Magazine seeks replacement for male co-host. Big shoes to fill on No. 1 show at No. 1 station. Warm on-air personality a must, story producing experience desired. EOE. Send videotape, resume and salary requirements to: PM Magazine, WTVH-TV, 980 James Street, Syracuse, New York 13203.

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## SITUATIONS WANTED MANAGEMENT

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**Well-Versed Manager** seeks new challenge. Broad background, including budgeting, construction, day-to-day operations, unions, FCC satellites and major league sports. Comfortable with computers. Currently responsible for operations and marketing in major market. Box P-157.

**If your television group or station** is looking for an aggressive general manager who is not only a strong administrator but has a flair for sales, programming, and the bottom line, then we should talk. Write Box P-164.

**General Manager** with 28 years' experience. Outstanding credentials, strong sales background, history of successes. Experienced in all phases of broadcasting. Available immediately. Box P-179.

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**Successful Account Executive** with seven years local, rep and sales training experience ready for management position. Top biller in current position in Top 5 TV market with some management responsibilities seeks more challenging position. Will relocate. Write Box P-194.

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## SITUATIONS WANTED TECHNICAL

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**303-741-5763** Experienced Third Class Switcher who was unjustly fired is seeking a 200 and above market position in switching. Give him a try - huh? Dale.

**F.C.C. school graduate** with license, looking for first job. Young, ambitious and ready to learn. Willing to relocate. Available now. Dan Neubauer, 3376 Sherin Dr. No. C, Simi, CA 93063. 805-526-0221.

**Chief Engineer** of major market station ready to move up to Director Of Engineering/Operation of group. Experienced in engineering, production, operations and news. Box P-158.

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## SITUATIONS WANTED NEWS

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**Experienced Reporter-Anchor.** Sports, News, photography, editing, interviewing, PBP. If you want creative writing, intelligence, and versatility, call 309-691-2927.

**Anchor-Mature (46),** great presence/voice/writing/promos judgment. 10 yrs. N.Y. network radio, 5 yrs. sports promos. 813-360-7914.

**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.

**TV Meteorologist.** 2 yrs. medium market experience looking for greater challenge. Mark, 615-688-1813.

**Male anchor** in number one small market seeks move up. Box P-79.

**Recent Broadcast Journalism graduate** of Boston University seeks entry-level position in TV News. Will gladly relocate. Please contact: J. Callan, 2 Robert Place, Pequannock, NJ 07440. 201-694-5540.

**Meteorologist.** AMS Seal holder with proven track record and 12 years' television experience needs new challenges. Box P-151.

**Situation Wanted Sports!** Sportscast journalist wants medium market anchor/reporter slot. BA degree, broadcasting school. Call 612-529-1685!

**Aggressive News pro,** 22 years broadcasting experience, last eight years in television news management. Currently No. 2 man in top 25 market. Have helped make 3 stations No. 1. Seeking medium market news directorship or major market No. 2 spot. Write Box P-199.

**Sure, I'm a beginner,** but so were you once. Looking for a start. ENG, editing, etc. Degree. Some studio and network experience. Will relocate. 516-921-0058. Paul S. 17 Greenvale La., Syosset, N.Y. 11791.

**If you'll hire me, I'll promise** to be "good!" Solid background for news, talk, magazine. 201-838-6991.

**Quality and Versatility!** Weekend-noon weatherman/reporter-photographer with 1 1/2 years' medium-market experience wants new challenges. Randy, 314-445-2333.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**Seeking full-time job** in TV production. BFA degree in Radio-TV production and 3 years' experience. Call Charles Rakestraw, 615-272-4625.

**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 Anchor/Reporter**-strong writer, producer, plus major market radio experience. Marilyn, 219-962-6471.

**News Director,** anchor, 18 years' experience including major market. Seeking Sunbelt or West location. Employed. Box P-122.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER CONTINUED

**Take me off the air, and make me a news director.** Anchorman-writer-producer who'd like to run his own show. Seven years in the business. Ask for Charles Brown: 307-266-5628 (home), 307-577-6397 (work).

**Now Assignment Editor.** Can assign, produce, report, do ENG. Newspaperman for five years. MS Journalism. Paul Strand, 503-343-1023; 1834 Potter, Eugene, OR 97403.

**Cameraman/E.N.G./Film.** Looking for creative & innovative shooting? 15 years network & local background. Wish relocation to warm climate. For resume, call 215-626-5803.

**Commercial Producer,** associate program producer. Over 3 years large market experience in broadcast, documentary and cable TV. Can shoot and edit video. Excellent writing skills. Will relocate. Box P-103.

**Ambitious, hardworking,** female communications graduate seeks first break in production. Will relocate. Phone Laurie: 516-221-4006.

**CMX 340X editor.** 20+ years pleasing broadcast clients. West coast/S.W. Days. Box P-172.

## ALLIED FIELDS

### HELP WANTED SALES

**Sales-Broadcast Equipment sales**—If you enjoy solving technical problems in video operations; if working with chief engineers and news directors appeals to you; if you think representing a top company with top lines like Ikegami, Sony, ADDA and Conrac can make you a lot of money, we want to talk to you. We're looking for an ambitious person to take over a profitable Mid-Atlantic territory calling on broadcasters and production houses. Our company provides an excellent salary and company paid benefits. We can use your talents now. Send your resume, including salary history, to Ms. Fritz, Peirce-Phelps, Inc., 2000 Block North 59th St., Phila., PA 19131. Equal Opportunity Employer, M/F

### HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Fellowships Available:** The California Public Broadcasting Commission is now accepting applications for its Fellowship Program. Selected applicants will receive management and professional training for one year at California public radio or television stations. The program is open to California residents. Minorities are especially encouraged to apply. The application deadline is March 15. For more information, contact Fellowship Program, California Public Broadcasting Commission, 915 Capitol Mall, Suite 235, Sacramento, California 95814; 916-322-3727.

**Creative production house** needs freelance producers, directors and camerapersons with strong broadcast or commercial background for corporate and other related video projects located primarily in the Northeast. Send resume and rates to V. Johnson, Production Manager, 4082 Jenkins Arcade, Pittsburgh, PA 15222.

### HELP WANTED INSTRUCTION

**Iowa State University.** Teacher of radio and television news courses: academic involvement with the university-owned network radio and television stations. Tenure track, assistant professor level. Requires competency in radio and TV news reporting equipment. Position opens August 21; deadline is March 15. Send vita and references to: E. G. Blinn, Search Committee, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011.

**Instructor/assistant professor.** Full-time tenure track appointment. Teach courses in broadcast-film sequence at introductory and advanced levels in well-established undergraduate program; advise student operated carrier current radio station. Professional experience and terminal degree desired. Background in news particularly helpful. Salary competitive. Applications to: Chairman, Department of Journalism & Mass Communication, Creighton University, Omaha, NE 68178. Affirmative Action, Equal Employment Opportunity employer.

**The University of Texas** at Arlington seeks two faculty members in broadcasting. 1. Assistant professor. Teach the range of broadcast skills, courses, and some of the collateral courses such as media law, communication research, theory, and introduction to communication. Ph.D., professional radio and television experience, and teaching experience required. 2. Assistant or associate professor. Teach half-time in broadcast skills and spend other half time as director of television services. Ph.D. preferred with significant broadcast experience or MA considered with many years of broadcast experience. Located in Dallas-Fort Worth area, UTA has 21,000 students and 750 communication majors. Send application letter and resume postmarked by February 26 to Dr. Charles Arrendell, UTA, Box 19107, Arlington, Texas 76019. AA/EEO employer.

**Instructor/Assistant Professor,** depending upon qualifications and experiences. Master's degree in video communications minimum. Teaching experience and/or media experience preferred to teach video performance and direction courses while serving as operations officer of cable access facility. Tenure track. Apply to: M. G. Lorberg, Jr., Chairperson, Department of Speech Communication and Theatre, Southeast Missouri State University, Cape Girardeau, MO. 63701. Application deadline: March 1, 1982 or until position is filled.

**Assistant Professor:** The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a teacher of undergraduate radio/television and introductory speech courses. Curriculum is related to production in 1.3 kw radio facility and cable access TV studio. Ph.D. and teaching experience preferred. Salary commensurate with education and experience. Application deadline: March 15, 1982. Duties begin August 15, 1982. Send resume to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, Ohio 43762.

