

Thumbs down on FCC lotteries Bold bid
for MDS expansion NRB's big week in Washington

Broadcasting Feb 15

The News Magazine of the Fifth Estate Vol. 102 No. 7

Our 51st Year 1982

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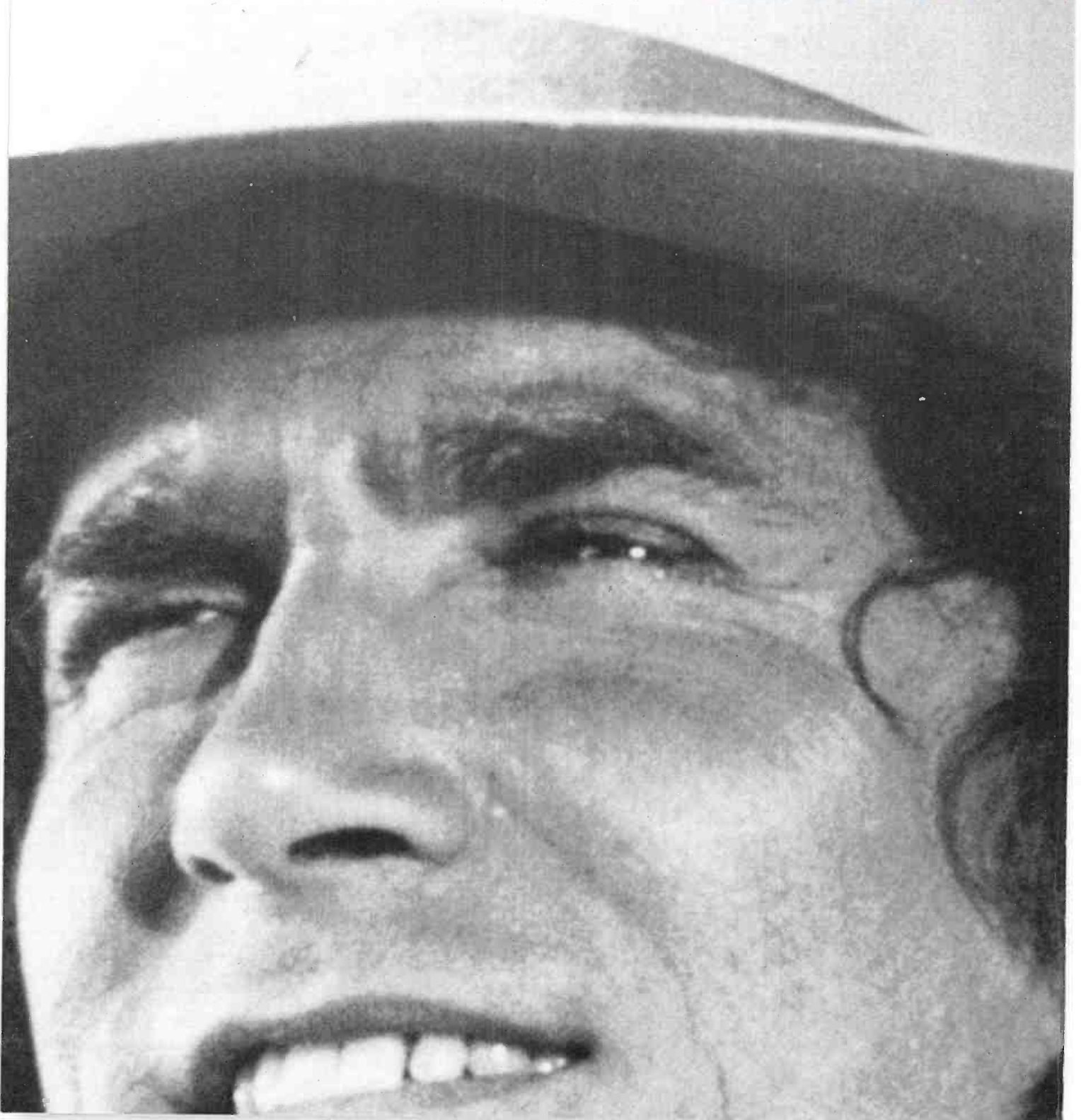


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THE WHOLE FAMILY-**

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The Week in Brief

TOP OF THE WEEK

PAY CABLE COMPETITION □ Microband proposes expansion of multipoint distribution service to put three multichannel MDS systems in top 50 markets for subscription use. **PAGE 31.**

ANOTHER SPIN OFF FOR LOTTERY □ FCC will ask Congress for new authorization to supplant present directive that commission feels is unworkable. **PAGE 32.**

TV IN SENATE □ Baker sees hopes for it dimming, seeks more broadcaster support. **PAGE 33.**

CROSSTIDES ON TELETEXT □ Comments to FCC on standards for service reflect divergent views and offer no consensus on whether marketplace should dictate choice. **PAGE 34.**

KEEPING SWITCH ON IN BOSTON □ With WNAC-TV to go dark March 7, licensee RKO and applicant New England Television offer plans to prevent service interruption. **PAGE 35.**

CPB'S SOS □ Public broadcast officials tell Senate hearing that budget cuts threaten medium's existence. **PAGE 36.**

JOURNALISM BLUE PENCILLED □ DuPont Awards jurors frown on superficial and sensational reporting techniques, question CBS's cutback in '84 campaign. **PAGE 36.**

MEDIA

DELIVERANCE □ Religious broadcasters' convention in Washington concentrates on family theme. Delegates' spirits are lifted by deregulation and freedom messages of Reagan and Fowler. **PAGE 38.** Wildmon briefs NRB on CBTV's planned March boycott of TV advertisers. Falwell clarifies Moral Majority's stance. **PAGE 44.**

LAW & REGULATION

REAGAN BUDGET CUTS □ President asks that FCC be trimmed slightly to \$77.3 million in fiscal '83. FTC would lose \$8 million and NTIA \$4 million. ICA would get \$50 million more. **PAGE 46.**

MORE AT&T VIBRATIONS □ Justice defends settlement in filing with Judge Greene. **PAGE 52.** Agreement doesn't pre-empt FCC's regulatory role, Fogarty maintains. **PAGE 56.** Wall Street analysts warn House subcommittee that arrangement will cause financial problems for local companies and labor difficulties. **PAGE 70.**

BUSINESS

HORATIO ALGER ADVICE □ First ad conference of Cabletelevision Advertising Bureau is told medium's financial fortunes depend on innovative programming, better research and maximum cooperation by agencies, operators and programmers. **PAGE 58.** Agency-advertiser spokesmen say ratings methodology continues to be bugaboo. **PAGE 62.** Cable operators advised to look for joint ventures with other media to enhance programming. **PAGE 66.**

JOURNALISM

NEW HELMSMAN FOR CBS NEWS □ Van Gordon Sauter becomes president March 1 when Bill Leonard goes to Washington as consultant. **PAGE 72.**

MARK TIME FOR HOUR NEWS □ NBC-TV affiliate board suspends its support of expansion. It wants to see how ABC-TV's addition of commercials will affect competitive position. **PAGE 72.**

PROGRAMING

ANOTHER BIT OF CULTURE □ ABC/Hearst venture will produce at least five hours of programming based on material from New York's Metropolitan Museum of Art. **PAGE 76.**

TECHNOLOGY

SIN ON TRANSPONDERS □ In turnabout, Hughes agrees to sell last two places on Galaxy I to Anselmo company. **PAGE 78.**

PROFILE

LOW VISIBILITY, HIGH MARKS □ For 11 years, Ward White has toiled unobtrusively as Republican counsel to Senate Commerce Committee. But his style has not kept him from earning reputation as respected and influential voice on communications policy. **PAGE 103.**

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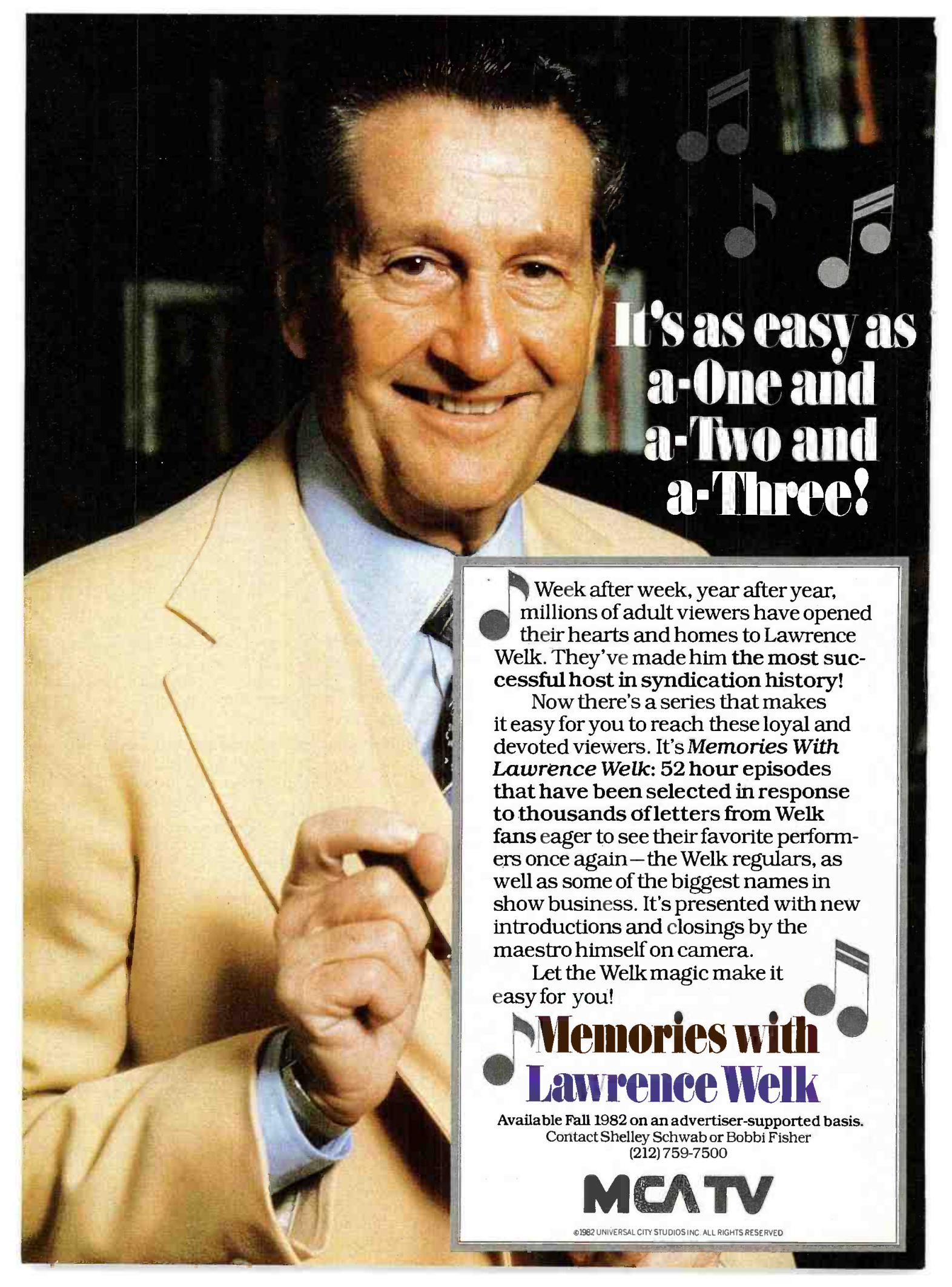
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Closed Circuit®

Insider report: behind the scene, before the fact

Untying strings

FCC seems likely to abandon proposal to require breakup of AM-FM combinations on their sale. Proposal was made in notice of proposed rulemaking commission issued during chairmanship of Charles Ferris, at least in part as means of increasing number of radio stations available for purchase by minorities. At same time, commission approvals of AM-FM combination were conditioned on outcome of rulemaking.

Broadcast Bureau staff is preparing item for commission consideration on March 4 that would dismiss rulemaking and remove condition. Bureau is expected to argue that owners of broadcast properties should be allowed to dispose of them as they deem fit. Bureau officials also note that, in view of market for radio stations, owners of AM-FM combinations sometimes cannot sell AM without making FM part of package. Chances are those arguments will prevail with FCC majority.

MA pay TV

Formation of new 12-ghz satellite-master antenna TV service will be announced this week. United Satellite Television, headed by former NBC-TV president, Robert T. Howard, will beam four nationwide channels of pay programming to apartment buildings and other multiple unit dwellings, using ANIK-C, Canadian satellite scheduled for launch in November. UST, joint venture of Howard's Citicom management firm and other interests, will lease 10 transponders (four for coverage of East, four for West and two for back-up) on satellite through General Telephone & Electronics at annual cost of \$25 million. UST hopes to launch service in February 1983.

Hard way?

If Senate Commerce Committee Chairman Bob Packwood (R-Ore.) comes out for constitutional amendment guaranteeing all media freedom of press ("Closed Circuit," Feb. 8), he may get cooler reception than he expects at National Association of Broadcasters convention. Some members of NAB see more difficulty in passing amendment (requiring two-thirds votes of Senate and House and ratification by three-fourths of states) than in getting repeal of political broadcasting laws that are principal constitutional offenses. Before Packwood appears at NAB convention (in Dallas, April 4-7), he may be asked to switch support from amendment to repeal.

Fast escalator

Tom Ross, named last week to become number two executive in RCA's corporate affairs department (story page 102), is slated to move into top spot later this year when present number one, Kenneth W. Bilby, returns—probably in late summer—to Harvard Business School as executive in residence.

Bilby, long-time head of RCA corporate affairs before he retired in January 1981, was called back from Harvard for second tour by Thornton Bradshaw when Bradshaw became RCA chairman last July. Among his assignments: to find his successor. Even after he goes back to Harvard and Ross has moved up, Bilby will continue working with Bradshaw on substantial part-time basis.

See you in court?

In what may lead to change in tactics, All-Industry Radio Stations Music License Committee has changed legal counsel, moving from New York attorney Emanuel Dannett, who has represented it for 23 years, to New York firm of Weil, Gotshal & Manges. Latter also represents All-Industry TV Stations Music License Committee, for which it recently completed trial of antitrust suit against American Society of Composers, Authors and Publishers and Broadcast Music Inc. in effort to get better music deal for stations. Current ASCAP and BMI radio contracts expire at end of this year.

More and more

Another name has been sent to White House for consideration as new FCC commissioner to replace departing Republican, Abbott Washburn. Thomas E. Mooney, minority associate counsel to House subcommittee on copyright, is seeking appointment with support of House Minority Leader Robert H. Michel (R-Ill.). Senate Commerce Committee received word last week that White House support for FCC general counsel, Steve Sharp, is "breaking up." Sharp supporters deny that.

ABC objectives

While ABC Inc. supports First Amendment protection for broadcast media, it doesn't give it top priority mainly because it sees immediately achievable goals in other deregulation but slim hope of repeal of fairness doctrine and equal-time law. What ABC seeks forthwith is right to enter cable ownership and all-purpose program syndication and end to "rule of seven," i.e., seven TV stations

(not more than five VHF), seven FM and seven AM.

Cable, ABC says informally, is free to operate multichannel services and enter syndication. On other hand, top adviser says, networks, by FCC rules, now are "tied to the pier." FCC Chairman Mark Fowler has made repeal of Section 315 of Communications Act his *cause celebre*. So has National Association of Broadcasters.

Shutting down

NBC, wavering in its support of closed captioning for deaf for some time ("Closed Circuit," Dec. 21, 1981), has decided to pull out. Network has told National Captioning Institute it will cease its participation March 15, second anniversary of captioning. It says market indicates no real demand. Of 100,000 decoders that captioning institute had forecast would be sold per year after captioning was started, only 43,000 total have left shelves. NBC has been paying NCI some \$600,000 a year for captioning service, will save that and another \$400,000 in transmission expense.

ABC, enthusiastic participant from outset, shows no sign of abandoning closed captioning. PBS, also original, is still in despite financial crunch. CBS has never participated. It opts for teletext as best service for deaf.

First cork

Drive to raise \$3 million for Broadcast Pioneers Library yielded its first six-figure donor last week from among group owners or networks. Hubbard Broadcasting Inc., headquartered in St. Paul-Minneapolis, pledged \$100,000. Pledge was given Ward L. Quall, broadcast consultant, who took over volunteer presidency of library fund.

Some other time

Look for no Senate action on broadcast deregulation bills during 97th Congress. Highly placed Commerce Committee staffer passed that word to FCC commissioner. Among reasons: obstructions erected by Senator Bill Bradley (D-N.J.), who tries to attach provision for VHF station in his state to every broadcasting-related bill, lack of action by House Telecommunications Subcommittee.

Appearing to concur in part, Ward White, senior counsel to committee, said its priorities lie in noncommunications matters this year, but that it could try to move international communications bill, in works for months ("Closed Circuit," Aug. 3, 1981) and cable deregulation bill of Barry Goldwater (R-Ariz.).

Business Briefly

TV ONLY

Midstate Airlines □ Begins March 1 for about six months in eight markets. All dayparts. Agency: Frankenberry, Laughlin, Bernstein & Constable, Milwaukee. Target: men, 25 and over.

Sentry Hardware □ Begins April 19 for 13 weeks in 22 markets. Early fringe, fringe, late fringe and weekends. Agency: The Marschalk Company, Cincinnati. Target: adults, 25-54.

Dixon Industries □ Riding lawn mower. Begins in mid-March for 13 weeks in over 40 markets. Agency: McCormick-Armstrong Advertising, Wichita, Kan. Target: adults, 25 and over.

Kragen □ Auto supply stores. Begins July 14 for 11 weeks in five California markets. Fringe, prime and prime access times. Agency: Kenneth C. Smith & Associates, La Jolla, Calif. Target: men, 18-49.

First Union National Bank □ Begins March 15 for 11 weeks in five markets. News, weekend, prime access, prime and

sports times. Agency: Burton-Campbell, Atlanta. Target: adults, 18-49.

Gates Rubber □ Automotive and consumer products. Begins April 3 for six weeks in under 10 markets. Sports times and weekends. Agency: Tracy-Locke Advertising & Public Relations, Denver. Target: men, 25-54.

Thompson Medical Co. □ Dexatrim (diet aid). Begins this week for six weeks in about 70 markets. Early fringe, fringe, late fringe, prime access, prime and weekends. Agency: Compton Advertising, New York. Target: women, 18-49.

W.R. Grace □ Agricultural products. Begins March 8 for six weeks in 11 markets. All dayparts. Agency: Howard, Merrill & Boykin, Raleigh, N.C. Target: men, 25-54.

C & S Bank □ Begins this week for four weeks in four markets. Day, fringe and prime times. Agency: Bozell & Jacobs, Atlanta. Target: adults, 25-54.

Federal Land Bank □ Long-term farm loans. Begins this week for four weeks in

Flint-Saginaw, Mich., and Rochester, Minn. News times and weekends. Agency: Millar-Meester Advertising, Minneapolis. Target: total men.

Upjohn □ Unicap M vitamins. Begins this week for four weeks in over 50 markets. Day and fringe times. Agency: CPM, Chicago. Target: total adults.

Matts □ Premium beer. Begins Feb. 22 for three weeks in seven markets. Day, late fringe and sports times. Agency: Della Femina, Travisano & Partners, New York. Target: men, 18-49.

Merrill-Lynch □ Real estate service. Begins this quarter for varying flights in Hartford-New Haven, Conn.; Baltimore; Washington, and Pittsburgh. Agency: Young & Rubicam, New York. Target: men, 25-54.

Catalina □ Women's wear. Begins March 29 for three weeks in 26 markets. Fringe, news and weekends. Agency: Key/Donna/Pearlstein, Beverly Hills, Calif. Target: women, 25-54.

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San Francisco — 2225 Union Street
San Francisco, Ca. 94123/415-563-3252
Dallas — 7616 LBJ Freeway
Dallas, Tex. 75251/214-960-1707

Rep Report

New in Dallas. CBS Television Stations National Sales is opening office in Dallas at location still to be determined. Robert F Herbst, account executive with CBS-owned representative firm in New York, has been named sales manager of new office.

□ WLQY(AM) Fort Lauderdale-WKQS(FM) Boca Raton, both Florida: To Roslin Radio Sales from HR/Stone.

□ KUTI(AM)-KUEZ(FM) Yakima, Wash.; KOTY(AM)-KXDD(FM) Richland-Pasco/Kennewick, Wash.: To Blair Radio from Pro Radio.

□ WTMC(AM) Ocala, Fla., WBUK(AM) Portage, Mich.: To Lotus Representatives from Pro Radio.

□ WDXR(AM) Paducah, Ky.: To Lotus from David Carpenter Co.

□ WRRM(FM) Cincinnati: To Blair Radio from Torbet.

□ WSHH(FM) Pittsburgh: To Blair Radio from Christal.

□ CFCN-TV Calgary and CFRN-TV Edmonton, both Alberta: To Brydson Spot Sales from Adam Young.

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One Day At A Time

Available Fall 1982

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† Source: NTI Persons Audience Estimates—November 1980, February 1981

Miller Brewing Co. □ Special reserve beer. Begins in February for varying flights in Rochester, N.Y.; Atlanta; Tucson, Ariz.; Baltimore, and Fresno, Calif. Agency: Young & Rubicam, New York. Target: men, 25-54.

RADIO ONLY

Igloo □ Playmates line (lunch boxes). Begins May 24 for eight weeks in eight markets. Agency: Metzdorf Advertising, Houston. Target: adults, 18-49.

Hardee's Food Systems □ Breakfast promotion. Begins March 1 for three weeks in Oklahoma City; Kansas City,

Mo.; Wichita Falls, Kan., and Columbia-Jefferson City, Mo. Morning drive times. Agency: Jordan & Associates, Oklahoma City. Target: adults, 18-49.

Art Carved □ High school rings. Begins February/March for varying flights in over 10 markets. Afternoon drive times and evenings. Agency: Leber Katz Partners, New York. Target: teen-agers, 12-17.

New York Telephone □ Residence usage test. Begins in February for first quarter in upstate New York. Agency: Young & Rubicam, New York. Target: total adults.

AdVantage

Katz Radio 1981 analysis. For 1981, adult 25-54 age demographic dominated all requests, amounting to 28% of radio presentations, according to Katz Radio. In second place was 18-49, with 16%, followed by 18-34, 14%. Study also showed that three dayparts—Monday to Friday 6 a.m.-7 p.m., plus weekends, and drive times—represented 70% of all requests. Other findings: 79% of requests were for 60-second announcements; average number of weeks per campaign was six and average number of markets per campaign was also six.

Shopping around. *Video Shopper*, cable marketing project of American National Cable Communications, will soon go national, buying spots on Ted Turner's WTBS-TV Atlanta for one minute or longer product "informercials." *Video Shopper* until now has run on limited basis using avails on local cable systems in New York and San Francisco areas. Spots will include toll-free number, with product orders fulfilled by Schaffer Diversified Corp., Cleveland mail-order house.

Print and cable. Though acknowledging that cable television will grow substantially in 1980's Marcella Rosen, senior vice president and media director of N W Ayer, New York, says that both magazines and newspapers will flourish in decade ahead. She said in speech before American Paper Institute in New York that cable TV and magazines would complement each other. As for newspapers, despite closing of some major city dailies, Rosen said newspapers as whole will continue to grow and predicted bright future for them, particularly local papers.

Lavish launch. Eastman Kodak Co., Rochester, N.Y., is embarking on what it calls "the largest advertising campaign" in its 101-year history to introduce its new amateur "disk" cameras, with expenditures estimated at \$40 million. Overwhelming portion of advertising will be on network television, breaking in May, at which time three models of disk cameras will be sold at retail. Advertising effort is to continue until week before Christmas. Kodak also is producing TV commercials to which retailers may add their own eight-second promotional spots. Agency for Kodak is J. Walter Thompson Co., New York.

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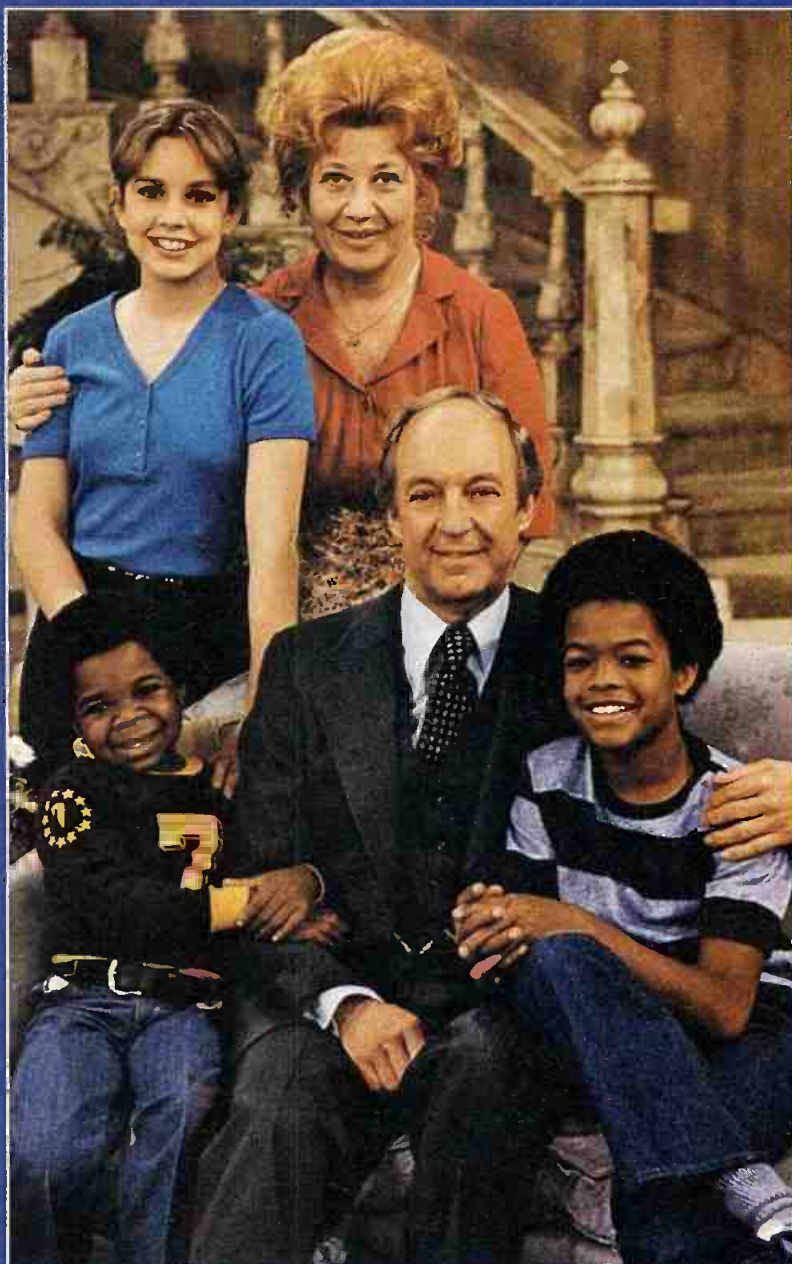
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While other situation comedies slumped in the 1980-1981 season, Diff'rent Strokes rose to the top, ranking #4 among all situation comedies.

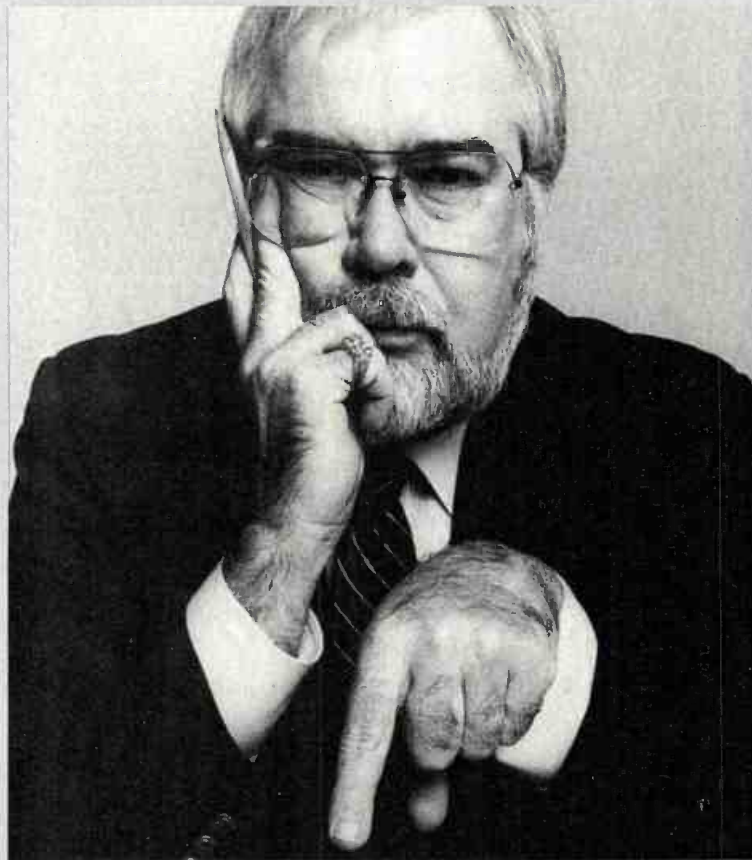
RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	DIFF'RENT STROKES	23.1/35
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33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

Source: NTI Nov. 1980 and Feb. 1981

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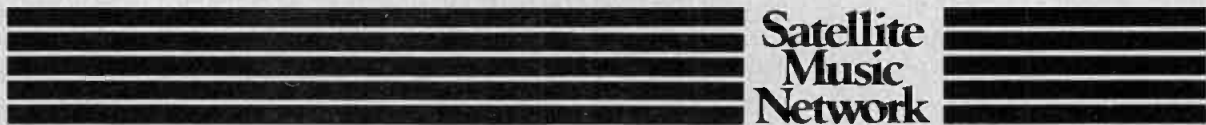
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Datebook

■ indicates new or revised listing

This week

Feb. 14-16—*Institute for Graphic Communication* conference. "Outlook for Optical and Videodisk Systems and Applications." Jupiter Beach Hilton, Jupiter, Fla.

■ **Feb. 15**—*Annenberg School of Communications* Colloquium on "The Information Poor—An Expanding Underclass." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

■ **Feb. 15**—FCC deadline for reply comments on Temporary Commission on Alternative Financing for Public Telecommunications. FCC, Washington.

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. 15-17**—"Minorities in Cable" conference, co-sponsored by *Howard University's School of Communications, United Church of Christ's Commission for Racial Justice and Office of Communication* and Cable Atlanta. International hotel, Washington.

Feb. 16—*American Advertising Federation* meeting.

Waldorf-Astoria, New York.

Feb. 16—*Southern California Cable Club* luncheon. Sheraton La Reina. Los Angeles.

■ **Feb. 16**—*Advertising Club of Metropolitan Washington* Ad Club Agency Day. Speaker: Ted Turner, Turner Broadcasting System. Washington Marriott, Washington.

■ **Feb. 16-19**—*Washington Journalism Center* conference on consumer issues for journalists. Watergate hotel, Washington.

Feb. 17—*Ohio Association of Broadcasters* sales school. Ohio State University Fawcett Center, Columbus, Ohio.

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* luncheon, celebrating 30th anniversary of NBC's *Today Show*. Jane Pauley, Bryant Gumbel, Chris Wallace, Willard Scott and Gene Shalit attending. Waldorf-Astoria, New York.

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

Major Meetings

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 6-9—*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.

Feb. 6-9, 1983—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

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**—*Television, Radio and Advertising Club of Philadelphia* seminar on importance of radio representatives in broadcasting. Holiday Inn, Philadelphia.

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**—*Annenberg School of Communications* Colloquium on "AT&T's Monopoly—The End or a New Beginning." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Mary Alice Dwyer, vice president, programming, Hearst/ABC Services.

Feb. 24—*Association of National Advertisers* television advertising workshop. Speaker: John Chancellor, NBC News. Plaza hotel, New York.

■ **Feb. 24-25**—*NHK/CBS-TV's* high-definition television demonstration. Shoreham hotel, Washington.

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

■ **Feb. 25**—*Federal Communications Bar Association* luncheon. Speaker: Gary Epstein, chief of FCC's Common Carrier Bureau. Touchdown Club, Washington.

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: Bill Scott, Group W. GSB Building, Philadelphia.

■ **Feb. 26**—Deadline for entries in 14th annual Addy Awards for excellence in advertising, sponsored by *Advertising Club of Metropolitan Washington*. Information: Suite 1200, 1000 Vermont Avenue, N.W., Washington, D.C., 20005.

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 Ar-

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SUPERADIO™ RADIO ENTERPRISES 

March

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

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—Deadline for entries in fourth annual Lowell Mellett award for improving journalism through critical evaluation. Information: Mellett Fund, Suite 835, 1125 15th Street, N.W., Washington, D.C., 20005.

March 1—Deadline for entries in *National Federation of Community Broadcasters* Community Radio Awards for outstanding radio programs. Information: NFCB, 1314 14th Street, N.W., Washington, D.C., 20005.

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—*New Jersey Broadcasters Association* Washington legislative visit. Washington.

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

March 3-5—*CBS Radio* network affiliates board meeting. Disney World, Orlando, Fla.

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

March 7-9—*Society of Cable Television Engineers'* sixth annual spring engineering conference. Copley Plaza, Boston.

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

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

March 9—*Society of Cable Television Engineers* annual membership meeting. Copley Plaza hotel, Boston.

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 12-13—*Oklahoma AP Broadcasters* annual

convention. Lincoln Plaza, Oklahoma City.

March 15—Deadline for entries in *National Broadcast Editorial Association* national editorial awards. Information: Dick Gage, WHBF-TV Rock Island, Ill., 61201, (309) 786-5441.

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 16—Third annual John H. Crichton Symposium on "Issues in Communications," sponsored by *Educational Foundation of American Association of Advertising Agencies*. Pierre hotel, New York.

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—*Broadcast Pioneers*, Washington area chapter, reception honoring past and present chairmen of the FCC: National Association of Broadcasters headquarters, Washington.

March 19—*UPI New England's* 26th annual Tom Phillips awards for excellence in broadcast journalism. Sheraton-Lincoln Inn, Worcester, Mass.

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

March 23—*Ohio Association of Broadcasters* salute to Congress and FCC. Four Seasons hotel, Washington.

March 24—*Women in Communications's* 12th annual Matrix Awards luncheon. Waldorf-Astoria, New York.

March 24-25—*Alabama Cable Television Association* Citizen of the Year award meeting. Birmingham

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Dallas, Texas

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ELEANOR CURRY
Public Affairs Director
KSOL Radio
San Mateo, California

For KSOL Week, calling positive attention to her station and the industry.



IKE NEWKIRK
Public Service/Community Affairs Director, WQXI AM/FM
Atlanta, Georgia

For his efforts in behalf of Atlanta's religious community.



ELIZABETH H. SHEAHAN
Public Affairs Director
WPLO/WVEE
Atlanta, Georgia

For helping her listeners protect themselves and their children during Atlanta's tragedies.



JEFF DAVIDSON
President, General Manager
WXIA-TV
Atlanta, Georgia

For distinctive community service efforts and broadcast improvements.



ETHMA ELAINE ODUM
Director of Community Affairs
KALB-TV
Alexandria, Louisiana

For a documentary series acquainting viewers with help available in emergencies.



WALTER M. WINDSOR
General Manager
WFTV
Orlando, Florida

For editorials that not only define problems but suggest workable solutions.

Radio



RICK DEVLIN
Vice President, General Manager
WOR Radio
New York, New York

For "New York Sweeps" combining private and government efforts to improve the city.

The Christian Service Award

GRADY NUTT
"Prime Minister of Humor"

For reminding us that the gift of laughter is a hallmark of Christianity and more precious than silver or gold. He has used many forums to present Jesus Christ as the one who gives each person reason to rejoice. Without jeopardizing his faith, he has used humor to present unchangeable truths on radio, television, and in the print media. His many gifts have not only been to the community of believers called Christians but have also enriched the community at large. His continuing contributions to God's cause challenge us with the possibilities of service available to us all. We salute this Christian gentleman as a humorist with a ministry and a minister with the gift of humor.



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March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

March 28-30—*Virginia Cable Television Association* annual convention. Sheraton Beach Inn and Pavilion Convention Center, Virginia Beach, Va.

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 Idea-house in Texas." St. Anthony hotel, San Antonio, Tex.

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

March 31—*American Advertising Federation* advertising hall of fame luncheon. Waldorf-Astoria, New York.

April

April 1—*Deadline Club, New York City chapter*, annual awards dinner. Sheraton Center hotel, New York.

■ **April 1**—Deadline for entries in *National Cable Television Association Awards* for Cablecasting Excellence. Information: Anne Herron, (202) 775-3611.

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 5—Seminar on "Cable Television Franchising and Refranchising" for city/county cable TV officials, sponsored by *Community Telecommunications Services*, nonprofit consulting organization. Communications Media Center, New York Law School, New York. Information: Lesley Page-Brown, (212) 683-3834.

■ **April 6**—*New York Women in Film* seminar, "The TV Executive: Her Move Up and Yours." American Management Association, New York.

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

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

April 7-10—*International Television Association* 14th annual conference, "Video Horizons." Loew's Anatole hotel, Dallas.

■ **April 9**—*Radio-Television News Directors Association*, region six, meeting in conjunction with 10th annual broadcast journalism seminar of William Allen White School of Journalism. University of Kansas, Lawrence.

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

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

April 14—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

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

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern

University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 16—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

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

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

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

■ **April 20-21**—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

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

■ **April 23-25**—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

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

April 24—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

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

April 24—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

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

■ **April 26**—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

April 30—*New Jersey Broadcasters Association* program and news seminars. Hyatt House, Cherry Hill.

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N.J.

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

May

May 1—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International, Atlanta.

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

May 4-8—*American Women in Radio and Television*

31st annual convention. Hyatt Embarcadero. San Francisco.

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

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

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

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

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

May 14-16—*Pennsylvania Associated Press Broad-*

casters Association annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

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

May 16-18—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis.

May 20-22—*First Amendment Congress*, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

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

Open Mike®

One and only

EDITOR: I was thunderstruck by the [Feb. 1 issue's] "Closed Circuit" saying that the FCC is leaning toward a "marketplace" decision on AM stereo. Say it isn't so! I entreat [the FCC]: Do not doom the AM band! AM needs stereo to survive the competitive pressures of aural and visual services deemed by the public to be "superior." FM and "stereo" are often synonymous to today's radio listener; AM, technically capable of superior audio, is perceived as outmoded and inferior. AM needs stereo.

AM stereo is doomed unless one transmission system is selected as a technical standard.

There are several reasons for this, but most important:

There is no public demand for AM stereo now. None. Thus if transmission begins with a multiplicity of transmission standards, any casual interest in having an AM stereo radio will evaporate for the consumer.

Does the fact that there is no public demand for the service mean that there is no need for it? No. There was no public demand for color TV when it was introduced. People looked green, and [the sets] were big, costly, unreliable and dim. Do you think color TV would have survived if more than one transmission standard had been authorized? Of course not. There was no public demand for stereo on FM when it was introduced. It took several years to begin to gain its present impact. A "marketplace" decision then would have killed off FM stereo at birth.

There is talk of tricky integrated circuit decoders that supposedly will figure out what system is in use for each station and switch automatically to it. While this is undoubtedly technically feasible, it will not help much. Manufacturers have shown themselves unwilling to dedicate any effort to upgrading AM audio, even in high fidelity components, citing lack of demand from the public. These manufacturers thus will not manufacture AM stereo devices until there is some public demand, and then they will hold off until a

single system evolves. There is no incentive for them to bother with monolithic integrated circuits of a Rube Goldberg variety. It is a clumsy, inelegant and impractical solution to the problem.

I and most informed AM broadcasters would prefer for the FCC to settle on the worst of [the five proposed] systems rather than inflict the "marketplace" decision on the industry and doom AM stereo altogether.—*Eric G. Norberg, vice president, Consolidated Communications Consultants, La Crescenta, Calif.*

Chapter three

EDITOR: In your Feb. 8 issue under "News Beat" you said, "Retired Army General William Westmoreland last week apologized to George Crile, a CBS News producer, for claiming that he had been ambushed... for a CBS documentary on Vietnam."

This is not correct. I wrote to Mr. Crile on Jan. 30 acknowledging that a letter from him outlining the subjects to be taken up in the interview was delivered to me at the hotel in New York the night before the interview took place. Because of the timing of the letter and its having been delivered to me in New York rather than at my office in South Carolina, I had little time to study it, nor did I have the facilities in New York to research the 10 questions it covered, even if that had been possible in the few hours available before the interview.

In my letter, I told Mr. Crile that I regretted that I failed to mention the letter earlier. Had I remembered it, I certainly would have discussed it. The Crile letter actually strengthens the charge that I was "ambushed" by Wallace and Crile. It indicated some 10 questions that they wanted to ask me about. All of these but one were really camouflage. The only one they were really interested in came far down the list. It casually asked, "What about the controversy between the CIA and the military over enemy strength estimates?" This gave me the impression that this would be almost a minor detail that they wanted to cover.

I went to New York at the invitation of CBS thinking that they wanted to discuss the general question of intelligence and how our intelligence performed in the Vietnam war. I found that they had an entirely different purpose in mind. They wanted to put me in the dock, charge me with conspiracy to suppress vital intelligence information, and try to use my words as testimony against myself. Having been taken by surprise and having come unprepared for the grilling on statistics that were 14 years old, I made some unfortunate slips. I subsequently wrote to Crile to correct those misstatements, but my corrections were disregarded.

I want to make it clear that I do not apologize to Mr. Crile or anyone else at CBS. I am awaiting their apology to me.—*General William Westmoreland, U.S. Army (Retired), Charleston, S.C.*

Editor's note. George Crile told BROADCASTING last week that he continues to consider Westmoreland's Jan. 30 letter as an apology, although that word was not used in it. Crile also maintains that Westmoreland cannot fairly continue to maintain that he was "ambushed," in that CBS in a letter and by telephone to Westmoreland "spelled out" what they would talk about. Crile also calls "preposterous" Westmoreland's claim that he had requested corrections in the story.

White fan

EDITOR: Having been an admirer of Paul White since the early 30's, I thank you from the bottom of my heart for the "overdue recognition" accorded through Lionel Van Deerlin's "Monday Memo" in the Jan. 25 edition of BROADCASTING. It was in fact long overdue!—*Charles H. Crutchfield, president, Media Communications Inc., Charlotte, N.C.*

Reminiscence request

EDITOR: In celebration of our 25th anniversary, WBCB(AM) Levittown, Pa., wants to hear from former employees so we can include some of their remembrances in the spring edition of the *Lower Bucks County Chamber of Commerce* magazine that will be devoted to our anniversary.—*Bob Burton, program director, WBCB(AM) Levittown, Pa.*

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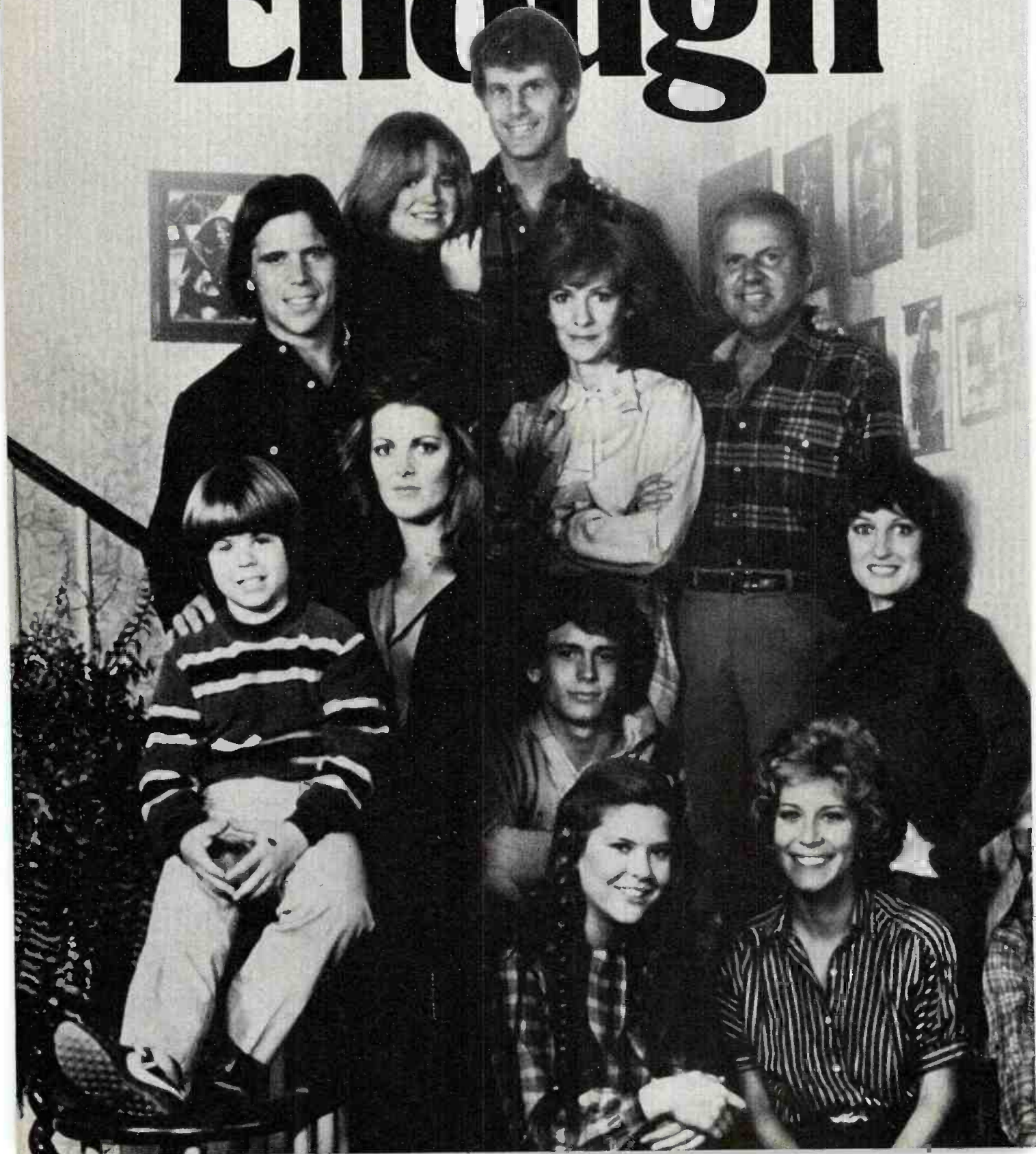
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 HUNTINGTON ... WOWK
 SALT LAKE CITY ... KTVX
 NORFOLK/
 PORTSMOUTH WYAH
 ALBANY, NY WTEN
 GREENSBORO, NC . WFMY
 HARRISBURG/
 LANCASTER WLYH
 LITTLE ROCK KTHV
 SHREVEPORT KTBS
 TULSA KOKI
 WICHITA KTVH
 KNOXVILLE WATE
 SYRACUSE WIXT
 GREEN BAY WLUK
 ALBUQUERQUE..... KLKK
 DES MOINES WOI
 ROCHESTER WOKR

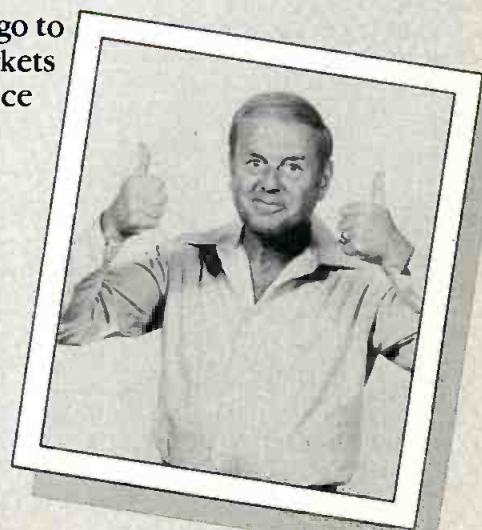
PORTLAND, ME ... WCSH
 SPOKANE KXLY
 JOHNSTOWN/
 ALTOONA WTAJ
 BATON ROUGE WRBT
 AUSTIN KVUE
 FORT WAYNE WANE
 FARGO KTHI
 LAS VEGAS KTNV
 EL PASO KCIK
 CHARLESTON, SC.. WCIV
 AMARILLO KFDA
 YAKIMA KAPP
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Monday Memo®

A prime time access rule commentary from William F. Baker, president, Group W Television, New York

PTAR: key to survival for local TV stations

The local television station business is in a crisis that seriously challenges its future viability.

As the networks continue to pursue plans to expand their program schedules and consume even more of the broadcast day, the local station is threatened with the elimination of a function that is fundamental to its character and appeal: the crucial role of selecting programs of specific interest to its local audience.

For affiliates as well as local advertisers, the prime time access period, which the networks are seeking to invade with expanded newscasts, is one of the most important blocks of time in the entire schedule. Prime time access is, in fact, the local station's centerpiece—the only high-audience period over which it has decision-making control. Revenues generated in this period help finance the local news and public affairs programming so essential to attracting and serving local audiences.

The new technologies—cable, MDS, DBS, low power, etc.—promise a variety of viewer options that will soon compete with all television programming. Pay cable is already affecting network audience levels. If the local television station is to continue making an impact on viewers in the face of the upcoming challenge by the new technologies, it must maintain its local identity through its local programming capability.

Ironically, television presented somewhat the same dilemma to radio in the late 1940's and early 1950's, when radio was the dominant force and television was the new technology. Radio networks, then the dominant program source, carried their radio affiliates into the rating sewer with them and then abandoned radio as they moved to TV, the new technology. What turned the situation around was, of course, the development of local radio programming by the stations themselves.

In recent years network control over the program schedules of affiliates has increased in spite of the modest curbs placed on it by the prime time access rule. This season a CBS affiliate is left with only five hours to program locally between the hours of 7 o'clock in the morning and 2 a.m. the next day, and within this, just one significant block of time: the late-afternoon and early-evening hours from 4:30 to 8 p.m., a half-hour of which is given back to the networks for their national newscasts. It was because of continued erosion of local station time that the FCC originally adopted PTAR 12 years ago.

In the six years that PTAR has been



William F. Baker was named chairman of Group W Satellite Communications in 1981 and president of Group W Television group in March 1979. Previously, he served as president and chief executive officer of Group W Productions Inc., national syndication and distribution unit of Group W. He joined Group W in January 1978 as vice president and general manager of wjz-tv, Baltimore. Prior to joining Group W, Baker held a number of positions with Scripps-Howard Broadcasting at wews-tv Cleveland from 1971 to 1978. Baker holds BA, MA and PhD degrees from Case Western Reserve University.

fully effective, locally originated access programming has increased from 22% to 48% of all access programming, while syndicated programs have decreased proportionately. Despite the decline in the number of syndicated programs, the number of independent producers supplying prime-time programs has increased from zero in 1970 to 27 in 1980. Such trends indicate that PTAR is achieving its goal of greater program diversity for the viewer.

