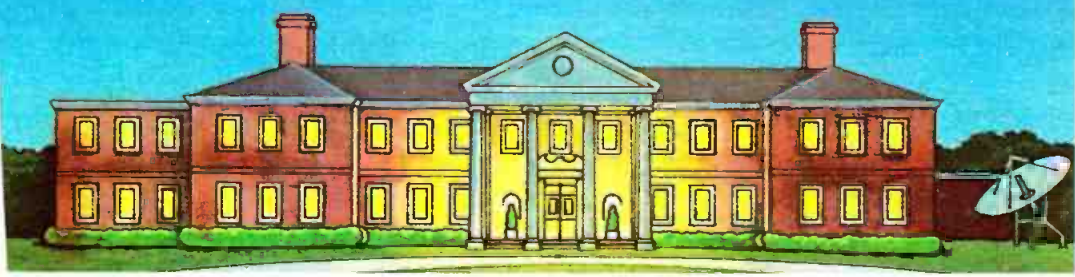


Broadcasting May 3

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XEROX

Broadcasting **May 3**

ABC's dramatic pay TV plan □ Municipal ownership loses in St. Paul □ The state of the cable art □ International dealings at MIP

ABC'S BOLD LEAP INTO PAY TV □ Proposed Home View Network service would permit affiliates to send scrambled signal during early morning hours into unattended videorecorders in subscriber homes. **PAGE 27.**

NBC'S FALL LINEUP □ Network slots record number of sitcoms. ABC and CBS schedules due later this week. **PAGE 29.**

NAB'S DUAL FOCUS □ Fritts says association must also re-examine its role in changing times as it looks for successor to now-resigned Wasilewski. **PAGE 30.**

TRADE-OFFS □ Cannon-Hollings alternative legislation for cable regulation would give cities more authority over systems, rather than FCC as called for in Goldwater bill. But cable would not face mandated access. **PAGE 34.**

ST. PAUL REJECTED □ Voters vote down referendum for city-owned cable system that industry feared could be dangerous precedent. **PAGE 34.**

THE CABLE CONNECTION □ On eve of NCTA '82, cable finds itself in 23.7 million homes and well on its way to being major TV medium in 1980's. However, it still faces established and new electronic competitors. Here's how those involved assess situation. **PAGE 37.** Since satellite debut of HBO in 1975, cable programming choices have expanded dramatically. Question: Which will survive? **PAGE 48.** In interview with BROADCASTING editors, NCTA President Wheeler discusses realities facing cable in 1982, including competition from newer technologies and presence of AT&T. **PAGE 56.** Revisit to agenda of NCTA '82, in Las Vegas begins on **PAGE 64.**

QUELLO CAVEATS □ Commissioner says FCC must

follow fine line in furthering new media and should not jeopardize existing services. **PAGE 74.**

COPING IN NEW AD CLIMATE □ AAAA symposium speakers analyze complexities imposed by burgeoning electronic media, stress importance of agency expertise in that area. **PAGE 78.**

CRIS OF FOUL □ Group W's Werner and Turner's LeBrun exchange verbal blasts about tactics used to promote respective satellite news services. **PAGE 84.**

CHANGE OF CLIMATE AT MIP-TV □ Global economic restraints, political tensions and possibility of conflict dampen some sales at Cannes program marketplace. But activity remains brisk and presence of new media is altering things worldwide. **PAGE 89.**

CABLE'S TOP 50 MSO'S □ Tele-Communications goes acquisition route to head latest list compiled by BROADCASTING. **PAGE 99.**

CABLE FINANCING □ Though practice is not widespread, some MSO's have been setting up limited partnerships with private investors. One hitch is need to educate brokers about cable. **PAGE 104.**

LIN EYES CELLULAR RADIO □ Pels says company will invest about \$70 million, file for franchises in five major cities and be co-venturer in another. **PAGE 105.**

ABC REBOUNDS □ First-quarter income and per-share earnings up sharply over same period in 1981, nearly return to 1980 level. **PAGE 106.**

NCTA'S GILLILAND □ Cable's potential first intrigued Allen Gilliland nearly 20 years ago. It converted him from broadcaster to cablecaster and industry leader as NCTA board chairman. **PAGE 127.**

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What recession?

First-quarter TV network revenue estimates by Broadcast Advertisers reports, due for release shortly, show a jump up 13.8% from year ago, reaching \$1,433,269,600. No less significant in the wake of general economic recession, gains come from increases in both unit sales and unit prices. In 1981 first quarter, networks sold 30,053 minutes averaging \$41,907 each. This year 30,570 minutes were sold and average was \$46,885, for a 1.7% increase in minutes and 11.9% increase in average minute price.

Revenues were up in all major dayparts but one: Late night was down 1.6%. Prime time was up 15.5%, Monday-Friday daytime 6.8%, weekend daytime 21.7%, early morning 28.2% and early fringe 11.1%. Though individual network figures are not available, it's assumed football Super Bowl helped make CBS quarter's ear top biller.

Counter trends

Spot television business promises to wind up first six months with healthy 15% increase over 1981, while spot radio is expected to chalk up modest gains of 7% to 8%. Spot television had strong first quarter with advances in 18-20% area, though activity has tapered off in April and May, resulting in probable 11-12% jump in second quarter. Spot radio registered 6-10% advance in first quarter, but April is only 3% over last year's pace and May only slightly better. But sales specialists think June will be blockbuster, helped by strong business climate at TV networks and in spot TV, creating spillover effect.

Kahn on first

Kahn Communications' AM stereo system will probably be first on air, giving edge up on competition. Its application for the acceptance of stereo equipment, FCC approval of which is required before stereo broadcasts can begin, was first received by FCC (it arrived last Wednesday) and, hence, is first in line for processing. If all is in order, FCC official word, gear could be type accepted within a few weeks. According to Leonard Kahn, president of Kahn Communications, 14 stations—some in major markets—will go on air as soon as word comes down.

Seven no natural

FCC Chairman Mark Fowler's project to eliminate "rule of seven" and lift lid on number of outlets in each class (AM, FM, TV) authorized for single ownership isn't

winning rave support. Independent owners, as distinguished from networks or groups, are concerned that bigger entities would invade their territories and, with greater resources and skills, pre-empt much of business. But Fowler feels that if marketplace is to govern, local management superiority, plus local incentives, should prevail.

Centralizing policy

Bill to establish executive branch task force to coordinate U.S. policy for international communications is likely to be introduced early this week by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). In works since last summer ("Closed Circuit," Aug. 3, 1981), bill would also establish permanent private-sector advisory committee to counsel administration on all international communications matters, including treaty and conference preparation.

Bill will contain reciprocal trade provisions similar to those in pending cable TV legislation (see story, page 32) and would address structure of publicly funded satellite carriers, Comsat, Intelsat and Marisat, and their relationship with commercial subsidiaries.

Watching calendar

Speculation circulating at FCC is that reason commission agendas have been remarkably lacking in major broadcast deregulatory proposals is that FCC Chairman Mark Fowler is still in search of solid four votes. According to that line of thought, Fowler is awaiting departure of Commissioner Abbott Washburn, whose term expires June 30, and arrival of secure vote to help assure that Broadcast Bureau notices of proposed rulemaking aren't thrown off track.

Asia hands

Bernard J. Wunder, Jr., head of National Telecommunications and Information Administration, will head delegation of government telecommunications specialists to People's Republic of China late next summer. Visit would be in response to one Chinese officials made to Washington last September. And both are in accord with June 30, 1980, memorandum of understanding calling for U.S.-China scientific and technical exchanges in telecommunications. Two countries have exchanged such visits before, during Carter administration.

Delegation, which will visit Peking, Shanghai and possibly other cities over 10-day period, will not include chairman of

FCC, Mark S. Fowler. Wunder said FCC would be adequately represented by Commissioner Mimi Weyforth Dawson and Kalmann Schaefer, assistant to Fowler for international communications. Others thus far picked are Ronald Frankum, of White House staff; William Diefenderfer, staff director of Senate Commerce Committee, and Lieutenant General W.J. Hilsman, director of Defense Communications Agency. Delegation will ultimately include three to five more members.

Throwback

President Reagan relishes writing his own copy for five-minute Saturday-afternoon radio reports, now in sixth week with response in "hit" category ("Closed Circuit," April 26). It's throwback not only to his on-air days as "Dutch" Reagan at WHO(AM) Des Moines and WOC(AM) Davenport, both Iowa, but also to his syndicated radio commentaries (for pay) out of Los Angeles before he became avowed candidate for GOP nomination in 1980.

Ed Meese, President's counselor and confidant, has revealed that President himself likes to block out scripts. He writes in keeping with his easy mike style—regarded as best presidential voice since Franklin Delano Roosevelt's heard in "fireside chats" in 1930's.

Promoter

As usual, sellers of TV programs on international markets at MIP-TV in Cannes last week (see story page 88) were debating whether they really needed to be there. Complaints were same: too many international conventions, and MIP taking place before the American networks have announced their fall program schedules, so that series salesmen have little new product to push. Though most agree that in final analysis MIP is too big to miss, MIP commissioner general, Bernard Chevry, didn't help matters when he announced that second MIP would be staged in October this year, in conjunction with his VIDCOM convention for home video market. Seldom was trial balloon shot down with such ferocity, and that plan was abandoned for this year at least.

But irrepressible Chevry has not surrendered. In 1983, he says, new event will be staged, something "entirely different." This something "won't happen in France," Chevry revealed, but he would say no more, promising announcement in month. Other sources believe that Chevry has resurrected his plan to make assault on American shores, possibly in Miami.



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SHOWTIME 
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25 hours a day.

AdVantage

All about cable TV. Doyle Dane Bernbach, New York, has issued 200-page book on cable television titled *Television In Transition*. It traces evolution of cable television, satellite technology, pay TV, DBS and teletext. DDB has section on advertising in which it projects that cable advertising will climb to \$2.7 billion in 1990 from estimated \$200 million in 1982. Volume also lists various cable networks with estimates of subscriber homes as of July 1982. A description of programming for each cable network is included plus information on unit commercial cost, when applicable. Author of report is W.S. (Jay) James, DDB vice president, video technology/programming. Copies of *Television In Transition* are available from DDB at 437 Madison Avenue, New York, 10022, at \$195 each.

New book. Arbitron Radio is introducing a new radio diary coincident with summer 1982 survey that will incorporate changes aimed at providing more information, improving quality of diary-keeping and reducing amount of diary editing. Both English and bilingual (Spanish and English) versions will contain additional questions in listening record and demographics pages. Both cover and instruction pages of the new diary will be redesigned. Arbitron said that on listening record page, new subcolumn has been added to "Away From Home" section. Until now, all "away from home" listening was listed in one category. In new diary it will be possible to separate "in a car" listening from other out-of-home listening.

Weedeck goes national. Major Market Radio Sales will represent Weedeck Radio Network in national time sales for syndicator's *Country Report* and *Inside Music*, weekly series currently airing on about 200 stations.

Early summer. Foote, Cone & Belding breaks new campaign for Clairol's Summer Blonde hair lightener this week with spots on network radio and TV plus spot radio in 20 markets later this month. Tag line in commercials is "Why wait for the sun to get the look of summer blonde."

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BCA's commitment to the cable TV industry is well established. With a group of specialists who collectively offer more than 50 years of cable TV financing experience, we can help you solve your financing problems. We have money available to provide creatively structured financing for new or expanding cable systems. To learn more contact:

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(312) 630-5035 (Chicago)

Becker Communications Associates II

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TV ONLY

Wm. Underwood Co. □ B&M baked beans. Begins May 10 for 22 weeks in 10 markets. Day, fringe and weekends. Agency: Kenyon & Eckhardt Advertising, Boston. Target: women, 25-54.

Procter & Gamble □ Dash detergent. Begins in May for second quarter in Amarillo, Tex.; Oklahoma City; Tulsa, Okla.; Cedar Rapids, Davenport, Iowa City and Sioux City, all Iowa, and Omaha. Agency: Young & Rubicam, New York. Target: women, 25-54.

Dillard Department Stores □ Various products. Begins June 28 for 13 weeks in about 25 markets. Agency: Faulkner & Associates, Little Rock, Ark. Target: women, 18-49.

Homemaker Shops □ Home furnishings. Begins this week for seven weeks in nine markets. All dayparts. Agency: Goldfarb, Hoff & Co., Southfield, Mich. Target: women, 25-54.

SP Communications □ Sprint system. Begins May 17 for five weeks in over 10 markets. All dayparts. Agency: J. Walter Thompson USA, San Francisco. Target: adults, 25-54.

General Cigar & Tobacco □ Silver Creek brand. Begins May 24 for four weeks in about eight markets. All dayparts. Agency: Stuart Ford, Richmond, Va. Target: men, 18-34; men, 25-49.

Maytag □ Dishwashers. Begins August 2 for six weeks in over five markets. All dayparts. Agency: Leo Burnett & Co., Chicago. Target: adults, 18-49.

Amoco Foam Products □ Begins May 24 for one week in Columbia and Charleston, both South Carolina, and Greenville-Spartanburg, S.C.-Asheville, N.C. Prime, prime access, late fringe and news times. Agency: D'Arcy-MacManus & Masius, Atlanta. Target: women, 25-49.

Athena Corp. □ Echol's roach killer. Begins in June for varying flights in 10 markets. Day and late fringe times. Agency: A. Eicoff & Co., Chicago. Target: total adults.

McCrea's Department Stores □ Image campaign. Begins this week for four weeks in seven markets. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: total adults.

Rich's □ Frozen desserts. Begins June 15 for two weeks in 11 markets. Day,

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Rep⁴Report

WRIP-TV Chattanooga, Tenn.: To Adam Young (no previous rep).

KMIR-TV Palm Springs, Calif.: To Adam Young from Katz Communications.

WRLH-TV Richmond, Va.: To Adam Young (no previous rep).

prime, late fringe and fringe times.
Agency: Campbell-Mithun, Chicago.
Target: women, 25-54.

S.C. Johnson & Son Gypsy moth insecticide. Begins June 14 for two weeks in about 10 markets. All dayparts. Agency: Foote, Cone & Belding Advertising, Chicago. Target: adults, 25-54.

Associated Mills Pure Air 99. Begins in May for one week in 110 markets. Day and fringe times. Agency: Kelly, Scott & Madison, Chicago. Target: total adults; adults, 50 and over.

RADIO ONLY

Ricoh Cameras Begins this week for nine weeks in 23 markets. Agency: Calet, Hirsch, Kurnit & Spector, New York. Target: adults, 18-49.

Touraine Paint Begins in May for eight weeks in at least three New England markets. Agency: McDougall Associates, Salem, Mass. Target: men, 25-54.

Canandaigua Wines Almonte. Begins May 5 for six weeks in three test markets. Agency: Helfgott, Towne & Silverstein, New York. Target: adults, 18-49.

Resorts International Casino Begins this week for six weeks in four markets. Agency: Elkman Advertising Co. Bala Cynwyd, Pa. Target: adults, 25-64.

Singleton Packing Co. Frozen seafood. Begins in third quarter for three weeks in approximately 40 markets. Agency: Louis Benito Advertising, Tampa Fla. Target: women, 18-49.

Penn Mutual Life Insurance Begins May 24 for two weeks in about eight markets. Agency: Spiro & Associates, Philadelphia. Target: adults, 25-54.

Gorton's Frozen foods. Begins October 4 for undetermined period in New York, Boston, Los Angeles, San Francisco, Chicago, San Diego and Philadelphia. Agency: Laurence, Charles & Free, New York. Target: women, 25-54

RADIO AND TV

MPACT Automated teller networks. TV and radio campaign begins May 10 for four weeks in seven TV markets and three radio markets. Agency: The Richards Group, Dallas. Target: adults, 18-34.

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It's this unique type of programming that has helped our children's channel grow at such an incredible rate.

Today, Nickelodeon is seen in almost 8,000,000 homes. And by the end of this year, we expect that figure to reach an overwhelming 10,000,000.

To find out how you can get Nickelodeon in your basic cable package, call one of our sales representatives listed below.

And see for yourself why parents who hate TV love Nickelodeon.



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"Reggie Jackson's World of Sports" looks at kids in action.

Nickelodeon is endorsed by the National Education Association, it's the one TV channel parents will actually encourage their kids to watch.



"The Tomorrow People," a science-fiction adventure.

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This week

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

May 3—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York 10019.

May 3-7—*Community Antenna Television Association* advanced CATV technical training seminar. Best Western Thruway House, Albany, N.Y.

May 4-7—*American Women in Radio and Television* 31st annual convention. Speakers include Mimi Weyforth Dawson, FCC commissioner. Hyatt Embarcadero, San Francisco.

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

May 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Imero Fiorentino, president. Imero Fiorentino Associates. Copacabana, New York.

■ indicates new or revised listing

■ **May 5**—*Northern California Broadcasters Association and Ad Club of San Francisco* fifth annual Radio Day. Mark Hopkins hotel, San Francisco.

May 6—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

May 6-7—"Implementing Telidon" conference and trade show sponsored by *Socioscope Inc.*, Ottawa-based research and consulting firm. Palais des Congres, Hull, Quebec. Information: (613) 235-9220.

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 6-8**—*Women in Communications* Northeast regional meeting. Hotel Lenox, Boston.

■ **May 7**—*American Advertising Federation* "Best in the West" awards banquet. St. Francis hotel, San Francisco.

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 Broadcaster Association*. Fort Magruder hotel, Williamsburg, Va.

May 8—*Arizona AP Broadcasters* meeting. Fiesta Inn, Tempe, Ariz.

Also in May

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

May 10-13—"The Public and the Media" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Charlotte North Charlotte, N.C.

May 11—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Plaza La Reina hotel, Los Angeles International Airport, Los Angeles.

May 11—*Southern California Cable Club* luncheon meeting. Speaker: Tom Wheeler, president, National Cable Television Association. Holiday Inn, Long Beach Calif.

May 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Pittman, senior vice president, programming, Warner Amex Satellite Entertainment Co. Copacabana, New York.

May 12—*New York Women in Communication* luncheon. "The Future of Cable TV—What People Really Want." Speaker: James Heyworth, president Home Box Office. Lexington hotel, New York.

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 13—*Television, Radio and Advertising Club Philadelphia* communications seminar. Holiday Inn Philadelphia.

May 13—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn-Airport, Sacramento, Calif.

May 13—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn-Airport, Sandston, Va.

■ **May 13**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Her Rivera. Touchdown Club, Washington.

■ **May 13-15**—*Women in Communications* Southeast regional meeting. Sheraton Center, Charlotte, N.C.

May 14—Deadline for entries in *American Psychological Association/American Psychological Foundation* National Media Awards for reporting that creates public knowledge of psychology. Information: Public Information Office, APA, 1200 17th Street, N.W. Washington, 20036.

May 14—*Foundation for Accounting Education Entertainment and Sports Industries Conference*. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

■ **May 14**—*Pacific Pioneer Broadcasters* luncheon salute to *Lux Radio Theater*. Sportsman's Lodge, Los Angeles.

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Bear View Resort, Lake Wallenpaupack, Pa.

May 15—*Radio-Television News Directors Association* meeting with Pennsylvania AP Broadcasters Association. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 15—Deadline for papers for *Society of Cable Television Engineers'* fall engineering conference. Information: SCTE, P.O. Box 2665, Arlington, Va., 222

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

Major Meetings

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

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

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

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: May 18-21, 1983, Greenbrier, White Sulphur Springs, W. Va.; March 11-15, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

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 22-26, 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 19-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

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

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.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. Reno. Future convention: Oct. 2-5, 1983, New Orleans.

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. 7-10**—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

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

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

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

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

March 17-22, 1983—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: 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.

May 16-18—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV," Wisconsin Center, 702 Langdon Street, Madison, Wis. Information: Barry Orton, (608)262-2394 or (608)262-8953.

May 18—*Radio Advertising Bureau's* Idearama for radio salespeople. Ramada Inn-Airport, Cleveland.

May 18—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Orlando International, Airport Inn, Orlando, Fla.

May 18—*Radio Advertising Bureau's* Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

May 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, president, Turner Broadcasting System. Copacabana, New York.

May 19—*Connecticut Broadcasters Association* spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.

May 19—*Information Industry Association* workshops on "Opportunities—and Risks—in Today's Explosive Information Industry," Grand Hyatt hotel, New York.

■ **May 20**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Inn, Nashville.

■ **May 20**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Airport, Birmingham, Ala.

■ **May 20**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Inn Lansing, Lansing, Mich.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by *TeleStrategies*, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland & Ellis; Philip Verveer, Pierson, Ball & Dowd, and Richard Neustadt, Kirkland & Ellis. Washington Hilton, Washington.

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

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

■ **May 21-23**—*National Federation of Local Cable Programers'* Northeast regional workshop. Riverside Church, New York.

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

May 24-25—Conference on "Future Directions in Information Policy," sponsored by National Telecommunications and Information Administration. Bernard Munder, NTIA, will host conference. Commerce Department, Washington.

May 24-25—*Energy Bureau* conference "Satellite Communications Systems." Stouffer's National Center, Arlington, Va.

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

■ **May 25**—*Radio Advertising Bureau's* Idearama or radio salespeople. Sheraton Airport Inn, Albany, N.Y.

■ **May 25**—*Radio Advertising Bureau's* Idearama or radio salespeople. Red Lion Motor Inn, Spokane, Wash.

■ **May 25**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

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 27-30—*Satellite Services Bureau* Northeastern Satellite-TV Exhibition. Howard Johnson's Conference Center, Windsor Locks, Conn.

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, 10027.

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

June 3—*Advertising Research Foundation* conference on "Key Issues Workshop on the New Media and Research Technology," Marriott's Essex House, New York.

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 4-6**—*NBC* consumer press tour. Century Plaza hotel, Los Angeles.

June 5—*Radio-Television News Directors Association* region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

June 6-9—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

■ **June 7-8**—*Southern California Cable Club* and *Advertising Club of Los Angeles* seminar, "Advertising and Cable: The Affair Heats Up." Speaker Kay Koplovitz, president, USA Network; Bob Alter, president, Cabletelevision Advertising Bureau, and Mike Roarty, vice president, Anheuser Busch. Beverly Hilton hotel, Los Angeles.

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

■ **June 7-11**—*CBS* consumer press tour. Arizona Biltmore, Phoenix.

June 7-July 9—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* 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 10-13—*American Film Institute's* National Video Festival, sponsored by *Sony Corp.* Kennedy Center, Washington.

June 11—"The Lawyer and the New Video Marketplace," sponsored by *Forum Committee on Communications Law and Forum Committee on Entertainment and Sports Industries* of American Bar Association. Speakers include: Richard Wiley, Kirkland & Ellis, Washington; William Lilley, CBS, New York; Irving Goldstein, Satellite Television Corp., Washington; William Baxter, Department of Justice, Washington; Henry Geller, Duke University; Larry Harris, FCC's Broadcast Bureau; Jack Valenti, Motion Picture Association of America, and Tom Wheeler, National Cable Television Association. Waldorf-Astoria, New York.

■ **June 11-13**—*Chesapeake AP Broadcasters Association* annual meeting and awards banquet. Henlopen hotel, Rehoboth Beach, Del.

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**—*Cable TV industry* press tour. Century Plaza hotel, Los Angeles.

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

■ **June 13**—*TV Critics Association Day* (part of Consumer Press Tour). Century Plaza hotel, Los Angeles.

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

■ **June 13-15**—*MDS Association* annual convention. Washington Hilton, Washington.

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

June 13-17—International Conference on Communications, "The Digital Revolution," sponsored by Institute of Electrical and Electronics Engineers and Communications Society Conference Board. Franklin Plaza hotel, Philadelphia.

■ **June 14**—*PBS* consumer press tour. Century Plaza hotel, Los Angeles.


■ **June 14-17**—*ABC* consumer press tour. Century Plaza hotel, Los Angeles.

■ **June 15-17**—*Armed Forces Communications and Electronics Association* 36th International Convention and Exposition. Sheraton Washington hotel, Washington.

June 16-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Biltmore hotel, Los Angeles.

Errata

In baseball special report in March 1 issue, KNBC was incorrectly listed as radio originator for Los Angeles Dodgers. KABC(AM) Los Angeles is and has been radio originator for Dodgers since 1974. □



THE BECK-ROSS COMMUNICATIONS STATIONS

Dynamic...Vibrant...In Touch.

WBLI-FM LONG ISLAND, N.Y.	WHCN-FM HARTFORD, CT.	WKTZ-FM JACKSONVILLE, FLA.
WKMF-AM FLINT, MICHIGAN	WGMZ-FM FLINT, MICHIGAN	WKTZ-AM JACKSONVILLE, FLA.

THE BEST NUMBERS

AND IT DOESN'T MATTE

EXPLOSIVE GROWTH OVER LAST YEAR'S PROGRAMMING.

Station	Market	Rating	Share	Rtg. Incr.	Sh. Incr.	Women 18-49 Incr.
WNEW,	New York	9	17	+50%	+42%	+52%
KTLA,	Los Angeles	12	20	+50	+43	+36
WRC,	Washington D.C.	6	22	+100	+100	+87
WKYC,	Cleveland	5	14	+67	+40	+28
KCPQ,	Seattle	4	7	+33	+40	+46
WAGA,	Atlanta	9	28	+29	+27	+116
KGTV,	San Diego	5	22	+25	+22	+78
WMC,	Memphis	15	36	+36	+44	+56
WDRB,	Louisville	11	17	+22	+21	+65
KERO,	Bakersfield	6	16	+20	+14	+50

Source: Nielsen, All M-F Telecasts Average, Feb. '81 and Feb. '82.



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WHAT TOWN YOU'RE IN.

Charlie's Angels looks more beautiful than ever. It's now sold in over 60 markets, including 23 of the top 25.

CHARLIE'S ANGELS

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COLUMBIA PICTURES TELEVISION



A broadcasting-cablecasting commentary from Laurie Leonard, president-general manager, WMTV(TV) Madison, Wis.

Broadcasters and cablecasters: Localism is the tie that binds

SYNERGY: a cooperation of two entities resulting in a total effect greater than the sum of two or more effects taken independently.

Today that definition seems newly relevant to two industries that used to view each other as enemies—broadcasting and cable. In the world of the Fifth Estate, it used to be common to see broadcasters distributing “Keep Free TV Free” bumper stickers and financing anticable ads in local referendums. Most cable operators would never consider attending a NATPE or National Association of Broadcasters convention, and most broadcasters wouldn’t dream of setting foot inside a National Cable Television Association gathering.

Well, all that’s changing now—or at least it should if we’re smart. Cable and broadcasting are both well-entrenched facts of life; neither industry can destroy the other, and we’re probably all mature enough to recognize that fact. But the time has come to take a step further. Rather than just accept each other’s existence, we should use each other’s capabilities to accomplish more together than either of us can accomplish separately.

Broadcasters and cablecasters are missing enormous opportunities if we view each other only from slightly hostile, arms-length position. Each has capabilities that could make the other prosperous. On the one hand, cable can provide the broadcaster with sorely needed channel capacity. We broadcasters have grown used to living in a world of 24-hour days, with both programming time and commercial inventory fixed. However, with access to a cable operator’s vastly greater channel capacity, we could find ourselves closer to the position of newspapers, able to add extra “pages” to fulfill our programming and advertising needs.

Broadcasters, on the other hand, can provide special skills to the cable operator in production, news gathering, equipment maintenance and sales. Our staffs are in place; our equipment is extensive; we have years of experience supporting these activities, and we have well-solidified relationships with news sources and advertising clients. Many cable operators have come to take for granted the ragged amateurish look of most local organization productions; but with broadcasters’ assistance, cablecasting can acquire a more polished on-air look.

In Madison, we at WMTV are currently involved in a partnership agreement with our local cable system, Complete Channel



Laurie Leonard, president and general manager of WMTV(TV) Madison, Wis., has worked both sides of the broadcast-cable fence. She started in 1971 in broadcasting with various positions including reporter, anchor and account executive. In 1977 she switched to cable by becoming assistant regional manager for American Television and Communications. She later became ATC’s manager of new market development and then director of operations planning. She joined WMTV in 1979 as vice-president-station manager. Leonard is a graduate of the University of Wisconsin and the Harvard Graduate School of Business Administration.

TV. We provide the system with a 24-hour-a-day weather channel. It is largely automated, but it also uses taped programs done by our weather personalities, and inserts using such broadcast equipment as color weather radar. On another cable channel we telecast weekly the meetings of the Dane county board, Madison city council and Madison school board, live and in color, and on a third channel we plan to produce such other forms of local programming as local sporting events and informational programming. In return for access to the cable system’s channels, we provide the operator with a percentage of the revenue from advertising we sell on these channels, and we are fulfilling some of the operator’s franchise requirements for local programming.

That is our specific agreement in Madison, but all markets are different and many different types of partnership arrangements can evolve. The important thing to keep in mind is what both the broadcaster and the cable operator can gain in such arrangements. First, let’s look at what the broadcaster can gain:

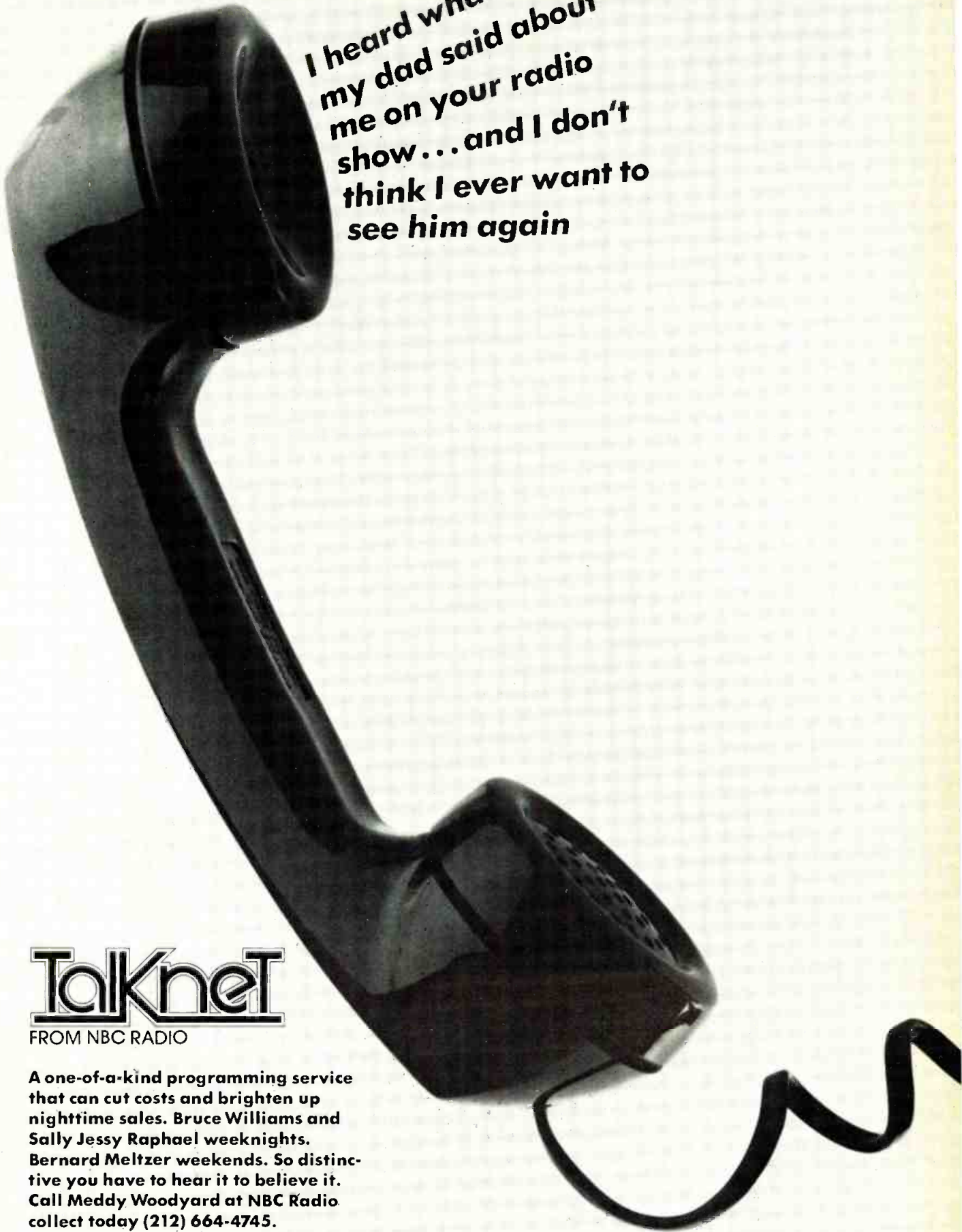
1. *Improved local image.* Localism is crucial to broadcasters’ survival in the face of increased competition from new technologies. When a broadcaster is confronted with imported signals bringing in the same or similar off-network reruns and syndicated game shows that he is running, his only real opportunity to gain a competitive advantage that will give viewers a reason to watch him rather than imported cable signals is by producing local programming. Bob Bennett, president of WCVB-TV Boston, said it best in his keynote address to the 1981 NATPE conference when he said “the station that remains principally a conduit will ultimately be replaced by a more efficient conduit.”

On cable channels broadcasters can produce long-form special interest programs that enhance local image but would be impractical to run within a commercial television station’s standard format. For instance, a local trial of widespread community interest can be telecast in its entirety on a cable channel. A softball championship can be cablecast, as could an annual holiday parade. Such programming will not be of interest to as many in the audience as *Dallas* or *Real People*, but those who are interested will remember that your broadcast station was the local enterprise that brought them what they wanted to see. And if you’re at the city council every week cablecasting its meetings, viewers especially interested in local government may be more inclined to trust your newscasters to have the special expertise they want.

2. *Cross promotion for on-air personalities.* In a similar vein, the broadcaster can take advantage of cable channels to obtain greater exposure for his on-air personalities. For instance, if your station’s weatherperson appears on a cable weather channel, it could increase his or her recognition factor within the community.

3. *Combating fragmentation.* Arbitror surveys have shown that in homes with cable, the local stations’ shares of audience viewing time are less than in homes with out cable. Overall fragmentation can be expected to increase as cable increases its penetration. “If you can’t beat ‘em, join ‘em” applies here; if a broadcaster has to compete against programming on other cable channels, competing against himself may be better than competing against other program sources.

4. *New advertising forms.* On cable, the broadcaster can take advantage of non broadcast advertising forms. For instance the broadcaster can air a program of very narrow interest, but one that a specialized advertiser is more than willing to support. The broadcaster also can run program



**I heard what
my dad said about
me on your radio
show...and I don't
think I ever want to
see him again**

Talknet

FROM NBC RADIO

A one-of-a-kind programming service that can cut costs and brighten up nighttime sales. Bruce Williams and Sally Jessy Raphael weeknights. Bernard Meltzer weekends. So distinctive you have to hear it to believe it. Call Meddy Woodyard at NBC Radio collect today (212) 664-4745.

length commercials on cable—he can produce a half-hour commercial showing items for sale at a local department store, for example. On automated cable channels, the broadcaster can use alphanumeric advertising, e.g., “classified ads”—here the broadcaster will be competing with newspapers and shoppers rather than traditional television advertising—and can thus increase his overall revenue without stealing from himself.

5. *Training ground.* On cable channels, the broadcaster can experiment with less risk and train new personnel; future broadcast on-air personalities and producers can get their start with cable programming.

The cable operator also has much to gain from a partnership:

1. *Better on-air look.* As mentioned before, the operator can take advantage of the broadcaster's more sophisticated equipment and production capabilities. Local cable programming may then acquire a more polished on-air look than programming produced by a cable operator with limited resources.

2. *Added revenue.* By obtaining a portion of the advertising revenue from the ads the broadcaster sells on the cable channels, the cablecaster will have a new source of revenue without any additional capital investment or operating expenses.

3. *Lift.* The cable operator may obtain additional subscribers from new programming the broadcaster provides—for example, parents who wish to see their son's little league team on TV, or citizens intensely interested in local governmental meetings.

4. *Improved relationship with the city council.* Many franchises require a cable system to do some forms of local programming, such as city council meeting coverage. If a broadcaster's involvement can improve the quality of that coverage, the city council will be happier. In addition, if citizens of the community see more and more local programming on a cable system that serves their special interests, they will feel more inclined to view their cable TV system as an organization interested in their welfare, rather than a disinterested utility (and often a utility owned by geographically distant interests). Additional warmth and friendliness toward the cable system from the local citizens and the city council itself can make life much easier for a cable operator governed by numerous city regulations. This perception of the cablecaster's community involvement and cooperation can also make requests for subscription rate increases a lot easier.

So, for mutual benefit, let's forget past stereotypes and animosities. For economic reasons, if for nothing else, we broadcasters and cablecasters need each other. We will soon both face—indeed, we already face—such common threats as DBS and subscription television. Localism is our mutual salvation. Together we can maximize our potential and insure our survival. ■

Open Mike

The Cuban connection

EDITOR: On my desk when I returned from Cuba was a sheaf of letters from some angry viewers. Their message, more or less: “Why give those Commies all that publicity? We'll not watch *Take Two* anymore.” Happily, I discovered a lot of other nice letters from viewers a bit later, but the hostility from some Americans toward our 14 hours of live programming from that country was evident.

Take Two is the weekday news/information program that I co-host with my wife, Chris Curle, on Cable News Network. We originated *Take Two* live from El Morro Castle, overlooking the Havana harbor from noon to 3 p.m. Eastern time April 12-16—the first live show from Cuba to the U.S. since Fidel Castro took power 23 years ago.

What some people have criticized as somehow aiding our adversaries, we see as fulfilling our journalistic responsibility to report what is going on in the world as best we can. The opportunity to do an unencumbered, unrestricted and uncensored live TV news program from Cuba, while relations between the U.S. and Cuba are so precarious, is a chance in a million.

I said that we were uncensored. That is true, but the Cubans did try to change a couple of things. They failed, but they did try. For example, they wondered why we wanted to interview Americans in Washington, live by satellite, while we were in Cuba. We explained that we do that routinely and that we wanted the U.S. view for balance and perspective. They didn't say anything more. Then, too, the Cubans told us we could not do a live interview with the top American diplomat now in Cuba, Wayne Smith, chief of the U.S. Interest Section there. Videotape was fine, they said, but not live. We told them that we had to do the program our way or we would not do the program. They acquiesced and we heard no more about it.

Ironically, Wayne Smith never appeared on *Take Two*. The morning of his scheduled interview, the U.S. State Department told him he was not authorized to appear. So the Cubans got their way, after we refused to cater to them, thanks to the State Department.

To Chris and me, showing American viewers a bit of life in Cuba today is not only journalistically responsible, it is a matter of personal pride. If U.S. policy toward Cuba is to act and talk tough, to staunchly oppose Castro's regime and his efforts around the world, then surely we need to know as much as we can about the country he runs. If U.S. policy changes, and if our government decided that better relations with Cuba are in our own national interest, then, again, surely we need to know as much as we can about Castro's Cuba. —Don Farmer, CNN, Atlanta.

Reaction

EDITOR: It's been particularly gratifying for me to work with your staff. Not only because of the “Fifth Estater” [BROADCASTING, April 19], but also because the magazine has responded so quickly and well to the coverage of cable. BROADCASTING truly has led the field in exciting, active journalism; it's a pleasure to read and it was an honor to be featured.—Robert W. Pittman, senior vice president, programming, Warner Amex Satellite Entertainment Co., New York.

Convergence

EDITOR: Your April 19 coverage of the U.S. Court of Appeals decision not to reverse the Copyright Royalty Tribunal's allocation of 1978 royalty fees was an excellent story—as far as it went—but I couldn't help being disappointed that it didn't go far enough. For all of our readers who pay music licensing fees, there was an important part omitted.

As many of your readers know and, unfortunately have sometimes believed, there has long been a myth about BMI's share of the broadcast music market. That myth was finally put to rest when the court, in its published opinion, noted: “The tribunal did not act unreasonably in concluding that the BMI and ASCAP shares of the music industry have been converging since 1972 . . .”

For all the obvious reasons, I was particularly delighted by the fact that the court chose to emphasize the continuing strength and increasing significance of the BMI repertoire in broadcasting. This is a point we've long held at BMI, a view seconded some months ago by the Copyright Royalty Tribunal and a view now reaffirmed by a distinguished high court.—Edward M. Cramer, president, Broadcast Music Inc., New York.

Growing

EDITOR: On behalf of the board of directors of Broadcast Capital Fund Inc., I would like to thank BROADCASTING for the support and assistance it has given BROADCASTCAP. Your articles and editorial have helped make this industry effort to increase minority ownership in broadcasting a great success.

So far \$3,750,000 has been invested in 15 minority-owned stations. In addition our training and management assistance programs are in place.

The requests for assistance have been growing steadily—the result no doubt of reading about BROADCASTCAP in BROADCASTING—and we are moving ahead at full speed to meet the challenge. Thanks for the help.—Donald A. Thurston, chairman of the board, Broadcast Capital Fund Inc. Washington.

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 Vanida Subpamong, Debra De Zarn.

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Broadcasting May 3

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TOP OF THE WEEK

ABC's bold leap into pay TV

Proposed Home View Network would marry broadcast, videocassette technologies; affiliates would beam scrambled signals in early morning hours to be transcribed automatically in subscriber homes; new Sony decoder key to system; FCC would have to authorize STV operations; Fowler calls it 'Innovative'; reaction supportive

Imagine a scrambled television signal of, say, a new movie being transmitted across network lines in the early morning hours to affiliates that beam it into viewers' homes. The homes are dark but a videorecording device, which has been preset, is silently recording the signal. Then, at the viewer's convenience, the scrambled program is played back through a decoder that unscrambles the signal.

That is the concept of the Home View Network being proposed by ABC—a marriage of television and videocassette technologies and the use of dead time for transmission. ABC says it would offer eight feature-length movies new to the service each month, as well as cultural, theatrical, children's, educational and other special interest programming.

In short, ABC is proposing what it hopes is a new magnet for attracting viewers—and rebuilding audiences being chipped away by the new technologies, including, individually, pay television and videocassettes.

And, at the FCC, where the introduction of new services and technologies is regarded as an article of faith, the ABC proposals aroused considerable interest. Chairman Mark S. Fowler called it "very innovative" and said it "clearly pointed in the direction of getting government out of the way and letting the players play." He also said it was proof that broadcasting, despite the multitude of new telecommunications technologies, is not only not dead but "alive and vibrant." Larry Harris, Broadcast Bureau chief, described the proposal as "creative" and said it would be given prompt attention.

ABC introduced the plan on Thursday afternoon, when Everett Erlick, senior vice president and general counsel, and Gene Cowen, Washington vice president, briefed six commissioners—all but Joseph Fogarty—in separate meetings in the commissioners' offices. They also filed applications for individual subscription television authorizations for each of ABC's five

owned and operated stations—WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco and WXYZ-TV Detroit. A second part of the application seeks limited STV authorization to provide subscription television service through affiliates that choose to participate. That section of the application would require waiver of several STV rules.

As described by ABC, HVN would transmit three hours of scrambled programming over the O&O's and participating affiliates between the hours of 2 a.m. and 6 a.m. (ET and PT) or 1 a.m. and 5 a.m. (CT and MT), Monday through Friday. Viewers would be charged a monthly subscription fee of \$19.95 plus an initial installation charge of \$100. Homes without videocassette recorders would be able to lease them through HVN for an additional \$29.95 monthly.

As for affiliates, according to a model contract filed with the commission as an exhibit, ABC would pay them \$1 per month per subscriber within their area of dominant influence. Affiliates would be

free to reject programming, as they may now. But their compensation would be reduced proportionately.

HVN, as set forth in the application, will be a national service; the marketing, installation and maintenance of the home decoder will be coordinated by the network. "It is anticipated," ABC said, "that potential subscribers will ... order HVN by contacting a central ordering location. This will be accomplished by a non-toll telephone call or by mail." ABC will hire companies in each market to handle the installation and maintenance. The affiliates' only job, it seems, will be to clear the air time.

ABC had not yet reviewed the HVN proposal with its affiliates when it filed the applications. It planned to supply affiliates with copies of the bulky applications as soon as they were filed and, subsequently, to consult with affiliates individually to determine which would be interested in participating in HVN. ABC officials see one of the virtues of the plan as being its employment of the affiliates and the over-the-air system. "It will strengthen the network-affiliate relationship, and strengthen the affiliates in their markets," one official said.

The competitive edge ABC thinks HVN



Granath and cassette

SIMPLE AND CONVENIENT CONSUMER DELIVERY

- Subscriber Inserts Cassette
- Overnight Delivery Time
- Preset Start
- Scrambled Program Recorded
- Key Sent and Stored After Program Delivery

THE HOMEVIEW NETWORK

PLAYBACK- UNRESTRICTED TIME, RESTRICTED LOCATION

- Scrambled Program can be played back only through authorized decoder
- Low cost VCR to consumer
- No consumer need for multiple pay services

will give its owned and affiliated stations was described by Herbert A. Granath, president of ABC Video Enterprises, a subsidiary of ABC Inc. "The Home View Network will provide a new, convenient alternative for consumers, one that will use an already existing national distribution system," he said. "Thus, HVN will be able to enter, relatively quickly, many markets not presently served by pay cable, STV or MDS."

He added that the system offers viewers "total viewing flexibility and tremendous diversity at a low unit cost" and, for the program supplier, "substantially more security and accountability than current

videocassette rental plans." And he said it offers ABC affiliates "a unique opportunity to participate in the new technologies without detracting from the important local and national services they now offer throughout the regular broadcast day."

For those commission officials concerned with increasing the efficiency of the manner in which the spectrum is used, the application said, "HVN will utilize largely unused broadcast time, representing a highly efficient and innovative use of available spectrum space." It also said that HVN will enhance the availability of STV service in markets of various sizes "with-

out diluting or precluding frequency space (existing or potential) for conventional broadcast use."

ABC will conduct a field test of the HVN system this summer, and it plans to initiate the service early in 1983.

The HVN system is addressable, ABC said, "permitting tiering, pay-per-view (which is not presently contemplated) . . . various programing options . . . [and] cancellation of service for non-payment."

The heart of the system is encoding and decoding technology developed jointly by Sony Corp. and Sony Corp. of America. As described by ABC:

■ The program is encoded onto videotape in advance of transmission (instead of at transmission, as in conventional STV systems), which means participating stations will broadcast HVN programing with the same equipment they normally use. ABC says that "for the first time in the history of U.S. subscription television," all technical standards for television transmission will be met.

■ The encoding can be done in a single ABC studio, "providing maximum security for the programing, with programs distributed as network material is normally."

■ The scrambled program can be recorded by virtually any videocassette recorder—but can be played back in viewable form only through a special Sony decoder. ABC says that because the scrambled recording contains decoding keys, "the reception and decoding component of the system is unusually secure." (However, there would be nothing to prevent the owner of a Sony decoder from copying a program as it is played back in unscrambled form, using a second VCR.)

■ The system does not require a special antenna at the subscriber's home. And the reception, ABC says, would be of the same quality as that normally associated with the signal available from the ABC affiliate. No modification of the receiver or videocassette recorder is required.

According to economic projections made by the consulting firm of Browne, Bortz & Coddington, of Denver, HVN should be a money maker. A baseline pro forma evaluation was made assuming a subscriber growth increasing from 350,000 at the end of one year to 3,100,000 at the end of the fifth year of operation. The scenario shows revenues increasing from \$79 million in the first year to more than \$800 million in the fifth, with income before taxes rising from \$241,000 to \$127 million. A low growth scenario, prepared for comparative purposes, showed 200,000 HVN subscribers in the fifth year and income before taxes of \$122 million.

"This initial pro forma assessment suggests that both scenarios . . . present viable business opportunities," the consultant concludes. "The primarily variable nature of most major cost elements and the use of existing network distribution and affiliate broadcasting facilities will allow a rapid rollout of HVN, to provide a nationwide subscription television service." □

The first returns are upbeat

Because ABC chose to spring the news of its incipient Home Video Network venture late last week, many in the industry chose not to comment, and those who did qualified their statements by saying they were based on sketchy information. Wall Street analysts were generally positive about the concept. "It's a unique use of the existing distribution network to reach the consumers," noted Drexel Burnham Lambert's John Reidy. David Londoner, of Wirtheim and Co., predicts that "movie companies will eat it up," welcoming another competitor to the pay TV market now dominated by Home Box Office. Ed Atorino of Smith Barney Harris Upham thought HVN might prove "a potential gold mine. . . . It puts ABC into an entirely new business." If one million subscribers come on board, he said, ABC picks up \$240 million in annual revenues. Another analyst said ABC suggests it could offer the movie companies a little better deal than HBO, which, in turn, suggests ABC is looking to carve out an earlier window that would give it a competitive edge over pay cable. On the negative side, Reidy said the necessity of the VCR (which costs upwards of \$650) makes the service prohibitively expensive for many consumers. And, he said, it's unlikely that current cable subscribers would switch to take HVN.

Most ABC affiliates were as surprised as the rest of the world by the announcement, although some got a little advance notice by telephone. Clayton Brace of KGTV(TV) San Diego, who competes in the largest cable market in the country, said he might be interested in offering the service, but that it would depend on the compensation. It costs money to keep the station running all night.

Robert Rice, of WRAU-TV, Peoria, Ill., thought the HVN idea was not only new and different but might, for the first time in recent years, "give affiliates a real chance to share in a venture with the network." Tom Cookerly of WJLA-TV Washington was "excited by the concept," which provides "a way to use our facilities at hours that are virtually meaningless to us now." The technical feasibility of the system still needs to be proved, he said. He also offered that with cable, STV and MDS, ABC needs to "act quickly or risk . . . being the last one in."

Although CBS and NBC had no comment, James G. Babb of WBT(TV) Charlotte, N.C., chairman of the CBS affiliates, worried that by adding another tier of pay TV the service would further fragmentize broadcast audiences. He suspected HVN was a defensive move, intended to keep ABC affiliates from signing up for Turner Broadcasting System's CNN2.

In Washington, William Wewer, an attorney representing the Subscription Television Association, said STA welcomed ABC to the STV business and extended an invitation for it to join the association. HVN was an example, he said, of how broadcasters can enter the pay TV field rapidly and efficiently without the need for laying miles of cable or haggling with local officials over franchise rights.

Isaac Blonder of Blonder-Tongue Laboratories, a manufacturer of STV equipment, conceded that the Sony encoding system (dubbed Aesop I) may be unique, but not necessarily better than the systems he and other manufacturers now have on the market (and, according to ABC, not really competitive as the signal has to be recorded before it can be decoded, making it unsuitable for conventional real-time STV.) Blonder had suspected that Sony was up to something, because, he said, it has been making "raids" for engineers at his plant and those of other manufacturers. He also says he knows the Sony system still has "a lot of bugs in it. That's why they are hiring a lot of engineers—to work them out." Because of the high cost of subscribing to the service—\$600 a year if one chooses to lease the VCR from ABC—Blonder said he "would bet [his] last dollar that it will fail."

An engineer at Oak Communications expressed keen interest in the fact that the HVN service could be broadcast without modification to the transmitter. He said also that ABC will have to buy a huge computer to address and control all the decoder boxes. Although a computer to do the job is feasible, he said, a telephone system to handle all the calls of a national service may not be. □

NBC-TV shows its hand for fall

Network is banking on comedy to pull it out of ratings pit

The underdog was first out with its plans last week as NBC-TV unveiled its 1982-83 prime-time schedule. The ABC-TV competition is to be announced this Wednesday (May 5) and CBS-TV's on Friday.

Every night but Monday has been altered by NBC, with total overhauls on Friday and Saturday. On tap are 11 new series joining 13 that have been renewed.

NBC is pushing strong on comedy. Newcomers *Family Ties*, *Cheers*, *Mama's Family* and *Silver Spoons* along with veterans *Facts of Life*, *Gimme a Break*, *Diff'rent Strokes* and *Love, Sidney* amount to the greatest number of sitcoms the network has had since its 1965-66 schedule.

New hour dramas are *Gavilan*, *St. Elsewhere*, *The Devlin Connection*, *The Powers of Matthew Star*, *Knight Rider*, *Remington Steele*, and—for the 7-8 p.m. Sunday slot—*Voyagers*.

Off the schedule are *Bret Maverick*, *Flamingo Road*, *Chicago Story*, *One of the Boys*, *McClain's Law*, *Harper Valley PTA*, *Barbara Mandrell and the Mandrell Sisters* and *NBC Magazine*. The *Mandrell* decision was said to have been the star's choice. Regarding *NBC Magazine's* cancellation, the network said a different news series will be added early next year.

In presenting the fall lineup to advertisers in New York last Thursday (April 29), NBC Entertainment President Brandon Tartikoff stressed the words "comedy, contemporary, fresh, stability" as indicative of the network's strategy.

In addition to more sitcoms and current themes, he said, the network is looking to develop "fresh faces." Last season NBC had been boasting veteran well-known stars. Tartikoff added that 11½ hours of programming are remaining in their original slots—10 of the 13 renewed series. Monday, Wednesday and Thursday have eight of them.

Overall, however, and excluding the two regularly scheduled movie slots continuing on Monday and Sunday, NBC's schedule gives new entries as much prime time as veterans: nine hours each.

Coming off 1981-82, the network's worst-rated season (BROADCASTING, April 26), NBC's fall lineup follows:

Monday remains the same but with a refocused and retitled *Little House on the Prairie: A New Beginning* leading into the movie. *Little House* now will revolve around daughter Laura Wilder (Melissa Gilbert) and her family, with the father (Michael Landon) out of the regular cast but continuing as executive producer.

Tuesday opens with *Father Murphy*, returning to the slot it had last fall before being moved to Sunday at 7 p.m. Two new hour dramas follow: *Gavilan*, with Robert Ulrich, now as an ex-CIA agent, and *St. Elsewhere*, about the staff at a rundown Boston teaching hospital.

Wednesday, for the most part, remains

intact with *Real People*, *Facts of Life* and *Quincy*. Sandwiched between *Facts* and *Quincy* is the new *Family Ties*, about liberal parents raising conservative children. Tartikoff called *Ties* NBC's "top development comedy."

Thursday still opens with *Fame*, followed by *Gimme a Break* in a new slot, then the new *Cheers* comedy, set in a Boston bar, and *Hill Street Blues*.

Friday's all new. Opening the night is *The Powers of Matthew Star*, about a teenager with supernatural powers. This series originally had been planned for the 1981-82 season but was delayed because of burn injuries suffered by lead Peter Barton. *Knight Rider*, about an ex-cop and an "indestructible" car follows, starring former soap-opera star David Hasselhoff. Closing prime time is *Remington Steele*, about a female private eye who uses a playboy to front her business.

Saturday has *Diff'rent Strokes* with Gary Coleman now as the lead-in. According to Tartikoff, the show had built comedy blocks on Wednesday and Thursday, a performance the network expects it to repeat. It is followed by the new *Silver Spoons*,

terprises; last season, he said, it was *Fame*, from MGM, and in 1980-81, *Hill Street Blues*, also from MTM.

In addition to the *NBC Magazine* replacement, Tartikoff said the network is committed to four other shows for the season. Those replacements would be *Casablanca*, based on the classic film and starring David Soul; *The Second Family Tree*, about second marriage; a series for Dabney Coleman, whose credits include the theatricals "On Golden Pond" and "9 to 5," and a comedy being developed by Hugh Wilson, producer of CBS's *WKRP in Cincinnati*.

Tartikoff added that NBC still has an option on *Teachers Only*, a sitcom that has been given a spring tryout this year.

Among special programming and in addition to the World Series and Super Bowl, NBC plans a rerun of the 12-hour *Shogun* and the eight-hour *Jesus of Nazareth*. There also will be four-hour first runs of *The Executioner's Song*, *Little Gloria ... Happy at Last*, *Rage of Angels* and *Princess Daisy*.

Made-for-TV movies include *Honey Boy*; *A Day for Thanks on Walton's Mountain*; *Remembrance of Love*; *A Tangle of Roots*; *Born Beautiful*; *The Joan Kennedy Story* (docudrama); *Living Proof*; *The*



Tartikoff at the unveiling

also a child-star vehicle, this one with Ricky Schroder. *Mama's Family* is next, based on the "Eunice" characters from the old *Carol Burnett Show*. Vicki Lawrence and Ken Berry star, with Burnett and others making occasional appearances. The evening wraps up with the Rock Hudson detective show, *The Devlin Connection*, delayed from last season because of Hudson's heart surgery.

Sunday has *Voyagers*, about time travelers, then *CHiPs* and the movie. With the *Voyagers* lead-in, Tartikoff said he expects improved *CHiPs* performance.

During his presentation, Tartikoff said that NBC's most impressive entry in quality during 1982-83 would be *St. Elsewhere*, produced by MTM En-

Hank Williams Jr. Story; *The Kid with the 200 IQ*; *Prisoner Without a Name, Cell Without a Number*; *Comeback*; *Facts of Life Goes to Paris*; *Cocaine and Blue Eyes*; *Witness to Murder*; *The Return of Jeremiah Johnson*, and *The Story of Ingrid Bergman*.

Theatricals are "The Blue Lagoon," "Dressed to Kill," "Seems Like Old Times," "Little Darlings," "Oh, God, II," "Hopscotch," "This is Elvis," "A Change of Season," "The First Deadly Sin," "On the Road Again," "Touched by Love" and "Hurricane."

Specials will feature such stars as Johnny Carson, Bob Hope, George Burns, Loretta Lynn, Barbara Mandrell, Mac Davis and Doug Henning. □

Wasilewski exit triggers introspection at NAB

As association begins search for new successor, it is also taking hard look at its role in the coming years

The National Association of Broadcasters "is moving very quickly toward the forefront" in "addressing the problems of broadcasters" and "providing them with the knowledge they need to pursue opportunities in new technologies," said NAB Joint Board Chairman Edward O. Fritts last Wednesday. "The problem is, we've come from so far behind."

In sharing that perspective, Fritts contemplated the NAB's task for the coming years, as well as its more immediate task—that of finding a successor to Vincent Wasilewski, who last Monday announced he will retire after 17 years as the association's president.

Wasilewski's announcement, which has been anticipated for weeks, will force NAB to review its role in the changing communications world, said Fritts. "By necessity now, we'll have to look at every option," he said, including proposals for a federation of electronic and print media.

"The NAB recognizes there are changes taking place," in its industry and has begun to develop a "higher profile" in the area of new technologies, said Fritts. "Some of our members are more slow to recognize that those things are coming forward, and we feel we have a responsibility to protect their interests to the maximum extent possible."

In the recent past the NAB "has made



Wasilewski



Fritts

significant inroads," said Fritts. "You find us negotiating with cable where previously many would say we shouldn't" communicate with that industry, and "you find us trying to raise money for public broadcasting," he said. "There are a lot of things once considered taboo that a new breed at NAB—its executive committee and board—is moving toward," said Fritts, "and I say that without criticism of anything that preceded us."

What does that say about the NAB's next president? "The industry deserves a person who can and will be effective in working with the FCC, the Congress, broadcasters, new technologies and related electronic communications media," said Fritts. Will the association consider a well-known figure or high-powered lobbyist who might command a large salary, such as the \$400,000 that Motion Picture Association President Jack Valenti is said to receive? "This is the professional association of the broadcasting industry," said Fritts. "Nothing is too big."

The search for a successor to Wasilewski will officially begin this week, when Fritts hopes to appoint an 11-member search committee, comprising seven members of the NAB executive committee and four other broadcasters, some or all of whom could come from outside the NAB's board. That committee will be advised by a six-member temporary futures committee that last week began interviewing NAB staffers as part of an overall review of the association's operations and future direction.

Wasilewski has said he'd like to leave in September, but has told the executive committee he'll stay on longer or depart sooner to assure a smooth transition. Fritts said he does not anticipate a "long and protracted search" but doubts the search committee will have found a successor in time for the joint board's annual June meeting, when a new executive committee will be elected.

High on the list of potential candidates is NAB's executive vice president and general manager, John Summers. If he is chosen, NAB staffers predict no one will succeed him, because Summers will prefer to retain hands-on management of the association. Word had reached the NAB board that NAB senior staffers were campaigning to succeed Summers, if he wins the presidency, said Fritts, and the staff was admonished last week that continued activity of that kind would be frowned upon until after NAB's next president is chosen.

Former FCC Chairman Richard E. Wiley, now a Washington partner in the Chicago law firm of Kirkland & Ellis, is considered a highly attractive prospect by many NAB leaders, but Wiley has given no indication to board members that he is interested in the job.

The third most viable candidate, according to NAB leaders and staff, is former joint board chairman Donald Thurston,

More dereg for AT&T? The settlement of the Department of Justice antitrust suit against AT&T may justify deregulation of AT&T's long-distance telephone services, according to a report released by the FCC Office of Plans and Policy last week.

The report, "Deregulation After Divestiture: The Effect of the AT&T Settlement on Competition," however, concluded that better terms of interconnection for AT&T competitors to local telephone networks would have to be provided first. And although the deregulation could begin within five years, it should be "phased in" because AT&T would have a large initial market share, the report said.

According to the report, the principle of "equal access" to local facilities for all competitors, the "cornerstone" of the settlement agreement, will "for the first time allow competition to act as a complete substitute for regulation of interstate services."

The report also noted that economies of scale in network transmission and distribution needn't be insurmountable barriers for long-distance competitors. "Arguments that competitors cannot succeed in a cost-based world are incorrect. 'Cream-skimming' is not a complete explanation for interexchange competition. After restructuring, competitive forces will constrain AT&T's pricing," the report said.

The report further noted that, after the restructuring called for by the agreement, monopoly pricing of equipment and services would be unlikely because, the report said, both of those markets would develop along competitive lines. "Interexchange competitors, local exchange companies and individuals purchasing terminal equipment all have access to equipment produced by independent manufacturers. A restructured AT&T will have no great initial advantage in the enhanced services area. Moreover, this market will develop with a number of highly differentiated services based on individual customer needs. A high degree of product differentiation, together with low barriers to entry, will allow a multi-firm market structure to evolve as long as competitors have equal access to AT&T's interexchange network," the report said.

The report also predicted that improved terms of interconnection for AT&T competitors would develop immediately with the restructuring. "There will, however, be a period after restructuring during which AT&T may have a continuing interconnection advantage. During this transition period, as now, a true market test of the long-term viability of competition is not possible," the report said.

president of Berkshire Broadcasting Co., North Adams, Mass., who would fulfill the long-felt desire of many NAB members for a hands-on broadcaster to head the association. As with Wiley, NAB board members do not yet know whether Thurston would consider the position.

Announcing his retirement to the NAB executive committee last Monday, Wasilewski said he'd had "33 exceptional years at NAB," but has decided it's time to

step aside and let someone else take over the helm. He said he plans to practice communications law in Washington after retirement; it's widely assumed he will join the law firm of Dow, Lohnes and Albertson.

Wasilewski said the decision to leave was entirely his—there was no pressure on him to retire. Sources within the NAB board and staff have said he reached the decision at a time that there was growing

desire in the industry for a new leader, who can steer broadcasters through the coming years when regulation of their industry is likely to give way to dramatically increased competition and changing market conditions.

"Maybe Vince sensed that the best way to bring change to the association would be for him to leave," Fritts told BROADCASTING last week. "Maybe he sensed the timing was right." □

Riffling through the husks from Washington's rumor mill

Washington craves information. In the absence of the official variety, the town feeds on rumor, speculation and gossip—some of which even turns out to be true.

The apparent stand-off between the White House and the Senate Commerce Committee over the selection of a successor to FCC Commissioner Abbott Washburn, whose term expires on June 30, is a case in point.

What seems solid fact is that President Reagan remains firm in his desire to nominate FCC General Counsel Steve Sharp, while Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, remains committed to backing colleague Senator Ted Stevens's (R-Alaska) man, Marvin Weatherly, of the Alaska Public Utilities Commission. "No Weatherly nomination, no confirmation hearing" was essentially Packwood's last word on the subject.