### 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.

**Western Electric Equipment:** mixers, microphones, drivers, speakers, horns, amps, tubes, others. 213/576-2642. David Yo, Box 832, Monterey Park, CA 91754.

### 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.

**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.

**Used Equipment Bargains:** RCA TT-10AL 11 kw Transmitter; RCA TT-35 CHW & Diplexer just removed from service!; GE Film Chain; CBS 504B TBC; Envirozone Air Filters; Chyron 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.

**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.

**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. Colorcort, 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 Xmtrs; 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, Boston 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.

**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.

**Chyron IIIB** Multifont Character Generator with Colorizer, Remote control. Excellent condition. \$25,000.00 212-757-8919.

**1" A/B Roll** Computer-Controlled Editing System; Type C; IS1902 Switcher. Excellent condition. \$150,000.00 212-757-8919.

**CEI 310/330** Broadcast Camera. 1000' cable. Good Condition. New. \$56,000; asking \$35,000. 212-757-8919.

**Radio Promotion trailers.** Equipped. 2 each. 1 at \$4850; 1 at \$5850. For photo or info, call Jim Thornton, 804-399-8819.

**CCA AM-5000-D** Transmitter now on the air with latest CBS audimax and volumax. WSOL, Drawer 367, Orangeburg, SC 29116. 803-492-7613.

**Due to format change,** complete Country & Western record library for sale. 3000 45's, 1000 albums. 15-year collection. Call 904-767-1131, Jerry or Jackie.

**FM transmitters for sale:** 1 KW McMartin (1976), RCA-BTF3B, 5D, 10D, CCA 12000E (1978), Collins 831-F2 11977. Call M. Cooper, 215-379-6585.

**50 KW AM:** Continental 317 B (1965); also Harris BC-50C (1969). Call M. Cooper, 215-379-6585.

**8-Bay Comark antenna,** high power, available in 30 days. Antenna is 4 years old and in perfect condition. Best offer. WQIK, IBM Bldg., Jacksonville, FL 32207.

**Helicopter-** Eye in the sky at 1/2 the cost. 1981 Hughes 300 C ENG helicopter with live microwave capability, plus extras. Available immediately, for sale or lease. N-Cad, Inc., South Bend, IN. 219-287-5905.

### COMEDY

**Comic Relief.** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.



**COMEDY  
CONTINUED**

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

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**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.

**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.

**Outdoor Programing Radio**, 50 fishing programs hosted by professional fisherman Tom Zenanko. Entertaining, informative for all ages nationwide. Contact: Tom Zenanko Outdoors, 5612 No. Lilac Dr., Minneapolis, MN 55430. 612-566-4797.

**The perfect country music** rotation? Well, nothing's perfect—but this is close! The Country Music Consultant Vintage Hit Programming Kit provides everything needed to program the best possible music rotation with something for everyone. \$20.00. Stranger Productions; P.O. Box 391; Springfield, Illinois 62705.

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**CO-OP SALES SPECIALIST**

WMJC/WHND, Detroit's top adult radio combination, is seeking a co-op sales specialist. Must have previous experience with radio and/or newspaper co-op sales or manufacturer's co-op programs. Will be responsible for co-op sales to retailers, manufacturers, distributors and brokers. Salary plus commission. Send resume to: Greg Offara, Sales Manager, WMJC/WHND Radio, One Radio Plaza, Detroit, Michigan 48220.



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**RKO RADIO NETWORKS**

We are seeking top professionals in on-air news to fill Correspondent/Anchor openings in the most innovative news operation in network radio. Candidates must have minimum 3 years news experience in a Major Market Station or Network and a thorough understanding of the concepts of demographic news. No phone calls, please. Send resume and recent tape to:

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Dow Jones & Company, Inc., publishers of The Wall Street Journal, announced it will introduce in 1982, Radio 2, a new and unique subscription radio service. With the service, Radio 2 subscribers can program a receiver to hear news and features on only those topics they select. Radio 2 is seeking broadcast journalists with solid writing and reporting skills. Experience in business/financial journalism would be helpful. The positions will be located in the company's Princeton, New Jersey facility. We offer growth potential, attractive salaries and excellent fringe benefits. Please forward a detailed resume including salary history and writing samples, in confidence, to:

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**MIAMI/FT. LAUDERDALE SALES  
MANAGER**

WWJF Miami/Ft. Lauderdale (JOY 107 FM) is growing and needs intelligent Sales Manager, experienced in agency and direct sales. This is a great opportunity with a phenomenal broadcasting organization. EEO. Write: Doug Auerbach, Vice President/General Manager, JOY 107 FM, PO Box 5333, Ft. Lauderdale, Florida 33311.

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**Enthusiastic, Determined,  
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Young, aggressive, self starter with eight years management experience, 18 years in the business, looking for Top 40 market GM position, 35 and immediately available due to ownership change. Worked my way up thru programming and sales. Know radio inside and out. Last GM position did complete turnaround from red to six figure black ink in 15 months. Looking for growth potential, BS in Broadcast Management and close to completion of MBA. \$50,000+ base. Resume and references available upon request. Write Box P-128 or call 505-884-8801.

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12-year sports pro, presently employed as major college network PBP and net coordinator, looking for pro or major college baseball, football, and/or basketball job. Box P-155.

## Situations Wanted Announcers Continued

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Major market talkhost/sportscaster seeking new career challenge with a reputable radio/TV outlet in the Western or SunBelt States. If you believe an air personality should be more than one dimensional, and if you pay top money for such talent, please contact me. Box P-152.

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I've always dreamed of a major market sportscasting job and I'll move anywhere, at my expense, to help you grab a larger sports audience. 15 years experience—the past dozen, with major colleges. Currently 40 plus, weekly drive time sportscasts and Big 10 PBP of 4 major sports. Desperate? No, confident! Help me fulfill my dream. Write Box P-197.

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### TECHNICIANS FOR OVERSEAS ASSIGNMENT

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## KDKA-TV PROMOTION WANTS A WRITER-PRODUCER WITH A PAST.

If you have at least two years professional experience, and a reel of exciting spots to show for it, you could be ready to join the top Creative Services team in the country Group-W station KDKA-TV—number one affiliate in the 12th market—is looking for a gifted writer/producer on the way up. If you're seeking your way up, send on-air, radio and print samples to:

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KDKA-TV One Gateway Center  
Pittsburgh, PA 15222

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Both 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:

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## TRAFFIC MANAGER

Dynamic opportunity is available for qualified applicants who are technically oriented and can manage personnel. Person will be responsible for all station traffic activity which includes supervising a complete, automated traffic system. Person must be able to manipulate inventory and act as liaison to sales management, local/national sales force. This is a terrific opportunity for a Traffic Manager or an Assistant Traffic Manager who wants to grow. Major station group in the top 25 markets with excellent pay and fringe benefits. Send resume to Box P-168. We are an Equal Opportunity Employer, M/F.

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Position requires proven media sales experience at the retail level, ability to train local sales and sales support staff, strong planning and organizational skills and the capacity to produce fresh approaches to marketing cable's attributes. Extensive travel is required and a background in the cable industry is desirable.

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WJXT, the Post-Newsweek station, desires an experienced Executive Producer. Applicants should have experience in producing evening newscasts and have good production and journalistic skills. Three years' television experience required. The position includes supervision of newscast producers, scheduling, and long range planning and execution of news specials and investigative reports. Send tape and resume to: Mel Martin, News Director, WJXT, P.O. Box 5270, Jacksonville, Florida 32207. An EOE-M/F.

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Top ten station launching a new nightly hour, and we have several openings for reporters with a strong point of view and memorable personality. If you have plenty of television experience and want to move into an innovative format that features you as well as what you know, this is it. Must be quick on your feet with good ad-lib ability. This is a big job—no amateurs, please. E.O.E. Reply to Box P-160.

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Candidate must (1) be a published scholar with knowledge of at least one medium of electronic communication (e.g. broadcast television and video, computers and various peripheral and interactive technologies), and a clear vision of interrelationships among all media; (2) be prepared to lead a program of teaching and research at the graduate level in the field of telecommunications and education; (3) be prepared to collaborate in developing a strategy for Teachers College to take the lead, through a variety of academic disciplines, in the application of electronic communication to human resource development; (4) have an acquaintance with the various communication industries, public and private, particularly those related to the "electronic revolution"; (5) be dedicated to furthering the role that education, broadly conceived, can play in developing human resources in the contemporary world.