In the past three years, for example, 95 different programs were scheduled during a single rating period in the top 10 markets—36 syndicated programs (only 14 of them game shows) and 59 local programs. In 90% of the time, viewers in those markets had the option to watch a local program during the access period. Three years ago this figure was 67%. When

the networks programed the time period, it was zero.

Local stations and independent producers are clearly willing and able to rise to the challenge. They have invested substantial amounts of money and a considerable degree of creativity to make fine local programming a reality. Such programming as *PM Magazine* would not exist without PTAR and will not survive if the rule is repealed. The same is true of *The Muppets*. In fact, the range, frequency and quality of access programming, which it has taken six years to achieve, will virtually vanish overnight if the networks are successful in their efforts to intrude on the prime time access period.

The reason for these efforts is simple. Because the networks cannot get more money for their existing inventory, the only way for them to increase revenue and profits is to increase that inventory. And since no one has yet been able to create an extra hour on the clock, they must try to take some more time away from the affiliates.

The revenue implications of such a shift are enormous. The local station would be seriously hurt by having its resources reduced at the precise time when a major investment in local service is essential to offset the forthcoming competition from the new media technologies. But the loss of revenue is merely the tip of the iceberg. The lost dollars will make it more difficult for stations to provide attractive local programming and, consequently, to hold local audiences. No compensation by a network can ever make up for a loss in audience to competing media. Once the audience goes, network compensation will dry up anyway. Then, indeed, the local station will find itself in a marginal situation at best.

American free television is based on a reasonable balance between mass audience national programming and local service to individual communities. To destroy the balance in the American free television system is to destroy the system itself.

Local television stations have only just developed the capability to show what they can accomplish with local programming. Access to prime time, coupled with technological innovation, such as ENG equipment and satellite technology, are essential. What a tragic loss it would be to the American public if the future promise of this new capacity were foreclosed.

PTAR is clearly fundamental to the continuing evolution of the American free television system, as well as to the survival of the local television business. We cannot allow the rule to be eliminated. It must be preserved.

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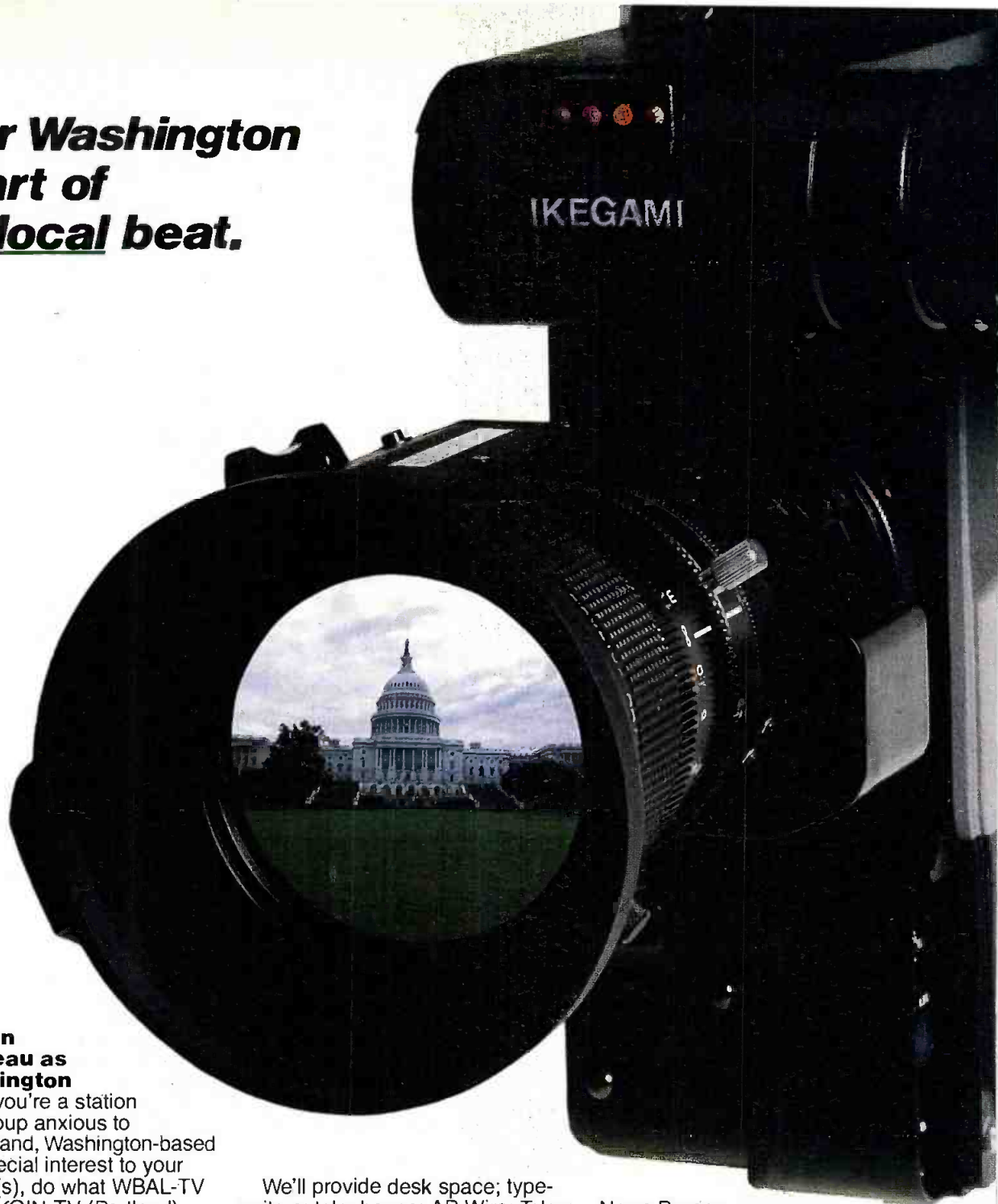
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TOP OF THE WEEK

FCC asked to open up MDS band as challenge to cable

Microband proposal suggests 14 common carrier channels in each of top 50 markets, says it would bring pay TV to nation at minimal cost

Microband Corp. of America (MCA), New York, a subsidiary of Tymshare Inc., has proposed an expansion and restructuring of the multipoint distribution service (MDS) that, it said, would allow MDS operators to challenge cable television dollars.

Under the Microband plan, which was submitted to the FCC last week, 14 channels would be available for MDS in each of the top 50 markets. And, more important, the channels in each market would be controlled by just three MDS operators functioning as common carriers. Two would be awarded five channels and one would get four. By permitting multichannel MDS systems, MCA said, the FCC would, in effect, be creating "wireless cable systems" that could provide new services in non-cabled areas and stiff and healthy competition to cable operators in wired areas.

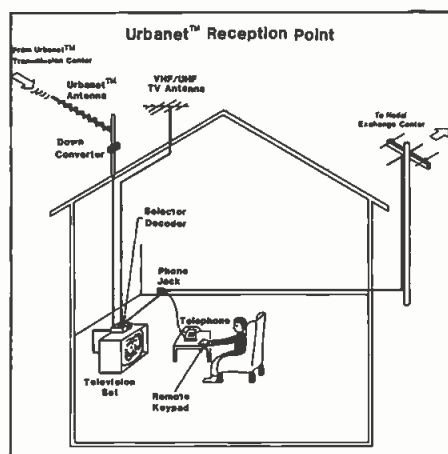
MDS now provides pay television service to more than 750,000 homes, according to MCA. "Nevertheless, it has become increasingly evident that in the long run single-channel systems will not be able to meet the marketplace demand for multiple tiers of programming. With multichannel capacity and telephone-based return circuits, however, MDS systems could attain parity with coaxial cable systems," Microband maintains, "thereby permitting the distribution of a wide variety of entertainment and information services."

Microband asserts that a competitive MDS service would benefit the public in two ways. First of all, it would keep the cost of pay television and, possibly, interactive services to a minimum by increasing the supply of such services. In addition, it said, MDS can insure a diversity of voices in a market. The cable industry is being transformed, it warned, "from one made up of a large number of small local monopolies to one becoming dominated by a few large firms, often vertically and horizontally integrated, with substantial power over both the conduit and the content of the information they transmit."

If the FCC were to adopt the Microband plan, it would expect to be one of the three

MDS operators in many, if not all, of the top 50 markets. Urbanet, as MCA would call its five-channel MDS systems, would broadcast to homes, apartment buildings and offices through five 100 watt transmitters and two transmission antennas. By using the telephone for the home-to-computer link, Urbanet would offer such two-way services as information retrieval, electronic banking and shopping, security and energy management.

Since MDS operates in the 2-ghz band, its signal does not propagate as well as those of conventional VHF and UHF television stations. According to MCA, however, the MDS signals can reach 25 miles in any direction for reception with special line-of-sight antennas and down-



converters, which convert the 2-ghz signals to a selected VHF frequency that can be handled by conventional television sets. Cost of an antenna and five-channel downconverter is estimated at \$150.

There soon will be some hard data available on the coverage of multichannel MDS systems. The FCC last December granted an eight-channel experimental MDS application for Salt Lake City to Channel View Inc. That experiment will not answer all the marketing questions, however, since it is restricted to 135 receive locations and subscriber fees cannot be charged.

MCA's proposal anticipates that MDS would continue to operate as a common carrier service. Its multichannel systems would be available to customers on a first-come, first-served basis, and programming

would continue to be under the exclusive control of customers. MCA President Don Franco suggested that the multichannel MDS systems would provide an excellent opportunity for broadcasters to get into pay TV, even in their own markets.

The plan is intended as part of the FCC proceeding aimed at reallocating some of its 2 ghz services. Currently, 28 of the 31 video channels in the 2500-2690 mhz band are reserved for the instructional fixed television service (ITFS); the remaining three are allocated to the operational fixed service (OFS.) In addition, there are two MDS channels in the 2150-2162 band.

In its proceeding, the FCC has proposed shuffling the allocations in the 2500-2690 mhz band to assign more channels where they are needed. In the end, there would be 11 ITFS channels, 10 MDS channels and 10 OFS channels. What's more, if any of the three services run out of channels in a particular market where there are unused channels for the other services, it could take them over. Although it is unlikely, one MDS operator could control 31 channels in a single market.

As an operator of some 60 single-channel MDS facilities across the country (with licenses in some 40 other cities), Microband is all for increasing the number of channels available for the service, but it feels the FCC has not taken economic realities fully into account in its proceeding. According to Franco, MCA "took a fresh look" at the FCC's proposed rules and decided to submit an alternative that makes "more marketplace sense." (Since the last comments on the proceeding were received long ago, the FCC does not have to consider the MCA filing.)

Simply increasing the number of MDS channels, Franco said, does not make MDS competitive with cable television. A single-channel MDS operator today must carve out a market from among an area's noncable homes. Ten additional MDS operators offering essentially the same service would severely fragment the noncable market and place the viability of all operators in doubt. "If you aggregate the channels," he said, "you produce the exact opposite result." MDS could compete directly with cable and, instead of being weakened, it is strengthened, he said.

Franco understands that MCA's proposal to limit competition among MDS operators who want to increase competition with cable may be a paradox. But in setting up a market structure, he said, "you have to strike a balance. You have to start with a system that is viable before you introduce competition."

Mark Foster, MCA's board chairman,

added: "To achieve regulation by marketplace forces ... requires viable, alternative delivery systems which can compete on an equal footing. These systems must have sufficient channel capacity to serve the needs of a consumer market ravenous for multiple viewing options."

According to Microband, there is ample demand now and in the future for the pay television services a multiple MDS operator would offer. Pay subscribership to all television media has grown from 265,000 in 1975 to 12.8 million in 1981 and MCA said the number will triple in the next nine years and that approximately half the television households would subscribe to pay in 1990.

Cable cannot be counted on to supply the nation with broadband communications service, MCA said. Even if the "wired nation" is economically feasible, it said, it is a long way off. Local regulations and franchising pressures are forcing cable operators to invest enormous sums to build new cable systems or rebuild old ones. Cable now passes less than a third of the television homes. To complete the job, MCA said, will take approximately \$19 billion, more than three times what the cable industry has heretofore invested. In any event, Microband said in 1990 30 million homes, many in urban areas, will remain unwired.

By contrast, Microband said, construction of multichannel MDS systems in all top 50 markets could be completed within 24 months of the first grant at a cost of no more than \$35 million.

Microband illustrated in its filing how a multichannel MDS system could compete financially with a modern cable system. According to Warner Amex Cable Communications' proposal for Brooklyn, MCA said, the company will charge the average subscriber \$28 per month at start-up and receive a return on equity of 11.3%. A multichannel MDS operator could charge his subscribers \$25 (10% less) and still get a return on equity of 35%.

The proponents of the ITFS service have resisted the FCC's efforts to encroach upon their frequencies and they are sure to react similarly to the MCA proposal. Franco dismisses such opposition: "I don't know how you can [say] the channels are yours if you are not using them. Our studies show that ITFS is a very inefficient use of a mass of spectrum."

According to Microband's study of ITFS usage, which was hampered by incomplete files at the FCC, 75% of the channels in the top 50 markets are unlicensed. The study also found, Franco said, that a "good portion" of the licensed channels are not being used and that half are being used for point-to-point transmission. "That's a total waste of the spectrum," Franco said.

The ITFS spectrum may be underutilized today, but that may not be the case tomorrow. As part of their National Narrowcast Service, the Public Broadcasting Service and some PBS member stations

have applied for four ITFS channels in each of 27 different markets. And Mike Soper, project director, said NNS intends to apply for groups of four in at least 75 additional markets.

There also has been a sudden and heavy demand for OFS channels since last May when the FCC ruled that the channels could be used for transmission of video to hotels, offices and institutions (but not to homes and apartments). According to the FCC's John McCarter, the Private Radio Bureau has received 1,200 applications for the three existing channels in major markets. (Microband itself has applied for a large number.) The FCC did not expect such a deluge of applications, many of which are mutually exclusive, and is now reportedly considering a freeze on further OFS applications.

Microband was founded in 1971 to pursue the MDS business and today claims to be the largest provider of MDS services. Directly or through wholly or partially owned subsidiaries, Microband is licensed to provide single-channel MDS service in 100 markets and it expects to be operating 150 single-channel systems by the end of this year. Microband was purchased by Tymshare in January 1981. Based in Cupertino, Calif., Tymshare is a major provider of computer processing and information services. It had revenues of more than \$235 million in 1980 and some \$221 million in the first three quarters of 1981.

FCC verdict on lottery proposal: 'unworkable'

In 5-1 vote, commission drops efforts to implement legislation authorized by Congress, noting that comments were overwhelmingly opposed to lottery mechanism

The FCC last week gave up its attempt to implement a lottery mechanism authorized by Congress.

In a 5-1 vote (Commissioner Joseph Fogarty dissented, Abbott Washburn and Henry Rivera concurred and Anne Jones was absent), the FCC said that the legislation authorizing the lottery was "unworkable."

Nonetheless, the FCC said it would ask Congress for new authority to use a lottery. But, according to a proposal slated to be forwarded to Congress, that authorization should permit the FCC to use lotteries before it has to determine the qualifications of applicants and shouldn't require the FCC to grant preferences to any particular groups.

At issue was a directive in the Omnibus Budget Reconciliation Act of 1981. In that legislation, Congress authorized the FCC to use lotteries to choose among mutually exclusive applicants for initial telecommunications licenses, but it subjected the

use of lotteries to several conditions. Chief among those conditions was that the FCC determine the qualifications of each applicant before it could "grant such license or permit to a qualified applicant through the use of a system of random selection." The legislation also required the FCC to "establish rules and procedures to insure that, in the administration of any system of random selection ... groups or organizations, or members of groups or organizations, which are underrepresented in the ownership of telecommunications facilities or properties will be granted significant preferences." The FCC staff argued that both stipulations made the lottery unworkable.

At the meeting, the staff, noting that comments in the proceeding were almost unanimously opposed to the lottery mechanism (BROADCASTING, Jan. 11), said it was "disappointed" that it couldn't recommend the mechanism to help it cope with the "massive backlogs" in low-power television, mobile radio and MDS applications. Nonetheless, the staff said, the stipulation that the FCC first determine the qualifications of applicants wouldn't save the commission any time or expense.

According to the staff, the way the legislation stands, the FCC wouldn't be able to use a lottery until an administrative law judge was already ready to make a decision. And by that time, both the FCC and the applicants would have spent the same amount of time and money as they would have under the FCC's current comparative hearings proceedings, the staff said.

The staff also said the legislation hadn't been clear enough in directing what groups should be given preferences. As the statute stands, almost any group that doesn't own a communications facility could qualify for a preference, the staff said. Moreover, the staff said, the granting of preferences could raise "constitutional" questions that could lead to case-by-case administrative and judicial challenges to FCC preference determinations. In addition, the staff said, awarding fixed relative preferences to various groups might lead to minorities and women being awarded fewer licenses than they are without a lottery.

Commissioner Joseph Fogarty dissented, contending that the FCC, in refusing to draft lottery rules, was shirking its responsibility "in the face of a direct command from Congress."

Commissioner Mimi Dawson nonetheless, said she agreed with the staff that the legislation had left the decision for writing the rules up to the FCC's discretion. And even if the FCC's rejection of the lottery mechanism created a "controversy," she said, "an unworkable lottery" was too great a price to pay.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said he was "outraged" that the FCC had "chosen to abrogate its congressional mandate."

According to Wirth, although Congress had left the decision of whether to use a

lottery up to the FCC, it had given the FCC a "clear and specific mandate" to draft lottery rules.

An aide to the Senate Commerce Committee said the committee was "disappointed" that the FCC hadn't drafted the rules. But, the aide said, the committee would review the FCC's complaints about the legislation, with an eye toward getting the lottery mechanism working.

Commissioner Abbott Washburn said that although he agreed that the legislation was unworkable, he disagreed with the staff's proposal to ask Congress for authority to conduct lotteries before determining applicants' qualifications.

In a statement, Washburn said lotteries shouldn't "replace the commission's responsibility to make refined public interest comparative judgments wherever that is possible. Before it resorts to random selection, which necessarily is arbitrary, the commission has an obligation to exhaust the search for public interest criteria to distinguish and choose among competing applicants, in order to effectuate the best practical service standard of the

Communications Act," he said. "Lotteries are only an appropriate alternative in resolving genuinely 'deadlocked' comparative hearings."

Commissioner Henry Rivera also said he had problems with using a lottery as a "wholesale" device to award licenses.

In a statement, Chairman Mark Fowler said although he thought the FCC needed a lottery, the "legislation possessed serious flaws which could prevent it from being the simple, efficient alternative to comparative hearings that had been envisioned."

Fowler said the record in the proceeding demonstrated that both the requirement that applicant qualifications be determined before using a lottery and the preference system raised problems.

Nonetheless, Fowler said he hoped the FCC would be able to work with Congress to devise a "usable, principled lottery." In the meantime, he said, the FCC would "continue our efforts to simplify the comparative hearing process in order to speed authorization of service to the greatest extent possible."

TV in Senate: Baker fears it's slipping away

With key Republicans against it, and all but one Democrat, opening chamber to cameras may be losing battle; RTNDA, broadcast organizations asked to bring pressure to bear

Senate Majority Leader Howard Baker (R-Tenn.) conceded last week he may no longer have the votes to pass a resolution (S. Res. 20) to permit coverage of Senate proceedings by radio and TV. But the Democrats—the reluctant legislators on this issue—have formed a task force to consider conditions under which they might accept the proposal, and major broadcast groups have promised to help gain support for it during this week's congressional recess.

Baker met with the Washington bureau



HDTV's 1,125 lines, 5-3 aspect ratio



NTSC's 525 lines, 4-3 aspect ratio

HDTV wows 'em in New York

High-definition television played the Plaza in New York last week, following its premiere engagement in Hollywood last month (BROADCASTING, Feb. 1). Billed as the NHK/CBS HDTV Demonstration, the tour was largely orchestrated by CBS, with assists from Sony and Panasonic, each of which has made HDTV equipment. Next week the wonders of 1,125 lines of vertical resolution will be on display in Washington, where hits are made or flops determined by four votes at the FCC.

The several audiences who got to see one of the half-dozen performances in New York were made up of broadcasters, advertising agency executives, Wall Street analysts, producers and equipment manufacturers.

McCann-Erickson's senior vice president and director of broadcasting for the U.S., Richard Basiglio, called it "absolutely incredible" and thinks it "should enhance our ability to communicate." Basiglio theorizes that if over-the-air television isn't permitted to get into the HDTV arena, and cable does (the yardstick being tossed about is five channels of cable bandwidth for a cable-delivered HDTV channel) the public's perception of HDTV as a quality service will lead to a split in video comparable to the audio distinction between FM stereo

and AM broadcasting, with standard television broadcasters the ones left behind.

Bob Unkel, assistant director of programing for Grey Advertising, is particularly impressed with what he sees as the ability of HDTV to "rival 35mm film but get the economies and ease of tape."

Rene Anselmo, president of the Spanish International Network, is typical of those who left the demonstration highly impressed with the promise of HDTV. "I think it's an incredible step forward for television . . . if they'd give me a transmitter, I'd go play it."

Two Wall Street analysts queried by BROADCASTING offered divergent feelings about the proposed medium. One, who didn't take CBS up on its invitation to see the demonstration, and wouldn't speak for the record, said "I can't believe CBS, with all its other problems, is spending much time on this." But Kidder Peabody's Joe Fuchs, who saw it in action, calls HDTV "absolutely spectacular . . . I don't think there is any question but that it is as revolutionary as its proponents claim." Fuchs thinks HDTV as a national medium is "a long way away" but, speaking analytically, is so convinced of its attractiveness to consumers that he says: "If there's any risk involved, it lies with [broadcast] stations." Networks could end up simply bypassing them, Fuchs thinks.

chiefs of the three major networks, the Cable News Network and the Cable Satellite Public Affairs Network last Monday (Feb. 8) to ask for their help in winning support for the measure. Eight or nine Republicans and all but one Democrat in the Senate appear to oppose it, said Baker.

Ernie Schultz, managing director of the Radio-Television News Directors Association, and the only lobbyist present at the meeting, told Baker he would activate grassroots lobbying by his organization and would try to enlist similar help from other broadcast groups.

The National Association of Broadcasters, National Radio Broadcasters Association, National Broadcast Editorial Association and American Women in Radio and TV have plans to alert their members this week, said Schultz, who has promised to supply Baker with copies of the editorials aired.

The Washington vice presidents of ABC and CBS—Gene Cowen and Donald Wear, respectively—met with Baker and his staff later in the week, and according to Baker's staff, said they would urge lobbying by their affiliates.

Sporadic debate on the issue began in the Senate last Monday, with Rules Committee Chairman Charles Mathias (R-Md.) managing the resolution on the floor and Senator Russell Long (D-La.) leading the opposition. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) joined Long repeatedly in arguing against the proposal, saying he feared televised coverage would diminish the Senate's constitutional powers by requiring time limits on debates and would encourage senators to spend less time working and more time playing to the cameras. "Everybody knows the Senate floor is sort of a showplace," he said. "The work goes on in committee."

Long and Senator John Tower (R-Tex.) argued that the proposal would be too expensive, but one of their colleagues,

thought to be opposed to the resolution, appeared to be willing to compromise. Senator Jennings Randolph (D-W.Va.) suggested the Senate "think in terms of TV" but first change its rules so its procedures will appear more orderly to the public.

Senator Dan Quayle (R-Ind.), a former newspaper publisher who served in the House after it admitted TV cameras, urged senators to "bring the Senate into the electronic age," and Senator Ted Stevens (R-Alaska) said: "The question is, should coverage be limited to the printed media? This is a basic question of equality."

One of the resolution's opponents, Senator Dennis DeConcini (D-Ariz.), chairs the steering committee created last Wednesday to consider conditions for approving the measure.

Still tugging and pulling on teletext

No clear consensus in comments to FCC; majors favor single standard but there's still sentiment for marketplace solution; cable, broadcasters at odds

No one seems to think that allowing broadcasters to offer teletext services is a bad idea, but there still doesn't seem to be a clear consensus on what steps the FCC should take to see that the service gets going, according to comments filed at the FCC last week.

Primarily at issue is whether the FCC should set a teletext standard, or let the "marketplace" pick that standard on its own. There's no clear consensus on that issue either.

Also, according to the comments, there seems to be no agreement on whether cable system operators should be required to carry the teletext portion of broadcast signals they carry. While broadcasters filing insist that cable operators must be made to do so, cable operators insist they shouldn't be.

The comments come in response to a rulemaking the FCC launched last October (BROADCASTING, Oct. 26, 1981). In that proceeding, the FCC, proposing only minimal standards to prevent interference to existing services, proposed to leave to licensees the decision of what kind of services to offer and what kind of technical system to use.

The rulemaking proposed that seven vertical lines—14, 15, 16, 17, 18, 20 and 21—be authorized for the service. It proposed to allow line 21 to be used on an "equal access" basis with closed captioning transmission for the hearing impaired.

The FCC also said it would consider authorizing the use of lines 10 to 13 to allow stations to reduce access time or in-

crease their page inventories.

Although broadcasters filing picked no bones with the proposal to leave the decision of what kinds of services to offer up to them, many opposed the proposal to leave to them the selection of a standard.

CBS, which petitioned the FCC in January to reconsider its proposal to let the marketplace select the standard (BROADCASTING, Jan. 18), said it endorsed most of the rulemaking but warned that "the full promise of teletext may not be realized unless the commission adopts the North American Broadcast Teletext Specification."

(CBS, AT&T and proponents of the French Antiope and Canadian Telidon systems worked out the NABTS standard in January 1981.)

The National Association of Broadcasters, without giving a plug to a particular standard, said that it continued "to assert that benefits of teletext will be best realized if a single standard is adopted."

Although the NAB said it endorsed the commission's proposal to permit broadcasters to offer teletext services, it said that "by failing to adopt a single standard for teletext, the commission refuses to create an environment that will set the processes of change in motion such that [the FCC's] competitive marketplace model can function."

Standardization won't freeze technological innovation; it will unleash the market forces currently stalled in the face of economic uncertainty "and the inability of industry to arrive at what his commission has the ability to mandate—a single standard for the implementation of teletext," NAB said.

ABC agreed that leaving teletext's development to the marketplace was "unsound." Consumers would be put at a disadvantage, ABC said, and might not be able to buy equipment capable of decoding all teletext signals that otherwise would be available to them, or that equipment could become obsolete, ABC said.

"The public should not be put in such a position with respect to a federally licensed broadcast service," ABC said. "If the commission believes that the service has merit, it should not place regulatory obstacles in the way of its development—particularly not obstacles without other public interest objectives."

NBC, which also recommended that NABTS should be the basis for the national standard, warned that if the commission didn't select a standard, a single system could emerge as the de facto national standard, simply because it was the first system on the market. "If this system was not technically optimal, the consumer would be deprived of the best possible teletext service," NBC said.

Telidon Videotext Systems Inc., the Canadian firm that markets Telidon systems in the United States, also urged the FCC to adopt the NABTS standard.

RCA Corp., speaking as a television receiver and video equipment manufacturer, also urged the FCC to adopt the

In need of persuasion. Senate Majority Leader Howard Baker (R-Tenn.) has told major broadcast groups he "can't depend" on affirmative votes from 21 Republican colleagues on S. Res. 20, and has asked for help in persuading them. (Italics denote five senators firmly opposed as of last week): Rudy Boschwitz (Minn.), William S. Cohen (Me.), *John Danforth* (Mo.), Pete V. Domenici (N.M.), John P. East (N.C.), *Barry Goldwater* (Ariz.), Slade Gorton (Wash.), *Charles E. Grassley* (Iowa), Mark Hatfield (Ore.), Jesse Helms (N.C.), *Gordon J. Humphrey* (N.H.), Robert Kasten Jr. (Wis.), Paul Laxalt (Nev.), Mack Mattingly (Ga.), Frank H. Murkowski (Alaska), Donald Nickles (Okla.), Robert T. Stafford (Vt.), Steven D. Symms (Idaho), *John G. Tower* (Tex.), Malcolm Wallop (Wyo.) and John Warner (Va.)

NABTS standard. RCA said that the adoption of such a standard would be needed to get teletext rolling. Such a standard, RCA said, would give consumers the needed confidence to purchase teletext equipment, which in turn would encourage manufacturers to manufacture teletext equipment and offer decoders at lower costs to consumers through the economies of scale they would be able to enjoy.

Zenith Radio Corp., however, urged the FCC to let the marketplace have its say. "If marketplace experience should establish that there would be a major benefit in reaching a common technical standard or format, such a de facto standard will undoubtedly be reached through a natural industry evolutionary process," Zenith said.

Zenith also contended that those urging the FCC to select a standard had overstated the need for one. "Any absence of data base standardization can be overcome by the use of standard computer translating techniques," Zenith said.

The United Kingdom Teletext Industry Group, proponent of the British teletext system, said it "strongly" supported the FCC's marketplace proposal. "We are confident for the same basic reasons that we urged the commission to adopt the British system that it will be highly competitive in the open market proposed by the commission and will quickly become the de facto standard," the group said.

Field Communications Inc., which also predicted that the British system would emerge as the de facto standard, said that "marketplace forces are capable of determining which system is most appropriate for use given the needs of the public and should be exclusively relied on to select a standard." Field is using the British Ceefax on its WFLD-TV Chicago.

That view also was advanced by Koplur Communications (KPLR-TV St. Louis and KRBK-TV Sacramento, Calif.) and by Bonneville International, a pioneer experimenter with Ceefax.

Satellite Television Corp. said it thought that if the FCC selected a standard, it could freeze teletext at its current state of development. It said it "believes that the open-environment approach will best serve the public interest by encouraging innovative teletext applications."

Storer Broadcasting Co., like most of the broadcasters filing, urged the commission to prohibit cable system operators from deleting the teletext portions of the TV broadcast signals they carried.

The Association of Maximum Service Telecasters said the FCC should require cable systems to carry local teletext services for the same reasons it requires the carriage of a local station's regular programming.

Nonetheless, the National Cable Television Association said cable operators should have their say on whether or not to carry a broadcaster's teletext signal. "Teletext is to be a permissive, ancillary service of station licensees," NCTA said. "In

turn, cable operators . . . should be permitted to carry or to delete, and even to provide substitute teletext services to those transmitted by stations carried by the cable system."

A group of about 50 cable system operators, including Greater Media Inc., Sweetwater Television Co. and United Cable-Television Corp., said that the FCC's must carry rules, "of questionable validity in themselves," shouldn't be extended to teletext transmissions.

Countdown for Boston's ch. 7

Both RKO, still fighting to retain its license, and NETV, hoping to win one for itself, offer plans to keep station on air beyond March 7 deadline

With Boston viewers facing the loss of service from WNAC-TV on March 7, both RKO General Inc., the licensee, and New England Television Corp., which hopes to be named the new licensee, were offering suggestions last week as to how the station could be kept on the air. Meanwhile, the FCC staff was at work on an item for commission consideration aimed at clearing away the obstacles to NETV's assuming control—at virtually no cost—of a station that, on the basis of the pending sale of WCVB-TV Boston, may be worth in the neighborhood of \$200 million.

The prospect of the ch. 7 facility going dark, at least temporarily, became real two weeks ago when both the U.S. Court of Appeals in Washington and Supreme Court Justice William Brennan refused to stay the appeals court opinion affirming the FCC order denying RKO's application for renewal of WNAC-TV. As a result, a 30-day period specified in the commission's order began running on Feb. 5. And the commission has yet to name a new licensee.

On Wednesday, RKO offered its solution, in a filing with the commission. It asked that its authority to operate WNAC-TV be extended until the question of its status as licensee has been resolved "and there has been a selection of a qualified successor, if one is necessary." And, "as an interim emergency measure"—to cover the time needed to consider that pro-

The American Newspaper Publishers Association said it agreed with the FCC that content-related regulations governing broadcast journalism—such as the fairness doctrine, the equal opportunities provision and news and advertising guidelines—shouldn't be extended to teletext.

Both the Corporation for Public Broadcasting and the National Captioning Institute Inc. said that the commission should reserve line 21 for closed captioning.

RKO requested an immediate extension of its authority until April 1. RKO plans to file with the Supreme Court by Feb. 17 a petition for review of the appeals court decision.

RKO notes that the commission invariably in the past has allowed applicants denied renewal to continue service until they have exhausted their court appeals. And it said the appeals court's order would not prevent the commission from granting the request. That order does not "deprive the commission of power to take actions which are necessary" for it to fulfill its obligations to promote the public interest, RKO said.

Commission attorneys, however, doubt that the commission would grant such a request without obtaining court approval. They note that the court affirmed the commission order in the case, as written, and it authorizes RKO to operate WNAC-TV for only 30 days after the court issued its mandate.

NETV has another suggestion. Edward Fredkin, the Massachusetts Institute of Technology professor who is NETV president, told reporters on Thursday that, with the FCC's concurrence and RKO's cooperation, NETV could take over as interim operator immediately—using WNAC-TV's facilities and staff—with the understanding that RKO would return as operator if it prevailed in its appeal to the Supreme Court. (Fredkin said, however, that "we consider it unlikely that RKO will win.")

NETV is expected to flesh out that idea this week. It notified the commission on Friday it will submit on Tuesday (Feb. 16) a proposal for avoiding the disruption of WNAC-TV service to the public. The filing also criticized the RKO plan as "legally deficient."

At the commission, staffers are working on material already in hand, attempting to tie up the loose ends remaining in the 13-year-old case. Among the principal ones are the application for merger to create NETV and NETV's application for a construction permit. The merger application was filed by RKO's original challengers for the ch. 7 frequency, Community Broadcasting for Boston Inc. and the Dudley Station Corp. An official said the staff "is making a major effort" to obtain commission action on what he described as "a laundry list" of related pleadings by the applicants and other parties.

Lawyer gets his. Whoever winds up the winner in the battle over WNAC-TV Boston, lawyer Joseph Hennessey and his firm of Lovett, Ford, Hennessey, Stambler & Siebert won't be the loser. Hennessey, former counsel for New England Television Corp., complained NETV had not paid him the fee he said it owed the firm ("Closed Circuit," June 29). That matter, at least, has now been resolved. Hennessey secured a judgment from U.S. district court in Washington for the full amount—\$340,000—and NETV has paid it. Hogan & Hartson is NETV's present counsel.

Apocalypse now for public broadcasting?

That's tenor of testimony as CPB officials tell senators medium can't take further budget cuts

The Corporation for Public Broadcasting presented a grim picture of the future last Thursday (Feb. 11) at a Senate appropriations hearing. CPB officials said proposed reductions in its fiscal 1985 appropriation threaten the medium's existence, arguing that a reduction in federal support would curtail program production, force stations to close and hamper stations' abilities to raise revenue from the private sector.

CPB representatives also asked that its fiscal 1983 appropriation not be rescinded, as requested by the Office of Management and Budget. The corporation charged that its advance funding mechanism is jeopardized by the OMB's continued requests for rescission. (CPB receives its funding two years in advance to allow for long-range planning.)

CPB President Edward Pfister and Board Chairman Sharon Rockefeller testified before the Senate Subcommittee on Labor, Health and Human Services and Education. "We have already tightened our belts severely," Rockefeller said. "The proposed 40% reduction in FY 1985 will starve public broadcasting."

CPB is asking for \$130 million for FY 1985; the OMB is recommending \$85 million. OMB also is asking Congress to reduce the FY 1983 appropriation from \$137 million to \$116.5 million. That budget had already been reduced from the original \$172 million.

Pfister argued to protect CPB's advance funding mechanism. "Public broadcasters—and past administrations and Congress—have worked long and hard to establish a stable, long-range funding mechanism. But the current budgetary process has compromised that mechanism. The erosion of long-range funding is a clear and present danger to our financial well-being, to our ability to plan and to our First Amendment protections," he said.

Rockefeller noted that the "fate of public broadcasting is at stake" and said that "without adequate federal support, CPB cannot help fund programs like radio's *All Things Considered* and *Morning Edition* or TV's *The Lawmakers*, *Cosmos*, *American Playhouse*, *Nova*, and *Oye Willie*. . . . We need adequate federal support to maintain our standards of excellence and service."

Pfister noted that a reduction in federal support might spell doom for individual stations. He warned that CPB's financial support could slip to a "dangerously low level." "Some stations, particularly in those states with financial difficulties, will be forced off the air. In states like Ohio, Michigan and Oregon, there are already serious problems," Pfister said, noting that the losses of direct support to the stations and reductions in program production,

coupled with rising inflation, would "signal the beginning of the end of public broadcasting."

Rockefeller's father, Senator Charles Percy (R-Ill.), joined the CPB officials in supporting a strong federal commitment to public broadcasting. He testified that public broadcasting proves "good programming pays," and said it would be foolish to "degrade the quality of something you get for a small amount." The senator said he expects a "storm of protest" if public broadcasting is eliminated.

Senator Warren Rudman (R-N.H.), who chaired the meeting, told the CPB officials they could expect "substantial sup-

port" from the subcommittee.

Other public broadcasting figures also spoke out last week against the proposed administration cuts in statements issued prior to the hearing. "The cuts proposed in the administration's new budget will destroy public television," said Bruce Christensen, president of the National Association of Public Television Stations. Frank Mankiewicz, president of National Public Radio, said the cuts "threaten the very independence, stability and survival of public broadcasting and, if enacted, would make impossible the present planned shift in public radio to generate increased support from the private sector."

The duPont awards

Brinkley receives special honor; jurors criticize wave of sensationalism and superficial reporting; self-criticism lauded

The jurors of the Alfred I. duPont-Columbia University Awards in Broadcast Journalism presented their 1980-81 accolades last Thursday (Feb. 10), including a special tribute to veteran newsman David Brinkley and a \$20,000 independent-production award to documentary producer Jon Else and KTEH(TV) San Jose, Calif.

But before giving those honors, as well as 12 other awards and nine citations, the jurors also offered their assessment of both the good and the bad news about the state of the journalistic art in general.

Speaking as their chairman, Osborn Elliott, dean of Columbia's Graduate School of Journalism, applauded "the growing number of attempts at [on-air] self-criticism by broadcasters" in 1980-81, but also expressed the jurors' continued concern "about the groundswell of sensationalism and superficial reporting . . ."

Regarding CBS's announced intention to cut back its "exhaustive coverage" of "presidential primaries and conventions" in 1984, Elliott said, the jurors have "mixed feelings . . . Granted, the length and conduct of presidential campaigns leave much to be desired, but is it a solution simply to turn away the electronic eye?"

Elliott also criticized federal cutbacks for public broadcasting, claiming that "means fewer opportunities for expert and controversial journalism to reach the air." But he said jurors are encouraged that the Public Broadcasting Service is planning a weekly documentary series. "Equally welcome," he said, is CBS's evening news expansion plan.

Elliott's remarks reached not only the audience at Columbia's Low Memorial Library but also TV viewers as WNET(TV) New York produced and PBS member stations carried the ceremony. It was the 40th anniversary of the awards.

Receiving a special tribute for his "unique contribution to broadcast journalism" was David Brinkley, long-time NBC

anchor and correspondent who last year joined ABC. Brinkley already had a duPont-Columbia award, won in 1958.

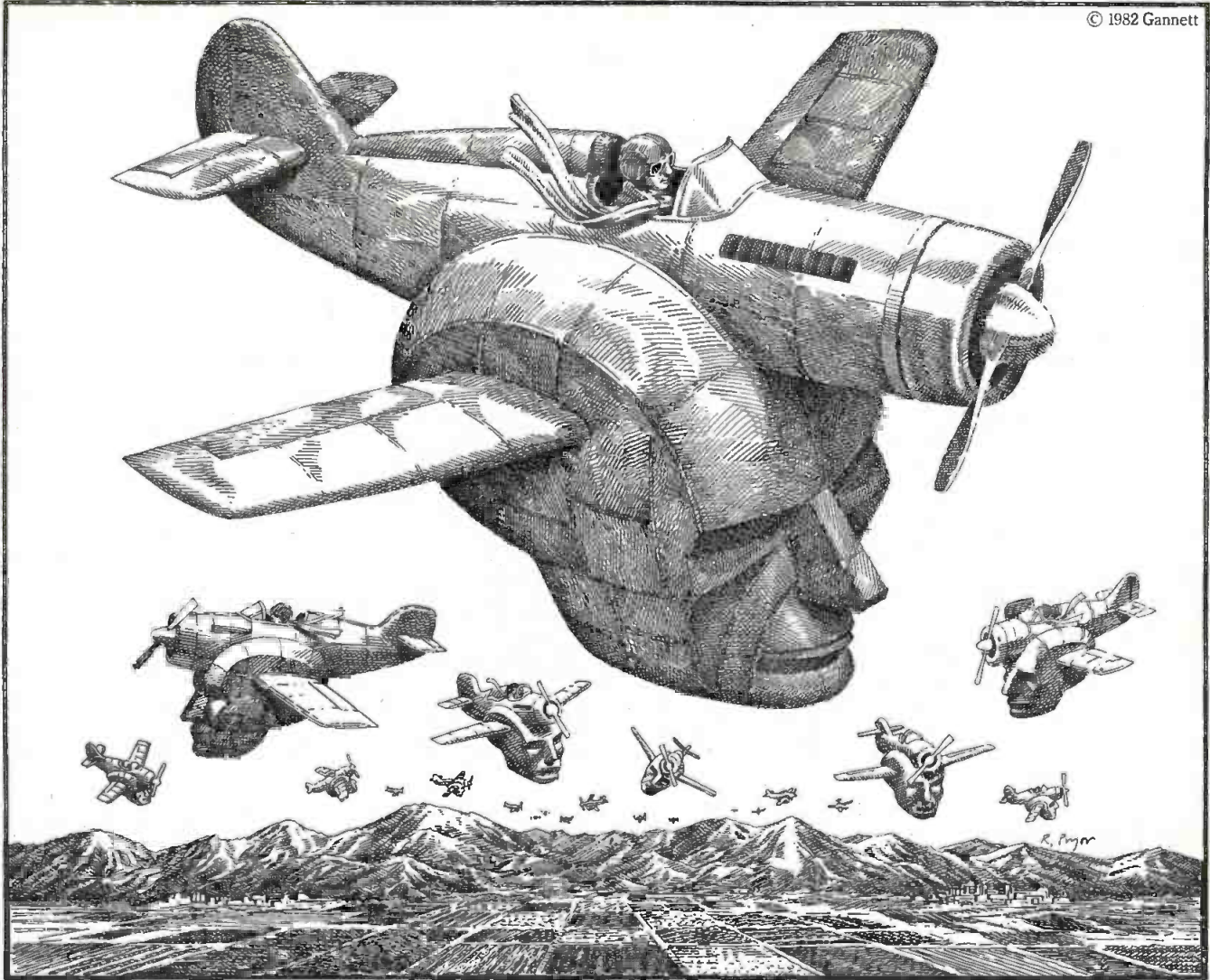
DuPont-Columbia's independent production award, a special honor first given last year to encourage the form and carrying a \$20,000 prize, went to *The Day After Trinity*, a documentary about the atomic bomb. Sharing the prize equally were producer Jon Else and KTEH, which originally aired the program. KTEH also was the winning station last year.

Among the 12 other awards, ABC and CBS each won two. National Public Radio was radio's only award winner. Four non-commercial and three commercial TV stations also were honored. The winners:

Noncommercial KCTS-TV Seattle for *Hard Choices*; Jon Else and noncommercial KTEH for *The Day After Trinity* (in addition to the independent-production award); WBBM-TV Chicago for "Election Night Coverage"; WCCO-TV Minneapolis for *The Moore Report*; noncommercial WGBH-TV Boston for *World*; WPLG(TV) Miami for *The Billion Dollar Ghetto*; Robert Spencer and noncommercial WTTW(TV) Chicago for *Six O'Clock and All's Well*.

ABC-TV for *America Held Hostage: The Secret Negotiations*; David Productions and ABC-TV for *Closeup: Can't It Be Anyone Else?*; CBS-TV for *Sunday Morning*; CBS-TV for *CBS Reports: The Defense of the United States*, and NPR for *Father Cares: The Last of Jonestown*.

Citations honored noncommercial KUED(TV) Salt Lake City for *The Deadly Winds of War*; WCBSTV New York for "The First Amendment Project"; WFAA-TV Dallas for *Kelly Air Force Base*; Paul and Holly Fine and WJLA-TV Washington for *Until We Say Goodbye*; William Miles and noncommercial WNET for *I Remember Harlem*; National Geographic Society and WQED(TV) Pittsburgh for *Gorilla*; CBS-TV for *CBS Reports: The Saudis*, and Betsy Aaron, Joseph DeCole and NBC-TV for *Inside Afghanistan*. Radio's only citation went to WHAS(AM) Louisville for *Vengeance or Justice?*



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NRB's Washington extravaganza at the Sheraton

NRB offers thanks for deliverance from regulation

Reagan, Fowler appearances lift religious broadcasters' spirits at convention keyed to family unity

The National Religious Broadcasters' convention—in recent years made a media event by some secular press—last week succeeded in presenting its image as a spiritual event.

Unlike the convention times when the Anita Bryant-homosexual dispute made national headlines, and last year when charges of pulpit politics drew attention, this year's Washington sessions focused mostly on one issue: How religious broadcasters can contribute most effectively to solidification of family life.

That spilled over to appearances by the Rev. Donald Wildmon who reaffirmed the reasons his Coalition for Better Television plans its boycott of network TV sponsors of what CBTU deems unacceptable programming. It also provided a forum for the Rev. Jerry Falwell to explain why his Moral Majority will not participate in the action this time (see page 44).

The 39th annual convention permitted NRB to tell official Washington that, while the association still has unachieved goals on the government front, it is euphoric about changes wrought by the new administration, particularly the reconstructed FCC.

In turn, official Washington urged the NRB delegates to be freer in their advice to government. The most eloquent voice was that of President Ronald Reagan, who

addressed a Tuesday afternoon plenary session.

The President, just off the plane from campaign stops in the Midwest, where the reception was not totally enthusiastic, opened by observing that it was good to return to find "the population of Washington, D.C., increased by 3,500 'believers.'"

The President declared that he was honored to stand before some of America's most effective and courageous leaders.

"I want to say this," he said. "I do not agree with those who accuse you of trying to impose your views on others. If we come to the point in America where any attempt to see traditional values reflected in public policy leaves one open to irresponsible charges, then I say the entire structure of our society is threatened."

Reagan pointed out that the First Amendment was not written to protect people from religious values, but to protect those values from government tyranny.

In his call to NRB delegates to more aggressively combat bigotry, the President harkened back to his early days as radio sportscaster Dutch Reagan. It was his recollection of a stadium crowd heckling Jackie Robinson, the first black baseball player in the major leagues, at a time when the national pastime was considered a game for "Caucasian gentlemen." Reagan told how Robinson's teammate Pee Wee Reese called time, put his arm around him and wordlessly let the world know that,

"This man is my friend."

The FCC presence at the NRB convention was most visible at the Tuesday luncheon when commissioners turned out en masse along with past members. The assembly heard FCC Chairman Mark Fowler promise equitable treatment for religious broadcasters and explain the direction of the new commission.

Although it has been suggested that the FCC has subjected religious broadcasters to different criteria from that applied to nonreligious broadcasters in the past, "as long as I'm chairman, the FCC will treat secular broadcasters and nonsecular broadcasters alike," he declared.

Taking his "unregulatory" message to the NRB, Fowler reiterated that he wanted to move the commission away from "trusteeship" regulation of broadcasting to a "marketplace approach" and once again called for bringing "the broadcast and print media into parity."

Fowler stressed that much of his argument for deregulating broadcasters, and for asking Congress to repeal the fairness doctrine and the equal opportunities provision of the Communications Act, lies in the notion that the First Amendment prohibits the government from censoring broadcasters.

By repealing those restrictions, Congress would help "put the power back in the hands of the governed, not the governors . . . where our forefathers intended it to be," Fowler said.

Fowler said he disagreed with "some"

networks that insist it is censorship when groups band together to try to stop advertisers from buying time on programs to which the groups object. Noting that such groups act without government intervention, Fowler said the groups should have the right to "express themselves" too.

He also emphasized that he was committed to end "needless regulation ... in the video-delivery marketplace."

Fowler, who said he "heartily endorses more competition, less regulation," said that the FCC's trafficking rule, its rule of sevens, its cable crossownership rules, its duopoly rules, in some cases, its prime-time access rule and its attribution rules "are all ready for re-examining and pruning."

Although Fowler said he wanted to be able to "defer" his final judgment on those rules, he declared the rules "are not entitled to the presumption of validity."

FCC Commissioner Henry Rivera, speaking at a Hispanic broadcasters breakfast Wednesday, offered both praise and counsel. He said despite the fact that Americans today find themselves confronted by a host of problems—and the American family is "under attack"—religious broadcasters, by broadcasting their "love your neighbor message, will help us through these trying times."

Nonetheless, Rivera suggested religious broadcasters shouldn't count on the FCC to solve all of their problems.

While, for example, Rivera said "certain segments" of society don't like religious broadcasting, that was an identity problem religious broadcasters would have to solve on their own. And although commercial broadcasters "tend to favor" requiring religious broadcasters to pay them to run their programming, in the long run, that problem also would better be "resolved without government intervention," Rivera said.

Rivera acknowledged that the FCC's low-power television proceeding, which was, among other things, originally intended to aid the cause of minority ownership, was a "mess." But Rivera said he thought the commission would grant up to 100 LPTV applications "very, very soon."

Rivera said he didn't know whether the commission's LPTV rules would include a preference for minorities, but that he sup-



Reagan and NRB outgoing president Hofer

ported such a preference.

A member of the audience said religious broadcasters were concerned that the FCC's move toward deregulation would lead to the broadcast of obscenities, prompting Rivera to emphasize that the FCC didn't see its role as regulating content.

The best recourse for those concerned would be to tell the broadcaster that they objected to his programming, Rivera suggested. If the broadcaster didn't take those objections into account, then "the FCC will get involved," he added.

Rivera said overall, he was "very optimistic" about the prospects for minority ownership. He pointed out that he is chairman of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which is attempting to seek means to encourage increased private capital assistance for minorities entering the telecommunications industry. That committee had his, and "other commissioners'" support, Rivera said.

A Monday afternoon plenary session with FCC bureau and division heads offered few surprises but enabled NRB delegates to question closely the men they deal with on matters involving licensing and enforcement of regulations.

Laurence Harris, the new chief of the Broadcast Bureau, restated his open-door policy: "We can't be responsive to your needs if we don't know them. I hope you will take advantage of the opportunity to

educate us. Let us have it. We can handle it."

Harris pointed out that while no more low-power television applicants are being accepted until guidelines are established, "we expect an order on LPTV this month." He said LPTV is a priority as is a goal of "no more four-year rulemakings or two-year rulemakings," and the furtherance of the FCC plans for "deregulation ... unregulation ... or whatever you want to call it."

Harris reported that the "long-overdue" decision on AM stereo will be made in early March, though the question of FM quadrasonics will not be resolved in the near future.

Delegates voicing concern about cable pornography were reminded by the FCC staffers that while this is outside the commission's jurisdiction, there are already obscenity statutes on the books.

