

# Broadcasting Ma 1

## AMERICA'S HIGHEST RATED MAJOR MARKET FM STATION.

In the latest ratings, KS95-FM achieved a 14.8\* share of persons 12 plus. A rating that continues to strengthen our position as the top adult contemporary station in Minneapolis/St. Paul. But even more significant, by achieving the number one rating in adults 18-54, Monday-Sunday, 6A/12M, KS95-FM has become America's highest rated FM station in the top 30 markets.\*



**KS95-FM**  
**ALWAYS 95 AND SUNNY.**

\*FALL 1981 ARBITRON METRO SHARES

To learn more, call your KS95-FM sales representative at 612/642-4141, or contact the Christal Company.

KS95-FM MINNEAPOLIS/ST. PAUL DIVISION OF HUBBARD BROADCASTING © 1982

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51st Year 1982  
 "AT LARGE" WITH  
**Bill Leonard**  
 SPECIAL REPORT ON  
**Baseball**

"The funniest double act on television"  
—THE TIMES



(THE TWO RONNIES as Slim Pitman and Polly Darton, two legends of country music.)

**THE TWO RONNIES**  
**32** HILARIOUS HALF-HOURS



"Very funny!"  
—RADIO TIMES



The  
**Dick  
Emery  
Show**  
**40** ZANY  
HALF-HOURS

"The situations are scandalous and the girls are busting with enthusiasm."

—DAILY TELEGRAPH



58370 919  
**UP POMPEII!**

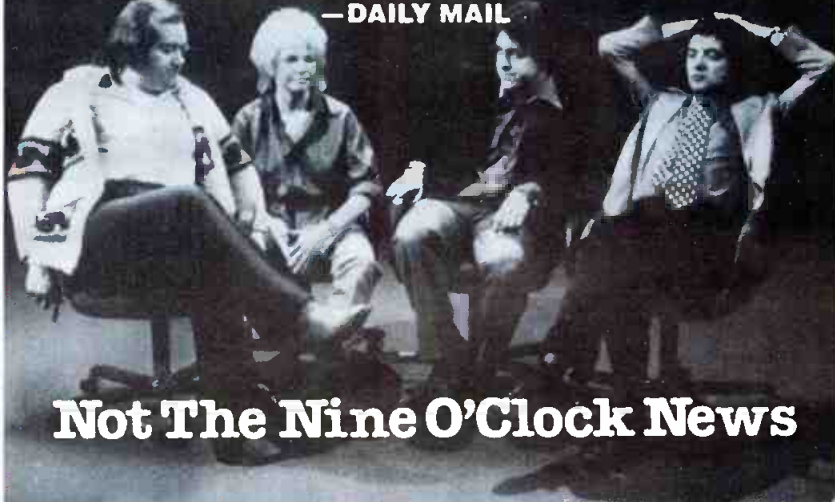
**FIRST RUN  
COMEDY**

FOR LATE-NIGHT STRIPPING

**95** HALF-HOURS  
FROM  
BBC ENTERPRISES

"Even more irreverent than 'Saturday Night Live'"

—DAILY MAIL



**Not The Nine O'Clock News**

IN OUR TIME-LIFE TRADITION...



LIONHEART WILL  
SURPRISE YOU

**AT NATPE**

**#64**

LAS VEGAS HILTON  
EXHIBITION FLOOR  
CASINO ENTRANCE



**LIONHEART**  
TELEVISION INTERNATIONAL, INC.

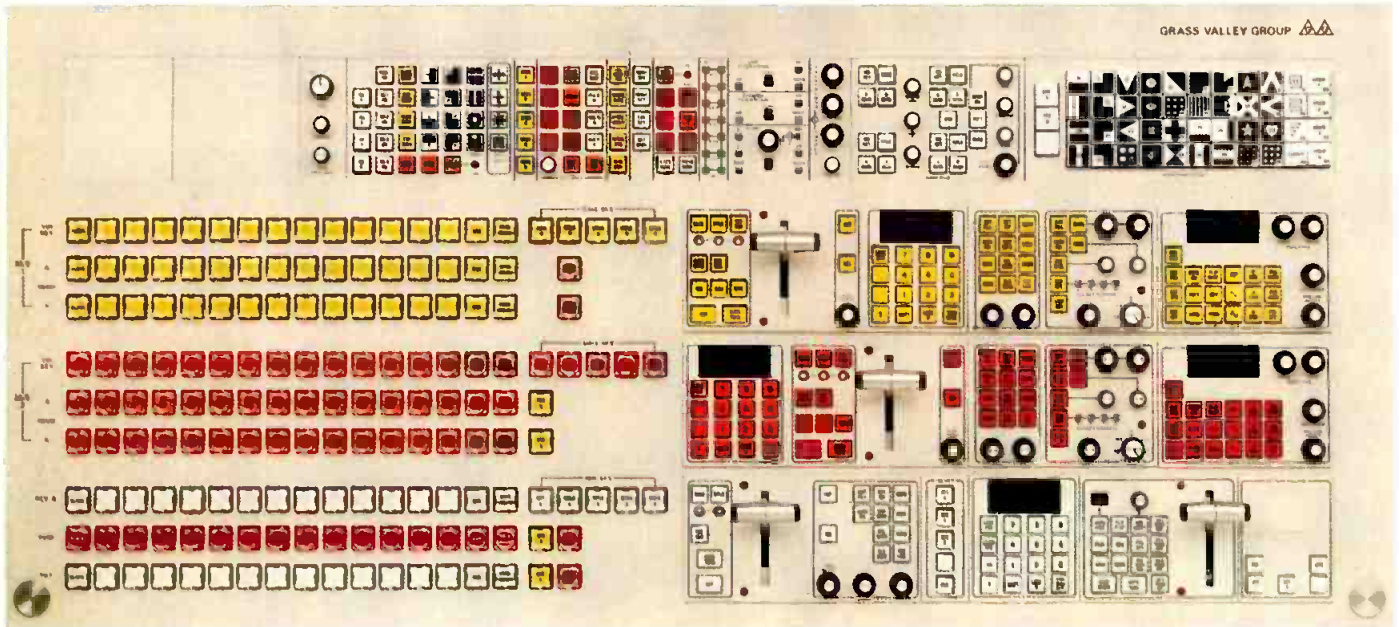
40 WEST 57 STREET • NEW YORK, N.Y. 10019 • (212) 541-7342  
476 PLASAMOUR DRIVE NE • ATLANTA, GA. 30324 • (404) 873-5101  
2049 CENTURY PARK E., SUITE 1100 • LOS ANGELES, CA. 90067 • (213) 557-9995

**A DIVISION OF PUBLIC MEDIA INC.**

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# NEWSMAKER

AIR UNIVERSITY LIBRARY  
MAXWELL AIR FORCE BASE, AL  
PROPERTY U.S. AIR FORCE



## New 300-2 Production Switcher Is Good News For Local Broadcasters!

### More Than 100 In Service

Over 100 broadcasters and production houses are now enjoying the versatile 300 Switcher in the industry's most demanding production environments. Now, local broadcasters can have the power of the 300 in a size more suited to local needs and budgets. With two full featured mix/effects systems, a program/preset mixer, downstream keyer, and optional MkII Digital Video Effects, the 300-2 is the answer to your news director's most ambitious plans to improve that air look.

### New Standard Features:

Each 300 Switcher includes a powerful E-MEM effects memory system, with *Effects Dissolve and Sequencing*, in each mix/effects system. With E-MEM storage you can preset effects for a tight news format and use sequences to recall your openings and bumpers at the push of a button. Other standard features, such as automatic external key selection, chroma key memory, independent lever and title auto transitions, look-ahead preview and up/down unlimited re-entry make the 300 very responsive to fast paced production.

### An Integrated System:

The 300 Switcher and optional MkII Digital Video Effects were designed as a total system. The DVE interface, including *automated input switching buses, tracking chroma key, wipe follow, microprocessor communication and camera tally*, is fully implemented in the system. For post production needs, a field proven serial interface is available for use with most premium grade computer editing systems. Your "News Switcher" can do double duty for commercial and promotion production, keeping down costs of outside services while attracting new clients.

### Grass Valley Group Reliability

Separate microprocessors per mix/effects, wire-per-function backup on critical control panel functions and carefully thought out fail-safe modes assure maximum on-air confidence. Of course, GVG service support and training courses are available.

Production power, straightforward operation, unique standard features and Grass Valley reliability — a *total system*. Why not make news in your market with a 300 Production System?

## THE GRASS VALLEY GROUP, INC.®

P.O. BOX 1114 GRASS VALLEY CALIFORNIA 95945 USA • TEL: (916) 273-8421 TWX: 910-530-8280

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# The Week in Brief

**TOP OF THE WEEK**

**BROYHILL'S DEREG BROOM** □ Ranking Republican on House Energy and Commerce Committee offers two-bill package that goes beyond FCC's recommendations. It would repeal Section 312 and 315, cut back FCC jurisdiction and codify existing regulation bills. It also would do away with Section 307, basis of localism protection that broadcasters favor. **PAGE 31.**

**LAME DUCK** □ FCC extends RKO's authority to operate beyond March 7 expiration date with interim profits to go to charity, but conditionally grants construction permit to NETV, first step in station takeover. **PAGE 33.**

**WINNER IN DENVER** □ Cable rights are granted to joint venture of American Television & Communications, Daniels & Associates and 22 local investors. **PAGE 34.**

**CBS IN DALLAS CABLE** □ It will buy 35-channel system from American Family Corp. for price reported in excess of \$14 million. **PAGE 35.**

**GREAT RECEPTION** □ Washington policymakers got the picture at CBS's HDTV demonstration—and liked what they saw. **PAGE 36.**

**CLEAR SAFEGUARDS** □ FCC freezes bids on recently broken-down AM clear channels and initiates other steps prior to discussions with Canada on ways to avoid interference. **PAGE 38.**

**SPECIAL REPORT**

**BASEBALL RIGHTS RISE 32%** □ Cable and renegotiated radio-TV contracts at local level push total payment to major leagues to more than \$118 million. NBC-TV will charge \$185,000 for 30-second spot in World Series. **PAGE 47.**

**ADVERTISING & MARKETING**

**GETTING CABLE SMARTS** □ Small operators, formerly precluded from broadcast ad dollars by their size, are turning to interconnects and mini-networks to attract revenues. **PAGE 59.**

**THOSE HOME VIDEO GAMES** □ It's fastest growing category of TV advertising, with Atari and Intellivision leading way. **PAGE 64.**

**JOURNALISM**

**SO FAR, SO GOOD** □ White House spokesman Gergen says press as whole has been fair and balanced in covering President. However, other panelists at Washington session indicate friction. **PAGE 66.**

**AT LARGE**

**DIARY OF A CBS NEWS PRESIDENT** □ As Bill Leonard steps down after 37 years at that network, he shares his thoughts about people and places that affected his career and influenced his personal philosophy. **PAGE 78.**

**LAW & REGULATION**

**FOGARTY: STOP!** □ FCC commissioner opposes idea to consolidate fairness branch into General Counsel's Office, contending credibility of commission decisions depends on maintaining present fairness structure and process. **PAGE 94.**

**PROGRAMMING**

**CABLE HOME COUNTS** □ Nielsen will conduct test survey in June with six different techniques to determine most practical methodology. **PAGE 98.**

**AD HOC PRIME-TIME HOPEFULS** □ Silverman firm, *Sports Illustrated* come up with custom network offerings. **PAGE 98.**

**MEDIA**

**MATCHMAKER, MATCHMAKER** □ At ANPA telepublishing seminar, NCTA's Wheeler envisions bliss of cable-publisher marriage. **PAGE 104.**

**BUSINESS**

**FLAT YEAR** □ ABC Inc. reports it had record revenues in 1981, but barely exceeded 1980 profits. **PAGE 108.**

**FIFTH ESTATER**

**INNER STRENGTH** □ Percy Sutton describes Inner City Broadcasting Corp. as "midgets with green money." But, as its chairman, he is effectively pooling resources to compete with giants in broadcasting, cable, programming and new technologies. **PAGE 135.**

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HE'S BIGGER THAN EVER!

# BUCK ROGERS



Buck Rogers.  
The legend.  
The original space hero.  
The face that launched a thousand rocket ships.  
The name pre-sold to millions of fans of all ages.  
The series that delivered one of the highest  
concentrations of the under-50 audience in  
all of television.

## BUCK ROGERS

37 hours of fascinating interplanetary  
adventures, including six two-hour features.  
Among them—the box-office hit—  
Buck Rogers in the 25th Century.  
Buck Rogers. He'll put your station's ratings  
into orbit! Available now from

**MCA TV**

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## Heavy presences

President Reagan, who addressed NATPE conference in 1974 while governor of California, is planning return engagement—on videotape at least—at this year's annual gathering March 11-16 in Las Vegas. Taped presidential appearance caps what already had been expected to be NATPE's most regulatory oriented conference ever. Scheduled is day of discussion of prime-time access rule. Also it's first NATPE where all seven FCC commissioners are expected.

## PTAR-ed and feathered?

Current joke at staff level is that FCC is divided 3 1/2 to 3 1/2 on prime-time access rule repeal. But no matter which way FCC goes, marketplace is expected to decide, meaning that affiliates, irrespective of networks, would never again agree to relinquish half-hour so important to their economic welfare and that of syndicators.

## Hold that line

There were no signs that requests of hard-pressed General Motors and Ford for 2% give-backs from suppliers, including agencies and media, had trickled down to broadcast level by late last week—and some sources speculated they never would. If they did, observers felt they would be overwhelmingly rejected. TV network officials said they would reject out of hand. Station and station rep sources believe reps would strongly recommend rejection and that most stations would hold firm, although they concede some stations, put under enough pressure, might fold.

One argument against give-backs, according to network sources—and according to some agency representatives, too, speaking of media—is that granting them could be construed as illegal discriminatory pricing—unless granted other clients as well. There may be subtler ways of achieving same result through future negotiations, but officials of two networks said they've done business with both GM and Ford since give-back talk started, and neither has shown any such intent.

## Break in clouds

Backers of resolution that would authorize broadcast coverage of Senate were expressing somewhat more encouragement last week than previously over prospect of victory. Senator Howard Baker (R-Tenn.), majority leader and principal backer of resolution, may bring item up on floor next week. But Baker will

not move unless he is confident he has votes not only to win but also to shut down filibuster threatened by Senator Russell B. Long (D-La.). And he is said to believe that he will have votes. At moment, according to Ernie Schultz, executive director of Radio-Television News Directors Association, of senators checked, 51, or bare majority, favor resolution or are leaning in that direction while 24 are against or leaning against.

Stumbling block to kind of majority Baker needs is said to be Democrats. They have demanded two amendments to resolution—one to authorize entire Senate, not only Rules Committee, to purchase and set up cameras in chamber and have control over how they are operated, and second to specify that either side of aisle could order cameras turned off during debate. That is said to be one which Baker will not compromise.

## Shiben shift

Assignment of Richard Shiben from FCC general counsel's staff to become executive assistant to FCC Commissioner James Quello as chairman of Temporary Commission for Alternative Funding of Public Broadcasting becomes effective today (March 1) at request of Quello. Facing July 1 deadline on his unit's report to Congress, Quello asked for temporary services of former Broadcast Bureau chief to expedite work.

## Leonard's Washington

Bill Leonard, who retires today (March 1) as president of CBS News, is back in Washington. Under retainer for next six years by CBS Inc. (see "At Large," page 78), Leonard will devote his talents to head First Amendment Task Force of National Association of Broadcasters seeking repeal of political broadcasting laws.

## Ailing

Two pioneers in broadcasting—Stanley E. Hubbard, 84, and Mitchell Wolfson, 81—are in frail health after seizures in recent weeks. Hubbard, founder of family-owned KSTP Inc. (St. Paul-Minneapolis) and associated enterprises, is in Florida suffering effects of stroke last November. Legal proceedings in Miami last week in effect transferred corporate responsibility to Stanley S. Hubbard, his 48-year-old son, president of Hubbard Broadcasting. Hubbard properties include three TV, three AM and two FM stations. Hubbard also is applying for satellite networking entity. Company was founded in 1924.

Wolfson, who founded Wometco as

Miami motion picture exhibitor, also pioneered in TV, launching WTVM(TV) Miami in 1949 as first of six TV outlets. He also is pioneer cable MSO. Wolfson suffered second heart attack last week while recuperating from one several weeks earlier and was said to be in "guarded condition." Wometco, publicly owned, is under interim direction of board member Charles Simons, former vice chairman of Eastern Airlines. William Brazzil, vice president-general manager, has direct responsibility for broadcast operations.

## Seers

Six-to-eight-member Futures Committee is likely to be appointed by National Association of Broadcasters executive committee at meeting in Washington Tuesday and Wednesday (March 2,3). Committee, to be composed of NAB board members, will plot future course for NAB. Bob King, vice president, Capital Cities Communications, Philadelphia, and Carl Venters, who last week resigned as president of WPTF(AM)-WQDR(FM)-WPTF-TV Raleigh, N.C. (see page 131), chaired last Futures Committee which recommended reorganization of NAB three years ago.

## Old pro

Kenneth Giddens, who owns WKRG-AM-FM-TV Mobile, Ala., and headed Voice of America from 1969 until 1977, has played key role in drafting plans for Radio Marti, station White House wants to establish on Florida's Saddle Bunch key to broadcast news of Cuba to that country. Giddens has been in Washington for past two months, working on project out of office in State Department as untitled, unpaid consultant. Charles Z. Wick, director of International Communications Agency and old friend, asked Giddens in December to take on project after work had stalled.

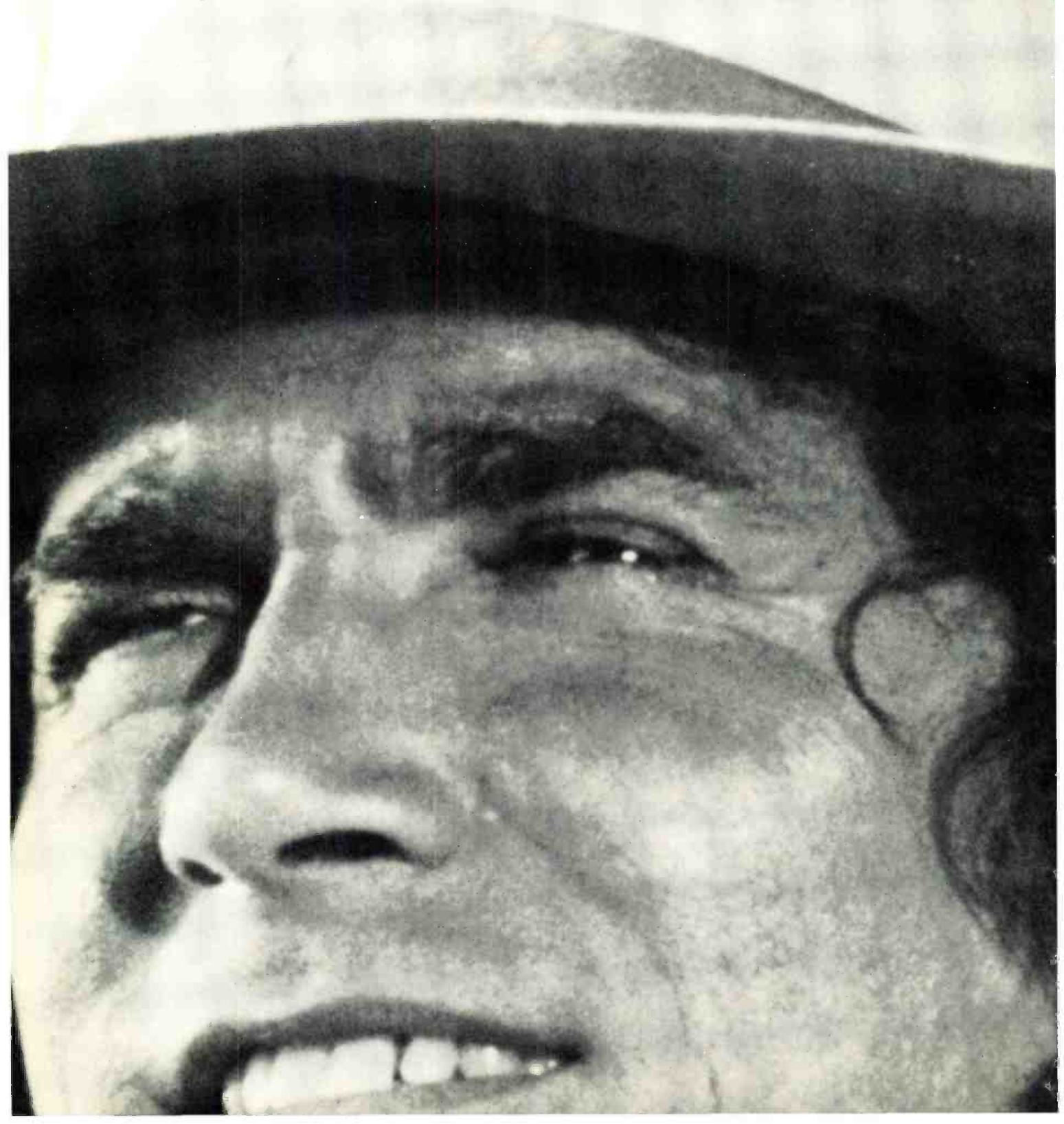
Giddens has completed planning task, down to detail of specifying chairs executives at station would use. Radio Marti, as he conceives it, would employ 150 people, cost \$10 million to run annually.

## Pitch

"Noncommercial" stations planning to participate in proposed advertising experiment will hear presentation this week from national sales representative firm. Gary Gannaway, head of American Artists Ltd., Atlanta-based broadcast rep, will make presentation Wednesday (March 3) to stations in New Orleans. Seven out of 10 stations participating are exploring use of traditional commercial format (BROADCASTING, Feb. 22).

**BIG ENOUGH FOR  
THE WHOLE FAMILY-**

*Across the country,  
delivering big audiences  
from 3-8 PM....*





**7 PM**  
**WTTV**

**Indianapolis**

**#1 Women 18-49**

**#1 Total Viewers**



**5 PM**  
**KTLA**

**Los Angeles**

**#1 Women 18-34**

**#1 Total Viewers**

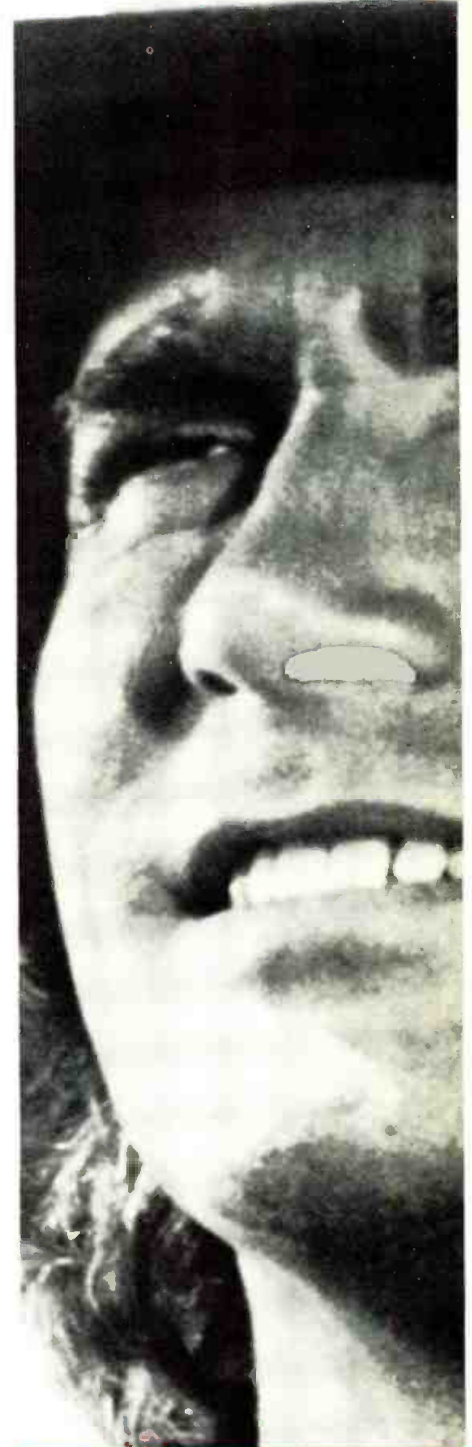


**5:30 PM**  
**WGN-TV**

**Chicago**

**#1 Women 25-54**

**#1 Total Viewers**



**WORLDVISION**  
**ENTERPRISES INC.**

A Taft Company

Nov. '81 NSI TP Competition



**WORLDVISION**  
**ENTERPRISES INC.**

A Taft Company

Nov. '81 NSI TP Competition



**WORLDVISION**  
**ENTERPRISES INC.**

A Taft Company

Nov. '81 NSI TP Competition

**4:30 PM**

**KMSP-TV**

**Minneapolis**

**#1 Women 18-49**

**#1 Total Viewers**



**3 PM**

**KTVK-TV**

**Phoenix**

**#1 Women 18-49**

**#1 Total Viewers**



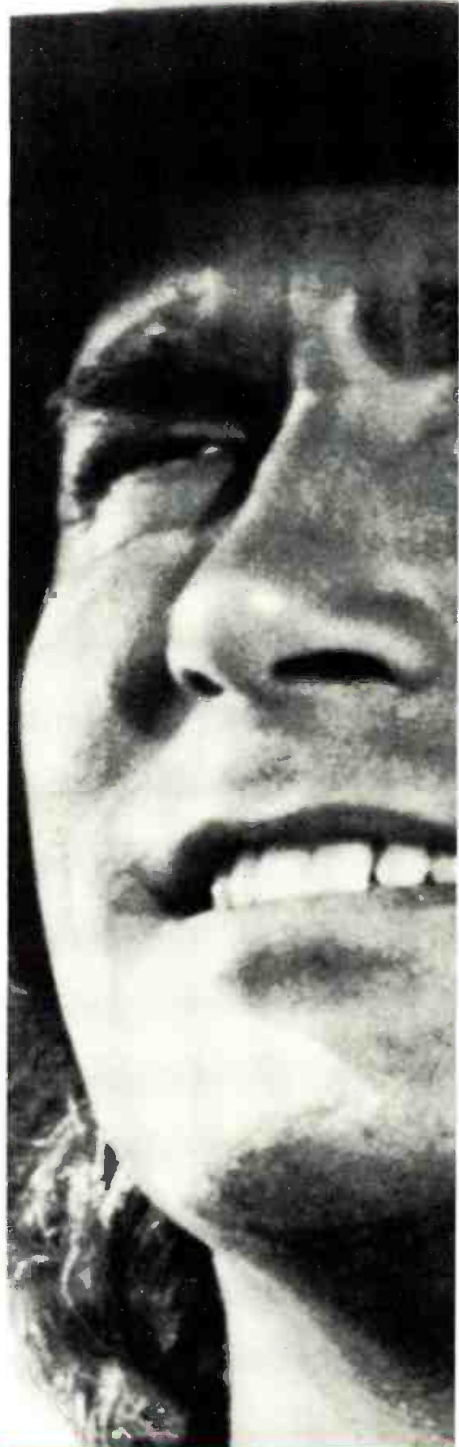
**4 PM**

**WESH-TV**

**Orlando**

**#1 Women 25-54**

**#1 Total Viewers**



**3:30 PM**

**KTAL-TV**

**Shreveport**

**#1 Women 18-49**

**#1 Total Viewers**

**4 PM**

**WHO-TV**

**Des Moines**

**#1 Women 18-34**

**#1 Total Viewers**

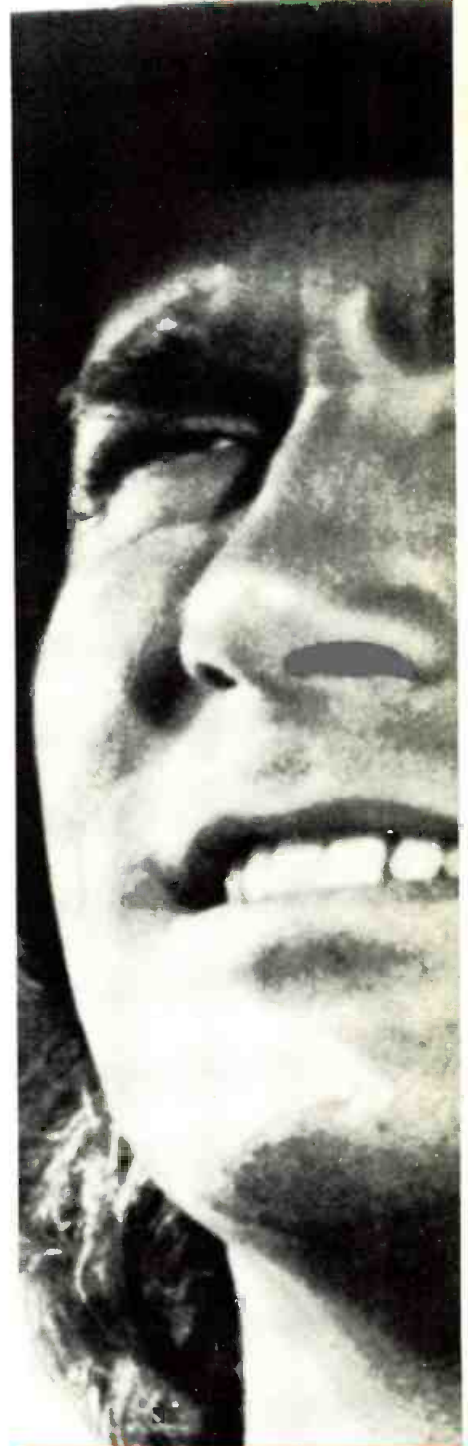
**Little House:**

**Make**

**your**

**station**

**#1 Total Viewers**



**WORLDVISION**  
**ENTERPRISES INC.**  
A Taft Company

Nov. 81 ARB TP Competition



**WORLDVISION**  
**ENTERPRISES INC.**  
A Taft Company

Nov. 81 NSI TP Competition



**WORLDVISION**  
**ENTERPRISES INC.**  
A Taft Company

TV ONLY

**Kellogg** □ Various cereal products. Begins April 26 for 19 weeks in over 50 markets. Children's programming and early fringe times. Agency: Leo Burnett, Chicago. Target: children, 6-11; teenagers, 12-17.

**Romco Industries** □ TV rentals. Begins April 1 for 18 weeks in 29 markets. All dayparts. Agency: Mediacomp, Houston. Target: adults, 25-34.

**Rheem Manufacturing** □ Air conditioning. Begins April 15 for 13 weeks in over 10 markets. Day and fringe times. Agency: Ackerman & McQueen Advertising, Oklahoma City. Target: adults, 25-54.

**Crown Zellerbach** □ Nice & Soft (bathroom tissue) and Tough & Ready (paper towels). Begins March 29 for 13 weeks in eight markets. Day, early fringe, prime access and weekends. Agency: Tradewell Industries, New York. Target: women, 25-54.

**Olin-Corp.** □ HTH pool chemical. Begins April 20 for eight weeks in over 20 markets. Late fringe, fringe, news and prime times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: adults, 25-54.

**Anheuser-Busch** □ Busch Gardens-Tampa (entertainment division). Begins in March for four weeks in eight Southern markets. Early fringe, late fringe, prime times and weekends. Agency: McDonald & Little, Atlanta. Target: adults, 18-49.

**Alliance Manufacturing Co.** □ Begins late April/early May for about four weeks in over 20 markets. Agency: Resselbart & Mitten, Fairlawn, Ohio. Target: adults, 25-54, adults, 50 and over.

**Federal Express** □ Air freight. Begins April 12 for four weeks in about 20 markets. Prime, sports and news times. Agency: Ally & Gargano, New York. Target: total men.

**Shoney's Big Boy** □ Restaurants. Begins March 1 for three weeks in Kansas

City, Mo.; Nashville; Springfield, Mo.; Savannah, Ga., and Charleston, S.C. Fringe, prime, news and sports times. Agency: Ogilvy & Mather, Atlanta. Target: adults, 25-54.

**Car-X** □ Mufflers. Begins March 15 for two weeks in about 10 markets. Agency: CPM Inc., Chicago. Target: men, 25-54.

**Harcourt Brace Jovanovich** □ Book promotion. Begins this week for one week in Las Vegas. Day times. Agency: Shaffer/MacGill & Associates, Chicago. Target: men, 18-49.

**Conwood Corp.** □ Hot Shot insecticide. Begins late March/early May for varying flights in 75 to 80 Southern markets. Early fringe, day, prime and news times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

**Motorola Communications and Electronics** □ Two-way radio. Begins March 1, for varying flights in New Orleans, Nashville and Jacksonville, Fla. News, prime access, late fringe and day times. Agency: Jack Levy & Associates, Chicago. Target: men, 25-54.

**Volume Shoe Co.** □ Payless shoes. Begins March 15 for varying flights in about 24 markets. Day, prime access, prime and fringe times. Agency: Foote,



## Lotus is the right position

### for quality radio representation

- 8 years old and growing fast
- A young, aggressive, hard selling sales staff that fights for your national radio dollar.
- Constant communication with our stations.
- Professional, conceptual selling techniques.
- Research oriented—complete computer capability.

Call or write George Stenberg, V.P. for Station Relations, in New York.



## Lotus Reps

Division of Lotus Communications Corporation

**New York** — 50 E. 42nd St.  
New York, N.Y. 10017/212-697-7601  
**Atlanta** — Drawer 7308  
Atlanta, Ga. 30309/404-881-0920

**Chicago** — 203 N. Wabash Ave.  
Chicago, Ill. 60601/312-346-8442  
**Los Angeles** — 6777 Hollywood Blvd.  
Hollywood, Ca. 90028/213-466-8119

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

## Rep Report

WCIN(AM)-WBLZ(FM) Cincinnati: To HNW Radio Sales from Selcom.

□

KALB(AM)-KTIZ(FM) Alexandria, La.: To Katz Radio from H/R Stone.

□

WXLL(AM) Decatur, Ga.; WCGL(AM) Jacksonville, Fla.: To Lotus Representatives from Lazar.

□

WVEM(FM) Springfield, Ill.; WTSL(AM) Hanover, N.H.: To Lotus Representatives from Market 4.

□

KBEQ(FM) Kansas City, Mo.: To Eastman Radio from Christal.

□

WKMI(AM) Kalamazoo, Mich.: To Major Market Sales from Bernard Howard.

□

WMAK-AM-FM Nashville: To McGavren Guild Radio from HR/Stone.

□

KGNO(AM) Dodge City, Kan.; KRPL-AM-FM Moscow, Idaho: To McGavren Guild Radio from Savalli & Schutz.

# Quintessential.



Available Fall 1983.

# MCA TV

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Cone & Belding Advertising, Chicago.  
Target: women, 18-34.

RADIO ONLY

**Mobay Chemical Co.** □ Agricultural products. Begins March 22 for seven weeks in 300 markets. Agency: Valentine-Radford, Kansas City, Mo. Target: total farmers.

**Guild Wineries** □ Cribari wine. Begins this week for four to eight weeks in 17 markets. Agency: Dailey & Associates, San Francisco. Target: adults, 25-49.

**General Motors** □ Saginaw steering gear division. Begins March 8 for four weeks in 23 markets. Agency: Leo Burnett Co., Detroit. Target: adults, 25-34.

**City of Virginia Beach, Va.** □ Tourism. Begins April 7 for four weeks in 10 markets. Agency: The Martin Agency, Richmond, Va. Target: adults, 24-49.

**Puma** □ Basketball sneakers. Begins March 15 for four weeks in Dallas and Houston. Agency: Neal Faber Media, New York. Target: men, 18-24.

**Wild Pair** □ Shoe stores. Begins March 22 for four weeks in over 25 markets. Agency: Media Marketing, Western Springs, Ill. Target: adults, 18-24.

**Crocker Bank** □ Check access. Begins this week for three weeks in about six California markets. Agency: Needham, Harper & Steers, Los Angeles. Target:

adults, 35 and over.

**General Motors** □ A.C. Delco division. Begins May 10 for two weeks in over 25 markets. Agency: Campbell-Ewald Co., Warren, Mich. Target: men, 18-54.

**Bandini fertilizer** □ Begins March 15 for two weeks in about nine markets. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles. Target: adults, 18-49.

**Herco Inc.** □ Hersheypark. Begins in May for varying flights in about 20 markets. Agency: Spiro & Associates, Philadelphia.

RADIO AND TV

Target: women, 18-49; women, 25-54.

**Sparkle** □ Glass cleaner. Begins March 29 for six weeks in Kansas City, Detroit, Chicago, Cleveland, St. Louis, Green Bay, Wis., and Youngstown, Ohio, for TV. Agency: Responsive Marketing, Plains, Ill. Target: women, 25-54.

**Picante** □ Pace sauce. Begins this week for four weeks in about 20 markets. Agency: Bozell & Jacobs, Dallas. Target: women, 18-49.

## AdVantage

**Formfit coverage.** Formfit Rogers starts advertising effort for its You panties this week on network TV with 30-second spot that boasts "Nothing feels as good as You." Marschalk Co., New York, created spot, which features upbeat song and dance routine and is running on all three networks.



Formfit's You



Chip-A-Roos

**Sweet spots.** Sunshine Biscuits breaks latest TV campaign for Hydrox Cookies, Chip-A-Roos and Wheat Wafers this month in about 10 markets in Northeast, Southeast and Midwest. While latter two spots ask viewers to "Taste the Sunshine Difference," former spot describes how one can, "Pick a Hydrox, Lick a Hydrox, Twist a Hydrox, Slide a Hydrox or Hide a Hydrox." Marsteller Inc. is agency for Sunshine.

**McGavren's spot radio picture.** Analysis by McGavren Guild Radio, New York, of its spot radio availabilities in 1981 shows that 25-54 demographic leads all others, accounting for 23%, up from 19% in 1980. Following in order were 18-49, 18%; 25-49 and 18-34, tied at 15%, and 18 plus, 8%. Leading daypart was morning drive, representing 30%, followed by evening drive, 23% and daytime, 21%.

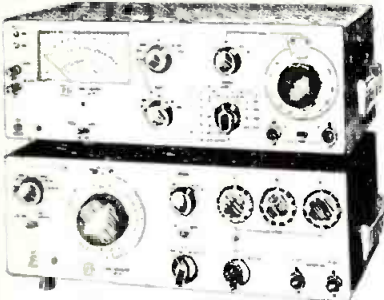
**Showtime ad splurge.** In extensive effort to attract new subscribers to its pay television service, Showtime has started advertising campaign using spot television in 30 major markets and its own cable TV facilities throughout nation. Advertising also will include ads in newspapers and *TV Guide*, with spot radio to be added shortly. Benton & Bowles, New York, created campaign, its first since acquiring Showtime account last December. Theme is: "Showtime pay TV is total entertainment 25 hours a day."

**Exclusive sponsorship.** Chevrolet division of General Motors Corp., which will advertise on ABC-TV and CBS-TV coverage of National Collegiate Athletic Association football games next fall, has become exclusive automotive advertiser on live cable coverage of contests over superstation WTBS(TV) Atlanta. Chevrolet's commitment is for multiyear sponsorship of 14 Saturday night and five weeknight live telecasts of games. Agency is Campbell-Ewald Co., Detroit.

**In new quarters.** Bruce J. Bloom Inc., New York, advertising and marketing firm, has moved to new offices at 19 West 44th Street, suite 1412, New York, N.Y., 10036. Phone: (212) 840-1536.

**Oak support.** San Diego-based Oak Communications Inc. has appointed Admarketing Inc. of Beverly Hills, Calif., as advertising agency for all its STV markets. Admarketing, which has provided media services for Oak's ON TV subscription service in Los Angeles since 1979, will provide marketing, media strategy and placement for all markets, and creative and production support in selected markets.

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# Monday Memo

A broadcast advertising commentary by Richard Brescia, Brescia and Co., New York

## Zeroing in on upscale viewers via hotel closed-circuit TV

In the 12 years that I have been in the television sales business, numerous major accounts have asked specifically for upscale programs. Stations, agencies and clients alike search and inevitably find that for such accounts as computer companies, airlines, credit cards or expensive automobile companies, the broadcast "buy" will be in a news program with an emphasis on the late block. Add to that a sports buy (with sponsorship potential) or a select prime-time schedule buy with such programs as *60 Minutes*, *20/20* and a few variety/entertainment shows.

Accounts are looking for select programming to reach that elusive upscale audience. No solid research exists that truly supports the assumption that traditional commercial messages are reaching a selected-income audience. The viewers of news, sports and specials may never buy or use a computer, fly with any frequency, use a prestigious credit card or buy an expensive car. The waste of television dollars is extremely high. Can there be a select broadcast network that maximizes the impact of advertising? The answer is yes.

Television viewing generally influences the attitudes and decision-making of the consumer audience. However, the more affluent, upscale viewer is mobile and cannot be reached on a consistent basis because of travel and leisure choices. National advertisers must look for an effective area within the broadcast media that can target and reach this particular audience. Television technology is extremely versatile, having developed closed-circuit cable, which allows for unlimited marketing potential.

The Las Vegas market was among the first to utilize cable for the presentation of general information within selected hotel guest rooms. Hotel broadcast programming is specifically designed, produced and delivered to upscale hotel visitors. These channels now offer vacationers, conventioners and business travelers extensive information about how to use the hotel's facilities as well.

Closed-circuit television has the capability of reaching the affluent buying audience in a logical television setting: the hotel room. With the help of convention bureaus across the country and the selected research groups, a well-identified audience profile is being developed through the innovative hotel broadcast



Richard D. Brescia formed his own company, Brescia & Co., New York, last September as specialist in closed-circuit television advertising. Brescia began in television as promotion manager of WANE-TV Fort Wayne, Ind., and later served as retail account executive for WBBM-TV Chicago, account executive for NBC Spot Sales in Chicago and New York and as New York sales manager for Top Market Television.

network. Markets are being programed specifically for their audience. For instance, as defined by the Las Vegas convention bureau, the primary reason that tourists visit Las Vegas is to participate in the games. As a result, the closed-circuit television system within the hotels, with their generic gaming instructional programs, deliver an identifiable audience. Since the programs are designed to be entertaining and instructional in nature, both national and local commercials are a welcome interlude between points of interest.

Standard or customized commercials are acceptable and simply integrated within or adjacent to the various segments that profile the host city. If an account felt tagging a standard-length commercial was necessary, thus creating an odd-length message, it would be acceptable within this system.

The hotel broadcast network offers several strong marketing points:

1. It identifies a select affluent audience that is highly mobile and financially secure. One that is capable of buying any

product in the marketplace.

2. It offers programing that is designed to give its viewers direct and clear messaging with strong repeat value.

3. It presents network quality environment with programs that are produced on a news/informational/entertainment basis.

4. It has point of purchase or point of usage capability. With restaurants, theaters, gift shops and boutiques available, it is a perfect vehicle to help with a viewer's selection of the day's activities.

5. It creates a 52-week season for travelers who are involved in a 52-week spending environment.

6. It offers a private, relaxed commercial atmosphere, away from the home or office, offering more effective commercial impact for the new product awareness or sampling as well as commercial retention.

7. It is a strong testimonial base, with positive local testimonial responses.

8. It is a traveler's "answer bank." With the assistance of the participating hotel, the system fills an entertainment and informational void and makes the visitors viewers and "doers."

As substantiated by convention bureau statistics from coast to coast and reinforced by a 1980 survey taken in Washington, the audience is primarily male, ranging from 60% to 85%, depending on the city. As frequently defined, high-style and high-ticket items are purchased primarily by an adult, within the 35-plus age category. A more impressive statistic is the income profile of the visitor/viewer. As reported, as high as 83% of the audience has a household income of \$25,000-plus, and close to 43% have incomes exceeding \$40,000. Of course, not all viewers fall into those categories, but it certainly does provide an impressive viewer ratio. Television cable through closed-circuit, is capable of 52-week advertising. If you remember bus shelters, guest information magazines and ESPN, these were all ideas that started from speculative beginnings.

Rapidly growing interest is logically being expressed by convention-bound vendors, who recognize the value of reaching prospective clients in their hotel rooms. Through the use of specially-prepared commercials, running frequently within the in-room channel programing, the vendor can welcome and invite valuable clients to their suites or exhibit floor activities. This has successfully been achieved in many cities throughout the country, most recently at the INTV convention in Washington.



# BE SURE YOU'RE ON IT!



## THE ROAD TO LOS ANGELES

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

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



share their exultation, their joy and their dreams of victory.

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

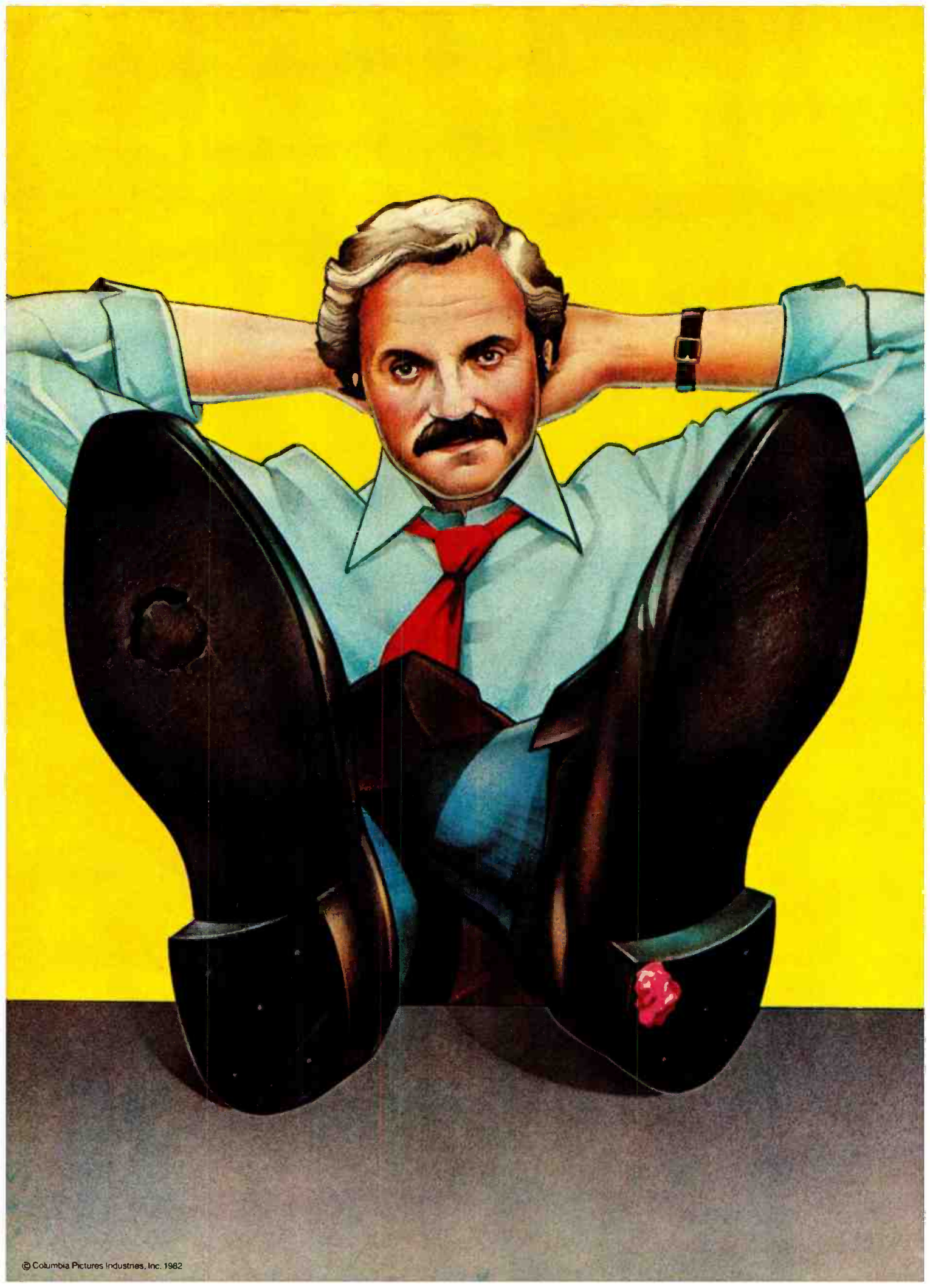
30 weeks: 20 hours/10 repeats.

Available on an advertiser-supported basis.

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WPRI  
KCRL  
WWBT  
WSLS  
WUHF  
KTXL  
KTVI  
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And because we have the best talent today.  
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And now ABC has developed a program called Superadio, that will make all that expertise available to you. 24 hours a day. 7 days a week. So *your* station can compete successfully in your market — and make more money.

ABC's programming has made us what we are today, one of the acknowledged leaders in radio broadcasting. But our Superadio program is programming plus a

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# TELLITE WAS JUST IMMINING, LISTEN.

WABC, New York, the most listened-to station in America. And Pat Pantonini, whose award-winning promotions are among the most effective in the

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What's more, we'll provide you with access to the experts who've built the largest audiences in history. Like Rick Sklar, the man whose programming made

industry. Not to mention the most imitated.

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■ indicates new or revised listing

## This week

**March 1**—*Annenberg School of Communications* colloquium on "The Communications Scene in China—A Peking Experience." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**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**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Roger Fransecky, vice president, public affairs, Westinghouse Broadcasting/Teleprompter. Copacabana, New York.

**March 3**—*New Jersey Broadcasters Association* Washington legislative visit. Washington.

**March 3-4**—*Financial Analysts Federation* communications conference, "Telecommunications and Media in the 1990's." Sheraton St. Louis hotel. Information: FAF, Box 5539 GPO, New York 10249; (212) 957-2869.

■ **March 3-4**—*CNN2 Broadcast Seminar*. Colony Square hotel, Atlanta.

**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 5-7**—Fifth annual *Florida Agricultural and Mechanical University and Florida Association of Broadcasters* radio news mini-course. Sheraton, Winter Park, 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.

## Also in March

**March 8**—*Annenberg School of Communications* colloquium on "Growing Older with TV—Myth and Actuality" Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**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 9**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

**March 10**—*Association of National Advertisers* cooperative advertising workshop. Roosevelt hotel, New York.

**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.



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■ **March 11-12**—"Computer-Aided Graphic Arts and Visual Communications" seminar sponsored by Pratt Center for Computer Graphics in Design. Beverly Hilton hotel, Los Angeles.

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

■ **March 12**—Deadline for comments on FCC proceeding to permit noncommercial FM licensees to use SCA's for profit (extended from Feb. 11).

■ **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 13**—UPI Broadcasters of Louisiana and UPI Newspapers of Louisiana photographers' workshop. Capitol House hotel, Baton Rouge, La.

■ **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**—Indiana Broadcasters Association regional sales seminar. Spring Mill Inn, near Bedford, Ind.

■ **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 16**—Indiana Broadcasters Association regional sales seminar. Sheraton Inn, Anderson, Ind.

■ **March 16-18**—Scientific-Atlanta product training seminar. Sheraton Royal, Kansas City, Mo.

■ **March 17**—Indiana Broadcasters Association regional sales seminar. Holiday Inn, Plymouth, Ind.

■ **March 17-18**—National Association of Broadcasters management seminar. "Employee Discharge and Discipline: Important Legal Issues for Station Management in the '80's." NAB headquarters, Washington.

■ **March 18**—International Radio and Television Society newsmaker luncheon. Panel: Ted Turner, Turner Broadcasting; Kay Koplovitz, USA Network; Chet Simmons, ESPN, and Mike Weinblatt, Showtime. 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 the 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 22**—Annenberg School of Communications colloquium "From Print to Electronic Publishing—The Future of the Sears Catalogue." Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

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

■ **March 23**—Louisiana Association of Broadcasters leadership seminar. Holiday Inn South, Lafayette, La.

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

■ **March 24**—Louisiana Association of Broad-

casters leadership seminar. Regency hotel, Snreveport, La.

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

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

■ **March 25**—Radio and Television Correspondents Association annual banquet, Washington Hilton, Washington.

■ **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 29-31**—Information Utilities '82 conference, sponsored by Online Inc. Categories of conference: hardware/media status reports; applications and marketing, and research and policy implications. Rye Town Hilton, Port Chester, N.Y. Information: Barbara Marshall, Online, 11 Tannery Lane, Weston, Conn.

■ **March 30-May 18**—UCLA Extension course, "Cable Television Today: Technology, Programming, Career Opportunities," featuring guest speakers. Course coordinated by Ethel Greenfield, cable consultant. Information: (213) 825-9064.

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

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

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

■ **April 2-3**—International Association of Satellite Users second annual Satcom conference. Hyatt Regency at Reunion, Dallas. Information: (703) 759-5094.

■ **April 2-3**—Radio-Television News Directors Association region six and AP Broadcasters Association joint meeting. Holiday Inn, Hastings, Neb.

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

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

■ **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 5**—Deadline for applications for Academy of Television Arts and Sciences annual student summer internship. Information: Michael Liach, 4605 Lankershim Boulevard, North Hollywood, Calif. 91602, (213) 506-7880.

■ **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.



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**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 concurrent with 10th annual broadcast journalism seminar held by 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 13**—Southern California Cable Club luncheon meeting. Sheraton La Reina, 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 15-17**—New Mexico Broadcasters Association annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

**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 MIPTV 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 24**—"Cable Television Programming: The Future Is Now," presented by UCLA Extension, Department of Business and Management. Bonaventure hotel, Los Angeles.

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

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

**April 30**—New Jersey Broadcasters Association program and news seminars. Cherry Hill Inn, Cherry Hill, 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 6-8**—California Public Broadcasting Commission conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

**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 Broadcasters 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 In-

ternational Center, Leesburg, Va.

■ **May 21-23**—Carolinas UPI Broadcasters Association spring meeting. St. John's Inn, North Myrtle Beach, S.C.

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

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

**May 25-27**—Ohio Association of Broadcasters spring convention. Kings Island, Cincinnati.

■ **May 26-27**—Federal Bar Association's fifth annual telecommunications law conference. Shoreham hotel, Washington.

**May 31-June 3**—Canadian Cable Television Association annual convention. Sheraton Center, Toronto.

## June

**June 1**—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by Armstrong Memorial Research Foundation in cooperation with National Radio Broadcasters Association. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, N.Y., 10027.

**June 1-3**—Seminar on "Telecommunications Trends and Directions" sponsored by Communications Division of Electronic Industries Association. Dunfey's Hyannis hotel and conference center, Hyannis, Mass.

**June 3-4**—Northeast Cable Television eighth technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

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

**June 7-9**—Great Lakes Conference and Exposition, sponsored by Illinois-Indiana Cable Television Association. Indiana Convention Center, Indianapolis.

**June 6-9**—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association



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**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.

## Major Meetings

**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/National Association of Public Television Stations* 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.

**Jan. 30-Feb. 2, 1983**—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

**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.

fifth annual seminar. St. Francis hotel, San Francisco.

■ **June 10-12**—*Montana Cable Television Association* annual meeting. Sheraton hotel, Great Falls, Mont.

**June 10-13**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

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

■ **June 12**—*UCLA Extension* program. "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications. Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

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

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

**June 13-16**—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

■ **June 16-18**—*Oregon Association of Broadcasters* spring conference. Red Lion at Bowmans, Welches, Ore.

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

**June 17-18**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

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

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

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

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

■ **June 25-27**—*West Virginia AP Broadcasters* annual convention. Cacapon State Park, Cacapon, W. Va.

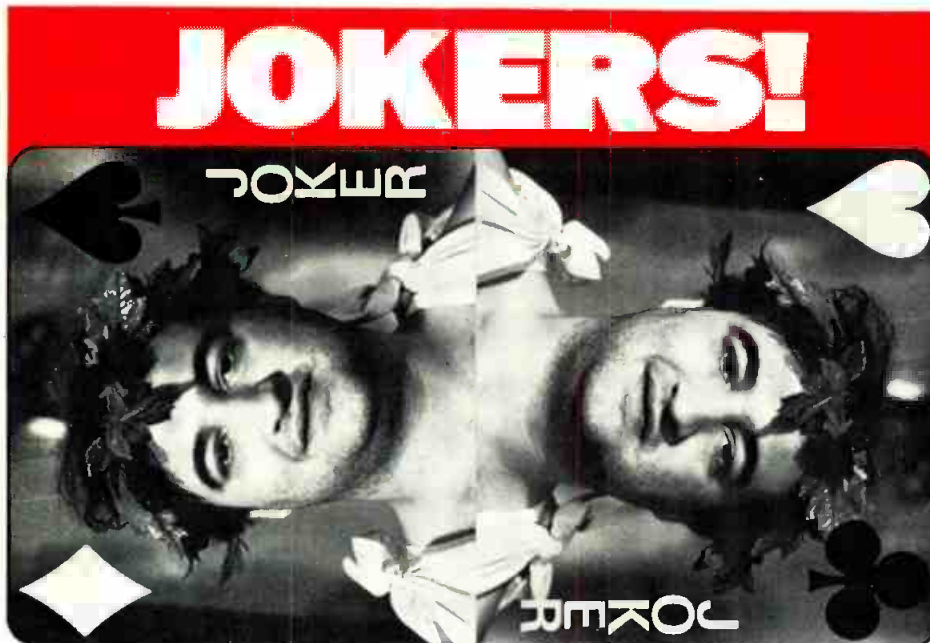
**June 27-30**—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

### July

**July 11-14**—*New York State Broadcasters Association* 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

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

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



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Outrageous, hilarious, witty and satirical... movies that will give you the last laugh on your competition.

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### Errata

**Marv Burke**, account executive, ABC Television, Detroit, joins Satellite Representatives there, division of Eastman radio, as VP, office manager, not **Bill Burton**, president of Eastman Radio, as incorrectly identified in "Fates & Fortunes," Feb. 22.