But if the story hasn't really moved much since the meeting in the White House at which Stevens and the President, in effect, agreed to disagree (BROADCASTING, April 26), there were sufficient rumblings around the periphery to provide fixes for those hooked on the story.

For instance, there is the matter of the proposed legislation that would reduce the size of the FCC from seven to five members. Representative Timothy Wirth (D-Colo.) is interested in such a measure, and last week was reported close to a decision to introduce an FCC-trimming amendment during a markup session by the parent House Commerce Committee on otherwise noncontroversial legislative proposals offered by the FCC. But the session (last Wednesday) was canceled for lack of a quorum.

The proposal has attracted attention, among other reasons, for its possible impact on the Sharp-Weatherly issue. If such a bill were passed, the theorizing goes, the dispute could be solved easily: The White House would not appoint a successor to Washburn; he could serve until June 30, 1983, when Joseph Fogarty's term expires. Then both would be on their way and the commission would be down to five members.

From there on, however, things get murky. There is no certainty the White House would cooperate. Indeed, there are those who believe—FCC Chairman Mark S. Fowler confidentially among them—that the President will proceed promptly with his plans to nominate Sharp. And if the Wirth proposal were to be approved by Senate and House, there are those in the Reagan camp who believe the President would veto it. Never mind that the proposal would appear to be in line with Reagan's professed desire to reduce the size of government. "It would be viewed as a clear effort to deny him the opportunity to appoint people consistent with his philosophy," one Reagan supporter said.

There also is the fact that Packwood, wearing his hat as chairman of the Senatorial Campaign Committee, is attracting more attention than he is as chairman of the Commerce Committee. His remarks critical of the President's economic and social policies—that they are affecting party unity and costing Republicans the support of women and minorities, not to mention suggestions that the country has a senile President on its hands—have enraged conservatives who think Packwood is too liberal and who want him removed. (The Reagan camp's counterattack: suggestions that the senator from Oregon may have taken leave of his own senses. And the return fire from the Hill: that if Sharp's name does go up, there may be a prolonged investigation of his stability.)

According to one report circulating last week, Senator Paul Laxalt (R-Nev.), the President's closest confidant in the Senate, has asked

Laxalt, asked to check the report, came back with a "no comment" Packwood to resign from the campaign committee post. An aide to from his boss. But a Packwood aide said he knows of no "substantive effort to remove [Packwood] as chairman."

Other than to suggest that relations between Packwood and the White House are not of the best—which is already well understood—it may not be clear to students of logic what the fuss over Packwood's role as chairman of the campaign committee has to do with the Sharp-Weatherly issue. But to students of politics it may all be perfectly clear.

A somewhat related bit of conjecture involves Packwood's interest in a constitutional amendment to assure electronic media the same degree of First Amendment protection from government interference as is enjoyed by the print media (BROADCASTING, April 12). Some see Packwood resigning the campaign committee post to take over a nationwide effort to generate support for the proposed amendment. ("No way," says a Senate aide.)

But, the aide was asked, what about the report Packwood is "considering running for President" and will use a nationwide campaign in support of the proposed amendment as a means of gaining national attention and media support. The aide cut that question off right after "President" with a firm "bull ---- . Packwood has denied that report repeatedly."

Having said that, the same aide was more open to the suggestion that Packwood will not seek re-election to the chairmanship of the campaign committee next year. He is said to be interested in conducting a serious campaign in behalf of his proposed amendment. That would require a major expenditure of time and effort, and one or another of his present responsibilities or projects may have to be dropped. Aides have been asked to review his priorities with a view to restructuring them. Aides are also preparing recommendations—for his consideration this week—as to how a campaign in behalf of the proposed amendment could best be mounted. The creation of a citizen committee to inform the country about the issues is a likely option.

Perhaps the most bizarre rumor going the rounds the past several weeks is one that those circulating it seem to think does have a bearing on the Sharp-Weatherly matter. Put simply, it holds that Chairman Fowler, Sharp's principal booster, would resign from the commission, to be replaced as chairman by Commissioner Mimi Weyforth Dawson, a former Packwood aide. That scenario would indeed leave a second Republican vacancy to be filled. But the loss of the FCC chairman he appointed after little more than a year in the job would seem a high price for a President to pay to avoid a confrontation with a senator over an appointment that is the President's prerogative to make—even if he must have the advice and consent of the Senate.

When asked for comment, Fowler, normally, polite, articulate and friendly, said, "That's crazy." Dawson just laughed.

There are a couple of other rumors bouncing off the Sharp-Weatherly story. Both involve Washburn. One is that he will be in his present job for some time after June 30. It's not unusual for the White House to be late in making new FCC appointments, even when things are running smoothly—and they certainly are not at the moment. (Washburn could stay on the FCC until his successor is confirmed.) The other is that he will be named chairman of the U.S. delegation to the western hemisphere conference to be held next year to develop a plan for the use of direct broadcasting satellites.

But the way things work in Washington, you never know.



On the offensive. NCTA President Tom Wheeler used visuals to make his point (to Chairman Goldwater [l] and counsel Christopher Coursen, in foreground) that cable is under an increasing competitive onslaught.



Waiting for the curtain. NAB President Vince Wasilewski in conversation with Bowie Kuhn, the commissioner of baseball (c), as NAB's executive vice president, John Summers, stands by.

Goldwater's cable bill: the pros and cons respond

Cities oppose FCC regulation; mandated access given negative reaction by most witnesses

A Senate proposal (S. 1629) to revamp the way cable TV is regulated drew mixed reviews last week from the Reagan administration as well as from industry leaders, city and state officials and spokesmen for the public. Although he stressed during three days of hearings that he is open to suggestions for changing his bill, the Communications Subcommittee chairman, Barry Goldwater (R-Ariz.), said he plans to push for its passage by the end of this year and predicted he could do so easily if interested parties could "reach some consensus" on controversial issues.

Democratic leaders on the subcommittee joined most of the 54 witnesses who testified in expressing concern about key provisions that would establish the FCC, rather than cities and states, as the primary regulatory authority over cable TV, and would require cable operators with 20 channels or more to set aside 20% of their capacity for public and leased access. Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.) last Tuesday introduced an alternative bill (S. 2445) that would retain much of the power cities and states now have to regulate cable and would prohibit regulated leased access (see story page 34).

Witnesses did not comment on the Cannon-Hollings proposal because they had not had time to review it, but were asked to submit written responses during the next three weeks.

As did many of the witnesses, Bernard Wunder, chief of the National Telecommunications and Information Administration, praised Goldwater's bill as a much-needed attempt to set national policy for regulating the cable industry, which is not addressed in the incumbent Communications Act of 1934. The bill "offers a reasonable framework for specifying the extent to which federal and nonfederal officials can affect cable TV development," said Wunder, but it contains provi-

sions that the administration cannot support.

Ownership of cable systems should be left "exclusively in the private sector," he said, and not permitted by cities even under the restricted conditions that would apply under S. 2172. (The bill would prohibit a city from having direct or indirect control over any programming on a system it owned.)

Access requirements—whether for public or leased users—are not necessary at the federal level, said Wunder, because they can be worked out by franchising authorities. If Congress decides to mandate access, however, Wunder suggested it do so only for larger cable systems, with "50 channels or more," rather than for those with 20 channels or more, as specified in the bill.

On the highly controversial question of how to divide authority between the FCC and local governments, Wunder said S. 2172 needs "clarification." The bill's preemption of state authority "may be broader than you intended," he said. States are not told specifically what they can and cannot regulate, said Wunder, and could interpret the bill to permit them to move into new areas, such as regulating pay cable rates.

FCC Chairman Mark S. Fowler concurred with Wunder in supporting a national policy for regulating cable TV, but questioned the need to legislate now on some of the issues in the bill. The FCC has handed over to cities and states much of its responsibility for regulating cable in recent years, said Fowler. "This is a desirable trend and I see no reason to reverse it."

Congress should keep federal ownership restrictions to a minimum, said Fowler, who urged that regulatory policy "be directed to authorizing new services and thereby expanding the supply of new telecommunications goods and services rather than attempting to perpetuate the existing division of markets, channels, revenues or program sources."

A ban on local telephone-cable cross-ownership, presently under review at the

FCC, could be set into law, said Fowler, although the FCC "foresees elimination of the ban some time in the future." If kept in the bill, the ban should include economic efficiency as one of the criteria the FCC may consider along with the public interest, in deciding whether to waive the ban in certain cases, such as rural areas unlikely to be served by cable operators. It should also, he said, give the FCC the power to drop the ban altogether when it sees fit to do so.

Fowler agreed with Wunder that reciprocity provisions, permitting the FCC to prohibit ownership of U.S. cable systems by companies based in countries that bar foreign ownership of their own systems, should be removed from the bill. As both have testified before, sectoral reciprocity can hinder the administration's overall effort to negotiate balance of trade agreements.

Public access requirements in the bill amount to a "subsidy for benefited users," said Fowler, and would best be left out. Requirements for leased access might be desirable, he said, but Congress should first determine whether there is a demonstrated need for them at this time.

On key issues in the bill, cable operators and city officials disagreed sharply. Cable operators argued that their industry competes increasingly vigorously with other entertainment providers and that, although federal guidelines on franchising are essential to its development, regulation of its rates and service are unnecessary. Cities, on the other hand, maintained that cable operators will abuse their monopoly on broadband channels into the home if cities are unable to influence the development of local systems.

Competition among entertainment media is growing, said National Cable Television Association President Thomas Wheeler, but cable won't be able to keep up if it is burdened with more regulations than other services. At least 20% of each subscriber's monthly bill goes to paying for the regulation of cable and for support of public access channels, he said, and

many of those access channels are dark for most or all of the day. In addition, at least the first five cents of every dollar a cable system earns must go directly to the city it serves, he said.

Cities should lift these costly regulations from the cable industry, said Wheeler, or they should impose the same burdens—including an “entertainment tax”—on other providers of entertainment, such as movie theaters, subscription and free TV and multipoint distribution services.

Rate regulation of cable services is “totally unnecessary” except where reception of over-the-air TV signals is unavailable, said Gustave Hauser, co-chairman, Warner Amex Cable Communications. Not only is it a “subtle form of program determination,” said Hauser, but it is a means through which city councils have denied their constituents desirable but more expensive programming by refusing to allow rate increases.

Hauser joined Trygve Myhren, chairman of American Television & Communications Corp., in calling on Congress to let the cable industry develop on its own, without government restraints.

The Goldwater bill “fails to address the refranchising process,” said Myhren. Many cities are making unreasonable demands on cable operators at renewal time and imposing tremendous economic burdens, he said. “The only cure for the problem is a federally mandated renewal expectancy.”

By pre-empting local and state authority over such issues as ownership, access, franchise fees and rate regulation, the Goldwater bill “goes too far toward setting national policy,” said Cathy Reynolds, a member of the Denver city council who spoke on behalf of the National League of Cities. The bill should limit federal authority, Reynolds said, to such issues of national concern as insuring diversity of information by setting minimum access standards, insuring subscribers’ right of privacy through national standards and establishing a national ownership policy that

would prevent local ownership concentration and encourage competition.

City administrators generally agreed with cable operators that sports blackout provisions in the Goldwater bill would deprive the public of much of the sports programming it now enjoys. The problems of the sports industry can be solved from within, through revenue sharing and other means, said Ted Turner, chairman of Turner Broadcasting System—and himself a sports owner. Vincent Wasilewski, president of the National Association of Broadcasters, said he “leans toward supporting some relief” for sports interests, but believes the Goldwater bill “is much broader than necessary.” What’s needed, said Wasilewski, is “more compromise and give and take” between cable and sports interests.

Commissioner of Baseball Bowie Kuhn countered, however, that sports leagues may have to begin limiting the number of games local teams may broadcast if cable systems continue to be given “free access to our product.”

Most cable operators who testified supported the foreign ownership provisions in S. 2172. “Canada has insulated its market from foreign competition” while foreign ownership has “become a growing trend in the U.S.,” said William J. Bresnan, president of Group W Cable Co. (formerly Teleprompter). By allowing the FCC to impose reciprocity, he said, the Goldwater bill would encourage Canada to open up its market to American operators, while not necessarily restricting foreign ownership in this country.

Disagreeing strongly was Robert M. Rosencrans, president of Rogers UA Cablesystems, a joint venture between Canadian-owned Rogers Cablesystems Inc. and American-owned UA Communications Inc. Echoing the concerns of many city administrators who testified, Rosencrans said the reciprocity provisions would limit the total number of competitors in the cable industry and thereby “diminish the larger goals of the bill.”

Most of the cable operators testifying joined Wasilewski and Wheeler in urging that Goldwater eliminate provisions in his bill that would leave it up to the FCC to decide whether cable systems should be required to continue carrying local broadcast signals. The cable, broadcast and motion picture industries have reached a compromise on the future of must-carry rules, said Allen Gilliland, chairman of Gill Cable Inc. (and of the NCTA), and the Senate will have an opportunity to review that compromise when it considers copyright legislation now pending.

Although he endorsed the compromise, Gilliland noted that the must-carry rules are “unnecessary regulations” that could be eliminated if viewers used A-B switches—devices that enable a TV to pick up both over-the-air and cable channels.

Robert Johnson, president, Black Entertainment Network, called on the subcommittee to eliminate the must-carry rules, to free up cable channels now unavailable to minority programmers. BET “challenges the subcommittee to explain the difference between a mandated set-aside channel on a cable TV system for a local broadcaster and a mandated set-aside contract for a minority firm,” said Johnson, alluding to Reagan’s policies against regulated preferences for minority entrepreneurs. “If one is economically inefficient and contrary to the workings of the free marketplace, so is the other.”

Provisions in the Goldwater bill would provide statutory penalties for unauthorized reception of video signals transmitted over the air. Representative Charles Rose (D-N.C.) urged the committee to amend the provisions to permit home earth station owners to receive whatever programming is available.

Rick Brown, a Washington attorney who represents the Society for Private and Commercial Earth Stations, said home earth station owners have been unsuccessful in convincing many pay TV services to allow them to pay for the programs they receive. □



Fowler



Brown



Wunder



Reynolds



Johnson



Rose



Turner



Gilliland



Bresnan



Rosencrans



Hauser



Myhren

The Cannon-Hollings alternative on cable regulation

Trade-offs: Cities would hold reins on systems (rather than the FCC, as called for by Goldwater bill), but cable would not face mandated access

As a Republican-sponsored proposal to set national policy for regulating cable TV came under scrutiny last week, an alternative proposal, which differs significantly from the original measure in key sections, was introduced by Democratic leaders of the Communications Subcommittee. Saying they hope to work with Subcommittee Chairman Barry Goldwater (R-Ariz.) toward passage of legislation, Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.) said their bill seeks to "protect the integrity of existing franchise agreements" and to "create and maintain competition in the delivery of programming and information at the local level."

Instead of giving the FCC exclusive jurisdiction over cable regulation, as would the Goldwater bill, the alternative (S. 2445) would permit states or cities to "adopt or continue in effect any law, order, rule, regulation or standard affecting cable systems" that is not inconsistent with the purposes and policies covered in the bill. In awarding franchises, "the cable operator and the cable franchising authority shall jointly determine the amount and nature of basic service, the number of channels to be utilized for program origination and the minimum capacity of telecommunications facilities to be provided by the cable operator." The FCC, according to S. 2445, would "to the extent necessary ... oversee the implementation" of the bill and "when required, shall more specifically define its purposes and policies."

The Cannon-Hollings alternative would permit local broadcast-cable cross-ownership, as would the Goldwater bill, but only if the operator "carries on its cable system all TV stations that have a predicated grade B contour that overlaps with the cable operating area."

Local telephone-cable crossownership would be prohibited by S.2445, except in rural areas "with low population density as defined by the FCC" and except in larger markets where the FCC has granted a waiver. Any provider of both telephone and cable services in the same market must accept conditions, prescribed by the FCC, to "minimize anticompetitive practices, including the elimination of cross-subsidization devices."

As would the Goldwater bill, S.2445 would permit cities to regulate the rates for basic services, while prohibiting them from regulating pay service rates. The FCC could require a city to stop regulating rates if it determines effective competition to the cable system exists locally, and, in cases where rate regulation has been eliminated but competition has evaporated, the FCC may require regulation to resume.

While the Goldwater bill permits the



Cannon



Hollings

FCC to decide whether to require cable systems to carry local broadcast signals free of charge, the Cannon-Hollings alternative would require the FCC to "insure that the provision of cable telecommunications will not materially impair the ability of any person to receive signals from broadcast stations which such persons would otherwise receive" in the absence of the cable provision.

The alternative bill would require the FCC to set a ceiling on franchise fees, as would the Goldwater bill, and would require periodic review of that ceiling.

Mandated access to cable systems by federal or state authorities would not be permitted under the Cannon-Hollings alternative, except in cases of local telephone-cable crossownership. If the FCC found, however, that a cable operator had denied access to his system unreasonably, it could require access on a nondiscriminatory basis.

Finally, S. 2445 contains provisions requiring the FCC to promote the development of new, competitive services in telecommunications whenever such services are "technically feasible" and would not cause "significant technical degradation or interference" with the signals of existing licensees. These same provisions were passed by the Senate in a broadcast deregulation bill (S. 1629) in early April. □

St. Paul rejects city-owned system

Voter decision turning down municipal ownership is viewed by industry as victory; new RFP for 110,000 homes will be issued

The citizens of St. Paul struck a blow for free enterprise and the cable television industry last Tuesday, rejecting the idea of municipal ownership of their cable system.

They voted down a referendum that, if approved, would have empowered the city government to finance, build and own a municipal cable system. There was no question that the city would have exercised that power. The unofficial tally: 39,120 votes against; 22,294 for.

Although about three dozen small cities and towns scattered around the country now own cable systems, none are anywhere near the size of St. Paul (110,000 homes) and the cable industry feared a vote for municipal ownership there would set a dangerous precedent.

The vote followed months of intense campaigning on both sides of the question, carried out primarily through the city's mass media. Proponents of municipal ownership, led by Yes Public Cable, argued that profits from a publicly owned cable system could help keep taxes down. "Somebody stands to make millions on cable TV," the lobbying group proclaimed on 15 billboards throughout the city. "Why shouldn't it be you?"

The opponents were led by the Committee for Risk Free Cable Now and financed by the National Cable Television Association, which put up \$300,000 for the fight. They contended that any system run by government would be more costly and inefficient than one run by a private company. And, they said, government should have no control over any communications media. Roger Christianson, a local attorney and one of the five members of

Risk Free Cable, said "government should be a watchdog over cable, as opposed to an operator."

As the Yes Cable billboards stated, the cable system should be worth millions. According to Linda Camp, a city cable official, the city estimated that its system would cost anywhere from \$48 million to \$55 million, depending primarily on the number of channels desired, and would produce about \$23 million in profits over the next 10 years.

Guided by the procedures set down by the Minnesota Cable Communication Board, St. Paul went through the initial phases of the franchising process with the intention of awarding the cable system to a private company. It went so far as to receive and evaluate bids from seven companies. But early in 1981, the city council began considering other means of bringing cable to its constituents and settled in May 1981 on a plan for municipal ownership. Before the council could act on it, however, it had to get the permission of the voters. The city charter, Camp said, "says you may not acquire a utility without prior voter approval."

Because of the setback at the polls, Camp said, the city must go back to the drawing board. She and other staff members will begin working on a new request for proposals. But because last week's election resulted in four new councilmen (out of seven), she said, the job is "going to take a couple of months."

The vote reopens St. Paul to the cable industry and the cable companies that made bids on the first go-round are likely to reapply. Speaking for one of those companies, Group W Cable, William Bresnan, chairman and chief executive officer, said: "It's a good market, but we'll have to wait and see the new RFP's terms and conditions. If it makes sense, we'll apply." □

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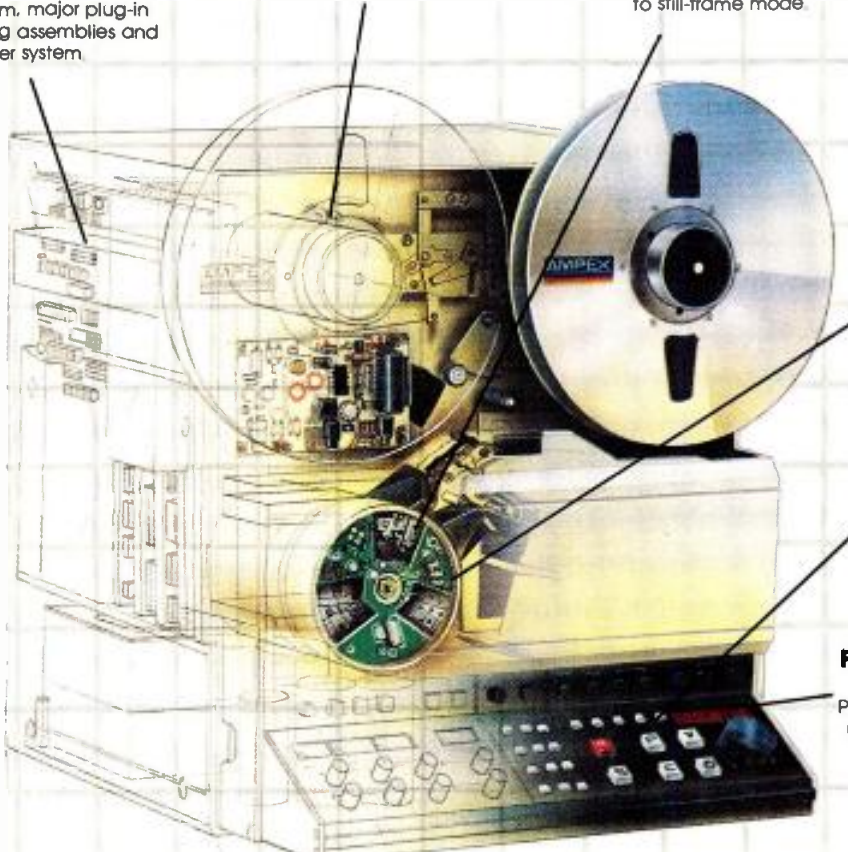
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STATE OF THE INDUSTRY: 1982

The cable connection

Link of wired medium with American TV homes is stronger than ever; from all appearances, cable will be the medium to beat in 1980's—but a growing number of media are willing to give it a try

From all the numbers and outward appearances, the cable television industry is in an enviable position, poised to become the pre-eminent television medium in the late 1980's or early 1990's. Cable's electronic tentacles now reach into 23.7 million homes—29% of all the homes with television sets in the country—and industry observers feel cable could penetrate as many as 70% of television homes by the end of the decade.

Such big cities as Dallas, New Orleans, Cincinnati, Pittsburgh, Omaha and Boston and numerous high-income, high-density suburban towns and counties (some of the latter larger than the cities) are being wired and added to the cable universe. The prodigious expansion is adding subscribers to the industry roll at a rate of 250,000 subscribers per month.

The cable operators are building super systems in the new markets. Many will

offer more than 50 channels and some more than 100. And nearly all the big urban systems are being built with interactive capability, permitting the subscriber to send signals back to the cable headend. The capability opens up a host of new service and revenue possibilities.

The cable operators are also upgrading their existing cable systems, expanding channel capacity to 20 or more channels to increase services and revenues and to make the systems, heretofore the bread and butter of the industry, less vulnerable to potential competition. According to cable consultant Paul Kagan, the number of systems with more than 20 channels increased by nearly 50% from 1980 to 1981 to 1,634. (There are more than 4,700 total systems in operation today.)

As the cable salesmen knock on door after door in the newly wired markets, they are finding that the recession and the high unemployment the country is experiencing are having little effect on their subscriber goals. And the industry is experiencing few economy-related disconnects. The situation lends credence to the industry's oft-heard, but oft-ignored, suggestion that its many-channel television

product is a bargain.

Cable continues to be a favorite in the financial markets. The money men perceive the industry as a dynamic, fast-growing business that stands out among many others that have been knocked on their heels by the recession. Some of the major cable operators can boast of being among the elite ranks of the below-prime borrowers.

The widespread introduction of satellite-delivered pay television revolutionized the industry in the latter half of the 1970's, providing an enormous leap in revenues without significant additional capital investments. Multipay, the selling of two or more pay services to the same home, has proved viable and is counted on to fuel the construction and operation of the high-capacity urban systems. Pay-per-view pay television (PPV) and advertising are seen as the most immediate sources of additional revenues. And the so-called two-way services—videotext, security, telemarketing, telebanking—promise new revenues for the latter half of the decade.

Cable has become what it always said it would be: the medium of choice. Operators (and ultimately the subscribers) have

a panoply of programming to choose from, all delivered conveniently to their backyards by satellites. A survey by BROADCASTING (see story, page 48) finds no fewer than 47 program services—35 basic and 12 pay—and 15 others in the wings.

Perhaps the best evidence of cable's good health is its increasing attractiveness



Hauser

of way. The fee is often 5% of gross revenues.

The wiring of the major urban markets in the climate created by the high-interest rates, the regulators and the competition for franchises is a risky proposition. The pay back date for many of the systems, which typically cost more than \$100 million to build, is being pushed further and further into the future, prompting some operators to speculate whether there ever will be a payback on some.

The big city system is made even riskier by the prospect of competition from other media, each capable of delivering to the home the same pay television product, essentially movies, that have allowed cable to thrive. That competition comes today in varying degrees from subscription television stations, multipoint distribution service and satellite master antenna systems. It could be aggravated in the future by direct broadcast satellites.

The building and operation of new systems and the expansion of old ones require operators to generate plenty of revenue. Those operators counting on anything but basic and pay revenues may be kidding themselves. There's no question in the operators' minds that advertising and PPV revenues are out there. But gathering them is proving to be a challenge. The fragmented cable audiences are not as attractive to national advertisers as established media are, and many local systems are simply too small to lure even local advertisers. PPV requires new equipment that isn't ready to go yet, more money to buy it when it is available and some innovative marketing to sell it.

It is simply unknown at this point whether any of the two-way services will ever be a business for the cable industry. Like PPV, each requires development of specialized equipment and a significant investment. With the possible exception of home security, nobody knows what markets exist for the services. What's more, AT&T and other telephone companies loom over the marketplace with all the financial muscle and technical and marketing know-how to do the job more quickly and at least as well as cable.

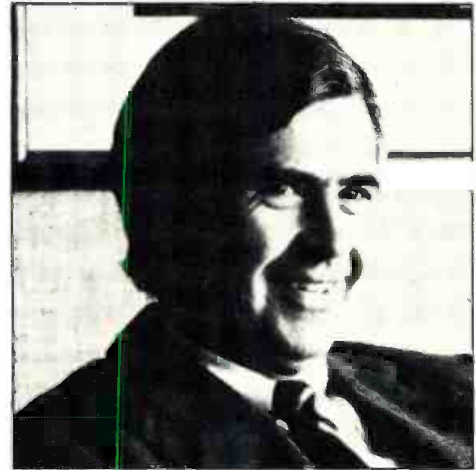
The cable industry is experiencing the



Bresnan

greatest building surge in its 30-year, boom-or-bust history. To serve its 24 million current subscribers, the industry has strung or buried 330,000 miles of cable. The industry will spend \$1 billion annually over the next three years, expanding that plant by nearly 50%.

Cable operators are bound by franchise



Hostetter

to broadcast and other investors. RCA (the parent of NBC), CBS, ABC and Westinghouse are all actively engaged in supplying cable programming. What's more, a growing number of broadcasters, including Westinghouse, CBS and Taft Broadcasting, are becoming involved in actual cable operation. "The broadcast industry has come from its earlier efforts to kill cable outright," says Gustave Hauser, chairman and chief executive officer of Warner Amex Cable Communications, with obvious pleasure, "to a grinding admission that cable is here to stay, to a panic to get into the business." Whether programmer or operator, he adds, "they are certainly welcome."

With good reason the mood of the industry is unquestionably optimistic. There are, however, plenty of problems and question marks, creating an underlying apprehension that cable may not blossom to the extent some once envisioned.

Reaganomics and its effects on the economy are cutting two ways. Because cable involves a lot of hardware and is capital intensive, aspects of the Reagan administration's tax policy have been a boon to the industry. For the same reason, however, the high interest rates that have marked Reagan's tenure are more troublesome to cable than to other industries without immediate need for great quantities of capital.

Perhaps the number-one concern of the cable operators is regulation. Unlike broadcasters, who are regulated solely by the federal government (primarily through the FCC), cable operators are subject to three tiers of regulation: federal, state and local. The regulators, the operators feel, put cable at a competitive disadvantage and make a significant dent in revenues and profits. The clearest example is the local franchise fee, the price every operator must pay to use a municipality's rights

agreement to promptly build the new markets. But why do they burden themselves with the additional task of upgrading existing systems? William Bresnan, chairman, Group W Cable, says there are plenty of good reasons. First of all, expansion of channel capacity permits the addition of new basic and pay services. The basic services enhance the value of the cable product, he says, increasing penetration even in well-established markets and reducing churn, the costly connecting and disconnecting of subscribers. Second, the extra channels allow the introduction of additional pay services that have proved appeal. Third, he says, the old systems require considerable and costly maintenance; the new upgraded ones don't. Finally, many operators are obligated by "vague" clauses in franchise agreements to provide "state of the art" cable service. Neither Bresnan nor the municipalities is quite sure what that is, but they are sure it isn't a 12-channel system with one or two nonbroadcast services.

While the construction boom is reason for self congratulation, it is also cause for concern. Squeezed by high interest rates, the upward pressure on system size and capabilities exerted by the franchising competition, the demands of municipalities and the "cream skimming" by other pay media, cable operators are questioning whether all the systems under construction or promised are economically feasible.

Of particular concern are the large, urban systems. To build a two-way system with more than 54 channels, says Robert Wright, president of Cox Cable, the cable operator must spend between \$700 and \$800 per subscriber. "That's a big chunk of change," he says. "In order for him to get a return on that he has to have a plan to get \$50 or \$60 per month per subscriber."

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Mueller

revenue, the cable operators are banking on multiple pay. "People are going very aggressively into three or four pay services," says Wright. "Offer them all and hope people buy three or four." Amos Hostetter, president of Continental Cablevision, suggests that the consumer appetite for the extra helpings of pay, however, are not that voracious. In their initial marketing, operators were able to come up with 2.5- or 2.7-to-1 pay-to-basic ratios, he says, but over the past six months the ratios have dwindled considerably. Regardless of whether there is a lot of duplication among the pay services, he says, consumers perceive there is and are not buying as before. "That means," he says, "that feasibility studies done at 2.5-to-1 ratios just aren't going to happen."

Arno Mueller, president, Storer Cable, argues that the urban system doesn't require such high ratios. Mueller, who says he has "no qualms" about the systems Storer has proposed, believes that 2-to-1 ratios in "urban areas are very do-able" and that all of Storer's urban systems are based on more conservative 1.25- to 1.5-to-1 ratios.

The problem with some of the big urban systems is that they were designed more to accommodate franchising and political realities rather than economic realities. If given their druthers, most cable operators would put no more than 50 channels in any market. That would be sufficient, they feel, to offer a package of basic and pay services that would maximize revenues and insure a speedy payback on the system. (Fifty channels may even be too many, according to John Malone, president, Tele-Communications Inc. "I would be surprised if a 30-channel system operator won't be scratching to find things to put on a couple of years from now," he says. "The basic services are going to boil down to a handful.")

But because of the desire to outbid competing companies for cable franchises and to meet the expectations of cities, the operators continue to offer the super systems with all the channels and all the giveaways. Instead of bidding the efficient 35- or 50-channel systems, the cable operators bid interactive systems with more than 100 residential channels (many

set aside as access channels) and often an "institutional loop" to interconnect a municipality's government, educational and medical institutions. In addition, the systems promise millions of dollars worth of production equipment and studios. The extras are all very nice, but none produce a dime's worth of revenue. "We are making a mistake in overcapitalizing as a result of the competition," says TCI's Malone. The "more is better" philosophy "has gotten a lot of industries in trouble and could well get our industry into trouble."

Knowing the stakes in the major markets are high, cable operators have become more cautious players of the franchising game. They are taking hard looks at the economics before plunging ahead. Trygve Myhren, chairman, American Television & Communications, said that ATC had considered applying for the Boston franchise (ultimately awarded to Cablevision Systems) but didn't because of the difficulty of building the underground portion of the system. "When you recognize that the conduit space in large part was either rotten or totally filled up,



Myhren

you look at a situation where instead of spending \$20,000 per underground mile, which would not be untypical, you might spend \$250,000." Cable operators are also reading the request for proposals from the municipalities more carefully. Group W Cable and ATC walked away from Sacramento, Calif., despite its good demographics and high cable awareness (an indication of good cable penetration), because of a clause that would allow the city to buy the cable system at book value (not market value) after the original 15-year franchise agreement expires. "Any business person who has a responsibility to shareholders who agrees to a clause like that doesn't have a right to run that business, and any city that imposes a clause like that is going to get just what it deserves in the end: a rotten situation—an operator who can't financially hack it." In light of Myhren's comment and as testimony that the franchising fever is still epidemic, four operators applied last March for the Sacramento franchise.

While the more passive cable operator can avoid the franchising battles, he can't

avoid the refranchising fights. The many cable franchises that were granted in the late 1960's and early 1970's are just coming up for renewal now. Warner's Hauser sees refranchising not only as a challenge but as a test of the industry's stability. The threats to existing franchises are coming from local, politically adept "pirates" eager to take over a cable system as well as from other major cable operators. He cited Continental as one company that has been out "preying" on other companies' franchises. Of all the local problems cable operators confront, Hauser says, nothing will "focus your attention like the threat of having your system taken away."

Adding to the cable operators' troubles are those three tiers of regulation and the nagging competition from STV, MDS and SMATV. The problem with the regulators, the cable operators say, with almost a single voice, is that they don't understand the cable business. Regulatory policy, says Charles Dolan, chairman, Cablevision Systems Development Co., "seems to arise out of an overstimulated perception of cable television. I don't know of any industry where people have been more anxious to regulate before the event. There is a conviction about cable that you had better regulate it before it happens, because after it happens it will be too late. That seems to be a religion."

Myhren believes regulation has a direct impact on cable's ability to compete with present and future pay media. "The cable operator working to get a franchise is working with people who absolutely do not understand that cable's competition is growing." Consequently, he says, the cities demand "an awful lot of nonrevenue producing services, a heavy franchise fee, more studios than are needed for public access, more channels than anyone could conceivably use, certainly more than can produce revenue for you." The higher capital costs and interest costs and lower revenues (because of the franchise fee) cable must endure to sate the demands of the local regulator, he says, mean less money to fight off the competition.

The fact that cable has three levels of regulation to deal with is troublesome, says Warner's Hauser. The three-tiered regulatory structure "fragments the indus-



Dolan

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try" ... [and] "tends to splinter our resources," he says. "It prevents the emergence of a truly national business. We can't make a national decision because the circumstances under which we operate may be different at each system. Because we have 155 systems, we sometimes make 155 decisions. That's a lot of work."

Since the FCC has gradually washed its hands of regulatory restraint on cable over the past several years, the cable operators' chief antagonists have been the municipalities, which regulate rates and oversee the cable services. Dealing with municipal officials is another hidden cost of running a cable system, aggravated by the fact that each municipality plays by its own set of rules. "It's awful. I can't tell you how much time, energy and money it drains," says ATC's Myhren.

When it comes to local regulation, the cable operators' number-one gripe is the franchise fee. By taking five cents (in most cases) out of every dollar a cable system brings in, the fee has a profoundly negative impact on the economics of building and running a cable system. And, as the cable operators are wont to tell all, it isn't just the cable operator who suffers. "It's a hidden tax," says Gene Schneider, president and chief executive officer, United Cable. "You know who's really paying, whether it's 2%, 5%, 10% or 20%? It's the subscriber and it's just rottenly unfair."

The cable industry had great hopes of slipping out from under some of its more



Schneider

onerous regulatory burdens last year after the Senate Commerce Committee passed a telecommunications bill (S. 898) containing a number of highly favorable cable provisions. The cable sections would have effectively prohibited basic rate regulation, codified the FCC's current franchise fee ceiling of 5% and required local utilities to grant cable operators reasonable access to their poles. Unfortunately for cable, when the cities realized what the provisions were all about—the National Cable Television Association slipped them into the bill at the last minute—they campaigned hard against them and forced their removal.

The industry is now focusing its hopes

on S. 2172, a cable bill introduced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) last March. As written, the bill codifies the fee ceiling and provides other protections, but some operators don't feel it goes far enough. And a proposal to require cable systems with 20 or more channels to set aside 10% of those channels for public and governmental access and 10% more for commercial leased access draws mixed reactions. The cable operators who went to Washington to testify before the subcommittee on the bill were opposed to the access provision, saying it was unnecessary and threatened to turn cable into a common carrier. John Saeman, vice chairman and chief executive officer, Daniels & Associates, and chairman of the NCTA after this week says: "Somehow the industry over the years had gotten amenable to the idea of providing public access. It sounded like a reasonable thing. But somehow the idea of commercial access smacks of impropriety."

Not all cable operators agree.

TCI's Malone sees the provision as protection against the capriciousness of municipalities. The bill requires some access channels, he says, but "not an absurd number," noting that any cable system can probably carry some "dead weight" and still compete. If left up to the municipalities, he fears, operators would be forced to turn over, in many cases, more than the 20% Goldwater proposes. To have a fixed percentage is itself important, he says. "It's good to have an absolute understanding of what you must carry so you can plan your system and finance accordingly."

The industry is still concerned about the fate of the compulsory license, which it considers vital until it can wean itself from distant signals. Feeling that the compulsory license was in jeopardy, the NCTA began hammering out a compromise last fall with the broadcasters and program producers. By giving producers syndicated exclusivity and broadcasters the must-carry rules, the NCTA was able to hang on to the compulsory license. The compromise sharply divided the cable industry. Many, particularly the smaller operators, felt the changes are unnecessary and that the status quo should be preserved.

Says Cablevision's Dolan: "We would never have traded the position that was gained after such a long time before the FCC on distant signals for protection against a possible legislative action. We'd much rather deal with Congress when that issue arises on its merits than to take out an insurance policy."

Despite Dolan and many others, the compromise has won the grudging support of the majority of cable operators, or, at least the big ones that dominate NCTA, the only ones that count in Washington. None of the proponents is entirely happy with the proposal, however. Warner's Hauser dislikes the idea of etching the must-carry rules into stone, an effect of the compromise if the Congress passes it

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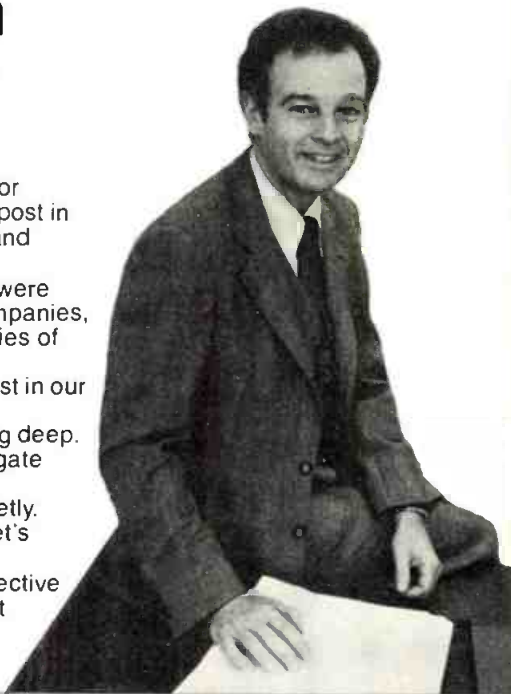
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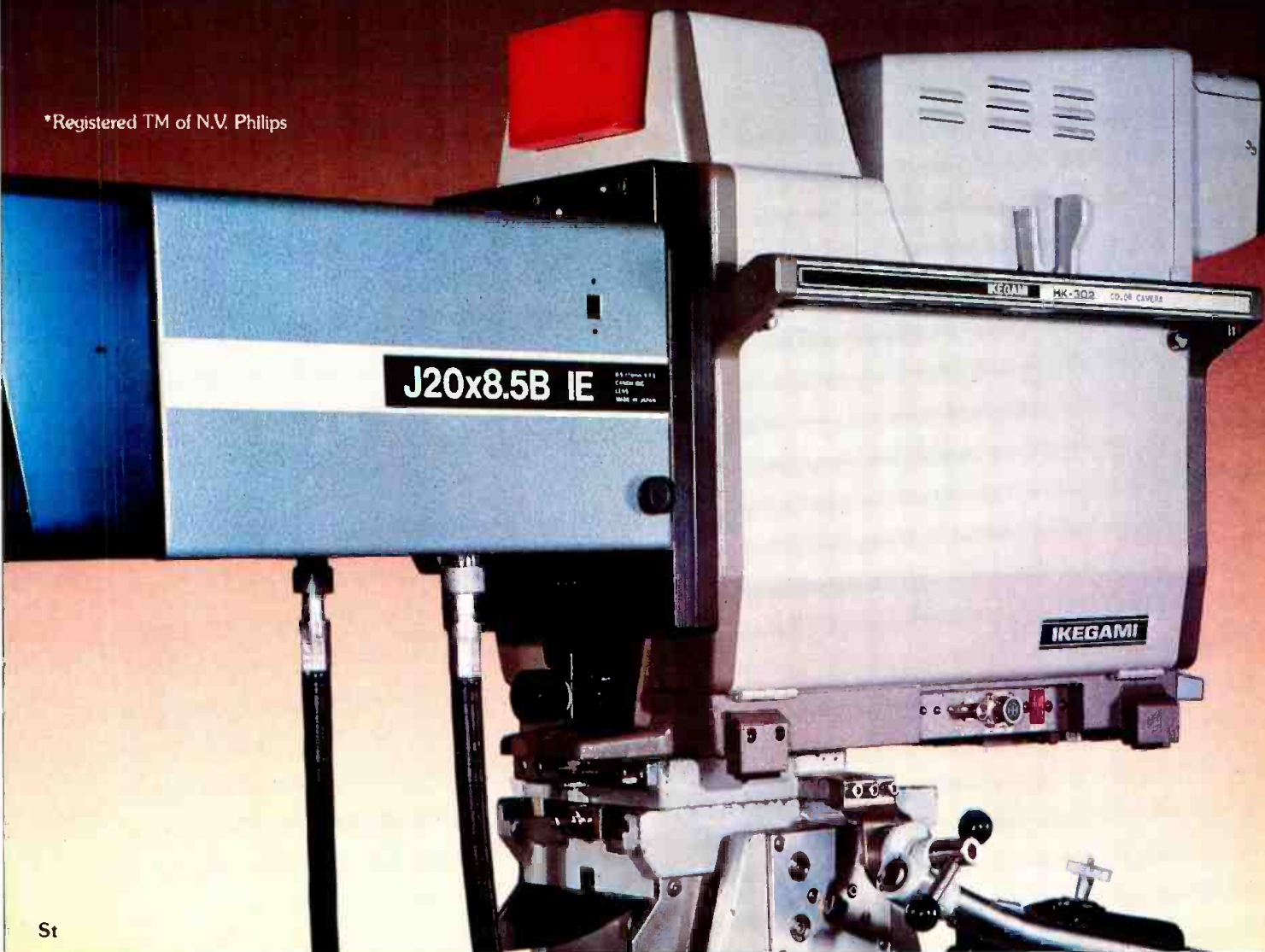
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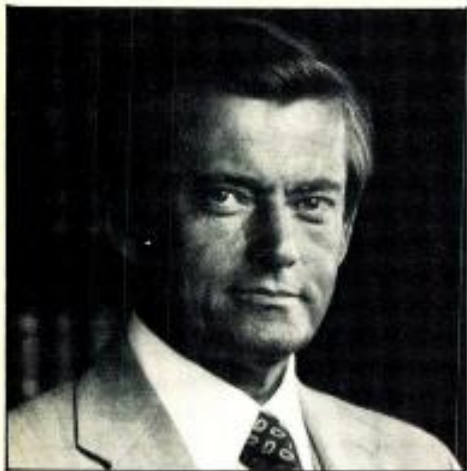
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Saeman

into law. "One has to sit back and ask why are broadcast signals given a preference over other signals. For example, why must we carry CBS, but not CNN or Nickelodeon?"

For years, cable had always assumed it would be alone as the purveyor of pay television into the home. Perhaps STV, MDS, videocassettes and videodisks would cause some erosion of the pay markets, but their effects were seen as either short term or too small to worry about.

The cable operators' perception of the video environment may be beginning to change. As a study commissioned by the NCTA points out, STV has the ability to compete head-to-head with cable in the major markets, especially where it gets to the market first, as it has in such markets as Boston, Chicago and Washington.

SMATV or private cable systems, which operate on private property—large housing developments or multi-unit dwellings—are also doing their share of "cream-skimming," as the cable operators call it.

Because of the MDS's poor propagation, nobody was too concerned about MDS's ability to compete. But operators began taking a second look at the medium after Microband submitted a proposal for a five-channel MDS service in each of the top 50 markets with the expressed intent of creating a service capable of competing



Wright

directly with cable.

Right around the corner are the SMATV operators, who propose to program multiple channels of pay and feed them to multiple-unit buildings through high-powered, high-frequency satellites. The extra satellite power will allow reception of the programming on dishes smaller than those needed to receive the programming off the cable satellites.

On the horizon and perhaps the greatest threat of all, are direct broadcast satellites, which could be beaming several channels of programming to virtually every home in the country within five years. And all it will take to receive that programming is a one-meter dish antenna and a cable-like converter.

Of all the competing or potentially competing media, the one that currently creates the biggest stir is STV. Nationwide, STV counts more than 1.5 million subscribers and many of them reside within active cable franchises. The NCTA study reported that in one community where STV arrived first, it still maintained an 18% penetration level.

How can a single-channel STV service compete with a multichannel service like cable when they are priced the same? ATC's Myhren says it's not that difficult to understand. The STV operators, covering a large area, can use the mass media—radio, broadcast television, the newspapers and regional ads in national magazines—to sell their product. Often possessing just a fraction of a market, cable is handicapped. "You just can't afford the marketing dollars required to buy the major vehicles," says Myhren. "And when you can't do that, you have a very tough uphill battle."

And in some cases, Myhren says, the STV operators have been able to do a better job of programming. In the case of Oak Communications' ON-TV in Los Angeles, he says, it has been able to put together a local sports package, giving it a distinct and attractive product.

The multichannel competitors—multichannel MDS (if it ever comes to fruition), SMATV and eventually DBS—can challenge cable's market in a different way. According to the NCTA study, most consumers want only four or five non-broadcast services. If any among the other media can price itself low enough to offset the value of cable's other channels, that medium can compete.

SMATV is the only present multichannel threat to cable. The National Satellite Cable Association was formed last month to represent SMATV operators and estimates put the number of SMATV subscribers at more than 50,000.

TCI is co-owner in the Houston-based operator of SMATV systems, Columbia Satellite Systems. As a silent partner, TCI's Malone says he doesn't know all the details of the operation, but says that CSS's 19-channel SMATV package, priced at half what cable would charge, "is viable." "There's no bullshit on it," he says. "It's just straight good stuff that people

really want." Nineteen channels are enough to compete with cable, Malone says. In fact, he adds, 19 channels could "kill this industry dead now."

The cable industry remains confident that it can beat back any of the competition from the other media. But until it does, the competing media will dip into cable revenues and test the cable operators' marketing savvy. "We have never thought that cable in any way saved us from competition," says Cablevision's Dolan. "You still need to provide an excellent level of service at a price.

"It so happens that the technology we are using is absolutely the right technology for this period," he says. "There is no question that other technologies will move into the picture, but we have this decade pretty much to ourselves. And that's as much as you can ask for. In that time, you should have built a very strong company."

Some cable operators have absolutely no fear of the competing media—single-channel or multichannel. Referring to the NCTA study that found most people would be content with a handful of non-broadcast channels, Storer's Mueller says: "Sure they would be satisfied with four or five channels, but they'll be more satisfied with more channels. If they can get more for the same or less money, why would they opt for less." And those additional channels, Mueller says, could be filled with attractive advertiser-supported, basic cable services like the Cable News Network, Music Television, The Weather Channel and The Health Channel. "It's got to give you a leg up. It's got to give you an advantage."

According to John Goddard, president, Viacom Communications, the alternative media will test cable's ability "to market against the limited value of these other services." The cable marketers must make consumers aware, he says, that cable is more than HBO, Showtime and The Movie Channel. "The perception has to be built in the public's mind of all the other things that are available."

To fuel the industry's expansion in the face of the costly regulatory demands and the increasing competition, the industry is looking to PPV and advertising for help in boosting revenues. All agree both have rosy futures in cable television, but it will be awhile before either makes a significant contribution to the cable coffers.

PPV's problem is that it requires addressability, an advanced technology that allows the cable operator to control the set-top descrambler in the home of each subscriber from the cable headend. In either its one-way (the subscriber orders PPV events by telephone or mail) or its two-way (the subscriber orders by sending a signal back up to the headend over the cable system) version, addressability is an expensive enhancement of a cable system.

Not only, as Cox's Wright points out, is addressability unaffordable to most cable operators in their present circumstances, but the addressable systems are not yet perfected. "The hardware is not what it



Goddard

should be," says ATC's Myhren, "and the software needed to control the hardware and to interconnect the control system with the billing system is also sub par.

Nonetheless, TCI is charging ahead with addressability. According to Malone, TCI will begin upgrading its systems to one-way addressability early next year. "I suspect TCI will find itself the major addressable company in a year or a year and a half," he says. Malone feels TCI's transition will be less financially painful than it would be for others because it's not going to have to throw away any converters, he says. Most of the systems will be leapfrogging from converterless 10- or 12-channel systems into the new technology, he says.

TCI's concept of PPV is different from most. Malone doesn't think big events—major sporting events and concerts—are "a great business." With the exceptions of the "really big fights," which are self-promoting, he says, it's too expensive to promote each event. He sees addressability as a means of reaching "small and targeted audiences efficiently and at relatively low charges." Instead of big events, he suggests the technology be used to offer pay-per-series programming, perhaps a two-evening-a-week opera service or "Playboy channel." "It will change everything," he says, "including how we sell advertising, how we merchandise, how we support our product and how we run our operation."

While addressability and PPV can be expected to make a big splash in cable in the



Rosencrans

near future, advertising's impact will be felt drop by drop. "There will be an increasing amount of advertising revenue," says Continental's Hostetter, "but five years from now I think advertising will still generate less than 5% of our total revenues."

Selling local spots on the advertiser-supported networks, individual systems serving large-market franchises are beginning to attract some big money. United's Schneider says the company's Tulsa, Okla., system is selling ad time at a rate of \$1 million per year. That works out to \$10 per sub per year, he says. "I can remember when we dreamed about such a number," he says. "We think that will go up to \$20 in the next years."

Beyond PPV and advertising are the two-way or enhanced services, such as "blue-sky" offerings as videotext, telebanking, teleshopping and home security. Such services cannot, of course, become widespread until two-way cable systems are pervasive. Although the new urban systems have two-way capability, the day when the bulk of cable subscribers are linked to such systems is several years off. There is no guarantee that even when the two-way systems are commonplace, any of the services thus far conceived will be a profitable cable business. Operators do seem fairly certain, however, that home security will be a winner. Many have already started dabbling extensively in it. United's Schneider notes that home security is entering a major growth period in which homes subscribing to such a service over cable or telephone will increase from today's 3% to 20% in the next 10 years.

How strongly a cable operator feels about the enhanced services as future revenue producers usually determines how he feels about putting regulatory shackles on AT&T. Most cable operators seem smug in the belief that AT&T will not venture into the video entertainment business. What bothers some greatly, however, is that AT&T will cross-subsidize cable right out of the potentially lucrative enhanced services businesses. Warner's Hauser, who is a great proponent of the two-way services, wants the safeguards. "A monster like AT&T could lose money in any business indefinitely," Hauser warns, "drive all the competitors out and remain the sole conveyor of that service."

Daniels's Sacman is simply bothered by the idea of cutting AT&T loose. "We have had some very bad experiences as cable operators and we are very, very reluctant to just say: 'Welcome on board guys: it's super to have you with us.'"

The Reagan administration has been a mixed bag for cable. Its tax rulings have been a blessing, but the high interest rates it may or may not be responsible for have been a curse.

Just about everybody was able to take advantage of the accelerated depreciation of equipment allowed. And, according to Continental's Hostetter, the "safe harbor lease arrangements were a bonanza" for the quicker cable operators. They were

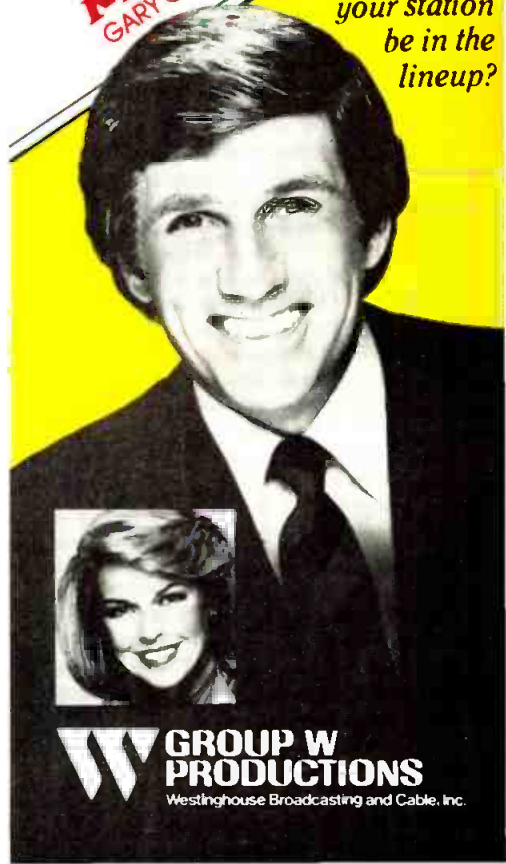
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only able to make such deals from June 1981 until Senator Robert Dole (R-Kan.) "shut the window" in January 1982 by announcing he would hold hearings aimed at putting a stop to the practice.

The safe-harbor ruling permitted operators with excessive new equipment to sell the investment tax credits and depreciation to companies in search of tax deductions. As Hostetter explained it, the cable operator would sell equipment to the other company and take back a note in payment. The cooperating company would then lease the equipment back to the cable operator. The lease payments exactly offset the payments on the note. "You just swapped paper." For the tax benefits, the cooperating company would then pay the cable operator a lump sum amounting to 25% to 30% of the total asset value involved. "If you put \$100 million worth of equipment in place during the period the window was open, you could take \$25 million right away," Hostetter says.

Continental was able to realize \$8 million by striking three such deals, Hostetter says. It was worth \$10 million to

United, says United's Schneider. "It was a good deal for purchasers and a good deal for us," he says. "The economics are sound." Robert Rosencrans, president, Rogers UA Cablesystems Inc. did not say how much his company netted from its deals, but said it got as much as 30% of the asset value from some.

Regardless of whether they are the fault of administration policies, high interest rates have had a deleterious effect on the cable industry. "Whereas it was easy to wait two or three years for things to come along when the interest rates were 7% or 8%," says TCI's Malone, "it's pretty tough when they're 16% or 17%. The payback may never come."

Although he says the high interest rate may jeopardize a system's payback, Malone feels the effect will not be that dramatic in most cases. The major-market systems will still turn out to be good investments, he says, "but not as good as if the interest rates were a lot lower."

The high interest rates are ameliorated by the fact that at least there is money available and major cable operators can

borrow at or below prime which stood at 16 1/2% last week. United's Schneider sees no repetition of the 1974 crunch, when "you could have been General Motors and there wasn't any money." And although major cable operators can borrow at favorable rates, Schneider notes, the smaller operators might not be so lucky. "A lot of companies do get hit with one, two, three points over prime and maybe a little bit more and that can get rough."

Newcomers might come up dry, suggests Continental's Hostetter. "We continue to be received warmly in the financial markets, but that is a reflection of our balance sheets, our existing systems and our prior performance," he says. "It is a very hard market for new entities. If Joe X, no prior cable experience, walked in with the Washington franchise, I doubt that he's going to find financing."

Unlike the high interest rates, the current recession seems to have had little impact on the consumer acceptance of cable. United's Schneider understands that "there is some point where obviously the recession and unemployment would affect

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The cable operator, like the cable viewer, has more programming than he knows what to do with. Some of it may not suit his purposes, but it's certainly there. From satellites alone there is enough for everybody, and then some.

The latest count finds that before this week is out, no fewer than 47 program services—35 basic and 12 pay—will be on satellites, available to systems all over the country. That's just this week. At least 15

others are on the way. And none of these tallies count the other programs and services, undoubtedly scores, being offered, sold or developed in the hopeful conviction that they'll find a place on one of the existing networks, stand alone or at the very minimum get enough takers here and there to make it all worth while.

How many will succeed is another question. Skeptics speculate that the land rush will thin down, eventually, to maybe 10 or 12 or 15 really successful national services. Certainly, few are making money now. Many are pouring dollars by the millions into their undertakings, unsure when they'll begin to recoup and move into the

black but convinced that their day will come. Some, without millions to pour, haven't got much beyond the drawing board and are looking for new financing. A few have gone out of operation, or pushed back their target dates, while they look for more money. But the hope is still there.

The most successful, by all accounts, are the pay services that specialize in movies. Home Box Office, cable's satellite discoverer, clearly leads the list. Showtime, HBO's biggest competitor, for another example, is moving into profit land. Among the smaller pay operations, Home Theater Network, principally owned by Westinghouse Broadcasting and specializ-

marketing. But so far we cannot discern any fallout."

Warner's Hauser remembers the angst he experienced when he won the franchise for Youngstown, Ohio, "the same week the steel mills announced they were closing." Warner hesitated, but finally decided to go ahead with construction. "We made the right decision; it's a good system."

"Our product is a bargain," according to Hauser, "and it's an even bigger bargain to those who have few alternatives available to them because they are out of work. As a result we are seeing it appeal even more to people who have less money than to the wealthy. It's not a rich man's service."

Indicative of cable's general health is the great interest in cable systems on the trading blocks. Although not as many as a year and a half ago, Saeman says, there are a "lot of buyers out there." Specifically, he says, a number of Fortune 500 companies are "looking to make long-term commitments to the cable industry with hopefully minimal impact on the short-term earnings per share." When Group W

purchased Teleprompter (now Group W Cable) last year, it had to promise to spin off 12 systems to come into compliance with the FCC's broadcast-cable crossownership rules. Group W Cable's Bresnan says there are "quite a few buyers" in the marketplace showing "a lot of interest" in the system being spun off. The interest is being expressed by other cable operators and by "outsiders," he says, particularly newspapers and tax-shelter syndicates.

To a man, the cable operators feel their business is a sound one. All they need, they say, is a fair shake from government. "Cable right now is one of the few exciting businesses in America," says Warner's Hauser. "It's at the beginning of a vast expansion in a recession economy. Cable is investing a lot of money, which shows a lot of faith in the business, and is employing a lot of people. And I wish that regulators would consider those things very carefully, because you can kill the golden goose. They risk chilling the atmosphere for this investment, and, if they do, we will all be the sadder." □

ing in "family" movies and travel and related programming, says it's making money. It is also in transition from four hours a day to 12 at midyear when it becomes HTN Plus.

That 12-hour day (4 p.m. to 4 a.m.), incidentally, is half the operating time of such larger pay operations at Time Inc.'s HBO and its all-movie Cinemax, the Viacom-Group W Cable Showtime service, Warner-Amex Satellite Entertainment's The Movie Channel and the MSO-owned Spotlight service, which currently provides movies and specials for only its owners (Times-Mirror, Cox Cable, TCI, Storer Cable and Cablevision Co.) but, according to officials, is considering distributing to other systems as well.

Since there are only so many movies, most of these systems—The Movie Channel and Cinemax being the major exceptions—include a wide range of other material, including sports and original productions. Showtime, for one, cites children's programs, movie classics, Broadway shows and "adult after-hours entertainment."

"Adult" entertainment, meaning R-rated or unrated movies, may be found at appropriate hours on many services, and on three it is virtually the only fare.

On Escapade, a service of Rainbow Programming Services—which is owned by Cablevision Co., Cox Cable and Daniels & Associates, and which also offers the Bravo fine arts service at the other end of the program spectrum—the adult films and specials include a large dollop of the Playboy Channel, a joint venture of Rainbow and Playboy Productions, and run from 8 p.m. to 6 a.m.

Private Screenings, from Satori Productions, went off the satellite last September, blaming dissatisfaction with transmission quality, but says it is currently re-evaluating the question. Meanwhile, officials say, they're selling three packages ranging

from two films a night on weekends to two each night of the week, all with "adult content and a high titillation factor." A third R-rated pay network, Eros, from Broadcast Programming Inc., is scheduled to commence operations this week (May 6), offering such feature-length films as "Emmanuel and Joanna," "Sensuous Wife" and "Man for Sale" from 11 p.m. to 2 a.m. on Thursday, Friday and Saturday nights, with expansion to six nights in July.

For systems and viewers who prefer their sports in the ring, Main Event Productions launched Super Fights of the Month via satellite last month with an evening of bouts from Resorts International in Atlantic City and plans a monthly card beginning in June, after a pre-emption for a larger bout this month.

For Spanish-speaking pay customers, Spanish International Network's Galavision offers first-run movies, variety specials, novelas (in 90-minute segments), mini-series and sports—and, under a new pact, Spanish-dubbed first-run American movies from Warner Bros. Television and Wescom Productions. Galavision is on 24 hours a day on weekends and from 1 p.m. to 1 a.m. on weekdays. It plans to go to full 24-hour service by 1983. Officials say they hope to start making money about nine months from now, some three years after Galavision started.

The tiniest niche in the current pay-cable spectrum is occupied by Rainbow's Bravo, which concentrates on performing-arts programming, including award-winning international films (about 60%), ballet, opera and symphony orchestras, plus special productions. Like Rainbow's Escapade, Bravo is in service from 8 p.m. to 6 a.m. Observers of human nature may note that Escapade subscribers outnumber Bravo's by more than four to one.

Among pay services in the wings, one of the most talked about, The Entertainment

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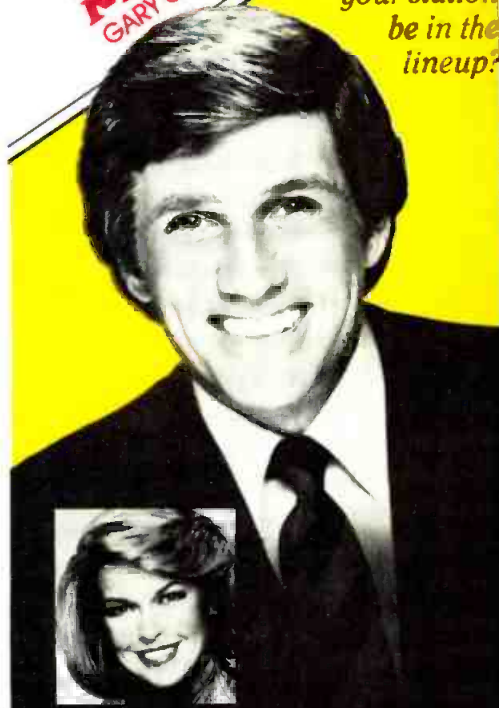
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Channel, seems aimed at Bravo's target audience, but with a broader focus encompassing middlebrow along with highbrow viewers. A joint venture of RCA and Rockefeller Center Cable, The Entertainment Channel says it will feature BBC programs primarily, plus theater productions (about 25%), movies (20%) and in-house productions (5%). Service will be 24 hours a day, seven days a week, and the start date is June 4.