Stephen F. Sewell, assistant chief, Complaints and Compliance Division, encouraged dialogue with the FCC on questionable broadcast practices. "I would rather talk to you beforehand rather than have to catch you afterwards and impose a sanction," he said.

New NRB officers elected at the final business meeting Wednesday: E. Brandt Gustavson, Moody Bible Institute, president; Robert A. Cook, The King's College, first vice president; Jerry Rose, WCFC(TV) Chicago, second vice president; Mike Maddex, WEEC(FM) Springfield, Ohio, secretary; Paul Ramseyer, North-



Rivera



Fowler and Falwell

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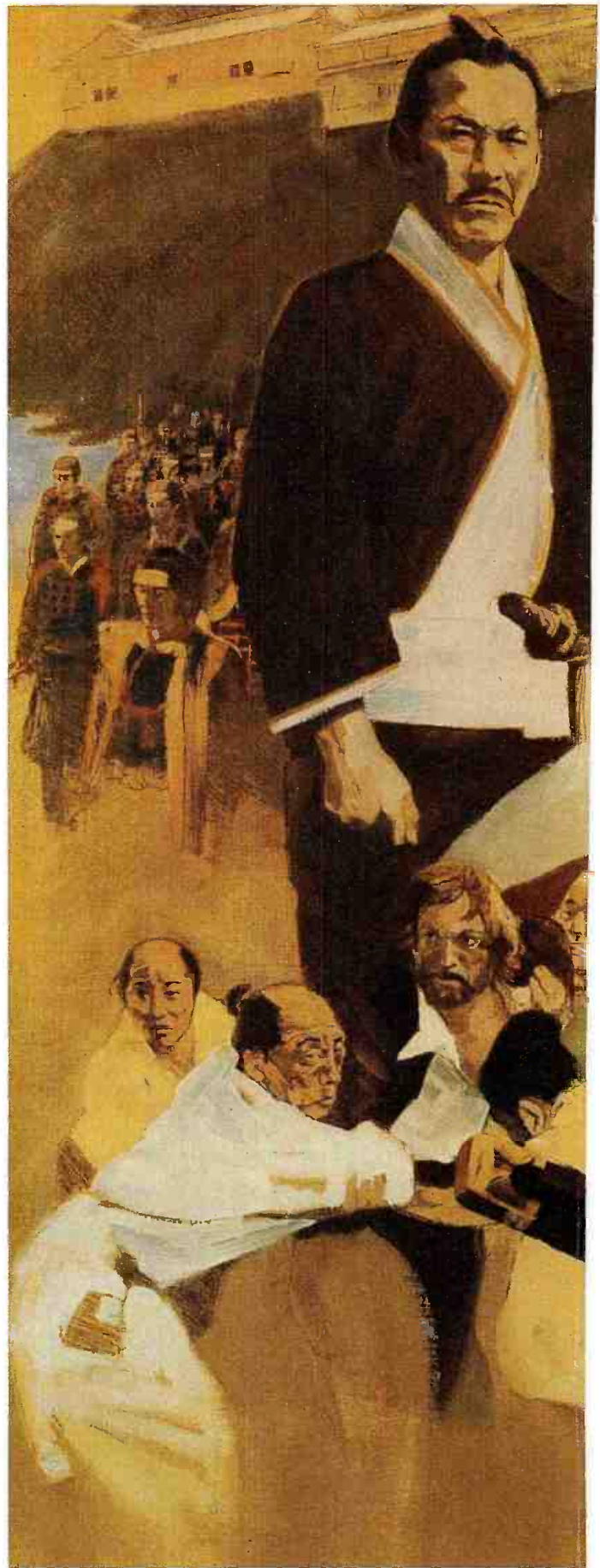
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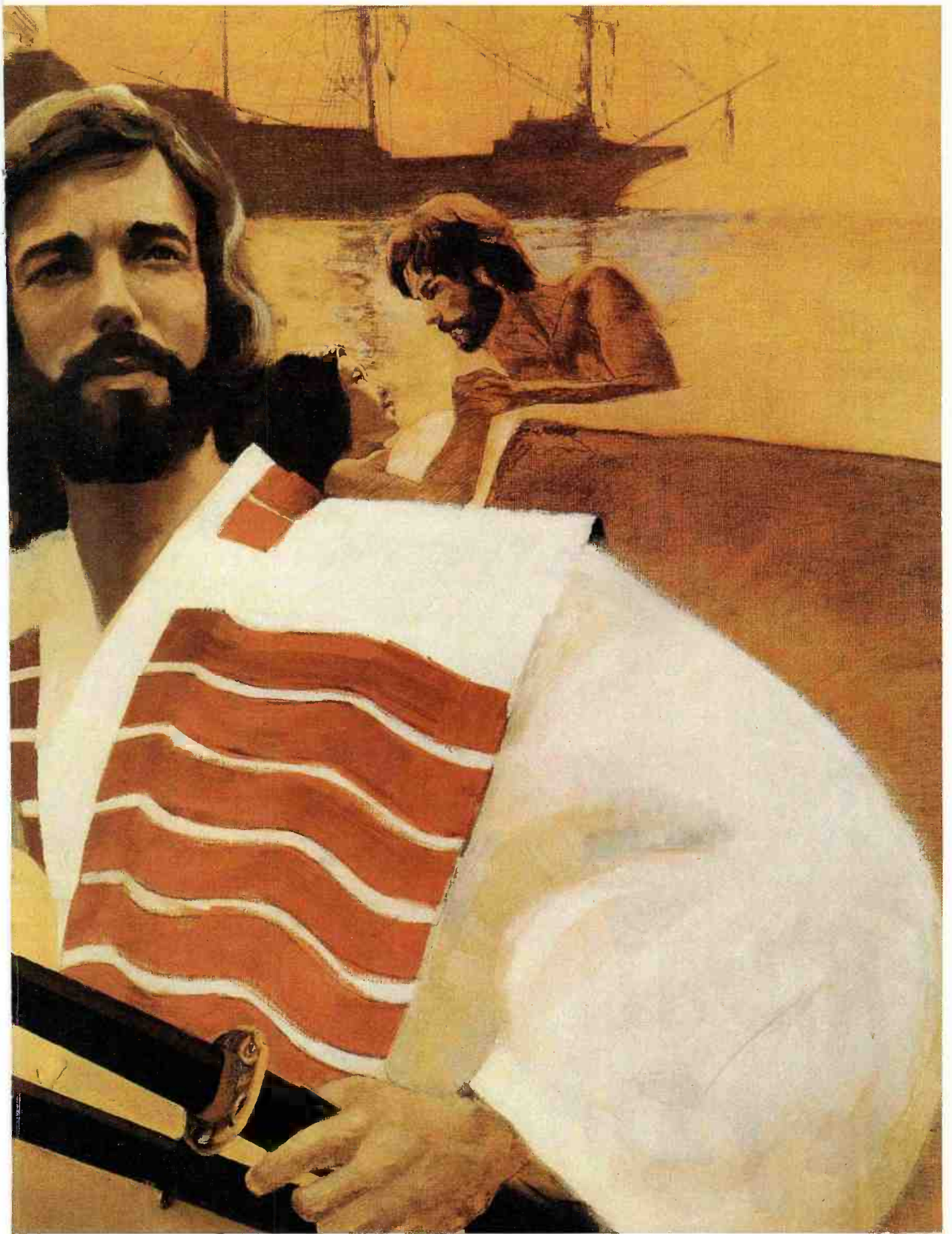
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FRIDAY THE 13TH PART 2

western College Radio, treasurer.

Gustavson succeeds David L. Hofer, KRDU-AM-FM Dinuba, Calif., who served as president for three years and who continues on the NRB board of directors.

More than 2,400 participated in this year's convention. Of that number, 583 were NRB members and 240 were their spouses. Twenty exhibitors registered as convention participants with about 1,000 other exhibitors, representing more than 300 groups, at booths in the exhibition hall. Student registrations came to 219.

The NRB will return to the Sheraton Washington for its 40th annual convention Jan. 30-Feb. 2, 1983.

Different tacks from Wildmon and Falwell

Former is going ahead with sponsor boycott, latter says networks are improving programs

Has network TV programming improved enough to obviate the need for a boycott of advertisers placing commercials in shows deemed offensive by the Coalition for Better TV?

It hasn't, according to the Rev. Donald

E. Wildmon, CBTV chairman, who last Wednesday called on National Religious Broadcasters convention delegates to support the boycott due to start March 2.

It has, according to the Rev. Jerry Falwell, leader of the Moral Majority which supported the CBTV's threatened, but aborted, boycott last summer. Falwell, although not contradicting Wildmon, explained his group's withdrawal during a press conference at the NRB last Tuesday.

Wildmon warned that the tide of this new "make-it-up-as-you-go" value system that "seeks to replace our Judeo-Christian heritage" must be stemmed within the next five years. Otherwise, he predicted, "We will have lost the struggle and it will be generations before the Judeo-Christian values will be the norm again if, indeed, they ever will."

Wildmon cited instances from a long list of network programs that he saw as over-emphasizing sex, being derogatory of religion and the deity and unfairly portraying family life.

The Tupelo, Miss., minister also recounted his experience last Monday night at the NRB headquarters hotel when he turned on TV. "I thought I was seeing a Home Box Office movie, but instead it was ABC, broadcasting 'Looking for Mr. Goodbar.' I didn't believe what I saw." The movie, Wildmon said, explicitly

portrays the sexual adventures of the lead character, a woman, and among the movie's characters is a dope pusher named Jesus.

In calling for the religious broadcasters' support, he further suggested that "as a group, [you] begin to work together to develop a fourth network. We have independent stations all over this country that would be willing to join in such a venture if the conditions were right."

CBTV is to announce its sponsor boycott list March 2. Wildmon said the coalition would implement its action immediately.

At his press conference, Moral Majority's Falwell said CBTV had been quite successful and had made a lot of progress. However, he felt the TV networks had made an "honest effort" to improve. He cited figures to show a 20% reduction in gratuitous sex and about a 6% decline in violence on TV shows.

"I don't believe everything can be corrected in a year," he observed. But, he declared, "we will maintain a look-see attitude to see if improvement continues."

Asked his reaction to FCC Chairman Mark Fowler's luncheon address in which the new commission's directions were spelled out, Falwell said he agreed with everything the chairman said and added: "And I'd ordain him tonight, if I could."

Minority loan program chooses first recipients

Four minority entrepreneurs are closer to their goal of owning new radio stations as a result of loans announced last week by a nonprofit investment group founded by the National Association of Broadcasters. Broadcast Capital Fund Inc. (BROADCASTCAP) has made its first investments, totaling \$800,000, and announced plans for a major fund-raising effort this year.

At a press conference held in Washington last Wednesday (Feb. 10), BROADCASTCAP Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., said the group has approved loans for two other ventures. One of them the purchase of a TV station and that once finalized, the six deals will represent an investment of \$1,250,000. He didn't reveal individual amounts loaned.

Three of the four loans that have been finalized went to new facilities to be operated by first-time station owners, according to BROADCASTCAP President John Oxendine. One of them will go to RTC Broadcasting Corp., a company headed by a husband and wife team that plans to put a new FM station on the air in Palm Springs, Calif. Another will go to Phoenix City Broadcasting, an Atlanta-based firm that hopes to put a new AM station on the air in that city.

Spanish Community Radio Inc. of Albuquerque, N.M., owned by Raul Parra, will put a new AM on the air in that city, with financing in part from BROADCASTCAP, and Gilliam Communications Inc., owned by Art Gilliam, will receive a loan to upgrade stations it operates in Memphis, where it is based, and in Jacksonville, Fla.



BROADCASTCAPers. (L-r) Michael R. Hollis, Phoenix City Broadcasting; Rose Casalen, RTC Broadcasting; Nathaniel Montague, RTC Broadcasting; Raul Parra, Spanish Community Radio, and Art Gilliam, Gilliam Communications.

Gilliam's firm has also secured one of the two loans announced but not yet finalized, according to Oxendine, and will use it to acquire a station in New Orleans.

Two of the loan recipients, RTC and Spanish Community Radio, received their construction permits after loans from commercial entities had fallen through. Asked how the FCC could grant such permits, Erwin Krasnow, NAB senior vice president, general counsel, said the FCC has "taken a liberal attitude about what constitutes financial ability" in recent years. "They'll often grant a permit on paper qualifications." Parra said it takes so long to get a CP that it's difficult to hold onto loan arrangements.

Created in late 1979, BROADCASTCAP has attracted criticism for its failure to make any investments before this year. The delay, said Thurston, was due to paperwork the group incurred securing its status as what may be the only nonprofit

MESBIC in the country. Thurston denied that the nonprofit status was essential to the group's fund-raising efforts, saying many of its assets were contributed before the nonprofit status decision was made.

The three major networks have pledged to match contributions from nonnetwork companies of up to \$7.5 million over five years, said Thurston. To date, BROADCASTCAP has raised \$2.5 million in nonnetwork funds and hopes to raise \$5 million more by the end of this year. "If we don't, the networks will have every right to scale down their commitment," he said. Contributions include corporate loan guarantees as well as cash.

Before making its first investments, BROADCASTCAP had \$3 million in cash and another \$3 million in loan guarantees, said Thurston. When incorporated, it received a \$1 million loan from the Small Business Administration, and is due to receive another soon, according to Oxendine.

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Reagan budget holds severe cutbacks for FCC, public broadcasting, FTC

FCC will lose \$2.9 million, FTC \$8 million, NTIA \$4 million, but ICA gets \$50-million raise; Radio Marti is at \$7.7 million

The FCC faces sharp cuts in personnel—through reductions in force and furloughs—that will mean a reduction in some activities in fiscal 1983, which begins Oct. 1. The funds available for the National Telecommunications and Information Administration, which was created to serve as the executive branch's principal adviser to the President on telecommunications matters, are to be cut back by about one-fourth. The Corporation for Public Broadcasting will also suffer severe cuts in the years ahead. Those are some of the hardship stories emerging from the 1983 budget President Reagan sent to Congress last week.

The only agencies of interest to broadcasters that will escape cuts and, indeed, will be given additional funds, are those whose mission is to carry America's message abroad—the International Communication Agency, including the Voice of America, and Radio Free Europe and Radio Liberty.

The FCC would be cut by some \$2.9 million from the \$77.3 million on which it is operating in fiscal 1982. But in terms of the program base comparable to fiscal 1982, the cut is closer to \$12 million. For the commission was directed by the Office of Management and Budget to achieve a base figure of \$64.2 million.

The commission was allowed supplemental appropriations of some \$10 million to deal with various critical matters, including implementation of Computer II and completion of new depreciation rate studies (\$2 million), processing of low-power television applications (\$538,000), meeting costs of pay increases (\$2,838,000), and relocation of FCC headquarters (\$2,004,000). The major thrust in accommodating the budget cut, according to the commission's proposal, would be the

elimination of 296 employes through a reduction in force (RIF) to save \$7,400,000. (The RIF's, too, are costly; the commission would be given over \$2 million for RIF-related expenses.)

All told, the commission would lose 375 of its 1,941 employes, 79 through attrition. And the remaining 1,602 employes—including 36 to be added to strengthen the staff working on Computer II, LPTV and revising the Common Carrier Bureau's uniform system of accounts—would be furloughed 2.6 days each, for a saving of \$476,000. What's more, some 30 non-permanent employes would be dropped from the rolls, for a saving of \$391,000. Another \$3,083,000 would be saved in such areas as contract policy research, technical equipment, printing and subscriptions.

"Most of the commission's programs will be affected significantly by these reductions," the commission said in a "Budget Estimates" report it submitted to Congress. "However, after carefully reviewing all commission activities, and prioritizing their importance, we believe the proposed reductions, as detailed in this request, are the least harmful to the overall mission and objectives of the commission."

As for specifics, the commission said that in broadcast rulemaking, for instance, there will be a continued emphasis on meeting the commission's goal of deregulation, review of new technical developments and responding to FM and TV table of assignment petitions. But the reduction of "12 work years"—as a result of the loss of eight full-time positions—"will require the exercising of greater selectivity in determining which studies and/or rulemakings will be undertaken. Only those studies which relate to specific objectives of the commission would be pursued." The planning and evaluation functions of the Office of Planning and Evaluation will be absorbed by the Policy and Rules Division, which, the commis-

sion says, "could result in some delays in presenting rulemakings to the commission."

Overall, the Broadcast Bureau will lose a net of 35 employes. The Common Carrier Bureau, on the other hand, will gain a net of 17.

The commission will discuss the effect of the budget cuts on its activities when it appears before the House Appropriations Subcommittee on Commerce, Justice and State, on March 2. Chairman Mark S. Fowler, who in the past has expressed his readiness to accept cuts in the interests of the President's economic program, is expected to defend the Reagan proposal for the agency—particularly since OMB approved the additional \$10 million that was needed for the major projects. However, Commissioner Joseph Fogarty may issue a dissent; he objected vigorously last fall, when the administration proposed sharp cuts in the 1982 budget, cuts Congress did not make.

The Federal Trade Commission is another agency that would be hard hit next year. It would be cut from \$68.7 million to \$61 million and would lose 155 full-time slots. The FTC will close four regional offices, which alone would result in the elimination of 100 permanent positions. The Office of Management and Budget says the cut—to be shared by the Agency's Consumer Protection Division and the Bureau of Competition, its antitrust enforcement arm, will contribute to the easing of regulation.

Overall, the NTIA budget will be reduced from \$16,483,000 to \$12,417,000. That will mean a loss of 23 of the agency's 219 employes, who would go off the payroll through attrition. What's more, the administration would eliminate the public telecommunications facilities program, now funded at \$18 million. NTIA suggests that the program—used to aid in planning, building and replacing public telecommunications facilities.—is no longer needed; it says 90% of the population now receives public broadcast programming. The Corporation for Public Broadcasting agrees with that figure as to television, but says only 69% of population receives public radio.

Ironically, given the administration's interest in deregulation, the reduction of NTIA's activities in policy matters will mean, in the words of the explanatory material in the administration budget, a cutback in work "to facilitate the deregulation of broadcasting and cable television." A separate budget document issued by the Commerce Department, NTIA's parent

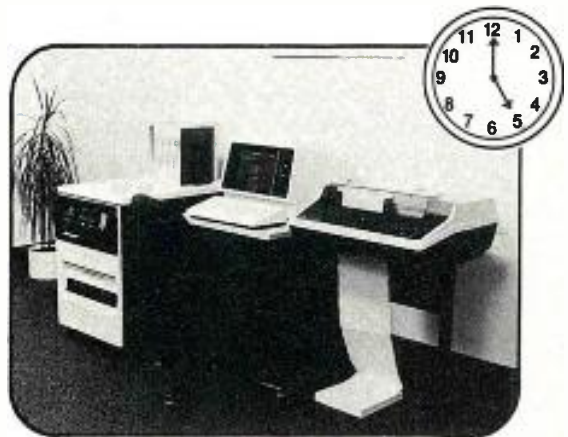
Backing Adkinson. White House has decided to proceed with F Keith Adkinson as its nominee for Federal Trade Commission seat, despite expressed opposition of some members of Senate Commerce Committee, which will consider nomination. Committee returned nomination to White House last year after Senator Howard Cannon (D-Nev.), ranking minority member, charged that Adkinson had lied in testimony about his activities while on staff of Senate Permanent Investigations Subcommittee. Controversy centered on propriety of Adkinson signing book contract with subcommittee witness. Adkinson, Washington attorney who served as executive director of Democrats for Reagan during the 1980 campaign and who had been nominated for Democratic seat on FTC, denied allegations and asked for apology from Cannon. According to some reports, majority of 17-member committee may be prepared to vote against nomination. But, in sending nomination back to Senate, White House spokesman said President "believes Adkinson is the man for the job and he will let the [nomination] process work."

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HARRIS

organization, says that "NTIA's participation before the FCC and the Congress will be limited to major issues." (The cutback has already occurred. NTIA in the last year of the Carter administration filed 80 pleadings with the FCC. Bernard Wunder Jr., who now heads the agency, says it filed only 11 in the past year.)

NTIA will also reduce its efforts to stimulate competition in the provision of telecommunications services and to aid in implementing new domestic common carrier legislation focusing "on the technical aspects of the transition to a largely deregulated market," the administration's budget says. According to the Commerce Department statement, the settlement of the AT&T antitrust suit resolved "many of the issues which would have required legislation."

On the other hand, spectrum management and planning—NTIA is responsible for managing the government portion of the spectrum—and research will constitute the major areas of NTIA work. The budget earmarks \$8,203,000 for spectrum matters and some \$2 million for research, in connection with items scattered through the budgets.

The budget contains no surprises for public broadcasting. The administration, under the law providing for advanced funding, is seeking \$85 million for the Corporation for Public Broadcasting for 1985. That figure, on which the Office of Management and Budget has advised CPB officials to base their planning, is \$20 million less than the continuing resolution passed by Congress.

Still uncertain is CPB's funding for 1984. Congress set a figure of \$105.6 million in a continuing resolution, but the White House is seeking to reduce the amount to \$93.5 million. It also wants Congress to cut back a previously approved appropriation of \$137 million for 1983 to \$116.5 million. CPB's appropriation for 1982 is \$172 million.

Public broadcasting officials are preparing for what some say is a battle for survival of the system. Indeed, Walda Roseman, executive vice president of CPB, last week, contemplating the proposed drop in federal funds from \$172 million in 1982 to \$116.5 for 1983, said, "When you go below \$130 million, you're talking about survival, about whether the country wants public broadcasting after the next few years." The minimum she cited was the amount originally authorized by Congress for 1984.

The budget story for those agencies charged with communicating with foreign countries is not as grim.

For instance, ICA would be granted \$495,443,000, an increase of more than \$50 million over the \$443,286,000 it is expected to spend in the current fiscal year. And of the total, the VOA, which broadcasts abroad in English and 40 foreign languages, would be allowed \$122,339,000, an increase of some \$11 million.

RFE/RL are funded through the Board for International Broadcasting, which would be authorized \$95,884,000 in 1983. That is some \$5 million more than the

amount provided for the radios in 1982. RFE/RL broadcast news of the Soviet Union, Bulgaria, Czechoslovakia, Hungary, Poland and Romania to those countries in 21 languages native to them.

Nor are the VOA and RFE/RL the only international radio services that show up in the budget. The administration is seeking \$7.7 million for Radio Broadcasting to Cuba, the organization that is to oversee the operation of Radio Marti, the AM station the administration plans to establish in Florida to broadcast news of Cuba to that country. The administration, which is seeking \$10 million to establish the station this year, says it will request additional funds for 1983 above the \$7.7 million.

GAO skeptical of Computer II

Report says FCC doesn't have resources to police commission's proposed deregulation of AT&T

The FCC's ability to implement its Computer II decision is open to question, according to a report by the General Accounting Office.

In its report, requested by the House Subcommittee on Government Information and Individual Rights, GAO said that although the FCC has made implementing Computer II the "Common Carrier Bureau's highest priority," GAO questioned whether the FCC has allocated enough resources to implement Computer II on deadline and whether the agency will be able to "police the boundaries between regulated and unregulated services."

The GAO review, completed before the Justice Department agreed to settle its antitrust suit against AT&T, doesn't attempt to assess what effect that decision would have on Computer II.

Computer II, finally adopted last December, deregulates all "enhanced" telecommunications services (those that combine basic carrier with data-processing applications) and CPE (customer premises equipment). The decision permitted

AT&T to offer enhanced services, but stated that AT&T, a "dominant" carrier, could only offer enhanced services and CPE through separate subsidiaries. Last October the FCC extended the deadline for deregulating new customer premises equipment to Jan. 1, 1983.

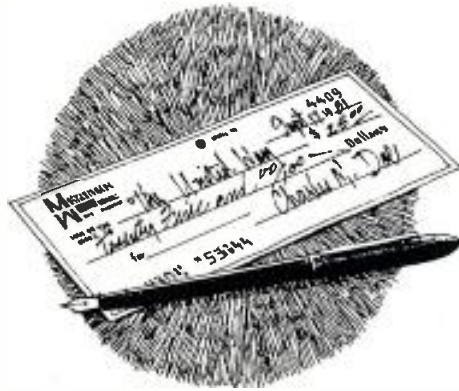
Although GAO noted that the FCC has developed a resource plan to help it in implementing Computer II, GAO said this plan "essentially represents a best guess" of what might be needed. "While the unique nature of Computer II implementation makes it difficult to evaluate resource needs in light of past FCC activities, it should be noted that the FCC employed a task force of about 50 persons in its only comprehensive effort to investigate AT&T activities. . . . Even then it experienced difficulty in fulfilling its regulatory responsibilities," GAO said.

GAO questioned whether the FCC would be able to put cost and accounting systems in place in time to meet its Computer II schedule. "Because of the potential for carriers to misallocate shared costs so as to subsidize competitive operations, costing, accounting and auditing systems must be developed to insure that such costs are properly allocated," GAO said. "Given, however, the problems which FCC has experienced in the past in allocating joint and common costs among carrier services and the short time frame which remains for the FCC to carry out these tasks, it will be difficult for the FCC to meet its implementation schedule."

To implement Computer II, GAO said, the FCC will need to oversee the manner in which the separate subsidiary of a dominant carrier is capitalized to insure that the capitalization doesn't adversely affect subscribers to the carrier's regulated services or give the subsidiary an unfair advantage in competitive markets. "Given the multiplicity and complexity of these issues, the FCC may experience some difficulty in addressing them, particularly if consideration of some of the more involved issues, such as outside equity financing, is deferred until mid-1982, when the FCC expects to receive AT&T's major capitalization plan," GAO said.



Fairness debate. The issue of whether the FCC's fairness doctrine should be scrapped—which has been debated in a variety of other forums—was the subject of the Chamber of Commerce's *It's Your Business*, program shown on 150 television stations, two weekends ago. FCC Chairman Mark S. Fowler, second from left in photo at left, took the lead, as he has in the past, in arguing that the doctrine constitutes unwarranted government censorship of programming. He was supported in that position by Dr. Richard L. Leshner, president of the chamber. The doctrine was defended by Arthur Ginsburg, former chief of the FCC's Complaints and Compliance Division, which is responsible for enforcing the doctrine, and Deborah Costlow, assistant director of the Media Access Project, a public interest law firm. They said it was an easily administered, and essential, mechanism for assuring the airing of all points of view.



Over the top!

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



The Fetzer Stations

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WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

All's fair in review board's view of marketplace

Selma VHF may raise tower and power to cover Montgomery, even if UHF's there go under; 'commission license comes with no money-back guarantee,' says Blumenthal in writing opinion

UHF television operators, who for years were treated by the FCC as hardship cases deserving of special protection—"UHF handicap" has become a term of art—are on notice that is no longer the situation, even in extreme cases. At least, that is the interpretation of commission policy made by its review board in a decision issued last week.

The case is extreme. A money-losing VHF, seeking to strengthen its position, has applied for authority to improve its facilities in a manner that would result in its duplicating 100% of the population of the Grade B service area of one UHF and 98.6% of the population of the Grade B area of a second. What's more, the VHF is an affiliate of CBS, the same network with which the UHF whose Grade B population the VHF would entirely serve is affiliated. And the record indicates CBS might drop its affiliation with the UHF. Indeed, the review board says flatly that "the competitive impairment" to the two UHF's resulting from a grant of the VHF's application "would range from serious to possibly [in the case of the UHF losing its network affiliation] terminal."

Yet, the three-member panel, in a unanimous opinion, affirmed the decision of an administrative law judge approving the application of Central Alabama Broadcasters Inc., licensee of WSLA-TV Selma, Ala., (ch. 8), to move its transmitter from 50 to some 30 miles of Montgomery, to increase its tower height from 360 to 1,684 feet and to augment its radiated power from 53.7 to 316 kw, despite the likely impact on two UHF's in nearby Montgomery, WCOV-TV and WKAB-TV. The ALJ, however, in a finding the board rejected, said there would be no economic impact.

The board's decision is not a complete break with precedent. It notes that in a series of policy statements since 1970, the commission has been reducing the protection it had once automatically afforded UHF against encroachment by VHF stations. The commission in those statements expressed the view that UHF was achieving a degree of strength where it no longer needed the same degree of protection. It also indicated a growing distaste for protectionism.

But if it survives appeal, the decision in the Central Alabama Broadcasters case will serve as a landmark. It would indicate the commission's willingness to accept, without blinking, the possible death of a UHF on the basis of balancing public interest factors that are seen favoring VHF.

Lest there be any doubt about the policy

it sees the commission pursuing, the board, in the opinion written by Norman Blumenthal, says, "This may be a bitter bill for a threatened entrepreneur, but a commission license comes with no money-back guarantee or a vested interest in perpetuity in past protective policies. The interest the commission must protect is the public's and, in the balance, a grant to WSLA-TV here serves best."

That conclusion will be challenged. Attorneys for WKAB-TV and WCOV-TV said they will appeal the board's decision to the commission. Vincent A. Pepper, counsel for WCOV-TV, said, "If there's going to be a continuation of the UHF-impact policy, it has to be in this case. We are not asking for permanent protection, we want it only until we have parity with VHF's."

The factors balanced by the board are the economic hardship that WSLA-TV competition will mean for the UHF's, which are already competing with a VHF in Montgomery, WSFA-TV, and the benefits to be gained by assuring the continued existence of WSLA-TV and by the first and second television service an improved WSLA-TV would offer viewers in the area.

The big loser would be WCOV-TV, the CBS affiliate which fears the loss of that affiliation if WSLA-TV, in effect, moves into the market. (An internal CBS memorandum placed in evidence in the hearing said "CBS would no longer need an affiliate in Montgomery" if WSLA-TV were allowed to improve its facilities.) WCOV-TV is now ranked third in Montgomery, and even if it were to retain its affiliation, the review board estimates, "conservatively," that the station's ratings and revenues would decline by 25%. In terms of revenues, that would mean a loss of \$250,000, based on 1977 figures. WKAB-TV, according to the board, would lose 14.4% of its viewers and revenues (or \$100,000). WKAB-TV also expressed concern about losing its ABC affiliation to WSLA-TV.

But the board was concerned not only about the UHF stations' financial problems. It noted that WSLA-TV has operated at a loss every year since it was taken over by Central Alabama in 1973 and that for the five years covered by the record (1973-77) it had accumulated losses of \$371,939. The board said that stockholders contributed \$50,000 in 1976 and again in 1977 to meet the station's obligations. In light of WSLA-TV's financial problems, Blumenthal wrote, there is a likelihood Selma "could eventually lose its only broadcast station" if its application was denied.

Thus, one of the public interest benefits the board sees in granting the application is the retention of that service in Selma. More than that, the opinion notes that WSLA-TV would provide "a first and second television service to 28,491 and 30,226 persons, respectively, providing a first network service to 61,199 persons, and pro-

viding a greater signal intensity to its whole service area." The station would increase its grade B population coverage from 137,559 to 606,251 persons; a gain the board noted of 341%, "including all of the residents of Montgomery." Those benefits, Blumenthal said, "outweigh the detriment of a potential loss of WCOV-TV," which now serves more than 300,000 persons.

"Even if WCOV-TV were to go off the air, and there is no assurance that that will occur," Blumenthal added, "the residents of Montgomery would still have two other broadcast stations providing local service [WKAB-TV and WSFA-TV], they would continue to receive the same number of broadcast services, and they would not lose any network service, since both WCOV-TV and WSLA-TV are affiliates of CBS. The public benefits from the expanded VHF service outweighs the potential harm to UHF television."

Blumenthal traced the roots of that public interest finding back to a review board opinion, issued in 1970, which held that the commission does not purport to guarantee the success of UHF stations. Rather, the review board said, the commission seeks "to protect and encourage UHF television service as much as possible, without at the same time foreclosing possible advantage to the public which may be achieved by the improvement of VHF service."

In 1976, he said, the commission "signaled a sea change" in its UHF impact policy, when it held that, regardless of whether the impact of a VHF station was minimal or substantial, the commission would compare the possible adverse consequences of the impact and the gains from the improved VHF service. In subsequent statements, Blumenthal noted, the commission said that "the promotion of competition remains a primary commission policy" and that since "UHF TV has achieved a reasonable degree of viability, it should be left to the marketplace to determine whether any new service comes from VHF or UHF."

Blumenthal, who was joined in the opinion by board chairman Joseph Marino and Jerold L. Jacobs, appeared to be intending to add to that judicial history with his concluding remarks: "In this case, we have candidly recognized that a grant of the WSLA-TV application will visit financial reverses on the UHF licensees. However, it has long been doctrine that the grant of a broadcast license carries with it no assurance of either profits or, indeed, survival; licensees must 'survive or succumb' in the marketplace." The quotes were from a commission decision issued in 1940. Thus, Blumenthal said, "the commission's 'new' policy in firmer reliance on marketplace choices is really an atavistic return to its historical cast."

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Justice defends AT&T deal

Antitrust settlement promises to end Bell's monopoly power, stir competition, says department

The Department of Justice sees the proposed settlement of its antitrust suit against AT&T as preventing AT&T from engaging in anticompetitive practices and also spurring the development of competition in various telecommunications markets. Justice also contends the settlement would free AT&T to compete on an equal footing with other companies in the new markets that are opening.

The department expressed its views on the settlement in a competitive impact statement filed with U.S. Judge Harold Greene, who has presided over the antitrust case. Greene requested the impact statement, and has invited interested parties to comment on the settlement.

Justice and AT&T structured the settlement of the seven-year-old case as a modification of the 1956 consent decree with which they had ended an earlier antitrust case. The settlement requires AT&T to spin off its 22 operating companies to the company's stockholders. But it also ends provisions of the 1956 decree that barred AT&T from participating in unregulated businesses and that required the Bell System to grant nonexclusive licenses under its patents to all applicants. AT&T Chairman Charles Brown sees the settlement as freeing the company to help lead the country into the "information age" (BROADCASTING, Jan. 8).

Justice said in its impact statement that the proposed modification of the 1956 decree will remove from AT&T the power to use local exchange services in ways that impede competition in interdependent markets. AT&T would not be able to control the access to local exchange services that its competitors need in order to participate in interexchange markets, Justice said. Nor would the operating companies have any incentive to favor their former parent in the quality and cost of interconnection.

Justice also contends that the divestiture requirement would end the potential for cross-subsidization in connection with the manufacture by the wholly owned Western Electric Co. and sale to operating companies of customer premises equipment, as well as the operating companies' incentive to buy from Western Electric, regardless of the price or quality of the equipment.

As a result, Justice believes that the divestiture requirement and accompanying injunctive provisions "will substantially accelerate the development of competitive markets for interexchange services, customer premises equipment, and telecommunications equipment generally."

What's more, Justice says, the "fundamental restructuring" removes the need for the restrictions imposed by the 1956

decree. In fact, it says that, in light of the restructuring, removal of the restrictions "should intensify competition substantially."

Justice contends that, once AT&T spins off its local monopolies—"the source of its monopoly power"—there is no need to restrict the kinds of business it may enter. Indeed, Justice says that, free of the operating companies, "AT&T will be a procompetitive force in the markets that it enters." Justice expects the company to expand its product lines and also the areas in which it sells telecommunications equipment. "It is likely that AT&T will compete for sales of telecommunications equipment to independent telephone companies."

As for the proposed lifting of the patent licensing requirement, Justice notes that the requirement was imposed because a substantial portion of Bell System research and development is funded from revenues derived from the provision of monopoly exchange telecommunications service. And since the proposed modification would end the license contracts under which the revenues flow to AT&T, Justice says, the company will be obliged to fund its research and development from the sale of products and services in competitive markets.

Justice also disclosed that, as was generally known, the parties had discussed possible settlement of the case on a number of occasions before finally reaching agreement early in January. On two occasions, Justice said, those discussions resulted "in what could be deemed alternatives actually considered" by the government. Both originated with the Justice Department.

One idea, described as "tentative," surfaced in January 1981, before the suit went to trial. Justice says it discussed with AT&T attorneys the possibility of a decree that would divest "a small number of BOC's [Bell operating companies] to establish separate businesses to provide exchange telecommunications and exchange access to AT&T and its intercity service competitors, and include several injunctive provisions." Justice says the idea was never put in the form of a proposal by either side and that it ultimately rejected it as inadequate to meet the objectives of the litigation.

The other proposal, which Justice also discussed with AT&T, was "a purely injunctive, nonstructural resolution" of the case. It would have eliminated the line-of-business restrictions in the 1956 judgment and replaced them with "extremely detailed and complex requirements and restrictions on AT&T's activities," Justice says.

Justice does not explicitly say which side rejected the idea. But, it says, the proposal "did not approach even remotely the effectiveness of the proposed modification in achieving conditions that would assure full competition in the telecommunications industry."

In a related development, the National Citizens Committee for Broadcasting and five allies filed a motion with Greene that asks that

he appoint a "consumer expert" to advise the court during its review of the settlement. NCCB said the expert would assess the impact of the proposed settlement and its implementation on residential telephone users. Joining in the motion were the Consumer Federation of America, Public Citizen, the Citizens Utility Board of Wisconsin, Representative Ronald M. Mottl (D-Ohio) and Media Access Project.

Jones negative on federal pre-emption of franchise fees

FCC commissioner indicates she favors leaving decision up to local jurisdictions

The setting of franchise fees for cable television systems would seem to be better left to local governments, according to FCC Commissioner Anne Jones.

In a speech before the Governor's Conference on the State Role in New Telecommunications Technology in Jacksonville, Fla., Jones said that although she didn't want to prejudge the issue, she has "considered with great skepticism arguments during the past three years that the financial health of the cable television industry, and its consequent ability to provide service to consumers, depends upon continued federal protection against 'excessive' franchise fees."

In its cable franchise fee proceeding, the FCC, nearly three years ago, had proposed to consider eliminating its rule that prohibits local franchising authorities from imposing a fee higher than 3% of a cable system's gross revenues without FCC approval. The rule provides that the commission will approve a fee between 3% and 5% if it's reasonable, based on showings that the fee won't interfere with federal regulatory goals in cable and that it is appropriate in light of the planned local regulatory program.

The FCC questioned whether the ceiling assured more consumers of cable service and whether it might prevent franchising authorities from deriving the maximum value from competing applicants for cable television franchises, she said.

"I find it very difficult to believe that we at the FCC know better than the myriad franchising authorities in this country what level of franchise fee should be imposed on a particular cable system in a particular community at a particular time," she said. "Ordinarily, determination of proper levels of taxation is left to the political process at whatever level of government the taxes are imposed," she said. "If taxes are too high, or in rare cases too low, the voters make that clear at the polls and their elected representatives respond accordingly."

Jones said she expects the FCC's Cable Bureau to bring its recommendations on the proceeding to the commission "very soon."

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AT&T settlement doesn't pre-empt FCC's regulatory role: Fogarty

Any conflicts between decree and commission's mandate should be decided in latter's favor, he tells telco group

Although the Justice Department and AT&T may have reached a "reasonable and proper private accord" in their settlement under the antitrust laws, such an accord, "with or without judicial approval, cannot oust, supplant or modify the FCC's mandate, authority and jurisdiction under the Communications Act," FCC Commissioner Joseph Fogarty said last week.

In fact, he said, in a speech before the New Hampshire Telephone Association, if the proposed settlement does raise an "irreconcilable conflict," it's the antitrust law that must "yield to the commission's broader regulatory" jurisdiction. For, while the Communications Act requires the FCC to base its actions on the "public interest, convenience and necessity," antitrust laws look solely to competition as the safeguard of the public interest, Fogarty said.

Moreover, "the commission's mandate is not merely to further competition or simply to balance equities among competitors, but rather to determine how best to provide telecommunications service to the public," Fogarty declared.

Although Fogarty said he didn't want to prejudge the legal or policy merits of the new decree, or its consistency with the FCC's mandate and authority, he said he was concerned that the FCC "take pains to insure that its existing congressional mandate and regulatory jurisdiction are respected."

According to Fogarty, the new decree's "apparent" effect would be to separate AT&T's 22 local operating companies (BOC's), and their local exchange services from all other AT&T operations, to prevent the BOC's from providing customer premises equipment (CPE) and information services, and to limit the BOC's to providing only local exchange and exchange access services.

Those changes, Fogarty said, in severing AT&T's end-to-end facilities and services, raised questions about the continued adequacy of telecommunications network capacity and the continuity of network planning.

And the proposed consent decree also raised questions as to whether the FCC's Section 214 approval would be required to effect the BOC divestiture, Fogarty said. But in his opinion, the FCC would appear to need to exercise its Section 214 jurisdiction over the BOC divestiture "if the commission is to play its proper regulatory role in approving and supervising the attendant asset valuation and transfer," he said.

"If the transfer of assets from the

BOC's to AT&T's interstate operations is valued too high, the interstate ratepayer will be unfairly burdened," he said. "If such transfer is valued too low, the result could have anticompetitive effects for the interstate/interexchange market," he concluded.

Court blesses FCC action on financial interest rule

The FCC ruling that the financial interest rule does not bar networks from acquiring independently produced television programs for use on cable television, videocassettes and videodisks—that is, for nonbroadcast uses—was indeed a ruling and not a change in the rule. Consequently, the U.S. Court of Appeals in New York says, a rulemaking proceeding was not required.

The court issued the decision last week in denying requests by Viacom International and Overseas Tele Video Corp. for a review of the commission ruling, which was issued on June 23, 1981. The commission had acted in response to a request from CBS, which had begun production of videocassettes and was planning to produce and distribute videodisks and to offer advertiser-supported programming for use on cable television.

In each case, CBS sought to acquire nonbroadcast rights to programs from outside sources, but was not sure the financial interest rule would not prohibit those acquisitions. The rule was adopted along with the prime time access and syndication rules in 1970 as the commission's answer to what it saw as the need to reduce network dominance over programming.

The rule prohibits networks from acquiring subsidiary rights or profit shares in independently produced programs. But it was sufficiently ambiguous—11 years after its adoption, at a time when new kinds of program distribution mechanisms were available—that the commission could not respond to CBS's request for an answer without obtaining comments from interested parties.

But Judge James L. Oakes, writing for a unanimous three-judge panel, disagreed. Rather, he agreed with the commission's position that the rule was intended as "an adjunct to the syndication rule" and was not designed to prevent the networks from acquiring rights to nonbroadcast use of independently produced television programs. The court, as did the commission, relied in part on an FCC staff memorandum prepared in March 1967 that said the proposed rule was not intended to bar the networks "from acquiring exploitation and profit shares in 'merchandising and other nonbroadcast activities.'"

Accordingly, the court held that the commission's order interpreting the rule was supported by the administrative record—and that the commission's ruling "was not a rulemaking but an interpretation of an existing rule."

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Horatio Alger advice to cable advertising

First CAB conference is told that medium will prosper if innovative programming is offered, better research developed and agencies, operators and programmers work more closely with one another

The first advertising conference under the auspices of the Cabletelevision Advertising Bureau was laced with prospects of a rosy future but included warnings that the medium also must cope with problems and challenges that may impede its growth.

An overflow crowd of 1,200 jammed into meeting rooms of the Waldorf-Astoria hotel in New York last Tuesday and Wednesday (Feb. 9-10) to hear an imposing array of advertiser and agency executives extol their use of cable and outline plans for the future. But at the same time there were admonitions that cable must develop its own programming forms distinct from conventional television, that expanded and improved research must be developed, that advertisers must be persuaded to experiment with the medium, and that agencies and cable operators and programmers must become more intimately involved with one another.

In his welcoming speech on what he said was the CAB's first birthday, Robert Alter, president of CAB, listed three wishes:

"My first wish is that the advertising community recognize cable's unique qualities and not smother its potential aborning by trying to fit it into past media, creative and programming practices; another is that the cable industry continue its rapidly accelerating financial and intellectual commitment to its development as a

major national, regional and local advertising medium and that CAB become a catalyst for addressing the issues vital to developing cable as a medium."

In a session dealing with programming, John A. Schneider, president of Warner Amex Satellite Entertainment Co., conceded that cable faces a "staggering" problem in filling the needs of systems that may have as many as 100 channels. He drew a parallel with radio, noting that the split between AM and FM produced the development of special-interest stations.

"Cable already is going in that direction," he said. "There are channels for news, sports, children, religion and health. It will be a smaller audience but a more satisfied audience."

James Shaw, vice president of marketing, ABC Video Enterprises, called attention to joint ventures between his company and other companies that provide expertise. He cited the Hearst Corp. as a partner with its women's service program; Westinghouse with its projected news service and ESPN with its sports projects.

He noted that ABC Video evaluates programs also in terms of their residual value for sale overseas or on videocassettes and videodisks. As to the future, he suggested that advertisers experiment with cable to learn about its potential and its values beyond circulation.

The Bristol-Myers Co. is one advertiser that apparently believes in Shaw's dictum. Peter J. Spengler, vice president, advertising services for B-M, said the company always has had "a pioneering spirit" in new media, citing its early involvement with commercial TV and with cable.

He said on several occasions B-M has involved viewers by asking them to send in cards responding to questions and that the response was highly satisfactory.

Paul Kagan, a cable television consultant, said national advertising on cable reached an estimated \$100 million in 1981, while local advertising was about \$17 million. He projected that by 1991 national advertising would be in the \$2 billion area while local would grow to about \$750 million.

Advertising case histories were presented by several speakers.

Ronald B. Kaats, senior vice president and director of media resources for J. Walter Thompson, USA, spoke on Kraft's use of cable advertising, saying that mentions of the availability of a brochure on recipes and a cookbook (for \$6.95) prompted "successful responses" after advertising on superstation WTBS(TV) Atlanta.

Sherman J. McQueen, senior vice president and director of Foote, Cone & Belding/Telecom, cited the success of the cable campaign for Mazda Motors on the USA Network, saying the premium paid for reaching a limited audience was compensated by reaching targeted viewers.

Charles B. Fruit, corporate media director, Anheuser-Busch Inc., said the company turned to sports programs on cable to reach the adult male audience in a period of rising media costs. He announced at the conference that Anheuser-Busch has reached a long-term, multimillion-dollar agreement with Black Entertainment Television. Anheuser-Busch will be the exclusive beer advertiser on BET.

A presentation on cable's impact on media planning was given by a team from Ogilvy & Mather, consisting of Kenneth E. Caffrey, senior vice president and director of media operations; Lawrence R. Cole, senior vice president and director of media services; Jack Hill, senior vice president and director of media research, and Willma Epstein, senior vice president and associate media director.

The thrust of their remarks was that media departments must expand to keep advertisers abreast of the latest cable developments; cable operators must improve programming, and advertisers must support research and be willing to accept cost-per-sales instead of cost-per-thousand.

Philip H. Roberts, president of Philip H. Roberts Advertising Associates, suggested that cable system operators seek additional sources of advertising revenues by creating



Programming pow-wow. Exploring sources of programming for cable television at CAB convention were (l-r): Robert H. Alter, president of CAB; Peter J. Spengler, vice president, advertising services, Bristol-Myers Co.; James Shaw, vice president, marketing, ABC Video Enterprises, and John A. Schneider, president, Warner Amex Satellite Entertainment Co.

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Saturday Night

IN CHICAGO



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Year	Program	Ratings	Share	Total Women	Women 18-34	Women 18-49	Total Men	Men 18-34	Men 18-49
1981	SATURDAY NIGHT	7	15	199	139	174	200	152	180
1980	CELL B.H./ MOVIE	6	13	180	94	135	111	59	82
1979	MOVIE	6	13	151	70	107	138	58	95
1978	MOVIE	6	12	129	54	80	120	46	78
1977	MOVIE	8	17	162	64	111	172	54	108

SOURCE: NSI NOV. 1977-81

Moreover, SATURDAY NIGHT outperforms all competing independents in the 10:30-11:30 PM time period in all adult categories, IN THE LAST FIVE YEARS.

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America, like most of the world, will see the game on tape. In fact, many of the events at Lake Placid will be broadcast and rebroadcast to the world on tape under the most demanding time and temperature conditions. It's a one-chance situation all the way and the stakes are always high.

That's why Scotch® Video Tape was there when the U.S.-Russia Hockey Game was first recorded. And again when the Moon Walk was first recorded. And again when the Space Shuttle Landing was first recorded.

The Papal Tour of America. The Return of the Hostages. The Eruption of Mount St. Helens. Whenever there was one chance to get it, chances are they got it on Scotch Video Tape.

So whether your production is important to the world or just important to you, why take chances? Get it on the one tape you know will get it right.

Magnetic A/V Products Division/3M.



U.S.-Russia
Hockey Game
February 22, 1980



HISTORY IS RECORDED ON SCOTCH VIDEO TAPE.

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Cable research. Alex Kröll, president of Young & Rubicam USA, reveals Y&R-client research study on cable television during CAB conference in New York.

special-interest channels and by aiming for co-op advertising.

He noted that magazines have tapped new revenue bases by creating publications that serve a wide variety of interests. He reasoned that cable systems, with their multiplicity of channels, are in a strong position to create special programming that can entice a wide spectrum of local advertisers.

Roberts, who is a specialist in co-op advertising, advised cable operators to work with retailers in their areas to garner some of the available funds. In response to a question, he warned operators not to become involved in any "doubling-billing" practices since they are illegal and are detectable by checking services that are hired by manufacturers active in co-op.

An assessment of cable television advertising made by the management consulting firm of McKinsey & Co. was presented to the convention by Carter Bales, director of McKinsey, and Sharon Patrick and Roger Werner, associates. Based on a study made by McKinsey, the findings indicated that advertising is lagging behind the cable industry's development.

The study concluded that most agencies and advertisers have been slow to respond to the growth of the cable industry. The study cited the organizational structure of the agency where there is inconsistent or shared responsibility for cable buys and

sparse integration of cable in the agency/client media planning process ("Monday Memo," Feb. 8).

The luncheon speaker on Tuesday was Alex Kröll, president of Young & Rubicam USA, who said Y&R has launched a multiclient research effort into all aspects of cable television behavior that will provide national ratings for the cable satellite networks.

The study, supported by such clients as General Foods, Ford, U.S. Postal Service, Merrill Lynch, Pierce, Fenner & Smith, Frito-Lay and Eastman Kodak, will use information drawn from both A.C. Nielsen and Arbitron. Kröll said initial results will be available to clients by the end of February and the study will be completed in May.

Kröll also decried all the "hype" that has been generated about cable television. He assured the audience that Y&R, the largest cable advertising agency, is high on the medium but said some of the promises and expectations are excessive. He urged cable operators to experiment with different forms of programming.

Later that afternoon, the programmers had their chance to encourage advertisers, agencies and cable operators to investigate specific services. About 20 companies took booths at a well-attended CAB "Satellite Network Programming Fair" where both veterans and newcomers played their demonstration tapes, distributed literature and pitched.

Ratings methodology remains cable bugaboo

The well-worn debate over audience measurement for cable continued at a CAB panel, with advertising-agency executives, as usual, demanding proof of programming performance and programmers, as usual, claiming that established ratings don't fit the new cable mold.

Both sides, however, generally agreed that new methods for judging the success or failure of advertising on cable have to be devised. In the meantime, however, the agency people stressed that they need the information that is available now.