Although the several criteria must be met, applicants are sought from all sectors of society. A doctorate is desired, but exceptional experience, sound scholarship, wisdom, vision, and demonstrated achievement may substitute for the degree.

Send nominations and applications, not later than March 1, 1982 to: Chairman, Search Committee, Dodge Professorship in Telecommunications and Education, Box 8, Teachers College/Columbia University, 525 West 120 Street, New York, N.Y. 10027. An Equal Opportunity. Affirmative Action Employer.



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W	Small	AM	\$650K	\$350K	Corky Cartwright	(303) 740-2224
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S	Small	AM/FM	\$1500K	29%	Bill Chapman	(404) 458-9226
MW	Medium	Fulltime	\$790K	\$200K	Peter Stromquist	(612) 831-3672
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# Books For Broadcasters

**T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION**, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes 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 INFLUENCE 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 slanted 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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- Fla. small mkt, fulltime, 285K
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- Fla. large mkt, daytime, 850K
- Fla. large mkt, daytime, 475K
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- 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
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OK	FM	380K	Small
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
MO	AM/FM	300K	Small
MO	AM/FM	525K	Small
MS	AM	300K	Small
IA	AM/FM	360K	Small
WY	AM	225K	Small
OR	FM Downpayment	35k	
TN	AM Downpayment	30k	
ND	AM/FM Downpayment	25K	
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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.

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**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.

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# Fates & Fortunes

## Media



Luciano

**Robert Luciano**, president, Schering-Plough, elected chief executive officer, effective Feb. 1. Luciano succeeds **Richard Bennett**, who will continue as chairman of board.

**Kenneth Wolt**, VP-general manager, Gulf Broadcast Group's WNDE(AM)-WFBQ(FM) Indianapolis, joins group's WJMD(FM) Washington in same capacity.

**David Moorhead**, independent consultant, succeeds Wolt.

**Dennis Stanfill**, board member, noncommercial KCET(TV), and former board chairman and chief executive officer, 20th Century-Fox Film Corp., elected chairman of board of KCET. **Joe Sands**, VP, administration and operations, KCET, promoted to newly created post of VP and chief administrative officer. **Sheldon Auerbach**, VP, Ritter-Deller Publishing, Los Angeles, named director of finance/chief financial officer, KCET.

**Frank O'Neil**, station manager, KXAS-TV Fort Worth, elected president and general manager.

**Walton Reid**, VP, administration, Golden West Broadcasters, named VP and general manager, KQFM(FM) Portland, Ore.

**Dolly Ickes**, business manager, Warner Amex Cable Communications' Altoona, Pa., system, named general manager. She succeeds **Bob Brubaker**, retired.

**Albert Sanders**, general manager, WMAZ(AM) Macon, Ga., retires after 37 years with station.

**Jim Back**, news director, KRMG(AM) Tulsa, Okla., named operations director.

**Jack Petrik**, general manager, KDNI(TV) St. Louis, Mo., named VP of Miami Valley Broadcasting Corp., wholly-owned subsidiary of Cox



Petrik



Martin

Broadcasting which has acquired station. **Ernest Martin**, director of research, Cox, Atlanta, named general manager of station's subscription television operation, expected to begin by midyear. **Thomas McClendon**, man-

ager of research, Cox, Atlanta, succeeds Martin.

**Mark Savan**, air personality, KVI(AM) Seattle, named station operations manager.

**O. H. Bradbury**, producer-director, WTOG-TV Savannah, Ga., named operations manager.

**Greg Fabos**, sales manager, KCNR(FM) Portland, Ore., named station manager.

**Tom Farley**, operations manager, KPAM(AM) Portland, Ore., named station manager.

**William Johnson**, director of research, KRON-TV San Francisco, joins KABC-TV Los Angeles as director of research and sales promotion.

**Richard Mechling**, treasurer and controller, KESQ(TV) Palm Springs, Calif., elected VP, administration, Pacific Media Corp., station licensee.

**Patricia Watkowski**, assistant VP, Golden West Broadcasters, Los Angeles, elected VP, assistant to board chairman.

**Daniel Gold**, group VP, cable division of Comcast Corp., Bala-Cynwyd, Pa., named senior VP-operations for cable communications division of Comcast.

**Terry Cady**, chief engineer, southern California systems, Falcon Cable TV, named manager, Pasadena, Calif., system.

**Eugene von Schimmelmann**, internal auditor, ABC, Los Angeles, named director, internal audit, West Coast. **Richard Mullins**, senior production auditor, Los Angeles, named manager of internal audit. **Jim McPhail**, associate director of business analysis and financial planning, ABC-TV, New York, named director of financial analysis and reporting, East Coast. **Eric Beattie**, West Coast manager, audit department, ABC Television Network, named director, financial analysis. **Kristin McEvoy**, attorney, ABC Inc., named assistant general attorney, corporate legal affairs department. **Susan W. Brecher**, attorney with NBC, New York, joins corporate legal affairs department of ABC Inc. there as assistant general attorney, employment practices.

**Phil Brown**, manager, broadcast operations control, NBC, Los Angeles, named manager, NBC Sports operations, West Coast. **Gerard Petry**, director, cost verification, NBC, West Coast, named director, accounting services. **Ronald Mason**, from SCM Corp., New York, joins NBC there as manager, affirmative action programs.

**George Fruehan**, controller, Rapid Data, Redlands, Calif., joins Field Cablevision, Redlands office, as business manager.

**Barry Rupp**, executive VP, American Educational Television Network, Irvine, Calif., named acting president.

**Steve Lester**, operator of own design/illustration/art direction company, Atlanta, joins Turner Broadcasting System there as art director.

**Patricia King**, sales manager, UA-Columbia

Cablevision of New Jersey, Oakland, N.J., named director of computer services.

**Tim Miller**, assistant director of creative services, WABC-TV New York, named director of creative services.

**H. Brian O'Neill**, creative services director, WJZ-TV Baltimore, joins KYW-TV Philadelphia in same capacity.

## Advertising

**Ben Schutz**, VP and promotion director, Benton & Bowles, New York, named senior VP.

**Frank Gromer**, national director of media, Foote, Cone & Belding, New York, and **David**



Gromer



Berger

**Berger**, national director of research, FC&B, Chicago, named corporate directors with responsibilities worldwide.

**Harold Bickner**, VP-creative director, Campbell-Ewald, Warren, Mich., elected senior VP.

**Dick Hanley**, senior VP-creative director, Campbell-Ewald, New York, joins Ted Bates there in same capacity.

**Ann Iverson**, management supervisor, Ogilvy & Mather, Houston, elected senior VP.

**Hugh Heinrichs**, director of media and marketing services; **John Brinkerhoff**, creative director, and **James Fry**, account executive, Lord, Sullivan & Yoder, Marion, Ohio, elected VP's.

**Ronald Dickson**, account group supervisor; **John Siembieda**, art director and art group supervisor, and **James Richardson**, copy group supervisor, Lord, Sullivan & Yoder, Des Moines, Iowa, elected VP's.

**Robert High**, VP, account supervisor, Foote, Cone & Belding, New York, joins Marsteller there as management supervisor.

**Ruth Fromkes**, information officer, Foote, Cone & Belding, New York, joins Cunningham & Walsh there as head of agency's information center.

**Robert Moore**, account executive, Barkley & Evergreen, Kansas City, Mo., named account supervisor.

**Robert Tiernan**, manager, Selcom Radio, St. Louis, elected VP.



**Charlie Colombo**, executive VP, Eastman Radio, New York, resigns but remains with company as consultant. **Jerry Schubert**, senior VP, sales director, New York, named executive VP, sales. **Dave Recher**, senior VP, Midwest regional manager, Chicago, moves to New York office as senior VP, administration. **Jerry Donovan**, VP, office manager, Chicago, succeeds Recher.

**Joseph D. Eisberg**, national sales manager of Seltel's Independent Division, named VP and general sales manager of parent, replacing **Phil Corper**, who has resigned ("Closed Circuit," Jan. 18). **Raymond Johns**, VP and manager of Los Angeles office of Peters, Griffin, Woodward, joins Seltel as VP and manager of Seltel's office there, succeeding **Roy Edwards**, who has resigned. **James Bloom**, VP and New York sales manager of Seltel, named to new post of VP and director of marketing. **Christopher Hodges**, account executive, wsoc-TV Charlotte, N.C., joins Seltel there as manager of local office.