Other pay services in the works include The Disney Channel, a joint venture of Westinghouse Broadcasting and Walt Disney Productions that will have access to the celebrated Walt Disney film library. With obvious attractions for children and family viewing, the service is scheduled to start in early 1983, 7 a.m. to 11 p.m.

In the music line, the Home Music Store plans to commence pay-cable operations Nov. 1, offering seven channels of music from rock through classical, with video to match. A service of Washington-based Digital Music Co., the Store says its signals will be transmitted digitally, with conversion to analog occurring in a decoder in the home.

Sports is scheduled to come to pay cable as a feature business with ABC/Getty Sports, the current, unofficial name of the alignment between ABC Video and Getty Oil's Entertainment and Sports Programming Network. The plan is to offer a major sports presentation each month on a pay subscription basis, with all-sports ESPN also to get supplementary coverage of some events from ABC Sports. The start date has apparently been delayed, however. Originally it was set for this spring. More recently, sources there said the date is uncertain.

Among the basic services—predominantly advertiser-supported, or meant to be—specialty is the name of the business. Except for the superstations and other broadcast-related programmers, virtually everybody picks an audience segment and goes after it.

ESPN, all-sports and sports-related, has the widest reach of all the "pure" cable networks (its potential home audience is exceeded only by the Spanish-language SIN TV network, seen on a network of TV stations as well as cable, and WTBS-TV Atlanta, the original and still most aggressively promoted superstation).

Another speciality, religion and prosocial values, is the province of the third largest service, Christian Broadcasting Network, which offers a variety of entertainment, including a soap opera, along with religious fare.

Still another highly popular speciality—news and information—is the heart of the third most widely distributed, the Cable News Network.

By far the most successful general-interest approach in basic advertising supported cable is provided by the USA Network (which started, incidentally, as a sports network under its original owner-

ship). Now it's a 24-hour service offering general-interest sports and entertainment, including *Calliope* for children, *The English Channel*, the *Alive and Well* health and fitness series, drama and, introduced last month, a 10-hour *Daytime* block that replaces its carriage of C-SPAN programming.

The news and information field is widely served, one way or another. CNN, which offers news, in-depth coverage and special-interest features around the clock, opened CNN2 in January as a headline service, also around the clock. And two other full-time cable news services, Satellite News Channels One and Two, are being developed jointly by Westinghouse Broadcasting and ABC Video and promise—to the loud dissatisfaction of CNN owner Ted Turner—to bring more competition into the field. News Channel One, with world and national news plus regional reports, is scheduled for launching June 21. News Channel Two with in-depth coverage and analysis begins in early 1983.

Special-interest news is available in a wide range of subjects and formats.

UPI Cable News provides news, sports, features and stock-market reports in alphanumeric format in 15-minute blocks around the clock.

The Financial News Network, serving broadcast TV stations primarily, is on cable mostly as a result of FCC must-carry requirements, but nevertheless estimates the nonbroadcast reach for its business, financial and economic reporting in the millions, and says it is expanding its efforts to add cable outlets directly.

North American Newstime, which claims to have been "the original all-news network" when formed by UPI in 1978, offers, under present owner Jim Uglum, a slow-scan service that, as of yesterday (May 2), was dropping agricultural and women's news in favor of travel and tourism reports as a supplement for its hard-news coverage.

Reuters NEWS-VIEW offers two channels of alphanumeric news reports—one providing general news on a 24-hour-a-day basis, seven days a week, and the other delivering financial news from 9 a.m. to 8 p.m. Monday-Friday, followed by sports and features at night and on weekends.

Dow Jones Cable News also is a 24-hour, seven-day alphanumeric service, providing business, financial and economic reports drawn from the Dow Jones newswire and the company's *Barron's* and *Wall Street Journal*.

In the public-affairs category there is C-SPAN (Cable Satellite Public Affairs Network), providing live coverage of the U.S. House of Representatives (and hoping the Senate, too, will open its doors). C-SPAN also presents tapes of House and Senate hearings, does interviews and covers the politically minded speakers at the National Press Club.

The subject everybody talks about—the weather—is covered continuously by the

newest service in operation, The Weather Channel, which was due to begin satellite distribution yesterday (May 2). Owned by media group owner Landmark Communications, Norfolk, Va., the service offers live weather coverage around the clock—both national and regional, with provisions for local as well.

Another highly specialized service is due to start June 30, when the Cable Health Network begins operation. With Viacom International among its leading backers, it promises 24 hours daily of news on developments in science, health and medicine, along with segments on fitness, nutrition and diet, the emotions, human relationships, life styles, self-help, children and aging.

Offering even more precisely specialized information and already in operation, is the Electronic Program Guide. EPG, a service of United Video, which distributes WGN-TV Chicago and WFMT(FM) Chicago to cable, provides an alphanumeric program guide, tailored to individual systems on a half-hour by half-hour basis.

Information on more diversified subjects is provided by other suppliers. The Satellite Program Network (SPN), from Southern Satellite Systems, delivers a 24-hour "life style" service that includes international, talk, how-to, business, financial and health programming along with classic movies—and, after some three years of operation, is said to have reached the break-even point if it's not actually making money.

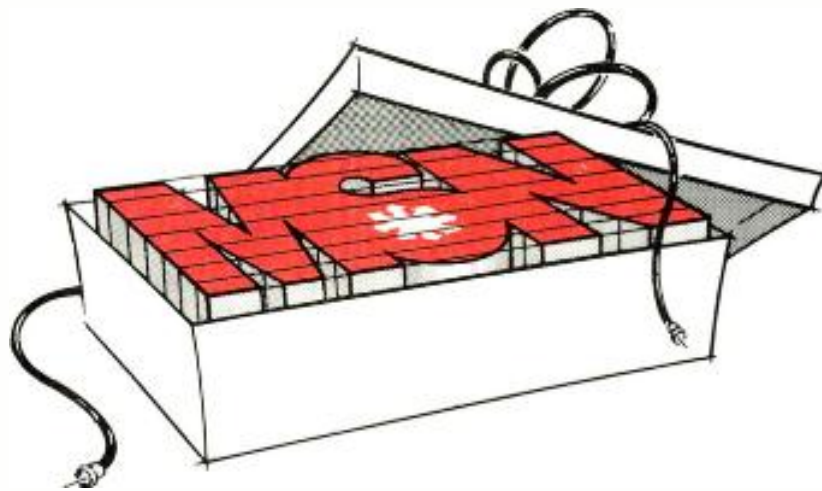
The Modern Satellite Network (MSN), owned by Modern Talking Pictures Inc., sees itself as basically a consumer information service for the housewife in the home, operating from 10 a.m. to 1 p.m. Monday through Friday and including a *Home Shopping Show*. Officials say it's made money almost from its start in January 1979.

A newer woman-oriented information service is Daytime, a joint venture of Hearst and ABC Video. In a magazine format, it offers information women may need to improve themselves and their lives, including segments on beauty, careers, cooking, fashion, health, sexuality, home decorating, diet and pet care. Launched March 15, it runs from 1 to 5 p.m. Monday through Friday.

Self-improvement of another kind is available from the Appalachian Community Service Network (ACSN), which offers adult education and instruction, college credit telecourses and consumer and community programming from 6 a.m. to 4 p.m. Monday through Friday and 6 a.m. to 1 p.m. on weekends. Formerly a government program, ACSN now is funded by cable system fees, participation fees from those (about 5,000) who take courses for college credit and some federal grants.

(Another effort in education via satellite, the American Educational Television Network, hasn't been so lucky. AETN suspended operations several weeks ago and is "trying to refinance," according to a spokesman. He said the net-

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work hopes to resume, but probably not before fall. AETN is publicly owned and would like to live up to its charter as a profit-making organization, according to the spokesman.)

Religion is the moving spirit of at least five networks. Unlike most other basic services, they program for a general audience, the religious motif being their unifying common denominator.

Heading the list, at least in number of subscribers, is the Christian Broadcasting Network (CBN). Started in 1977, CBN offers 24 hours of religious and entertainment programming, including the *US AM* morning show and the *Another Life* soap opera—both stressing pro-social values—and college sports and movie classics. Its *700 Club*, a news and information magazine conducted by the Rev. Pat Robertson, CBN's founder, is said to have half a million "members" who contribute monthly.

People That Love (PTL) offers interdenominational Christian entertainment, news and specials in a 24-hour-a-day schedule. Oral Roberts, Rex Humbard and Robert Schuller are among the evangelists in PTL's lineup. There's also *Richard Hogue Weekdays*, a "Donahue style" audience show, plus dramas, children's shows, sports and Christian music.

The Trinity Broadcasting Network (TBN) presents a mixed fare of Christian

programming, including movies, talk, drama, variety and children's shows. Its support, leaders say, comes from viewer donations, solicited in two one-week telethons a year. The programming is round the clock.

The Eternal Word Television Network (EWTN) offers nondenominational Christian programming that spokesmen say is about 50% family entertainment and 50% syndicated Catholic programming. The former includes movies and syndicated programs like *Lassie*, while the latter includes *Christopher Closeups* and programs that feature the late Bishop Fulton Sheen. EWTN operates from 7 to 11 p.m. daily, and leaders emphasize "no on-air solicitation," explaining that their financial support comes from donations solicited through the mail.

The National Christian Network (NCN) stresses the multid denominational aspect of its religious programming, which leaders say provides "open access" to all interested groups and thus offers "the widest possible variety." They also emphasize that "we do not raise funds in any way" during the programming, which extends from 6 a.m. to 8 p.m.

The Episcopal Television Network, run by a private nonprofit group based in New York, has been "temporarily" out of commission since the end of January, when it lost its subleased transponder. But leaders say they hope to find another and resume distribution of its weekly two-hour ser-

vice—6-8 p.m. Sundays—by midyear, perhaps as early as this month.

The class acts of satellite programming for basic cable are, by common agreement, ARTS and CBS Cable. They are quite possibly the ones, too, on which the most money is being spent by their creators.

ARTS, whose rarely-used formal name is Alpha Repertory Television Service, is a joint venture of the Hearst Corp. and ABC Video, offering three hours a night—9 p.m. to midnight—of programming devoted to the performing and visual arts: drama, music, ballet and other dance forms, opera, literary works, sculpture, painting, photography and design. It's now into its second year, having started April 12, 1981.

CBS Cable, the CBS/20th Century-Fox entry in the cultural-programming field, provides "quality" drama, opera, music, variety, Broadway plays, symphony orchestras, paintings, cabaret performances and documentaries. The programming is in three-hour blocks that are repeated three times within a 24-hour period, providing a 12-hour daily service (4:30 p.m. to 4:30 a.m. Monday-Friday and 5 p.m. to 5 a.m. Saturday and Sunday). It's been in service since last Oct. 12.

If there are any potential rivals in the offing to compete for this audience—and for advertisers to reach it—they haven't yet disclosed their intentions. The closest approach appears to be in pay cable—with

Basic Services

Service	Number of systems	Subscriber homes reached
1. WTBS(TV) Atlanta	4,052	20,375,000
2. ESPN	3,545	15,382,271
3. CBN	2,100	14,600,000
4. CNN	2,142	11,815,650
5. C-SPAN	1,100	10,500,000
6. USA Network	1,700	10,000,000
7. Black Entertainment TV	845	9,100,000
8. Nickelodeon	1,725	7,700,000
9. Financial News Network	300	7,500,000 ¹
10. WGN-TV Chicago	2,520	7,000,000
11. ARTS	1,600	6,500,000
12. PTL	600	5,200,000
13. Daytime	250	4,900,000
14. WOR-TV New York	1,309	4,864,600
15. Satellite Program Network	456	4,366,883
16. Modern Satellite Network	330	4,100,000
17. CBS Cable	350	4,000,000
18. Music Television	600	4,000,000
19. Reuters NEWS-VIEW	300	3,500,000
20. UPI Cable News	500	3,500,000
21. Weather Channel	172	2,500,000
22. National Jewish Television	87	1,850,000
23. ACSN	220	1,500,000
24. Trinity Broadcasting Network	152	1,202,478
25. CNN2	83	1,100,000
26. North American Newstime	85	870,000
27. WFMT(FM) Chicago	107	700,000
28. Lifestyle	50	482,300
29. Dow Jones Cable News	300	400,000
30. Eternal Word TV Network	24	320,000

31. National Christian Network	50	318,000
32. Electronic Program Guide	22	233,000
33. SIN TV Network	600	20,500,000 ²
34. Reuter Monitor	NA	NA ³
35. Good Stuff	NA	NA ⁴

¹ FNN serves broadcast TV primarily. Homes estimate represents those reached through must-carry requirements on cable.

² SIN TV serves nine interconnected TV stations and number of low-power and other TV stations in addition to cable.

³ Reuter Monitor is data service on unspecified, but limited number of systems.

⁴ Good Stuff is primarily on TV stations. As of May 29 it will be off satellite and sold to systems on tape basis.

Pay Services

Service	Number of systems	Subscriber homes reached
1. Home Box Office	3,300	8,500,000
2. Showtime	1,500	3,000,000
3. The Movie Channel	2,150	2,200,000
4. Cinemax	900	1,500,000
5. Super Fights of Month	20	1,000,000
6. Spotlight	50	300,000
7. Escapade/Playboy	115	206,000
8. Home Theater Network (Closing June 30, see HTN Plus, below)	275	155,000
9. Eros (Due to start May 6)	10	100,000
10. Galavision	134	100,000
11. Bravo	26	48,300
12. HTN Plus (Replaces HTN as of June 30)	NA	NA

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Bravo, already-operating; with the upcoming Entertainment Channel, though it apparently will seek a much wider audience; and, a few years down the road, with the Public Broadcasting Service through its projected "grand alliance" with cultural and educational institutions.

Children's programs, featured as components of many basic services, are the exclusive fare on Nickelodeon, Warner-Amex's 13-hour-a-day service for young people. The widely praised and widely carried programing runs from 8 a.m. to 9 p.m.

Another basic service catering to youngsters—in this case, those in the 7-14 age group primarily—is Good Stuff, which serves low-power television stations for the most part and which is dropping its satellite delivery effective May 29. After that, it'll be selling to cable on a tape basis, at half a cent a subscriber per month, based on subscriptions at time of signing. Good Stuff is a service of the Agency for Instructional TV, Bloomington, Ind., a nonprofit organization. Chet Tomczyk, director of special markets, hastens to add, though with a laugh, that "Good Stuff is helping us stay that way."

Black and ethnic programing is currently available from at least three basic services, and more are under development.

The SIN TV network's Spanish-

language series, specials and news coverage serves both television stations and cable systems—and the network pays its system affiliates according to the number of Spanish surnames among their subscribers. It's a 24-hour service.

Black Entertainment Network (BET) provides feature films, musical specials, sports and public affairs programing oriented to black audiences for three hours a week, 11 p.m. to 2 a.m. on Friday nights, and is scheduled to expand to six hours a night—8 p.m. to 2 a.m.—seven nights a week on Aug. 1.

National Jewish Television delivers programing aimed primarily at Jewish audiences for three hours a week (1-4 p.m. Sundays). Included: commentary and discussion with Israel's Abba Eban as host, a one-hour magazine dealing with life in Israel and discussions of controversial issues before a studio audience.

Among the basic services in preparation is the Apollo Entertainment Network (formerly called the Black Music Network) by New York-based media group owner Inner City Broadcasting. AEN officials say they're shooting for an Oct. 1 start with music oriented to the urban contemporary audience, celebrity interviews, video jocks and record promo tapes, 6 p.m. to midnight.

Buena Vista Channel, Buena Vista Cable Communications, Los Angeles, is looking to provide a bilingual service—70% in English, 30% in Spanish—starting this fall. It expects to start with microwave interconnects in southern California, and get onto a satellite later.

Music and music-related programing is increasingly popular basic fare, if the number of companies getting into it is any clue.

Warner-Amex's MTV: Music Television leads the list of current specialists with its 24 hours a day of taped concerts and music programs in Dolby FM. It claims to be the only all-day, all-stereo video music channel, and offers contemporary stereo music integrated with television.

WFMT(FM) Chicago provides "fine arts radio in stereo" around the clock, while Lifestyle, a service of group station owner Capitol Broadcasting's Seeburg Music Library, Raleigh, N.C., offers "upbeat instrumental" easy-listening music, also around the clock.

High on the list of music and music-related services in the making is the Nashville Network, being developed by the Nashville-based NLT Corp. and its Opryland Productions, with Group W Satellite Communications handling distribution. Plans include a variety and interview show, situation comedy, country game show and segments built of country music record charts. Target date: first quarter of 1983.

Heartbeat Media, which plans to offer music and related programing ranging from classical to jazz, is shooting for a December launch. Derek Meade, presi-

dent, said he will have a co-venturer but isn't free to say who it is.

Video Concert Hall was on satellite for two and a half hours a night from November 1979 until February 1981, when it went off "for several reasons, but mainly because we were undercapitalized," a spokesman reported. VCH, owned by Henderson-Crowe Productions, Atlanta, has since linked up with Sea Shells Inc., a media venture firm, also of Atlanta, as its administrative general partner, and hopes to return to satellite in midyear with two hours a night of audio-video service in the style of "contemporary hit radio—including country, soul, jazz or whatever becomes a hit."

Among other basic services reported in various stages of preparation, offering diverse specialties are:

Chromatic Animation, Chromatic Communications, New York—Plans to provide a variety of animated programs for about two hours a night, five nights a week, probably piggybacking on an existing cable network. Target date: sometime this summer.

Don King Sports and Entertainment Network, Rancho Palo Verdes, Calif.—Three hours of boxing matches (9 p.m. to midnight) on third Wednesday of each month, starting July 21. Also planned: One pay-per-view bout every three months.

Kidvid, from ARP Films, New York.—Planning about 21 hours a week or programing for children, mostly animation. Target date: October.

UTV Cable Network, Fair Lawn, N.J.—To feature "Involvision" programing, or audience participation "without the two-way." Plans include phone-in, discussions with hosts, polling, "Super Bingo." Target: last quarter of 1982.

On the horizon, too, is an expanded use of satellite-and-cable combinations for information-retrieval services. Examples:

The Dow Jones News/Retrieval Service, widely used in business as a source of financial data since it was started in 1974, is testing cable in Park Cities, Tex., and Clearwater, Fla., and expects to be on three other systems—and on a satellite—before the end of the year. Time Inc. is relying on satellite distribution to get its Video Text service—offering news, entertainment, advertising and "other material of value" with provisions for inserts by participating local newspapers—from New York to systems in San Diego, Calif., and Orlando, Fla., in tests due to start in September. And Reuter Monitor, also a high-speed information service, is already on Satcom III-R, serving an unspecified number of systems in addition to others that get it through phone lines. The Reuter service is available to cable systems generally, and Time's Video Text may soon be declared available to operators who want to test it themselves.

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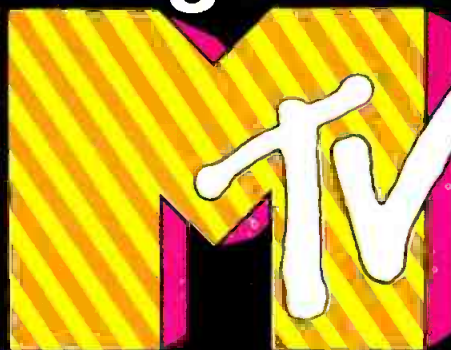
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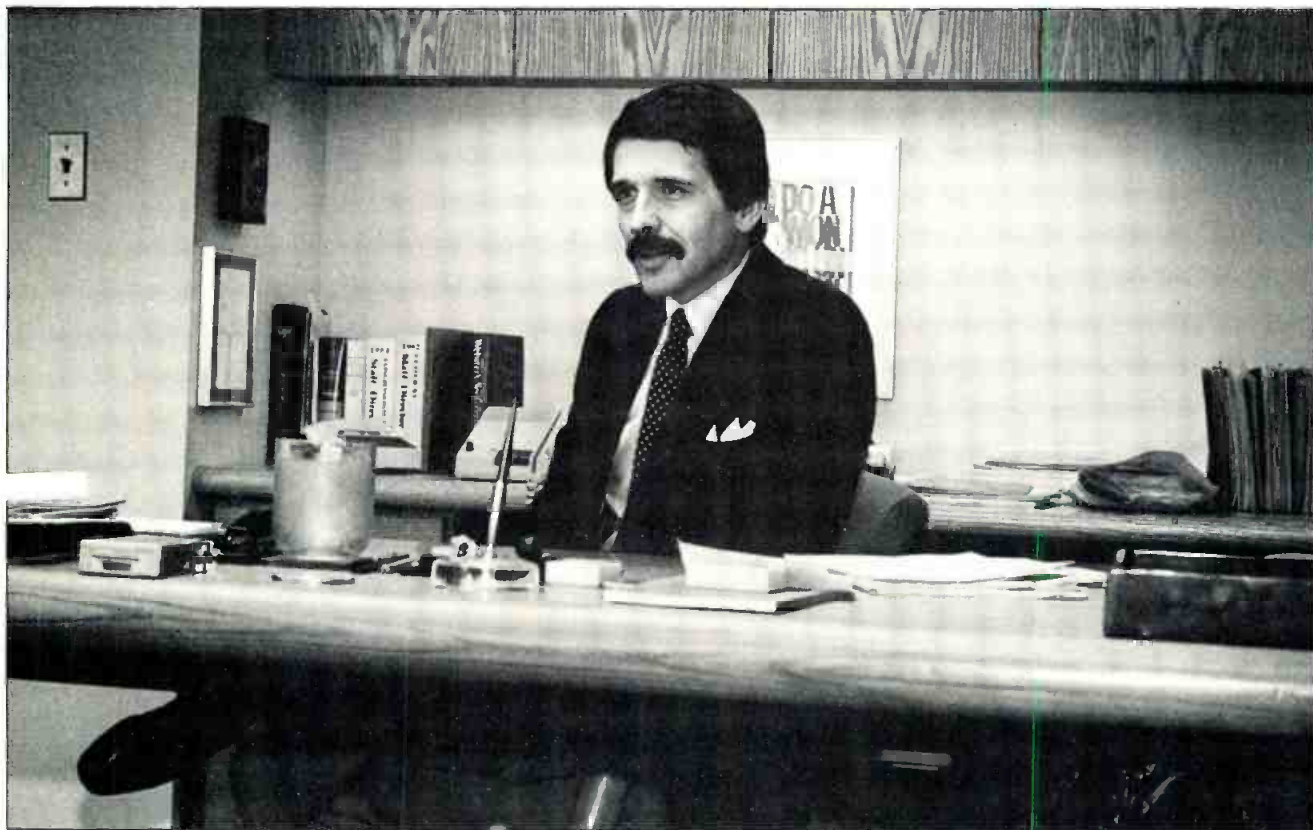
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NCTA PRESIDENT TOM WHEELER

Cable, 1982 and the New Realities

An interview with the president of the National Cable Television Association

What are you going to tell the cable industry at this year's NCTA convention? What do the delegates need to know?

The main theme is one of where are we going and what are we going to do about it. It's a little different from what we had in years past, when we were oriented toward the message that "You've got to broaden your horizons and recognize there are other business opportunities." Now it's more, "How do you deal with the new marketplace realities?" The big difference in 1982 is that other delivery media have taken the idea that cable developed—that is, the premium delivery of product targeted to specific audiences—and they're competing for that market.

Before, we might have been the only way to deliver that kind of premium product. Today we have to compete like mad for the consumer's loyalty.

And how do we do that? We're going to focus on what that means in terms of our own marketing efforts, what that means in terms of our own business planning and the kinds of services we have to be offering or the manner in which we ought to be offering them, and what it means in terms of public policy.

I'll give you a for instance. We had Browne, Bortz & Codrington do a study for us on the impact of STV on the cable market [BROADCASTING, April 26]. And we found that 50%—it blew me away—50% of STV subscribers do not switch to cable when cable comes to their area. Now that's an incredible number.

Is that a change in actuality or in perception of reality? A couple of years ago the accepted wisdom was that STV had a window only until cable got there. That's no longer thought to be true?

The research sure shows something different. It's a fascinating study. What it shows is that if you took two markets—an area that was cabled before STV was introduced, and an area where STV was introduced before it was cabled—interestingly enough, in both areas, 54% of the people chose not to subscribe to either. But, whereas 46% went to cable in the cable-first area, in the STV-first area, only 15% switched to cable when it arrived. Which means that, in essence, STV was getting a third of what we had come to expect was our market. And that doesn't account for the competitive impact of SMATV [satellite master antenna TV] or multichannel MDS or DBS.

Or multichannel STV, which is here apparently, technologically. God, it's a new day!

How big an impact is SMATV making now?

I'll give you an example. Warner is trying to build an 80-channel cable system, a two-way Qube system, in Dallas at a cost of \$100 million. It is competing with three STV's, one MDS, and innumerable SMATV's. The hot bed for SMATV's is Dallas right now.

I'll give you another example. In the heart of the Brooklyn franchise area sits Co-op City, with 15,000 units. Co-op City is now being organized to have its own SMATV. You might as well pull it out of the franchise area. It's incredible.

We've got to approach the marketplace the way Procter & Gamble approaches the marketplace. I mean, we're selling Duz against Oxydol, is what is going on.

We've got to talk about pricing. We have to go after product

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differentiation. We've got to go promotion, we've got to go advertising—all of which are things we have never really had to engage in in the past. And so we're going to be focusing on those things at the convention.

In addition, we're going to be focusing on something near and dear to my heart, obviously, and that's public policy—the impact of it. I don't think it's fair when a cable operator in Brooklyn or a cable operator in Dallas (I'll keep picking on Dallas to keep consistent) has to compete with three STV's, one MDS and innumerable SMATV's that, for instance, pay no franchise fee. While the first five cents off the top of the cable operator's dollar goes to the city. Nor do I think it fair when cable has to meet public access requirements, and set aside funds in order to get the franchise, to meet the terms of the franchise, and the SMATV operator doesn't have to. Or, that the cable operator has must-carry rules, for instance.

What it means is that an SMATV operator can offer just the



“What we do want them to do is to say that the competitors are going to compete on a level playing field.”

things consumers want and buy cable for—which is not must-carry rules, nor access channels. He can offer the things that customers want with about half the channel capacity, and, of course, at less cost.

I thought they wanted distant signals.

What we've always said is that the customer wants a limited number of distant signals, and that the value of distant signals decreases as their number increases. Remember the FCC's economic impact study? It showed that the first distant signal brought you 10%, the second distant signal brought you 6%, the third distant signal brought you 1%. So, yes, they want a limited number of distant signals. But it's not a driving force—nor in the last five years have we held it out to be a driving force.

I'm not running out and selling my cable stock, but it's a different world than we perceived it to be until very recently, and than public policymakers still perceive it to be. What I'm trying to say is that there are new realities we've got to deal with. They don't spell the end of the business—unless they're responded to improperly. And if we don't respond to them improperly from our marketing approach, and if the government doesn't respond to them improperly from a public policy approach, we'll be all right. Those challenges didn't exist 18 months ago.

What do you want the government to do?

What we don't want them to do is what the broadcasters asked them to do with regard to cable. We don't want them to stop the new technologies or to slow down the new technologies. We believe there is room for all of us in the new marketplace.

But what we do want them to do is to say that the competitors are going to compete on a level playing field. That you're going to

have equality of policy towards each operation. There are tremendous disparities that exist today, and there are more disparities that are being proposed—for instance, in the Goldwater bill, which would have you wave bye-bye to 20% of your channel capacity.

Doesn't that waltz you into a corner on the compulsory license? That's certainly not a level playing field.

In the best academic analysis, you're probably right. But in the political and marketplace analysis, you're wrong unless you couple must-carry to it. You can't have half a loaf.

Isn't that the point of the copyright legislation—to preserve the compulsory license at all costs?

Yes.

Do you still believe strongly in that legislation?

I've tried my damndest to get it passed, but it's very hard.

What impact did the Eastern Microwave decision have?

I think it indicated to some of the folks who were not willing to make what we thought were the necessary compromises that the status quo in copyright may not have been as rosy a picture as they had expected.

There are those who say that cable may have only a 10-year window. And that while the 1980's may be the decade of cable, the 1990's would swing back to broadcasting again because of DBS and other nonwired services. Are you saying there may be more to that than you might have said a year ago?

No. I have said all along that broadcasting and broadcasters aren't going out of business; that if they will evolve both technologically and in services there is room for them to continue to succeed in the marketplace. I think there is room for all of us.

Did you see that line in the ABC Inc. annual report? They have an essay that ends up talking about the 1% solution: “With so many new entrants competing for pieces of television audience, none of them will be able to command a very large piece. Only those who can profit from a small audience will be able to profit at all.”

I think that's a pretty good point, and I think that's the way the marketplace is going. We've always said broadcasters have to change their approach in the marketplace, and now I think what we're saying is that it applies to us, too. You know, we've got to look at some new realities, also. It's not the same business.

How do you respond to those realities in the marketplace, as opposed to Washington?

What are the traditional components of the marketplace? Pricing, product differentiation, promotion, advertising. Coming out of the grocery industry, as I did five years ago, I'm familiar with the Procter & Gamble strategy of creating soaps that compete with each other in order to get a little bit more total corporate market share. You know, one soap is for colors and another is for cold water and another for either hot or cold water and this is for kids, et cetera.

That's what we've got to do. That's the challenge, and I'm heartened, frankly, by the entrance of more and more former packaged-goods consumer product marketers into this business, because that's where the future lies.

But don't the marketers sell cable as a package, trying to go in with the full service and smearing the distinction?

Bingo. That is the key point. Now, is that the way we should continue to sell cable? What we're finding in research is that it's not that you're selling 50 channels to someone that makes them subscribe. It's the fact that there are five of those 50 channels—to pick a number—that appeal to one household, and there are another five that appeal to the folks next door, and five here in the middle that appeal to the folks across the street. And that's the way you sell cable. You don't say, “I've got all of this.” You say, “Hey, here what you're interested in and this is why you ought to subscribe to the whole panoply.”

Is there another current in the mix now, with this economy? Is there an undercurrent of caution, of anti-expansionism, that con-

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Helen Johnson, Program Director, KTVE
Monroe, Louisiana — El Dorado, Arkansas

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cerns you? Is there still fire in the furnace?

No. I think the same kind of entrepreneurial zeal, if you will, continues. The problem is that you're looking at a cable operator having to make choices. Is he going to reformat his marketing, and that's going to be his route to market share and profits? Or, is he going to put his efforts into advertising? Or is he going to put his efforts into pay-per-view? Or is he going to put his efforts into local data distribution? You know, shop-at-home or whatever it is. The challenge is that there are so many things facing us that you can't give full due to all of them, and you've got to pick and choose. And the question is: Where do you pick and choose? And I don't have any answers to that.

What's the state of your cable universe? Is it growing at a pace that seems appropriate?

Yes. We're still growing at about a quarter of a million homes a month. That's pretty good.

What about addressability and things of that sort? Is that slowing you down?

Yes. The new marketing approaches—addressability, multitier, pay-per-view, etcetera—are clearly technology-dependent. The business concept is there before the hardware to effectuate it is there. But I think it's an interim problem—a window that's closing.

Is it true that most of cable's revenues or that most of its profits come from the small systems, the 12-channel systems?

I'm not sure that 12-channel is the proper characterization, but obviously it's not the major markets that are generating the profits today. The smaller, more classic cable systems, however, are themselves going to be hit by this revolution that we're talking about.

This is of interest. Did you know that 82% of all the building

permits in Dallas last year were for multiple-housing units? It's because of the economy, basically, and the costs of building that it's going that way. That's the heart of SMATV's. And that kind of statistic, as off the wall as it may be, has to have an impact on cable television. Remember, 85% of cable subscribers just subscribe in order to get movies without commercials.

And Comsat's SMATV plan. That makes Comsat look awfully good, doesn't it?

It sure does. But it is not a reason to hang crepe on cable. If we can respond. If we can't respond, then maybe we will be left behind.

Can cable sell something other than its foundation pay services, or is that all you can really sell? Just the movies and the major sports attractions?

Well, that is the 1%. That's the principle that's driving everybody.

That you can?

That you can.

But who has been successful in that direction?

That's a different question, I don't know.

Well, such services as CBS Cable certainly haven't been.

But you've got to say to yourself: Why? It goes back to the fact that none of us know how to market it.

What about AT&T? How does that change the game from last year?

Well, of course, I continue to believe that yesterday's issue is copyright and the relationship with broadcasters. Today's public policy issue is AT&T, because that will determine whether or not we get to tomorrow, and the other things that are coming down the road in relation to cities and the other future issues.

I continue to have grave concerns about the AT&T settlement. I've said this before and I say it again—to call that an antitrust

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victory is the greatest deceptive ploy since Br'er Rabbit begged not to be thrown into the briar patch. It is not an antitrust victory; it is government complicity in a major corporate restructuring. And government addressing itself only to a limited series of issues. We've got to move ahead on it; we've got to have further clarification of what AT&T can and can't do. So long as they have a 97% monopoly on long distance phone service, out of which to crosssubsidize, then I don't see that they should have any role in the emerging information publishing services that H.R. 5158 calls for.

What is it that scares you about AT&T, specifically?

They had \$29 billion in long-distance revenues last year. Now just 1% of that—which would never be felt in the market, which can be hidden in the books—that's \$290 million. Now what can you do with \$290 million that suddenly appears, to get into and predatorially crosssubsidize a heretofore competitive area? That 1% would have no impact on AT&T's existing marketplace, but there would be a huge impact over here, just because of the hugeness of the number you'll be getting. That's the kind of concern I have.

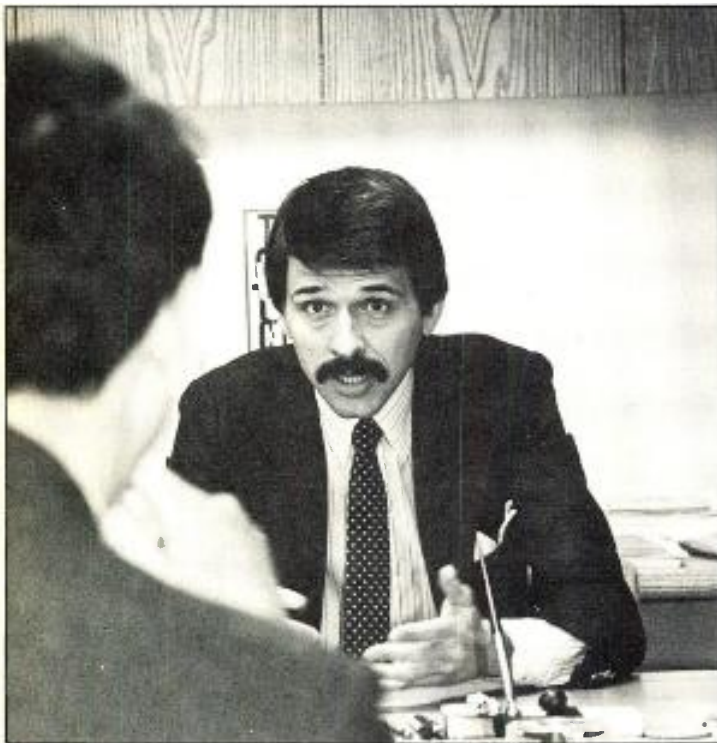
Well, what do you think they're going to use that money to do? To buy into cable, to do two-way services or videotext or what?

I don't know. I don't know and I don't care. But I don't think that they ought to use that money to further expand their monopoly base.

Look at the history of AT&T. One hundred years ago they made the decision that they were going to use their newly developed long lines as the club to get local telephone companies to sell out to the Bell system. So they went to the Jessell Telephone Co. and they said, "Hey, Mr. Jessell, do you want to hook up to our phone system so that people can do more than call across town? They can call Aunt Minnie. Well, here are the terms, fellow—you have to do it on our terms."

And if he didn't do it, they went to another phone company in the town—at that point in time there were multiple phone companies—and so somebody in the town had the advantage that the Jessell Phone Co. didn't, and they used that to gain their position.

They have continued to use the existence of a long-distance



Wheeler on the AT&T settlement:

"... greatest deceptive ploy since Br'er Rabbit begged not to be thrown into the briar patch."

monopoly to expand into another area, a different area, with either access to the facilities, or the money generated from the facilities being the club to buy you out.

Now I don't think that ought to happen again. I think we ought to learn that that's what the history of it is, and they can do the same thing with long lines today in broadband that they did with long lines in twisted pair unless someone says, "Wait, stop."

What's behind your reluctance on co-located broadcast-cable crossownership?

There needs to be an incentive for competitive services to grow and to compete. And there isn't if you're all under the same corporate umbrella. That's (a). And (b) it would seem to me from a broadcaster's point of view that they wouldn't want it, either, frankly. If I were in a town where there were three broadcast outlets and one of the broadcast outlets also owned a cable system, I wouldn't like to be one of those other two broadcast outlets, having to compete against what the first can do to put together dollars to buy programs or events to take audience away from them like mad. So it seems to me it's also a question of balance from the broadcaster's point of view.

Well, how do you feel about broadcasters programing on cable channels?

I think it's terrific. I made a speech to the Colorado Association of Broadcasters two years ago in which I said, "Hey, where is it written that you can only program one channel? Why don't you take that huge excess capacity that you've got sitting there, because you use it for an hour or 90 minutes a day, and plug it into the cable system?" Interestingly, Satellite News Channels has an element of that concept.

What are the other issues on the horizon as you go to the convention? Is municipal ownership a big concern?

Yes. It's one of the three principal issues: copyright, the telephone company and our relationship with the cities. Those are the public policy issues. And then there are the marketing issues of how we respond to the new competition.

Are you going to be here next year?

I hope so.

Are you in negotiations on your new contract as yet?

I'm not running away from the prospect of being here next year, but to date I have not had substantive enough discussions with the leadership of the association to make that kind of a decision.

How would you assess this past year from your own point of view? Has it been an "up" year?

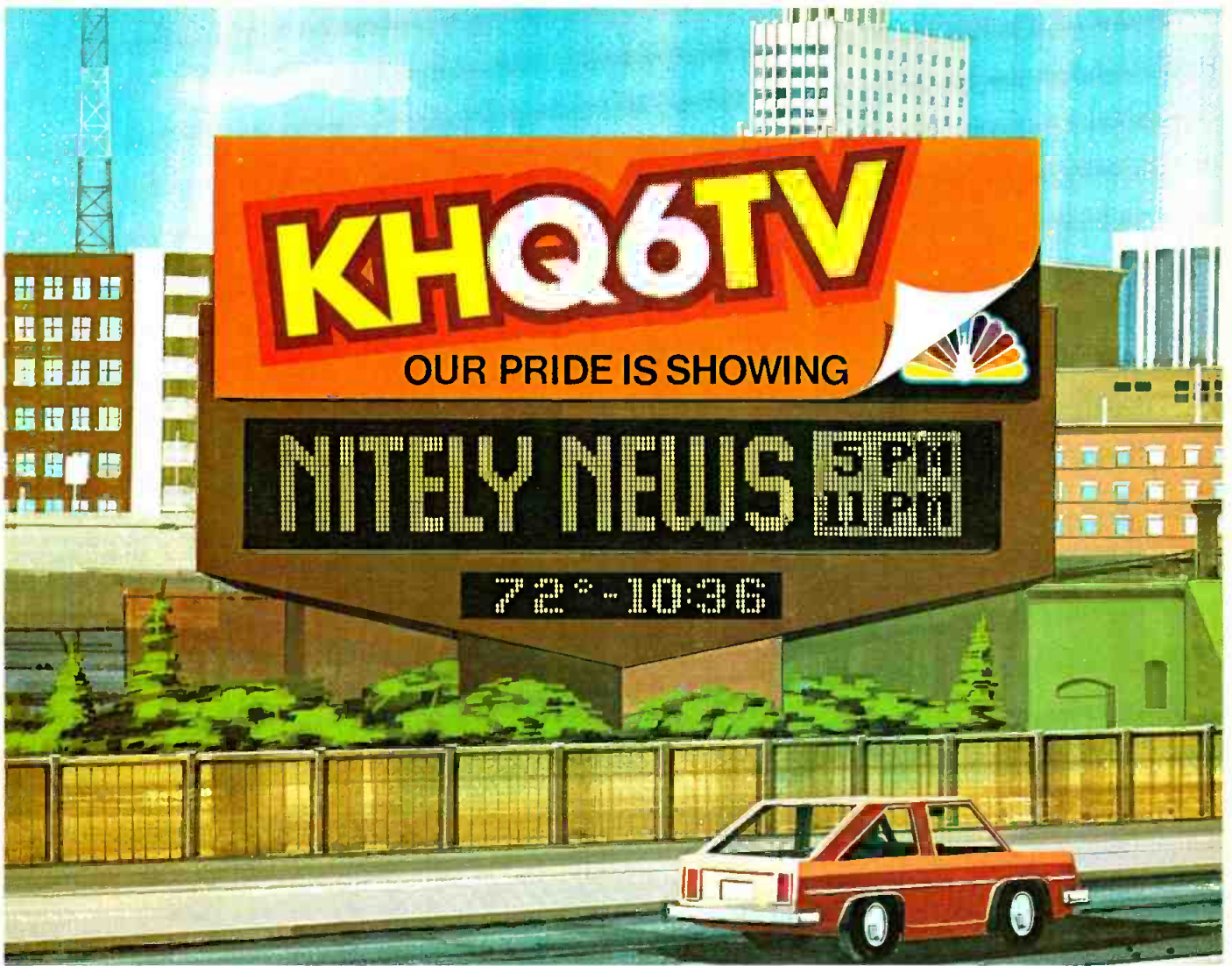
Yes, I've been very pleased. I think that over the past year the association management has improved. We now have three-year goals and objectives and combined objectives that we're trying to live up to. We have weathered the storm in terms of losing two key senior executives simultaneously.

The copyright issue was very traumatic. Have you ever had as big an issue as that one was this year?

No. But I don't look back on the copyright experience with regret. I wouldn't go out and seek it again, but it seems to me that if you are to have an association that provides some kind of leadership, that risk happens. You have to just expect to go through those kinds of experiences, and I hope that they pay us for more than sitting down here and being "somewhere between a periscope and a torpedo," as someone once said. And if they don't, they've got the wrong people leading.

Do you think there is a greater chance of a federation of industry associations than there was a year ago, or are we getting at all close to harmony?

I think we are getting more and more close together. I don't think we've reached the magic moment yet, but I don't think it's beyond the realm of possibility. I don't think it's going to be in the next week or in the next year, but down the road as we see this market evolving, and talking about the changes that are taking place in the 80's, it's entirely feasible.



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American Sign & Indicator

NCTA annual convention finds an industry in the best of health, but keeping an anxious eye on rapidly growing competition; Reagan to speak via videotape

The National Cable Television Association opens its convention doors to an expected 16,000 participants today in Las Vegas, with a packed agenda and speaker list.

The theme of NCTA's 31st convention is "Cable Delivers"—a bullish message being sent to cable operators who will be given advice throughout the convention on improving marketing methods in today's competitive media environment.

NCTA last week announced that President Ronald Reagan will tape remarks for NCTA before C-SPAN cameras in the White House library Monday afternoon. The tape will be shown at Wednesday's luncheon, which will feature economist-author Arthur Laffer, developer of the Laffer curve, an influence on Reaganomics.

(NCTA's acceptance of a taped presidential message is in contrast to what happened at the National Association of Broadcasters convention in Dallas last month. That association turned down a taped message from the White House, banking on hopes Reagan would appear in person at the NAB next year. ["Closed Circuit," April 12].)

The NCTA convention also will see the chairmanship gavel pass from Allen Gilliland of Gill Cable, San Jose, Calif., to John Saeman of Daniels & Associates, Denver. The formal changeover will take place at NCTA's board meeting scheduled for Thursday. (Monroe Rifkin of Rifkin-Fox will take over as vice chairman. Gustave Hauser of Warner-Amex moves



from secretary to treasurer and Jerry Lindauer from treasurer to secretary.)

Among items on the board agenda are H.R. 5158 and the FCC's rulemaking on network-cable crossownership. H.R. 5158 deals with restructuring the telecommunications environment in light of the Justice-AT&T settlement, and it is expected the board will discuss the handling of future amendments that may be added to the bill as it passes from committee to the House floor.

NCTA opposed the FCC crossownership proposal and has requested that the commission put out a notice of inquiry on the matter. The board also will pledge support for the industry's Ace programming awards as NCTA attempts to heighten their importance. The 126 nominees will be introduced at Wednesday evening's banquet with the awards to be presented on a national cablecast preceding the Western Cable Show in November.

The board also will receive three new members: E.B. Chester, Tar River Communications, Rocky Mount, N.C.; John Evans, Arlington Telecommunications Corp., Arlington, Va., and Myron Pattison, Crawfordsville Community Cable, Crawfordsville, Ind., elected April 1. Four at-large seats will be filled by a membership election Monday, and associate members Jim Heyworth of HBO and Robert Johnson of Black Entertainment

Television will move up from alternative status to voting members of the board. Bryan Blow, chairman of the independent operators board, also will become an NCTA board member.

In addition to NCTA, other media organizations will be holding meetings in Las Vegas. The board of directors of the National Satellite Cable Association will meet Monday, May 3. It is a new Chicago-based group of satellite master antenna (SMATV) or "private cable" operators. SMATV operators differ from their cable counterparts only in the legal sense. They install cable on private property only, whereas cable must secure public right-of-ways. By wiring multi-unit buildings and complexes they could cut into a cable operator's market.

And a weekend seminar on MDS was to run from April 30 to May 2 at the Aladdin hotel. Among the speakers: Rinaldo Brutoco, Dorason Corp.; John Calvetti, Select TV; John Shackelford, Microband; Dick Herman, Golden West Broadcasting; Diane Hinte, Standard Communications, and Terry Easton, National Entertainment TV.

Still, all eyes will be on the NCTA. The convention numbers continue to grow, with attendance expected to pace last year's which benefitted from walk-in participants in Los Angeles and a healthier economy. Exhibitors have grown from 350 to 398, filling 200,000 square feet.

Today's opening session is designed to start the convention off with a bang, literally. After the introductory remarks by convention chairman, June Travis of ATC, NCTA President Tom Wheeler, Gilliland and Sen. Howard Cannon (D-Nev.) a marching band complete with fireworks will send the convention on its way.

The NCTA Agenda: Day by Day Out West

Coverage contingent. BROADCASTING's editorial, advertising and circulation teams at NCTA will be headquartered in the Hilton and Sahara hotels. On the scene: Larry Taishoff, Don West, Harry Jessell, Matt Stump, Kathy Haley, Steve McClellan, David Whitcombe, Win Levi, John Andre, Gene Edwards, David Berlyn, Charles Mohr, Tim Thometz and Kwentin Keenan.

Sunday, May 2

Registration. Noon-6:30 p.m. Convention Center.

Reception. 6:30-8 p.m. Hilton Pavilion.

Monday, May 3

Registration. 7:30 a.m.-6 p.m.

Opening session. 9-11 a.m. Hilton Pavilion. June Travis, American Television & Communications, convention chairman; Senator Howard Cannon (D-Nev.); Allen Gilliland, Gill Cable, NCTA chairman; Thomas Wheeler, president. NCTA.

General session. Social and Economic Trends Affecting the Cable Industry. Moderator: Thomas Wheeler. Panelists: Arthur White, Yankelovich, Skelly & White; J. Richard Munro, Time; Louis Gerstner, American Express Co.; Frederick Pierce, ABC.

Exposition grand opening. 11 a.m.

Luncheon. 12:30. Hilton grand ballroom. Speaker: Representative Timothy Wirth (D-Colo.).

Public policy sessions. 2-3:30 p.m. E-1. *Cable Copyright: Can the Compromise Survive.* Moderator: James Mooney, NCTA. Panelists: Senator Patrick Leahy (D-Vt.), Representatives Robert Kastenmeier (D-Wis.), Thomas Luken (D-Ohio), Carlos Moorhead (D-Calif.), Matthew Rinaldo (R-N.J.), and Harold Sawyer (R-Mich.). Reactor: Mary Pittelli, *Communications Daily*.

AT&T: A Competitor or a Predator. E-3. Moderator: Ralph Baruch, Viacom. Panelists: Representatives Dan Lungren (R-Calif.), Marc Marks (R-Pa.), Al Swift (D-Wash.), W.J. Tauzin (D-La.), Harold Washington (D-Ill.). Reactor: Art Hill, *TVC*.

Technical speaker. 2-2:30 p.m. Room B. Howard Anderson, Yankee Group.

Breakout sessions. 2:30-4 p.m. *What's the Next Horizon in Pay Programming.* A-4. Moderator: Ed Allen, Western Communications. Panelists: John Cooke, Times Mirror; Greg Nathanson, Showtime; Robert Pittman,

TURNER.

WHAT HAPPENS

If you want to predict where tomorrow's cable innovations will come from, here's a suggestion:

Look where they're coming from today.

If you want to know where tomorrow's trends will develop, look to the company with a proven reputation for trend-setting.

If you want to know where your support is coming from tomorrow, look to the people who've always been there when you needed them.

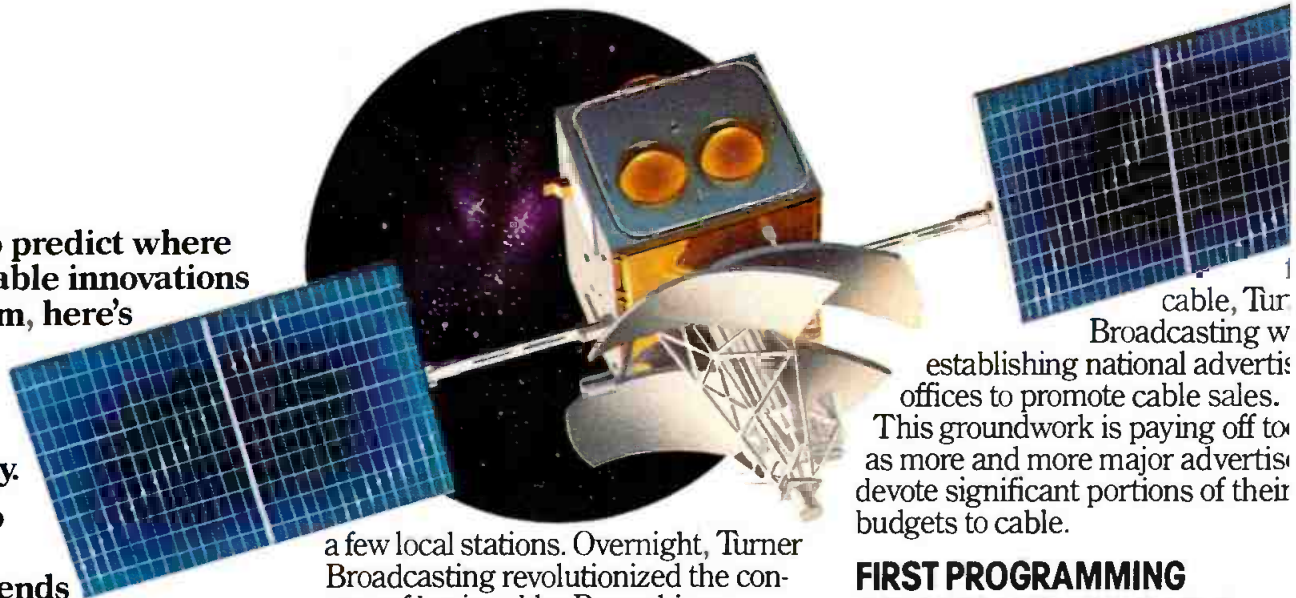
Time after time, one company has accounted for more than its share of the cable industry's historic innovations, breakthrough trends, and support.

That company is Turner Broadcasting.

Time after time, it happens here first.

FIRST BASIC SATELLITE SERVICE.

Until December 17, 1976, all that most cable systems could offer their customers was improved reception of



a few local stations. Overnight, Turner Broadcasting revolutionized the concept of basic cable. By making SuperStation WTBS available, operators could make basic cable more desirable to viewers who had never considered subscribing before. From that moment on, the cable industry has never been the same.

FIRST 24-HOUR CABLE SERVICE.

Today, with so many cable services offering round-the-clock programming, it seems almost routine. But when Turner Broadcasting first offered the SuperStation 24-hours a day it was revolutionary. Subscribers and operators alike responded with immediate enthusiasm. Other services have followed the trend ever since.

FIRST NATIONWIDE CABLE AD SALES.

At a time when advertisers and their agencies had no room in their plans

cable, Turner Broadcasting was establishing national advertising offices to promote cable sales. This groundwork is paying off to as more and more major advertisers devote significant portions of their budgets to cable.

FIRST PROGRAMMING SPECIFICALLY FOR CABLE.

As cable's first satellite-delivered basic service, SuperStation WTBS has developed programming that responds to the needs and request of operators and subscribers from coast to coast. Classic movies, live sports and great original programs have made the SuperStation the most popular of all cable services.



HERE FIRST.

FIRST NATIONAL NIELSEN MEASUREMENT.

At a time when advertisers demanded solid evidence of the size of cable audiences, they found it in the ratings of SuperStation WTBS. The SuperStation was the first cable network with national metered measurement by the Nielsen Television Index—the accepted standard of the TV industry.



FIRST 24-HOUR IN-DEPTH NEWS.

In June 1, 1980, Turner Broadcasting took a step that changed the face of TV forever. The debut of Cable News Network gave cable operators a revolutionary 24-hour news service unequalled in either broadcast or cable TV history. CNN was launched on time, has continued as

promised, and has established itself as cable's most important network.



FIRST 24-HOUR HEADLINE NEWS.

With the introduction of CNN2 on January 1, 1982, Turner Broadcasting answered a need for a second kind of cable news. CNN2 delivered the news quickly, in capsule form, with a flair that viewers responded to immediately. Almost overnight, CNN2 attracted its own audience among subscribers who wanted a lot of news in a little time. It gave cable operators another powerful tool to attract basic subscribers—and keep them.

FIRST NATIONWIDE CABLE INDUSTRY SUPPORT.

From the beginning, Turner Broadcasting became part of the first line of defense against attempts to legis-

late away the gains of the cable industry. To the public and the government, Ted Turner has become one of the most visible and articulate defenders of cable television.

FIRST LOCAL SYSTEM MARKETING SUPPORT.

SuperStation WTBS and Cable News Network were the first services to put all the tools of modern marketing in the hands of cable operators. Turner furnished operators with plans for launch and ongoing maintenance, as well as complete marketing materials—and the advertising dollars needed to make it all work.



FIRST LIVE, WEEKLY NCAA FOOTBALL CABLECASTS.

Beginning in Fall, 1982, the SuperStation will bring operators yet another programming innovation to help increase subscribers—live, prime-time Saturday night college football. The first season alone, 19 major college games are on the SuperStation schedule.



NO, WE DIDN'T DO IT ALL ALONE.

Early in the growth of cable, Turner Broadcasting recognized the kind of supplier/operator teamwork it takes to help build a pioneering business enterprise.

It takes the ability to provide programming excellence, quality service and continuous support to help develop growth and retention for cable operators.

And it takes operator loyalty to help a good service constantly improve and expand upon its product.

For a service to prosper, it must be sensitive to the ongoing needs of operators and be willing to deliver...on time, and as promised.

We've cultivated that kind of teamwork from the beginning.

And it's still the same philosophy we practice today.

It's what helped us grow. It's what helped cable operators grow.

It's the reason we can say, "It happens here first."

So if you're looking for tomorrow's innovations, look to the people with the track record of performance.

Look to Turner.

TURNER BROADCASTING.

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Turner Broadcasting System, Inc., 1050 Techwood Drive, N.W., Atlanta, Georgia 30318

Warner Amex Satellite Entertainment; Michael Fuchs, Home Box Office; Arnold Huberman, Rockefeller Center Cable Television. Reactor: Jonathan Banner, *View*.

Text Services: Do You Go By the Book? A-5. Moderator: Richard Loftus, Scripps-Howard. Panelists: James Holly, Times-Mirror; Roy Bright, Intelmatique; Larry Pfister, Time Video Information Services. Reactor: Gary Arlen, Arlen Communications.

What's the Bottom Line in Cable Advertising? A-6. Robert Alter, Cabletelevision Advertising Bureau. Panelists: Jack Clifford, Colony Communications; Thomas McKinney, Teleprompter; James Heavner, Village Cable; Whitney Goit, Warner Amex. Reactor: Edmond Rosenthal, *CableAge*.

People Make the Difference. G-2. Moderator: William Speisel, Cox Cable. Panelists: William Dabney, East Bay Skills Center; John Mueller, Hay Associates Management Consultants; Beverly Dreher, Times Mirror. Reactor: Judy Rudrud, *TVC*.

Technical sessions. 2:30-4 p.m. **Data Transmission Systems.** Room B. Moderator: Robert Tenten, Manhattan Cable. Panelists: Paul Baran, PacketCable; Ernest Tunmann, Tele-Engineering; Robert Dickinson, E-COM Corp.; Dr. Robert McNamara, Metronet.

New Developments in Addressable Hardware. Room D. Moderator: David Large, Gill Cable. Panelists: Charles Eissler, Zenith Radio; M. Farouque Mesiya, Times Fiber Communications; Patrick Birney, Pioneer; William Thomas, Zenith Radio.

Public policy sessions. 3:30-5 p.m. **Professional Sports on Cable: Strike Three.** E-2. Moderator: Jerry Lindauer, Times Mirror. Panelists: Senator Charles Mathias Jr. (R-Md.), Representatives John Conyers Jr. (D-Mich.), Mickey Leland (D-Tex.), Tom Railsback (R-Ill.), James Sensenbrenner (R-Wis.), Henry Waxman (D-Calif.). Reactor: Pat Gushman, Titsch Publishing.

Who Regulates Cable: The Markets or the Mayors? G-1. Moderator: Brian Conboy, Time. Panelists: Senators Max Baucus (D-Mont.), and Arlen Specter, (R-Pa.); Representatives Thomas Bliley Jr. (R-Va.), Cardiss Collins (D-Ill.), Edward Madigan (R-Ill.), Mike Synar (D-Okla.). Reactor: Merrill Brown, *Washington Post*.

Exhibits. 4-6 p.m.

Tuesday, May 4

Registration. 7:30 a.m.-6 p.m.

Exposition. 8 a.m.-6 p.m.

Technical sessions. 8-9:30 p.m. Room D. **Why Aren't Fiber Optics Being Used in CATV?** Moderator: Dr. Paul Polishuk, Information Gatekeepers. Panelists: I. Sruki Switzer, Cablecasting Ltd.; Irving Kahn, Broadband Communications; Archer Taylor, Malarkey, Taylor and Associates; Larry DeGeorge, Times Fiber.

Local Programing Facilities Design. Room B. Moderator: David Archer. Panelists: Donald Langley, University of Cincinnati; Jerry Richter, Rice-Richter Associates; Wayne Montone, Acoustical Engineering Group; Tom Garofalo, Video Images; Peter Rafalow, Valley Cable TV.

Eyeopener sessions. 8:30-9:30 a.m. **Franchise Renewal: Nuts and Bolts.** R-1. Moderator: John Evans, ARTEC. Panelists: Sally Davison, Staunton Video; Charles Younger, Continental Cablevision; Gary Hokenson, Cox Cable.

Franchising and Financing for the Independent Cable Operator. R-2. Moderator: Alex Mercure. Panelists: Herb Wilkins, Syndicated Communications; Eddie Pena, TeleVu Cable TV; Zakee Rashid, Telecable Corp.

Apartment/Condos: Where Cable Challenges Dwell. S-1. Moderator: Doug Jarvis, Jack Barry Cable Management. Panelists: Jack Gault,

No. 1

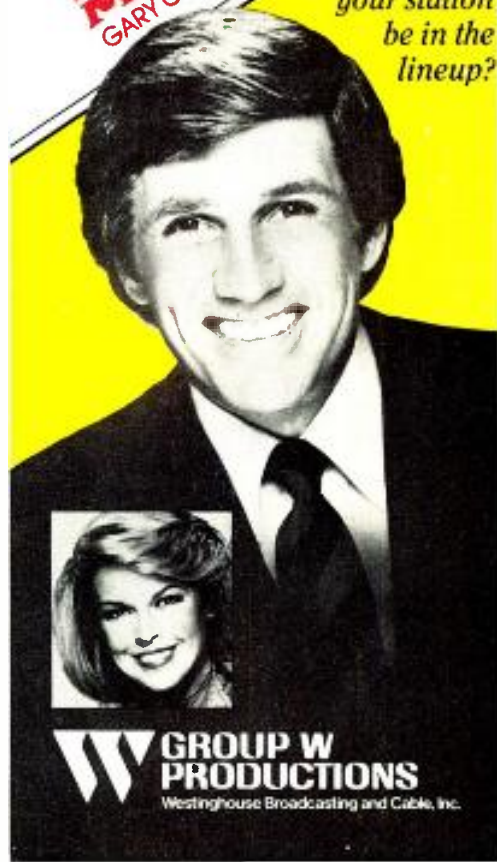
INFORMATION TALK SHOW AFTERNOONS

Source: Feb. 1982 NSI Cassandra

No wonder
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15 more
stations.

HOUR
MAGAZINE
Host GARY COLLINS
Host PAI MITCHELL

Shouldn't
your station
be in the
lineup?



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Westinghouse Broadcasting and Cable, Inc.

Manhattan Cable; Neil Burmeister, American Cable TV; Tom Campbell, Campbell Management; Dan Shields, United Cable.

Audience Research: Cable Advertising Key. S-2. Moderator: Bruce Hoban. Panelists: Robert Sieber, Turner Broadcasting; Robert Maxwell, Home Box Office; William Bernard, Daniels & Associates; Audrey Morrison, Good-Vue CATV.

Emerging Security Issues. T-1. Moderator: Richard Burman, Warner Amex. Panelists: Bruce Terry, Ackerman Security of Atlanta; John Mabry, Central Station Electrical Protection Association; Don Hoke, Master Security Systems.

With Friends Like This. . . T-2. Moderator: James Holland, NCTA. Panelists: Timothy Boggs, House Judiciary Committee; Thomas Cohen, Senate Commerce Committee; Christopher Coursen, Senate Commerce Committee; Randall Davis, House Energy and Commerce Committee; Thomas Rogers, House Telecommunications Subcommittee; Aubrey Sarvis, Senate Commerce Committee.

Distant Signals: Going, Going, Gone? N-2. Moderator: Brenda Fox, NCTA. Panelists: Gordon Fink, Senate Commerce Committee; Rodney Joyce, House Telecommunications Subcommittee; Bruce Lehman, House copyright subcommittee; Thomas Mooney, House copyright subcommittee; Ward White, Senate Communications Subcommittee.

General session. 10-11:30 a.m. Hilton Pavilion. **Making Cable Policy.** Moderator: John Saeman, Daniels & Associates. Panelists: James Quello, FCC; Mimi Dawson, FCC; Bernard Wunder, National Telecommunications Information Administration.

Technical sessions. 10-11:30 a.m. Room B. **Data Transmission Technologies.** Moderator: Dr. Garold Tjaden, Cox Cable Communications. Panelists: Jon GrosJean, Datavision; Stephen Klare, Scientific-Atlanta; Jay Jubert, Wang Laboratories; A.H. Sonnenschein, Microwave Communications Products.

Satellite Technology and Microwave System Design. Room D. Moderator: Dean Popps, Communications Technology Management. Panelists: Marvin Mason Jr., MetroVision; William Johnson, Microwave Filter; Allen Koch, Compucon; John Wong, FCC; Dom Stasi, Warner Amex.

Luncheon. 12:30-2 p.m. Hilton Ballroom. Senator Barry Goldwater (R-Ariz.).

Technical sessions. 2-4 p.m. **Multibeam Satellite Antennas.** Room D. Moderator: Scott Tipton, HBO. Panelists: Eugene Augustin, Antenna Technology Corp.; Gil Hodges, SAVAK International; Keith Larson, Hughes Microwave; Marvin Shoemake, SatCom Technologies.