"You must help me prove [to advertisers] that there is a value in your audience," said Allen Banks, senior vice president, media director, Dancer



Pleased. Robert H. Alter, president of CAB, announced that 1,200 persons attended CAB convention, exceeding all expectations.

Fitzgerald Sample. Banks explained that his agency now is buying "where the numbers exist" or, if numbers aren't available, where the service seems particularly appropriate.

Dawn Sibley, senior vice president, media director, Compton Advertising, explained that, for the most part, she prefers cume ratings rather than average-quarter-hour numbers because cume provides a larger cable-home perspective and is less "statistically dangerous." However, she claimed cume is "not the answer for the future" and hopes for brand- or product-use information.

Lawrence Lamattina, executive vice president, media and network, SSC&B, was another who stressed the need for more specialized research when narrowcasting is involved.

The panel's one advertiser representative, Harry Way, director of media, Colgate-Palmolive, compared some cable buys today to dropping a coin in a wishing well and hoping that the audience comes through.

From the programmers' side, James N. Perkins, president, Hearst/ABC Video Services, agreed that "advertisers have a right to expect proof" but he claimed that measurement techniques developed for broadcast television aren't the answer. Perkins explained that it isn't just cable that is changing past advertising rules but also that economic and social developments are creating "new consumer buying patterns."


Jordan Rost, vice president of sales, Warner Amex Satellite Entertainment Co., expects more attention and research into the commercials themselves. While cable changes viewing habits, he said, it also will be "opening that Pandora's box" about how television commercials actually work.

Preparing for the marriage of computers and cable, or interacting for fun and profit

"The world of computers and communications will ultimately meld together," said Arthur Esch, vice presi-



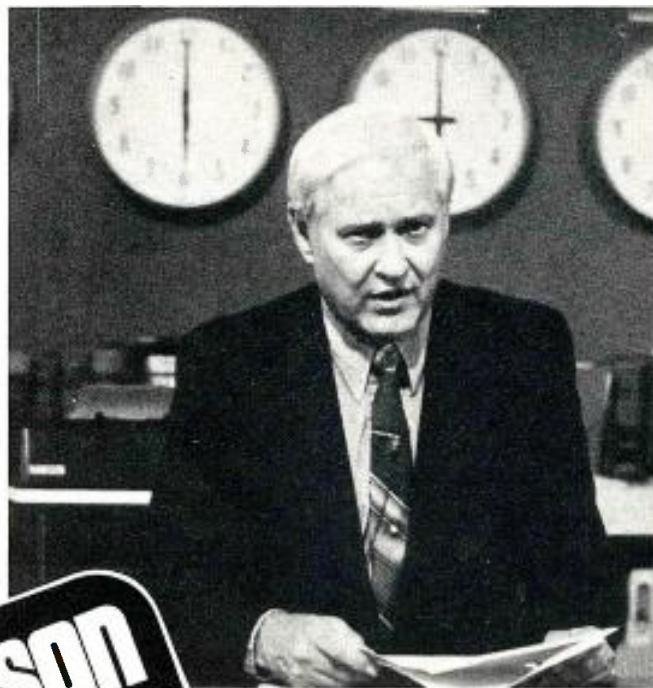
!Si!
Channel 13 "Telemetro," Panama City's newest television broadcaster, said "Si" to Hayes' station identification and promotional animation packages! The result? After seven weeks on the air, Channel 13 is number one in most time slots. To our friends in Panama, we say, "Muchas Gracias!" Call John Witherspoon, (512) 224-9565, for information for your station.



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dent of NABU Manufacturing Corp., at a DAB panel session that examined advertising applications of new technology.

Esch, whose Canadian-based company offers interactive computer services, discussed the benefits of teletext and videotext and claimed, "It's a question of tons and tons of data coming down that can be selected by the consumer." Regarding videotext, Esch outlined two channels cable systems may want to offer: a service channel and a business channel.

Within the former, a consumer might be able to do banking (including bill paying and transferring accounts), shop, play electronic games or use it for educational purposes. The business channel may offer accounting services or inventory information, he suggested.

At Sears, Roebuck & Co., Ronald Ramsmeier, national manager of catalogue advertising, related his company's experiments in adapting advertising to the new technology.

Analyzing the benefits and limitations of "teleshopping," Ramsmeier advised that it must be convenient, offer enough product information, present a literal reproduction of the product, offer a large data base and be economical to the consumer.

"It's a time of testing," said Trevor Lambert, vice president of corporate development at Adams-Russell who is working with J. Walter Thompson in "pursuing research into a new form of cable advertising."

Adams-Russell, a multiple systems operator and equipment manufacturer, discussed a shopping information service offered on its Peabody, Mass., system called Cablesop. Testing has just started for the operation that employs three information channels and one guide channel with about 20 noncompeting advertisers, including Franklin Mint, Reynolds Aluminum, Sears and Prudential Insurance.

Lambert said that Cablesop is "simple to operate ... it's not a computer." He believes that it is useful to the consumer because "there are no glorified commercials ... and it is genuinely informative."

"The marriage between print and video" was discussed by Michael Schwartz, director of marketing services, Time Inc. Detailing the video magazine that Time is working on, Schwartz emphasized that the corporation won't rely on material from the printed magazines or books produced by Time.

The video magazine will have three partners, Time, the cable operator and a local newspaper. While the cable operator assumes the duties of distribution and handles billings, Time will provide national material and the newspaper will include all local information.

"We have something for everyone," said Schwartz of the operation that will offer a local dining guide, a list of movies in the area, airline schedules and weather updated four times daily. Test marketing will be done in the San Diego and Orlando, Fla., markets.

"Moving viewers from a passive to an

"The Children's Story...but not just for children" is a film I've wanted to make for years—ever since a disturbing conversation with my 6-year-old daughter inspired the book on which it's based. Mobil Showcase Network (bless 'em!) airs "The Children's Story" on February 18, and they are doing it without commercials. I can't thank them enough for their confidence, or for offering me this space to tell you a little about my film and to pass along some of my enthusiasm to you.

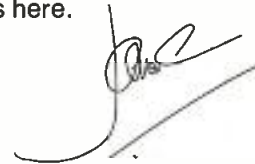
The action in "The Children's Story" takes place in just half an hour. It's different from anything I've ever done and quite different from anything you've ever seen on television before. Hopefully, you'll find it exciting and entertaining, perhaps provocative—possibly even chilling. You see, it tells the story of what happens in a neighborhood second-grade classroom near you, after *they've* conquered us.

Fantasy? Of course. On the other hand, the questions it raises are real.

Please watch as a family. The stars of the film are Mildred Dunnock, newcomer Michaela Ross, and 16 second-graders from a variety of ethnic backgrounds, most of whom have never acted before. They'll give you something important to share with one another. I hope you'll give me this special one half hour of your family's time and let me show you what might happen if.

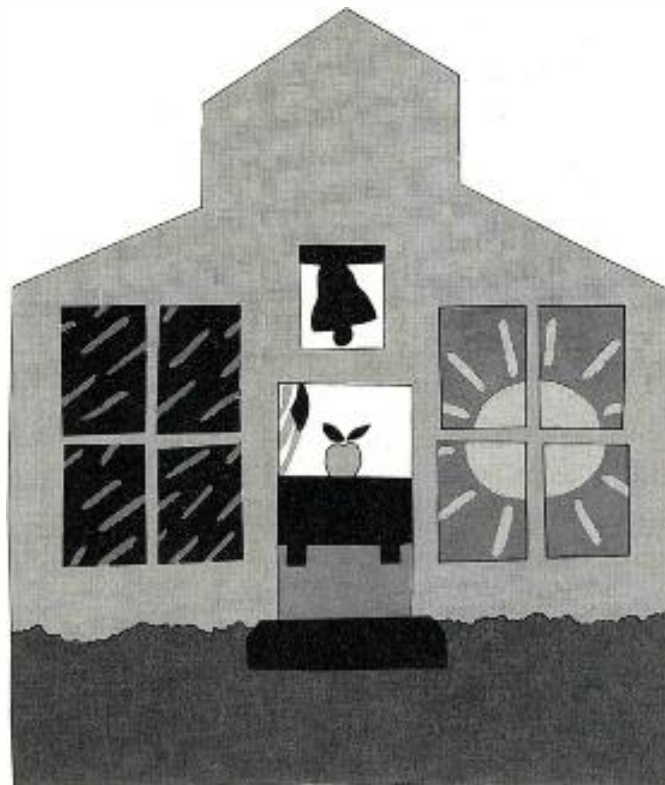
"If," always "if" ...and always the "it" happens elsewhere.

For this special half hour of "The Children's Story" ... "it" happens here.



James Clavell

The James Clavell's Children's Story... but not just for children



Host: Peter Ustinov
Thursday evening, February 18 Check local listings

The Children's Story, published by Delacorte Press/Eleanor Friede, available at local bookstores.

Mobil
Showcase
Network

active state," was the main purpose for Warner Amex's Qube system, according to John Schmuhl, vice president and general manager of the company. Schmuhl illustrated how an advertiser can use the interactive system to his best advantage with the example of a retailer-sponsored show, on its Columbus, Ohio, system.

A local game show, entitled *Majic Touch*, sponsored by the Lazarus department store chain, allows the viewer to order products during the show by touching a key pad. The "ongoing" test has been so successful, said Schmuhl, that the retailer has renewed.

**Merging among the media:
Cable operators told to
look for joint ventures with
radio, newspapers, others
to help with programming**

Given the choice of simply leasing a channel out or forming a joint venture with the prospective lessee, Graham Moore, director of corporate marketing for Tele-Communications Inc., strongly encouraged cable operators to seek partnerships if the business plan looks solid.

Graham, a panelist addressing the topic "When is a Joint Venture Right," claimed that operators might regret not having a piece of the action if the channel becomes highly successful. Furthermore, he suggested that cable operators could jeopardize First Amendment rights if they lease and don't take responsibility for the pro-

gramming transmitted on their systems.

John D. Matthews, senior partner with the Washington law firm of Dow, Lohnes & Albertson, and panel moderator, said that generally "the partnership is probably the best way to go." But he urged that operators maintain "flexibility" and treat each situation in each community on its own. Leasing, he added, for example, could be best for those operators who would rather not take on all of the legal responsibility for the channel's programming.

Encouraging radio/cable connections was Bernard Mann, president of Mann Media, a radio group owner. Mann explained that radio involvement would bring cable partners a long track record of programming to specialized audiences.

On the newspaper side was David Scott, director of telecommunications services for Cox Enterprises. Scott said that newspapers not only have the information resources to program local-community channels but also could serve as advertising sales reps.

Changing Hands

PROPOSED

WIXT(TV) Syracuse, N.Y. □ Sold by WIXT Television Inc. to Ackerley Inc. for \$13.8 million. **Seller** is owned by Transcontinent Communications Corp., which is owned by WIXT Disposition Trust (51%), Larry Israel (34%), Steven J. Kumble (6.5%) and others. They bought WIXT in 1977 for \$11 million (BROADCASTING, Nov. 28, 1977). WIXT Disposition Trust is administered by former directors of Coca Cola Bottling Co. of New York, which transferred its interest into trust after merging with Coca Cola, Atlanta. Proceeds will go to former stockholders of Coca Cola Bottling Co. of New York. Israel

is former president of Washington Post Co. and, with Kumble, principal owner of WICS(TV) Springfield, Mo., which they bought for \$10.7 million (BROADCASTING, April 14, 1980). Kumble also has minority interest in WALL-AM-FM Middletown, N.Y., and WRAN(AM) Dover, N.J. **Buyer** is Seattle, Wash.-based outdoor advertising company principally owned by Barry Ackerly, president. He has no other broadcast interests. WIXT is ABC affiliate on channel.9 with 79.6 kw visual, 11.8 kw aural and antenna 1,520 feet above average terrain. **Broker: The Ted Hepburn Co.**

KFBB-TV Great Falls, Mont. □ Sold by Advance Corp. to Wooster Republican Printing Co. for \$5.2 million. **Seller** is principally owned by Donald P. Nathanson, president. Advance owns 20% of licensee of KECI-TV Missoula, KTVM(TV) Butte and KCFW-TV Kalispell, all Montana, and 5.4% each of KGGM-TV Albuquerque and KVSF(AM) Santa Fe, both New Mexico. In addition, Advance owns cable systems in California. **Buyer**, owned by Albert V. Dix and family and based in Wooster, Ohio, owns four AM's and four FM's, publishes eight daily and 15 weekly newspapers and is applicant for new UHF at Quincy, Ill. (see page 82). KFBB is primary ABC affiliate with secondary affiliations with CBS and NBC, is on channel 5 with 100 kw visual, 20 kw aural and has antenna 590 feet above average terrain. **Broker: Blackburn & Co.**

WACO(AM)-KHOO(FM) Waco, Tex. □ Sold by WACO Broadcasting Inc. to WACO Radio Inc. for \$2,668,000. **Seller** is group of 11 stockholders, none of whom have other broadcast interests. Robert E. Weathers, president and 25% owner, will keep 10% interest in buyer. **Buyer** is owned by Harris Enterprises Inc. (90%) and Weathers (10%). Harris Enterprises is Garden City, Kan.-based newspaper publisher and group owner of six AM's and four FM's principally owned by John P. Harris family and headed by former FCC Commissioner Robert Wells. WACO is on 1460 khz with 1 kw full time. KHOO is on 99.9 mhz with 100 kw and antenna 452 feet above average terrain.

New Listings

AM East	State capital AM facility—recently achieved full time status; terms available.	\$ 550,000
AM Southwest	Owner/Operator opportunity; low down payment with attractive terms.	\$ 110,000
AM/FM West	Profitable AM/Class B in desirable coastal market; terms.	\$3,500,000
FM Midwest	Full power Class B in isolated university setting; cash.	\$ 600,000
AM/FM Mid Atlantic	Class B/Daytimer between major market and resort region; terms available.	\$1,000,000

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2/15/82

WAEC(AM) Atlanta □ Sold by Sears Broadcasting of Georgia Inc. to Voro Communications of Georgia Inc. for \$800,000. Seller is owned by Michael J. Sears who is also applicant for new FM's at Gillette, Wyo., and Leadville, Colo. Buyer is principally owned by Simon Rosen and Lind C. Voth who own WTIS(AM) Tampa, Fla.; WYRD(AM) East Syracuse, N.Y.; WITA(AM) Knoxville, Tenn., and 37.5% each of KITA(AM) Little Rock, Ark. Last year they were also granted FCC approval to buy WOIV(FM) DeRuyter township, N.Y. WAEC is 1 kw daytimer on 860 khz.

KCCN(AM) Honolulu □ Sold by Theodore Shanbaum and Ellis Carp to Oscar C. Lindemann, trustee, for \$633,333.33. Sellers own three-quarters of stock and are selling it to remaining stockholder. Buyer is trustee for Lee Optical and Associated Companies Pension Plan Trust and has no other broadcast interests. KCCN is on 1420 khz with 5 kw full time.

WJLD(AM) Fairfield, Ala. □ Sold by Media Broadcasting of Birmingham Inc. to RFB Radio of Birmingham Inc. for \$550,000. Seller is owned by Rose H. Johnston (80%) and son, George Johnston III (20%) who have no other broadcast interests. Buyer is owned by Robert F. Bell, who owns 51% of WXL(AM) Decatur, Ga.; 42.5% of WCGL(AM) Jacksonville, Fla., and one-third of WRBD(AM)-WCKO(FM) Pompano Beach, Fla. WJLD is 1 kw daytimer on 1400 khz. Broker: Blackburn & Co.

WFUL-FM Fulton, Ky. □ Sold by Ken-Tenn Broadcasting Corp. to WENK-FM Inc. for \$473,131. Seller is owned by Kenneth Z. Turner and family who also are selling co-located WFUL(AM) to separate buyer. Buyer is owned by W.P. Burnett Jr., president, and seven others who own WENK(AM) Union City, Tenn. WFUL is on 99.3 mhz with 680 w and antenna 150 feet above average terrain.

WBKF(FM) Macclenny, Fla. □ Sold by Woodrow W. Rhoden to John Locke for \$400,000. Seller has no other broadcast interests. Buyer owns WPUL(AM) Bartow, Fla., which he bought last year for \$310,000 (BROADCASTING, Nov. 30, 1981). WBKF is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

WKBL-AM-FM Covington, Tenn. □ Sold by Tipton County Broadcasters to Royce D. Wilson for \$380,000. Seller is owned by Robert C. Whitely and wife, Katharine C. Whitely (50% each), who have no other broadcast interests. Buyer is sales manager and general manager of WKBL-AM-FM and has no other broadcast interests. WKBL is on 1250 khz with 1 kw day and 500 w night. WKBL-FM is on 93.5 mhz with 3 kw and antenna 165 feet above average terrain.

KZUL(AM) Parker, Ariz. □ Sold by O.M. Broadcasting Inc. to Scofield Broadcasting Inc. for \$225,000. Seller is owned by William A. Olson who has no other broadcast interests. Buyer is owned by Charles



Million dollar smiles. Gary Stevens (r), president of Doubleday Broadcasting, passes a check to Alex Sheftel, president and general manager of WAVA(FM) Arlington, Va. (Washington), which Doubleday bought for \$8 million. Sheftel and group of local investors bought station in 1977 for \$2.5 million.

L. Scofield (99%) and wife, Lorraine A. Scofield (1%). Charles Scofield owns KEYZ(AM)-KYYZ(FM) Williston, N.D., and cable system serving Williston. KZUL is 2.5 kw daytimer on 1380 khz.

APPROVED
KCBN(AM)-KRNO(FM) Reno □ Sold by

BBC Inc. to Roth Communications for \$3,775,000. Seller is owned by Lorraine W. Arms who has no other broadcast interests. Buyer is owned by David A. Roth, Boston neurosurgeon who also owns WIRA(AM)-WOV(FM) Fort Pierce, Fla., which he bought for \$2,225,000 (BROADCASTING, Sept. 7, 1981). KCBN is on 1230 khz with 1 kw day and 250 w night. KRNO is on 106.9 mhz with 60 kw and antenna 460 feet above average terrain.

WAFL-AM-FM Milford, Del. □ Sold by Mid-Atlantic Communications Inc. to Herbert K. Schnall and James T. Kane for \$1,050,000. Seller is principally owned by Thomas H. Draper, president, who is also president and principal owner of WBOC-TV Salisbury, Md. Buyer Schnall is chairman of New American Library, New York-based publisher of pocket books and subsidiary of Times Mirror Co. Kane is president of Kane Paper Corp., Baldwin, N.Y., paper and corrugated box supplier. Neither has other broadcast interests. WAFL is 500 w daytimer on 930 khz. WAFL-FM is on 97.7 mhz with 3 kw and antenna 240 feet above average terrain.

WPUB-AM-FM Camden, S.C. □ Sold by Kershaw County Broadcasting Inc. to Camden Communications Group Inc. for \$600,000. Seller is owned by Austin M. Sheheen Jr., president, Cecil A. Bowers, Donald H. Holland, John C. West and estate of C.M. Ford (20% each), who have

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- Medium Market—
Class A-FM
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no other broadcast interests. **Buyer** is owned by John D. Livoti (62%), Joe S. Marquez and Anthony G. Lanza (10% each). Albert L. Strada (8%), Edward T. Nugent (6%) and Lanza's sister, Gloria A. Lanza (4%). Livoti is general sales manager of wis-TV Columbia, S.C. Marquez is vice president of Parker Brothers, Beverly, Mass., toy and game manufacturer. Lanza is employe of New York Times Co. Strada is vice president of Harrington, Righter & Parsons, New York station representative. Nugent is salesman with D.L. Taffner Ltd., New York TV syndicator. Gloria Lanza is media services director for American Association of Advertising Agencies. None have other broadcast interests. WPUB is 1 kw daytimer on 1130 khz. WPUB-FM is on 94.3 mhz with 3 kw and antenna 197 feet above average terrain.

□ Other approved station sales include: KCPB(FM) Thousand Oaks, Calif.; WXRS-AM-FM Swainsboro, Ga.; WIMO(AM) Winder, Ga.; WCME(TV) (CP) Chicago; WULT-TV (CP) New Orleans; WKXR-AM-FM Exeter, N.H., and WSBM(FM) Jefferson City, Tenn. (see "For the Record," page 83).

CABLE

Cable system serving Margate, Coconut Creek, Parkland and Northwest Broward county, all Florida □ Sold by Margate Video Systems Inc. to Telecable Corp. for over \$6 million. **Seller** is Arthur Bellis, Andrew Steiner, Dennis Alter (28.3% each) and Anthony J. Genova, president (15.1%), who have no other cable or broadcasting interests. **Buyer** is subsidiary of Norfolk, Va.-based Landmark Communications, newspaper publisher and group owner of one AM, one FM and four TV's. Last year it sold WTAR-TV Norfolk for \$48 million (BROADCASTING, Jan. 26, 1981). Cable subsidiary is 16th ranked MSO with over 280,000 subscribers. Acquired Florida system serves 8,700 basic subscribers and passes 19,000 homes. **Broker: Communications Equity Associates.**

Cable system serving Tuskegee, Ala. □ Sold by Tuskegee Cablevision Inc. to BECE Cable Inc. for about \$1.1 million. **Seller** is principally owned by Walter S. Montgomery Jr. and John Dowling who

are also principal owners of cable system serving Talladega, Ala. **Buyer** is principally owned by Jack Barry and Dan Enright, Los Angeles-based television game show producers, who also are principal owners of cable systems serving Macoupin county, Ill., and parts of Los Angeles. Tuskegee system serves 1,700 basic subscribers and passes 3,425 homes. **Broker: Daniels & Associates.**

No free ride for radio, says GF's Smith

Major advertiser's own use of medium up markedly in decade, but broadcasters will have to 'make it happen' to cash in on bright future; change is the key to success, says Ogilvy's Lawrence Cole

General Foods' investment in radio advertising "has multiplied six to eight times in less than a decade and there's no reason why radio's share should not continue to grow"—but it "won't happen automatically."

That was the message from Philip L. Smith, General Foods president, to some 900 radio sales management executives at the Radio Advertising Bureau's managing sales conference at Dallas (BROADCASTING, Feb. 8).

"We've already seen what radio can do for us," Smith said. "Radio can help extend our markets. Radio can reach a newly identified market segment that we can't reach with a blanket message on television. Radio can extend the effectiveness of our ad budget. And we've learned that we can capitalize on radio's own unique intrusiveness."

Radio's singular strengths, Smith said, are "immediacy, portability and a strong local or demographic identity."

GF, he said, recently capitalized on radio's ability to target specific audiences by using, in St. Louis, copy for Open Pit barbecue sauce tailored for black consumers. "It worked," he continued, "and



Smith

we're expanding this effort to additional markets next year." He also cited GF's use of radio to localize promotions and to reach consumers at specific times of day.

"All indications are that radio's definitely got a bright future at General Foods," Smith said, but he cautioned broadcasters not to take this for granted. "You will have to make it happen," he said, "with your skill, your marketing savvy, your knowledge of your clients and your audience, and most of all with your ideas."

The sales executives also heard encouraging words from Lawrence R. Cole, senior vice president and director of media services for Ogilvy & Mather, who said advertisers should be urged "to gain test experience with radio, which may prove highly efficient, compared to other media opportunities."

Cole said that "radio will survive in the 1980's by changing, as it always has. It will continue as an important part of our lives occupying 24 hours of the average American's time each week."

"While radio ad rates are expected to increase," he said, "the medium will gain a relative cost advantage over the other major media."

He anticipated a continuing trend toward specialization in the magazine field, more special interest and suburban sections in newspapers and a decline in TV network audience share as more stations come on the air, increasing the variety of available programming and segmenting markets.

CBS at odds with O&M over future network audience

Network says prime-time share will be 73% in 1990, not 59%

The CBS/Broadcast Group last week projected that network television's prime-time share of audience in 1990 would be about 73%—considerably higher than Ogilvy & Mather International's 59% prediction (BROADCASTING, Jan. 11).

In its rebuttal to the Ogilvy report, the CBS research department charged that the advertising agency used "some highly questionable data" and "the network

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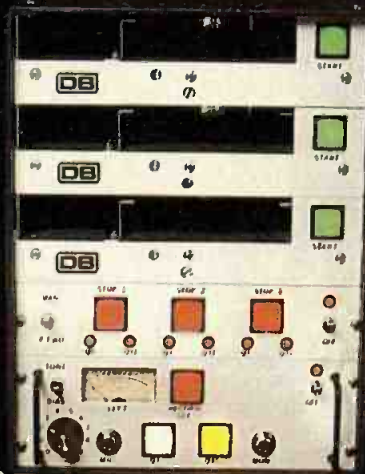


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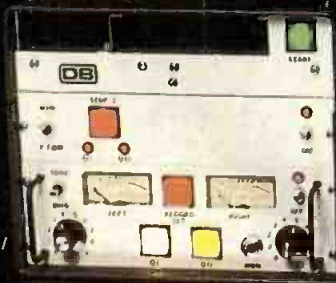


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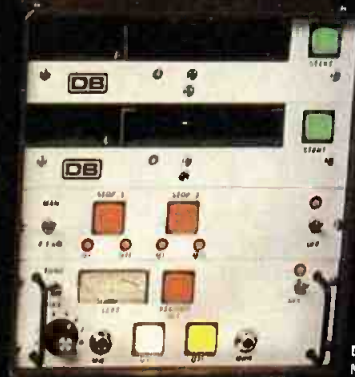
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What's more, all of D-B's cart machines are covered by an unheard-of 3-year limited warranty. As a matter of fact, the only warranty of its duration on the market today.

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B-4



Man of La Mancha. Frank Boyle (at lectern) of Eastman Radio donned suit of armor to help make his points at station-rep panel session during Radio Advertising Bureau's Managing Sales Conference at Dallas (BROADCASTING, Feb. 8). His advice: "Stop Tilting at National Business Windmills," such as notion that national buyers/sellers have virtually unlimited time for rate negotiations, or that "buyers are blind to your rating declines but eagle-eyed at your rating increases." Other panelists dealt with subjects ranging from rates to mutual assistance between rep and client and developing additional dollars. They included (above, from left) Richard Rakovan, Outlet Broadcasting; John Boden, Blair Radio; Robert Duffy, Christal Co.; Ken Swetz, Katz Radio; Lou Faust, Selcom Inc., and Tony Durpetti, McGavren Guild.

share estimates... are most probably too low."

CBS projected that the network share would likely drop only 12% from 83 in 1981 to 73 in 1990 and combined rating would decline 5% from 48.7 to 46.4. Key to CBS's case, however, is its anticipated 16% gain in households reached, from 39.2 million to 45.6 million.

CBS claimed that it is improper just "to project network shares to the future and to imply that the projected decline in share reflects what will happen to network audiences over that period of time."

"Network audiences have been going up, not down as some would have us believe," CBS added, "The mistaken belief stems from a consideration only of network shares."

CBS also cautioned against lumping the three networks together. While combined ratings declined 7% and household reach increased 7% from 1976 to 1981, CBS said its own network ratings and reach gained 1% and 16% respectively.

As for Ogilvy's use of the San Francisco market to show the effect more viewing options have on network shares, CBS claimed that the agency "selected a most atypical situation." CBS said that Arbitron shows 13 independent stations in that market and that the average market has only three to four independents.

Wall Street sees problems ahead in AT&T-Justice deal

Testimony before House warns of financial difficulties for local companies, labor unions

AT&T's antitrust settlement with the Justice Department could harm its ability, and that of its local operating companies, to raise capital, according to Wall Street analysts who testified last Tuesday (Feb.

9) before the House Telecommunications Subcommittee. The settlement also poses potential problems for the unions representing AT&T employees, according to other witnesses.

Shortly after the settlement, Standard & Poor's placed AT&T's bond ratings, and those of its operating companies, on "credit watch," an indication that their ratings might change. Thomas G. Fendrich, vice president, general manager for Standard & Poor's, said the settlement has caused uncertainty in the bond market about the local companies' desire or ability to maintain the highest credit rating, something that has been a priority at AT&T. It is also concerned that regulators and policymakers may require the surviving parent "to go to unusual lengths to maintain operating company credit," he said.

The bond market "abhors uncertainty," said Fendrich, and is waiting for details of the settlement to be submitted by AT&T to the Justice Department in about six months. "The net effects will be reviewed by S&P following finalization of the divestiture plan," he said. "Our current analysis suggests that, at worst, several of the ratings may be reduced modestly."

For the Communications Workers of America and the International Brotherhood of Electrical Workers the settlement could bring major changes in the way AT&T bargains with its employees. James Booe, executive vice president, CWA, and Anthony Salamone, assistant to the president, IBEW, appeared to be reserving judgment on the settlement last week, saying they are waiting for its final details.

Both unions are concerned about earned employment rights, such as seniority, pension plans and programs for advancement within AT&T. They are also worried about problems they may face in dealing with three entities, AT&T, its unregulated subsidiaries and its divested local companies, instead of the one large company with which they now bargain.

Acid rain.

The real issue is whether you have all the facts.

Edison Electric Institute
The association of electric companies
Washington, D.C. 20036

Acid rain implies danger. It's become an issue clouded by confusion, misguided blame and misplaced hope. Undoubtedly, that's because most people have been inundated with one-sided stories that acid rain is strictly a man-made problem which threatens our environment.

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What is causing acid rain?

While it's easy to draw conclusions from the circumstantial evidence, new facts and new interpretations are shaping a better understanding of acid rain and acidity in the environment.

We believe it is virtually impossible to enact sensible legislation until these, and all the facts, are considered.

Information, free discussion, before legislation.

We want you to know all the facts, scientific, environmental and economic, as well as what can be done and what is being done about this highly complex and controversial issue. So we've put together a booklet entitled "An Updated Perspective on Acid Rain."

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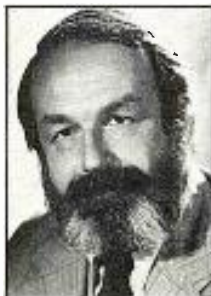
Van Gordon Sauter takes over
from Bill Leonard who goes
to Washington as consultant

Bill Leonard, held over as president of CBS News for almost a year beyond his normal retirement date, will step down March 1, CBS News said last week, and return to Washington—where he has maintained his home in recent years—to “undertake a variety of assignments as part of a long-term consultancy with CBS, extending beyond his official retirement” on June 1.

Van Gordon Sauter, tapped last fall as his eventual successor and serving as deputy president since then (BROADCASTING, Nov. 16, 1981), will take over the presidency when Leonard steps down.

“This seems just about the right time for me to turn over the reins officially,” Leonard said. “Van Sauter and his new team are firmly in place and doing well. The Cronkite-Rather transition has been accomplished. Bill Moyers is aboard and making a notable contribution. The *CBS Morning News* in a two-hour format shows the greatest promise in its history, and *60 Minutes* continues to be far and away the most popular nonfiction program since the medium was invented. I am proud to have played some part in it all.”

Leonard’s imminent retirement, winding up more than 36 years with CBS, brought this tribute from Gene F. Jankowski, president of the CBS/Broadcast Group: “As much as any single person in the history of CBS News—if not the industry itself—Bill Leonard embodies the highest aspirations and achievements of broadcast journalism. His extraordinary career included every aspect of his craft—reporter, writer, producer, programmer, executive and industry leader. He excelled at each. He brought vision and intelligence to



Sauter



Leonard

everything he touched. . . .”

Except for a 1975-78 period as CBS Washington vice president, Leonard has been in news since he joined CBS in December 1945 as an on-air roving reporter for its WCBS(AM) New York. He joined CBS News as correspondent and producer in 1959 and was responsible for a number of the early *CBS Reports* broadcasts, later headed a newly formed CBS News election unit (1962-65), was vice president and director of news programming, in charge of documentary production (1965-71) and senior vice president and director of public affairs broadcasts (1971-75). After his Washington assignment he rejoined CBS News as executive vice president and chief operating officer from 1978 until he took over as president in April 1979.

Sauter, who will succeed him, joined CBS in 1968 as news and program director at WBBM(AM) Chicago. He subsequently served in various posts with CBS News, including Paris bureau chief in 1975-76. Then he was program practices vice president of CBS-TV in 1976-77, vice president and general manager of CBS-owned KNXT(TV) Los Angeles in 1977-80 and president of CBS Sports from 1980 until he was named deputy president of CBS News last November.

ABC's addition of commercials complicates news expansion

NBC says withdrawal of support by
its affiliates, in wake of ABC move,
dims hour news prospects

NBC officials conceded last week that their hopes for expansion of NBC-TV’s early-evening news to an hour had been at least temporarily dampened by their affiliate board’s “suspension” of its support for the expansion (BROADCASTING, Feb. 8).

The board “unanimously suspended” its support because of uncertainties created by ABC-TV’s current plan to add some 14 or 15, 30-second commercial positions for itself, and four for its affiliates, in prime time beginning next fall.

The NBC affiliates board, according to chairman Fred Paxton, WPSD-TV Paducah, Ky., felt that the question of increased commercial inventory—which most observers believe NBC and CBS will adopt if ABC does—complicated the problem too much to permit intelligent evaluation of the news question until some of the other elements are resolved. There are now

three elements, he said, and all threaten serious inroads on stations' spot-TV market. The three are network efforts to rescind or suspend the prime time access rule and to expand their evening newscasts and, now, ABC's effort to increase prime-time commercial inventory.

Many affiliates are opposing all three, with the outcome in each instance still unclear. Most observers tend to feel that ABC could succeed in enlarging commercial inventory if it chooses to "bull it through," as one source put it. But officials there said last week that no decision had been reached and that they would meet with representatives of ABC affiliates again this week to consider the issue.

NBC officials tended to play down the impact, at least until ABC reaches its decision, that the current loss of affiliate board support would have on its plans for an hour news. But, one said, "it certainly doesn't advance the cause."

Ray Timothy, NBC-TV president, said in a statement that it would "be a shame" if the prospects for an hour news were "sidetracked" by ABC's commercials plan. NBC, he added, has "no present plan to make any changes in its prime-time commercial format."

A special NBC management task force created by Chairman Grant Tinker to develop an hour news plan satisfactory to affiliates meanwhile was meeting last week to continue the search for a solution. It is headed by Richard S. Salant, former president of CBS News, now special adviser to NBC management.

NewsBeat

Chicago's latest. WBBM-TV Chicago has chosen Don Craig as reporter and anchor of its 6 p.m. and 10 p.m. newscasts. He succeeds Bill Kurtis, who joined CBS News to co-anchor its weekday *Morning* news show with Diane Sawyer (BROADCASTING, Dec. 21, 1981). Craig began his journalism career with the *Fort Worth Star-Telegram*; from 1969-71 he was an editorial producer at WCBS-TV New York; he held reporter/anchor/producer positions at WRGB-TV Albany-Schenectady-Troy, N.Y., and KTVV(TV) and KLRN-TV both Austin, Tex. He was Middle East correspondent for NBC News in 1975-76; from 1976-78 he was anchor/reporter for WMAQ-TV Chicago. Since 1978 he has worked as a freelance still photographer.



Mistaken identity. Producer and camera crew in El Salvador were arrested and detained for more than hour on Friday, Feb. 5, according to NBC News, with staffers believing "long lens camera [set up on balcony] might have originally been mistaken for a bazooka-type weapon by people in the neighborhood or by guards at a nearby watchtower." NBC said crew was trying for long shots of U.S. helicopters arriving at airport closed to journalists. Ironically, NBC got closer shots than it expected. NBC crew was taken to airport for questioning and later was "able to persuade the Salvadoran authorities to allow them to videotape... before they were escorted from the base." NBC team was producer Irv Cuevis, cameramen Hermes Munoz and soundman Miguel Real.

Coverage victory. Wbz-tv Boston has won U.S. Court of Appeals decision against restricting news coverage of salvage and investigation work at site of airliner crash. Judge W. Arthur Garfity called National Transportation Safety Board "unreasonable and unconstitutional" in limiting reporters' access to Jan. 23 crash site to one hour per day. During hour, only one film crew and TV reporter were allowed onto site of World Airways DC-10 crash, in which two died. Wbz news director Jeff Rossner, after judge's decision, complained that NTSB rules had deprived viewers of "vital elements of a breaking news story." He said important part of decision distinguished between television and other news media, because instant nature of TV coverage required free access to crash site.

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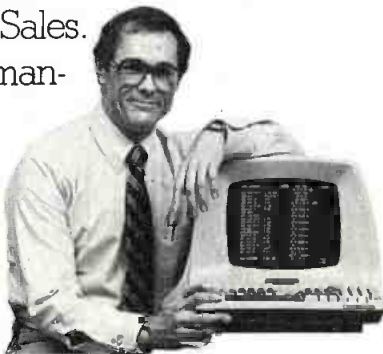
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Press skeptical of White House plan to stop leaks

Some reporters think cover sheet idea will not work

White House reporters were breathing a little easier when the White House issued its new policy on controlling leaks. But some still are not pleased with what they see as a document that is self-serving and one that, like all such directives issued by previous administrations, is bound to fail.

The policy requires all officials who read classified information prepared by or intended for the National Security Council to sign an attached cover sheet. Thus, if the information were to leak, investigators would know where to begin looking for the source.

What's more, the cover sheet states that the person handling the attached document understands the security law involving disclosure "and will cooperate fully with any lawful investigation" into the unauthorized disclosure of classified information.

The directive, signed by President Reagan's national security adviser, William P. Clark, marks a sharp retreat from an earlier one under consideration. That would have required the advance approval of a "senior official" of all contacts between reporters and officials in which classified matters are discussed.

David Gergen, assistant to the President for communications, said there was a feeling that "the requirement of preclearance had a chilling effect on legitimate contacts. Those views have been taken into account in this document." But at the same time, he added, "it was felt that it was important that a person has to be authorized to deal with military, intelligence, or foreign relations information."

The effort to devise a plan to plug leaks resulted from Reagan's annoyance with the appearance in the media of secret foreign policy deliberations.

However, although Gergen said the White House is making it clear it is concerned only about national security matters, some reporters remain convinced the administration is concerned also about covering up mistakes.

ABC's White House correspondent, Sam Donaldson, is one of the skeptics. But he also believes the effort to cut off leaks "won't work." Every administration makes the same effort, he said, and it always fails. "This one won't be any exception."

Furthermore, he said, administration officials themselves "will continue to leak information to reporters when it's to the advantage of the administration."

Donaldson said he is not as exercised about the directive that was finally issued as he was about the one originally under consideration. "Narrow as it is," he said, "the cover sheet is designed to aid in the investigation of leaks."

Stock Index

Exchange and Company	Closing Wed. Feb 10	Closing Wed. Feb 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32 3/8	32 3/4	- 3/8	- 1.14	7	914
N Capital Cities	72 1/4	73 1/4	-1	- 1.36	12	940
N CBS	44 3/8	45 1/2	-1 1/8	- 2.47	7	1,239
N Cox	33 1/4	33 3/8	- 1/8	- .37	17	974
A Gross Telecasting	27 1/4	28 3/4	-1 1/2	- 5.21	7	21
O LIN	37 1/4	38 1/4	-1	- 2.61	12	190
N Metromedia	175	176 1/2	-1 1/2	- .84	13	695
O Mooney	4 1/2	4 1/2			7	3
O Scripps-Howard	18 3/4	19	- 1/4	- 1.31	11	193
N Storer	23 3/8	26	-2 5/8	-10.09	14	371
N Taft	30 5/8	32	-1 3/8	- 4.29	9	292
O United Television	7	7 1/8	- 1/8	- 1.75	11	84

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20	20 1/4	- 1/4	- 1.23	16	77
A Affiliated Pubs.	26	28 3/8	-2 3/8	- 8.37	9	134
N American Family	7 3/8	7 7/8	- 1/2	- 6.34	6	99
N John Blair	23	24	-1	- 4.16	7	86
N Charter Co.	7 3/4	8 3/8	- 5/8	- 7.46	11	167
N Chris-Craft	35 1/4	34 5/8	+ 5/8	+ 1.80	10	88
N Cowles	29 1/8	29 1/2	- 3/8	- 1.27	18	115
N Dun & Bradstreet	64 3/4	64 3/8	+ 3/8	+ .58	16	1,816
N Fairchild Ind.	13 3/8	13 3/4	- 3/8	- 2.72	4	173
N Gannett Co.	32 7/8	30	+2 7/8	+ 9.58	11	1,743
N General Tire	20 1/8	20 1/4	- 1/8	- .61	6	464
O Gray Commun	34 1/2	35 1/2	-1	- 2.81	7	17
N Gulf United	17 3/4	17 3/4			6	476
N Harte-Hanks	27 3/8	31 1/8	-3 3/4	-12.04	10	266
O Heritage Commun.	9 1/2	10 3/8	- 7/8	- 8.43	32	68
N Insilco Corp.	16 7/8	16 5/8	+ 1/4	+ 1.50	7	241
N Jefferson-Pilot	25 7/8	25 1/4	+ 5/8	+ 2.47	6	565
O Josephson Intl.	8 3/8	8 1/2	- 1/8	- 1.47	8	34
N Knight-Ridder	28 1/4	29 1/8	- 7/8	- 3.00	9	906
N Lee Enterprises	27 1/2	28	- 1/2	- 1.78	10	191
N Liberty	13 3/4	13 3/8	+ 3/8	+ 2.80	6	175
N McGraw-Hill	49 1/8	50	- 7/8	- 1.75	13	1,220
A Media General	36	35 7/8	+ 1/8	+ .34	9	254
N Meredith	58 7/8	59	- 1/8	- .21	7	187
O Multimedia	34 1/4	33	+1 1/4	+ 3.78	14	347
A New York Times Co.	34 3/8	33 5/8	+ 3/4	+ 2.23	9	425
N Outlet Co.	34 3/8	35 3/8	-1	- 2.82	101	90
A Post Corp.	24 3/4	24 3/8			15	44
N Rollins	16 1/4	16 1/4			10	446
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	28 7/8	29 1/2	- 5/8	- 2.11	8	1,535
N Signal Cos.	23 1/4	26 1/8	-2 7/8	-11.00	7	1,679
O Stauffer Commun.	44	44			11	44
A Tech Operations	14 7/8	15	- 1/8	- .83	7	15
N Times Mirror Co.	43 3/4	46	-2 1/4	- 4.89	10	1,493
O Turner Bcstg	9 1/4	9 1/4			11	188
A Washington Post	27 5/8	29 1/2	-1 7/8	- 6.35	13	338
N Wometco	20	17 1/2	+2 1/2	+14.28	11	269

CABLE						
A Acton Corp.	8 1/4	9	- 3/4	- 8.33	11	39
N American Express	42 3/4	42 3/8	+ 3/8	+ .88	8	3,916
O Burnup & Sims	11 3/4	12 3/8	- 5/8	- 5.05	11	100
O Comcast	19 3/4	19 1/2	+ 1/4	+ 1.28	19	88
N General Instrument	37 1/8	39 1/2	-2 3/8	- 6.01	13	1,139
O Rogers Cablesystem	6 3/4	7 1/8	- 3/8	- 5.26	56	130
O Tele-Communications	21 1/4	20 3/4	+ 1/2	+ 2.40	52	593
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	33 3/8	35	-1 5/8	- 4.64	12	1,613
O Tocom	9 3/4	10 1/4	- 1/2	- 4.87	15	48
N United Cable TV	24 5/8	26 5/8	-2	- 7.51	23	268
N Viacom	21 1/4	22 3/8	-1 1/8	- 5.02	13	239

Exchange and Company	Closing Wed. Feb 10	Closing Wed. Feb 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	1 7/8	2	- 1/8	- 6.25	14	10
N Columbia Pictures	39 5/8	39 3/8	+ 1/4	+ .63	9	315
N Disney	49 1/2	49 1/4	+ 1/4	+ .50	13	1,605
N Dow Jones & Co.	45 3/4	45 1/2	+ 1/4	+ .54	19	1,436
N Filmways	5 1/8	6 3/8	-1 1/4	-19.60	1	29
O Four Star	2	1 1/2	+ 1/2	+33.33	11	1
N Getty Oil Corp.	53 1/4	57 1/8	-3 7/8	- 6.78	5	4,374
N Gulf + Western	16 1/4	16 1/4			4	1,230
N MCA	46 1/2	46 1/4	+ 1/4	+ .54	11	1,108
N MGM Film	6 1/8	6 1/2	- 3/8	- 5.76	6	304
O Reeves Commun.	32 1/2	32	+ 1/2	+ 1.56	16	240
O Telepictures	7 5/8	7 3/4	- 1/8	- 1.61	14	35
O Video Corp. of Amer.	5	5 5/8	- 5/8	-11.11	13	8
N Warner	59 7/8	61 3/4	-1 7/8	- 3.03	19	3,671
A Wrather	23	23			18	53

SERVICE						
O BBDO Inc.	39 1/2	39 1/2			8	105
O Compact Video	4 1/2	5 3/4	-1 1/4	-21.73	7	14
N Comsat	61 3/8	64	-2 5/8	- 4.10	16	491
O Doyle Dane Bernbach	15	15			8	82
N Foote Cone & Belding	29 3/4	29 5/8	+ 1/8	+ .42	8	80
O Grey Advertising	71	71			6	41
N Interpublic Group	28	29 1/2	-1 1/2	- 5.08	8	129
N JWT Group	32 1/2	32 7/8	- 3/8	- 1.14	14	169
O MCI Communications	32 7/8	33 1/8	- 1/4	- .75	53	1,561
A MovieLab	3	3 3/8	- 3/8	-11.11	30	4
A MPO Videotronics	6 5/8	6 3/8	+ 1/4	+ 3.92	10	3
O A.C. Nielsen	42 1/4	43 3/8	-1 1/8	- 2.59	13	474
O Oligivly & Mather	31	30 3/4	+ 1/4	+ .81	9	132
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	2 3/8	2 3/8			3	2
O Unitel Video	8 3/4	8 3/4				3
N Western Union	32 7/8	34 3/4	-1 7/8	- 5.39	15	521

ELECTRONICS/MANUFACTURING						
O AEL	10 1/4	11	- 3/4	- 6.81	4	20
N Arvin Industries	12 1/4	13 1/4	-1	-7.54	5	6,827
O C-Cor Electronics	18 1/2	19	- 1/2	- 2.63	15	55
O Cable TV Industries	9 1/2	9 3/4	- 1/4	- 2.56	11	28
A Cetec	4 3/4	4 3/4			9	10
O Chyron	18 3/4	19 1/2	- 3/4	- 3.84	17	49
A Cohu	5 1/4	5 3/8	- 1/8	- 2.32	7	9
N Conrac	22 3/4	23 1/4	- 1/2	- 2.15	14	49
N Eastman Kodak	70 7/8	72 3/4	-1 7/8	- 2.57	9	11,438
O Elec Missile & Comm.	16	16			64	44
N General Electric	61 1/4	62	- 3/4	- 1.20	9	13,956
N Harris Corp.	33 7/8	33 3/4	+ 1/8	+ .37	11	1,058
O Microdyne	13 1/4	15 1/4	-2	-13.11	15	60
N M/A Com, Inc.	21 5/8	24	-2 3/8	- 9.89	21	825
N 3M	55 1/2	55 1/2			11	6,505
N Motorola	52 1/2	56 1/2	-4	- 7.07	9	1,656
O Nippon Electric	94 5/8	93 3/8	+1 1/4	+ 1.33	35	3,655
N N. American Philips	34 3/8	36	-1 5/8	- 4.51	6	468
N Oak Industries	27 7/8	28 5/8	- 3/4	- 2.62	13	395
A Orrox Corp.	8 1/2	8 3/4	- 1/4	- 2.85	30	15
N RCA	19 1/4	18	+1 1/4	+ 6.94	11	1,451
N Rockwell Intl.	31 3/4	30 1/4	+1 1/2	+ 4.95	8	2,410
A RSC Industries	4 7/8	5	- 1/8	- 2.50	70	11
N Scientific-Atlanta	23 5/8	26	-2 3/8	- 9.13	25	503
N Sony Corp.	15 1/8	16 1/4	-1 1/8	- 6.92	12	3,261
N Tektronix	48 1/2	49 3/4	-1 1/4	- 2.51	11	903
O Telemet (Geotel Inc.)	1 1/8	1 1/8				3
A Texscan	15 3/8	16 1/8	- 1/4	- 4.65	21	70
N Varian Associates	27 1/2	28 3/4	-1 1/4	- 4.34	21	218
N Westinghouse	24 5/8	25 1/2	- 7/8	- 3.43	5	2,097
N Zenith	13 3/8	13	+ 3/8	+ 2.88	12	90

Standard & Poor's 400 Industrial Average 127.70 130.84 - 3.14

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.



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Programing

ARTS latest catch: Metropolitan Museum of Art

ABC/Hearst venture will produce at least five hours of programing using museum's resources; three programs already in production

The many-ventured ABC Video Enterprises has formed a new joint "association" in the cultural programing field—an "ongoing" joint venture with New York City's famed Metropolitan Museum of Art to develop material for the ARTS cable service. ARTS is offered by Hearst/ABC Video Services and distributed on Warner Amex Satellite Entertainment Co.'s Nickelodeon transponder.

The agreement announced last week by John Healy, vice president, product development and acquisition for ABC Video Enterprises, calls for ABC to produce "no fewer than five hours" of material based on ideas on which both the museum and ABC agree. Three programs are currently in production—two half-hours produced for Video Enterprises by Gittleman Film Associates, one focusing on the museum's arms and armor collection, and another, *Curators' Choices*: museum purchases under \$5,000, exploring how the curators of various museum collections approach the selection of pieces.

A third program, one-hour long, is being produced for Video Enterprises by ABC News's documentaries unit, by the husband and wife producer/director team of Jim Burroughs and Suzanne Bauman. Entitled *The Eighteenth-Century Woman*, its focus is on the museum's current special exhibition of period costumes.

ABC is calling the continuing arrangement with the Metropolitan a first between a cable program supplier and a major museum. No dollar figure was put on the cost to ABC of gaining access to the museum's resources, but the institution, according to Healy, will get a participation in future profits, as the program materials find their way (with the help of Video Enterprises) into the foreign television and domestic and foreign home video markets.

Phillippe de Montebello, director of the Metropolitan, called the arrangement "a rich opportunity to use the remarkable force and potential of cable television to educate the public about the museum's collections and exhibitions." He also noted that the deal with ABC is nonexclusive from the museum's point of view.

If all goes according to plan, the five

hours that have been agreed upon will consist of two hour programs and a series of six half-hours. In addition to the three programs announced last week, other topics said to be under consideration are a program on Frederick Law Olmstead, designer of Central Park, home of the Metropolitan; the gardens of the Cloisters, the museum's separate facility devoted to European works of the Middle Ages and early Renaissance, and "flowers at the Metropolitan"—their depiction in various works throughout the museum's collections.

MaryAnn Tighe, vice president, program development for ABC Video Enterprises, noted that the producers are first approaching the visual arts in this venture with the Metropolitan through programs devoted to three-dimensional objects, as a way of testing different means of displaying art on television, before moving on to covering such two-dimensional forms as paintings.