**Stuart Sharpe**, regional manager, Cleveland office, Regional Reps Corp., elected VP.

**Don Kurn**, account executive, Rosenfeld, Sirowitz & Lawson, New York, named account supervisor.

**Kerry Schwartz**, account executive, Metro TV Sales, Chicago, named sales manager.

**Michael Galda**, account executive, Avery-Knodel Television, New York, named assistant sales manager, CBS team. **Deborah Hogan**, associate broadcast manager, NW Ayer, New York, joins Avery-Knodel Television as account executive.

**John Scott**, local sales manager, KSBW-TV Salinas, Calif., joins Blair Television, Los Angeles, as account executive, NBC team. **Robert Kubicke**, account executive, NBC Spot Sales, New York, joins Blair Television there in same capacity. **Charlie Hansen**, assistant sales manager, NBC green team, New York, named sales manager. **Stanley Greenberg**, general advertising manager, *St. Louis Post Dispatch* and *St. Louis Globe-Democrat*, joins Blair Radio, as account executive. **Gary Scott Lewis**, senior media buyer, Scali, McCabe, Sloves, New York, joins Blair as sales trainee.

**Michael Conway**, group sales manager, hawks sales team, Petry Television, New York, named national sports specialist, responsible for coordination and sales of major sports franchises. **Thomas Cavallaro**, account executive, hawks, succeeds Conway. **Lisa Amos**, media buyer, Compton Advertising, New York, joins Petry Television there as account executive, condors sales team.

**Monica Weaver**, field producer and production manager, wpvi-TV Philadelphia, joins Goodway Marketing, Jenkintown, Pa., as director of cable marketing.

**Christina Haynes**, research analyst, Torbet Radio, New York, named research supervisor.

**William Wayland**, general sales manager, wcoz(FM) Boston, elected VP of owner, WHDH Corp.

**Mel Stebbins**, sales manager, wtol-TV Toledo, Ohio, named general sales manager.

**Joseph Tonsing**, investment executive, Shearson/American Express, Fort Wayne, Ind., joins wis-TV Columbia, S.C., as general sales manager.

**Action action.** Following spin-off of food business from Acton Corp., Acton, Mass., new arrangement of officers for Acton cable television-communications firm: Samuel Phillips, president and chairman; George Phillips, executive VP, chief financial officer and treasurer; Ronald Mahon, VP, Acton Corp. and VP, general manager, Acton CATV Inc.; Leonard Berman, assistant VP, Acton Corp. and VP, general manager, National Telephone Inc.; Gerald Rush, controller, Acton Corp. and William Berman, secretary, Acton Corp. and VP, general manager, Acton Entertainment Corp.

**Joan Carson**, local sales manager, KGTV(TV) San Diego, named general sales manager. **Terry Haygood**, account executive, succeeds Carson.

**Jon Paiva**, local and regional account executive, wwbT(TV) Richmond, Va., named national sales manager.

**David Summers**, local sales manager, wxii(TV) Winston-Salem, N.C., named general sales manager. **Alan Harjes**, account executive, succeeds Summers.

**Howdy Bell**, general manager, wfia(AM)-wxln(FM) Louisville, Ky., joins waky(AM)-wvez(FM) there as general sales manager.

**Bill McCadden**, local sales manager, wcau(FM) Philadelphia, named general sales manager.

**James Ross**, general sales manager, wpxi(TV) Pittsburgh, joins koka-TV there as national sales manager.

**Donald Gorski**, national sales manager, wCBS-AM-FM New York, named local sales manager. **Rona Landy**, account executive, wCBS-AM-FM, succeeds Gorski.

**Miles Sexton**, national sales manager, knx-FM Los Angeles, named local sales manager.

**Robert Powers**, retail sales manager, kSEA(FM) Seattle, promoted to local sales manager.

**Kenneth Lamarche**, account executive, kfRE(AM) Fresno, Calif., named local sales manager.

**John Terboss**, sales manager, wixt(TV) Syracuse, N.Y., joins wrGB(TV) Schenectady, N.Y., as sales manager.

**Marquis Kirksey**, account executive, kAIR(AM)-kJKY(FM) Tucson, Ariz., joins Cablecom, Fargo, N.D., cable system, as advertising sales manager.

**Rich Brody**, account executive, wcoz(FM) Boston, joins wbcn(FM) there as retail sales manager.

**Dale Paine**, VP, Viacom, joins kRON-TV San Francisco as sales marketing manager.

**Barbara Geiger**, copywriter-producer, Latham Advertising, Fort Wayne, Ind., joins wowo(AM) there as co-op coordinator.

**Lon McNeil**, production assistant, wltz(TV) Columbus, Ga., named production-sales coordinator.

**Joseph Collins**, retail sales account executive, knx(AM) Los Angeles, named local/retail sales account executive, knxt(TV) there.

**Robert Cecil**, advertisement manager, *Baltimore Magazine*, joins wBAL(AM) there as account executive.

**Jerry Sellers**, general sales manager, KYA(AM)-KLHT(FM) San Francisco, joins KYUU(FM) there as account executive.

**Brian Callanan**, local sales manager, wSDS(AM) Ypsilanti, Mich., joins wCXI(AM) Detroit as account executive.

## Programing



Gillespie

**Henry Gillespie**, president, Gillespie Co., Los Angeles-based consulting, program packaging and producer representation firm, and former president, Columbia Pictures Television Distribution, and Viacom Enterprises, joins Turner Program Sales, Atlanta, as chairman of board, and as Corporate VP of parent, Turner Broadcasting System.

**Edward Walsh**, director of marketing, and **Leonard White**, director of sales, 20th Century-Fox Video, Los Angeles, elected VP's. **Richard Flentech**, branch manager, American Cinema, San Francisco, joins 20th Century-Fox telecommunication division as director of sales.

**James O. Erickson**, VP-finance and chief financial officer, ON-TV, Los Angeles, named VP-operations. **Robert Feldwisch**, marketing director, First Capitol Cablevision, St. Charles, Mo., joins ON-TV, Phoenix, as director of marketing.

**B.J. Anderson**, director of marketing, Drake-Chenault, Canoga Park, Calif., elected VP-marketing.

**George Hankoff**, VP, television, World Northal Television, New York-based supplier of feature films to television, named executive VP.

**Elizabeth Allen**, associate director of contracts East Coast, ABC Entertainment, named director of motion picture contracts.

**Linda Gavin**, representative, writer-publisher relations, Broadcast Music Inc., New York, named motion picture and television relations liaison.

**Pat Collins**, entertainment editor and film critic, ABC-TV's *Good Morning America*, joins CBS-TV's *Morning* as entertainment editor.

**Felix Owens**, associate director, press information, photographic services, CBS Entertainment, Los Angeles, named director.

**Charles Downing**, sales manager, *The Wall Street Journal Report*, joins NBC, New York, as director, sales, for The Source, young adult radio network.

**Gerald Fry**, assistant director and chief of programing, Navy broadcasting service, Washington, joins American Forces Radio and Television Service programing center, Los Angeles, as director of programing.

**Gilbert Jones**, regional manager, New York region, Home Box Office, named regional director, New York state and New York metro regions.

**Elizabeth Sykes**, director of co-productions and development, Polygram Television, East Coast, joins Warner Bros. TV, New York, as director of network and animation affairs. **C. Jeffrey Calman**, manager of planning and development, WB-TV, named director of sales development and cable network sales. **Eric Frankel**, division manager of advertising, publicity and sales promotion, named manager of pay TV marketing.

**William Lyke**, marketing services director, *Dallas Times Herald*, joins Metro Traffic Control there as executive VP.

**Martin Michael Kiwe**, Mediterranean manager, Worldvision Enterprises, Rome, named VP, European operations.

**David Brevard**, executive producer, MCI Productions, Houston, joins The Production Company there in same capacity. **Mike Redding**, from MCI, Dallas, joins The Production Company as director-cameraman.

**Mitch Freedman**, direct sales manager, Preview, Boston; **Laura Mogul**, senior account executive, Ross Roy, New York, and **Joseph Valdini**, manager of business development, Showtime Entertainment, New York, join Playcable, New York-based video game programming joint venture of Mattel and General Instrument, as affiliate representatives.