Interfacing CATV with New Consumer Electronics Products. Room B. Moderator: Joseph Van Loan, Viacom Cablevision. Panelists: Gerald Bahr, Cox Cable; I. Switzer, Cablecasting Ltd.; Dr. Walter Ciciora, Zenith Radio; Robert Rast, American TV & Communications.

Breakout sessions. 2:30-4 p.m. **The Paper Chase: Sources of Financing.** Room A-4. Moderator: Thomas Marinkovich, Daniels & Associates.

Panelists: Fred Joseph, Drexel-Burnham-Lambert; Herbert Wilkens, Syndicated Communications; Steven Halsted, Centennial Management Co.; Jim Cavanaugh, Tribune Company Cable. Reactor: Tom Southwick, *Multichannel News*.

How to Sell Buck Rogers When He's Real: Addressability and Pay Per View. A-6. Moderator: Monroe Rifkin, Rifkin-Fox Communications. Panelists: Robert Hosfeldt, Gill Cable; Christopher Derick, Teleprompter; Ted Rogers, Rogers Cablevision. Reactor: Barbara Ruger, *Cablevision*.

Who Should Own Cable Systems: Network/Broadcast Crossownership. E-1. Moderator Dan Aaron, Comcast Corp. Panelists: Bill Lilley, CBS; Larry Harris, FCC; William Bresnan, Teleprompter; Alan Pearce, George Washington University. Reactor: Donald West, *BROADCASTING Magazine*.

Switch to Cable: I Need Those Figures. E-2. Moderator: Frank Drendel, M/A-COMM. Panelists: Sid Topol, Scientific-Atlanta; Allan Arlow, Centel; Donald Silverman, Local Digital Distribution; Joseph Van Loan, Viacom. Reactor: Dr. Jerome Lucas, *DataCable News*.

The Hide of a Rhinoceros: Penetrating the Market. G-1. Moderator: David R. Van Valkenberg, Cox Cable, Panelists: Brian Gail; Ted Bates; Gary Bryson, ATC; Bob Klein, Klein &; Edward Carter, Warner Amex. Reactor: Nick Furlotte, Cable Marketing.

Wednesday, May 5

Registration. 7:30 a.m.-6 p.m.

Exposition. Open 8 a.m.-6 p.m.

Technical sessions. 8-9:45 a.m. **System Reliability/Status Monitoring.** Room B. Moderator: Joseph Preschutti, C-COR Electronics. Panelists: John Skrobko, Scientific-Atlanta; Neil Rapoport, RCA Cablevision Systems; John Dahlquist, General Instrument; Henry Kallina, Cable Communications of Iowa; Mohamad Masri, RCA Cablevision Systems.

Applications of Fiber Optics in CATV. Room D. Moderator: Ray McDivott, Warner Amex. Panelists: Dr. Paul Polishuk, Information Gatekeepers; James Herman, Times Fiber; Dr. Douglas Pinnow, Times Fiber; Ray Tyn-dall, Falcon Communications; Robert Sobczak, United Cable TV of Connecticut.

Eyeopener sessions. 8:30-9:30. **A Slice of the Pie: Small Contractors Can Compete.** Moderator: Catherine LeBlanc, Scientific-Atlanta. Panelists: Harry Hart, Nationwide Underground Cable; Mike Mannheim, Cox Cable; A. Gus Warren, LBI Electro-Optics Corp.

Somebody's Stealing My Signal. R-2. Moderator: Kenneth Gunter, UA Columbia Cablevision. Panelists: Sam Towne, Gill Cable; Sgt. Jim Emmons, San Jose, Calif., police department; Neil McHugh, Viacom Cablevision.

Is There a Computer in Your Future? S-1. Moderator: Myron Pattison.

Crawfordsville Community Cable. Panelists: Dick LaPorte, Gill Management Systems; John Hughes, NABU Manufacturing; Ray Madison, Cable Data; Gill Varella, Rogers UA Columbia.

Cable and the National Advertising Revenue Stream. S-2. Moderator: William Ryan, Palmer Communications. Panelists: William McGee Broadcast Marketing Co.; Robert Hance III Eastman Cablecorp; Robert Johnson, Black Entertainment Television; Ira Tumpowsky, Young & Rubicam.

Cable Embraces the Local Community. T-1. Moderator: Jeanne Cozad, Continenta Cablevision of Ohio. Panelists: Larry Namey, Valley Cable Television; Gene Linder, ATC Anne Eason, Cox Cable.

Why a broker?

It's not a Court without a Judge.

 Lester Kamin & Company

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New Challenges at the System Level. T-2. Moderator: Sheldon Satin, Sheldon Satin Associates. Panelists: Bruce Ellis, Cox Cable; Richard Erwin, Cable TV of Puget Sound; Ted Livingston, Continental Cablevision; James Robbins, Suffolk Cablevision.

Competitive Pay Practices in Cable. N-2. Panelists: Richard Tesaro, Michael Adler and John Moyer, of the accounting firm of Ernst & Whinney.

Technical sessions. 10-11:30 a.m. *Satellite Spacing.* Room B. Panelists: Norman Weinhouse, Hughes Communications; James Nelson, Prodelin; Marvin Freeling, RCA American Communications; Dr. Guy Beakley, Scientific-Atlanta.

Videotext on Cable: Is the Technology Here? Room D. Moderator: Gil Tash, Times Mirror Cable TV. Panelists: Michael Dufresne, Videotron Communications; Gary Stanton, Southern Satellite Systems; Efreim Goldberg, GTE Laboratories; Yves Noirel, CCETT.

Breakout sessions. 10-11:30 a.m. *How Much is a Cable System Worth?* A-4. Moderator: Keith Cunningham, Prime Cable Corp. Panelists: Paul Kagan, Paul Kagan Associates; Fred Vierra, Daniels & Associates; Jeffrey Marcus, Communications Equity Associates; Douglas Dittrick, Tribune Company Cable.

Whose Subs Are They? A-5. Moderator: Edward Bennett, Viacom. Operators: Marc Nathanson, Falcon Communications; Martin Lafferty, Cox Cable; Burton Stanier, Teleprompter; Vivian Horner, Warner Amex. Suppliers: Jonathan Hayes, Group W Satellite Communications; Chester Simmons, ESPN; Robert Wussler, Turner Broadcasting; James Perkins, Hearst-ABC Video Services; Kay Koplovitz, USA Network; Richard Cox, CBS Cable. Reactor: Maurine Christopher, *Advertising Age*.

A Matter of Balance: Costs and Benefits of the Optimal Program Package. A-6. Moderator: Frank Scarpa, Valley Video Cable. Panelists: Charles Townsend, United Cable; Thomas Willett, Continental Cablevision; Larry Miles, Times Mirror Cable; Dale Parker, Heritage Communications. Reactor: Les Brown, *Channels of Communication*.

The Front Page: A New Cable Connection. E-1. Moderator: Graham Moore, Tele-Communications Inc. Panelists: Mel Tinney, ATC; Frank Washington, E.W. Scripps; Ben Smylie, Field Electronics Publishing. Reactor: Neil Hickey, *TV Guide*.

Multitier Regulation: State and Local Public Policy Issues. E-2. Moderator: Bill Strange, Jr., Sammons Communications. Panelists: Steven Simmons, Sammons Communications; Kenneth Spigle, Community Antenna Television Commission of Massachusetts; Frank Greif, Seattle telecommunications officer; Sheila Mahony, Cablevision Systems; Marvin Weatherly, Alaskan public utility commission. Reactor: Norm Black, AP.

Cable and the AT&T Settlement: Will it Reach Out and Touch You? G-1. Moderator: Gustave Hauser, Warner Amex. Panelists: Ivan Wolff, Donaldson, Lufkin & Jenrette; Randy Nichols, FCC; David Aylward, House Telecommunications Subcommittee; representative of AT&T. Reactor: Merrill Brown, *Washington Post*.

Luncheon. 12:30-2 p.m. Hilton Pavilion. President Ronald Reagan by videotape. Address by economist Arthur Laffer.

Technical sessions. 2-4 p.m. *Future Technologies.* Room B. Moderator: Thomas Polls, Communications Engineering Management Services. Panelists: William von Meister, Digital Music Co.; Robert Brown Jr., Cima Telephone and Television; Dr. Charles Alvord, Communications Technology Management; Ron Jensen, 3M Co.

Control of Noise and Distortion in Distribution Systems. Room D. Moderator: Ann Muller, CTIC Associates. Panelists: I. Switzer, Cablecasting Ltd.; Harry Reichert, General Instrument; George Luetzgenau, TRW Semi Conductor; Clifford Schrock, CableBus Systems Corp.

General session. 2:30-4 p.m. Hilton Ballroom. *Business Challenges in an Evolving Technology.* Moderator: Allen Gilliland, Gill Cable. Panelists: Paul Bortz, Browne, Bortz & Coddington; Trygve Myhren, ATC; Leonard Matthews, American Association of Advertising Agencies.

Banquet. 7:30 p.m. Awards presentation and entertainment by Sammy Davis Jr.

UP

IN PRIME ACCESS

WJKW-TV Cleveland
M-F 7:00 PM*

	Rating & Share	Women 25-54	M 25-
FEB '82	People's Court	13/22	84 7
NOV '81	Muppets	9/16	37 3

WBAL-TV Baltimore
M-F 7:30 PM*

	Rating & Share	Women 25-54	Me 25-
FEB '82	People's Court	14/24	70 6
NOV '81	Family Feud	12/21	51 4

KXLY Spokane
M-F 7:30 PM**

	Rating & Share	Women 25-54	M 25-
FEB '82	People's Court	19/31	27 2
NOV '81	All In The Family	10/19	12 1

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PEOPLE'S
COURT

*Arbitron, as dated **NSI/Cassandra, as dated

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Stock Index

Exchange and Company	Closing Wed. Apr 28	Closing Wed. Apr 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	36	35 1/8	+ 7/8	+ 2.49	7	1,036
N Capital Cities	76	76			12	989
N CBS	42 1/8	41 5/8	+ 1/2	+ 1.20	7	1,176
N Cox	30 7/8	31	- 1/8	- .40	15	874
N Gross Telecasting	25	24 3/4	+ 1/4	+ 1.01	6	19
O LIN	23	22 1/4	+ 3/4	+ 3.37	14	236
N Metromedia	219 1/2	209 1/2	+10	+ 4.77	15	831
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17	17			10	175
N Storer	29 1/2	29 7/8	- 3/8	- 1.25	14	468
N Taft	31 3/4	31 1/4	+ 1/2	+ 1.60	9	303
O United Television	8 3/8	8 3/8			14	100

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	24 5/8	23 3/4	+ 7/8	+ 3.68	18	97
A Affiliated Pubs.	24 3/4	24 1/4	+ 1/2	+ 2.06	9	128
O A.H. Belo	18 1/8	17 1/2	+ 5/8	+ 3.57	7	166
N American Family	9 3/8	9	+ 3/8	+ 4.16	9	126
N John Blair	32 3/4	29 5/8	+3 1/8	+10.54	9	122
N Charter Co.	9 1/2	8 3/4	+ 3/4	+ 8.57	7	205
N Chris-Craft	38 7/8	39 5/8	- 3/4	- 1.89	10	87
N Cowles	35 1/2	33 1/2	+2	+ 5.97	22	140
N Dun & Bradstreet	68	65 5/8	+2 3/8	+ 3.61	16	1,903
N Falchild Ind.	15	14 3/8	+ 5/8	+ 4.34	6	195
N Gannett Co.	36 3/4	35 1/8	+1 5/8	+ 4.62	12	1,949
N General Tire	18 5/8	19 1/2	- 7/8	- 4.48	7	438
O Gray Commun.	34	34			7	16
N Gulf United	17 3/4	17	+ 3/4	+ 4.41	6	476
N Harte-Hanks	25 1/4	26	- 3/4	- 2.88	10	245
N Insilco Corp.	15 1/2	15 3/8	+ 1/8	+ .81	7	233
N Jefferson-Pilot	27 1/2	29 3/8	-1 7/8	- 6.38	6	593
O Josephson Intl.	8 3/8	7 5/8	+ 3/4	+ 9.83	7	32
N Knight-Ridder	31 1/2	30 7/8	+ 5/8	+ 2.02	10	1,014
N Lee Enterprises	26 1/4	25 3/4	+ 1/2	+ 1.94	10	181
N Liberty	12 3/4	13	- 1/4	- 1.92	6	162
N McGraw-Hill	52	49	+3	+ 6.12	13	1,292
A Media General	37 7/8	37 7/8			9	265
N Meredith	59 1/8	56 1/8	+3	+ 5.34	7	188
O Multimedia	31 3/4	31 3/4			12	322
A New York Times Co.	41 1/4	36 1/4	+5	+13.79	10	509
N Outlet Co.	32 3/4	34 1/8	-1 3/8	- 4.02	60	87
A Post Corp.	27 1/2	27 1/8	+ 3/8	+ 1.38	15	50
N Rollins	15 3/4	14 1/8	+1 5/8	+11.50	9	432
N San Juan Racing	22 1/8	22 1/8			35	95
N Schering-Plough	30 5/8	30 1/2	+ 1/8	+ .40	9	1,628
N Signal Cos.	20 1/2	20 1/8	+ 3/8	+ 1.86	7	1,480
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 1/4	18 3/8	- 1/8	- .68	8	17
N Times Mirror Co.	45	43 3/4	+1 1/4	+ 2.85	10	1,536
O Turner Bcstg.	12 1/2	11 1/2	+1	+ 8.69	15	255
A Washington Post	33 3/8	33 1/4	+ 1/8	+ .37	14	469
N Wometco	24	24 3/8	- 3/8	- 1.53	13	326

CABLE

A Acton Corp.	7	7 1/8	- 1/8	- 1.75	233	33
N American Express	47 7/8	49 7/8	-2	- 4.01	9	4,442
O Burnup & Sims	12 1/8	12 1/4	- 1/8	- 1.02	13	105
O Comcast	20 1/4	19 1/4	+1	+ 5.19	19	90
N General Instrument	38 5/8	39	- 3/8	- .96	14	1,191
N Group W Cable	37 1/2	37 1/2			30	638
O Heritage Commun.	9 3/8	9	+ 3/8	+ 4.16	26	67
O Rogers Cablesystems	6 5/8	7 1/8	- 1/2	- 7.01	133	145
N Tele-Communications	21 1/2	19 1/2	+2	+10.25	52	600
N Time Inc.	34	33 7/8	+ 1/8	+ .36	12	1,692
O Tocom	9 1/2	8 1/2	+1	+11.76	12	47
N United Cable TV	22 1/2	22 3/8	+ 1/8	+ .55	21	245
N Viacom	24	23 5/8	+ 3/8	+ 1.58	17	271

Exchange and Company	Closing Wed. Apr 28	Closing Wed. Apr 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 7/8	2	- 1/8	- 6.25	14	10
N Columbia Pictures	70 1/2	70 5/8	- 1/8	- .17	14	590
N Disney	57 1/8	56 1/2	+ 5/8	+ 1.10	17	1,904
N Dow Jones & Co.	46 1/2	46 1/8	+ 3/8	+ .81	18	1,460
N Filmways	5 1/4	5 1/2	- 1/4	- 4.54	1	30
O Four Star	2 1/2	2 1/4	+ 1/4	+11.11	14	1
N Getty Oil Corp.	49 5/8	48 7/8	+ 3/4	+ 1.53	5	4,076
N Gulf + Western	15 3/8	15 1/4	+ 1/8	+ .81	4	1,135
N MCA	51 3/4	53	-1 1/4	- 2.35	14	1,231
N MGM/UA	6	6			8	298
O Reeves Commun.	32	30	+2	+ 6.66	13	260
O Telepictures	9 1/8	8 1/4	+ 7/8	+10.60	17	44
O Video Corp. of Amer.	9 7/8	9 1/2	+ 3/8	+ 3.94	38	16
N Warner	56 7/8	55 7/8	+1	+ 1.78	16	3,487
A Wrather	25	26	-1	- 3.84	20	58

SERVICE

O BBDO Inc.	44	43	+1	+ 2.32	9	117
O Compact Video	5 7/8	6 1/2	- 5/8	- 9.61	6	18
N Comsat	64 3/8	62	+2 3/8	+ 3.83	18	515
O Doyle Dane Bernbach	17	14 3/4	+2 1/4	+15.25	9	93
N Foote Cone & Belding	33 1/4	31 3/4	+1 1/2	+ 4.72	8	89
O Grey Advertising	66	65	+1	+ 1.53	6	37
N Interpublic Group	27 3/4	27 1/4	+ 1/2	+ 1.83	8	128
N JWT Group	20 3/8	20	+ 3/8	+ 1.87	15	106
O MCI Communications	36 1/2	37 3/8	- 7/8	- 2.34	31	1,772
A MovieLab	3 3/8	3 1/4	+ 1/8	+ 3.84	34	5
O A.C. Nielsen	48 1/4	48 1/2	- 1/4	- .51	14	541
O Oglivv & Mather	32 1/2	32 1/2			8	138
O Telemation	2 5/8	2 5/8			15	2
O TPC Communications	1 3/8	1 1/4	+ 1/8	+10.00	2	1
O Unitel Video	7	7			11	8
N Western Union	33 5/8	33 5/8			11	572

ELECTRONICS/MANUFACTURING

O AEL	12	12 1/4	- 1/4	- 2.04	4	23
N Arvin Industries	13 3/4	13 3/4			8	94
O C-Cor Electronics	22	18 1/2	+3 1/2	+18.91	28	65
O Cable TV Industries	7	7			8	21
A Cetec	4 1/8	4 1/8			8	9
O Chyron	18 3/4	18 3/4			15	50
A Cohu	4 3/4	4 7/8	- 1/8	- 2.56	7	8
N Conrac	25 1/4	26 3/8	-1 1/8	- 4.26	19	54
N Eastman Kodak	72	73 1/2	-1 1/2	- 2.04	9	11,620
O Elec Missile & Comm.	16 1/2	17 1/2	-1	- 5.71	61	45
N General Electric	65 1/2	63 3/4	+1 3/4	+ 2.74	9	14,924
N Harris Corp.	31 1/2	31 5/8	- 1/8	- .39	11	985
O Microdyne	13 3/4	13 7/8	- 1/8	- .90	17	62
N M/A Com. Inc.	23	21 1/4	+1 3/4	+ 8.23	21	894
N 3M	55 5/8	56	- 3/8	- .66	10	6,534
N Motorola	63 7/8	62 1/2	+1 3/8	+ 2.20	11	2,289
O Nippon Electric	79 3/8	74 1/2	+4 7/8	+ 6.54	29	3,076
N N. American Philips	39 1/2	37 5/8	+1 7/8	+ 4.98	5	539
N Oak Industries	24	24 5/8	- 5/8	- 2.53	11	340
A Orrox Corp.	9 3/8	10	- 5/8	- 6.25	55	20
N RCA	21 1/2	22 1/2	-1	- 4.44	12	1,624
N Rockwell Intl.	31 1/2	28 3/4	+2 3/4	+ 9.56	8	2,400
A RSC Industries	5 1/4	5	+ 1/4	+ 5.00	44	16
N Scientific-Atlanta	18 3/4	19 1/4	- 1/2	- 2.59	18	435
N Sony Corp.	13 7/8	14	- 1/8	- .89	11	3,199
N Tektronix	55 1/8	55 1/4	- 1/8	- .22	13	1,031
O Telemet (Geotel Inc.)	2	1 5/8	+ 3/8	+23.07		6
A Texscan	13 5/8	14 5/8	-1	- 6.83	17	62
N Varian Associates	36	34 1/8	+1 7/8	+ 5.49	25	289
N Westinghouse	26 5/8	25 3/4	+ 7/8	+ 3.39	5	2,270
N Zenith	14 1/2	15 5/8	-1 1/8	- 7.20	18	274

Standard & Poor's 400 Industrial Average 129.97 127.95 + 2.02

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

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Quello warns of overexposure to the new media

Commissioner says that in providing for new services, commission must be careful not to jeopardize free TV

The most important principle for the FCC in the "new telecommunications environment" is forbearance "from regulation whenever practicable," because competition often can better serve the public's needs, FCC Commissioner James Quello said last week. Nonetheless, Quello said, speaking before a meeting of the Public Relations Society of America in Dearborn, Mich., the commission should also remember that "more is not necessarily better." The commission, in authorizing new services such as low-power television, and in contemplating the authorization of such services as direct broadcast satellites, "may be trying to provide diversity for already satiated broadcast markets," Quello said.

Among the "perplexing" issues the FCC must address, Quello said, is how the consumer would be best served by additional cable channels, multipoint distribution channels, teletext, pay cable, subscription television, superstations, direct broadcast satellites, videodisks and tapes; whether the commission was "inadvertently" advancing new pay services from cable, MDS and STV over "conventional free over-the-air service"; whether direct broadcast satellite service would "eventually circumvent local stations licensed to serve their communities"; whether support for local programming would be dissipated, and whether consumers will eventually have to pay to see major sports and major, or even all, movies over pay cable or STV.

"Cable companies have promised multiple-channel operations of 50 to 107 channels to gain franchises," Quello said. "What will be used for programs? Cable's principal source of good free programming is what they have been transmitting from television stations at unjustifiably low copyright fees," Quello said.

"Fifty or 100 channels might provide more programming and two-way services than an individual can handle," Quello

said. "Audiences can be fractionalized, and advertising support for the more expensive quality programming could be dissipated," he said.

And although Quello said the potential of DBS was "mind boggling," he also said he thought that the FCC "must preserve future options in regulation and structuring to assure a continuing local broadcast service to communities throughout the nation."

"I believe local service to the public was intended and is implied by the Communications Act," Quello said. "We must be careful not to restructure the entire communications system to favor pay services over a free service to the public."

Quello also said he thought the commission had the responsibility of assuring an "orderly, stable transition" from the TV communications of the 1980s into the 1990s, paying heed to all the "complex facets of the public interest," which he said he defined as "the best service to the most people and at the most reasonable price."

Quello said he hoped that government and industry could work together constructively for greater achievement. "I propose that the FCC enlist the nation's foremost engineers, programmers and executives from broadcasting and the electronics industry to develop a comprehensive system for American broadcasting," he said. "This panel of experts or a high-level task force could supplement our staff in incorporating the latest emerging technologies in a coordinated plan that would assure the further growth of free over-the-air broadcasting," Quello said. □

FCC uses hindsight in reversing 1980 Curran decision

On second thought, says FCC, WPAM licensee did not violate Section 315; broadcasters' rights must be considered as well as political candidates'

Setting aside another action by the Ferris administration, the FCC has granted Curran Communications Inc., licensee of WPAM (AM) Pottsville, Pa., reconsideration of an October 1980 FCC letter that admonished the licensee for, in effect, censoring a political candidate's radio commercial.

The action stems from November 1979, when the FCC received a complaint alleging that Curran had refused to accept without revision a taped political announcement for William Willard, a candidate for Schuylkill county, Pa., commissioner. An



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FCC field investigation disclosed that the Willard announcement had contained "derogatory" references to James Curran, president and 50% owner of Curran Communications.

After reviewing the tape, Kenneth Meinhardt, station manager, played it for James Curran Jr., vice president and 50% owner of Curran Communications. Although Willard's sponsoring committee was initially told that the tape couldn't be run, the station later agreed to run the tape "as is," but suggested to the Willard backers that they might risk the consequences of (presumably a defamation) lawsuit.

As a result, the Willard sponsoring committee requested that the announcement not be run, and replaced it with an announcement that didn't include the "derogatory" references.

In its October 1980 letter, the FCC said that WPAM's initial refusal to accept the announcement as submitted, followed by "grudging" acceptance coupled with a threat of subsequent legal action, caused the candidate's sponsoring committee to revise the announcement, constituting censorship in violation of Section 315(a) of the Communications Act.

In its petition for reconsideration, Curran said the FCC "erroneously" analyzed the facts and "improperly" applied the law to the case. According to Curran, the facts did not support a conclusion that WPAM's acts were "intimidating" or "required" the sponsoring committee to revise the political announcement. Moreover, Curran said, the station's warning to the sponsoring committee could only be fairly interpreted as "educating and advising" the committee on its legal obligations concerning the announcement.

In a 6-1 vote (with Commissioner Joseph Fogarty dissenting), the FCC found the conclusion in "our first deci-

sion" wasn't the right one. "On reconsideration, we believe that other inferences can reasonably be drawn from the same facts, including those inferences drawn by" Curran. "This is a case of first impression and involves not only the rights of candidates, but the rights of broadcasters as well. Lacking essential facts, we do not believe that this is the case upon which to build a new body of law concerning threats or intimidation," the FCC said.

"This is not to say that a licensee, having disclosed fully to the candidate that the broadcaster must and will broadcast a 'use' with any content decided by the candidate, may not inform the candidate of potential legal liability that might arise from such broadcast. We are stating here that broadcasters, with such warnings or otherwise, may not intimidate candidates so as to cause them to make changes in announcements submitted as 'uses.' In the case before us, however, the facts are insufficient to establish intimidation," the FCC said.

Fogarty said he dissented because "the facts presented are sufficient to establish censorship prohibited by Section 315(a), and because this decision at best leaves this critical area of political broadcast law in a confused muddle and at worst substantially weakens the broadcast 'use' rights of candidates as declared by Congress and affirmed by the Supreme Court.

"I note in concluding this dissent that a majority of this commission has declared itself in favor of the complete repeal of Section 315 as an 'infringement of the First Amendment rights of broadcasters,' despite judgment of both the Congress and the Supreme Court to the contrary. I trust that this case and the issue it has presented have been decided according to existing congressional statute and intent and not according to the majority's current political predilections," Fogarty said. □

Washington Watch

Reporters rights challenged. National Association of Broadcasters has asked Supreme Court to review decision by Washington Supreme Court upholding what NAB says is move by lower court to establish prior restraint of press coverage of pre-trial hearing. Washington trial judge had ordered reporters of both print and broadcast press to agree in writing to hitherto voluntary guidelines or not be permitted to cover hearing. NAB called ruling "unconstitutional" and "profoundly disturbing" because it will "encourage courts to transform voluntary press guidelines into mandatory prior restraints." □

Pittsburgh RIF'ed. FCC has announced it shut down its Pittsburgh field office April 30. Richard Smith, chief of FCC's Field Operations Bureau, said office was closed as part of plan to meet reduced budget for fiscal 1982. Same plan calls for FCC to shut down Cincinnati office some time this summer, he said. Although FCC also had proposed to shut down its Anchorage monitoring station, FCC has agreed to keep that station through end of fiscal 1982 at request of Senate Commerce Committee. □

Dispute. John A. Piccirillo, former regional vice president and general manager of WYYS(FM) Fairfield-Cincinnati, Ohio, is suing station licensee, HBC Inc., and its principal owner, Representative Cecil Heftel (D-Hawaii), for \$10.2 million. Piccirillo claims he was fired on Oct. 26, 1981, despite contract held by his company, John A. Piccirillo & Associates, to manage both WYYS(FM) and Heftel's WIKS(FM) Indianapolis through 1983. Suit also says termination made it impossible for Piccirillo to exercise option—provided in contract—to purchase WIKS if Heftel put it on market. Besides WYYS and WIKS, Heftel owns KGMD-TV Hilo, KSSK(AM) Honolulu, KGMV(TV) Wailuku and KULA(FM) Waipahu, all Hawaii, WKUP(AM) Chicago and WXKS-AM-FM Medford, Mass.

UP

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KABC-TV Los Angeles M-F 3:30 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	7/22	114	4
FEB '81	World of People	5/18	70	2

WTMJ-TV Milwaukee M-F 4:30 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	10/27	15	15
NOV '81	Joker's Wild	7/22	8	6

KMGH-TV Denver M-F 3:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	5/26	18	7
NOV '81	Up To The Minute	2/15	9	3

THE PEOPLE'S COURT

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Wunder predicts reduced, but still important, role ahead for NTIA

While size of agency is being trimmed, issues it will still be concerned with include copyright, cable jurisdiction

The National Telecommunications and Information Administration isn't what it used to be, in terms of size, and it's going to be even less. But reports of its demise may be premature, according to its administrator, Bernard J. Wunder Jr., who is assistant secretary of commerce for communications and information. NTIA will still have important functions to perform, he says.

Wunder, who is the key administration member for advising the executive branch on telecommunications policy matters, notes that NTIA, suffering from Reagan administration budget cuts, is now a shadow of its former self. Where it had 464 employees under Henry Geller during the Carter administration, he said, it now has 200, and will soon be down to about 190.

He noted that the White House's old Office of Telecommunications Policy, out of which NTIA was created, "peaked" with 56 persons. However, the substantial technical and research assistance that was available to OTP was charged to the Commerce Department.

Wunder discussed NTIA last week at the 10th annual Telecommunications Policy Research Conference, in Annapolis, Md., which was sponsored by the National Science Foundation, the Annenberg Foundation, the Benton Foundation and the Canadian Radio-Television and Telecommunications Commission.

The major change in NTIA's affairs will be a reduction in domestic policy matters. However, Wunder said there would be an increased emphasis on international issues, including international radio frequency management and trade issues—matters of increasing importance to the Senate Commerce Committee.

Wunder also said the agency will continue to provide "an executive branch communications policymaking operation." And he said that the communications and related industries "will become increasingly important to our own as well as the international economy." But he also said it is "certainly unlikely" that, in an administration pledged to reducing the size of government, anything like a "Department of Communications" or a large "National Telecommunications Agency" will materialize.

As for specific areas in which NTIA will be involved, Wunder ticked off five:

■ Copyright—or, "more broadly, providing the producers of intellectual property with an adequate incentive to produce." He said that would require the difficult balancing of the producers' need for adequate incentives and compensation and the general public's interests in maximum availability.

■ The relationship of federal, state and local jurisdictions. Wunder said that no one doubts the legitimacy of state and local governments' interest in "some aspects of cable television." But, he said, it would not make sense for a government that has deregulated the business at the federal level "to allow non-federal regulation to just well up and seek to fill the ostensible regulatory void."

■ International telecommunications. Wunder said there is "needless overlap and confusion" among government agencies involved in that area, and some U.S. international trade rivals "fully appreciate and, indeed, not infrequently seek to exploit, divisions among and between federal agencies." He said NTIA would attempt to develop "a more coherent, reasonable means by which decisions are reached and implemented in this area."

■ The last two areas cited by Wunder involve a determination as to how best to provide a domestic regulatory environment for communications goods and services vendors that will maximize their effectiveness in international trade and "ensure the continued success of voluntary, private-sector efforts to safeguard individual rights to privacy" in connection with international data processing services. He said in that regard that NTIA has been successful "in achieving a high degree of voluntary compliance." □

MDS modifications. Microband Corp. of America's proposal to expand and restructure the multipoint distribution service, a plan it said would allow MDS operators to compete with cable (BROADCASTING, Feb. 15), has been included in two FCC rulemaking proceedings proposing reallocation of the 2500-2620 mhz band for shared use by MDS and the Instructional Television and Private Operational Fixed Microwave Services. In a filing last February (BROADCASTING, Feb. 15), Microband proposed transforming the MDS service into a "wireless cable system" by reallocating three groups of four channels from ITFS to MDS in the 50 largest metropolitan areas. Under the Microband plan, the 14 channels that then would be available for MDS in those markets would be controlled by three MDS operators acting as common carriers, with two receiving five channels each and one receiving four. Several commenters had urged the FCC not to include Microband's proposals in the rulemakings, noting that the comment deadlines for each proceeding had closed in October 1980. Without commenting on the merits of Microband's proposals, however, the FCC Common Carrier Bureau agreed to incorporate Microband's three-volume proposal into the proceedings. The bureau said it would accept comments on Microband's proposals for 30 days after it published notice of its action in the *Federal Register*.

Fogarty stands firm in face of marketplace winds

FCC commissioner says rules on domsats should be kept while satellite scarcity still exists

Until there is no scarcity of domestic satellites, "and we can be sure that rates set in the marketplace will not gouge users," the FCC shouldn't deregulate domsats, Commissioner Joseph Fogarty said at a seminar on "Successful Satellite Networking" in Vienna, Va.

Although Fogarty said that overregulation could impair the development of domsat services, "what is forgotten too often these days is that in a monopoly situation, characterized by scarcity of facilities—which the satellite market clearly is—underregulation can also discourage the offering of the innovative services and equipment upon which our expectations of growth in demand for satellite services are based."

That, Fogarty said, was the case because of a domsat's ability, once freed of regulatory restraints, to charge unreasonable rates. "In a normal market situation, users would simply switch to another carrier. However, because of the scarcity of satellite transponders, this option does not exist today and many users may find themselves forced out of the market no matter how innovative their services," Fogarty said.

Although Fogarty said the commission in January 1981 had authorized the construction of 25 new domsats and currently is considering a rulemaking to reduce to two degrees the spacing between satellites in the four and 12 ghz bands to ease satellite scarcity, that scarcity still exists.

Nonetheless, Fogarty said, the commission, in its competitive carrier proceeding, has proposed to rely on the marketplace as opposed to regulation to set domsat tariffs.

Meanwhile, the commission has launched another proceeding to review proposals by certain domsats to sell transponders on a noncommon carrier basis and to determine appropriate rules and policies for doing so, Fogarty said. The commission has also permitted RCA Americom to sell \$13-million pre-paid leases on Satcom IV, and the tariff "was not based on cost but RCA's speculative determination of market demand," Fogarty said.

"To say the least, I am very troubled by these unregulatory policies," Fogarty said. "I fear that instead of promoting innovation in the satellite area, they will lead to the worst type of monopoly abuses. These policies ignore the actual reality of the satellite market and instead focus on an optional situation which is still years hence," Fogarty said.

"I believe that the public interest, your ultimate interest, requires more of the FCC than simply a blind faith in the com-

petitive marketplace—no matter how attractive the theory,” Fogarty said. “Each market is different and must be analyzed in terms of its actual competitive reality and not how we would like it to be. From this perspective, I doubt very seriously whether the domsat market is ready for deregulation. When scarcity has come to an end, and we can be sure that rates set in the marketplace will not gouge users, I will be among the first to support deregulation. However, now is not the time,” Fogarty said. □

Geller, Shooshan among dissidents on AT&T pact

Former NTIA head and House subcommittee counsel object to local companies exclusion from information services

Owners of some familiar names from the not-so-distant past in Washington have contributed their comments on the Justice Department's proposed settlement of its antitrust suit against AT&T. And like a number of others who have filed—but by no means all—they took issue with the provision prohibiting the 22 Bell operating companies (BOC's) that are to be spun off from offering information services and selling customer premises equipment (CPE). They are to be limited to providing local telephone service.

The commenters are Henry Geller, assistant secretary of Commerce for communications and information and administrator of the National Telecommunications and Information Administration, in the Carter administration; Harry M. (Chip) Shooshan III, chief counsel for the House Subcommittee on Communications from 1974 to 1980, and Dr. Charles Jackson, now associated with Shooshan in a consulting firm, and who served on the same subcommittee staff during those years.

The three, who were joined as authors of the comments by Ira Barron, an attorney and an associate of Geller's, and Catherine M. Reiss, a graduate of Georgetown University Law School, said exclusion of the local companies from information services would be “anticompetitive and harmful to consumers”: the companies would be denied the opportunity to meet the increasing consumer needs for information services.

The commenters said concern over the operating companies taking advantage of their monopoly position could be met by the creation of a separate subsidiary structure and/or accounting procedures to ensure that essential exchange facilities are made available on a nondiscriminatory basis to the BOCs' competitors.

As for the same of customer premises equipment, the commenters say it is probably a “corollary” to the ban on manufacturing of CPE, which is aimed at removing the companies' incentive to favor their manufacturing affiliate,

Western Electric. But, they say, it doesn't follow that the companies should be barred from selling CPE manufactured by nonaffiliates. “In fact,” they noted, “the Justice Department gives no reason for the prohibition” in its analysis of the proposed settlement.

Along with requiring AT&T to sever its ties to the local operating companies, the proposed settlement would free the company from the terms of a 1956 consent decree it had signed to end an earlier antitrust suit. That one prohibits AT&T from engaging in nonregulated businesses, such as data processing, computer-to-computer transmissions and equipment sales. The proposed settlement also would allow AT&T to retain its long distance service, the Yellow Pages, and its research and development and manufacturing arms, Bell Labs and Western Electric.

And companies that are potential or actual competitors of AT&T are equally concerned about the prospect of such competition, according to comments filed with the Justice Department.

The Computer & Communications Industry Association, speaking for more than 60 companies in the merging fields of computers and communication, said the proposed settlement fails to “remedy the anticompetitive effects of the vertical integration” of AT&T's long distance service and its wholly owned Western Electric Co. It called for “structural safeguards” in the form of a breakup of AT&T's service groups—long lines and the operating companies—from one another and from Western Electric. That would be the only means of obtaining an “inviolable and enduring framework for competition in the telecommunications industry,” CCIA said.

One of AT&T's present day competitors, General Telephone & Electronics Corp., called for a number of modifications in the proposed decree. Among other things, it said the proposed settlement should be amended to require AT&T to offer unregulated facilities and services only through a separate subsidiary that has no regulated activities, and to require mandatory procurement by the local operating companies and the Long Lines Division from sources other than Western for a limited period, in addition to requiring open purchasing.

Another of AT&T's competitors—and one that has fought it often, before the FCC and in the courts—took a more tolerant view. MCI Communications Corp. said the principal provisions—divestiture and nondiscriminatory access charges—“afford a landmark opportunity to foster competition in the telecommunications industry.” But it also proposed a number of changes. It called for an amendment prohibiting AT&T from discriminating against any intercity common carrier seeking access to local exchange facilities, and said that until the “current discrimination in exchange access is prohibited,” carriers receiving less than equal exchange service should be charged less, “to reflect the reduced costs of the facilities and services they are offered.” □

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RATING	+17%
SHARE	+ 4%
HOMES	+19%
TOTAL WOMEN	+22%
18-34 WOMEN	+16%
18-49 WOMEN	+18%
25-49 WOMEN	+18%
25-54 WOMEN	+18%

Source: Feb. 1982 vs. Nov. 1981 NSI Cassandra

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The ascension of media at agencies

4A's meeting stresses growing importance of media departments, future fractionalization and growth of cable advertising

The decade of the 1980's was termed the "golden age of media" during an all-day symposium of the American Association of Advertising Agencies in New York last week.

Peter F. McFadden, president and chief operating officer of Dancer Fitzgerald Sample, New York, noted that there were previous "golden ages" (creativity and marketing), and now it is media's turn because of the multiplicity and complexity of dealing with the new electronic media.

McFadden and other speakers at the AAAA Media Day meeting last Tuesday (April 27) focused on the growing importance of the agency media department, which must cope with planning and selection in an expanding universe and during a period in which advertisers are increasingly concerned over spiraling costs.

The Media Day meeting attracted about 200 agency and advertiser officials, well below the 350 in attendance at the 1981 event. A 4A's official suggested that belt-tightening among advertisers, agencies and media had contributed to the lower attendance.

John S. Reidy, vice president and media analyst for the stock brokerage firm of Drexel, Burnham & Lambert Inc., New York, predicted that although the three-network share will decline in the next decade, the total network audience will remain the same as the population grows and sets-in-use increase. He pointed out that the main competition to the networks comes from the pay cable systems that do not accept advertising, leaving the networks as principal carriers of commercials for the foreseeable future.

Reidy decried the tendency of advertisers and agencies to support "the winning media," such as the strongest two networks (ABC-TV and CBS-TV). He observed that the weakest network may provide a more advantageous cost-per-thousand and said "going with the winner" is not always the soundest approach.

"If a network disappears or if a newspaper like the *Daily News* in New York shuts down, a good part of their expenditures disappears," he remarked. "And agency commissions disappear too."

McFadden of DFS, who used the "golden age" metaphor, said that until recently, with the unquestioned dominance of network television, media planning and selection were relatively simple. With the proliferation of cable channels over the

next decade, he said, choices are going to be more difficult to make. He suggested that the new media will be obliged to provide product usage and life-style information and agencies must invest more money in research.

McFadden's colleague, Allen Banks, executive vice president and director of media for DFS, said the agency is attempting to meet the challenge of the 1980's by holding training seminars for media personnel and senior account executives, constantly reviewing the various computer systems the agency uses, and involving its clients in media, particularly cable TV. He added that DFS also is involving various segments of the agency, including creative and programming, in the new media.

James Henderson, president and board chairman of Henderson Advertising, Greenville, S.C., said the media department always has been "an integral part of the agency." The department has been expanded because of the new media, he continued, and more than ever before, media specialists have become involved in management decisions.

Expanding on Henderson's remarks, Robert Reuschle, senior vice president and director of media for Henderson Advertising, said the fractionalization of television will lead to problems and opportunities. He said costs are going to increase because of the need for additional sales and support personnel in an expanding media universe, but added that there will be the advantage of "better targeting."

"The media people of the future must be creative planners, savvy negotiators, computer specialists and people-watchers," he concluded.

Thomas E. Lawson, president and chief executive officer, Rosenfeld, Sirowitz & Lawson, New York, said media department costs have been outpacing media inflation and there is continuing pressure on agencies in salaries and real estate costs. The answer, he suggested, is improved productivity through more extensive use of the computer and the development of the "superman" media employee capable of coping with the fragmented media of the future.

"We've made a heavy financial investment in our media department; we spend considerably more now on media research," Lawson stated. "More and more we are training our top people to get involved in disciplines other than their own."

From the advertiser side, David Smith, vice president and director of brand management, Seven-Up Co., St. Louis, called upon agency media departments to supply

their clients with a flow of information on network TV programs and audiences and the latest developments in cable and the new technology. He said clients, immersed in many other aspects of their business, may overlook published reports dealing with the media and asked that they be brought to the clients' attention.

"The media man of the future must be a generalist, grounded in sociology, psychology and mathematics," Smith said. "He must be able to spot trends in society and alert clients to those that may affect his advertising."

Jan Soderstrom, vice president of corporate advertising for Atari Inc., Sunnyvale, Calif., made a similar plea for information from the media departments on latest developments in TV and cable television and for psychographic information on target audiences. She noted that Atari is now advertising in some motion picture theaters because movie goers fit the profile of prospective purchasers of video games.

Solderstrom also suggested that a media department can be helpful in providing information on the advertising plans of a competitor and by sending reports on new TV programs that may provide opportunities for a company such as Atari.

Hugh Downs, host of ABC-TV's *20/20*, analyzed the impact of the new media on the old and concluded that all forms of communications will survive. He acknowledged there will be some dislocations but said all media will adapt and survive.

Downs reminded his audience that radio was supposed to displace the newspaper. Television, in turn, was supposed to sound the death knell for radio and magazines. He said the well-run media outlet will survive.

Michael Samet, vice president and manager of media services, Benton & Bowles, New York, suggested that a mini-computer in a media department can help reduce costs. Samet said B&B taps its mini-computer for media research, network TV buying and media planning. With a minimum of employees, he said, the computer has worked very well, and added, "We let the computer compute; we let the people think."

Tom Greer, vice president and director of creative services for new electronic media, J. Walter Thompson U.S.A., New York, proposed that advertisers invest in cable TV now instead of waiting until it grows because lack of support may arrest its growth. He said low-cost programs for responsive audiences can be made. □

Food advertising: the staple in spot and network for 1981

TVB releases BAR figures for year: toiletries, automotive rank as second, third largest categories, respectively; fastest growing classifications: office equipment, records, tapes

The food and food products category was the largest advertising product classification for national spot and network advertising in 1981, according to figures compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising.

Food and food products television advertising last year amounted to almost \$1.5 billion, up 11% from 1980. Toiletries and toilet goods captured second place

with television advertising of more than \$1.07 billion, an increase of 9% over 1980. In third place was automotive advertising with almost \$785 million, up 6%.

TVB reported the fast-growing categories on national spot and network television in 1981 were office equipment, up 48% to \$105.6 million; records and tapes, up 44% to \$177.4 million and gasoline and lubricants, up 35% to \$163.2 million.

The Procter & Gamble Co. was the kingpin advertiser in 1981 with \$521.1 million, followed by General Foods with \$328.3 million; General Mills, \$169.3 million and General Motors, \$160.8 million. Asterisk indicates "local" activity, two asterisks is miscellaneous promotion.

1981 spot and network TV estimated expenditures by product

	Spot TV	Network TV	Total TV
Agriculture and farming	\$ 18,284,400	\$ —	\$ 18,284,400
Fertilizers & seed treatment	749,600	—	749,600
Pest controls	14,692,800	—	14,692,800
Misc. agriculture & farming	2,842,000	—	2,842,000
Apparel, footwear & accessories	107,541,900	156,065,900	263,607,800
Apparel fabrics & finishes	2,494,900	4,012,400	6,507,300
Footwear	11,626,300	6,870,200	18,496,500
Hosiery	3,477,700	48,124,600	51,602,300
Ready-to-Wear	64,099,800	30,952,500	95,052,300
Underwear, foundations & bras	21,603,500	63,057,700	84,661,200
Misc. apparel, accessories & notions	4,239,700	3,048,500	7,288,200
Automotive	276,785,400	507,938,500	784,723,900
Passenger cars	214,006,700	354,676,500	568,683,200
Tires & tubes	19,606,300	36,581,300	56,187,600
Trucks & mobile homes	32,392,600	62,434,800	94,827,400
Misc. auto accessories & equipment	10,779,800	54,245,900	65,025,700
Beer & wine	182,178,800	267,399,900	449,578,700
Beer & ale	124,825,600	194,511,100	319,336,700
Wine	57,353,200	72,888,800	130,242,000
Building material, equipment & fixtures	56,672,300	70,670,400	127,342,700
Building materials	6,835,700	9,820,200	16,655,900
Equipment fixtures & systems	43,010,100	32,281,700	75,291,800
Protective coating & finishes	6,826,500	28,568,500	35,395,000
Confectionery & soft drinks	252,380,500	283,358,800	535,739,300
Confectionery	73,648,300	154,245,600	227,893,900
Soft drinks	178,732,200	129,113,200	307,845,400
Consumer services	97,111,500	191,385,300	288,496,800
Communications & public utilities	63,168,000	63,728,800	126,896,800
Engineering & professional services	13,839,700	55,180,600	69,020,300
Financial	2,856,400	48,026,800	50,883,200
Schools & colleges	6,876,800	—	6,876,800
U.S. government	10,370,600	24,449,100	34,819,700
Department & variety stores	*	110,682,500	110,682,500
Department stores	*	98,882,400	98,882,400
Discount department stores	*	11,800,100	11,800,100

Continues on page 80.



KOVR Sacramento M-F 3:00 PM*

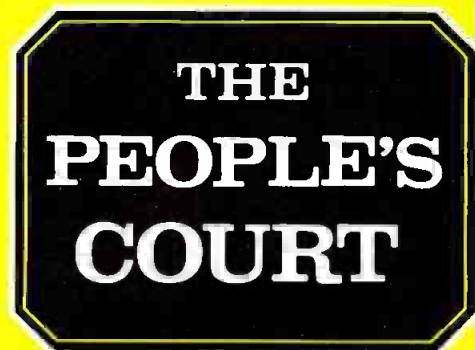
		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	7/31	24	6
FEB '81	Mary Tyler Moore	5/22	17	4

WRTV Indianapolis M-F 4:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	13/38	35	21
NOV '81	Charlie's Angels	6/24	16	6

KGTV San Diego M-F 3:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	7/31	17	5
FEB '81	Movie	4/21	11	4



*NSI/Cassandra, as dated

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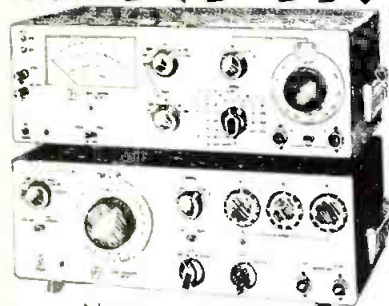


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Continues from page 79.

Entertainment & amusement	*	253,692,300	253,692,300
Amusements & events	*	138,900	138,900
Motion pictures	*	112,469,300	112,469,300
Restaurants & drive-ins	*	141,084,100	141,084,100
Food & food products		580,798,100	915,641,300
Appetizers, snacks & nuts		23,377,800	71,693,700
Bakery goods		57,095,500	65,683,900
Cereals		64,304,800	171,333,900
Coffee, tea & cocoa		75,652,400	127,859,100
Condiments		31,916,300	49,435,100
Dairy products		68,398,800	22,200,600
Desserts & dessert ingredients		16,842,900	49,271,500
Flour & baking mixes		8,047,300	35,699,000
Fruit & vegetable juices		11,680,000	40,637,000
Fruits & vegetables		23,302,700	27,322,000
Health & dietary foods		3,934,600	3,332,400
Meat, poultry & fish		59,253,400	39,539,100
Pasta products & dinners		22,496,700	20,312,100
Prepared dinners & dishes		39,163,400	10,142,800
Salad dressings & mayonnaise		17,014,600	35,017,800
Shortening & oil		22,338,900	52,282,600
Soups		7,119,800	24,487,400
Sugars, syrups & jellies		5,749,600	7,860,700
Misc. food & food products		23,108,600	61,530,600
Gasoline, lubricants & other fuels		83,913,600	79,243,100
Horticulture		33,761,600	14,088,800
Household equipment & supplies		118,633,200	232,523,100
Cooking utensils		4,656,500	3,699,000
Deodorizers & air fresheners		5,964,700	19,879,400
Food wraps & foils		5,190,200	42,577,100
Household paper products		37,083,700	29,111,600
Insecticides & disinfectants		11,163,100	15,733,500
Major appliances		20,427,000	51,847,700
Patio & barbecue equipment		5,817,800	6,041,700
Small appliances & equipment		14,214,000	47,581,700
Misc. accessories & supplies		14,116,200	16,051,400
Household furnishings		25,204,800	19,855,000
Floor covering		4,029,300	7,556,800
Furniture		11,894,600	6,570,200
Household fabrics & finishes		2,821,500	598,000
Misc. household furnishings		6,459,400	5,130,000
Institutional & corporate promotion**		13,036,800	42,062,500
Insurance		47,513,500	76,207,900
Fire & casualty insurance		16,174,600	51,882,600
Life insurance		31,338,900	24,325,300
Jewelry, optical goods & cameras		56,360,800	129,051,400
Cameras & photographic supplies		23,734,400	94,886,600
Jewelry, watches & optical goods		32,626,400	34,164,800
Office equipment, stationery & writing supplies		19,916,400	85,717,200
Office machines & equipment		17,299,200	55,950,700
Stationery, pens & pencils		2,617,200	29,766,500
Pet foods & supplies		37,290,600	141,775,200
Pet foods		30,216,700	134,622,800
Pet supplies		7,073,900	7,152,400
Proprietary medicines		101,614,100	488,988,900
Cough, cold & sinus remedies		28,507,800	138,636,900

Continues on page 82.

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A Guide for Financial Reporters

The Source

Money Market Funds 1

Q: What is the money market?

A: When businesses, banks and government agencies need short-term cash, they borrow money from institutions and individuals willing to lend large amounts of money for a short time. These borrowers and lenders are the money market.

Q: Where is the money market located?

A: There is no single location. People and institutions doing business in the money market are linked by telephone and computer.

Q: Can individuals invest in the money market?

A: Until money market funds were developed, the individual investors were essentially closed to the money market unless they had large sums of spare cash to invest. Most money market securities require minimum investments as high as \$100,000. Most money market funds, however, require minimum investments of \$500 to \$2,500, and some funds have no minimum.

Q: Are money market funds new?

A: Relatively. A number of money funds were organized in the early 1970s although these funds were used primarily by large institutions looking for a place to "park" idle cash. Money market funds gained widespread popularity with the public in the late 1970s when interest rates began to rise rapidly. The Investment Company Institute, a mutual fund trade association, reports that money market funds grew from \$1.7 billion in early 1974 to more than \$191 billion in early 1982.

Q: How does a money market fund function?

A: Money market funds are simply mutual funds that invest in the money market. A mutual fund is an investment company whose principal business is to pool the investments of many people and then reinvest their money in securities chosen by the fund's professional managers. Investors purchase shares of the fund when they invest money.

Q: What kinds of securities do money funds invest in?

A: Money market funds invest in short-term securities such as U.S. Treasury bills, certificates of deposit from large banks, and promissory notes called "commercial paper" issued by major corporations. The interest earned by these investments is passed on to shareholders of the fund as dividends.



Q: What are the benefits of a money market fund?

A: Investors with small amounts of money can get the money market's high yields and still have easy access to their money.

Q: Do investors pay any commission or fees for money market funds?

A: Money market funds are sold "no-load" or without a sales charge, but the funds do pay an advisor to help manage the securities, and they also pay for administrative costs such as postage and accounting. Generally this fee is less than one-half of one percent of a fund's total net assets.

Q: How does a money market fund differ from a bank?

A: Unlike a fixed-return investment offered by a bank, an investor's return from a money market fund will vary with the market. In a rising market, this will benefit an investor since yields from a money fund will go up, while a fixed-return investment will be locked in at the old, lower rate. In a falling interest rate market, yields from a money fund will also go down, while a fixed-return investment can lock-in at the higher rate.

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IDS, IDS Tower, Suite 3359, Box 946-1, Minneapolis, MN 55472.

Public service. National Cancer Society and its District of Columbia division kicked off a year-long TV and radio campaign last week (April 27) aimed at discouraging teen-age girls from smoking. The theme of the roughly \$325,000 campaign is "Don't be a Draggin Lady." Two TV spots were produced along with a radio spot that is the sound track from the TV ad. The actual "Don't be a Draggin Lady" commercial features a teenage girl puffing away and alienating everyone in the process. The second spot features CBS-TV's *Dukes of Hazzard* star, John Schneider, who says: "You know, I can't understand why girls think smoking is sexy. Looking through a cloud of smoke isn't exactly my idea of a good time." Later Schneider says: "Trust me. Smoking is not sexy." The American Cancer Society says it plans to seek more celebrity endorsements.

The commercials were produced by J. Walter Thompson's Washington office, which volunteered its services, along with its public relations division, Hill & Knowlton. The Kaiser-Georgetown Community Health Plan donated \$25,000 to the campaign. The spots will debut nationally during the next two months.

Another public service campaign, this one launched by the National Institute on Alcohol Abuse and Alcoholism, is aimed at curbing alcohol abuse by women and teen-agers. The campaign, in addition to radio and TV spots, includes magazines and brochures.

**Connection
Communications Corporation**

the cable TV franchisee for the
City of Newark, New Jersey

\$9,500,000

Construction Financing

\$7,000,000 Senior Long Term Debt
provided by

Prudential Insurance Company
and

Philadelphia National Bank

\$2,500,000 with warrants

provided by

eleven Minority Enterprise

Small Business Investment Companies

**Syndicated
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(SYNCOM)**

**acted as financial advisor
and assisted in negotiations
leading to the consummation
of this transaction**

**SYNDICATED COMMUNICATIONS,
INCORPORATED**

Suite 412 1625 Eye Street, N.W. Washington, D.C.
20006 202 293-9428

March 24, 1982

This announcement appears as a matter
of record only.

continued from page 80

Digestive aids & antacids	7,547,800	37,376,100	44,923,900
Headache remedies & sedatives	12,541,200	136,191,900	148,733,100
Laxatives	4,303,600	20,152,300	24,455,900
Medical equipment & supplies	7,547,700	10,407,700	17,955,400
Reducing aids	6,414,500	27,794,700	34,209,200
Skin products & liniments	17,158,800	48,720,800	65,879,600
Vitamins	11,376,000	33,217,200	44,593,200
Misc. proprietary medicines	6,216,700	36,491,300	42,708,000
Publishing & media	81,258,900	38,640,900	119,899,800
Books	7,996,000	7,493,900	15,489,900
Magazines & newspapers	73,262,900	29,919,800	103,182,700
Radio stations & cable TV	*	1,227,200	1,227,200
Records, tapes, radios & TV sets	76,631,000	100,740,800	177,371,800
Musical instruments	941,400	78,900	1,020,300
Records & tape recordings	41,337,700	4,248,700	45,586,400
Radios, TV sets, phonographs, recorders	22,816,300	64,551,600	87,367,900
Misc. components & supplies	11,535,600	31,861,600	43,397,200
Smoking materials	11,561,300	15,170,300	26,731,600
Cigars & tobacco	10,104,600	15,170,300	25,274,900
Misc. smoking materials & accessories	1,456,700	—	1,456,700
Soaps, cleansers & polishes	115,839,600	314,276,900	430,116,500
Cleansers & polishes	43,033,900	110,025,100	153,059,000
Laundry preparations	18,282,500	72,187,200	90,469,700
Soaps & detergents	54,523,200	132,064,600	186,587,800
Sporting goods & toys	117,302,500	113,683,800	230,986,300
Games, toys & hobbycraft	100,921,400	90,279,700	191,201,100
Sporting goods	16,381,100	23,404,100	39,785,200
Toiletries & toilet goods	225,466,100	851,777,100	1,077,243,200
Cosmetics & beauty aids	76,993,700	180,459,400	257,453,100
Dental supplies & mouthwashes	43,156,600	164,668,400	207,825,000
Depilatories & deodorants	11,216,500	88,137,200	99,353,700
Feminine hygiene products	4,761,500	69,063,800	73,825,300
Hair products	41,246,400	175,174,400	216,420,800
Men's shaving equipment	3,708,100	35,405,200	39,113,300
Men's toiletries	16,866,800	39,983,500	56,850,300
Toilet soaps	21,543,000	85,035,100	106,578,100
Women's shaving equipment	2,368,100	2,749,000	5,117,100
Misc. toiletries & toilet goods	3,605,400	11,101,100	14,706,500
Travel, hotels & resorts	89,946,600	57,214,000	147,160,600
Airlines	70,312,800	14,844,700	85,157,500
Buses & trains	5,829,400	4,305,000	10,134,400
Car & truck rental	7,439,000	17,865,300	25,304,300
Hotels & resorts	5,980,400	20,199,000	26,179,400
Steamships	385,000	—	385,000
Miscellaneous	19,639,800	34,969,700	54,609,500
Total	\$2,846,644,100	\$5,592,821,500	\$8,439,465,600

Top 85 Television Advertisers-1981

	Spot TV	Network TV	Total TV
1. Procter & Gamble	\$128,356,000	\$392,760,400	\$521,116,400
2. General Foods	90,213,400	238,099,300	328,312,700
3. American Home Products	40,381,500	131,384,000	171,765,500
4. General Mills	83,044,700	86,280,000	169,324,700
5. General Motors	13,940,700	146,867,400	160,808,100
6. Pepsico	70,537,200	68,735,000	139,272,200
7. Lever Brothers	42,950,300	95,041,800	137,992,100
8. Ford	22,477,300	113,867,700	136,345,000
9. AT&T	60,924,000	68,874,800	129,798,800
10. McDonald's	75,269,300	54,110,000	129,379,300

11.	Bristol-Myers	11,515,100	109,934,900	121,450,000
12.	Philip Morris	20,020,400	99,526,900	119,547,300
13.	Coca Cola	48,151,800	60,957,600	109,109,400
14.	Warner-Lambert	29,788,300	76,763,100	106,551,400
15.	Anheuser-Busch	31,634,000	73,511,800	105,145,800
16.	Johnson & Johnson	3,633,400	97,770,000	101,403,400
17.	Sears, Roebuck	12,707,200	86,812,300	99,519,500
18.	Dart & Kraft	44,081,300	53,310,800	97,392,100
19.	Pillsbury	32,579,600	59,118,900	91,698,500
20.	Gillette	8,593,600	76,391,200	84,984,800
21.	Ralston Purina	18,254,700	66,658,000	84,912,700
22.	Kellogg	17,276,800	67,163,800	84,440,600
23.	Richardson-Vicks	14,818,200	67,578,200	82,396,400
24.	Chrysler	18,996,900	54,859,000	73,855,900
25.	Consolidated Foods	21,805,500	50,208,300	72,013,800
26.	Colgate Palmolive	22,182,200	47,971,900	70,154,100
27.	Nabisco Brands	19,999,900	44,639,100	64,639,000
28.	Sterling Drug	9,030,400	55,352,400	64,382,800
29.	Toyota	38,616,600	25,506,300	64,122,900
30.	Warner Communications	16,440,600	47,473,800	63,914,400
31.	Mars Inc.	32,220,200	31,161,300	63,381,500
32.	Heublein	29,743,200	33,620,400	63,363,600
33.	Nesfood	27,252,500	34,991,700	62,244,200
34.	Beecham Group	5,129,200	54,853,000	59,982,200
35.	Chesebrough Ponds	8,180,800	49,304,300	57,485,100
36.	Wm. Wrigley Jr. Co.	13,661,500	42,173,000	55,834,500
37.	Esmark	8,453,200	47,135,600	55,588,800
38.	Clorox Co.	6,813,400	46,090,600	52,904,000
39.	Gulf & Western	23,527,800	27,054,100	50,581,900
40.	H.J. Heinz	15,857,600	33,300,700	49,158,300
41.	Quaker Oats	14,452,700	34,127,000	48,579,700
42.	ITT	27,664,600	20,805,500	48,470,100
43.	Revlon	23,375,300	24,703,400	48,078,700
44.	RCA	11,799,200	36,265,000	48,064,200
45.	Norton Simon	14,978,500	32,334,000	47,312,500
46.	Eastman Kodak	5,587,500	41,614,200	47,201,700
47.	Schering-Plough	6,661,500	40,458,000	47,119,500
48.	Union Carbide	3,397,400	42,376,100	45,773,500
49.	Mobil	33,629,400	11,266,600	44,896,000
50.	Mattel	16,084,800	25,938,300	42,023,100
51.	Nissan Motors	20,006,600	21,601,300	41,607,900
52.	American Cyanimid	9,812,200	30,635,500	40,447,700
53.	Bayer	5,632,700	34,486,700	40,119,400
54.	Squibb	7,934,500	32,061,400	39,995,900
55.	Hershey Foods	9,741,200	30,076,100	39,817,300
56.	General Electric	8,883,100	29,990,600	38,873,700
57.	J.C. Penney	12,953,600	25,540,200	38,493,800
58.	S.C. Johnson & Son	6,067,200	31,439,500	37,506,700
59.	Time Inc.	30,024,900	6,846,000	36,870,900
60.	Greyhound	2,324,000	33,113,300	35,437,300
61.	Columbia Pictures	2,762,700	32,607,400	35,370,100
62.	American Express	9,605,900	25,423,800	35,029,700
63.	K Mart	22,781,700	11,798,500	34,580,200
64.	CPC International	13,079,900	21,396,200	34,476,100
65.	Volkswagen	13,140,000	21,202,400	34,342,400
66.	R.J. Reynolds	30,606,000	3,568,200	34,174,200
67.	Kimberly Clark	12,941,400	21,126,400	34,067,800
68.	Morton-Norwich	7,018,300	25,658,300	32,676,600
69.	Campbell Soup	11,750,400	20,178,600	31,929,000
70.	Pfizer Inc.	422,900	31,382,800	31,805,700
71.	Polaroid	1,458,000	30,323,000	31,781,000
72.	Exxon	6,245,700	24,189,600	30,435,300
73.	American Motors	20,179,100	10,051,300	30,230,400
74.	Noxell	3,687,600	25,885,100	29,572,700
75.	Smithkline	3,412,400	25,838,300	29,250,700
76.	Jos. Schlitz Brewing	10,734,300	18,288,500	29,022,800
77.	Trans World Corp.	11,977,100	15,154,000	27,131,100
78.	Milton Bradley	15,188,800	11,509,300	26,698,100
79.	E&J Gallo Winery	1,032,600	24,332,900	25,365,500
80.	Goodyear Tire & Rubber	10,568,700	14,527,900	25,096,600
81.	UAL	16,739,300	8,293,600	25,032,900
82.	Wendy's	15,819,700	8,759,800	24,579,500
83.	Jeffrey Martin	9,088,500	14,604,300	23,692,800
84.	Borden	5,654,600	17,869,000	23,523,600
85.	MCA	5,456,600	17,935,900	23,392,500

SUPER RATINGS

all through the morning

RATING SHARE

9 AM

BOSTON	4	32
MINNEAPOLIS	7	41
BIRMINGHAM	7	33
AMARILLO	10	41
RALEIGH-DURHAM	7	38
TERRE HAUTE	7	33

10 AM

HOUSTON	6	32
BALTIMORE	6	35
COLUMBUS	5	32
GREENSBORO	5	29
CHATTANOOGA	9	40

11 AM

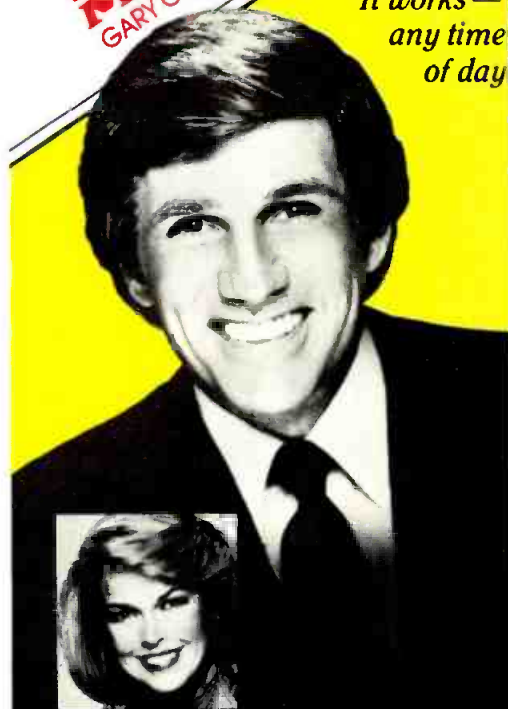
FLINT-SAGINAW	8	30
LAS VEGAS	8	35
SALT LAKE CITY	7	31

and many more

Source: Feb. 1982 NSI Cassandra

1 HOUR
MAGAZINE
GARY COLLINS Host PAT MITCHELL Cohost

It works —
any time
of day



GROUP W PRODUCTIONS

Westinghouse Broadcasting and Cable, Inc.