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

**July 18-22**—World Future Society's fourth general assembly. Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

**July 19-24**—National Federation of Community Broadcasters annual conference. MacAlister College campus, St. Paul.

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

## August

**Aug. 18-21**—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

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

**Aug. 20**—Kansas Association of Broadcasters seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

## September

**Sept. 9-11**—Southern Cable Television Association's

Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

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

**Sept. 13-17**—London MultiMedia Market. Tower hotel, London.

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

**Sept. 19-20**—CBS Radio network affiliates board meeting. Arizona Biltmore, Phoenix.

**Sept. 19-23**—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

# Open Mike

## Decide by ballot

**EDITOR:** In reference to the FCC's desire to leave the AM stereo engineering standards to the marketplace: Why not use the democratic approach, and have the AM station owners decide which system they prefer? Your publication or the National Association of Broadcasters, through its membership, could make a ballot available to every AM station owner. What could be more practical? Manufacturers of AM stereo systems should be given a reasonable length of time to lobby AM broadcasters on the merits of their systems. The ballot should allow the AM owner to reject any or all systems. The one getting the most votes, or status quo, should prevail. Then there would only be one system—chosen by the broadcaster. After all, it is the broadcaster who has to make the investment. As of this writing, there are 4,627 licensed AM stations in the USA so a ballot would not be all that costly. As a matter of fact, AM licensees need only notify the NAB, the FCC or BROADCASTING of their preference—without a formal ballot.—*Vincent Hoffart, Hoffart Broadcasting, Spokane, Wash.*

cial, who cares how many people *watched* the program?—*Gale Nemece, executive producer, Winter Park, Fla.*

## Letters are perfect

**EDITOR:** This is an open letter to all radio salespersons who work for radio stations that no longer use call letters for identification.

There is now a Q-96, a Z-101 and an FM-92 in every market in the nation. If this is the way stations wish to be known in

their individual markets, this is fine with me.

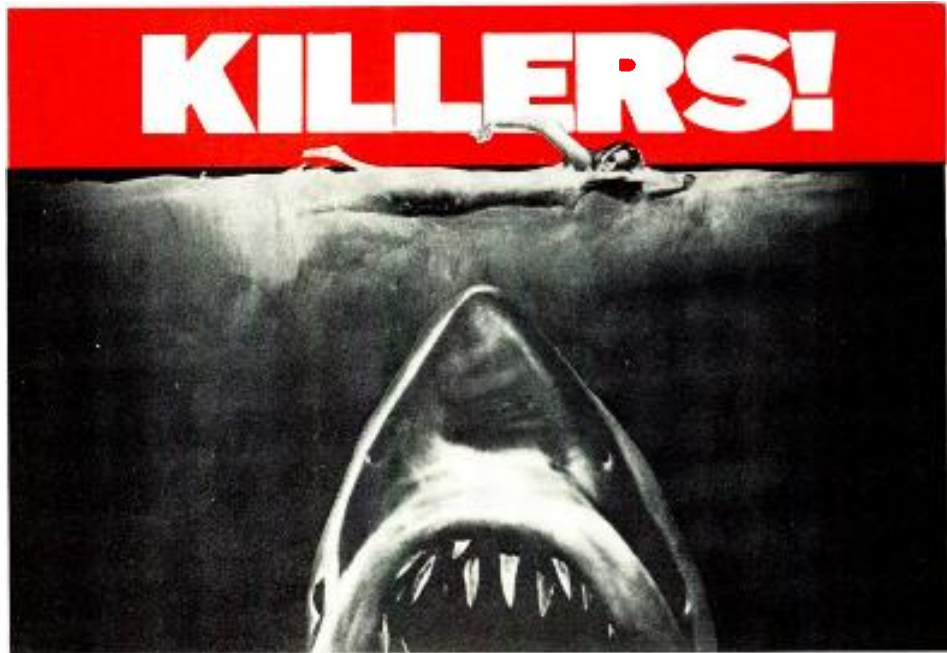
However, as a media buyer purchasing radio time in seven states, I would greatly appreciate it if local salespersons would refer to their respective stations by their call letters and city of license when telephoning my office. If I pick up one more telephone slip from my secretary that says Joe Smith from Big D-101 called, I'm going to suggest our company switch its entire advertising budget to print.—*Jeb R. Hockman, broadcast advertising representative, Southern States Cooperative, Richmond, Va.*

## Cost-effective cable

**EDITOR:** In the Feb. 15 BROADCASTING there were several articles about the need for research in cable advertising and a loud cry for new methods of measurement of viewers which will prove to advertisers that cable will increase their business. We at the *Real Estate Action Line* television program, which airs on cable as well as conventional TV stations, have devised and successfully used a new method for cable which measures exactly how much it will cost the advertiser to deliver a potential client.

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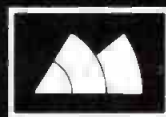
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# Broadcasting Mar 1

Vol. 102 No. 9

TOP OF THE WEEK

## Broyhill's deregulatory package: wiping the slate clean

**Companion bills would repeal Sections 312 and 315, cut back on FCC jurisdiction and codify existing deregulation measures; also in package is repeal of Section 307, basis of localism that broadcasters want to protect**

Another proposal for broadcast deregulation—this one more sweeping than any of its predecessors in the 97th Congress—was introduced last Wednesday (Feb. 24) by Representative James Broyhill (R-N.C.), the ranking Republican on the House Energy and Commerce Committee. In a two-bill package (H.R. 5584-5585) Broyhill has advanced a series of deregulatory initiatives that encompass and go a bit beyond those recommended last fall by the FCC (BROADCASTING, Sept. 21, 1981).

The first bill, the Broadcast Regulation and Reform Act of 1982, would repeal the reasonable access and equal-time provisions (Sections 312[a][7] and 315) of the Communications Act. The first mandates access to the air for candidates for federal office under penalty of license revocation. The second requires equal opportunities for broadcast exposure by all political candidates. It also requires broadcasters to present conflicting views on controversial issues.

"Laws which require broadcasters to use their facilities for certain types of programming are inconsistent with the principles embodied in the First Amendment," said Broyhill in a fact sheet introduced with the bill. Moreover, he said the equal-time rule and fairness doctrine have "backfired" because broadcasters often avoid the kinds of programs that could result in complaints under either rule. "The growing number of media outlets now guarantees that candidates will be able to express their views publicly" and that "all significant viewpoints on issues of public importance will be available to members of the public without government intervention," said Broyhill.

The bill also would repeal sections of the Communications Act that permit the FCC to revoke or suspend licenses, issue cease and desist orders, or levy monetary forfeitures for the broadcast of lottery information, the use of wire, radio or TV to defraud any person and the use of broadcast facilities to utter "obscene, indecent

or profane language." Such offenses are punishable under the criminal code, said Broyhill, so duplicate FCC procedures are wasteful.

Broyhill's second bill, the Communications Act Amendments of 1982, would codify the FCC deregulation of radio and extend it to TV. It would require the FCC to "rely on competition wherever possible, rather than regulation, to determine the variety, quality and cost of telecommunications," and also would eliminate comparative renewal proceedings.

By deregulating TV as well as radio, the bill goes beyond the FCC's controversial "Track Two" recommendations of last



Broyhill

fall, which asked only that Congress codify the radio deregulation order that took effect in April 1981. Broyhill's bill would eliminate, for both radio and TV, requirements for specified amounts of news, public affairs, locally produced or any other kind of programs. The FCC could no longer require broadcasters to adhere to a particular format, to ascertain the problems and interests of their service areas, to restrict the amount, length, scheduling or frequency of commercial announcements or to make program logs available to the public.

The package is far more deregulatory than any now pending before Congress, but it also contains a provision from the

FCC's Track Two recommendations to which broadcasters are opposed.

It would repeal Section 307(b) of the Communications Act, which requires the FCC to allocate radio frequencies and licenses in a "fair, efficient, and equitable" manner. "In practice, this provision has resulted in needless administrative delays in the assigning of new frequencies and licenses," said Broyhill, and "marketplace forces provide the most efficient way for allocating frequencies and licenses."

Many broadcasters "will oppose my plan to repeal [this] section," said Broyhill, who argued the provision would provide "a substantial quid pro quo" for those in Congress who demand something from broadcasters in return for deregulation.

"Broadcasters assert . . . Section 307(b) embodies a congressional preference for 'local' broadcasting over technologies such as cable TV or [direct broadcast satellites] which do not offer local programming," said Broyhill. "These broadcasters have opposed the development of new technologies such as cable TV and DBS on the grounds that Section 307(b) prohibits the development of any new technology that may negatively affect the broadcasting industry."

The bill would also raise the limit of fines for violations of FCC regulations from \$2,000 to \$100,000.

"My bills are neither pro-broadcasting nor antibroadcasting," he said. "They are pro-public interest."

While adding two quids pro quo, Broyhill indicated he might resist any others. Recalling House Energy and Commerce Committee Chairman John Dingell's (D-Mich.) opposition to repeal of broadcast content regulations unaccompanied by a quid pro quo from the industry, Broyhill said that, "if laws are of questionable constitutional validity and if they no longer serve a valid policy purpose, I do not believe it is necessary to insist on a quid pro quo before urging their elimination."

Provisions in the bills would permit the FCC to take written evidence in comparative renewal proceedings, eliminating the requirement for hearings. It also would repeal Sections 313 and 314 of the Communications Act, which established special antitrust laws for FCC licensees. The FCC asked for repeal of these sections, arguing that general antitrust laws are adequate and better enforced by expert agencies, the Department of Justice and Federal Trade Commission.

"Federal rules that regulate program content on radio and TV stations . . . embody the government's notion of what is good or decent or fair programming . . . but

**5242 support.** As the latest proposal for broadcast deregulation made its way to Congress last week, the number of co-sponsors for a previous proposal, one almost as sweeping as that of Representative James Broyhill (R-N.C.), reached 24. Co-sponsors of H.R. 5242, introduced by Representative James Collins (R-Tex.) are: Representatives Harold Volkmer (D-Mo.), Carroll Hubbard Jr. (D-Ky.), Broyhill, Thomas Bliley Jr. (R-Va.), Clarence Brown (R-Ohio), Richard Shelby (D-Ala.), John Rhodes (R-Ariz.), Gene Snyder (R-Ky.), Charles Wilson (D-Tex.), Joseph Skeen (R-N.M.), Robert Davis (R-Mich.), Gene Taylor (R-Mo.), Beryl Anthony Jr. (D-Ark.), Robert Whittaker (R-Kan.), George O'Brien (R-Ill.), Carlos Moorhead (R-Calif.), Paul Findley (R-Ill.), Thomas Tauke (R-Iowa), Eugene Johnston (R-N.C.), David Emery (R-Me.), William Natcher (D-Ky.), Carl Perkins (D-Ky.), Harold Rogers (R-Ky.) and Daniel R. Coats (R-Ind.). Grass-roots lobbying by broadcasters secured about half of these co-sponsors, according to Rodney Joyce, chief minority counsel to the House Telecommunications Subcommittee.

necessarily result in government censorship and government dictation of program content," said Broyhill, who introduced his bill without co-sponsors. "To my way of thinking, there is no place for government controls over programming content in a society such as ours which, through the First Amendment, prides itself on its resolve to protect free speech."

## Getting behind Fowler's campaign to gain the First Amendment

**Association mounts lobbying effort to convince broadcasters that fairness doctrine, equal time and reasonable access rules should and can be eliminated**

The effort that FCC Chairman Mark S. Fowler has initiated to win repeal of the equal-time law and the fairness doctrine is beginning to take hold. At least the kind of broad-gauged, private-sector campaign Fowler has said is essential is beginning to take shape, as the National Association of Broadcasters, the Radio-Television News Directors Association and a number of other organizations, including some from print journalism, are now or soon will be preparing to jump into the trenches.

The NAB this week will launch what will probably be the single largest campaign—a grass-roots lobbying effort designed to generate support in Congress for the repeal of measures many in Congress regard as keys to their political survival. The NAB will begin the task of educating broadcasters on the issues at the annual Conference of State Association Presidents and Executives, at the Marriott hotel in Washington, on Wednesday and Thursday.

Shaun Sheehan, NAB executive vice president for public affairs, who is taking a leading role in the association's fight, acknowledges that motivating broadcasters to work for repeal of the rules will be the most difficult task of the campaign. "Broadcasters have been conditioned to believe the goal is unattainable," said Sheehan, but things have changed. Last fall, the FCC asked Congress to eliminate

the political broadcasting rules (BROADCASTING, Sept. 21, 1981). The Senate Commerce Committee conducted an investigation of the effectiveness of political broadcasting rules and although its results have never been released, leaders of that committee have spoken in favor of repeal.

Last Wednesday Representative James T. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee, introduced a bill to repeal Section 315, the Communications Act provision requiring fairness and equal time for political candidates, and Section 312(a)(7), which threatens license revocation for failure to allow reasonable access to broadcasting time for candidates for federal office (see page 31).

Sheehan, along with RTNDA's executive vice president, Ernie Schultz, will brief the delegates to the conference this week on strategies being developed for the fight for repeal. (RTNDA is preparing a mailing piece for its members on the issues involved, in the form of questions and answers.) And the delegates will receive an information packet on the campaign, including a history of the laws and evidence that the environment for which they were created has changed. Roper polls, taken from 1959 through 1980, indicate that TV has replaced newspapers as the primary source of news for most people. TV is cited in the polls as the most reliable source of news and the medium most people rely on for information about political candidates.

The number of radio stations has more than doubled since 1950 and the number of TV stations multiplied more than five times, according to NAB statistics, while the number of daily newspapers has declined and their circulation grown only about 10%. It can be argued that there is no longer a scarcity of broadcast outlets, and so the political broadcasting rules meant to compensate for that scarcity should now be eliminated, according to the NAB.

But the NAB lobbying effort is just for openers. Later this month, the nation's 8,000 radio stations will receive a packet of eight to 10 editorials designed to educate the public to the fact that broadcast journalism is regulated by the government while print journalism is not. The National Radio Broadcasters Association has enlisted the aid of the National Broadcast Editorial Association in preparing the editorials.

The project itself represents an object

lesson in what broadcast journalists say is the problem they face. NRBA's Abe Voron said that the writers of the editorials are attempting to avoid language that would create controversy and subject stations to fairness-doctrine complaints.

After opening the campaign with state association leaders, NAB plans a much broader send-off at its annual convention to be held in Dallas April 4-7. There, where a major theme will be First Amendment rights, industry leaders and political figures, including, perhaps, President Reagan, are expected to try to galvanize broadcaster support and involvement.

NAB President Vincent Wasilewski will keynote the convention on its opening day with an address outlining the NAB's position on the issue and urging broadcasters to participate in its campaign. Chairman Fowler also plans to address the First Amendment issue.

Senate Commerce Committee Chairman Bob Packwood (R-Ore.), who has promised broadcasters he'll lead the fight for repeal in Congress, will outline his plans for a constitutional amendment to guarantee full freedom of the press for all media. He'll address a luncheon of TV delegates on Monday, April 5.

Retired *CBS Evening News* anchor Walter Cronkite, who will receive the NAB's Distinguished Service Award this year, is expected to share his thoughts on repeal of the political broadcasting rules, and on Wednesday, April 7, leaders of the broadcast news establishment will debate consumer activist Ralph Nader on the issue. William Leonard, who retires today (March 1) as CBS News president, Frank Reynolds, *ABC World News Tonight* anchor, Julian Goodman, former chairman, NBC, and former FCC Chairman Richard Wiley, now an attorney with the Washington firm of Kirkland & Ellis, will appear as panelists.

Delegates to the convention will receive the same information packet distributed to state association presidents, and phase two of the campaign will begin. "This is an election year," said Sheehan and NAB members will be urged to meet with incumbents and challengers to seek their views about the political broadcasting rules and to begin a dialogue about the possibilities for repeal. "We're not going to hit people over the head," said Sheehan. "We want to reason with them."

Along with the grass-roots activity, NAB plans to create a pool of distinguished speakers, leaders of the broadcast industry, who will speak publicly in favor of repeal. CBS's Leonard, who will move to Washington following his retirement, has agreed to consult NAB on both its lobbying tactics and its public campaign.

"The higher we can raise the level of debate, the better," said Sheehan. "If we can keep the issue in front of the public, the chances for success are stronger."

The NAB has asked other communication groups, including the American Newspaper Publishers Association, the National Cable Television Association and





**Happy birthday for the Voice.** President Reagan was on hand to help the Voice of America celebrate its 40th anniversary last Wednesday (Feb. 24). The vintage microphone on his left, one used in the early days of the VOA but one newer than those Reagan said he used as a sports announcer, was given to him by VOA's director, James Conkling (at far left). Charles Z. Wick, director of VOA's parent organization, the International Communication Agency, is next to Conkling. John Houseman, the author, actor and producer who was honored as the VOA's first director—although he was only the first head of the program bureau of the organization that was then a part of the Office of War Information—is flanked, on his right, by Gilbert A. Robinson, deputy director of ICA, and by Terrence Catherman, deputy associate director for broadcasting. Reagan and Wick used

the occasion to affirm the administration's commitment to objectivity and responsible journalism on the part of the Voice—qualities some press accounts have said are endangered in an effort to politicize that organization. With "freedom . . . no less threatened and the opposition no less totalitarian" than was the case 40 years ago, Reagan said, "there is no greater weapon than the truth. Free men have nothing to fear from it; it remains the ultimate weapon in the arsenal of democracy." The VOA, he added, will remain faithful "to those standards of journalism that will not compromise the truth." Wick echoed those words and added that staffers would hear nothing from him that would reflect anything but a desire to provide the support they need to make their jobs "more satisfying, more effective, particularly in these times of crisis."

the Society of Professional Journalists, Sigma Delta Chi, for resolutions in support of its campaign. The Radio-Television News Directors Association, which has long been in the forefront of efforts to remove the rules, is already an ally. NAB is compiling a list of programs not aired because of fears of fairness complaints and programs over which broadcasters have been taken to court for fairness complaints. "We want to demonstrate the harm that's been done by the rules," said Sheehan.

Although NAB leaders predict eventual success for the campaign, no one will estimate how long it will take. The opposition is formidable, with a broad range of consumer groups, labor unions, public interest and church representatives on record opposing repeal of the laws. On top of that, leaders of the powerful House Energy and Commerce Committee have said they'll fight any effort to remove the laws.

Voron reported on the editorials project last week at a meeting of groups interested in seeking repeal of the political broadcasting laws or at least in learning more about the issue. The meeting was held in the Washington law offices of Pierson, Ball & Dowd, counsel to RTNDA, which is playing a coordinating role in the fight for repeal. And RTNDA's Schultz reported later that the print press appears to be lining up with broadcasters on the issue.

He said Pamela Riley, staff counsel for the American Newspaper Publishers Association, and Arthur B. Sacker, general counsel of the National Newspaper Association, indicated the boards of those

organizations will probably vote in the next couple of months to support the fight for repeal. Schultz said he was told the American Society of Newspaper Editors also would take that stand.

What's more, the Society of Professional Journalists, Sigma Delta Chi, which was represented at the meeting by Robert Lewis, chairman of the group's Freedom of Information Committee, is already on record as opposing the fairness doctrine and the equal-time law. Lewis said the group's 300 chapters will be asked to make discussion of repeal a part of their Freedom of Information Day observance, scheduled for March 16.

Others who attended the meeting were the NAB's Sheehan, Steve Stockmeyer, Roy Wilcox and Carol Randles; Robert Roper, an attorney for the National Cable Television Association; Linda Page, staff executive for the Association of National Advertisers; Jim Haag and Kate Black, staff executives of the Association of American Advertising Agencies; David Bartlett, of the Independent Television News Association and chairman of RTNDA's Freedom of Information committee; Larry Scharff, RTNDA's counsel, and former FCC Chairman Dean Burch, who also is a member of the Pierson, Ball & Dowd firm.

The FCC, which has formally recommended to Congress repeal of the political broadcasting laws, also was represented at the meeting by members of the public affairs office—William Russell, the director, and Janice Langley, acting deputy director.

## An interim plan for WNAC-TV

**FCC will permit RKO to run Boston station beyond March 7, with profits to go to charity in event it loses last appeal; NETV gets conditional CP; next move up to Supreme Court**

The FCC has granted RKO General Inc. authority to operate WNAC-TV Boston beyond the March 7 date on which its license is scheduled to expire. That was the commission's answer to the question of how the station would continue to serve Boston while RKO's Supreme Court appeal of the commission action denying renewal of RKO's license is pending.

But for the longer run, the commission approved the merger of two of RKO's competitors for the license—Community Broadcasting of Boston and The Dudley Station Corp.—into New England Television Corp., and conditionally granted it a construction permit, a first step in permitting it to take over the station.

The commission, which acted on a 7-0 vote, structured its decision in a way designed to avoid conflict with the original order, issued in June 1980, denying renewal to WNAC-TV. That order directed that the station cease operating 30 days after the reviewing court issued its mandate in the case. The U.S. Court of Appeals in Washington, which in December affirmed the commission decision, issued

its mandate on Feb. 5, and refused to grant a stay, as did Supreme Court Justice William Brennan. The commission's order does not extend the station's license; it simply authorizes RKO General to begin operating the station on March 8 until NETV meets certain conditions and is prepared to take over operations.

What's more, RKO General will not keep any profits under the new authority, if it does not prevail in its appeal. The commission said profits will be placed in an escrow account for distribution to an "appropriate charity or nonprofit broadcasting entity" if the appeals court decision is ultimately sustained by the Supreme Court. The provision parallels a suggestion RKO General itself offered in a pleading on Monday, but it was one the commission staff is understood to have already made to the commission. In part, at least, the escrow provision is intended to deny profits to RKO from a station it is now considered unqualified to operate. But in part, too, it meets NETV's concern that, if RKO General were allowed to keep its profits, it would be inclined to drag out negotiations over the sale of the station's equipment to any possible successor.

If RKO eventually loses in the Supreme Court—particularly if the case has dragged on for several months or a year—the eventual recipient of the profits could be in for a tidy windfall. Last year, WNAC-TV reported profits of more than \$4.7 million.

NETV had proposed that it be allowed to operate the station while the Supreme Court appeal was pending, with profits placed in escrow and distributed to whoever ultimately emerged as the licensee. And NETV president Edward Fredkin said after the commission's order was announced that NETV might go back to the appeals court to ask it to enforce its order terminating RKO's license. He said NETV is looking at "every possibility," including the construction of its own facility.

A spokesman for RKO General said the commission action provides for "an intelligent, satisfactory method" for transferring the station, "if it should occur," and said it would "serve the interests of Boston." But he also said RKO General expects the Supreme Court to reverse the "erroneous" decision of the appeals court, "one of the worst miscarriages of justice in the history of broadcast litigation."

The commission attached two conditions to the grant it made to NETV. One was that NETV satisfy it on a question of financial qualification—a task that should prove no problem, considering the station is regarded as worth perhaps \$200 million. The other was that an NETV stockholder, Theodore Jones, who is a controlling shareholder of WCRB(FM) Waltham-Boston, demonstrate compliance with the commission rule barring acquisition of radio and television stations in the same market.

In the latest action in the case that began in 1969, when Community and Dudley filed their competing applications for the

Boston channel 7 facility, the commission rejected petitions of a relative newcomer to the controversy—Atlantic Television Corp., ATV, which filed an application for the license in 1980, had urged the commission to deny NETV's merger and accept other applications for the facility.

But the commission said that, "based on the case law, logic and simple fairness, we think Dudley and Community are entitled to protection against new applicants at this late stage in the proceeding." The cut-off period for competing applications closed on March 1, 1969.

## ATC-Daniels partnership takes Denver cable franchise

**Council votes 10-3 for Mile Hi over bids of Teleprompter and United; publicity surrounding Playboy Channel in winning bid doesn't prevent victory**

Denver, America's unofficial cable capital, awarded the cable rights to its 240,000 homes last week to Mile Hi Cablevision, a joint venture of American Television & Communications, Daniels & Associates and 22 local investors. Mile Hi bested Teleprompter and United Cable, capturing 10 of the 13 city council votes.

The ease of Mile Hi's victory came as a surprise to many. "I thought it was a good chance we would have a cliff-hanger here and we would have had to go back and discuss how to get out of it," said Denver City Council President William Roberts just after the vote was over last Monday.

Mile Hi projected revenues in year 15 of the franchise to be \$94 million, 5% of which would go to the city. Total revenue over the life of the franchise is projected to be \$876 million. Mile Hi survived an avalanche of negative publicity regarding its plans to offer the R-rated Escapade/Playboy Channel pay service to subscribers to win the 15-year franchise.

Council chambers were standing room only when the three bills, one for each company, were called up in alphabetical order. Seven votes were necessary from the 13-member council to declare a winner. Mile Hi Cablevision was first up and the 10-to-3 vote brought a quick end to the drama. United could only muster three votes and Teleprompter came up empty.

United, which currently has nearly 200,000 homes under franchise in the Denver suburbs, had campaigned hard for its proposal. It had proposed a 23-month construction schedule, one year ahead of the other bidders, and the technical aspects of its proposal received the best marks from the city's consultant, the Cable Television Information Center. United also offered a 17% public stock offering at \$10 per share, which was purchased by

some 1,700 persons and companies. But the company's inability to get permission from stockholders to release their names (a disclosure some council members had requested), may have hurt United in the long run, observers felt.

A clearly disappointed Barry Elson, United's vice-president corporate development, said: "That clearly was not the real vote. I don't know what happened during the recess or over the weekend, but that clearly was not the real vote. The merits of the proposal were not the determining factor in the decision, and neither was the input from the community. The fact that we had the support of the key community groups was overshadowed by the historical relationships that existed and predated the franchise process."

Bill Daniels, chairman of Daniels & Associates, and a group of local investors had attempted to wire Denver in 1971, but were foiled by a deadlocked city council. A number of Mile Hi's investors were a part of that original Daniels group. "I do not think it hurts to live in the community as long as I have, almost 30 years. I'm known for my integrity . . . It could have helped," Daniels said.

In its campaign to muster support for its bid, Teleprompter focused on its public trust, which would have given to the city and county of Denver a 20% interest in the system. That caused some problems for CTIC, which thought that down the line, the city council might find itself voting for a rate increase which would benefit the city, through the trust.

Teleprompter President William Bresnan commented: "We came in here, made our proposal and we lost . . . There's nothing else to do . . . I thought it would be a little closer." Teleprompter was the only bidder whose headquarters are not in Denver.

Mile Hi's bid included \$17.5 million for local programming over 15 years, a 400-mile institutional loop, and full interactive services, including home security, shopping and banking. Daniels and ATC each are 42.5% partners in Mile Hi, with the 22 local investors, some of whom put up \$100,000 initially, owning the other 15%.

Mile Hi's first tier, 50 channels, is \$3.75, 64 channels cost \$5.75, 78 channels \$7.50, 92 channels \$8.95 and full interactive "summit" service of 110 channels costs \$11.45. Part of the tiering structure allows subscribers to choose among three trails (14 channels in each) of service, after the basic 50-channel tier is ordered. Each trail will include a programming mix of sports, religion, movies, etc. Should a subscriber want the 14 particular channels between 64 and 78 (trail B), he would not have to buy the tier (trail A) between 50 and 64. He would pay the 64-channel \$5.75 fee, according to the proposal.

Mile Hi estimated an 18.7% rate of return for the franchise that will cost \$100 million to build and take 42 months to complete. Mile Hi must negotiate a contract with the city before May 24 to complete the franchise process.

## Cellular radio: only a call away

**FCC adopts final rules on mobile phone system; companies will have 90 days after order is published to apply for service**

In an action it hopes will finally put to bed a 13-year effort, the FCC last week adopted the final language of its order authorizing cellular mobile telephone communications systems. The order, which the FCC said should be released this week, generally reaffirmed the FCC's reconsideration of cellular radio last December (BROADCASTING, Dec. 21, 1981).

But the action wasn't unanimous; Chairman Mark Fowler dissented, and Commissioner Anne Jones dissented in part.

Fowler dissented, characterizing as "legally questionable" a provision that would "set aside" half of the service's spectrum for telephone companies. In her partial dissent, Jones said she thought the set-aside should have been limited "to markets in which it can be demonstrated that there is a present, pressing need for cellular mobile service."

In its original cellular order (BROADCASTING, April 13, 1981), the FCC had stated that only two cellular systems would be authorized in each market, and of the 40 mhz of spectrum space allocated for each market, half would be "set aside" for the exclusive use of wireline carriers—the local telephone companies—while the remaining half would be granted to a non-wireline carrier.

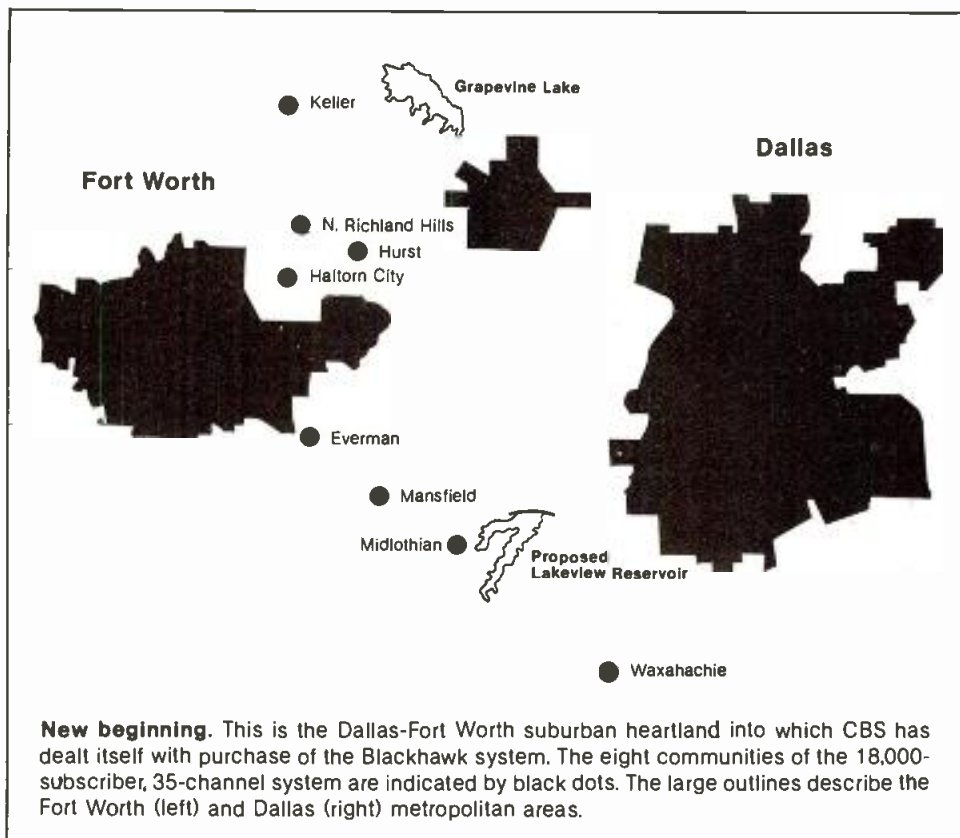
Last December, acting on a motion from Commissioner Joseph Fogarty, the commission modified its April order, by requiring only AT&T—not all wireline carriers—to offer cellular services through a separate subsidiary, and streamlining the comparative hearing process.

At the meeting last week, the commission revised the order in two respects. First, it agreed to reduce from five to two years the time wireline carriers would be granted to take advantage of the separate allocation of frequencies. The commission also revised its schedule for receipt of applications so that bids in all of the top 30 markets would be received 90 days, instead of 60, after the text of the order has been published in the *Federal Register*, with applications for all other markets received starting 90 days after that.

According to Jones, however, the order would have been "less likely to be reversed" if the commission had dropped a provision that prohibits wireline carriers from applying for systems outside the areas they serve.

In a statement, Jones said it was "difficult to see how such a justification could be developed in the light of the commission's policies of increased competition and decreased regulation."

She also said the order's definition of a



## CBS breaks back into cable

**Purchase of 18,000-subscriber system between Dallas and Fort Worth is first under FCC waiver; 35-channel plant can accept HDTV, teletext**

CBS reached agreement in principle last week on the purchase of its first modern-era cable system—a 35-channel spread in the heart of *Dallas* country that it intends to use, officials said, to test and develop a wide array of programming and hardware including high-definition television and teletext.

The system, to be acquired from American Family Corp. at a price reported to be in excess of \$14 million, is operated by AFC's Blackhawk Cable Communications Corp. It serves suburbs of Dallas-Fort Worth and has approximately 18,000 subscribers. The purchase is subject to approval by appropriate local government officials but CBS said the transaction is expected to be completed this spring.

Eight communities are covered by the Blackhawk system in cattlelands that CBS officials conceded look very much like those in CBS-TV's high-rated *Dallas* series, though they could not—or would not—say whether they include the area where *Dallas* is filmed. In any event, it is by all accounts affluent country.

Thomas H. Wyman, president of CBS Inc., said that "we welcome the opportunity to acquire a recently completed, state-of-the-art cable system—particularly one in an area with the attractive market characteristics and strong growth potential of Dallas-Fort Worth."

CBS officials said special uses to which the system would be put had not been decided but that they would include those to which CBS committed when it obtained FCC approval to re-enter cable ownership on a limited basis. Among these were HDTV and videotext operations.

The FCC waiver of its rules banning network ownership of cable systems gave CBS permission to own cable systems whose total subscribers do not exceed 90,000. In addition to its projected purchase of Blackhawk, CBS is currently applying for the franchise in Alameda, Calif., a suburb of San Francisco with a wired potential of 27,000 homes. Thus Blackhawk and Alameda together—if CBS wins Alameda—would leave CBS ample room for acquisition of additional systems or franchises.

The Blackhawk system, completely built, serves two segments of Dallas-Fort Worth suburbs. In the northern tier are the communities of Hurst, North Richland Hills, Haltom City and Keller. In the southern tier, about 29 miles away, are Mansfield, Midlothian, Waxahachie and Everman.

American Family Corp., whose other interests include five television stations, is said to have invested about \$14 million in building the Blackhawk system. AFC officials have been quoted as saying they are selling it for somewhat more than that.

The Blackhawk system is managed by Joseph Ripple III. Under CBS ownership of the system he will report to Thomas F. Leahy, executive vice president, CBS/Broadcast Group.

cellular service area would permit two or more wireline carriers in some areas to qualify for the wireline allocations, and that "would cause comparative hearings and hence frustrate the whole purpose of the wireline set-aside, which is to provide expedited service to the public," she said.

Although Commissioner Abbott Washburn pointed out that the order encouraged such wireline carriers to come to agreements among themselves to remedy that problem, Jones said that "the whole justification for the order disappears if they [the carriers] don't take our advice."

Instead, Jones said in her statement, the order should have distinguished between "significant and peripheral" involvement by wireline carriers in cellular service

areas.

If a carrier had only peripheral involvement, it would have no claim to the cellular allocation; if two carriers had significant involvement, "some commission-approved plan for a joint-owned and operated cellular system would have to be adopted," she said.

During the meeting, however, Fogarty, contending that he wanted to get the order out that same day, said that if the commission had adopted Jones's dissent, the commission would "absolutely invite reversal."

At one point in the meeting, Jones protested vocally when it appeared that the other commissioners weren't going to hear her objections to the order.

## HDTV wows 'em in Washington, too; FCC majority gives it a rave

**Whether opinions translate to votes remains to be seen, but those who saw last week's demonstration were impressed**

The future of high-definition television as a broadcast service depends on the actions of the FCC which will decide late this spring whether to dedicate the entire direct broadcast satellite spectrum to HDTV, as CBS has proposed (an unlikely eventuality), or at least provide enough latitude in its rules to allow HDTV broadcasts along with conventional television broadcasts from the satellites. With that in mind, CBS took its touring HDTV show to Washington last week and duly impressed the policy makers and those who influence policy.

"It is an extraordinarily dramatic increase in clarity," said FCC Commissioner Abbott Washburn. "You could see the folds in the dresses and the nuances of color." Although the system represents essentially a doubling of the scanning lines, he said, "it seemed like more than 100% better. . . . It is a move into . . . a different dimension like when we moved into color or when the motion pictures talked." Washburn said granting a DBS application for conventional broadcasts does not preclude HDTV DBS broadcasting. "I have yet to be persuaded that this is an either-or situation.

"I was certainly very, very impressed," said FCC Commissioner James Quello. "It's certainly state of the art, where we eventually want to be." The key question for the FCC to decide, he said, is whether HDTV is worth delaying interim DBS grants "the FCC is considering to Hubbard and some of the others."

Quello said whether HDTV and conventional television can coexist in the same spectrum "depends on whom you talk to." The broadcasters "and CBS generally," he said, believe that if HDTV is going to be a viable service, the entire DBS band has to be dedicated to the service. William Harris, Quello's engineering assistant, said technically the two services could coexist, although the HDTV channels would require considerably more bandwidth.

"I thought it was sensational," said FCC Commissioner Henry Rivera. "It's not like anything else. It's a truly unique experience in television viewing. To compare it with [conventional] television is to do it a disservice." On the down side, he added, HDTV takes "an unbelievable amount of spectrum. It's a spectrum-intensive type of medium in these days of spectrum scarcity."

Will the CBS demonstration influence the FCC when it takes up DBS this spring? "It's logical to infer that it will," Rivera

## Small resigns as NBC News chief

**Speculation links departure to rift with Mulholland; Chancellor, Frank, Pettit rumored**

In a surprisingly sudden move, NBC News President William J. Small last Friday (Feb. 26) announced his resignation due to "differences in management style."

NBC said a successor would be named by midweek. The general expectation was that the new president would come from NBC ranks, with John Chancellor the name most frequently mentioned.

Chancellor, *NBC Nightly News* anchor and once head of the *Voice of America*, has for months been set to turn over the evening news reins to Tom Brokaw and Roger Mudd on April 5 and begin offering commentary.

Another name often brought up was that of Reuven Frank, a former NBC News president who now is senior executive producer there. If Frank were tapped, it was thought that Tom Pettit, now an NBC correspondent in Washington, would become Frank's deputy.

The Small resignation means that both NBC News and CBS News will have new leadership this week. But in contrast to the speed of the Small departure (he's understood to have told his staff he would be moving out of his office in a few days), the CBS transition today has been public knowledge since November 1981, when Van Gordon Sauter was named to replace William Leonard, who begins a new consultancy with CBS today. (See "At Large" interview, page 78.)

Beyond the brief "difference in management style" comment, Small gave no further explanation in his announcement. NBC, too, was tight-lipped. Past reports, however, have asserted that the management conflict has existed with NBC President Robert Mulholland, himself a news division veteran. There also have been suggestions of morale problems within the division. Small was said to have asked for release from his contract, which runs through September this year.

Ratingwise, NBC's news has been showing improvement over the past

month and a half but for the fourth quarter of 1981, for example, the once solid second scorer to CBS found itself in a dead heat with ABC.

Aside from NBC insiders, other names also cropping up in speculation have been Richard Wald, another former NBC president, now ABC News senior vice president for program development; Av Westin, ABC News vice president for program development and executive producer of *20/20*, and Robert Wussler, former CBS-TV president now executive vice president of Turner Broadcasting System and president of WTBS-TV Atlanta. Both Westin and Wussler, reached last Friday, however, claimed they had not been approached about the job.

NBC Chairman Grant Tinker praised Small and said, "We know that his decision to leave at this time was a difficult one but we respect it and we wish him every success in the future."

Small, 55, joined NBC in September 1979 from the position of CBS Inc. Washington vice president. Prior to that he had been CBS News senior vice president, director of news.



Small



Both TV monitors and wide-screen projectors were used in last week's HDTV demonstration in Washington

said, but it's too early to say how or to what extent.

John Williams, engineering assistant to Commissioner Anne Jones who attended the demonstration with her, said he was "quite impressed, more so than I thought I would be." He said he had read all the reports that claimed the HDTV was "approximately the same" in quality as 35 mm and was skeptical, but last week discovered that HDTV "pretty much was." Like Harris and Washburn, Williams didn't believe HDTV and conventional TV were mutually exclusive DBS services. "It's not necessarily true that you have to make that decision."

Peter Pitsch, chief of the Office of Plans and Policy, the FCC bureau that is writing the FCC rules and that will make recommendations as to which of the eight DBS applications should be granted, said the system is clearly better than the current system, but wondered whether there is a market for it. "Can they get the costs down to make it attractive to a sufficient number of people?" he asked. Because of ex parte considerations, he declined to comment on what impact the demonstration might make on his office's deliberations. Paul Fox, an OPP engineer, had some of the same concerns as his boss, primarily whether the quality of the NHK system was "enough extra dimension that people are going to run out" and invest in a HDTV receiver. And if it isn't, he asked, how much better does it have to be? Engineers "can tinker forever. At some point you have to say that's good enough and go," he said.

The National Association of Broadcasters' new engineering chief, Tom Keller, reacted with one word: "Fantastic." He had seen the system in operation before, he said, but never on the eight-foot-wide screen that CBS used last week. "It is the real thing," he said. "It's something we've got to get ready for because it is the future." Another enthusiastic witness, Ed Tingley of the Electronic Industries Association, said the EIA "could be counted on" to contribute staff and financial support for an effort to establish a U.S. standard.

Cable television should have a special

interest in HDTV because the broadband medium could begin pumping the service down its wires tomorrow regardless of how much spectrum the FCC sets aside for its broadcast. "I think it's terrific," said Wendall Bailey, vice president, science and technology, for the National Cable Television Association. "It was the first time I've seen it and it really kind of grabs you. It's almost three-dimensional in its impact on you." With broadcasters restricted by their narrow channel bandwidth, Bailey said, "I suspect cable will use it before anybody else."

Gene Cowen, ABC's Washington vice president, who has backed the CBS proposal, said the quality of the HDTV on the monitors was "excellent," but on the large screens it was "extraordinary." "The larger the screen, the more you could appreciate the quality of high-definition television." Cowen said he hopes "the FCC will defer immediate action on DBS so that it can explore the possibility of using the DBS band for [HDTV]."

## Western Union sued by Mutual over contract dispute

**Radio network, in \$200-million suit, says satellite carrier failed to provide added capacity contracted for in 1977 agreement**

Mutual Broadcasting System, claiming that Western Union has failed to make good on a 1977 contract to award MBS additional capacity on its Westar satellite system, sued the satellite carrier last week for \$200 million. The suit was filed in the U.S. District Court for the District of Columbia.

According to MBS President Martin Rubenstein, the network, which now delivers the bulk of its news, sports and entertainment programming to some 1,000 radio affiliates via three audio channels on Western Union's Westar I, has a contractual right to at least three additional transponders and a set of back-up channels. But, Rubenstein said at a Washington

press conference: "Western Union refuses to provide these services as required. . . . At the same time, [it] is apparently selling the same satellite channel capacity to other organizations, whose rights in time follow Mutual's."

While its suit is pending, MBS asked the court to enjoin Western Union from making any transponder or channel deals with any other customer and to award three additional channels on the system to MBS. Without injunctive relief, the complaint said, "Mutual will in all likelihood fall irretrievably behind its competitors and thus will be effectively foreclosed from making a major and procompetitive expansion of service."

Rubenstein said the \$200-million damages claim is based on "a conservative view of the loss of revenue and other money" that would result if MBS doesn't win additional satellite capacity. The loss of the additional capacity and the security of having back-up channels, Rubenstein said, threaten the network's \$10-million investment in its satellite distribution system (an uplink in suburban Washington and 575 downlinks at affiliates around the country) and inhibits the network's ability to offer new and enhanced services and effectively compete with other networks. "We cannot build our programs, our technical infrastructure or our dreams on double dealing or broken promises," he said. Western Union was not prepared to comment last Friday.

Rubenstein also said MBS has a duty to challenge "Western Union's improper business practices." During the course of their relationship—from 1977 to the present—MBS "has endured unnecessary delays in contract compliance, unannounced and sudden changes in channel frequency, technical problems and the attending financial hardships." The complaint gave several examples. In the summer of 1980, it said, Western Union suddenly told MBS it had changed the frequency for the network's third channel. "As a result . . . Mutual was required, at great cost, to ship at least 225 [receivers] already installed, or about to be installed, back to [the manufacturer] for retuning."

MBS has made repeated requests, the

complaint said, since August 1980 for a fourth as well as a fifth and sixth channel, but asserted Western Union has refused to fulfill them. "Western Union ... maintains that the contract is void and that access to additional channels will depend entirely on Western Union's discretion," it said.

Mutual officials at the press conference were at a loss to explain Western Union's inability to fulfill its contractual obligations. Bruce Goodman, general counsel, suggested that Western Union may have "oversold" its satellite capacity. The entire capacity of Westar IV, which was launched Thursday night, they said, was sold out.

Rubenstein stressed that the suit was not filed capriciously. It was filed, he said, only after 18 months of "a seemingly endless series of legal conclaves and a deep frustration with Western Union's tactics."

## FCC freezes clears until Canadian problem is solved

**Commission, responding to Canadian withdrawal from NARBA agreement, halts flow of AM applications for broken down clear channels; problems of station interference remain**

The FCC announced last week it is imposing a freeze on additional applications for AM's on the recently broken-down clear channels, until it reaches an agreement with Canada on the assignment of new unlimited-time stations on U.S. and Canadian clear channels.

At the same time, the FCC said that in order to establish U.S. demand for additional stations on Canadian clears, it was soliciting "statements of intention" to file applications on those channels through April 15.

The FCC's action comes in the wake of Canada's announced intention to withdraw from the North American Regional Broadcasting Agreement, to which the U.S. and Canada are signatories. U.S. officials have been meeting with Canadian representatives to discuss Canada's withdrawal from the agreement and the need for a treaty between them to supplement provisions of the Rio de Janeiro agreement (BROADCASTING, Feb. 22).

A chief purpose of the talks is to draw up an understanding that will govern the mutual protection of Canadian and U.S. AM broadcast service under provisions of the Rio agreement.

According to the FCC, the basis of interference protection on the 25 Class I-A frequencies on which NARBA accorded priority to the U.S. and the seven others on which Canada has had priority would be "discontinued."

But, consistent with the final Rio acts, the FCC said it expected that post-NARBA protection on the clear channels would

be designated to service contours. The FCC also said that wide service areas of the dominant Class I-A stations would continue to be protected, and the new scheme would make it possible for both countries to add new unlimited-time stations to each others' clear channels.

Nonetheless, the FCC said, negotiations on a bilateral agreement had been "impeded" because, under NARBA restrictions, FCC rules haven't permitted the submission of applications that would indicate U.S. demand for additional unlimited-time AM stations on the Canadian clear channels. Canada, meanwhile, has already announced its proposed use of the channels for new and existing stations. "In order to obtain needed information concerning U.S. needs for stations on these channels, persons interested in seeking station assignments on them are invited to submit, no later than April 15, 1982, statements of intention to file such applications when that becomes possible under rule amendments that will be introduced later to effectuate such post-NARBA agreements as will be arrived at with Canada," the FCC said.

Armed with that information, the FCC said that, in negotiations toward the resolution of any conflicts among proposed assignments on the Canadian clear channels, "due account may be taken of indicated needs on the U.S., as well as the Canadian, side of the border."

Also impeding negotiations on the resolution of conflicts is the proposed use, on both sides of the border, of spectrum space available for new unlimited-time stations on the 25 U.S. clear channels, the FCC said.

The FCC said that since it opened up those channels to additional unlimited-time assignments in May 1980, more than 300 applications had been filed.

The FCC said it would not suspend the filing of applications on adjacent channels.

## CBS board pushes 'insiders' out

**Jankowski, Yetnikoff asked not to stand for re-election to board; affiliates worry that CBS is downgrading broadcasting**

CBS officials did nothing to cement relations with their affiliates with the disclosure last week that CBS/Broadcast Group President Gene F. Jankowski, along with CBS/Records Group President Walter Yetnikoff, was being asked not to stand for re-election to the CBS Inc. board in the April voting.

Officials explained the move was in line with a strong trend among major corporations to reduce the number of "insiders" on their boards (Chairman William S. Paley and President Thomas Wyman would be the only insiders left on CBS's).

Despite the assurances, the change apparently struck many affiliates as a severe strain on, if not a break in, the historic "partnership" between CBS and its affiliates.

Jim Babb of WETV(TV) Charlotte, N.C., chairman of the CBS-TV affiliates board, said that "from my personal point of view, they have to do what they think is right for the company." But, he continued, "coming on the heels of heated debate over expanded news" and CBS diversions into other areas, such as the joint venture with 20th Century-Fox (BROADCASTING, Feb. 22), "and then he [Jankowski] comes off the board, well, your confidence is shaken. It doesn't tend to steady your nerves."

The prevailing concern appeared to be that CBS top management, despite repeated assurances of full support for broadcasting and the affiliates, seemed to be becoming less engrossed with broadcasting and more engrossed with cable and other nonbroadcast media.



**Push for public service.** American Advertising Federation President Howard Bell, at a White House briefing on the administration's economic and regulatory policies last Thursday (Feb. 25), took the opportunity to announce AAF plans for a public service advertising program. Bell (r) explained details of the campaign to Vice President George Bush (center) and Deputy Chief of Staff and Assistant to the President Michael Deaver (l). The federation's 200 local clubs will be encouraged to use public service advertising to urge the public to volunteer for worthy causes. The AAF board of directors and government relations committee attended the briefing.

WORLDWIDE TV ENTERTAINMENT  
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PLEASE SEE US ON  
THE EXHIBITION FLOOR  
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Outrageous and  
Uproarious!  
Late-Night was  
made for  
Paramount's  
Brand-New,  
First-Run  
Production...

# Madame

Reserve your space at **Madame's Place** and get the audience profile you want most—because Madame gives the Young Adult crowd the brand of unpredictable comedy it wants most!

***"Hang on to your demographics, honey!  
Madame's gonna show you her profile!"***



For years, Madame's been a sensation in "Solid Gold," "Hollywood Squares," "Laugh-In" and Las Vegas. Now she's rarin' to go in a rip-roaring daily half-hour strip, plus an hour-long weekend version.

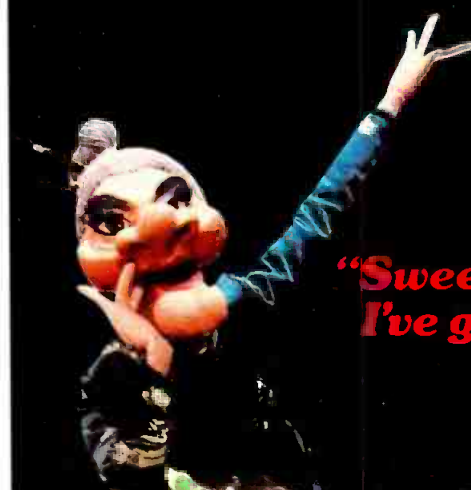
**Starting in September**, share dizzy days in the life of the up-and-at-'em Madame in TV's most uninhibited show.

Direct from her mansion in Hollywood, she'll be raising the roof together with her zany friends Patty, her short 'n' sassy secretary... Ridgley, her proper British butler... Jiffy, a streetwise TV producer... Mr. Mackelhoney who's always ready for a party... and Crazy Mary, a consumer advocate with a slightly bent point-of-view.

***"All the studios were after me, darling.  
But I signed with Paramount—I'm no dummy!"***

Commitment to first-class production makes Paramount the leader in first-run entertainment like "Solid Gold" and "Entertainment Tonight," as well as comedy hits like "Happy Days," "Laverne & Shirley," "Taxi" and dozens more. Now Paramount makes the same commitment to The Madame With The Most and the creative genius of Emmy winner Wayland Flowers. It's a wildly original comedy concept—and a late-night natural!

***"Sweetie, if you've got the time,  
I've got the Place! Whoopee!"***





# Place



*Madame's Place*

**Opens This  
September!**



**First Episode Available!  
Call Paramount Now  
For A Preview!**



**PARAMOUNT  
TELEVISION  
DOMESTIC  
DISTRIBUTION**

**The Epic Television  
Event of the 80's  
is yours for Fall 1984**

JAMES CLAVELL'S  
**SHOGUN**

*It excited the nation and won the audience  
in unbelievable numbers—delivering a  
phenomenal 32.6 Rating and 51 Share over five  
nights. In total, an incredible 125 million viewers!*

**SHOGUN**

*It won the Emmy and the Golden Globe, the  
CBS Peoples' Award and the Peabody. The most  
talked-about novel of the 70's became the most  
honored, most-watched mini-series of the 80's.*

**SHOGUN**

*Now it offers unprecedented  
flexibility to stations. Available as six  
compelling 2-hour adventures and as an  
extraordinary 3-hour event.*

**SHOGUN**

*One of the supreme successes in the history  
of entertainment is about to become one  
of the supreme attractions in the history  
of television syndication.*

**The Legend Lives On!**





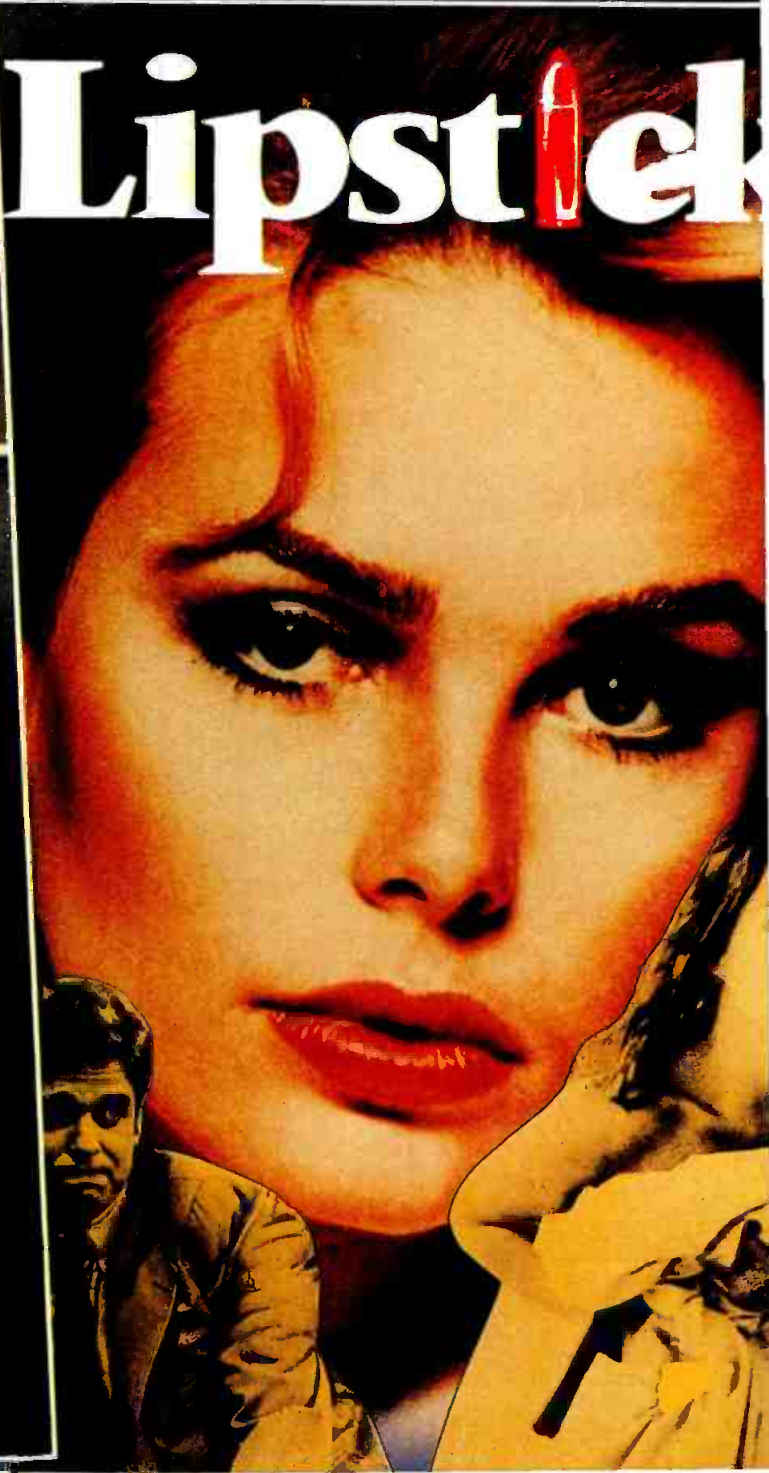
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Sensation-packed masterpieces of suspense — the perfect way to attract Young Adults! Each is first-class and first-run—no prior network play—and each is the kind of highly promotable attraction that jams movie theatres from coast to coast! Available during the major Sweeps—when you need them most.



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THE 13<sup>TH</sup>

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FRIDAY THE 13TH ..... November '82  
LIPSTICK ..... February '83  
THE FAN ..... May '83  
FRIDAY THE 13TH, PART 2 .... November '83



Paramount Television  
Domestic Distribution

# THE FAN



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

# Mets threaten to overpower Yanks

## Mets' owner fulfills promise to Shea fans

By MAURY ALLEN  
 10 YEARS and 17 days ago, Nelson Doubleday sat in front of a large press corps at Shea Stadium, promising to rebuild the sagging Mets before another season of disappointment.

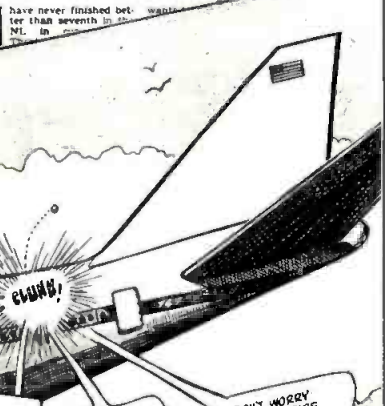


**Henry Reich**  
 inconceivable that any Yankee will hit 30 home runs. Grag Nettles' best bet is to expect him to hit 20 homers. Can Oscar Gamble and Bob Watson, the DH platoon, come back from off season? What happens if the Yankees didn't until 1978

## NY's Home Run Derby

SO HOW MANY home runs will the Mets see hit this year? Speculation is rife every evening. The following poll is in the spirit of reason. It's not a bet. Dave Kingman to hit 20 home runs.

| YANKS         |     | METS      |    |
|---------------|-----|-----------|----|
| Colburn       | 3   | Wilson    | 10 |
| Munphy        | 10  | Brooks    | 12 |
| Griffey       | 12  | Foster    | 14 |
| Winfield      | 14  | Kingman   | 22 |
| Gamble-Watson | 22  | Nettle    | 20 |
| Nettle        | 20  | Valentine | 12 |
| Cerone        | 12  | Slocum    | 8  |
| Dent          | 8   | Backlund  | 5  |
| Handolph      | 5   | Vesper    | 3  |
| TOTALS        | 119 | TOTALS    | 87 |



It's almost impossible to guess how many runs each bench will produce. But you can't bet on a reasonable degree of certainty, that will hit just about as many homers as the Yankees. The times they are a changin'.