**James Moldow**, from Worldvision, New York, joins Group W Productions there as Eastern region sales representative.

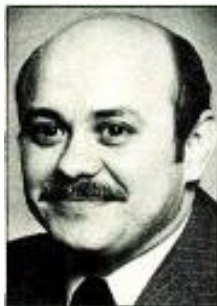
**Donald Sloan**, director of finance, West Coast, Time-Life Films, joins Robert N. Wold Co., Los Angeles, as VP-chief financial officer.

**Beverly Kopf**, free-lance consultant, Los Angeles, joins KABC-TV there as producer, *A.M. Los Angeles*.

**Jack Robertson**, VP and Midwest sales manager, MCA TV, St. Louis, retires at end of year following 24 years with MCA.

**Barry Roach**, from WJTM-TV Winston-Salem, N.C., joins WRLH-TV Richmond, Va., as production manager-creative services director.

## News and Public Affairs



Dalton

**Robert Dalton**, assistant broadcast editor and APTV editor, Associated Press, New York, named general broadcast editor, succeeding **James Hood**, recently named deputy director, AP Broadcast Services. **Sue Cunneff**, writer and editor, AP's Broadcast News Center, New York, succeeds Dalton.

**John Stephens**, business manager for Reuters Ltd., London, and correspondent and executive with news agency, named managing editor North America, based in New York. He succeeds **Desmond Maberley**, who has been named editor and continues as acting manager North America.

**Mort Fleischner**, producer of special reports for *Eyewitness News*, WABC-TV New York, joins *Channel 2 News*, WCBS-TV as producer there. **Sandy Pearl**, associate producer on news broadcasts for WABC-TV joins WCBS-TV as special projects producer for *Channel Two News*.

**Stop the presses.** Restructuring of several units of Warner Amex Satellite Entertainment announced two weeks ago (BROADCASTING, Jan. 18) wasn't final word for several of those mentioned. Gary Koester, VP, sales, has now been named VP, advertising sales; Jordan Rost, VP, research, replaces Koester in VP, sales role. Marshall Cohen, VP, programming for WASEC's The Movie Channel, moves into VP, research post; Ann Foley Plunkett, director, programming The Movie Channel, gets VP stripes. These latest moves follow resignation of Larry Divney, who had been VP, advertising/sales.

**Lois Matheson**, assistant news director, KOMO-TV Seattle, named news director.

**Richard Dowdell**, reporter, KRMG(AM) Tulsa, Okla., named news director.

**Mark Carros**, deputy director, governor's office of communications, Albany, N.Y., joins WGY(AM)-WGFM(FM) Schenectady, N.Y., as news director.

**Sean Malloy**, from WLWT(TV) Cincinnati, joins WDVM-TV Washington as director, noon news, *P.M. Magazine* and *Saturday Magazine*.

**James Boyle**, assistant news director and executive producer for special projects, KCST-TV San Diego, joins WMAR-TV Baltimore as news manager.

**Tracey Brown**, reporter, WTLV(TV) Jacksonville, Fla., named bureau chief, beaches news bureau there.

**Olivia DiBlasi**, producer-director, WFSB(TV) Hartford, Conn., named newscast director.

**Judi Miller**, from WXYZ-TV Detroit, joins KMGH-TV Denver as planning editor, news department. **Morrie Goodman**, from WTVJ(TV) Miami, and **Marc Hoffman**, from KNX-FM Los Angeles, join KMGH-TV as news producers.

**John Blackstone**, reporter, CBS News, pro-

moted to correspondent, based in London.

**Milt Fullerton**, editor, NBC Radio News, named correspondent, Tel Aviv.

**Francesca Stevens**, anchor-reporter, KXMD-TV Williston, N.D., joins WSV(TV) Elkhart, Ind., as reporter.

**Randy Price**, anchor reporter, WTVG(TV) Toledo, Ohio, joins WBZ-TV Boston as co-anchor.

**Kent Phillips**, from news department, KIRB(AM) Spokane, Wash., joins KMJK(FM) Lake Oswego, Ore., as news anchor.

**Jon Bowman**, from WTVH(TV) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., as reporter.

**David Kerner**, news and sports director, WBNR(AM) Beacon, N.Y., joins WEBR(AM) Buffalo, N.Y., as reporter.

**Steven Kremer**, newscast director, WKZO-TV Kalamazoo, Mich., joins WANE-TV Fort Wayne, Ind., as producer-director.

**Chuck Miller**, production director, noncommercial KHCC(FM) Hutchinson, Kan., joins noncommercial KWGS(FM) Tulsa, Okla., as producer.

**Gil Haar**, news director, KYUU(FM) San Francisco, named news and public affairs manager.

**Mike Gudgell**, assignment editor, KATU(TV)



# Rock & Roll Roots

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Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs" "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

Rock and Roll Roots produced by Jack Alex  
Syndicated by the William B. Tanner Company



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Portland, Ore., joins news department, KOMO(TV) Seattle, as assignment manager.

**Cliff Holland**, VP-public affairs, WOOK(FM) Washington, retires after 35 years with station.

**Ann Sawyer**, air personality, noncommercial WHMM(TV) Washington, joins Sheridan Broadcasting Network, Arlington, Va., as news anchor.

**Mike Cerre**, host, *P.M. Magazine*, WNEW-TV New York, joins KRON-TV San Francisco as news co-anchor.

**John Conners**, from KHOU(AM) Denver, joins KLZ(AM) there as sports director.

## Technology

**Gary T. Barbera**, executive VP, Oak Industries Inc., named president and chief executive officer, Oak Satellite Corp. He will retain previous position, as well as membership on Oak's board of directors and presidency of Oak Technology Inc., major Oak Industries' subsidiary. **Charles B. Radloff**, group VP-materials, Oak Industries Inc., named executive VP, Oak Satellite Corp. **Robert V. Dumke**, VP-corporate development, Oak Industries, named executive VP, Oak Satellite. **Warner R. Koester**, president Oak Communications Inc., takes on additional duties as chairman of Oak Satellite's executive committee.

Appointments, MCI/Quantel, Palo Alto, Calif.: **Donald Prather**, national sales manager, elected VP; **Paul Kendrick**, director of engineering, named director of research and development; **George Hamilton**, technical

services manager, Eastern region, succeeds **Kendrick**; **Judy Theone**, manager of marketing administration, named director of administrative services; **Joseph Hanf**, Eastern regional service manager, Consolidated Video Systems, joins company as Northwest district sales manager; **Laurence Biehl**, production-operation manager, WXYZ-TV Detroit, joins MCI/Quantel as north central district sales manager, based in Detroit.

**Frank Weaver**, manager of marketing administration, RCA Astro-Electronics, Cherry Hill, N.J., named manager of communications satellite marketing.

**Richard Blanton**, chief engineer, WDHN(TV) Dothan, Ala., joins WWLG-TV Macon, Ga., in same capacity.

**Al Tarasiuk**, chief engineer-assistant manager, KHVM(AM) Gilmer, Tex., joins KYKS(FM) Lufkin, Tex., as chief engineer.

**Barry Knepper**, director of contract accounting and controller, Stigwood Group, New York, joins United Video there as chief financial officer.

## Promotion and P.R.

**Phillip Myers**, director of public relations, 20th Century-Fox Video, Los Angeles, elected VP.

**Randi Cone**, manager, program publicity, Showtime, New York, joins **Carl Samrock** in new public relations firm there, Samrock & Cone Public Relations.

**Cheryl Marsh**, assistant director, marketing-public relations, AGRI Industries, Des Moines, Iowa, joins Heritage Communications there as director of corporate communications.

**Don Glassell**, director of franchising, Chicago region, Multimedia Cablevision, joins Cablevision of Chicago as director of community relations.

**Catherine Rasenberger**, segment producer, *To Tell the Truth*, Goodson-Todman Productions, joins Warner Bros. Television, New York, as manager of advertising-publicity-sales promotion.

**Janet Kleinman**, director, advertising and promotion, Janus Films, New York, joins Cunningham & Walsh's public relations division, New York, as broadcast placement specialist.

**Barry Stagg**, publicist, Tandem Productions Inc./T.A.T. Communications Co., Los Angeles, promoted to publicity director, same unit.

**Charlene Slack**, assistant to station manager, special projects, WDTN(TV) Dayton, Ohio, named public services director. **Karen Bastian**, print-publicity specialist, WDTN, named assistant promotion director.

