

Broadcasting Jun 21



TELEVISION SHOWS DON'T WIN EMMYS. PEOPLE DO.

Thanks to the contribution made by *all* the members of our staff, we're proud to have won two 1982 Daytime Emmys: Outstanding Host for Talk, Service Program; Phil Donahue. Outstanding Director, Ron Weiner.

DONAHUE



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51st Year '1982
FCC lifts constraints on
STV, leaves it to
marketplace

TELEVISION OFF-NETWORK

In cities like these, across the country...

Market	Station	Time	Time Period Rank
New York*	WNEW	M-F 6-7pm	#1
Los Angeles	KTLA	M-F 6-7pm	#1
Washington, D.C.	WRC	M-F 4-5pm	#1
Atlanta	WAGA	M-F 4-5pm	#1
Kansas City	WDAF	M-F 4:30-5:30pm	#1
San Diego	KGTV	M-F 3:30-4:30pm	#1
Memphis	WMC	M-F 4-5pm	#1
Bakersfield	KERO	M-F 4:30-5:30pm	#1

Source: Nielsen and Arbitron, Feb. 82. And Arbitron S.P.A., Feb. 82.

*Arbitron only



SION'S #1 ORK HOUR.

Charlie's Angels is now the #1 off-network hour in syndication. With an average 8.0 rating and 17 share, the Angels have the perfect numbers for affiliates in early fringe.

CHARLIE'S ANGELS

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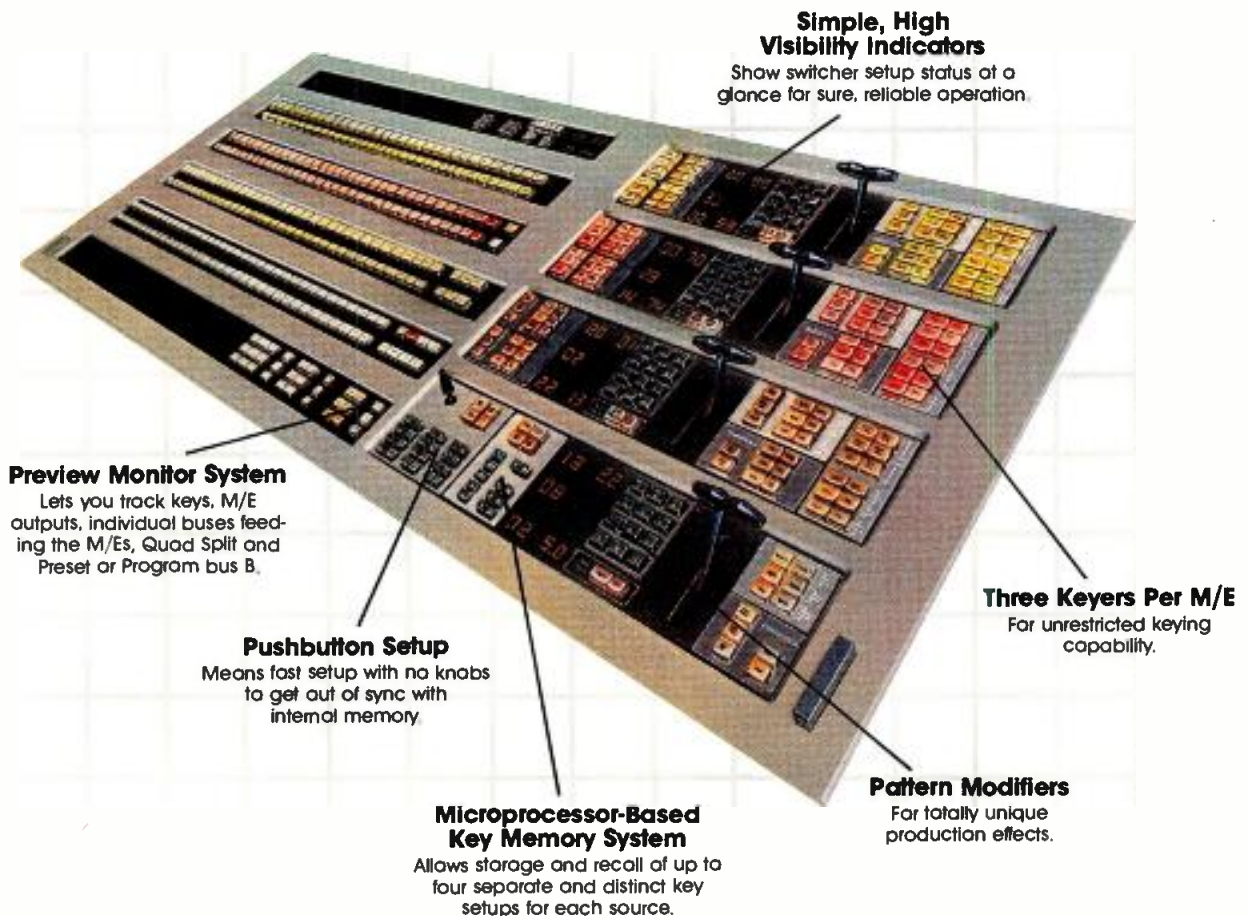
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Broadcasting Jun 21