# The \$10 Million Met

## Power-packing Foster signs 5-year contract

BY DOUG GOULD  
 "FOR THOSE who do not know me, my name is George Foster and I play for the New York Mets."  
 With those words, the best hitter and highest-paid player in Met history introduced himself to the media yesterday at a press conference at Shea Stadium, less than 10 minutes after signing a \$10 million, five-year contract with two options.



# Foster's \$10M 2d richest pact

By JACK LANG  
 It may not equal the \$23 million Dave Winfield signed for last year but when George Foster put his signature on the dotted line of a Mets contract shortly after noon yesterday, the \$10 million deal he agreed to made him the second highest player in major league history.  
 Winfield's contract with the Yankees is for 10 years. Foster signed a guaranteed contract for five years that the Frank Cashen announced "will guarantee him a minimum of \$10 million for the next five years."  
 He could win up with considerably more.  
 "The contract includes incentives for winning the MVP and attendance bonuses," Cashen added. "It



**DAILY NEWS**  
 NEW YORK, THURSDAY, FEBRUARY 11, 1982  
 Partly sunny, near 30. Details p. 11

# \$10M FOSTER JOINS THE METS

Partially sunny, near 30. Details p. 11

**Mets take early 1-0 lead in the war of headlines; Reuschel no-shows**  
 Mets players glad to have latest mate  
 Expect Shea will be great big Foster home

By JACK LANG



**WOR-TV**

# ON THE WAY TO ALL THE WAY.

This season, all eyes are on George Foster as the Mets' new \$10 Million Hitter takes the city by storm. New York has always been a National League town, and this year the Mets have put together the winningest combination since '73. To the youth and speed of Mookie Wilson and Hubie Brooks, the ace-relieving of Neil Allen and the long-ball hitting of Dave Kingman, George Foster adds the power potential of record-setting home runs and RBI's. Now's the time to catch all the excitement of this new, young ball club on the station that has always been part of the great Mets tradition—WOR-TV—New York's Number One Sports Station.



REPRESENTED BY BLAIR TELEVISION



**Cable and renegotiated radio-TV rights at local level brings total payment to majors to more than \$118 million; 30-second World Series spot: \$185,000**

The price that broadcasters and cable programmers will pay for play-by-play rights to major league baseball in 1982 will rise sharply to \$118,350,000, up 32% over last year's total rights figure of \$89,525,000.

The substantial increase is attributable to several factors, including a number of new and renegotiated local contracts around the league and the ever-increasing pressure applied by pay-television entities for exclusive rights packages.

At the network level, ABC, NBC, CBS Radio and the USA Network (cable) will pay a total of \$53.4 million for transmission rights in 1982, a 20.3% increase over the comparable 1981 figure of \$42,575,000. At the television networks, NBC-TV is in the third year and ABC-TV the fourth of contracts under which they will pay an estimated \$200 million for TV rights through the 1983 baseball season. This year, NBC is understood to be spending about \$26.5 million and ABC some \$23.5 million.

CBS Radio, having extended its contract through 1983, is said to be paying more than \$2 million this year, a dramatic jump from the last contract, initiated in 1976, in which rights were estimated to exceed \$75,000 annually.

On the cable network side, USA Network has an exclusive 45-game package this year, in accordance with a contract that also runs through 1983. USA is believed to be paying about \$1.4 million each year. The 45-game package is made up entirely of regular season games, perhaps a reason why the cable network contract is less lucrative than the radio network contract, whose package includes All Star, playoff and World Series games as well.

Rights increases on the local level will be up 34% in 1982 to \$64,950,000 compared to last year's \$48.4 million.

Rights holders report no residual effects from last year's strike, in terms of advertising sponsorship or audience share. Typical of comments around the league was one from Wayne Long, director of advertising for the Atlanta Braves. He suggested that the strike has had more effect on ticket sales than on broadcast sales. "The lagging economy," he said, "has had some effect on local but not so much on national [sales]. The local advertisers tend to be bit conservative at such times, but the national ones get out their pocket-

books." WPHL-TV Philadelphia's Gene McCurdy said there was "no disillusionment" displayed this year by advertisers, who he said perceive baseball as the "freshest programing" for the spring and summer months.

Many teams around the country have been more than willing to accommodate pay-television programers seeking local rights packages. To date, more than one-third of all the major league teams have negotiated some kind of ancillary rights package. Jim Winters of the Cincinnati Reds, said his club is using STV, cable and pay-cable vehicles as "marketing tools" to promote Riverfront Stadium and baseball as a wholesome family activity. Other teams taking advantage of pay-TV rights packages agree that they make useful marketing tools. And the general indication is that teams do not see pay television overtaking commercial broadcasting as the dominant transmission vehicle for sports.

A look at the network programing plans, advertising rates and major sponsors:

This year, under the alternating arrangement followed by the networks, it is NBC-TV's turn to carry the World Series (expected to begin Oct. 12) while ABC-TV takes the All Star game (July 13) and the American and National League championship series (starting Oct. 5).

NBC is charging \$185,000 per 30-second spot for the World Series, set to open on a Tuesday. Last year ABC charged \$150,000. Should the series go the limit, plans are for five primetime games and two in daytime. A minimum four-game World Series would mean three in primetime and one in the afternoon.

NBC-TV last week wasn't prepared to name its World Series sponsors, but it did list those participating in its Saturday afternoon *Game of the Week* series, where a 30-second commercial runs \$32,000 (up from \$28,000 last year).

Those on board so far include Miller beer (through Backer & Spielvogel advertising agency), American Cyanamid (BBDO), American Home Products (John F. Murray), AT&T (Cunningham & Walsh), Joint Recruiting/military (Grey), K Mart (Ross Roy), Kentucky Fried Chicken (Young & Rubicam), Mattel (Ogilvy & Mather), Pennzoil (Eisaman, Johns & Law) and Curtis Mathes (Young & Rubicam).

NBC said its *Game of the Week* series, scheduled to begin April 10, is 70% sold out during the second quarter and 50% sold out in the third.

The *Game of the Week* schedule this year includes 23 single Saturday afternoon games; three Saturday doubleheaders (May 1, May 22, June 19), and two Tuesday prime-time games (Aug. 3, Sept. 7).

NBC said every team in both the American and National Leagues will be featured in the *Game of the Week*. On one of the *Game of the Week* openers on April 10 will be the Los Angeles Dodgers versus the San Diego Padres.

One NBC announcing team already set is Joe Garagiola and Tony Kubek. Bob Costas also will be on-camera and behind the mike, with his partner not yet decided.

At ABC, a 30-second spot in the All Star Game is pegged at \$150,000 (up from \$135,000 on NBC last year). In the league playoff games, 30's are said to run \$110,000 at night, (up from \$95,000); \$55,000 during weekend daytime (down from \$65,000) and \$27,500 during weekdays (down from \$37,500).

For its *Monday Night Baseball* series, ABC said it expects to have about a dozen prime-time games spread through June, July and August. Three Sunday afternoon games in September and early October also are planned. ABC said Monday night 30's cost \$58,000 (up from \$50,000) and Sunday afternoon 30's \$18,000 (up from \$16,000).

ABC last week claimed that it hadn't yet come to a final agreement on specific telecasts with the Office of the Commissioner of Baseball and therefore hadn't finalized advertising deals. However, with the exception of Pepsi (BBDO), it expects its principle baseball sponsors last year to

opening day reports with Gowdy on April 5; *Pennant Race Fever*, 24 four-minute Gowdy reports Sept. 27-Oct. 1; *Wonderful World of Baseball* 20 four-minute reports with Win Elliot Oct. 2 and 3, and a 24-minute World Series preview with Elliot on Oct. 11. A partial team-by-team breakdown follows.

■ Boston—The Red Sox are currently negotiating with Storer Broadcasting (whose Boston TV outlet, WSBK-TV, currently holds the TV rights) for a cable rights package that would take effect in 1983 at the earliest. Meanwhile, WSBK-TV has already sold 50% of its available baseball spots. Sponsors include Gulf Oil, Delta Airlines, Anheuser-Busch, Toyota and McDonald's. On the radio side, WITS is about 90% sold out with major sponsors including Emily Oil, New England Chrysler-Plymouth, Anheuser-Busch and Speedy Muffler.

■ Cleveland—It is entrepreneurs like Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers, who create speculation about the future of televised sports—specifically, whether or not pay-television may become the dominant sports medium 10 years down the road. Stepien reportedly paid the Cleveland Indians close to \$500,000 for the rights to televise 26 games (six exhibition, 10 home and 10 away) over his regional pay-cable programing network known as TEN TV. At this stage, Jack Moffitt, vice president and general manager of Indians TV rights holder wUAB, sees the Stepien operation more as an "irritant" than a threat. Moffitt conceded, however, than that if Stepien were to buy out all the games at that price (\$20,000 per regular season game), such a bid would be "hard to be competitive with."

The TEN TV concept is unusual in that the subscriber is charged a fee, in the \$8 range, which is split 50-50 with the system operator. Advertising time will be sold as well. Stepien hopes to sell about eight spots per hour, one or two of which would go to the cable operator. As an introductory offer, TEN TV is offering the Indians package free to operators for the first two months. To make the advertising aspect of the pay service more palatable to potential subscribers, TEN TV also is kicking in an Indians ticket coupon book valued at \$100. Telemedia's 10,000-subscribers systems have signed up, and Stepien is negotiating with 18 more systems, including regional Viacom and Warner operations.

On the radio side, wwE recently completed negotiations with the Indians to extend its current contract, which was to have expired at the end of this year, through the 1985 season. The station, along with Warner's Qube system in Columbus, Ohio, and the Indians also are experimenting with "cable radio" this year. Qube will pipe the wwE broadcasts to its subscribers by way of a cable sideband channel. The service will cost about \$1 per month. WwE is promoting the Indians in

### Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

|      |              |
|------|--------------|
| 1973 | \$42,385,000 |
| 1974 | 43,245,000   |
| 1975 | 44,495,000   |
| 1976 | 50,820,000   |
| 1977 | 52,110,000   |
| 1978 | 52,510,000   |
| 1979 | 54,500,000   |
| 1980 | 80,275,000   |
| 1981 | 89,525,000   |
| 1982 | 118,350,000  |

return, Chevrolet (Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

ABC said it has not assigned its play-by-play and color teams but they would probably include Howard Cosell, Keith Jackson, Al Michaels, Bob Uecker and Don Drysdale.

CBS Radio again will offer the All Star Game, the league playoffs and the World Series. That could mean as many as 18 games. Advertising, according to CBS, is being sold for the entire package. The radio network wouldn't be specific about its rate but said that the price of one 30-second radio spot running in all All Star, playoff and World Series games would roughly total the price of one 30-second World Series TV spot (this year \$185,000).

CBS Radio baseball advertisers so far include Anheuser Busch (D'Arcy-MacManus & Masius), Dap (Griswold-Eshleman) and Ford Motor Co./Motorcraft line (Young & Rubicam).

In addition to the games themselves, CBS Radio plans a baseball preview series of 14-minute reports with Curt Gowdy March 29-April 2; seven three-minute

Text continues on page 52.



# WHY DANCER-FITZGERALD PICKED A "SPORTS NETWORK" TO SHOW OFF THEIR L'EGGS.

Lots of people think of us as a sports network — understandable since we carry more live major league sports in prime time than any other network. But we're a lot more than great sports.

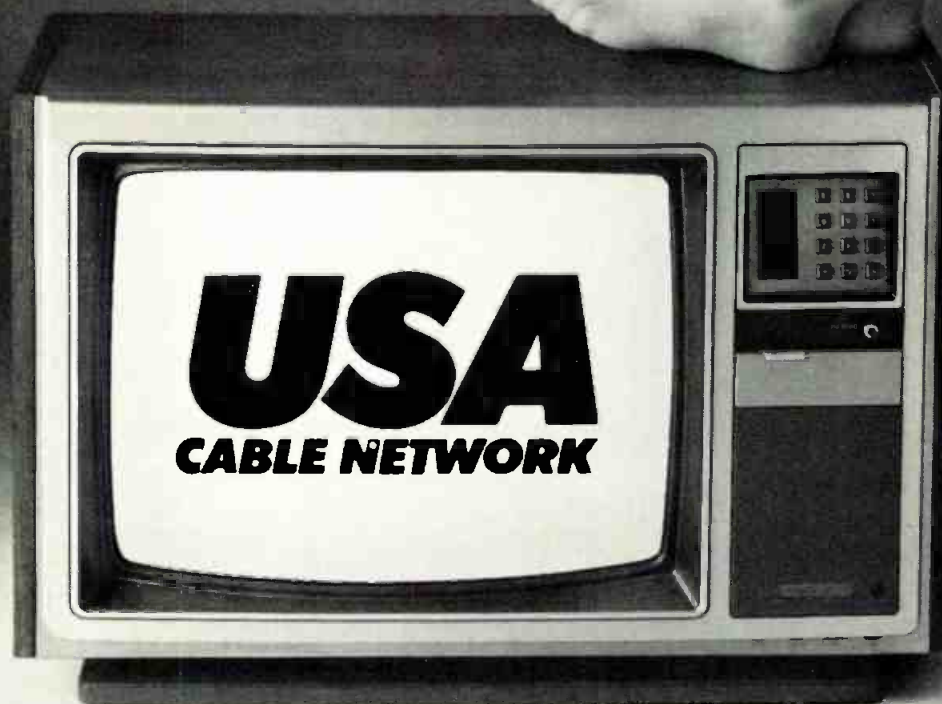
We're USA DAYTIME, with women's and family service shows, like *Alive & Well* and *You*, where Dancer and L'Eggs found their audience. We're children's programming. Documentaries. Late night rock concerts and cult films. We're entertainment — and with three great entertainers like MCA, Paramount and Time behind us, we're on our way.

Most important to you, our multi-faceted programming mix lets us schedule to appeal to the largest portion of the available

audience at any given time of day.

Astute non-sports advertisers are already beating down our doors. Not just L'Eggs but Bristol-Myers, General Foods, Mattel Toys and a host of others are discovering that USA is perfect for delivering their messages.

So if you still see us just as great sports, take a closer look at what we have to offer. Dancer did. For more information, including details on sponsorship opportunities, contact USA Cable Network, 1230 Avenue of the Americas, New York 10020. (212) 664-0764. Or 1900 Avenue of the Stars, Los Angeles, California 90067. (213) 277-0199.



**WE'RE A "WOMEN'S NETWORK" TOO.**

## AMERICAN LEAGUE EAST

| Team              | 1982 rights | 1981 rights | TV originator and affiliates | Radio originator and affiliates | Rights holders   |
|-------------------|-------------|-------------|------------------------------|---------------------------------|--|
| Baltimore Orioles | \$1,050,000 | \$1,050,000 | WMAR-TV<br>6                 | WFBR<br>57                      | WMAR-TV holds TV rights; WFBR holds radio rights.  |
| Boston Red Sox    | 2,700,000   | 2,700,000   | WSBK-TV<br>5                 | WITS<br>84                      | WSBK-TV holds TV rights; WITS holds radio rights.  |
| Cleveland Indians | 2,000,000   | 1,300,000   | WUAB                         | WWWE<br>30                      | WUAB holds TV rights; WWWE holds radio rights; Cable Ten programming network holds pay-cable rights. |
| Detroit Tigers    | 1,700,000   | 1,500,000   | WDIV<br>5                    | WJR<br>60                       | WDIV holds TV rights; WJR holds radio rights; ON-TV holds STV rights (WXON).                         |
| Milwaukee Brewers | 1,000,000   | 800,000     | WVTV<br>7                    | WISN<br>60                      | WVTV holds TV rights; WISN holds radio rights.   |
| New York Yankees  | 6,500,000   | 4,000,000   | WPIX<br>8                    | WABC<br>60                      | WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.             |
| Toronto Blue Jays | 4,000,000   | 4,000,000   | CTV-TV                       | CJCL<br>31                      | LaBatt Breweries of Canada holds TV rights; Hewpex Sports holds radio rights.                        |

## AMERICAN LEAGUE WEST

|                    |             |             |               |             |   |
|--------------------|-------------|-------------|---------------|-------------|---|
| California Angels  | \$1,100,000 | \$1,000,000 | KTLA          | KMPC<br>15  | Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights; ON-TV has STV rights, (KBSC-TV Los Angeles).                     |
| Chicago White Sox  | 2,000,000   | *900,000    | WFLD-TV<br>3  | WMAQ<br>14  | White Sox retain all broadcasting and cable rights, having partnership arrangement with originators involved.   |
| Kansas City Royals | 1,000,000   | **950,000   | WDAF-TV<br>18 | WIBW<br>110 | WDAF-TV holds TV rights; Stauffer Communications (WIBW) Topeka, Kan. holds radio rights.  |
| Minnesota Twins    | 1,250,000   | 1,250,000   | KMSP-TV<br>1  | WCCO<br>30  | Midwest Federal Savings & Loan Association hold broadcast rights.   |
| Oakland A's        | 1,300,000   | 1,200,000   | KBHK<br>3     | KSFO<br>11  | KBHK holds TV rights; KSFO holds radio rights. A's are negotiating with other stations for Spanish-broadcasts.  |
| Seattle Mariners   | 1,000,000   | 900,000     | KSTW<br>4     | KVI<br>14   | KSTW holds TV rights; KVI holds radio rights.   |
| Texas Rangers      | 2,800,000   | 750,000     | KXAS-TV<br>17 | WBAP<br>12  | Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Golden West Broadcasters' VEU Subscription TV holds STV rights (KTXA Fort Worth). |

## NATIONAL LEAGUE EAST

|                       |             |             |                                   |                          |   |
|-----------------------|-------------|-------------|-----------------------------------|--------------------------|---|
| Chicago Cubs          | \$1,950,000 | \$1,900,000 | WGN-TV<br>11                      | WGN<br>20                | WGN-TV holds TV rights; WGN holds radio rights. (others negotiating)  |
| Montreal Expos        | 8,100,000   | 6,300,000   | CBC-TV<br>English 41<br>French 18 | CFCF<br>24<br>CKAC<br>40 | Carling-O'Keefe holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights. |
| New York Mets         | 4,250,000   | 1,500,000   | WOR-TV                            | WMCA<br>20               | WOR-TV has partnership arrangement with Mets; Mets retain radio rights; Sportschannel holds pay-cable fights.       |
| Philadelphia Phillies | 6,500,000   | 4,000,000   | WPHL-TV<br>3                      | WCAU<br>34               | WPHL-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.                                     |
| Pittsburgh Pirates    | 1,800,000   | 1,750,000   | KDKA-TV<br>3                      | KDKA<br>45               | Group W (KDKA-AM-TV) is broadcast rights holder.  |
| St. Louis Cardinals   | 1,500,000   | 1,500,000   | KSDK<br>14                        | KMOX<br>100              | KSDK holds TV rights; KMOX holds radio rights.  |

## NATIONAL LEAGUE WEST

|                      |             |             |            |                                      |  |
|----------------------|-------------|-------------|------------|--------------------------------------|--|
| Atlanta Braves       | \$1,600,000 | \$1,500,000 | WTBS       | WSB<br>70                            | WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling. |
| Cincinnati Reds      | 1,900,000   | 1,600,000   | WLWT<br>11 | WLW<br>117                           | WLWT holds TV rights; Reds retain radio and cable rights.  |
| Houston Astros       | 2,000,000   | 1,100,000   | KRIV<br>10 | KENR<br>40                           | Astros retain TV and radio rights.   |
| Los Angeles Dodgers  | 2,750,000   | 2,400,000   | KTTV       | KNBC<br>25<br>KTNQ<br>(Spanish)<br>3 | Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON-TV has STV rights (KBSC).            |
| San Diego Padres     | 1,200,000   | 1,100,000   | KFMB-TV    | KFMB<br>XEXX<br>(Spanish)<br>10      | KFMB-TV holds TV rights; KFMB holds English-language radio rights; XEXX holds Spanish-language radio rights.           |
| San Francisco Giants | 2,000,000   | 1,000,000   | KTVU<br>4  | KNBR<br>4                            | KTVU holds TV rights; KNBR holds radio rights.   |

\* Figure adjusted from \$1.8 million estimate last year

\*\* Figure adjusted from \$500,000 estimate last year

|                     |                     |                     |
|---------------------|---------------------|---------------------|
| <b>AL total</b>     | <b>\$29,400,000</b> | <b>\$22,750,000</b> |
| <b>NL total</b>     | <b>\$35,550,000</b> | <b>\$25,650,000</b> |
| <b>Majors total</b> | <b>\$64,950,000</b> | <b>\$48,400,000</b> |

Not included in the table are network payments for nationally televised games that total \$53.4 million. NBC is understood to be spending \$26.5 million; ABC, \$23.5 million, CBS Radio, \$2 million, and USA Network \$1.4 million, for 1982 baseball rights payments.

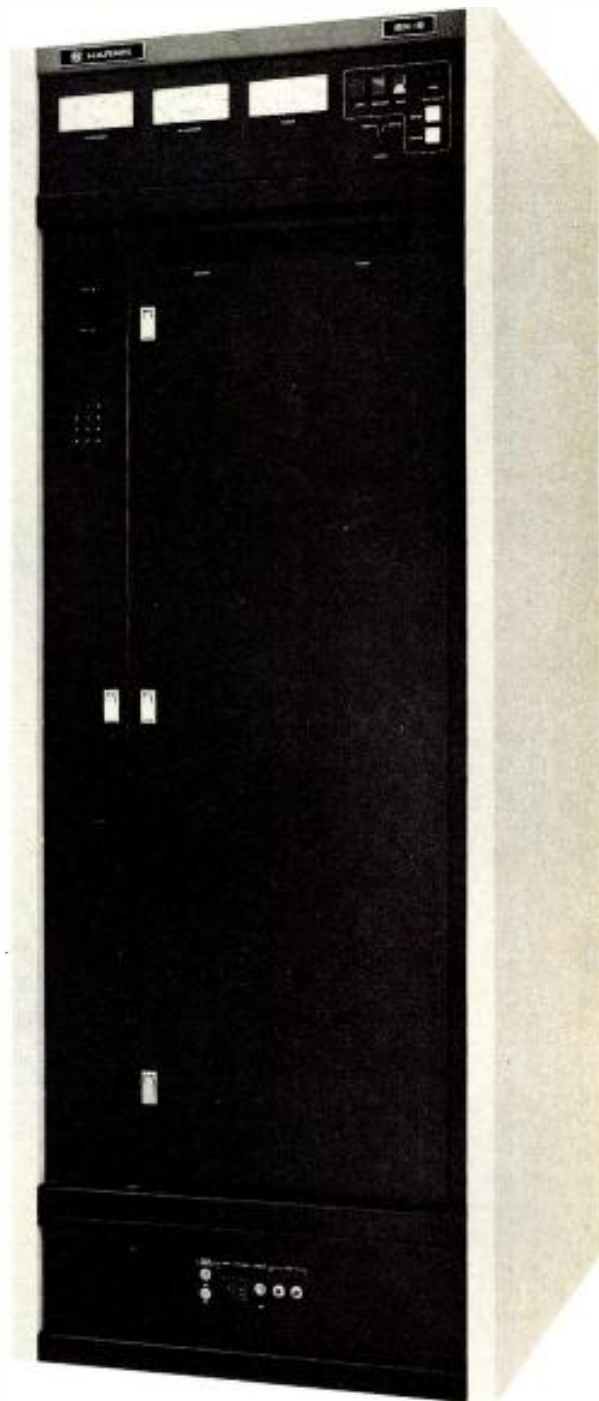
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## HARRIS

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a number of new ways this year, including one contest in which listeners were asked to submit suggestions for a new Cleveland Indians mascot, the winner receiving two free season tickets. Chevrolet, General Tire and Goodyear are among WWF's major baseball sponsors for 1982.

■ Detroit—Not much has changed in the Detroit baseball picture over the past year, with both the radio rights and television rights holders locked into multiyear contracts. ON TV has a one-year contract for a package of 20 weeknight home games that will air over the local STV outlet, WXON(TV). ON TV also has contracts to air a number of Red Wings (hockey) and Pistons (basketball) games during the coming year. WJR(AM)'s Jim Long reports that his station has sold about 80% of the 1982 baseball availabilities so far and expects to be sold out by the first pitch. Some of the station's major baseball sponsors include Anheuser-Busch, Chevrolet and Wendy's fast-food restaurant chain. The station network of some 60 affiliates provides broadcast coverage of the entire state of Michigan and northern Ohio. On the TV side, WDIV's Duane Kell said the station was about 50% sold out and expects to be 75% sold out by opening day with the

■ Chicago White Sox—Television originator WFLD-TV will carry 45 games this year, fed to the station by Sportsvision, a partnership between the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball). In addition, Sportsvision has contracted with ON TV to provide a package of 91 White Sox games to ON TV subscribers. Sportsvision will also provide a 120-game package to cable systems in Illinois, Indiana and Iowa, although that plan is currently being challenged in court by Chuck Dolan's Sportschannel (see Yankees above). Sportschannel has filed a breach of contract suit against the White Sox in connection with an agreement made with former Sox owner Bill Veeck, which Sportschannel claims gave it exclusive rights to the team's home games for 1981 and 1982. The new White Sox ownership, which acquired the team in December 1981, holds, however, that the original agreement is not binding for 1982 and will proceed with its own plans. White Sox President Eddie Einhorn said the Sportschannel suit was "totally without merit," and contended that the club had even offered Sportschannel the cable

comes in, there will be a lot of people getting their rights back," said one sales executive, believing that the Rangers decision is an indication of what's ahead. He added that offers up to \$1.2 million for TV rights and \$1 million for radio were turned down.

The Rangers sales arm, the Texas Rangers Baseball Network, currently is investigating possible cable arrangements this year in "outer" Rangers territory in Texas, Oklahoma, Louisiana, Arkansas and New Mexico as it keeps its eye on the wiring of Dallas.

The Rangers already have made a new-media commitment, however. For the second straight year, it has sold Golden West's VEU subscription television rights for 20-23 games not carried by conventional broadcasters. The STV rights price is understood to be more than \$600,000.

The value of the Texas Rangers rights is evident by the profitability that Arlington had while its 10-year contract was still in effect. In the first year, in 1972, the city is understood to have lost \$700,000 on its \$750,000-per-year rights investment. Last year, the profit was expected to have run to \$2.5 million, but the baseball strike cut that figure by one-third. Aside from the strike, profitability has increased dramatically each year.

For regular broadcast coverage, major TV sponsors are Miller Beer, Chevrolet, Texaco, Dr. Pepper and Coca-Cola; on the radio side, they are Budweiser, Chevrolet, Texaco, Dr. Pepper and State Farm Insurance.

■ Chicago Cubs—Both WGN radio and TV are in the final years of three-year contracts. The radio station will carry between 100 and 162 games this year while the television outlet will carry between 20 and 40 games. Top radio sponsors include Marathon Oil, True Value Hardware, Chevrolet and Old Style beer. WGN spokesman Joe Antelo described sales activity for both radio and TV as "very good."

■ Montreal—For the second straight year, the Montreal Expos lay claim to being the highest paid club in baseball for the rights to broadcast its games. The lion's share of this year's combined \$8.1 million rights figure is attributable to a reported five-year, \$32.5-million pact entered into in 1981 by Canadian brewery Carling-O'Keefe and the Expos for the club's television rights. Carling beat out rival Labatt Breweries, as well as the Canadian Broadcasting Corp. and CTV Television Network, neither of which bid even half as much as the winning brewer. O'Keefe, in turn, has subcontracted its rights to CBC for a sum no greater than the network bid for the rights in the first place, said CBC's Bill Sheehan. CBC will televise 31 games nationally this year in addition to between 40 and 45 games on its regional French network throughout the Quebec area. Carling is expected to purchase up to one-third of the spot schedule for 1982.

■ New York Mets—The overall rights price for cable and broadcast coverage of the Mets soared more than 300% this year.

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“The lagging economy has had some effect on local but not so much on national [sales]. The local advertisers tend to be a bit conservative at such times but the national ones get out their pocketbooks.”

*Wayne Long, advertising director, Atlanta Braves*

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remaining time left open for flight business throughout the season.

■ New York Yankees—The Yankees will tie the Philadelphia Phillies for second place (behind Montreal) for total rights money received, about \$6.5 million. Television rights holder WPIX expects all of last year's major sponsors back again this year, including Anheuser-Busch, Citibank and McDonald's. On the radio side, due to line-cost increases by AT&T, the club, instead of upping its ad rates, will run pre-season games, thus bringing in an effective 12% increase in revenues. WABC(AM) is the originating station. The regional payable service, Sportschannel, an affiliate of Chuck Dolan's Cablevision, will present a package of 40 Yankees games to area cable systems with combined subscribers totaling 200,000. Viewers are charged between \$6 and \$10 for the package.

■ Toronto—CFTO-TV will be the originating station for the Canadian Television Network's coverage of the Blue Jays this year. The actual production of the games, however, will be handled by rights-holder subsidiary, TV Labatts. Thirty games will be televised by the network. On the radio side, rights-holder Hewpex Sports Network is assembling a radio network of some 25 Ontario stations and six upstate New York stations. Radio spots are said to be sold out for the Blue Jays.

rights package but that it was not "willing to pay the price." He said the asking price was comparable to what the Sox are receiving on a per-sub basis from ON TV, which holds the team's STV rights. On the radio side WMAQ(AM) has sold more than 50% of its available baseball spots, with major sponsors including Ford Motorcraft, Anheuser-Busch and Honda.

■ Kansas City—For the fourth year in a row, WIBW(AM) Topeka, Kan., is providing advertisers with an incentive bonus plan—it will give its 15 preseason radio games to regular season sponsors free of charge. So far, the station has sold more than 85% of its baseball availabilities.

■ Minneapolis-St. Paul—The new Hubert H. Humphrey Memorial Stadium is said to be sparking increased interest in the Twins this year. KMSP-TV is experiencing "excellent" sales growth and WCCO(AM) adds that with the new domed stadium, fans and advertisers no longer had to worry about the weather canceling home games.

At WCCO(AM), major returning sponsors are Midwest Federal Savings & Loan Association (the rights holder), Pabst, Chevrolet, Farmers Insurance Group and Northwest Bell Telephone.

■ Texas—When a 10-year contract with the city of Arlington, Tex., expired last year, Rangers Management Inc. decided to retain TV and radio rights. "As cable

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**DRAMA**  
**STARS**  
**RATINGS**  
**YOUNG WOMEN**  
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**CHILDREN**  
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Many attribute the jump to a new pact between the club and TV-originating incumbent WOR-TV and the team's acquisition of a valuable new commodity in the form of George Foster. WOR-TV has sold about 60% of its baseball ad time, with major sponsors including Anheuser-Busch, Datsun and Getty Oil. Chuck Dolan's Sportschannel has a 50-game package with the Mets this year, consisting mostly of home games (see Yankees and White Sox capsules for more on Sportschannel). WMCA returns as the Mets' radio originator.

■ Philadelphia—Consideration paid to the Phillies this year for the rights to transmit its games may increase by as much as 62.5% to \$6.5 million from last year's \$4 million. That jump is based largely on three factors. The club negotiated a lucrative new 11-year radio rights contract with WCAU(AM), apparently deciding that accepting the station's bid would be more profitable in the long run than retaining the rights and buying time on KYW, as it had for the previous five years. Second, while the TV rights figure can fluctuate, depending on advertising sales, officials at WPHL-TV expect baseball sales to rebound significantly from last year's poor performance due to the midseason players' strike. Finally, regional pay-cable programmer Prism is entering its second year of a five-year-contract, giving it the exclusive rights to 30 home games, which it provides to some 70 Philadelphia-area cable affili-

ates. Both radio and TV rights holders report sales to be on target for 1982.

■ Pittsburgh—Television coverage of 48 games is slated this year by KDKA-TV. Sales are going well, according to a station official, who declined to name the sponsors but said they include brewers and automobile companies. One Pittsburgh game was carried last year on cable, according to Jack Schrom, vice president of marketing for the Pirates, but to date no cable contract has been signed. "But we're still trying to work out a deal," Schrom said. More than half of the Pirates' radio coverage on KDKA(AM) is sponsored so far. Major clients include Chevrolet, Mellon Bank and Budweiser beer.

■ St. Louis—KSDK(TV) begins its 20th year of Cardinal coverage in 1982. The schedule is 70% sold out, according to Tony Bello, vice president for sales. Principal sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger Stores, True Value Hardware and Southwestern Bell. An official of the St. Louis team said that cable television is not part of the club's plans because of the "very low" cable penetration in the area. Radio coverage of the Cardinals over KMOX(AM) is "pretty much sold out," a station official said. Major sponsors are Anheuser-Busch, Chevrolet, Trans-World Airlines, Texaco and True Value Hardware.

■ Atlanta—Ted Turner's WTBS(TV) is the television originator for the Braves,

another Turner property. This year, the station will be feeding 120 games (including three preseason ones) to 3,900 cable systems representing 19,560,000 homes.

■ Cincinnati—While last year's strike wiped out two pay-television experiments the Reds were conducting, the club has not given up. It is currently negotiating with ON TV for a small package of home games which would be televised on the local STV outlet, WBTI. The club also is trying to set up, for the second year in a row, a "Reds On Cable" network. In 1981 it was able to line up about two dozen cable systems in three states with a combined subscriber count of 126,000. But when the strike was called, it lost its option on Satcom I and most of the planned cablecasts were scrubbed. The club hopes to expand Reds On Cable this year, but nothing is yet firm, reported Jim Winters, the team's media specialist. Reds On Cable would be advertiser supported. Winters also noted that the club has talked with Warner-Amex officials about putting together a small package of games for transmission over the two-way-interactive Qube system in Columbus, Ohio. Winters also said that advertising on the Reds' radio network, comprising 117 affiliates in seven states, is "95% sold out." On the television side, WLWT has sold about 70% of its 1982 baseball spots, the station's manager, Joe Lewin, said. Major advertisers on both TV and radio include Anheuser-Busch and Honda.

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## Cable interconnects: Making big ones out of little ones

**Cable operators are only beginning to take advantage of forming mini-networks, and though existing ones have yet to turn profit, money is there to be made, proponents say, by enhancing medium's togetherness**

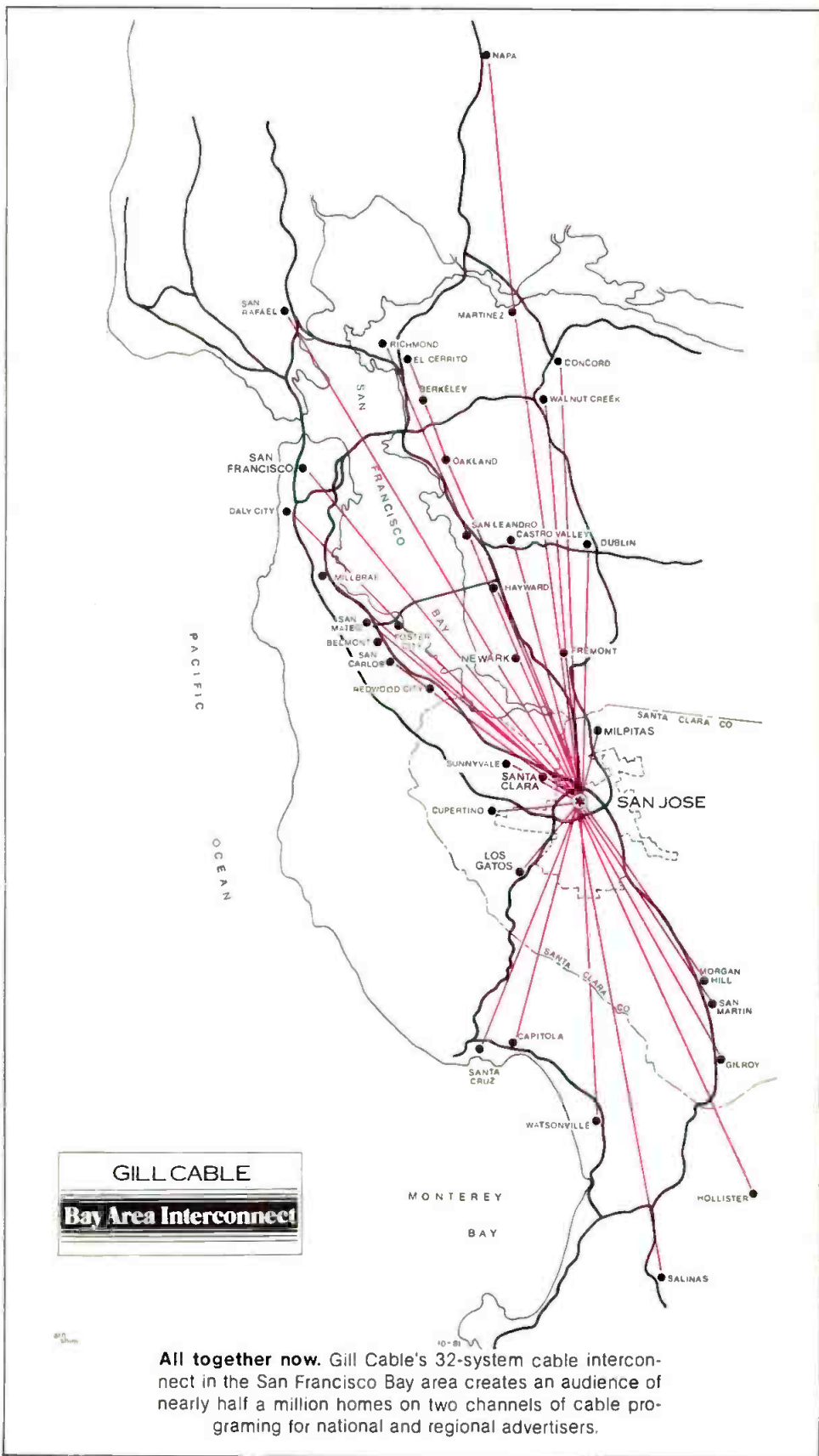
In the past few years alone, cable operators may have allowed millions of advertising dollars to dribble through their fingers. They have the advertising time—on local origination channels and on advertiser-supported national networks—but because of the perceived smallness of their unmeasured audiences or the high cost of equipment for inserting and playing commercials, they have watched countless ir retrievable ad minutes slip away to a degree that would make a broadcaster shudder.

Cable operators are fast learning, however, that by banding together in what are called "interconnects," they can put an end to their wastefulness and grab a piece of the some \$12 billion spent annually on broadcast advertising. Interconnects come in many varieties but are all designed to attract advertisers by presenting large groups of cable subscribers—and by simplifying the task of placing an ad on a cable system.

There are two basic species of interconnects. The "hard" or "physical" interconnects actually link a number of systems together by a microwave network or by coaxial cable. In the soft or simulated interconnects, however, there is no electrical connection among the participating systems. Instead there is a common entity that represents the cable systems and has the power to sell ad minutes on the systems as a whole or on any individual system.

Because some of the interconnects are informal arrangements, an accounting of up and running interconnects is difficult. But BROADCASTING, with the aid of Eastman CableRep, a cable rep firm based in New York, and the National Cable Television Association has been able to identify 11 (see page 60). They range from the nearly 900,000 subscribers of Cable Networks Inc.'s soft interconnect in New York to the 62,000 subs of the Coachella Valley Interconnect in Palm Springs, Calif. It is evident that the concept is a growing phenomenon. Interconnects are being planned or are close to operation in Philadelphia; Pittsburgh; Atlanta; Chicago; Columbus, Ohio; Norfolk, Va., and other markets.

The cable operators' historic reluctance or inability to crack the television advertising marketplace is understandable. Many



**All together now.** Gill Cable's 32-system cable interconnect in the San Francisco Bay area creates an audience of nearly half a million homes on two channels of cable programming for national and regional advertisers.

## The Growing List of Cable Ad Interconnects

| Name                             | Market   | Subscribers | Systems |
|----------------------------------|--|-------------|---------|
| Bay Area Interconnect            | San Francisco/San Jose   | 475,000     | 32      |
| New England CableRep*            | New England  | 500,000     | 21      |
| Cable Networks Inc.*             | New York metro   | 900,000     | 14      |
| KCOX Interconnect                | San Diego county   | 320,000     | 3       |
| Cablenet                         | Central Connecticut  | 275,000     | 8       |
| Tele-Cable Sales*                | Central New York   | 220,000     | 8       |
| International Cable Interconnect | Western New York   | 200,000     | 6       |
| Cable Advertising Network*       | Portland, Ore. and Seattle, Tacoma and Spokane, all Washington | 165,000     | 4       |
| KUTV Interconnects               | Idaho, Wyoming, Colorado and North Dakota                      | 144,000     | 37      |
| Iowa Cable Network               | Central Iowa   | 78,000      | 21      |
| Coachella Valley Interconnect    | Palm Springs, Calif  | 62,000      | 2       |

\*Soft or simulated interconnects.

systems have far too few subscribers to attract substantial advertising. According to the NCTA, 88% of the nation's 4,637 cable systems serve fewer than 10,000 subscribers. What's more, cable operators have learned that, in advertising as in everything else, it takes money to make money. A system operator with a large subscribership and the desire to sell advertising might forget the whole idea when he adds up the cost of videotape recorders, to automatically insert commercials in programming, cameras, lights and recorders for producing local commercials, hiring technicians to operate and maintain them, and hiring a qualified sales team.

On the other side of the equation, the advertisers have been slow to take advantage of cable opportunities for their own reasons. They are familiar with broadcasting—buying large numbers and entire markets. The small fragmented audiences of cable posed problems that many solved by simply ignoring the medium. Advertisers attracted by the cable's bargain prices were dissuaded by the logistics of penetrating a market that may be served by dozens of different cable operators. Each operator represents another batch of paperwork and another videotape. It often just wasn't worth the effort.

But by bringing cable systems together, interconnects are bringing cable operators and advertisers together. In either the hard or soft form, interconnects transform numerous discrete cable systems into what one interconnect participant called a "mini-television station." Advertisers find themselves more at home. They can think in terms of areas of dominant influence and can buy a major portion of one with a single transaction. And cable operators are finding that the economics of television advertising are suddenly beginning to make sense.

A classic example of a hard interconnect is the Bay Area Interconnect, which also has the distinction of being the first. The interconnect links 475,000 subscribers in an area that centers on San Francisco and stretches north to Napa and south to Salinas. Gill Cable, the San Jose cable operator that forged the interconnect in

1980, downlinks the Cable News Network and Entertainment and Sports Programming Network from the satellite, inserts commercials supplied by national and regional advertisers and pumps the mix over a microwave network to 31 other systems.

Gill Cable's Jack Yearwood maintains that, through the interconnect, CNN and the Sports Channel (as ESPN supplemented with a smattering of local college sports is marketed) are "viable alternatives to over-the-air folks." According to the latest audience surveys, Yearwood says, cable reaches 42% of the market's television homes and 30% of those homes are watching something other than network television during prime time. The interconnect plans to add two more channels—it is considering the Health Channel, Warner's Music Television and the Nashville Network—within the next six months. When those channels are on line and subscribership hits 750,000 through continued system growth and the addition of new systems, Yearwood believes the interconnect could attract 5% of the more than \$200 million spent on television advertising in the market each year. "We could do \$10 million," he said. "We just have to prove to the advertisers that what they are getting is viable, that there is an audience there."

Harron Cable, Malvern, Pa., is using the Bay Area model to build an interconnect in the Philadelphia market. John Weidman, director of marketing, said Harron is in the process of spending \$1.25 million to build a four-channel microwave network to link some 30 systems surrounding the city. "We think we can put together 400,000 subscribers," Weidman said, "and that's conservative. Cable is growing very fast in the suburbs." Plans now call for filling the four channels with "a news channel," ESPN, Music Television and a local origination channel. He didn't know what would be on the local channel, but said he has been receiving many ideas, some of the better ones from out-of-work *Philadelphia Bulletin* staffers.

An interconnect doesn't have to have multiple channels to work. Toni Berna, program/promotion manager, for Cox Ca-

ble, operates a one-channel microwave interconnect to distribute KCOX, a programming service comprising four parts USA Network and one part local production, to two other systems in San Diego county. Cox Cable alone serves 212,000 subscribers and, with the help of the interconnect, KCOX reaches more than 320,000 subscribers, 54% of the homes in the county.

Presently most of the advertising on KCOX is national, but Berna said she's in the process of beefing up the five-man local sales team to "make a harder stab at local. There is money out there we are not getting." She said KCOX is a big enough presence now to raise the ire of the market's television broadcasters. "They don't like us worth a damn."

Heritage Communications, Des Moines, Iowa, is using a microwave network set up years ago to import distant signals from Minneapolis and Kansas City to interconnect 21 systems. The one-channel network is used to transmit a mix of the Satellite Program Network and local productions to the systems' 74,000 subscribers.

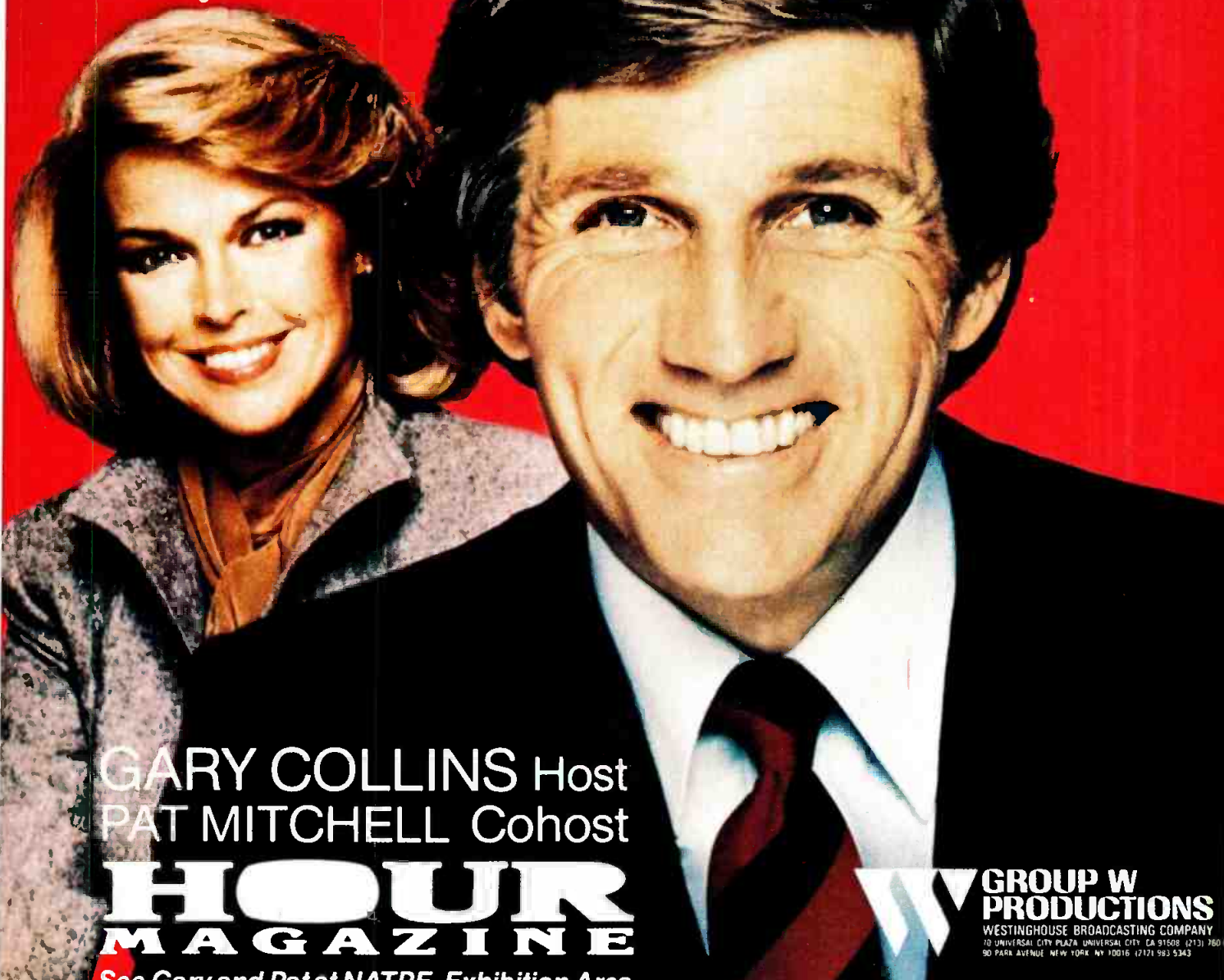
The Bay Area, Cox, Heritage and Harron interconnects are or will be controlled by one company. Bay Area induces systems to sign on by offering a nicker per subscriber and promising them a share of operating profits once they are realized. KCOX compensates the two other systems on its interconnects by not charging them for the local programming it produces. After subtracting certain "minimal operating" costs from the total advertising revenues, Harron promises it will divide up half the remainder among the interconnect's systems, based on the number of subscribers each system contributes. A system contributing 10% of the subscribers would get 5% of the revenues, he said.

In most cases, the hard interconnects have been created by aggressive cable operators who spent the money to build the microwave network to tie together neighboring systems. But some of the ventures are cooperative. Eight systems in central Connecticut have come together under the umbrella of the Connecticut Cable Television Association to form a two-channel—CNN and ESPN—hard interconnects that now links 275,000 homes. According to Mike Dorfsman, executive director of CCTA, ads on the two channels are sold on the national level by Eastman CableRep and on the regional level by Cablenet, a rep firm created by Richard Kalt.

Typical of the soft interconnects is New England CableRep, which represents some 20 systems and their nearly 500,000 subscribers in an area stretching from Maine to Connecticut. President Robert Williams said he cannot send one commercial down the line to appear on multiple systems simultaneously as the hard interconnects can, but soft interconnects do have some advantages. They require no capital investment and they give advertisers maximum flexibility. Advertisers can take full advantage of the medium, he said, by picking and choosing the precise

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markets they want to reach. Cable Networks Inc., which represents 14 systems in New York, however, sees little advantage in not having a physical interconnect. CNI's John Kramer said the 3M subsidiary is planning to build a microwave network.

Centel, a Chicago telephone company and cable operator, may be the future pacesetter of interconnects. Its Centel Videopath Network is a two-way multiple-channel (four channels upstream and two downstream) microwave network designed to interconnect many of the cable systems in the Chicago area. The system is under construction and Centel hopes to turn it on June 1. Susan Widham, director of advertising and programing sales, said Videopath will be operated as a common carrier and that a schedule of charges has been filed at the FCC. Advertising and producers will have to pay a flat fee to send

commercials or programing over the network. Since the system is two-way, cable systems linked to it can exchange programing and commercials among themselves. Because Videopath has four channels and each of the systems on it can be addressed individually, she said, "an advertiser can target demographically by type of programing and geographically by requesting a certain community."

The interconnects are not only competing with local broadcasters for advertising dollars, but also with the national cable networks. According to Carl Weinstein of Eastman CableRep, the interconnects, many of which he represents, are the better buy. Spot buying allows advertisers to spend their money "more intelligently" by targeting the audience, he said. "When they buy network," he said, "all they have done is throw their money against the wall and hope some of it sticks."

## Cabletalk dominates ANA seminar

**Wired medium finds advocates advising how much and where to put media buys; but not all the news about cable is glowing**

The preoccupation with cable television was pervasive last week at the two-day Television Advertising and Media Workshops of the Association of National Advertisers, as seven of 15 panels were devoted to the subject.

Workshops on Wednesday and Thursday (Feb. 24-25) at the Hotel Plaza in New York, for the 400 persons in attendance, also touched on television programing, direct marketing, the Screen Actors Guild/American Federation of Television and Radio Artists negotiations (see story below) and even print advertising.

The dialogue about cable advertising, however, was not all favorable or optimistic. James Perkins, president of Hearst/ABC Video Enterprises, voiced the belief that national cable TV advertising revenues in 1981 were only about \$70 million, not the \$100-million figure that he said has circulated.

Perkins maintained that it is pay cable that is flourishing and not cable advertising. He said operators are weighing whether to venture into advertising or pay, with many leaning to pay because its revenues are more predictable. He suggested that if clients want advertising-supported cable to grow they must start now to make commitments.

For advertisers considering the use of cable TV, Michael Moore, senior vice president and director of media management for Benton & Bowles, gave four reasons for investing. He said cable TV provides an opportunity to reach well-defined audiences; it can be used for advocacy advertising; it makes available a close association of the client with the advertising messages and enables an advertiser to become involved early in a learning experience.

The arguments against the use of cable TV, he said, are the concern that spots are not run, the quality of programing is low

and the pricing is "unrealistic."

Robert Wussler, president of superstation WTBS(TV) Atlanta, said his outlet provides not only sports, movies and rerun programs but an assortment of special programs. He said clients can custom-tailor commercials and have product exclusivity.

As evidence of the effectiveness of WTBS, Wussler pointed to the success of direct marketing advertising on the station. He said that in one week WTBS delivered more than 60,000 orders, and one advertiser sold 14,000 units in two weeks. He projected sales of more than \$100 million in 1982, up from \$55 million in 1981.

Robert H. Alter, president of the Cabletelevision Advertising Bureau, said cable is emerging as the "first multimedia medium." He cited interactive cable as having "tremendous potential" for direct marketing and said cable TV can assist in tying advertisers' direct mail to campaigns being carried on cable channels.

Robert Buchanan, executive vice president and director of U.S. media, J. Walter Thompson Co., showed the audience commercials used by JWT clients on videotext, cable television and interactive cable. He said Thompson advises its clients to explore and experience the new media, adding: "Don't ignore it, it's not going to go away."

Ted Bates & Co., New York, suggested last fall that national advertisers should extract 5% from their network prime-time budgets and re-invest it into superstation WTBS(TV) Atlanta. Walter Reichel, senior

vice president, media and programs at Bates, went even further last week; he suggested the ante be raised to 6%.

Bates's rationale, according to Reichel, is that network shares are continuing to erode within the pay cable universe. The 5% solution was based on Nielsen NTI data for May 1980 and the latest proposal relates to Nielsen 1981 information, Reichel said.

As another part of the solution, Reichel said agencies and advertisers must become more discriminating in selecting individual prime-time programs that perform "somewhat better" in the pay universe, thereby minimizing the amount of cut-back needed to fund corrective action.

Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, urged advertisers and agencies not to dwell on how cable television's cost-per-thousand compares with today's network or spot C-P-M's. He asked them to consider four factors related to C-P-M's.

"The first is the issue of cost-per-thousand 'who.' If cable provides better targeting, can the adult aged 25-49 used to appraise broadcast be an appropriate price/value measurement for cable? The second is the question of cost-per-thousand 'what.' If cable provides better environments for a message to the consumer, can the efficiencies generated in scatter plan network buys be compared to product or life style oriented cable programing?"

Ostrow cited a third factor, the cost-per-thousand "when," noting that even when network or local buys are related to best foods days, they cannot be equated with cable timing that can provide more pinpointed scheduling along with suitable programing. The fourth point raised by Ostrow was: Should the current season versus last season evaluation method used for network and spot buying be related to the long-term potential of multiyear opportunities available in cable?

□

"The best form of censorship is the viewer turning the dial," said former FCC Chairman Richard Wiley, as he commented on advertiser boycott groups at ANA. Wiley focused on pressure groups, particularly the Coalition for Better Television in his remarks.

Wiley conceded, however, that the coalition has in its favor the desire to solve the perceived problem in the private sector, without the aid of government. "This is a step forward," he said, since "the government shouldn't decide what should or shouldn't be on television."

**Radio commercial agreement.** Advertising executives attending the Association of National Advertisers Television Workshop last week were treated to a detailed report on the tentative agreement covering commercials reached by advertisers and agencies and the American Federation of Television and Radio Artists and the Screen Actors Guild (BROADCASTING, Feb. 22). Delivering the report was John McGuinn, Washington attorney and chief negotiator for the union, who characterized the pact as "an equitable settlement."

McGuinn, who said the agreement is subject to ratification by union members, provided some statistics on the impact of the settlement. He said talent costs for television and radio commercials amount to about \$220 million a year. The three-year agreement, he added, calls for an overall increase of 5% to 7½% in each of three years, depending on the extent of the cost-of-living adjustments.

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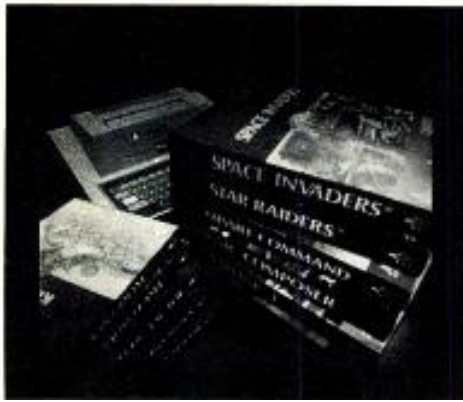
## One Day At A Time

Available Fall 1982

Produced by Embassy Television, Distributed by Embassy Telecommunications, 1901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067 (213) 553-3600

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



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## Home video game warfare erupts on television

**Fledgling industry expected to spend more than \$50 million in medium this year with Atari, Intellivision as main combatants; Activision among second rank**

Home video games are shaping up as the newest and fastest-growing category in television advertising.

The classification didn't exist five years ago and in 1980 amounted to only about \$10 million. But figures compiled for the Television Bureau of Advertising show that television expenditures for home video games in 1981 zoomed to almost \$25 million, a 150% jump over 1980. And the outlook is especially bright for 1982, as both Atari and Mattel's Intellivision gird for expansion this year. They are the fledgling industry's leaders in production, sales and advertising, which is heavily in TV.

Television is the natural advertising medium for home video games, since the sight-and-sound medium can capture the suspense, excitement and challenge of these products and transmit them to viewers in the rooms housing their TV's.