HBO and Orion group buy into Filmways

Home Box Office, the nation's largest pay cable TV network, has invested \$10 million in Filmways Inc., the financially troubled Hollywood motion picture studio. The investment, in the form of notes and warrants, is in tandem with the sale of subordinated notes and shares for \$16 million by Filmways to an investor group led by principal executives of Orion Pictures. In addition, Filmways has obtained a new \$55-million revolving bank credit line.

Besides its acquisition of 10-year senior subordinated notes and Filmways warrants, HBO has also reached an agreement with Filmways concerning production and licensing for limited pay TV and cable rights to certain of the studio's releases. HBO's warrants are exercisable for an aggregate of 1.4 million shares of nonvoting preferred stock with a \$6-per-share annual dividend. The agreement with the Time Inc. subsidiary is subject to approval by Filmways shareholders.

The agreement follows announcements by HBO that it intends to become involved in production and distribution of made-for-pay-TV movies. Jane Deknatel, HBO's vice president for made-for-pay motion pictures, told a Los Angeles audience the network hopes to acquire five made-for-pay-TV films this year and one each month in 1983. She said HBO may be willing to pay up to \$2 million in license fees to producers of these features, to be aired

exclusively in the U.S. on HBO. HBO formed its made-for-pay-TV film division last fall and is currently reviewing scripts and distribution deals proposed by various writers and producers.

In exchange for their investment, Orion executives have been named to top positions within Filmways. Orion Chairman Arthur B. Krim is replacing Richard L. Bloch as chairman. Orion President Eric Pleskow becomes president and chief executive officer of Filmways. Orion Executive Vice Presidents William Bernstein and Mike Medavoy have been named to the same positions at Filmways. All four executives have been given five-year contracts and been named to the Filmways board of directors.

Other principals in the investment group, in addition to the Orion team, are Warburg/Pincus Capital Corp., First Chicago Investment Corp. of Boston and Rust Entertainment Co. of Austin, Tex.

CBS Sports to play on USA Network

Sports events that CBS either doesn't air or uses only in part will be made available to the cable programming company

Once again there's a broadcaster/cablecaster alliance in news. USA Network, under a new pact with CBS Sports, has obtained cable coverage of sports events to which CBS holds rights as part of a larger program package but doesn't broadcast or uses only in excerpts.

The specifics of the deal announced last week are that two of the Daytona Speedweek events, the twin 125-mile qualifying races and the Sportsman 300, were to be cablecast on USA Network—the former on a one-day delay, Feb. 12, and the Sportsman 300 on March 27.

CBS was to broadcast the Daytona 500, the premiere event of the Speedweek slate, live on Feb. 14. As part of the package under which it secured the rights to that event, CBS held those to the other Speedweek races as well.

USA and CBS said they are "continuing negotiations that would bring the USA other events not scheduled for live broadcast on CBS." Indeed, USA Network President Kay Koplovitz said she hopes the two will be able to forge "a USA-CBS relationship that will provide other world-class events to cable." Such an arrangement would closely mirror one that ABC had struck earlier with Entertainment and Sports Programming Network (BROADCASTING, Sept. 28, 1981).

This new deal would provide CBS with a third entry into cable programming; the first was its CBS Cable cultural service and the second was the recently announced USA Network series, *Woman's Day USA* (BROADCASTING, Feb. 8), a General Foods backed program produced by Young & Rubicam that will draw on the resources of the CBS-owned magazine.

Ratings Roundup

Although ABC-TV had the ratings power of "Superman" part I and NBC-TV emerged victorious from *World War III*, CBS-TV continued its winning ways during the week ended Feb. 7.

With a 19.9 rating and 31 share, CBS took prime-time honors for the 11th consecutive week, beating ABC's 18.0/28 and NBC's 15.9/25.

On Sunday, "Superman" pulled a 29.6/42 in its 8-10 p.m. slot. Averaging in ABC's *Code Red* (13.0/20) opener and *Today's FBI* (15.5/25) closer, the night was worth a better-than-usual 21.9/33 for the network but still not enough to overtake CBS's regular lineup's 24.7/37. NBC was the big loser that night with *Peacock Showcase* (12.0/18) and *The Day the Bubble Burst* (12.7/19).

NBC's fortunes, however, were considerably better on Monday when the second half of *World War III* brought a 23.5/36, beating the head-to-head competition of ABC's *Pray TV* (16.0/24) and CBS's series.

CBS had its long-form entries on other nights: successful with Thursday's *Hallmark Hall of Fame: The Hunchback of Notre Dame* (20.5/32) and Saturday's theatrical "Silver Streak" (19.8/33) but losing with the Bette Davis made-for-TV, *A Piano for Mrs. Cimino* (16.6/25), on Wednesday and *Million Dollar Infield* (11.9/19) on Tuesday.

CBS won Thursday through Sunday; ABC won Tuesday and Wednesday and NBC took Monday.

The week saw CBS get off to a hefty lead in the February sweeps. After the first five days of the Arbitron begun Feb. 3, it was CBS's 21.5 to ABC's 17.3 and NBC's 14.4. The Nielsen count, begun a day later, showed CBS even stronger with a 22.8 to ABC's 16.7 and NBC's 13.4.

The First 20

1.	<i>60 Minutes</i>	CBS	30.2/47
2.	"Superman" part I (movie)	ABC	29.6/42
3.	<i>Dallas</i>	CBS	28.4/45
4.	<i>Trapper John, M.D.</i>	CBS	25.2/41
5.	<i>Too Close For Comfort</i>	ABC	25.2/38
6.	<i>Three's Company</i>	ABC	24.9/37
7.	<i>World War III</i> part II	NBC	23.5/36
8.	<i>Hart to Hart</i>	ABC	23.1/38
9.	<i>Dukes of Hazzard</i>	CBS	22.8/36
10.	<i>Magnum, P.I.</i>	CBS	22.8/35
11.	<i>M*A*S*H</i>	CBS	22.7/32
12.	<i>Jeffersons</i>	CBS	22.4/32
13.	<i>Falcon Crest</i>	CBS	22.0/39
14.	<i>Fall Guy</i>	ABC	22.0/32
15.	<i>Archie Bunker's Place</i>	CBS	21.7/31
16.	<i>One Day At A Time</i>	CBS	21.4/30
17.	<i>Real People</i>	NBC	21.1/31
18.	<i>Alice</i>	CBS	21.0/29
19.	<i>Walt Disney Hallmark Hall Of Fame: Hunchback Of Notre Dame (special)</i>	CBS	20.9/33
20.			

The Final Five

67.	<i>McLain's Law</i>	NBC	11.3/18
68.	<i>NBC Magazine</i>	NBC	11.1/18
69.	<i>King's Crossing</i>	ABC	10.2/16
70.	<i>Cassie and Company</i>	NBC	9.8/17
71.	<i>Billy Crystal Comedy Hour</i>	NBC	9.7/17



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SIN gets its transponders after all

Hughes agrees to sell pair to Anselmo's company after deal with ABC fails through; price reportedly \$28 million, although legality of sales is still open to FCC question

In a surprise turnaround, Hughes Communications announced it has reached an "agreement in principle" to sell the last two available transponders of its Galaxy I satellite to SIN Inc. for a reported \$28 million.

SIN, a purveyor of Spanish-language broadcast and cable television programming, was Hughes's second choice to fill the last remaining spots on the bird for which it was handpicking customers. According to industry sources, Hughes had struck a deal to sell the two transponders to ABC last November (BROADCASTING; Nov. 30, 1981), but the agreement was never consummated.

Galaxy I, which is expected to be launched in May 1983, will have 24 active transponders. To make it as attractive as possible to cable operators, Hughes marketers decided to sell 18 of the transponders to selected cable programmers. SIN joins Time Inc. (six transponders), Group W Broadcasting (four transponders), Times Mirror Satellite Programming (two transponders), Viacom International (two transponders) and Turner Broadcasting System (two transponders) as a member of the exclusive Galaxy club. Hughes will provide service to other cable programmers on the remaining six transponders on a pre-emptible basis.

SIN's Fred Landman said that although plans for the transponders are indefinite, "our present thinking" is to shift two present services—GalaVision and SIN Na-

tional Spanish Television Network—from the Satcom and Westar systems to the new bird when it is launched.

Hughes's ill-fated agreement with ABC embroiled Hughes in controversy with SIN last year. In a complaint to the FCC's Common Carrier Bureau, SIN said it had a tentative deal to buy the transponders in August 1981 and charged that despite its attempts to reach some formal agreement, Galaxy sought and got ABC to sign for the two transponders. SIN's complaint became moot when Hughes's attorney informed the FCC Jan. 25 that Hughes's deal with the "third party" had fallen through and that it was willing to cement the deal it had discussed with SIN last August.

Neither SIN nor Hughes would discuss the terms of the sale. But SIN President Rene Anselmo had told BROADCASTING last November that SIN's original deal with Hughes was to buy the transponders for \$14 million each and in its Jan. 25 letter to the FCC Hughes said it was "prepared to reinstate its original... proposal to SIN."

That doesn't necessarily mean the two settled for the \$28-million price tag this time around. Besides arguing that Hughes's negotiations with ABC were unlawful, SIN also complained about Hughes's pricing scheme, which gave substantial discounts to the bulk buyers. In a letter to FCC Chairman Mark Fowler, Anselmo said Time Inc. paid \$8.5 million for each of its six transponders, a total of \$45 million; Westinghouse paid \$9.5 million for each of its four, or \$38 million, and TBS and Times Mirror paid \$28 million for their pairs.

If Anselmo's numbers were correct and if SIN itself paid the full \$28 million,

Hughes will collect \$195 million from the sale of the 18 transponders on a satellite that will cost an estimated \$100 million to build and launch. Those revenues will be supplemented by whatever it collects from the cable programmers who used the other six transponders during the 10-year life of the satellite.

The SIN purchase as well as purchases of the other five Galaxy customers are contingent on the outcome of an FCC rulemaking to determine whether the buying and selling of transponders is permissible (BROADCASTING, Feb. 1).

Many ways to cross electronic frontier

San Diego venturers see microwaves as multipaths of video and other services

The emergence of new technologies—today's practical applications as well as yet-to-be-realized expectations—is exemplified by a San Diego-based diversified communications firm, Via/Net Companies, owned by Carl Hilliard Jr., president, and his wife, Sharon, vice president. The company's goal is to offer a host of local video, voice, data, text and facsimile communications services by way of three types of microwave-frequency channels—MDS (multipoint distribution service); OFS (operational fixed service), and DTS (digital transmission service)—as well as radio common carrier outlets (for mobile telephone) and low-power television channels.

Via/Net's plans are ambitious to say the least, and Carl Hilliard talks realistically about perhaps failing to get everything on his "wish list." For example, he suggests there is a "good possibility" the backlog of OFS applications currently pending at the FCC, in 26 of which Via/Net has a 50% or greater interest, may be returned. In 1981 the commission amended its rules pertaining to OFS channels, used primarily until then by municipalities and oil companies, to allow for their use by operators supplying pay-TV programming to multiple-family dwelling units. The ruling precipitated a rush of OFS filings, not unlike the LPTV experience.

The key to integrating the Via/Net operations on the regional level, says Hilliard, is the utilization of up to six sidebands per microwave channel to provide simultaneous transmission of various services. For example, the same MDS channel that carries pay television programming can also be used to transmit voice data for an electronic mail service, digital computer data and graphics displays such as



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airline schedules to area hotels, or supermarket price changes into the subscriber's home.

The Hilliards currently have interests in 13 licensed MDS operations around the country, with channels in Denver (40,000 subscribers) and Las Vegas (17,000 subscribers) being two of the largest. The combined MDS operations are currently yielding the company about \$40,300 per month. Hilliard notes that as a rule, the breakdown between subscribers in single family homes and multiple-family dwelling units (apartments, hotels etc.) is about two to one in favor of the former, due to the ever decreasing costs of MDS receivers, which can be purchased today for about \$80. Subscribers typically pay between \$16.95 and \$22.95 per month for the service.

And although that price may seem high in a cabled market, Via/Net has opened an MDS channel in the heavily cabled San Diego last October. The channel is programed, in part, by a separate Via/Net company, called San Diego Home Cinema, which provides movies and specials during prime-time hours as well as late-night adult programing. Some hours are also devoted to coverage of such local events, says Hilliard, as the San Diego underground film festival. A sideband on the channel is currently being used to provide airline schedule information to several area hotels. The channel currently has 600 subscribers and Hilliard



Hilliard

expresses confidence that it can compete successfully with cable, providing an alternative for those viewers who "are sick of HBO." As for the current price differential, Hilliard contends that cable rates are "artificially low. They've got to go up because of the high cost of plant."

In addition to the Hilliards' licensed MDS interests, they also have interests in five outlets for which construction permits have been granted and another 14 applications pending at the FCC. In December, the commission granted Channel View Inc., in which the Hilliards' have a 50% interest through a Via/Net subsidiary, Tekkom Inc., an experimental application for an eight-channel MDS system in Salt Lake City, the first of its kind ("In Brief," Dec. 14, 1981). The channels assigned are instructional fixed television service channels, and the grant precludes Channel View from charging a fee for the service. The system, which is now under construc-

tion and is expected to be on line by May, will be used to experiment with various MDS receivers and transmitters with an emphasis on gathering data on propagation and multipath characteristics.

The selection of viewer participants has begun, and will include as many "technically attuned" people as Via/Net can find, Hilliard says, so that different receivers can be co-located and evaluated critically. All of the findings and data will be submitted to the FCC.

The project is being underwritten by American Home Theater, a division of the Salt Lake City-based American Stores, in exchange for the right to provide the entertainment programing on the system.

Hilliard describes the concept of multiple-channel MDS as "cable without wires," and, at a total cost of \$640,000 to \$800,000, as far less expensive than laying cable. The Salt Lake City system could cover a 25-mile radius. Hilliard suggests that it would cost approximately \$25 million to build a cable system with comparable reach.

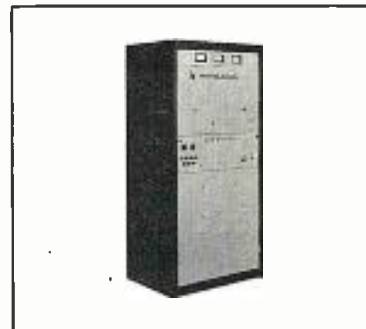
On the low-power TV front, the company has a one-third interest in 48 applications currently pending at the commission, 25 of which are mutually exclusive with one or more other applicants. The two other partners are Frank Dominguez, chief executive officer of Buena Vista Cable TV, which serves a franchise area in East Los Angeles passing 27,500 homes, and Richard Vega, president of Richard Vega & Associates, a Washington-area-based consulting engineering firm recently purchased by Graphic Scanning Corp. Like Via/Net, Graphic Scanning is an MDS and radio paging operator, based in Englewood, N.J., and has about 100 LPTV applications on file at the FCC. It also has filed a DBS application with the FCC.

Via/Net also operates mobile telephone and radio paging services in Honolulu. Hilliard said the company will apply for certain cellular radio frequencies once the commission begins accepting such applications.

In San Diego the company has opened up one of three planned "Voice/Link" communication centers, through which Via/Net's telephone message service activities will be coordinated. The voice/link system is a computer-based voice storage and retrieval system which was the subject last summer of an FCC-mandated experiment. The test was organized to prove one way or the other AT&T's contention that it should be allowed into that market because no other entity could provide such services, and provide them at reasonable rates. Via/Net convinced the commission it could do both, and AT&T was denied a waiver to get into the business. Of course, if the proposed AT&T-Justice divestiture plan is approved that would all change and Ma Bell could enter many, if not all, the businesses it is currently barred from entering.

That prospect, however, does not appear to concern Hilliard. In fact, as far as his company's future is concerned, he says the AT&T plan would "enhance it greatly."

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As compiled by BROADCASTING Feb. 1 through Feb. 5, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- * Alamo Community, N.M.—Alamo Navajo School Board Inc. seeks 1500 khz, 1 kw-D. Address: P.O. Box 907, Magdalena, N.M. 87825. Estimated construction costs: \$74,300; first-year operating cost: \$75,000. Principals: Noncommercial corporation: Walter Apachito is president. It has no other broadcast interests. Filed Dec. 27.
- El Paso, Tex.—El Paso Radio Inc. seeks 750 khz, 10 kw-D, 1 kw-N. Address: 604 Myrtle Avenue, El Paso 79901. Principals: closely-held group of 13 stockholders. George N. Rodriguez is president and 10.53% owner. None have other broadcast interests. Filed Jan. 26.
- Sisseton, S.D.—Wayne D. Tisdale seeks 1330 khz, 1 kw-D. Address: 702 Main Street, P.O. Box 89, Lemmon, S.D. 57638. Estimated construction costs: \$70,400; first-quarter operating cost: \$24,000; first-year revenue: \$115,000. Principal: Applicant is Drayton, N.D., farmer and former owner of KBJM(AM) Lemmon, S.D. Filed Jan. 27.

FM applications

- Clinton, Ark.—Donald Joe Waller seeks 92.1 mhz, 3 kw, HAAT: 298.4 ft. Address: 1919 Georgia No. 9, Little Rock, Ark. 72207. Estimated construction costs: \$9,600; first-quarter operating cost: \$5,000; first-year revenue: \$20,200. Principal: Applicant is Little Rock landscape contractor and has no other broadcast interests. Filed Jan. 26.
- Conway, Ark.—KCON Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 99 ft. Address: 829-831 Parkway, Conway 72032. Estimated construction costs: \$59,000; first-year operating cost: \$26,000; first-year revenue: \$61,000. Principals: Madge W. Clayton (35%), Billy F. Johnson (25%) and wife, Rosanne H. Johnson (20%), Adair S. Howell and Paul W. Logan (10% each). They own KCON(AM) Conway, Ark. Filed Jan. 29.
- Conway, Ark.—Henderson Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2912 Dorset Drive, Little Rock, Ark. 72204. First-year operating cost: \$123,000. Principal: Jann E. Henderson (100%), who is Little Rock bank officer. Her husband, Charles Henderson, is applicant for new FM at El Dorado, Ark. Filed Jan. 29.
- Florida City, Fla.—Radio Intermart Corp. seeks 95.7 mhz, 100 kw. Address: P.O. Box 2696, 522 Park Street, Jacksonville, Fla. 32203. Principal: James E. Martin Jr. (100%), who owns 78% of WMKM(FM) St. Augustine, Fla., and 2.3% of WAWS(TV) Jacksonville, Fla. Filed Jan. 29.
- Golden Gate City, Fla.—Nathan L. Goetz seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 200 Mermaid's Bight, Naples, Fla. 33904. Estimated construction costs: \$175,000; first-year operating cost: \$131,000; first-year revenue: \$150,000. Principal: Applicant owns 50% of WFAW(AM)-WSJY(FM) Fort Atkinson, Wis., and 50% WDLB(AM)-WLJY(FM) Marshfield, Wis., and votes 50% of stock for WDRB-AM-FM Reedsburg, Wis. Filed Jan. 29.

000; first-year revenue: \$150,000. Principal: Applicant owns 50% of WFAW(AM)-WSJY(FM) Fort Atkinson, Wis., and 50% WDLB(AM)-WLJY(FM) Marshfield, Wis., and votes 50% of stock for WDRB-AM-FM Reedsburg, Wis. Filed Jan. 29.

■ Homestead, Fla.—Homestead Community Broadcasters Inc. seeks 97.5 mhz, 100 kw, HAAT: 500 ft. Address: 1229 N.E. 37th Street, Fort Lauderdale 33334. First-year operating cost: \$150,000; first-year revenue: \$350,000. Principals: Cara E. Cameron, Ronald Crider (35% each), Cara Cameron's husband, Kenneth Cameron (20%) and Martha Alpendre (10%). Cara Cameron is attorney. Kenneth Cameron and Alpendre are Fort Lauderdale consulting engineers. Crider is Fort Pierce, Fla., broadcast equipment supplier and consultant and former 51% owner of WIZD(AM)-WFPT(FM) Ft. Pierce. They have no other broadcast interests. Filed Jan. 22.

■ Homestead, Fla.—Radio South Dade Inc. seeks 95.7 mhz, 100 kw, HAAT: 816 ft. Address: 507 Northwest Second Street, Homestead 33030. Estimated construction costs: \$16,500; first-quarter operating cost: \$46,400; first-year revenue: \$200,000. Principal: James L. Wiggins (100%), who owns WQDI(AM) Homestead. Filed Jan. 28.

■ Homestead, Fla.—Homestead Minority Broadcasters Inc. seeks 97.5 mhz, 100 kw, HAAT: 500 ft. Address: 12 Orchard Street, Middletown, N.Y. 10940. Principal: Arthur A. Xavier and wife, Monica A. (50% each). Arthur Xavier is engineer with Saudi Arabia International Oil Co., and has no other broadcast interests. Filed Jan. 27.

■ Homestead, Fla.—Minority Broadcasting Company of the Midwest Inc. seeks 95.7 mhz, 100 kw, HAAT: 472 ft. Address: 5525 South State Street, Chicago 60621. Estimated construction costs: \$163,500; first-quarter operating cost: \$34,800; first-quarter revenue: \$36,000. Principals: Pervis Spann, president (80%) and six others. Spann is general manager and 40% owner of WXOL(AM) Cicero, Ill. They are applicants for new AM's at Maywood-Chicago, Ill.; Memphis, Tenn.; Pritchard, Ala.; Fenton, Mich.; Warrington, Pa.; and applicant for new FM's at Memphis, Ark.; Greenwood, Miss., and Miami. Filed Jan. 25.

■ Leisure City, Fla.—Radio Leisure City seeks 95.7 mhz, 100 kw, HAAT: 500 ft. Address: 2711 Highway 62, Jeffersonville, Ind. 47130. Estimated construction costs: \$217,000; first-quarter operating cost: \$99,000; first-year revenue: \$500,000. Principals: John W. Smith and wife, Mary L. Smith; David M. Sears and mother, Nancy M. Sears; and Joseph Aguilar (20% each). John Smith is Jeffersonville consulting engineer. David Sears is station manager and Nancy Sears is sales manager at WOBS(AM) New Albany, Ind. Aguilar is Louisville, Ky., cable TV contractor. Smith also is applicant for new LPTV at Jeffersonville; 20% owner of applicant for new FM at Spencer, Ind., and 12.75% owner of applicant for new FM at Vincennes, Ind. Others have no other broadcast interests. Filed Jan. 29.

■ Naples, Fla.—Robyn E. Gerry seeks 105.5 mhz, 3 kw, HAAT: 285 ft. Address: P.O. Box 12, Ferndale, N.Y. 12734. Estimated construction costs: \$260,000; first-quarter operating cost: \$38,800; first-year revenue: \$250,000. Principal: Applicant is marketing director for cable system serving Liberty, N.Y. She is daughter of Alan Gerry who has minority interests in WAQX(FM) Manlius, N.Y., and WSWB(TV) Scranton, Pa., and is principal in applicant for new TV at Hazleton, Pa. Robyn Gerry has no other broadcast interests. Filed Jan. 28.

■ Naples, Fla.—Williams County Broadcasting System Inc. seeks 105.5 mhz, 3 kw, HAAT: 150 ft. Address: Suite 820, 960 17th Street, N.W., Washington, D.C. 20006. Estimated construction costs: \$100,000; first-quarter operating cost: \$17,000; first-year revenue: \$65,000. Principals: Carl L. Shipley (50%), J. William Middendorf II and wife, Isabelle P. Middendorf (25% each). Shipley is Washington attorney. Middendorf is former Secretary of the Navy. They own WBNO-AM-FM Bryan, Ohio; WLKM-AM-FM Three Rivers, Mich., and WHLT-AM-FM Huntington, Ind. Filed Jan. 29.

■ Naples Park, Fla.—John Brown University seeks 105.5 mhz, 3 kw, HAAT: 637 ft. Address: P.O. Box 3145, Siloam Springs, Ark. 72761. Estimated construction costs: \$145,000; first-quarter operating cost: \$40,000; first-year revenue: \$240,000. Principal: Nonstock corporation; John E. Brown Jr. is chancellor. It owns KGER(AM), Long Beach Calif.; KGOL(FM) Lake Jackson, Tex.; KUOA(AM)-KMCK(FM), Siloam Springs, Ark., and is applicant for new FM's at San Luis Obispo, Calif., and noncommercial educational FM at Siloam Springs. Filed Jan. 29.

■ Naples Park, Fla.—Gulfside Communications Inc. seeks 105.5 mhz, 1 kw, HAAT: 520 ft. Address: 6140 Midnight Pass Road, Sarasota, Fla. 33581. Estimated construction costs: \$150,700; first-quarter operating cost: \$35,000; first-quarter revenue: \$20,000. Principals: Warren P. Williamson Jr. (90%) and Albert H. Pharis Jr. (10%). Williamson is chairman and 36.68% owner of WKBN-AM-FM-TV Youngstown, Ohio. Pharis is local sales manager at WKBW-FM and has no other broadcast interests. Filed Jan. 29.

■ Naples Park, Fla.—Raceway Broadcasting Co. seeks 105.5 mhz, 63.1 w, HAAT: 678 ft. Address: 8686 Michael Lane, Fairfield, Ohio 45014. Estimated construction costs: \$90,400; first-year operating cost: \$40,000. Principal: Subsidiary of Broadcast Management Corp., Fairfield, Ohio, group owner of five AM's and two FM's owned by Thomas H. Green and Joel M. Thorpe. Filed Jan. 28.

■ Perry, Fla.—Perry Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 700 West Ash Street, Perry 32347. Estimated construction costs: \$69,000; first-year operating cost: \$57,600; first-year revenue: \$60,000. Principals: Cathryn W. Hagan (60%) and husband, Harry S. Hagan (40%). Harry Hagan is general manager and owner of WPRY(AM) Perry, Fla. Filed Jan. 29.

■ Perry, Fla.—Rahu Broadcasting seeks 105.5 mhz, 3 kw, HAAT: 280 ft. Address: Box 1023, Perry, Fla. 32347. Estimated construction costs: \$51,300; first-quarter operating cost: \$9,000; first-year revenue: \$70,000. Principal: Jerry C. Rasor (50%), Don W. Hughes and wife, Barbara G. (25% each). Rasor is former announcer and weatherman at WMCH-TV Columbus, Ohio. Don Hughes is manager of WGKR(AM) Perry, Fla. They also bought, subject to FCC approval, WGKR(AM) for \$110,000 (BROADCASTING, Jan. 11). Filed Jan. 29.

■ Augusta, Ga.—Wavelengths Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 651 Stiles Drive, Charleston, S.C. 29412. Estimated construction costs: \$185,500; first-quarter operating cost: \$33,500. Principals: Charles A. Barton, Charles N. Barton and John H. Midlen Jr. (one-third each). Charles Barton is Charleston, S.C., advertising executive and owns 30.2% of WEZL(FM) Charleston. Charles N. Barton is New York insurance executive. Midlen is Washington attorney and owns 23.75% of cable system serving Del Rio, Tex., and through John H. Midlen Trust, 15% of WWWS(FM) Saginaw, Mich.; and 11.25% of cable system serving Sturgis, Mich. Charles A. Barton and Charles N. Barton are unrelated. Filed Jan. 22.

■ Farmer City, Ill.—Midwest Radio Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 513, Hanna City, Ill. 61536. Estimated construction costs: \$153,500; first-quarter operating cost: \$22,500; first-year revenue: \$100,000. Principals: William P. Bro and wife, Janet P. Bro (48% each) and William's brother, Peter Bro (4%). William Bro is Hanna City, Ill., broadcast consultant. Peter Bro is facilities manager at Peoria, Ill., airport. They also bought, subject to FCC approval, WTXR(FM) Chillicothe, Ill. (see below). Filed Jan. 21.

■ Bettendorf, Iowa—Stromquist Broadcast Services Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 7201 York Avenue South, Suite 912, Edina, Minn. 55435. Estimated construction costs: \$54,000; first-quarter operating cost: \$18,800; first-quarter revenue: \$36,000. Principals: Peter S. Stromquist, president (25.5%), Jane E. Phleger, Scott Meier, Tom Fee (23.6% each) and Peter Stromquist's mother, Janet E.

Stromquist (3.7%). Stromquist is broker with Chapman Associates, Atlanta-based media broker. Phleger is former promotion manager at KBJR-TV Duluth, Minn. Meier is sales manager with KSTP(AM) Minneapolis. Fee is account executive at KSTP-TV St. Paul, Minn. None have other broadcast interests. Filed Jan. 29.

■ Atlanta, Mich.—Barr Broadcasting Corp. seeks 92.5 mhz, 1 kw, HAAT: 861 ft. Address: 650 East Main Street, Gaylord, Mich. 49735. Principals: William C. Barr and wife, Betty, who last year bought WATC(AM) Gaylord, Mich. (BROADCASTING, June 1, 1981). Filed Jan. 20.

■ Cobleskill, N.Y.—Radio Cobleskill Inc. seeks 103.5 mhz, 50 kw, HAAT: 500 ft. Address: P.O. Box 97, Summit, N.Y. 12175. Estimated construction costs: \$230,000; first-quarter operating cost: \$22,000; first-year revenue: \$130,500. Principals: Sandra S. Poole (51%), John E. Clancy (30%) and Donald L. Stork (19%). They own WSCM(AM) Cobleskill, N.Y. Clancy and Stork own WFLR-AM-FM Dundee, N.Y. Clancy also owns 47%, and Stork 35%, of WWJB(AM) Brooksville, Fla. They also are principal owners of WDLF(AM) Deland, Fla. [formerly WKXX.] Filed Jan. 29.

■ Durham, N.C.—Sound and Print United Inc. seeks 90.3 mhz, 3 kw, HAAT: 376 ft. Address: 113 West Franklin Street, Warrenton, N.C. 27589. Estimated construction costs: \$77,000; first-year operating cost: \$60,000. Principal: Noncommercial corporation; Walker Norflot is general manager and Valeria Lee is president. Applicant is also licensee of WVSP(FM) Warrenton, N.C. Filed Jan. 27.

■ Madill, Okla.—Radio Station KMAD seeks 102.3 mhz, 3 kw, HAAT: 233 ft. Address: P.O. Box 576, Madill 73446. Estimated construction costs: \$62,000; first-year operating cost: \$40,000; first-year revenue: \$52,000. Principals: Glenn E. Corbin (40%) and sons Larry W. Corbin and H.E. Corbin (20% each) and Gerald M. Coleman (20%). They own KMAD(AM) Madill. Filed Jan. 22.

■ Russell, Pa.—God's Stations Inc. seeks 103.1 mhz, 1.7 kw, KAAT: 380 ft. Address: P.O. Box 434, Russell 16345. Estimated construction costs: \$64,000; first-quarter operating cost: \$16,200; first-year revenue: \$90,000. Principals: Brian L. Lindquist, Jeffrey L. York, George E. Soltysik and Corey J. Akeley (25% each). Lindquist is parts manager with Falconer, N.Y., industrial supplier. York is Warren, Pa., pastor. Soltysik is Warren engineer. Akeley is music director at Warren church. None have other broadcast interests. Filed Jan. 28.

■ Bluffton, S.C.—Plantation Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT: 299.6 ft. Address: 250 Buckingham Road, Winston-Salem, N.C. 27104. Principal: Gilda W. Smithwick (100%). Her husband, Gary S. Smithwick, owns 7.5% of WLXI-TV Greensboro, N.C., and is seeking transfer to increase interest to 30%. Filed Jan. 29.

■ Bluffton, S.C.—Port Royal Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 5205 Brookway Drive, Bethesda, Md. 20816. Estimated construction costs: \$133,800; first-quarter operating cost: \$35,000. Principals: Richard R. Leverrier, Michael G. Ferrel (48% each) and Nancy S. Southmayd (4%). Leverrier is account executive and Ferrel is sales manager of WGMS-AM-FM Bethesda, Md. Southmayd also owns 20% of applicant for new FM at Snowmass Village, Colo. Her husband, Jeffery D. Southmayd, is Washington communications attorney and principal in applicants for LPTV's at Bethesda, Towson and Glen Burnie, all Maryland. Filed Jan. 29.

■ Bluffton, S.C.—Tradewinds Broadcasting Ltd. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 12, Hilton Head, S.C. 29918. Estimated construction costs: \$78,000; first-quarter operating cost: \$34,700. Principals: Cecil J. Odom, Patricia A. Contino, Wayne Gruehn (25% each), Joseph Pinckney and Francis S. Blair Jr. (12.5% each). Odom is Hilton Head real estate broker. Contino is Fallston, Md., commercial material producer. Gruehn is associated with Severna Park, Md., advertising firm. Pinckney is Bluffton artist. Blair is former newscaster with NBC's "Today" show, 1953-75. They have no other broadcast interests. Filed Jan. 29.

■ Goose Creek, S.C.—Sunrise Broadcasting Inc. seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 2234 Parsonage Road, Charleston, S.C. 29407. Estimated construction costs: \$125,000; first-year operating cost: \$211,000; first-year revenue: \$357,000. Principals: Samuel B. Roberts (65%), G. Tommy Flack (25%) and

Samuel Roberts' wife, Sherree (10%). Samuel Roberts is former engineer at WCSC(AM)-WEZL(FM) Charleston, S.C. Flack is former manager of Summer-ville, S.C., recording studio. None have other broadcast interests. Filed Jan. 25.

■ Hilton Head, S.C.—Charles A. Brooks seeks 105.5 mhz, 3 kw, HAAT: 280 ft. Address: 70 Lake Forrest Drive, Spartanburg, S.C. 29302. Estimated construction costs: \$43,200; first-year operating cost: \$102,700; first-year revenue: \$129,500. Principal: Applicant is president, general manager and 47.6% owner of WORD(AM) Spartanburg, S.C. Filed Jan. 29.

■ Hilton Head Island, S.C.—Calibouque Sound seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 112 Stafford Road, Savannah, Ga. 31410. Estimated construction costs: \$83,500; first-quarter operating cost: \$24,000; first-year revenue: \$120,000. Principals: Reginald R. Taylor Jr. and G. Troy Mattox (50% each). Mattox is former 45% owner and general manager of WBSG(AM) Blackshear, Ga. Taylor is high school counselor. Neither have other broadcast interests. Filed Jan. 29.

■ Hilton Head Island, S.C.—Heritage Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT: 284 ft. Address: 200 Professional Building, Suite 5, Hilton Head Island, 29928. Principals: Martha A. Marshall, president, and husband, Robert A. Marshall (45% each), LeRoy Durant and wife, Alberta Durant (5% each). Robert Marshall owns 19% of KPLT(AM)-KTXU(FM) Paris, Tex., and is also principal in WFIG(AM)-WWDW(FM) Sumter, S.C. LeRoy Durant is general manager of WWDW(FM). Filed Jan. 29.

■ Hilton Head, S.C.—Island Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 3300, Chapel Hill, N.C. 27614. Estimated construction costs: \$77,000; first-quarter operating cost: \$79,000; first-quarter revenue: \$60,000. Principals: James A. Heavner (40%), Kay A. Norris, Virginia D. Smith and Lucretia J. Stevens (20% each). Heavner is president and 90% owner of Village Companies of Chapel Hill Inc., which through subsidiaries is licensee of WCHL(AM) Chapel Hill, N.C.; WKQQ(FM) Lexington, Ky., and WMFD(AM)-WWQQ(FM) Wilmington, N.C. Norris and Smith are minority shareholders of Village Companies. Filed Jan. 29.

■ Hilton Head, S.C.—Ocean Broadcasting Inc. seeks 105.5 mhz, 3 kw, HAAT: 275 ft. Address: 2 Indigo Lane, Hilton Head Island, S.C. 29481. Estimated construction costs: \$114,600; first-quarter operating cost: \$50,000. Principals: F. Frederick Kennedy Jr. (90%) and Albert F. Cheatham (10%). They own cable system serving North Augusta, S.C., and have no other broadcast interests. Filed Jan. 28.

■ Hilton Head Island, S.C.—Palmetto Communications of Hilton Head seeks 105.5 mhz, 3 kw, HAAT: 190 ft. Address: 3817 North Chesterbrook Road, Arlington, Va. 22207. Estimated construction costs: \$90,800; first-quarter operating cost: \$20,000; first-year revenue: \$200,000. Principal: Lyn H. Kennedy (100%), who is Potomac, Md., teacher and has no other broadcast interests. She is wife of Richard Kennedy, Washington attorney, who is 9% owner of Central California Broadcasters, applicant for more than 35 LPTV stations. Filed Jan. 29.

■ Hilton Head Island, S.C.—Suncoast Radio seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 5545, Hilton Head Island 29928. Estimated construction costs: \$220,000; first-quarter operating cost: \$48,000; first-year revenue: \$180,000. Principals: Richard Shafto (45%), Paula Bethea, Lee W. Arberg, James B. Holderman, Wilbert Romer (10% each), David Ames, Charles Simmons Jr., and Romona Wilborn (5% each). Shafto is former president of Cosmos Broadcasting. Bethea is Hilton Head investor. Arberg is Hilton Head real estate investor. Holderman is president of University of South Carolina. Romer is Hilton Head investor. Wilborn is teacher. Ames is Hilton Head developer. Simmons is Hilton Head businessman. They have no other broadcast interests. Filed Jan. 29.

■ Hilton Head, S.C.—Tantamount Communications Ltd. seeks 105.5 mhz, 3 kw, HAAT: 286 ft. Address: Suite 570, Old Customs House Square, Wilmington, Del. 19801. Estimated construction costs: \$126,500; first-quarter operating cost: \$69,500; first-year revenue: \$150,000. Principal: Leonard Stevens (100%), who is Philadelphia broadcast tower consultant and owns 6.46% of WHAT(AM)-WWDB(FM) Philadelphia. Filed Jan. 29.

■ Hilton Head Island, S.C.—WBSL Inc. seeks 105.5 mhz, 3 kw, HAAT: 296 ft. Address: 40 Pope Avenue, Hilton Head Island 29928. Estimated construction costs: \$137,000; first-quarter operating cost: \$30,700;

first-year revenue: \$155,000. Principals: closely-held group of 10 stockholders principally owned by Douglas A. West, president, and family. West is Hilton Head Island talent agent and has no other broadcast interests. Filed Jan. 29.

■ Hilton Head Island, S.C.—Jesse N. Williams Jr. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1512 Westmoreland Avenue, Charleston, S.C. 29412. Estimated construction costs: \$85,500; first-quarter operating cost: \$21,700; first-year revenue: \$125,000. Principal: Applicant is Charleston, S.C., investigator and has no other broadcast interests. Filed Jan. 29.

■ Hilton Head Island, S.C.—Constance J. Wodlinger seeks 105.5 mhz, 3 kw, HAAT: 285 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Principal: Applicant has also filed 15 LPTV applications and is applicant for new FM at Miramar, Fla. (BROADCASTING, July 20, 1981). Her husband, Mark L. Wodlinger, is also applicant for new FM's at Snowmass Village, Colo. and Naples Park, Fla. Filed Jan. 29.

■ Saint Andrews, S.C.—Radio America Inc. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 136 Bridgewater Circle, Irmo, S.C. 29063. Estimated construction costs: \$97,000; first-quarter operating cost: \$24,000; first-quarter revenue: \$35,000. Principal: Francis M. Ott Jr. (100%), who is Columbia, S.C., real estate broker and investor and has no other broadcast interests. Filed Jan. 25.

■ Belle Fourche, S.D.—Pluimer Communications seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 721 State Street, Belle Fourche 57717. Estimated construction costs: \$95,200; first-year operating cost: \$37,000; first-year revenue: \$140,000. Principal: Mark W. Pluimer (100%), who is general manager and 25.1% owner of KBFS(AM) Belle Fourche. Filed Jan. 28.

■ Burkburnett, Tex.—Burkburnett Broadcasters Inc. seeks 104.7 mhz, 100 kw, KAAT: 679 ft. Address: 317 East Third Street, Suite 201, Burkburnett 76354. Estimated construction costs: \$310,000; first-year operating cost: \$120,000; first-year revenue: \$180,000. Principals: Tina Baker (75%), Lawrence G. Jones (15%), Sherry L. Perkins and Donna J. Schott (5% each). Baker is housewife. Jones is former announcer at WGCI(FM) Chicago. Perkins is financial administrator with Rockwell International, Dallas. Schott is financial administrator with Dallas medical office. None have other broadcast interests. Filed Jan. 29.

■ Burkburnett, Tex.—K&M Communications Inc. seeks 104.7 mhz, 100 kw, HAAT: 564 ft. Address: 3309 South Georgia, Amarillo, Tex. 79109. Estimated construction costs: \$231,000; first-quarter operating cost: \$45,500; first-year revenue: \$120,000. Principals: Ken Williams and Michael Justice (50% each). Williams is general manager and 25% owner of KIXS(AM)-KIIZ(FM) Amarillo, Tex. Justice is Dalhart, Tex., businessman and has no other broadcast interests. Filed Jan. 29.

■ Falfurrias, Tex.—Brooks Broadcasting Corp. seeks 106.3 mhz, 180 w, HAAT: 188 ft. Address: P.O. Box 309, 304 East Rice Street, Falfurrias 78355. Principal: Raymond O. Creely (100%) who owns KPSS(AM) Falfurrias. Filed Jan. 27.

■ Lamesa, Tex.—Dick G. Fields et al seeks 100.3 mhz, 50 kw, HAAT: 234 ft. Address: 2804 Apache, Big Springs, Tex. 79720. Estimated construction costs: \$57,600; first-year operating cost: \$64,000; first-year revenue: \$75,000. Principals: Albert C. Hajny (39%), Dick G. Fields (26%), Donna J. Fields (25%) and Roberto Gonzales (10%). Fields' and Hajny own KBYG(AM) Big Springs, Tex., where Gonzales is operations director. Filed Jan. 29.

■ Lamesa, Tex.—Hispanic Broadcasting Inc. seeks 100.3 mhz, 100 kw, HAAT: 479 ft. Address: 419 West 4th Street, Suite 817, Odessa, Tex. 79761. Principal: Closely-held group of 10 stockholders. Abraham Torres is president and 10% owner. He also owns 16.25% of KIJT(AM) Odessa, Tex., and owns 28% of applicant for new FM at Midland, Tex. (BROADCASTING, Jan. 4). Filed Jan. 29.

■ Lamesa, Tex.—Kimmell & Kimmell seek 100.3 mhz, 100 kw, HAAT: 880 ft. Address: 340 Ridgemoor, San Antonio, Tex. 78209. Estimated construction costs: \$600,000; first-year operating cost: \$30,000; first-year revenue: \$125,000. Principals: Robert G. Kimmell and Charles E. Kimmell, brothers (50% each). Robert Kimmell is chief engineer and owns 23.1% of WLCF(AM) Southport, N.C. Charles Kimmell is San Antonio geologist and owns 8.9% of WLCF(FM). Filed Jan. 28.

■ Lamesa, Tex.—David W. Wrinkle seeks 100.3 mhz, 100 kw, HAAT: 486 ft. Address: 434 Hillside, Big

Spring, Tex. 79720. First-quarter operating cost: \$30,000; first-year revenue: \$300,000. Principal: Applicant is sales manager at KBST(AM) Big Spring, Tex., and has no other broadcast interests. Filed Jan. 29.

■ **Tredmont, Utah**—Bear River Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: -111 ft. Address: 7985 West 1200 North, Box 155, Tredmont 84337. Estimated construction costs: \$48,000; first-year operating cost: \$25,000; first-year revenue: \$24,000. Principals: Glacus G. Merrill (60%), wife, Marie B. Merrill (35%) and their daughter, Darla Merrill Clark (5%). They own KBXN(AM) Tredmont and are applicant for new AM at Afton, Wyo. Filed Jan. 29.

■ **Deer Park, Wash.**—Tri-County Broadcasting seeks 107.1 mhz, 3 kw, HAAT: -66 ft. Address: Box 111, Colville, Wash. 99114. Estimated construction costs: \$20,000; first-year operating cost \$34,800; first-year revenue: \$60,000. Principals: Eric E. Carpenter and father, Gerald E. Carpenter (45% each) and Louis Musso III (10%). They own KCVL(AM)-KCRK(FM) Colville, Wash. Filed Jan. 27.

■ **Miami, W. Va.**—Boone Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT: 809 ft. Address: 1 Broadcast Place, Madison, W. Va. 25130. Estimated construction costs: \$70,000; first-quarter operating cost: \$13,400; first-year revenue: \$75,000. Principals: Francis L. Blake, Richard C. Callaway and H. Leon Drye Jr. (one-third each). They own WWBB(AM) Madison, W. Va. Filed Jan. 28.

■ **Stevens Point, Wis.**—Central Wisconsin Broadcasting Co. seeks 96.7 mhz, 3 kw, HAAT: 290 ft. Address: 2830 Waubesa Ave., Madison, Wis. 53711. Estimated construction costs: \$83,000; first-quarter operating cost: \$15,000; first-year revenue: \$100,000. Principals: James H. DeWeerd Jr. (35%), Doug C. McDonell, Patrick O. Kennedy (25% each) and James DeWeerd's wife, Barbara Ann DeWeerd (15%). James DeWeerd is Stevens Point physician. McDonnell is Madison, Wis., consulting engineer and 15% owner of WJJQ(AM) Tomahawk, Wis. Kennedy is associate with McDonnell. Barbara DeWeerd is librarian. Except McDonnell, none have other broadcast interests. Filed Jan. 29.

■ **Whiting, Wis.**—Sharon Broadcasting Corp. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 720 Hill Street, Wisconsin Rapids, Wis. 54494. Estimated construction costs: \$15,600; first-quarter operating cost: \$31,300; first-year revenue: \$100,000. Principals: Frederick B. Nienow and wife, Sharon A. (50% each). Frederick Nienow is chief operator of WFHR(AM)-WWRW(FM) Wisconsin Rapids. Sharon Nienow is fabric store salesperson. Neither have other broadcast interests. Filed Jan. 22.

TV applications

■ ***Cocoa, Fla.**—National Christian Network seeks ch. 18; ERP: 586 kw vis, 58.6 kw aur., HAAT: 136.8 ft.; ant. height above ground: 150 ft. Address: P.O. Box 493, Cocoa 32922. Legal counsel: Shrinky and Eisen, Washington. Consulting engineer: Robert A. Jones, La Grange, Ill. Principal: nonprofit corporation. Raymond A. Kassis is president and Robert A. Jones is vice president. They own WWBC(AM) Cocoa, Fla. Jones also owns 85% of WJJQ(AM) Tomahawk and 52% of WRPQ(AM) Baraboo, both Wisconsin. Jones and Kassis also are applicants for new AM's at Rockledge and Palm City, both Florida. In addition, Jones owns one-third each of applicants for new AM's at Riverbank and Gonzales, both California; 25% each of applicants for new AM's at Champlain, N.Y., and San Marco, Calif. Filed Feb. 1.

■ **East St. Louis, Ill.**—East St. Louis 46 Broadcasters Inc. seeks ch. 46; ERP: 5000 kw vis, 500 kw aur., HAAT: 1068 ft. Address: 11634 Mediterranean Court, Reston, Va. 22090. Estimated construction cost: \$2,745,000; first-quarter operating cost: \$235,500; first-quarter revenue: \$340,000. Legal counsel: Midlen, Reddy, Begley and Martin, Washington. Consulting engineer: Donald E. Markley and Associates, Peoria, Ill. Principal: Enid J. Sport-Stewart (100%) who is Washington business consultant and has no other broadcast interests. Filed Jan. 27.

■ **East St. Louis, Ill.**—Fernado A. Herrea seeks ch. 46; ERP: 5000 kw vis, 500 kw aur., HAAT: 1070 ft.; ant. height above ground: 1069 ft. Address: 8194 Weathersfield, Germantown, Tenn. 31838. Estimated construction cost: \$248,000; first-quarter operating cost: \$213,600. Legal counsel: McCampbell and Young, Knoxville, Tenn. Consulting engineer: James Price, Chattanooga, Tenn. Principal: Applicant is Memphis, Tenn., surgeon and has no other broadcast interests. Filed Jan. 27.

■ **East St. Louis, Ill.**—Mahogany Entertainment Television Inc. seeks ch. 46 ERP: 1286 kw vis, 128 kw aur., HAAT: 637 ft.; ant. height above ground: 626 ft. Address: 2601 Woodley Place, N.W., Washington, D.C. 20008. Estimated construction cost: To be leased. Legal counsel: B.T. Wade, Washington. Consulting engineer: Edward Johnson, Knoxville, Tenn. Principal: Wendy Arnell (100%) who is Washington attorney and has no other broadcast interests. Filed Jan. 27.

■ **East St. Louis, Ill.**—Spectrum Telecommunications Corp. seeks ch. 46; ERP: 2168 kw vis, 217 kw aur.; HAAT: 1070 ft.; ant. height above ground: 1069 ft. Address: 2114 Missouri Ave., East St. Louis 62205. Estimated construction cost: \$1,916,000; first-year operating cost: \$284,000; first-year revenue: \$3,261,000. Legal Counsel: Collier, Shannon, Bill and Scott. Principals: Margaret B. Wilson, Curtis Crawford, Marion E. Officer Jr. (22.75 each) and three others. Wilson and Crawford are St. Louis attorneys. Officer owns St. Louis funeral home. Officer also owns less than 1% of WESL(AM) East St. Louis, which she will divest if granted spectrum application. Filed Jan. 27.

■ **Quincy, Ill.**—Wooster Republican Printing Co. seeks ch. 16; ERP: 2280 kw vis, 228 kw aur., HAAT: 1011 ft.; ant. height above ground: 1027 ft. Address: 212 East Liberty Street, Wooster, Ohio 44691. Estimated construction cost: \$3,088,000; first-quarter operating cost: \$210,000. Legal counsel: Gardner, Carton and Douglas, Washington. Consulting engineer: Edward F. Lorentz, Washington. Principal: closely-held group owned by Albert V. Dix and family. They own WWT-AM-FM Wooster, Ohio; WRAD(AM)-WRIQ(FM) Radford, Va.; WTBO(AM)-WKGO(FM) Cumberland, Md. and WKAL-AM-FM Rome, N.Y. It also publishes eight daily and 15 weekly newspapers and operates cable system serving Gouveneur, N.Y.

■ **Waco, Tex.**—Focus Broadcasting of Waco Inc. seeks ch. 44; ERP: 5000 kw vis, 500 kw aur., HAAT: 1980 ft.; ant. height above ground: 1997 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. 37239. Estimated construction cost: \$4,000,000; first-year operating cost: \$217,000. Consulting engineer: Markley and Associates, Principal: closely held group of 15 stockholders. Douglas F. Ruhe is president and 6.36% owner. Focus Broadcasting is permittee of WFBN-TV Joliet, Ill., and is applicant for new UHF's at Kannapolis, N.C.; Murfreesboro, Tenn.; Norfolk, Va.; Seaside, Calif.; Tucson, Ariz.; Riverside, Calif., and Beaumont, Tex. Focus Broadcasting is also applicant for various LPTV stations and interim authority to operate direct broadcast satellite system. Filed Jan. 27.