FCC turns STV loose □ NAB chooses a new executive committee □ Supreme Court will review the Sony Betamax decision □ Tracking the burgeoning business of SMATV

NO HOLDS BARRED FOR STV □ FCC deregulates services by rescinding market restrictions and conventional program requirements. Also lifted are provision for community program ascertainment and rule requiring leased decoders. **PAGE 23.**

FRITTS NOT RUNNING □ He tells joint board he is not candidate for NAB presidency. Holley elected head of TV board, Stakelin named radio board chairman. **PAGE 24.**

INTERNATIONAL INFIGHTING □ ITT and RCA criticize Goldwater deregulatory bill that seeks to strengthen U.S. hand in global telecommunications matters. They claim it would be counterproductive to let AT&T and Comsat into field. **PAGE 25.**

LEGALITY OF HOME VIDEOTAPING □ Answer expected in fall as Supreme Court agrees to review appeals court ruling that practice involves copyright infringement. **PAGE 26.**

USFL CABLE SET □ Planned pro football league signs two-year contract with ESPN, augmenting earlier TV coverage pact with ABC. **PAGE 27.**

EXPANDING TV'S POTENTIAL □ Sony-sponsored AFI video festival examines avant garde experiments, application of new techniques. **PAGE 28.**

OPENING SALVOS ON H.R. 5158 □ First markup of legislation to revamp common carrier law finds disagreement in House over how it will affect AT&T-Justice settlement. **PAGE 29.**

PHOTO FINISH NEXT SEASON □ Telcom's Jacobs expects ABC to edge out CBS. But Ketchum's Lynn sees it other way around. **PAGE 30.**

SPECIAL REPORT: SMATV □ Since FCC deregulated earth stations three years ago, satellite master antenna services have begun to flourish. And it's making cable a bit nervous. This special report

examines facts and figures of that fast-growing competition. **PAGE 33.** Orth-O-Vision, cable applicant in line for New York franchise, gets jump by getting into SMATV. **PAGE 38.**

LAWYERS' NICHE □ New York seminar appraises legal demands stemming from new video marketplace. **PAGE 48.**

RKO KEEPS ITS GROUND □ Supreme Court refuses to consider rival applicants' bid to overturn lower court ruling that FCC must further consider WOR-TV and KHJ-TV cases. **PAGE 52.**

CABLE DAY □ Los Angeles sessions afford nation's top television critics opportunity to gain input from representatives of major program services in CATV field. **PAGE 57.**

PARTING OF MDS MINDS □ At Washington convention association goes on record against Microband's multichannel pitch. **PAGE 68.**

BIGGER ROLE FOR ADVERTISING □ AAF President Bell tells Atlanta convention that industry must demonstrate its worthiness of self-regulation gained under Reagan administration. **PAGE 74.**

AT&T OFFSPRING □ Following FCC approval of capitalization plan, company unveils outline for new computer service that will be under American Bell Inc. subsidiary. **PAGE 76.**

ADVICE FOR GENEVA □ FCC gets lots of suggestions in comments filed on planning for next year's RARC discussions of broadcast satellite service in 12 ghz band. **PAGE 79.**

UNDAUNTED □ CPB President Edward Pfister has met practically all kinds of challenges in his 22 years in public broadcasting. But experience has only reinforced his conviction that it has been "a terrific way to spend a lifetime." **PAGE 103.**

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Liberation movements

FCC's deregulatory bazooka appears to be taking particular aim over next two weeks at regulations constraining network activity. At open meeting this Wednesday (June 23), majority of commission is expected to approve notice of proposed rulemaking aimed at repeal of financial-interest and network syndication rules, which prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network and from domestic syndication (BROADCASTING, June 14). At open meeting July 1, commission is expected to approve notice of proposed rulemaking aimed at dropping rule prohibiting networks from owning cable systems.