Verbal side of 24-hour news battle heats up

Group W's Werner responds to statements by Turner on Satellite News Channels competition; questions loyalty inference

Group W Cable fired its first volley last week in the verbal conflict between Group W-ABC's soon-to-be-launched Satellite News Channels and Ted Turner's Cable News Networks.

Lloyd Werner, senior vice president, Group W Satellite Communications, called Ted Turner's plan to simulcast some half-hours of CNN this week on co-owned superstation WTBS(TV) an "unfortunate misuse of a communications vehicle for nothing more than blatant propaganda," in a speech before the Buffalo (N.Y.) Cable Club last Monday. The propaganda charge reflects Werner's view of promotional announcements, which would also be run on WTBS, encouraging cable viewers to ask their system for CNN if it weren't already carrying that service.

Werner's remarks, which never referred to Turner by name, were clearly aimed in his direction. Since the announcement of Satellite News Channels last August, Werner claimed, "we have been swept up in a whirl of innuendo and deliberately misleading statements concerning our motives for wanting to become a part of the cable business . . . and as you know, most of those comments have emanated from a locale appreciably south of here." At another point, Werner said "our partner's parent company—ABC—has been characterized along with the other two networks as some sort of insidious force, saddled with a broadcast history filled with immoral and un-American programing, a threat to national security. This from someone who thinks Fidel Castro is 'not a bad guy.'" (A reference to remarks Turner made following a recent trip to Cuba.)

Responding to suggestions that cable operator "loyalty" might cause systems to stick with CNN to the detriment of Satellite News Channels, Werner said: "Loyalty is a funny thing. For it to be valid—to have worth—it must have an air of mutual credibility about it." After defending Group W's record in programing, and its own actions through former chairman Don McGannon in fighting the broadcast networks to secure prime-time access, Werner also interjected that Group W has been operating cable systems since 1964.

He went on to charge that "with the sale of CNN 2 to broadcasters around the

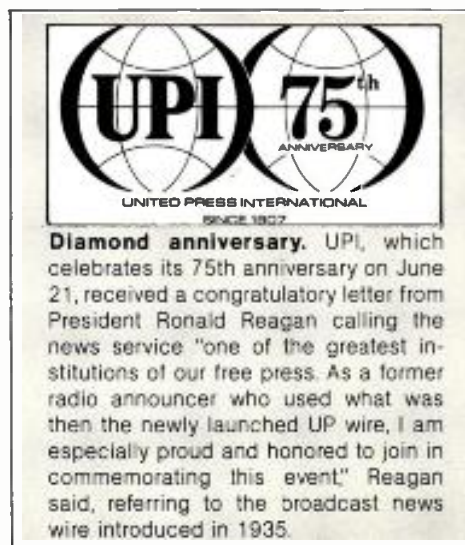
country, the dilution of CNN has become even more pronounced—and even more importantly, the value of CNN and/or CNN 2 to your subscribers has diminished accordingly. What began as a service designed for cable operators, now has been turned into a service designed to compete with you," Werner maintained.

Moreover, Werner charged, "the service that claimed to be your most ardent supporter—worthy of your loyalty—has apparently misled you. . . . Although CNN 2 represents itself as a live news service, approximately 25% of CNN 2 is repeated intact." That, he said, is because the service repeats two-hour blocks throughout the day, updating only segments at the top and bottom of the hour.

"I would respectfully suggest . . . that you embrace your loyalties without blinders and realize your first loyalty is not to CNN, or Satellite News Channels, or HBO or CBS Cable, or any program supplier—but to yourselves, your subscribers and your stockholders."

Werner asked that operators displeased with Group W hold off on making commitments to any news service until after Satellite News Channels's June 21 launch, and then "evaluate us in the light of fair competition."

Responding last week to Werner's charges, TBS vice president, cable sales and marketing, Nory LeBrun, said his company "received a number of phone calls" from cable operators "who view the remarks made as unfortunate and not reflective of the industry's feelings about how Turner Broadcasting cross-promotes its service." LeBrun went on to call it "unfortunate that GWSC is attacking us with inflammatory rhetoric rather than promoting its own service." Werner's remarks, he said reflected "desperation" and he accused Group W of "taking the low road in its marketing strategy." □



Gergen's respectful words on the press

White House special assistant for communications, speaking to NATAS, calls reporters objective and sophisticated but says White House reserves right to speak up when it feels stories are unfair

David Gergen, President Reagan's special assistant on communications who was beating up on CBS two weeks ago because of its *People Like Us* documentary (BROADCASTING, April 26), last week was stressing there was nothing personal in the criticism. The White House defends journalists' right to say what they wish, he said. But, he added, when the administration has been the subject of a story it regards as unfair or inaccurate, "there's no need for us to remain silent."

Gergen, who spoke at a luncheon of the National Academy of Television Arts and Sciences in Washington last week, tried to make it clear that, as far as the White House is concerned, its relations with the press remain based on mutual respect. Reporters are objective and sophisticated and, though studies indicate they are more liberal than the general population, he said, they "tend to check their opinions at the door, not at the typewriter or camera."

True, the honeymoon Reagan enjoyed with the press pretty much ended in August, Gergen said. But, again, he said, the "harsh" stories reflected the reality—the downturn in the economy, for instance. If the White House felt some stories were off the mark, well, the important thing "was not to engage in an assault on the press in general."

But neither, Gergen said, "is there a need for us to remain silent" when stories appear that the White House feels are "unfair or inaccurate." "We'll always fight for the right of the press" to speak its piece, he said. "But that should not necessarily silence those who disagree," Gergen said—not even the administration, even though it recognizes there is a greater degree of "sensitivity" to what it says than to the comments of other critics of the media.

Gergen's remarks were a polished version of a tougher line the White House developed in the wake of the airing of *People Like Us*. White House aides said they did not expect CBS to comply with the request for a half hour of prime time to respond to the program. Rather, the criticism of the program—Gergen had said it "hit below the belt"—and the request for time were intended to send a signal that the White House did not intend, as one aid put it, to become "a doormat" for those in the media who wanted to step on it.

Indeed, aides said they hoped the White House reaction would cause CBS to pause and consider carefully the way they treat the White House in the future.

Gergen cited two story lines in the press that have disturbed the White House.

One was the reporting on the poor as exemplified by CBS's *People Like Us* and a recent cover story in *Newsweek*. Both, Gergen said, raised questions of fairness.

The other was the reporting on the fighting in El Salvador. But there, Gergen thought coverage was improving—the press, led, Gergen said, by the print press, is abandoning a tendency to “romanticize the rebel cause” and is beginning to understand “there is another side to the story,” that it is “more complex” than it originally thought.

Gergen indicated that the White House's readiness to defend reporters' rights to express views with which the administration disagreed extended in a significant way to the stories out of El Salvador. He said there were “great efforts to look out for the interests of American reporters,” specifically, their security. “We made it clear that while we might disagree with the stories, we understood and supported what the reporters were doing,” Gergen said. The White House, particularly concerned about the matter after the slaying of four Dutch television journalists, directed the embassy in San Salvador to pay “attention to the security of the press.”

As for White House-press relations in the months ahead, Gergen is optimistic—at least in part because he is optimistic about the state of the economy. “As the economy picks up and things look brighter, tensions will ease,” he said. “To the degree the tide [of criticism] is in, it will reverse course.”

(Of course, he spoke before the breakdown in the efforts of President Reagan and House Speaker Thomas J. (Tip) O'Neill Jr. to resolve differences over the budget. That breakdown is expected even by the administration at least to slow recovery. It is also likely to generate a spate of tough stories on the budget battle now shaping up in Congress.

(That battle spilled over to the public airwaves last week. President Reagan asked for broadcast time last Thursday night to present his side of the budget battle. The Democrats promptly requested equal time).

Gergen also is looking forward to a close working relationship with the White House Correspondents Association. Its new president, Tom DeFrank, of *Newsweek*, has publicly pledged the association's efforts to improve the atmosphere in the White House press room. “I said we'd like to work with him and his board,” Gergen said. “It's my hope we can establish a closer relationship, ventilate problems and resolve them.”

But Gergen wasn't seeking more than he thought a professionally proper improvement in the relationship. “We can't have total cooperation; we shouldn't have,” he said. “But I hope we can avoid confrontation.” □

Fowler lays First Amendment fight before ANPA

FCC chairman says newspapers should support their broadcast colleagues for First Amendment parity; warns they may be targets of future legislation

FCC Chairman Mark Fowler took his campaign for abandoning a “trusteeship” approach to broadcast regulation to the powers that be of the print media last week, urging the American Newspaper Publishers Association, at a meeting in San Francisco, to support First Amendment parity for broadcasters.

“As co-venturers in this enterprise of a free press, I urge you to defend the rights of your electronic brethren,” Fowler said. “You who've fought the battles for editorial independence are well equipped to lead a united American press into an age when the First Amendment, so far as possible, means exactly what it says,” he said.

Fowler, moreover, contended that the campaign to repeal content regulation in broadcasting didn't end with radio and television because the electronic and printed presses were “coming together” electronically.

“There's a direct stake in the First Amendment fight in broadcasting for you,” he said. “For the rights won or lost in this decade by the broadcasters will be the rights you inherit as broadband communicators,” Fowler said.

Just as he told broadcasters at the National Association of Broadcasters convention (BROADCASTING, April 12), Fowler told the publishers that this would be a “year of decision” for them. Although he predicted that newsprint newspapers would survive, there would be a demand for new information delivery services, and newspapers publishers would have to decide to become part of the new source of supply “or see the demand be filled by others,” he said.

And, Fowler said, like broadcasters, newspaper publishers were facing a “year of decision” when it came to First Amendment rights. “It's not so hard to see why some want to apply the content regulation of broadcasting to teletext or to information channels of cable. The commission in 1969 made the equal-time laws and fairness doctrine applicable to cable. There are those who would extend these rules to a newspaper delivered by facsimile on a cable channel. Or maybe some inventive bureaucrat will try to limit the number of times you can carry commercial messages at the bottom of a screen of teletext information,” Fowler said.

“So now is the time to make it clear that when it comes to electronic publishing, the laws that now restrict broadcasters shouldn't be extended,” Fowler said. “The law that safeguards newspapers



WESH-TV Orlando-Daytona Beach
M-F 5:30 PM**

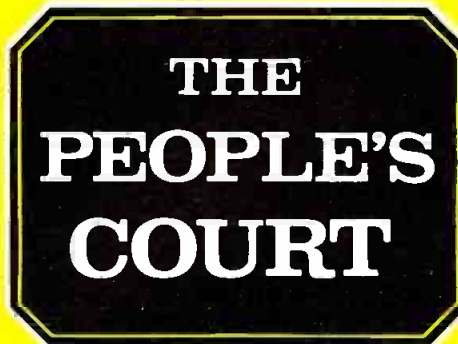
	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 11/26	30	21
NOV '81	Laverne & Shirley 5/11	6	4

KOLD-TV Tucson
M-F 4:00 PM*

	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 14/43	12	4
FEB '81	Hour Magazine 6/21	4	2

WZZM-TV Grand Rapids-Kalamazoo
M-F 4:00 PM**

	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 8/23	15	9
NOV '81	Rockford 5/23	8	6



*Arbitron, as dated **NSI/Cassandra, as dated

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should; that is, 'no law,'" Fowler said.

Fowler said that what was needed was a "united front" formed by broadcasters and publishers to "straighten out the First Amendment mess" that a half century of broadcast regulation had spawned. "Unless you establish a clear 'hands off' policy for the new technologies, we may even see a curtailing of freedoms that newspapers already have won," Fowler said. "So the year of decision, whether you want to admit it or not, is upon those in newspaper publishing just as it is for broadcasters."

Fowler also told the publishers that getting their First Amendment rights straight from the start would be important, because defining all of the First Amendment interests of the news marketplace of broadband communications would be complicated. "There are the interests of those who provide information and programs—from electronic newspapers to cable news channels to specialty weather, sports and entertainment services," he said. "There's also the task of defining the scope of the First Amendment interests of system operators—the ones who connect homes and offices by wire, satellite or microwave. When they engage in what might be called discretionary activity—for example, picking one pay cable movie service over another or picking the information channel of the morning daily instead of the afternoon daily—will these be viewed as raising First Amendment issues?" Fowler said.

Fowler said the next few years would

force Congress, the FCC and the courts to wrestle with such issues. "One consistent theme is that the government should take no part in determining the content of any program provider," Fowler said. "It's also clear that the First Amendment rights of broadband operators, reflected by their press-like activities, should be protected," Fowler said. □

ANPA hears AT&T footsteps too

'Washington Post' publisher tells newspaper convention that industry is strong, but faces threats from AT&T, electronic media

The newspaper business, despite reports and expectations to the contrary, is stronger than ever. But it faces increasing competition in the years ahead—from old and new competitors. And the major threat it faces is in AT&T's effort to enter electronic publishing.

Katharine Graham, publisher of the *Washington Post* and outgoing president of the American Newspaper Publishers Association, offered that analysis of the state of the newspaper business, in her keynote address to the 96th ANPA convention, in San Francisco, last week.

As for the strength of the industry, she noted that the number of morning newspapers had climbed over 400 in 1981 for

the first time since 1925 and that the number of Sunday newspapers increased by another 22, to a new record of 757. And while afternoon newspapers continued to fail, newspapers for the second year were the nation's largest manufacturing employer—with 432,000 employees. Profits were up, too—an average of 12.6% for the 13 major publicly held newspaper companies, as against an 8% rise for all other industries.

But, Graham said, "the information business in the decade ahead will become increasingly competitive." She said some of the newspapers' long-time competitors "like television news, are expanding and improving." New ones, like cable television, "are lean and hungry. Our future competitors, like videotext and direct broadcast satellites, will be factors to be reckoned with by the end of the decade."

Graham believes newspapers are entering the new competitive environment with "one enormous advantage"—their "long-standing relationship with the American public, which for two centuries has looked to newspapers to fill their primary information needs."

But, she also pointed to a vulnerability—the fact that newspaper circulation over the past 20 years has not come close to matching population growth. That failure, she said, increases newspapers exposure to challenges from a variety of competitors, from shoppers to all kinds of target marketing and total market coverage schemes.

Furthermore, she said, "unless we

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rebuild household penetration, we are opening the door to encroachments by the electronic media as well. These increasingly will be competing for the scarce time of our readers and the dollars of our advertisers."

Newspapers' biggest worry is the possible emergence of AT&T into electronic publishing. Graham noted that the "biggest government affairs test" has been the effort to bar AT&T from becoming "an electronic information provider over its monopoly facilities." She noted that AT&T has mounted a \$2-million lobbying effort to advance its interests on the issue in Congress. Thus far, however, the ANPA counter effort has been successful. Although the fight is not over, Graham said, legislation passed by the Senate and a bill that is working its way through the House protects "our interests—and the public interest." □

AT&T calls truce over Yellow Pages

AT&T Chairman Charles L. Brown sought to turn tough opponents into eager customers, in his speech last week to the American Newspaper Publishers Association meeting in San Francisco. He even seemed to concede that AT&T could not hold off the publisher's efforts in Congress to deny AT&T the right to create an electronic Yellow Pages.

A major thrust of the speech was that newspapers—as the suppliers of news—and the telephone company—as the distributor of information—have more to gain from collaboration than from conflict. And in that regard, he expressed regret over the debate about electronic Yellow Pages, which, he said, "is nowhere near the core of my business."

Indeed, he said he has "no stomach for an argument over turf." Then, in

acknowledgement of the vigorous battle that publishers, worried about AT&T entering their field over the facilities that now reach virtually every home in the country, he said:

"You obviously can get pretty much whatever you want in legislation on this subject. It is left largely to your own judgment as to how far you want to go to build fences around your primary communications supplier and for what reasons."

He also said that if he could turn back the clock two years, he would never have permitted AT&T and the Bell companies to be drawn into a debate that focused on whether or not and under what circumstances the Yellow Pages directories might become electronic shoppers. "That was never the real issue," he said.

Once past the discussion of the Yellow Pages, Brown stressed the positive points he saw in the relationship between newspapers and the telephone company. "Clearly the mainstream of your business and the mainstream of my business are not in conflict," he said. "The primary business strategy of the Bell System companies will continue to be what it has always been—universal communications service."

Then, he made a sales argument, one that suggested that Brown is determined to outflank the cable television industry.

He touted the Bell System as one that, from the standpoint of costs as well as market coverage, "is by far the most promising medium for delivering your electronic news and advertising to consumers."

And he cited what he said were specific advantages over cable: The Bell System "can be readily upgraded—indeed, it is already being upgraded—to transport two-way text and graphic . . . it is already an interconnected worldwide network which can give you on-line access to remote data bases and shared data bases which could augment the data bases created locally." □



Presidential presence. President Reagan was the star attraction at the annual White House Correspondents Association dinner, at the Washington Hilton, on April 24. He is shown chatting with the outgoing association president, Clifford Evans, of RKO General Inc. and, next to him, Tom DeFrank, of *Newsweek*, the new president, and Judy Woodruff, of NBC, the new vice president. Another broadcaster who is an association officer is William J. Drummond, of National Public Radio, the new secretary.

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Washington, D.C.
M-F 5:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	8/24	50	42
NOV '81	Charlie's Angels	5/16	24	10

KOIN-TV Portland, OR
M-F 3:30 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	7/27	21	15
FEB '81	John Davidson	4/15	9	2

KCCI-TV Des Moines
M-F 3:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	8/36	10	4
FEB '81	Carol Burnett	7/28	7	3

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Both sides now at MIP-TV in Cannes

Political tensions, economic restraints dampen some sales activity; trend to co-production intensifies; new technologies are upsetting old order of things

It was amid an air of uncertainty and upheaval that the buyers and sellers of international television convened in Cannes, France, last week for the 18th annual Marche International des Programmes de Television (MIP-TV) as both the politics of today and the technologies of tomorrow promised radical change in the nature of their business.

Politically, the Falkland Islands crisis represented the most dramatic and immediate concern, if not in the long run the most significant, for broadcasters. "The Argentinians are thinking about business, but they're also thinking about their families," said Len Giarraputo, vice president of sales for Group W Productions. "And the syndicators are thinking of how they're going to get their money out of there if there's a change in the government next week."

The ramifications of armed conflict elsewhere in the same region were also felt at MIP-TV last week. "Latin-America," said Michael Jay Solomon, chairman and chief executive officer of Telepictures Corp., "is dead to us."

More representative of the broader political issues at stake, however, were two decisions made by the Argentine government long before the Falkland crisis: a devaluation of the nation's currency and an imposed ceiling on the amount of money broadcasters may spend to acquire television programs. All over the world, countries facing global recession and inflation are wrestling with the dilemma of whether to cut back on their own TV productions at home in favor of

buying programs more cheaply abroad, or whether to discourage purchases abroad in order to protect their production industries at home. Probably the best example of the latter approach was that of MIP's host country, France.

The French minister of communications, Georges Fillioud, made his position clear during a speech at MIP's opening day ceremonies, just days before he was to present a bill for the restructuring of French television to the nation's Parliament. He spoke (according to the rather cryptic translation supplied to the English-speaking press) of the need to "withstand" foreign competition in the new world

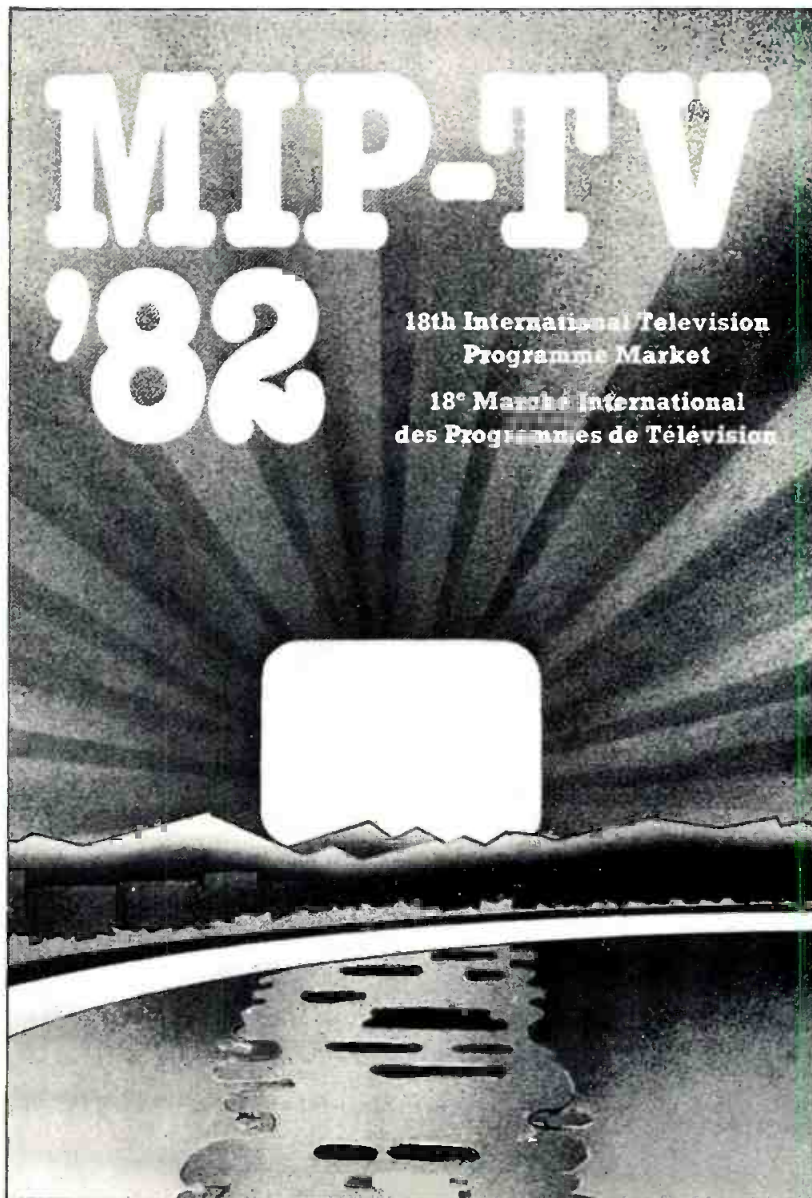
television environment in order to preserve French economy and culture. "This double concern must not at all be translated into a shivery attitude or into protectionist measures," he said, "but into a resolutely offensive will. We accept market conditions, but we want to have a position in it."

But despite his repeated assurances that "this new situation does not mean at all that France wants to withdraw herself," several American distributors in Cannes last week maintained that, in fact, she seemed to have done just that, as far as program purchases were concerned, for the moment at least. "All the French networks

are represented in full force here," said Stan Golden of Alan Landburg Productions. "They're keeping their eyes open, but they're not buying a lot. Let's say that they're showing restraint."

While there are other countries where similar policies prevail, notably Greece, in many more the basic problem is simply that of currency. "The strength of the U.S. dollar has certainly made it harder to buy from U.S. companies," said Ron Devillier-Donnegan Enterprises, Washington. "People are haggling over prices, and they're all looking for bargains."

Even in growth markets there were signs of conservatism at MIP. In Italy, the advent of private television stations and the subsequent consolidation of those stations into three private networks over the past few years has produced a buying bonanza for MIP's suppliers. This year, however, several distributors reported a significant slowdown in Italian activity because those inventories are now stocked. A similar story is told of some of the American cable networks. After two years of heavy start-up acquisitions, ABC's ARTS



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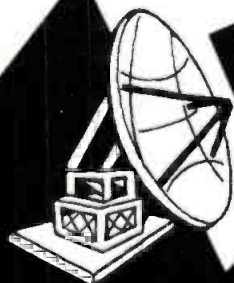
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and CBS Cable are said to have become far more selective at this year's MIP. "When you first go out, you have to be assured of a stream of programing," confirmed Jack Healy, vice president of development and acquisitions for ARTS, "So on our part some heavy commitments were made. Now we're targeting specific holes in our schedule and we're producing more programs ourselves."

All of this undoubtedly contributed to the persistent whispers in the halls and booths of the Palais des Festivals last week that the 1982 MIP was slow for international TV sales. Officially, business was great, but even while the chief of sales of one major U.S. production company was insisting that sales were "super," one of his staff was saying the opposite in private. "Most years the booth is knee-deep in people," he said, "and I'm handing out literature all day. Not this year."

This was not, of course, the position of MIP founder, organizer and commissioner general, Bernard Chevry, who produced his customary figures showing that MIP '82 was bigger and better than ever before. There were at least 1,122 companies represented, he said, and at least 4,175 participants from 107 countries, amounting to a growth of at least 10% over last year's convention. Anybody complaining of slow sales, Chevry told BROADCASTING, must be selling mediocre product; "the echoes and contacts that I have had did not coincide with that view," he said.

To be sure, there were plenty of distributors who agreed with Chevry, and there was certainly no lack of crowds in the exhibition halls. (This is the last MIP to be held at the Palais des Festivals; next year's moves to the new Palais des Congres, which will offer twice the exhibition space—at twice the price per square foot to exhibitors, according to Telepictures' Solomon.) But some of the crowds, at least, had to be attributed to an increase in sellers, as opposed to buyers. Again, because of the world economy, dozens of countries have intensified their international sales efforts in attempts to realize some return from the programs they produce. An executive of BBC Enterprises (an early example of the trend) said that broadcasters all over Europe have come to BBC-E for advice in the past year or two on how they might pattern their own sales operations after the BBC's. "I think you'll find it a general rule that world broadcasters are being pushed to sell their programs," he said. Some reflection of the depth of that push was evidenced in the presence of the three new exhibiting countries this year: Cuba, the Ivory Coast and Iran.

And American broadcasters are no exception. U.S. public television executives were out in force at MIP, as one might expect, but so were those from the commercial networks. John Eger, head of the CBS Broadcast International division, was there, hot on the heels of concluding five-year agreements with Italian and Australian companies for rights to all of the programs in the CBS International portfolio—agreements worth a reported

\$10 million to \$20 million apiece. Eger said at MIP that similar agreements could conceivably be negotiated with 10 or 11 additional countries as a means of establishing a foothold on which to base future growth. NBC's Jerome Wexler, who said his recent promotion from general manager to president of the network's Enterprises division reflects its growing importance, was also in attendance, and was busily selling such NBC product as *Father Murphy* and NBC News specials. "We're pleasantly surprised by the amount of people who are here to commit deals," he said.

□

Among the many ABC executives in attendance was Squire Rushnell, who was looking for co-production deals, specifically for child audiences. After MIP, Rushnell was on his way to Australia, where he said co-productions have been made especially attractive by a new tax shelter: Producers may write off 150% of every dollar they spend, and the first third of their profits are tax exempt. "With the tighter cost controls at the network," Rushnell said, "we're all a bit more conscious of how we can maximize the dollars we do spend."

More and more broadcasters worldwide are thinking in similar fashion, with the result that international co-production was the focus of some of the most intensive activity at MIP. Pamela Flower, head of MIP's co-production office, said 19 countries had registered proposals for some 319 program projects at her booth by mid-convention. In his speech at MIP's opening, French communications minister Fillioud had singled out co-production as a key part of his new national communications strategy, and, true to his word, France led the co-production solicitors with 101 proposals. The U.S. followed with 63 requests, many from such public television stations as WGBH-TV Boston. The major American studios weren't generally listing their ideas on MIP's co-production chalkboard, but some were actively pursuing partners as well. Twentieth Century-Fox, for example, was exchanging scripts and ideas with the French networks, according to Robert Morin, executive vice president in charge of worldwide syndication. "Our sales this year are very good," he said, "but in terms of excitement, we're probably almost as excited about our acquisitions and co-production. Not quite as excited, because you have to keep the money coming in, but almost."

Indeed, the co-production fever represented the other, considerably brighter side of the MIP coin this year. New forms and styles of international distribution with staggering potential are evolving, and despite the convention's hard-sell roots, MIP '82 in many respects served as a forum for laying the groundwork of that evolution. "The entire television business is undergoing dramatic change in cable, pay TV, home video and satellites," said Brian McGrath of Columbia Pictures International, "and I have found this MIP to

be a very timely opportunity to get together with people who are active in those areas. My concentration has not been on individual series or programs, but rather on exchanging views, researching and establishing relationships with the people who are going to be major factors in a very rapidly changing world. It's almost the difference between a sales convention and a symposium."

MIP itself offered two symposia on the new technologies this year (the first panel discussions in its history), one on European experiments in direct broadcast satellites and another on the principles of narrowcasting to special-interest audiences. Although the panels were not well attended by MIP's sales forces (Chevy said that future conferences will be offered a day before the convention to avoid conflict with the marketplace), the question was not dissimilar for many in both spheres of activity: How might the new technologies be used to get more programming to more people more cheaply?

In the political sphere, too, there was reason at MIP for optimism. Although avenues of communications in some countries may be closing down, in many other countries they are opening wider. CBS International's Eger pointed out that the current deregulatory climate in Washington is not an isolated policy; Britain, Germany, Hong Kong, Singapore and others are loosening restrictions on telephone and data processing competition as well, he said.

Neither is the growing hunger of television viewers for more programming choices a solely American phenomenon. In response to that demand, governments in dozens of countries are opening the way for new programming opportunities, often shaking the once comfortable monopolies of their own state broadcasting systems in the process. Canada has opened the way for pay TV; Spain is considering private broadcasting; France, Germany, Britain, Switzerland, Luxembourg, Sweden and Holland are among those actively pursuing DBS; the British have begun extensive cable installations and are about to go on the air next November with a fourth television channel... The list goes on. And by all accounts home video is raging in Europe: If there were one opinion held unanimously by every distributor at MIP, it was that the number of home video companies scouring the convention halls for cassette rights had exploded this year.

Even in the most receptive of countries, this tremendous cross-pollination of communications is bringing with it equally tremendous political tensions, of course, and in aggregate the European battles over copyright, censorship and other regulatory questions are likely to dwarf those in the United States. And then there remains the challenge of creating programs to fill those new distribution pipelines—programs that somehow cross national borders as readily as the technology that carries them. No simple task, but it was toward that goal that not a few of the 4,000 MIP attendees proceeded last week. □

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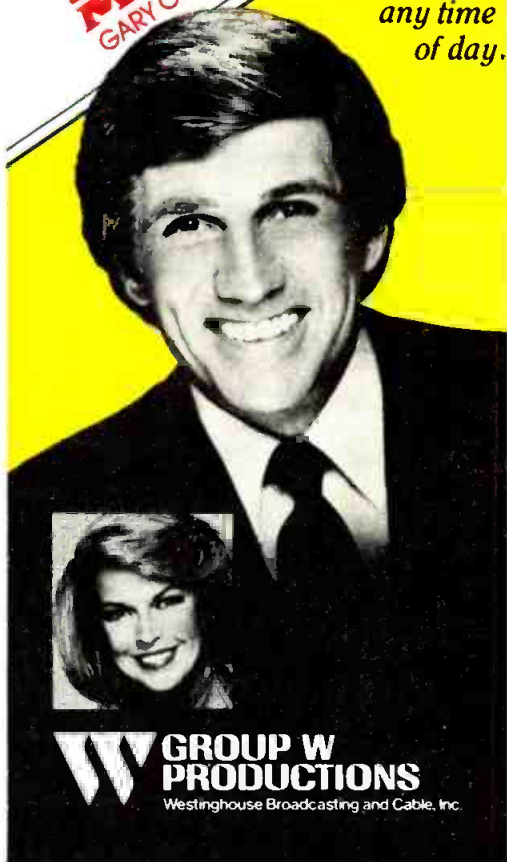
TIME	CITY	RATING	SHARE
3 PM	MILWAUKEE	7	26
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	DAVENPORT	10	34
	GREEN BAY	9	32
	BATON ROUGE	8	28
4 PM	PITTSBURGH	13	33
	CINCINNATI	12	29
	CEDAR RAPIDS	9	28
	ROCKFORD	11	31
	EVANSVILLE	12	29
4:30 PM	DES MOINES	15	34
	JOPLIN-PITTSBURG	17	38
5 PM	TAMPA		
	ST. PETERSBURG	16	37
	GREENVILLE	13	31
	ROCHESTER	12	29

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Source: Feb. 1982 NSI Cassandra

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Weather Channel debuts at NCTA

Three million subscribers have been lined up for 24-hour weather service from Landmark

With more than three million subscribers and 114 cable systems nationwide in tow, the Weather Channel was due to launch its 24-hour weather-oriented programming service on Sunday, May 2 (8:30 p.m. Eastern time), the first day of this year's NCTA convention.

Activities in Las Vegas (where NCTA is being held this year) on launch day were to have included a live two-way video news conference from the Weather Channel's headquarters in Atlanta, with Robert Wold Co. providing the uplink to a Westar satellite.

The new service is to be advertiser-supported and the Landmark Communications-backed venture claims to have commitments from national sponsors, although a Weather Channel spokesman declined to say who they were or what their total dollar commitment was. Sponsors may be identified at the convention. A total of 12 commercial minutes per hour will be aired over the Weather Channel, two minutes for local affiliates and 10 minutes for national spots. National 30-second spots will cost between \$150 and \$300, depending on the advertiser's purchasing strategy. "Pure rotations," where an advertiser buys spots throughout the entire programming schedule, will cost less than spots purchased for specific features.

As an added incentive to sign up, affiliates will be paid a one-time-only 10 cents per-subscriber fee.

So far, Landmark has invested about \$30 million in the Weather Channel, which was created by John Coleman, its president and a part owner, who is also meteorologist for ABC's *Good Morning America* program. The \$30 million includes \$10.5 million that Landmark laid out to secure the rights for a Satcom transponder (subsequently replaced by Satcom III-R) last July. The bulk of the remaining capital has been used to establish the service's Atlanta headquarters and specially designed digital receivers supplied free of charge to system affiliates with 6,000 or more subscribers. Systems with fewer than 6,000 subscribers that wish to become affiliates will have to purchase a \$6,000 receiver. Financing terms can be arranged through the Weather Channel.

The receiver is designed so affiliates can access the local forecast put out by the National Weather Service in text form. The Weather Channel notes also that severe weather warnings issued by NWS will be transmitted to the affected affiliates in five seconds. The receivers can be programed so that in the event of a severe weather warning, an audio override can be transmitted over all the channels on a cable system to alert viewers of the warning

and to have them tune in to the Weather Channel.

Affiliates also will be provided with weather instruments to be connected to the receiver which will provide readings at the bottom of the screen on local temperature, rainfall and wind measurements.

In addition to national and local forecasts, the Weather Channel will program other weather-oriented programming, including outlooks for particular sporting events. Folklore segments and contests will also be programmed.

Five receivers will be activated and on display at NCTA, showing conventioners how the service will look in five markets—Chicago, Las Vegas, Atlanta, Norfolk, Va., and New York. Except for the local forecasts and inserts, the programming is identical.

As per his agreement with ABC, Coleman will not participate as an on-air meteorologist with the Weather Channel until September. He may then participate but not during the *GMA* broadcast hours 7-9 a.m. □

Affiliation deals on eve of NCTA

Entertainment Channel signs with Warner; Cinemax added to Group W Cable systems

In the week before the NCTA convention, two major affiliation agreements were being trumpeted by two different pay cable services. The Entertainment Channel said last Monday that Warner-Amex Cable Communications has agreed to introduce its service to 1,750,000 potential homes passed. And on Tuesday, Home Box Office said its second pay movie service, Cinemax, will be introduced by Group W Cable (formerly Teleprompter, see story, page 98) "in more than 75 systems this year, representing more than 1.5 million potential cable subscribers." (That latter announcement followed three lesser ones issued on Monday regarding Cinemax).

There is a fair amount of inflation in those figures though,—the 1.75-million

and 1.5-million tallies are homes passed or franchised, not currently paying cable customers. The industry average of subscribers to homes passed is 54%—indeed, HBO notes that the 1.5-million "potential" of the 75 Group W systems translates into 750,000 present cable subscribers.

According to The Entertainment Channel, Warner-Amex has signed a three-year agreement, providing for carriage of service from its June launch on Pittsburgh, Cincinnati, St. Louis and Chicago area systems. Dallas and Houston residents will get service "later in the year." (Those systems are for the most part still under construction.) The Houston deal also includes service to Gulf Coast Cable customers. Those are Warner-Amex's "major new-build metro systems"; the cablecaster operates a total of 146 systems.

The Entertainment Channel is calling this its "largest affiliation signing to date." Previously announced were agreements with United Cable, Heritage and New York Times Cable.

HBO divides the Group W introduction of Cinemax into three phases, one of which has already occurred—20 systems are said to have launched Cinemax in April during a preview period the service used for marketing. Another 10-15 will launch Cinemax in June, and the rest "through the fall." Group W will market Cinemax as part of its Galaxy premium package, and, according to Group W Cable's senior vice president of marketing and programming, Burt Staniar, this addition will make the bulk of Group W markets three-pay operations.

Cinemax affiliation agreements with three other operators were announced earlier in the week. Tribune Company Cable has launched or will launch Cinemax in 1982 in nine systems passing 230,000 homes with 89,000 current subscribers. Viacom Cablevision will introduce Cinemax in San Francisco this June—that system serves 62,800 subscribers in a 184,000-homes-passed area. Finally, Harron Communications Corp. has agreed to introduce Cinemax in all seven of its systems, which pass 140,000 homes, 105,000 of which subscribe. Launches in Harron systems have already begun and will continue through September. □

PlayBack

Striking back. National Public Radio and Lucasfilm Ltd. have agreed to produce radio version of "The Empire Strikes Back," as follow-up to 13-part "Star Wars" drama series produced and distributed by partnership last year, in association with KUSC(FM) Los Angeles and others. □

In the marketplace. *Hot Concepts*, retail sales package for radio sales departments, is new jingle combination available from Tuesday Productions of San Diego. □

Radio remake. Chicago's National Radio Theater has acquired rights to Orson Welles's adaptation of *The War of the Worlds*, dramatic classic that led to nationwide panic during initial 1938 broadcast. NRT plans to remake program for distribution later this year with Mutual talk-show host Larry King in role of announcer.

UP

IN EARLY FRINGE

KDLH-TV Duluth-Superior M-F 3:30 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	10/30	4	3
NOV '81	Muppets	4/14	1	1

WABI-TV Bangor M-F 4:30 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	16/39	8	4
NOV '81	Merv Griffin	9/25	4	2

WGHP-TV Greensboro-High Point-W. Salem M-F 4:00 PM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	10/34	20	6
NOV '81	Good Times	4/17	13	5

THE PEOPLE'S COURT

*NSI/Cassandra, as dated

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Nielsen numbers: TV viewing continues to climb

Spurred by increases in February and July viewing, usage per day shows 9-minute rise

Daily TV usage per household averaged a record six hours and 44 minutes during 1980-81, up nine minutes from 1979-80. A November 1981 survey showed that older women watch the most TV and female teen-agers the least. The 8:30-9 p.m. time slot was the most popular viewing time.

That is some of the information contained in the "Nielsen Report on Television 1982," a booklet highlighting various Nielsen Media Research studies.

While TV usage was up an average of 9 minutes daily over a 48-week period (September 1980-August 1981), Nielsen found even greater increases in February and July. February household viewing on average rose 10 minutes to seven hours and 32 minutes and July was up 20 minutes to six hours and eight minutes.

In another study, this one for November, Nielsen said household viewing averaged more than 49.5 hours weekly. Households with three or more people and those with "nonadults" watched about 60 hours. Pay-cable homes used TV more

than 58 hours.

Also in November, Nielsen found that women 55 years or older were the heaviest TV viewers, watching 39 hours and 20 minutes per week. Female teen-agers watched the least hours: 18 hours and 19 minutes.

The most popular time slot is 8:30-9 p.m., as of November 1981. Among evenings, Sunday prime time attracted the most viewers: 106.9 million. Monday was second with 94.7 million. And Friday, last in 1975, came in third with 92.1 million. (Friday also boasted the 1981-82 season's highest-rated program, CBS-TV's *Dallas*.)

As of 1981, Nielsen said that 43% of households could receive 10 or more television stations, as opposed to only 20% in 1972. Those receiving 10 or more channels jumped to 53% when cable-only services were included.

By January 1982, the report said that 98% of U.S. households owned TV sets and 86% had color TV sets. The Jan. 1, 1982, figure for total viewers within those households was 215.65 million, up from 200.7 million as of September 1975.

In November 1981, Nielsen found that sources of household viewing in pay-cable homes from 8 to 11 p.m. broke down this way: 45.8% of TV homes viewed network affiliates; 13.3% other over-the-air programming; 3.2% cable-originated programs, and 12.0% pay-cable services.

During 1980-81, Nielsen said that black households watched more TV than non-

black households. The greatest percentage differences came Monday-Friday, noon-4:30 p.m.; 39% v. 23%; The least difference was Sunday-Saturday, 8-11 p.m.; 63% v. 60%.

During November 1981, situation comedies drew the largest prime-time audiences, about 27.19 million per average minute from 6 p.m. to 11 p.m. Feature films drew an average of 25.55 million per minute, 6-11 p.m.—the same average network programming had from 7-11 p.m. □

NBC Radio reorders its staff; Mounty named executive VP

The expected reorganization at NBC Radio came to fruition last week when Robert Mounty vice president, marketing, NBC Inc., was named executive vice president, NBC Radio. Coupled with that announcement came word that Robert B. Sherman, executive vice president, NBC radio stations, and Chuck Renwick, ex-



Mounty

ecutive vice president, network development, NBC Radio, have resigned.

Mounty, who served as executive vice president, AM Radio, at NBC for three years, now reports to Michael Eskridge, executive vice president, NBC Television Stations/Radio. In his new position, Mounty will be responsible for day-to-day operations of NBC's eight owned radio stations in addition to NBC Radio Network and The Source.

Neither Sherman, who leaves to become president of New York-based Della Femina, Travisano & Partners advertising agency, nor Renwick, who joined Plantation Cablevision Inc. in Hilton Head Island, S.C., as vice president and assistant manager, will be replaced in title.

Mounty explained, "We feel we can do a lot better with a lot of people running things across the board." Similarly, a successor to former NBC Radio President Richard Verne (who left last February to join LIN Broadcasting as group vice president) is unlikely, as his responsibilities have shifted to Eskridge and Mounty.

"We're going to re-evaluate many functions within the network," according to Mounty. He added, however, "I see no more major changes (at NBC Radio)." □



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Debating society. John Saeman, chairman of Cable Satellite Public Affairs Network (second from left), greets participants in C-SPAN's new weekly program, *The American Debate*. Series, which will air every Sunday from 7 to 11 p.m. (EST), will feature various participants debating issues in news, followed by national phone-in to field questions from audience. Pictures for first debate are (l-r) Representative Jim Leach (R-Iowa), Saeman, Doug Bennet; president of the Roosevelt Center for American Policy Studies and debate moderator, and Representative Sam Stratton (D-N.Y.). Program is jointly sponsored by Roosevelt Center and American University.

Super TV makes mid-Atlantic inroads

Nightly STV service has 33,000 customers in Washington and has plans for Baltimore expansion

Like the British nearly 170 years ago, Super TV claims it has been taking Washington since last fall and now plans to move on to nearby Baltimore this summer.

According to executives of the on-air subscription television venture, Super TV's acceptance is due to two factors. One is that consumers "have become disenchanted with the long wait for the promises of cable" yet to arrive to any great degree throughout the area. The other reason Super TV officials cite is their service's special programming and thematic presentations not now generally available through the established TV competition.

"We came to this area," Super TV President Tom Thompson explained, "because it is one of the few markets in the nation that offer viewers so little in the way of programing alternatives."

Nancy Craig, marketing director of Super TV at its McLean, Va., headquarters, reported that 33,000 subscribers have already bought the service since it became available through WCQR(TV) Washington, when that ch. 50 station began operation on Nov. 1, 1981 (BROADCASTING, Nov. 9, 1981). Super TV now plans to extend to the Baltimore area on July 1, through ch. 54 WNUV(TV), permittee preparing to go on the air there.

As in Washington, Baltimore subscribers will pay \$24.90 per month for the basic service that will include late-night adult programing but no X-rated films. There will be a \$49.50 installation fee and a refundable deposit on a decoder that unscrambles the Super TV signal. The decoder is equipped with a special lock that will enable parents to regulate children's viewing.

In addition to the film fare, Super TV offers playoff games of the Washington basketball Bullets, selected baseball games of the Baltimore Orioles, musical concerts and specials that include the Hearn-Hagler middleweight championship fight May 24 (with surcharge of \$15-\$20 per home for the last).

WNUV plans regular on-air commercial programing, including financial news services, prior to 7 p.m. on weekdays and prior to 3 p.m. on Sundays. After that, it will be all Super TV.

Super TV is a joint venture of Subscription Television of America and Field Communications.

Thompson, previously president of Subscription Television of San Francisco, said he would announce marketing and sales details for the Baltimore operation in the next few weeks. At present, Super TV is spending \$1.4 million for advertising on conventional television and radio and in print. Craig last week said that TV expenditures alone come to \$25,000 weekly. Conducting the campaign are the Los Angeles agencies of Della Femina, Travisano and Admarketing.

In addition, the Washington and New York firm of Marston & Rothenberg Public Affairs handles public relations.

Super TV said that Washington and Baltimore combined will make up the fourth largest subscription TV market in the nation—behind Chicago, Los Angeles and New York.

The only other noncable pay TV service in the Washington area is Marquee, which transmits via MDS and offers Washington and Baltimore channels plus HBO. Marquee's clientele is primarily in apartments, condominiums and hotels and some single family residences.

In Baltimore, there currently is no non-cable pay TV competition. Limelight, a microwave transmission system operated by Baltimore Home Theaters, had been in operation there, but had to shut down in February. □

UP

IN EARLY FRINGE

WOKR Rochester
M-F 5:00 PM**

	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 9/23	13	11
NOV '81	Starsky & Hutch 5/15	5	5

WJAC-TV Johnstown-Altoona
M-F 4:00 PM*

	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 15/33	20	21
FEB '81	Movie 10/23	15	13

WTSP-TV Tampa-St. Petersburg
M-F 4:00 PM**

	Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court 6/19	18	10
FEB '81	The Big Valley 4/13	10	7

THE PEOPLE'S COURT

*Arbitron, as dated **NSI/Cassandra, as dated

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April 1982

Ohio State continues to pick the best in radio, TV programming

Thirty-seven Ohio State Awards and 16 Achievement of Merit Awards were conferred April 21 in ceremonies at Washington's National Press Club.

It was the 46th year for the granddaddy of program competitions that started in 1936 under the university's Institute for Education by Radio-Television and is administered by OSU's WOSU-AM-FM-TV in Columbus.

Finalists were chosen from 356 TV and 162 radio commercial and noncommercial organizations throughout the world. "This year's entries represent many of the best that radio and television have produced," said Dale Ouzts, director of IERT.

Presenters included Dr. I. Keith Tyler, OSU professor emeritus and first director of the IERT; Kathleen Nolan, actress and board member of Corporation for Public Broadcasting, and Thomas E. Wheeler, president of the National Cable Television Association.

The winners:

Performing Arts and Humanities

Ohio State Awards

CBS Entertainment, New York *The Bunker.*

CBS Entertainment New York *Playing for Time.*

ABC, New York *Masada.*

NBC and Paramount Corp., New York *Shogun.*

CBS Entertainment, New York *Playing for Time. Invitation to the Dance With Rudolf Nureyev.*

KPIX-TV San Francisco *Superkids Spring Special.*

WCVB-TV Boston *This Was America: Faces of America.*

Maryland Center for Public Broadcasting, Owings Mills, Md. *The Critics' Place.*

Jon Elise Productions/KTEH(TV) San Jose, Calif. *The Spirit of Allensworth.*

University of Akron TV Center, Akron, Ohio *Once Upon an Orchestra.*

KXPR Radio, Sacramento, Calif. *Heifetz: An 80th Birthday Celebration.*

Deutsche Welle, Radio, West Germany *Person of Persons.*

WUHY Radio, Philadelphia *Families.*

WPBH(FM)/Connecticut Public Radio, Hartford *Publick Concert of Musick.*

Achievement of Merit Awards

WDVM-TV Washington *A Personal Note.*

WTTW(TV) Chicago *The Rehearsal.*

WBTV(TV) Charlotte, N.C. *A Fresco for Glendale Springs.*

WBGU-TV Lima, Ohio/**Bowling Green State University**, Bowling Green, Ohio *Dominick Labino: The Man and His Art.*

Natural and Physical Sciences

Ohio State Awards

KCET(TV)/Carl Sagan Productions, Los

Angeles □ Cosmos.

National Geographic Society, WQED(TV) Pittsburgh □ *Estosha: Place of Dry Water*.

NGBH-TV Boston □ *Nova*.

Center for Continuing Medical Education, New York □ *Clinical Management of Rheumatoid Arthritis: Maintaining the Balance*.

NBC-TV/Don Mischer Productions and Multimedia Entertainment, New York □ *Project Peacock: Donahue and Kids*.

NJLA-TV Washington □ *Until We Say Good-Bye*.

NVEC-TV Norfolk, Va. □ *Focus: To a Prince*.

UWGB Center/Wisconsin Educational TV Network, Green Bay, Wis. □ *The Inside Story With Slim Goodbody*.

British Broadcast Corp. Radio, London □ *Symphony of the Body*.

NBZ Radio, Boston □ *Shape Up for Summer*.

Achievement of Merit Awards

CBS Entertainment, New York □ *The Body Human: The Facts for Boys and The Body Human: The Facts for Girls*.

WHRO-TV Norfolk, Va. □ *Community of Living Things*.

Social Sciences/Public Affairs

Ohio State Awards

WNET/Thirteen, New York □ *Bill Moyers Journal: Reflections on Iran*.

Agency for Instructional Television, Bloomington, Ind. □ *Daddy's Girl*.

CBS News, New York □ *30 Minutes*.

KDKA-TV Pittsburgh □ *Eyewitness Newsbreaks: Desegregation*.

Maryland Center for Public Broadcasting, Owings Mill, Md. □ *The Power Game*.

WCBS-TV New York □ *The First Amendment Project*.

Jon Else Productions, KTEH(TV) San Jose, Calif. □ *The Day After Trinity: J. Robert Oppenheimer and the Atomic Bomb*.

South Carolina State Department of Education, South Carolina ETV Network, Columbia, S.C. □ *The Beautiful Phantom of Daisy Bank*.

WCPO-TV Cincinnati □ *Cincinnati*.

National Public Radio, Washington □ *Father Cares: The Last of Jonestown*.

Radio New Zealand, Wellington, New Zealand □ *No Longer Forever*.

WOR Radio, New York □ *Goodbye Lucy*.

WHAS Radio, Louisville, Ky. □ *Vengeance or Justice*.

Achievement of Merit Awards

CBS News, New York □ *CBS News Sunday Morning*.

Canadian Broadcasting Corp., Toronto □ *Just Another Missing Kid*.

ABC News Directions, New York □ *Toward a New Brazil: A Cardinal and the People*.

KGO-TV San Francisco □ *Pre-Stressed Concrete*.

WBBM-TV Chicago □ *Watching the Watchdog*.

KABC-TV, Medpsych Productions, Hollywood □ *Miracle on Skid Row*.

KFRC Radio, San Francisco □ *Forgotten Heroes*.

WCBS Radio, New York □ *Where Angels Dare to Tread*.

WHA Radio, Madison, Wis. □ *America on Fire*.

WHRO-FM Norfolk, Va. □ *Blackfoot Returns: The Story of Communication*.

Ratings Roundup

CBS-TV, prime-time victor during the 1981-82 season (BROADCASTING, April 26), continued its winning ways into the off-season.

For the week ended April 25, CBS had the highest average: a 15.4 rating with a 26 share. ABC-TV pulled a 14.8/25 and NBC-TV a 13.3/23.

Combined ratings and shares dropped three and six points respectively from the previous week—the last of the season. Only NBC-TV improved slightly, from 13.2/22.

With the season over, the networks' schedules were heavy on repeat programming. According to ABC's count, it offered 13 repeat hours, or 59% of its lineup. ABC said CBS and NBC each reran nine and a half hours, or 43%.

During the week, CBS won Monday, Thursday, Friday and Sunday. ABC took Tuesday and Saturday and NBC Wednesday.

Each network offered a prime-time documentary, with NBC News's *White Paper: Pleasure Drugs* reaching the largest audience (14.8/26). An ABC *News Closeup: Fortress Israel* scored an 11.4/21 and CBS *Reports: People Like Us* a 10.3/17. The White House had requested a prime-time half-hour to rebut the CBS documentary; the network rejected that. NBC also had a prime-time Falkland Islands special: *The Shooting Begins* (10.6/18).

In early-evening news competition, only four-tenths of a point separated the three networks: CBS 11.9/23; NBC 11.7/23 and ABC 11.5/22.

The First 20

1.	<i>Magnum, P.I.</i>	CBS	23.2/38
2.	<i>Jeffersons</i>	CBS	21.9/34
3.	<i>Three's Company</i>	ABC	21.6/33
4.	<i>60 Minutes</i>	CBS	21.4/41
5.	<i>Too Close for Comfort</i>	ABC	21.3/34
6.	<i>Hart to Hart</i>	ABC	20.7/36
7.	<i>Cagney & Lacey</i>	CBS	20.5/34
8.	<i>Fall Guy</i>	ABC	20.1/33
9.	<i>Happy Days</i>	ABC	19.9/32
10.	<i>Alice</i>	CBS	19.9/31
11.	<i>Dukes of Hazzard</i>	CBS	19.6/33
12.	<i>M*A*S*H</i>	CBS	19.5/30
13.	<i>Laverne & Shirley</i>	ABC	19.3/30
14.	<i>Quincy, M.E.</i>	NBC	18.8/35
15.	<i>Dallas</i>	CBS	18.7/31
16.	<i>Private Benjamin</i>	CBS	18.7/30
17.	<i>Diff'rent Strokes</i>	NBC	18.3/29
18.	<i>Greatest American Hero</i>	ABC	18.0/30
19.	<i>Teachers Only</i>	ABC	17.9/29
20.	<i>Facts of Life</i>	NBC	17.5/28
	<i>Gimme A Break</i>	NBC	17.5/28

The Final Five

68.	<i>Father Murphy</i>	NBC	8.7/17
69.	<i>Jobeek</i>	NBC	8.5/15
70.	<i>Baker's Dozen</i>	CBS	8.3/14
71.	<i>Chicago Story</i>	NBC	8.2/13
72.	<i>NBC Magazine</i>	NBC	7.3/15



WSOC-TV Charlotte M-F 9:30 AM*

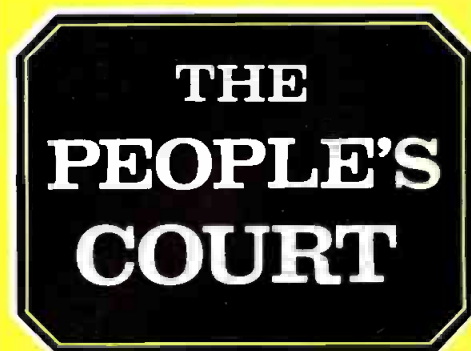
		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	7/34	19	4
NOV '81	All In The Family	2/17	5	3

WJAR-TV Providence M-F 10:00 AM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	6/40	18	12
FEB '81	Las Vegas Gambit	5/33	16	3

WTNH-TV Hartford-New Haven M-F 10:00 AM*

		Rating & Share	Women 25-54	Men 25-54
FEB '82	People's Court	5/37	15	6
FEB '81	Mike Douglas	4/29	10	3



*NSI/Cassandra, as dated

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Company names change to reflect new environment

Westinghouse Broadcasting adds 'Cable' and dumps Teleprompter; Storer is now Storer Communications

What's in a name, or, more to the point, what's in a name change? In the case of two of the nation's leading broadcasting/cable companies which did just that last week—Group W and Storer—it provides further fuel for those who argue that the old technologies (conventional broadcasting forms) and the new technologies (cable, STV, DBS, etc.) are rapidly and inexorably merging to form the shape of things to come in the television industry.

Both companies announced changes in their names which reflect, in the case of Group W, extensive cable holdings, and in the case of Storer, that company's shift from broadcast to cable expansion. (It sold all its radio properties last year.)

Westinghouse Broadcasting Co., becomes Westinghouse Broadcasting and Cable Inc., while Storer Broadcasting Co. will become Storer Communications Inc. although officially not until sometime in the fourth quarter of this year. And Teleprompter, the nation's third largest multiple system operator, bought by Group W in 1981 for about \$646 million, became Group W Cable last Monday (April 26).

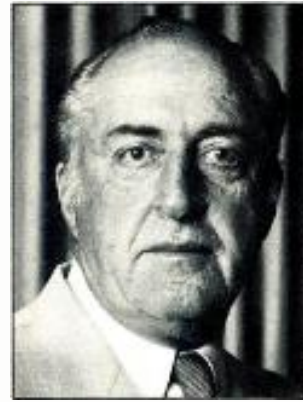
Commenting on the name change, Daniel Ritchie, chairman and chief executive officer of Group W, reinforced his company's commitment to merging the old with the new. "Nowadays," he said, "the world of telecommunications is moving ever faster." He described Group W's purchase of Teleprompter and the establishment of Group W Satellite Communications, a cable programming subsidiary involved with such ventures as Satellite News Channels, the Disney



Ritchie



Storer



Michaels

Channel and the Nashville Network, as taking "two dramatic steps into the 21st century."

The renaming of Teleprompter, said Ritchie, reflects "a dramatic change in the way we're headed," and represents "a rededication to the concept of service to the community." As an example of the company's commitment to cable, Ritchie cited plans to spend \$1.2 billion on capital items over the next five years. The first priority for those funds will be the upgrading of existing franchises, said Ritchie, promising that by the end of next year, Group W Cable would no longer have any 12-channel systems. Currently, 31 of its 132 systems are 12-channel systems.

The "technological capacity" of grandparent Westinghouse Electric also will be exploited more fully in the cable sphere, noting that a "task force" of Westinghouse Electric Co. employees and cable staff people has even begun work on such projects as "planning what the ultimate home terminal should be able to do."

Bresnan also alluded to "Teleprompter's checkered past" and the "Irving Kahn era" (Kahn, as Teleprompter president, was convicted of franchise-related bribery in 1971), when elaborating on why the name change was important.

In addition to Storer's name change, major executive and corporate organizational changes were announced last Tuesday. Peter Storer, vice chairman, is to be chairman of the board, succeeding Bill Michaels, who will not be a candidate for re-election to that post, but who will become chairman of a reorganized executive committee.

Storer, 53, will continue as chief executive officer, a responsibility he held as vice chairman. He is the third of four sons of the late George B. Storer, founder of the company that pioneered in broadcasting. The vice chairmanship is being eliminated from the corporate structure.

Terry Lee continues as president and chief operating officer of Storer, as do other top executives in their current capacities: Kenneth Bagwell, president, Television Stations Division; Arno Mueller, president, Cable Communications Division; Kenneth Mosher, vice president, treasurer and chief financial officer, and Abiah Church, vice president, secretary and general counsel. Michaels, 65, this month will end a relationship of executive management with the company of nearly 30 years and will begin one of consultancy and public board membership.