**Madeline Dubrowski**, marketing-media analyst, Eastman Radio, New York, named director of public and media relations.

**Janet Bates**, air personality, WHJY(FM) Providence, R.I., named promotion director.

**Marie Lucidi**, promotion and publicity coordinator, Bala Cynwyd, Pa., joins WYSP(FM) Philadelphia as promotion director.

**Martin Neeb**, director of broadcasting, Franciscan Communications, Los Angeles, joins Pacific Lutheran University, Tacoma, Wash., as executive director of university communications and public relations.

## Allied Fields

**Ron Eisenberg**, founding partner, executive VP and general manager, Washington office. Marston & Rothenberg Public Affairs, leaves to form own communications consulting firm. Red Oak Ltd., based in Hume, Va. **Ron Nessen**, former press secretary to President Ford, named interim manager of Washington office.

**Phillip Hochberg**, partner, Vorys, Sater, Seymour & Pease, Washington, joins communications law firm of Baraff, Koerner & Olender there. **Lee Peltzman**, from Office of General Counsel, FCC, has become associated with firm.

**Douglas Edwards**, anchor-correspondent, CBS News, receives ninth annual distinguished service award at the University of Georgia School of Journalism and Mass Communications, Athens, Ga.

**Philip Walcoff**, manager, ground and marine systems, ARINC Research Corp., joins The Bertman Group, Washington, telecommunications consulting firm, as VP-communications systems.

**Michael Donaghue**, government relations manager, Central Telephone & Utilities Corp., Washington, joins National Cable Television Association there as director of field operations.

**Deborah Gilman**, network performance analyst, Satellite Business Systems, joins Public Satellite Consortium, Washington, as marketing specialist.

**Vivian Horner**, VP, program development, Warner Amex Cable Communications, elected president, Women in Cable, Washington.

**Donald Wear**, VP, Washington affairs, CBS, named CBS representative on television board of directors of National Association of Broadcasters.

## Deaths



Doherty in 1950's

**Richard P. Doherty**, 76, broadcast management consultant, died Jan. 21 at his home in Dennis, Mass., of lung disease. Doherty had been consultant since 1954, was VP, National Association of Broadcasters, from 1946 to 1954 and before that professor of economics at Boston University's College of Business.

For many years he contributed annual economic forecast to BROADCASTING. Doherty is survived by daughter, Judith D. Eyanson of Gaithersburg, Md.

**David Klein**, 63, supervisor, news services, NBC News, New York, died of heart attack Jan. 3, at his home in Floral Park, N.Y. Klein is survived by his wife, Laura, son, and daughter.

**Richard Bevington**, 62, former manager, Taft Travel Agency, Cincinnati, employe of Taft Broadcasting for 23 years, and former general manager, WKRC(AM) Cincinnati, died Dec. 29 at Good Samaritan hospital there. Bevington is survived by his wife, Mary, one son, and three daughters.

Please send

## Broadcasting

The News Magazine of the Fifth Estate

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Company \_\_\_\_\_

Business Address

Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

Are you in cable TV operations  Yes  No

Signature (required) \_\_\_\_\_

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(Canadian and international subscribers add \$20/year)

1981 Yearbook \$60  
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# Profile

## Thornton Bradshaw: Boyhood ambitions come true in the executive suites of ARCO, then RCA

Some kids don't want to be fire fighters when they grow up. "From the earliest days that I can remember I always wanted to go into a large business and be involved . . . in the management of it." That's the recollection of Thornton F. Bradshaw, chairman of RCA Corp.

He's one man who's fulfilled his boyhood ambition twice—first, as president of the oil industry giant, Atlantic Richfield Co. (ARCO), and now as chairman of the mammoth communications company that includes among its businesses broadcasting (through subsidiary NBC), consumer and professional electronics manufacturing, satellite communications, home video and cable programing and recorded music.

Some measure of the man himself, and of his style of management, can be found in the list he gives when pressed to name his accomplishments—Bradshaw says the single thing of which he's most proud is that "in each situation, I've been able to develop a team spirit and group feeling" that have only paved the way for the "setting of goals" but also for "having people anxious, willing and able to accomplish them."

Following that, Bradshaw says he's "grateful" that I've never been involved in a business or action I didn't consider important" or "been in a business that had to cut corners."

After graduating from Harvard Business School with an MBA, Bradshaw spent 10 years as an associate professor at his alma mater. He speaks fondly of his days as a teacher—and how he enjoyed the "contact with very lively minds," especially those of his early classes, in the post-war years when the average student's age was 28 and "each person had already made his mark in the military." And while he bristles at any characterization of that employment as that of an "academic" ("I've always considered myself a professional," Bradshaw says), he concedes that even from such a "practically oriented atmosphere" as that provided by Harvard's case study method there's "rather a large leap" to the actual business of running a major corporation.

Bradshaw summarizes his management philosophy "in terms of coming to understand what an organization can become." And there he has his hands full with the currently troubled RCA Corp. The litany of the company's problems is by now familiar to most—poor performance at NBC and at Hertz; the debt incurred by the Purchase of CIT under Bradshaw's predecessor; heavy development spending on the videodisk project; and a \$109-million after-tax loss in the third quarter



Thornton Frederick Bradshaw—chairman, RCA Corp.; b. Aug. 4, 1917, Washington, AB, Harvard, 1940; MBA, Harvard, 1942; DCS, Harvard, 1950; associate professor, Graduate School of Business Administration, Harvard, 1942-52; partner, Cresap, McCormick & Paget, New York, 1952-56; vice president, director, Atlantic Richfield Co., 1956-62; executive vice president, 1962-64; president, 1964-81; present position since July 1981; m. Patricia Salter West, May 11, 1974; children, by previous marriage, Nancy, 38; Priscilla, 27, and Johnathan, 28.

of 1981. Analysts have scaled down their 1982 earnings estimates for RCA, and some express concern whether the company can maintain its dividend. Above all, there are widely voiced questions whether RCA knows where it's going.

Harkening back to his management philosophy, Bradshaw says he knows what RCA can become: "the most important company in the United States in the field of electronic communications." He cites the strength of RCA's research, "which hasn't been allowed to deteriorate"; the extent of the company's distribution network; the abilities of its manufacturing operations. Bradshaw concedes that being number one in the United States won't be the full picture in the 1980's—that RCA is competing in a world market. But looking to what he says is often seen as the toughest consumer electronics competition—the Japanese—Bradshaw says RCA has learned from the Japanese manufacturers in the last five years and is now competitive with any company.

And in that world of the 80's Bradshaw sees two other RCA assets assuming great importance: the company's 13,000 person service force, and the "experience in program and software development" that RCA "has on its own and through NBC."

Network television for the foreseeable future, "will be the core software delivery medium" in Bradshaw's estimation. And NBC, within the RCA fold "has been given the task of improving network TV," according to Bradshaw. RCA's Home Entertainment division will concentrate on software for new media and "can take that burden off the back of NBC."

In that electronic vision of the future, what happens to Hertz and CIT? "As long as Hertz and/or CIT are in effect stand-alone companies . . . and they pay their way and help pay our way, then they are valuable to us. On the other hand, obviously, I don't regard them as a part of the core of the company," says the RCA chairman.

Whatever changes are in store in RCA's future there's one change that's already taken place under the Bradshaw administration that's been noted by outside observers: He is said to have "given the company a presence in the New York business community" that it lacked under his immediate predecessors.

Bradshaw indeed attaches a great deal of importance to maintaining a high profile for his company—"any large corporation has to be part of the fabric of its society . . . it's a social institution"—and he says it's particularly true in the case of so visible a company as RCA.

That attitude found Bradshaw, during his eight-year stint in Los Angeles for ARCO, serving as president of the Los Angeles Philharmonic Association and leading ARCO to develop a reputation as the most concerned with environmental issues of all the members of the oil industry.

Business-related social involvements, combined with the time spent learning the inner workings of RCA (which Bradshaw says is necessary to redirect the company to take advantage of the large opportunities in electronic communications); have taken their toll in other areas—including Bradshaw's tennis game. Another of Bradshaw's hobbies, until his July move into the post of RCA chairman ate up his time, was sailing, something he's practiced on both coasts.