Race still on

What bearing will re-election of Edward O. Fritts as chairman of National Association of Broadcasters have on upcoming selection of successor to Vincent T. Wasilewski as president? Immediate answer is that Fritts continues in key slot as chairman of presidential search committee but at same time remains free agent for whatever may evolve. Before anything jells, board (and search committee) will consider upcoming detailed report of Futures Committee on attic-to-basement restructuring of NAB, looking toward all-embracing entity that would erase old biases.

Groundswell for Fritts draft gained last week. But so did support for NAB executive vice-president and general manager, John Summers, and, on lesser scale, for Berkshire Broadcasting's president, Donald Thurston, while genuine amazement was expressed at intensity of campaign by Marc L. Marks, Republican congressman from Pennsylvania who isn't seeking re-election. Several weeks may elapse before action. Fritts, if he's interested, would have to resign as chairman of search committee, but not necessarily as joint board chairman. Fritts's attitude toward possibility of draft remained in doubt (see page 24).

Tighter finish

May sweeps prime-time competition may have been considerably closer than national numbers previously indicated. National Nielsen ratings had ABC-TV winning sweeps with 15.2 to CBS-TV's 14.7 and NBC-TV's 13.9 (BROADCASTING, May 31). That's based on Nielsen Television Index sample. NBC research, however, has ABC and CBS both at 14.5

rating and NBC only 0.2 behind at 14.3 from market-by-market average of Nielsen Station Index reports. It's said to be first time since May 1980 that local NSI has come out higher than national NTI for ratings and would mean better competitive picture for NBC affiliates than NBC-TV network.

According to NBC analysis, CBS had 83 affiliates winning Nielsen sweep period to NBC's 68 and ABC's 62. Compared to last year, that is gain of five first places within ABC fold, three more for NBC and two fewer for CBS. Not all Arbitron market figures had been tallied by NBC last week.

Shudders in San Diego

Possible repeal of obscure clause in Communications Act has raised specter of television affiliation shakeup in San Diego and led station owners there to begin working to retain status quo. Culprit is FCC "Track One" bill (H.R. 5008), recently passed by House Energy and Commerce Committee, which, among other things, would repeal Communication Act's Section 325(b)(c) which prohibits U.S. entities from sending programming out of country to stations that can be heard in U.S. without first securing permit from FCC. Acting under law in 1972, FCC forced ABC to drop 17-year affiliation with VHF XETV(TV) Tijuana, Mexico, forcing affiliate shakeup in San Diego, which has only two VHF slots. ABC wound up with McGraw-Hill Broadcasting's VHF KGTV(TV) and NBC, bumped from KGTV, went to KCST-TV. UHF owned by Storer Broadcasting.

Fearing shift by either network if bill becomes law, station officials have complained to FCC and Senate Commerce Committee. FCC spokesman said change in agency's position is unlikely, because repeal is consistent with goal of eliminating content controls, but senior staffer at committee indicated sympathy, saying Congress may not want major network leaving San Diego to broadcast from foreign country.

Tucked in

Ralston-Purina Co., St. Louis, invariably in vanguard of up-front network television buying, is reported to have completed such purchases for 1982-83 prime-time season. On Ralston's list are *Cheers*, *Family Ties* and *Remington Steele* on NBC-TV; *Brass Monkey*, *Fall Guy*, *Dynasty*, *Hart to Hart* and *Love Boat* on ABC-TV, and *Newhart*, *60 Minutes*, *Dallas* and *Archie's Place* on CBS-TV. Buys were negotiated by Paul Schulman Co., New York, subsidiary of Ralston's

agency, Gardner Advertising, St. Louis, which will be spending about \$130 million on network TV during 1982-83 for Ralston and other clients. Schulman is particularly high on NBC-TV series it picked.

Silence from Stevens

President Reagan's nomination of Stephen Sharp as member of FCC remains stuck in Senate Commerce Committee. Four weeks after nomination was announced, committee is still awaiting word on how to proceed from Senator Ted Stevens (R-Alaska). Committee Chairman Bob Packwood (R-Ore.) has promised Stevens—whose own choice for commission was passed over by White House—that his wishes on Sharp matter will be honored. And so far, Stevens has yet to make known his views, if he has any. Aide says matter is in back of Stevens's mind, if it's there at all, and that he is concerned with other matters.