Though both Atari and Intellivision closely guard their advertising plans for this year, both acknowledge they will invest heavily in the medium. Prospects are that each will at least double its expenditures this year, and this means that the category as a whole should reach the \$50-million mark in television. (That figure does not include other products made and marketed by Atari and Mattel.)

In 1981, according to TVB, Atari led the small pack of video game advertisers with expenditures of almost \$18 million, followed by Intellivision, almost \$5.5 million; Activision, \$700,000 and Coleco, \$200,000.

Atari is by far the largest seller of video games, accounting for 75% to 80% of the market, followed by Mattel's Intellivision, which has garnered upwards of 10%. Others scrambling for a piece of the action with systems and/or cartridges include Magnavox, Activision, Bally and Coleco.

Industry analysts estimate that Atari sold about two million units in 1981 (upwards of \$139 each, retail) and Intellivision chalked up about 600,000 sales (upwards of \$240 each). The game cartridges

sell at retail for \$20 and higher, adding to the revenues.

A spokesman for Warner Communications said last week that Atari will introduce shortly a "supermachine" to retail at a suggested price of \$336 and to be called "Supergame." He indicated that advertising billings for all Atari products, including the home video games, will double to more than \$50 million this year. But he could not provide a breakdown for home video games alone. He said video games are being advertised on a year-around basis rather than at Christmas time only.

According to Paul Isaacson, vice president, sales, CBS-TV, Atari home video games advertising on CBS in the fourth quarter was up three-and-a-half times over the comparable period of 1980. In addition to consumer advertising, he noted, Atari has been using corporate advertising on the network. Isaacson is confident there will be a TV advertising boom for home video games this year, touched off by introduction of new systems and cartridges.

Richard Stillman, account executive for Atari at Doyle Dane Bernbach, said the significant increase in advertising in 1981 was in line "with the phenomenal growth" in the industry and was needed to sustain growth. He acknowledged that Atari would increase its spending this year but declined to give a percentage. He said the company's TV commercials are carried in prime time and on sports programs (both network and spot) to reach the adult buying audience.

"We have not been advertising to children," he observed. "But we are assessing the potentiality of reaching the children's area more directly."

Atari is the "greybeard" in the field, now in its fifth year. Based in Sunnyvale, Calif., Atari produces and markets such "blood and thunder games" as Asteroids, Missile Command, War Lords and Space Invaders. Though the company declined to reveal its home video sales, Montgomery Securities, San Francisco, projected late last year that sales of Atari games, consoles and cartridges would exceed \$650 million in 1981, up from about \$210 million in 1980.

Mattel also would not disclose sales and

advertising figures. An official at its Hawthorne, Calif., headquarters, said the company had stepped up its TV advertising significantly last fall in prime time on all three networks. Mattel is stressing sports in its games, including NFL football, major league baseball, boxing and PBA bowling, but its catalogue also embraces Space Armada, Astrosmash and Triple Action.

The future for the television advertising of video games seems most inviting. According to Gordon L. Link, vice president and director of Eastern sales, ABC-TV, "the revolution has not yet arrived." He said that home video is "in the same position that fast-food restaurants, instant cameras and motion pictures were a decade or so ago when they began to invest heavily in television."

Link believes that home video systems and cartridges will increase their TV investments geometrically. He noted that Atari has started to advertise throughout the year on the basis that the games are not just Christmas items.

Bob Blackmore, vice president, sales, NBC-TV, said video game spending on NBC for the fourth quarter of 1981 was "at least double" that of 1980 and he believes the trend will accelerate. He also envisions a rosy future for television advertising in the allied home computer area, with the prospect that such firms as Atari and Mattel will supply the software for computers made by other firms.

One signpost that 1982 promises to be a blockbuster year is the disclosure by NBC-TV that advertising in the first quarter by video game firms is 225% higher than the corresponding period of 1981. While Atari was the only advertiser in the first quarter on NBC-TV last year, the roster in 1982 includes Intellivision and Activision as well as Atari.

It must be a measure of growth that the first full-fledged feud in the home video field erupted several months ago. Atari and Intellivision began to carry commercials disparaging each other, leading to complaints to the networks. In the end, ABC and NBC decided to carry none of those commercials, while CBS continued to telecast the Intellivision commercial in question.



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

Source: NTI Nov. 1980 and Feb. 1981

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## So far, so good, for President's press relations

**White House spokesman Gergen and Washington press corps weigh current state of coverage; but hints of friction appear**

After 13 months, relations between the Reagan White House and the Washington press corps remain reasonably warm and friendly. Indeed, David Gergen, assistant to the President for communications, says the current crop of reporters covering the White House is "one of the finest ever" on that beat. But that doesn't mean there are not signs of stress in the relationship, particularly on the part of the press. There is, in fact, a prediction of stormy weather ahead.

Gergen and six correspondents last week, in a panel discussion sponsored by the Washington Press Club, reviewed the relationship between White House and press that, in some recent administrations, seemed to involve more hate than love. And Gergen lost no time in making it clear he did not come to fight. The President, he said, believes that, "on the whole," press coverage of his administration "has been balanced and fair."

How has the press achieved that state of fairness and objectivity? Well, Gergen thinks the "cynicism" engendered by Vietnam and Watergate has worn off. He also believes the press corps is "more open minded," the liberals among them willing to consider dispassionately the economic ideas of the market-oriented administration. And, he said, the reporters are "more sophisticated and knowledgeable" than was the case a few years ago.

All in all, "what we face in the White House today," he said, is "one of the finest press corps ever to cover the White House."

Of course, some credit for the happy state is due the White House, Gergen said.



Gergen

The President is "open" and "even tempered" (even if he has been "riled" by press accounts a bit more recently than in the past), and "if you have a man at the center who is open and even tempered, everyone around him is that way... We don't have an antipress attitude... We have tried to be more open, provide more service. Most of all, we show respect for professionalism. It's important to understand there is a legitimate role for the press, and that hard questions are part of the game."

But (there is always a but), there is room for improvement. As for the White House, it has yet to solve the problems of affording greater access to the President and of dealing with the questions asked the President during photo opportunities. As for the press—and here Gergen was restating what has long troubled him about the White House press corps—it does not take itself seriously enough: "There is too much of a tendency to focus on the trivial rather than the serious issues of the day." The attention given the fact aides did not awaken the President to inform him of the dog fight between U.S. Navy planes and Libyan fighters was cited as a case in point.

There is, Gergen added, more interest in "the process—in who's in charge—than in policy." Gergen suggested the reason is that "episodic" stories, as he called them, are easier to do.

The correspondents on the panel were not as gushing in their appraisal of the White House-press relationship as Gergen. But they seemed to have no serious complaints, at least for the present. Carl Leubsdorf, of the *Dallas Morning News*, said reporters have access to top White House aides but are given only the information the aides want to dispense, which did not catch anyone in the audience by surprise. And John Margolies, of the *Chicago Tribune*, defended the use of "episodic" stories—it's not unimportant to report that the secretaries of state and defense are saying different things about foreign policy, for instance—though he seemed to accept the judgment that the press corps tends to "trivialize" the news. He blamed television's influence for that. The correspondents are "good," Margolies said, "but there is something about the requirement of the medium that almost forces them to be personal rather than substantive... They set the agenda for the rest of us."

But tough talk came from Sara Fritz, of *U.S. News and World Report*. She said coverage of the President has been harsher recently because of developments and because "we're reporting what the critics are saying." And she detects "a circling of the wagons" mentality beginning to take hold, "of an antipress attitude." She cited administration efforts to weaken the Freedom of Information Act and to restrict reporters' access to information on national security matters. She said the White House is "limiting access to the President." And she sees a tendency in the White House to blame the press for problems the administration creates—the charge, for instance, that the press erred in reporting Secretary of Defense Caspar Weinberger's comments on his recent Middle East trip.

"Ronald Reagan is going to see some tough reporting from this press corps," Fritz said. "The press knows him now... After a year on the beat, reporters hit their stride."

For all of the talk about what the White House has done to help the press, there was at least a partial acknowledgement by Gergen that one of the more unusual efforts may not be working out as well as hoped and may be taken back to the shop for repairs. He referred to the system of using two regular press briefers—himself and deputy news secretary Larry Speakes—alternating daily, as engendering an "awkwardness" in relations with the press. The system was introduced in the aftermath of the wounding of news secre-



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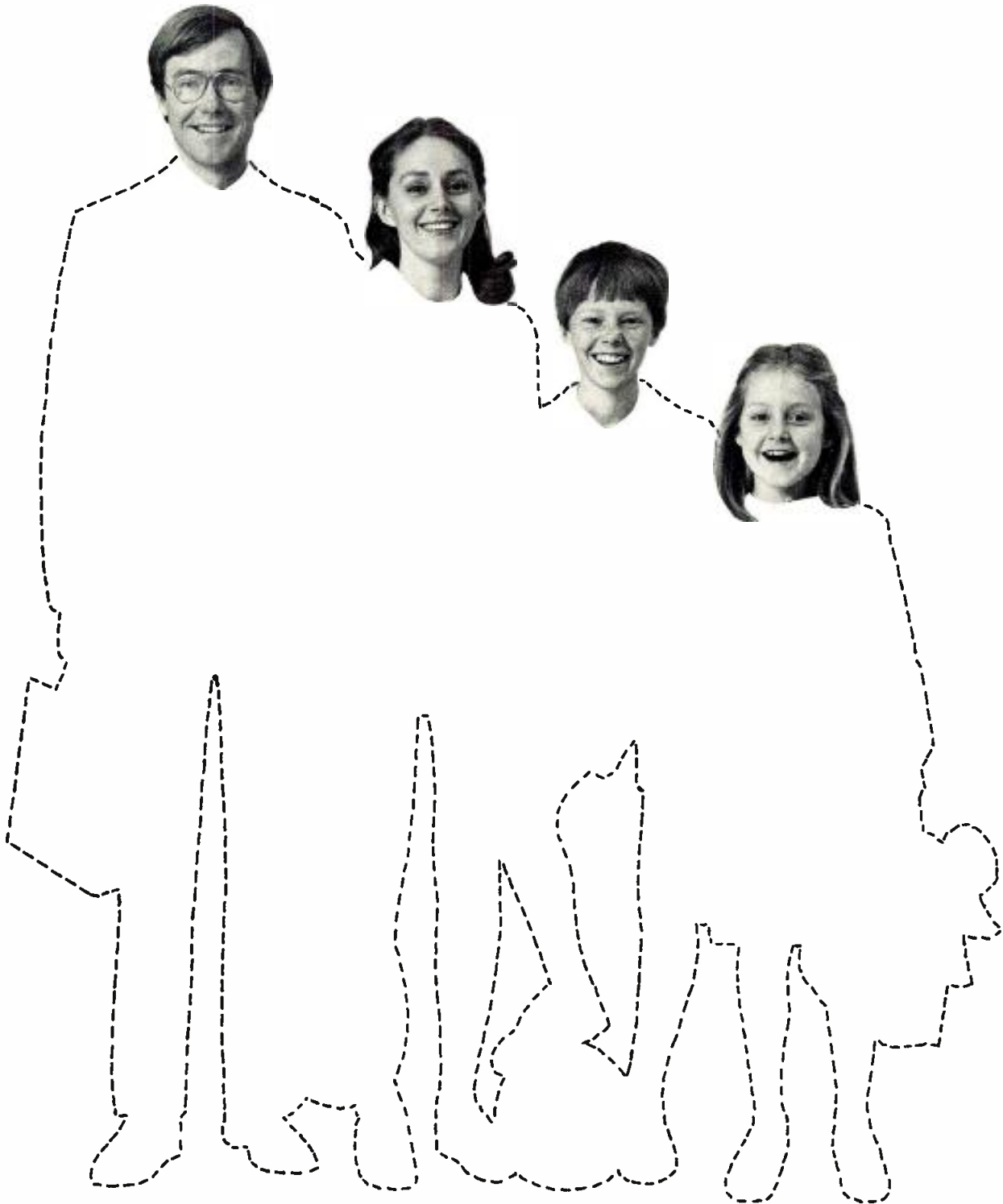
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tary James Brady in the attempt on Reagan's life. Gergen, who introduced the concept, said he thought that having two briefers would be as useful to the White House as it is to networks to have two or more correspondents covering the President. But reporters have complained about a lack of continuity between the two aides. So, Gergen said, "further evolution" of the idea is possible in order to "make the best possible use of our resources." He suggested later that Speakes may once again be given the duty of briefing the press daily, while he, Gergen, takes over on selected issues.

Other reporters on the panel were Carol Richards and Ann Devroy, both of the Gannett News Service, and Miles Benson, of Newhouse News Service.

## NPR leaves UPI at altar

### Assumption of wire service's losses called too big a burden

National Public Radio last Monday (Feb. 22) halted its plans for a proposed merger with United Press International. At a special board meeting in Dallas, NPR directors voted to terminate discussions. NPR President Frank Mankiewicz said that the proposal was not financially feasible, that NPR could not find the financing necessary to compensate for losses incurred by the wire service.

Mankiewicz did say, however, that NPR will continue to "explore" other possible

ventures with UPI. He indicated that those ventures may involve the use of NPR's satellite distribution system.

NPR, which faces severe reductions in federal funding, had been considering the merger as a means of raising revenue. E.W. Scripps Co., owner of the financially ailing UPI has talked with several organizations about a takeover. NPR's initial proposal called for Scripps to donate UPI to the radio network. NPR would then have relied on foundations and corporations for support to offset UPI's losses.

In other action the board announced the appointment of two vice presidents and formed two new positions at the network. Barbara Cohen, director of news, and Richard Cassidy, director of engineering, were named vice presidents.

The two positions created are vice president of development and vice president in charge of new ventures. Mankiewicz noted that NPR has already begun the search for potential candidates.

He noted that the offices are part of NPR's efforts to raise revenue from the private sector and generate funding from alternative sources. "We are going to become the Smith Barney of public broadcasting," he said.

Creation of the positions are part of recommendations from a report prepared by McKinsey & Co., a New York consulting firm that was hired last September to help NPR assess the potential of possible revenue generating sources.



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## ABC-Group W venture to blossom in June

Group W's Hayes announces June 21 launch date for News Channels, timed to launch of Westar IV

Satellite News Channels, the cable news venture of ABC and Group W Satellite Communications, will premiere on June 21. In announcing the date before the Washington Metropolitan Cable Club last week, GWSC President Jonathan Hayes said it is timed to the launch and turn-on of Westar IV, the satellite that will gather and distribute the news for the service. By June 21, he said, "Westar IV will finally be fully operational, and so will we."

Satellite News Channels is a direct challenge to Ted Turner's Cable News Network that pioneered cable news in June 1980, but Hayes tried to downplay the competition. "Now I'm not foolish enough to stand up here and suggest ... that we're unaware of our competitive posture with respect to CNN," he said. But the perception that News Channels is part of a "calculated effort to drive Ted Turner out of business" is inaccurate.

Ted Turner certainly perceives the ABC/Westinghouse venture as an attempt to drive him out of business and he has tried to discredit his competition by making sure cable operators are aware that ABC-TV and its affiliates are conducting a nationwide campaign to underscore the benefits of broadcasting and warn of the



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| Rank | Program                   | Station | Homes   | Rank | Program               | Station | Homes  |
|------|---------------------------|---------|---------|------|-----------------------|---------|--------|
| 1    | 60 Minutes                | WJIM-TV | 100,000 | 16   | CBS Tues. Night Movie | WJIM-TV | 61,000 |
| 2    | M.A.S.H. (Mon, 9 p.m.)    | "       | 86,000  | 17   | Knots Landing         | "       | 59,000 |
| 3    | M.A.S.H. (M-F, 7:30 p.m.) | "       | 85,000  | 18   | NFL Football (CBS)    | "       | 58,000 |
| 4    | Magnum, P.I.              | "       | 83,000  | 19   | Mr. Merlin            | "       | 57,000 |
| 5    | Dallas                    | "       | 82,000  | 20   | House Calls           | "       | 57,000 |
| 6    | Incredible Hulk           | "       | 76,000  | 21   | Trapper John, M.D.    | "       | 56,000 |
| 7    | Dukes of Hazzard          | "       | 74,000  | 22   | The Two of Us         | "       | 54,000 |
| 8    | Alice                     | "       | 72,000  | 23   | The News at 6         | "       | 53,000 |
| 9    | One Day at a Time         | "       | 69,000  | 24   | Lou Grant             | "       | 53,000 |
| 10   | The Jeffersons            | "       | 67,000  | 25   | Hee Haw               | "       | 53,000 |
| 11   | Archie Bunker             | "       | 66,000  | 26   | Nurse                 | "       | 51,000 |
| 12   | Private Benjamin          | "       | 64,000  | 27   | PM Magazine           | "       | 49,000 |
| 13   | WKRP in Cincinnati        | "       | 62,000  | 28   | Walt Disney           | "       | 47,000 |
| 14   | Simon & Simon             | "       | 62,000  | 29   | Little House/Prairie  | WILX-TV | 43,000 |
| 15   | CBS Evening News          | "       | 61,000  | 30   | CBS Sat. Night Movie  | WJIM-TV | 42,000 |

## HIGHLIGHTS

(From the November '81 Nielsen)

DURING THE PAST YEAR (NOV. '80 TO NOV. '81)

**TV6 NEWS (6:00-6:30 p.m.)** **26%**  
Increased its share of audience

**TV6 UPDATE (11:00-11:30 p.m.)** **26%**  
Increased its share of audience

**TV6 NOON NEWS (12N-12:15 p.m.)** **45%**  
Increased its share of audience

**ROCKFORD FILES (5:00-6:00 p.m.)** **43%**  
Leads HOUR MAGAZINE by

**M.A.S.H. (7:30-8:00 p.m.)** Dominates this period  
... 85,000 homes to 16,000 for the MUPPETS

**NFL FOOTBALL (Sun, 1:00-4:15 p.m.)** fans prefer  
TV6 ... WJIM-TV homes 47,000/WILX-TV homes  
6,000

# WJIM-TV

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\*Nielsen, November '81



Hayes

dangers of cable.

Hayes said ABC's campaign is not "antidote" as Turner and others have characterized it and added that although some cable operators have questioned News Channels salesman about the ABC campaign, the backlash against News Channels that Turner has hoped for just hasn't developed.

The launch date for the service was a long time coming, and Hayes last week wasn't sharing any more news. He deflected repeated questions about affiliation agreements, saying only that the service has received positive responses from the major MSO's and that announcements would be forthcoming.

What concerns Hayes as he tries to sell the News Channels in competition with

CNN, is the attitude of many cable operators who feel it makes no difference which news service they carry.

Deciding what programing is delivered on a cable system is a critical job of the cable operator, Hayes said. "It is the process of choice and judgment which separates [*The Washington Post* and *The New York Times*] from the rest of the pack, defining them as great public institutions. . . . For the cable operator that defining of his service is too important an issue to be treated in such a capricious way as 'news is just news' or in a broader sense 'programing is just programing.'

"To carry a service without concern about the content but only about how much money is generated seems [to be] a pretty good working definition for a common carrier, and that's a status I think we would all agree is one to avoid."

The decision between CNN and News Channels, Hayes said, should be based solely on the needs of subscribers. "The bottom line will follow."

What news service a system chooses will grow in importance as cable does, Hayes said, since cable "will become the primary source of news for Americans." Broadcast television has already replaced newspapers as the primary source of news for two-thirds of Americans, he said, and in the years ahead, "cable will claim the major portion of that electronically delivered news pie."

The News Channels will launch only Channel I on June 21; Channel II is planned for launch in early 1983. Channel

I is a "headline" service—a characterization Hayes dislikes—delivering continually updated news cycles, "each of which will have the same scope of news as the networks in their evening reports," 24 hours per day. Channel II will feature more in-depth news and analysis.

The News Channels is moving ahead on all fronts. The main studio and bureau in Stamford, Conn., is under construction, staff is being hired and about 19 of the 24 local broadcast stations that will act as regional bureaus have signed on.

The News Channels at start-up will use five transponders on Westar IV, four to distribute news from the regional and national bureaus on a rotating basis and one to bring in remote feeds. The satellite was launched last Thursday.

**Courtroom update.** Delaware Supreme Court will allow cameras and recording devices in its court during appellate proceedings for one-year experiment, beginning on May 1. . . . Connecticut has become 35th state to permit experiment in radio and TV coverage of courtroom trials, but imposed much stricter limitations than any other state has on coverage. . . . Minnesota trial courts have received recommendation to open courts for experiment in TV and radio coverage from special commission to study issue. There are now 17 states with laws permitting TV and radio coverage, and another 19 conducting experiments.

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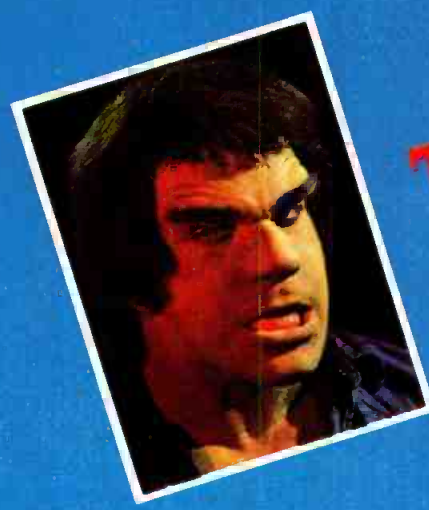
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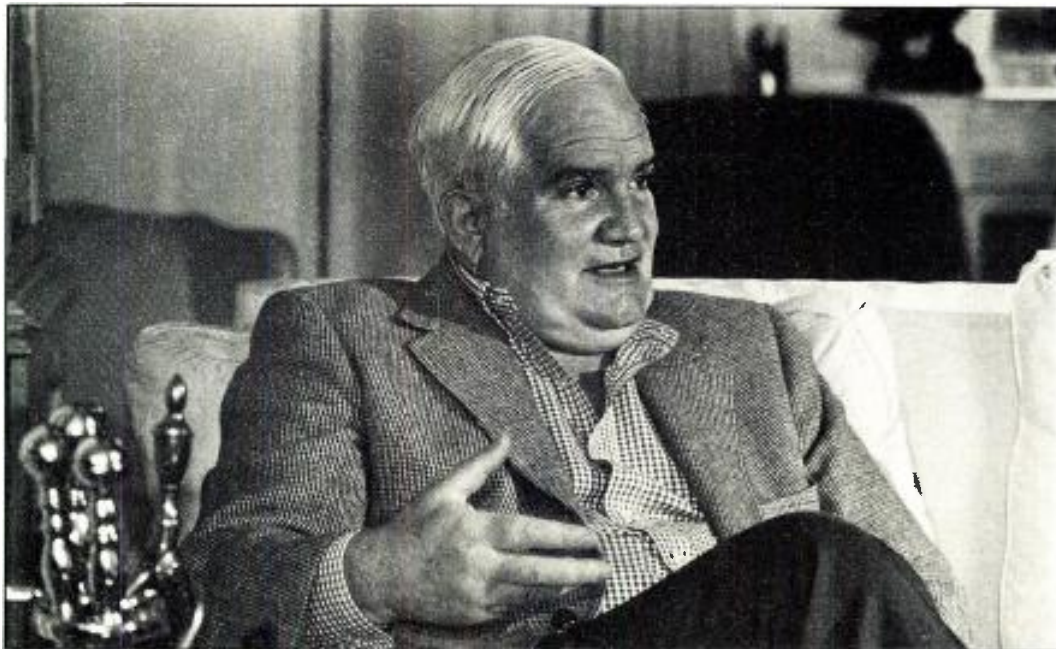
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BROADCASTING debriefs one of the stalwarts of television journalism's first generation



CBS News veteran Bill Leonard

## The way we were, and should be

*The guard changes today at CBS News. Bill Leonard, who retires on June 1 after 37 years as journalist and broadcast executive with that company, turns the news division presidency over to Van Gordon Sauter. Several weeks ago, as he and the company were getting ready for that transition, BROADCASTING editors joined Leonard on a Sunday morning in his Washington home to mine the rich recollections of his own career in broadcast journalism, and to explore his views on the state of that art. Excerpts from that extended interview are presented herewith, for the edification of all who share his dedication to that profession.*

**Why not begin by briefing us on your journalistic career from the time you started in the business until you joined CBS, and the major moves since then?**

My journalistic career really began at Dartmouth, working on the *Daily Dartmouth* under Budd Schulberg. He was 19 and I was 17. And Dartmouth got me involved in radio. I was always kind of in love with radio; people in that generation were. It always seemed a miracle to me, and still does. I got infected with it about the same time KDKA came on the air in Pittsburgh. And that led me into ham radio, which—as you can see from the antenna on the roof—I still pursue.

And then I was involved with acting at college. Theater and radio and journalism were all sort of mixed up together in my early life.

When I got out of college in 1937, it was the very depth of the Depression. I took my mother's car and I went to about 23 news-

papers in New England trying to get a job, unsuccessfully. It was a rough world out there. Finally, I located a job on the *Bridgeport* [Conn.] *Post-Telegram*.

**How long did it take you to move over from newspapers to radio?**

While I was at the newspaper, a couple of guys and I formed a little package company—radio writing and acting on the side. And then briefly, just before World War II, I was offered a job in New York at the Cunningham & Walsh advertising agency in radio research. I took it because I was tired of making so little money and I thought I wanted to get married. I was making \$27 a week and this paid \$33 or \$35 at that time. So I did that for a year until I went in the Navy in the middle of 1941. Even then I was involved in radio, on the technical side, as a communications officer in electronic countermeasures.

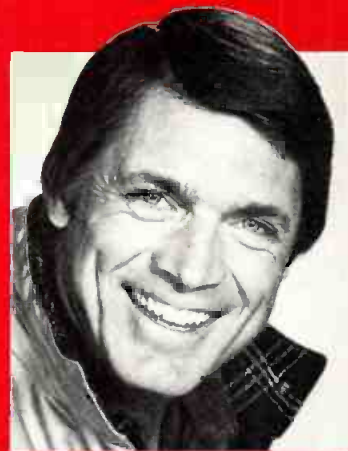
Well, anyway, when I came back from the war, rather than go back to that advertising agency, I was sort of at loose ends and I went in to see Frank Stanton, who was president of CBS. He asked me what I wanted to do, and I said I wanted to be his assistant. He didn't think that was a very good idea; and then I said I wanted to be in television. And I always remember—this was in 1945—he threw back his head and he laughed. Oh, gee, did he laugh—as though that was the biggest joke he had ever heard. Then he said: "Why in God's name would you want to do that?" And I said, well, I think it's the wave of the future. And he said: "Do you know how many people we have in television in this place? Three."

Then he sent me over to see Arthur Hull Hayes at WABC, which was then the call of the CBS-owned station in New York. And Hayes said: "Are you a friend of Stanton's?" I said, well, really, no. And he said: "Are you a New Yorker?" And I said, "Yes, I

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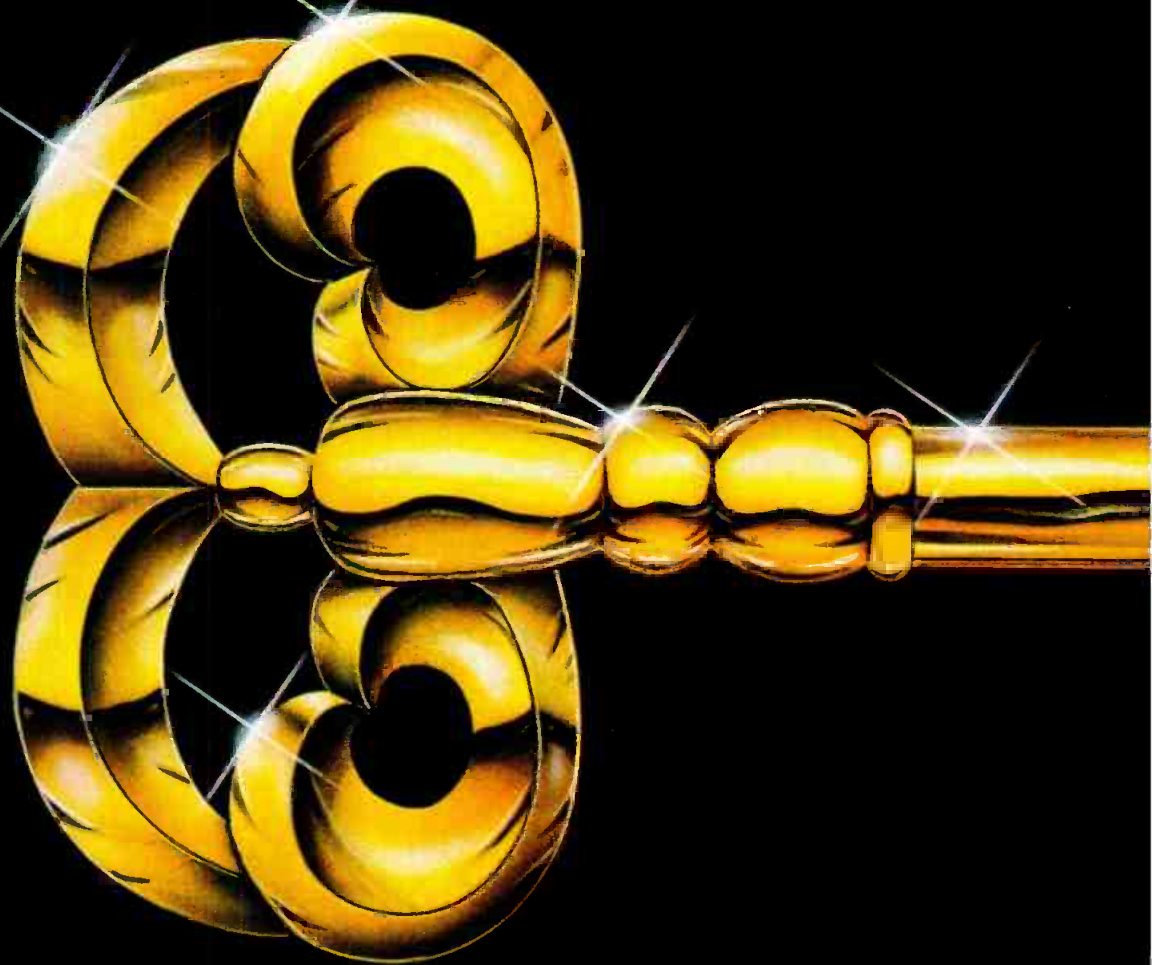
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was born here." And he said: "Do you know New York?" I said yes. He said: "Are you a reporter?" I said yes. "Are you a writer?" Yes. "Broadcaster?" Yes. Then he said: "This isn't something you and Stanton cooked up to fool me, is it? This is some gag of Stanton's isn't it?" I said, no, it isn't. So he said: "Well how would you like to be the on-the-air host for two half-hours a day, six days a week on WABC Radio for a program about New York?"

To make a long story short, after about five months of preparation, we went on the air with this program. They had tried Meyer Berger and he was a good reporter but couldn't broadcast. They tried broadcasters and they couldn't report. And I wasn't very good, but I had one great advantage: I was absolutely unafraid. You had absolutely nothing to lose in those days because having survived the war, it meant very, very little.

So anyway, that went on for a long time. But I still felt that television was where it was going to be, and I spent a lot of time trying to get "into television." When 1952 came along, Sig Mickelson, who was then the head of CBS News, came and asked me to do a floor report at the political conventions. I did quite well, I guess, and when it was over he asked me to become a correspondent. And I think he offered me \$250 a week. But I was making around \$50,000 a year at that time, quite a lot of money. By this time I had a television show at 6 o'clock at night, and another television show on Sunday. We translated *This is New York* to *Eye on New York*. And I was a busy fellow around town as those things go.

So it wasn't really until 1958 or 1959 that I made the break to join CBS News officially. Fred Friendly and I had become close friends, and he convinced me to take a leave of absence and go down to the Dominican Republic and persuade Trujillo to sit still for an interview for *CBS Reports*.

So I did. I went down there and got the first interview ever with Trujillo. And it was about the second *CBS Reports* that there was. And there was a big fuss that led to my being chased out of the country. They had the feeling that I was in touch with or involved with and simultaneously interviewing the Dominican underground. And that was absolutely correct.

I had been using my ham radio to communicate clandestinely without censorship with the States. Suddenly my welcome mat had turned around. And at the same time, there was an awful lot of shooting and I was filming stuff I wasn't supposed to be. But I got out, anyway. And the documentary went on. And my die was then absolutely cast with CBS News and *CBS Reports*. And as a correspondent-producer, I went on and I did four or five other documentaries. In those days, there weren't any researchers, there wasn't any associate producer, there wasn't any correspondent, there wasn't any producer, there was a guy and a film crew and that was the end of it.

#### **How good was it compared to the way it is now?**

Well, I think they had a certain purity. I think they hold up pretty well. I don't think we filmed nearly as well as they do now. I don't mean there weren't good cameramen; there were very good cameramen. They took beautiful pictures. And pictures in 35 mm, crystal clear. But the sense of motion, the sense of involvement, the sense of fluidity just couldn't be as good. (A) There's been 25 years of experience since then. (B) We were using producers or correspondents who had come out of radio; we really knew nothing about film. Nobody did in the terms people know about film today. We knew nothing about moving with a story because you couldn't move with a story. You had a tripod that had to be set up and every set-up took an hour and a half or two hours. It was like shooting a feature, really. You were lucky you got what you got.

Journalistically they were tough and they were right on the money and some of them are classics today. But [they amounted to] illustrated reports by a correspondent. As such, they were anywhere from fair to superb. But they're not the same thing we see today. And on the whole, I don't think, probably, they're as good. But the journalism is just as good. Every bit as good.

Well, anyway, I did that for a couple of years. And then in the

early 1960's CBS took some terrible beatings in election coverage and they asked me to form a special group that did nothing but conventions and elections. And I did that, quite successfully, I guess, because in a few years, CBS was ahead of NBC. ABC wasn't a factor then. And I did that until Friendly got to be president of CBS News in 1964. And Friendly said, in his undramatic way, you know, "I can't run this thing without you" and so forth. And he asked me to run the documentary side, which was the part that he was the really dominant figure in. Then Friendly got fired\* and I came very close to leaving with him, but I didn't. I offered to but he kindly said no.

#### **Does that mean that you sympathized with his actions?**

Well, I was very close to Friendly. I sympathized with what he was trying to do. I think I sympathized more at the time than I would now, looking back at it. I think you always feel close to someone who's had faith in you, and Friendly had a lot of faith in me. And I also admired him as an editor. Fred's outsize qualities were as apparent to me as they are to anybody, but Fred was damned good to me, and I would never say nay to him.

I think he had, generally, a salutary overall effect on CBS News; he was one of a handful of people who really made a difference over the years at CBS News. And I think it was a shame that that contribution—mostly, I suspect, through his own laying it on the line so dramatically—was cut off so soon. I don't blame the company or him. It just happened that way.

But anyway, I stayed, Dick Salant became president, and Gordon Manning was running the hard news side. Manning and Salant and I were all very different people, but Manning and I got along extremely well. And Manning and I ran the news division on a day-to-day basis, for the better part of a decade.

Anyway, it worked remarkably well for a long time. And it was really very rewarding. I learned a lot from Dick. As for the documentaries through that period, I did all the things I ever wanted to do. If I had an idea that I felt was good, we did it.

Then Arthur Taylor, who had become the president of CBS Inc., called me up one day and said: "I want you to go to Washington." I was 59 years old and wasn't ever going to be president of CBS News and didn't much care anyway, and I thought it might be fun and did it. And I found I enjoyed it very, very much.

#### **Had you changed by the time you went back to being a newsman and, indeed, as president of CBS News?**

I wasn't conscious of any change. I think there's a delicate balance between tolerance and intolerance that you have to have as a journalist. I think it makes you a better journalist because it's easier to see that there are not two sides to the question, there are 22 sides to the question. A journalist has to be intolerant enough, under the restrictions of time and pressure, to show maybe only two sides. But a journalist who recognizes that great issues have 22 sides, seems to me better.

#### **You mentioned that Friendly was one of a half dozen or so people who had a major impact on CBS News. Who were the others?**

I don't think there's any doubt that [CBS Chairman William S.] Paley is one of them—and, when you get all through, perhaps the most important. Because he was able, over a 50-year period, to perform that marvelous balancing trick of supporting the circus and the opera at the same time.

And obviously Stanton. Because he never wavered, either publicly or privately, in his overall support. And, as a leader, in letting people know that he considered the most important thing that we were doing in this company basically was coming out of the news division or could come out of the news division. That the mission of CBS was very much wrapped up with what we were doing with our informational responsibilities to the public. He never let that lag for a minute, publicly. He was willing to stick

\***Editor's Note.** Fred Friendly resigned as president of CBS News in 1966 after the newly named president of the CBS/Broadcast Group, John A. Schneider, canceled live coverage of Senate Foreign Relations Committee hearings on the Vietnam war.

# ROCKY MOUNTAIN HIGHLIGHTS



## Saturday Night

### IN DENVER

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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            | 5       | 11    | 28          | 20          | 25          | 41        | 33        | 39        |
| 1980 | MORC. & WISE/<br>ROCKFORD | 2       | 3     | 11          | 6           | 7           | 5         | 3         | 4         |
| 1979 | SANFORD/<br>MOVIE         | 3       | 6     | 16          | 8           | 12          | 21        | 12        | 16        |
| 1978 | GET SMART/<br>GONG SHOW   | 2       | 5     | 10          | 6           | 9           | 11        | 8         | 10        |
| 1977 | NEWS/MOVIE                | 1       | 3     | 6           | 2           | 4           | 7         | 3         | 5         |

SOURCE: ARB NOV. 1977-81

Moreover, KWGN beats both the NBC-CBS affiliates in all categories of young adults for the first time ever.

(Details on request)



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*Ali MacGraw* examines the centuries-old mystique of the King of the Beasts on *"The Cult of the Lion."* In Africa, she

encounters people who hunt them, others who study them and even one, George Adamson, who lives among the lions.

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*be gone by 1985!*



even his freedom on the line for that. Not that I don't think others would have done it, but he did it. Other people in the news division, even the Ed Murrows and the Dick Salants and others, came and went, but he went on for more than 25 years and Paley went on for more than 50 years. And that consistency, that decade after decade after decade of there always being one or more people who felt that way and by supporting it publicly and privately with money and the kind of people they supported—that continuum bespoke CBS News and bespoke CBS. And really, when you came right down to it, that was what made CBS News what it was in radio and what it was in television.

Now, you have to go back. You have to go back to Ed Klauber. It was Ed Klauber who educated Bill Paley as to what the standards of news should be. Suppose there hadn't been a Bill Paley and suppose there hadn't been an Ed Klauber, who was kind of a rigid, impossible newsman who said: "This is the way things should be." Suppose there hadn't been. The whole business might very well have grown up the way Hollywood regarded the newsreels. Literally. It didn't have to happen this way. And if television news had developed out of the motion picture business instead of the radio business, I can assure you that it would not have happened this way.

For all the problems we had trying to blend the news business, to fold it into a world that has a lot of show business in it, for all of those problems, it has survived.

And it has flourished. And it has flourished in that atmosphere of not only show business but commercialism and so forth and so on. But it never would have even gotten started, much less stuck around, if it had been the product of Hollywood. Not a chance.

Klauber, of course, brought in Paul White, who became the working symbol of broadcast journalism in those years and for many of us later. He was damn good at his job. He wasn't afraid of this new medium, he wasn't afraid to use it to jump around the world, to communicate from many countries. And he, in turn, hired a lot of good people.

Now, obviously, from a professional point of view, Ed Murrow is in that group. Not only for his own standards, not only his own extraordinary talent and his own extraordinary voice—and by the way, it *was* extraordinary—but for his influence because of the people he drew around him. And drew around him long after he was dead, even.

He's in it and at the middle of it, because all over the country not only did he start with the Collingwoods and all of the people he hired, the Howard Smiths and so forth, and all the people he hired as the young group in Europe, but as CBS News and CBS Radio became something that was important to listen to and look at, there grew up around the country young journalists who were captivated, let's say, by radio and captivated by Murrow and Murrow meant CBS. Why do you suppose a guy like Charles Kuralt was drawn to CBS? I know in my case, I wanted to be at CBS from the time I was 15. That wasn't because the name CBS is any better than the names NBC or ABC. It was—somehow it stood for something. Well now, what was that? What I've been talking about. There are hundreds of people who are at CBS today in all kinds of jobs; they're not all famous. Some of them are editors, some of them are correspondents, some of them are producers, a few of them may even be executives, who would prefer to be there.

Fred Friendly is another one. And there isn't any doubt that Dick Salant would be very much in that group. Dick, over a long

period of time—and again, I think the importance of longevity is not to be overlooked—brought a kind of religious fervor to a business not noticeable for that quality. And because he's so bright and because he's so able, not because he's so experienced a journalist, not because he grew up in the business the way I did or some of the others of us did, but because of his convictions and because his mind is so good and his mind is so clear, he was able to bring to bear on a daily basis, where it counts in daily decisions, qualities that had a profound and a very positive influence.

Cronkite—I shouldn't even have to mention. There just obviously is only one Walter Cronkite and there's been enough said and written about him. But he, again, demonstrated the ability to perform with distinction day after day after day, year after year after year. And you take a handful of people like that and you add up the years that they've applied those talents, and you get some idea of why.

**Well, this is really a historic juncture at CBS News. You've gone from being the unchallenged journalistic champion to being a challenged champion, although still champ. Cronkite has gone, Salant has gone. Paley, of course, is still there. But nobody else has got very much longevity at CBS, certainly not of the kind you were speaking of. How do you sense the momentum at this point?**

Well, I'm quite well satisfied with the way things are going at the moment. I think the mantle is passing to a new generation. The challenge for an organization is to refresh itself and have the quality of self-renewal. When I came to do this job, it was to make sure that the people would be in place who would do that, that CBS would still be the kind of place to which the new journalists want to go. Above everything else, that was my first priority. Time will tell how well I may have contributed to seeing that that's done.

I think there is in CBS News the kind of young people—like Howard Stringer, for example [executive producer of the *CBS Evening News*]—and many others, who feel pretty much the way I feel and who understand where they've come from and where they're going. There's no stamp on our culture that says it's got to go on forever. And

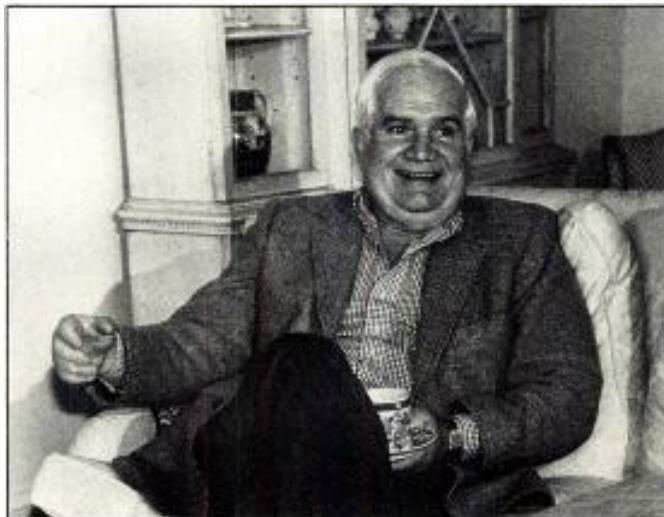
furthermore, there are different standards of winning. In the first place, nobody wins. We think of this as a race, but it's an endless race. And it's a race for what? The only things that really count in the final analysis are what other people think of us and what we think of ourselves.

**You've lost some of your best people in recent years. Roger Mudd, Richard Threlkeld, recently. What does that tell you?**

It tells me that the only place where there were best people to go to get was at CBS News.

You know, that's been going on for a long time. I mean, you can go back and say Howard Smith left 20 years ago, David Schoenbrun left 15 years ago. People are always leaving. There's been no great exodus but there's been a lot of attention paid to it. Roger Mudd is a special case. Richard Threlkeld—every case is different. I hated to lose Richard Threlkeld. But you can't make everybody an anchorman. You can't make everybody number one. You can't satisfy the world.

The most difficult thing is to make a young, talented, ambitious person or even a middle-aged talented, ambitious person—learn what it took me so long to learn: that the world doesn't give a damn about *my* timing. My timing says I'm ready



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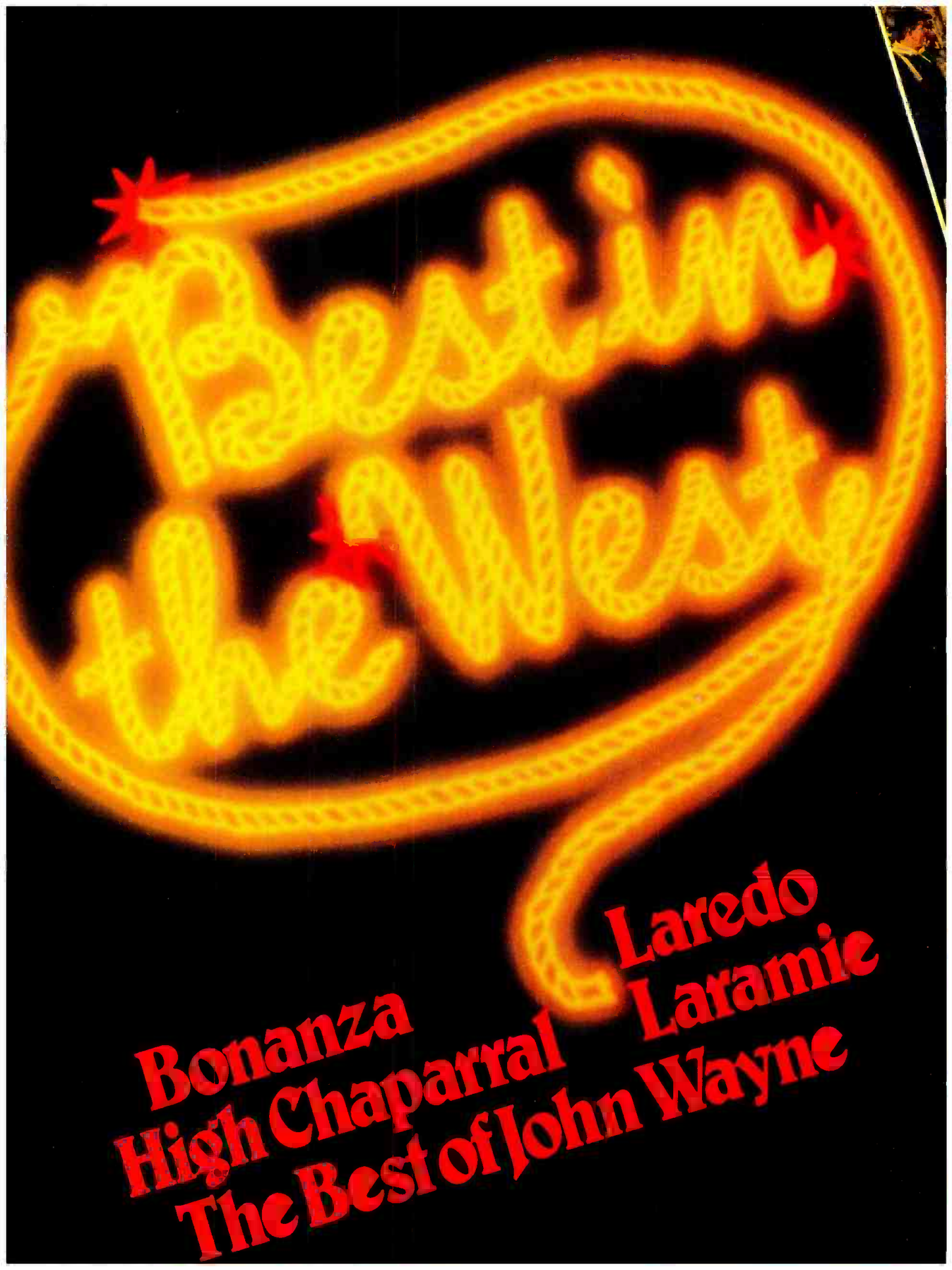
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o anchor the morning news. I'm 37 years old and I'm ready to anchor the morning news. And I might be absolutely right. Everybody says I'm terrific and my timing says etc. Not only that, my wife says I could do it.

The trouble is the *world's* timing. CBS's timing is not right. Every once in a while a career gets lucky. Sometimes, you get *too many* breaks. One day you're an executive producer at CBS News, the next day somebody says could you run a station in Chicago and the next day somebody says, "I wonder if he could run CBS Sports." Six months later they say, "I wonder if he could run the CBS Television Network," and all this happens in two years and it should have taken 10, and the next day you're out of a job and in Atlanta working for Ted Turner.

It can work all kinds of ways. It never comes out exactly even. You're either working too long at a job or you're not working long enough—it evens out.

Look at CBS News and say: "Who's there now? Who have we got compared to who they have?" At a time when you've got three news organizations, for various reasons suddenly intensely competitive, at a time when agents have made a tremendous difference, you're going to have this kind of movement. You're just going to have it.

Most of the people that have gone to ABC, I see them all the time. They go over, they get one day's story, you people write about, "Gee, here's another example," and you never hear from them again. They just absolutely disappear. ABC pays them instead of us paying them. We were paying \$80,000, ABC's paying them \$150,000 and they're never on the air. They're gone.

I don't know what will happen to Richard Threlkeld. I hope he does terrific there. I think he will. He's very able. But you have two choices with Richard Threlkeld, either fire Dan Rather or—I mean, you have *no* options.

It's never news when people stay. I didn't have any negotiations with Roger Mudd; I nipped that when I decided we were going to have Dan Rather; I had to take a chance we were going to lose Roger Mudd. I didn't want to, but there was nothing I could do about it. It might have been the wrong decision or the right decision, but once you make that decision—the same would have been true had it gone the other way. But all of the critical negotiations that I have had, the ones that I stayed awake nights thinking about, worrying about, all were things that I won, not lost. With the possible exception of the Kalbs.

**Some of these salaries you pay are, in my mind, enormous. What is the danger of that corrupting the journalistic ethic? How far away from the man on the street can these guys get and still be honest journalists?**

Well, I'm always very suspicious of words like "corrupting" and phrases like "corrupting the journalistic ethic," "honest journalists" and "man on the street." I think when anybody gets on the air a lot, and becomes a celebrity—that is, becomes recognizable by name and by face, by someone not in his own profession, you have changed. Whether he gets \$5 a year or \$5 million a year, you have changed the journalistic relationship. I don't think the fact that a Walter Cronkite or Roger Mudd or Dan Rather makes X amount rather than Y amount is what changes it. I think it is the celebrity quotient that makes the difference.

I don't think he has time to live that much differently. I don't think he has time to remove himself any more. I mean, all of these people we're talking about were better than upper middle class long before such salaries as you're talking about. So that I think any "corruption"—and you used the word, I didn't—takes place for the other reason and not for the salary reason.

I don't think the salary escalation does that process any good. It makes them more of a celebrity. It makes them more removed. It makes it necessary for them to protect themselves more from people, whereas the essence of a journalist is that he be able to touch people more. And there's just no question about it, that that is a serious penalty that an anchorman, particularly, pays. To some degree an anchorman removes himself, or gets to be removed, from the daily business of a kind of journalism. What is that kind of journalism? Covering the ordinary breaking story,

writing the kind of commentary and piece that depends on an intimate relationship with common folk. It's almost impossible, because you can't. People are too conscious of you, and you can't get out there without distorting the process. That's been true of Walter Cronkite for a long time.

But there are all kinds of journalists. There are all kinds of journalism to be practiced. It doesn't prevent an anchorman from being able to talk to and perhaps get a great deal out of important people on the political and news scene. Whereas somebody else can't even get to them. And that kind of journalism can be practiced very successfully.

It doesn't prevent him from communicating either his own ideas or those of others in his organization to a large number of people that otherwise wouldn't pay any attention to them. And that's a form of journalism.

So, yes, it takes you out of some parts of the ball game and it helps you in other parts of the ball game. And that's part of the game. But we're only talking about a dozen people, perhaps two dozen people who suffer from that kind of celebrity. That's a penalty you have to pay for getting paid \$1 million a year.

**Let's move on to some of the future shock of the medium. What about the hour news? Are we going to see it?**

Well, I assumed that you'd ask what was the most disappointing thing that happened to me? And I'd have to say that I've been three years in this job and we haven't yet achieved an hour news or longer evening news. I don't think I ever was certain that would happen, or that it would on my watch. What's disappointing to me is that many stations, particularly many larger stations, and their managements, see what we perceive as putting our best foot forward as being antithetical to their interest. In some cases, they question our motives. We are in danger of being further apart rather than where we should be; and that is, closer together.

Whether that ends up precisely as an hour news, or two half hours, or some other form, what the networks and the stations should be converging toward is a larger and a more interesting and a better and a more exciting service or set of services. And what disturbs me is that I am not sure that I see that happening. I hope that can be reversed.

**Do you see news as the salvation of the network?**

I don't think the networks are going to need any salvation. I think that assumes that the networks are on some kind of last leg. And I would question that theory.

When I think of what the networks do that no one else can do, I guess it's two things. First, in the entertainment area, they are—and with 30 years of practice behind them—they are kind of supreme catalysts for entertainment. They are producers in the real sense of the word, not that they make shows but they make shows happen. And that's what a producer is. Not a creator, they're not creators, but they're producers in that sense. And without that catalyst to finance, to make judgment about what's good, to arrange, to put things together, I fear that it will be some sort of jungle that would take a long time to sort out.

And second, in an area that I do know something about, the networks play a unique role in news—one not easy to duplicate. It took an extraordinary set of circumstances to get it started; 30 years of radio, 25 years of television. It's a flourishing, competitive service unduplicated anywhere in the world. Nowhere on the face of the earth is there anything like what the networks do in broadcast journalism. Not *anywhere*. Not even the BBC, which comes closest, and the rest of it is nothing.

**Are you dismissing the Cable News Network with that wave of the hand? They're at it 24 hours a day.**

Twenty-four hours a day isn't journalism. That's just being there. That's just putting a microphone there. I'm not dismissing them, but they're not proved yet as a going concern. That's yet to be seen.

**The primary criticism of network news in general, and of the eve-**

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**Hail but not farewell.** More than 500 people turned out at CBS's Studio 41 in New York last Tuesday night to honor Bill Leonard on his retirement (he continues as a consultant). The company presented Leonard, also an avid amateur radio operator, with ham radio equipment; Leonard's wife, Kappy, received a Victorian cut glass perfume bottle. The evening, emceed by anchor Dan Rather, featured a taped retrospective with contributors ranging from William S. Paley to Leonard's barber. Pictured (l to r): Leonard with successor Van Gordon Sauter; with Rather; with Andy Rooney.

**ning news in particular, is that it is only a headline service.**

Well, I never believed that and I don't believe it. Walter Cronkite has said that and I think that quote does more harm than good because that is *not* what the evening news does. You can get a headline service by turning on your radio, by turning on any AM or FM station and there are 8,000 in this country. You can do it by turning on CNN and that is not at all what the evening news does. What the evening news does is to apply the efforts of extremely good journalists to synthesizing and analyzing and covering, in some kind of depth, the most important stories in the world that day. That isn't a headline service at all. It's a headline service in comparison to the kind of service that we *should* be putting out. If we wanted to put a headline service on, we'd run crawls all through it.

**Do you see any merit in teletext? Do you see that coming as part of the CBS News job?**

CBS News probably will be involved with that, but I don't think that's going to be our primary job for a long time. I think we'll be involved with more dayparts, broader services, but if we were having this interview 10 years from now, I would just bet my bottom dollar that the *CBS Evening News* would be on from 6:30 to 7 or 7 to 7:30 at night and that there would be three networks broadcasting it and more people would be getting their information that way. Now I won't make any guarantee about 20 years from now.

**Would you be prepared for this tomorrow or within the next month to program CBS News 24 hours a day? Can your existing superstructure handle that?**

Oh, no. The day after tomorrow? No. Do I think 10 years from now we might be doing that in some form or another 24 hours a day? Yes, I do. We might be doing it in cable. We might be doing it in a combination of cable and broadcasting. We might be doing it in any number of ways.

**What was the brightest star in your news career?**

*60 Minutes* was among the things that I really felt instrumental in getting off the ground. In the history of the media there hasn't been any program of any kind that has the combination of popularity and longevity and distinction of *60 Minutes*. I don't care how you measure it, from awards to circulation to time; it's so far and away the best that it isn't even worth praising any more; it's a bore. And it seems to go on and on. More recently, of course, there's *Sunday Morning*. That, too, has broken new journalistic ground and has helped change our ideas of what can be done with the medium.

**What do you think the state of hazard is in the area of the First Amendment?**

Well, I don't think we've made much progress. We've made real progress in the business of extending journalists' right to help bring the public into the courtroom and into the Congress, and I think that's terrific. That's the area of our biggest drives. In the area of understanding what the First Amendment is all about, and the delicate relationship between the First Amendment and

the Sixth [the right to a fair trial], although we've won a few, we've lost a few more. As in the general area of the understanding of the courts as to what we're all about—but more than that, in the general popular understanding of the function of a free press. And in spite of what I think has been a pretty good job by all of us in the last decade, including television, we haven't sold ourselves very well. The level of the public's understanding of our function has not broadened; we're not understood or certainly appreciated as we should be and maybe we never should expect that, but we're not making it too well. But I don't think that should cause us to retreat an inch.

I think the relationship between business and the press, although far from cozy—and it never should be cozy—I see a little light there. I think we're covering business better than we used to. Business is more sophisticated. Business gets angry, but I think we're meeting each other and there's a better dialogue than there used to be. It's far from perfect.

Insofar as the press and the government are concerned, I think it's probably better than it has been in the past because I think it's been the policy of the Reagan administration not to get mad but to get even. I'm sure they're frequently unhappy with the things we do and the things we say; I know they are. But I think they have seen from the experience of other administrations that it is a poor policy to try to bring direct pressure on networks and network presidents. And I think that's very wise. How long that will continue I don't know.

**Are you not alarmed by their efforts to close down the gates to information?**

I certainly am. I didn't say that. In terms of direct pressure, I think it's a little bit better than their predecessors. There are other things about this administration that disturb me greatly—the handling of the Voice of America, for instance, among other things.