A resolution authorizing the Storer name change was adopted at a shareholders' meeting last Tuesday (April 27). The change will take effect with the relocation of the company's headquarters, slated for some time in the fourth quarter of this year. Headquarters are being moved from Miami Beach to Biscayne Center, a short distance away in Miami proper. In a March 30 proxy statement issued by the company, the board of directors went on record as endorsing passage of the resolution, reasoning that the new name would "more accurately reflect [the company's] activities and operations and more clearly identify it to the public." The proxy statement noted Storer's "rapidly expanding participation in other aspects of electronic communications, particularly including cable communications." □

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The top 50 MSO's: As they are and will be

Projected rank	Current rank	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Unpassed homes in franchised areas	Projected basic subscribers
1	1	TCI	2,100,000	3,600,000	58.0	1,100,000	est. 1,000,000	2,600,000
2	2	ATC	1,900,000	3,638,300	52.2	1,568,000	1,023,000	2,411,500
3	3	Group W Cable (April 22)	1,710,425	3,284,451	51.8	1,283,276	1,000,000	2,210,425
4	5	Storer	920,000	1,756,000	52.4	1,030,000	1,344,175	1,592,087
5	4	Cox	1,135,469	1,919,241	59.2	1,003,398	854,139	1,562,538
6	6	Warner Amex	907,300	1,686,300	53.9	623,700	1,126,000	1,477,300
7	9	Rogers UA Cablesystems	589,385	1,118,108	52.7	568,787	628,199	903,485
8	19	Cablevision Systems	229,000	559,000	41.0	537,000	1,119,000	784,950
9	10	Viacom	541,606	1,088,031	49.8	370,338	460,069	771,640
10	8	Newchannels	620,000	1,001,000	61.9	482,700	221,000	730,500
11	7	Times Mirror (Feb. 28)	675,847	1,178,731	57.3	427,209	NA	675,847
12	11	Continental	484,000	970,000	49.9	472,000	300,000	634,000
13	12	United	475,268	873,743	54.4	390,555	226,257	588,396
14	13	Sammons	454,646	647,823	70.2	235,542	153,117	531,204
15	20	Daniels	220,300	450,890	48.9	114,600	495,710	468,155
16	18	Comcast	231,624	429,598	53.9	202,583	191,502	327,375
17	23	Wometco	202,000	372,300	54.3	166,000	244,000	324,000
18	15	Cablecom	298,737	443,545	67.4	183,184	41,000	319,237
19	14	Telecable	309,900	542,300	57.1	211,100	NA	309,900
20	16	General Electric	295,000	494,000	59.7	150,000	—	295,000
21	17	Heritage	248,231	505,052	49.1	164,078	21,546	259,004
22	25	Maclean-Hunter	170,645	372,152	45.9	234,616	115,848	228,569
23	29	Colony	150,000	268,947	55.8	130,500	141,624	220,812
24	21	Liberty	213,642	450,000	47.4	104,383	—	213,642
25	22	Service Electric	210,000	300,000	70.0	75,000	—	210,000
26	26	Century (Feb. 28)	169,500	285,000	59.5	102,000	70,000	204,500
27	27	Multimedia	160,734	321,292	50.0	169,161	83,856	202,662
28	24	TCA Cable TV	200,000	260,000	76.9	50,000	NA	200,000
29	28	Tele-media (May 31)	152,600	211,000	72.3	38,500	44,000	174,600
30	—	Falcon Comm. (Dec. 31)	60,000	80,000	75.0	30,000	220,000	170,000
31	31	Suburban Cablevision	135,982	287,453	47.3	162,123	62,547	167,255
32	37	Tribune Co. Cable	108,000	248,000	43.5	78,500	117,000	166,500
33	29	Western	148,900	177,000	84.1	47,500	8,000	152,900
34	32	Prime Cable	129,619	240,218	54.0	102,531	38,050	148,644
35	36	Harron (Oct. 31)	113,429	150,000	75.6	52,169	64,000	145,429
36	30	Jones Intercable	142,714	319,176	44.7	78,281	NA	142,714
37	33	Comm. Services (Aug. 31)	125,500	221,000	56.8	55,800	—	125,500
38	47	Adams Russell	72,110	148,476	48.6	36,913	103,953	124,086
39	34	Midwest (Oct. 31)	120,000	220,000	54.5	62,000	—	120,000
40	35	Harris Cable	116,506	232,290	50.2	76,270	420	116,716
41	40	Cablevision Industries	91,100	128,300	71.0	64,500	40,000	111,100
42	38	Rollins	107,050	—	—	50,650	—	107,050
43	39	Gill Cable	92,000	191,000	48.2	35,000	—	92,000
44	41	N.Y. Times	90,000	—	—	94,500	—	90,000
45	42	Buckeye	88,607	163,049	54.3	35,275	—	88,607
46	43	Armstrong	85,300	—	—	51,000	—	85,300
47	—	Cablenet	14,000	38,000	36.8	22,400	135,000	81,500
48	44	Cablentertainment	77,836	113,106	68.8	22,194	NA	77,836
49	45	Multichannel	76,000	102,000	74.5	25,000	NA	76,000
50	46	McDonald Group	74,793	115,000	65.3	47,000	—	74,793

Tele-Communications Inc., which has been has gone the acquisition route instead of franchising to gain cable subscribers has jumped into first place in both BROADCASTING's present and projected basic subscriber counts.

TCI, which has bought Horizon, Cross Country Cable, Six Star, Plains TV Group and Cape Cod Cablevision within the last 18 months, moves past American Television & Communications, which is second and Group W Cable, third.

Among the big gainers in BROADCASTING's projected subscriber column are Cablevision Systems and Daniels & Associates. Cablevision, with big franchise wins in Boston and Fairfield county, Conn., would move in to the top 10, once those systems are wired. BROADCASTING assumes a 50% penetration for the homes that have not yet been passed and adds that figure to the current basic count to reach the projected figures. (Some companies appear to drop—Times Mir-

ror, for example—but only because a count on unpassed homes was not available, which froze projected counts to current sub counts.)

New to the list is Falcon Communications, which gains 30th place by virtue of the 220,000 unpassed homes it has won in Los Angeles area franchises. Only those franchises that have officially been signed have been included in the tabulations.

A number of companies report more pay subscribers than basic, but none greater than Cablevision, which reports 537,000 pay subs with only 229,000 basic subs.

BROADCASTING has included two companies, Gill Cable and New York Times Cable Co., whose definition as multiple system operators have been debated. Each operates one system technically, though each connects a number of different franchise units—55 in the case of the Times.

Figures are for March 31, unless noted otherwise.

Money matters top CPB agenda

Board will vote on decreased 1983 budget at meeting this week

The adoption of a fiscal 1983 budget will dominate discussion at this week's Corporation for Public Broadcasting board meeting. The board convenes May 5 and 6 and will act on the proposed \$137-million budget.

Board members also will focus their attention on the corporation's program fund. It has been under review since last December and the board is likely to list a number of fund priorities. CPB officials are expected to discuss the soon to be vacated program fund directorship. The current director of the fund, Lewis Freedman, resigned last month (BROADCASTING, April 5).

CPB management has prepared a proposed FY 1983 budget that would appropriate \$95 million to public TV and \$29.7 million to radio. Although the Office of Management and Budget asked Congress to rescind its FY 1983 appropriation from \$137 million to \$116.5 million, CPB officials remain confident it won't occur (BROADCASTING, Feb. 15).

The current appropriation, however, represents a \$35-million drop from CPB's FY 1982 budget. Public TV would face a decline of 20% in funds and radio a 16.7%

decrease. The budget also reflects proposed reductions in the corporation's staff of roughly 40 positions. A total of 24 filled positions are actually being cut, while the remainder are being reduced through attrition and a hiring freeze.

In other action the board will discuss further details on a proposed \$5-million

challenge grant (BROADCASTING, March 8). It will hear an update from CPB's long-range financial task force and listen to public comments from Harold E. Morse, president of the Appalachian Community Service Network, and Dave Davis, executive producer of the public broadcasting program, *American Playhouse*. □

Changing Hands

PROPOSED

WDRQ(FM) Detroit □ Sold by WDRQ Inc. to Amatore Group Inc. for \$5 million. **Seller** is subsidiary of diversified Jacksonville, Fla.-based Charter Co., which also sold, subject to FCC approval, its other six radio stations to Surrey Broadcasting for \$32 million (BROADCASTING, Dec. 14, 1981). John Bayliss is president of Charter Broadcasting Group. **Buyer** is Fort Lauderdale, Fla.-based group owner of two FM's and four TV's headed by Joseph C. Amatore, president. WDRQ is on 93.1 mhz with 20 kw and antenna 500 feet above average terrain. **Broker: Kalil & Co.**

WJAN(TV) Canton, Ohio □ Sold by PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingston Missionary Foundation Inc. for assumption of \$1,346,250 debt. James O. Bakker is president of nonstock religious corporation and

owner of PTL Television Network, Charlotte, N.C., which syndicates *The PTL Club*, religious program. It bought WJAN five years ago for \$2.5 million (BROADCASTING, Aug. 22, 1977). **Buyer** is philanthropy organization headed by Lonnie Rex, president. It has no other broadcast interests. WJAN is on channel 17, with 436 kw visual and 42 kw aural and antenna 450 feet above average terrain.

WTNT(AM)-WLVW(FM) Tallahassee, Fla. □ Sold by Robert Ingstad Broadcast Properties to Palmer Communications for \$2.6 million. **Seller** is Valley City, N.D.-based group of three AM's and two FM's owned by Robert E. Ingstad, who bought WTNT and WLVW three years ago for \$1.1 million (BROADCASTING, Feb. 5, 1979). **Buyer** is Davenport, Iowa-based group of three AM's, three FM's and three TV's principally owned by Daniel D. Palmer trust. Robert H. Harter is president. WTNT is on 1270 khz with 5 kw full time. WLVW is on 94.9 mhz with 51 kw and antenna 210 feet. **Broker: Blackburn & Co.**

WGOE(AM) Richmond, Va. □ Sold by WGOE Radio Inc. to Tidewater Radio Show Inc. for \$400,000. **Seller** is owned by Carr P. Coffman and family, who have no other broadcast interests. They bought WGOE seven years ago for \$230,000 (BROADCASTING, June 23, 1975). **Buyer** is owned by Willis Broadcasting Corp. (100%), which is wholly owned by L.E. Willis, who also owns WPCE(AM) Portsmouth and WOWI(FM) Norfolk, both Virginia. WGOE is 5 kw daytimer on 1590 khz.

□ Other proposed station sales include: KIFN(AM) Phoenix (BROADCASTING, April 26); KVEE(AM) Conway, Ark. (BROADCASTING, April 26); KLBS(AM) Los Banos, Calif. (BROADCASTING, April 6); WSIR(AM) Winter Haven, Fla. (BROADCASTING, March 15); KSEK(AM)-KMRJ(FM) Pittsburg, Kan. (BROADCASTING, April 26); WXMR(FM) Lexington, Miss. (BROADCASTING, April 26); KXKS(AM) Albuquerque, N.M. (BROADCASTING, April 26); WSYR-AM-FM Syracuse, N.Y. (BROADCASTING, April 5); WGBU(AM) Farrell and WGBZ(FM) Sharpville, both Pennsylvania (BROADCASTING, April 26); WQVE(FM) Mechanicsburg, Pa. (BROADCASTING, March 8); WUSW(FM) Lebanon, Tenn. (BROADCASTING, April 26) and WRNX(TV) [CP] Richmond, Va. (see "For the Record," page 107).

Scripps-Howard Broadcasting Company

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5/3/82

AWRT show unfolds in San Francisco

Annual convention opens in Bay Area for five days of sessions on management, news and programing

The American Women in Radio and Television will open its 31st annual convention in San Francisco tomorrow—by heading out of that town.

It will be AWRT's all-day tour of nearby "Silicon Valley" where delegates will be exposed to the latest in technological advances being offered by area manufacturers.

The formal meeting agenda gets under way Wednesday at the Hyatt Regency Embarcadero with greetings from San Francisco Mayor Diane Feinstein and an opening address by AWRT National President Muriel Kennedy.

The schedule of events, Tuesday through Saturday, follows.

Tuesday, May 4

7:30 a.m.-9 p.m. Registration. Convention area.

8:30 a.m. - 5:30 p.m. Market Street entrance. Professional tour day. Busses depart for "Silicon Valley" with each bus to visit two sites (one in morning, one in afternoon) at Ampex, Hewlett Packard, Intel and NASA. Luncheon will be at the Hyatt Palo Alto where Paul Shay, vice president of communications will speak on the impact that the transition to a communication society will have on the economy, society at large and on each individual.

6:30 - 10 p.m. Pacific. Exhibit hall opening.

Wednesday, May 5

7:30 a.m. - 6 p.m. Convention area. Registration.

8 - 9:30 a.m. Golden Gate A. Roundtable breakfast discussions. Introduction of First Timers. Sponsor: Chesebrough-Pond's Inc.

9:45 - 11:45 a.m. Golden Gate B. Opening general session. Presiding: Jeanne Toncre, convention chair. Presentation of colors: The Presidio of San Francisco Color Guard, Sixth U.S. Army Band. Invocation: Mary Dorr, executive director, Religion in Media Association and 1968-1969 AWRT national president. Greetings from San Francisco Mayor Diane Feinstein. Opening address: Muriel M. Kennedy, AWAT national president, "In Pursuit of Excellence." Government regulation panel on "Re- De- or Un Regulation: What's It All About?" Moderator: Jane E. Cohen, vice president/television, National Association of Broadcasters and 1975-1976 AWRT national president. Panelists: Mimi Weyforth Dawson, commissioner, FCC; Wade Hargrove, executive director, North Carolina Association of Broadcasters; and (via satellite) Allen Byron Swift (D-Wash.), member House Subcommittee on Telecommunications, Consumer Protection and Finance. (Teleconferencing courtesy of Wold Communications.)

11:45 a.m. - 1:45 p.m. Pacific. Reception/ buffet luncheon.

2 - 5:30 p.m. Mini seminars (4 concurrent

sessions).

Embarcadero. "What the Computer Can Do for You," Dave Sanders, marketing representative, IBM.

San Francisco B. "Personnel Management," Barbara Ashley Phillips, president, American Intermediation Service.

San Francisco A. "Financial Planning." Moderator: Jeannette Greer, vice president/ business manager, KFDM-TV Beaumont, Tex., and 1978-1980 AWRT national secretary treasurer. Panelists: Bob McAuliffe, executive director, Broadcast Financial Management Association; Alvina Britz, general manager, KBIZ(AM) Ottumwa, Iowa-KTVO(TV) Kirksville, Mo.; Larry Beaulieu, executive news/program director, KFDM-TV David Hood, Foote, Cone & Belding Advertising.

Bayview. "News." Television panel moderator: Wayne Godsey, news director, WTMJ-TV Milwaukee, and president, Radio Television News Directors Association. Participants: Belva Davis, newscaster, KRON-TV San Francisco; Claudia Pryor, producer, KGO-TV San Francisco; Betty Ann Bono, reporter, KTVU(TV) Oakland-San Francisco. Radio panel moderator: Fred Zehnder, news Director, KTVU-TV. Participants: Vicki Liviakis, newscaster, KFRC(AM) San Francisco; Pat Palmer, reporter/producer, KNBR(AM) San Francisco; Barbara Rickard-Riegle, news bureau chief, KFWB Los Angeles.

6:30 p.m. Market Street entrance. Busses (courtesy of Stauffer Chemical Co.) leave for "Taste of San Francisco" at the Palace of the Legion of Honor. Sponsors: KTVU-TV and Cox Broadcasting Co. Wine courtesy of Taylor California Cellars

Thursday, May 6

7 a.m. - 6 p.m. Convention area. Registration. **7:30 - 8:45 a.m.** San Francisco B. Advisory council breakfast.

9: a.m. - noon. San Francisco A. Advisory council meeting. Presiding: Charlotte Tharp, AWRT president-elect.

Noon - 12:30 p.m. Golden Gate Foyer. Cash bar reception.

12:30 - 2:30 p.m. Golden Gate AB. Awards luncheon. Presiding: Muriel M. Kennedy, AWRT national president. Presentation of certificates of commendation. Sid Guber Award presentation to and performance by Aviva Katzman. Presentation of AWRT Achievement Award. Host: John Mack Carter, editor, *Good Housekeeping*, Presentors: Derin Atlay, star of "Evita"; Dr. Lenore Cole-Alexander, director, Women's Bureau Department of Labor; Van Gordon Sauter, president, CBS News; Elaine Guber, director, promotional activities, SESAC. Sponsor: *Good Housekeeping* Magazine.

Break

2:45 - 3:45 p.m. San Francisco AB. General Session: "Making Effective Salary Demands Without Sounding Demanding." Sherry Chastain, author, "Winning the Salary Game: Salary Negotiations for Women."

4 - 5:50 p.m. Professional development workshops (five concurrent workshops).

Regency. "Speech Writing," Jack Cassidy, senior speechwriter and head of communications, Bank of America.

Embarcadero AB. "Time Management," Barbara Greenleaf, coordinator of consumer affairs, Conoco Inc.

March 31, 1982

Nationwide Communications, Inc.

has completed its initial entry into the CATV industry through the purchase of the assets of

Fairfield Cablevision Associates

a cable system serving over 14,000 basic subscribers in the principle cities of Lancaster and Circleville, OH and several surrounding counties.

Todd Hepburn, Vice President of the undersigned initiated this transaction and represented the buyer in the negotiations

THE
TED HEPBURN
COMPANY Cincinnati, Ohio

Embarcadero CD. "Advertising: A Case Study," Norm Olson, vice president/media director, J. Walter Thompson.

Sea Cliff B. "Being an Effective AWRT Chapter President" (All chapter presidents are expected to attend this session), Charlotte Tharp, president-elect of AWRT.

Sea Cliff A. "Being a Board Member," Margaret Adams, senior editor/national affairs, *Good Housekeeping Magazine*.

5:30 - 8 p.m. Pacific. Cash bar in Exhibit Hall.

5:30 - 6:30 p.m. Bayview A. Presentation/ orientation of China Tour.

Friday, May 7

7 a.m. - 7 p.m. Convention area. Registration.

7:45 - 9 a.m. Golden Gate AB. Breakfast. Corporate multi-media presentation. Ron Phillips, audiovisual director, Bechtel Corp., Sponsor: KCBS(AM) and KGO(AM) San Francisco.

9:15 a.m. - 12:30 p.m. San Francisco AB. AWRT business meeting. Presiding: Muriel M. Kennedy, AWRT national president. Parliamentarian: Helen Disenhaus. AWRT Foundation business meeting. Presiding: Sylvia Goldstein, foundation chair. Parliamentarian: Helen Disenhaus.

12:30 - 1:15 p.m. Pacific Room. Reception and prize drawing.

1:15 - 3 p.m. Golden Gate AB. Luncheon. Speaker: Garry Marshall, executive producer, Henderson Productions, Introduction of 1982-1983 board of directors. Introduction of 1982-1983 board of trustees. Sponsor: Conoco.

Break

3:15 - 5 p.m. San Francisco AB. General Session, "Cable TV—More than Just Programing". Moderator: Miskit Airth, director of programing and studio operations, Warner Amex/Qube Cable. Participants: Dr. Vivian Horner, vice president program development, Warner-Amex Cable and president of Women in Cable, and Susan Green, vice president/corporate affairs, Manhattan Cable Television. Laura Crandall, customer service manager, Community Cable Television.

6:30 - 7:30 p.m. Golden Gate Foyer. Banquet reception. Champagne courtesy of Sonoma County Wine Growers Association.

7:30 - 10 p.m. Golden Gate AB. AWRT Broadcast/Industry Banquet. Presiding: Muriel M. Kennedy, AWRT national president, mistress of ceremonies: Wendy Tokuda, news anchor, KPX-TV San Francisco. Silver Satellite Award to actress Jean Stapleton. Invocation: Body and Soul Dance Company. Entertainment: Ernie Hecksher orchestra. Sponsors: ABC, Bonneville Broadcasting, CBS, Group W/ Westinghouse Broadcasting, NBC, KВНК-TV San Francisco/Field Communications, KGO-TV. Program courtesy of KPX-TV. Wine Courtesy of Sonoma County Wine Growers Association.

Saturday, May 8

7 - 9 a.m. San Francisco A Foyer. Breakfast. Post convention joint board meeting. 1982-1983 AWRT board of directors. 1982-1983 Foundation board of trustees. Presiding: Charlotte Tharp, national president of AWRT.

Study standoff

NBC releases survey showing public is interested in getting longer news; network action is in rebuttal to Group W survey

Who is to be believed?

That is a question raised with NBC's release last week of a Statistical Research Inc. study on expanded news. Based on the survey, NBC concluded that "news viewers, both local and network, express a considerable amount of interest in an expanded network news."

In March, however, Group W with its evidence from the Roper Organization, found that the public opposed expansion by a margin of 2 to 1 (BROADCASTING, March 15).

According to NBC, the survey originally had been intended for internal use only. The network said it decided to go public with the results so Group W wouldn't have the "last word."

The SRI survey for NBC was based on a national sample of 1,546 viewers in January and February. Seventy-three percent of that total said they watched either local or network news. Those who said they do not watch news weren't questioned further.

Of the news viewers, SRI found that, from 4 p.m. to 8 p.m. (NYT), 36% want more national network news, 22% want more local news and 25% more entertainment programing. On the reverse side, 53% said they would be willing to give up entertainment programing to accommodate other programing; 22% said they would give up network news and 19% local news. Others said they had no preference or didn't know.

Asked if network news should be expanded, 30% agreed strongly; 22% agreed somewhat; 27% disagreed somewhat; 18% disagreed strongly, and 4% didn't know.

On a preferred balance of local and network news within an hour, 65% opted for an even split of 30 minutes each. Twenty percent went for 15 minutes local and 45 minutes network and 9% wanted 45 minutes local and 15 minutes network. Four percent wanted all local and 3% all network.

The same question, but with 90 minutes, brought these results: 40% opting for 30 minutes local/60 minutes network; 39% 45 minutes local/45 minutes network; 17% 60 local/30 network; 2% 90 local/no network, and 1% no local/90 network.

NBC also concluded that the study shows a competitive advantage for the network that expands the news. If their favorite network news program expanded, 56% said they would watch it more; 27% said the same and 17% said less. If their favorite remained the same and its two competitors expanded, 34% said they would watch their favorite more; 33% the same amount and 33% less. If all three expanded, 45% said they would watch more network news, 28% the same amount, and 26% would watch less.

Group W wasn't prepared to let NBC

March 1, 1982

Storer Broadcasting Company

has completed the sale of the assets of radio station

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Chicago, IL.

to

Viacom International Inc.

*The undersigned initiated this transaction
and represented the seller in the negotiations*

**THE
TED HEPBURN
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have the last word on the matter. That company issued a statement from Group W Television President William F. Baker—"preliminary comments made while awaiting a written version of the NBC report."

Baker said that "we believe the findings of the Roper study stand as irrefutable. Unless NBC's researchers were meticulous enough to ask a real-world question of its respondents—that is, ask the public what it was willing to give up for an extra half-hour of network news—we would say the NBC findings beg credibility..." □

ABES retains engineering consultant

Association for Broadcast Engineering Standards Inc. has made some changes in its engineering resources. Jeffrey B. Hatch, of Communications Investment Corp., of Salt Lake City, the new president of the association, announced that ABES has retained the consulting engineering firm of Moffet, Ritch & Larson, P.C., of Arlington, Va., to assist it in engineering matters before the FCC. He also disclosed that Wallace E. Johnson, ABES's executive director, joined the Moffet firm on May 1 but will continue in his post with ABES. The firm will change its name to Moffet, Larson & Johnson, P.C.

Hatch last week also announced the names of ABES officers and directors

elected at the association's annual meetings. Besides Hatch, the officers are George Capalbo, RKO Radio, Boston, vice president; Tom Dougherty, Metromedia Inc., Washington, treasurer, and Bill Potts, Haley, Bader & Potts, Washington, secretary. The directors are Russ Arnold, WTHI(AM) Terre Haute, Ind.; John Bowman, Bethesda, Md.; Ralph Green,

CBS Radio, New York; Shag Miller KBOW(AM) Butte, Mont.; Mort Nasatir, Billboard Publications, New York; Bob Niles, Capital Cities Communications, Philadelphia; John Serafin, ABC Radio, New York; Marion Stephenson, NBC Radio, New York, and Jim Williman, WTMJ(AM) Milwaukee. Hatch and Capalbo also were elected directors. □

Intermedia

Los Angeles franchise choice reaffirmed. Los Angeles Department of Transportation has recommended city's Board of Transportation Commissioners find East Valley Community Cable Inc. is "highest responsible bidder" for East San Fernando Valley cable franchise. Recommendation follows two other first-place evaluations given EVCC by CTIC Associates, department's Washington consultant. Commissioners are expected to vote on their recommendation to city council on June 24. □

Measuring the methods. Research Standards Committee, joint project of Cabletelevision Advertising Bureau and National Cable Television Association, has put finishing touches on plans for long-awaited cable audience methodology study. Test of cable audience measurement methods, which is to run June 3 through 16 on Warner Amex Cable system in Columbus, Ohio, and Gill Cable, San Jose, Calif., is intended to evaluate accuracy of four diary and three telephone survey techniques. Results of \$250,000 study are to be released starting in fall. Separately, CAB announced four regional meetings modeled on February's Cable Advertising Conference in New York—San Francisco, Sept. 14-15; Detroit, Oct. 5-6; Dallas, Oct. 12-13 and Chicago, Oct. 26-27. □

Wider mission. Broadcast Rating Council board of directors has decided to "broaden the structure of the council to include all segments of the electronic communications industry." Chairman Daniel Kops of Kops-Monahan Communications said BRC already has "ample evidence of interest on the part of cable and strong support from multimedia corporations." BRC currently monitors accredited broadcast ratings services. John A. Dimling Jr. takes over as executive director June 1 (BROADCASTING, April 19). □

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Limited partnerships: latest in cable financing

While still an uncommon practice, public limited partnerships are being tried by some MSO's; some problems include educating brokers

Recently, four cable companies moved to take advantage of a funding source that's not been heavily used by the industry—public limited partnerships. To be sure, one of the four, Jones Intercable, was starting its 14th such deal, and Comcast had some experience with them back in the 60's, but while private limited partnership deals have long been a staple of cable financing, this offering of four public partnerships during 1982 marked a radical departure from past funding patterns.

The amount of money being sought was itself staggering—Comcast, Daniels & Associates and Heritage Communications each looked to raise about \$25 million from private investors, and Jones was looking for another \$75 million itself. There was speculation that this would simply prove a first wave, as operators faced with tight lending markets would turn to this new reservoir of funds. However, as the selling of these four partnerships was progressed, it seems that there will be no rush of cable operators looking to follow their lead.

To date, Comcast has sold \$10 million-worth of interests in its limited partnership, Daniels is said to have sold \$10.5 million and Heritage \$6.4 million. Jones has sold the most, putting its sales at \$11 million. Everyone concedes that's slow selling and a variety of factors are cited.

First, there's the complexity of the

packages. Investors are buying a stake in a partnership that will seek to leverage the funds raised with outside borrowings and use that aggregate to purchase and build cable systems. As the various prospectuses state, with some shifts in emphasis, the chief objectives of the partnerships are to "obtain capital appreciation in the value of their properties," and secure tax benefits for the limited partners by passing along the operating losses from the early years of operating the systems. The cable operators, as general partners, will manage the systems acquired by the partnerships on a fee basis. While some view the limited partnerships as tax-shelters, those operators doing the selling stress that, since the partners seek capital appreciation through eventually selling the systems for more than their purchase price, investors should look on the deals as "tax-advantaged" investments, and not just "shelters."

Right now, the whole tax-shelter marketplace is stagnant, to a degree that prompted *Forbes* magazine to ask if the business even had a future. And that simply aggravates a problem that's bedeviling the cable companies selling limited partnerships, particularly Comcast, Daniels and Heritage. The brokers through whom they are selling just weren't familiar with the cable industry, and so were not prepared to answer questions investors had about cable.

C. Stephen Backstrom, Comcast's director of tax administration, said this was the first cable deal for the broker Comcast used, Shearson/American Express. That meant "we had to educate their brokers,"

before they were able to market the partnership. "Some of their brokers were used to oil and gas or real estate deals" that were similar, but just weren't equipped to respond to potential investors who "think [satellite] dishes will make the cable business obsolete."

Similarly, Heritage President James Hoak has found the process "a heck of a lot of work, quite a bit more than we expected." He's selling through E.F. Hutton, and Hoak says "we had to explain it to the Hutton system," a process that became "all consuming for our management for the last three months." Hoak says that other operators he's talked to who had been considering the limited partnership route, on hearing the amount of effort required, have decided to back off.

Hutton has been in charge of selling not only the Heritage package, but the Daniels one as well, and John Tomassini of Hutton concedes "our account executives just were not familiar" with cable. But Tomassini also points to the slow economy and changes in the tax codes as additional factors that impeded sales of the cable limited partnerships. The latter, he says, "caused confusion for investors" regarding tax-advantaged packages. In the long run, Tomassini argues, the cable deals fall into a group of shelters that benefits from the new tax codes. But, of course, specifics depend in large measure on the personal circumstances of the investors.

Jones's situation is somewhat different—the company oversees the marketing of its partnerships through its own brokerage subsidiary, Jones Intercable Securities. (That nets Jones a hefty chunk of the brokerage fees that otherwise would go to the outside dealer-manager. But it also promotes some others to say that Jones, top-30 MSO, "isn't really a cable operator" but "a seller of tax-shelters.")

Neil Jones, vice president-development for Jones Intercable nevertheless sees some of the same problems—two of the regional brokerage houses in the network Jones Intercable has set up were acquired by Shearson, and the company had to "educate" brokers of two new dealers. Jones says "we're bringing on new dealers all the time" in any case, and his company has been conducting the education process for some 10 years now. In fact, Jones says he welcomes the competition of other cable companies in the limited partnership field—"now our competitors can help educate brokers as well."

Jones thinks the slow limited partnership sales are tied to a general slowdown in the stock market. He argues that when the

Proxy revelations. The American Broadcasting Companies proxy not only tells shareholders what their top officers made last year; it asks shareholder approval of an amendment to the company's stock bonus plan designed to protect "key employees" awards in the event of a change in control of the corporation.

According to the proxy, the following figures are the tallies for cash plus cash equivalent remuneration and contingent remuneration for top executives in 1981: Chairman Leonard Goldenson—\$810,369 and \$404,953; President Elton Rule—\$704,515 and \$245,699; ABC Television President Fred Pierce—\$601,246 and \$266,448. Contract salaries for those three are, respectively, \$500,000, \$450,000 and \$400,000. They, in turn, own 408,011; 113,704, and 30,000 shares of ABC stock.

The proposed restricted stock bonus plan amendment provisions "recognize that a change in control of the Corporation may result in the termination of employment of key employees under circumstances which would otherwise require forfeiture of all their restricted stock and share units ... The board of directors believes that providing some protection against the forfeiture of restricted stock and share units in the event of a change in control will enhance key employee morale, benefit the corporation through improved key employee performance and further the purposed of the plan." Shareholders will get to record their views at the annual meeting on May 18.

Because directors of ABC also serve on the boards of Bristol Myers, General Motors and Warner-Lambert, the proxy totals the percentages of ABC's 1981 gross revenues (\$2.4 billion) represented by advertising purchased by those three companies—1.5%, 2.6% and 1.2%; or roughly \$36 million, \$62 million and \$28 million.

market has turned down, individual brokers develop a "negative attitude" and aren't going to be calling clients who might want to chew them out because a stock they recommended took a down turn. If the market turns up, Jones thinks his company will have no problem selling all \$75 million worth of units in Cable TV Fund 10—and even if it doesn't he thinks he'll be able to do \$50 million in sales.

Brokers finally have come to the point where they are actively seeking cable deals in the limited-partnership area, argues Jones. In the future, they'll also be in a position to pick and choose between competing deals in the marketplace.

That attitude is mirrored in comments of Hutton's Tomassini, who says that "the digestive period is over"—and he cites as evidence an upsurge in the sales he has handled over the last several weeks. Tomassini says Hutton would "like to come back to market" on cable deals: "we've done a lot of work, and are convinced they're a good profitable opportunity for investors."

But whether cable operators will be bringing partnerships out in any great number remains doubtful. Some of those already in the field try hard to avoid the use of the word "disappointing" to describe their experience. And yet, there is always the argument that the four packages out there now have gone some way in educating both brokers and investors. □

LIN decides to bet on cellular radio

Company will file for five cities, expects to invest about \$70 million, sees market booming in 10-15 years

At a financial analysts luncheon in New York last week LIN Broadcasting President Donald Pels announced that company's intention to file applications for cellular radio franchises in five of the top 30 markets, New York, Los Angeles, Houston, Dallas and Fort Worth. It will also file for Philadelphia in a joint venture with Radio Broadcasting Co., a mobile telephone firm. June 7 is the deadline for applications in the top 30 markets.

LIN, a New York-based group broadcaster (five AM's, five FM's and four TV's), is not new to the radio common carrier field. It is currently engaged in radio paging and mobile telephone businesses in the New York area and radio paging in the Houston/Galveston market. Cellular radio is the latest mobile telephone technology to be authorized by the FCC, and one which exponentially increases the capacity for mobile telephone traffic per market.

Noting the "capital intensive" nature of the cellular radio field, Pels said that the start-up costs for such an operation in a large market could run between \$10 million and \$20 million and that the company was prepared to spend an initial \$70 million to build the five markets, assuming that it is authorized. He said the company had \$40 million in cash to invest and felt confident "we could borrow \$100 million before nightfall" if need be.

LIN's cellular plans are not without risks. AT&T, which is practically a shoe-in for the wireline franchises in markets where other telephone companies do not operate, will have considerable economies-of-scale advantages. Pels suggested that Ma Bell has a "virtual guarantee of a 70% market share," given its ability to sell mobile phones at a lower cost and conduct extensive national advertising campaigns and its familiarity with the national Bell interconnect system. He said AT&T already has a staff of 200 employees devoting their energies to cellular radio. Apart from its general experience and skill in the telephone business, Pels concluded that the giant conglomerate has "enormous advantages."

But while the risks are great, so are the potential payoffs. Pels declared that his company was confident that cellular radio would be "a multibillion dollar business in 10 to 15 years." And while the costs in a single large cellular market over 10 years might accrue to \$100 million, revenues

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after 10 years might amount to that much as well, with profits in that single market "exceeding those of LIN today." In fiscal year 1981, LIN had a net income of \$17,384,000.

While competition would affect LIN's ultimate pricing structure, Morris Berkowitz, vice president, treasurer and secretary of LIN, said that for planning purposes the company would expect to have 75,000 subscribers on line per market by year 10, with each subscriber paying about \$1,500 per year for service.

Pels suggested that rate-of-return regulation will probably vary from state to state. He said it was his feeling that New York and Texas would not get involved in rate regulation of cellular radio, while California probably would.

Pels said he was willing to take "whatever" reduction in the current level of earnings results from the company's investment in cellular "if it is creating capital for the stockholders."

And LIN's expansion plans do not end with cellular radio. Pels said the company also hopes to break into a field closer akin to its over-the-air broadcasting operations—cable television. He described LIN's failure to enter that business in the mid-1970's as perhaps a "missed opportunity . . . [and] we regret that." Nevertheless, the company believes that there is still time to grab a piece of the cable action. "We look at a cable deal at least once a month," said Pels, and when the time

appears right, "we will get into cable."

For the first quarter of fiscal year 1982 (ended March 31), LIN reported record profits totaling \$3,083,000, up 9% from the previous year. Earnings per share increased to 29 cents compared with 25 cents for the quarter 1981, an increase of 16 cents. Revenues were up 28% to \$17,405,000. □

ABC rebounds in first quarter

Company posts net income of \$24 million on revenues of \$612 million; gain is attributed in large part to company's owned stations; start-up and development costs hurt radio division

Net income in the first quarter has soared for ABC—the \$24.2 million the company earned in the first three months of 1982 was 89% greater than the \$12.8 million reported for the comparable period last year. The per-share comparison was 84 cents versus 45 cents.

That rise came on revenues that were up 13% to \$612.9 million. ABC attributed the income surge "to the continuing strength of our television operations," mentioning as well a benefit from tax refunds due to

investment tax credits on film and television productions from prior years. The refunds and interest income received on the investment tax credit claims totaled \$10.3 million or 36 cents per share in income in the quarter. Minus that sum, net income would have risen 8.6%.

At the same time, this year's percentage gain is inflated by an easy comparison with the 1981 results. Last year's first quarter had shown a 47% drop in net income, from the \$24.3 million, 86 cents per share, earned in 1980.

Commenting on this year's results, ABC Chairman Leonard Goldenson and President Elton Rule said: "The ABC Television Network achieved record first-quarter revenues and sharply increased profits in the quarter." They cited "strong competitive performance" and "the continuing strength of the television advertising marketplace." Owned Television Stations posted "sizable" revenue increases and profit growth.

Start-up and development costs for ABC's new radio networks and ABC Radio Enterprises "negatively affected" ABC Radio profits, although revenues there rose in the quarter.

Publishing revenues posted a "slight decline" and publishing profits "declined modestly."

According to ABC, corporate earnings were also affected by development expenses for ABC Video Enterprises and ABC Motion Pictures.

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Bottom Line

Prism refocused. 20th Century-Fox has sold its 50% interest in regional pay-cable network Prism to Chroma Enterprises, company headed by Ed Snider, holder of other half of Prism. Philadelphia-based Prism is nearing 300,000 subscriber mark, making it fifth largest pay-cable operation in country. Prism has heavy sports orientation; Snider's Spectator management company owns Philadelphia Flyers and Spectrum arena. Management of Prism, headed by president Jack Williams, is to remain intact. □

JWT dip. JWT Group Inc., New York, reported net loss of \$47,000 in first quarter of 1982 but said result was not connected with financial problems of its television program syndication operations (BROADCASTING, Feb. 8, et seq.). JWT said Mexican peso devaluation and construction delays in preparing new office space created loss in first quarter. In 1982 first quarter net loss amounted to one cent per share, as against net income of \$326,000, equal to six cents per share, in corresponding period of 1981. Revenues in 1982 period totaled \$92.4 million, up from \$83.3 million last year. □

Cohu's cooling. San Diego-based Cohu Inc. has reported decline in net income for first quarter ended March 31, 1982, to \$130,119 from \$283,698 for year earlier. Sales dropped from \$6 million to \$5.6 million during period and dividend yield was cut from 17 cents to 8 cents per share. Cohu's television camera operations achieved record sales and earnings for period, but other sales and earnings were off due to recession and heavy product development expenditures. □

Oak dividends. Oak Industries has declared regular quarterly dividends of 6 cents per share on common stock and 43 3/4 cents per share on series C preferred stock, payable June 10 to stockholders of record May 25. □

Markets abroad. Video recorders continue to be booming export item for Japan—February sales outside Japan were up 80% to 757,149 machines—U.S. portion of sales, 209,033 recorders, was up 57%. Meanwhile, Japan's color television sales abroad were down 4% from Japan's year earlier, to 371,309 sets.

For the Record

As compiled by BROADCASTING, April 19 (through April 23, 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. SII—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

- Marion, Ark.—Big Ben Communications Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Route 1, Box 6C, Marion, Ark. 72364. Principal: Rose McGee (100%), who has no other broadcast interests. Filed April 15.
- Preston, Idaho—Cache Country Inc. seeks 96.7 mhz, 3 kw, HAAT: 232 ft. Address: P.O. Box 235, Preston 83263. Principal: Michael B. Lish (100%), who is president and owner of KACH(AM) Preston. Filed April 13.
- Haysville, Kan.—Mid-States Broadcasting Inc. seeks 105.3 mhz, 100 kw, HAAT: 642 ft. Address: 350 Shefford, Wichita, Kan. Principals: Gary L. Dick (55%), David L. Frieden (25%) and Sheldon N. Davis (20%). Dick is former general manager of KEYN-AM-FM Wichita, Kan. Frieden is former general manager of KOFM(AM) Oklahoma City. Davis is former general manager of KIKK-AM-FM Houston. None have other broadcast interests. Filed April 15.
- Haysville, Kan.—Douglas Broadcasting West Inc. seeks 105.3 mhz, 100 kw, HAAT: 702 ft. Address: 309 Webster, Pittsburg, Kan. 66762. Principal: James D. Harbart (100%), who is president, general manager and owner of KSEK(AM)-KMRJ(FM) Pittsburg, Kan., which has been sold, subject to FCC approval (BROADCASTING, April 26 and below). Filed April 15.
- Haysville, Kan.—Great Plains Communications Inc. seeks 105.3 mhz, 100 kw, HAAT: 692 ft. Address: P.O. Box 31, Derby, Kan. 670037. Principals: Frank S. Chappell (46.15%), Vivian Bell (46.15%), Clarence E. Wesley (7.69%). Chappell is vice president, corporate development, Kansas State Network. None have other broadcast interests. Filed April 15.
- Haysville, Kan.—Misco Broadcasting Corp. seeks 105.3 mhz, 100 kw, HAAT: 1,100 ft. Address: 257 North Broadway, Wichita 67202. Principals: Misco Industries Inc. (85%), W. Frank Gunn (8%), Harry Litwin (5%) and George H. Bruce (2%). Stock of Misco Industries is voted by its president, S.O. Beren. They also own KAKZ(AM) Wichita. Filed April 15.
- Haysville, Kan.—Sedgwick Broadcasting Co. seeks 105.3 mhz, 22.3 kw, HAAT: 700 ft. Address: 908 East 35th Street, Sioux Falls, S.D. 57105. Principal: B. Scott Reardon III (100%), who has no other broadcast interests. Filed April 15.
- Wichita, Kan.—Channel 287 Inc. seeks 105.3 mhz, 100 kw, HAAT: 727 ft. Address: 200 West Douglas, Suite 430, Wichita 67202. Principals: Joseph W. Kennedy, Robert W. Wise, Ralph R. Brock and Gene A. Bechtel (25% each). Bechtel is Washington communications attorney and principal in 14 applications

for new low power television stations. Filed April 12.

- Wichita, Kan.—M. Dale Larsen seeks 105.3 mhz, 100 kw, HAAT: 443 ft. Address: 328 Hampton, Wichita, Kan. 67206. Principal: M. Dale Larsen (100%), is a former officer and principal of KTVH(AM) Wichita, Kan., and WDRB-TV Louisville, Ky., and currently has no other broadcast interests. Filed April 15.
- Wichita, Kan.—Palmer Communications Inc. seeks 105.3 mhz, 100 kw, HAAT: 700 ft. Address: 1100 Walnut Street, Des Moines, Iowa 50308. Principal: closely held group of seven stockholders headed by Robert H. Harter, president and co-trustee of 80.06% of stock. Palmer Communications is licensee of three AM's, three FM's and three TV's. Filed April 14.
- Wichita, Kan.—Quantum Communications Inc. seeks 105.3 mhz, 100 kw, HAAT: 689 ft. Address: 2200 First National Bank Building, Dallas 75202. Principals: Clint W. Murchison Jr. (54%), Kenneth L. Dowe (40%) and William S. Seideu (6%), who also own KLTE(FM) Oklahoma City. Filed April 15.
- Wichita, Kan.—Stacia Broadcasting Corp. seeks 105.3 mhz, 100 kw, HAAT: 697 ft. Address: 655 West Irving Park Road, Chicago 60613. Principals: Loretta Blackburn (80%) and Magdalen B. Dixon (20%). Blackburn is with WMIT(FM) Chicago and her husband, J. Douglas Blackburn, is supervisor at licensees of WMPPI(AM) Chicago Heights, Ill. KKKX(FM) Galveston, Tex., and WDGS(AM) New Albany, Ind., last which he owns 5% interest. Filed April 14.
- Wichita, Kan.—Stereo 105 Inc. seeks 105.3 mhz, 100 kw, HAAT: 697 ft. Address: 209 Fleming Avenue, Vallejo, Calif. 94590. Principal: Bernard F. Clark (100%), who is general sales manager of KKIS(AM)-KDFM(FM) Concord, Calif., and also 25% owner of applicant for new FM at San Luis Obispo, Calif., of which he will divest. Filed April 15.
- Wichita, Kan.—Telecommunications Partners Ltd. seeks 105.3 mhz, 100 kw, HAAT: 695.7 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Principals: Subsidiary of the Keycom Corp., which is owned by Pamela Jones (51%) and Mark C. Herbst (49%). They are also applicants for new FM's at North Las Vegas, Nev. (see below); Atlanta, Mich. (see below); and applicant for new TV's at Pensacola, Fla., Greenville, N.C., and Roanoke, Va. (see all below) and applicant for new LPTV at Tampa, Fla. Filed April 15.
- Wichita, Kan.—Wichita Wireless Corp. seeks 105.3 mhz, 100 kw, HAAT: 715 ft. Address: 218 East 56th Place, Tulsa, Okla. 74105. Estimated construction costs: \$179,000; first-quarter operating cost: \$99,000; first-quarter revenue: \$60,000. Principals: Edwin F. Guth III and Kenneth R. King (45% each) and their wives, Debra W. Guth and Joan E. King (5% each). Ed Guth is program director at WMJC(FM) Birmingham, Mich. Kenneth King is engineer at KOKI(TV) Tulsa, Okla. Debra Guth is nurse. Joan King is assistant

traffic manager at KOKI. They are also applicants for new FM at Boise, Idaho (BROADCASTING, Nov. 16, 1981). Filed April 15.

- Wichita, Kan.—Young-Broadcasting Co. seeks 105.3 mhz, 100 kw, HAAT: 697 ft. Address: 1957 Blairs Ferry Road, Cedar Rapids, Iowa 52402. Principals: James W. Young and Eugene J. Dowie (50% each), who own KTOF(FM) Cedar Rapids, Iowa. Filed April 15.
- La Grange, Ind.—Cross Communications Inc. seeks 105.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 227, La Grange, Ind. 46761. Principals: Paul D. Mowery and Vernon E. Egli (50% each), who have no other broadcast interests. Filed April 14.
- Belfast, Me.—Seth Broadcasting Corp. seeks 104.7 mhz, 30 kw, HAAT: 610 ft. Address: 17 School Street, Belfast 04915. Estimated construction costs: \$112,000; first-year operating cost: \$22,000; first-year revenue: \$55,000. Principals: Stephen B. Anthony (49.25%), Leon A. Blais and wife, Mary W. Blais (49.25% jointly) and Walter A. Szeliga (1.5%), who also own WBME(AM) Belfast. Filed April 9.
- Atlanta, Mich.—Northland Communications seeks 92.5 mhz, 100 kw, HAAT: 861 ft. Address: 1373 Bayview Heights Drive, Petoskey, Mich. 49770. Principal: Richard D. Stone (100%), who is vice president and general manager of WIDG(AM)-WMKC(FM) St. Ignace, Mich., and also applicant for new FM at Defiance, Ohio (BROADCASTING, Sept. 7, 1981). Filed April 15.
- Atlanta, Mich.—Telecommunications Partners Ltd. seeks 92.5 mhz, 100 kw, HAAT: 861 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Principal: Subsidiary of the Keycom Corp., which is owned by Pamela Jones (51%) and Mark C. Herbst (49%). They are also applicants for new full service TV's at Pensacola, Fla., Greenville, N.C., and Roanoke, Va. (see above) and new FM's at Wichita, Kan. (see above) and North Las Vegas (see below); and applicant for new LPTV at Tampa, Fla. Filed April 15.
- Cadillac, Mich.—MacDonald Broadcasting Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 2000 Whittier Street, Saginaw, Mich. 48605. Principal: MacDonald Broadcasting is licensee of three AM's and two FM's. Kenneth MacDonald is chairman. Filed April 15.
- Gulliver, Mich.—American Peakes Ltd. seeks 94.7 mhz, 100 kw, HAAT: 500 ft. Address: Box 475, Birmingham, Mich. 48012. Principal: Frances Jo Curtis (100%), who has bought, subject to FCC approval, WTIQ(AM) Manistique, Mich., for \$100,000 (BROADCASTING, March 29). Filed April 15.
- Manistique, Mich.—Mighty-Mac Broadcasting Co. seeks 94.7 mhz, 100 kw, HAAT: 500 ft. Address: 334 Worth State Street, St. Ignace, Mich. 49781. Principal: Donald E. Benson (99.7%) and wife, M. J. Benson (0.3%), who own WIDG(AM)-WMKC(FM) St. Ignace, Mich. Filed April 15.

NOTE
NEW
ADDRESS

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
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**P.O. Box 5437
Washington, D.C. 20012
Tel: (202) 291-8700**



■ North Las Vegas, Nev.—MCB Broadcasting of Nevada Inc. seeks 104.1 mhz, 100 kw, HAAT: 1,272 ft. Address: 318 West Boardman, Youngstown, Ohio 44503. Principals: Mary S. Marsh (45%), William C. Bartels and wife, Connie Y. Bartels (22.5% each), and Blaine S. Rose (10%) who have no other broadcast interests. Filed April 15.

■ North Las Vegas, Nev.—New Radio Inc. seeks 104.1 mhz, 100 kw, HAAT: 1,604 ft. Address: 624 South 9th Street, Las Vegas 89101. Principals: Lamar Marchese (51%) and Steve Morris (49%). Marchese is general manager of KNPR(FM) Las Vegas, where Morris is a director. Filed April 15.

■ North Las Vegas, Nev.—Telecommunications Partners Ltd. seeks 104.1 mhz, 100 kw, HAAT: 1,115 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Principals: Subsidiary of the Keycom Corp., which is owned by Pamela Jones (51%) and Mark C. Herbst (49%). They are also applicants for new FM's at Atlanta, Mich., Wichita, Kan., and North Las Vegas and applicant for new TV's at Pensacola, Fla., Greenville, N.C., and Roanoke, Va. (see all below) and applicant for new LPTV at Tampa, Fla. Filed April 15.

■ North Las Vegas, Nev.—Silver State Communications Inc. seeks 104.1 mhz, 100 kw, HAAT: 352.5 ft. Address: P.O. Box 4001, Las Vegas, Nev. 89127. Principal: Closely held group of six stockholders headed by Murray Westgate, president and 16.77% owner. Westgate is news director at KLUC(FM) Las Vegas and KVVU(TV) Henderson, Nev. Filed April 14.

■ North Las Vegas, Nev.—Two Rivers Radio seeks 104.1 mhz, 100 kw, HAAT: 1,115 ft. Address: Four Embarcadero Center, Suite 2680, San Francisco 94111. Principals: Paul J. Growald (27.3%), Joe Espigares, Randolph Cook, Margaret J. Hansen and Ernest K. Takahashi (18.2% each). Growald is San Francisco communications consultant. Espigares is Sacramento insurance agent. Cook is Sacramento attorney. Hansen is nurse. Takahashi is optometrist. They have no other broadcast interests. Filed April 15.

■ Paradise, Nev.—Las Vegas Electronics Inc. seeks 104.1 mhz, 100 kw, HAAT: 1,556 ft. Address: 2001 East Flamingo Road, Las Vegas 89109. Principal: subsidiary of Bernstein/Rein Advertising Inc., which is owned by Robert A. Bernstein (61.68%) and Irwin D. Rein (38.32%), who also own KNUU(AM) Las Vegas and KBET(AM) Reno. Filed April 15.

■ Dennison, Tex.—Red River Broadcasting seeks 104.9 mhz, 2.86 kw, HAAT: 310 ft. Address: 1114 Itasca, Plainview, Tex. 79072. Principals: Gentry, Rice & Co. (86%), Jeffrey M. Piersol (10%) and Marsha D. Allen (4%). Gentry, Rice & Co. is owned by William H. Rice (30%), Mary M. Rice, Robert W. Gentry and Marilyn M. Gentry (20% each). Rices are former owners of KVOP(AM)-KATX(FM) Plainview, Tex. Gentry, Rice & Co. is also 73% owner of applicant for new FM at Albuquerque, N.M. Filed April 15.

■ Harker Heights, Tex.—Bell County Communications seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 4702 North F Sycamore Drive, Lorain, Ohio. Principal: Elizabeth Matesic (100%), who has no other broadcast interests. Filed April 15.

■ Harker Heights, Tex.—Harker Heights Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 617 North 8th Street, P.O. Box 91, Killeen, Tex. 76541. Principal: Applicant is owned equally by James R. Lindley, Danny R. Hurd, Andrew D. Shaw and James D. Magill. Shaw is reporter and assistant news director at KCEN-TV Temple, Tex. Others have no other broadcast interests. Filed April 15.

■ Harker Heights, Tex.—Harker Heights Communications seeks 105.5 mhz, 3 kw, HAAT: 379 ft. Address: R.R. 1, Box 264, Kemper, Tex. 76539. Principals: Roy J. Smith (51%), Euna E. Hardaway and F. Beth Zeiss (24.5% each), who have no other broadcast interests. Filed April 15.

■ Harker Heights, Tex.—STL Broadcasting Corp. seeks 105.5 mhz, 1.26 kw, HAAT: 434 ft. Address: Quarters 56 Plumb Point Loop, APG, Maryland. Principals: Carole P. Mathis (51%) and husband Robert N. Mathis (49%), who have no other broadcast interests. Filed April 15.

■ Killeen, Tex.—Killeen Communications Inc. seeks 105.5 mhz, 2.35 kw, HAAT: 337 ft. Address: 808 W.S. Young Drive, Killeen 76541. Principal: Daniel D. Green, Uris Reid Sr. (40% each) and Charles Archer (20%). Archer is general manager at KSKS(AM) Conroe, Tex. None have other broadcast interests. Filed April 15.

■ Llano, Tex.—Hill Country Broadcasters seeks 104.9

mhz, 3 kw, HAAT: 80 ft. Address: Box 7924 Horseshoe Bay, Marble Falls, Tex. 78654. Estimated construction costs: \$57,500; first-quarter operating cost: \$18,000; first-year revenue: \$96,000. Principals: William E. Hobbs (51%) and Vernon Beck (49%). Hobbs is former principal owner of KHLB-AM-FM Burnet, Tex., which was sold last year for \$300,000 (BROADCASTING, Aug. 10 1981). Beck is engineer at KTRN(AM) Wichita Falls, Tex., and also former 50% owner of KBID(FM) Wichita Falls, Tex. Filed April 12.

■ Kingwood, W.Va.—WFSP Inc. seeks 96.7 mhz, 430 w, HAAT: 800 ft. Address: Box 186, Kingwood 26537. Principal: Arthur W. George (100%), who also owns WFSP(AM) Kingwood. Filed April 14.

■ Spencer, Wis.—Hackman Broadcasting seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 5950 Oakwood Drive, Apt. 2D, Lisle, Ill. 60532. Principals: Applicant is owned equally by Gerald J. Hackman and his sisters, Mary J. Hackman and Ann M. Cutts. They have no other broadcast interests, although their father, John H. Hackman Sr., is vice president and 40% owner of WRDB(AM)-WRDM(FM) Reedsburg, Wis. Filed April 14.

TV applications

■ Pensacola, Fla.—Pensacola Television Ltd. seeks ch. 33; ERP: 2,669 kw vis., 266.9 kw aur., HAAT: 631 ft. Address: 2919 Sherrie Cove, Memphis, Tenn. 38114. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: G. Dan Poag Jr. and Don Kent (45% each) and O'Ferrell V. Nelson (10%). Kent is also principal to four applications for new UHF low power television stations in Tennessee. Poag and Nelson have no other broadcast interests. Filed April 15.

■ Pensacola, Fla.—Telecommunications Partners Ltd. seeks ch. 33; ERP: 1,380 kw vis., 138 kw aur., HAAT: 339 ft.; ant. height above ground: 350 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Legal counsel: Kenneth E. Brooten Jr., Gainesville, Fla. Consulting engineer: Cohen & Dippell, Washington. Principal: Subsidiary of the Keycom Corp., which is owned by Pamela Jones (51%) and Mark C. Herbst (49%), who are also applicants for new TV's at Greenville, N.C. and Roanoke, and new FM's at various locations (see above and below). Filed April 15.

■ Ayden, N.C.—Behrvision of North Carolina seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,490 ft.; ant. height above ground: 1,997 ft. Address: Box 8026, Greenville, N.C. 27834. Principals: Lawrence Behr and Digital Applications South Inc. (50% each). Digital Applications is owned by Lawrence Behr, who is Greenville, N.C., broadcast consultant and 31% owner of applicant for new TV at Kerrville, Tex. (see below) and also principal in application for new LPTV at Kinston, N.C. He is also part owner of WGH(AM)-WRQR(FM) Farmville, N.C., which he will divest. Filed April 15.

■ Greenville, N.C.—Telecommunications Partners Ltd. seeks ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,478 ft.; ant. height above ground: 1,517 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Legal counsel: Kenneth E. Brooten, Gainesville, Fla. Consulting engineer: E. Harold Munn Jr. & Associates, Coldwater, Mich. Principal: Telecommunications Partners is also applicant for new TV's at Pensacola, Fla. (see above) Roanoke, Va. (see below) and new FM's at various locations (see above). Filed April 15.

■ Mayaguez, P.R.—Michael L. Carter seeks ch. 22; ERP: 90.3 kw vis., 9.3 kw aur., HAAT: 1,090 ft.; ant. height above ground: 133 ft. Address: 3770 Daley Road, Attica, Mich. 48412. Legal counsel: Baroff, Koerner, Olender & Hochberg, Washington. Consulting engineer: Rector Nicolau, Mayaguez. Principal: Michael L. Carter (100%), who is Lapeer, Mich., attorney and has no other broadcast interests. Filed April 12.

■ Mayaguez, P.R.—Carlos Ortiz seeks ch. 16; ERP: 528 w vis., 48 w aur., HAAT: 104 ft.; ant. height above ground: 130 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Estimated construction cost: \$67,000; first-quarter operating cost: \$7,000; first-quarter revenue: \$17,000. Principal: Ortiz is San Benito, Tex., teacher, and applicant for new full service TV at McAllen, Tex., and new LPTV's at El Paso, Beaumont, Corpus Christi, all Texas; Tucson, Ariz., and Victoria, Tex. Filed April 15.

■ Houston, Tex.—Pan American Broadcasting Co. seeks ch. 61; ERP: 4764.31 kw vis., 476.43 kw aur.,

HAAT: 1,145.20 ft.; ant. height above ground: 355 ft. Address: 920 W. FM, 1960 Red Oak, Houston 77090. Legal counsel: Sanford, Adams, McCullough & Beard, Washington. Consulting engineer: Fred L. Zellner & Associates, Houston. Principals: Closely held group of 12 stockholders headed by Jack W. Garrett, president and 20% owner. None have other broadcast interests. Filed April 13.

■ Kerrville, Tex.—Hispanic American Broadcasting of Texas seeks ch. 35; ERP: 4,315 kw vis., 431 kw aur., HAAT: 1,573 ft. Address: 5113 Chowan Avenue, Alexandria, Va. 22308. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: 5113 Chowan Avenue, Alexandria, Va. 22308. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: 5113 Chowan Avenue, Alexandria, Va. 22308. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principals: Raul R. Tapia (49%), Lawrence Behr (31%) and Milton P. Buffington (20%). Tapia is principal in applicant for new TV at McAllen, Tex., and new FM at Santa Fe. N.M. Behr is Greenville, N.C., consulting engineer and also principal in applicant for new LPTV at Kinston, N.C., and full service TV at Ayden, N.C. (see above). Filed April 16.

■ Kerrville, Tex.—Tierra Del Sol Broadcasting Corp. seeks ch. 35; ERP: 1,250 kw vis., 125 kw aur., HAAT: 637.8 ft.; ant. height above ground: 456 ft. Address: 394 North Expressway, Brownsville, Tex. 78520. Estimated construction cost: \$1,896,000; first-year revenue: \$850,000. Legal counsel: Lovett, Hennessey, Stambler & Siebert, Washington. Principals: Closely held group of 192 stockholders headed by Darrell Davis, president and 10.168% owner. Davis is McAllen, Tex., attorney and general manager of KVEOT(TV) Brownsville, Tex., of which applicant is also licensee. Filed April 13.

■ Laredo, Tex.—Carlos Ortiz seeks ch. 27; ERP: 12,475 kw vis., 2,268 kw aur., HAAT: 437 ft.; ant. height above ground: 540 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Estimated construction cost: \$67,000. Principal: Ortiz is San Benito, Tex., and also applicant for new TV at Mayaguez, P.R. (see above). Filed March 19.

■ Roanoke, Va.—Roanoke Family TV Ltd. seeks ch. 38; ERP: 1,096 kw vis., 109.6 kw aur., HAAT: 920 ft. Address: 3545 Edgewood Circle, Cleveland, Tenn. 37311. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: Gloria S. Brownlee (90%), Verona White and Susebio Morales (5% each), who have no other broadcast interests. Filed April 15.

■ Roanoke, Va.—Roanoke Media 38 Ltd. seeks ch. 38; ERP: 1,170 kw vis., 117 kw aur., HAAT: 1,306 ft.; ant. height above ground: 600 ft. Address: 2640 Peerless Road, N.W., Cleveland, Tenn. 37311. Legal counsel: Covington & Burling, Washington. Consulting engineer: Hammett & Edison Inc., San Francisco. Principals: Farrell B. Jones (80%) and Charles E. Johnson (20%). Jones is also principal in applicant for new TV at Salem, Miss. Filed April 16.

■ Roanoke, Va.—Telecommunications Partners Ltd. seeks ch. 38; ERP: 1,334 kw vis., 133 kw aur., HAAT: 1,510 ft.; ant. height above ground: 343.4 ft. Address: 607 East University Avenue, Gainesville, Fla. 32601. Legal counsel: Kenneth E. Brooten Jr., Gainesville, Fla. Consulting engineer: Lechman, Colligan & Associates, Washington. Principal: Telecommunications Partners Ltd. is also applicant for new TV's at Pensacola, Fla., and Greenville, N.C. (see both above) and new FM's at various locations (see all above). Filed April 15.

FM actions

■ Stuttgart, Ark.—Larry A. Duke returned application for 105.5 mhz, 3 kw, ant. 275 ft. Address: P.O. Box 1691, Jonesboro, Ark. 72401. Action April 14.

■ Kermit, Tex.—Ken and Jean Welch returned application for 106.3 mhz, 3 kw. Address: Drawer X, Kermit 79745. Action April 14.

Ownership changes

Applications

■ KIFN(AM) Phoenix, Ariz. (860 khz, 1 kw-D)—Seeks assignment of license from Hispanic Communications Corp. to Betacom of Phoenix Inc. for \$1 million plus \$100,000 for noncompete agreement.

(BROADCASTING, April 26). Seller: Mauricio D. Mendez (63%), Volla A. Dunham, Morton Fleischer (15% each) and Robert W. Halliday (7%), who have no other broadcast interests. Buyer: F. Patrick Nugent (74.2%), Edward J. Knight (11.7%) and Scott Burton (14.1%), who own KSTM(FM) Apache Junction, Ariz. Filed April 16.

■ KVEE(AM) Conway, Ark. (1330 khz, 500 w-D)—Seeks assignment of license from Communications Media Corp. to Creative Media Inc. for \$205,000 (BROADCASTING, April 26). Seller: Lloyd V. Stone Jr. and Richard P. Osborne (50% each) who have no other broadcast interests. They bought KVEE eight years ago along with co-located FM facility for \$190,000 (BROADCASTING, April 15, 1974). FM facility was later sold. Buyer is owned equally by Michael D. Harrison, Richard Conboy and Harrison's mother, Marie Harrison. Michael Harrison is general manager at KVEE. Conboy is Batesville, Ark., industrial engineer. Marie Harrison is Conway real estate investor. Michael Harrison is also applicant for new FM at Conway (BROADCASTING, Feb. 22). Filed April 12.

■ KLBS(AM) Los Banos, Calif. (1330 khz, 500 w-D)—Seeks assignment of license from Los Banos Broadcasting Co. to Ethnic Radio Inc. for \$425,000 (BROADCASTING, April 6). Seller: John R. McAdam (100%) who also has interest in co-located KLBS-FM, which has been sold subject to FCC approval for \$680,000 (BROADCASTING, Aug. 17, 1981). Buyer: Batista S. Viera and Joe C. Rosa (50% each), who own KRVE(FM) Los Gatos, Calif. Filed April 12.

■ WSIR(AM) Winter Haven, Fla. (1480 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Cypress Central Communications Corp. to WSIR Inc. for \$650,000 (BROADCASTING, March 15). Seller is owned by Randall E. Jeffery (35%), Allen A. Sperling (30%), William F. Reed and William J. Siegel (15% each), Horace W. Gross and estate of Ernest H. Clay (2.5% each) who have no other broadcast interests. Buyer: R. Kent Replogle (100%), who is president and owner of WKGR(AM) Gainesville, Fla. Filed April 14.

■ KSEK(AM)-KMRJ(FM) Pittsburg, Kan. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 100 kw, HAAT: 390 ft.)—Seeks assignment of license from Douglas Broadcasting Corp. to Richard Chegwin and John David for \$1.45 million (BROADCASTING, April 26). Seller is owned by James D. Harbart, who has no other broadcast interests. Harbart bought KSEK eight years ago for \$166,000 (BROADCASTING, April 15, 1974) and put KMRJ on air in 1975. Buyer: Chegwin is president and 75% owner of KFSB(AM) Joplin, Mo., of which David is vice president and 25% owner. They will spin off KSEK to John E. Elsner for \$400,000. Elsner is chairman of KVRO(FM) Stillwater, Okla. Filed April 13.

■ WXMRF(AM) Lexington, Miss. (106.3 mhz, 3 kw, HAAT: 314 ft.)—Seeks assignment of license from Donald G. Manuel to Dri-Three Inc. for \$80,000. Seller: Donald G. Manuel (100%), who also owns WKPG(AM) Port Gibson, Miss., and is president with voting control of WDMG(FM) Canton, Miss. Buyer is owned equally by Gayle R. Dvorak, Harold C. Lardinois, William J. Mikich and Elmer J. Miller. Dvorak and Lardinois each own 25% of WAZF(AM) Yazoo City and 20% of WRDC(AM)-WQAZ(FM) Cleveland, all Mississippi. Mikich is New Berlin, Wis., contractor and Miller is Wauwatosa, Wis., tailor. Mikich and Miller have no other broadcast interests. Filed April 12.