Sailing is one shared pursuit of Bradshaw and his wife, Pat: "Boats and the sea have been an important part of our lives," he says. Another of their common interests—books—presented something of a problem when they relocated in the East; they had trouble finding an apartment large enough for their combined libraries. Pat Bradshaw holds a PhD in sociology; she authored a best seller in that field, has a novel in the works and for one year prepared the double-crossics for the *New York Review of Books*.

Bradshaw (Brad as he's known to intimates) doesn't expect this hectic schedule to keep up forever ("if I'm doing this a year from now, then I would have failed in terms of what I hope to do at this company"). Though his schedule may lighten, the work that Bradshaw foresees as necessary for RCA would stretch over most of his five-year contract. Still, he says he's "facing the challenges of this company with the same enthusiasm and enjoyment I faced case studies at the Harvard Business School."



Band of **14 pro-PTAR petitioners** filed jointly with FCC last week in opposition to **CBS request for prime-time access waivers** in 13 Eastern time zone markets to permit carriage of planned 60-minute evening news (BROADCASTING, Jan. 18). Among protestors: Westinghouse Broadcasting, Storer Broadcasting, Post-Newsweek Stations, ABC Television Affiliates, National Association of Television Program Executives, and Motion Picture Association of America. Coalition urged FCC to reject CBS petition, contending that "broad scope of the requested relief is not appropriate for a waiver." It said CBS had failed to meet "substantial" burden of proving waiver was in public interest. "If the public interest truly demands expanded news programs, CBS presently should be offering additional news during available programming periods rather than requesting this waiver," coalition said. Coalition also included Barry & Enright Productions, Baton Rouge Broadcasting Co., General Electric Broadcasting Co., Media General Inc., Mobile Video Tapes Inc., Sandy Frank Productions Inc., Sarkes Tarzian Inc. and WJLA Inc. □ **Tom Goodgame**, VP-general manager of Westinghouse Broadcasting's KDKA-TV Pittsburgh, CBS affiliate, sent letter to all other CBS-TV outlets last week urging them to **resist network's move to expand its evening news** in station time. Even at low January rates, he said, three new network commercial minutes thus created would take \$54 million out of national spot market—"and that's just one network," he told BROADCASTING. More than that, Goodgame said in interview, affiliates now have only about five real hours of local time per day and must keep them "inviolable" to conserve resources for own news and other programming and as hedge for further development against possibility major network sports, for example, may one day go to pay cable. □

**Home Box Office** this month has started using **Nielsen's** national metered service to measure audience—first pay programmer to use Nielsen's meters. □

**Department of Commerce** goes on record today in support of **Justice Department's settlement of its antitrust suit against AT&T**. Bernard J. Wunder Jr., assistant secretary for communications and information, in testimony prepared for Senate Commerce Committee hearing on settlement, says settlement will free "leading firms in the field—AT&T and Western Electric—from the obsolete restrictions" of consent decree that ended earlier antitrust suit, in 1956. □

**ABC, CBS and NBC** last week urged FCC to ask **AT&T to defer effective date of tariff** that they said would "impose an immediate additional \$20 million increase in charges to television broadcasters." At issue is tariff filing, slated to go into effect Feb. 1, considering revisions of AT&T's domestic terrestrial television program distribution service. In letter to all FCC commissioners, networks said AT&T's settlement of antitrust suit with Department of Justice removed "several critical underpinnings from AT&T's proffered justification" for tariff. Networks urged commission to request AT&T to defer effective date of tariff until impact of settlement could be evaluated "with an opportunity being provided for comment by affected parties." Tariff is slated to be addressed by FCC at open meeting Thursday (Jan. 28). □

Renewed attention focused last week on year's **poor fiscal performance of NBC**. Analysts expect **1981 figures for RCA** to be released this week to show that, on operating basis, pre-tax profit of NBC to be just below \$100 million—before taking into account \$60 million to \$65 million television program inventory write-down charged against network television profits in third quarter (BROADCASTING, Oct. 12, 1981). With write-down profit likely drops to \$40 million range. That's compared with \$250 million-\$300 million operating profit range of competitors ABC and CBS. It is also down from NBC's peak year, 1977, when it

earned \$152.6 million pre-tax. However, pre-write-down figure of \$100 million shows some sign of stabilization at NBC—that about what NBC profit of \$75.3 million in 1980 would have been if not for that year's write-off due to lost Olympics in Moscow. Profits otherwise declined each year since 1977. Third-quarter write-down in 1981 also had effect of turning \$30 million NBC television network operating profit to \$30 million loss. □

**Satellite Television Corp.** has invited five U.S. companies to **bid on construction of two satellites** (one operating and one spare) for initial phase of its proposed three-channel **direct broadcast satellite service**. RFP's went to Ford Aerospace and Communications Corp., General Electric Co., Hughes Aircraft Co., RCA Astro-Electronics and TRW Systems Group. Bids are due April 15. According to STC spokesman Judy Elnicki, review bids will take 30 to 60 days. Once builder is selected, she said, contract will be negotiated. Actual construction cannot start, however, until STC receives FCC authorization, she said. □

**Cable Health Network** President Jeffrey Reiss announced **the six major MSO's**—United Cable, Storer, Times Mirror Cable, Daniels & Associates, Liberty Communications and Century Communications—are among systems that have **agreed to take Viacom service**. **CHN also has filled top spots in affiliate a sales/marketing**. Don Andersson, vice president for cable relations with Turner Broadcasting, will become CHN's vice president for affiliate relations. Andersson has appointed Seymour Kaplan, from National Screen Service Corp., to post of vice president, affiliate sales, national accounts for CHN. Bob Illjes, former vice president, national sales manager for WTBS, joins CHN as vice president and director of marketing and sales. Reporting to Illjes as vice presidents, marketing and sales, are Larry Diveny from Warner Amex Satellite Entertainment Co. and Frank Danino from John F. Murray Co. □

In **fourth quarter of 1981 NBC-TV audience projections did not reach levels on which upfront buys were negotiated** and network has decided to use its inventory for make-goods in first quarter of this year, instead of pressing for new clients. One agency program executive said situation is more pronounced daytime than in prime time and applauded NBC for moving quickly to honor its guarantees. "I think it's smart for NBC to take this approach," he said. "Officials there feel second half of 1982 will be stronger and they'll be in position to charge high rates then. From point of view of agencies, it's to our benefit to keep NBC healthy and maintain three-network economy." □

**Playboy and Rainbow** Programming Services celebrated **debut of Playboy Channel on Rainbow's adult satellite program service Escapade, last Thursday** evening (Jan. 21) at New York City night spot, Magique club. Four-hour debut package included interview with John and Bo Derek; footage of magazine's current centerfold, and West German adult movie entitled "Vanessa." Also included were number of magazine features, such as "Ribald Classics." Program development is being handled by Bob Shanks, former ABC vice president for special program and wife, Ann. Intentions are to produce new package each month which would be repeated three to four times. Playboy will spend about \$3 million on program production for channel this year. Escapade currently has about 200,000 subscribers. □

Although CBS stock hit 52-week low last Thursday, and AE shares are trading at depressed levels as well, some **encouraging words for networks and group broadcasters were heard on Wall Street** last Friday at New York Society of Security Analysts seminar. "Excellent value" and "unusually depressed prices" were characterizations of networks stocks from two top Wall Street analysts, while two others took "neutral to positive position" on "trading orientation." Group names mentioned positively—Capital Cities, Cox, LIN, Multimedia, Storer.



**FDR retrospective.** ABC News will devote three hours of prime time Friday, Jan. 29, to a program marking the 100th anniversary of Franklin Roosevelt's birth. *FDR*, airing at 8-11 p.m., examines the life and career of the 32d president. More than 70 people were interviewed, including President Reagan and former Presidents Carter, Ford and Nixon who discussed the impact FDR had on the American Presidency and U.S. foreign and domestic policy. ABC used 90 correspondents, producers and editors. David Brinkley anchors and Robert Trout, who covered FDR as a radio reporter, narrates the historic sections.

**Media Industries** last week said it has joint-venture agreement with Channel 20 Inc. to launch **ON TV** subscription-TV service in **Houston** in mid-1982. KTXH(TV) Houston (Sidney Schlenker, president), now under construction, would be Oak's sixth STV operation. Oak will own 74% and Channel 20 will have 26% of Houston service.