**Do you see it as an attempt to propagandize the Voice?**

Yes. The best propaganda to me is that with the reputation of not being propaganda. There is no propaganda as good as that. I'm always fretful when I see an administration that won't play it for the long haul, but that wants to play it for the short haul. I just think it's short-sighted.

**That doesn't affect your news gathering?**

Not at all. But you're always worried as you go into a period of severe economic stress, with very severe pressure on our administration, that the temptation to shoot us messengers is always around. We've got to be prepared to stand up and take the bullets and not dodge them.

**Have you dispatched a farewell message to the troops?**

Yes. I'm saying that everything seems to be in place; the new people seem to be in place; the route of transition is successfully made; the morning news has never been more promising; it seems to be a good time to go and I'm going. And thank you for everything. M



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## Fogarty wants fairness branch to stay put

**Broadcast Bureau consideration to move division to General Counsel's Office draws commissioner's ire**

The FCC should keep its Fairness/Political Broadcasting Branch in the Broadcast Bureau, Commissioner Joseph Fogarty said last week.

In a memo to fellow commissioners, Broadcast Bureau Chief Larry Harris and General Counsel Steve Sharp, Fogarty criticized a staff proposal to move the branch, which is responsible for enforcement of the fairness doctrine and the equal opportunities provision of the Communications Act, to the FCC General Counsel's Office.

"No other area of commission responsibility is of higher political sensitivity and visibility, and in my judgment the credibility of commission decisions depends in large measure on maintaining the present organizational structure and process," Fogarty said.

Harris acknowledged at an FCC Consumer Assistance and Minority and Small Business Division lunch two weeks ago (BROADCASTING, Feb. 22), that the Broadcast Bureau was considering proposing the transfer.

Harris said the proposal had been intended to increase efficiency. According to Harris, most of the branch's workload fell during election periods. The bureau had no other legal work to assign branch attorneys during slack periods, Harris said. As a result, the attorneys could be used more efficiently in the General Counsel's Office, which could assign the attorneys to different legal work during off-election periods, Harris said. The move would also give branch attorneys an opportunity to "broaden" their horizons, permitting them to address a larger range of legal issues, Harris said.

But Fogarty said he would oppose the proposal, contending that the transfer would eliminate the commission's current "dual review" of fairness and political broadcasting issues.

According to Fogarty, the Broadcast Bureau has been delegated authority to investigate complaints and issue initial rulings on fairness and political broadcasting issues under the current system. It also prepares items and recommendations for full commission review, with the General Counsel's Office "traditionally" reviewing the bureau's items. When the bureau and the general counsel disagree over an item, "the matter is brought to the full commission with each having the opportunity—and responsibility—to advise the commis-

sion of its views and recommended action," Fogarty said.

Although Fogarty said current FCC budgetary constraints warranted "conservation and maximum utilization of our limited resources," he also said the proposed transfer wouldn't save personnel positions and that the "hard-pressed Broadcast Bureau has as great a need and use for any excess staff capacity as" the General Counsel's Office.

"The fundamental consideration, however, is the need to maintain the credibility and integrity of the decision-making process on Section 315 and fairness doctrine matters which the existing organizational

structure safeguards and insures," Fogarty said. "If this is a 'luxury,' in my judgment it is a luxury which this commission must continue to afford."

Harris told BROADCASTING he thought it would be "inappropriate" for him to comment on a commissioner's memo. He added, however, that the proposal was only being "discussed." If the bureau pursued the proposal, it would be presented as an agenda item, and the full commission would decide whether to adopt the transfer, Harris said.

The chief of the Fairness/Political Broadcasting Branch is Milton Gross. With Gross, it has six attorneys.

## Washington Watch

**Mailgram flap.** Attorney representing Kahn/Hazeltine AM stereo system wrote FCC last week, protesting mailgrams Harris Corp., another AM stereo system proponent, sent to Congress endorsing selection of single system (BROADCASTING, Feb. 22). According to attorney, Harris mailgram, which "contained misleading claims," was "solicitation" of "ex parte presentations." Although Hazeltine attorney conceded that Harris mailgram explicitly stated it wasn't requesting congressional assistance, attorney said: "There can be no explanation for this mailgram other than soliciting representatives and senators to communicate the Harris position to the FCC." Spokesman for Harris said mailgram had been "perfectly legal" and hadn't been meant to solicit ex parte communications. FCC spokesman agreed that Harris mailgram didn't raise problems with FCC's ex parte rules. Kahn/Hazeltine is only AM stereo proponent that has argued for FCC permitting marketplace to select system. FCC is expected to address AM stereo at meeting March 4.

**Internal EEO.** FCC has formed senior equal employment opportunity advisory council to review internal FCC EEO policies. Council, formed at initiative of Chairman Mark Fowler and Commissioner Henry Rivera, plans to review steps (including recruitment and promotion) FCC could take to insure minorities are represented in FCC's senior staff. Council is being chaired by FCC Managing Director Edward Minkel; other two members are Fowler and Rivera.

**DBS denial.** FCC has denied petitions by Focus Broadcast Satellite Co., National Christian Network and Satellite Development Trust to reconsider its rejection of their applications for interim DBS authority. In 7-0 vote (with Commissioners Mimi Dawson and Anne Jones concurring), FCC denied reconsideration on grounds that petitioners hadn't presented new arguments on why decision should be reconsidered. In petitions, Focus and NCN had argued that FCC had inadequately described information to be included in application. SDT said FCC's standard of acceptability had been too strict. FCC staff said instructions had been adequate. Staff also said it hoped to have recommended report and order for FCC on interim DBS rules by early June. If FCC adopts interim rules, it could begin processing accepted applications and issue construction permits, which would be subject to outcome of Regional Administrative Radio Conference in 1983.

**Star lineup.** FCC Chairman Mark S. Fowler and House Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) will address National Association of Broadcasters annual conference of state association presidents and executives convening Thursday and Friday (March 4-5) at Washington's Marriott hotel. Ted Koppel of ABC News *Nightline* also will address conference, which is to include workshops on First Amendment, management, lobbying and association newsletters.

**Trix tricks.** Action for Children's Television last week (Feb. 24) charged General Mills with "engaging in unfair and deceptive trade practices with respect to the promotion of its breakfast cereal Trix." In complaint filed with Federal Trade Commission, ACT says that Trix advertisements "create misleading impression that there is a substantial amount of fruit present in or used in the making of the cereal." ACT claims that "only fruit flavors and citric acid are among the ingredients listed on the Trix package."

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# AT&T urges Wirth not to undercut settlement

**But subcommittee chairman reaffirms intent to push common carrier rewrite,**

The House Telecommunications Subcommittee heard another indictment of its proposal to rewrite common carrier sections of the Communications Act last Tuesday (Feb. 23). But while leaders of AT&T and five of its local operating companies urged Subcommittee Chairman Timothy E. Wirth (D-Colo.) to delay advancing his bill until after the company's landmark antitrust settlement with the Justice Department has been completed, a parade of users, consumer representatives and industry competitors called for expedited passage of Wirth's bill.

Calling Wirth's bill "a retreat toward more regulatory authority and the most restrictive proposal yet to be advanced," AT&T Executive Vice President Morris Tannenbaum told the subcommittee it should "let the judicial system work" in its restructure, through the settlement, of the telecommunications industry. "We cannot predict how the decree will work," he said, and "Congress should not act until we see how things go."

The Wirth bill (H.R. 5158) would "seriously limit AT&T's ability to respond to foreign competitors ... anxious to get into the U.S. telecommunications market," said Charles Marshall, an AT&T executive involved with the company's equipment manufacturing operations. AT&T's equipment competitors increased by 30% the number of phones they installed in homes last year, he said, and competitors serving businesses have increased their trade "five fold since 1960." AT&T "cannot be competitive" if limited in the way it communicates with its subsidiaries or in forming joint ventures, he said, indicating that H.R. 5158 would impose such restrictions.

Other provisions in the bill would hurt AT&T's ability to raise capital and could hurt its stockholders, said AT&T Vice President and Treasurer Virginia Dwyer, citing provisions that would require minority ownership of any AT&T subsidiaries and the transfer of ownership of equipment to users once it has been depreciated.

The presidents of five Bell operating companies told subcommittee members they look forward to a bright future, even though they'll be divested from AT&T. Nothing in the settlement prevents the local companies from carrying broadband communications services, such as cable TV, alarm and energy management services and information services, said Delbert C. Staley, New York Telephone Co. All it does, he said, is prevent the companies from originating those services.

A panel of telecommunications users

and consumers told Wirth last Wednesday his bill provides necessary protection for the public which, as a result of the settlement, faces a radically changing telecommunications environment. Consumer representatives also urged the subcommittee to advance a bill (H.R. 5421), introduced by Representative Ronald Mottl (D-Ohio), that would create a national, privately-funded Consumer Board to protect the rights of ratepayers at both the state and national level.

Ronald Diener, a spokesman for the American Library Association, said library computer networks depend on stable rates and the availability of basic equipment and interconnections to maintain information retrieval and bibliographic services. AT&T and its divested local companies should continue to provide "installations, maintenance, service and billings that are direct and simple," he said, and AT&T should be restrained from entering information services because of its size and potential for controlling the flow of a large share of the information reaching the public.

Donna Jeanne Parker, chairman of the Telecommunications Association, said her organization agrees with the findings in the subcommittee's majority staff report on competition in telecommunica-

tions and supports the Wirth bill. The TCA, which represents 500 corporate, government and other users of telecommunications services, commended provisions in the Wirth bill that would maintain regulation of long distance as well as local telephone services, require equal access fees for all entities seeking connection to local telephone loops and requiring that installed telephone equipment be sold to consumers who wish to buy it at market prices.

Consumer activist Ralph Nader said ratepayers lack a national organization to protect their interests in telecommunications policies and that the need for such a watchdog group is greater as a result of the AT&T settlement. Mottl's bill, said Nader, provides an efficient means of creating such a group by requiring that long distance and local telephone companies mail with their bills information about the National Telecommunications Consumer Board and requests for donations. Because of their protected monopolies, telephone companies have been able to "talk to ratepayers at relatively low cost," said Nader. "It is perfectly appropriate to permit ratepayers to 'piggyback' with their messages and to engage in a continuing dialogue among themselves."

## FCC signs union pact

**Labor agreement is first of its kind at agency; both sides pleased with result**

The FCC took a regulatory step last week that shouldn't find broadcasters saddled with new restrictions or filing requirements. Signing its first labor agreement with the National Treasury Employees Union, the FCC took a step toward regulating itself—spelling out in considerable detail the rights of FCC management and employees.

The three-year agreement, upon which negotiations were launched in May 1979, was signed by FCC Chairman Mark Fowler and NTEU President Vincent Conery last Wednesday. It will go into effect in late June.

FCC spokesmen say both management and the union are "pleased" with the agreement, under which FCC management has retained "management prerogatives" and FCC employees have gained a system of procedural steps governing grievances and annual leave—among a broad array of other items.

The agreement gives management the right to determine the mission, budget and organization of the FCC; it also gives management the right to hire, fire and take disciplinary action against employees. At the same time, while the agreement names the NTEU as the "exclusive representative of the employees" in the bargaining units, it also states that the union "shall not call, or participate in, any strike, work stoppage, or slowdown, or picketing the Federal Communications Commission if such picketing interferes with the commission's operations."

The agreement spells out how the FCC shall promote employees on their merit and how it promotes attorneys. It sets out procedures for evaluating and appraising employees; it even dictates the steps an FCC supervisor should follow in finding employees to work overtime.

According to the agreement, if the FCC is forced to require reductions in force, it should do so "in a manner which creates the least dislocation of employees." It states the FCC should consider helping RIFed employees find other federal employment; place affected employees in vacant positions for which they may qualify with a "reasonable" amount of training; establish a "re-employment priority list" for career or career-conditional employees separated, and try to accomplish RIF's through attrition.

Under the agreement, whose 40 articles span 203 pages, unresolved grievances can be appealed by the union or management to binding arbitration by an arbitrator from the Federal Mediation and Conciliation Service.

Also under the agreement, bargaining unit employees—all professional general schedule employees and all nonprofessional GS and wage grade employees—would be able to qualify for maternity leave. Under one provision, a male employee, who has provided his supervisor 30 days notice, would be able to take 30 days of annual leave or leave without pay to "aid or assist in the care of his minor children or the mother of his children due to her confinement for maternity purposes."

With 30 days notice, an employee also would be able to take the same amount of leave to adopt a child.



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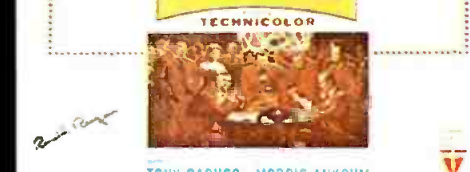


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## Cable audience test survey to be unveiled in June

**Nielsen study, developed by intramedia ad hoc committee, will test six new methodologies**

The first major methodology study designed to evaluate different ways of measuring cable television audiences will be conducted June 3-16 by A.C. Nielsen's home video index division.

Plans for the study, expected to cost more than \$250,000 and to be followed by others to refine the findings, were announced last week by the Cabletelevision Advertising Bureau/National Cable Television Association research standards committee.

The June study will test six methodologies—three diary and three telephone techniques—in an estimated 30,000 homes in franchises yet to be selected. The findings from those tests will be validated by 30,000 coincidental calls to other cable viewers. Initial results are expected to be available about mid-August.

The diaries to be tested are (1) the standard diary Nielsen uses in measuring local TV viewing; (2) a personal daypart diary that is "rostered" (customized to show each channel available in the franchise area being tested), and (3) a household rostered daypart diary. The personal and household rostered daypart diaries were said to represent a new concept designed by Nielsen for this test and capable of being read directly into a computer.

The telephone tests will involve (1) seven-day, one-call-per-day recall; (2) one-day-only *aided* recall and (3) one-day-only *unaided* recall.

The study evolved from recommendations made by an ad hoc cable measurement committee formed two years ago. It

is made up of agency and cable research executives and is headed by co-chairmen Gabriel Samuels of J. Walter Thompson USA and William Ryan of Palmer Communications.

Jordan Rost of Warner-Amex Satellite Entertainment Co., chairman of the CAB/NCTA standards committee, said that the June study—called CAMS (Cable Audience Methodology Study)—"will begin the process of providing answers about how cable is viewed. Providing accurate cable research is the most complex and challenging problem ever faced by any medium, he said.

"There are many difficulties involved, ranging from the multitude of viewing options to differing geographic coverage and

program carriage by multiple systems.

"This is the first in what we anticipate to be a series of studies. Each study will further refine those methods that have proved valuable in the prior test."

Rost said most of CAM's \$250,000-plus cost will be provided by the cable industry, agencies, advertisers and others interested in contributing were invited to contact Bruce Hoban at CAB in New York or Char Beales at NCTA in Washington. Contributors thus far were listed as American Television & Communications, Warner-Amex Satellite Entertainment Co., CBS Cable, Showtime, Cox Cable, NCTA, Teleprompter, United Cable Television Corp., Palmer Communications and Home Box Office.

## Moving into prime time: ad hoc networks

**Silverman, Time shows set for special airing in prime time; creators plan to push for regular slot; some affiliates say they would consider such a move for 'something really strong'**

Ad-hoc networking plans surfaced on two new fronts last week—both challenging traditional network/affiliate bonds in prime time.

■ InterMedia Entertainment Co., led by former NBC President Fred Silverman; MGM/UA Television Distribution and veteran variety-show producer Bob Finkel are working on an hour tentatively called *The World of Entertainment* with Gene Kelly as host to acts from the U.S. and abroad. If successful on a lineup of independents and defecting affiliates Sunday, April 25, at 8-9 p.m., backers say they will push for weekly prime-time slots.

■ *Sports Illustrated: A Series for Television* is set for a Wednesday, May 26, 8-9 p.m. premiere as SFM Entertainment builds a network for the Time Inc. maga-

zine venture. Three more broadcasts are planned in 1982 (Sept. 15, Oct. 20 and Dec. 1, all Wednesdays at 8 p.m.), six in 1983 and eight or nine in 1984.

For the *Entertainment* variety pilot, MGM/UA claimed to already have 50% clearance including all Metromedia, Westinghouse and Gannett stations.

Deals are for cash with two national minutes sold to Bristol Myers. Some 85% clearance is expected when the network is completed, with about 10% of that, perhaps, outside prime time.

A successful pilot could mean an effort to go weekly next season with 24 originals and 24 repeats.

Silverman, now president of InterMedia, claimed if such a network works in prime time, "it could change the way of doing business," adding that "in the next five years, the major story may not be cable but the reshaping of traditional networking."

According to Larry Gershman, president of MGM/UA Television Distribution, he has been approached by network affiliates that said they might take a series in prime time "if we had something really strong." Gershman envisioned the series running in different prime-time slots depending on where a station was finding "weak holes." He didn't rule out some placement outside prime time but added that the show would carry a prime-time price.

For the *Sports Illustrated* show, station time is being bought. SFM Entertainment (initial builder of the Mobil Showcase Network among other ad hoc networks) anticipates a minimum 80% coverage with same-time, same-day play in 125 to 150 markets. Stations are to be committed by April 15.

Sports Illustrated Enterprises said 30-second spots run \$70,000 and all seven commercial minutes will be retained for

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The series, said to "concentrate on the human drama" of sports, has Nick Noxon and Irwin Rosten as executive producers. A promotion campaign is planned to include Time Inc.'s seven magazines—said to represent 10 million circulation—news-paper ads and local-station spots.

## Group W and Nolo Communications: We deliver

### Group W's Television Syndication Center and major distribution firm form partnership dubbed SYNSAT

Formation of a new satellite distribution service for television programming was announced last Tuesday (Feb. 23) in Los Angeles by Group W Productions and Nolo Communications. The partnership, known as SYNSAT, is being formed by Group W's Television Syndication Center, based in Pittsburgh, and Nolo's Bonded Services, one of the world's largest film/tape distribution firms.

Beginning in September of this year, SYNSAT will provide originations from both New York and Los Angeles, using an existing Group W facility in Stamford, Conn., and a facility planned for construction at Metromedia Square in Hollywood.

In making the announcement at a news conference and satellite demonstration, executives of both companies emphasized that SYNSAT will remain a service organization and never become a program distributor.

"Our experience lies in providing service," explained Nolo's president and chief executive officer, Harold J. Eady. "We will carry this message to every syndicator of off-network products and prime-time access programs, plus program suppliers of sporting events and those desiring a one-time or regular network type of service. Eventually, SYNSAT will expand into other types of distribution for other industries."

According to George A. Speery, Jr., vice president and general manager of TVSC, the new unit is a "one-stop" service. "Though there are now sufficient stations with receivers to make satellite distribution attractive, film and/or tape shipments will still be required for serving those stations that cannot accommodate the timing of the satellite feed and for those who are not yet equipped. Through SYNSAT, a distributor can place one order for satellite service and film or tape distribution, thus dealing with one entity."

SYNSAT estimates 242 commercial TV stations now have downlink capacity, and 184 are equipped with movable dishes. The service predicts 300 to 325 stations will be downlink owners within the next 90 days, the majority of which could be served by SYNSAT. A Group W spokesman said there has been "tremendous

response" to a recently announced joint venture of the company enabling stations to acquire an installed earth station for \$26,500. There are an estimated 50 uplinks available for program distribution nationwide.

TVSC has been active in satellite distribution through its Pittsburgh-based VIDSAT service for more than a year. The service is currently delivering about 70 hours of material per week.

Bonded, which has offices in New York and Los Angeles, as well as four cities overseas, has supplied more than seven million programs to TV stations and operates one of the largest tape duplication facilities in the world. Bonded also maintains a large film storage facility and booking service.

"Cost savings is of prime importance" in evaluating the new SYNSAT service, said Eugene E. Bormann, TVSC's general sales manager. "The use of satellite means fewer expensive prints and/or tapes plus elimination of related freight charges and service fees. The cost of bookers and traffic clerks also will be reduced and may eventually be eliminated [by the new services]."

Bormann, who will be closely involved with SYNSAT, pegged the per-market cost of weekday strip distribution through SYNSAT at \$6.69 for an 80-market order, and \$11.38 for delivery to 40 markets. One-time delivery of 40 programs would be \$17.81 per market, and \$13.91 per market for 80 shows. All costs are for half-hour programs. By special arrangement, SYNSAT will also service stations lacking downlinks through other stations in the same market which have earth stations, in addition to providing videotape and film distribution services. SYNSAT has not yet set a single unit price for non-satellite distribution.

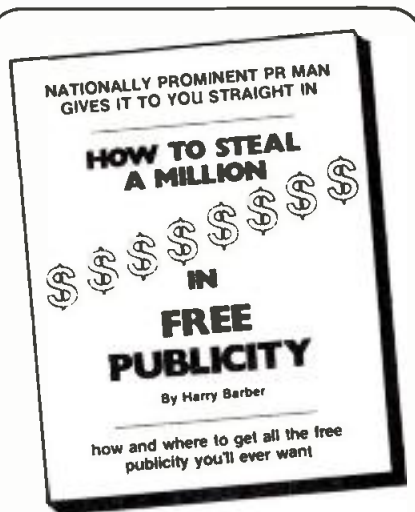
According to Eady, SYNSAT's East Coast satellite facility should be available by "mid-spring" and the West Coast uplink, which is still subject to FCC approval, is expected to be operational by September. Both facilities will use steerable 10-meter dishes, patterned after the TVSC center in Pennsylvania.

## Another AM jumps the music ship: WABC goes talk

**New York rocker falls victim to swing to FM band; all-talk seen as 'smartest way to go'; WOR, WMCA offering similar fare**

The trend toward news/talk programming on the AM dial became even more apparent last week when New York's WABC(AM), once billed as "musicradio," announced plans to drop music in favor of "all talk" by early May.

Formerly a leader in the market, employing a top-40 format, WABC fell victim to a fragmentation in music trends and a swing to the FM band by teen-age



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listeners, according to Al Racco, vice president and general manager of the station.

By fragmentation, Racco is referring to the new formats that arose in the late 1970's, particularly disco and album-oriented rock. "I think that disco, in the New York market, certainly had an impact" on WABC's decline in ratings, he said. He added that at the time, few people anticipated that disco could be a format. When his station attempted to blend disco with other current songs or oldies, it was discovered the combination was incompatible.

Jay Clark, WABC program and operations director, also noted a decrease in listenership for music on AM radio as one of the main reasons for the switch to a talk format. "If you project over the next few years, it's the smartest way to go" he said, but he added, "It's not a reactionary move. We want to initiate a new kind of talk programming."

Details on WABC's new programming are still sketchy. Contracts and other deals are in negotiation Racco said, but the current morning drive-time team, Ross and Wilson, will be returning as well as the evening *Sportstalk* program with host Art Rust Jr., a psychology talk show with Dr. Judith Kuriansky and the New York Yankee games.

Two other radio stations in New York, WOR(AM) and WMCA(AM), have been offering similar fare for several years, but Clark, after analyzing research commissioned by WABC believes, "We'll develop a new kind of audience. Our research shows a void and we'll try to fill it."

WABC's competition is echoing similar beliefs in all-talk radio in New York. R. Peter Straus, chairman of WMCA, a former top-40 station that opted for talk 10 years ago, claims, "There's room for more." Straus drew a comparison between the WABC move and that of WCBS (AM) New York when it followed the lead of WINS(AM) there and abandoned music for all news. The audience for that format nearly doubled, he noted. All things considered, Straus believes the New York market "will be better served" by having the added competition.

"We welcome the competition. It will be interesting to see what they do," said Rick Devlin, vice president and general manager of WOR(AM). Devlin claims, "We've been expecting it for some time. They had to do something [to improve the ratings] and they have the expertise to do it."

WABC will be the fourth ABC-owned AM station to make this transition. On the West Coast, KABC(AM) Los Angeles has had a talk format for 20 years, and later WXYZ(AM) Detroit and KGO(AM) San Francisco followed suit.

Racco sees "significant growth potential" for talk radio over the next few years although he feels it isn't the only way to salvage an ailing AM station. New delivery systems and technological advances may provide answers to other AM stations that prefer a music format, he indicated. "We, however, are looking at talk ... We think it's viable; it's our future."

## Asner under attack for political activism

**SAG begins petition drive to recall its president, charging him with leading union in 'adverse, detrimental' direction**

The political activities of Screen Actors Guild President Ed Asner, the subject of intense debate and growing rebuke in recent weeks, have prompted a recall petition drive against the actor and angry denunciations from two former SAG presidents. Asner, placed under police protection following at least one telephone death threat, became the subject of a special SAG board meeting last Wednesday (Feb. 24) to discuss the appropriate public role of the union's top office-holder. There are unconfirmed reports that Asner, star of CBS-TV's *Lou Grant*, has been asked by representatives of MTM Productions, the show's producer, to lower his profile until the current wave of protest subsides.

An estimated 300 signatures had been gathered by the middle of last week in a petition drive aimed at recalling Asner. Independent stuntman Tony Cecere said he is hopeful the SAG board might vote to censure Asner, thus "slowing down" the need for a recall. The recall petition charges the SAG president with leading the union in a direction that is "both adverse and detrimental" to its best interests.

Although Asner indicated at the time of his election to the SAG presidency last December that he would maintain an activist stance, many SAG members say they are angry with his controversial stands, both as a private citizen and a SAG official. The latest round of opposition was set off by Asner's announcement at a Washington news conference last month that he and several other actors were donating money to guerrilla groups in El Salvador. Although Asner made it clear his actions were undertaken as a private citizen, they have brought vocal protests from many in the entertainment community, including former SAG President Charleton Heston, who held the office from 1965 to 1971.

Heston told reporters he is opposed to Asner "politicizing the guild. That's a radical change in guild policy and an enormous mistake. He must clearly disassociate his politics from the guild, which is too large and diverse to endorse candidates, or to take positions on gun control and social issues [for example]." Heston is also opposed to an Asner-supported plan to merge SAG with the much smaller Screen Extras Guild, which some feel may jeopardize SAG's proposed merger with the American Federation of Television and Radio Artists (AFTRA).

Another former SAG president, President Ronald Reagan, a lifetime member of the union, said he is "very disturbed" by Asner's actions. "The guild had a solid rule that it did not engage in politics, that our members crossed the spectrum in their own personal views and, therefore,

the guild would not dare speak politically," said Reagan on Feb. 12, recalling his first reign as SAG president from 1947 to 1952.

"That [rule] has been changed under the present administration," Reagan continued. "I thought we were better off ... under the previous rule."

Asner has declined to respond to those speaking out against him. A publicist for the actor said Asner has been advised not to make any comments on anyone's statements.

Asner has also been criticized by Maureen Reagan, a 20-year SAG member and a candidate for the Republican nomination in the California U.S. Senate race. Reagan, the President's daughter, labeled Asner's recent actions a "great disservice" to actors and argued it is not advisable for "labor unions to be politicized under any circumstances."

## NPR, WU rework pact for Westar I

**Public broadcaster now can sell off excess channel capacity**

National Public Radio last Wednesday (Feb. 24) signed an agreement with Western Union that would allow it to sublease excess satellite capacity to commercial users. NPR, Western Union and the Corporation for Public Broadcasting have been negotiating in this area for some time (BROADCASTING, Jan. 11).

The agreement supersedes certain components of the previous contract that forbade NPR to distribute commercial programming. Now the network may market excess channel capacity and use its uplink and downlink capacity for commercial use.

Tom Bartunek, director of distribution services for NPR, said it plans to start subleasing in March. He noted that NPR will sublease its excess channel capacity in hourly "chunks" at first. Later, he added, NPR will sublease an entire channel.

NPR leases eight channels on Western Union's Westar I. By the end of the year NPR expects to have access to the entire transponder with 22 channels, Bartunek said. NPR views subleasing of its excess channel capacity as an opportunity to acquire additional revenue.

Bartunek explained that the income will be used to recover some of the costs incurred in its satellite distribution services. According to the agreement, he said, both NPR and Western Union will seek out customers, and revenues would be shared.

"This is not intended to be a profit-making venture for NPR. This new contract allows us to provide the benefits of cost sharing to all public radio stations that are part of the network," said NPR President Frank Mankiewicz.

Edward Pfister, CPB president, said the agreement will "benefit the stations and permit public radio to seek additional revenues without diminishing the satellite time necessary to deliver the high-quality, public radio programming offered to the American people."

## Ratings Roundup

CBS-TV won prime time for the week ended Feb. 21 but ABC-TV wasn't far behind.

Only half a rating point separated the two networks as CBS averaged an 18.6 rating and 29 share to ABC's 18.1/29. NBC as usual trailed, this time with a 15.6/25.

A week earlier CBS and ABC had tied for first at 18.4/29.

While ABC has been in closer pursuit of CBS for the past couple of weeks, CBS holds a substantial lead so far in the 1981-82 season.

Including week 20 just passed, CBS has a 19.6/31 to ABC's 18.2/29 and NBC's 15.5/24. Aside from the CBS/ABC tie, CBS has won 15 weeks, ABC four and NBC none.

During the week ended Feb. 21, ABC won four nights (Monday, Tuesday, Wednesday and Saturday) to CBS's three (Thursday, Friday and Sunday). But it was CBS that came out ahead, thanks to its powerhouse Friday. That night, CBS averaged a 25.9/43 from *Dukes of Hazzard* (22.7/37), *Dallas* (29.9/48) and *Falcon Crest* (25.2/43). The *Falcon* episode, with a guest appearance by Lana Turner, brought the series its highest numbers so far.

With *Dallas*, *Falcon* and *60 Minutes* (27.2/44), CBS had three shows scoring above a 40 share.

Among the week's movies, ABC had the highest scoring with "The Jerk" (23.6/36) on Monday and CBS had the lowest with Wednesday's made-for-TV *Lois Gibbs and the Love Canal* (12.5/20). On Tuesday, CBS's *The Wall* movie special, pre-empting all of prime time, scored a 17.5/27, second to ABC's regular lineup.

Johnny Carson, returning to his hometown in Nebraska during Monday prime time, earned NBC a 19.1/29 with *Johnny Goes Home*. That scored second to "The Jerk."

### The First 20

|     |                                    |     |         |
|-----|------------------------------------|-----|---------|
| 1.  | <i>Dallas</i>                      | CBS | 29.9/48 |
| 2.  | <i>60 Minutes</i>                  | CBS | 27.7/44 |
| 3.  | <i>Falcon Crest</i>                | CBS | 25.2/43 |
| 4.  | <i>Too Close For Comfort</i>       | ABC | 25.0/37 |
| 5.  | <i>Three's Company</i>             | ABC | 24.3/36 |
| 6.  | <i>Magnum, P.I.</i>                | CBS | 23.8/37 |
| 7.  | "The Jerk"                         | ABC | 23.6/36 |
| 8.  | <i>Alice</i>                       | CBS | 22.8/33 |
| 9.  | <i>Dukes of Hazzard</i>            | CBS | 22.7/37 |
| 10. | <i>Hart to Hart</i>                | ABC | 22.6/36 |
| 11. | <i>The Jeffersons</i>              | CBS | 22.3/32 |
| 12. | <i>One Day At A Time</i>           | CBS | 22.2/33 |
| 13. | <i>Archie Bunker's Place</i>       | CBS | 22.1/34 |
| 14. | <i>Fall Guy</i>                    | ABC | 21.8/33 |
| 15. | <i>Little House on the Prairie</i> | NBC | 21.7/31 |
| 16. | <i>Dynasty</i>                     | ABC | 21.3/35 |
| 17. | <i>Love Boat</i>                   | ABC | 21.2/35 |
| 18. | <i>Facts of Life</i>               | NBC | 21.2/32 |
| 19. | <i>Real People</i>                 | NBC | 20.6/32 |
| 20. | <i>That's Incredible</i>           | ABC | 20.2/29 |

### The Final Five

|     |   |     |         |
|-----|---|-----|---------|
| 68. | <i>Open All Night</i>                           | ABC | 10.5/17 |
| 69. | <i>Best of the West</i>                         | ABC | 8.4/13  |
| 70. | <i>Cassie &amp; Co.</i>                         | NBC | 8.1/14  |
| 71. | <i>Making A Living</i>                          | ABC | 7.8/13  |
| 72. | <i>Peacock Showcase: Rock &amp; Roll Dreams</i> | NBC | 4.5/7   |



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## Lear denies throwing darts via special

Producer Norman Lear, one of the prime movers behind People for the American Way, last Monday (Feb. 22) supervised the taping of a prime-time television special, "I Love Liberty," seen by some as a response to the Moral Majority, the Coalition for Better Television, and other conservative groups Lear and PAW have criticized during the past year.

But Lear, who brought more than three dozen celebrities and 5,000 audience members together for the four-hour taping, described the program as a simple celebration of American freedoms.

"We're going to talk about whether citizens matter in this country," Lear told the audience early in the evening. Earlier, he told reporters the idea for the salute to liberty came to him last year during a board meeting of People for the American Way, about the same time the group was launching a series of television spots promoting America's diversity of opinion and thought. Lear emphasized that the special has co-sponsors from throughout the political spectrum.

Moral Majority founder, the Rev. Jerry Falwell, had asked for permission to appear with his Liberty Baptist College Choir on the special, but was turned down. Senator Barry Goldwater (R-Ariz.) is in the program, as is the late John Wayne, in taped remarks about his political views

and those of Jane Fonda. Thirty-six other stars, ranging from Barbra Streisand to Christopher Reeves, participated in person or on tape.

The special, produced at an estimated cost of \$1.5 million, was taped at the Los Angeles Sports Arena for broadcast March 21 over ABC-TV. Executive producer Lear

is hopeful that commercial sponsors will come forward to defray production costs.

There were no direct references to either People for the American Way or the Moral Majority during the program, which included marching bands, flag waving, speechmaking, singing, dancing, and short skits—all with a patriotic theme.

## Monitor

**In the marketplace.** *Singles Magazine* is weekly half-hour dealing with "life styles and relationships" from Metromedia Productions Corp. in association with Hunt Jaffe Productions. Segments feature celebrities, psychology, comedy, travel and prospective dates. . . . John F. Kennedy, Ronald Reagan, John Lennon and Marilyn Monroe are among subjects of *Private Sides of . . .* series of four one-hour specials from Group W Productions: Chad Everett is host of shows, each highlighting four celebrities. Group W also has one-hour *Fight for Survival* specials, about efforts to save endangered species. Richard Thomas and Ali McGraw tell first two stories. . . . *America's Battle with Crime* is latest "Capital Cities Special Report." For syndicated airing March 7 through 21, program is narrated by Tom Wicker. . . . *American Hotline* is package of four one-hour documentaries produced by Dave Bell Associates with ABC-owned TV's; International Telemedia Ltd. is distributing. First special is *Sweet Sixteen and Pregnant*. . . . New barter series from American Television Syndication includes *Lorne Greene's New Wilderness*, 26 half hours, and *The Grand Prix All Star Show*, 26 half hours featuring high-school athletes competing with celebrities. . . . TeleCulture, new distribution firm in New York, has array of European programming including Ingrid Bergman's feature film, "Fear" . . . *Soap Opera Digest*, half-hour TV strip produced by magazine of same name, is being distributed by Sandy Frank Film Syndication. It will cover "soap opera personalities, their life styles on and off camera and the soap-opera industry in general." *Days of Our Lives*' stars Bill Hayes and Susan Seaforth Hayes as hosts; Michael Krauss is executive producer. . . . Off-network *Soap* is available for local syndication through Columbia Pictures Television. CPT claims rights to series "in perpetuity" through purchase of Soap Syndication Inc. whose principals Paul Witt, Tony Thomas and Susan Harris, produced show. . . . *Charlie Rose Show*, half-hour talk strip, said to be running on 28 stations, now is available on barter basis through Syndicast Services. Post-Newsweek, one of series producers, previously had syndicated it for cash. . . . As part of Public Media Inc. purchase of Audio Brandon Films, PMI subsidiary Lionheart Television International is investigating TV and cable distribution possibilities for more than 200 foreign features. . . . Carter-Grant Productions' *Holiday Moments*, 35 one-minute program inserts celebrating Thanksgiving, Christmas and New Year holidays, are available through Program Syndication Services; each insert has celebrity host. . . . Columbia Pictures Television, in association with Ralph Andrews Productions, has developed half-hour, first-run strip, *Family Court*. ABC-owned and Group W TV's have contributed seed money to pilot. MCA TV also is vying in syndication market with new half-hour court strip, *Custody Court*; MCA's working with Stewart Chiefet, *Divorce Court* veteran. . . . George Back & Associates and consultant Teddy Abramowitz are arranging play between April 24 and May 1 of *The Story at the Top of The World*. Stations get four local minutes in hour program plus compensation. Program was produced by BBI Productions, through \$400,000 contract from state of Alaska.

**Silverman animation.** Joint venture specializing in animation production has been formed by InterMedia Entertainment Co. and Marvel Productions. InterMedia is led by Fred Silverman, former NBC president; Marvel Productions, led by David DePatie, is subsidiary of Marvel Entertainment Group, best known in comic-book field.

**Distributor news.** Warner Bros. Television Distribution claimed new record month for worldwide sales with \$28,203,985 in January. Previous high was \$26,442,116 in April 1981. . . . ITC Entertainment, "paced by the sale of feature-film packages," claimed record \$7 million in foreign TV sales for three months ended Dec. 31, 1981. Films ranged from "The Elephant Man" and "On Golden Pond" to "Great Expectations" and "Brief Encounter." Other properties sold included series such as *The Two of Us* and *The Saint*. ITC is U.S. production and distribution subsidiary of Britain's Associated Communications Corp., now in process of financial takeover with resignation of chairman Lord Lew Grade (BROADCASTING, Jan. 18).

**Creeping northward.** National Captioning Institute has landed two new clients: Canadian Broadcasting Corp. and CTV Network. Under terms of agreement, NCI will caption 350 hours of programming for broadcast by two major Canadian networks between now and March 31, 1983, and receive \$750,000 for its services. "Closed captioning has truly become an international service," said NCI President John E.D. Ball. "This is a wonderful endorsement of the line 21 closed-captioning system, and an important step for many Canadian hearing impaired people. . . ." Meanwhile, NCI said Sears, Roebuck & Co. has renewed agreement with NCI for sale and distribution of set-top adapters and special television sets needed to receive and display captions in home. Unlike original contract, new agreement no longer grants Sears exclusive rights to gear. NCI can seek new distributors.

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## Wheeler plays matchmaker at ANPA

**NCTA president envisions happy marriage of cable and publishers in emerging electronics fields, sees government regulation, AT&T as villains in blissful household**

National Cable Television Association President Tom Wheeler last week urged the nation's newspaper publishers to join cable "in a partnership of purpose and commitment to help ease entry into the wild, wonderful and sometimes confusing world of videotext, teletext and other forms of electronic newspapers delivered by cable."

Speaking at a Telepublishing Seminar of the American Newspaper Publishers Association in Denver, Wheeler said such a partnership is needed to insure that telepublishing enjoys full First Amendment rights and to prevent AT&T from dominating the "Information Age." Because the mere leasing of cable channels to publishers could lead to undesirable government regulation, Wheeler also suggested that cable operators and publishers form business partnerships to pursue the telepublishing business.

Wheeler prefaced his remarks by stating his belief that the electronic delivery of information is not likely to soon replace the printed page. "There will be newspapers and magazines, books and newsletters . . . as far as any of us can see into the future." Nonetheless, he added, the leaders in the publishing industry of the future will be involved in the electronic media.

As publishers move from the printed page to some form of electronic delivery of information, Wheeler said, they must be careful not to lose their First Amendment rights in the process. "There are those, for instance, who would apply the equal-time provisions and the fairness doctrine to print journalism simply because it may be delivered electronically, in a manner similar to broadcasting," he said. Although he is "certain" newspapers provide both sides of controversial issues and give equal coverage (space) to political candidates, he said, government "does not have the right to charge you with failure to meet certain standards of publishing or to order equal space or coverage."

(Wheeler did not tell the publishers that Section 315, the equal-time and fairness provision of the federal Communications Act, explicitly names cable operators along with broadcasters as objects of the federal regulation.)

Because publishers and cable operators are essentially in the same business—"we



Wheeler

just use different delivery systems"—cable operators should enjoy the same First Amendment rights as newspapers, Wheeler said. But those rights are being threatened in several communities that are considering government ownership of their cable systems, he said, citing St. Paul, where the people will vote April 27 on whether to raise money to build the city's cable system. Wheeler exhorted the publishers and their editorial writers to consider the implications of a government-controlled cable system. "Can we afford to let any government sit astride any channel of communications?" he asked. "Should the telepublishing product which is the result of your efforts and ours be at the mercy of even the most benevolent government?"

The cities that contemplate such ownership argue that cable is the same as mass transit systems or utilities, which have been municipally owned and operated in many communities for years, Wheeler said. But there is "a critical difference" between a communications medium and "buses, trains and power plants," he said. The issue is government ownership of any medium, he declared, and "if one succumbs, can any be safe?"

Another threat to the incipient telepublishing industry is the "specter of

AT&T," Wheeler maintained. He called the proposed settlement of the Justice Department's antitrust suit against AT&T an invitation for AT&T to offer information services without restriction. "By shucking that part of their business which shows the least potential for growth [the local phone companies], yet retaining the most profitable monopoly services," Wheeler said, "the new AT&T has been freed to continue its history of anticompetitive abuses into all the new communications fields. It is the greatest deceptive ploy since Br'er Rabbit begged not to be thrown into the briar patch."

If the proposed settlement is finalized, Wheeler said, AT&T would be "capable of using its dominant position in [long-distance] communications to achieve a similar dominance in the nation's access to news, information and entertainment. If you thought there was something to worry about with Ma Bell, just wait until you meet Pa Bell."

The only effective safeguard against Pa Bell is "a prohibition against the behemoth getting into the business," at least until its regulated services are truly competitive, Wheeler said. "Short of a prohibition, only the existence of adequate competition in its intercity services can prevent predatory cross-subsidization."

Just as the writing for the electronic media will require a new style, Wheeler said, the business relationship between publishers and cable operators will require a new approach. Publishers should not view cable operators as common carriers and expect to lease channels, he advised. "If we merely lease capacity to you, we invite government controls over rates and the scope and shape of the delivery system, perhaps even over the very basics of your business and ours—the content."

As an alternative to the "you've-got-a-wire-and-we've-got-the-information approach," Wheeler suggested that publishers and cable operators work together in establishing information services. "Our ability to work in a partnership, free from the common carrier mentality," he added, "is also important to the protection of the mutual First Amendment rights we hold so dear."

As publishers invent the telepublishing service in the years ahead, Wheeler advised, they should allow their "imagination to run wild . . . Let's not restrict ourselves to the concept that telepublishing must mirror the printed pages of your newspapers."

Publishers and cable operators, Wheeler said, have optimistic views of the future for telepublishing. "Whether our visions become a reality will rest in large part upon whether . . . we work together as partners in the protection of our basic rights and the shaping of the future."

### Coming Next Week

An exclusive interview with Robert F. Erburu, president and chief executive officer of Times Mirror, the country's largest newspaper company, whose interests include major holdings in broadcast television and cable TV and whose future ambitions embrace all elements of the information age.



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## Decision time for CPB's program fund

The fate of the Corporation for Public Broadcasting's program fund may be decided this week. CPB board members are expected to take action on the issue at their March 3-4 meeting in Washington. The fund, which provides grants to public television stations, has been under review by the board since December. At the last board meeting, members studied a report that contained several alternatives to the fund (BROADCASTING, Jan. 11). Two options were selected and the CPB management has prepared a recommendation that focuses on a combination of the two.

The current program fund, established in 1979, acts independently of the board in selecting and funding programs. However, the fund does rely on the board for guidance.

Criticism of the fund has come from both board members and public television stations. Licensees have complained that they don't have enough input in program policy decisions that ultimately affect them. Board members have charged that the fund fails to produce "blockbuster" programs, such as *Sesame Street*, that attract a following.

Of the two options, one is similar to the present operation of the fund by its director, Lewis Freedman. The other option would: "Reserve to itself [the board] the

prerogative of setting policy, establishing goals and maintaining oversight, but delegate specific decisions to an entity also empowered to make specific decisions on behalf of PBS and the stations."

Freedman says that CPB has prepared a report that "basically explores in further detail the two options." He noted that the corporation has been working to evolve a method that will give the program fund more freedom and strengthen the role of

the stations.

The program director said the corporation is concerned about "making fewer dollars go farther." One method already developed calls for pooling the resources of stations for productions. *American Playhouse* was produced by a consortium of stations and was financed through the program fund. The fund has also supported another consortium effort, a weekly documentary news series.

## Changing Hands

PROPOSED

**KXXX-AM-FM Colby, Kan.** □ Sold by Golden Plains Inc. to Lesso Inc. for \$1.5 million. **Seller** is owned equally by W. A. Mosier, W. G. Lowe, Dwight S. Reed and Edward P. Shurick. Mosier and Lowe are investors with no other broadcast interests. Reed is former chairman and Shurick former president of H-R Television and H-R Representatives, former television and radio station representative firms. **Buyer** is owned by Lawrence E. Steckline, who owns KJLS(AM) Hays, KWLS-AM-FM Pratt and KSLS(FM) Liberal, all Kansas. He also owns 49% of WWLS(AM) [formerly WNAD] Norman, Okla., which was bought last year for \$800,000 (BROADCASTING, Aug. 3, 1981). KXXX is 5 kw daytimer on 790 khz. KXXX-FM is on 100.3 mhz with 100 kw and antenna 610 feet above average terrain.

**WISP(AM)-WQDW(FM)** □ Kinston, N.C. Sold, respectively, by WISP Inc. and Smiles of Lenoir Inc. to Joyner Broadcasting Corp. for \$1,350,000. **Seller** corporations are both owned by Richard V. Surles who also owns 90% of WRCS(AM)-WQDK(FM) Ahsokie, N.C.. **Buyer** is owned by A. Thomas Joyner and David Weill (50% each). Joyner owns 50% of WCLL(AM)-WQLS(FM) Cleveland, Tenn. Weill is Goldsboro, N.C., real estate investor and has no other broadcast interests. WISP is on 1230 khz with 1 kw day and 250 w night. WQDW is on 97.7 mhz with 3 kw and antenna 228 feet above average terrain.

**KGU(AM) Honolulu** □ Sold by Communications Hawaii Inc. to Marketing Systems Inc. for \$1.3 million. **Seller** is owned by Lawrence R. Wilson (71%), John F. Bayliss (21%) and Michael Gallagher (8%). Bayliss is president of radio division of Charter Co., Jacksonville, Fla.-based group owner which sold, subject to FCC approval, six of its seven radio stations for \$32 million (BROADCASTING, Dec. 14, 1981). He also owns KJMA(AM)-KSNI(FM) Santa Maria, Calif. Neither Wilson nor Gallagher has other broadcast interests. **Buyer** is owned by Roger D. Larson and A. Hollis Norton (50%), who are Reno-based financial advisers and have no other broadcast interests. KGU is on 760 khz with 10 kw full time. **Broker: Kalil & Co.**

**WIZO(FM) Franklin, Tenn.** □ Sold by Harpeth Valley Broadcasting Inc. to Mack Sanders for \$800,000. **Seller** is owned equally by Robert E. Sewell, Revis V. Hobbs, James H. Hayes and William D. Rogers. Hobbs also owns 66.77% of WMLR(AM) Hohenwald, Tenn., and Hayes owns 25% of WAXO(AM) Lewisburg, Tenn. **Buyer** is president and owner of WJRB(AM) Madison, Tenn., and WVOK(AM) Birmingham, Ala. He also bought, subject to FCC approval, WNOX(AM) Knoxville, Tenn., for \$1.2 million (BROADCASTING, Jan. 25). WIZO is on 100.1 mhz with 2.5 kw and antenna 320 feet above average terrain.

**KSTR(AM) Grand Junction, Colo.** □ Sold by Lincom Partners to Chama Broadcasting Co. for \$550,000. **Seller** is partnership of nine stockholders, none of whom have other broadcast interests. **Buyer** is owned by Marjorie A. Price, who is vice president and 4% owner of KWSR(AM) Ri-

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flc, Colo. KSTR is 5 kw daytimer on 620 khz.

**KYBS(FM) Livingston, Mont.** □ Sold by Yellowstone Broadcast Services Inc. to The Park Radio Co. for \$495,000. **Seller** is owned by Terry Kinne (73%), father-in-law, Artemas Taylor (25%), and Kinne's wife, Judy Kinne (2%), who have no other broadcast interests. **Buyer** is owned by Rodger Divens (43%), Roger King (22%) and brother, Michael King (21%). Divens is president and general manager of WSET-TV Lynchburg, Va. King brothers own Summit, N.J., television program syndication company. They have no other broadcast interests. KYBS is on 97.5 mhz with 100 kw and antenna 265 feet above average terrain. **Broker: Chapman Associates.**

**KONI(AM)-KTMP(FM) Spanish Fork, Utah** □ Sold by Neale Broadcasting Alliance to Mountain States Broadcasting Corp. for \$325,000. **Seller** is owned by Sterrett O. Neale and wife, Charmian Neale, who have no other broadcast interests. **Buyer** is owned by Dan Lacey, who owns KFTN(AM) Provo, Utah, and KIQX(FM) Durango, Colo. He is spinning off KONI for \$170,000 to Donald L. White, who is Elko, Nev., teacher and has no other broadcast interests (see page 113). KONI is 1 kw daytimer on 1480 khz. KTMP is on 106.3 mhz with 220 w and antenna 920 feet above average terrain. **Broker: Chapman Associates.**

**WJRI(AM) Lenoir, N.C.** □ Two-thirds interest sold by Grace R. Stewart and John P. Rabb to their mother, Katherine B. Rabb, for \$300,000. **Sellers** have no other broadcast interests. **Buyer** is currently one-third owner of WJRI and also owns one-third of WGD(AM) Chester, S.C. WJRI is on 1340 khz with 1 kw day and 250 w night.

**KLLL(AM) Lubbock, Tex.** □ Sold by Lubbock Broadcasting to Jerrico Broadcasting Inc. for \$200,000. **Seller** is owned by James Thrash (86%) and John B. Frankhouser (14%), who own co-located KLLL-FM. Thrash is principal owner of KAMA-AM-FM El Paso and 25% owner of WGGT-TV Greensboro, N.C. Thrash and Frankhouser have bought, subject to FCC approval, KEND(AM) Lubbock, Tex., for \$1,015,000 (BROADCASTING, Jan. 4). They bought KLLL-AM-FM four years ago for \$1.49 million (BROADCASTING, July 10, 1978). **Buyer** is principally owned by Terry Wynn, who is Lubbock oil and gas investor and has no other broadcast interests. KLLL is 1 kw daytimer on 1460 khz. **Broker: R. A. Marshall & Co.**

□ Other proposed station sales include: WWKQ(AM) Battle Creek, Mich., and KONI(AM) Spanish Fork, Utah (see "For the Record," page 113).

#### CABLE

**Cable system serving Lancaster, Circleville and 10 other central Ohio communities** □ Sold by Circleville Cablevision Association and Fairfield Cablevision Association to Nationwide Communications Inc. for over \$10 million. **Seller** is owned by Charles C. Hermanowski, who also

owns cable systems in Dade county, Fla., and has joined with Tele-Communications Inc. to build system for Miami. **Buyer** is subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co., which owns three AM's, four FM's and three TV's. Sold system serves about 14,300 basic subscribers and passes more than 20,000 homes.

#### APPROVED

**WHPL(AM)-WEFG(FM) Winchester, Va.** □ Sold by Shenval Broadcasting Inc. to Holt Ltd. Partnership for \$1,025,000. **Seller** is owned by Edwin R. Fischer who has no other broadcast interests. **Buyer** general partner is Hold Corp. of Virginia, which is principally owned by Arthur H. Holt, Bethlehem, Pa., broadcast consultant and president and 50% owner of WZZO(FM) Bethlehem. WHPL is on 610 khz with 500 w full time. WEFG is on 107.5 mhz with 21 kw and antenna 1050 feet above average terrain.

**WCOB-FM Hyannis, Mass.** □ Sold by Resort Communications Inc. to Taylor Communications Inc. for \$1 million. **Seller** is owned by Marjorie A. Hyman, executor for estate of John G. Keljikan (100%), who also owns 17% of WCRN(FM) Charlotte-Amalie, V.I. **Buyer** is subsidiary of J.J. Taylor Distributing Co., North Dartmouth, Mass.-based beer and wine distributing company. John J. Taylor III is vice president. He has no other broadcast interests. WCOB-FM is on 106.1 mhz with

50 kw and antenna 450 feet above average terrain.

**WWUU(FM) Long Branch, N.J.** □ Sold by Long Branch Co. to Mammoth Broadcasting Inc. for \$995,000. **Seller** is owned by Phillip DeSantis and James and John Mazzacco, brothers, who have no other broadcast interests. **Buyer** is owned by Jonathan Hoffman, who is former national and regional sales manager at WICC(AM) Bridgeport, Conn., and has no other broadcast interests. WWUU is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

**KCCO(AM)-KRLG(FM) Lawton, Okla.** □ Sold by Progressive Broadcasting Inc. to Ross Chapman, Robert Cole and Michael P. Russell for \$950,000. **Sellers** are Louise H. Downing as executrix for estate of husband, Gerald G. Downing (51.67%), and in own name (16.6%), Ross B. Baker Jr. (20%) and Russell G. Jones (11.6%), who have no other broadcast interests. **Buyers** Chapman and Cole are Houston investors. Russell owns KIKS(AM)-KIOI(FM) Iola, Kan. KCCO is 250 w daytimer on 1050 khz. KRLG is on 98.1 mhz with 100 kw and antenna 202 feet above average terrain.

□ Other approved stations include: KPUB(AM) Pueblo, Colo.; WCKC(AM) Milton, Fla.; KWLA(AM) Many, La.; WAZF(AM) Yazoo City, Miss., and WQIO(AM) Canton, Ohio (see "For the Record," page 113).

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## ABC's 1981 tally: record revenues

**Earnings stalled at 1980 levels; broadcasting scores well with TV reporting record fourth quarter and good year overall; radio up as well, but profits held back by expansion of program services**

ABC Inc. reported last week that its 1981 revenues reached record high levels but net earnings barely exceeded those of 1980. The report emphasized that the year ended on a decided upswing, with fourth-quarter revenues up 11% from the comparable 1980 period and net income up 14%.

Although the full-year earnings were described as flat, they were flat on a modestly positive scale, reaching \$146,313,000 as compared to \$146,304,000 the year before. The revenue swing for the year amounted to 7%, up to \$2,443,713,000 from the prior year's \$2,280,380,000. Because of an increase in the average number of shares, net earnings per share declined to \$5.13 from 1980's \$5.18.

Broadcasting's performance got generally high marks. Without revealing details, Chairman Leonard H. Goldenson and President Elton H. Rule said, "the ABC Television Network achieved record revenues and profits in both the fourth quarter and full year 1981, due, in part, to the increased advertiser demand for commercial time in the second half of the year. Sales gains in news, daytime and early-morning programming were particularly strong as a result of improved audience delivery for those periods.

"Network profits also benefited from the delayed premiere of the fall season due to the writers' strike, the effect of the modification of amortization rates for occasional prime-time programming and efforts to limit cost increases."

The amortization rate change they cited was instituted in the fourth quarter of 1980 and results in a reduced portion of costs being absorbed on the original broadcast of a program and an increased portion being absorbed on rebroadcasts. ABC said the change increased net earnings by \$8.4 million or 22 cents a share in the fourth quarter and \$13.4 million or 47 cents a share for the full year. In the fourth quarter of 1980, when it was introduced, it added 32 cents a share.

Goldenson and Rule said "the ABC-owned television stations division reported increased revenues for both the fourth quarter and full year. Profits were higher in the fourth quarter compared to the year-earlier period, but declined for the full year, due principally to increased

programming costs.

"ABC Radio recorded increased revenues and profits in 1981, although fourth-quarter profits declined as a result of development costs associated with the expansion of the radio network's programming services and the development of ABC Radio Enterprises."

Revenues and profits from ABC's leisure parks were higher than in 1980. ABC Publishing's revenues were up but its profits were down, "due to costs associated with the decision to dispose of R.L. White Co. Inc. and the write-down to net realizable value of certain assets expected to be sold" to another publishing company.

"Overall earnings," Goldenson and Rule said, "continued to be affected by development costs for ABC Video Enterprises and ABC Motion Pictures, which represent a long-term investment in the future of the company. . . .

"Looking to the future, we are encouraged by the sustained pace of the

broadcast advertising marketplace into the first quarter of 1982. Final 1982 results, however, will be affected by conditions in the overall economy as well as the incremental costs associated with the start-up of our new ventures, theatrical film licensing commitments for the television network and the potential renewal of several major sports franchises. Partially offsetting these costs will be a positive earnings impact expected from investment tax credit claims for certain theatrical and television films produced in prior years."

For the fourth quarter, ABC reported revenues of \$736,660,000, up from \$663,827,000 the year before, and net earnings of \$43,833,000, or \$1.53 per share, as compared with the 1980 fourth quarter's \$38,483,000 or \$1.36 a share.

The report did not show results by specific business segments. In 1980, however, broadcasting represented 86.5% of revenues and close to 99% of earnings from continuing operations before income tax.

## Wyman revisits CBS's peaks and valleys in past year

**Security analysts told recession, developmental costs, changes in company's structure tempered company's performance in 1981; Broadcast Group gets gold star**

"At the risk of being redundant," said CBS Inc. President Thomas Wyman, as he opened the company's annual security analysts' meeting in New York last week, "a lot has happened," over the past year to both CBS's primary and developing businesses.

Wyman described 1981 for CBS as "a year of excitement, achievement and some disappointment." He noted the three primary factors that affected the company's performance—a recessionary economy, some structural changes in the company's "base businesses," and the cost of company development programs.

Revenues grew by only 3% in 1981, Wyman noted, while income from continuing operations was "virtually equal to last year." He said the decision to discontinue the company's paperback book business "was not a difficult one to make," in light of that division's \$12-million loss for 1981. He said projections indicated the book business would have been "in for more of the same" in 1982.