■ KXKS(AM) Albuquerque, N.M. (1190 khz, 1 kw-D)—Seeks assignment of license from Broadcast Associates of New Mexico to Continental Broadcasting Corp. of New Mexico Inc. for \$325,000 (BROADCASTING, April 26). Seller: Louis Wiener Jr., Richard Seftman, Steven J. Gold (26.33% each), Allyn A. Cohen (10%), Len Howard (9%) and Jack Abell (2%), who also own KKJX-FM Albuquerque and KSET-AM-FM El Paso, Tex. Gold also owns 50.1% and Howard owns 14% of KVEG(AM)-KFMS(FM) Las Vegas. Buyer: Jose Molina (100%), who is Hollywood broadcast representative and consultant and also owns KPHX(AM) Phoenix, Ariz. Filed April 9.

■ WSYR-AM-FM Syracuse, N.Y. (AM: 570 khz, 5 kw-U, FM: 94.5 mhz, 100 kw, HAAT: 650 ft.)—Seeks assignment of license from Newhouse Broadcasting Corp. to Katz Broadcasting of Syracuse Inc. for \$5,116,200 (BROADCASTING, April 5). Seller is subsidiary of Newhouse Newspapers, Newark, N.J., owned by Donald E. Newhouse and family. Broadcasting group owns two AM's and three FM's. E.R. Vadeboncoeur is president. Buyer is privately held New York-based station representative which last year bought Park City

Communications, Bridgeport, Conn.-based group of one AM and three FM's for \$16 million (BROADCASTING, Nov. 9, 1981) and KWEN(FM) Tulsa, Okla., for \$3,050,000 (BROADCASTING, July 13, 1981). Katz also bought, subject to FCC approval, WDBO-AM-FM Orlando, Fla., for \$9.5 million (BROADCASTING, Dec. 14, 1981 et seq). James Greenwald is president.

■ *WJAN(TV) Canton, Ohio (Ch. 17, 436 kw vis., 42 kw aur., ant. 450 ft.)—Seeks assignment of license from PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingstone Missionary Foundation Inc. for assumption of \$1,346,250 debt. Seller is nonstock corporation. James O. Bakker is president. It has no other broadcast interests. Buyer is nonstock philanthropy organization headed by Lonnie R. Rex, president. It has no other broadcast interests. Filed April 13.

■ WGBU(AM) Farrell and WGBZ-FM Sharpville, both Pennsylvania (AM: 1470 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 285 ft.)—Seeks assignment of license from Broadcast Service Communications to National Communications System Inc. for \$700,000 (BROADCASTING, April 26). Seller is closely held group of 14 stockholders headed by James P. Catron, president. None have other broadcast interests. Group bought stations two years ago for \$603,750 (BROADCASTING, Nov. 10, 1980). Buyer: Jerome Bresson, David Hafler (47% each) and Edgar Hurst (6%). Bresson and Hafler are principal owners of WBUD(AM)-WXXW(FM) Trenton, N.J. Hurst is on-air personality at WPEN(AM) Philadelphia. Filed April 13.

■ WQVE(FM) Mechanicsburg, Pa. (93.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from West Shore Broadcasting Co. to Quaker State Broadcasting Corp. for \$650,000 (BROADCASTING, March 8). Seller: George F. Gardner (90%) and son, David A. Gardner (10%), who have no other broadcast interests. Buyer: Maury M. Brenner, Richard H. Jeffries, James P. O'Leary, James P. Strohecker (20% each), Keith A. Clark and John J. Shumaker (10% each). Brenner and Jeffries are Harrisburg, Pa., physicians. Clark is Camp Hill, Pa., attorney. O'Leary is Harrisburg advertising executive and owns 50% of WISL(AM) Shamokin, Pa. Shumaker is president of Grantville, Pa., horse racing facility and Strohecker is Harrisburg businessman. Filed April 8.

■ WUSW(FM) Lebanon, Tenn. (107.3 mhz, 100 kw, HAAT: 730 ft.)—Seeks assignment of license from Triplett Broadcasting of Tennessee, debtor in possession to Mooney Broadcasting Corp. for \$2.5 million (BROADCASTING, April 26). Seller: Wendell A. Triplett (100%), who also owns WTOO-AM-FM Bellefontaine, Ohio; WOSE(FM) Port Clinton, Ohio, and WTKC(AM) Lexington, Ky., last which has been sold, subject to FCC approval, for \$745,600 (BROADCASTING, April 12). Buyer is publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's which also sold, subject to FCC approval, WMAK(FM) Hendersonville, Tenn., for \$1.35 million (BROADCASTING, April 12 et al.). George P. Mooney is president and 9.76% owner. Filed April 15.

■ WRNX(TV)[CP] Richmond, Va. (ch. 63, 1,660 kw vis., 166 kw aur., ant. 681 ft.)—Seeks assignment of license from CBN Continental Broadcasting Network Inc. to National Capital Christian Broadcasting Inc. for \$34,500. Seller is Virginia Beach, Va.-based group owner of one FM, three TV's and permittee of one TV. Its parent, Christian Broadcasting Network Inc., owns one FM. Buyer is nonstock corporation owned equally by Lester R. Raker, wife, Kaetia L. Raker, and Thomas L. Foltz. National Capital Christian Broadcasting also owns WTKK(TV) Manassas, Va. Filed April 14.

In contest

Procedural rulings

■ Montevideo, Minn. **FM proceeding** (Western Minnesota Stereo Inc. and O&I Broadcasting)—ALJ Joseph Chachkin granted joint petition by applicants for settlement and approved reimbursement to O&I for \$6,000 and dismissed its application with prejudice; granted Stereo's application, dismissed as moot petition by Stereo to enlarge issues against O&I and terminated proceeding (BC Doc. 81-795-96). Action April 5.

■ Warrensburg and Knob Noster, both Missouri. **FM**

proceeding (M&M Communications Inc., et al.)—ALJ John H. Conlin by four separate actions: denied motion by Grapevine Communications Inc. to enlarge issues against Warrensburg Broadcasters Inc.; dismissed motion by Warrensburg for production of documents; dismissed as moot several pending pleadings and granted joint request by applicants and approved agreement: authorized reimbursement of \$16,000 to Grapevine and \$2,000 to M&M and dismissed their applications with prejudice; granted Warrensburg's application: cancelled hearing for May 11 and terminated proceeding (BC Doc. 81-799-801). Action April 6.

FCC actions

■ FCC dismissed proposal by NAACP, National Latino Media Coalition and Minneapolis Chapter of Committee for Open Media requesting amendment of rules for multiple ownership of AM-FM stations by proscribing common ownership of more than one AM or FM in same market and requiring divestiture of existing combinations. Action March 4.

■ ALJ Edward Lutton in summary decision granted Santa Ynez Valley Broadcasting Co. CP for new AM at Solvang, Calif. Remaining issue concerned applicant's ability to provide requisite coverage to Solvang business district. Because applicant was unable to secure transmitter site for requisite coverage, waiver of strict requirement was also granted. Issued April 20.

■ FCC denied request by WWAC-TV Atlantic City, N.J., for reconsideration of FCC's grant for sale of WAAT(TV) [formerly WCMC(TV)] from Jersey Cape Broadcasting Corp. to South Jersey Broadcasting Corp., and granted latter's application to move studio and transmitter 7.7 miles north of Wildwood, N.J., city limits and make other facility changes. Action April 12.

■ ALJ Edward Lutton granted Channel 39 of Murfreesboro Inc. CP for new TV at Murfreesboro, Tenn., and denied competing applicant, Family Television Inc., for same channel. ALJ found Channel 39 superior over Family because former's principals had fewer other broadcast interests and proposed quantitatively and qualitatively superior integration of ownership and operation. Unless decision is appealed or FCC takes own action, grant becomes effective 50 days after release of decision. Issued April 12.

■ FCC granted Trans-America Broadcasting Corp. authority for subscription television service and denied petition by Fresno Cable TV to block construction. Although Fresno tried to contend Trans-America's application on several grounds, FCC found no substantial and material questions of fact had been raised. Action April 15.

■ FCC designated for hearing renewal application of KHOF(FM) Los Angeles, together with competing applications of Inspiration Media of Southern California Inc. and Comrado Broadcasting of Southern California to determine if any should be awarded frequency. FCC also specified issues to be settled concerning co-owned KHOF-TV and whether it misrepresented facts and obstructed investigation during discovery phase of 1977 license renewal proceeding. Action April 15.

■ ALJ Edward J. Kuhlman granted Birmingham Family Television CP for new TV at Birmingham, Ala., and denied that of Celtic Media Inc. for same channel. ALJ found Birmingham superior on grounds of its proposal to integrate ownership with management. Issued April 16.

■ Review Board denied petition by Montgomery Independent Telecasters Inc. to reconsider its grant to Central Alabama Broadcasters Inc. for CP for new TV at Selma, Ala. Review Board said petitioner offered no new arguments and its contentions on points in law are best reviewed by higher authority. Adopted April 19.

■ Supreme Court declined to review 1980 FCC action finding RKO General Inc. unqualified to remain licensee of WNAC-TV Boston. FCC on Feb. 25, 1982, awarded Boston channel to NETV Inc., subsidiary of New England Television Corp., formed from merger of two groups which separately challenged license renewal of WNAC. Ann. April 20.

■ FCC designated for hearing application to change frequency of daytime WKKQ(AM) Hibbing, Minn. from 1060 to 1080 khz and increase its power from 5 to 10 kw-D and add 5 kw-N. Action April 22.

■ FCC granted Curran Communications Inc. reconsideration of Oct. 30, 1980, FCC letter admonishing it for refusing to accept without revision political announcement on WPAM(AM) Pottsville, Pa. Action April 21.

■ FCC denied request of WVIR-TV Charlottesville, Va., for waiver to regain network program nonduplica-

tion protection against WWBT(TV) Richmond, Va., on cable systems in Albemarle, Augusta and Rockingham counties, Va. Action April 22.

■ FCC granted noncommercial WETA-TV Washington waiver of its policy regarding fund raising by public stations so that WETA-TV can broadcast special program to help raise funds for Filene Center, performing arts center at Wolf Trap Farm Park, Vienna, Va., which was destroyed by fire. Action April 22.

■ FCC upheld staff action denying New England Media Corp. reconsideration of decision to assign ch. 265A to Falmouth, Mass., as that community's second FM. Action April 22.

■ FCC denied review of Broadcast Bureau's 1981 action accepting for filing application by Focus Broadcasting of the Monterey Peninsula Inc., for new TV at Seaside, Calif. Bureau's earlier action denied request by Schuyler-Littlefield Broadcasting Co. which claimed

applicant did not provide sufficient financial information. Bureau said information Focus submitted was sufficient for acceptance. Action April 22.

Allocations

Petitions

■ Gibson City, Ill.—In response to petition by John R. Noble: Proposed assigning 106.3 mhz to Gibson as its first FM; comments due June 7, replies June 22 (BC Doc. 82-210). Action April 12.

■ Havelock, N.C.—Dismissed petition by Musicradio of North Carolina Inc., seeking substitution of 104.7 mhz for 104.9 mhz and modification of license for WMSQ(FM) to operate on 104.7 mhz (BC Doc.

81-635). Action April 12.

Assignments

■ Lawrence, Kan.—Assigned ch. 38 to Lawrence as its first commercial TV; effective June 22 (BC Doc. 81-780). Action April 13.

■ Wishek, N.C.—Assigned 100.3 mhz to Wishek as its first FM; effective June 22 (BC Doc. 81-702). Action April 13.

■ Spearfish, S.D.—Assigned 101.1 mhz and 107.3 mhz to Spearfish as its first and second FM; effective June 22 (BC Doc. 81-593). Action April 12.

■ Charleston, W.Va.—Assigned 100.9 mhz to Charleston as its fifth FM; effective June 22 (BC Doc. 81-614). Action April 12.

Other

■ Granted requests by National Association of Broadcasters and Council for UHF Broadcasting and extended to May 10 and May 25 time to file comments and replies, respectively, in matter of improvements to UHF television reception (Gen. Doc. 78-391). Action April 14.

■ Coos Bay, North Bend and Coquille, all Oregon—In response to motion by Southwest Broadcasters Inc., extended through April 21 time for filing reply comments in matter of amendment of FM table of assignments for listed communities (BC Doc. 81-155). Action April 6.

■ Responding to petition by RCA Global Communications. FCC seeks comment on whether its competitive carrier rulemaking should be expanded to include domestic telex operations of International Record Carriers. Action April 16.

■ FCC reorganized Office of Public Affairs and consolidated current three divisions to two. New divisions are News Media Division and Consumer Assistance and Small Business Division, latter merger of Consumer Assistance and Information and Minority and Small Business Divisions.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,641	0	0	4,641	127	4,768
Commercial FM	3,352	1	1	3,354	211	3,565
Educational FM	1,121	0	1	1,122	76	1,198
Total Radio	9,114	1	2	9,116	414	9,530
Commercial TV						
VHF	523	1	0	524	8	532
UHF	260	0	0	260	116	376
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,046	4	7	1,057	150	1,207
FM Translators	453	0	0	453	208	661
TV Translators						
UHF	2,708	0	0	2,708	164	2,872
VHF	1,574	0	0	1,574	406	1,980

*Special temporary authorization

**Includes off-air licenses

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Call Letters

Applications

Call	Sought by
	New FM's
WKPX	Broward County School Board, Sunrise, Fla.
WLGC	Greenup County Broadcasting Inc., Greenup, Ky.
KMGM	Western Minnesota Stereo Inc., Montevideo, Minn.
	New TV
KVNJ-TV	Fargo Broadcasting Inc., Fargo, N.D.
	Existing AM
WLTD	WXMR Lexington, Miss.

Grants

Call	Assigned to
	New AM
KWSK	Wishek Broadcasting Inc., Wishek, N.D.
	New FM's
KQVO	Cal-Mex Broadcasting Co., Calexico, Calif.
WBFG	Crossroads Broadcasting Corp., Eftingham, Ill.
WKWC	Kentucky Wesleyan College, Owensboro, Ky.
WVTN	Vacation Media Inc., Gatlinburg, Tenn.
	New TV
KOHA-TV	Oceanic Broadcasting Co., Hilo, Hawaii
	Existing AM's
KKKC	KTWN Anoka, Minn.
KSIV	KADI Clayton, Mo.
KBBJ	KMOD Tulsa, Okla.
WWKC	WYLV West Hazelton, Pa.
KYKC	KKRC Sioux Falls, S.D.
	Existing FM's
WGLO	WKZY Escanaba, Mich.
KKSD	KFKX Gregory, S.D.
KKRD	KKRD-FM Salt Lake City

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RADIO

HELP WANTED MANAGEMENT

Tennessee country station in small market adjacent to large city looking for hard-working manager with emphasis on sales and promotions. Send complete resume, including references, to Box W-161. EOE.

Sales Manager/General Manager. You never get a second chance to make a first impression. That's why we're looking for an individual who's capable of taking a new 100,000 watt FM targeted for adults 25-54 and putting it on the air this October-sold out. You'll be held accountable for all aspects of the station's performance, so it's only fair that we provide you with the authority and resources to do the job right. Handsome new offices and well equipped studios are now under construction on a beautiful site overlooking a small lake. Our coverage area includes Grand Island, Hastings, and Kearney, Nebraska; more than 150,000 people in the strongest retail trade center between Lincoln and Denver. Control over hiring, programming, sales, production and promotions will be yours. Responsibility for community involvement and profitability will also be yours. The compensation and benefits package includes a salary of \$30,000 to \$40,000, a substantial bonus based on profitability/profit sharing, a new car, hospitalization, life insurance and more. Our responsibility is to select the individual who understands the importance of earning through his/her knowledge, standards, commitment, aggressiveness, tenacity and respect for employees and clients alike. A strong background in radio sales and a desire to develop your management skills to their full potential under our direction are necessities. Operations experience and education are additional points of consideration. Appreciation of the benefits and opportunities that exist in a market of this size is imperative. Send a detailed resume with salary history to Manchik Broadcasting Inc.: 231 South Locust Street, Grand Island, NE 68801.

General Manager for new FM in Macomb, IL. Excellent opportunity for an aggressive sales manager to move up. Send resume, current salary and salary requirements to William J. Clark, General Communications, Inc., 622 Hudson Ave., Jonesboro, LA 71251.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box W-178.

Sales-oriented Manager. Need self-starter for small operation in lower Michigan. Send resume and salary history to Box W-166. EOE.

Experienced station manager or sales manager ready to move up. Top-rated AM station, Eastern medium market. Great opportunity with expanding group. Box W-164.

Sales Manager for AM-FM in desirable Rocky Mountain market. Opportunity for quick advancement to GM. Equity possible. Box A-27.

Sales Manager Top rated AM/FM combo. Requires strong sales management background; image, energy, and creativity are musts. Stations part of major West Coast chain. Resume and salary requirements to Don Schrack, KASH/KSND, P.O. Box 10767, Eugene, OR 97440.

Director of Radio Activities: Growing AM/FM public radio operation covering 700,000 persons. Good budget and excellent ratings. Management and radio programming experience required. Bachelor's degree in liberal arts or administration required. Salary competitive. Apply by June 1, 1982, to General Manager, KWSU/KFAE-FM, WSU, Pullman, WA 99164-2530. An EO/AA employer.

HELP WANTED SALES

Experienced Salesperson. Illinois AM/FM looking for aggressive self-starter. Small salary, good commissions. 815-844-6101, Larry Nelson.

Sales People needed for entry level sales position. Will RAB train you. 50,000 watt central California A/C FM station. Come and grow with us. EOE. M/F. Send resume to Jim C. Meeker, P.O. Box 2959, Merced, CA. 95344.

Salesman needed immediately for Knoxville area 5000-watt AM station. Prefer applicants with copywriting experience and experience with local and national accounts. EOE. Write Box W-162.

Full time AM. Only radio station in community of 75,000 on outskirts of major midwest market. Sales manager a possibility in very near future. Write Box W-146.

Southeastern New Mexico. Salesperson needed for small market, strong FM station. For details, call Mike Morgan, 505-393-1551.

Experienced salesperson ready for management. Sell key accounts, develop and train expanding sales team. Salary plus override. Great opportunity in strong growth market. Contact Cory Thurston, WCNX, P.O. Box 359, Middletown, CT 06457

Sales People Needed for the nation's 25th market in southern California. Compensation commensurate with experience. Opportunity for advancement with group-owned stations. Send resume to Bob Ridzak, KMEN Radio, P.O. Box 1290, San Bernardino, CA 92402. EOE.

Solid AM/FM operation needs experienced, aggressive self-starter, strong on retail sales. Salary/commission, excellent fringes. Send resume, references, earning history to: Gary Schmedding, WTAD/WQCY, P.O. Box 905, Quincy, IL 62306.

Highly productive account list for experienced professional. Earnings from 20 thousand up. Excellent growth opportunity at one of America's best radio stations. Thriving East Texas Lake Country. Phone 214-586-2527.

Senior Account Executive leading to sales management position 100 KW rocker in one of South Carolina's biggest markets. Send resume and salary requirements to: Continental Broadcast Consultants, 29336 Lake Road, Bay Village, OH 44140.

HELP WANTED ANNOUNCERS

Announcers wanted for 50,000 watt central California A/C FM station. Good voice communicators, strong in production and community involvement. EOE, M/F. Send tape and resume to: Jim C. Meeker, P.O. Box 2959, Merced, CA. 95344.

Announcer/Sales. Extra income opportunity for experienced announcer who likes to sell and service local accounts. Contact Cory Thurston, WCNX, P.O. Box 359, Middletown, CT 06457.

Immediate Opening—Part time announcer. Must be bright, professional and a good team worker. Send tapes and resumes to Carol Parker, 98 WMZQ-FM, 5513 Connecticut Avenue, N.W., Washington, D.C. 20015. EOE

Classical music announcer/programer. Create, present classical programing, arts features. Warm, personable style. Effective on-air fundraiser. B.A., two years' experience as classical announcer/programer. Send resume, audition, three references to Grace Babakhanian, Director of Music Programing, WILL-AM-FM, 228 Gregory Hall, 810 S. Wright, Urbana, IL 61801.

Announcer, News, Production. A/C format. Tape and resume to: WSER, 192 Maloney Rd., Elkton, Md. 21921. Opening immediate.

Beautiful Music, Love 95 in Daytona Beach, is seeking a morning drive announcer. Good production skills a must! Send tape, resume and salary needs to: Broadcast Management Corporation, Love Park, Fairfield, OH 45014, Attn: Joyce. E.O.E.

Contemporary hit radio 50 kw FM looking for afternoon personality. T and R: Jim Simonetti, WSPK, Box 1703, Poughkeepsie, NY 12601. M/F, E.O.E.

Strong personality needed for community-oriented AC station. Communicator for afternoon drive with minimum two years' commercial experience. Send tape/resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515. E.O.E.

HELP WANTED TECHNICAL

FM/AM Chief with First or General license and two years experience in AM directionals, FM Stereo automation and proofs. 50 KW state of art equipment growing FM No. 1 rated country station. 5 KW AM rock Salary \$15,000-\$18,000 starting. Send resume to Engineering, WNNW/WTVB, 6123 South Westledge Ave., Kalamazoo, (Portage), MI 49002. Over 80 lakes in scenic area. EOE.

New England Metro FM seeks assistant chief engineer with first or general class license, transmitters and studio construction and maintenance experience. Resumes to Box W-176. M/F. EOE.

Chief Engineer. KAYC/KAYD-FM, Beaumont, TX. Need stable, dependable, full-time experienced Chief for full-time 50,000 watt FM and 1,000 watt AM. Send complete resumes and references to: Larry Swikard Vice President/General Manager, KAYC/KAYD Radio, P.O. Box 870, Beaumont, TX 77704.

Chief Engineer wanted for AM/FM in booming East Texas. One of America's finest plants, highly professional staff. Great place to raise family where staff members enjoy community prestige. Contact Dudley Waller, KEBE/KOOL, Jacksonville, 214-586-2527.

Chief Broadcast Engineer. KWMU-FM, 100,000 watt NPR station in St. Louis, active in local production needs top-notch Chief Engineer. High school graduate or equivalent, 3 to 4 years' experience in transmitter and studio maintenance. Good salary and fringes. Application deadline: May 21, 1982. Send resumes to Personnel Department, University of Missouri-St. Louis, 8110 Natural Bridge Road, St. Louis, MO 63121. EOE. M/F.

Chief Engineer - Wanted for AM/FM in New Orleans area. Excellent opportunity for a qualified Chief in a growing young company. Salary and benefit range depending on experience. Please send complete resume and references to Mr. Ed Muniz, 1639 Gentilly Blvd, New Orleans, LA 70119. An Equal Opportunity Employer.

Chief with First or General License and two years experience in AM directionals, FM stereo, automation and proofs. Salary: \$15,000 - \$18,000, starting. Send resume to Box A-41. Located in coastal Southeast EOE.

HELP WANTED NEWS

Metro Networks provides traffic reports to top stations in 20 markets. Talent for anchor positions needed immediately for two major N.E. markets. Previous traffic reporter experience preferred; news background, ability to understand police 10-code signals also considered. Position provides tremendous exposure and top pay. Call Mr. Brandon, 301-764-6104 for immediate audition, 9 a.m. - 5 p.m., Eastern.

Thoroughly competent professional broadcast journalist wanted immediately to lead five person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate, you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Star as Assignment Editor/Anchor now and replace News Director who leaves for new position July 2. Send resume, letter, writing samples, salary history and references to Box A-39. EOE.

HELP WANTED NEWS CONTINUED

News Director sought for state capital stations. Major market experience preferred, but not required. Degree preferred. Good air work a must. Send resume to Box A-26. EOE

KCLD/KNSI needs aggressive reporter-anchor. Minimum two years' experience. Excellent new facility and equipment in a competitive market. Must have solid delivery and writing skills. Tape, resume, writing samples to Joe Ormsby, News Director, Box 1458, St. Cloud, MN 56302.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Copywriter/Commercial Operations Manager. Must be able to create original copy and supervise commercial production. Good "commercial" voice a necessity. Full time FM, adult contemporary, top rated in market. Personal interviews only 201-827-2525. Peter Bardach, WSUS-FM, Franklin, NJ 07416. EOE

California Metropolitan Daytimer seeking highly qualified, proven program director, who can do it all. Air shift (optional), on/off air promotions, merchandising, music/audience research; audience, community involvement. Many challenges, many rewards. Resume and references to Box A-13.

Music Director for 100 kw duo-public radio station operation. Produces and oversees production of classical and other music programming. Requires Master's degree in music; similar experience desirable. Knowledge of public radio structure and philosophy desirable. \$11,128.00 minimum. Submit resume, audition tape and references to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203. Application deadline: May 21, 1982, 4:30 PM.

Minorities! The Broadcast Skills Bank of the Baltimore Urban League is seeking resumes from experienced minority applicants. Radio & TV employment opportunities exist in Baltimore in the areas of news, sales, programming, production, traffic, business, and engineering. Write to: Baltimore Broadcast Skills Bank, Baltimore Urban League, 1150 Mondawmin Concourse, Baltimore, MD 21215. EOE.

Radio Program Director: KANU, University of Kansas, seeks a Program Director. Major responsibility for station program strategies and policies, program production and hosting, staff supervision and development, daily non-news program operation of station. Bachelors Degree in Communications, Radio-TV, Fine Arts or equivalent combination of education and experience required. Two years of public radio programming experience and demonstrated skills in program planning, production and on-air delivery, staff direction and development and maintenance of effective working relationships required. Supervisory experience, previous experience as program director, working knowledge of audience research and public radio programming desirable. Salary \$16,656 to \$20,000 annually. Application deadline: May 15, 1982. Letter, air-check or demo tape to Howard Hill, KANU, University of Kansas, Lawrence, KS 66045. EEO/AA.

Central Texas stations looking for an experienced Program Director to program a full time AM Adult Contemporary station and a 24 hour Country station. Must be well organized, able to handle promotions, self-motivated, and supervise staff of 12 announcers. Tape and resume to George Franz, KTEM/KPLE Radio, P.O. Box 1230, Temple, TX 76503. 817-773-5252.

WATS/WAVR, Sayre, Pennsylvania, must fill program/operations department head position now. Experience helpful, not required. 717-888-7745. Possible News, too.

SITUATIONS WANTED MANAGEMENT

GM available. 22 years experience. 10 years management experience. With present station 19 years. Can do the job for your station. Family man. Prefer the Carolinas. Let's talk. Box W-72.

Financial VP—Young, aggressive individual with strong financial credentials and impressive broadcasting group experience seeks East coast opportunity. Well-versed in radio acquisitions, cash management, computer processing and accounting. Write Box W-175.

General Manager—Experience as program director, operations manager, sales and advertising agency account executive in a large medium-market. Proficient in most formats. Extensive experience in administration, promotion, marketing and execution of policy. Carefully looking for a growth-oriented situation. Write Box A-3.

Sales Manager wants general manager's position. Good all-around broadcast experience. 20 years sales experience in radio, retail, direct. Middle aged, first phone. Write Box A-17.

Sales Manager seeks to move into general manager's position in New York state. Good sales background. Small market experience. Available now. Mature adult, first phone. Write Box A-20.

General and Sales Management "superstar" available now! 9 years successful track record in the No. 1 radio market. Strong in leadership, training, promotion and aggressive selling. Write Box A-22.

General Manager: Solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programming, leadership and organizational skills. Take-charge individual with strategies for developing maximum profits. Managed AM/FM all markets. Excellent credentials. Reply Box A-34.

Experienced GM looking for position in small/medium market. Write Box A-35.

Small-medium market specialist. Stable, compatibly employed GM. All the tools and credentials: professional, sales-oriented, cost conscious, bottom-line effective, knowledgeable regs and all phases, proven promotions, honest, community-active family man. Over ten years successful management. References. Reply Box A-44.

SITUATIONS WANTED SALES

Experienced Sales Manager with excellent background seeks position in sales management or general management. Record includes four record-setting years in last assignment. Location no problem. Robert I. Hendel, 528P Alabama Avenue, Salisbury, MD 21801. 301-742-5827.

Top Salesman, family man, 19 years' experience including sales, play-by-play, news, media buying. Want sales opportunity with guarantee. Prefer sales/sports package on South or Southeast coast. Write 3113 Medina, Fort Worth, TX 76113. 919-653-2471.

SITUATIONS WANTED ANNOUNCERS

I'm selling major market television right now, but I want back into radio. BA, MBA with 2 years college experience wants position. Have done PBP news, reporting, sports and some board work. Available immediately, willing to relocate. Tapes, resumes, references available upon request. Ray Siri, 415-334-3852, anytime.

Young, Bright, Midwestern morning air personality seeks top 40 or adult contemporary in northern U.S. or Canadian medium to major market. Hard working, community minded, team player with 3 1/2 years AM/FM experience and strong production skills. Air-check and resume on request. Box W-153.

Enthusiastic beginner looking to devote undivided attention and energy to your radio station. I've had plenty of board training, and have helped with promotions for some great radio stations. Ralph Kofroth, 1450 N. 10th St., Reading, PA 19604. 215-374-0812, between 9 a.m. and 1:30 p.m. Willing to relocate.

Experienced, young announcer seeks advancement. Sports Director in Northern California, play-by-play for Pac-10 football, basketball, baseball. Also do news, DJ, weekly call-in show. Professionally-trained voice. Write Box W-184.

Give this woman her first break. Workaholic, will work midnight shift or weekends. Preferably Northeastern, responsible markets. Call Anne 212-528-0251 after 7 p.m. EST.

Fully trained announcer looking to start a career in an AOR station. I have a good professional attitude—no ego—reliable—and enjoy production work. I'm willing to start anywhere and at anytime. Please call during business days, or evenings. 312-653-3456, Dave Kammes.

Are you still searching for good Urban Contemporary air talent? Why haven't you called me yet? Austell is waiting to hear from you, any day before noon (CST) at: 312-547-8044.

College grad seeking first job. Third ticket, tight board, some production skills. Experience in AOR, MOR, Top 40, and some country. Willing to work hard. Call Dale, 313-732-9594 for tape and resume.

1st phone, B.A. Communications. 34 year old seeks any position on radio/TV/cable staff. Experienced rock, MOR, Top 40. Lives Chicago western suburbs. Nick, 312-293-1674.

Dance Music PD/DJ. Looking for creative station, any market, in Chicago area. Experienced Midwestern graduate. Will broker time if possible. Mike, 312-773-1313.

Listeners and Sales Galore with uniquely qualified topnotch professional. Experienced, creative team-worker (specializing in jazz and talk) is seeking new offers. Confidentiality assured. Write for particulars, Box A-11.

Young, talented and experienced jock seeks home in medium market station. If you need an ad liber and a great personality, I'm your man. Call Bret, 303-781-1802.

Seasoned Professional. Eight years, creative air talent, outstanding production, B.A. degree. Enthusiasm, wit, team and community oriented. Knowledgeable, responsible, dedicated personality with management background. Box A-21.

Still looking. Announcer/Sportscaster: 5 1/2 years' experience, know A/C format. Southern Rockies, West Coast preferred. Anytime, 303-651-3549.

Talk Show Host—audience pleaser/ratings winner (latest Arbitron). Entirely different. Mature, educated, genuine personality. Any format (phones, interviews, music, commentaries). Available immediately. Prefer Top 10 or network, but consider all offers. Contact me! You won't regret it. Write Box A-28.

Trained jock, good pipes—loves gospel, Urban Contemporary. Will go anywhere for first job. Terry Posey, 312-975-0898.

Good voice, good reader, cooperative, able to relocate. Bruce Reichert, W276 N2190 Spring Creek, Pewaukee, WI 53072. 414-691-1572.

I don't even want to talk to you unless you really need thoroughly trained announcer with tech background. For T&R, write Box A-29 212-449-1038.

Imaginative, witty female; personality plus production; BA; 3 years comm. exp. (1 1/2 as MD) PT/FT; LI, or NY area. 212-582-4366 wkdays; 212-336-7198, Heather.

50,000 watt morning personality looking for 50,000 watt clear channel home. 20 years' experience. Former overseas correspondent. Specialty—personal endorsement commercials, program sales, and record country music recitations in Nashville. Chosen by Movie Stars, Parade Magazine and See Magazine readers as second leading commercial-announcer out of 2600 in nation. Top references. Call 713-860-3247.

Pleasant, professional sound. Effective commercials/news. George Rayford, 4033 N. 26th St., Milwaukee, WI 53209. 414-447-1262.

Experienced salesman-freelance announcer wants to combine both: sales with airshift (sports, DJ, news). Intelligent, with looks and personality. J. Howard, 212-371-2356.

Beginner looking for first DJ position. Evenings or overnight. Prefer oldies (country, rock). Need at least \$200. Doug 419-387-7761. Prefer Ohio.

Cooperative, dependable, ambitious and versatile young man. Excellent reader with strong sounding voice. Will relocate. Steve Schnell, 8111 W. Sunnysvale, Mequon, WI 53092, or call 414-242-0964.

Experienced announcer seeks adult-contemporary or CHR position. Prefer Pennsylvania, New Jersey, or Northeast; small or medium market. Also sports and PBP. Mike Rudolf, Springville, PA 18844. 717-965-2432.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Beginner seeks D.J. position. Ohio. Evenings, over-night. Need \$200. Doug Hendricks, 21692 T.R. 175, Mount Blanchard, OH 45867.

SITUATIONS WANTED TECHNICAL

Innovative Technical Director available for major chain who believes in being number one in sound. Excellent technical and administrative abilities. Box W-90

Fully qualified engineer available by day, week, or project. 25 years construction and trouble shooting. Gene Bardo 813-541-7841.

13 years' experience AM directional FM stereo automation. Versed in proofs and FCC paperwork. Clean audio a specialty. Available in May. Write Box W-151.

Engineer, Salesperson. Looking for small market location. Call Scott. 219-865-2544.

Radio Station Engineer, with excellent technical references is looking for employment as a chief engineer at a medium or major market radio station(s). Prefer station(s) that is planning or is automated. Maintenance is a prime interest, no board shift. I believe in and practice professional engineering standards, so no bailing wire, rubber bands or paper clips. Prefer station(s) in the Pacific Northwest near or in Seattle or Portland. Will consider other stations in the north east coast. Robert King, 2800 Golf Club Drive, No. 5B, Palm Springs, CA 92262. After 6:30 PM. P.S.T. call: 714-321-1934.

Available shortterm employment - transmitter studio installations, equipment rebuilds, proofs, fill-ins, troubleshooting, applications. Shoupe. 717-249-6584.

SITUATIONS WANTED NEWS

News/Sports Director in top 30 market seeks change. Very professional. 10 years, dedicated, married, stable. Looking for employment in large or expanding newsroom as news/sports reporter/anchor. Excellent writer, some telephone talk. Will answer all replies quickly. Write Box A-46.

Refreshing PBP. Experienced professional available for major college football and basketball package. Full-time or freelance considered. Box W-65.

Experienced reporter, good voice, writing skills, news judgment. BA Journalism. Prefer California or Southwest. Call 213-508-7148.

Outstanding Sportscaster—Top quality PBP of four major sports, excellent interviews, solid sportscasts. Nine years PBP experience, now in a medium market. Gary. 612-255-0386.

I've built a solid sports department where there was no sports department before, and now I'd like to move into a medium market radio or television sports position. Midwestern small market six-year pro. Write Box A-10.

Sports Director—11 years' experience, including top twenty market—PBP—strong writing, editing. Also production, news, music; remote, marketing, public affairs. Dave Ochs. 303-789-0389.

Magazine/Newstalk Hostess with major market experience seeking another top market news magazine or talk format. 206-284-7443.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Get tax break and production director at the same time. I can write and read. Call Ron at 316-524-7626. Wichita, KS.

Are you looking for an experienced program director with other media credentials? Program director, operations manager, radio sales, advertising agency account executive in the top 100 markets. If you want a well-rounded P.D., answer this ad. Extensive experience in marketing (radio to fast food), administration, promotion and bottom line oriented. Write Box A-4.

TELEVISION

HELP WANTED MANAGEMENT

Operations Manager for new indie to premier this fall. Applicant should have five years' experience in commercial production, on-air and print promotion, plus have the ability to manage a large department. Send resumes to: WVAH-TV, P.O. Box 2464, Charleston, WV 25329. An Equal Opportunity Employer.

Local Sales Manager for TV in top 60 market. I'll give you the opportunity. For return, I expect direction in TVB use-MMP-vendor/co-op background. South central influence. Potential for \$\$\$ with our station. Growth and new management. Resume to Box A-31.

Television Station News Director. Experienced news executive with leadership ability to direct activities of number one news department. Current News Director moving to top ten market. Replacement must have college degree and be currently employed in management role in a TV station news department. Send resumes to: Jack Mason, KFSN-TV, 1777 "G" Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Director of Engineering. Detroit Public Television needs an individual with proven technical and management experience for one of America's fastest growing public telecommunications entities. A comprehensive understanding of current technology and a vision for new technology are essential qualities for all applicants. Current station technology includes: All formats in video tape, computer editing, satellite uplinking, ITFS transmitters and ENG systems. We operate 24 hours per day and originate five live hours of national programming weekly. Salary is negotiable. Serious and qualified candidates send resume and salary requirements, no calls please, to: WTVS—Personnel Manager, 7441 Second Blvd., Detroit, MI 48202. EOE-AA.

HELP WANTED SALES

Account Executive - Major list with aggressive ABC station in top 25. Must have experience and be skilled in verbal/written communication and mathematics. Send resume, income requirements and references to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer, M/F.

Local Sales - ABC/VHF affiliate in Florida has immediate opening for Account Executive with strong broadcast sales experience. Must be self-starter. E.E.O. Send resume to Box W-140.

Local Sales Manager for medium-sized, group-owned, Midwest CBS affiliate. Knowledge of retail, agencies and TVB essential. Hands-on management position with sales staff of seven. Reply to Box A-12. An EOE.

Account Executive—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

HELP WANTED TECHNICAL

Wanted: both operations and maintenance engineers who can handle videotape, editing, master control and video, to work in large market, network affiliated station. We are a non-union, highly flexible operation oriented towards rapid growth in the production field. We continue to use the latest state-of-the-art equipment. Ike, G.V. Digital effects, 1" Sony tape with Convergence list, management editing, etc. Call if you qualify. T. Arthur Bone, WPRI-TV, East Providence, R.I. 02914, 401-438-7200. We are an E.O.E.

Tech. Dir. with FCC lic. needed to work in East Coast major market production house. CMX exp. required. Send resumes to Box A-2.

Technical Religious Cable station seeks hands-on Chief with production and post production experience. Salary commensurate with ability and experience. Send resume to G.E.T.V., 214 Roletto Dr., San Antonio, TX 78213, or call for additional information: 612-342-8510.

Position available: Chief Engineer wanted by ups late New York Community College for maintenance and operation of new color TV facility and to serve as chief operator of recently rebuilt FM station. Candidates should have experience in broadcast equipment maintenance and operation; and electronics school or equivalent. License preferred. Job provides attractive benefits and vacation time. Please send letters of application and resumes to: Personnel Office, Cayuga County Community College, Franklin Street, Auburn NY 13021 by Friday, May 14, 1982. CCCC is an EOA/AF employer.

Immediate opening for Assistant Chief Engineer to work in Philadelphia television/production house. Should have 5-7 years' exp. in maintenance of broadcast equipment. Send resume to Box A-5.

KUAT-TV Public Broadcasting in Tucson, Arizona is looking for two qualified engineers. We need an experienced Maintenance Engineer who will be part of our maintenance team providing preventative maintenance, daily repair and installation of new equipment, with emphasis on one inch editing equipment. Salary hiring range \$17,884 to \$19,673. The second position is a Videotape Engineer working with our editing activities and must be familiar with one inch format and time code editing. Salary hiring range \$15,275 to \$16,803. Two year's experience plus FCC license are required for both these positions. Please send resume, specifying title of position by 5-19-82 to Employment Office, Babcock Building University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

Chief Engineer. Times Mirror Satellite Programming has an immediate need for a Chief Engineer who has "hands-on" maintenance experience for our satellite uplink and teleproduction facility in Laguna Niguel California. We need a person who will be responsible for supervising the maintenance staff, maintaining equipment and facilities and assisting in planning and development. The position requires substantial broadcast experience and a General Class FCC License or S.B.E. Senior Broadcast Engineer Certification. As a subsidiary of the Times Mirror Company, we offer an excellent compensation package, along with an exceptional benefit program. If you are a skilled, aggressive individual with a proven ability to succeed we would like to talk to you about your future. Please send your resume, including salary history, in confidence to Ed Gordon, VP Engineering and Operations Times Mirror Satellite Programming, 27632 El Lazo Road, Laguna Niguel, CA 92677. We are an equal opportunity employer and encourage women and minorities to apply.

Maintenance Engineer thoroughly proficient in Ampex Quad and Sony 1" C. Rank Telecine & BVU experience helpful. Prefer non-smoker. Excellent position with 10-year-old, fast growing Los Angeles company. Contact Don Johnson, The Video Tape Company 213-985-1666.

TV Maintenance Engineer—Aggressive self-starter with 3-5 years' experience in broadcasting or allied field. Responsibilities include planning, installation, quality control, repair and maintenance of TV and transmission systems. 1st Class FCC preferred, technical training from recognized institution desired. Send resume to WJCT, Inc., 2037 Main Street, Jacksonville, FL 32206. EOE.

HELP WANTED NEWS

Weathercaster—Up and coming top 100 market station in Midwest seeks weather personality for early and late news programs. Resume to Box W-56. EOE.

ENG News/special feature photographer—Minimum one year experience. Shoot and edit for a top 100 market station in upper Midwest. Resume to Box W-57. EOE.

Assignment Editor. Creative, organized journalist needed. Familiarity with the Southeast very helpful. Small market network affiliate. Reply to Box W-113 EOE/M-F.

News Photographer. ENG and editing experience preferred, for small but competitive market in Alaska. Send resume, tape and salary requirements to News Director, KTVB-TV, 1007 W. 32nd, Anchorage, AK 99503. EOE.

HELP WANTED NEWS CONTINUED

Anchor—Our top-rated 6 and 11 news needs a motivated leader. Strong personality, conversational writing ability required. Small market, network affiliate. Sunbelt location. Please send resumes and salary history to Box W-112. EOE/M-F.

Sports play-by-play & TV host. The University of Florida seeks a full time sports play-by-play and TV host. Must have both play-by-play and TV experience. Duties also include network station relations, assist with sales and alumni activities. Resume, and references (no tapes) should be sent to Mrs. Marty Lyda, Personnel Director, University of Florida, P.O. Box 14485, Gainesville, FL 32604.

Baseball play-by-play announcer for major league telecasts beginning next season. All replies held strictly confidential. Send resume and salary requirements to Box W-181.

Anchor. Medium market network affiliate in Sunbelt looking for Monday-Friday talent to team with female co-anchor. Must be able to produce newscast as well as deliver it with warmth and authority. Complete resume including references and salary history and requirements in reply. Those who do not include this information will not be considered. Write Box W-179. EOE.

Medium-sized television news organization in highly competitive market seeks experienced assignment editor. Successful candidate should be creative newswoman who knows how to work with both seasoned and new reporters. He or she must be able to recognize those stories which will set our station ahead of the others. Send resume and salary requirements to Box W-174. E.O.E., M/F.

Co-Anchor - Top-rated Sunbelt station in top fifty market searching for 6:00 and 11:00 PM, co-anchor. Rush resume to Box W-172. EOE.

Reporter—50's market CBS affiliate needs aggressive reporter, strong on writing and story production, to cover city hall beat. Resumes and video tapes, no phone calls. to: Jay Moore, WTVR-TV News, 3301 West Broad St., Richmond, VA 23230. EOE.

10 PM Anchor Person wanted for a top-100 Sunbelt market. This job will go to a person with reporting savvy and on-camera presence. Previous anchor experience required. We are an Equal Opportunity Employer and encourage applications from minorities. Send resume to Box W-173.

Experienced Producer for major 6:00 & 10:00 Monday through Friday newscasts. Must know news, possess good, creative writing ability and know how to use television, including live unit. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, 231 18th Street, Rock Island, IL 61201. No phone calls.

Sports Anchor/Reporter. Network affiliate in South looking for do-everything sports anchor. If you can shoot it, write it and then read it with excitement and personality, we've got a job for you. Medium market. Complete resume and salary needs in reply to Box W-180. EOE.

Sports Director - Someone to direct our two-man sports department in bright coverage of local sports and anchor prime nightly sportscasts. Tapes and resumes to Jay Moore, N.D., WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls. An Equal Opportunity Employer.

News Anchor - Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box W-141. EOE.

TV News Photographer. Minimum 1 year experience shooting in a commercial TV news room. Must be able to shoot and edit under pressure, operate live equipment, willing to work all hours. College background in journalism preferred. Submit resume and tape to James Baum, News Director, KOTV, Box 6, Tulsa, OK 74101. No phone calls. KOTV is an Equal Opportunity Employer, M/F.

Assignment Editor—Results-oriented assignments editor. Minimum two years' TV news experience. Send resume to News Director, KSWO-TV, P.O. Box 708. Lawton, OK 73502.

Meteorologist with radio and television experience needed to forecast for and appear on our new cable television weather programs. Must be able to demonstrate forecasting ability. Apply immediately for June 1st start. Send tape and resume to: Mike Smith, Weather Data, Inc., 833 North Main St., Wichita, KS 67203. EOE.

Sports Reporter-Ancor: To anchor weekend sportscast and report during the week. Five day work week, must work weekends. College degree and on-air experience doing TV sports and ability to edit videotape required. Salary and other benefits are open. Mail tape and resume to: EEO Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. Equal Employment Opportunity Employer.

News Director: Minimum three years television experience. Seeking journalist with good writing, production, leadership and administrative skills. Full E.N.G. Excellent new facility. Group-owned ABC affiliate. Excellent company benefits. Send resume and tape to: Wes Ferns, General Manager, P.O. Box 3788, Grand Junction, CO 81501. Equal Opportunity Employer.

News Anchor-Reporter and news reporter positions in Southwest. Prefer experience. Send tape and resume immediately to P.O. Box 1559. Lubbock, TX 79408.

Experienced ENG Coordinator—Responsibilities include hiring and training of news photographers as well as taking charge of all ENG equipment. Send resume to News Director, KSWO-TV, P.O. Box 708. Lawton, OK 73502.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Assistant. East Coast independent production company wants Radio/TV Engineering Production Assistant. Must be hardworking, able to perform PM on video, audio equipment. Send resume and salary requirements to Box W-107.

TV Photographer—No.1 station, top 50 market needs photographer, four years' experience in 35mm slide photography and processing, black & white negative and print processing; some 16mm color camera and processing. Contact Bill Kinnaird, Operations Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE.

Producer/Executive Producer for TV/radio news and public affairs. Must have solid background in both, be good on-air interviewer and host. Take-charge, idea person necessary. Able to work within limited budget. Resume and audition tape required. Salary range: \$16,500 to \$18,500. KEDT-TV/KKED-FM (PBS/NPR) P.O. Box 416, Corpus Christi, TX 78403. 512-855-2213.

Director needed for fast-paced newscasts. Candidate must have solid news directing ability. Announcing experience helpful but not mandatory. Excellent pay and benefits. Immediate opening. Send resume to Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer, M/F.

Producer/Director who can handle a fast-paced newscast and commercial production with confidence and creative flair. Switching ability is necessary plus writing experience helpful. Send resume and salary requirements to Box W-145. EOE.

Baseball play-by-play announcer for major league telecasts beginning next season. All replies held strictly confidential. Send resume and salary requirements to Box W-188.

Director of Communications with experience in TV production needed by Diocese of Orlando. Prefer applicant with knowledge in Catholic Church matters. Salary competitive, benefits excellent. Resume, video tape to David Page, Box 1868, Orlando, FL 32802. EOE.

Top 15 Market seeks producer for successful, daily, 60-minute talk show. We're looking for an idea person with extensive experience in booking great guests, field production experience, and the skills to manage a complete show staff. If you feel you meet our qualifications, send resume immediately to Box W-189. EEO, M/F.

Commercial Producer. Progressive Midwest station seeks creative, self-starter to write, shoot, and edit commercials. EFP experience helpful. Send resume and salary requirements to John Rushlow, NTV Network, Box 220, Kearney, NE 68847.

Program Director: Due to internal group promotion, WCTI-TV, ABC for eastern North Carolina, has an opening for a Program Director. Responsibilities include station on-air operations, directing Promotion Department, FCC compliance, network communications and program research. Must be adept at personnel management. Resume including earnings history to: Bill Jenkins, VP & General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. WCTI-TV is a Malrite Communications Group Station and an equal opportunity employer.

PM Magazine Co-Host—Ready to move up to larger market? No. 1 show in top 50 market seeking co-host to work with female. Producing a must. Send resume to Box A-25. EEO.

Television Graphic Specialist: Create graphic materials and do general photography for all areas of station operation. Requires B.A. in art, one year experience in commercial art, knowledge of darkroom techniques, set design and working knowledge of cell animation. Television graphic experience is preferred. Send resume to KAKM, 2677 Providence Drive, Anchorage, AK 99504, by May 7, 1982. KAKM is an Equal Opportunity Employer.

Producer, engineer, ace photographer. Relocate San Diego. Call 800-854-2884. Prime Time.

Production Planner—A.P. level position for a company providing closed captioned TV programs for the hearing-impaired. Individual will deal with clients and be responsible for production scheduling and projections. The successful applicant must communicate effectively, understand television post-production processes, and be a resourceful planner. Broadcast or business degree and experience in captioning desirable. Three (3) years' experience in television production or scheduling required. Reply to the Personnel Manager, National Captioning Institute, 5203 Leesburg Pike, 15th Floor, Falls Church, VA 22041. Equal Opportunity Employer.

PM Magazine Executive Producer to head number one unit in top sixty market. Send resume and salary requirements to Box A-32. An Equal Opportunity Employer, M/F.

TV Production Manager. We're looking for an aggressive, experienced broadcaster to manage studio commercial/EFP/program production. Must have good creative talents as well as technical capabilities. Opportunity to work with state of art equipment. Send resume to: Personnel Manager; P.O. Box 6; Birmingham, AL 35201. Equal Opportunity Employer.

Experienced Videotape Producer. We're an expanding 4-A Columbus agency that is experiencing continued growth and have need for another TV producer with at least 3 years' experience. We have a client mix which includes packaged goods, financial, retail, trade and consumer. Travel and client contact are included. If you want to work hard, meet challenges and demonstrate your creative potential, send resume and sample reel or cassette to: Thomas Heiby, Byer & Bowman Advertising Agency, Inc., 66 South 6th St, Columbus, OH 43215.

Director. Top 50 market. Group-owned station. Experienced, mature self-starter, very creative and enthusiastic. Switching experience is necessary. Must have ability to work with commercial clients. EOE employer. Contact Don Payne, Prod. Manager, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206. 502-893-3671.

SITUATIONS WANTED MANAGEMENT

General Manager/Group Director. This individual is hard working, energetic, and experienced in most phases of television. Available to organize, motivate, and lead station or group in Sunbelt medium or large market. If you want someone who is honest and sincere about helping your organization grow, please write to Box W-123 so we can meet and discuss our future together!

SITUATIONS WANTED MANAGEMENT CONTINUED

Business/Station Manager. Skilled in management, with expertise in budgeting, planning, forecasting, and personnel. Holds a technical and accounting degree. Major market experience including takeovers and new station construction. Write Box W-103.

Promotion Manager experienced in top 25 markets, (network affiliate and independent), national syndication and local promotion. Interested stations reply Box A-1.

SITUATIONS WANTED TECHNICAL

Experienced Chief, BSEE, seeks major or medium market Sunbelt opportunity. Box A-45.

SITUATIONS WANTED NEWS

Sharp minority male photographer, degreed with General License and radar endorsement seeks first job as news photographer or related field. Relocation no problem. Call or write: Hilliard Reeves, Jr., 5101 Wynnefield Avenue, Philadelphia, PA 19131. 215-879-0333.

Reporter/Producer/Anchor at top-rated medium-market station seeks move up as reporter and/or anchor. Box W-121.

Business Reporter, experienced in print and broadcast journalism, interested in joining dedicated news staff to contribute well-produced, lucid stories. Write Box W-185.

Aggressive black male with 7 years' experience seeks challenging reporter and/or news management position. 215-763-8372.

Reporter with savvy. Female seeks news position in small or medium market. May graduation, Business and TV-R degree. Will relocate. Call M.S. 607-277-0974.

Here's your golden opportunity! Professional meteorologist, 26, 4 years' experience with AMS Seals of Approval seeking greater challenges in medium to major market. Box A-18.

Skilled Anchor, strong reporter: 15 years news experience. Stable, degree, awards, family, positive attitude. Joe, 612-561-7489.

Have over 3 years' experience in news & sports. Looking for right opportunity at a station I can grow with. Alan, 713-484-3977.

News Directorship wanted in small market by reporter. 3 years' experience. Master's degree. Ron, 415-482-0971.

Working anchor/reporter; polished, positive and authoritative. Former newspaper reporter and editor. Local news specialist. Seeks larger market as anchor/reporter. Phone 404-261-5121.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

T.V. news video cameraman and news production. Knowledge of T.V. operations and news gathering. College background. Looking for start. Will relocate. Art Bengner, 390 Wadsworth Ave., N.Y. N.Y. 10040. 212-927-6197.

Dynamic Producer/Writer with sparkling documentary, comedy and magazine portfolio seeks move to other major market, network. Write Box A-19.

News Magazine Hostess with major market interviewing experience seeking television interview show. 206-284-7443.

Operations Manager: 3 years management experience with national production/syndication company. Innovative and efficient problem solver. B.A. Will relocate. Write Box A-24.

Sharp, Professional, minority male. Communication degree. One year cable experience. Seeks position in promotion or programing dept. Wants cable and commercial stations with winning attitude. Write Box A-36.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Medical Producer/Director/Videographer. Immediate need for experienced multi-talented individual. Three to five years as producer/director with medical videography background. Central Florida location. Resume and current 3/4" tape to: Neumann Eye Institute, 650 West Plymouth Ave., DeLand, FL 32720.

HELP WANTED INSTRUCTION

Director - School of Journalism & Broadcasting. Oklahoma State University seeks a vigorous and dynamic leader for the School of Journalism and Broadcasting. Ph.D. or equivalent, with a record of distinguished scholarly and/or creative achievements, required. Previous administrative experience is necessary. Rank of Associate or Full Professor with academic area of expertise encompassed by the School's disciplines. Salary open. The Director is the chief academic and fiscal officer of the School and directly responsible to the Dean of the College of Arts and Sciences. The Director will act as liaison with state and national media organizations. The Director is charged with, and will be provided the resources to effect, the development of a program of national prominence. The School is composed of 20 faculty, and serves over 680 undergraduate and 30 graduate majors. Applications should include a curriculum vitae and the names of three references. To receive full consideration, please send application by June 1 to: Philip E. Paulin, Chair, Search Committee, c/o Arts and Science Dean's Office, Oklahoma State University, Stillwater, OK 74078. Oklahoma State University is an Affirmative Action, Equal Opportunity Employer.

University of Miami Department of Communication. Tenure track position, Fall, 1982. Experience in broadcast production desirable. Be involved in new on-campus cable studio and access channel. Possibly serve as broadcast sequence coordinator. PhD preferred. Teaching experience required. Rank and salary contingent upon qualifications. Apply by May 15. Broadcast Search Committee, University of Miami Department of Communication, PO Box 248127, Coral Gables, FL 33124. An equal opportunity employer.

Broadcast teaching position, instructor/assistant professor beginning September, 1982. Courses may include Mass Media, Intro to Radio Studio Operations, Broadcast Newswriting, Advanced Audio Production and Station Management. Supervision and participation in course-related 5600 watt FM college station is also required. MA in Broadcasting required; professional experience and earned FCC license a definite plus. Apply to Director of Personnel, Centenary College, 400 Jefferson St., Hackettstown, NJ 07840.

Broadcast tenure track teaching position, Assistant/Associate Professor, beginning July 1, 1982. Ph.D. required with significant teaching record and appropriate production/management experience. Responsibilities will include the operations management of two cable channels. Address inquiries by June 1, 1982 to L. Lee, Mass Communication Area, University of South Dakota, Vermillion, S.D. 57069.

Florida International University Department of Communication seeks applications for tenure-track Assistant/Associate Professor in Telecommunication Production, starting August, 1982. Those applying must demonstrate proficiency in TV studio production, field video production, ENG, EEP 16mm film production (double-system), cable access programming and independent PTV production; ability to teach classes in documentary history and new technology, and handle cable liaison for department. Requires Master's degree, five years production field experience, awards for productions, and industry contacts. Salary commensurate with qualifications. Send resume to: Lillian Lodge Kopenhaver, Acting Chairperson, Dept. of Communication, Florida International University, No. Miami, FL 33181, by May 27. Equal Opportunity/Affirmative Action Employer.

For Fast Action Use BROADCASTING's Classified Advertising

South Dakota State University seeks an assistant professor for broadcast journalism sequence. Includes teaching, advising, internship supervision and professional media liaison for 40 students in broadcast option. Laboratory courses utilize NPR and PBS facilities. Must have newsroom experience and Master's Degree. Ph.D. and some teaching preferred. Salary approximately \$20,000/9 months. Send resume and references to Head, Department of Journalism, South Dakota State University, Box 2235, Brookings, SD 57007. Application deadline: May 24, 1982, or until suitable candidate hired. SDSU is AA/EEO employer.

Communications/Media Instructor: Instructor to teach basic video production, broadcast copywriting and related courses; supervise small internship program. M.A. or M.S. required; previous teaching and/or broadcasting experience preferred. Send resume by May 15 to: Chairperson, Telecommunications Program, Caldwell College, Caldwell, NJ 07006. Equal Opportunity/Affirmative Action Employer.

Radio and television production/direction teacher; broadcast news ability desirable. A second position requires strength in at least two of the following areas: broadcast journalism, broadcast production, advertising, public relations, communication theory, print journalism. Candidates should have an M.A. (Ph.D. preferred), professional experience potential for scholarly research. Appointment at the junior level. Salary dependent upon qualifications. Send CV to Dr. A.L. Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Deadline: May 22, 1982. Loyola University is an equal opportunity, affirmative action employer.

Faculty Position—Telecommunications. Teach undergraduate courses in TV Production and Audiovisual Technology. Supervise internships and advise students. Specialized teaching assignments in studio E.F.R. equipment set-up and operation. Master's degree in video communications or related discipline preferred. Work experience in broadcast/non-broadcast settings desired. Application deadline: May 18, 1982. Send resume to: James Breault, Coordinator, Department of Telecommunications, School of Education, Ferris State College, Big Rapids, MI 49307. Telephone: 616-796-0461, ext. 5721. An Equal Opportunity/Affirmative Action Employer.

Graduate Assistantships available to qualified graduate students in radio-television and in journalism. Assist in teaching and production while working toward M.A. Program designed to prepare students for managerial/professional careers in mass communication fields. Excellent facilities and congenial atmosphere. For more information contact Chairman, Department of Communication, Stephen F. Austin State University, P.O. Box 13048, Nacogdoches, TX 75962.

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.

Westrex, Western Electric tubes, microphones mixers, amps, tweeters, drivers, speakers, others 213-576-2642. David Yo, Box 832, Monterey Park, CA 91754.

Wanted—used studio equipment Call Prime Time, 800-854-2884.

Used A.E.L. Model 20KB Transmitters—to be used for back up or parts. Call 608-244-1112, or write WLVE-FM, Box 3336, Madison, WI 53704.

Equipment wanted: Four, six or eight bay Batwing antenna on Channel 8 with 3 1/8" input fitting. Must be capable of handling average input power of 20 KW. Contact E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or call 702-452-2060.

\$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.

Instant Cash for Broadcast Equipment: Urgently need good used: 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.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215—379-6585.

Five Q-TV prompting units including mirrors, hi resolution monitors and camera mounts, used sparingly for less than one year. Original cost. \$1600.00 per unit. For sale at \$1000.00 per unit. Landy Associates, Inc. Call 609—424-4660 or 617—877-9570.

CCA 12000E (1978) Exciter, stereo, exc. cond. Call M. Cooper. 215—379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215—379-6585.

Collins 831-F2, (1977). Z-2 exc., ster. & SCA. W/ warranty. M. Cooper. 215—379-6585.

Chyron 3B Character Generator with dual disc, preview option, clock option, encoder, keyboard extension cable. E.J. Stewart, Inc., 215—626-6500.

1 KW AM RCA-BTA-1R, on air. Many spares. M. Cooper, 215—379-6585.

RCA Dual Channel (mono) Console (Model BC 18D). New in factory carton. Bargain. 615—457-2697.

Gates 'BC-1G', 1000/250 Watt A.M. Transmitter. in excellent condition, being used every day. Tuned to 1490. Expecting to get about \$8,000 for it. 507—637-2989, ask for Bruce.

Used Equipment Bargains: Panasonic G2 editing system, 7500.00; Hatidhi FP20 3-tube camera, 3500.00; Panasonic 9200A 3/4" 1300.00; Panasonic NV-9400 Portable 3/4" rec. 1700.00; Panasonic WJ-5500A spec effects generator 2300.00; Panasonic CT-700M color monitor 260.00; Panasonic CT-1310M Monitor, 260.00; Panasonic WV 5203 triple 5" B&W monitor, 450.00. All equip less than 2 years old—Excellent condition. L. Eaton, 317—872-0611.

16mm Film Processor & cameras, FE-15 Filmline automatic film processor, only two years old. Includes 2 mags., 7-100 liter replenishment tanks, 1-100 liter mixing tank. Also, 3-CP 16's, 2 Canon 16mm Scoopics, and 1 Beaulieu R-76 w/zoom. Call Randy Odil. WSLs-TV, Roanoke, VA, 703—981-9110.

2 Ghz Microwave, TV: Terracom TCM601B 5 watt. 6.8 MHz audio. New, never used (plans got changed). Also, 450' and 50' of 1 1/2" heliax, 6' grid and 10' solid dishes. Sid Shumate, WVIR-TV, 804—977-7082.

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, call 404—324-1271.

VTR's. RCA TR-70, full Cavec, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC; Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800—241-7878. In GA, 404—324-1271.

Remote Production Cruiser: beautiful crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (3) GE PE-350 cameras, working well, 10:1 & 2-18:1 lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X 6 prod sw'r w/effects, 8 x 2 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.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30 kw Ch. 57, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go! Most of the above can be returned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800—241-7878. In GA, 404—324-1271.

Color Cameras-Used: GE Film Chain with Eastman 285 Projectors, Multiplexer, RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCA, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; 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.

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. Whilde 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.

Custom Client Jingles, Free specs. Philadelphia Music Works, Box 947 Bryn Mawr, PA 19010. 215—525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade-better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

RADIO 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.

Radio Feature. 90 seconds. (30 sec. plus commercial). Young people advice (Dear Abby-style). Jacquie del Paulo, 7202 Plaza de la Costa, Carlsbad, CA 92008. 714—438-5037.

INSTRUCTION

Talent: If you have the ability, but not the experience, call Prime Time. 800—854-2884. We can place you.

Sending Resumes? Network pro critiques, rewrites. Make your mailings count. \$10 to Box A-47. Discretion assured.

RADIO

Help Wanted Management

WANTED: SALES-ORIENTED GENERAL MANAGER WNOR AM/FM, NORFOLK, VIRGINIA

Proper candidate should already be a general manager or sales manager who is confident that the necessary skills and abilities to assume full control of two successful properties are already developed. Our manager must be sales intensive, self-motivated, assertive, organized, and disciplined. In exchange, we will provide an excellent salary plus performance bonus arrangement. We are a people-oriented group and offer solidity and growth. Please put in letter form your expertise in radio sales, knowledge of program concepts and execution, marketing and research experience. We promise strict confidence, and there will be no background calls until you are informed. Send to Ed Christian, Executive V.P./Radio Group Manager, Josephson Radio, 15001 Michigan Ave., Dearborn, MI 48126. E.O.E.