Term of Commissioner Abbott Washburn, whom Sharp was named to replace, ends on June 30. However, Washburn can remain in post until his successor is confirmed.

Tax incentive

New source of funding for noncommercial broadcasting is proposed by National Association of Broadcasters: tax credit in state income taxes for contributions to noncommercial system. It would work like checkoff and credit for political contributions on federal tax returns. NAB legal department has drafted model based on Michigan statute.

NAB is sending draft to state broadcaster associations and urging them to work on legislatures. It's part of funding alternatives to dwindling federal money that NAB task force is recommending.

Swelling pack

Broadcast journalism corps in Washington is proliferating. ABC leads with Washington bureau staff of 450, more than twice size of CBS's 200 and three times NBC's 150. CNN pulls up behind big three with 90, but now faces competition with Satellite News Channels' Washington bureau of 60 "and growing." AP Radio covers capital with staff of 40, and C-SPAN provides gavel-to-gavel coverage of House with crew of 38. Independent News Network, which began with 25 television stations and now feeds 90, has bureau of 30. Others in thundering herd: Mutual, 25; National Public Radio, 19; Cox, 10; UPI Radio, seven.

Cable castings

By popular demand

National Cable Television Association President Tom Wheeler called the staff together last Thursday afternoon to announce he had signed a new two-year contract, extending his current contract to July 31, 1984. NCTA spokesman Ed Dooley said terms of the new contract would not be released. Wheeler is reportedly earning around \$120,000 under final year of current three-year contract.

Barometer

The cable industry is likely to be keeping a close eye on a system that officially turned on over the weekend—Connection Communications in Newark, N.J. With some of the big questions about cable's future financial health focused on the penetration and economic potentials of new-builds in central cities, Connection's wiring of its economically troubled New Jersey urban franchise area may provide some early answers.

Connection President J. Barry Washington and his partners, Calvin Reed, Melvin LeSane and Clarence Lilley, are op-



Lilley, Washington, Reed, LeSane

timistic—Washington says that after five years of market studies, his projections are for 40% basic penetration in three years, with pay units totaling 150% of that base. The 36-channel system will be charging \$8.50 for basic service, carry four entertainment pay services at \$9 each (including HBO, which is helping the new affiliate with initial public relations efforts) and Sports-Channel at \$7. Residential security service is planned, and addressability is down the road. Washington points to his survey

results that show, he says, not only that most residents have color television sets but also that 70% of the 120,000 homes in the franchise area are interested in cable service. And, he adds, "the misconception is that Newark is one big housing project"—while the reality is that only 30% is truly "inner city; the rest is pretty suburban." But Connection will be wiring the core areas as well, and long before franchisees elsewhere, Washington claims.

Two other aspects distinguish this addition to the cable universe. It will be northern New Jersey's largest independent cable operator, and one of the few minority-owned cable systems in the country. Washington, a former securities analyst for Prudential Insurance (which is helping to finance this wiring of its headquarters city), says Connection cherishes its independence, having turned down several buy-out offers. And he promises his customers and the industry: "We're going to blaze some trails."

Ready to go

Group W Cable has entered into final negotiations on the divestiture of the 12 systems it has to spin off, thanks to FCC ownership rules, following the Group W/Teleprompter merger (BROADCASTING, Feb. 1). Group W says five different companies, all currently in the cable business, will buy pieces of the spinoff pie, which totals some 147,000 subscribers. Since the deals aren't final, however, Group W won't disclose the names of the purchasers. While "clustering" and MSO exchanges are all the rage in futuristic cable talk, only 20% of the subscribers involved in the Group W divestiture will be in trade situations. According to the company, 80% of the deals are for cash—and with conservative estimates of those 12 systems' values around \$110 million, if the five deals in the works do close (as expected in two to three weeks), that would mean an \$88 million addition to the Group W corporate till.