The broadcast group "performed superbly" in 1981, Wyman said, compensating for some "recession-driven difficulties" in the record and publishing groups.

The broadcast group's television network, TV station and radio operations "all had record revenues and profits in 1981," Wyman noted, "and each equalled or exceeded . . . the overall growth in their respective fields."

On the TV network side, he said that morning news and daytime "are our primary targets for attention now."

The CBS/Records Group losses were caused by domestic operations, which Wyman described as a "disappointment." He noted several steps that have been taken to improve the situation in 1982, most notably the closing of the Santa Maria, Calif., plant.

The CBS/Columbia group also showed a decline of revenues and profits in 1981, noted Wyman, "because the musical instruments division had a very disappointing year." The toy division, known as Gabriel, "had a solid year," he said, exceeding its objectives in a difficult toy market.

The recessionary economy that affected the company's performance in 1981 will still be a factor this year, said Wyman, and as a result CBS had trim-



Wyman

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med back its projections a bit for 1982. Nevertheless, Wyman remains confident that CBS "should again outpace the [broadcasting] industry" during the coming year.

While Wyman is "hopeful" that the economy will pick up in the second half of the year, "we are running our businesses as though it will not."

As to development, Wyman noted a number of steps taken by CBS to insure the company's "position as the leading provider of entertainment and information to the consumer."

The "centerpiece of that ambition and expectation," said, Wyman, "will continue to be broadcasting. And the centerpiece of that centerpiece will continue to be network broadcasting."

"We are providers of entertainment," said Wyman, "and the presentation of that entertainment to the public and we expect to make those presentations a number of different ways off the base of network broadcasting as we know it today." The new businesses being created out of cable technology, he said, not only "cry out for more product," but for "better product." The emerging home entertainment businesses, he said, "can clearly benefit from the creative talent and marketing distribution expertise of our recorded music and consumer businesses."

In the same way, he said, the developing information fields "need the experience and talents of our newsgathering facilities and our publishing enterprises." To meet these needs and capitalize on the opportunities presented, Wyman said CBS was prepared to take risks and spend money. As to criticism from the analyst community that CBS was indeed doing just that, but too aggressively and too broadly, Wyman countered that "we believe we are making thoughtful moves in good proportion to the potential rewards and in good proportion to our resources, and not in good proportion to our present and future competitors."

In the cable home video area, Wyman said "the single most important step we have taken," was the announcement made two weeks ago that the company is entering into a joint venture with 20th Century-Fox (BROADCASTING, Feb. 22). In cable programming, he said, CBS/Fox expects to provide both pay and advertiser supported services "that will offer feature films, sports, music, special events, et cetera." He described CBS Cable, which will become a part of CBS/Fox, as a proved service. "And I would say to you, that despite a blizzard of promissory press releases, no one else has yet demonstrated a similar capability."

Videodisk pressing for the CBS/Fox home video operation will be done by CBS at its new plant in Carrollton, Ga., and it is that portion of the joint venture, said Wyman, that "will make the earliest profit contribution to the venture."

Wyman said the CBS teletext experiment in Los Angeles, known as Extravision, was "not a major event," even though the company is following with "substantial interest in its scale." If test

## BottomLine

**Records, despite setbacks.** Tribune Co., Chicago, reported net income for 1981 was record \$89.1 million, 14% more than \$78-million profit for previous year. Similarly, there was 14% gain in revenues to \$1.4 billion. In fourth quarter, there was alltime high profit of \$30 million on revenues of \$389.9 million, up 56% and 16%, respectively, over last quarter in 1980. Tribune Co. President Stanton Cook said strong performances by TV stations in Chicago (WGN-TV), Denver (KWGN-TV) and New York (WPIX) and firm's newspapers in Chicago (*Chicago Tribune*) and Florida offset declines in newsprint and forest products division and losses at *New York Daily News*. Cook said higher investment tax credits also helped. In addition, he disclosed discussions with prospective buyers for sale of *Daily News* were continuing, but no firm timetable has been set for completion of sale.

**Texas tally.** Harte-Hanks Communications reported net income of \$25,362,000 for 1981, up 12% over year earlier, on revenues of \$348,519,000. Per share figure of \$2.62 was up 10%. Earnings growth in fourth quarter of 11%, despite only 4% boost in revenues, came thanks to "significant effort of ... employe-management group." But continued revenue softness in several of company's business lines is making first quarter "another terribly difficult period," company says.

**Year-end results.** John Blair & Co. reported record net earnings in 1981, up 17% to \$13,637,000 or \$3.65 per share; record also was set in revenues, up 20% to \$265,303,000. ... BBDO International reported 1% gain in net income in 1981, to \$13,796,000, \$5.15 per share, on revenues of \$176,700,000, down 2%. ... Foote, Cone & Belding Communications increased 3.8% in net income in 1981 to \$11,985,000, \$4.32 per share; revenues rose 3.4% to \$170,309,000. ...

**ABC divvies up.** ABC Inc. has declared cash dividend of 40 cents per share on its common stock, payable March 15 to holders of record Feb. 22.

**Dividends.** Time Inc. board has declared quarterly cash dividend of 25 cents per common share, payable March 15 to shareholders of record March 1. ... Grey Advertising Inc. is paying quarterly dividend of 60 cents on common stock, payable March 16 to holders of record March 1.

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results warrant, Wyman said the new technology "perhaps could provide an opportunity for a different kind of network supported service."

As to videotext, Wyman noted the planned experiment with AT&T, and described it as an area "we all have a basic conviction about, but some uncertainty as to timing, scope and scale."

As to the company's Alameda, Calif., cable franchise application, Wyman said that such a system would serve "as a kind of cable R and D program," for new technology services such as high-definition TV or videotext, and that the company has no plans of becoming a major cable operator, even if the FCC were to allow it.

The company's HDTV direct broadcast satellite plans, said Wyman, are clearly the "longest range" plans. "But once you have seen it, you cannot turn your back on where it could take some or perhaps even all of home television delivery a decade or two away."

Wyman ended his presentation with what he described as a bit of "unhappy news." The company's recently appointed chief financial officer, Chuck LaFollette, a transplanted San Franciscan (BROADCASTING, Oct. 12, 1981), submitted his resignation and will be returning to San Francisco with his family soon. Wyman praised LaFollette as a highly abled and competent corporate officer, who "has had an impact

on our thinking . . . and I wish to hell he were going to stay."

**Katleman probe dropped.** Los Angeles District Attorney John Van de Kamp announced last Tuesday (Feb. 23) he is ending investigation of 20th Century-Fox Television Chairman Harris Katleman, object of district attorney's scrutiny following reports last year that executive had allegedly mishandled expense account funds. Investigation concerned \$1,600 discrepancy in expense report claims for business entertainment. He concluded there is "insufficient evidence to establish criminal wrongdoing" on part of Katleman.

## For the Record

As compiled by BROADCASTING Feb. 16, through Feb. 19, 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

■ Samson, Ala.—Carol Stanley seeks 1490 khz, 1 kw-D, 250 w-N. Address: 1 Stephens Street, Kinston, Ala. 36453. Estimated construction costs: \$33,553; first-quarter operating cost: \$8,000; first-year revenue: \$65,000. Principal: Applicant is secretary at WLVN(AM) Luverne, Ala., where her husband, James Stanley, is manager. Neither have other broadcast interests. Filed Feb. 11.

■ Austin, Tex.—Austin Minority Radio Association Inc. seeks 720 khz, 5 kw-D, 1 kw-N. Address: 802 Rio Grande, Austin 78701. Estimated construction costs: \$304,000; first-year operating cost: \$205,000; first-year revenue: \$550,000. Principals: Closely held group of 12 stockholders. Maria E. Guerrero is president and 10% owner. She is Austin, Tex., advertising and public relations consultant and has no other broadcast interests. Filed Feb. 1.

■ Austin, Tex.—Radio Systems of Austin, Inc. seeks 720 khz, 5 kw-D, 1 kw-N. Address: 2510 Janice Drive, Austin 78703. Estimated construction costs: \$300,000; first-quarter operating cost: \$73,000; first-year revenue: \$400,000. Principals: Edward Adams, Bertha E. Means and Hector DeLeon (17% each), Charles T. Granger III, Stanley McLelland and Jo Anne Midwikis (16.33% each). Adams is Austin, Tex. contractor. DeLeon is Austin attorney. Granger is Austin real estate investor. McLelland is VP of San Antonio based Valero Energy Co. Midwikis is Austin accountant. Means is Austin school administrator. DeLeon is also applicant for new FM station at Luling, Tex. Others have no other broadcast interests. Filed Feb. 1.

#### FM applications

■ Kremmling, Colo.—Middle Park Communication Corp. seeks 106.3 mhz, 3 kw, HAAT: 1,196 ft. Address: P. O. Box 4001, Val Moritz, Colo. 80446. Estimated construction costs: \$40,000; first-year revenue: \$200,000. Principals: Willard L. Gettle Jr. (22%), Robert E. Worthington (49%), Calvin E. Klancke, David L. Sheppard (13% each) and John R. Lupinski (3%). Worthington is Wayzata, Wisc.-based sportswear salesman. Others are real estate investors. None have other broadcast interests. Filed Feb. 8.

■ Fort Carson, Colo.—John A. Bower seeks 106.3 mhz, 5.6 w, HAAT: 2,026 ft. Address: 3061 Oak, Lakewood, Colo. 80215. Principal: John A. Bower (100%), who owns KMCX(FM) Ogallala, Neb. Filed Feb. 16.

■ \*Alexandria, La.—Louisiana State University Agriculture & Mechanical College seeks 88.3 mhz, 100 kw, HAAT: 1,245 ft. Address: 99 University Lakeshore Drive, Baton Rouge, La. 70803. Estimated construction costs: \$378,000; first-year operating cost: \$99,000. Format: Educational. Principal: Noncommercial educational institution: M.D. Woodin is president. It owns WWNO-FM New Orleans, WPRG-FM Baton Rouge and is applicant for new FM at Shreveport, La. (BROADCASTING, July 23, 1979).

■ Boothbay Harbor, Me.—Robert J. Cole seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Brackett Road, Brunswick, Me. 04011. First-quarter operating cost: \$15,000; first-year revenue: \$100,000. Principal: Applicant is Portland, Me., producer of trade shows and concerts and has no other broadcast interests. Filed Feb. 8.

■ Atlanta, Mich.—Up North Broadcasting Co. seeks 92.5 mhz, 100 kw, HAAT: 961 ft. Address: P.O. Box 395, Atlanta 49709. Estimated construction costs: \$21,200; first-quarter operating cost: \$37,200; first-quarter revenue: \$30,000. Principal: Closely held group more than 10 stockholders principally owned by Jerome L. Winder, who is operations manager and 17.33% owner of WHSB(FM) Alpena, Mich. which he will divest upon approval of license application of FCC. Filed Feb. 11.

■ Bemidji, Minn.—Midwest Radio Co. seeks 103.7 mhz, 100 kw, HAAT: 490 ft. Address: Box 2983, Fargo, N.D. 58108. Estimated construction costs: \$135,600; first-quarter operating cost: \$190,000; first-quarter revenue: \$75,000. Principal: Closely held group of more than 50 stockholders who also own KQWB(AM) West Fargo, N.D. and KQWB-FM Moorehead, Minn. Larry Lakoduk is president. Filed Feb. 2.

■ Sidney, N.Y.—Broadcast Facilities Co. seeks 100.9 mhz, 640 w, HAAT: 577 ft. Address: 431 South Wilbur Avenue, Syracuse, N.Y. 13204. Estimated construction costs: \$51,000; first-quarter operating cost: \$22,500. Principal: Robert Raide (100%), who owns Syracuse, N.Y., canvas company and is applicant for new AM at Penn Yann, N.Y., and new TV at Utica, N.Y. Filed Feb. 4.

■ Irmo, S.C.—Santee-Cooper Broadcasting of Irmo Inc. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 2, Box 537, Eutawville, S.C. 29048. Estimated construction costs: \$81,000; first-year operating cost: \$15,000; first-year revenue: \$115,000. Principal: Clarence E. Jones (100%), who is Eutawville-based real estate investor and holds CP for new AM at Ellore-Santee and is applicant for new FM at Hilton Head, both South Carolina. Filed Feb. 16.

■ Ridgeland, S.C.—Voice of Entertainment Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Drawer "E", Carter Mill Road, Ridgeland 29936. Principals:

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Tyrone G. Lowther and wife, Eugenia Lowther and Loweta L. Boean (one-third each). They own WJMR (AM) Ridgeland. Filed Feb. 17.

■ Clarksville, Va.—Mecklenburg Broadcasting Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 512 North Main Street, Chase City, Va. 20392. Estimated construction costs: \$44,700; first-quarter operating cost: \$10,700; first-year revenue: \$64,000. Principal: Arthur A. Moran Jr. (100%), who owns WMEK (AM) Chase City, Va. Filed Feb. 12.

#### TV application

■ Kerrville, Tex.—Comanche Broadcasting Inc. seeks ch. 35; ERP: 147 kw vis., 26 kw aur., HAAT: 97 ft.; ant. height above ground: 303 ft. Address: 711 Mockingbird Lane, Kerrville 78028. Estimated construction cost: \$365,000; first-quarter operating cost: \$75,000; first-year revenue: \$265,000. Legal counsel: Gene A. Bechtel, Washington. Consulting engineer: Neil M. Smith, Washington. Principals: William R. Rector and wife, Lyndia M. Rector (100% jointly). William Rector is Kerrville radiologist. He also owns 5% of KCLW (AM) Hamilton, Tex. Filed Feb. 8.

#### AM actions

■ Palm City, Fla.—Astro Enterprises Inc. returned application for 760 khz, 5 kw-D, 250 w-N. Address: 1150 West King Street, Cocoa, Fla. 82922. (BP-811015AM). Action Feb. 10.

■ Stables, Minn.—Stables Broadcasting Inc. granted 1430 khz, 1 kw-D. Address: 1012 Cloquet Avenue, Cloquet, Minn. 55720. Estimated construction costs: \$74,000; first-year operating cost: \$29,000; first-year revenue: \$150,000. Principals: Sherry E. Stramer, Neil J. Nemmers and Perry W. Kugler (one-third each). Stramer is broadcast accountant. Nemmers is Cloquet, Minn., real estate agent. Kugler is station manager at KDJ5 (AM) Willmar, Minn. They own 80% of KDJ5. (BP-811002AK). Action Feb. 8.

#### FM action

■ Holly Springs, Miss.—Mississippi Black Economic Development Corp. dismissed application for 88.1 mhz, 100 kw, HAAT: 548 ft. Address: 120B College St., Holly Springs 38635. (BPED-800530AA). Action Feb. 8.

155 ft.)—Dismissed assignment of license from Jonathan Christian Corp. to Greater Cullman Broadcasting Inc. for \$300,000. (BALH-811106FO). Action Feb. 9.

■ KPUB (AM) Pueblo, Colo. (1480 khz, 1 kw-D)—Granted assignment of license from Rocky Mountain Broadcasting Co. of Colorado Inc. to Gary Gunter and wife, Maggie, for \$215,000. Seller is owned by Leo Smentowski who has no other broadcast interests. Buyer: Gary Gunter is newscaster at WIVB-TV Buffalo, N.Y. Maggie Gunter is University of Pittsburgh (Pa.) professor. Neither has other broadcast interests. (BAL-811221GV). Action Feb. 8.

■ WCKC (AM) Milton, Fla. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Blackwater Broadcasting Inc. to Richard A. Taylor for \$125,000. Seller: William and Glenda Hoisington (50% each), who bought WCKC (AM) for \$100,000 last year (BROADCASTING, June 1, 1981) and are seeking waiver of three year rule due to illness of principal. Buyer is vice president and general manager of WVOC (FM) Columbus, Ga. (BAL-811203FX). Action Feb. 11.

■ KWLA (AM) Many, La. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Toledo Investments Inc. to KWLA Investments for \$130,000. Seller: Don Lyons and Rebecca Lyons who have no other broadcast interests. Buyer: Henry W. Bethard III and son, James G. Bethard (50% each). They are Coushatta, La., attorneys. Also, James Bethard owns KRRP (AM) Coushatta, La. (BAL-811116GV). Action Feb. 9.

■ WHAG (AM)-WQCM (FM) Halfway, Md. (AM: 1410 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, ant. 165 ft.)—Granted transfer of control of Interstate Communications Inc. from James L. Grant and Edward N. Button to Gary Portmess. Consideration: \$563,747. Principals: Sellers are James L. Grant (56.24%) and Edward N. Button (12.49%). One additional share is owned by Joseph Luria and will be acquired separately. Buyer Gary Portmess before grant owns 31.24% and after FCC approval will own 70% and his wife, Judith, will own 30%. (BTC-811124EP). Action Feb. 2.

■ WCOD (AM) Hyannis, Mass. (106.1 mhz, 50 kw, ant. 450 ft.)—Granted assignment of license from Resori Communications Inc. to Taylor Communications Inc. for \$1,000,000. Seller: Marjorie A. Hyman, executor for estate of John G. Keljikan (100%), who also owns 17% of WCRN (FM) Charlotte-Amalie, V.I. Buyer: subsidiary of J.J. Distributing Co., North Dartmouth, Mass.-based beer and wine distributing company. John J. Taylor III is vice president. He has no other broadcast interests. (BALH-811208HW). Action March 1.

■ WAZE (AM) Yazoo City, Miss. (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Twelve-Thirty Inc. to Dri-Two Inc. for \$157,000 plus \$50,000 for noncompetitive agreement. Seller: Principally owned by Miller P. Holmes who has no other broadcast interests. Buyer: Gayle R. Dvorak, Harold C. Lardinois, William O'Donnell and Leo C. Talsky (25% each). Dvorak is Milwaukee accountant. Lardinois owns Brookfield, Wis., motel. O'Donnell is Milwaukee County Executive. Talsky is Milwaukee county executive chief of staff. They each own 20% of WRDC (AM)-WQAZ (FM) Cleveland, Miss. (BAL-811218GN). Action Feb. 5.

■ KOOO (AM)-KESY (FM) Omaha, Neb. (AM: 1420 khz, 1 kw-D; FM: 104.5 mhz, 31 kw, ant. 285 ft.)—Dismissed application for transfer of control of Centennial Communications Inc. from Bruce C. Mayer (100% before; none after) to Marshall R. Hamprie and others (none before; 100% after). Consideration: \$150,000. (BTC-810914EN, EO). Action Feb. 5.

■ WWUU (FM) Long Branch, N.J. (107.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Long Branch Broadcasting Inc. to Mammoth Broadcasting Inc. for \$995,000. Seller: Bruce L. Lien, who has no other broadcast interests. Buyer: Jonathan Hoffman (80%) and wife, Elizabeth A. (20%). Jonathan Hoffman is former national/regional sales manager at WICC (AM) Bridgeport, Conn. Elizabeth is housewife. (BALH-811216FY). Action Feb. 9.

■ WQIO (AM) Canton, Ohio (1060 khz, 5 kw-D)—Granted assignment of license from Douglas Properties Corp. to Arcey Broadcasting Inc. for \$450,000. Seller: Sidney J. Collins, president, and family who have no other broadcast interests. Buyer: Ronald D. Colaner and Raymond W. Crowl (50% each). Colaner is contract engineer for WINW (AM)-WOODS (FM). Crowl is former principal in Canton advertising agency. Neither have other broadcast interests. (BAL-811215FM). Action Feb. 11.

■ KCCO (AM)-KBLG (FM) Lawton, Okla. (AM: 1050 khz, 250 w-D; FM: 98.1 mhz, 100 kw, ant. 202 ft.)—Granted transfer of control of Progressive Broadcasting Co. from Louise H. Downing and others (100% before; none after) to Howard B. Chapman and others (none before; 100% after). Consideration: \$950,000. Principals: Sellers are Louise H. Downing as executrix for estate of Gerald G. Downing (51.66%), Ross B. Baker Jr. (20%), Louise H. Downing (16.66%) and Russell G. Jones (11.66%) who have no other broadcast interests. Buyers are Michael D. Russell (50%), Howard B. Chapman (29%) and Robert B. Cole (21%). Russell is president, general manager and principal of KIKS (AM)-K10L (FM) Iola, Kan. Chapman and Cole are Houston, Tex., investment builders. (BTC-811202FQ). Action Feb. 9.

■ KBIC (FM) Alice, Tex. (102.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Comal Broadcasting Co. to Alice Broadcasting Corp. for \$266,000. Seller also owns KGNB (AM)-KNBT (FM) New Braunfels, Tex. Buyer: Thomas E. Thompson and wife, Diana D. (50%), James F. Anderson and wife Florence J., Charles J. Anderson and wife, Yolanda P. and Julius Germans and wife, Joyce E. (16.66% each). Andersons own San Antonio, Tex., advertising agency. Julius Germans is general sales manager at KWEX-TV San Antonio. Thomas Thompson is general manager at KBIC (FM). Seller owns KGNB (AM)-KNBT (FM) New Braunfels, Tex. (BALH-811222HE). Action Feb. 2.

■ WHPL (AM)-WEFG (FM) Winchester, Va. (AM: 610 khz, 500 w-U; FM: 107.5 mhz, 21 kw, ant. 1,050 ft.)—Granted assignment of license from Shenval Broadcasting Corp. to Holt Limited Partnership for \$1,025,000. Seller: Edwin R. Fischer, who has no other broadcast interests. Buyer: closely held group of one general partner and nine limited partners. Arthur H. Holt is general partner. Other investors include Jason Shrinky, Bruce Eisen and James Weitzman, Washington communications attorneys. Also, Alexander Sheftell, former president of WAVA (FM) Arlington,

## Ownership Changes

#### Applications

■ KSTR (AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks assignment of license from Lincoln Partners to Chama Broadcasting Co. for \$550,000. Seller: Partnership of nine stockholders, none of whom have other broadcast interests. Buyer: Marjorie A. Price (100%) who is vice president and 4.09% owner of KWSR (AM) Rifle, Colo. Filed Feb. 10.

■ WWKQ (AM) Battle Creek, Mich. (1500 khz, 1 kw-D)—Seeks assignment of license from Television Thirty-Six, Inc. to WVOC, Inc. for forgiveness of debt of \$37,568.49. Seller: Bob Sherman, Delton K. Winkel, E. Daniel Stomp, Gary B. Mallernee (25% each) who have no other broadcast interests. Buyer is Don F. Price and family who own WDFP (FM) Battle Creek, Mich. Filed Feb. 3.

■ WISP (AM)-WQDW (FM) Kinston, N.C. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, ant. 228 ft.)—Seeks assignment of license from WISP Inc. and Smiles of Lenoir Inc. to Joyner Broadcasting Corp. for \$1,350,000. Seller is owned by Richard Sufles, who owns 90% of WRCS (AM)-WQDK (FM) Ahsokic, N.C. Buyers: A. Thomas Joyner and David Weill (50% each). Joyner owns 50% of WCLE (AM)-WQLS (FM) Cleveland, Tenn. Weill is Goldsboro, N.C. real estate investor and has no other broadcast interests. Filed Feb. 8.

■ KONI (AM) Spanish Fork, Utah: (1480 khz, 1 kw-D)—Seeks assignment of license from Mountain States Broadcasting Corp. to Donald Lewis White for \$170,000. Seller is owned by Dan Lacey III, who acquired KONI (AM)-KTMP (FM) Spanish Fork, Utah, from Sterrett Weale and wife, Chairman Neale (see "Changing Hands," page 104). Lacey owns KIQX (FM) Durango, Colo., and KFTN (AM) Provo, Utah. He is spinning-off KONI because it overlaps with Provo facility. Buyer is Elko, Nev., teacher and has no other broadcast interests. Filed Feb. 5.

#### Actions

■ WKLN (FM) Cullman, Ala. (92.1 mhz, 3 kw, ant.

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Va., which was sold to Doubleday Broadcasting (BROADCASTING, Dec. 7, 1981). Arthur Holt also owns 50% of WZZO(FM) Bethlehem, Pa. (BALH-811216FV). Action Feb. 4.

## Facilities Changes

### AM applications

#### Tendered

- KNOM(AM) Nome, Alaska—Seeks CP to increase N power to 10 kw. Ann. Feb. 17.
- KSYX(AM) Santa Rosa, N.M.—Seeks CP to change hours of operation to U by adding 250 w-N; change frequency to 1340 khz; and make changes in ant. sys. Ann. Feb. 16.
- KIRT(AM) Mission, Tex.—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-N; change TL; make changes in ant. sys. Ann. Feb. 17.

#### Accepted

- WOZO(AM) Penn Yann, N.Y.—Seeks MP of CP (BP-790620AA) to decrease lower height from 270 to 160 ft. and eliminate tower lighting. Ann. Feb. 18.

### FM applications

#### Accepted

- \*WUBM-FM Boston—Seeks modification of CP (BPED-2125, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 200 kw; decrease HAAT to 167 ft. and change TPO. Ann. Feb. 16.
- WLBS(FM) Mt. Clemens, Mich.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw and change TPO. Ann. Feb. 16.
- \*WWCJ(FM) Jackson, Miss.—Seeks modification of CP (BPED-790906AB, as mod.) to change type trans.; change type ant.; increase ERP to 6.3 kw; increase HAAT to 300 ft. and change TPO. Ann. Feb. 18.
- KCLV-FM Clovis, N.M.—Seeks CP to change type trans.; change SL and RC; decrease ERP to 74.175 kw and change TPO. Ann. Feb. 18.
- WFFM(FM) Braddock, Pa.—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP to 16.6 kw; increase HAAT to 997 ft. and change TPO. Ann. Feb. 16.
- WKSZ(FM) Media, Pa.—Seeks modification of CP (BPH-9011) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 24 kw; increase HAAT to 720 ft. and change TPO. Ann. Feb. 16.
- WLID(FM) Vieques, P.R.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 952 ft. and change TPO. Ann. Feb. 18.
- KXXX(FM) Galveston, Tex.—Seeks modification of CP (BPH-800131AI) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 709 ft. and change TPO. Ann. Feb. 18.
- KQUE(FM) Houston, Tex.—Seeks CP to install aux. trans. and ant. change at main TL; to be operated on ERP of 26.8 kw; change HAAT to 930 ft. and change TPO. Ann. Feb. 18.

### TV applications

#### Accepted

- WKNA(TV) Melbourne, Fla.—Seeks MP (BPCT-790814KE) to change ERP to 4088 kw vis., 815.6 kw aural, and make changes to ant. sys. Ann. Feb. 16.
- WSJN-TV San Juan, P.R.—Seeks MP (BPCT-801021KE) to change TL. Ann. Feb. 16.
- KBMT(TV) Beaumont-Port Arthur, Tex.—Seeks CP to replace directional antenna system. Ann. Feb. 16.
- WIKK(TV) Manassas, Va.—Seeks MP (BPCT-790723KL, as mod.) to change ERP to 5000 kw vis., 500 kw aural; change trans.; and make changes to ant. sys. Ann. Feb. 16.

### AM actions

- KIOA(AM) Des Moines, Iowa—Granted modification of CP (BP-810128AH) to change existing N directional pattern with augmentation. Action Feb. 9.
- WLOU(AM) Louisville, Ky.—Granted CP to

change hours of operation to U by adding 500 w-N; install DA-N, and make changes in ant. sys. Action Feb. 10.

■ WIXR(AM) Mount Pleasant, S.C.—Granted modification of CP (BP-800819AC) to change TL. Action Feb. 5.

■ WSLV(AM) Ardmore, Tenn.—Granted CP to change power to 2.5 kw-1 kw (CH). Action Feb. 5.

### FM actions

- KMDX(FM) Parker, Ariz.—Granted CP to change TL; specify SL/RC; change ERP to 4.3 w; change HAAT to 1008 ft.; change type trans. and make changes in ant. sys. Action Feb. 8.
- KRFD(FM) Marysville, Calif.—Granted CP to change TL; change ERP to 2 kw; change HAAT to 2003 ft. and make changes in ant. sys. Action Feb. 8.
- KIKK-FM Houston, Tex.—Granted CP to change TL; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Action Feb. 9.
- KLEF(FM) Houston, Tex.—Granted CP to change TL; increase HAAT to 1425 ft.; change type of trans. and make changes in ant. sys. Action Feb. 10.
- \*WGEV(FM) Beaver Falls, Pa.—Dismissed application for CP to increase ERP to 100 w. Action Jan. 8.

### TV actions

- WHKY-TV Hickory, N.C.—Granted CP to change ERP to 656.1 kw visual, 125.3 kw aural; and change trans. Action Feb. 8.
- WTLW(TV) Lima, Ohio—Granted CP to change ERP to 904.9 kw visual, 100.2 kw aural; change trans.; change ant.; and make changes to ant. sys. Action Feb. 8.

## In Contest

### Procedural Rulings

- Salisbury, Md. **FM proceeding** (Radio Salisbury Inc., et al.)—ALJ Frederic J. Coufal dismissed as moot petition by Radio Salisbury Inc., for reconsideration in light of approval of agreement and granted joint request and approved agreement, authorized reimbursement of \$9,000 to Connor Broadcasting Inc., and \$24,993.72 to Crawford and dismissed their applications with prejudice, granted Radio Salisbury's application to operate on channel 288 at Salisbury and terminated proceeding (BC Doc. 80-254-256). Action Feb. 5.
- Santa Ana, Calif. **TV proceeding** (International Panorama TV Inc. [KTBN-TV] and Saddleback Broadcasting Co. Inc.)—ALJ Thomas B. Fitzpatrick granted joint request and approved agreement; authorized reimbursement of \$448,471.65 to Saddleback and dismissed its application with prejudice and ordered International's application remain in hearing status (BC Doc. 80-655-656). Action Feb. 5.

### Designated for hearing

- San Diego, Calif.—**new TV** (ch. 69)—Competing applications of Venton Corp.; Christian Communications Network; Federal Broadcasters Inc.; San Diego Family Television Inc.; LLMR Broadcasting Inc.; Intersat Communications Corp.; Local Service Television Inc., and Channel 69 Corp.: To determine whether Christian, LLMR, and Intersat are financially qualified; which of proposals would best serve public interest; and which should be granted (BC Doc. 82-66-73). Action Jan. 29.

### FCC actions

- FCC authorized broadcast stations in most areas to use auxiliary frequencies for 30 days on secondary, non-interference basis with FCC approval. FCC also declined to create new auxiliary service license class to operate relay stations for direct broadcast of program material. Action Feb. 11.
- Review Board granted WDRB-TV Louisville, Ky., change of frequency from ch. 41 to ch. 21 and denied mutually exclusive application of Word Broadcasting Network Inc. for new TV on ch. 21. Action reversed earlier ALJ ruling. Review Board disagreed with ALJ's comparative evaluation, particularly his diversification analysis and added preference to WDRB-TV since it proposed more hours of programming per week than Word. Action Feb. 11.
- ALJ Thomas B. Fitzpatrick granted Greater Wichita Telecasting Inc. CP for new TV at Wichita, Kan., and denied mutual exclusive application of Columbia-Kan-

sas TV Ltd. In resolving standard comparative issue, ALJ said media interests of Columbia-Kansas principals outweighed those of Greater Wichita, therefore giving latter slight preference on media diversification factor. ALJ also concluded that Columbia-Kansas' proposal to integrate ownership and management was not strong enough. Ann. Feb. 19.

■ U.S. Court of Appeals for District of Columbia Circuit affirmed FCC's action keeping Class I-A clear channel AM nighttime service areas of about 1,500 square miles and opening clear channels outside those areas for additional fulltime stations. Loyola University and Capital Cities Communications, both owners of Class I-A clear channel stations, appealed FCC action, but Court said FCC engaged in reasoned decision within its statutory scope. Ann. Feb. 17.

## Translators

### UHF applications

#### Tendered:

- Virgin, Utah—University of Utah seeks CP for new UHF translator on ch. 62 to rebroadcast KUED-TV Salt Lake City (20 w, 25 ft.). Ann. Feb. 9.
- Bloomington Wis.—State of Wisconsin, Ed. Comm. Board seeks CP for new VHF translator on ch. 49 to rebroadcast WHLA-TV LaCrosse, Wis. (110w, 500 ft.). Ann. Feb. 9.

### VHF action

- Boulder, Colo.—Front Range Educational Media Corp. granted CP for new VHF translator on ch. 12 to rebroadcast KBDI-TV Broomfield, Colo. (190 ft., 10 w, BPTTV-800908IR). Action Feb. 1.

## Low Power

■ Following low power television applications have been accepted for filing and will be ready for processing after March 19 cut-off date. Applications represent those that meet one of exceptions to freeze on acceptance of applications for new translators and low power television stations:

### VHF applications

#### Alabama

- Sheffield, Ala.—Benjamin B. Moore seeks ch. 10, 10 w (BPTVL-811210TU).

#### Alaska

- State of Alaska for following communities, all 10 w:
  - Adak, ch. 13 (BPTVL-811229TD).
  - Atkasuk, ch. 9 (BPTVL-811218TT).
  - Cantwell, ch. 9 (BPTVL-811218TE).
  - Cape Pole, ch. 13 (BPTVL-811218TP).
  - Chauathbaluk, ch. 3 (BPTVL-811218TF).
  - Chignik, ch. 7 (BPTVL-811229TF).
  - Chignik Lagoon, ch. 4 (BPTVL-811229SH).
  - Chignik Lagoon, ch. 9 (BPTVL-811229TG).
  - Chefornak, ch. 2 (BPTVL-811229TL).
  - Circle, ch. 13 (BPTVL-811229TH).
  - Chitna, ch. 13 (BPTVL-811218TG).
  - Crooked Creek, ch. 7 (BPTVL-811218TY).
  - Galena, ch. 4 (BPTVL-811229TI).
  - Hooper Bay, ch. 4 (BPTVL-811218TX).
  - Igiugig, ch. 9 (BPTVL-811229TJ).
  - Ivanof Bay, ch. 9 (BPTVL-811229TK).
  - Kaltag, ch. 9 (BPTVL-811218TK).
  - Kassar, ch. 9 (BPTVL-811229TL).
  - Kipnuk, ch. 4 (BPTVL-811218TD).
  - Kotlik, ch. 9 (BPTVL-811229TM).
  - Koyukuk, ch. 3 (BPTVL-811229TN).
  - Manley Hot Springs, ch. 7 (BPTVL-811229TP).
  - Mekoryuk, ch. 4 (BPTVL-811218TV).
  - Newtok, ch. 2 (BPTVL-811229TQ).
  - Nikolai, ch. 4 (BPTVL-811218TW).
  - Nightmute, ch. 10 (BPTVL-811229TR).
  - Perryville, ch. 4 (BPTVL-811218TZ).
  - Pilot Point, ch. 2 (BPTVL-811218TK).

- Pilot Station, ch. 11 (BPTVL-811218TJ).
- Port Graham, ch. 13 (BPTVL-811218TJ).
- Port Heiden, ch. 13 (BPTVL-811218TH).
- Russian Mission, ch. 9 (BPTVL-811218TN).
- Slana, ch. 13 (BPTVL-811218TM).
- Sleetmute, ch. 7 (BPTVL-811218TR).
- Stony River, ch. 13 (BPTVL-811218TL).
- Tatitlek, ch. 13 (BPTVL-811218TU).
- Takotna, ch. 4 (BPTVL-811218TO).
- Venetie, ch. 9 (BPTVL-811218TS).

#### Arkansas

- Dequeen, Ark.—Communications Dynamics for ch. 8, 10 w (BPTVL-811216TQ).

#### California

- Twenty Nine Palms, Calif.—Benjamin B. Moore seeks ch. 6, 10 w (BPTVL-811210TR).

#### Georgia

- McRae, Ga.—Benjamin B. Moore seeks ch. 2, 10 w (BPTVL-811210TT).

#### Illinois

- Odell, Ill.—Reeves Telecommunications for ch. 6, 10 w (BPTVL-811208TU).

#### Michigan

- Manistique, Mich.—Benjamin B. Moore seeks ch. 11, 10 w (BPTVL-811204TY).

#### Oklahoma

- Guymon, Okla.—Benjamin B. Moore seeks ch. 2, 100 w (BPTVL-811210TV).
- Hugo, Okla.—Benjamin B. Moore seeks ch. 4, 10 w (BPTVL-811210TQ).

#### Texas

- Fort Stokton, Tex.—Benjamin B. Moore seeks ch. 10, 10 w (BPTVL-811210TS).

#### Washington

- Cosmopolis, Wash.—Highline's Inspirational Signal Television for ch. 9, 10 w (BPTVL-811216TT).

#### Wyoming

- Lander, Wyo.—William C. Sniffin seeks ch. 3, 10 w (BPTVL-811214TZ).
- Rawlins, Wyo.—William C. Sniffin seeks ch. 3, 10 w (BPTVL-811214TY).

### UHF applications

#### Alaska

- Kenai and Soldotna, both Alaska—Tele-Vue Partners seek ch. 17, 100 w (BPTTL-810313IG).

#### Arizona

- Flagstaff, Ariz.—Response Broadcasting Corp. seeks ch. 28, 1 kw (BPTTL-810821IF).
- Flagstaff, Ariz.—Response Broadcasting Corp. seeks ch. 32, 1 kw (BPTTL-810821IH).

- Flagstaff, Ariz.—Gregory A. Petersen seeks ch. 51, 100 w (BPTTL-810903QD).

- Flagstaff, Ariz.—Response Broadcasting Corp. seeks ch. 56, 1 kw (BPTTL-810821IG).

- Kingman, Ariz.—Stanfield-Gates Television Partnership seeks ch. 14, 1 kw (BPTTL-811216TU).

- Lake Havasu City, Ariz.—Lake Havasu Christian Television seeks ch. 25, 100 w (BPTTL-811216TS).

- Prescott, Ariz.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 23, 100 w (BPTTL-811019TG).

#### California

- Laytonville, Branscomb, and Fort Bragg, all California—Lester J. Deitz seeks ch. 61, 100 w (BPTTL-810210IF).

- Paso Robles, Calif.—Response Broadcasting Corp. seeks ch. 19, 1 kw (BPTTL-810911QF).

- Paso Robles, Calif.—Response Broadcasting Corp. seeks ch. 36, 1 kw (BPTTL-810911QG).

- Placerville and Eldorado County, Calif.—Praise the Lord Chapel, Radio, Television and World-Wide Evangelistic Outreach Inc. seeks ch. 62, 100 w (BPTTL-811210TX).

- South Oroville, Calif.—Response Broadcasting Corp. seeks ch. 41, 46, 51, 55, all 1 kw (BPTTL-811211TZ, 811211TY, 811211TX, 811211TW).

- Twentynine Palms, Marine Corps base and surrounding desert area, all California—Marongo Basin TV Club Inc. seeks ch. 63 (BPTTL-811130TW).

- Ukiah, Calif.—Mendocino Publishing Co. seeks ch. 28, 100 w (BPTTL-811217SW).

#### Colorado

- Aspen, Colo.—Preston/Jenkins seeks ch. 28, 100 w (BPTTL-811020TY).

- Aspen, Colo.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 29, 100 w (BPTTL-811019TW).

- Aspen, Colo.—Woodson Newspapers Inc. seeks ch. 36, 100 w (BPTTL-811116TU).

- Glenwood Springs, Colo.—Colorado West Broadcasting Inc. seeks ch. 25, 100 w (BPTTL-810114KU).

- Glenwood Springs, Colo.—Stauffer Communications Inc. seeks ch. 35, 100 w (BPTTL-811130TX).

- Hermosa, Colo.—Response Broadcasting Corp. seeks ch. 41, 45, 49, all 1 kw (BPTTL-810911QE, 810911AD, 810911QC).

- Rifle, Colo.—Colorado West Broadcasting Inc. seeks ch. 29, 100 w (BPTTL-810304IB).

- Vail, Colo.—Ogden Cable Corp. seeks ch. 36, 1 kw (BPTTL-810820IF).

#### Florida

- Inglis-Yankeetown, Fla.—Citrus County Association for Retarded Children Inc. seeks ch. 49, 1 kw (BPTTL-811016TY).

- Key West, Fla.—Quentin L. and Deborah D. Breen seeks ch. 34, 100 w (BPTTL-810903QI).

- Vero Beach, Fla.—Gregg K. Jones d/b/a Clearvision Communications seeks ch. 15, 100 w (BPTTL-811019TJ).

#### Georgia

- East Dublin, Ga.—Arthur C. Broadbooks & Associates seeks ch. 45, 10 w (BPTTL-820105TZ).

- Fitzgerald, Ga.—Pryor Communications Inc. seeks ch. 35, 100 w (BPTTL-810917QA).

- Valdosta, Ga.—NSN Inc. seeks ch. 53, 100 w (BPTTL-810409YS).

#### Hawaii

- Lihue, Hawaii—Atlantic and Caribbean Communications Co. seeks ch. 24, 1 kw (BPTTL-810817IG).

#### Idaho

- Burley, Idaho—KUTV Inc. seeks ch. 53, 100 w (BPTTL-810923QA).

- Twin Falls, Idaho—Bernard Q. Petersen seeks ch. 49, 1 kw (BPTTL-810903QC).

#### Kansas

- Independence, Kan.—KSN Community Services Inc. seeks ch. 51 (BPTTL-811207TX).

#### Minnesota

- Alexandria, Minn.—Alexandria Newspapers Inc. seeks ch. 30, 100 w (BPTTL-820104TZ).

- Alexandria, Minn.—Midwest Radio-Television Inc. seeks ch. 42, 100 w (BPTTL-810408IQ).

- Brainerd, Minn.—Midwest Radio-Television Inc. seeks ch. 54, 100 w (BPTTL-810408IM).

- Fairmont, Minn.—Ogden Cable Corp. seeks ch. 28, 100 w (BPTTL-810812IC).

- Fergus Falls, Minn.—Fergus Journal Inc. seeks ch. 36, 10 w (BPTTL-811215TY).

- Grand Rapids, Minn.—John W. Boler seeks ch. 18, 1 kw (BPTTL-811207TZ).

- New Ulm, Minn.—Ogden Cable Corp. seeks ch. 22, 100 w (BPTTL-810811IA).

#### Mississippi

- Biloxi, Miss.—Gulf Publishing Inc. seeks ch. 31, 1 kw (BPTTL-811204TW).

#### Missouri

- Stauffer Communications Inc. seeks ch. 20, 100 w (BPTTL-811130TY).

#### Montana

- Circle and Brockway, Mont.—Circle TV Booster Club Inc. seeks ch. 14. (BPTTL-810119JO).

#### New Mexico

- Farmington, N.M.—Debra M. Kamp seeks ch. 43, 1 kw (BPTTL-810903QG).

#### New York

- Easthampton, Southampton (part) and Shelter Island, all New York—Windmill Broadcasting seeks ch. 14, 100 w (BPTTL-810217EE).

- Monticello, N.Y.—John Mester seeks ch. 27, 100 w (BPTTL-811026TZ).

#### Oklahoma

- Ardmore, Okla.—The TV Group Inc. seeks ch. 47, 100 w (BPTTL-811030TW).

- Ardmore, Okla.—Douglas Dilliard & Albert Riesen Jr. seeks ch. 61, 1 kw (BPTTL-810928QE).

- Blackwell, Okla.—The TV Group Inc. seeks ch. 46, 100 w (BPTTL-811106TZ).

- Elk City, Okla.—Northfork TV Translator System seeks ch. 52, 100 w (BPTTL-810114LY).

- Guymon, Okla.—Christian Community Television Inc. seeks ch. 53, 1 kw (BPTTL-811001TZ).

- Ponca City, Okla.—Pioneer Broadcasting seeks ch. 18, 1 kw (BPTTL-810824IX).

- Ponca City, Okla.—George G. Teague seeks ch. 27, 100 w (BPTTL-810812IA).

- Ponca City, Okla.—KSN Community Services Inc. seeks ch. 29, 1 kw (BPTTL-810804KI).

- Woodward, Okla.—Tel-Radio Communications Properties Inc. seeks ch. 35, 1 kw (BPTTL-811218TC).

#### Oregon

- Myrtle Creek, Ore.—Cascade Pacific Television seeks ch. 35. (BPTTL-811208TV).

## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1981

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,631    | 3           | 0           | 4,634        | 129             | 4,763              |
| Commercial FM  | 3,347    | 2           | 0           | 3,349        | 197             | 3,546              |
| Educational FM | 118      | 0           | 0           | 118          | 72              | 1,190              |
| Total Radio    | 8,096    | 5           | 0           | 8,101        | 398             | 8,499              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 523      | 1           | 0           | 524          | 6               | 530                |
| UHF            | 250      | 0           | 0           | 250          | 117             | 367                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 8               | 115                |
| UHF            | 158      | 2           | 4           | 164          | 18              | 182                |
| Total TV       | 1,034    | 4           | 7           | 1,045        | 26              | 1,071              |
| FM Translators | 434      | 0           | 0           | 434          | 206             | 640                |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 2,688    | 0           | 0           | 2,688        | 162             | 2,850              |
| VHF            | 1,538    | 0           | 0           | 1,538        | 383             | 1,921              |

\*Special temporary authorization

\*\*Includes off-air licenses

■ Tri City, Riddle, Canyonville, all Oregon—Cascade Pacific Television seeks ch. 19, 100 w (BPTTL-811208TW).

#### Tennessee

■ Cookeville, Tenn.—Cleveland Newspapers Inc. d/ b/a Walls Newspapers Consultants seeks ch. 38, 100 w (BPTTL-811104TY).

#### Texas

- Bryan, Tex.—Munsch—Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RL).
- Carrizo Springs, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RO).
- Crockett, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RF).
- Del Rio, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RK).
- Denison, Tex.—Jack W. Butler seeks ch. 54, 1 kw (BPTTL-811104TY).
- Eagle Pass, Tex.—Munsch-Westenhaver Co. seeks ch. 60 10 w (BPTTL-810904RI).
- Huntsville, Tex.—W & W Communications Inc. seeks ch. 31, 100 w (BPTTL-811021TZ).
- Huntsville, Tex.—Munsch-Westenhaver Co. seeks ch. 59, 10 w (BPTTL-810904RN).
- Kerrville, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RH).
- Lufkin, Tex.—The TV Group Inc. seeks ch. 42, 100 w (BPTTL-811210TY).
- Lufkin, Tex.—International Broadcasting Network seeks ch. 55, 100 w (BPTTL-801231IN).
- Nacogdoches, Tex.—International Broadcasting Network seeks ch. 57, 1 kw (BPTTL-801231IO).
- Paris, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RM).
- Rio Grande City, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RJ).
- Sulphur Springs, Tex.—Echo Publishing Inc. seeks

ch. 15, 100 w (BPTTL-811230TY).

- Sulphur Springs, Tex.—Jack W. Butler seeks ch. 18, 1 kw (BPTTL-811104TZ).
- Sulphur Springs, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RP).
- Tyler, Tex.—SWC Network Inc. seeks ch. 67, 100 w (BPTTL-8102261V).
- Uvalde, Tex.—Elcio Salgado and Brunhilda Salgado Co. seeks ch. 26, 10 w (BPTTL-811201TY).
- Uvalde, Tex.—Area Christian TV Station seeks ch. 30, 10 w (BPTTL-811201TY).
- Uvalde, Tex.—Area Christian TV Station seeks ch. 48, 10 w (BPTTL-811229TZ).
- Uvalde, Tex.—Munsch-Westenhaver Co. seeks ch. 60, 10 w (BPTTL-810904RG).

#### Virgin Islands

■ Christiansted and Frederiketed, V.I.—Caribbean Center for Understanding Media seeks ch. 45, 1 kw (BPTTL-8108251A).

#### Washington

- Eastsound/Ferndale, Wash.—Response Broadcasting Corp. seeks ch. 18 and 69, both 100 w (BPTTL-811211TV, 811211TU).
- Pateros and Brewster, Wash.—OK-TV seeks ch. 15, 100 w (BPTTL-810831IG).
- Wenatchee, Wash.—Wescoast Broadcasting Co. seeks ch. 33, 100 w (BPTTL-811013TH).
- Wenatchee and East Wenatchee, Wash.—Read Broadcasting Co. seeks ch. 30 (BPTTL-811207TY).

#### Wisconsin

■ Rice Lake, Wis.—Chronotype Publishing Co. seeks ch. 15, 1 kw (BPTTL-811210TW).

#### Wyoming

- Gillette, Wyo.—Summitt Communications Inc., seeks ch. 22, 100 w (BPTTL-811116TO).
- Riverton, Wyo.—Star Publishing Inc. seeks ch. 16,

100 w (BPTTL-811030TZ).

■ Sheridan, Wyo.—Communications Investment Corp. seeks ch. 15, 20 w (BPTTL-811106TY).

#### VHF action

■ Shageluk, Alaska—State of Alaska granted CP for new LPTV translator on ch. 4, 10 w, 20 ft. (BPTVL-810303FK). Action Jan. 28.

#### UHF actions

- New Castle, Colo.—KUTV Inc. granted CP for new LPTV translator on ch. 36, 20 w, 25 ft. (BPTTL-810519IG) Action Feb. 1.
- Delta, Utah—KUTV Inc. granted CP for new LPTV translator on ch. 64, 100 w, 25 ft. (BPTTL-810522IE). Action Feb. 1.
- Myton, Utah—KUTV Inc. granted CP for new LPTV translator on ch. 43, 42 ft., 100 w (BPTTL-810618IA). Action Feb. 1.

## Call Letters

### Applications

| Call    | Sought by  |
|---------|--|
|         | <b>New AM's</b>  |
| WHEX    | Columbia Broadcasting Corp., Columbia, Pa.                         |
| KNCI    | Hart Broadcasting Inc., Boerne, Tex.                               |
|         | <b>New FM's</b>  |
| WVRT    | Rego Broadcasting Co., Reform, Ala.                                |
| KEZA    | Fayetteville, Communications Co., Fayetteville, Ark.               |
| KBOQ    | Cintell C. Porter, Marina, Calif.                                  |
| KSBI    | University of Southern California, Santa Barbara, Calif.           |
| KXNP    | Mid Plains Broadcasting Inc., North Platte, Neb.                   |
| WEHS    | Cherry Hill Board of Education, Cherry Hill, N.J.                  |
| WUUU    | Promedia Communications Inc., Rome, N.Y.                           |
| WZYC    | Emerald Communications Inc., Newport, N.C.                         |
| KECO    | Ronca Broadcasting Inc., Elk City, Okla.                           |
| KRNN    | Creswell Wireless Inc., Creswell, Ore.                             |
| KNTL    | Jim & Mercedes McDaniel, Sweet Home, Ore.                          |
| WTGS    | Business & Minority Coalition Broadcasters Inc., Hardeeville, S.C. |
| KSAD    | Davis Communications Inc., Devine, Tex.                            |
| KLSR-FM | James A. Giesecke, Memphis, Tex.                                   |
| KBQN    | Quality Media Corp., Pago Pago, American Samoa                     |
|         | <b>New TV's</b>  |
| WIUM-TV | Western Illinois University, Macomb, Ill.                          |
| WUSV    | Union Street Video Inc., Schenectady, N.Y.                         |
|         | <b>Existing AM's</b>   |
| WWAM    | WXLX Milledgeville, Ga.  |
| WNWZ    | WRNG North Atlanta, Ga.  |
| KKKC    | KTWN Anoka, Minn.  |
| KDEF    | KDRM Albuquerque, N.M.   |
|         | <b>Existing FM</b>   |
| WZZQ    | WBOQ Terre Haute, Ind.   |

### Grants

| Call    | Assigned to   |
|---------|---|
|         | <b>New AM</b>   |
| WAAH    | Blue Ridge Radio Co., Dahlonega, Ga.                  |
|         | <b>New FM's</b>                                       |
| KQEE    | West Helena Radio Inc., W. Helena, Ark.               |
| WGAI    | Trustees of Deerfield Academy, Deerfield, Mass.       |
| WTEB    | Craven Community College, New Bern, N.C.              |
|         | <b>New TV's</b>                                       |
| KSCH-TV | William H. Schuyler Inc., Stockton, Calif.            |
| WQPT-TV | Black Hawk College, Moline, Ill.                      |
| KAYU-TV | JusDan Inc., Spokane, Wash.                           |
|         | <b>Existing FM's</b>                                  |
| KZTR    | Pacific Horizons Broadcasting Inc., Camarillo, Calif. |
| WKAK    | Albany Radio Inc., Albany, Ga.                        |
| KZOQ    | Scottie Broadcasting Co., Missoula, Mont.             |
| WTBZ    | Taylor-Barbour Broadcasting Inc., Grafton, Va.        |

## Services

**AERONAUTICAL CONSULTANTS**  
Tower Location/Height Studies  
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**Expanding Southern Group** looking for experienced, sales-oriented G.M. for regional fulltime AM and 100,000 watt FM giant. Excellent career opportunity in a dynamic medium market. Send resume to: Box R-157. EOE/MF

**General Manager:** Excellent opportunity in the Virgin Islands on the island of your dreams. Requires a proven background in radio sales, promotional skills, and a people motivator. Our employees know of this ad. Reply in complete confidence. Send resume to Box T-60.

**Manager** for new public radio station. Fundraising necessary. \$14,000+. Resume by March 15 to: WNCPR, Emily Quinn, 38 Imperial Ct., Asheville, N.C. 28803.

**Selling Sales Manager** for N.E. Iowa FM. Experienced, an opportunity to be GM. Ownership possibility for right person. Call: F. W. Carr, 515-732-5591.

**General Manager**—West Coast, with a strong background in sales and collections needed to head our AM and FM stations. Outstanding growth opportunity. Send resume and references to Box T-42. EOE.

**Experienced small market manager** required now! Must purchase small equity at inception. Will receive additional stock on incentive. Write Box T-72.

**Tremendous opportunity** for manager-salesman at station with new physical plant. Position leads to ownership. No capital required. Profitable station in beautiful Smokey Mountains. WBHN, Box 820 Bryson City, N.C. 28713.

**Enthusiastic sales leader** to manage small market station in Minnesota. Excellent income and growth opportunity. Reply Box T-1.

### HELP WANTED SALES

**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.

**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.

**Central Illinois FM** will have entry-level openings this spring. Women encouraged. EOE. 309-565-7814. No collect calls.

**Account Executive** for growing station in southern New Hampshire. Good opportunity for aggressive, self starter. Salary plus commission. Send resume to: Dick Lange, WYNH, Box 1110, Salem, NH 03079. EOE.

**Senior Account Executive.** WDWQ, a 100 KW FM operation, is seeking experienced professional to take over existing list. Must be able to organize and motivate—sell local, regional, and national. Minimum two years' experience as hard-hitting street salesman required, college education preferred. Great opportunity with a growing company. Send letter of interest and resume to: Ernest Jackson, Jr., General Manager, WDWQ-FM, 960 Morrison Drive, Charleston, SC 29403. An Equal Opportunity Employer.

**Sales manager needed** for top 40 market. Aggressive, experienced, team-oriented. Rush resume. EOE. Write Box T-51.

**Sales Representative**—looking for broadcast advertising sales professional loaded with enthusiasm and adept at creative business problem solving. AM/FM. Top numbers. Madison, Wisconsin. Send resume to Box T-43. EOE.

**Sales Manager:** WTTM, Trenton, New Jersey. Country from Burkhardt-Abrams. Success has started: now we need a sales leader. Group owned. Phone: Mr. Scott, 215-326-4000.

**General Sales Managers,** Billboard's "Station of the Year" co-owned with newspaper as unique opportunity to manage both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered. \$40K plus, plus potential. Send resume to Rob Kemper, WDF, Box 10,000, Marion, OH 43302. EOE.

**Great Market.** KMLO AM 100, "music of your life" station for San Diego County, expanding to 24 hours per day. Seeking professional, motivated account executives to share in tremendous growth opportunity! Send resume to: Gene Alfred, KMLO, PO Box 1000, Vista, CA 92083.

**New Salt Lake FM** needs Sales Manager who's aggressive, creative and can motivate a sales staff to success. Send resume to KLRZ-FM, 307 South 1600 West, Provo, Utah 84601.

**Wanted for successful AM/FM** operation in a growing community: A hard-working salesperson to round our present sales staff under the direction of an experienced Sales Manager. Draw against 15% of an established account list plus what you can add. \$150 travel allowance monthly additional. Call or send resume to Jesse Bonner, KLMR AM/FM, Box 890, Lamar, CO 81052. 303-336-2206.

### HELP WANTED ANNOUNCERS

**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.

**Air Personality** for top-ten mid-Atlantic market full-timer. Must have ad-lib capability, strong (and genuine) sense of humor on air, ability to identify with listeners, be willing to participate in community affairs. Send resume, 15 minute (or longer) air-check demonstrating copy delivery, news, ad-lib style, other virtues you consider relevant, income requirement, availability to Box 7091, Arlington, VA 22207.

**Wanted: Morning personality** for 100,000 watt country music power station. Good benefits and conditions. Experienced only. Tape and resume to: Program Director, WAXX Radio, P.O. Box 47, Eau Claire, WI 54702. An equal opportunity employer.

**Nighttime Personality** needed immediately. Play the hits & grow with a winner. Resume/tape: WENY, Box 208, Elmira, N.Y. 14902.

**DJ, small station** in Rockies. Isolated location. Prefer single or couple used to less than luxury, some experience. Tape, letter to Ed Brooks, KDRW, Silverton, CO 81433.

**Morning Personality,** A/C music. Good pay and benefits. T/R to Joe Corcoran, PD, WCAP, 243 Central St., Lowell, MA 01852. 617-454-0404. EOE.

**Wanted:** Major market AM needs communicator. Position includes weekends plus vacation fill. Must be a pro with audio to prove it! Knowledge of music a must. Talk background desirable. Send resume, including references, to Box T-16. An equal opportunity, affirmative-action employer.

**Experienced Announcers Sought** for major east coast AM station. M/F EOE. No calls. Send T&R to Cindy Walk, WSID, 6623 Reisterstown Road, Baltimore, MD 21215.

**Immediate Opening** for experienced announcer. Good facilities and pleasant working conditions (west Texas town of 20,000 population.) Mail tape and resume to: Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

**WCXI, Detroit,** is looking for overnight talent. Send tape and resume to Larry Patton, Program Manager, 18900 James Couzens, Detroit, MI 48235. No phone calls, please. EOE. M/F

**Experienced adult morning personality** needed at MOR station in Missouri market of 20,000. Tape and resume, salary requirements to KMPL, PO Box 907, Sikeston, MO 63801.