Josephson
RADIO STATIONS

RADIO ADVERTISING BUREAU, INC. REGIONAL MANAGER- NORTHEAST

Radio sales management person now working in the Northeast region to headquarter in that area and to cover regional cities in this territory as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letters and/or resumes to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No Phone Calls Accepted.

Help Wanted Technical

talk to me

ABC's O&O in Detroit is searching for a chief engineer to head up a staff of 14 at WXYZ, one of America's fastest growing major market newstalk stations. If you are highly organized, detail-oriented, can co-ordinate projects, have management experience, can work with union contracts, manage local and capital budgets, have a superior technical knowledge of AM studio and transmitter operations and hold a general class license, send your resume in confidence to Michael Packer, 20777 West Ten Mile Road, Southfield, MI 48075.



AMATURO GROUP, INC. ENGINEER

Immediate Houston opening. Assistant to Chief at state-of-art facility. Minimum 3 to 5 years radio background. Transmitter experience required. Only career-oriented, hard workers apply. Resume and letter only to: John Miller, KMJQ, P.O. Box 22900, Houston, TX 77227. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

MAJOR BROADCASTING COMPANY

searching for dedicated professional broadcasters experienced in the areas of programing, news or announcing. Formats include CHR, A/C, Black and Hispanic. EOE. M/F. Write Box A-30.

Situations Wanted Management

GROUPS/OWNERS

No nonsense, aggressive general manager with solid radio background seeks opportunity with future. Presently GM, AM/FM, major market. Hands-on professional who understands cash flow and bottom line. Group operations, consulting or station level are all possibilities. Southeast preferred, but will consider all. Respond to Box W-129.

RADIO GENERAL MANAGER

Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

Situations Wanted Management Continued

TOP 50 GENERAL MANAGER

Young, aggressive, with more than 20 years' experience. Proven ability to increase profits and ratings. Excellent references. Group experience. Looking for long-term association. Write Box A-7.

TELEVISION

Help Wanted Programing, Production, Others

NTID
Opportunity
Satisfaction
Challenge

Captioning Specialist

Adapt existing television, film, slide and filmstrip programs by writing and editing captions for hearing-impaired viewers; determine suitable language level; assist in projects involving research, development and training in captioning. MA in English, Media, Reading or other related experience required. Demonstrated skills in proofreading, writing, and proper use of English language. Experience working with deaf, sign language skills, preferred. Previous captioning experience. Closing date May 15, 1982. Send resumes to:



Chris Pruszyński, Manager
Instructional Television
**Rochester Institute of Technology
National Technical Institute
for the Deaf**
One Lomb Memorial Drive
P.O. Box 9887
Rochester, NY 14623

An Equal Opportunity, Affirmative Action Employer

Help Wanted Programing, Production, Others Continued

HOST AND PHOTO- GRAPHERS FOR DAILY MAGAZINE

Host and photographers are needed for a daily, half-hour information program scheduled for Fall start-up on dominant network affiliate in South. News and magazine experience preferred. Equal opportunity employer. Write Box W-147.

PRODUCER, ON-AIR PROMOTION

Solid number one station in the nation's 19th largest city now looking for that special someone who can fill one of the best creative positions in television. We have a large Promotion/Creative Services Department, including a full-time videographer-editor and state-of-the-art production facilities (which you would supervise). Excellent salary and benefits! Three years experience producing promotional and/or feature-oriented magazine material a must! Knowledge of computer animation and music helpful. Creative writing background a must! Send resume and tape immediately to: David R. Sams, Director, Marketing & Promotion, WBNS-TV, 770 Twin Rivers Dr., P.O. Box 1010, Columbus, OH 43216. WBNS is An EOE M-F.



Ours is a top twenty market station located in Tampa Bay, one of the most beautiful and fastest growing areas in America. We are in search of a co-host/story producer to join male co-host already on staff for a successful PM Magazine. This position is demanding in its schedule, but most rewarding in its benefits! Experienced in "on-air" and storytelling a must. Send your resume and tape to: Mike Waldron, Executive Producer, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. Our station is an affirmative action, equal opportunity employer.

PRODUCER-DIRECTOR

We are looking for a top newscast director. Must be able to switch and be familiar with ACR-25, electronic graphics and live remotes. Send resume, tape and salary requirements to Rick Stora, WIS-TV, P.O. Box 367, Columbia, SC 29202. No phone calls. An Equal Opportunity Employer.

WRITER/ EDITOR CBS

seeks strong combination writer/editor for videotex experiment in northern New Jersey to work now through mid 1983. If you desire the challenge of a developing medium that demands creativity, faith, enthusiasm and basic journalistic skills to make it succeed, a job with the CBS Videotex editorial group awaits you.

Rush you resume with salary history to:

Editorial Personnel Manager,
CBS Venture One
22-08 Route 208,
Fairlawn, NJ 07410

Men & Women of all races encouraged to apply.

**Help Wanted Programing,
Production, Others
Continued**



Top-rated medium market PM Magazine seeks co-host with television on-air and story producing experience to work with male co-host already on staff. Please send tape and resume to: Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. An equal opportunity employer.

**PRODUCER/DIRECTOR
TOP TWENTY MARKET,
SUNBELT**

Top station in Miami has immediate opening for a producer/director in program department. Primary duties include directing local news program plus public affairs, promotion and commercials. Minimum 3 years directing experience with background in news. Send resume to Susan Bradley, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137. (Equal Opportunity Employer)

DIRECTOR

Seeking Director who can cleanly & tightly direct fast paced 6 & 11 newscasts. Some commercial & programing production. Minimum 3 yrs. directing experience. Rush resume & cassette of 2 recent newscasts to Tom Tenhundfeld, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219 E.O.E.

**This Publication
is available in Microform.**

University Microfilms International
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

Help Wanted Technical

**MAINTENANCE
ENGINEERS**

RKO-WOR-WRKS seeks candidates with minimum 5 years' experience at major market TV station. Experienced in all aspects of TV station equipment maintenance and construction including digital & analog circuitry, STL equipment, proof of performance. Requires 1st Class license. SBE certified senior broadcast engineer preferred. Must be able to work all shifts.

Send resume in confidence, including salary history, to:

Mr. Robert Leach
WOR-TV
1440 Broadway
New York, N.Y. 10018

An Equal Opportunity Employer. M/F/H/Vets

Help Wanted Management

**VIDEOTAPE OPERATIONS
MANAGER**

Major West Coast production facility seeks Engineering Operations Manager experienced in daily supervision of a large recording and post production videotape department. Hands-on production and engineering experience is also required. Send resume and salary requirements in strictest confidence to: Box A-14. EOE.



Top 50 market, located in Sunbelt, seeks executive producer for PM Magazine. Must be college graduate with experience writing and producing for television. Knowledge ENG photography and editing helpful. Ability to manage time and people a must. Send resume to Box A-38. We are Equal Opportunity Employer.

Situations Wanted Management

**SUCCESSFUL
GENERAL SALES
MANAGER**

With station management experience seeks general manager assignment. I offer superior numbers and people skills with a mind for the bottom line. If you are looking for an unspoiled, savvy professional on his way up, please respond to Box A-48.

Situations Wanted News

NO HYPE, JUST FACT

If you're looking for a fresh, personable news/sports/talk show host with the ability to converse and interview on any level, then we should talk. 34 years old, energetic, self-starter, extremely people-oriented, currently in radio. I've got the looks, ideas, desire and ability, if you've got the dime. Mike. 801-479-1597, after 6PM. Video demo available

**ALLIED FIELDS
Help Wanted Sales**

**U.S. SALES
MANAGER**

Industry leading manufacturer of broadcast equipment seeks experienced professional representative and distributor oriented challenge seeker. Must have solid background in equipment sales management. Apply only if you are results-oriented. Rush resume to Box W-168.

Help Wanted News

**NEWS WRITER/SPORTS
PRODUCER**

West Coast O&O station is seeking a writer/sports producer with minimum of 2 years major market experience. Must have 2-3 years sports experience with responsibility for: crew assignments, interviews, editing, monitoring and selecting game highlights. Write Box A-40.

WEATHERCASTER

Top 50 Sunbelt station has immediate opening for a weathercaster/environmental reporter with flair and style. Must have proven track record. Send resume to Box A-9.

**WTVF
Nashville, Tennessee**

Audio/video maintenance engineer needed to join expanding engineering staff. Engineering maintenance experience in a commercial television station and a general class license is required. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer. M/F.

Consultants

LOW POWER TELEVISION SPECIALISTS

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480.



Communications Consultants
3590 S. 80th Avenue, Suite 9
Hollywood, FL 33023

WAS YOUR FIRST QUARTER RED?

It wasn't necessary. Develop your gross with a highly saleable radio audience builder. This complete marketing concept grossed over \$250,000 in medium markets. Send \$25 to: Williams & Hoskins Promotional Enterprises, 21117 Gary Dr., Suite 215, Hayward, CA 94546

BROADCAST SALES CONSULTANTS TV-AM-FM-CABLE

Assist sale or purchase of stations. Review financing, price, value, potential. Will evaluate competitive sales approach, motivate, train staff, establish ratings story. Make your people more productive. "Nothing happens until something's sold". Reasonable rates, flat fee against % of sales increase. No blue skies! We work hard and get results. Sales seminars! Call 203-777-5798 - write P.O. Box 8712, New Haven, CT 06531-0712.

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
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Jonesboro, Arkansas 72401
501-972-5884



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, write or call: National Broadcast Talent Coordinators, PO 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.**

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For Sale Equipment

FOR SALE OR LEASE

Sony BVH 1100A C Format VTR with TBC and Sio-Motion Controller. Chyron IV Character Generator, 2 Channels, Dual Disc Drives. Both well-maintained and in excellent condition. 617-547-3320.

For Sale Equipment Continued

FOR SALE CUSTOM BUILT 40' MOBILE VIDEO TAPE PRODUCTION CRUISER WITH KENWORTH TRACTOR

4 Color Cameras. Grass Valley 1600-7K video switcher with separate ISO switcher. RTS PL and IFB systems. Auditorics 26/16 audio console. (ready for multi-track recording or live stereo broadcasting). Two RCA TH-200 1" VTR's with full monitoring and TBC's (1 with Sio-mo controller.) 3/4" VCR's. Full climate control heating and cooling system. Many extra features.

FLEXIBLE FINANCING AVAILABLE TO QUALIFIED BUYERS

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LOS ANGELES, CA 90038
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This Publication is available in Microform.

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Public Notice

PUBLIC NOTICE REQUEST FOR PROPOSALS FOR CABLE TELEVISION FRANCHISE MARQUETTE, MICHIGAN

The City of Marquette, Michigan, has issued a Request for Proposals (RFP), seeking bids from qualified applicants for a franchise to construct and operate a cable television system in the City. Proposals must be in the form specified in the RFP and must be submitted by June 30, 1982. Copies of the RFP may be obtained from:

Mr. David A. Svanda
City Manager
City of Marquette
300 West Baraga Ave.
Marquette, MI 49855

PUBLIC NOTICE

The City of Naperville, Illinois announces the release of its Request for Proposal and Proposed Cable Television Ordinance on April 30, 1982. All interested applicants must file an "applicant registration form" accompanied by a \$1,000 non-refundable registration fee, prior to receiving an official copy of the Request for Proposal, Proposed Ordinance, and official application forms. Naperville is located 30 miles west of Chicago's loop. The population is approximately 45,000 with over 14,000 households in the franchise area. Growth is projected to reach 90,000 by 1990. Four major research facilities plus extensive light industry are located in or near the city. The city is located on a major commuter railway, served by a toll-way from Chicago, and is 22 miles from O'Hare Airport. The average income is \$40,000 per year. Applications may be filed at the address below until 3:00 p.m., August 2, 1982. Applications may be filed on the official application forms provided by the city, and must be accompanied by an \$8,000 non-refundable filing fee payable to the City of Naperville. All registration forms and applications received will be available for public inspection in the City Clerk's Office during regular business hours. This is the only period when the applications may be seen. More information is available on request from George Smith, City Manager, City of Naperville, 175 W. Jackson Ave., Naperville, IL 60566. 312-420-6041.

Public Notice Continued

CITY OF CARIBOU, MAINE ADVERTISEMENT FOR CABLE TV BIDDERS

The City of Caribou, Maine, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with City ordinance and Request for Proposal form available from the undersigned. The City of Caribou now has an existing franchise. Successful applicants will be in addition of this franchise. Completed proposals must be accompanied by a non-refundable filing fee of \$2,500.00 and will be accepted until July 30, 1982.

Terrence St. Peter
City Manager
Municipal Building
Caribou, ME 04736

Wanted To Buy Stations

MEDIOCRE RADIO STATIONS

Can become money-makers with my extensive management expertise. Will trade experience and knowledge for % ownership. Willing to invest if situation right. Let's talk about the potential profits we can build together. Write Box A-6.

For Sale Stations

FOR SALE

Full-time. Pennsylvania AM station. Growth market. Approximately \$2 million. Terms. Please, principals only. Write Box W-154.

SATELLITE CHANNEL

For lease.
Available full time.
SCPC, 15 Khz, Westar IV.
Reply Box W-58.



**Wilkins
and Associates**
Media Brokers

NE	FM	550K	Medium
MI	AM	700K	Metro
IN	AM	240K	Small
IA	FM	300K	Small
KS	AM	410K	Small
MN	AM	220K	Small
WI	AM	495K	Small
MI	AM/FM	950K	Small
SD	AM	260K	Small
AZ	AM	450K	Small
AR	FM	625K	Small
OK	FM	380K	Small
MS	AM	300K	Small
MO	AM/FM	300K	Small
WY	AM	225K	Small
VA	AM	325K	Small
GA	FM Downpayment	15K	
NC	AM Downpayment	25K	
ND	AM/FM Downpayment	20K	
MI	AM Downpayment	50K	
AR	AM Downpayment	20K	

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102. 605/338-1180

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

FOR SALE BY OWNER

1 KW AM daytimer in high energy growth area in mid-Colorado, 60 miles from Aspen. No. 1 in county. \$450,000 for 80% with half down. Call C.N. Price, 303-464-7655.

OPPORTUNITIES

South Carolina suburban, excellent opportunity; profitable daytimer, adjacent large market; \$350,000; terms. North Carolina metro daytimer; large progressive market; good facilities; \$400,000. Two (2) South Carolina single market daytimers; low down payments; take over payments. Ron Jones, 804-758-4214 - Reggie Martin and Associates.



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

E	Major	VHF-TV	\$17,300K	Cash
W	Major	AM/FM	\$4,800K	\$1,500K
W	Metro	AM/FM	\$2,000K	Cash
MW	Small	AM/FM	\$800K	29%
W	Small	CATV	\$575K	\$125K
S	Small	AM/FM	\$525K	Terms
MW	Small	FM	\$500K	\$200K
SE	Major	Cable Service	\$400K	\$140K
S	Small	AM	\$200K	Cash
W	Small	AM	\$185K	\$50K

CONTACT

Bob Thorburn	(404) 458-9226
Ray Stanfield	(213) 366-2254
Bill Hammond	(214) 387-2303
Bill Lochman	(816) 254-6899
Elliot Evers	(213) 366-2554
Bob Thorburn	(404) 458-9226
Peter Stromquist	(612) 831-3672
Bill Chapman	(404) 458-9226
Ernie Pearce	(615) 373-8315
Greg Merrill	(801) 753-8090

Chapman Associates will be at the NCTA - Booth 1813 - May 3-5 at the Las Vegas Convention Center.

Dan Hayslett
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
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FOR SALE

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Fates & Fortunes

Media



Carey

Carl (Bud) Carey, station manager, KNBC(TV) Los Angeles, joins WNBC-TV New York, as VP and general manager succeeding Al Jerome, who was named executive VP, NBC Television Stations (BROADCASTING, March 8).

Joseph Duffy, director of employe relations, King Broadcasting Co.,

Seattle, Wash., elected VP.

Charles Renwick, executive VP, NBC Radio, New York, joins Plantation Cablevision Inc., Hilton Head Island, S.C., as VP and system manager.

Terry Hourigan, VP, programming, Mutual Broadcasting System, joins United Stations, New York, as director of network development, responsible for affiliating stations for network's satellite-delivered Country Music Network, scheduled to go on air June 1.

William Smith III, partner, advertising and marketing firm of Hobbs & Smith, Toledo, Ohio, joins WVOI(AM) there as general manager.

H. Joseph Lewin, station manager, WLWT(TV) Cincinnati, named general manager and VP of parent, Multimedia Broadcasting.

Paul Petosky, from WJPD(AM) Ishpeming, Mich., joins WIII(AM) Houghton, Mich., as general manager.

Gary Anderson, news director, WIS-TV Columbia, S.C., named assistant general manager.

Jack Sallaska, director of programming, WTV(TV) Oklahoma City, named station manager.

James Wright, director of operations, KPLR-TV St. Louis, named corporate director of operations and engineering for parent, Koplak Communications there.

John Lyons, advertising-promotion manager, WDTN(TV) Dayton, Ohio, joins WFTS(TV) Tampa-St. Petersburg, Fla., as program, operations director.

Richard Maul, regional manager, Home Box Office, San Francisco, joins Western Communications, Walnut Creek, Calif.-based cable system owner, as director of marketing-corporate planning.

William Whelan, chief financial officer, Davnor Product Systems, joins Storer Cable Communications, Miami, as director of financial affairs.

Jeffrey Epstein, from The Boston Consulting Group, San Francisco, joins Washington Post Co., Washington, as director of business development.

Bill Mayne, air personality, KVET(AM) Austin,

Tex., named operations director.

Bernie Alan, air personality, KOST(FM) Los Angeles, named operations supervisor.

Maureen O'Rell, office manager, WIXY(AM) East Longmeadow, Mass., joins KFAC-AM-FM Los Angeles as business manager.

Advertising

Peter McSpadden, president, Dancer, Fitzgerald, Sample/New York, elected chairman of DFS/NY, which, in recent reorganiza-



McSpadden



Susnjara

tion, has become independent operating division, reporting to DFS Holdings Board. **Gary Susnjara**, senior VP and management director

to president, DFS/NY, succeeds McSpadden as president.

Jim Hayman, associate creative director, Young & Rubicam, New York, named senior VP, Young & Rubicam USA.

Hallee Lo Grasso, associate media director, and **Daryl Scott**, director of media research, Foote, Cone & Belding, New York, elected VP's.

Frederick Elkind and **Jerry Reiner**, account research directors, Doyle, Dane, Bernbach, New York, elected VP's.

Jim Spanier, VP, Rosenfeld, Sirowitz & Lawson, New York, named senior VP. **Burt Blum**, executive VP and head art director, named associate creative director.

Charlotte Kelly, VP, director of corporate communications, McCann-Erickson Worldwide, New York, joins D'Arcy-MacManus & Masius U.S. there as senior VP, director of corporate communications.

James Consor, art director, and **James Trippier**, creative supervisor, Grey Advertising, New York, elected VP's.

Erica Mann, senior account executive, N W Ayer, New York, joins Needham, Harper & Steers there as account supervisor.

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Murray Seeger, *Director of Information*

Rex Hardesty, *Assistant Director of Information*

Charlie Hughes, *Audio Services*

202-637-5010

Ben Benya, media director, **Marsteller Inc.**, Los Angeles, elected VP. **Randy Scherrer**, art director, named associate creative director.

Michael Ban, acting VP, advertising sales, Weather Channel, Atlanta, named VP, advertising sales.

Linda Marquis, media buyer, Barickman Advertising, Kansas City, Mo., named supervisor. **Lowell Helman**, VP and associate media director, named VP, group director. **Dinah Davidson**, media supervisor, named associate director. **James McQuile**, media buyer, named supervisor.

Sherry McFarlane, media director, Pringle Dixon Pringle, Atlanta, elected VP.

Karen Geiger, broadcast buying supervisor, Johns & Laws, Los Angeles, named director of broadcast buying.

Gary Heathcott, general sales manager, KAAZ(AM)-KLPQ(FM) Little Rock, Ark., joins Rothman & Lowry advertising there as VP, account supervisor.

Terry Mason, national marketing director, Greater American Entertainment Corp., Sarasota, Fla., joins D'Arcy-MacManus, St. Louis, as account executive.

Anita O'Toole, estimator, Creamer Inc., Pittsburgh, named senior estimator.

George Davies, director, affiliate affairs, Enterprise Radio, now defunct, joins Bonneville Broadcasting System, Tenafly, N.J., as director, sales and marketing.

Frank Horn, sales manager, Kansas Network,

Wichita, joins Interstate Communications, Baton Rouge, as regional sales manager.

Nadine Tekula, analyst, independent research team, Seltel, New York, named manager, CBS research team.

Chris Clarke, assistant market director, William B. Tanner, Memphis, joins Telerep there as sales assistant.

Daura Gutierrez, sales promotion manager, Viacom Cablevision of Long Island, N.Y., named marketing manager. **Ken Gurgone**, sales manager, named marketing coordinator.

Craig McMurray, account executive, Petry, Chicago, named sales manager for soon-to-be-opened Seattle office.

Craig Yetter, sales operations assistant, KYW-TV Philadelphia, joins Radio Advertising Representatives, New York, as traffic coordinator.

Joseph Weinflash, station sales representative, Syndicast Services, New York, joins Lexington Broadcast Services there in same capacity. **Alan Strumwasser**, client service representative, Arbitron, New York, joins Lexington as associate sales representative.

Allan Eisenberg, sales manager, American Television & Communications Corp.'s St. Louis cable system, named national manager of advertising sales for ATC.

Dennis Merritt, from WFBC-TV Greenville, S.C., joins MMT Sales there as branch manager of newly-opened office.

Mike Polatschek, general sales manager, KRIV-TV Houston, joins KRBB-TV Sacramento, Calif., in same capacity.

Linda Clay, from WKMX(FM) Enterprise, Ala., joins WDHN(TV) Dothan, Ala., as sales manager. **Ron Youngblood**, from WBBH-TV Fort Myers, Fla., joins WDHN as account executive. **Jerry Knowles**, from *Gadsden (Ala.) Times*, joins WDHN as account executive.

Eileen Gereghty, account executive, KTLA(TV) Los Angeles, named local sales manager.

Jan Dickler, account executive, MMT Sales, Philadelphia, joins TeleRep there in same capacity.

Mark Jackson, from A, C & R Advertising, New York, joins Hume, Smith, Mickelberry, Miami, as account executive.

Jeff Reinus, account executive, RKO Radio Representatives, joins KNX-FM Los Angeles in same capacity.

Elizabeth Walsh, from WKDD-FM Aurora, Ill., joins WLAK(FM) Chicago as account executive.

Joe Arnstein, account executive, WLLZ(FM) Detroit, joins WLUP(FM) Chicago in same capacity.

Robert Klinge, media planner, Campbell-Mithun, Chicago, and **Susan Van Liere**, account executive, WANX-TV Atlanta, join WBBM-TV Chicago as account executives.

Mark Dorsey, sales consultant, KEZK(FM) St. Louis, joins KMOX-TV there as account executive.

Amy Schelkum, account executive, WOMC(FM) Detroit, joins WDIV(TV) there in same capacity.

Diane Simmons, manager of retail sales, WRC(AM) Washington, joins co-owned WKYS(FM) there as account executive.

Programing



Gradinger

Edward Gradinger group executive VI 20th Century-Fo Television, also becomes chief operatin officer.

Jerome Wexler, VI and general manager Enterprises division NBC, New York named president of division.

E. James Greiner, VI financial administratio

and control, East Coast, NBC Entertainment named VP, finance and administration, NBT Sports, New York.

Donald Dahlman, executive VP, sales Multimedia Program Productions, Cincinnati elected president. **Richard Thrall**, VP, television programing for Multimedia Broadcastin and president, Multimedia Enterprises, name senior VP, programs. Metromedia's newly ac quired Nashville production company, Show Biz, becomes Multimedia Program Production of Nashville, with **J. R. Dunlap**, presiden Show Biz, named executive VP, Multimedi Program Productions.

Larry Kingen, from One Pass Video, San Francisco, joins Vidronics Post Production, Los Angeles, as VP, sales and marketing.

Edwin Hamowy, senior planning executive Warner Communications, New York, electe VP, strategic planning.

Barbara Ruger, VP and publisher, *CableV sion* magazine, joins Disney Channel, Stamford, Conn., as VP, marketing.

Kim LeMasters, VP, program developmen CBS Entertainment, Los Angeles, named V program development and production. **Bria Frons**, manager, daytime programs, CBS Entertainment, New York, named directo daytime programs.

Ron Friedman, from American Express, join Cable Health Network, New York, as V marketing.

Jeffrey Kinney, manager, central divisor Viacom, joins Lorimar, Chicago, as VP a regional sales manager. **Scott Lankin**, direct of Midwestern division, Viacom, joins Lorima New York, as VP regional sales manager.

Dennis Driscoll, from Carlton Marketin Group/E.F. MacDonald Co., Atlanta, join American Video Shopper, Nashville-based cable marketing service, as director of marketin and merchandising.

Herbert Schwartz, head of own distributio company in Washington, joins MGM-Unite Artists there as Eastern division manager.

Rich Thomas, director, human resources, an **Linda Frankenbach**, national account manager, Home Box Office, New York, named n tional account directors.

Paul Weinstein, attorney, joins MGM/Unite Artists ancillary rights division, New York, assistant to president.

Jeff Melby, production engineer, King Produ tions, San Francisco, named director.

John Rice, director of program developmen

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Are you in cable TV operations Yes No

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3 years \$150 2 years \$105 1 year \$55

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Payment enclosed Bill me

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Cinetudes Cable Programing Associates, joins J. Joseph Zink & Co., New York-based video production company, as director of marketing and program development.

Vell Braun, senior VP and general counsel, International Film Investors, New York, joins Home Box Office there as director, motion picture planning.

Charlotte Brown, freelance writer/producer, joins Universal Television, Los Angeles, as consultant for comedy development.

Jary Lico, programing associate, Katz Television, New York, named associate director, programing department.

Douglas Knight, program director, WFLD-TV Chicago, joins Koplal Communications, owner of KPLR-TV St. Louis and KRBB-TV Sacramento, Calif., as corporate director of programing, based at KRBB-TV.

Jeff Harrison, air personality, KDIA(AM) San Francisco, named program director.

Paul Prange, promotion manager, KPLR-TV St. Louis, named director of programing.

Don LaRussa, promotion director, WBAB-FM Babylon, N.Y., named assistant program director.

Mel Torre, news director, WLIX(AM) Islip, N.Y., named program director.

Constantin Grab, operations manager, WODA(FM) Houston, joins KDKA(AM) Pittsburgh as program manager.

David Sands, assistant program director and music director, WQUA(AM) Moline, Ill., named program director.

Louis Buchheit, producer-director, WINK-TV Fort Myers, Fla., joins WZZM-TV Grand Rapids, Mich., as commercial production director.

Betsy Braverman, producer-director, WUAB(TV) Cleveland, joins WKYC-TV there in same capacity.

Barry Tevis, producer-director, KTVL(TV) Medford, Ore., named production manager. **Cinda Weber**, producer-director, Pacific Focus, Honolulu, joins KTVL in same capacity. **Arlis Juncan**, studio assistant, named production assistant.

News and Public Affairs



Burke

W. Vincent Burke, VP for news, WHAS-TV Louisville, Ky., named VP of news for ABC Owned Television Stations, New York.

Anna Mae Sokusky, executive producer, CBS Radio Station News Service, Washington, named director, succeeding **Joseph Durso**, who joins CBS-owned WBBM(AM)

Chicago as news director. Durso replaces **John Sultman**, named senior correspondent, WBBM.

William LaPlante, executive producer, WCBSTV New York, joins Satellite News Channel 1, Stamford, Conn., as senior producer. **Charles Stuart Feldman**, producer, Independent News, joins Satellite News Channel 1 as news producer. **R.D. Sahl**, managing editor-anchor, WVT(TV) Hartford, Conn., joins Channel 1 as anchor. **Valeris Voss**, weekend weather anchor, WABC-TV New York, joins Channel 1 as in-air meteorologist.

Rachel Myers Lowe, correspondent, Mutual News, Washington, named news supervisor.

Sid Darion, manager for television cultural affairs and executive producer, Directions, ABC News, New York, named director, television cultural affairs.

Betsy Dirnberger, radio projects manager, Corporation for Public Broadcasting, Washington, joins United Press International, New York, as director of broadcast group sales.

Ron Turner, assistant news director, KTVY(TV) Oklahoma City, named news director.

Bill Bauman, assignment editor and assistant news director, KSTP-TV Minneapolis-St. Paul, joins WDBO-TV Orlando, Fla., as news director.

Doug Rink, air personality, WMOH(AM) Hamilton, Ohio, joins WCWR(AM)-WEZY(FM) Cocoa, Fla., as news director.

Bob Young, producer-anchor WWAY(TV) Wilmington, N.C., joins WAPT(TV) Jackson, Miss., as news director, co-anchor.

Appointments, Mountaintop, new Lewisburg, W. Va.-based radio network serving 35 stations statewide: **Joel Jackson**, news director, WTCR(AM) Ashland, Ky., and co-owned WHEZ(FM) Huntington, W.Va., to Mountaintop in same capacity; **Nancy Hill**, from WTIP(AM)-WTIO(FM) Charleston, W.Va., to capitol bureau chief; **Linda Walls**, from WKAZ(AM)-WQBE(FM) Charleston, to anchor-reporter.

Appointments, WPLG(TV) Miami: **Vickie Frazier**, from WCIA(TV) Champaign, Ill., to associate producer; **Tom Sweeney**, from assignment editor, WJKS-TV Jacksonville, Fla., to nighttime assignment editor; **Teddi-Jo Morsello**, from executive secretary and administra-

Chancellor chosen. International Radio and Television Society has picked John Chancellor, *NBC Nightly News* commentator and former anchor, as its 1982 "Broadcaster of the Year." Last year's choice was syndicated talk show host Phil Donahue and in 1980, Don Hewitt, executive producer of *60 Minutes*. Chancellor will be honored at IRTS luncheon June 9 at New York's Waldorf-Astoria hotel.

tive assistant, WPLG, to manager of news administration; **Susan Candotti**, reporter, WGR-TV Buffalo, to WPLG in same capacity; **Mark Hyman**, reporter, KXTV(TV) Sacramento, Calif., to WPLG in same capacity.

John Wheeling, news and program director, WTOP(AM) Washington, joins WEEI(AM) Boston in same capacity.

Les Miller, news producer, WGAL-TV Lancaster, Pa., named executive news producer. **Tom Anderson**, weekend producer, succeeds Miller. **Howard Shephard**, news reporter, succeeds Anderson.

Dick Trembath, editorial director, WKYC-TV Cleveland, also named manager, public affairs. **Barbara Williams**, secretary to general manager, named administrator, public affairs.

Peter Graumann, reporter/writer, KABC-TV Los Angeles, named producer/reporter, KCET(TV) there.

Ana Azcuay, reporter-anchor, WPLG(TV) Miami, joins KSAT-TV San Antonio, Tex., as anchor.



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Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs" "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

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Taking the helm. Frank Batten, chairman and chief executive officer of Landmark Communications, Norfolk, Va., last week was named chairman of The Associated Press. He succeeds Jack W. Tarver of Cox Enterprises Inc., who served as chairman of the news cooperative for six years.

In 1964, at the age of 27, Batten became publisher of the *Virginian-Pilot* and the *Ledger-Star* in Norfolk, Va., which was under common ownership with WJAR-AM-FM-TV there. Today, the parent Landmark Communications retains those AM and FM outlets plus ownership of KNTV-TV San Jose, Calif., and KLAS-TV Las Vegas. In 1964, Batten expanded the company into cable by constructing the first of 20 cable systems that Landmark now operates in 15 states. Landmark Telecable is said to be the 14th largest cable TV operator.

Anthony Mason, general assignment reporter, KJRH-TV Tulsa, Okla., joins WCAU-TV Philadelphia as New Jersey correspondent.

Suzanne Huffman, reporter, WFLA-TV Tampa-St. Petersburg, Fla., joins WTVT-TV there in same capacity.

Elizabeth Wright, engineer, WHAG-TV Hagerstown, Md., joins WKEF-TV Dayton, Ohio, in same capacity.

L. Merle Thomas, assistant engineering manager, WJZ-TV Baltimore, named engineering manager.

Technology

Kenneth Smith, executive VP, E-Systems, Dallas-based communications equipment manufacturer, elected president and chief operating officer.



John Nolen III, VP, marketing, Tocom, Dallas-based manufacturer of interactive cable television communications systems, named to newly created post of executive VP.

Phil Cathcart, district sales manager, Panasonic's video systems division, joins Sony Video Communications Atlanta, as district manager for North and South Carolina.

Dennis Maddox, chief television engineer, Board of Cooperative Educational Services, Binghamton, N. Y., joins EMCEE Broadcast Products, White Haven, Pa., as applications engineer.

Sei Kurihara, general manager of engineering, Pioneer Communications of America, Columbus, Ohio, named VP, business development. **Patrick Birney**, manager of systems engineering, succeeds Kurihara. **John Lanpher**, manager of sales, named general manager of marketing, with responsibility for Pioneer's addressable systems.

David Peterson, manager of application engineering, Times Fiber Communications, Wallingford, Conn., named director of new product development, company's R.F. cable products division.

James Butler, chief engineer, kWK-AM-FM St. Louis, assumes additional responsibilities as group chief engineer for parent Doubleday Broadcasting. **William Ashley**, chief engineer, WAVA(FM) Arlington, Va., named assistant group chief engineer.

Steve Flanagan, chief engineer, WJXT-TV Jacksonville, Fla., assumes additional duties as director, engineering development for parent, Post-Newsweek Stations.

Promotion and PR

Vincent Rennert, executive VP and director of international operations, Manning, Selvage & Lee, New York, named president of newly formed subsidiary, Manning, Selvage & Lee International. He will remain in New York.

Joyce Harrington, director of public relations, Foote, Cone & Belding, New York, elected VP.

Paul Dobbs, manager, on-air scheduling, advertising and promotion, CBS Entertainment, Los Angeles, appointed assistant director of same unit. **Janet Hoffman-Levine**, manager, media planning, CBS Entertainment, appointed assistant director of unit.

Glenn Campbell, public relations supervisor, Kenyon & Eckhardt, Detroit, named director of public relations.

Margaret Ann (Meg) Bode, account executive, Ayer Direct, New York, joins Albert Frank-Guenther Law there as VP, public relations.

Patricia Terry, public service coordinator, WCB-TV New York, named manager of community services.

Tony Williams, promotion assistant-production director, WAFF-TV Huntsville, Ala., joins WGXA-TV Macon, Ga., as promotion manager.

Betty Penzner Kirkland, president, Newsbreakers Inc., Washington, promotion and advertising firm, joins WGMS(AM) Bethesda, Md.-WGMS-FM Washington, as director of promotion and advertising.

Ritschard Homberg, research director, WINS(AM) New York, named promotion manager.

Allied Fields

Leonard H. Goldenson, chairman of board, American Broadcasting Companies, Inc., will receive New York-based Fund for Higher Education's Flame of Truth award at ceremonies May 24 at New York Hilton.

Roy Edwards, senior VP, Seltel, Inc., joins Vista Communications Co., Los Angeles-based broadcast station acquisition and management firm, as president and chief executive officer.

Stanley Byrnes, former retail sales manager, KMPC(AM) Los Angeles, becomes founding president of Stan L. Byrnes and Associates, new Los Angeles-based broadcast sales firm.

Ydalia Paulette Freeman, attorney, hearing division, Broadcast Bureau, FCC, Washington, named assistant director, Office of Public Affairs for Minority Enterprise.

Frank Shakespeare, president, RKO General and former director of U.S. Information Agency, elected chairman of board of trustees of Heritage Foundation, Washington-based non-profit research group.

Veronica Ahern, director of office of international affairs, National Telecommunications and Information Administration, Washington, and **Shelley Sternad**, staff attorney, internal division, Common Carrier Bureau, FCC, Washington, have become associated with Chadbourne, Parke, Whiteside & Wolff, communications law firm there.

Richard Sabino, director of franchising, Adams Russell Telecommunications Group, Waltham, Mass., joins Cable Marketing Management, Columbus, Ohio-based cable consulting and service company, as senior VP, cable system services.

Jeffrey Sheldon, law clerk, Pellegrin & Levine, Washington communications law firm, has become associated with firm.

Robert Bourquard, associate media director, Campbell-Mithun advertising, Minneapolis, joins Arbitron Television Advertiser Agency Sales, Atlanta, as manager.

Chuck Morgan, program director, WPIX-FM New York, joins Todd Wallace Associates, Phoenix, as VP, director of U.S. consultation.

Elected officers, California Associated Press Television-Radio Association: **Bill Clatworthy**, KPAY(AM) Chico, president; **Lee Gregory**, KCOY-TV Santa Maria, president-elect; **Dick Bailey**, KOVA(FM) Ojai, **Melinda Cotton**, non-commercial KOCE-TV Huntington Beach, **Lance Frank**, KTNV-TV Las Vegas, **Greg LeFevre**, KSEE-TV Fresno, **Russ Lorenzini**, KQMS(AM) Redding, **Bruce Robinson**, KOH(AM) Reno, board members.

Elected officers, Southern Educational Communications Association radio board of directors: **Gary Shivers**, WNUC(FM) Chapel Hill, N.C., chairman; **Joel Segune**, WHRO-FM Norfolk, Va., vice chairman; **Bill Giorda**, KUT-FM Austin, Tex., secretary; **Robert Eastman**, noncommercial WBHM(FM) Birmingham, Ala., treasurer.

Rhonda Amoe, from KIRO(AM) Seattle, joins Arbitron Northwestern Radio Station Sales, San Francisco, as client service representative.

Barbara Riegel, Orange county, Calif., bureau chief, KFVB(AM) Los Angeles, elected president, southern California division, American Women in Radio and Television.

Deaths

Don Wilson, 81, announcer of Jack Benny radio and television shows for over 40 years, died of stroke April 25 at Eisenhower medical center, Palm Springs, Calif. Wilson moved to Palm Springs when Benny show ended production in 1965, and had recently done commercials and a local afternoon talk show there. He is survived by his wife, Lois.

Allen Gilliland: piloting NCTA through shifting waters

When pressed, Allen Gilliland comes up with this description of the future of cable television in the United States: "We could, at some point in the distant future, almost become a necessity in the household. We could work our way, if you will, into becoming the information utility."

The outgoing chairman of the National Cable Television Association's board of directors (his term expires at this week's convention in Las Vegas) sees cable as having "great technological capabilities" with which the public is not yet capable of coping. "Our challenge as an industry is finding a way to make all the promised services available and educating people on how to use these capabilities."

Gilliland has been implementing those convictions through his own cable enterprises, under the Gill Industries umbrella. The corporation, of which Gilliland is president and major stockholder, operates Gill Cable in San Jose, Calif.; Gill Management Services (a data processing firm serving the cable industry), and Bay Area Interconnect, a joint venture with Viacom involving Gill and 32 other San Francisco area franchise-holders.

Today Gill Cable is the largest independent cable system in the country, serving 90,000 subscribers and passing 191,000 homes in the fast-growing San Jose market. The system is the latest incarnation of a series of family-owned businesses that took form as a bakery during Gilliland's youth. Allen T. Gilliland Sr. brought his son under the wing of his Sunlite Bakery after graduation from Stanford in 1946. During the mid-1950's, the family got into VHF television with the establishment of San Jose's first commercial station. The station was wholly-owned by Sunlite.

A self-described risk-taker and entrepreneur, Gilliland is one of the first generation of broadcasters who took an interest in cable in the early days of the industry.

"We were in broadcast business from 1955 to 1978 as the owners and operators of KNTV(TV) San Jose, channel 11. About 1963, the Jerrold Corp. invited me to join them in making a cable franchise application in Salinas, about 50 miles south of San Jose. They were looking for someone with local influence and they chose me," Gilliland recalls. (Jerrold, a major supplier of hardware to the cable industry, operated cable systems of its own at the time).

"We were subsequently unsuccessful in that application, but I got a cable television education as a result of that," Gilliland continues. "Then we went out on our own."



Allen Thomas Gilliland II—chairman, board of directors, National Cable Television Association; president and major stockholder Gill Industries, San Jose, Calif. (parent company of Gill Cable, Gill Management Services, and Bay Area Interconnect, joint venture with Viacom); b. July 22, 1925, Marriam, Mo.; attended U.S. Maritime Academy, American Institute of Baking, and Harvard University, 1943-49; B.A. in economics, Stanford University, 1946; various production, sales and management positions, Sunlite Bakery Inc. (family-owned business), 1946-55; founding partner, Standard Radio & Television Co., subsidiary of Sunlite and owner of KNTV(TV) San Jose, 1955-78; general manager, Sunlite Bakery, 1955-60; president, Sunlite Bakery, 1960-64; president, Gill Industries, 1964 to present; m. Gloria Rebuffoni, 1975; children—Susan Ann, 31; Allen T. Gilliland III, 29; Amy Louise, 20.

Gill Industries later acquired franchises in Grass Valley and Chico, Calif., and a half interest in a cable system in Escondido, near San Diego. The company became partners with Ridder Newspapers in developing the San Jose franchise and in 1972 took over the system following formation of Knight-Ridder, a merged entity that was not interested in the cable business. Soon after that, Gill sold off its other California properties to concentrate on the San Jose operation.

Gilliland is proud of his reputation as a pioneer, linking that, in part at least, to his status as an independent.

Gilliland is a firm believer in the profit potential of addressable boxes, particularly for use in pay-per-view events, and his company currently has 35,000 units in the field. Gill Cable has offered sporting events, rock concerts, and, most recently, theatrical motion pictures on a pay-per-view basis, making it one of the most active employers of the devices in the cable

television industry.

"The numbers are incredible" with pay-per-view, Gilliland declares. "Cable television could generate up to \$50 million for a single pay-per-view event. Because of the potential buying power, we will be able to buy and create our own events, in music and sports, for example." The main obstacle in the development of pay-per-view is the availability of boxes, which Gilliland feels is beginning to change.

Addressability is the technical solution Gilliland has applied in solving what many subscribers regarded as the biggest problem the San Jose system had: an absence of R-rated movies.

"We were accused of being a censor, because we did not run anything except G and PG-rated pictures on our 'G Channel,'" Gilliland explains. "There are people who want to see this material and there are those who don't want it coming into their homes at all, even in a scrambled mode. As a result, we held off making R available until we had addressable devices."

Gilliland cites his company's screening of sensitive material as an example of the kind of risk-taking "MSO's and group owners don't have the guts to do."

Another example is local interconnection.

"We put a lot of money into the interconnect when we started it two years ago," Gilliland points out. "We could have failed. Now there are some 30-odd interconnects throughout the country."

Gilliland sees NCTA playing a supportive role as state cable associations gear up for debate on regional cable policies. One of his achievements as NCTA board chairman has been implementation of a new dues structure that will allow NCTA's growth to keep pace with that of the industry.

The future of cable will bring a new set of challenges to the industry that Gilliland finds provocative and exciting. "The potential is there for each household to have access to great masses of information," he points out. "Large data bases are at our fingertips. But, sociologically, I don't think our population is ready for that. Our role is to change that, in terms of both entertainment and information."

Gilliland has an unusual infusion of family support in meeting those goals. His wife, Gloria, acts as Gilliland's administrative assistant. "She travels with me everywhere and keeps all the loose ends together," he reports. Son Allen Gilliland III works in the data processing division of Gill Industries wherein computer services are applied to cable industry needs.

Gilliland and his wife are avid skiers, maintaining a home in Vail, Colo. He also owns a duck-hunting club in Los Banos, Calif., and is a licensed pilot, frequently flying his own airplane on business trips.

Hot on heels of HVN announcement (see page 27), ABC had more news for industry last Friday—**Cox Cable Communications and ABC Video Enterprises** have agreed to form joint venture to examine “full range of entertainment and information programming, including pay-per-view, video games, videotext and transactional services.” First phase is to be evaluation of one- and two-way programs and services in Cox systems and those of “other selected major cable operators.” Immediate focus is research “into consumer and cable operator attitudes,” hardware capabilities and headend configurations. Announcement is being read as ABC nod to Cox’s interactive Indax hardware. ABC’s primary interest is said to be evaluation of consumer preferences in programming. Cox, with Indax to sell to other operators, is looking for partner with programming expertise to contribute software that will attract consumers to interactive concept. ABC says this new announcement and HVN shouldn’t be read as implying death of pay venture with ESPN—Cox partnership could yield information applicable to that venture. In making his latest announcement, ABC Video Enterprises President Herb Granath noted ABC’s interest in “aggressively moving toward interactive services.” For time being, ABC/Cox venture will draw on existing programming—no separate operation on order of Hearst/ABC Video Services is contemplated. Further details are expected at press briefing to be held today (May 3) at NCTA in Las Vegas.

Effort by seven broadcast trade associations to develop industry financial data formerly collected by FCC (form 324) was dealt heavy blow last week when **Television Bureau of Advertising** announced its board had “voted unanimously to abandon any [such] efforts.” But representatives of remaining organizations said that, though they’d had no chance yet to confer, they thought efforts—aimed at getting TV and radio stations to file confidential reports with independent accounting firm—would continue. Scheduled meetings with interested CPA firms (BROADCASTING, April 19) “are still on track,” according to National Association of Broadcasters official. TVB said its action was based on response—and lack of it—to survey of all com-

Deregulation deal. A proposal to deregulate radio in exchange for annual fees totalling about 1% of industry revenues is being circulated on Capitol Hill by the National Radio Broadcasters Association. The present seven-year radio licenses would be replaced by 50-year contracts to be granted in exchange for fees, which could not be raised for the life of the contract. The fees would go to funding noncommercial radio programming and facilities and minority broadcast ventures.

Abe Voron, NRBA executive vice president, government relations, said the proposal is still “very much in the discussion stage,” but has received informal approval from the group’s leadership and many of its members. It has also drawn interested reactions, he said, from House Telecommunications Subcommittee and Senate Commerce Committee staffs. NRBA began considering the proposal, said Voron, because it holds no hope for House passage of pending deregulation bills this year and because license fees included in a Senate deregulation bill (S. 1629) could be escalated by the FCC. With the proposal, NRBA hopes to win total deregulation of the industry, except for elimination of technical oversight and political broadcasting rules.

The National Association of Broadcasters executive committee flatly rejected the proposal when it was presented at a meeting in Washington last week, in part because the Telecommunications Subcommittee is said to favor 15-year license terms over 50-year contracts, and because the fees could have a substantial impact on station profits. The proposal could have a much greater impact if it were applied to TV, where annual revenues (adding up to billions of dollars) would yield hefty fees, which in turn could harm stockholder returns.

mercial TV stations (BROADCASTING, March 29). TVB said over 200 stations did not reply at all, and in only 23 markets did all stations agree to cooperate. So bureau opted to concentrate on its quarterly time sales survey, which has record of high accuracy (but does not permit market-by-market breakdowns which TV and radio leaders wanted). Officials of Radio Advertising Bureau and National Radio Broadcasters Association noted that separate questionnaires would have been required for radio anyway. RAB said it would step up efforts to encourage stations within individual markets to compile own data through CPA—already being done, RAB said, in at least 3 markets. TVB indicated its support for this approach among TV stations, 100.

National Association of Broadcasters executive committee voted last week to close **Hollywood office of its code authority** as soon as possible and to absorb as many Washington code staffers as possible into other NAB positions as openings occur. No decision was made on New York office, but feeling of executive committee, according to Joint Board Chairman Edward C. Fritts, Fritts Broadcasting, is that office will “eventually be phased out.” NAB will try to relocate any of 33 code staffers can’t reassign, said Fritts, and is “empathetic toward generous severance pay” for any it can’t relocate. As soon as antitrust suit against code has been resolved at Justice Department, NAB will convene code boards, said Fritts, to decide extent to which code can be retained.

RCA Americom asked FCC last week for permission to build and launch **Ku-band (12/14 ghz) satellite system**, comprising three operational and one spare 16-transponder satellites. First satellite would be launched in May 1985; second in October 1985, and third in May 1987. RCA pegs cost of fully operational system at \$306 million. Each satellite’s 20-watt, 54-mhz transponders could generate effective isolated radiated power of between 38 dbw and 42 dbw. Application did not specify orbit slots. According to RCA spokesman, RCA envisions satellite addressing range of telecommunications needs: teleconferencing, LPTV and SMATV program distribution, digital electronic mail and termination service and institutional closed-circuit video distribution.

Public Broadcasting Service filed comments last week with FCC supporting former NTIA head **Henry Geller’s** request that basically asks commission to revise its interpretation of **equal time provision of Communications Act**. Geller request also asks for extension of FCC’s Aspen Institute ruling to include debates sponsored by broadcast licensees and for permission to rebroadcast debates at times beyond day after debate (BROADCASTING, April 26).

House Telecommunications Subcommittee and FCC staff have worked out mutually satisfactory language for legislative bill to substitute for bill Congress passed last year permitting commission to use lottery in selecting winner from among competing broadcast applicants. Language, which will be considered as amendment to FCC “Track One” bill (H.R. 5008), would permit commission to use lottery before (rather than after) applicants’ qualifications have been reviewed and would ease up on kinds of groups to which commission would give preference (minorities would still be among those included). **Commission refused to use original legislation**, saying it would cause more trouble than it would solve, in permitting lottery only after work had been done in reviewing applicants’ qualifications and in attempting to sort out preferences required for variety of groups. **Subcommittee is also expected to approve amendment to bill that would make FCC first regulatory agency** to be given authority to accept travel reimbursement from private parties although on trial basis and under strict congressional scrutiny. Amendment would limit amount commission could travel. Level of travel money appropriated by Congress. It would require

mission to report to Congress and to public when its members receive reimbursement. And, since reimbursement section intended to be experiment, it would begin at start of fiscal 1983 year and end at end of fiscal year 1985. Representative Timothy Wirth (D-Colo.), subcommittee chairman, and Representative James M. Collins (R-Tex.), ranking minority member, feel experiment is warranted in view of commission's sharply trimmed budget.

Multimedia reported first-quarter earnings at \$4,907,000, up from first-quarter 1981's \$4,390,000; earnings per share rose to 33 cents from 43 cents. Revenues increased to \$49,378,000 from \$41,273,000. Among divisions, cable division almost doubled in revenues over comparable quarter ago, to \$7,206,000 from \$3,767,000. Broadcasting was up to \$23,841,000 from \$20,181,000 and newspapers rose to \$18,331,000 from \$17,325,000. Stockholders of record as of May 3 will be paid 17.5-cent dividend per share on May 17.

Earnings of John Blair and Co. set first-quarter record this year, soaring 104% over year-earlier to \$3,401,000 or 59 cents per share. Increase came on revenues that rose 29% to \$74,880,000. Company said earnings reflected better results of "virtually all" operations. Blair stock also set new high last Tuesday at \$33. Remaining 1982 quarters are expected to show gains, company said, but not comparable to first-quarter jump.

First-quarter earnings of Storer Broadcasting plummeted—down 75% to \$492,000, three cents per share. Revenues in period had risen 45%, to \$80,514,000. Disparity in numbers is attributed to increased interest expenses and start-up costs associated with cable expansion.

Federal Department last week announced appointment of Michael J. Gardner, Washington attorney who headed FCC transition team for incoming Reagan administration, as chairman of U.S. delegation to Plenipotentiary Conference of International Telecommunication Union (BROADCASTING, April 26). Conference will be held in Nairobi, Kenya, and is scheduled to run from Sept. 28 to Nov. 5. Principal purposes of conference will be to review policies of ITU, establish basis for ITU budget, and, if necessary, to revise ITU convention that was adopted at last plenipotentiary in Torremolinos, Spain, in 1973. Conference will also elect secretary general, deputy secretary general and members of International Frequency Registration Board.

International telecommunications market over next decade will amount to about \$640 billion, and other countries should provide U.S. firms with opportunity to compete in that market, Hermann Schaefer, assistant to FCC chairman on international telecommunications, said last week. Testifying before House Information Subcommittee, Schaefer said foreign countries, at very least, should refrain from imposing restrictions on U.S. firms that are "disproportionate" to those U.S. imposes on foreign firms. Bernard Wunder, head of National Telecommunications and Information Administration, said while Reagan administration is "pledged" to pursue policies aimed at open trade, "we have recommended against passage of so-called 'sectoral reciprocity' legislation, such as has been proposed in the cable television and other communications fields. Such legislation implies the erection of U.S. barriers to trade, and is contrary to this country's basic international trade policy," Wunder said. Wunder also said Department of Commerce planned to commission "comprehensive" survey of U.S. imports and exports in telecommunications and information services field.

FCC has proposed implementing simplified equipment authorization procedure that would require applicants only to notify commission that their equipment complies with appropriate technical standards using standard written form. In office of proposed rulemaking, FCC said it has not yet pro-

posed what sorts of equipment would be covered by new procedure. Specific proposals for moving particular types of equipment from existing authorization procedure would be made under separate rulemaking proposal, FCC said. FCC said adoption of new procedure could reduce time for issuing equipment authorizations to period of "few days."



Celebrants. The change in name from Teleprompter Manhattan Cable TV to Group W Cable was the object of this New York party -- one of 130 the company hosted nationwide -- that attracted (l to r): Susan Jordan of HBO, Susan Green of Manhattan Cable Television, Donald Mitzner, president of Group W Cable in Manhattan, and Bruce Longan of East Side/West Side TV Shopper.

Dr. Joseph V. Charyk, president and chief executive officer of Communications Satellite Corp., was honored for "outstanding leadership in satellite communications in America and worldwide" by Washington chapter of American Women in Radio and Television last Thursday (April 29). Mal Johnson, incumbent president of AWRT chapter and director of community affairs and national correspondent for Cox Communications, presented award to Charyk at L'Enfant Plaza reception in his honor.

Ten-part TV series on how communities can help themselves in these days of sharp cuts in federal budget will be shown at White House on Wednesday (May 5) for audience of some 30 executives of networks, stations and Cable News Network. Series—*Surviving Reaganomics*—was produced and aired by KAKE-TV Wichita, Kan., during first week in February and focused on self-help measures of cities around country as well as Wichita. Series caught eye of White House Task Force on Private Sector Initiatives, which asked for tape to show at White House. Hope is to inspire broadcast executives who view it to undertake similar projects. President Reagan is expected to address group at showing, which begins at 11:30 a.m.

NBC News reported last Friday (April 30) that correspondent Brian Ross was still held hostage in plane hijacked on Wednesday at airport in Tegucigalpa, Honduras. Ross was on assignment for NBC News in Central America when plane was seized with 52 persons aboard by five hijackers said to be leftists who demanded \$1 million ransom. NBC News said Ross gave woman freed by hijackers paper containing his name and NBC address in New York, which was called later by U.S. embassy representative. Contrary to early reports, Ross was sole NBC News employe aboard plane.

Phil Donahue, host of syndicated *Donahue* show and future contributor to ABC News (BROADCASTING, April 19) has signed new eight-year contract with Multimedia, which will continue as his producer and syndicator.

Paul W. Fiddick, senior VP-general manager, Multimedia Radio, has been named president, based in Cincinnati.

Those torn-up turfs

The dominant concern at the convention of the National Cable Television Association that is going on this week is with what the association's president calls a profound change in the competitive environment. "Today," Tom Wheeler told BROADCASTING in an interview beginning on page 56 of this issue, "we have to compete like mad for the consumer's loyalty" against an array of services that are now offering the "premium delivery of product" that cable once all but monopolized.

The dominant concern at the convention of the American Newspaper Publishers Association that went on last week was of the same kind and same magnitude. Katharine Graham, chairman of the Washington Post Co. and outgoing president and chairman of the ANPA, set the tone (see page 86). In a keynote speech, Graham described an increasingly competitive information business, with television broadcast news "expanding and improving," cable television "lean and hungry," videotext and teletext "factors to be reckoned with by the end of this decade," and, worst of all, a possibility of AT&T entry into electronic publishing.

The dominant theme of the convention of the National Association of Broadcasters that went on a month ago was the attainment of First Amendment parity, but the dominant concern on delegates' minds, as reflected in the panel sessions, was with a world exploding with cable, DBS, LPTV, STV, MDS and who knows what other sets of initials. (At the NCTA, if Wheeler is right, SMATV will be on people's minds.)

The situation confronting everyone in the information age was aptly summarized last week by Charles L. Brown, AT&T chairman, when he appeared before the ANPA (see page 87). Brown talked of "the unnerving discovery that these [new] technologies cut horizontally across the vertical borders which heretofore defined the turf of virtually every industry and every human skill that is in any way involved in the handling of information in any form."

It is not a tidy world that the NCTA, ANPA and NAB will live in for the next few years. The inhabitants will be engaged not only in defending their own historic turfs but also in invading others'. Witness the announcement last week by ABC of a subscription television service for home videocassette machines (see "Top of The Week"). Wasn't ABC the arch foe of subscription television by air until last Thursday afternoon?

The electronic Fifth Estate is developing almost too rapidly to be chronicled intelligently. The intention here is to continue the chronicling as best it can be done, knowing all the while that the principal beneficiary of the flowering Fifth Estate is to be the public. □

Settlement in sight?

It wasn't quite clear at the ANPA convention last week whether AT&T was quitting its fight for the right to introduce electronic Yellow Pages, as the *Washington Post* reported, or acknowledging a possibility of legislative defeat but hoping to avert it, as the *New York Times* suggested. The guess here, after a reading of the speech that Charles L. Brown, AT&T chairman, delivered to the ANPA, is that the *New York Times* was closer to the mark.

Brown told the publishers: "You obviously can get pretty much whatever you want in legislation on this subject," a remark that could be interpreted to mean that he felt AT&T was losing its \$2-million campaign to scuttle H.R. 5158, the House bill that would

significantly modify the AT&T antitrust settlement. H.R. 5158 introduced by Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, is supported by the publishers for its separation of AT&T from the Yellow Pages in any form and its preclusion of the to-be-divested operating companies from offering the Yellow Pages electronically.

On the other hand, nowhere in Brown's speech did he explicitly say that AT&T would sacrifice the Yellow Pages, and he was outspoken in his criticism of the legislation: "In my view, the current attempt by special interests to pressure Congress into rolling back the consent decree before the court has even had time to consider it is nothing but outrageous mischief."

Brown presented a list of objections to features of the bill having nothing to do with Yellow Pages. And to the publishers he said: "In all fairness, and in your long-run best interest, I hope you will look at the *whole* bill."

It's just possible Brown's remarks could be given a third interpretation, as an invitation to a legislative compromise. Maybe that's worth consideration by the publishers.

One and all, maybe

Mark S. Fowler, FCC chairman, took his case for the First Amendment to the ANPA convention last week as he had taken it to the NAB convention in early April. He could have had a warmer audience last week, not that the NAB had risen in a body to march on Washington in an assertion of its rights.

The ANPA is divided on support of the broadcasters' claim to constitutional rights. In the April *presstime*, the ANPA's monthly journal, Jack Dille, who with his family owns the *Elkhart (Ind.) Truth* and the Federated Media broadcast station group, argued for unqualified support by newspapers of the broadcasters' emancipation from unconstitutional restraints. In the same issue, and displayed above Dille's article, Harold W. Andersen, president of the *Omaha World-Herald*, argued that broadcasters were without First Amendment rights equal to those of publishers.

Fowler told the publishers it was in their own interest to go for freedom of the electronic media, since they were headed for the business themselves. He also noted that cable operators right now are in the same boat with broadcasters in the application of the equal-time law and fairness doctrine. Perhaps he should have taken his message to Las Vegas this week.



Drawn for BROADCASTING by Jack Schmic
 "You'll have to talk louder. The transmitter is slowly losing power."

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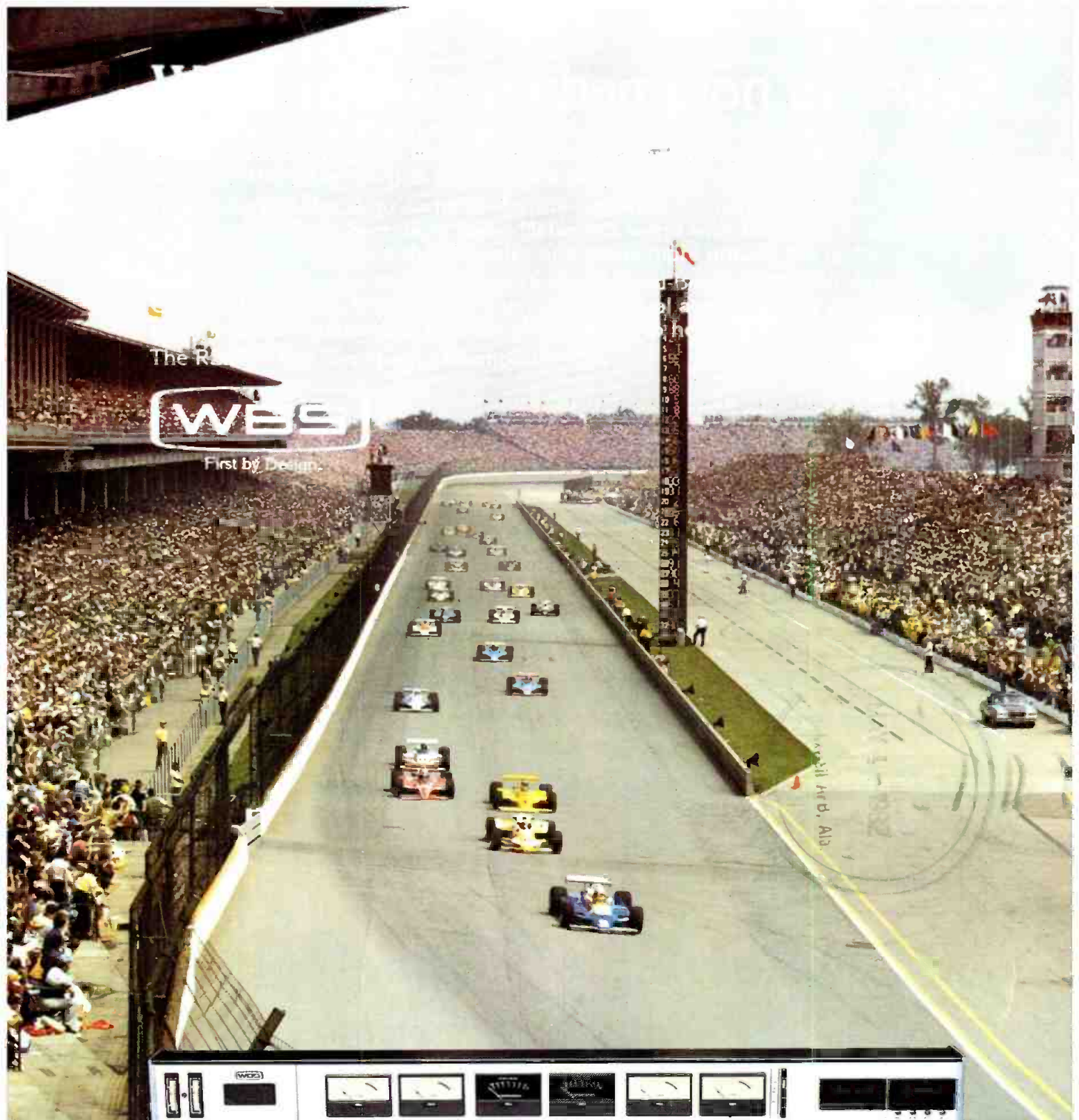


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