Cable truce

Minneapolis, get ready for cable. The hotly contested battles over the franchise for that city were ended with the 5-to-1 approval by the Minnesota State Cable Board of the Minneapolis city cable ordinance. Incorporated into that ordinance were provisions that allowed the city to accept a compromise struck in December by Storer's Northern Cablevision and Rogers Cablesystems' Minneapolis Cablesystems, a compromise ending their long and bloody feud over the franchise. The state board's approval came over the objections of the Minneapolis Committee for Open Media and the board's own staff, the latter arguing that the city ordinance was not in compliance with the state's cable rules. However, the Minnesota attorney general's office, which also advises the cable board, conducted its own review,



Togetherness. The Cable News Network has made an effort to beef up its local news in the Buffalo area. WIVB-TV there has signed an agreement with CNN and two local cable systems to broadcast local newsbreaks within the CNN programming. WIVB-TV is originating three daily 90-second newsbreaks. The cable systems participating are CableScope and International Cable. Although WIVB-TV has supplied CNN with local news reports in the past, CNN predicts that the breaks "will give an expanded look at local news, weather, and sports." WIVB-TV has also purchased promotional spot time. CableScope and International Cable will air three 30-second spots daily to promote the station's local newsbreaks. CableScope serves 58,000 Buffalo subscribers and International Cable serves 95,000 subscribers in surrounding communities. Cable Time served as the cable representative firm for the agreement. Gathered at the signing are (standing, l-r): David O'Connell, president, Cable Time; Lyn Stoyer, station manager, WIVB-TV, and Thomas Hunt, vice president, International Cable. Seated (l-r): A. Ross MacGregor, president, CableScope; Ted Turner, chairman, Turner Broadcasting System, and Leslie Arries, president, WIVB-TV.

concluding there were no violations, the position adopted by the board's majority.

Sayings of the chairman

Anna Marie Hutchinson thinks the cable industry has been getting too much bad press of late. The new chairman of the California Cable Television Association told BROAD-



CASTING last week that she would like to "bring some perspective" to the coverage of the industry. "All you read about is sex and pornography on cable ... [or] some companies swatting at each other in some franchise battle," she said. "Nobody really talks very much about the good things cable does or the thousands of franchises that are proceeding in an orderly and fine fashion." The 37-year-old Hutchinson got her start with Taleprompter (now Group W Cable) in 1969, but she and her husband, George Sitts, are now operators of a small (1,820 subscribers) cable system (Eagle North Cable TV) and a weekly newspaper in Oakhurst, Calif., in the foothills 250 miles southeast of San Francisco.

PUSH comes to shove

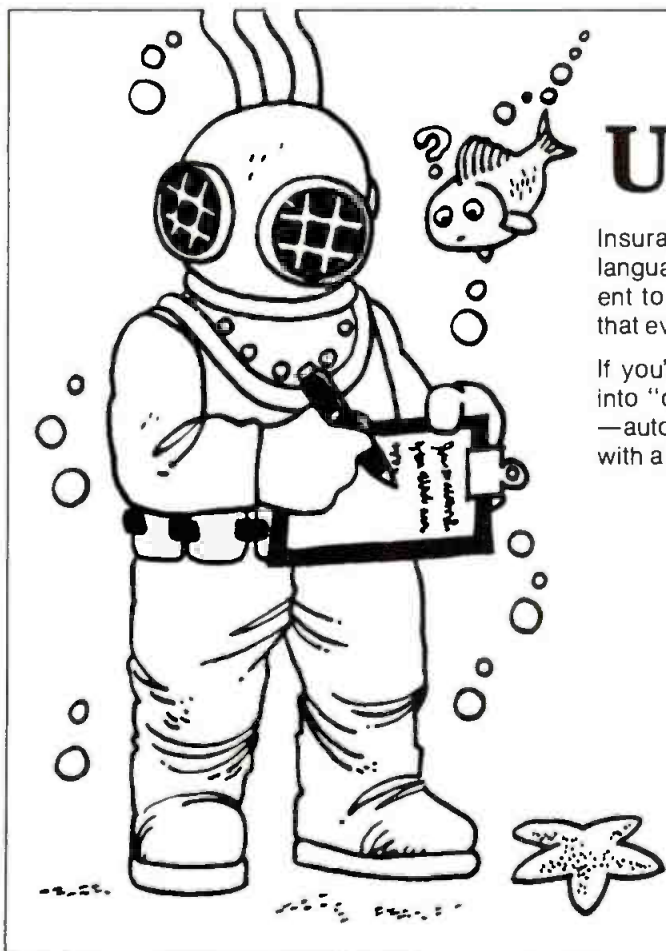
Jesse Jackson, black activist leader who is president of Chicago-headquartered Operation PUSH (People United to Save Humanity), has released protest letter he