■ **Waco, Tex.**—Latin American Broadcasting Co. seeks ch. 44; ERP: 5,000 kw vis, 500 kw aur., HAAT: 1717 ft.; ant. height above ground: 1785 ft. Address: 661 Seminary South, Fort Worth 76115. Estimated construction cost: \$4,035,000; first-quarter operating cost: \$140,000; first-year revenue: \$500,000. Legal counsel: Cohn and Marks, Washington. Consulting engineer: Robert L. Purcell, Washington. Principals: Marcos Rodriguez, president (58.31%) and seven others. Rodriguez is president and principal owner of KESS(FM) Fort Worth and KLAT(AM) Houston, both Texas. He also is applicant for new AM at Carrollton, Tex. Filed Jan. 27.

■ **Roanoke, Va.**—Vine and Branch Inc. seeks ch. 38; ERP: 1,334 kw vis, 133 kw aur., HAAT: 1,510 ft.; ant. height above ground: 343.4 ft. Address: 612 Bullitt Ave. S.E., Roanoke, Va. 24013. Legal counsel: Baraff, Koerner and Olender, Washington. Consulting engineer: Lechman, Colligan and Associates, Washington. Principal: Subsidiary of Evangel Foursquare Church, nonstock corporation based in Roanoke. C. Kenneth Wright is pastor. It has no other broadcast interests but has on file application for new LPTV to serve Roanoke. Filed Feb. 1.

AM action

■ **Pago Pago, American Samoa**—Quality Media Corp. granted 585 khz, 50 kw-U. Address: 5650 Whitesville Road, Columbus, Ga. 31904. Estimated construction costs: \$271,000; first-year operating cost: \$28,200; first-year revenue: \$175,000. Principals: William J. Kitchen (100%), who is Chattanooga, Tenn., broadcast consultant and has no other broadcast interests. Action Jan. 27.

FM actions

■ **Virde, Ill.**—Virde Broadcasting Corp. granted 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 140 North Dye Street, Box 215, Virde 62690. Estimated construction cost: \$15,000; first-quarter operating cost:

\$32,000, revenue: \$36,000. Format: NA. Principals: Randal J. Maller and Joseph Cerar (50% each). Miller is former owner of Carlinville, Ill., broadcast property search firm and assistant manager at WSMI(AM) Litchfield, Ill. Cerar is chairman of State Bank of Virde. (BAH-810417AE). Action Jan. 28.

■ **Sweet Home, Ore.**—James D. and Mercedes F. McDaniel granted 107.1 mhz, 3 kw, HAAT: -143 ft. Address: 32849 Berlin Road, Lebanon, Ore. 97355. Estimated construction cost: \$33,855; first-quarter operating cost: \$3,000; Format: Adult contemporary. Principals: James D. McDaniel and wife Mercedes F. (100%). James is educator and Mercedes is physician. They own KFIR(AM) Sweet Home. (BPH-790808AF). Action Jan. 8.

■ **Fort Gay, W. Va.**—Wayne County Board of Education dismissed application for new educational FM on 88.5 mhz. Action Jan. 27.

TV action

■ ***Greenwood, S.C.**—South Carolina Educational Television Commission granted ch. 38; ERP: 1,776 kw vis., 177.6 kw aur., HAAT: 768 ft.; ant. height above ground: 688 ft. Address: 2712 Millwood Avenue, Drawer L, Columbia, S.C. 29250. Estimated construction cost: \$1,485,800; first-year operating cost: \$450,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer: Charlton W. Bowers. Principal: Applicant is licensee or permittee of 6 FM's and 10 TV's throughout state. Henry J. Cauthen is president and general manager. (BPET-810330KF). Action Jan. 26.

Ownership Changes

Applications

■ **WENN-AM-FM Birmingham, Ala.** (AM: 1320 khz, 5 kw-D; FM: 107.7 mhz, 100 kw, ant. 640 ft.—Seeks assignment of license from Booker T. Washington Broadcasting Service Inc. to Howard Sanders Communications Corp. for \$3 million (BROADCASTING, Jan. 18). Seller: Principally owned by A.G. Gaston, who has no other broadcast interests. Buyer: Howard Sanders, president, and Jacqueline Robinson (39% each), and nine others. Sanders is general manager of WYCB(AM) Washington. Robinson is homemaker. Sanders and Robinson also bought, sublet to FCC approval, 26% each of WYCB. Filed Jan. 27.

■ **KPIN(AM) Casa Grand, Ariz.** (1260 khz, 1 kw-D)—Seeks transfer of control of Santa Cruz Valley Communications System Inc. from James B. Hughes (100% before; none after) to Dean Weatherly (none before; 100% after). Consideration: \$200,000. Principals: Seller owns 51% of station's stock. Buyer currently owns 49% of station and has no other broadcast interests. Filed Jan. 29.

■ **KZUL(AM) Parker, Ariz.** (1380 khz, 2.5 kw-D)—Seeks assignment of license from O.M. Broadcasting Inc. to Scofield Broadcasting Inc. for \$225,000. Seller: William A. Olson (100%) who has no other broadcast interests. Buyer: Charles L. Scofield (99%) and wife, Lorraine A. Scofield (1%). Scofield is sole owner of KEYZ(AM)-KYYZ(FM) Williston, N.D., and owns cable system serving Williston. Filed Jan. 29.

■ **KNTB(AM)-KLYD(FM) Bakersfield, Calif.** (AM: 1350 khz, 1 kw-D; FM: 94.1 mhz, 4.5 kw ant. 1,312 ft.)—Seeks assignment of license from Reliable Broadcasting to Eagle Broadcasting Inc. for \$1,375,000 (BROADCASTING, Feb. 8). Seller: Principally owned by Ralph Edwards, who has no other broadcast interests. Buyer: Subsidiary of American General Media Corp., which is owned by Anthony S. Brandon (33.33%), son-in-law George N. Stonbely (25.33%), Anthony Brandon's wife, Carol, and their son, Lawrence (16.77% each) and George N. Stonbely as trustee (8%). AGM owns 100% of WWWG(AM) Rochester, N.Y.; 93.33% of KERN(AM) Bakersfield, Calif. 80% of KKQV(FM) Wichita Falls, Tex.; and through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif. Anthony Brandon recently sold KMGN(FM) Shafter, Calif., in which he held 92.7% interest. Filed Jan. 28.

■ ***WMPH-FM Wilmington, Del.** (91.7 mhz, 28.2 kw, ant. 74 ft.)—Seeks assignment of license from New Castle County Board of Education to Brandywine School District Board of Education. Application seeks to assign station to accommodate school redistricting. No financial consideration is involved. Filed Jan. 29.

■ **WCWR(AM)-WEZY(FM) Cocoa, Fla.** (AM: 1350

khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Sound Stage Communications Inc. to EZY Communications Inc. for \$1,050,000 (BROADCASTING, Jan. 4). Seller is owned by Donald R. Clark, vice president and general manager (30%), and eight others, none with other broadcast interests. Buyer is owned by Jim C. Pride and Robert Klepper. Klepper is principal owner of WMOH (AM) Hamilton, Ohio, where Pride is general manager. Filed Jan. 26.

■ WGRP (AM) Dallas, Ga. (1500 khz, 5 kw-D, 1 kw-C)—Seeks assignment of license from Paulding Productions Inc. to W.K.R.P. Inc. for assumption of debt of \$92,705. Seller: R. Griffin White and wife, Maxine H., William C. Hathcock and Howard A. Gordon (one-quarter each), who have no other broadcast interests. Buyer: principally owned by James W. Rucker, who owns WYYZ (AM) Jasper, Ga., which he purchased last year for \$92,000 (BROADCASTING, Oct. 12, 1981). Filed Feb. 1.

■ KCCN (AM) Honolulu, (1420 khz, 5 kw-U)—Seeks assignment of license from Theodore Shanbaum and Ellis Carp to Oscar C. Lindemann, trustee, for \$633,333.33. Sellers own 75% of station's stock and are selling their interest to remaining stockholder. None have other broadcast interests. Buyer is sole trustee for Lee Optical and Associated Companies Pension Plan Trust. He is Dallas bank director and has no other broadcast interests. Filed Jan. 28.

■ WTXR (FM) [formerly WCLL] Chillicothe, Ill. (94.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Chilli Communications Inc. to Midwest Radio Inc. for \$275,000 (BROADCASTING, Jan. 25). Seller: Principally owned by William D. Engelbrecht and wife who have no other broadcast interests. Buyer: William P. Bro and wife, Janet P. Bro (48% each) and brother, Peter W. Bro (4%) William Bro is Hanná City, Ill., broadcast consultant. Peter Bro is facilities manager for Peoria, Ill., airport. They also are applicant for new FM at Farmer City, Ill. (see above). Filed Jan. 27.

■ WFUL (AM) Fulton, Ky. (1270 khz, 1 kw-D)—Seeks assignment of license from Ken-Tenn Broadcasting Corp. to Wood Broadcasting Inc. for \$202,770. Seller is owned by Kenneth Z. Turner and family who also own co-located WFUL-FM. Buyer: Larry A. Wood (100%), who is announcer at WSJP (AM) Murray, KY., and applicant for new FM at Jonesboro, Ark. (BROADCASTING, Nov. 9, 1981). Filed Jan. 27.

■ KALO (AM)-KZZB (FM) Beaumont, Tex. (AM: 990 khz, 1 kw-U; FM: 95.1 mhz, 60 kw ant. 220 ft.)—Seeks transfer of control of Security Broadcasting of Beaumont Inc. from Edmond J. Muniz and Michael O'Keefe Jr. (100% before; none after) to D. Breenan Bridgeman and E. Wayne Courtney. Consideration: Assumption of \$800,000 note plus \$200,000. (BROADCASTING, Feb. 8). Principals: Sellers own two-thirds of stations and are selling interests to remaining stockholder, Bridgeman, and new investor. Muniz, Bridgeman and O'Keefe own KIEL (AM)-KEZQ (FM) Jacksonville, Ark. Muniz also bought out Bridgeman's and O'Keefe's interest in WNNR (AM) New Orleans and WAIL (FM) Slidell, La., subject to FCC approval (BROADCASTING, Dec. 21, 1981). Courtney is Beaumont real estate developer and has no other broadcast interests. Filed Jan. 27.

Actions

■ KBSC-TV Corona, Calif. (ch. 52; 2,630 kw max. 1320 kw (H) visual, 261 kw max.; 132 kw (H) aur., ant. 2,890 ft.)—Granted transfer of control of Oak Broadcasting Systems Inc. from Richard C. Atkinson (50% before; none after) to Alan P. Hemphill (none before; 50% after). Application seeks to substitute Hemphill for Atkinson as voting trustee of Oak Industries Inc.'s stock in licensee. Hemphill is general partner in San Diego, Calif., small computer sales and service firm and has no other broadcast interests. No financial consideration is involved. (BTC-81112KF). Action Jan. 21.

■ *KCPB (FM) Thousand Oaks, Calif. (91.1 mhz, 4.75 kw, ant. 1,280 ft.)—Granted assignment of license from KCPB Inc. to University of Southern California for \$250,000. Seller: noncommercial corp. Alfred J. Miller is president and general manager. He has no other broadcast interests. Buyer: private educational institution which is licensee of KUSC-FM Los Angeles. Wallace A. Smith is general manager. (BALED-811105FB). Action Jan. 20.

■ WAFI-AM-FM Milford, Del. (AM: 930 khz, 500 kw-D; FM: 97.7 mhz, 3kw, ant. 240 ft.)—Granted

assignment of license from Mid-Atlantic Communications Inc. to WAFI Radio Inc. for \$1,050,000. Seller is principally owned by Thomas H. Draper, president, who is also principal owner of WBOC-TV Salisbury, Md. Buyer: Herbert K. Schnall (50%), James T. Kane (40%) and Anthony J. Rose (10%). Schnall is chairman of New American Library, New York-based publisher and subsidiary of Times Mirror Co. Kane is president of Baldwin, N.Y., corrugated box supplier. Rose is president of Riviera Beach, Fla., cement company. None have other broadcast interests. (BALH-811204GT). Action Jan. 25.

■ WXRS-AM-FM (CP) Swainsboro, Ga. (AM: 1590 khz, 2.5 kw-D; FM: 103.9 mhz, 3 kw, ant. 299 ft.)—Granted assignment of license from WSJ Radio Inc. to Lacom Communications Inc. for \$220,000. Seller: Murphy A. Witt, executrix of estate of Charles R. Witt, Grady Spires (35%), Dona B. Nasworthy, executrix of estate of E. Raymond Nasworthy (25%) and Donovan Jones (5%), last two will keep 5% interest in buyer. Buyer: Lamar Studstill (20%), wife, Doris A. (15%), sons Owen L. (20%) and Colé C. (13.33%), Norimal L. Sams, Lou Truemper (13.33% each) and Donovan Jones (5%). Lamar Studstill is Perry, Ga., teacher/coach and sports director at WRBN-AM-FM Warner Robins, Ga., where son Owen is sports announcer. Doris Studstill, Sams and Truemper are engineers, Southern Bell, Macon, Ga. Son Cole is student. Jones is chief engineer and 5% owner of WXRS. (BAL-811102HT). Action Jan. 26.

■ WIMO (AM) Winder, Ga. (1300 khz, 1 kw-D)—Granted transfer of control of Winder-Monroe Broadcasting Co. from Cecil H. Grider (100% before; none after) to Sidney K. Griffin (none before; 100% after). Consideration: \$430,000. Principals: Seller has no other broadcast interests. Buyer is currently general manager at WIMO and former sales manager at WQEN (FM) Gadsden, Ala., who has no other broadcast interests. (BTC-811116GU). Action Jan. 25.

■ *WCME (TV) [CP] Chicago; (ch. 20, 110 kw vis., 24.5 kw aur., ant. 1,543 ft.)—Granted assignment of construction permit from Chicago Metropolitan Higher Education Council to Board of Trustees of Community College District No. 508, County of Cook, State of Illinois. Assignor: non-commercial, educational station Mirron Alexandroff is chairman. It has no other broadcast interests. Assignee is part of City Colleges of Chicago system. Oscar E. Shabot is chancellor. No financial consideration is involved, but assignor will receive air time for instructional programming. (BALET-811125KF). Action Jan. 22.

■ WULT-TV [CP] New Orleans—Granted assignment of construction permit from New Orleans Area Telecasters to Video Entertainment Corp. for reimbursement of expenses of \$120,060. Seller: Philip Y. Hahn Jr., Robert H. Rines, Julian P. Frierer and William G. Baker Jr. (25% each). Hahn owns 40% of applicant for new UHF at Miami, and is vice president of applicant for new AM at Tamarac, Fla. Rines owns .5% of WWHT-TV Newark, N.J. Baker owns 28.5% of applicant for new TV at Nashville, Tenn., and 23.08% of applicant for new TV at Norfolk, Va. They will keep 9.6% interest in buyer. Buyer: Dana Broadcasting Corp. (75%), Coastal Television Co. (15.31%) and Crescent City Television Corp. (9.6%). Dana Broadcasting is subsidiary of International Broadcasting Consultants Inc., owned by Robert H. Ruark, president, and family. Coastal Television is New Orleans-based group of 16 stockholders. Constantine Demmas is president and 7.22% owner. Ruark is Austin, Tex., broadcast consultant. Demmas is self-employed New Orleans insurance agent. Crescent City Television is owned by sellers. (BAPCT-811021KE). Action Jan. 25.

■ WCBN (AM)-KRNO (FM) Reno, Nev. (1230 khz, 1 kw-D, 250-N; FM: 106.9 mhz, 60 kw (H), 20 kw (V), ant. 460 ft.)—Granted assignment of license from B.B.C. Inc. to Roth Communications for \$3,350,000 plus \$250,000 for consulting and noncomplete agreement. Seller: Lorraine W. Arms (100%) who has no other broadcast interests. Buyer: David A. Roth (100%), Boston neurosurgeon who also owns WIRA (AM)-WOVW (FM) Fort Pierce, Fla. (BAL-811124EI, BALH 811124EJ). Action Jan. 27.

■ WKXR-AM-FM Exeter, N.H. (AM: 1540 khz, 1 kw-D; FM: 107.1 mhz, 3 kw, ant. 68 ft.)—Granted assignment of license from Colonial Broadcasting Corp. to Porter Communications Inc. for \$385,000. Seller: Principally owned by Ronald Allard who has no other broadcast interests. Buyer: Turner Porter, who owns WJTO (AM)-WIGY (FM) Bath, Me. (BAL-811116GW, BALH 811116GX). Action Jan. 25.

■ WPUB-AM-FM Camden, S.C. (AM: 1130 khz, 1 kw-D; FM: 94.3 mhz, 3 kw, ant. 197 ft.)—Granted

assignment of license from Kershaw County Broadcasting Inc. to Camden Communications Group Inc. for \$600,000. Seller: Austin M. Sheheen Jr., president, Cecil A. Bowers, Donald H. Holland, John C. West and estate of C.M. Ford (20% each) who have no other broadcast interests. Buyer: John D. Livoti (62%), Joe S. Marquez, Athony G. Lanza (10% each), Albert L. Strada (8%), Edward T. Nugent (6%) and Anthony Lanza's sister, Gloria A. Lanza (4%). Livoti is general sales manager of WIS-TV Columbus, S.C. Marquez is vice president of Parker Brothers, Beverly, Mass., toy and game manufacturer. Lanza is employee of New York Times Co. Strada is vice president of Harrington, Righter & Parsons, New York station representatives. Nugent is salesman with D.L. Taffner Ltd., New York TV syndicator. Gloria Lanza is media services director for American Association of Advertising Agencies. None have other broadcast interests. (BAL-811120HX, BALH-811120HY). Action Jan. 25.

■ WSBM (FM) Jefferson City, Tenn. (99.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Mossy Creek Broadcasting Corp. from Hugh Cate (100% before; none after) to Kenneth Klingler (none before, 100% after). Consideration: \$370,000. Principals: Hugh C. Cate and wife, Clara (90% jointly) and Bill Peity (10%) who have no other broadcast interests. Buyer is Barboursville, W. Va.; minister who has no other broadcast interests. (BTC-811202FR). Action Jan. 25.

Facilities Changes

AM applications

Tendered

■ KTRB (AM) Modesto, Calif.—Seeks CP to increase N power to 10 kw; D power to 50 kw, and install DA-N. Ann. Feb. 3.

■ WPIP (AM) Pompano Beach, Fla.—Seeks modification of CP (BP-810615AA) to change N power to 1 kw and install DA-D. Ann. Feb. 4.

■ WSDL (AM) Slidell, La.—Seeks CP to change hours of operation to U by adding 156 w-N. Ann. Feb. 4.

■ KCTE (AM) Southwest City, Mo.—Seeks CP to change city of license to Grove, Okla., and change TL and SL. Ann. Feb. 1.

■ KÖKE (AM) Austin, Tex.—Seeks CP to change city of license to Rollingwood, Texas; change hours of operation to U by adding 500 w-N; increase D power to 5 kw; install DA-2; change TL; and make changes in ant. sys. Ann. Feb. 4.

Accepted

■ WDTB (AM) Dimondale, Mich.—Seeks modification of CP (801104AP) to change and operate SL trans. by RC from proposed. Sl. Ann. Feb. 4.

FM applications

Tendered

■ WQOD (FM) Youngstown, Ohio—Seeks CP to increase ERP to 50 kw and change transmitter type. Ann. Feb. 4.

Accepted

■ KOKQ (FM) Oakdale, Calif.—Seeks modification of CP (BPH-9978, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant; increase HAAT to 500 ft. and change TPO. Ann. Feb. 3.

■ WKKZ (FM) Dublin, Ga.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant; change ERP to 3 kw; change HAAT to 220 ft. and change TPO. Ann. Feb. 5.

■ WXTZ (FM) Indianapolis—Seeks CP to install aux. trans. and ant. at location other than main; to be operated on ERP of 17.334 kw; charge HAAT to 735 ft. and change TPO. Ann. Feb. 4.

■ WJMM (FM) Versailles, Ky.—Seeks CP to increase HAAT to 300 ft. and change TPO. Ann. Feb. 4.

■ WDRQ (FM) Detroit, Mich.—Seeks CP to make changes in ant. system; change SL; change type trans.; change type ant; increase ERP to 50 kw and change TPO. Ann. Feb. 5.

■ KRES (FM) Moberly, Mo.—Seeks modification of CP (BPH-810209AD) to make changes in ant. sys.; change TL; change type trans.; increase HAAT to

1024.5 ft. and change TPO. Ann. Feb. 3.

- WCPE(FM) Raleigh, NC—Seeks modification of CP (BPED-1776, as mod.) to make changes in ant. sys. Ann. Feb. 5.
- WBGY-FM Tullahoma, Tenn.—Seeks CP to change TL; change type ant.; increase HAAT to 911 ft. and change TPO. Ann. Feb. 5.
- KSET-FM El Paso, Tex.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 981 ft. and change TPO. Ann. Feb. 3.
- KYYK(FM) Palestine, Tex.—Seeks CP to change TL and SL and change TPO. Ann. Feb. 1.
- KTOY(FM) Tacoma, Wash.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 7.93 kw; increase HAAT to 553 ft. and change TPO. Ann. Feb. 5.
- WJZQ(FM) Kenosha, Wis.—Seeks CP to increase ERP to 30.64 kw and change TPO. Ann. Feb. 5.
- WKUU-FM Milwaukee—Seeks CP to install auxiliary ant. at main TL; to be operated on ERP 8.217 kw; change HAAT to 279 ft. and change TPO. Ann. Feb. 5.

TV applications

Tendered

- WTSP-TV St. Petersburg, Fla.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur., and change type trans. Ann. Feb. 2.
- KCKA (TV) Centralia, Wash.—Seeks MP (BPET-790725KE) to change ERP to 535.8 kw vis., 64.30 kw aur.; change trans.; change TL; and make changes to ant. sys. Ann. Feb. 1.

Accepted

- KRBK-TV Sacramento, Calif.—Seeks CP to change ERP to 2,400 kw vis., 240 kw aur. Ann. Feb. 2.
- WFTB-TV Minneapolis—Seeks MP (BPCT-4985) to change SL. Ann. Feb. 1.
- KTMA-TV Minneapolis—Seeks CP to change aural ERP to 302 kw. Ann. Feb. 1.
- WHKY-TV Hickory, N.C.—Seeks CP to change ERP to 656.1 kw vis., 125.3 kw aur., and change trans.

Ann. Feb. 1.

AM actions

- KNCO(AM) Grass Valley, Calif.—Returned application for CP to change frequency to 830 khz and increase D power to 5 kw. Action Jan. 28.
- WAZE(AM) Clearwater, Fla.—Granted modification of CP (BP-21,020) to correct antenna orientation (no change in site). Action Jan. 27.
- WAYR(AM) Orange Park, Fla.—Granted CP to increase power to 2.5 kw. Action Jan. 27.
- WDBC(AM) Escanaba, Mich.—Granted CP to change ant. sys. (make changes in auth. N directional ant. sys. and recued rms). Action Jan. 27.
- WCSP(AM) Crystal Springs, Miss.—Granted CP to increase D power from 250 w to 1 kw. Action Jan. 27.
- WLLY(AM) Wilson, N.C.—Granted CP to increase power to 5 kw; change to DA and make changes in ant. sys. Action Jan. 27.
- WYLC(AM) West Hazelton, Pa.—Granted modification of CP (BP-20595) to change TL. Action Jan. 25.
- KTEK(AM) Alvin, Tex.—Granted modification of CP (BP-781205AK) to correct TL. Action Jan. 27.
- KXIT(AM) Dalhart, Tex.—Returned application for CP to change frequency to 1240 khz; change hours of operation to U by adding 250 w-N; increase D power to 1 kw. Action Feb. 1.
- WVNR(AM) Poultny, Vt.—Granted CP to change power (increase D power to 1 kw). Action Jan. 27.
- KQST(FM) Sedona, Ariz.—Granted modification of CP to change TL; change type ant.; change ERP to 500 w; decrease HAAT to 750 ft. and change TPO. Action Dec. 11, 1981.
- *KLRE-FM Little Rock, Ark.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 40 kw and change TPO. Action Dec. 2, 1981.

FM actions

- *KKUP(FM) Cupertino, Calif.—Granted CP to

change TL; change ERP to 20 w; change HAAT to 2581 ft. and make changes in ant. sys. Action Jan. 21.

- WMFM(FM) Gainesville, Fla.—Granted modification of CP (BPH-9197, as mod.) to change TL; change SL and RC; change type trans.; change type ant. and change TPO. Action Jan. 28.
- *WABR-FM Tifton, Ga.—Granted CP to change from Class-D to commercial band and change frequency to 107.5 mhz and change TPO. Action Jan. 27.
- *WBCL(FM) Fort Wayne, Ind.—Granted modification of CP (BPED-801114A1) to make changes in ant. sys.; increase ERP to 50 kw and change TPO. Action Jan. 25.
- KCWR(FM) Oakdale, La.—Granted CP to increase ERP to 3 kw; change type trans.; change type ant. and change TPO. Action Jan. 25.
- KQWB-FM Moorhead, Minn.—Granted modification of CP (BPH-800130 AM) to change TL; change type ant. and change TPO. Action Jan. 25.
- *WAUP(FM) Akron, Ohio—Granted CP to change TL; change ERP to 325 w; change HAAT to 803 ft. and make changes in ant. sys. Action Jan. 27.
- WNCO-FM Ashland, Ohio—Granted CP to make changes in ant. sys.; change TL and SL; change type ant.; increase HAAT to 500 ft. and change TPO. Action Jan. 25.
- WOSE(FM) Port Clinton, Ohio—Granted CP to increase HAAT to 253 ft; change type trans.; change type ant. and change TPO. Action Jan. 25.
- KSRR(FM) Houston, Tex.—Granted CP to change TL; increase HAAT to 1425 ft. and make changes in ant. sys. Action Jan. 21.
- KYND(FM) Pasadena, Tex.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 1425 ft; change type trans., and make changes in ant. sys. Action Jan. 28.
- *WJSC-FM Johnson, Vt.—Granted CP to change frequency to 90.7 mhz.; change TL; increase ERP to 155 w; change HAAT to minus 485.7 ft. and make changes in ant. sys. Action Jan. 27.
- WNUB-FM Northfield, Vt.—Granted CP to change frequency to 93.9 mhz; change ERP to 180 w; change HAAT to minus 380 ft. Action Jan. 27.
- WFGM(FM) Fairmont, W. Va.—Granted CP to make changes in ant. sys.; change type ant.; decrease ERP to 26 kw; increase HAAT to 655 ft. and change TPO. Action Jan. 25.
- WISQ(FM) West Salem, Wis.—Granted modification of CP (BPH-780929AP, as mod.) to decrease ERP to 1.58 kw; increase HAAT to 394 ft. and change TPO. Action Jan. 25.

TV action

- WGGN-TV Sandusky, Ohio—Granted MP (BPCT-781023KE) to change frequency from ch. 51 to ch. 52; change ERP 136.14 kw vis., 13.6 kw aur.; change trans.; and change HAAT to 541.4 ft. Action Jan. 26.

In Contest

Designated for hearing

- Mountain Home, Ark.—new FM (105.5 mhz)—B&M Communications Inc., Mountain-Valley Broadcasters Inc., and Dr. Ambrose T. Walker: To determine if B&M and Mountain-Valley are financially qualified; which of proposals would best serve public interest; and which should be granted (BC Doc. 82-56-58). Action Jan. 29.
- West Plains, Mo.—new FM (102.3 mhz)—CM Broadcasting Co. and Dr. Ambrose T. Walker: To determine which of proposals would better serve public interest; and which should be granted (BC Doc. 82-48-49). Action Jan. 28.
- Glens Falls, N.Y.—facilities change and South Glens Falls, N.Y. new AM (1230 khz)—Pathfinder Communications Corp. to change facilities of WBZA operating on 1410 kHz, 1 kw, to operate on 1230 kHz, 250 W, at Glens Falls, N.Y.; and Premier Broadcasting Corp. for new AM at South Glens Falls, N.Y.: To determine whether Premier's proposal would provide nighttime coverage of all residential areas of South Glens Falls as required by rules; if not, if waiver is warranted; whether Premier's proposal would realistically provide local transmission service for South Glens Falls; if it is concluded Premier would not provide such

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local transmission service, whether its proposal meets technical rules for AM stations assigned to Glens Falls; areas and populations which would receive primary service from each proposal, and availability of other primary aural service those areas and populations; which of proposals would better provide fair distribution of service, better serve public interest, and which should be granted. (BC Doc. 82-50-51). Action Jan. 28.

■ Alva, Okla.—new FM (104.7 mhz)—Coleman Broadcasting Co. and Lynn L. Martin: To determine whether Martin's proposed tower height and location would pose hazard to air navigation; which of proposals would better serve public and which should be granted (BC Doc. 82-25-26). Action Jan. 18.

■ Yanco, P.R.—new AM (880 khz) and Sabana Grande, P.R. new AM (880 khz)—Radio Voice of Yanco Inc. and Gauthier and Rodriguez Radio Associates: To determine if the applicants are 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 fair distribution of radio service; in event it is concluded a choice between the applicants should not be based solely on the preceding issue, which of proposals would better serve the public and should be granted (BC Doc. 82-27028). Action Jan. 18.

■ Malakoff, Tex.—new FM (95.9 mhz)—Cedar Creek Radio Co. and Henderson County Radio: To determine site of Cedar's transmitter site and whether proper engineering amendment is required; whether Henderson is financially qualified; which of proposals would better serve public interest; and which of applications should be granted (BC Doc. 82-46-47). Action Jan. 28.

Procedural ruling

■ Daytona Beach, Fla. TV proceeding (Comrak Television Inc. et al)—ALJ John M. Frysiak granted joint request by applicants and approved agreement; authorized reimbursement of \$7,938.76 to Metrovision Inc., by remaining applicants and dismissed with prejudice Metrovision's application (BC Doc. 81-259-265). Action Jan. 22.

FCC actions

■ Review Board affirmed ALJ's initial decision granting Scott & Davis Enterprises Inc. CP for new FM at Bryan, Tex., and denied that of competing applicant. Board basically agreed with ALJ's decision but noted Scott & Davis was entitled to moderate diversification preference, rather than decisive advantage. Action Jan. 12.

■ Review Board granted American Communications Co. CP for new FM at De Pere, Wis., thereby reversing ALJ's earlier grant of competing applicant, Fox River Broadcasting Inc. Board said ALJ blurred distinctions between misrepresentation and lack of candor and consequently reached incorrect conclusion. Upon review Board said ACC was qualitatively better, in part because it proposed 100% integration of ownership and management. Action Jan. 26.

■ FCC denied Stereo Broadcasters Inc. reconsideration of its previous decision denying its license renewal

of WLIR (FM) Garden City, N.Y. FCC said Stereo presented no new arguments in its appeal. Action Jan. 28.

■ FCC designated for hearing KRDD(AM) Roswell, N.M., license renewal application. Purpose of hearing will be to determine if owner of station sold license without FCC approval. Action Jan. 28.

■ FCC affirmed Cable Bureau's grant of CP to Mesa Community Cable TV, Mesa, Ariz., for new cable transmitting station but also fined it \$4,000 for building and operating unauthorized satellite receive dish. Action Jan. 28.

Translators

VHF actions

■ Dillingham, Alaska—Tricom granted CP for new low-power-VHF translator on ch. 7 (200 ft., 100 w). Action Jan. 20.

■ Sand Point, Alaska—Tricom granted CP for new low power VHF translator on ch. 7 (80 ft., 100 w). Action Jan. 20.

■ Basalt, Colo.—Roaring Fork TV Association granted CP for new VHF translator on ch. 2 to rebroadcast KRMA-TV Denver. Action Jan. 21.

■ Rock River, Wyo.—Town of Rock River granted CP for new VHF translator on ch. 4 to rebroadcast KOA-TV Denver (27 ft., 10 w). Action Jan. 21.

■ Woody Creek et al, Colo.—Roaring Fork TV Association granted CP for new VHF translator on ch. 7 to rebroadcast KRMA-TV Denver (40 ft., 1 w). Action Jan. 28.

■ Aspen, Colo.—Roaring Fork TV Association Inc. granted CP for new VHF translator on ch. 12 to rebroadcast KRMA-TV Denver (20 ft., 10 w). Action Jan. 20.

■ Rolla, Mo.—Midsouth Broadcasters dismissed application for new VHF translator on ch. 7 (175 ft., 10 w). Action Nov. 18, 1981.

■ Ashford et al, Wash.—Pierce City TV Recept. District 1 granted CP for new VHF translator on ch. 2 to rebroadcast KIBO-TV Seattle, Wash. (60 ft., 10 w). Action Jan. 28.

UHF actions

■ Dillingham, Alaska—Tricom granted CP for new low power-UHF translator on ch. 7 (200 ft., 100 w). Action Jan. 20.

■ Roaring Fork, Colo.—Roaring Fork TV Association granted CP for new UHF translator on ch. 62 to rebroadcast KRMA-TV Denver. Action Jan. 20.

■ Kaneohe and Kailua, both Hawaii—Hawaii Public Broadcasting Authority granted CP for new UHF translator on ch. 38 to rebroadcast KMEB-TV Wailuku, Hawaii (30 ft., 1 kw). Action Jan. 20.

■ Wichita, Kan.—KSN Community Services Inc. granted CP for new UHF translator on ch. 26 to rebroadcast KTVJ-TV Joplin, Mo. (533 ft., 1 kw). Action Jan. 28.

■ Birchdale, Loman, Black River and rural area,

Minn.—County of Koochiching granted CP for new UHF translator on ch. 60 to rebroadcast KBJR-TV Duluth, Minn. (1,428 ft.; 100 w). Action Jan. 20.

■ Ashford et al, Wash.—Pierce City TV Recept. District 1 granted CP for new UHF translator on ch. 54 to rebroadcast KOMO-TV Seattle, Wash. (60 ft., 20 w). Action Jan. 28.

■ Ashford et al, Wash.—Pierce City TV Recept. District 1 granted CP for new UHF translator on ch. 58 to rebroadcast KING-TV Seattle, Wash. (60 ft., 20 w). Action Jan. 28.

■ Ashford et al, Wash.—Pierce City TV Recept. District 1 granted CP for new UHF translator on ch. 9 to rebroadcast KING-TV Seattle, Wash. (60 ft., 10 w). Action Jan. 28.

■ Kaneohe and Kailua, both Hawaii—Hawaii Public Broadcasting Authority granted CP for new UHF translator on ch. 38 to rebroadcast KMEB-TV Wailuku, Hawaii (30 ft., 1 kw). Action Jan. 20.

Call Letters

Applications

Call	Sought by
	New AM's
KYRE	Dalmatian Enterprises Inc., Yreka, Calif.
WSRU	Slippery Rock State College, Slippery Rock, Pa.
WXCF-FM	Allegheny Highlands Broadcasting Inc., Clifton Forge, Va.
WXPR	White Pine Community Broadcasting Inc., Rhineland, Wis.
	New FM's
WLAI-FM	Benko Broadcasting Co., Lansing, Mich.
KDOG	Dogwood Broadcasting Corp., Nacogdoches, Tex.
	Existing AM's
KCNN	KGB San Diego, Calif.
WBSS	WPPI Ponpano Beach, Fla.
WFTF	WAPY Lafayette, Ind.
WKLZ	WYYY Kalamazoo, Mich.
WMYF	WXKR Exeter, N.H.
WVAI	WHPL Winchester, Va.
	Existing FM's
KSPG	KOYY-FM El Dorado, Kan.
WGLO	WKZY Escanaba, Mich.
WERZ	WXKR-FM Exeter, N.H.
WBXQ	WRKE Cresson, Pa.
WCHU-FM	WKXC Soddy Daisy, Tenn.
KESI	KTUF Terrill Hills, Tex.
WUSQ	WEGF Winchester, Va.

Grants

Call	Assigned to
	New FM's
KCWD	Harrison Radio Station Inc., Harrison, Ark.
KOLS	Jeffco Broadcasting Co., Desoto, Mo.
WKCL	Chapel of the Holy Church and Bible College, Ladson, S.C.
	New TV
KCCA	Sierra Vista Television Inc., Sierra Vista, Ariz.
	Existing AM's
KRKR	KCKN Kansas City, Kan.
KLBB	KEEY St. Paul, Minn.
WSML	WWOK Graham, N.C.
WRZR	WYNA Raleigh, N.C.
KGTO	KRAV Tulsa, Okla.
WPBM	WKTX Aiken, S.C.
KIPR	KSPL Diboll, Tex.
WPRZ	WEER Warrenton, Va.
	Existing FM's
KFKF	KCKN-FM Kansas City, Mo.
KCDQ	KMZY Begrade, Mont.
WSWO	WKFI-FM Wilmington, Ohio
KRAV	KRAV-FM Tulsa, Okla.
WSPV	WISL-FM Shamokin, Pa.
WPBM-FM	WPBM Aiken, S.C.
KHUN	KSAM-FM Huntsville, Tex.
WVK	WEER-FM Warrenton, Va.

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.

RADIO

HELP WANTED MANAGEMENT

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.

Sales Manager. 100,000 watt FM adult contemporary station located in mid-size Sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box R-33. Equal Opportunity Employer.

General Manager: KNUJ of New Ulm, MN, dominant AM-FM outstate station in rich agricultural area, offers excellent career opportunity for manager with strong sales/managerial record. Base + commission. Contact Ray Stougard, Mickelson Media, Box 488, Hastings, MN 55033.

N.W. New Jersey AM station (1kw) in medium sized market is looking for sales-oriented energetic station manager. Good benefits, salary commensurate with experience. Send resume and references to Box 187, Hackensack, N.J. 07602.

Station Manager. If you are an Operations Manager or Sales Manager with 2 to 3 years' experience and looking to make the move to station management, or currently a station manager seeking a new challenge, then we would like to hear from you. AM/FM combo in a growth area. Send resume with references and a letter outlining earnings expectations to Box R-63. M/F, E.O.E.

General Manager Needed for major market religious radio station. Must be sales-oriented. We are one of the largest radio chains and offering once in a lifetime opportunity in a top 30, upper Midwest market. If you think you're qualified, contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224. This is an immediate opportunity.

General Manager. Young, aggressive broadcast group seeks GM for Central New England power house. Strong sales background, bottom line accountability and intensive organizational abilities a must. Involvement in acquisition program and equity participation possible for right candidate. Our employees are aware of this opportunity. All inquiries held in strictest confidence. Reply Box R-67.

General Manager for a well established, extremely successful regional AM & FM in a growing Colorado rural market. Stations have substantial billings and profits and is the smallest property of a group broadcaster. This is a great opportunity for a sales-oriented, community involved person. Complete resume and references required. Write Box R-131.

Director of Development. National Public Radio seeks a senior manager for an exciting and demanding professional opportunity. Individual reports directly to the President and is responsible for organizing and executing a sophisticated program to raise an increasing portion of the corporation's budget. Position requires an individual with extensive, successful experience raising funds from corporate, foundation, and private sources. Interested individuals should submit a detailed resume describing development exp. and achievements, with salary history, by March 5, 1982 to: DeNise Johnson, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036. AA, EOE.

Unique Broadcast School operation adding management/sales personnel in 3 offices, New York, Philadelphia, Los Angeles. 15-30K + benefits. Tremendous growth potential for right people. Prefer area residents with diversified broadcasting backgrounds. Complete resume to Box R-130.

Station Manager - strong sales - all-around person. Send resume to Darrell Gill, Box 400, Moberg, S.D. 57601 E.O.E. Great area for the outdoors person.

Growing Group looking for aggressive sales manager/G.M. for an AM/FM in southern New Hampshire. A turnaround situation that demands a special individual. An excellent opportunity to succeed. Call 207-443-4159. EOE.

General Sales Manager needed for our AM and FM in West Virginia. Excellent staff and great sounding stations need proven leader with complete knowledge of sales. Send references and resume to Box R-99.

Assistant Manager for major market radio station in the Midwest. Must be strong in sales management. Send resume, letter of recommendation, and salary requirements to Box R-94.

HELP WANTED SALES

Sales Manager Wanted for Milwaukee, Wisconsin, station. Must be experienced, aggressive, organized, capable of leading six-person sales staff. This is not a desk job. Salary - override - car. Send resume, in confidence, outlining your requirements and references to: Box R-36.

Radio Sales Pro. Medium market in California looking for person with RAB sales training. We also have stations in Colorado and Arizona. Send resume and copies of past presentations or promotions to Box R-92.

Sales Manager: Suburban Atlanta Class IV station is offering a unique opportunity to experienced sales manager. Station is two months old with unlimited potential. Salary and override: Mid \$30's first year. Reply: M. Negrin, WMOE, (404)-998-5000.

Combo-News-Production-Sales: List waiting: Send tape & resume to: WWIZ, Box 1120, Hermitage, PA 16148.

Here We Grow - Ft. Myers, Florida. Aggressive radio station building sales department. Beginners OK. EOE. Box 06199, Ft. Myers, FL 33906.

Account Executive - Southern California. Top 25 market in one of the nation's great lifestyle areas is seeking a professional account executive to share in the tremendous growth opportunity of a new AM/FM acquisition. If your current experience demands more money and opportunity, we look forward to hearing from you. Please send your background to: Ms. Marion E. Mackinnon, General Sales Manager, P.O. Box 5066, San Bernardino, CA 92412.

Number One suburban New York AM/FM combo seeks experienced sales person. Not an entry level position. Car essential. Equal Opportunity Employer. Send resume to Box R-124.

Major Market Opportunity. WNIR, the talk of Akron, has an opening for an aggressive, energetic and creative sales pro. Generous salary, plus lucrative commission, expenses and outstanding benefits. We also provide extensive sales promotion back-up, new facilities and car. Call Bill Klaus, 216-673-2323. EOE.

General Sales Manager for progressive adult AM in medium Illinois market. Proven sales professional, strong co-op knowledge. Must be organized, aggressive street winner. Resume, commission history, references to Box R-113.

Come to America's finest city. The KSON Stations, for 18 years America's finest country, are looking for an experienced Account Executive. Reply immediately with resume and salary requirements to: Local Sales Manager, College Grove Center, San Diego, CA 92115.

General Sales Manager for well accepted major FM station in top market. Must have broad experience in local/retail advertising and be known amongst agencies and national advertisers. Write Box R-98.

Sales Manager - aggressive, professional, experienced individual to lead AM and FM staffs at Midwest facilities. Resumes to Box R-10.

Number 1 Account List, available March 1, at WLSQ/WREZ, Montgomery, Alabama. Looking for heavyweight salesperson with management goals. Call Gene Morehead, General Manager, 205-832-4295.

Ambitious Sales Person, central Minnesota station. Owner-Sales Manager ready to retire. Ideal opportunity for someone to move up to sales manager and later to manager. Write Box R-114.

New England. Young, growth-oriented group seeks Sales Manager to join management team. Outstanding opportunity with limitless potential. Successful candidate must be highly disciplined/motivated with top selling experience/skills. Resume and salary history to Northeast Broadcasting Company, Inc., 1101 Connecticut Ave., N.W., Suite 800, Washington, D.C. 20036.

Rare Opportunity in major market: Leading Houston FM seeks experienced sales pro to be leader on sales team. Send resume or call Cathy Earle, KYND, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. 713-961-0092.

Twice named Billboard "Station of the Year", co-owned with newspaper, has a unique opportunity to manage both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered for sales management position. 40K plus, plus potential. Find out more: send resume to Rob Kemper, WDFI, Box 10,000, Marion, OH 43302. EOE.

HELP WANTED ANNOUNCERS

Mature, experienced modern country, Jack of all trades. We want someone that can do it all and deliver. Announcing, copy, production, some sales, remotes, occasionally. Good salary with good working conditions and side benefits at top country station. References will be checked. Contact Joel Netherland, Gen. Mgr. WJNS, P.O. Box 1048, Yazoo City, MS. 39194. Call 601-746-5921.

Tennessee Class C FM with dominant signal seeks AM & PM drive jocks. Professionals only. Excellent salary & benefits, with advancement potential. Tape and resume to: Rich Phillips, Program Director, Q101, P.O. Box 1189, Cleveland, TN 37311.

Country Operations Manager. Do live morning drive air shift and supervise programing and promotions of automated 24-hour great American Country station. Growth market on the Texas coast. Excellent salary and benefits. Tape and resume to Bob Woodman, KCWM, Box 3487, Victoria, TX 77903. 512-576-6111. EOE/MF.

Experienced Announcer. Well-versed in air work and production. Send air check and resume to Genevieve Glascock, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

National Network seeks qualified managers and talent for top markets. Send resume & aircheck to Glen Ivey, National Program Director, Metro Networks, Inc., 3200 Maple Ave., Suite 418, Dallas TX 75201.

Opening Now for good voice, hard worker, Southeast Tennessee. Send tapes and resume: WDEH, P.O. Box 330, Sweetwater, TN 37874.

Experienced Beautiful Music announcer desired for Pacific Northwest station. Copywriting and some promotion experience ideal. Resume and tape to Todd Shelton, P.O. Box 11335, Tacoma, WA 98411. EOE.

Arizona AM-FM seeks aggressive announcers & news director. Positive attitude, strong local gathering and delivery a must. M/F, EOE. Send tape and resume to: Tim Higgins, KATO/KXKQ, Drawer L, Safford, AZ 85546.

Experienced Announcers for suburban AM Pittsburgh AC station. Also, morning Country announcer. Need good air and production. Contact: Barry Banker, WHJB, 245 Brown Street, Greensburg, PA 15601. No phone calls. EOE/MF.

HELP WANTED ANNOUNCERS CONTINUED

Announcers with Creative one-on-one and great production skills. Send tape and resume (no calls) for future openings to: Jack Brady, WKZE, Box 71, Hyannis, MA 02601. EOE. Women encouraged to apply.

HELP WANTED TECHNICAL

Experienced Combo Engineer-Announcer. Prefer stable man that must know engineering, do proofs, maintenance and repair and hold down announcing shift. Good working conditions, good salary and benefits at a top Country station. Contact: Joel Netherland, G.M., WJNS, P.O. Box 1048, Yazoo City, MS 39194. Call 601-746-5921.

Chief Engineer, non-commercial radio. Appropriate technical skills and work procedures, good organizer, ability to deal with large, diverse volunteer staff. \$12,000/year, plus university benefits. An E.O.E. Send resume to: Manager, WXPB-FM, 3905 Spruce St., Philadelphia, PA 19104.

Top Radio Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

Chief Engineer, AM/FM combo. Warm Sunbelt market. 30+. Winning applicant will become corporate chief for new experienced group. EOE. Reply Box R-136.

Wanted: Chief Engineer for Class IV AM/Class C FM in St. Cloud, Minnesota. Building and most equipment just over one year old. Ideal working conditions and the opportunity to grow with a dynamic company await the successful candidate. Contact: Rich Habedank, WJON Broadcasting, Box 220, St. Cloud, MN 56302. 612-251-4422. An Equal Opportunity Employer.

Radio/TV Engineering Technologist, University of Florida. Maintenance Engineer will work in expanding PBS station. Position requires Bachelor degree in electrical engineering, electronic engineering technology or high school and four years of experience in radio and/or television electronics of a relevant combination of education and experience. Capable of trouble shooting and repair of broadcasting audio and video equipment. Digital background and FCC General Class License preferred. Salary range is \$14,532 - \$19,355, contingent upon experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by February 26, 1982. Requests must refer to position ID 21389 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

HELP WANTED NEWS

News Director, 100 KW FM, strong local coverage. Send original stories, cassette tape & resume to: Midplains Broadcasting, Box 1231, North Platte, NE 69101. EEO.

If You're a Night person who likes working alone and can dig for news, we have a job waiting for you. You'll work in one of the West's largest and most prestigious newsrooms. Let's start with a resume and then we'll talk. Box R-142. An Equal and great Opportunity Employer.

Join a winning team! We need a young, aggressive reporter/anchor to join our four-person department. Writing skills emphasized. Excellent facilities, competitive market, 70,000 Metro, 200,000 TSA, on Lake Michigan. Grow with 13-station Midwest Family Group. Tape, resume, letter to WJSJ/WIRX, Box 107, Benton Harbor-St. Joseph, MI 49085. EOE, M/F.

News Director for WFAS/WYD Radio. Lead Westchester County, New York's largest and most professional news team. In addition to being a professional news person and manager, applicant must possess administrative skills and enjoy community involvement. Equal opportunity employer. Send employment history, writing samples, audition tape, and salary requirement to: John Zanzarella, Vice President/General Manager, P.O. Box 551, White Plains, NY 10602. No phone calls, please.

Suburban Washington AC seeks news anchorperson with good delivery. John Long, WPRW, Box 1460, Manassas, VA 22110. 703-368-3100. E.O.E.

Midwest group owner needs seasoned professional for morning anchor-reporter position at stations in market of 300,000+. Highly competitive and demanding environment. Must have minimum of 2 years on-air experience, excellent, natural delivery, be able to take direction, and work well with others. No prima donnas! Salary to mid-teens for right person. Resume, references and salary history to Box R-93.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

I'm about to purchase an underdeveloped FM on the Central New Jersey Shore. I need a "take-charge" program director to give direction to a potentially great radio station. Air shift; oversee airstaff, production, news, format execution. Proven ability to lead a must. Also accepting applications for news, production personnel. Tapes and resumes to Jonathan Hoffman, WWUU, 156 Broadway, Long Branch, NJ 07740. EOE.

Wanted: Program director for modern Country AM operation. Tapes and resumes to KTNM, P.O. Box 668, Tucumcari, NM 88401.

Needed: a production director. If you have a good voice, the ability to write entertaining and informative commercials, and good work habits, apply with tape and resume to KLMR, P.O. Box 890, Lamar, CO 81052.

New 100 KW NPR fine arts station needs immediately a classical-jazz music/operations director. Send resume, audition tape and salary needs to KKED-FM, P.O. Box 416, Corpus Christi, TX 78403.

SITUATIONS WANTED MANAGEMENT

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.

Top of the Heap General Manager with 17 years' experience managing medium & major markets. Looking for an opportunity with a growing and progressive company. Sales-oriented, profit-oriented, people oriented, success oriented. Write Box R-89.

Group Management, 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

Working GM seeks Sunbelt, medium or small. Prefer coastal. Experience all aspects. Super track record. Turnaround or turnkey. Don't wait. Write Box R-78.

General Manager, sales, programing and community-oriented. Stable, 15 years management, seeking opportunity to guide individual units or be integral part of building successful group. Experienced all phases AM and FM, strong administration. Dedicated, hardworking, emphasis on professionalism. Prefer Southeast, small to medium. References. Box R-135.

Owners: need a selling mgr? I need responsibility to learn! 25, successful, super enthusiasm! If you're a true broadcaster, we'll click. Turnaround situation fine. Call now, 814-459-8237. East. Prefer W. PA.

General Manager, compatibly employed, seeking change. Over ten years successful stable management. Cost conscious. Excel in people hiring, motivation. By-the-book, professional operator. Sales oriented, community active. Can take charge. Credentials, references. Box R-133.

Bottom-line G.M. 300% increase sales; turnaround expertise, with fastest growing format, Urban Contemporary. Let's talk before March ARB, excellent reference, presently employed. Write Box R-129.