### HELP WANTED TECHNICAL

**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.

**100,000 watt FM** and 1000 watt AM in Salt Lake area needs Chief Engineer with background in RF, maintenance, audio and creative innovation. Send resume to KEYY/KLRZ, 307 South 1600 West, Provo, Utah, 84601.

**Colorado Front Range AM-FM** needs full-time, permanent chief engineer. Competitive salary, excellent working conditions in lovely community. Resume, references to GM, KFKA/KGBS, Box K, Greeley, CO 80632.

**Energetic Dynamo** Wanted as chief engineer for AM/FM operation in beautiful Reno. Enjoy year-round activities in this mountain paradise. Please contact Bob Ordonez at 702-826-1355, or send resume to PO Box 10630, Reno, NV 89510.

**Chief Engineer** for WUNC 100kw Public FM Station. Must maintain high quality studio, STL, transmitter, and remote recording equipment. Construction experience, music recording ability, digital knowledge helpful. Salary competitive. Contact: Employment Division, 111 Pettigrew Hall, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27514. 919-962-2991. Equal opportunity/affirmative action employer.

### HELP WANTED NEWS

**News person** for established PA. Indie. Air shift plus production of local news. Must have radio news experience, with good writing skills and solid delivery. Good salary & benefits for person interested in being first with local news in a big booming county. Affirmative Action/EOE. Write Box R-159.

**KWTO, Springfield, Missouri,** needs News Director. Sent T & R to Orv Koch, Stuart Broadcasting, 625 Stuart Bldg., Lincoln, NE 68501. 402-475-4204. EOE.

**Wanted: Morning news anchor.** If you just read the news, do not apply! We want a news communicator for personality-oriented major-market station. Send resume, including references, to Box T-17. An equal opportunity, affirmative action employer.

**Wanted:** An anchor/desk editor with a strong voice, good writing and complete news background. This is not an entry level job. Send tape and resume to Scott White, News Director, WBT Radio, Charlotte, North Carolina 28208. An Equal Opportunity Employer.

## HELP WANTED NEWS CONTINUED

**News Director needed** for 100kw NPR station. Will serve as a local anchor for "Morning Edition" program, prepare and announce newscasts, and supervise news department operations. Previous on-air news experience required. Supervisory experience desired. Competitive salary, excellent benefits. Application deadline March 19, 1982. Send resume to: Linda Woodard, Employee Relations, 324 Burruss, Virginia Tech, Blacksburg, VA 24061. Please reference Job No. 22 in all correspondence. Virginia Tech is an E.E.O./A.A. employer.

**Adult AM All News** and information station has an opening for a news anchor/reporter for morning drive. Minimum of 2 years' experience. Tape and resume to News Director, WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. No calls, please. An Equal Opportunity Employer.

**Radio Newscaster/Reporter.** Minimum two years' experience in gathering, writing, and reporting. Tape and resume to Gordon Decker, WFLS AM-FM, 616 Amelia Street, Fredericksburg, VA 22404.

**Journalist needed.** Stakes are high, issues complex and KPCW has the only game in town, a booming western ski resort. Print experience helpful. We generated three, 30 minute local newscasts daily. No ambulance chasers, no beginners, no calls. Pay competitive with nearby Salt Lake. Send tape and resume to KPCW, PO Box 1372, Park City, UT 84060. EOE.

**Wanted:** Assignment Editor/Correspondent for one of Washington's largest independent bureaus. Duties: coordinating coverage, some reporting for bureau that provides localized coverage of Congress, federal agencies for radio stations, newspapers in U.S., Canada, overseas. Assignment desk experience, broadcast, and print news background required. Salary: \$16,000. Resume, writing samples to Box T-71.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion Director**—Major market East Coast radio station needs highly motivated professional broadcaster to take charge of promotions for AM & FM radio stations. Job could be first major rung on the ladder to a successful broadcasting career. Creativity mandatory. Experience necessary. Knowledge of graphics helpful. Ability to get along with creative ad agency, talented programming people, and irascible sales people a must. Send resume, references & current earning history to Box R-152. An equal opportunity employer.

**Wanted:** Major market station looking for experienced board operator for morning music/talk show. Applicants must display knowledge of standard audio board operation. FCC license not necessary but desirable. Send resume, including references, to Box T-15. An equal opportunity, affirmative-action employer.

**Wanted:** Experienced radio producer for public radio station. Skills desired in writing, interviewing, mixing, program design and execution. Send resume and tape sample to: KUAC-FM, University of Alaska, Fairbanks, AK 99701. Closing date: 3-31-82. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

**Looking for a well-rounded sports director** with the ability to communicate excitement and interest. Must be able to dig out and report sports news under wide coverage area. An air shift is involved. Write Box T-34.

## SITUATIONS WANTED MANAGEMENT

**Bottom-line G.M.** 300% increase sales; turnaround expertise, with fastest growing format, Urban Contemporary. Let's talk before March ARB, excellent references, presently employed. Write Box R-129.

**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.

**Group Management,** 15 years of very successful station and group management encompasses all market sizes, most formats. AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programming and promotions... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

**Young, aggressive GM** with SM and ownership background seeks small-medium sunbelt situation. Have references. Know programming, promotion and hard work on a first-name basis. Let's talk. 803-881-3465.

**Programming, promotion, production pro** needs bigger pond. Also, top-flite A/C air talent. NYC? Philadelphia? Pittsburgh? Nearby? Currently AM drive/PD. Family man, awards, ratings, etc. 609-667-2892.

**Hardworking** with a 20-year track record in sales to back it up. Experienced in programming, PBP, currently billing 16 M per month. Currently employed, 12 years in present position, can furnish excellent references. Looking for small market management position. Prefer Southeast, but will consider all replays. Present earnings 26 M per year. Write Box T-68.

**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.

**General Manager,** presently employed, desires to relocate in the Southeast. 15 years' experience in small and medium markets, AM and FM, all formats, sales, and promotions. Dedicated, hardworking, professional. References. Box T-66.

**Well-Seasoned Veteran** of the broadcast business seeks general management position. Will offer impressive resume and best references. Write Box T-65.

**GM, small market** background. Bottom line oriented. Over 20 years' experience. Presently employed. Prefer West or Midwest, but location not as important as opportunity. Write Box T-39.

**Small-medium market** manager dedicated to maintaining or increasing black ink. Experience handling sales and operations personnel, legal questions, promotions, community contacts, and more. Strong salesman. Can announce better than many medium market jocks. Stable employment history. Write Box T-29.

**Let's grow together:** Six years announcer/producer, dead-ended in major market. Seek GM, PD opportunity at small station in Ohio, West Virginia, New York, Pennsylvania. Experience includes programming, sports, sales, automation, music. 23, B.S., creative. Available in June. Let's talk now. Box T-24.

**General Manager,** compatibly employed, seeking change. Prefer small-medium market. Ten years exceptionally successful management. Stable. Solid credentials. Professional, sales-oriented, by-the-book administrator. Outstanding in personnel hiring and motivation. Cost-conscious. Fully knowledgeable all phases, including FCC, EOE, editorial policy. Community active, family man. Box T-26.

**Successful,** young GM. Outstanding credentials. Experience all phases. Sunbelt, please. Box T-13.

**General Manager.** Sales Manager considered. 21 years broadcasting. All locations, equal consideration. Bottom Line Oriented. Reply Box T-7.

## SITUATIONS WANTED SALES

**Get the Best** of both. Sales and sports pro, 10 years' experience including major market seeks college PBP sales. 404-432-5857.

**Small Market**—If station is in red & you're perplexed, I will increase billing one to two thousand first month. I'm looking for challenge. Successful in sales & radio. Top-notch references. 614-928-4313.

## SITUATIONS WANTED ANNOUNCERS

**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.

**Morning AOR Team,** into rock, humour and sound effects. 3 years together just outside Dallas market, with heavy influence from Dallas. Know AOR! 214-455-9864, or 214-886-7587. Want to rock for you!

**Mature, experienced DJ,** MD, PD seeks position at southern AC, MOR, or C & W station. Call Don at 803-229-7689.

**Disc Jockey** with excellent voice and speech seeking position. Able to work all shifts. Good production, sales welcomed. Arthur Ostermann, 212-447-3768.

**One-to-one** communicator ready for your medium or major market position. Emphasis on humour. Five years' country experience. Two years PD. Write Box T-45.

**Dependable self starter,** well-trained DJ, sales, production. Broadcasting school graduate. Seeks entry level position. Willing to relocate and work hard. Part of full time. Call Scott Adler, 219-865-2544, after 5.

**Let my experience** work for you. Hard worker, creative, 904-771-7386, Randy.

**I'll audition** "cold turkey" right now by telephone. That takes guts, talent and training! Call my bluff. Phillip Dessables, 516-328-0507, mornings.

**Sportscaster,** experienced play-by-play, all major sports. Available immediately and willing to relocate. Not necessary to deal through agent. Resume, tapes furnished upon request. Write Box T-28.

**Announcer/Sportscaster.** 5½ years experience. Know rock format. Colorado, Arizona, West Coast preferred. 303-651-3549 after 2:00.

**Trained Jock** with good pipes. Loves gospel & urban contemporary. Will go anywhere for first job. Terry Posey, 312-975-1650.

**Cooperative, good voice** and reader. Anywhere. William Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130. 414-425-4924.

**Experienced Announcer/DJ.** Wants full-time air work at small market station. Any format. Will relocate. 714-658-1094.

**Experienced air personality** with sharp production seeking secure full-time position. Family man, team player, conscientious and industrious. All areas considered. Available now! Mike, 803-796-6581.

**Smooth sound,** experienced, BA, first phone. Seek EZ/MOR; West/No England; small/medium market. Station must be accessible without car. R. Canonica, 720 Queen Anne Ave., Seattle, WA 98109.

**I pay my dues!** Minority broadcaster (light experience) loves small markets who require strong commitment, character, excellent training. Tape, Phone R.E. Jefferson, 212-882-4827.

**Hard worker.** Young, talented DJ seeks full-time position at a northeastern or Florida station. Pleasing voice, good production + copy, plus engineering experience. Call Mike Heilman, 804-229-5866.

**Experienced sportscaster** seeks employment immediately. Am willing to relocate. Expert PBP in football, baseball, basketball, and hockey. Also am able to anchor daily sportscasts, do sports commentaries, and interview work. Have tape and resume available. Call Joe at 312-652-2452, after 6:00 p.m.

**Announcer or newscaster** openings? Recent graduate/3 years college radio experience seeks full-time position. Audio cassette ready for your evaluation. All locations/formats seriously considered. Joel, Box 6355, Syracuse, N.Y. 13217.

**The "Me" era** is over. Team player, hard work a specialty. Experienced personality, copywriter, automation with first. Call Barney Chase, 212-946-3751 or 212-221-3704.

**Trained, Talented!** Great tape! Available now to help meet your programming goals. Ralph Esposito, 312-631-6231, 8 A.M.-5 P.M., C.T.

## SITUATIONS WANTED TECHNICAL

**20 year pro-available** employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717-249-6584.

## SITUATIONS WANTED NEWS

**Veteran, award-winning,** sports director seeking new directions, new challenges. Hard working. Excellent skills. Box R-139.

**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.

**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.

**Captra Award Winner** for best PBP. Looking for right opportunity anywhere, any sport. Delivers outstanding sports reports. Interested in news-talk format. Write Box R-174.

**Dynamic creative female** news personality, AOR/Adult Contemp. Feature producer, wants anchor/co-anchor position in Top 20 market. Six years' experience. Terrific pipes. Hester, 813-686-4081.

**Sportsphone Announcer** seeks on-air sports position. Excellent skills, references, degree. Howard Gill, 212-336-3557 or 212-968-8745.

**Young and talented** news reporter with strong delivery skills. Prefer small market. If interested, contact Regina, 201-374-5240.

**Freelanced for** Sam Donaldson and Keith Jackson—Syracuse Broadcast/Journalism graduate with network research experience and a professional on-air sound seeks radio news/sports position anywhere. Call Bob, 212-896-4190 or 516-889-8111.

**Young Chicago Area** man seeks first job as news announcer. Attended broadcasting school. Can start immediately. Chicago area preferred. 312-724-0966.

**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.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer,** seven years' know-how, seeking to relocate. Richard, 919-483-6530.

**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.

**Production, programming,** airshift. 14 years experience. First. Desire security/growth potential. Specify format. Box T-2.

**12-year professional** seeking position in medium market as PD/announcer. Call 313-439-2805.

**Ready, willing and able** for my first programing job. Currently an RAB salesperson, on-air experience in a nice size market, record experience, and college background. Creativity and community involvement. Prefers the sunshine. 412-833-9837.

**Capable and Experienced** programmer available. Long on communicating, motivating, and accomplishing a goal. Willing to assume responsibility for all aspects of station operations. 10 years' experience, 5 as major market air talent, 2 as successful programmer. Write Box T-64.

**Looking for a qualified** Program Director that works? Prior management experience. Let's talk. Ron, 607-733-7833.

**Operations/Program Director** seeks return to New England. 5 years' experience, Communications Degree Emerson College. Third-Class Broadcast endorsed, personality, promotions, remotes, bottom-line oriented. Box T-69.

# 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

**Top 50 Sunbelt** independent looking for general sales manager. Individual must have local and national sales experience and familiarity with inventory control. Should be strong administrator looking for opportunity to train and develop a sales team. EOE. Respond Box T-6.

**Director,** Teleproduction/media services. College of 10,000 (7,000 FTE) students seeks experienced creative manager for cable TV and teleproduction/media center, 20-100,000 cable subscribers via on-site head-end and satellite station. Coordinate TV technology curriculum, master control for 3 channels, programming supervision for college channel, telecourse and cable production, and audio-visual service and support unit. Salary range: \$25,860-\$36,086, 12-month position with excellent fringes. Individual reports to Dean of Instruction. Master's degree with extensive relevant experience preferred. Position available April 1, 1982. Send resume with salary history to Director of Personnel, Catonsville Community College, 800 South Rolling Road, Baltimore, MD 21228. AA/EOE.

**Power on the Tower!** Outstanding opportunity for street-fighting sales manager at WPWR-TV, 5 megawatts from Chicago's Sears Tower. Start March 15-30. EOE. Write Metrowest Corp, 3505 North Ashland, Chicago, IL 60657.

## HELP WANTED SALES

**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 Peretiz, General Sales Manager, WECA-TV, PO Box 13327, Tallahassee, FL 32308 or call 904-893-3127. EOE.

**Experienced TV Account Executive** sought by aggressive Sunbelt Independent. Good track record with independent would be ideal. Opportunity awaits. Equal Opportunity Employer. Reply ASAP to Box R-160.

**Local Sales Manager:** Top 50 network affiliate in the Sunbelt is seeking an experienced Local Sales Manager. Must have strong retail, TV-B, MMR agency and direct sales experience. Send resume to Ken Bauder, WDSU-TV, 520 Royal St. New Orleans, LA 70130. An Equal Opportunity Employer.

**Strong CBS affiliate** in medium Midwestern market seeking national Sales Manager with good credentials in national sales and prior experience in local. Position available immediately. Send resume and salary requirements to Box R-146. An Equal Opportunity Employer, M/F

**Account Executive.** WCBD-TV in Charleston, S.C., the East Coast's most beautiful city, needs salesperson. Will consider buyer, marketing or agency experience. College degree or equivalent experience preferred. References a must. No phone calls. Send resume to Bill Evans, P.O. Box 879, Charleston, SC 29402. EOE.

**Account Executive.** VHF network station in a middle-sized Texas market seeking individual with television sales experience and retail knowledge. Must be creative, very organized, and self-motivated. We are looking for an over-achiever with successful broadcast sales experience to take over an existing list of agencies and retailers with emphasis in retail development. There are also opportunities to get into sales management. Send resume to Box T-54. Equal Opportunity Employer, M/F

**Sales Representative:** Southeast ABC affiliate has opening for local retail sales representative with 2 years TV sales experience preferred, but will consider applicants with radio experience wishing to enter television. Compensation package includes guarantee, commission and full range of benefits. First year earnings: \$25-\$35,000. Write Box T-19.

**Ready to move** into television? If you're an experienced, progressive radio sales person with a proven track record and are looking for another challenge, consider television as an account executive with our growing, professional organization. Contact Brad Worthen, Sales Manager, WJNE-TV, Box 906, White River Junction, VT 05001. 802-295-3100.

**Account Executive**—CBS affiliate in a rapidly growing top 50 market seeks a team-oriented individual with a proven record of excellence in television sales. Established agency/client list. Experience in retail/co-op development beneficial. A group-owned station. Reply to: Box T-62. EOE.

**TV Sales** account executive: Opportunity w/West Coast, lg. market, network-affiliated station. Require 3-5 yrs. broadcast sales exp. Send resume to Box T-46.

**Account Executive.** Top 20 network affiliate in Southeast seeking an ambitious A.E. Knowledge of agencies, retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box T-14.

## 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 Hemsky, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

**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.

**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.

**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.

**Video Engineer** for studio, field production, maintenance. Entry level. Send resume to Brian Lockman, C-Span, Suite 155, 400 N. Capitol St. NW, Wash., D.C. 20001.

**Maintenance Engineer** thoroughly proficient in Ampex Quad and Sony 1" C. Rank Telecine and BVU experience helpful. Excellent position with 10-year-old, fast-growing Los Angeles company. Contact: Don Johnson, The Video Tape Company, 213-985-1666.

**Assistant Chief Engineer**—Minimum 10 years television experience hands-on maintenance background. Eventually leading to Chief position. Salary and fringe benefits excellent. Large group owner. 34th market, Southeast. Write Box R-168.

**Maintenance Engineer.** Knowledge of current studio and transmitter equipment. First class license or equivalent preferred. Position available April 1, 1982. Send resume by March 8 to Personnel Director, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.



## HELP WANTED TECHNICAL CONTINUED

**Philadelphia** needs you now, if you are a technical director with three years' exp. and FCC license. Box T-5.

**Looking for a change?** We need an exp. video operator with FCC license ready to work in a CMX environment with both 1" & 2" tape formats. Box T-3.

**Assistant Chief Engineer.** Opportunity for person with strong maintenance background and good management potential. Excellent salary, fringe benefits and advancement potential with small group. Contact John Ozier, WIFR-TV, PO Box 123, Rockford, IL 61105, 815-987-5300. E.O.E.

**Studio Maintenance Engineer**—responsible for the technical operation and maintenance functions at the WIPB-TV studios and earth station; will also assist maintenance personnel in other areas. Must be a high school graduate with two years technical training in broadcasting or electronics or equivalent; appropriate FCC operator license for UHF-TV, satellite uplink, TV STL, TV pickup microwave transmitters required. 3-4 years' experience needed. Excellent fringe benefits. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline is 3/19/82, or until filled. An Equal Opportunity/Affirmative Action Employer.

**Maintenance Engineer:** We are looking for a person to perform studio and microwave maintenance. The position requires an FCC first or general class license and one year broadcast maintenance experience or an Associate Degree in electronics. Send resume to Joe Schabettl, Prism/New England, 600 Tower Office Park, Woburn, MA 01801. 617-933-9300.

**KAET-TV, Phoenix,** is looking for an experienced engineer in the maintenance and operation for a new ITFS facility. Primarily responsible for two studios and three four-channel transmit sites. A good background in digital and microprocessor technology is essential because the system is designed using microprocessors and fiber optic systems. This is an all new full-color system for the Phoenix metropolitan area. Installation of equipment to begin in March, with operation commencing in August, 1982. Applicant should have 3 to 5 years previous experience in the maintenance and operation of three-tube color cameras, VCRs, switching and terminal equipment and ITFS transmitters. Also requires training and experience in digital electronics with an understanding of microprocessor operation and programming. All switching, machine control and logging functions will be microprocessor controlled, programming in BASIC and machine language. Salary: \$21,079, depending on experience. Many university benefits and further technical training available. Application deadline: March 15, 1982. Send application to: Personnel Department, Arizona State University, Tempe, AZ 85287. An Equal Opportunity/Affirmative Action Employer.

**Operator/Engineer.** Possible opening April 1. Knowledge of video tape, switcher, and audio operations is required. Send resume by March 8 to Personnel Director, WTRF-TV, 96—16th Street, Wheeling, WV 26003. EOE.

**Western Wisconsin** TV station has an opening for an experienced Maintenance/Operations Engineer in Sony 3/4" and RCA Quad. Good digital electronics background helpful. Send resume to Engineering Supervisor, WXOW-TV 19, Box 128, La Crosse, WI 54601.

**New Sunbelt VHF** needs experienced transmitter eng., studio eng., operations mgr., sales people. Send resume to: J.L. Ryan, KJAA-TV Ch. 34, Lubbock, Texas 79452. 806-795-4334.

## HELP WANTED NEWS

**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.

**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.

**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.

**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.

**Top 15 market** needs aggressive No. 2 sportscaster who can do more than just scores. Ability to cover leisure time sports, as well as major leagues, essential. Please send resume to Box R-162.

**One of the Southeast's top stations** is looking for a Sports/Journalist. This rare breed stays away from sports cliches like the plague; absolutely refuses to use canned material from the net feed; loves good writing, short readers and believes a good sportscast appeals to all viewers, not just hardcore sports fans. This endangered species could find a home by sending a resume and salary requirements to Box R-154. EEO.

**New News Department:** We are organizing a 22-person news department for a new UHF in the south Texas Gulf-Coast region. Positions include assistant news director, assignments editor, news, sports and weather anchors, reporters, ENG camerapersons, ENG editors, writers and a Texas State Capitol reporter. Degree, experience or exceptional talent are necessary to qualify. Entry level positions are available. Send tapes and resumes to David Webb, News Director, KAVU-TV, 2710 Hospital Drive, Suite 106, Victoria, TX 77901, or call 512-576-5288.

**Midwest Independent TV** seeking experienced directors, producers, reporters and photographers. Equal Opportunity Employer, M/F. Send resume and salary requirements to Box T-48.

**Wanted: visual communicator** to join 15-member news team as early/late news producer. No beginners. Salary requirements, tapes, resumes to Tom Maxedon, WLFV-TV, Box 7018, Lafayette, IN 47903. Equal Opportunity Employer.

**Wanted: dynamite consumer reporter.** No tapes, just a letter that tells all. Top 30's market. Also, need top shelf producer. Write Box T-4.

**Meteorologist wanted** with degree for weekend weathercasting and science and environmental reporting. Top-rated station in medium Midwest market. Send resume and salary requirements to Box T-8.

**Co-anchor/reporter,** weekdays. Small market, state capital. Tapes and resumes to: Robert Anderson, Box 6125, Helena, MT 59604.

**Meteorologist** with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50's market. Please send resumes to Box T-30.

**Meteorologist for Southwestern medium market** network affiliate. Major agricultural community with strong commitment to weather. Color WXR Radar, Unifax II Satellite receiver, NOAA facilities. Must have strong presentation and present personality on-air experience and degree in meteorology required. Send tape and resume to Box 1559, Lubbock, TX 79408.

**Producer**—Quality-oriented Midwest station with a heavy emphasis on news is seeking a 10:00 p.m. producer. Strong writing, organizational and leadership skills required. We're looking for someone who can produce a smooth, flowing co-anchored newscast. EEO. Replies to Box T-63.

**News Producer**—nightly statewide program seeks information-oriented producer. Requirements: any combination of experience or training equivalent to BA/BS Degree, considerable print or broadcast news experience, supplemented by some supervisory experience. Contact APTN, 631 South Hull Street, Montgomery, AL 36104, for application procedure. EOE, M/F 205-832-6900.

**Weekend Anchor/Reporter**—Midwest ABC affiliate in 100+ market is looking for the best. EOE. Reply Box T-61.

**News Reporter.** Competitive news department has opening for qualified journalist. Min. requirements: one year on air, ENG experience, ability to dig. Resume and tape to Tony Marino, News Dir., KVBC-3, 1500 Foremaster Lane, Las Vegas, NV 89101. No calls. EOE.

**Top 100 Midwest** market seeks creative, aggressive producer for its early and late news blocks. Successful applicants must have prior news producing experience with video tape examples of your work. Rush resume and salary history to: Box T-20. EOE.

**Position of investigative reporter** available in Midwest area—top 50 market. Only experienced, energetic need apply. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**Sports person:** to anchor sports Monday through Friday, 5:30 and 10:00. Emphasis on local sports. Send tape, resume and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, IL 62525. An Equal Opportunity Employer.

**Assistant Sports Director.** Must have at least a year's experience as a television sports reporter or anchor. College degree in journalism or related field preferred. Must be able to prepare a fast-paced weekend sportscast, which includes writing, shooting videotape and editing sports features. Must be able to anchor the weekday sports in the absence of sports director. Submit 3/4 inch video tape of recent sportscast plus resume to: James Baum, Executive Producer, KOTV, P.O. Box 6, Tulsa, OK 74101. No interviews without prior appointment. KOTV is an Equal Opportunity Employer, M/F.

**Co-anchor/Reporter:** Opportunity to co-anchor early and late newscasts. Need experience in writing, gathering, on-camera, and familiarity with ENG. Send tape, resume, and salary requirements to Station Manager, WHAG-TV, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE/M/F/H.

**Weekend Anchor**—Must have a minimum of two years anchoring experience. Good writing skills are a must. Please send tapes and resume to: Ned Warwick, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**Position for noon weathercaster** for top 50 market television station in Midwest area. Must have experience and also be able to anchor news cut-ins. Write to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706. Equal Opportunity Employer.

**News Producer:** Minimum one year broadcast news experience. Superb writer and excellent news judgment. Must be able to produce highly visual, fast-paced newscast. Send resume, writing samples, tape and salary requirement to: Steven D. Hammel, News Director, WHTM-TV, PO Box 2775, Harrisburg, PA, 17105. Equal Opportunity Employer.

**We're expanding again!** We need a top-notch producer and reporters. Large staff, state-of-the-art equipment, solid news commitment. Previous professional experience a must, absolutely no beginners. Reporters must be able to perform well on live remotes and know how to dig for stories. Our producer position requires someone who has good news judgment, excellent writing skills, and knows how to incorporate live remotes and a live bureau into a fast paced newscast. Tapes and resume to: Michael Bille, News Director, WQAD-TV, Moline, IL 61265. No phone calls. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**Promotion Director** for top-rated midwest ABC affiliate. Applicants must have strong on-air promotion, writing and producing background. Rush resume and videotape to: Ron Loewen, KAKE-TV, Wichita, KS 67201. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**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, 608-263-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**TV Producer/Director**, University of Florida. Producer/director trainee under a CPB grant for a north central Florida PTV station. Requires a Bachelor's degree in Broadcasting/Programming and three years TV production experience or HS diploma and seven years' experience. Salary: \$16,307. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by March 15, 1982. Requests must refer to position identification number 21543 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Program Promotion Manager**. Middle-sized Sunbelt market established VHF with network affiliation. Responsible for programming and promoting TV station and related duties. Must have several years experience in television programming and complete knowledge of FCC rules and requirements. Movie scheduling experience preferred. Excellent salary and benefits. Send resume to Box T-55. Equal Opportunity Employer, M/F.

**Producer/Director**. Expanding TV center with broadcast quality studio and remote equipment seeks multi-talented person with university degree and extensive exp. in ET, IT, public affairs, arts production and post-production. Will create and develop programs for broadcast, cable, IT. Will help train production staff. Salary: low \$20s. Resume to Director, Television Center, Brooklyn College, Brooklyn, NY 11210. No calls. EOE.

**On-air Promotion Director**. If you have at least 2 years directing experience and you are very creative and easily motivated, we have a position for you and your talents. Send resume and reel to: Kerry Richards, Director of Promotion, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15230. An Equal Opportunity Employer, M/F.

**Producer/Director II** for instructional productions. Requires extensive production and television directing experience in studio, remote, and post-production editing techniques; demonstrated success in TV and film production; ability to assume charge of complex production assignments; and ability to establish and maintain cooperative work relationships with production and engineering staffs, as well as the general public. Applications accepted through March 31. Phone 515-281-4498, Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. EOE-M/F.

**PM Co-Host**—Syracuse PM Magazine seeks replacement for male co-host. Big shoes to fill in No. 1 show at No. 1 station. Active person with warm and winning on-air personality a must, story producing experience desired. EOE. Send videotape and resume to: PM Magazine, WTVH-TV, 980 James St. Syracuse, N.Y. 13203.

**Radio/TV Specialist**, University of Florida. Associate producer/host for a magazine program and specials with a north central Florida PTV station. Requires a Bachelor's degree in Radio/TV Production and one year TV experience or a HS diploma and five years' experience. Ability to cover minority affairs. Salary: \$13,676. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by March 15, 1982. Requests must refer to position identification number 21542 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**Dominant PM Magazine** in Top 60 Midwest market needs co-host to work with male co-host. Strong writing and producing skills a must. Previous PM experience preferable, but not necessary. Send tape and resume to: Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. An Equal Opportunity Employer, M/F.

## SITUATIONS WANTED MANAGEMENT

**Available Immediately!** 20 year veteran of station operations and programming. Outstanding credentials and references. Will be at NATPE Convention. Can be reached in Las Vegas at 702-731-3674, or please write to Box T-52.

**General Manager**. Practicing television 28 years! Thoroughly experienced all aspects! Demonstrated expertise in administration, sales-production, programming, news, promotion; trouble-shooting. Outstanding track-record! Produces spectacular sales and profits, plus prestige! And quick turn-arounds! Also available as outside director! Box T-25.

## SITUATIONS WANTED NEWS

**Small Markets**. Radio News Director, Attractive, articulate female seeks reporting job. Good writer, real go-getter, journalism degree. Will relocate. Write Box R-72.

**Meteorologist** looking for an entry level position. Have one year cable experience. Communicate in a warm, confident manner. Call Dan Salisbury at 815/965-9857.

**Meteorologist desires** weather only, weekday position in southeastern medium or major market. Experienced small, major markets. Write Box T-18.

**Sharp minority female** reporter seeks position with highly committed news organization in small to medium market. Write Box T-67.

**Meteorologist**, excellent appearance, enthusiastic delivery, loves weather and shows it. 2 years medium market, looking for a number one spot. Write Box T-59.

**Young, energetic, host/critic/reporter** ready to move. Over three yrs. on air in Boston. Call 617-783-4369. Earle.

**Reporter**: Enterprising, bright female with 8 years general/special assignment experience; Solid interviewer, creative writer TV/radio. Will relocate. Call 804-574-9973.

**Top 50's** working news director seeks fresh challenge with station committed to solid news operations. Write Box T-57.

**Eager and determined** college graduate seeks entry level news/sports position. Three years radio, one year TV. Will relocate. Steve, 201-768-8318.

**Special Projects reporter/producer**. Seven years' television experience. Currently working overseas. Specialty: features. Available now. Box T-27.

**Award-winning sportscaster**. Very popular. Looking to relocate. Call now: 601-355-6537.

**Major Market reporter/anchor**, 15 years' news experience, seeks evening anchor. Stable, degree, positive attitude, award winner. Write Box T-44.

**Attention Small Markets**. Experienced reporter seeks co-anchor, anchor/reporter, or reporter/weekend anchor position. Degree. Co-anchor experience. Proven hustler who gets results. Write Box T-53.

**Nine years' experience**. Currently TV and radio reporter in medium market. Desire move to full time TV in larger market. Write Box T-40.

## 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 EFP, seeks responsible position with production outfit. Call Steve Higginbotham, 205-674-9006.

**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.

**Seeking full time** position in TV. production/on-air. Strong creative skills, warm on-air style. 4-years' experience, 2 in major market. Master's degree. Call Vince, 412-941-9224 (home): 412-929-2264 (work).

**Female, 23, B.A.**, desires promotion position. Production, engineering background with number one newscast. 2 years' experience in production of pro football telecasts with NFL/CBS in this pro city. I know how professional promotion works. Write Box T-22.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Anticipated vacancy**, tenure-track line position. Salary and rank dependent upon qualifications. Doctorate, teaching and professional experience is desired. Primary areas of responsibility will be in the areas of film and TV production, with opportunities to teach other areas of expertise. To be assured consideration, letters of application and resume should be sent by March 15, 1982 to Dr. Joe T. Duncan, Director of Broadcasting, Indiana State University, Terre Haute, IN 47809. AA/EOE.

**Broadcasting**. Anticipated position for Fall, 1982. Instructor/Assistant Professor. Ph.D. (preferred) or MA/MS in Broadcasting or Broadcast Journalism, 2-4 years professional experience required; previous teaching desirable. Teach R-TV fundamentals, writing, production, broadcast news and research courses; supervise internships. Salary negotiable. Deadline: March 31, 1982. Vita, references and evidence of scholarship/professional competency to Office of Faculty/Staff Relations, SUNY College at Brockport, Brockport, NY 14420. Equal Opportunity/Affirmative Action Employer.

**Position open**. Director, H.H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, Norman. School has 1,100 students in graduate program and six under-graduate sequences (Advertising, News-Communication, Public Relations, Professional Writing, Radio-TV-Film and Teacher Certification). Appointment effective Summer 1982. Salary, rank and tenure are open. The candidate shall show evidence of significant professional (non-academic) experience in journalism/mass communication. The baccalaureate degree and a minimum of two years of academic or professional administrative experience are required. The candidate shall display evidence of significant scholarly publications or nationally recognized presentations in the field of journalism/mass communication. The candidate shall present evidence of accomplishments in leadership in professional or academic journalism/mass communication. For complete position description, write Search Committee, H.H. Herbert School of Journalism and Mass Communication, The University of Oklahoma, Norman, OK. 70319. Deadline for applications is April 1, 1982. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer.

**Associate Professor** to teach courses in broadcast media. Have experience in administrative duties relative to academic programs in Broadcast. Ph.D. preferred. Salary negotiable, depending on professional, administrative and teaching experience. Employment period is 10 months, usually with summer teaching. The University is located in the heart of the nation's capital, the center of our national and international news. Send application with resume and names of references to: Lloyd S. Bowling, Chairman, Department of Speech and Drama, The George Washington University, Washington, D.C. 20052. This University is an equal opportunity employer.

**Telecommunication**—specialist (full year, full time, temporary appointment). Teach up to three video production courses per term. Coordinate the utilization of video studios and equipment. Serve as production coordinator for student groups. M.A. required with evidence of effective teaching capability and professional video production experience. Position available September 1, 1982. Send application materials by April 30, 1982, to: Chairperson, Faculty Search Committee, Department of Telecommunication, 409 Communication Arts and Sciences Building, Michigan State University, East Lansing, MI 48824. MSU is an affirmative action/equal opportunity institution.

## HELP WANTED INSTRUCTION CONTINUED

**Announcer/Broadcaster/Entertainer**—we placed over 94% of our graduates last year. Instructor positions open if you are able to relate the real world to your students, not the collegiate ivory tower Disney world. You need at least 5 years' experience in broadcasting, no experience in teaching required. Faculty manager needed. Also, electronics instructors, we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107. 215-922-0605.

**Assistant or Associate Professor** in radio-television (general) (tenure-track position). Date of appointment is August 30, 1982. The position involves teaching undergraduate courses and related labs in all areas of broadcasting including production, management, reporting and writing. Candidate must be committed to actively engage in faculty service, to counsel students in their academic career programs, to conduct research, and to supervise student-operated campus carrier station. Candidate must coordinate RATV-General sequence program with department radio station, campus National Public Radio affiliate, Community Public Service TV station, and an intern program with the local media. Also should assist in preparing sequence for possible ACEJ/MC accreditation in conjunction with other sequence programs in department. All members of the faculty are expected to participate in curriculum development, individual scholarship, and professional service. Minimum of Master's degree in relevant area of Mass Communication and three to five years of successful professional experience in broadcasting. Minimum three years teaching experience at college or university level. Some administrative experience and/or management experience desirable. Must have working knowledge of radio-television production techniques. The University of Texas at El Paso is a member of the University of Texas System. UTEP's student population is about 16,000, with more than 350 of these majoring in some area of mass communication. The Department of Mass Communication is a multi-sequence department specializing in News Editorial, Advertising, Photojournalism, and Radio-Television. (General). Two former broadcast sequences are being merged into the larger RATV-General with three tracks: Production/Directing, Advertising/Sales/Management and News. Reorganization of the sequence is expected by Fall 1983. The department is housed in a recently renovated building with one entire floor designated for RATV. Send vita and a minimum of three letters of recommendation to: Wilma Wirt, Chairperson, Department of Mass Communication, University of Texas at El Paso, El Paso, Texas 79968. Closing date for receipt of vitas is April 15, 1982, or until adequate pool of qualified applicants is received. The University is an Equal Opportunity, Affirmative Action Employer.

**University of Wisconsin-Eau Claire** seeks journalism department chairperson. Tenure-track. Administer department, teach undergraduate courses, maintain department service and professional commitments. Doctorate preferred. Must have university teaching experience, significant media experience, appreciation of liberal arts role in journalism education. Department offers accredited news-editorial sequence with print and broadcast options, journalism education major, and is developing advertising sequence. Rank, salary dependent on qualifications. Send letter of application, resume, transcripts, three to five letters of recommendation to: David Hansen, Journalism Department, UW-Eau Claire, Eau Claire, WI 54701. April 1, 1982 closing date. Begin August 23, 1982. Equal Opportunity/Affirmative Action Employer.

**Radio/Television**—Associate or Assistant Professor, depending upon qualifications. Master's degree and broadcast experience preferred. PR experience highly desired. Dynamic individual with leadership qualities to further and expand broadcast instruction. Heavy professional background required. Functioning radio/television station. Must qualify to instruct Intro to Broadcasting, Radio & TV Writing, Radio & TV News Writing, Broadcast Practices, Broadcast Production and TV Production Techniques and Public Relations course. Must be able to produce in-class and other in-lab radio and television programs and act as adviser to student related groups. Position entails heavy advising load. Send letter of application, vita and placement file to: Professor Vin LaBarbera, Chairman, Department of Journalism and Communications, Point Park College, 201 Wood Street, Pittsburgh, PA 15222. EOE.

**Director of "hands-on" Radio-TV Associate Degree Program.** Management of campus radio station and 3/4-inch video production facilities. Teach courses, direct internship. M.A. with production experience preferred. Position available August 1982. Contact Charles Hansel, Chairman of Humanities, Lees Junior College, Jackson, KY 41339, before March 15, 1982. 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.

**Wanted: AM radio transmitter, for parts.** Also want Collins KW-1. Chuck, Box 766, Dahlgren, VA 22448.

**Wanted: Harris FC 80 SCA monitor.** ASAP 208-523-3710.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 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.**

**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. \$150,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Ultimate Video Matting:** Makes Chroma Keys Obsolete. Seeing is believing! Ultimate-4 \$13,500. Call Ray LaRue, Quality Media Corp., 800 241-7878. In GA, call 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 BC-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.

**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.

**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.

**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.

**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. \$4,000 or best offer. Contact: National Video Industries, 15 W. 17 St. NY, NY 10011. 212-691-1300.

**RCA TP66 film projector.** Good condition. 408-757-8886.

**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/EEOC 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.

**Eventide digital audio delay.** 7.5 kHz—6.4 sec. New: \$4200.00. Ours, like new: \$3,000.00 Dick Lange, WVNH, Salem, NH. 603-893-5768.

**High Band TR-22** with Cavec and DOC. Currently in daily on-air use. Available immediately. WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. 813-577-1010.

**News set,** 3 position, 7 seat, modular construction, mobile desk units, 3 weather boards on tracks, 10 ft. walls, approx. 750 sq. ft. \$4,000. Contact: KZAZ-TV, P.O. Box 42048, Tucson, AZ 85733.

**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.

**Best offer liquidation.** Two, 3M-D2000 character generators, Four, 3M-210 sync generators; Three Electrohome 9 inch B/W video monitors. Edward J. White, 118 South Royal Street, Alexandria, VA. 22314. 703-836-5444.

**FOR SALE EQUIPMENT  
CONTINUED**

**1 kw Collins** 830 FM transmitter with antenna. Good condition—now on the air. 318-428-4253.

**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.

**Tektronix 149A NTSC** test signal generator. Overhauled, calibrated, guaranteed 90 days. \$4995. Call Tom Hopkins, 919-594-0172.

**1977—GMC Transmode Shell.** 918-665-1980.

**55KW UHF Transmitter.** Visual electronics VTU-55A, complete, tuned to ch. 47. Reliable, well-built unit. Ten years old. Includes: If-modulated exciter, diplexer, set of varian klystrons, demod., marconi side-band analyzer. \$80,000.00. Gary Breed, WTVP, 309-676-4747.

**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.

**Comic Relief.** Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

**MISCELLANEOUS**

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Bingo Newsprint Cards** personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

**RADIO 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.

**INSTRUCTION**

**San Francisco,** FCC License, 6 weeks. 4/5/82. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., San Francisco, CA 94105. 415-392-0194.

**CONSULTANTS**

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**The Holiday People** present: "Eastertime". 52-sixty second commercial showcases. Call Ron Grattan, toll free, 800-233-8758, and generate added revenue!

**RADIO**

**Help Wanted News**

**Metromedia's WASH Radio  
Washington, D.C.**

We are looking for a creative Morning Anchor/Reporter who can write and communicate in a literate, lively style. Must have strong street skills and 3 years of professional experience. Send resume and tape to: Craig Windham, News Director, WASH-FM, 5151 Wisconsin Ave., Washington, D.C. 20016. EOE.

**Help Wanted Management**

**BROADCAST  
OPERATIONS MANAGER**

The Mutual Broadcasting System, Inc. (MBS), has an immediate opening at our Crystal City, Virginia, headquarters for an Operations Manager reporting to the Manager, Broadcast Operations.

The Operations Manager will provide direct on-duty supervision of the technical staff in the operation of Mutual's program distribution systems, as well as off-line technical and operational support systems, in accordance with standard operating procedures. Additionally, the individual will be responsible for the operation of computerized switching systems.

Successful applicant should have an understanding of basic skills necessary to technical operations, 3-5 years experience in operations of a broadcast facility, with at least 1 year supervisory experience.

MBS offers complete company benefits and a pleasant and convenient location. If you are seeking a challenging position in an interesting and exciting business, we invite you to submit a resume and salary requirements to the Personnel Department.

MUTUAL BROADCASTING SYSTEM, INC.  
1755 S. Jefferson Davis Hwy.  
Arlington, Virginia 22202

An Equal Opportunity Employer, M/F

**RADIO OPERATIONS MANAGER/  
PROGRAM DIRECTOR  
University of Florida**

Responsible to the Director of 24-hour commercial AM/FM radio station for the daily organizing and directing of station operations and management to include: all phases of programming, formulating policies and procedures in compliance with FCC rules and regulations, evaluating and compiling budget within academic and fiscal guidelines. Must have thorough knowledge of all types of sports production and musical formats at the network level, plus possess the ability to teach/train University level communication students. Requires Master's Degree in Broadcasting with three years' commercial radio experience, or Bachelor's Degree in broadcasting with 4 years' commercial experience. Salary range \$14,640-\$24,400. Send letter of application and resume by March 15, 1982, to: Mr. George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**WYOMING ROCKIES  
CODY-POWELL, WYOMING**

New all country stereo Class C FM is looking for a complete professional staff ready to take the air this spring. Gen. Sales Mgr., Sales people, Program Director, Announcers, News Director. All experienced in the Country music field. We are experienced broadcasters looking for a proven staff. Confidentiality respected. Send complete resumes, tapes, and salary requirements to:

Ron Barnhart  
1041 Rd. 12, Rt. No. 1  
Powell, WY 82435

or call 307-527-6191

An Equal Opportunity Employer

**Help Wanted Sales**

**\$1,000 FINDERS FEE**

We'll pay \$1,000 if you're the first to recommend, in writing, the person we hire for sales manager at our El Paso property. Our station, KLOZ, is the No. 1 adult station in the market. Our current sales manager has been offered a part-ownership position in another city. We need someone that is highly motivated, well-organized, knows how to hire and train top notch sales people and has an outstanding track record in sales management, particularly in developing retail dollars. Don't be afraid to recommend yourself. We want the best. Write—Do not call: Lee Masters, Vice President/Station Operations: WAV970, P.O. Box 37970, Louisville, KY 40233. An Equal Opportunity Employer.

## Situations Wanted Management

### MARKETING, EDP & PERSONNEL ANNENBERG GRAD—HONORS

I am in my late twenties, and am currently a senior programmer/business analyst. I am looking for a creative, extroverted opportunity in an environment which stresses responsibility and good will. If you seek a well rounded, highly motivated individual, please write to Box T-23.

### 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.

## Situations Wanted Announcers

### COMMON SENSE

"The quality of a talk show can only be as good as the quality of the host!" The best talk show co-hosts in the industry are looking for a good signal! If you've got it—we'll give you the market. We can talk about anything!! Write Box T-38.

### 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.

## TELEVISION Help Wanted Management

### TELEVISION PROMOTION OPENINGS

A number of our television station clients—ranging from medium to major markets—have current openings for marketing and promotion managers and on-air producers. For consideration, send resume and ¼" tape. All replies confidential. No fees.

### COMMUNICATIONS SCIENCES GROUP, INC.

\*Applied Research in Programming & Promotion  
2333 Waukegan Road • Bannockburn, Ill 60015  
A DIVISION OF FRANK N. MAGID ASSOCIATES

## Help Wanted Management Continued

### MARKET RESEARCH ASSISTANT Video Products and Services

The position will focus on market research, planning, and organizing functions in the development of video products. The efforts of the individual in this position will be toward identifying the programming opportunities that can be successfully marketed to broadcast, cable, or consumer markets. The versatility of the successful candidate will also be utilized in the start-up of a Low Power Television Station network. This is a growth position with a successful publishing/communications company located in the Midwest. An undergraduate degree in marketing or communications, with some experience in broadcasting—preferably marketing—is necessary. Salary will be based on experience qualifications. Excellent employee benefit package. To further explore this opportunity, send resume and salary requirement in confidence to: Box T-31.

### TELEVISION BROADCAST CONSULTANT

Ohio based communications/publishing company is interested in expanding into broadcast and video ventures. We are seeking an experienced consultant, knowledgeable in broadcast management, with strong expertise in the development and marketing of programming to broadcast and consumer markets. Please send a resume of qualifications including a list of the type of programming projects developed, to: Box T-32.

## Help Wanted Technical

### MAINTENANCE/OPERATIONS ENGINEER Needed for Washington, DC, Satellite Corporation

Basic electronics theory, such as Associate Degree in electronics or electronics technology or at least two years equivalent post high school, military or technical school. Two years full-time work experience in the capacity of an electronic technician or equivalent plus at least one year's experience in one of the following: In maintenance of typically utilized technical equipment; ENG U-Matic tape recorders/ENG television cameras/Micro-wave STL equipment/Audio follow video routing switching equipment/Associated audio support equipment—or—in electronic circuit design with emphasis in microwave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematic and block diagrams. Able to fill in for news operator in his absence as cameraman and video tape editor. Normal color vision and hearing. FCC 1st class license required. Experience in satellite communications desirable. Able to work hours required which will include evenings and some weekends. Must have ability to work effectively with others. Send resume to Box T-58. An Equal Opportunity Employer.

### IF YOU'RE NO. 2

and want opportunity to be chief engineer, we need someone strong on studio maintenance. We have 1, 2, & 3/4 format, Chyron, etc. Hands-on imperative. transmitter & microwave helpful. Good pay and benefits, booming sunny market. Send resume to Box T-21. Equal Opportunity Employer.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## Help Wanted News

### CONSUMER REPORTER

Minnesota's leading news station needs a self-starting consumer reporter. This is a rare opportunity to join one of the largest and best equipped news staffs in the country. Send your resume and samples of your work to:

Bob Jordan  
News Director, KSTP-TV  
3415 University Avenue  
St. Paul, MN 55114  
No beginners, please.  
Equal Opportunity Employer

## EYEWITNESS NEWS



**KSTP-TV**  
St. Paul / Minneapolis

### REPORTER

Major, aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least three years television news experience. We are searching for someone to complement our AP & UPI newscast of the year. Please send resume to Box T-49. E.O.E. M/F.

### FEATURE REPORTER

WDIV, the Post-Newsweek station in Detroit, is currently looking for a true original, from writing style to perspective to on-air presence. We define features broadly: from sidebars, to breaking stories, to full-blown profiles of people and events. The person we are seeking believes that often a well-crafted feature about the way we live tells as much as a hard news story. If you have 3-5 years reporting experience and have a way of storytelling that is both compelling and empathetic, please send a resume and samples of your work to: Mark Effron, Executive News Producer, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. EOE.

**This Publication  
is available in Microform.**

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

## Help Wanted News Continued

### MAJOR CALIFORNIA MARKET

Have primary sports anchor position open for experienced, strong, warm, charismatic TV sports professional. Should be a solid, cooperative, no nonsense person who can make sports interesting to the non-fan. Should also be adept at telling the non-traditional sports story. Good position with excellent News staff. Equal Opportunity Employer. M-F. Send complete resume and references to Box T-11.

### WEATHERCASTER

If you know weather and can present it in personable style, send tape to: Virgil Dominic, WJKW-TV, 5800 S. Marginal Rd., Cleveland, OH 44103.

### PRODUCER

For newscast with emphasis on developing a daily news theme through special reports and live remotes. We need an experienced producer with good news judgement, creative instincts, and extensive experience with live coverage. Send resume and tape to Ken Middleton, Assistant News Director/Programs, WJLA-TV, 4461 Connecticut Avenue, N.W., Washington, DC 20008. Equal Opportunity Employer.

### ANCHOR/CALIFORNIA

CBS affiliate in 21st market is looking for a weekend anchor. If you're looking for the best of both worlds, anchoring and reporting, in one of the most attractive California markets, send resume, audition tape and references to Jim Morgan, News Director, KXTV, 400 Broadway, Sacramento, CA 95818. An Equal Opportunity Employer. M-F.

## Help Wanted Programing, Production, Others

### PHOTO/EDITOR

Videa, Ltd., leading Midwest industrial/commercial video house, seeks individual with combination of skills to fill challenging position as photographer/editor. If you are an experienced EFP photographer and 3/4" editor and have enough technical background to learn our unique 3/4" to 1" and 1" to 1" editing system, we want to hear from you. Send resume and tape to:

Videa, Ltd.  
P.O. Box G  
Cedar Rapids, IA 52401  
Equal Opportunity Employer, M/F

### NEWS SPECIAL PROJECTS PRODUCER

We are a top ten, group-owned network affiliate in the Midwest. We are currently conducting a nationwide search for the best special projects producer in the country. The person we are seeking is first and foremost a journalist and a leader; has 3-5 years experience producing special pieces, series, documentaries, newscasts; can work well with anchors and reporters; understands both the grammar and technology of television production, including use of quantel and slo-mo. This is an opportunity to join one of the best news operations in America. We are an equal opportunity employer. Send resume to: Box T-50.

## Help Wanted Programing, Production, Others Continued

### ASSISTANT PRODUCER/DIRECTOR

A 558-bed acute care hospital located on the sunny Gulf Coast of Southwest Florida is looking for an Assistant Producer/Director for a full scale TV studio. Position available in April. Individual must be experienced in all phases of TV production. Must have exceptional writing ability. For more information contact: C.W. Craig, Producer/Director, Media Services, Lee Memorial Hospital, P.O. Drawer 2218, Ft. Meyers, FL 33902. 813-334-5175. EOE.



### VIDEOGRAPHER-EDITOR

No. 1 rated show has opening for efficient, aggressive, quality minded videographer-editor-field producer with minimum two years experience. No phone calls. Send tape and resume to: Robert W. Shaw, Executive Producer, WCMH-TV, P.O. Box 4, Columbus, Ohio 43216. Equal Opportunity Employer.

## For Fast Action Use BROADCASTING's Classified Advertising

## 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 Technical Continued

### TECHNICAL DIRECTOR NEW TECHNOLOGIES

Fortune 500 communications company is seeking an uncommon technical talent to advise and assist its broadcast, cable and publishing divisions as they move into new technological areas, including teletext, videotext, interactive services and satellite distribution. You would be the corporate technical expert in these areas, requiring you to come aboard with (A) a broad technical background that crosses between data processing, data communications and RF technologies or (B) a depth of technical expertise that will allow you to cross over the technologies effortlessly. Compensation is excellent. Relocation to Southwest would be required. Reply to Box T-35.

### PROGRAMMER ANALYSTS

Station Business Systems, a leader in the field of computerized business systems for the broadcast industry, can offer the right people challenge, growth and opportunity. Our specific needs are for experienced COBOL programmers to work on a system designed for the cable TV industry. Familiarity with TI990 and/or cable TV industry a definite plus. Our growth also has created a need for people experienced with Datapoint and specifically DATABUS to work on our broadcast industry accounting systems. Communication experience helpful. If you have 2 or more years' experience in either of the above sets of qualifications, send a resume today to Delane Bell, Vice President Systems Development, Station Business Systems, 600 West Putnam Avenue, Greenwich, CT 06830. An Equal Opportunity Employer.

STATION BUSINESS SYSTEMS  
a division of  
 CONTROL DATA CORPORATION

An Equal Opportunity Employer

## Help Wanted Management

### EXECUTIVE DIRECTOR BROADCAST RATING COUNCIL

Audience measurement researcher with administrative skills needed to direct BRC activities. The Executive Director reports to the BRC Board, works with the rating services to insure compliance with BRC standards, supervises ratings audits and serves as a spokesperson on audience measurement issues. The person selected must possess strong methodological skills and will work closely with other media organizations. New York City office. All replies confidential. Applicants should submit a resume, references and salary request to:

BRC Search Committee  
c/o Larry Patrick, Senior Vice-President  
National Association of Broadcasters  
1771 N Street, N.W.  
Washington, D.C. 20036

## Help Wanted Sales

### DISTRICT SALES MANAGER

Cetec Broadcast Group seeks a top-notch radio man or woman to cover the great Southwest (New Mexico, Texas, Oklahoma, Arkansas, Louisiana) for our strong national sales team. Fine opportunity to represent System 7000 program automation, MAPS computer-based business system, and Series 2000 and 8000 audio consoles. Excellent compensation program for experienced sales professional who can handle a first-rate product line in an exciting territory. Strong technical and customer service support. Contact Jerry Clements, National Sales Manager (805) 684-7686. Applications will be received in strict confidence.



**Cetec Broadcast Group**

1110 Mark Avenue, Carpinteria, CA 93013

## Miscellaneous

### "Want to Own a Station?"

Full day, individual seminar for broadcast investors given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, NY, NY 10017, 212-599-3303.

## Consultants

### RADIO STATION OWNERS . . . WE CAN FLY TO YOUR MARKET AND SELL ADVERTISING CONTRACTUALLY FOR YOUR STATION, WITH NO CASH OUTLAY ON YOUR PART.

We have a sales approach where we sell your Community Service type "Safety Messages", in person, for regular advertising, over long periods of time. We will furnish you with complete references, and then arrange to meet you in person before we start our sales effort. While in your market, we will conduct a sales seminar on "making appointments", "five steps in selling radio time", and "seven steps in closing a sale"

### IF YOU WOULD LIKE TO INCREASE YOUR SALES, AT NO CASH OUTLAY, CALL US COLLECT

Stewart P. Lurie  
Lourde's  
3000 Dundee  
Suite No. 418  
Northbrook, IL 60062  
312-564-3904

### FM FREQUENCY SEARCH \$200

From 92.1-107.9 both present rules and Docket 80-90. Map included.

### LOW POWER COMMERCIAL FM APPLICATIONS & EQUIPMENT

Tap new markets. FM translator systems start below \$5,000.

BROADCAST PLANNING SERVICES  
Box 42, Greenwood, Arkansas 72936  
(501) 996-2254

### SICK RADIO STATIONS?

I love them all! If you've got one, I can help you nurse it back to profitability the same as I have helped major group and O&O stations recover. This doctor is a specialist with excellent credentials and much experience in these cases. Write Box T-41 for a house call. Don't get embarrassed about your sick radio station . . . get help!

## Ratings Research

### INDEX RESEARCH is holding the 1981 Price Line into '82

To help radio come through Recession '82, our 1981 rate card remains in effect. RADIO INDEX rating reports still start as low as \$350. One index can help you make more sales at a time when you need them most. Call us free: 800-528-6082.

**index  
research**

## Employment Service

### "RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position "in the future", or if you are "in between and looking," National can help. NBTC specializes in radio personnel placement. Management, sales and programming. For complete confidential details, send \$1.00 postage and handling to: National Broadcast Talent Coordinators, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

### RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

## Radio Programing

### 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  
501-972-5984



## Public Notice

### NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The Cities of Northfield and Dundas and the Townships of Northfield and Bridgewater, Rice County, and Waterford Township, Dakota County, Minnesota, invite proposals for a cable communications franchise. Proposals shall be submitted in accordance with the systems design and services as specified in the "Request for Proposals" available from Patricia Frich, Cable Communications Officer, City Hall, 801 Washington Street, Northfield, MN 55057, 507-845-8833. Proposals will be accepted until May 5, 1982, at 2 p.m. A copy of the Request for Proposals is available for public inspection during normal business hours at the City Clerk's office, City Hall. Each such proposal shall be accompanied by a \$4,000 non-refundable filing fee payable to the City Clerk of Northfield, MN. Evangline Hall, City Clerk.

## Wanted To Buy Stations

### VACATION RADIO

Radio manager/investor seeks backing from other investors to buy station(s) in attractive area and manage for growth. Immediate opportunities are now available in perfect locations. Write Box T-56 or phone 817-387-5494, nights & weekends.