**Leaders of House subcommittee on copyright** wrote to National Multiple Television Association and national sports representatives this week, **urging that they attempt to compromise new exclusivity rules for cable carriage** of games imported on distant broadcast signals, to be added as amendment to cable copyright bill (H.R. 3560) due for markup before Judiciary Committee early next month. Sports interests want to ban importation of distant game if it would compete with game of same sport being aired locally. NCTA wants something much closer to status quo, which forbids importation of home games aired on distant stations.

**Effort to alleviate "the repression of freedom" in Poland, U.S. International Communication Agency** will produce one-hour television program expressing worldwide sympathy for "flight" of Poles and distribute it next Sunday (Jan. 31) for foreign and possibly domestic audience that could grow to more than 600 million people. Program, which will feature statements from President Reagan and other prominent world leaders, will be distributed by Intelsat for rebroadcast in scores of nations. Voice of America, Radio Free Europe and Radio Liberty will broadcast audio portion only. Although law prohibits programming produced by USICA from being distributed in U.S., PBS has set aside one hour (10 p.m. to 11 p.m. NYT) Sunday night and members of Congress are working on one-time waiver of restriction to allow PBS member stations to broadcast show.

**Part of Justice Department's** settlement of its suit with AT&T is now in hands of **U.S. Judge Harold Greene**, of Washington. Greene on Thursday accepted transfer of the 1956 consent decree from U.S. district court in New Jersey, then voided that court's acceptance of modification of that agreement, which was basis of settlement AT&T and Justice reached on Jan. 8 (BROADCASTING, Jan. 11). He said he would not accept modification and settlement until proposal had been submitted for public comment or considered at hearings, or both. Under proposal, AT&T must divest itself of its 22 local operating companies, but would then be free to enter unregulated businesses, from which it had been barred by 1956 decree. Greene, under order issued on Thursday, directed Justice within 15 days to publish terms of settlement and to explain reasons for accepting

it. Public will then have 60 days to comment, and then Justice will have 15 days to reply. Greene said that he might hold hearings in addition to reviewing comments. He also said he might appoint special master and outside consultants to aid him in making decision. Opposition to settlement was registered by National Citizens Committee for Broadcasting.

**NAB joint board meeting** in Hawaii last week closed with Thursday night banquet honoring **nine departing board members**: Cullie M. Tarleton, Jefferson-Pilot, Charlotte, N.C., chairman of radio board; Robert K. King, Capcities, Philadelphia; Walter Windsor, WFTV(TV) Orlando, Fla.; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Roy Mapel, KIML(AM) Gillette, Wyo.; Frank Hardin, State Telecasting Co., Columbia, S.C.; Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; Reid G. Chapman, WANE-TV Ft. Wayne, Ind., and J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky.

## Upcoming

**On Capitol Hill:** Four congressional committees will hold hearings on AT&T's antitrust settlement with Justice Department this week: Senate Commerce Committee, in room 235, Russell Senate Office building, at 10 a.m., today; Senate Judiciary Committee, in room 2228, Dirksen Senate Office building at 9:30 a.m., today; House Telecommunications Subcommittee, jointly with Judiciary Subcommittee on Monopolies, in room 2123, Rayburn House Office building, at 9:30 a.m., Tuesday, and in room 2141 at 9:30 a.m., Thursday. **At FCC:** Open meeting Thursday will consider approving RCA Americom's auctioning of seven transponders on Satcom IV; consider proposals of domestic space station licensees to sell transponders; consider AT&T's proposal to raise rates for its terrestrial television program distribution service. **Also in Washington:** Association of Independent Television Stations' annual convention continues today through Wednesday at Sheraton Washington (see page 50). **American Newspaper Publishers Association** seminar on electronic publishing starts tomorrow at Shoreham hotel. **Temporary Commission on Alternative Financing for Public Telecommunications** meets Friday at FCC with representatives of public TV stations proposing to participate in experiment. **In Minneapolis:** FCC Commissioner Abbott Washburn will be keynote speaker at Northwest Broadcast News Association annual meeting at Sheraton-Ritz hotel Friday. **In Lake Buena Vista, Fla.:** FCC Commissioner Anne Jones will speak before Florida Association of Broadcasters conference at Royal Plaza hotel Saturday. **In Dallas:** Radio Advertising Bureau starts second annual Managing Sales Conference next Sunday at Amfac hotel (see page 86).



## This year

The National Association of Broadcasters may be historically imprecise in designating 1982 as the year of the First Amendment, which was ratified in 1791. But the NAB board is on the right track when it vows, as it did last week, to commit the year to a major campaign for First Amendment parity. In whatever year that objective is attained, it for broadcasters will indeed be their first year under First Amendment protection that has so far been denied them.

The choice of Walter Cronkite as the 1982 recipient of the NAB's Distinguished Service Award is particularly apt. No other figure on the broadcasting scene could provide more credible testimony in support of broadcasting's entitlement to rights that equal those of other journalistic media.

The NAB is also wise to solicit the cooperation of other trade associations and professional societies in broadcasting and print journalism for a unified assault on political broadcasting laws that peculiarly repress broadcasting among all media. No one should underestimate the difficulties of forcing reform upon politicians who benefit from present arrangements. But reform can be obtained if the whole of American journalism demands it.

## Step one

The FCC has been given all kinds of advice, much of it conflicting, on what to do about its cable ownership rules.

As was to be expected, the television network companies and the National Association of Broadcasters favor the abandonment of rules prohibiting common ownerships of co-located cable systems and television stations and network ownership of cable systems anywhere.

As was also to be expected, the National Cable Television Association expresses alarm about a rush to judgments that "would result in a major recasting of industry players" and "have serious repercussions upon the future structure of all mass media industries, including cable." The NCTA wants the FCC to conduct a careful inquiry before deciding what if anything is to be done.

As was not expected, the broadcasters' ranks are broken by Storer Broadcasting Co., a major MSO and television broadcasting group, which has developed a fondness for the FCC rules as they are. Storer thinks co-located crossownerships would reduce competitive incentives. As to network ownership, it foresees the eventual destruction of the on-air system. The networks, in Storer's view, would inevitably acquire enough cable systems to convert from air to wire and thus make their affiliated stations obsolete or, in Storer's word, "redundant."

Nor does the advice stop there. In the comments received last week on an FCC staff report recommending changes in broadcasting crossownership rules, cable interests vigorously supported and telephone companies vigorously opposed the staff recommendation that the present prohibition against co-located cable and telephone crossownerships be retained. Cable also vigorously supported the recommendation that no limit be applied to the size of MSO's.

What the FCC has received is a preview of the cases that will be made if it proceeds to a formal rulemaking, as it promptly should. The inquiry need not be as exhaustive as the NCTA recommends, guaranteeing a perpetuation of the status quo into the next decade. It must be complete enough to withstand court appeals at its conclusion.

The guess here is that the weight of evidence in the formal pro-

ceeding will find no imminent apocalypse in television network broadcasting. How long would it take three networks to acquire cable systems in 200 markets with a subscriber count approaching the universe they command now? The evidence will find a cable marketplace lively enough and present MSO's big and plentiful enough to resist capture by broadcasting companies entering at this late date.

Telephone entry may require deeper study, especially since the AT&T consent decree presumably releases the surviving company to enter cable ownership while denying entry to the local companies that will be spun off.

But the staff has pointed the deregulatory way. On with it.

## Rule or guideline?

To what should have been no one's surprise, research commissioned by the National Association of Broadcasters has counted more people opposing contraceptive advertising on radio and television than favoring it. The research confirms what was discovered in the mid-1970's when scattered contraceptive advertising got on the air and provoked angry reaction.

The speculation is that NAB authorities will invoke the research to affirm the rightness of the prohibition against contraceptive advertising in the radio and television codes. Could the research not be put to better use?

Inflexible prohibitions in the codes have always been seen here as unwholesome intrusions in the editorial process. Instead of a flat ban this time, why not a warning that the broadcast of contraceptive messages is likely to arouse public criticism? Broadcasters would be free to take their own risks with their audiences if they thought the risks worthwhile.

Indeed, the NAB's own study suggests that risks would vary with different audiences and in different places. Broken down by age groups, ethnic groups and other demographics, the results turned up a kaleidoscope of reaction. There may be ways for stations with discrete audiences to match up profiles with segments in the NAB research.

No known code mentions contraceptive advertising in newspapers or magazines. Some publications carry it, with apparent impunity. More do not out of private choice.

Why shouldn't the same choice be given broadcasters?



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