SITUATIONS WANTED SALES

Experienced! Strong in promotions, packages, spec tapes. Seek small market sales or sales/announcing. Midwest area. 715-234-9222. Dick Hoff, 316 Phipps, Rice Lake, WI 54868.

Relax. Innovative, professional salesman seeking account executive position at Westinghouse Broadcasting station in greater San Diego, California. Need a demanding station inclined to aggressive self-starter with successful history of landing untapped advertising dollars. Call Patrick Healy, 714-578-9439.

Sales Manager with over five years' experience in top ten market. Professional broadcaster, with B.A. in Communications, aggressive broadcast street sense, outstanding proven track record, and the highest possible references. Will increase your sales in local regional or national business. National Rep inquiries welcomed. Reply Box R-101.

SITUATIONS WANTED ANNOUNCERS

I have the skills and the drive. I've done mornings on KIOA and evenings on WTVN. The A/C personality of the future is Brad. 305-276-2945.

Production Director, for MOR station. Call Ron, 316-524-7626, from 10 AM-3 PM CDT.

Experienced PBP with Personality, 4 years' experience, all sports, looking for major college situation. Will relocate anywhere; available now. Call Curt, 805-942-1121, or write 38521 5th St. East, Apt. 11, Palmdale, CA. 93550.

Experienced, Versatile, communicator. Seeks involvement with aggressive, growing organization. Mature, responsible, and ready to roll for the right opportunity. After 3:00 PM, Ken, 609-397-2383.

16-year pro with extensive programing background in Country seeks to return to California. Currently PD. of Midwest medium Country station. Write Box R-97.

Good voice and reader. Stable. Personable. Dave Guddeck, 311 Port Washington Road, Grafton, WI 53024. 414-377-3192.

Your Search is Over! Mature voice, trained broadcaster for urban contemporary market. Call Austell Cammon at: 312-547-8044 before 1 PM (CST); or 312-686-5049, after 1:30 PM.

Experienced Announcer with sharp production skills wants to help your station go! "Team Player" and family man available now! Adult-oriented format preferred. Seeking FT position in Florida or New England, but all areas considered. Show me a livable wage and advancement opportunities and I'll show you responsibility and hard work! Mike Daniels, 803-796-6581.

I love country music. Six year professional seeking solid medium market station on East Coast that does not operate on a shoe-string. Family man, BA, 3rd endorsed. Write Box R-102.

Howdy! Country music's my game ... higher ratings your aim? Let's get together! Farm bred—trained in jock work, news, programing, production and sales. Will go anywhere. Call Dawn (Your rising star), 312-281-5692.

8½ years' experience. Dependable. Excellent references. Call Mike, 904-255-6950, or write Box R-103.

Bright, creative and reliable morning man seeks best starting opportunity. Willing to travel anywhere. John McDonnell, 312-423-9541, for tape and resume.

Degree. Educational radio experience. Want commercial opportunity. Interested in personality, top 40 format or pop. Can adjust to any format. Tim Jankowski, 5800 S. 121 st, Hales Corners, WI 53130. 414-425-7318.

Position wanted! Hard worker, though experience limited for now; willing to re-locate, midwest preferred; excellent blade. Call: 219-931-2454.

SITUATIONS WANTED TECHNICAL

20 year pro-available employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717-249-6584.

SITUATIONS WANTED TECHNICAL CONTINUED

15-year Radio Engineering vet, experienced in all phases including DA and computer technology, seeks permanent position with advancement-oriented organization. Charles Thomas, 912-386-0497.

SITUATIONS WANTED NEWS

Refreshing Play-by-Play. Pleasing voice, court sense, sports smarts. Network quality performer combines talents into true professionalism. Looking for top notch minor league baseball job, and separate college football and basketball package. I'm working for good organization, but need new challenges. Write Box R-83.

Attention Top 50 market stations. Need someone versatile? Sports director the last 18 months and news director over 3 years prior, desires news/sports position. Only professional operations need reply. Write Box R-119.

Respected, dedicated newswoman seeks fulltime position. Superior writing, strong delivery, accustomed to hard work. Prefer Northeast. Box R-134.

Pilot-Reporter. Airborne traffic & live news experience. 5000 hours pilot time. Certified aircraft mechanic. Currently working on helicopter pilot rating. Can manage your aviation dept. like warm weather. Mike, Box 38581, Denver, CO 80238. 303-364-4237.

Veteran, award-winning, sports director seeking new directions, new challenges. Hard working. Excellent skills. Box R-139.

Attention Florida. Help you in news; teach me sales. 4 yrs. radio news, degree, former newspaper reporter. Management minded. Ray, 404-647-2701.

Vivid, engaging PBP-experienced, young, hard-working, basketball, football, baseball. Write Box R-140.

Aggressive radio News Director. Presently working small market, looking for bigger challenge. Write Box R-88.

Major market experience in an award-winning college reporter. Good news, PBP attitude for your station. Will relocate. Barry, 714-535-5798.

Attention: Small Markets. Female with some radio experience seeks first job on commercial radio. Call Sheryl, 6:00 PM to 12:00 midnight, 212-392-6449.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Soul Programmer, seven years' know-how, seeking to relocate. Richard, 919-483-6530.

Need A Hard Worker? You've got one! I need a job! DJ, news-sports, production, writing, or anything. Trained at U. of Mich./WHN-NYC. Please call 212-263-0450/261-0715.

Operations Director/Program Director seeks similar management opportunity at A/C or CHR station. Ten years' solid experience, plus BA in radio. Medium plus markets only. Let's communicate. Write Box R-58.

The Jack Armstrong: Highest rated KFI afternoon personality. 3.3 share; 600,000 cume. Innovator who can accept direction and limitations. 919-967-4090. Available immediately.

Sunbelt! Nationally syndicated air personality available in the sunbelt or Rocky Mountain states only. Work four to five hours a day with News/Talk, Adult MOR or Country. Highly commercial. Call 717-547-2624.

28 years radio, 10 television, 11 radio operations manager. Production manager, announcer, M.C., character voices, creative copy, automation. I have a lot to offer. Excellent on phone interviews, ad lib shows. Community-oriented. Seeking opportunity and permanent location. Prefer Midwest. Tom Parker, 7920 E. 60th, Apt. 83-1, Tulsa, OK 74145. 918-663-9907.

For Fast Action Use BROADCASTING'S Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Television Operations Director wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

Assistant Creative Services Director for major market O&O. Production skills, administrative ability and three years' experience in management essential. Send resume to Box R-85. E.O.E., M/F

Local sales manager for medium-sized Midwest network affiliate. Need to have a take-charge attitude, a self-starter, good administrator and, above all, a producer. Excellent opportunity to join a progressive broadcasting group. Reply Box R-64. An equal opportunity employer.

Supervisor, Instructional Television and Cable Technology, Fairfax County Public Schools. Master's degree in educational television, instructional technology, mass communication or related field required. Experience in designing, implementing and managing educational television; experience in video production technique and supervising personnel. Send a resume by February 19 to: Administrative Appointments, 6815 Edsall Road, Springfield, VA 22151.

Operations Manager. Opportunity for a current chief or assistant chief engineer to become important part of management team. Call Dennis West, General Manager, WIFR-TV, Rockford, IL 61105. 815-987-5300. E.O.E.

HELP WANTED SALES

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.

Account Executive Top account list; television group station in Southeast; must be able to handle heavy agency list; top earnings immediately. Send resume to Box R-32. E.O.E., M/F.

Midwest CBS Affiliate in market range 60-90 seeks aggressive salesperson. First year income range: \$17-\$22,000. We're looking for solid background in sales, not necessarily media, to add to our sales team. Complete training program in a great living area. Send resume stressing your achievements and career goals to Box R-65. EOE, M/F

Account Executive. ABC affiliate in sunny Florida has an immediate opening for goal-oriented doer. Have established \$20K list ready for the right sales pro. Contact Bob Peretir, General Sales Manager, WECA-TV, PO Box 13327, Tallahassee, FL 32308 or call 904-893-3127. EOE.

Account Executive. Major market Sunbelt Independent seeks experienced A.E. Must have proven track record with strong direct and agency contact. Heavy list to right person. Send resume to: KRIV-TV, Metromedia, PO. Box 22810, Houston, TX 77227. Attn: Howard Sacks, Local Sales Manager. EOE.

Account Executive. Immediate opportunity for an aggressive, self-starter to join one of Kansas City's top sales staffs. Broadcast candidate must have at least two years' experience in commissioned broadcast time sales. Prefer college graduate or equivalent work experience. Send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO, 64105. Qualified applicants will be contacted for a personal interview. Women are encouraged to apply. EOE.

HELP WANTED TECHNICAL

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 Hensky, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

Television Maintenance Engineer. Group-owned VHF network affiliate in top 10 market seeks experienced studio maintenance engineer. Equipment is up to date solid state and includes Ampex tape recorders and Grass Valley switchers. Salary commensurate with experience. Send resume to Box R-35. An Equal Opportunity Employer.

Engineering Manager/(facilities)—manage the maintenance, design, documentation and installation of KQED's studio, transmitters, and satellite earth terminal facilities. Maintenance staff of 10-12. Min. 5 years engineering exp., with emphasis on maintenance and systems, 2 years as supervisor/manager. Send resume with salary requirements by Feb. 26, to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

TV Engineer with knowledge of local TV station operations and some satellite experience. Will monitor operation and technical performance of a satellite network. Great opportunity to learn and to expand. Extensive travel required. New York based. Send resume ASAP. Reply to: Box R-44.

Assistant Chief Engineer for a new commercial UHF now under construction in Florida. Excellent salary, fringe benefits and advancement potential with an expanding group. EOE. Forward resume and references to: Tom Bracanovich, Malrite Communications, 12th & Euclid Avenue, Cleveland, OH 44115.

Electronic Technician Wanted: studio Chief Engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary \$20,000, plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, P.O. Box 13, Huntington, WV 25706. An Equal Opportunity Employer.

Engineering Manager (Operations). Manage KQED's technical operations. Union staff of 2-030. Min. 5 years engineering exp., 2 years as supervisor/manager. Emphasis on people mgmt, planning and technical coordination. Salary open. Send resume with salary requirements by Feb. 26 to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

ENG Cameraman—A minimum of two years' experience and familiar with all facets of electronic news gathering. Microwave experience preferred. Send resume and tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Studio Maintenance Engineer for southern production center. Experience in digital and analog TV production and recording equipment required. Salary negotiable. Send resume and salary requirements to Box R-50. AA, EOE/MF.

TV Technician: Immediate opening. Minimum three years' experience in TV broadcasting. Operating experience with 2-inch and 1-inch video tape operation, Camera setup, master control and ENG operations necessary. Send resume to Myron Oliner, C.E., KBT, 1089 Bannock St., Denver, CO 80217. We are an equal opportunity employer.

Southwestern ABC Affiliate has two openings on engineering staff. One involves assisting in maintenance of Harris remote controlled transmitter installation, along with other general maintenance. Strong background, either through experience or training, required. Second position open in general studio operations and maintenance. Experienced or recent tech school graduate. Send resume to Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

Maintenance Engineers. KMGH-TV, a McGraw-Hill station affiliated with CBS in Denver, Colorado, seeks skilled maintenance engineers to work in our maintenance department. Responsibilities include maintenance of a large ENG facility, studio equipment, or RF systems. Qualified applicants should have a strong maintenance background, familiarity with state of the art equipment, and knowledge of FCC rules and regulations applicable to technical standards and procedures. A First Class FCC license is highly desirable. Salary commensurate with experience. Send resume to Kent Gratteau, KMGH-TV, PO Box 5007, Denver, CO 80217. 303-832-7777. An Equal Opportunity Employer, M/F.

HELP WANTED TECHNICAL CONTINUED

Director of Engineering: Wanted for production oriented PBS affiliate. 3-5 years' experience in engineering management. Experience in technical operation with emphasis on production and maintenance. Salary commensurate with experience. Send resume to WETA-TV, P.O. Box 2626, Washington, D.C. 20013. Attn: N. Simmons, Personnel Dept. EOE/AA.

Engineers for maintenance and operations wanted by Sunbelt Medium Market N.B.C. Affiliate. We are expanding, and if you can maintain or operate newest equipment in an up to date TV operation, let's talk. Send resume and salary requirements with first response to W. T. McGill, Vice President Engineering, KTSM-TV, 801 North Oregon Street, El Paso, TX 79902. E.O.E.

TV Transmitter Supervisor. Experienced transmitter supervisor for UHF transmitter site, located at a mountain resort community near Fresno, CA. 3 bdrm. home provided at the site. Major group broadcaster and excellent benefits package. Please send resume to Steve Weber, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Maintenance Engineer. KWTW needs a maintenance engineer. Requires a first or general class broadcast license and one year of television broadcast maintenance experience. Send resume to: Trudy Wick, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

MATV/CATV Supervisor. An excellent career growth opportunity exists in our MATV/CATV department. We are looking for a self-starting supervisor to be responsible for department operations. Duties will involve many organizational and operational aspects including the hiring and training of MATV/CATV technicians, customer service, and maintenance supervision of equipment and systems. Qualified candidates must have a high knowledge of MATV/CATV distribution systems, and a familiarity with test and transmission equipment. We offer an excellent starting salary and benefit program, plus the chance to work for a proven leader. Send salary history and resume to: Judy Manley, Spectrum Television, 501 W. Algonquin Rd., Arlington Heights, IL 60005. Equal Opportunity Employer. M/F.

Wanted: Video Technician, maintenance experience required. ENG experience preferred. Great opportunity for Operations Engineer, doing some maintenance, to move into a maintenance-oriented position. Live and work in a warm resort community. Contact: John Ross, Chief Engineer, KIII-TV, Corpus Christi, TX, 78411 512-854-4733.

TV Maintenance Engineer: Major multiple system cable TV operator seeks maintenance engineer for four cable television studios in eastern Massachusetts. Must maintain and repair television production equipment, including 3/4" VCR's, ENG camera equipment, video switchers, audio systems, etc. Experience a must. Competitive salary and excellent benefits. Send detailed resume and salary history in confidence to: Dan Donohue, Colony Communications, P.O. Box 969, Providence, RI 02901. 401-277-7116. An Equal Opportunity Employer.

Sunny South major market UHF requires a Transmitter/Maintenance Engineer with First Class License for immediate employment. Salary commensurate with experience. Send resume and salary requirements to Box R-112.

TV/Radio Maintenance Engineer. State-of-the-art television production facility and FM radio station. First phone, min. 3 yrs. current broadcast maintenance experience. Salary: low to mid 20's. Excellent benefits. Contact: Personnel Services, San Diego Community College District, 714-230-2110. EOA Employer.

HELP WANTED NEWS

Meteorologist. We have the tools. You must be experienced and accurate in challenging 100 plus Eastern Midwest market. Resume and salary requirements to Box R-71. EOE.

Assignments Editor. Top 50's CBS affiliate looking for an A.E. who is creative, a good detail person and a strong writer and copy editor. Street reporting experience required. Resumes to Jay Moore, N.D., WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. An equal opportunity employer.

Sports Anchor-Reporter. Solid, distinctive journalist to anchor and report sports. Major market. Network affiliate. Equal opportunity employer. M/F. Resume to Box R-52.

Denver News Producer. Network affiliate. Minimum experience: 3 years major market, solid journalist, latest production techniques, live bureaus, helicopters. Have tape and your critique ready to send on request. Resume, references to Box R-48.

One Reporter and one photographer needed immediately to join the staff of a growing news operation in a Southern capital city. Broadcast degree and two years' experience needed, along with the ability to do more than the obvious to deliver a high quality news product. Self-starters only, no beginners. Send tape, resume, references to: Jack Holgate, News Dir., WJTV News, Box 8887, Jackson, MS. 39204. WJTV is an equal opportunity employer.

Broadcast Meteorologist Wanted: to join staff of Weatherdata, Inc., in Wichita. Duties would include on-air weathercasts for KARD-TV and the Kansas State Network, on-air weathercast for our radio clients, and specialized forecasts for industry. Must have television and radio experience. Excellent salary and benefits, plus the opportunity to work in one of the most sophisticated weather facilities in the nation. Send tape and resume to: Mike Smith, Weatherdata Incorporated, 833 North Main St., Wichita, KS 67203. EOE.

Reporter. We are looking for a distinctive professional to join an aggressive, talented team. Equal opportunity employer, M/F. Resume and tape to: Andrew Fisher, News Director, WAGA-TV, Box 4207, Atlanta, GA 30302.

News Producer—Must be a strong writer & have good news sense. Must have at least 3 years' experience as news producer, No. 1 News station in south Florida. Send resume and tape of recent newscast to: Manager of Employment, P.O. Box 010787, Miami, FL 33101. EOE.

Group-owned stations in five Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box K-135. We are an Equal Opportunity Employer. M/F.

Make Great News Promos for the top news operation in Wilkes-Barre/Scranton, Pa. Call Sheryl Bourisk, 717-826-1616.

Photojournalist. Requires minimum 3 years TV news experience. College degree preferred. Must have working experience in ENG, both shooting and editing. Writing experience helpful. Send tape, resume and references to Larry Hatteberg, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE.

ENG Photographer/Editors needed by Eastern major market client. Quality work and FCC General Class license required. Females and minorities encouraged to apply. Rush tape and resume to Broadcast Consultants, Box 60, West Hartford, CT 06107.

Openings in all phases of our growing news organization. If you're 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, Box 333, Wichita, KS 67201, Deg./Exp. req. EOE. No phone calls, please. All positions will be filled immediately.

Producer: We need creative flare and a take-charge style in our state-of-the-art shop. Minimum 2 years' experience necessary—reporting experience an asset. We win the book in this top 50's Sunbelt market. Send resume and salary requirements to Box R-126. Equal Opportunity Employer, M/F.

Weathercaster: Southeast network affiliate seeks personable, authoritative weathercaster for nightly weathercasts. \$25,000-\$35,000 compensation package and excellent fringe benefits. Resume to Box R-123.

Cinematographer. Steady shooter who tells the story with snappy pictures and sensible editing. Top-notch staff. Degree and ENG experience required. We're picky. Send tapes and resumes to Ed Clement, Chief Cinematographer, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

PM Magazine Host and photographer for NE middle market station. At least two years news or PM experience required. Letter and resume to Box R-115.

Photo Journalist. We have immediate opening for a person with minimum of 2 years' experience on a television news department. Send resume and videotape of work to Larry Hatteberg, Associate News Director, KAKE-TV, P.O. Box 10, Wichita, KS 67201. E.O.E.

Sportscaster wanted for small market network affiliate. Would anchor both 6 and 11 pm newscasts. Must be totally familiar with sports—prefer an athletic type that can be respected by players and coaches alike. Must keep tabs on local sports scene and cover other individual type sports such as hunting, fishing, weightlifting, etc. Send resume to Box R-116.

News Reporter—Must have minimum 5 years' ENG experience. Must be self-starter. Excellent writing skills. Our standards very high. Send resume & tapes to: Employment Mgr, P.O. Box 010787, Miami, FL 33101. EOE.

Expanding our already talented news organization. Openings for producers, reporters, reporter-anchors, photographers and additional assignments editor. If dynamic news growth excites you, then you may have a great future with our group. Rush resume and salary requirement to Box R-117. EOE.

Weatherperson: No. 1 south Florida station is seeking a talented, full time weatherperson with previous on-air experience. Send resume and tape to News Director, 622 North Flagler Drive, West Palm Beach, FL 33401. EOE.

Meteorologist: Middle market, Pacific Northwest television station looking to expand newsroom has need for meteorologist to produce and report weather in authoritative and understandable manner. Weather important to our viewers. Send resume to Box R-111.

Reporter. Requires 3 years minimum TV news reporting experience. College degree required. Must be solid writer, story producer and performer. Send tape, resume and references to Robert Cohen, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE.

Producer: Immediate opening. Progressive station in Northeast seeks a creative person with excellent writing skills. Must have 2 years' experience and possess excellent production skills. Send resume and salary requirement to Box R-95. EOE. M/F.

Number 1 medium market station needs meteorologist to anchor weather segments in hour-long breakfast show and noon news. No beginners. Contact J. Janes, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

Bureau Reporter. Must be self-starter who can shoot, edit, and turn out quality stories under deadline pressure. Proven capability in commercial TV newsroom mandatory. Send resumes and tapes to Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

U of Alaska Center for Instructional Telecommunications: Operations Manager. Responsible for daily operation of Learn/Alaska Instructional TV and audio conferencing networks; develop and maintain system for monitoring, evaluation and maintenance of technical performance of the two network receiving sites statewide; coordinate dept. activities with other units and functions; administer budgets. Applicants must have experience in the supervision of personnel, budget development, and administration; demonstrated knowledge of TV and audio systems and their operations. Extensive experience in broadcast or cable TV and audio conferencing is desired (ops. mgr. level). Producer/Director. Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm 135, Anchorage, AK 99504, AA/EEO. Resumes must be received by Feb. 26, 1982.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Television Production Manager responsible for scheduling of equipment, facilities and staff for EFR studio and remote productions. Supervises production and art departments. Administers and recommends budgets, may serve as a producer/director as needed. Requires college degree or 4 years' formal related training and 3 years' experience, one of which must be in a supervisory capacity. Salary commensurate with experience. Send resume and tape to: WNVF, 8325 Little River Turnpike, Annandale, VA 22003, by March 1. EEO.

Research Director for WHA-TV. Primary responsibility for planning, coordinating and conducting research projects for programming, membership, development and marketing for the Friends of Channel 21, Inc. and WHA-TV. Qualifications: Strong background in marketing research, statistics and computers; demonstrated ability in project management; professional work related to television or marketing research desired; familiarity with marketing research procedures. Knowledge/experience in public broadcasting desired, but not essential. Bachelor's degree in Marketing, Marketing Research, Economics, Social Science or Communications Research. Master's degree preferred. Position available April 1, 1982. Salary: \$20,000. Closing date: March 5, 1982. For position description contact: Kathy Dickerson, 608-623-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Executive Producer. Top 10 network affiliate needs experienced, creative, aggressive, organized, production-oriented person to assume responsibility for all local programs (excepting news) and production staff. All replies are confidential, so if you're a really experienced producer and/or director or an exec elsewhere who needs a new challenge, this may be the opportunity that's just right for you. Send resumes only, and quickly, to Box R-79. An Equal Opportunity Employer.

Producer/Director: U of Alaska's Center for Instructional Telecommunications—Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm 135, Anchorage AK 99504. AA/EOE. Resumes must be received by Feb. 26, 1982.

Manager of Advertising and outreach. Primary responsibility for planning and execution of all print and commercial radio advertising for WHA Radio and Television, the development of outreach publication and special promotion activities. Qualifications: Demonstrated ability to manage and develop creative projects through all production stages: writing and editing skills and knowledge of graphic design as it relates to print advertising required; three years' full time professional experience in print advertising, editing and writing publications and publicity. Bachelor's degree required. Position available March 15, 1982. Salary: \$17,000. Closing date: March 1, 1982. For position description contact: Kathy Dickerson, 608 263-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Oklahoma State University, Department of Agricultural Information, is presently accepting applications for Senior Broadcast Coordinator. Applicant should possess a high degree of skill in both radio and television. Requires skill in broadcast news judgment, writing and narration. This individual will produce news, special features and educational documentaries for consumer and agricultural audiences. Must develop and maintain awareness of media needs in the state and region; must be able to travel. Minimum qualifications are a Baccalaureate degree and three years demonstrated skill in electronic media. Salary commensurate with education and experience. To receive full consideration, resume and samples of work should be received no later than March 1, 1982. Submit to: Charles N. Voyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an Affirmative Action/Equal Opportunity Employer.

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.

Programming/Operations Manager needed in Southeast top 20 market, network affiliate. Must have a minimum of three years' experience in similar position. Candidate should have strong production background, leadership capabilities, thorough working knowledge of latest technical equipment and operation. If you are qualified and seek a challenging opportunity, please forward your resume, in confidence, to Box R-104. An Affirmative Action/Equal Opportunity Employer.

PM Magazine Host wanted to work with male co-host. Strong producing/writing skills a must. At least one year on-air experience necessary, as well as ability to work closely with creative staff. Our standards are high. If you can meet them, send resume and tape to Victoria Gregorian, Program Director, WGR-TV2, Buffalo, NY 14202.

Program Manager—East Coast ABC VHF Research, planning, budgeting, administration, communications. Syndicated program knowledge, network relations experience. License and staff supervision responsibility. Detailed resume to Box R-105. Equal Opportunity Employer.

Promotion Manager. Department head responsibility now available for creative experienced manager. Successful candidate will be in charge of all phases of station and sales promotion, advertising, publicity and PR. If you want a challenge, have two years' experience as a manager and a proven track record of unique successful ideas, rush your resume, a cover letter and examples of your work to: General Manager, KMBG-TV, 1049 Central, Kansas City, MO 64105. Women are encouraged to apply EOE.

Manager, local program production, for major market PTV station in Pacific Northwest, to manage day-to-day operation of production units including local nightly mini-documentaries, local and regional public and cultural affairs documentaries. MO: B.A. or work/training equivalent; five years' producer/reporter/director experience in broadcast TV; one year production management. Must be able to write, produce, off-line edit and/or report on local television programs. Salary: \$19,752-\$30,864, plus liberal benefits. Twelve month position. Closing date: March 8. Send resume to Fujita, 82-P-1E Selection Committee, KCTS/9 University of Washington, 4045 Brooklyn Ave. NE., Seattle, WA 98105-6297. EEO/AA.

Editorial Research Writer—Must have experience as editorial research writer. Must be a good idea person. No beginners, please. Send resume to: Box R-141. EOE.

WJBK-TV Detroit, A CBS affiliate, needs an aggressive and experienced producer/director. If you have three or more years on the fast track, a sharp demo reel, and solid creative abilities, tell us. Send resume and demo reel to: Stu Pollock, Executive Producer, WJBK-TV, Box 2000, Southfield, MI 48037. An Equal Opportunity Employer.

Production Supervisor—East Coast major. Manage production staff and facilities. Desire college degree—five years' TV production experience. Thorough knowledge of operations and equipment. Pay, with experience, in \$20,000 range. Send resumes to Larry Manne, Operations Manager, WTNH-TV, 135 College Street, New Haven, CT 06508. Equal Opportunity Employer.

Top-rated Afternoon Movie needs a new host. Take us over the top with your charm and the promos you produce. Call Sheryl Bourisk, 717-826-1616.

Aggressive Public TV station needs an experienced Director/Producer who can handle both multiple camera shows and field assignments. Writing skills necessary. \$10,000-\$15,500. Resume and tape to: Ken Bartheliman, KPTS, Box 288, Wichita, KS 67201. February 28 closing. EOE-AA.

Producer/Director needed to work at Grand Rapids, Michigan PBS station. Must have BA degree in Broadcasting, Communications or related field, plus at least one year experience as a full-time P/D. Experience in ENG/EFP, Membership, and Music programs a must. Producing/Directing a magazine format program an added plus. Salary range \$13,600-\$21,000. Send resume to Personnel Office, Grand Valley State Colleges, Allendale, MI 49401. No phone calls, please. Grand Valley State Colleges is an equal opportunity, affirmative action employer.

Production Manager—Must have experience in all aspects of television production. Must have ability to supervise, schedule and train department personnel, along with scheduling and coordination of all production facilities and commercial production unit. Imagination, attention to detail and ability to work with people are essential qualities. Send resume and salary requirements to William H. Jackson, WHO-TV, 1100 Walnut, Des Moines, Iowa 50308. An equal opportunity employer.

TV Production Assistant (Production Photographer/Editor) for KUSD-TV and the South Dakota Public Television Network. Applicants must have a college degree in communications with course work in TV production or four years of experience and training or an acceptable equivalent combination of training and experience. Preference will be given to those applicants who possess total ENG photography, editing, lighting and audio skills. Base salary: \$9,464.00. Application deadline: February 28, 1982. Apply to USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Director of Programming/Operations—Coordinates, supervises and directs broadcast programming and operations for public TV and radio joint licensee in California. Requires: Two years of responsible experience involving the supervision of a broadcast television station with the responsibility for station programming and the production of educational programs with some background in radio and equivalent to graduation from a four-year college with a BA/BS degree in Telecommunications or a related field. (Qualifying experience may be substituted for the desired education on a year-for-year basis.) Salary: \$20,976 to \$25,560, plus full benefits. Applications must be postmarked by February 27, 1982. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity, affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Available immediately: John Radeck—former president and GM, WJBF-TV, Augusta, GA; KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714-323-5814.

GM/GSM Available immediately. GSM wanting to move up. 22 years' experience. Know all phases of operations. Sales, budgeting, bottom line. Box R-55.

GM with fifteen years television experience. Strong background in all areas including sales management and programming. Available thirty to sixty days. Write Box R-118.

Promotion Manager desires new challenge on the East Coast. Excellent portfolio and references. Call 513-241-9192.

SITUATIONS WANTED SALES

TV/Radio Salesman. Experienced New York broadcast sales; Current TV rep-top 15 markets (rep closed), 12 years TV rep, 13 years N.Y. station radio sales/sales mgr. Seeks broadcast time (or related) sales position in New York. Can supply N.Y. office at no cost. Can travel. Superior references. Box R-74.

SITUATIONS WANTED TECHNICAL

FCC School graduate looking for first job. Young, ambitious, and ready to learn. Available now. Willing to relocate. 3376 Sheri No. C, Simi, CA 93063. 805-527-9542 or 805-526-0221. Dan Neubauer.

SITUATIONS WANTED NEWS

12 years TV weathercasting. Certified, National Weather Association. 16 years TV reporting with many awards. Excellent credentials. 307-635-0186.

SITUATIONS WANTED NEWS CONTINUED

Telegenic! Former NY DJ seeks on-camera cable spot in metro NY. Articulate & creative. Knows news, music, various sports, etc. Contact E. Favaro, 775 Concourse Village East, Bronx, N.Y. 10451.

Small Markets. Radio News Director. Attractive, articulate female seeks reporting job. Good writer, real go-getter, journalism degree. Will relocate. Write Box R-72.

Feature Reporter. 7 years' experience in news and magazine features as talent/producer. Lots of awards and available immediately! 707-643-8785.

TV Meteorologist: good appearance, enthusiastic delivery, keeps it simple and interesting. Write Box R-125.

Major Market (Personality) weathercaster with experience from Los Angeles to San Francisco and Denver looking for permanent position on the West Coast. Experience with radar, and all the latest equipment. For a tape, call 303-755-8033.

I can make a pkg. come alive. Currently rept/anchor in 30's market looking to move to a quality news operation. I'm light years ahead of my time and can do it all. Write Box R-120.

Weathercaster seeks full-time position. Energetic, ambitious, weatherwise, creative, and definitely willing to relocate. Experienced, small and medium markets. Write Box R-121.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Producer/Writer. 11 years in TV-Radio. No beginner ops, please! 602-990-8124.

Creative, hard-worker, experienced in EFR, seeks responsible position with production outfit. Call Steve H. Binbotham, 205-674-9006.

Prod. position desired. Currently ENG and studio maintenance, 1st ticket, ENG operator, switcher, BA in production, 5 yrs. radio work. 702-826-0937.

CMX Editor for 5 years. 10 in TV, 4 radio. Age 31. CBS, NBC, PBS credits, all formats. Laserdisc. BA plus 1 year USC Cinema grad. 1st phone. Flexible. Will relocate. No. 17J, 1601 W. MacArthur, Santa Ana, CA. 92704.

ALLIED FIELDS

HELP WANTED TECHNICAL

Video Engineer-Immediate Opening. Award-winning Boston production house has an immediate opening for a top-notch video engineer. Heavy emphasis on commercial production. Maintenance and management experience a desired plus. Excellent salary and benefits package. Call 617-329-4080, or write to: President, Videocom, Inc., 502 Sprague Street, Dedham, MA 02026.

HELP WANTED NEWS

Programming Director—Growing, aggressive central New Jersey newspaper publisher seeks hard-working, hands-on person with local programming experience to headup news programming effort on local cable system. Must be a doer and leader. Job requires using studio and remote equipment. Ability to edit, develop programming, and advertising a must. Successful applicant to work with newspaper staff. Good company to work for. Fine location. Benefits. Send resume and salary requirement to Box R-19.

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.

Field Representative/New York. The Broadcast Division of Data Communications Corporation is expanding its New York operations. We are seeking a self-motivated professional to supervise, coordinate, and provide support to our station rep systems. Requirements for this position include at least 2-4 years direct experience in the station rep industry with computer systems background. Limited travel is involved. We offer a competitive salary, excellent benefits, and unlimited growth potential. Please send your resume with salary requirements to: H.K. Jenkins, Data Communications Corp., 3000 Directors Row, Memphis, TN 38131.

Executive Director for organization producing youth-oriented radio programs, and training of teenagers as reporters. Will need administrative and fund-raising skills, radio syndication experience, and preferably knowledge of youth issues. Send resumes only to: Youth News, 1419 Broadway, Oakland, CA 94612, by March 12.

HELP WANTED INSTRUCTION

Accredited School of Journalism and Broadcasting seeking assistant professor. Tenure track position, 10 month contract, renewable; begins 9-1-82. Approximately 700 media students and total campus enrollment of 22,000. Minimum qualifications: bachelor's degree and 7 years' professional experience or master's degree and 5 years' professional experience; some teaching experience helpful but not mandatory. Major responsibilities teaching print and broadcast news courses. Salary dependent upon qualifications; summer employment not guaranteed. New deadline for applications is March 15, or until satisfactory pool of applicants has responded. Send resume and three recent references to: Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

N.C. Univ., tenure-track appointment, assist in developing communications program. Begin Aug. 23, 1982. Rank/salary negotiable dependent upon credentials. Ph.D. or compensatory prof. exp. with TV news reporting, writing, and editing, with ENG equipment required. Teach basic broadcasting and speech courses. Public relations knowledge and organizational communication considered. Edgar Loessin, Chairman, Drama and Speech, East Carolina University, Greenville, NC 27834. Application deadline: March 15, 1982. EO/AAE.

Broadcasting faculty member to teach announcing, television production, possibly broadcast news. (Position readvertised). Also will work with TV students in announcing, TV productions labs. Ph.D. preferred. College teaching and professional experience essential. Rank, salary commensurate with qualifications. Position open beginning Fall, 1982. Application deadline: March 5, 1982. Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer (M/F).

Central Michigan University. Target level: Instructor/Assistant Professor for Fall '82. Teach basic and advanced television production, television staging and lighting, promotions and advise television sports productions. Tenure-track. Master's required. Ph.D. preferred. All persons, including women, minority group members; and the handicapped, are encouraged to apply. Send resume, transcripts, and three references by March 15, 1982, to Dr. Robert Craig, 344 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan is an affirmative action and equal opportunity institution.

Notice of Vacancy: Instructor/Engineer: The Department of Speech Communication and Theatre in a small church related, liberal arts college is seeking an Instructor/Engineer for a non-commercial educational radio station and cable access television studio. Responsible for operation and maintenance of all equipment. Involves some teaching duties. MA degree in broadcasting and engineering experience required. Salary commensurate with education and experience. Application deadline: April 1, 1982. Duties begin June 1, 1982. Send resume to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

Supervisor, Radio Facility and to teach radio broadcasting. Appointment, Sept. 1982. Professional radio experience required. Completed application due March 30, 1982. Address application requests to Affirmative Action Officer, Winona State University, Winona, MN 55987. An Equal Opportunity Employer.

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.

Western Electric Equipment: mixers, microphones, drivers, speakers, horns, amps, tubes, others. 213/576-2642, David Yo, Box 832, Monterey Park, CA 91754.

Instant Cash for Broadcast Equipment: Urgently need: Transmitters, AM-FM-TV, Film Chains, Audio Consoles, Audio-Video Recorders, 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: IJC 3D cart machines. 313-285-9700.

Chyron III—Keyboard only needed. 314-421-5055, Sta. 300.

Chyron character generator and ENG camera equipment. 408-757-8886.

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.

50KW AM: Continental 317B(1965); also Harris BC-50C(1969)—Call M. Cooper, 215-379-6585.

FM Transmitters for sale: 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 12000E(1978), Collins 831-F2(1977). Call M. Cooper, 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11KW Transmitter; RCA TT-25BH Driver & Amplifier complete package. RCA TT-35 CHW/Driver & Diplexer just removed from service: GE 4TT55B-2, 100 Watts Ch. 32, Solid State Driver, Tube Final, A-1; 3-1/8" and 6 inch transmission line, with fittings and hangers; GE PE-240 film Camera with Eastman multiplexer, Projectors; CBS 500B TBC; Envirozone Air Filters; Chyron III Character Generator; 12 to 15 fonts; Utah Scientific 20X20 AFV routing switcher; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM1B, with 3 yr. old Sparta SS Exciter; ADC 12X4 AFV routing switcher, good condition. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA. 404-324-1271.

Remote Production Cruiser: Beautiful Crown Chassis, carpeted, full AC; camera platform on roof, 1600 mi. on diesel and drive train, good tires and brakes, reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/ effect, 3X2 GE Audio, well designed & professionally built. Other cameras available if preferred. \$130,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA. 404-324-1271.

Ultimate Video Matting: Makes Chroma Keyers Obsolete, Seeing is believing! Ultimate-4 \$13,500. Call Ray LaRue, Quality Media Corp., 800 241-7878. In GA, call 404-324-1271.

EFP Production Van: Ford Square-Van, like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" Editing pkg; port 3/4" VCR; CVS 504 T.B.C. w/ noise reduction; 3M-1114 sw'r; 3MD3000 c. gen; complete 8-in. audio dispatching-monitoring; custom platform and AC Generator. In service now, excellent condition. Call Ray LaRue, Quality Media, 800-241-7878. In GA. 404-324-1271.

FOR SALE EQUIPMENT CONTINUED

VTR's: RCA TR-70, Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 Record Units, Lowtime, \$8,000; Ampex, 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; Ampex VR 3000 with metering and charger, \$9,500; 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: (2) RCA TKP45, like new-little used; (2) Norelco LDH-1, GE PE-350; (4) GE TE 201, Good Operating Condition; (2) Ampex BOC-10, 1 year old, like new; Hitachi SK-80, 12:1 Real Nice; Hitachi 1212, Studio Accessories, Good Condition; (2) Ampex BCC-1, Studio Cameras, Good Condition; Hitachi SK-70, 17:1, Fully Equipped; Hitachi, FP-1011SU, 10:1 Lowtime; Hitachi, FP1020/JVC 2600 Battery Belts Charger-AC Supply 100 hrs. total. Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Broadcast Gear-New: Bogner Antennas; CSI, Wilkenson AM-FM Xmtrs; LPB Mixers; Marti-STL; Microtrak Consoles/Equipment; Otari Recorders; Phelps Dodge Antennas, Feedline; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media 800-241-7878. In GA, 404-324-1271.

Channel 10 Transmitter Package: 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna, \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media, 800-241-7878. In GA, 404-324-1271.

Low Power TV Packages: New EMCEE or TV Technology Corp. Transmitters; complete Video Packages Supplied and Installed; Consulting Services. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

Trade In Your Old TBC: On the New Microtime T-120. Up to \$2,500 Trade-in on your old, useable Time Base Correctors. Other Models available also. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, call 404-324-1271.

Three RCA RT-27 Cart machines, one BA-27 record amp. New heads, belts. \$950.00 313-285-9700.

For Sale: Like new—Elcon 2" Tape Evaluator, Audio-tronic's 110A, 10 Input, 4 Output, Audio Console Editing System; 2 Sony VO-2860A's; Convergence ECS-102 Editor, 3M-D-3016 Character Generator, plus Misc. Cameras and VTR's. Contact General Television Network, R. Hippler, 313-548-2500.

Athena 4000 TSM MK IV broadcast television film chain projector with pedestal, low hours, \$5,500.00. Also, RCA/ECCO Synchronizer, MQS-100 Series; can cue and synchronize three magnetic tape transports including video, audio or film, using time code, \$6,500.00. 312-280-5520.

Videotape Editing System. Two Sony BVU-200 broadcast editing U-matic videocassette recorders. These VTR's include separate time code track, frame lock servo, and standard broadcast audio levels and impedance; one Sony BVE-500A broadcast standard automatic editing console unit. \$15,000 or best offer. Television character generator: 3M Datavision Model D-3016. A self-contained character generator featuring high resolution character display and two video channel outputs. The D-3016 can store and selectively display 16 pages of text. \$4000 or best offer. Contact: National Video Industries, 15 W. 17 St. NY, NY 10011. 212-691-1300.

IGM Model 400 programmer, currently on air. Going to larger system. Available Feb. 15th. 208-743-2282.

Remote Truck. 3 Philips LDK-11's and 1 JVC KY2000, Grass Valley sync, Tektronix monitoring, ISI SEG w/chroma key, downstream keyer, 3M C.G. w/1,000 page memory, RCA quad, Altec audio, 2 Onan generators, extras. Good condition. Priced to move. H.S. Productions, Inc., 312-972-0078.

IGM 500 Automation System, stereo, including 3 carousels, 2 Scully tape players, time announcer, log printer, 3 racks, other extras. \$6,500.00. Bill Barry, WAMB, 615-889-1960.

RCA TP86 film projector. Good condition. 408-757-8886.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Complete on-air studio; 3 years old; excellent condition, Ampco AC85 Board, SP10 Technic TT, M/Cro Track Tone Arms, Stanton Pre-amps, Monitor Speakers, Mike Boom, Russco Station Monitor, records/carts/equipment cabinets in matching walnut. Can be seen in operation, or call Ron Aughinbaugh at 216-385-1490.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Client Jingles in one week. Philadelphia Music Works, Box 947, Bryn Mawr, PA 19010. 215-525-9873.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Radio and TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Management

Rapidly growing broadcast group

located in southern Connecticut is seeking a technically capable, people-oriented accountant to join our corporate staff. The position has excellent potential for future advancement. E.O.E. Females and minorities encouraged to apply. Send resume to: Box R-144.

Help Wanted News

WANTED

A sportscaster on the way up. We're looking for a very unique person. The type who lives and breathes sports, has hot dogs in his/her blood, dreams about batting averages and spectacular plays and who can convey that excitement to our listeners. We'll give you the time to show an industry-wide audience what you can do on regular sportscasts and a sportstalk program. You convince us you're the very best around by writing to Box R-143.

Help Wanted News Continued

Meteorologist

One of Northern California's top radio stations is seeking a professional meteorologist. The desired candidate will be California based and should have an A.M.S. seal. If you work in television, you must be available for morning and afternoon drive time shows. Send resume to: Box R-145.

Help Wanted Sales

LIKE TO WORK? LIKE THE SUN?

Top rated Miami/FL. Lauderdale 100kw FM needs strong salespeople. If you're as good with the president of the bank as you are with his media buyer, send me a letter and we'll both be happier... and you will be warmer. E.E.O. Lee Taylor. JOY 107 FM, P.O. Box 5333, Ft. Lauderdale, FL 33310.

Help Wanted Technical

CHALLENGING POSITION FOR GOOD AUDIO MAN AT TOP WASH. D.C. AM/FM

Immediate Assistant Chief Engineer opening requiring first class FCC license and min. 1 year broadcast experience. Call and send resume to: Richard Silvera, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816. 201-247-6161.



A GREATER MEDIA STATION

An equal opportunity employer, M/F

Situations Wanted Management

EXPERIENCED GENERAL MANAGER

Looking for station owner who wants to keep costs down and get sales up! Twenty years' experience in station management, sales, financial planning, programming and engineering. Presently employed as GM on West Coast. Seeking long term association with station in Washington, Oregon or California. Let's talk. 209-723-1977 or reply to Box R-66.

Organizer, manager

12 years' experience. Teach sales, will train a professional team for results. Be creative in making an offer. Looking for a "Dollar a Holler" door-to-door salesman, save your stamp. Write Box R-138.

Situations Wanted Announcers

OWN YOUR MORNING MARKET

AM Drive Communicator, relevant and enjoyable approach incorporating basics, phones, humor geared to your market. Community involvement, major market success in AM drive and programming. Currently employed and succeeding. Call 609-397-8318.

TALK-MAJOR MKT.

Top ratings—73% of this 50 kw's billings are in this program; network experience, humor, warmth, intelligence. Utmost confidence requested. This is a small ad, but if this market knew who it was, it would make a major impact. Write Box R-96.

TELEVISION

Help Wanted News

WDIV

the Post-Newsweek television station in Detroit, is looking for an outstanding business journalist to head up its on-air business unit. The person we are looking for has a serious track record in the business-reporting field, including investigative work. The business beat includes, but is not limited to, the auto industry, organized labor, and the human impact of economic conditions. Prior TV experience is not essential; being an excellent journalist and willing to learn is. Send resume to: Mark Efron, Executive Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. We are an Equal Opportunity Employer.

Help Wanted News Continued

BE INDEPENDENT

We are offering you a chance to start up a new news operation with one of America's finest Independents. With you, we can create a quality news show, without the pressure you customarily find in traditional affiliate newsrooms. You must be willing to spend your days off enjoying the beaches, the beautiful weather and the idyllic lifestyle of the Florida Suncoast.

We need anchors, weathercasters, sportscasters, reporters, producers and photographers who are willing to let their imagination guide us to success.

Send tapes, resumes and ideas to Tom Wayne—News Director, WTOG TV-44, 365 105th Terrace NE, St. Petersburg, Florida 33702.

METEOROLOGIST

To join superb forecasting team. Strong on-camera skills. Equal opportunity employer, M/F. Major market. Resume to Box R-51.

HOST/HOSTESS

Top 10 Eastern network affiliate seeking versatile on-camera talent to perform/host/moderate talk, variety, and special projects program. Candidates must have proven, extensive on-camera personality experience, diverse broadcast background, familiarity with varying program formats and production, and experience with wide range of subject matter. Send resume to Box R-108. An Equal Opportunity Employer.

WEATHERCASTER

WCTI-TV, ABC for eastern North Carolina, seeks weathercaster for 6:00 p.m. and 11:00 p.m. newscasts. AMS seal and previous TV experience preferred. Above average compensation package. WCTI-TV is a Malrite Communications Group station and an equal opportunity employer. Send tapes, resumes and earnings history to: Frank Lee, News Director, WCTI-TV, P.O. Box 2325, New Bern, NC 28560.

**Help Wanted News
Continued**

ANCHOR/ REPORTER

Excellent journalist. Excellent Anchor.
Major market. Equal opportunity
employer, M/F. Resume to Box R-53.

TV REPORTER

Northeast network affiliate seeking general assignment reporter. Must have minimum two (2) years' experience and ability to work with live remotes. Salary negotiable. Resume required. E.O.E. Write Box R-56.

CABLE NEWS SERVICE

Exciting opportunities in a new venture affiliated with a major newspaper and communications company. The right individuals will have a ground-floor opportunity to create, through hard work, a one-of-a-kind cable news service. Qualifications include excellent news judgement, experience in fast rewrite and copy editing, plus electronic editing experience. Positions are located in a mid-size, pleasant Northeast city. Excellent salary and fringe benefits. Resume, plus writing samples and salary history, in confidence, to: Box R-127. Equal Opportunity Employer. M/F.

METEOROLOGIST

Weather conscious midwestern station looking for meteorologist for early morning and mid-day news broadcasts. No beginners, please! We are looking for someone who is a communicator, as well as an individual who is capable of using and interpreting radar, weather maps and charts, computer graphics and satellite photos. Applicant must be a meteorologist—AMS seal preferred, but not required. Send tape and resume to Ray Dapa, News Director, KETV, 27th & Douglas, Omaha, NE 68131. KETV is an Equal Opportunity Employer.

TELEVISION CO-ANCHOR

An expanding NBC affiliate in a growing top 40 market is looking for an experienced news co-anchor to work with our current female anchor. No beginners. Rush resume and tape to: Ken Srpan, News Director, WPTF-TV, P.O. Box 1511, Raleigh, NC 27602.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Programing, Production, Others

AUDIO PRODUCTION WIZARD

Can you create sound images that communicate? Hubbard Broadcasting offers a creative atmosphere and the challenge to grow and make it better everyday. If you can produce new, different, provocative product, we should get to know each other. Send tape examples and resume to:

Robert Oaks
Hubbard Broadcasting, Inc.
3415 University Avenue
Minneapolis, MN 55414
Equal Opportunity Employer

HUBBARD BROADCASTING, INC.



Top 10 market station seeks top-notch co-hosts to capture audience attention. If you're a charismatic, high energy & skilled communicator with a proven track record, rush resume to Box R-106. Equal opportunity employer M/F.

Help Wanted Management

PROMOTION MANAGER

Professional needed for a top ten Midwest market. Must be able to demonstrate a well-rounded background which has produced rating improvements through creative on-air campaigns supported by imaginative use of print, radio and contests. Must be capable of organizing and directing diverse creative teams in the attainment of desired results,—on time and within budgets. Knowledge of audience research technology and use in planning campaigns a plus. Send resume in confidence to Box R-122. EEO, M/F.

Help Wanted Management Continued

General Sales Manager

Salary + incentives up to \$75K. Growing Independent in major Northeast market seeking experienced, aggressive Sales Manager to coordinate efforts of local sales and major national rep. Management experience a must. Send resume and past record to: Box R-137. EOE.

WITN-TV

has an opportunity for a Regional Sales Manager. Must be a self-starter with experience in local and regional sales. Able to handle key agencies and be familiar with all phases of the rating services. Live in Eastern NC and cover NC and VA. Excellent territory and account list. Contact Bob Culler, VP Sales, Washington, NC 27689. 919-946-3131.

Help Wanted Sales

NORTHEAST REP WANTED

By Top TV syndication company
Syndication experience preferred,
but not necessary. Extensive travel
required. Reply to: Box R-15. Equal
Opportunity Employer.

LOCAL SALES MANAGER

Medium market in Southeast. Must be experienced in local sales. Must be able to motivate and supervise staff of five sales people, provide sales promotions, incentives, etc. Excellent opportunity in well established VHF network affiliate station. Send resume to Box R-107.

Situations Wanted News

INNOVATIVE

Dynamic award-winning former foreign correspondent radio network/top daily seeks challenging television/cable/radio news management position, preferably in Connecticut, Florida, Texas, Pennsylvania, Nevada. Highly competitive, creative ideas. Box R-132.

ALLIED FIELDS Help Wanted Technical

NEW CAREERS IN FUTURE TECHNOLOGY GROUP W SATELLITE COMMUNICATIONS

The technological leader in satellite communications is offering excellent career opportunities to broadcast maintenance engineers. As a diversified satellite communications company, we have openings for maintenance engineers experienced in studio installation, studio maintenance, ENG/EFP maintenance, and satellite earth station maintenance. G.W.S.C. offers excellent compensation and benefits programs. Begin your career in the future now by sending your resume and salary in confidence, to:

GROUP W SATELLITE COMMUNICATIONS
41 HARBOR PLAZA DRIVE
P.O. BOX 10210
STAMFORD, CT 06904
ATTN: BILL JOHNSTON,
MANAGER, TECHNICAL OPERATIONS
G.W.S.C. IS AN EQUAL OPPORTUNITY
EMPLOYER, M/F

**Help Wanted Programing,
Production, Others**

**Positions Available
Producer/Writer**

Needed to direct and assist Cinematographer and Sound Technician in all phases of motion picture production, including filming, sound recording, editing, mixing and conforming. Requires B.S. in Cinematography, Communication Media or closely related subjects and three (3) years experience in nature and/or outdoor cinematography with writing and directing credits on at least three (3) films of ten minutes length or more. Salary range: \$1,355 to \$2,052 monthly.