## For Sale Stations

### FOR SALE

**California:** Full time AM, class C FM. Extremely attractive area with over 30% increase radio dollars in market in 1980. Grossing \$1-million yearly with \$400,000 operating profit. Asking \$3.5-million on terms. Exceptional opportunity. **Northeast:** Top 50 market fulltime AM facility. \$500,000 spent in recent improvements. Now moving up in ratings. Market has over \$11-million radio dollars, up 15% in 1980. Asking \$750,000 cash plus \$500,000 payable over 10 years with no interest. Current owner has made turnaround, new buyer has immediate upward potential. **Mid Atlantic:** \$200,000 down for full time AM in Top 50 market. Facility recently improved. Balance of \$600,000 over 7 years and seller will carry at 12%. **Las Vegas, Nevada:** Full time AM facility. We have details. Terms available with \$600,000 down. **Pacific Northwest:** Grossing approximately \$1-million. Class C FM with full time 5 kw AM. Over \$5-million radio dollars in market, up 20%. 12% share. Terms available. **Sunbelt:** Class C FM in one of the fastest growing cities in the U.S. \$2 million.

### H.B. La Rue, Media Broker

RADIO · TV · CTV · APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737



### R.A. Marshall & Co.

Media Investment Analysts & Brokers  
(803) 842-5251

Well-situated Carolina fulltime AM. Neglected and needs turnaround buyer. Bootstrap terms available \$450,000.

EXECUTIVE SUITE · 200 PROFESSIONAL BUILDING  
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

### OZARK AREA

Small market AM-FM. Opportunity for experienced owner-operator. \$425,000, including valuable real estate and good facilities. \$75K down, low interest, owner financing. Box R-171.

## For Sale Stations Continued

- Fulltimer. Fantastic town west of Montgomery. \$450,000. Terms.
- FM. Western Oklahoma. Less than 2 times billing. \$390,000. Terms.
- Fulltimer. S.E. Arizona. Real estate. Nice town. Owner financed. \$500,000.
- FM. California ski area. \$950,000. Good terms.
- Daytimer. Large Minnesota city. Reduced to \$265,000.
- Fulltimer in Kentucky city. College town. \$1.1 million. Terms.
- AM-FM in Va. covering large population. \$1.2 million. Terms.
- Daytimer near Nashville. \$290,000.
- Daytimer covering 1 million people with prime signal. Fast growth area in GA. \$390,000. Extra good terms.
- No downpayment. Central Fla. powerful daytimer. \$320,000.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- Fulltimer. N. Ala. Nice sized town. Large county population. Dominant facility in the market. Good real estate. Good terms. \$500,000. (Possibility of minority purchase with management contract)
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke-Lynchburg area. Bargain. \$360,000. Terms.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$15,000. Terms. \$350,000.
- Daytimer. E. Ark. \$50,000. Terms. \$150,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- Fulltime N.W. Ala. City. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Fulltimer. West Virginia. \$275,000.
- Powerful daytimer in large Tennessee city. Ethnic. 2 times billing. Good terms.
- Big Alabama city. Powerful daytimer. No down payment. \$590,000.
- Powerful ethnic daytimer. Central GA. \$560,000.
- Daytimer. Large city in Ohio. Variety ethnic. \$490,000. Terms.
- Daytimer. CA resort area north of San Francisco. \$430,000.
- Fulltimer in central Texas city. \$1.2 million. Owner wants offer.

Let us list your station. Confidential!

**DROP BY OUR HOSPITALITY SUITE, NAB CONVENTION, DALLAS HYATT REGENCY, APRIL 4-7.**

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

# Books For Broadcasters

**T5213 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**

**T5819 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**

**T5769 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**

## BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.  
Washington, D.C. 20036

Please send me book(s) number(s) \_\_\_\_\_ My \_\_\_\_\_ payment is enclosed.

Name \_\_\_\_\_

Firm or call letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



**For Sale Stations Continued**

**An Announcement**

Dick Shaheen, friend and fellow broker, served broadcasters all over the country faithfully and well for many years from headquarters in the Midwest. His estate has asked us to continue this service to Shaheen clients and friends, and we have pledged to do this to the best of our ability. To this end, we have acquired the operating assets of Richard A. Shaheen, Inc. It is our intention to staff a Chicago area office in the near future. In the interim, buyers and sellers—all clients of the Shaheen offices—will be served promptly and professionally in response to phone calls either to the Shaheen office number (312-467-0040) or to our Elmira, NY, offices (607-733-7138).

Keith W. Horton

**THE KEITH W. HORTON COMPANY, INC.**  
*Brokers & Consultants to the Communications Industry*  
 Home Office: P.O. Box 948 • Elmira, NY 14902



**Wilkins  
 and Associates**  
*Media Brokers*

|         |                   |           |              |
|---------|-------------------|-----------|--------------|
| Midwest | AM, Class C-CP    | 410K      | Small        |
| AZ      | AM                | 450K      | Small        |
| IA      | AM/FM             | 360K      | Small        |
| TN      | AM                | 330K      | Small        |
| KY      | AM/FM             | 500K      | Small        |
| AR      | FM                | 625K      | Small        |
| OK      | FM                | 380K      | Small        |
| MS      | AM                | 300K      | Small        |
| MO      | AM/FM             | 300K      | Small        |
| MI      | AM                | 625K      | Small        |
| WY      | AM                | 225K      | Small        |
| VA      | AM                | 325K      | Small        |
| GA      | AM Downpayment    | 12K       |              |
| GA      | FM Downpayment    | 15K       |              |
| NC      | AM Downpayment    | 25K       |              |
| SC      | AM Downpayment    | 20K       |              |
| ND      | AM/FM Downpayment | 20K       |              |
| FL      | AM Downpayment    | 20K       |              |
| AR      | AM Downpayment    | 15K       |              |
| NM      | FM Downpayment    | 35K       |              |
| OR      | AM Downpayment    | 30K       |              |
| South   | 5KW               | Potential | Gospel Major |

109 North Main, 2nd Floor  
 Sioux Falls, South Dakota 57102. 605/338-1180

**WALKER MEDIA & MANAGEMENT, INC.**

Brokers-Consultants-Appraisers

|  |  |
|--|--|
| William L. Walker<br>President<br>Suite 417<br>1730 Rhode Island<br>Avenue, N.W.<br>Washington, D.C. 20036<br>202/223-1553 | John F. Hurlbut<br>Southeastern<br>Representative<br>P.O. Box 1845<br>Holmes Beach,<br>Florida 33509<br>813/778-3617 |
|--|--|

 **CHAPMAN ASSOCIATES®**  
 media brokerage service

| STATION |                | CONTACT |        |                  |                |
|---------|----------------|---------|--------|------------------|----------------|
| S       | Small AM       | \$231K  | Terms  | Ernie Pearce     | (615) 373-8315 |
| W       | Small Fulltime | \$350K  | \$100K | Bill Whitley     | (214) 387-2303 |
| W       | Small AM/FM    | \$350K  | 29%    | Greg Merrill     | (801) 753-8090 |
| MW      | Small FM       | \$450K  | \$150K | Paul Crowder     | (615) 298-4986 |
| W       | Small AM       | \$650K  | \$350K | Corky Cartwright | (303) 740-2224 |
| MW      | Medium FM      | \$395K  | \$60K  | Peter Stromquist | (612) 831-3672 |
| MW      | Medium FM      | \$650K  | \$110K | Elliot Evers     | (213) 366-2554 |
| S       | Metro Fulltime | \$635K  | \$180K | Bob Thorburn     | (404) 458-9226 |
| S       | Metro FM       | \$1300K | Terms  | Bill Cate        | (904) 893-6471 |
| SE      | Major Fulltime | \$1325K | Cash   | Bill Chapman     | (404) 458-9226 |

To sell, for appraisal, feasibility studies, or financing—contact John Emery,  
 General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341

**SUNBELT**

Small town fulltime AM in Texas. Profitable. Dry, sunny climate. Less than 2X gross with \$30,000 down. Include financial qualifications in reply. Reply Box T-47.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
*"Specializing in Sunbelt Broadcast Properties"*  
 5050 Poplar • Suite 816 • Memphis, Tn. 38157

**Dan Hayslett**

*dh* & associates, inc.  
**Media Brokers**  
**RADIO, TV, and CATV**  
**(214) 891-2076**  
 11311 N. Central Expressway • Dallas, Texas

**For Sale**

50,000 watt FM. Midwest. Top 100 market. Great potential. Qualified buyers only. Write Box T-9.

**BILL-DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**  
 (303) 636-1584  
 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**BROKERAGE**

*Over twenty years of service to Broadcasting*  
**Appraisals • Brokerage • Analysis**  
*Westgate Mall, Bethlehem, PA 18017*  
**215-865-3775**

**THE HOLT CORPORATION**

**N.E. Texas  
 Single Station Market**

One KW daytimer with full time potential and valuable R.E. in booming N.E. Texas. Priced to sell quickly. Call Aaron Durham, 615-473-6535 (owner).

## For Sale Stations Continued

### Lender Threatening Foreclosure

Absentee owners must contract to sell one or both of these under capitalized facilities with brand new equipment, within the next 10 days, and expedite closing.

#### 100 KW Sunbelt FM

Located in top 40 Southern market. The potential to bill \$2 million within 3 years. Good format & staff in place. With or without valuable real estate. In the \$1.7 million range. Some short term financing available.

#### Southern Daytime AM

In thriving Sunbelt city of 25,000 with only 2 competitors. Low dial position, terrific signal. Buy or lease real estate. In the 200M range. Cash or 29% down.

#### Sell for best offer

Negotiations will only be with knowledgeable, financially qualified principals, prepared to act immediately. To exchange preliminary information, call Attorney Thomas P. Mains. 703-548-1112.

### MIDWEST

AM-FM Combo, programmed separately. Class operation. Real estate. New studios. Single station market. Excellent equipment. FM fully automated with all new equipment. Special situation—priced less than 10 times cash flow—\$1,750,000. Hurry! Box T-33.

### ARKANSAS FM

Growth area, growth station, price based on realistic multiples. \$1.5 mil. Write Box T-10.

### FOR SALE

1000 Watt AM daytimer (FM is granted) in north central Minn. 3 acres of real estate included. Terms available. \$220,000. Fred Tomas, 612-927-1100, 612-884-2755.

### Central Pennsylvania

AM station for sale in single station market. Excellent equipment. \$657,000, including real estate. Less than 8 times cash flow. Principals only. Write to Box T-72.

### U.S. VIRGIN ISLANDS

AM, fulltime, good billings growth, majority interest available, manager will stay and also invest. Box 5743, Old San Juan, PR. 00905; or 809-723-9202

### For Sale

Power FM in the most desirable West Coast market. \$6,000,000.00—terms. Qualified buyers only. Write Box T-70.

### For Fast Action Use BROADCASTING'S Classified Advertising

### Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C. Call or write now.

404-351-0555

1819 Peachtree Road NE  
Atlanta Georgia 30309

### W. EDWARD McCLENAHAN AND ASSOCIATES, INC.

BROADCAST—Brokers & Consultants.  
P.O. Box 144—Ivy, Virginia 22945.  
804-977-4096.

"Fine stations—financing available"

### FOR SALE

Midwest Class-B 50 KW FM with nearly a million and a half people within 1 MV/M. Profitable with real estate. Excellent growth potential. 309-828-3340.

### JWE BARNELL & ASSOCIATES, LTD.

\*RADIO • CATV • TV • NEWSPAPERS • PURCHASE & CORPORATE FINANCING •

\*BROKERS • CONSULTANTS • APPRAISERS • NEGOTIATORS •

Profitable. Medium market opportunity available in the Northeast. Price \$1,200,000. Financing available to qualified buyer.

"Specializing in the Northeast"  
329 Elmwood Ave., Suite 1000  
Buffalo, N.Y. 14222  
716-885-2030

## BROADCASTING'S CLASSIFIED RATES

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications: 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

\*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media



Tatta

**John Tatta**, VP and chief operating officer, Cablevision Systems Corp., Woodbury, N.Y., elected president and chief executive officer.

**Francis Fitz Randolph Jr.**, partner, Cravath, Swaine & Moore, New York, joins Cablevision in newly created position of vice chairman.

**Carl Venters**, president of Durham Life Broadcasting, licensee of WPTF(AM)-WQDR(FM) Raleigh, N.C., and WPTF-TV Raleigh-Durham, N.C., resigns. **Felton Coley**, executive VP, finance, Durham Life Insurance Co., succeeds Venters.

**Richard Brescia**, VP and general manager, CBS Radio Network, New York, assumes additional responsibilities as senior VP, CBS Radio Networks. Brescia will also oversee operations of RadioRadio, which premieres April 26.

**Bob Walton**, sales manager, WLTZ(TV) Columbus, Ga., named VP and general manager.

**Gary Portmess**, VP-general manager, WHAG(AM)-WQCM(FM) Hagerstown, Md., named president and treasurer. **Judy Portmess**, account executive, WHAG-WQCM, named VP and secretary.

**William Kirkpatrick**, general sales manager of Summit Communications' WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named VP-general manager of Summit's KOCY(AM)-KXXY(FM) Oklahoma City.

**Meredith Woodyard**, director, affiliate relations, NBC Radio, New York, elected VP, affiliate relations.

**Walter Sabo**, executive VP, FM Radio, NBC, joins ABC Radio, New York, as VP.



Lowmiller

**Gary Lowmiller**, controller, Tribune Co., Chicago, named VP and chief financial officer of Tribune's WGN Radio and WGN-TV there.

**Robert Dalton**, general sales manager, Chronicle Broadcasting's WOWT(TV) Omaha, joins Chronicle's KAKE-TV Wichita, Kan., as VP and station manager.

**Robbin Holliday**, assistant controller, Scripps-Howard Broadcasting Co., Cincinnati, named business manager of Scripps-Howard's WCPO-TV there.

**Kay Stevens**, general manager, United Cable Television, Bellevue, Neb., named system manager, United Scottsdale (Ariz.) Cablevision.

**Mike Crushman**, national sales manager, WHAS-TV Louisville, Ky., named general man-

**Jim Johnson**, general manager, WQXM(FM) Clearwater, Fla., joins WCKX(FM) there in same capacity.

**Frank Denig**, director of corporate purchasing, Carborundum Co., Niagara Falls, N.Y., joins Teleprompter Cable Television, New York, as VP, purchasing.

**Cindy Schroeder**, senior research supervisor, RKO Radio Networks, New York, named manager of research. **Arlene Bahrenburg**, research supervisor, succeeds Schroeder.

**Jim Higgins**, director of public relations, New York Islanders hockey team, joins Suburban Cablevision, East Orange, N.J., as director of marketing.

**Robert Gaines**, station manager, KSIR(AM) Estes Park, Colo., joins KNIA(AM) Knoxville, Iowa, as general manager.

**Barbara Manuel**, office manager, Cableentertainment, Pulaski-Dublin, Va., cable system, named system manager.

**George Fulk**, sales manager WCUZ(AM) Grand Rapids, Mich., joins WZZR-FM there as station manager.

**Michael Bock**, general sales manager, KGAN-TV Cedar Rapids, Iowa, assumes additional responsibilities as station manager.

**Anthony Maisel**, director of station operations, KOAA-TV Pueblo, Colo., named station manager.

**Jerome Bauman**, VP, finance, Cableentertainment, New York-based MSO, named VP. **Allen Fritz**, treasurer, Acton Corp., joins Cableentertainment in same capacity. **Robert Rauch**, CPA, Mann, Brown & Rosner, joins Cableentertainment as controller. **Jean Palva**, director of marketing, named director of corporate communications. **Sallie Frankel** account executive, production manager, MRA Communications, joins Cableentertainment as Southeastern marketing manager.

**Jeannette Tully**, manager, internal audit, Harte-Hanks Communications, San Antonio, Tex., named director of finance, broadcasting and entertainment.

**Millie Chiavelli**, director of affiliate relations, Madison Square Garden Cablevision, New York, joins Modern Satellite Network there as manager of affiliate relations.

**Salvatore Bordonaro**, from Westinghouse Broadcasting, New York, joins The Essex Group, Connecticut-based MSO, as chief accountant.

## Advertising

**Norman Varney**, U.S. director of new electronic media development, J. Walter Thompson U.S.A., New York, elected senior VP. **Thomas Greer**, director of creative services, elected VP.

**Mary Ellen Stoetzel**, account supervisor, Ogilvy & Mather, Los Angeles, elected VP.

**Wing Fong**, senior VP and director of television production, N W Ayer, New York, retires.

**Gary Emmer**, media director, Kenrick Advertising, St. Louis, elected VP.

**Robert Fugate** and **Bruce Duffey**, associate creative directors, D'Arcy-MacManus & Masius, St. Louis, named creative directors.

**Al Shapiro**, associate creative director, Weitzman, Dym & Associates, Bethesda, Md., joins Earle Palmer Brown there, as senior art director.

**Mary Ellen DeLuca**, intern, Needham, Harper & Steers, Washington, named media research assistant.

**Rick Green**, VP, VanSant Dugdale, Baltimore, joins W.B. Doner there as account supervisor.

Elected VP's, Leo Burnett U.S.A., Chicago: **Aaron Buckman**, associate creative director; **Jeffrey Herscovitz**, **William McBride**, account supervisors; **Carla Michelotti**, assistant general counsel.

**Scott Carlin**, director, Eastern Sales, Telepictures, New York, elected VP, domestic television division.

**John Scognamillo**, chief accountant, Petry Television, New York, named controller.

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Crater

Election of three vice presidents of Broadcasting Publications Inc., publisher of the weekly BROADCASTING magazine and the annual BROADCASTING CABLECASTING YEARBOOK, was announced last week by the corporation's board of directors. The three: **Donald V. West**, managing editor; **David N. Whitcombe**, director of sales and marketing, and **Irving C. Miller**, treasurer and business manager. All are headquartered in Washington.

Simultaneously, effective March 1, Sol Taishoff, chairman and editor, and Lawrence B. Taishoff, president and publisher, announced that **Edwin H. James**, executive editor, and **Rufus Crater**, chief correspondent and bureau chief in New York, have retired from the editorial staff and have been engaged as senior editorial consultants. James, who relinquishes his corporate vice presidency, will operate out of Washington. Crater, who will be succeeded as bureau chief by **Jay Rublin**, now senior correspondent and assistant bureau chief, will operate out of New York.

James joined BROADCASTING's New York office in 1946 after World War II service as a major on the staff of General Douglas MacArthur. He became managing editor in 1954 and executive editor in 1960. Crater joined BROADCASTING in Washington in 1945 and became New York editor in 1951.

West first joined BROADCASTING in Washington in 1953, moved to the New York bureau in 1958 and was managing editor of BPI's monthly TELEVISION magazine from 1960 to 1966. After a stint as assistant to the president of CBS Inc. and in independent production he returned to the weekly in Washington as managing editor in 1971. Whitcombe joined BPI as circulation director in 1968 after having served as business manager of *Progressive Architecture* (Reinhold) in New York. Miller joined BPI as bookkeeper in 1945 after service in the U.S. Army, became auditor two years later and secretary-treasurer in 1980.

**Martin Goldberg**, VP, research and programming services, Top Market Television, joins Metro TV Sales, New York, as director of research and marketing.

**Barbara Mihalich**, network account executive, Major Market Radio Sales, New York, named network sales manager.

**Marc Kalman**, sales manager, WDGY(AM) Minneapolis, joins Blair Radio there as office manager. **William Berry**, account executive, Blair Television, Philadelphia, named sales manager. **Mary Peiser**, spot broadcast supervisor, Foote, Cone & Belding, New York, joins Blair Television there as account executive. **Janet Cutler**, from Eisaman, Johns & Laws, New York, joins Blair there as account executive.

**Cynthia Hull**, research analyst, Independent TV Sales, New York, named associate research director. **Ron Strauss**, account executive, Metro TV Sales, New York, joins Independent TV Sales in same capacity.

**Eileen Lynch**, assistant account executive, Foote, Cone & Belding, New York, named account executive.

**Michael Macomber**, account executive, TeleRep, Chicago, joins Seltel there as account executive on Saturn team.

**David Conley**, account executive, WCBSTV New York, joins CBS Television Station National Sales, Chicago, in same capacity.

**Jim Neil**, account executive, KRBE(FM) Houston, joins Katz Television there in same capacity.

**Linda Lyke**, sales manager, WLUP(FM) Chicago, named general sales manager.

**Ron Brennan**, account supervisor, Manheim

Advertising, Cleveland, joins WJW(AM) there as general sales manager. **Donald Bleese**, general sales manager, WQIO(AM) Canton Ohio, joins WJW as account executive.

**Tom Breazeale**, account executive, WRBL(TV) Columbus, Ga., joins WLTZ(TV) there as assistant manager and general sales manager.

**Cliff Brown**, account executive, WDAM-TV Laurel, Miss., named sales manager.

**Bob Thomas**, general manager, KSEI(AM)-KRBU(FM) Pocatello, Idaho, joins KMVT(TV) Twin Falls, Idaho, as sales manager.

**Harry Melkerson**, local sales manager, KFMB-TV San Diego, Calif., named assistant sales manager.

**Victor Branch**, account executive, WPVI-TV Philadelphia, named local sales manager.

**Stephen Dickler**, national sales manager, WCKT(TV) Miami, joins WRC-TV Washington as local sales manager.

**Bob DeVecchio**, from WDEF-TV Chattanooga, joins WISC-TV Madison, Wis., as local sales manager.

**Fred Morse**, account executive, WABI-TV Bangor, Me., named local sales manager of WABI-TV and co-owned WABI(AM)-WBGW(FM) there.

**Art DePasqua**, account executive, TeleRep, New York, joins WVIT(TV) Hartford, Conn., as national sales manager.

**Michael Greenzeig**, account executive, WPIX-FM New York, joins WHN(AM) there in same capacity.

**Debra Munitz Linowes**, from Weitzman, Dym & Associates, Bethesda, Md., and **Duke**

**Moses**, from J. Walter Thompson, Washington, join WJLA-TV Washington as account executives.

**Stephen Smith**, account executive, WBSB-TV Baltimore, joins WJZ-TV there in same capacity.

**Christina Buman**, audience research director, KOMO(AM) Seattle, named account executive.

**James Sanders**, account executive, Blair Television, New York, joins WFSB(TV) Hartford, Conn., in same capacity.

**Greg Capogna**, from WCUZ-AM-FM Grand Rapids, Mich., joins WXYZ(AM) Detroit as account executive.

**Karen Sarro**, client service representative, Arbitron, New York, named account executive, Eastern radio station sales.

## Programing

**Hy Steilman**, freelance writer-publisher, New York, joins General Entertainment Inc., New York-based motion picture and television production company, as president and chief executive officer.

**Gus Lucas**, VP, program planning and scheduling, ABC Entertainment, Los Angeles, named to new post of VP, program planning and scheduling and assistant to senior VP, prime time, ABC Entertainment. **John Crosby**, president, John Crosby & Associates talent agency, Los Angeles, named VP, ABC Entertainment there.



MacCurdy

**Jean MacCurdy**, director of animation programming, Warner Bros. Cartoons, New York, elected VP and general manager of animation. **Hal Geer**, executive producer, elected VP.

**Bob Barry**, VP, production budgeting and control, Embassy Television and Tandem Productions, Holly-

wood, named VP, film production for companies. **Richard Clayman**, executive director, production, for same units, named VP, tape production.

**Peter Hansen**, consultant, The Entertainment Channel, New York, named director, dramatic programming.

**Maurice Bendrihem**, from Peat, Marwick & Mitchell, New York, joins Showtime there as director of business administration.

**Bob Klein**, producer, KPXX(TV) San Francisco, and **Caren Shotten**, producer, WRCB-TV Chattanooga, named coordinating producers, *PM Magazine*, national office, San Francisco.

**Jim Korris**, president/director, Korris Productions, Los Angeles, joins Universal Television as programming executive.

**Paulette Johnson**, comptroller, Black Entertainment Television, Washington, named VP, finance.

**Denise Schreiner**, producer of special assignments, ABC's *World News Tonight*, named local producer of ABC-TV's *Good Morning America*. **Jane Bollinger**, producer of WNBC-TV New York's *Eleventh Hour News*, joins *Good Morn-*

ing America as writer. **Patty Neger**, formerly with Prentice-Hall Publishing Co., joins *Good Morning America* as talent coordinator.

**Maria Rodriguez**, program manager, non-commercial KLRN(TV) San Antonio, Tex., and KLRU-TV Austin, Tex., joins Mississippi Authority for Educational Television, Jackson, as director of programming.

**Wayne Hill**, supervisor, Sooner Pipe & Supply Co., Tulsa, Okla., joins Satellite Syndicated Systems there as director of financial planning.

Appointments, Warner Amex Satellite Entertainment Co.: **Mark Greenberg**, director, marketing, Southeast region; **Thomas Freston**, director, marketing, MTV: Music Television; **Gary Evans**, from Waring & LaRosa, named national marketing directors. **Scott Hulst**, director, sales, central region; **Mark Booth**, manager, sales, Eastern region; **Helaine Ciporen**, director, sales, Eastern region, named national sales directors.

**Bart Lamb**, president, Bart Lamb & Associates, Chicago media consultant, joins WRAU-TV Peoria, Ill., as marketing director for station and for parent Forward Communications' production subsidiary, Forward Productions, Morton, Ill.

**Lee Jason**, program manager, KSEE(TV) Fresno, Calif., named VP, news and programming.

**Donald Burgess**, manager of programming, noncommercial WMVS(TV) and WMVT(TV) Milwaukee, joins WHYY-TV Wilmington, Del., as VP, programming.

**Kirk Groenveid**, producer, Cox Cable's St. Clair Shores, Mich., system, joins Comcast Cablevision, Warren, Mich., as program director.

**E. Rodney Jones**, from WXOL(AM) Cicero, Ill., joins WYLD(AM) New Orleans as program director.

**Harriet Meth**, producer, World News Tonight, ABC, joins WCBS-TV New York as executive producer, special projects.

**Patty Jernberg**, director of special projects, KENS-TV San Antonio, named assistant program manager.

**Gae Elizabeth Morris**, from WJZ-TV Baltimore, joins WFLD-TV Chicago as executive producer, *PM Magazine*.

**Bruce DuMont**, producer, *Noonbreak*, WBBM-TV Chicago, named producer, *Lee Phillip Show* and *Channel 2: The People*.

**Donald Whittaker**, director, KTLA(TV) Los Angeles, joins KNXT(TV) there as staff director.

**Dayna Steele**, from KRBE(FM) Houston, joins KSRR(FM) there as music researcher-air personality.

**Bill Evans**, music director and air personality, WNOX(AM) Knoxville, Tenn., joins WJDQ-AM-FM Meridian, Miss., in same capacity.

**Dewey Moede**, sales executive, sports announcer, KEYZ(AM) and co-owned KYYZ(FM) both Williston N.D., joins WAMJ(AM) South Bend, Ind., as sales executive, sports director.

**Tim Yelton**, producer-director, WCPO-TV Cincinnati, named executive producer, programs.

**Roy Waits**, art director, WCPO-TV Cincinnati, joins WLWT(TV) there in same capacity.

## News and Public Affairs



Staats

**Howard E. Staats**, general executive in Associated Press, New York's newspaper membership department and formerly in its broadcast department, named to newly created post of assistant general manager and deputy director for broadcast services. He will report to Roy Steinfort, AP vice president

and director of broadcasting, and will in effect be department's number-two executive.

**Ronald Chadwell**, news director, WZYQ(AM) Frederick, Md., joins WHAG(AM)-WQCM(FM) Hagerstown, Md., in same capacity. **David Rhodes**, anchor-reporter, WARK(AM) Frederick, Md., joins WHAG-WQCM as afternoon news editor.

**Sal Colatarci**, reporter, WGVA(AM) Geneva, N.Y., named news director and anchor.

**Ray Peyton**, air personality, KPRO(AM) Riverside, Calif., joins KAYS-AM-TV Hays, Kan., as news director.

**David Robinson**, reporter-producer, WAVE-TV Louisville, Ky., joins WJAR-TV Providence, R.I., as executive producer, assistant news director.

**Mike McCarty**, night assignment editor, WJAR-TV, to 11 p.m. producer. **Frank Fortin**, 7 p.m. producer, named 6 p.m. producer. **Lee Baker**, weekend assignment editor, named night assignment editor. **Laura Eckert**, desk assis-

tant, succeeds Baker. **Carol Marin**, part-time producer, named weekend producer. **Dyana Koelsch**, reporter, co-owned WSNE(FM) Taunton, Mass., assumes additional duties as reporter for WJAR-TV. **Janice Palmer**, associate producer, named noon co-producer. **Gary Scurca**, freelance reporter, named investigative reporter-producer. **Gloria Wesley**, floor director, named news trainee.

**Bruce MacCallum**, executive producer, KSL-TV Salt Lake City, joins KMGH-TV Denver as executive producer, news.

**Julie Fusella**, assistant to producers, *Good Morning America*, ABC-TV, joins WNYT(TV) Albany, N.Y., as producer-reporter.

**Denise Driskell**, senior producer, KTHV(TV) Little Rock, Ark., joins WAFF(TV) Huntsville, Ala., as news producer. **Adrienne Garrett** news director, WOWL-TV Florence, Ala., joins WAFF as Shoals bureau chief.

**Nora Muchanic**, reporter, WWAC-TV Atlantic City, N.J., assumes additional duties as producer-host, *Dial 53* public affairs program.

**Clifton Webb**, program director, WYBC-FM New Haven, Conn., and senior producer, Connecticut Radio Network, joins American Black Information Network, New York, as news anchor.

**Martin Giles**, anchor, WNSI(AM) St. Petersburg, Fla., joins WTSP-TV Tampa-St. Petersburg, Fla., in same capacity.

**Pat Brown**, from KGBM-TV Honolulu, and **Kelly Cooper**, from WAAY-TV Huntsville, Ala., join KTBC-TV Austin, Tex., as news co-anchors.

**Gary Nelson**, assignment editor, WCJB(TV) Gainesville, Fla., joins WTLV(TV) Jacksonville, Fla., as morning news anchor.



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**Judi Krall**, anchor-reporter, WSAW-TV Wausau, Wis., joins WANE-TV Fort Wayne, Ind., in same capacity.

**Allison Ash**, anchor-writer, WNCT-TV Greenville, N.C., joins WCMH-TV Columbus, Ohio, as reporter.

**Lou Stevens**, reporter, WHNT-TV Huntsville, Ala., named news anchor.

**Robert Nenno**, reporter, WBRE-TV Wilkes-Barre, Pa., joins WTMJ-TV Milwaukee in same capacity.

## Technology

**Wendell Sell**, president, Compact Video, Burbank, Calif., elected chairman and chief executive officer, succeeding **Robert Seidenglanz**, company's founder, who will continue with company in consulting capacity, and as member of board.

**Palmer Pattison**, supervisor of audio systems, noncommercial KUED(TV) and KUER(FM), both Salt Lake City, joins Bonneville Productions there as director of engineering.

**Mark Durenberger**, independent consultant, Minneapolis-St. Paul, joins Hubbard Broadcasting there as director of technical development.

**Michael Tamkin**, general manager, black-and-white television, Zenith Radio Corp., named general manager, monochrome operations.

**Dennis O'Brien**, national distributor sales manager, Augat Inc., Attleboro, Mass.-based manufacturer of cable television equipment, named business manager, consumer electronics.

**Stan Halvorson**, trunk technician, Shelter Island operation, Viacom Cablevision of Long Island, N.Y., named technical trainer.

**Edwin Ely**, national service manager, Scientific-Atlanta Inc., Atlanta, named account representative for instrumentation group products in company's new office in Seattle. **Jerry Henning**, application engineer, Atlanta, named account representative for communications group products, Seattle.

**James Heath**, development engineer, Raytheon-Data Systems-Telcom, Norwood, Mass., joins Times Fiber Communications, Wallingford, Conn., in same capacity.

## Promotion and P.R.



Schweitzer

**George Schweitzer**, VP, communications, CBS Sports, New York, named VP, communications, CBS/Broadcast Group.

**Jim Mills**, senior publicist, Showtime, New York, joins The Entertainment Channel there as manager, corporate publicity.

**Joseph Ondrick**, director of advertising,

promotion and publicity, MCA-TV joins The Entertainment Channel, New York, as director, broadcast advertising and promotion.

**Karen Brooks**, former director of media services, Metromedia Producers Corp., becomes founder and president of Brooks Communications, Los Angeles-based television promotion and consultancy service.

**Dwayne Summar**, VP, Hill & Knowlton, Atlanta, named senior VP.

**Malcolm White**, manager of public and government relations, Colony Communications, Providence, R.I.-based MSO, named director of government and public relations. **Dodie Tschirch**, administrator to director of operations, named associate director of government affairs.

**Michael Wilke**, merchandising specialist, Ampex, Chicago, joins wxRT(FM) there as advertising and promotion manager.

**Bob Garcla**, film director, KENS-TV San Antonio, Tex., named director of community service and public relations.

**Terry Lowe**, from WTOP(AM) Washington, joins WJLA-TV there as director of publicity and special events.

**Al Agius**, on-air personality, WIL-AM-FM St. Louis, named promotion director.

**Janet Rew**, programing/promotion assistant, KOME(FM) San Jose, Calif., named promotion director.

## Allied Fields

**Gene Schneider**, president of United Cable Television Corp., has been named first member of Cable Health Network's national board of advisers. Board is to include "medical authorities, educators, scientists, researchers, government officials" and cable industry representatives.

**George Petrutsas**, chief of Rules Division, Private Radio Bureau, FCC, Washington, joins Fletcher, Heald & Hildreth, communications law firm there, as member. **Thomas Dougherty Jr.**, recent graduate, Catholic University law school, Washington, has become associated with firm. **Roderick Porter**, has left firm to become chief, Policy and Rules Division, Broadcast Bureau, FCC, Washington.

**Thomas Johnson**, chief, AM branch, FCC, Washington, joins Lechman, Colligan & Associates, now known as Lechman, Colligan, Ledford & Johnson, Washington telecommunication consulting firm, as partner.

**Gene Secunda**, senior VP, director of communications services, N W Ayer, New York, leaves to form own communications agency, Barnum/Secunda Associates, there, with partner, Dr. H. James Barnum.

**George Milner**, Southeast division manager, Viacom, Atlanta, leaves to form own television consulting firm, Milner & Associates, there.

**Frank Kalil**, VP, Richter-Kalil & Co., Tucson, Ariz.-based media brokerage firm, named president. Company name has been changed to Kalil & Co.

**Jim Cairo**, news manager, WNGE(TV) Nashville, leaves to form own communications development firm, Jim Cairo & Associates there.

## Deaths



Kaufman

**Murray Kaufman**, 60, New York air personality known to his listeners as "Murray the K," died of cancer Feb. 21, at his home in Los Angeles. Kaufman, whose career began at WMCA(AM) New York in the fifties, and included stints with WINS(AM), WOR-FM (where he was program director as well as air personality) and

WNBC(AM) there, among others, was famous for his frenetic on-air pace and use of sound effects. He is credited with helping to promote careers of The Beatles, Rolling Stones, and other rock 'n' roll groups, and with introduction of FM rock while program director at WOR in the mid-1960's.

**Oscar Stauffer**, 95, honorary board chairman, and founder of 11-state broadcast and newspaper group, Stauffer Communications (comprising two television stations, nine radio stations and 20 newspapers), died Feb. 23, of complications following series of strokes, at Convalescent Center, Scottsdale, Ariz. Stauffer is survived by his sons Stanley, president, Stauffer Communications, John, vice president, and daughter, Betty Ann Collinson.

**Paul Buenning**, 71, president and owner of KWEY-AM-FM Weatherford, Okla., died Feb. 23 of injuries suffered in automobile accident, at Southwestern Memorial hospital, Weatherford. He is survived by his wife, Alene, and three daughters, including Lynn Wolfgang, sales manager, KWEY.

**Robert Everett**, 68, retired senior management officer, Leo Burnett Co., Chicago, died of cancer Feb. 13 at his home in Kenilworth, Ill. Everett is survived by his wife Barbara, and three daughters.

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## Broadcasting

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## Percy Sutton's way: pooling resources to compete with giants

The youngest of 15 children of a father born in slavery, Percy Sutton is trained in economics, experienced in politics and the law and, by instinct, is an entrepreneur and a fighter.

His fighting instincts most recently have been directed at gaining satellite transponder space for the New York-based group owner that he heads as chairman: Inner City Broadcasting—which in itself and in its plans says much for Sutton's entrepreneurial instincts.

Although Sutton did not become intimately involved with his broadcasting company until after he left politics, Inner City's first acquisition was daytime station WLIB(AM) New York, purchased in 1972, which came with an option to buy its FM counterpart within two years. Sutton exercised that option and changed the call letters from WLIB-FM to WBS(FM). Within five years, the station, with an urban-contemporary format, became number one in the number-one market. (It is currently ranked third.)

Since that time, Inner City has acquired five additional stations, KUTE(FM) Glen-Jale, Calif.; KGFJ(AM) Los Angeles; WLBS(FM) Mount Clemens, Mich., and KRE(AM)-KBLX(FM) Berkeley, Calif. Inner City also has applications pending at the FCC for 13 LPTV stations.

A look at Inner City's planned activities over the next five years reveals the motivation behind Sutton's determination to gain access to transponder space. "Our plan calls for us to be involved massively in television and radio programming, plus development of programming for new technologies," such as DBS systems or videodisks and videocassettes.

And, while the transponder-access problem still remains to be worked out, Sutton is busily preparing for the day when his programming-production plans become a reality. Two recent moves by Inner City in that direction include its acquisition of the Apollo Theater in Harlem, once a world-renowned showcase for black musical entertainers, and the purchase of a 50% interest in the Sheridan Broadcasting Network, the Arlington, Va.-based black-oriented network with 108 radio affiliates.

Inner City plans to renovate the Apollo and will spend more than \$5 million to equip it with production facilities to develop programming for its planned satellite network. That network will take the form of a radio-formatted advertiser-supported programming service featuring 10 hours of black music (including performances taped at the Apollo) interspersed with life-style interviews.

As chairman of Inner City, Percy Sut-



Percy Ellis Sutton—chairman, Inner City Broadcasting Corp.; b. Nov. 24, 1920, San Antonio, Tex.; attended Prairie View College, Hempstead, Tex. 1935-38; attended Hampton (Va.) Institute, 1938-40; Tuskegee Institute of Alabama, 1941-42; U.S. Army Air Force; 1942-45; Columbia University School of Economics, 1945-47; LLB, Brooklyn Law School, 1950; U.S. Air Force (intelligence officer), 1950-53; unpaid clerk for New York attorney Joseph Pinckney and New York subway system employe evenings, 1953-55; self-employed attorney, 1955-65; assemblyman, New York state legislature, 1965-66; Manhattan borough president, 1966-77; present position since 1978; m. Leatrice O'Farrell, Nov. 5, 1943; children—Pierre, 35, Cheryl, 30.

ton's involvement in the day-to-day operations of the company's broadcast properties is not that extensive. That function is carried out by the company's president, Sutton's 35-year-old son, Pierre (Pepe) Sutton.

And while the chairman describes himself as coming from "a family of communicators," Sutton has put his heritage to use in politics and business ventures. He served two terms in the New York state legislature followed by three terms as Manhattan borough president. He left politics at the end of 1977 after an unsuccessful bid to become New York's first black mayor, thereupon entering "the wonderful oblivion of business."

Sutton's entrepreneurial style is also evidenced by his never-ending search for partners and deals with which he intends to insure Inner City's future growth. The Sheridan deal is one example, as is Queens Inner Unity Cable, a joint venture among Inner City, Eugene Jackson and other principals of the National Black Network and two local Queens residents, which has been selected by New York's Board of Estimate to become a cable television franchisee for a portion of that borough.

"We think that our best interests will be served," said Sutton, "in joint ventures."

The company can then gain expertise, "not only by assembling it ourselves, but by acquiring it."

And on the cable side, says Sutton, the Queens joint venture is just the beginning. Inner City is currently working on a deal to acquire Teleprompter's Oakland, Calif., cable system, in partnership with a local newspaper owner. Joint ventures are also planned to obtain cable franchises in such cities as Cleveland, Chicago, Washington and Detroit.

Lately, Sutton has spent a great deal of time talking about Inner City and its diversified communications activities and plans with important people in high places—members of Congress, FCC commissioners and business executives. The lobbying effort represents the continuation of Inner City's two-year struggle to gain access to transponder space.

Last November, Inner City appeared to have overcome the last obstacle on the path to transponder access with its successful bid of \$10.7 million for one of seven transponders on Satcom IV auctioned off by RCA. But another roadblock materialized last month when the FCC rejected RCA's auction process on the basis of its "discriminatory" rate structure. Subsequently, RCA has filed another tariff, proposing the allocation of Satcom IV transponders on a first-come, first-served basis.

As Sutton sees it, there are a number of problems with that method of allocation. He contends that to date, the ground rules governing the first-come, first-served process have been vague enough to reduce the satellite transponder universe to one of "giants dealing with giants." Smaller entities such as Inner City are excluded, even though they have the capital to pay.

When does the first-come, first-served process begin? More often than not, Sutton contends, it begins in an "ol' boy network," where perhaps two giants have lunch together and make a deal. "And all the little guys out there who may want to do programming in opposition to [the giants] can't get on."

Sutton sees, and has been lobbying for, three alternatives. The first is what he describes as a "monitored and audited" first-come, first-served allocation process that would begin when the FCC authorizes the construction or launch of a satellite. The second alternative would be a comparative hearing process and the third a lottery. A combination of those three might also be workable, says Sutton.

In a more personal vein, Sutton also notes plans to establish a radio facility in San Antonio, Tex., where he was born and raised. If those plans come to fruition, he'll apply for the call letters WLS, in honor of his parents, Samuel and Lillian Sutton.

Democratic leaders of **Senate Communications Subcommittee plan to review entire record of proceedings leading to FCC's decision not to devise lottery mechanism** for choosing among mutually exclusive license applicants. "In preparation for further congressional response to the commission's unfortunate decision," Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.) have asked to receive by today names and titles of all key policymakers directly involved in developing lottery decision; list of all contacts, including ex parte, made by key FCC policymakers and persons outside FCC between closing of official comment period and date of decision; copy of each draft of final order prepared; copies of all internal memoranda prepared by key policymakers or other staff in connection with decision; copy of all tapes or transcripts of FCC meetings at which proceeding was discussed; copy of any instructions regarding decision made by any policymaker or staff member and copies of any other relevant staff documents relating to decision. Committee has knowledge of certain contacts made by policymakers with outsiders in connection with decision, according to committee spokesman, and wants to compare FCC's record with its own. It also wants to know how and why FCC reached its decision, before deciding next course of action. Letter from Hollings and Cannon was latest in series of congressional comments, both for and against, FCC's decision (BROADCASTING, Feb. 15-22).

In open meeting Thursday (March 4) **FCC will consider AM stereo, low-power television and AM-FM crossownership rules.** FCC, as previously reported ("Closed Circuit," Feb. 1), is **expected to leave marketplace to determine AM stereo standard.** Commission is also **expected to authorize LPTV. Broadcast Bureau item would grant preference to minorities and protect full power stations at least to their Grade B contours and as much as under current rules.** Item is expected to recommend that FCC retain freeze on applications until staff can get out from under current backlog. **It proposes that mutually exclusive applicants be determined through paper,** rather than oral, hearings. As previously reported ("Closed Circuit," Feb. 15), FCC is expected to drop rulemaking proposing breakup of AM-FM combinations on their sale. **FCC is also expected to drop proposal to delete UHF-radio co-ownership exception.**

**New York City cable franchise negotiators have completed draft of proposed contract that will be basis for bargaining with companies targeted to become franchisees in four outer boroughs of Queens, Brooklyn, Bronx and Staten Island.** One industry observer described contract, which is not open to public scrutiny, as **"the most severe [cable] contract," ever drawn up by local governing body.** Contract reportedly calls for setting aside of 11 channels in each system for use by city government, additional four access channels to be controlled by boroughs and eight leased channels. City is also demanding 8% of revenues derived from basic service and 12% of revenues derived from pay services, well above maximum 5% charge allowed for total revenues by FCC rules. While city officials are not commenting about contract at this time, it is understood that some demands may not survive bargaining period, scheduled to commence this week.

**Outlook for further broadcast deregulation from 97th Congress was termed "bleak but not without hope"** by industry representatives meeting in Washington last Tuesday (Feb. 23). At second gathering of broadcast trade groups convened by **National Radio Broadcasters Association, consensus was that Senator Bill Bradley (D-N.J.) remains major roadblock to passage of S. 1629, broadcast deregulation bill introduced by Senator Howard Cannon (D-Nev.).** National Association of Broadcasters and NRBA have met with Bradley's staff, who said senator will not back down on amendment to require comparative renewal proceedings in cases in which petitioner promises

VHF service to New Jersey or Delaware. **NAB, NRBA and Daytime Broadcasters Association resolved to work for compromise between Bradley and Cannon, who can't keep support of Senate Commerce Committee if he brings bill to floor without unacceptable amendment.** Radio-Television News Directors Association declined request to join effort for broad deregulation and will continue to confine work to newsroom issues, according to Ernie Schultz, RTNDA executive vice president who attended Tuesday's meeting. Other groups attending meeting were National Religious Broadcasters, National Public Radio and Broadcast Financial Management Association.

**ABC-TV was believed by some station sources Friday to be backing away—"at least a little," as one put it—from controversial plan to create 14 or 15 new prime-time 30-second commercial positions for itself and four for its affiliates (BROADCASTING, Feb. 1, et seq.).** Speculation about possible compromise offer, if not withdrawal, was fueled partially by delay in decision after more than four weeks of study and discussion with affiliate groups since idea was broached Jan. 26. ABC spokesman said late last week issue was "still not settled." ABC proceeds with it as originally presented, it will be in face of **opposition that some sources estimate to run as high as 90 or more of ABC affiliates.** ABC-TV sales people and ABC to management meanwhile are holding what one executive said amounts to quadrennial meeting this week at Dorado Beach P.R., for review and appraisal of sales problems and prospects generally.

**Andy Setos, vice president engineering and operations for Warner-Amex, criticized HBO plan to scramble its signal last week, describing plan as "a nonsolution."** Setos contended that specifications for proposed HBO scrambling system will not become marketplace reality for another "three years at the minimum" and HBO delusions of earlier time-table will simply hamper efforts to pass effective antipiracy legislation needed until technology becomes available.

Chief of FCC's Common Carrier Bureau is confident **FCC will play major role in shaping new telecommunications environment under consent decree that AT&T and Justice Department signed to end government's seven-year-old antitrust suit.** Accord, "even if approved by the court, cannot supplant the FCC's jurisdiction and authority established by the Communications Act of 1934," **Gary Epstein said, in speech** Federal Communications Bar Association luncheon last week. And he said commission views itself as having "unique role in advance of final implementation of proposed decree, working to insure that the decree's antitrust-related provisions mesh with our public interest goals." Epstein also addressed question of whether commission at some future date will deregulate AT&T's long-distance service. Epstein said he is "optimistic" that long-distance competition will develop rapidly. As a result, he said, deregulation will be possible in future. "But," he said, "with AT&T's market share being what it is [80% of switched network consumers and 79% of users of private line services], "that day is not yet come."

With decision by **George Back, NATPE International's executive director, to return to syndication business full time** when contract expires May 31, NATPE is hoping search can be speeded enough to name successor by annual conference March 11-12 in Las Vegas. Successor could come from ranks of current NATPE leadership. **Among those speculated either to be eyeing job or being eyed for it are Steve Currie, NATPE president from KOIN-TV Portland, Ore.; A.R. Van Cantfort, former NATPE president, from WSB-TV Atlanta; Phil Corvo, second VP, from KGTV San Diego, and Rosemary Berry, NATPE administrative director.** NATPE also is understood to be talking outside—including professional association managers elsewhere. Salary believed to be in \$85,000 range.





**Evolutionary dinner.** Politics is never far from minds of politicians, and it wasn't in Washington last Wednesday (Feb. 24) when National Cable Television Association hosted VIP dinner for communications leaders in capital's Children's Museum. Principal attraction: exhibit of communications through the centuries, from cave drawings to satellite transmissions. Commemorating latter, model earth stations were presented to two of evening's principal guests. FCC Chairman Mark S. Fowler (l) and Representative Tim Wirth (r), Colorado Democrat who is chairman of House Telecommunications Subcommittee. Alluding to recent differences between two chairmen over use of lotteries by FCC, Wirth quipped: "Perhaps we can have the children come in and show the FCC how a lottery system could work." Responded Fowler: "I think I should direct the congressman's attention to the third floor exhibit called 'Failures in Communication.'" Standing between them for this picture: NCTA President Tom Wheeler.

General Instrument Corp., New York, announced last week it **is become partner in United Satellite Television** with an initial investment of **\$5 million**. General Instrument, which is U.S. distributor of earth stations for SED System Inc., Saskatoon, Sk., also said it would be exclusive supplier of earth stations for UST. Using 10 transponders on Canadian Anik-C satellite, UST plans to transmit four channels of programming to cable systems and multiple-unit buildings for distribution over master antenna systems, starting in February 1983.

**Robert Granath** has been **appointed** to newly created position of **president, ABC Video Enterprises**, effective last Thursday (Feb. 25). Granath has been top executive at ABC Video since inception in July 1979, with title of VP in charge. That division is party to two satellite programming joint ventures, one with Hearst Corp. to create women's programming service known as Daytime, to be launched this month, and another with Group W to produce Satellite News Channels, which will launch its first channel in June. ABC's solo project, ARTS channel, has been in the air for almost one year.

House Foreign Affairs Committee will hold two days of **hearings** this week on **administration bill to authorize \$10 million for creation of Radio Marti**, which would broadcast news of Cuba to that country. But witness list indicates **problem of Cuban-caused interference to Florida radio stations** will also be discussed in hearings. Administration position will be presented by **Thomas Enters**, assistant secretary of state for inter-American affairs, and members of Presidential Commission on Broadcasting to Cuba Inc., which is planning for station, will also testify.

But committee will also hear from Harold Frank, vice president of WINZ(AM) Miami, chairman of Cuban Interference Committee; Herb Levin, president of South Florida Radio Broadcasters Association, and Matthew Leibowitz, counsel for association, as well as FCC Chairman Mark S. Fowler; Vincent Wasilewski, president of National Association of Broadcasters; Harriet Kaplan, president of National Radio Broadcasters Association; Frank Calzon, director of Cuban-American National Foundation, and Professor William M. Leogrande, of School of Government at American University. Hearings follow open meeting Commission on Broadcasting to Cuba is to hold on Tuesday at State Department.

**Founder of Compact Video Systems**, Burbank-based post-production company, last week **was removed from position of company chairman and chief executive officer**. Compact Video's president, **Wendell E. Sell**, has replaced **Robert E. Seidenglanz** in move closely following Seidenglanz's removal from firm's presidency at end of last December. Sell will hold all three positions, at least for time being. Seidenglanz will stay on as board member and company consultant. Before his election by board to serve as president, Sell had been consultant to Compact Video and chairman of board's executive committee. Observers attribute recent shifts to Compact Video's financial problems. After decade of record earnings, company has projected loss for year ending this April 30 of about \$11 million, including writedowns of about \$7.8 million in assets and discontinued operations. Firm's mobile video unit subsidiary has already been discontinued in effort to turn company's fortunes around.

**Charles S. LaFollette**, CBS Inc. senior VP and chief financial officer, whose resignation (see page 112) is effective today (March 1), will be moving to San Francisco to **become chief financial officer of U.S. Leasing International Corp.** Until successor is named, financial functions will report to Paul MacCowan, senior VP, administration.

**Bernice Fitz-Gibbon**, 87, retail advertising and merchandising executive who was **named this year to Advertising Hall of Fame**, **died** on Monday (Feb. 22) in nursing home in Onalaska, Wis. She had worked for Macy's advertising department, at John Wanamaker and at Gimbels, from which she resigned in 1954 to open her own advertising consultancy office in New York. She is survived by daughter and son.

## Upcoming

**On Capitol Hill:** FCC testifies before House Appropriations Subcommittee at 11 a.m. Tuesday in H 310-Capitol. □ FCC testifies before House Government Operations Subcommittee at 9:30 a.m. Wednesday in Room 2203 of House Rayburn building. **Also in Washington:** Open meeting of Presidential Commission on Broadcasting to Cuba Inc. will be held on Tuesday at 2:30 p.m., in State Department East Auditorium. □ House Foreign Affairs Committee will hold hearings Wednesday beginning at 10 a.m. and Thursday at 9:30 a.m., on administration bill (H.R. 5427) to provide for creation of Radio Marti to broadcast to Cuba in room 2172 of House Rayburn building. □ National Association of Broadcasters state presidents and executive directors conference opens at Washington Marriott Wednesday. □ Pennsylvania Association of Broadcasters will hold annual congressional/Gold Medal reception at Washington Hilton Tuesday. □ Florida Association of Broadcasters will hold reception for that state's congressional delegation at Florida House Tuesday. □ Temporary Commission on Alternative Financing for Public Telecommunications will meet at 2 p.m. Monday at FCC. □ The Media Institute will release study critical of TV networks' coverage of oil crises of 1973-74 and 1978-79 at Press Club briefing today. **In Los Angeles:** CBS President Thomas Wyman will address Academy of Television Arts and Sciences luncheon at Century Plaza hotel Tuesday.

## Life begins

All that talk about coalitions forming to fight for First Amendment freedoms is beginning to turn into action. The National Association of Broadcasters and Radio-Television News Directors Association have begun campaigns to educate members to the need for repeal of repressive laws. The National Radio Broadcasters Association has recruited the National Broadcast Editorial Association to write messages supporting the cause. The NAB is programming its annual convention, to be held in Dallas April 4-7, to fit the theme that this is the year to make the case for First Amendment application to all media.

There are signs of interest among other communication forms, as represented by the National Cable Television Association, the American Newspaper Publishers Association and the American Society of Newspaper Editors, to name three organizations. The Society of Professional Journalists, Sigma Delta Chi, which must some day take time off from larger affairs to change its name to one a respectable copy desk would pass, is in or near the act. For the first time since broadcasters heard that there was a First Amendment that might apply to them, a reform movement on a meaningful scale is detectable.

Much of the credit must go to the NAB, which declared this to be the year of the First Amendment and is dedicated to a major effort. As much, perhaps more, must go to FCC Chairman Mark Fowler who persuaded the FCC to recommend sweeping deregulation to the Congress and who has energetically lobbied industry groups to get behind his cause. But whatever the source of the initiatives, this must be a cooperative undertaking, enlisting the strengths of all participants, if it is to succeed in altering the states of a hostile Congress.

For once, the self interests of different elements of journalism coincide in a common cause of promoting First Amendment freedoms for everybody.

The self interest of cable television, for example, is intimately involved in the campaign to repeal Section 315, the equal-time and fairness law. Cable people like to pretend it never happened, but in 1974 Section 315 was amended to apply explicitly to community antenna television as well as to broadcasting.

Newspapers venturing into electronic publishing risk contamination of their cherished First Amendment rights if they pass their material over pathways regulated by government.

The time will never be riper for unified action among all media entering the information age. Perhaps the loose coalitions now at work will consolidate action. A Federation of the Fifth Estate has been suggested here before. It is sounding better than ever.

## Belling Bell

The still-unsettled "settlement" of the government's antitrust suit against AT&T has done nothing to relieve the fears of newspaper publishers that the surviving Bell system may go into competition in the provision and delivery of information and advertising. The publishers' first fear is that AT&T will turn its Yellow Pages into an electronic advertising medium. If that happened, publishers would face a formidable competitor for both display and classified advertising.

The more that AT&T officials plead their case for acceptance of the company's settlement with the Justice Department, the more real the publishers' fears appear. Also the more apparent it becomes that other advertising media, broadcasting and cable, would be affected.

If AT&T were just another corporation with enough resources

to risk in creating a new advertising medium, no other media would have reason to run to the government for protection. AT&T, however, is something else. It has spent its corporate life up to now in a regulated environment, to which it has so successfully adapted that outsiders often find it difficult to tell who is the regulator and who the regulated.

The new environment it faces promises less regulation for an AT&T divested of its local telephone companies. On the surface, deregulation fits the current mood of liberation of the marketplace. The economic fact, however, is that AT&T will be in control of most of the long-distance facilities in this country if the settlement is approved. It will be a regulated near-monopoly until the MCI's and others work their way into the long-distance system much deeper than they are.

Could AT&T be prevented from cross-subsidizing its Yellow Pages venture from its regulated business? Could AT&T be counted on to provide long-distance service to others at non-discriminatory rates if it were in competition with them on its own facilities? Good questions, and they have been articulately raised by the American Newspaper Publishers Association.

In a resolution adopted at its midwinter meeting last January, the ANPA board said: "When real competition exists among intercity transmission carriers, ANPA would see no objection to AT&T's entry into electronic publishing. However, until a showing is made that adequate alternative facilities are available to publishers who must rely on the interexchange network to reach the public, the courts and Congress should examine the advisability of deferring AT&T's authority to provide information over its monopoly facilities."

The board had it right.

## All the way

The bills introduced by Representative James T. Broyhill (R-N.C.) last week take broadcast deregulation to just about its ultimate extreme. Broadcasters will dislike the quid pro quo—elimination of the localism angle in broadcast allocations and the elevation of the limit on fines to \$100,000. They must, however cheer Broyhill on and with him, Representative James M. Collins (R-Tex.), who earlier introduced deregulatory legislation on a smaller but still significant scale.

There are observers who think the congressmen from North Carolina and Texas are, so to speak, whistling Dixie. The opposition is entrenched and mean. But broadcasters will get no relief at all if their support is desultory. Go for it.



Drawn for BROADCASTING by Jack Schmid

"It's a citation from the FCC for flying through a DBS zone."



## **Can you help me find my daughter?**

For 14 weeks, a 16-year-old girl was missing from her home 100 miles northeast of Sioux City. During that time, her father began a one-man investigation. The few clues he found led to Sioux City, where he tracked down every lead, even staking out apartments and homes till 3 or 4 a.m.

Unable to turn up any traces of his daughter, he enlisted the aid of the Sioux City police. When their investigative resources were exhausted, the Crime Prevention Bureau suggested he contact the Community Service Director at KMEG-TV. The station began broadcasting missing person alerts immediately. And within 24 hours, the grateful father called KMEG-TV with the news that his daughter was back with her family.

Providing information that helps lay the groundwork for better family communications is all part of the Fetzer tradition of total community involvement.



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