Sound Technician

Needed to record double-system lip-sync dialogue and "wild" (non-sync sound) tracks for Department motion picture productions. Requires B.S. in Mass Media, Communications, Radio and T.V., Journalism or closely related field. Salary range: \$1,012 to \$1,532 monthly. An excellent fringe benefit program includes life and medical insurance, liberal holidays, vacation and retirement plan. Contact: Missouri Department of Conservation, Personnel Section, P.O. Box 180, Jefferson City, Missouri 65102 (314/751-4115) by March 19, 1982. EOE, M/F.



Consultants

The TWA Quote of the Month

"Todd Wallace has a better grasp of the basics of dynamic winning radio than any consultant I know. If Wallace can't fix a station, it can't be fixed."

Gary Stevens
President

Doubleday Broadcasting

It won't cost you a penny to find out what Todd Wallace can do for YOU.
Call toll free, 800-528-6082.

radio index **Todd Wallace**
associates

COVERT CONSULTING

Although my contract as G.M. with a major radio group does not prohibit moonlighting, my boss would not be delighted to learn I'm working on the side. I can offer your station on an extremely discreet basis: (1) two decades of radio experience and problem solving, from small markets to N.Y.C., (2) knowledge of, and access to, the most up-to-date information, systems, and philosophies for sales, programming and operations. These are resources that usually only the big guys have; think of the competitive advantage they could give you! (3) help and assistance with any task at hand: acquisitions, sales increases, programming planning and execution, and most of all turn-around situations. I've got on-line, in-the-trenches experience to help you make more profit. And since my love of radio almost transcends my desire for money, I can work on reasonable terms. Write in confidence to Box R-109.

Radio Programing

**SOAP OPERA
IS HOT**

and our two shows are on fire!

"Speaking of Soaps": three minutes per day of gossip, recaps, and interviews, or "National Soap Review": a daily script with highlights from all the soaps. For information:

1640 New Highway
Farmingdale, NY 11735
516-752-9454



**Radio Programing
Continued**

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series-



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



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NW	Small	AM/FM	\$428K	\$75K	Greg Merrill	(801) 753-8090
W	Small	CATV	\$575K	Terms	Elliot Evers	(213) 366-2554
S	Small	AM/FM	\$625K	\$200K	Bill Chapman	(404) 458-9226
S	Small	AM/FM	\$650K	\$200K	Paul Crowder	(615) 298-4986
S	Small	AM/FM	\$1300K	Terms	Bob Thorburn	(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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GA	FM Downpayment	15K	
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Fates & Fortunes

Media

Richard Verne, president of NBC Radio, has resigned, effective March 1, to join LIN Broadcasting as group vice president, radio stations and common carrier operations. LIN has 10 radio stations; its common carrier operation includes its radio paging service.



Verne



King

James King, president, Peters, Griffin, Woodward, New York, named president of television stations division of parent, Corinthian Broadcasting.

James Sheehan, VP and controller, Pratt & Whitney manufacturing division, United Technologies Corp., East Hartford, Conn., joins A.H. Belo Corp., Dallas as senior VP and chief financial officer. **Martin Greenberg**, president, ABC-owned FM radio stations, New York, joins Belo subsidiary, Belo Broadcasting, Dallas, as VP, radio.

Curtis Bertsch, director of business affairs, KTRV(TV) Nampa, Idaho, elected VP of parent, Peyton Broadcasting.

Darrell Davis, VP, general manager, KVEO(TV) McAllen, Tex., elected president and chief operating officer of parent, Tierra Del Sol Broadcasting.

Robert Luningham, senior account representative, KCEE(AM) Tucson, Ariz., joins KDRM(AM) Albuquerque, N.M., as VP, general manager.

Mark Damen, general manager, noncommercial WEDU(TV) Tampa-St. Petersburg, Fla., elected president and chief executive officer of licensee, Florida West Coast Public Broadcasting.

Ted Kohl, program manager, KHOU-TV Houston, named director of broadcast operations.

Ben Cagle, general sales manager, WDEF-TV Chattanooga, named general manager of co-owned WDEF-AM-FM there.

Don McGouirk, from WCBI-TV Columbus, Ga., joins WMAZ-TV Macon, Ga., as general manager.

William Pennington, president, East Cooper Communications, Mount Pleasant, S.C., also named general manager of company's WIXR(AM) there.

Lynne Francis Crandall, assistant general manager, Teleprompter Cable Television, Worcester, Mass., named general manager.

Arthur Timko, manager of radio programs and projects, noncommercial WEMU(FM) Ypsilanti, Mich., named director of station.

Scott Muni, program director, WNEW-FM New York, named operations director.

Rosemary Larson, sales staff, KUAD-FM Windsor, Colo., named station manager.

Bill Madden, VP, sales, TVS Television Network, New York, named VP, station relations.

Jerry Miller, manager, corporate purchasing, ABC Inc., Los Angeles, named assistant director, corporate purchasing. **James Richards**, purchasing manager, technical purchasing, succeeds Miller.

Steven Fadem, attorney, Viacom, New York, named counsel, communications group, law department, Viacom International.

Advertising

Curtis Troeger and **Wesley Truesdell**, senior VP's, Doremus & Co., New York-based subsidiary of BBDO, elected executive VP's.

Robert Savard, president and chief executive officer, Clinton E. Frank, Inc., joins Needham, Harper & Steers, Chicago, as senior VP, director of client services.

Joe Genova, creative director, Bozell & Jacobs, and **Jerry Weinman**, senior VP-group creative director, N W Ayer, join Campbell-Ewald, New York, as senior VP's, co-creative directors.

Victor Olesen, executive VP, McCann-Erickson Worldwide, New York, joins Kenyon & Eckhardt, Los Angeles, as executive VP, Western division.

Jan Alfieri, business manager, **Lucille Cotugno**, **Edward Reece**, **F. Brian Threlfall**, **Richard Uzzi** and **David Wismer**, account supervisors, elected VP's, Doyle, Dane, Bernbach, New York.

Loretta Donato, director of legal clearance, and **Paul Myers**, account supervisor, Grey Advertising, New York, elected VP's.

Glenn S. DeWees, media planning group manager, and **Michael Nylkes** and **Gary Titterington**, planning group managers, D'Arcy-MacManus & Mansius, named associate media directors.

Walter Bills, director of retail, Television Bureau of Advertising, New York, elected VP. **Michael Smythe**, VP-communications, People's Savings Association, Toledo, Ohio, joins TvB as marketing sales executive-national sales.

Ruby Kestenbaum, VP, media supervisor, Warwick, Welsh & Miller, New York, joins Epstein, Raboy Advertising there as associate media director.

Laura Hawkins, media assistant, Associated Advertising, Wichita, Kan., named media planner.

Jerri Cashman, senior media buyer, Rogers, Weiss/Cole & Weber, Los Angeles, joins Ogilvy & Mather there in same capacity.

Dan Von Der Embse, copy chief, Trout & Ries, New York, named creative director.

Ronald Hatcher, from N W Ayer, New York, joins Rosenfeld, Sirowitz & Lawson there as associate media director.

Katherine Kneip, media planner, Juhl Advertising, Elkhart, Ind., and **Sue Ellen Miller**, media planner, Campbell-Mithun, Chicago, join Tatham-Laird & Kudner, Chicago, in same capacity.



Elliot

Arthur Elliot, senior VP, planning, Peters, Griffin, Woodward, New York, elected president, succeeding James King (see "Media" above).

Alfred Cannarella, VP, research director, Metromedia Television Sales, New York, joins MMT Sales there in same capacity.

Donald Meike, manager, Dallas office, Metro TV Sales, named VP.

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Samuel Patterson, manager, advertising and sales promotion, ABC Radio Networks, New York, named director, advertising and sales promotion.

Ted Jordan, general sales manager, KODA(FM) Houston, joins Radio Advertising Representatives, New York, as general sales manager.

Stephen Segal, VP, associate media director, The Marschalk Company, New York, named director of media planning. **Janet Polesel**, media supervisor, succeeds Segal.

Sally Roslow, senior research analyst, market research, NBC Television, New York, joins Petry Television there as senior group research manager.

Linda Snelham, local sales manager, WCBS(AM) New York, joins Group W Satellite Communications, Stamford, Conn., as Eastern regional advertising manager. **Chester Collins**, national sales manager, CBS Television, Detroit, joins GWSC as Midwest regional advertising manager. **James Smith**, general sales manager, KRON-TV San Francisco, joins GWSC as Western regional advertising manager.

Tara Carroll, associate spot broadcast buyer, CPM, Chicago, named spot broadcast buyer.

Phil Maddern, account executive, KGMC(TV) Oklahoma City, named director of regional sales. **Donita Martin**, sales secretary, KGMC, named account executive. **Pat Ratterman**, news producer, WLWT(TV) Cincinnati, joins KGMC as account executive.

Gary Bogart, national sales manager, WSOC-TV Charlotte, N.C., named director of sales.

Bob Mendelsohn, general sales manager, WING(AM) Dayton, Ohio, joins WBCN(FM) Boston in same capacity.

Don Smith, local sales manager, KLVI(AM) Beaumont, Tex., named general sales manager.

Edward Theobald, account executive, WDBO-TV Orlando, Fla., joins Eastman CableRep, Atlanta, as Southern sales manager.

Programing

Leonard Soglio, VP-national sales manager, Gold Key Entertainment, New York, named senior VP. **Jim Ricks**, Southern sales director, Gold Key Entertainment, succeeds Soglio, but will be based in Atlanta.

In restructuring of M-G-M Film Co. to reflect equal importance of United Artists subsidiary, **Frank Rothman**, attorney, Wyman, Bautzer, Rothman, Kuchel & Silbert, Los Angeles, joins



Rothman



Fischer

new M-G-M-U.A. parent company as chairman and chief executive officer. **Joseph Fischer**, president and chief operating officer of United Artists, named president, M-G-M-U.A.

Charles Schnebel, director of comedy development, CBS Entertainment, joins Columbia Pictures Television, Los Angeles, as VP, current programs.

Les Garland, West Coast general manager, Atlantic Records, joins MTV: Music Television, New York, as VP, programing.

Henry Heilbrunn, deputy director, administration, broadcast services, Associated Press, joins CBS as editorial director, Venture One, Ridgewood, N.J. joint videotext field test between CBS and AT&T.

John Pike, VP, program development, NBC-owned television stations, joins Paramount Video as VP, video programing.

Joe McCann, controller of sales, Thames Television International, London, joins Global Television Services there as chief executive.

Edward Kelman, of counsel, Michael F. Sukin, New York, joins Thorn EMI Video Programing there as VP, acquisitions and business affairs.

Dan Formento, production administrator, The Source, NBC, New York, named program manager.

James Bates, from Enterprise Radio, **John Detwiler**, from Broadcast Programing Inc., **Brian Litman**, from American Television & Communications Corp., and **Charles Theiss**, from Backer & Spielvogel, join Group W Satellite Communications, Stamford, Conn. as affiliate representatives. **Dennis Ganzak** controller, power transformer division, Westinghouse Electric Corp., Pittsburgh, named controller, GWSC.

Scott Rogers, director of marketing, Subscription Television, Oak Communications, Rancho Bernardo, Calif., joins National Subscription Television/Los Angeles (ON-TV), as director of marketing and sales.

Terry Bochanty, from Discovision Associates, Costa Mesa, Calif., joins VHD Programs, Los Angeles, as national sales manager.

Glen Hagen, national sales manager, Post Newsweek Distribution, joins Paramount Television Domestic Distribution, as North-eastern division manager.

Richard Schiller, assistant tax counsel, MCA, Los Angeles, named assistant secretary.

Robert Dahill, consultant, Super TV, Washington-based over-the-air subscription television service, named director of sales. **Chris Lathrop**, executive producer, Star Inc., San Francisco-based subscription service, joins Super TV in same capacity.

George Crozes, VP, European Affairs, ABC Sports, Paris, named VP, European relations. **Peter Dimmock**, VP, worldwide sales and marketing, assumes additional duties as VP, international.

Dave Adriance, sales management consultant, TM, Dallas-based programing and production company, named director of marketing.

Albert Rose, program manager, noncommercial New Jersey Network, Trenton, N.J., named program director and executive producer.

Andrea Cetera, director of research and client services, Petry Television, New York, joins Viacom there as VP, market strategy.

Edwin Mueger, director of data services, United Artists, New York, named director of information services.

Chuck Lutz, program and operations manager, KTIV(TV) Sioux City, Iowa, joins KTBC-TV Austin, Tex., as program director.

Drew Pfeiffer, program manager, KTZO(TV) San Francisco, joins KBHK-TV there in same capacity.

Larry Patton, operations manager, WCUZ-AM-FM Grand Rapids, Mich., named program director, WCKI(AM) Detroit.

Carl Gardner, news director, Sandusky Newspaper's KZAM(AM)-KJZZ(FM) Bellevue, Wash., joins Sandusky's KNUS(AM) Denver as executive producer.

Sigmund Bajak, mobile unit study director, NBC, New York, named director of sports



Bringing out the brass. New Greenville studios for WSPA-FM-TV Spartanburg, S.C.—overlooking the atrium of a new Hyatt Regency hotel—got a beribboned sendoff Feb. 5 with FCC Chairman Mark Fowler doing the ribbon-cutting. Also present: National Association of Broadcasters President Vincent Wasilewski. Spartan Radiocasting Co. owner Walter J. Brown (at the microphone) welcomed the Washington visitors. L to r: Pete McDonald, WSPA-TV's Greenville sales manager; Wasilewski; Fowler; Brown; Joe Varholy, WSPA-TV general manager, and Jim Yager, executive vice president of Spartan Radiocasting.

operations, advance planning.

Daisey Alvarez, continuity assistant, WKCT(TV) Miami, named continuity manager.

News and Public Affairs



Sturtevant

Peter Sturtevant, national assignment editor, CBS News, New York, named senior producer and assistant to VP and director of special events. **Sam Roberts**, deputy director and senior producer, special events unit, succeeds Sturtevant.

Larry Maisel, director of news, WBNS-TV Columbus, Ohio, named executive director of news operations. **James Mengel**, director of regional coverage, WTVG(TV) Toledo, Ohio, joins WBNS-TV as director of specialized coverage. **Richard Tuliniga**, assistant news director, WBNS-TV, named director of daily coverage.

Cammie Cox, 5:30 news producer, WLKY-TV Louisville, Ky., named executive news producer. **Kathy Lehman**, weekend news producer, succeeds Cox. **Melissa Swan**, general assignment reporter, named Indiana bureau chief. **Brian Tauring**, from WRTV(TV) Indianapolis, joins WLKY-TV as weekend assignment editor.

Charles Caudill, evening news producer, WTSP-TV Tampa-St. Petersburg, Fla., joins Cable News Network, Atlanta, as news producer.

Jerry Geisler, assistant news director, WEEK-TV Peoria, Ill., joins WISN-TV Milwaukee as executive news producer.

Harry Gilbert, reporter, KOLO-TV Reno, named assignment editor. **Randy Williams**, photographer, KLAS-TV Las Vegas, joins KOLO-TV in same capacity.

Steve Crosby, business writer, *Florida Times Union*, Jacksonville, joins WJXT(TV) there as assignment manager, *Eyewitness News*.

Pam Stevenson, news and public affairs producer, KOOL-TV Phoenix, named assignment editor. **Jeanine L'Ecuyer**, assistant assignment editor, named associate producer.

Bill Lagattuta, anchor-reporter, KPIX(TV) San Francisco, joins KMGH-TV Denver as news anchor.

Natalie Windsor, news anchor, WCMF(FM) Rochester, N.Y., joins WMET(FM) Chicago in same capacity.

Bernard Gershon, reporter, WHN(AM) New York, joins WOR(AM) there as anchor-reporter.

Pat Gaffey, news director, KKDJ(FM) Fresno, Calif., joins KFMB-AM-FM San Diego as news anchor-reporter.

Ken Lancaster, editor-anchor, WOCB(AM) West Yarmouth, Mass., joins WQRC(FM) Hyannis, Mass., as anchor-reporter.

Judy Bishop, field producer-news writer, WOR-TV New York, joins WABC-TV there as New Jersey bureau chief, *Eyewitness News*.

Mark Hanna, assignment editor KTPC(TV) Austin, Tex., named public affairs director.

Bill Redeker, chief correspondent, ABC News documentary, *Rain of Terror*, named special correspondent, *ABC News Nightline*.

Aviva Diamond, medical reporter, KTVI(TV) St. Louis, joins ABC News, Los Angeles, as correspondent.

Barbara Bedrick, editor-reporter, KFDM-TV Beaumont, Tex., joins KTVV(TV) Austin, Tex., as assignments editor.

Brian Lehrer, news director WNOR-FM Norfolk, Va., joins WAVY-TV Portsmouth, Va., as weekend assignment editor. **Brian Harvell**, news photographer, WTVZ(TV) Norfolk, Va., joins WAVY-TV in same capacity.

Jon Fleming, from Augusta, Ga., bureau, United Press International, named manager, Portland, Me., bureau. **Dale Morsch**, from international desk, UPI, New York, named manager, West Asia, based in New Delhi.

Alan Loudell, anchor-reporter, WDIA(AM) Memphis, joins WMPS(AM)-WHRK(FM) there in same capacity.

Rob Stadler, from WVNO-FM Mansfield, Ohio, joins WNCI(FM) Columbus, Ohio, as news reporter.

Terry Hadley, reporter, KOLO-TV Reno, joins KSWO-TV Lawton, Okla., as anchor-reporter.

Phil Rozen, anchor-reporter, KTVT(TV) Fort Worth, joins WVTM-TV Birmingham, Ala., in same capacity.

Jim Cairo, manager of news, WNGE(TV) Nashville, resigns.

Paul Crosswhite, investigative reporter and producer, noncommercial KCET(TV) Los

Angeles rejoins KNX-FM here as news reporter.

Marian Strozler, from KTVH(TV) Wichita, Kan., joins WNEM-TV Flint, Mich., as news anchor.

Andy Fischer, anchor-reporter, WNEW-FM New York, joins NBC News, New York, as correspondent, assigned to *The Source*.

Sharon Green, news director, WOL(AM) Washington, joins Mutual News there as reporter.

S.G. Rudy Ruderman, broadcast operations manager, *Business Week* magazine, takes on additional assignment as financial reporter, KFWB(AM) Los Angeles.

Denise Franklin, anchor-producer, KAKE-TV Wichita, Kan., joins KMBC-TV Kansas City, Mo., as reporter.

Gretchen Ehke, anchor-reporter, WHBY(AM) Appleton, Wis., joins WISN(AM) Milwaukee as reporter.

Robin Robinson, reporter, KGTV(TV) San Diego joins KMGH-TV Denver in same capacity.

Jack Kuenzie, anchor-reporter, WHO(AM) Des Moines, Iowa, joins WSJV(TV) South Bend, Ind., as reporter.

Technology

John Dealy, president and chief operating officer, Fairchild Industries, Germantown, Md., resigns. **Edward Uhl**, chairman and chief executive officer, assumes Dealy's duties as president.

William Perigard, executive VP-general manager, Comsat General Telesystems, Fairfax,



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Va.-based manufacturer of telecommunications equipment, elected president.

Richard Teichman, executive director, Greater Wilkes-Barre (Pa.) Industrial Fund, joins Electronics Missiles & Communications, White Haven, Pa., as senior VP.

Robert Krzykowski, manager, Alascom Business Services, RCA Americom Communications, Princeton, N.J., named director, Alascom services and new business development.

William Borman, director of marketing, Adda Corp., Campbell, Calif.-based manufacturer of broadcast equipment, elected VP, marketing and sales. **William Chavez**, director of finance, elected VP, finance.

Harry Thurmon, VP-general manager, Memcor division, E-Systems, Dallas-based manufacturer of communications products, named corporate VP, new business development.

Peter Abitanto, manager of new business development for satellite communications, RCA Americom Communications, Princeton, N.J., joins Satellite Communications Network, New York, as VP, technical services.

Shelley Cohen, technical manager, broadcast operations and engineering, ABC, New York, named director, systems and procedures. **Richard Martinez**, manager of technical operations, ABC Radio Networks, Washington, named director, technical operations, New York.

Donald Haight, director of business management, magnetic tape division, Ampex, Redwood City, Calif., named general manager, audio products group, Ampex audio-video systems division.

Dave Matyis, engineer, KIKK-AM-FM Houston, joins KRLY(FM) there as chief engineer.

Promotion and P.R.

Thomas B. Ross, former assistant secretary of defense and former Washington bureau chief of *Chicago Sun-Times*, named to become VP, corporate communications, RCA, effective March 1. He'll be number-two man in department.



Ross



Bilby

after **Kenneth W. Bilby**, to whom he will report. He is to be proposed for election by RCA board March 3. For past year Ross has been director of corporate communications for Celanese Corp., New York. He was in charge of public affairs for Secretary of Defense Harold Brown and for chairman of Joint Chiefs of Staff from 1977 to 1981. Before that, he was with *Chicago Sun-Times* for almost 20 years, serving in its Washington bureau from 1958 to 1968, and later as correspondent in Beirut and Paris. He was Washington bureau chief, 1970-77.



John Hay (Jock) Whitney, philanthropist, investor, sportsman and diplomat whose holdings at one time included substantial broadcasting properties, died Feb. 8 at a Manhasset, L.I., hospital after several years of ill health. Death was attributed to heart failure. He was 77.

Whitney was chairman of Whitney Communications Corp., which owns cable TV systems in Maine and New Hampshire as well as eight special-interest magazines and some 25 community newspapers, and which created and formerly owned Corinthian Broadcasting Corp. Corinthian, which owns five television stations, was merged with Dun & Bradstreet in 1971, at which time Whitney became D&B's largest single stockholder and member of its board, post he held until 1975.

With David O. Selznick, Whitney organized Selznick International Pictures and was said to have been instrumental in that studio's decision to produce "Gone With the Wind." He was ambassador to Great Britain during Eisenhower administration, later bought but was unable to save *New York Herald-Tribune* and, among other associations, was board member of Corp. for Public Broadcasting in 1970-72.

Survivors include his wife, Betsey Cushing Roosevelt Whitney, and her two daughters, whom he adopted when they were children.

Paul Bailey, manager, photography and publicity, press information, NBC, West Coast, Burbank, Calif., named director. **Debra Halberstadt**, photo editor, Associated Press, Los Angeles, succeeds Bailey.

Betsy Peisach, production coordinator, Cluster Productions, Baltimore, joins WYST(FM) Baltimore as director of promotion.

Richard Turner, publicity associate, Lyric Opera of Chicago, joins noncommercial WTTW(TV) there as manager of media relations.

Allied Fields

James Dennison, manager of television special services, Arbitron, Beltsville, Md., named product manager, Arbitron Television. **Terry Dreher**, assistant sales representative, Peters, Griffin, Woodward, San Francisco, joins Arbitron Northwestern Television Station Sales there as client service representative.

Jack Myers, marketing director, CBS Owned Television Stations Division, New York, leaves to form Jack Myers Inc., electronic media consulting firm. Company is located at 7 Breton Drive, Pine Brook, N.J., 07058.

President Reagan announced intention to nominate **B. Sam Hart**, owner of WYIS(AM) Phoenixville, Pa., and member of board of directors, National Religious Broadcasters, to U.S. Civil Rights Committee.

Frank Le Pore, news director, WFAS(AM)-WWYD(FM) White Plains, N.Y., joins graduate school of journalism, Columbia University, New York, as adjunct professor of radio news reporting.

Norm Davis, VP, WPLG(TV) Miami, elected president, Miami chapter, National Academy of Television Arts and Sciences.

Like father. Jeffrey D. Southmayd, formerly with Baker & Hostetler, and Russell C. Powell II, formerly with Taylor & Stauffer, have formed law partnership, Southmayd & Powell, located at 1764 Church Street, N.W., Washington, D.C. 20036. Southmayd is second-generation lawyer. His father, John, retired last year as partner in Fisher, Wayland, Southmayd & Cooper.

Elected officers, newly formed Houston Cable TV Association: **Kenneth Minerich**, VP and general manager, Lone Star Video, president; **William Dougherty**, district manager, Gulf Coast Cable TV, vice president; **Al Lang**, construction manager, Columbia Cable Television, secretary.

Elected officers, North American National Broadcasters Association: **Philip Wedge**, VP and director of programming, CTV Television, Toronto, chairman; and **Gene Mater**, senior VP, policy, CBS/Broadcast Group; **Oscar Gutierrez**, VP, legal affairs, Televisa, Mexico, and **Sam Jolt**, senior VP, programming, National Public Radio, vice chairmen.

Max Utsler, assistant professor, University of Missouri, Columbia, and assistant news director, university-owned KOMU-TV there, named chairman of school of journalism's department of broadcasting.

Deaths

Frank Baxter, 86, professor emeritus of English, University of Southern California, Los Angeles, and television personality in 1950's and 1960's, died of heart attack at Huntington Memorial hospital, San Marino, Calif. Baxter won seven local Emmy and Peabody awards for appearances on local and national television programs. Authority on Shakespeare, Baxter also was featured in Bell System science programs including, *Our Mr. Sun* and *Hemo the Magnificent*, which remain in use in classrooms throughout country. Baxter is survived by his wife, Lydia, son and daughter.

Jordan Whitelaw, 61, producer of Boston Symphony and Boston Pops radio broadcasts for WCRB Productions, programming subsidiary of WCRB(FM) Boston, and television broadcasts for noncommercial WGBH-TV there, died of cancer Feb. 8, at Massachusetts General hospital, Boston. Whitelaw is survived by his sister, and brother.

Weber Thomas, 61, vice president, Mace Advertising, Dallas, died of cancer Jan. 31, at his home in Dallas. Thomas is survived by his mother, and two sisters.

Jack Fitzpatrick, 81, retired reporter, KHOW(AM) Denver, died of heart attack Feb. 2 at his home there. Fitzpatrick is survived by his wife, Leona.

Profile

Ward White: behind the scenes of Senate communications action

Oct. 7, 1981, was a day of victory for Ward White, who for the past 11 years has been Republican counsel to the Senate Commerce Committee. On that day, with White's family watching from the gallery, the Senate passed by an overwhelming majority a major rewrite of common carrier sections of the Communications Act.

For White, it was the end of a six-year struggle to pass such a bill, the most difficult, he says, he's ever had to draft. For observers, it involved a relatively new role for White, who as Republican counsel for the previous 10 years had had a secondary role in influencing policy. When the Republicans became the majority party in the Senate in 1981, White became the single most influential voice among Senate staffers on communications policy.

Raised in rural Kansas, White first went to Washington in 1959, to pursue a bachelor of arts degree in international relations at American University. While there, he got his first experience on Capitol Hill, working summers as a full-time aide to Senator Robert Dole (R-Kan.). After earning a law degree from Cornell University in 1965, White enlisted in the Air Force to avoid being drafted for service in Vietnam. He practiced law as a staff judge advocate at Mather Air Force base in Sacramento, Calif., acting as counsel in military trials and administrative actions and sometimes acting as an administrative law judge.

When he was discharged in 1969, White returned to Washington and Dole's staff, where he worked for about a year on environmental and farm legislation and the Rural Electrification Act. While working on a public works bill, White met Senator Howard Baker (R-Tenn.), who at the time was ranking Republican on the Communications Subcommittee. Baker convinced leaders of the full Commerce Committee to hire White as counsel to the minority on communications and other issues, including tourism.

White was active in 1974 in helping to draft and push through the Senate a bill to lengthen broadcast license terms and also helped prepare for hearings on TV violence. Until 1977, however, communications activity in the Senate was relatively infrequent.

It picked up, according to White, when Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) joined the subcommittee, Goldwater was then its ranking Republican. (He is its chairman now.) Schmitt became interested almost immediately in a rewrite of the 1934 Com-



Ward Hawes White, senior counsel, Senate Committee on Commerce, Science and Transportation; b. Feb. 5, 1940; Hays, Kan.; BA, international relations, American University, Washington, 1962; LLB, Cornell University, Ithaca, N.Y., 1965; first lieutenant, then captain, U.S. Air Force, 1966-1969; legislative assistant to Senator Robert Dole (R-Kan.), 1969-71; minority counsel to Senate Communications Subcommittee, 1971-1976; legislative counsel to Senator Howard Baker (R-Tenn.), 1976-1977; counsel to Senate Commerce Committee, minority staff, 1977-1980, majority, 1981-present. m. Sheila Ann Beck, Aug. 21, 1964; children—Sydney, 11, Caroline, 6.

munications Act, said White, and when Subcommittee Chairman Ernest F. Hollings (D-S.C.) failed to advance a bill in response to efforts by the House to move a rewrite, Schmitt and other Republicans drafted their own (S. 611). This prompted subcommittee Democrats to introduce a bill (S. 622) and for both sides to concur in a proposal (S. 2827) toward the end of the 96th Congress. None of these measures reached the Senate floor.

Since the beginning of the 97th Congress, the Senate has passed four major communications bills, including the common carrier rewrite (S. 898) and a budget reconciliation package containing longer license terms for broadcasters and future funding for public broadcasting. Another permitted competition between domestic and international telegraph carriers (S. 271) and a fourth (S. 929) decreased the FCC's administrative burden in policing amateur radio operators.

White directed the drafting of all these bills, and although his influence on any one issue is difficult to determine, there is general consensus in Washington that the extent of that influence is considerable. "There's every indication he has the full faith and confidence" of Commerce Committee Chairman Bob Packwood (R-Ore.), said one broadcast lobbyist.

As one of three senior counsel to the Commerce Committee, White oversees the legislative activities of its subcommit-

tees on consumer affairs and the merchant marine, as well as that on communications. He logs more hours at his job now—some of them on weekends—than he did as minority counsel, but says the primary difference between his past and present positions is the power he now has to help set the committee's agenda.

That agenda was busy last year, but, according to his colleagues, it suited White's abilities. "He's highly motivated," said one of two attorneys who report to White on the Communications Subcommittee staff. "There's an inward pressure to achieve, to push to get things done."

As one of Washington's most knowledgeable communications experts, White is a likely candidate for the FCC, but he says that's not in his future. "FCC decisions have the effect of making policy," he says, "but the mandate of the committee gives me an opportunity to see how all the pieces—the FCC, National Telecommunications and Information Administration and the State Department—fit together with the private sector on international and other communications matters." The FCC, he said, "has a more restricted view."

White's greatest asset, according to William Diefenderfer, staff director to the Commerce Committee, is an ability to assimilate and use information on a wide range of issues. His greatest shortcoming, according to several colleagues, is a "loyalty to his beliefs and those of the senators he represents" that borders on aggression. "But I'd rather have somebody too aggressive than not enough so," said Diefenderfer.

Many in Washington believe it was White's idea to attach sweeping broadcast deregulation legislation to a giant budget bill last year in an effort to expedite its passage. He refuses to take credit for that controversial move, however, saying it was "one of those decisions that just happens."

Although he says he never planned to stay in government service for as long as he has, the Republican majority is likely to keep White there for at least the near future. "I've waited too long not to enjoy the benefits," he said. If he leaves the committee staff, he sees private law practice "or corporate representation," as a likely possibility.

When not working on Capitol Hill, White spends time with his family. He plays tennis and occasionally goes horseback riding with his daughters, Sydney and Caroline. On vacations, which he prefers to spend in Colorado, everyone in the family goes skiing. White's wife, Shiela, works part time in the government relations department for General Mills.

Plans for new pro football league, spurred by prospects of revenues from cable TV, were reported Friday as being developed by group of prominent businessmen, with go/no-go decision due in few weeks. Group was said to include cable veteran Bill Daniels as owner of franchise for San Diego—one of 13 major-city franchises said to be committed thus far. U.S. Football League would play 20 games per team, starting in 1983, in spring to avoid direct competition with National Football League. In cable, ESPN spokesman said interest there wouldn't be "automatic," because "quality of the league has not been proved," and ESPN already has Canadian Football League package that starts in July. USA Network, too, was taking wait-and-see attitude, with official adding USA wouldn't want to go out on limb because eventually it hoped to get some NFL action. ABC, CBS and NBC meanwhile are preparing to negotiate with NFL on new contracts. Those that expired with 1981-82 season paid NFL estimated \$646 million over four years. NFL hasn't said what it wants now, but some guesses have ranged up to billion dollars or more for four years.

Ted Bates Worldwide Inc., New York, has acquired William Esty Co., New York, to bring domestic and international billings of combination to more than \$2.4 billion in 1982. Both companies are privately held and no financial details of merger were disclosed. Reason for move was that Esty, which has offices only in New York and Los Angeles, was persuaded by some of its clients to provide overseas capability. Bates operates 78 offices in 35 countries. In 1981 Bates had U.S. broadcast billings of \$267.7 million and Esty, \$251 million.

Moving quickly in wake of FCC's rejection of its \$90.1-million auction of seven transponders on Satcom IV (Cable Net II) (BROADCASTING, Feb. 1), **RCA Americom filed proposal for new Fixed Rate Transponder Service with FCC last week.** Under new offering, RCA proposes to make undisclosed number of transponders on Cable Net II available for lease, charging customers \$13 million for fixed seven-year, nine-month period from date that Satcom IV is slated to begin operation (April 1) through Dec. 31, 1989. Under proposal, preferences won't be



Brand new. Radio Network Association Inc. was formed last week to promote advertising on network radio. Charter members are (l-r): Richard Penn, NBC Radio Network; Edward McLaughlin, ABC Radio Networks (association's chairman); Richard Brescia, CBS Radio Network, and Thomas Burchill, RKO Radio Networks (vice chairman). Group's first member was Nick Verbitsky of United Stations. Mutual Broadcasting said it was not joining "at this time." According to Mutual President Martin Rubenstein, "While we applaud the objective of better acquainting advertisers with the benefits of the network media, we are not sure the best way to achieve this goal is to create yet another trade organization." Annual membership fee is believed to be about \$20,000.

given to auction bidders and transponders will be allocated on first-come, first-served basis. RCA said that if FCC approves plan, it will file actual tariff on day of approval and specify date on which it would begin to accept orders, which it said should be about week after authorization. RCA said \$13 million, which reflects average of auction bids, was "well-based" on RCA's cost of providing service and "would be reflective of actual market demand."

Eight Democratic members of House Telecommunications Subcommittee have written to FCC opposing proposals by Office of Management and Budget and FCC Broadcast Bureau that agency scale down its equal employment opportunity requirements. Two weeks ago, FCC asked OMB for extension of March 31 deadline for eliminating routine use of 10-point EEO questionnaire at license renewal time, and is holding off response to subcommittee outcry until it receives answer from OMB. FCC spokesman said commissioners, particularly Chairman Mark Fowler and Commissioner Henry Rivera, are considering alternatives to original proposals, which were shelved Dec. 17 after intense disagreement. Spokesman predicted FCC would formally consider new proposals "in next few months." Joining House Energy and Commerce Committee Chairman John Dingell (Mich.) in signing letter of protest were Telecommunications Subcommittee Chairman Timothy E. Wirth (Colo.) and Representatives Edward J. Markey (Mass.), Thomas A. Luken (Ohio), Cardiss Collins (Ill.), James Scheuer (N.Y.), Al Swift (Wash.) and Henry Waxman (Calif.).

Television Bureau of Advertising has concluded, based on its analysis of Arbitron's nationwide November sweeps, that cable networks in only 10 of 211 Arbitron markets reached minimum reporting standards (weekly cumulative homes-reached figure in given market of 20%) necessary to be included in market diaries. In 9 of 10 markets only noncommercial HBO made grade, while in one market, 197th ranked San Angelo, CNN made it as well. TVB also concluded that no single cable channel reached minimum 3% net weekly homes-reached reporting standard. TVB's Roger Rice suggested that in light of those conclusions advertisers would achieve better results for "economically uncertain" 1982 by investing entire ad budget in "proven over-the-air commercial television." **Cabletelevision Advertising Bureau's Bob Alter described TVB advice as "an exercise in sophistry," and said it was "distortion" to measure cable audience viewing with broadcast rating methods given disparate levels of penetration of each medium.** He said cable advertisers were planning ahead in accordance with some projections that network television shares may dip as low as 59% by 1990.

New loans were news last week—\$100-million, long-term revolving credit and term loan package from six banks led by Chase Manhattan was secured by Charles Dolan's Cablevision Systems Development Co. Cablevision calls it largest cable loan ever to privately held company. **Storer Broadcasting Co. announced unsecured term loan agreement totaling \$125 million from Continental Illinois National Bank and Trust Co. and Mellon Bank, N.A.**

Westinghouse Broadcasting Co., in statement filed last week, has again urged FCC to dismiss CBS's request for prime-time access waivers in 13 Eastern time zone markets. CBS requested waivers in January, to allow those affiliates to carry proposed 60-minute evening news (BROADCASTING, Jan. 18). In further statement, Westinghouse said CBS "mischaracterizes" nature and extent of relief requested and has premised request on "erroneous interpretation" of news exemption section of PTAR. Contrary to CBS's assertion, "latter half-hour of an hour-long 6:30-7:30 p.m. network news broadcast would not qualify under this exemption," Westinghouse said. Meanwhile, CBS filed reply comments, contending that those opposed to

waiver have based their arguments on "mischaracterizations of the relief sought or facts that are not before the commission."

U.S. television stations engaged in border war with Canada have opened front at FCC. In filing in rulemaking to authorize transmission of teletext (see page 34), 12 border stations last week urged commission, in reviewing standards proposed by Canada's Telidon Videotext Systems Inc., to reject Canadian claim that Telidon deserves "special commission consideration." Canadians cited what they said was long history of U.S.-Canadian cooperation on communications matters. U.S. broadcasters, in rebuttal, note that Canada has adopted law denying tax break to Canadian advertisers who buy time on U.S. stations. Broadcasters take no position on issues in rulemaking notice. Rather, they say commission should take opportunity presented "to warn foreign governments, particularly the Canadian government, that the U.S. expects reciprocal openness to their telecommunications markets."

Group of cable operators led by Jack Yearwood and Norm Andrus of Gill Cable; Whitney Goit of Warner Amex, Roger Turner of Colony Communications and Geri Duckworth of Cable TV Puget Sound is forming cable affiliates association to represent operators' interests. "There are some issues that are properly addressed by a group that can not be addressed by any of the existing organizations," Duckworth said. Washington law firm of Dow, Lohnes & Albertson has been hired to prepare articles of incorporation and steer association clear of antitrust problems. "We don't want to be accused of being an unlawful body," Duckworth said. First meeting will occur in early March.

House Energy and Commerce Committee has asked for 1982 budget of \$4,375,761. Telecommunications Subcommittee's share would be \$581,968.75, 46% increase over last year's budget of \$398,999.91. At meeting last Wednesday (Feb. 10), committee Republicans were defeated in request to scale back budget to 5% increase over last year's. They were also defeated in request for reduction in committee's Democratic staff. Majority now has 110 staffers, while Republicans have 15.

"NBC 1, Bush 0," wrote Vice President George Bush to NBC News Correspondent Ken Bode after Bode piece on NBC *Nightly News* last Wednesday (Feb. 10). First Bode showed Bush denying he had called Reagan promises "voodoo economics" during 1980 primaries. Immediately following was actual 1980 clip when Bush made statement. Bush note to Bode said, "We searched high and low, concluded that: press release yes, actual statement no... Well done on your research, darn it."

National Association of Broadcasters along with American Bar Association will sponsor two-day communications law seminar at Amfac hotel at Dallas-Fort Worth airport, April 3-4, just before opening of NAB annual convention, in Dallas. Entitled, "Representing Broadcasters in a Changing Business and Regulatory Environment," seminar includes sessions on new business opportunities for broadcasters dealing with FCC, election year and newsroom problems and copyright. NAB held half-day session for broadcast corporate lawyers last year prior to convention. This is first time it has teamed up with ABA for event of this kind.

A.C. Nielsen next summer will increase its base of cable homes. Currently about 420 households—or 35% of Nielsen's 1,200-household national metered sample—are wired for cable. Nielsen plans to meter additional 150 cable homes through another sample.

WGBH-TV Boston, and Antiope and Telematics Corp. announced plans for teletext service in Boston. Technical studies begin in April, full 12-month test over co-owned WGBX-TV and WGBH-TV starts in summer.



Reagan



Beckmann, Moore

Scoop for locals. WCCO-AM-TV Minneapolis scored beat last Monday (Feb. 15) with live, 13-minute interview with President Reagan, touring mid-America to promote "New Federalism." Success created flap among other stations denied interviews, as well as among White House press corps, which felt national rather than local reporters should have had first crack at Reagan after release of 1983 budget. There were charges of favoritism because White House press aide who arranged interview—Kim Hoggard—had worked in Washington office of Radio-Television News Directors Association when WCCO(AM)'s Curtis Beckmann was organization's president. Moreover, White House overruled choice of WCCO's Washington correspondent, Skip Loescher, as TV interviewer, forcing assignment of local anchor Dave Moore. White House denied both favoritism charge and suggestions that Loescher was vetoed because he had once been press aide to former Vice President Walter Mondale.

Mitchell Wolfson, 81, chairman-president of Wometco Enterprises, Miami, group station and cable television operator, was reported to be resting comfortably in Mount Sinai Medical Center in Miami after suffering heart attack on Feb. 3. Spokesman said Wolfson has been moved out of intensive care into private room and is working from bed on part-time basis.

Filings at FCC show former FCC Commissioner Robert E. Lee was issued 60,000 shares (.83%) of nonvoting stock in Hubbard Broadcasting's direct broadcast satellite applicant, United States Broadcasting Co.

Upcoming

On Capitol Hill: House Telecommunications Subcommittee will hold hearings on AT&T settlement and pending common carrier bill (H.R. 5158) at 9:20 a.m. Wednesday, in room 2322 and at 9:30 a.m., Thursday, tentatively in room 2123, Rayburn House office building. **At the FCC:** Open commission meeting Thursday will hear report from chairman of U.S. delegation to Regional Administrative AM Broadcasting Conference in Rio de Janeiro and will consider petitions for reconsideration of its decision rejecting certain DBS applications. **Also in Washington:** Minorities in Cable conference, co-sponsored by United Church of Christ's Office of Communication and its Commission for Racial Justice, Howard University's radio-TV-film and Cable Atlanta, opens at International hotel Tuesday. □ Ted Turner, Turner Broadcasting System, will speak at Advertising Club of Metropolitan Washington's "Ad Club Agency Day" at Washington Marriott Tuesday. □ FCC Commissioner Anne Jones will address Electronic Industry Association at Holiday Inn, Capitol Hill, 9:15 a.m., Wednesday. □ Larry Harris, FCC Broadcast Bureau chief, will address Consumer Assistance and Minority and Small Business Division brown bag lunch at FCC at noon, Friday. **In Albuquerque, N.M.:** Senate Communications Subcommittee will hold second hearing on cable TV in chamber of commerce section, convention center, at 1 p.m., Tuesday. **In San Antonio, Tex.:** Texas Cable Show gets under way at Convention Center Wednesday.

Editorials

Venturers' venture

It took a while for the organization to get down to business, but the investment company formed by the National Association of Broadcasters to help the disadvantaged acquire broadcasting properties has at last announced its first loans. BROADCASTAP, the unsightly acronym chosen to mean the NAB's Broadcast Capital Fund Inc., has made loan commitments to four black and Hispanic ventures for \$800,000 and has tentatively approved two more that would raise the total to \$1,250,000.

Before it made its first investments, BROADCASTAP had \$3 million in cash and \$3 million in loan guarantees, part from the Small Business Administration. ABC, CBS and NBC have pledged to match up to \$7.5 million in contributions from others during the next five years. Obviously the fund raising from non-network sources is crucial if BROADCASTAP is to develop into a serious source of venture capital for those who present a bigger risk than commercial lenders are willing to take but not too big to justify a reasonable gamble by BROADCASTAP.

How big a risk BROADCASTAP will take is open to question, although it was noted that one of its grants announced last week was for a new AM in Albuquerque, N.M. According to the FCC's latest radio figures published here a week ago, Albuquerque, the 72d ADI, now has 16 operating radio stations that reported a net loss of \$1,718,945 in 1980. Perhaps the opportunity for a new venture there looks brighter in the light of later figures.

Donald Thurston, president of Berkshire Broadcasting, North Adams, Mass., and chairman of BROADCASTAP, has announced a drive for funds. He is an experienced and respected radio operator and will presumably keep a practical eye on BROADCASTAP's disbursements. His calls for help ought to be heeded. It is a just and could be a rewarding cause.

Time for coping

The FCC and Federal Trade Commission are microcosmic examples of the austerity that Ronald Reagan has decreed for government, except defense and foreign information services, in fiscal 1983. The FCC fared better than some agencies, but, as reported in detail elsewhere in this issue, it faces reductions in force and services.

It is a budget that encourages deregulation of established radio and television services. But it contains a special appropriation to execute the FCC's Computer II decision affecting regulated and unregulated functions of AT&T and other carriers and to revise the agency's system of monitoring how regulated utilities set rates and manage depreciation. There is another special appropriation to do something about the thousands upon thousands of low-power television applications that at this point the FCC has not the faintest idea of how to process or grant.

If the General Accounting Office is to be believed, the FCC, even with augmented budget, may be incapable of monitoring the flow of money and influence between the regulated and unregulated activities decreed by Computer II (see page 48). The outlook is further clouded by the AT&T antitrust settlement that came after the GAO had finished its report.

If Anne Jones is to be believed, and the evidence is on her side, the FCC is about to issue rules creating the low-power television service, but it despairs of starting the dreary processing of competing applications for another three or four years. Commissioner Jones presented that dismal forecast at a somewhat pre-

mature convention of low-power television aspirants in Washington last month.

The FCC faces an awkward period of reductions in budget and force. The guess here is that it will survive, and may indeed be improved in efficiency and operation, if management is as alert to the times as incumbent management seems to be.

The need for cable research

The Cabletelevision Advertising Bureau's advertising conference last week seemed to have something for just about everybody. And just about everybody, it seemed, was there. The meeting rooms, like the agenda, were packed.

An important if not recurring theme there, as in almost any gathering where cable advertising is the topic, was the absence of reliable cable audience data. Many advertisers and agencies are testing cable, experimenting with it, but sooner or later, and preferably sooner, they want a better fix on what size and kind of audience they're buying, or at least of what they have bought. It is a legitimate wish. The problem is being approached from several directions, and everyone concerned should be glad to see it properly resolved. But nobody said it would be easy.

Nobody made a big thing, either, about cable inroads on broadcast TV audiences. There were a few references, mostly in passing, to declining broadcast network shares. There has been a lot of talk about that recently—so much in fact, that CBS found it desirable last week to put out an analysis prepared by its researchers to straighten everybody out.

CBS makes some valid points. For one, people keep talking about dwindling network shares but forgetting, though the networks have been saying it for years, that growth in the number of TV homes and growth in homes using television have more than offset network losses to cable or other media. Network homes have increased, even as network shares declined.

Certainly there is no reason to think that cable will do to TV network audiences any time soon what television did to radio network audiences long ago. Perhaps the best thing for all involved would be the emergence of a dependable method of measuring cable audiences. Then cable operators and programers would have something solid on which to sell; advertisers and agencies would have something on which to buy, and even cable's most fearful critics could know whether this ogre they see is really an ogre or not.



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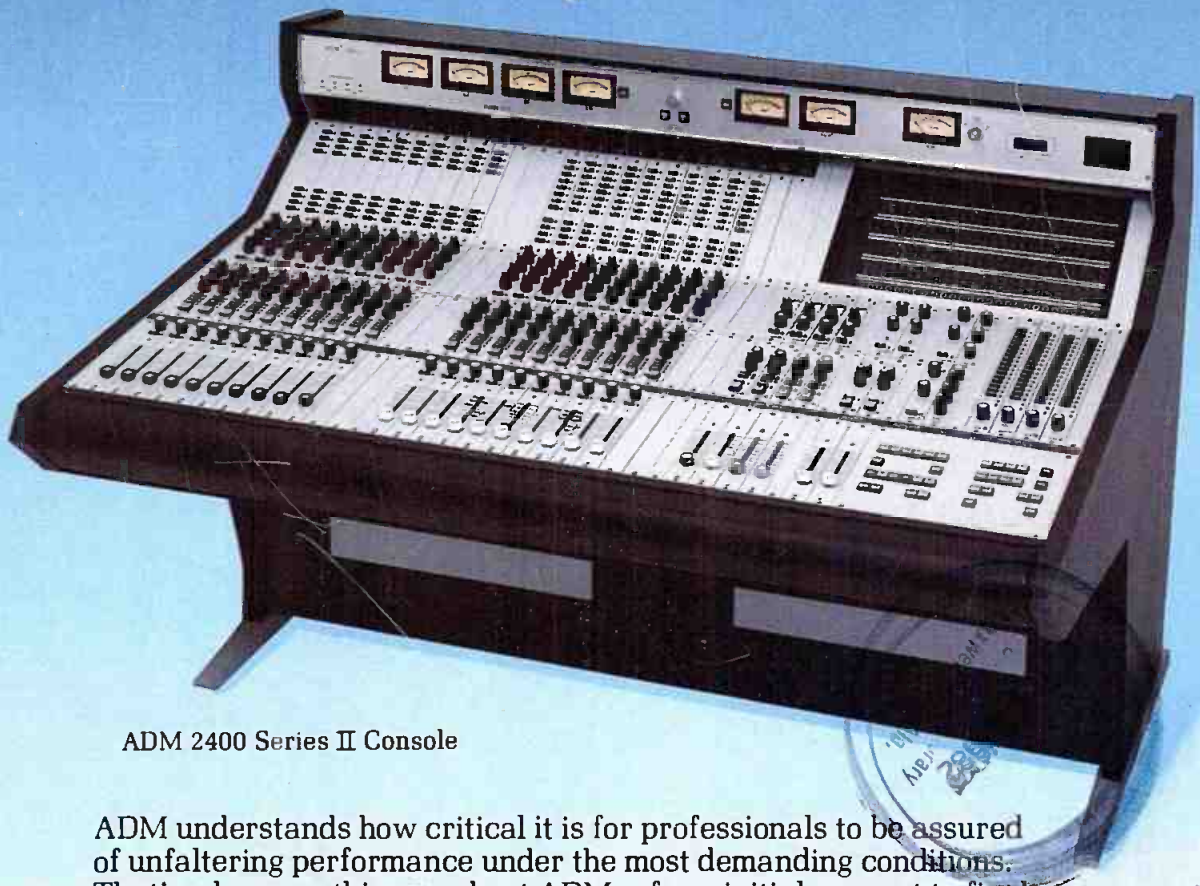
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