Nerve center. "Somewhere between" \$10 million and \$20 million is the estimate HBO makes for the cost of the new Satellite Communications Center it's building in Hauppauge, Long Island. The facility will start with four 11-meter uplink dishes from Scientific Atlanta, include on-site origination facilities and be used not only for HBO and Cinemax but other planned Time Inc. Video Group projects such as teletext services. Planned for a mid-1983 operational start, the new center will require a staff of 150. The news won't make RCA too happy—not only will RCA lose HBO as a customer of its Vernon Valley, N.J., uplink, but HBO notes that the new center will be able to access other carrier's satellites, "such as Hughes."

wrote to Ted Turner calling Atlanta Braves and superstation-news network owner "rich, racist brat." Letter was provoked by acrimonious meeting Jackson had with Turner during ball game in Atlanta, which he attended as Turner guest. "Your irate and bizarre behavior—and your discourtesy—was a source of embarrassment to everyone present," Jackson wrote in widely distributed June 2 letter. Purpose of meeting, Jackson said, was to discuss "an effective way to have a mutually beneficial relationship with the black community." Letter

recounts how Mrs. Turner had told Jackson that her husband's actions weren't racist at all; that he treats everyone the same way. Turner has replied to Jackson by letter, apologizing for incident. Robert Wussler, executive vice president of Turner Broadcasting, who was present during the Jackson-Turner encounter, noted that Jackson showed up late for the meeting and that "Ted was steamed. But two wrongs don't make a right." Wussler said Turner hopes to meet with Jackson in Chicago this week to iron out their differences.



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Insurance is a confusing business . . . especially so since the language we use in it very often means something entirely different to non-insurance people. To us, an underwriter is someone that evaluates risks. To others . . . who knows?

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Business Briefly

TV ONLY

Procter & Gamble □ Brigade detergent (supplement). Begins in June for third quarter in St. Joseph, Mo., and Topeka, Kan. Agency: Young & Rubicam, New York. Target: women, 25-54.

Gulf Oil □ Charcoal starter. Begins in June for third quarter in Bakersfield, Santa Barbara and Fresno; all California. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Cumberland Packing □ Sweet n' Low (sugar substitute). Begins in July for 13 weeks in over 15 markets. All dayparts. Agency: Stiefel/Raymond Advertising, New York. Target: women, 25-54.

Snack Mates □ Combination filled snacks. Begins Sept. 27 for 13 weeks in over 10 markets. Agency: Ted Bates & Co., New York. Target: children, 6-11; teen-agers, 12-17; total adults.

Malt-O-Meal □ Sugar Puff (cereal). Begins July 5 for 12 weeks in Grand Rapids, Mich., and San Antonio and Corpus Christi, both Texas. Day, early fringe and late fringe times. Agency:

Martin-Williams, Minneapolis. Target: women, 25-49.

Ovaltine Products □ Ovaltine. Begins Oct. 25 for fourth quarter in 10 to 20 markets. Early fringe and prime times. Agency: KSL Media, New York. Target: teen-agers, 12-17; adults, 18-24.

Johnson & Johnson □ Baby powder. Begins July 5 for eight weeks in Buffalo and Albany-Schneectady-Troy, both New York; Philadelphia; Boston, and Providence, R.I. Agency: Young & Rubicam, New York. Target: women, 18-34.

McCormick & Co. □ Tio Sancho (spice). Begins this week for eight weeks in about 20 markets. All dayparts. Agency: William B. Doner & Co., Baltimore. Target: women, 25-54.

Kinder-Care Learning Centers □ Child care. Begins July 26 for five weeks in 10 markets. All dayparts. Agency: Klein-Sieb Advertising and Public Relations, Atlanta. Target: working women.

Rep Report

WWLF(AM) St. Petersburg, Fla.: To Roslin Radio Sales from Major Market Radio.

WKRZ-AM-FM Wilkes-Barre, Pa.: To Katz Radio from Christal.

KRON-TV San Francisco; wowt(TV) Omaha; KAKE-TV Wichita, and KUPK-TV Garden City, Kan.: To Petry Television Inc. from Peters, Griffin, Woodward.

WHLO(AM) Akron, Ohio: To PRO Radio from Torbet Radio.

KOWD(FM) Burlington, Iowa: To P/W Radio (no previous rep).

SyndiRep Inc., Chicago, has expanded to new headquarters at 405 North Wabash, Suite 3805, Chicago 60611. New telephone number is (312) 670-0070.

Southwest Airlines □ Travel. Begins July 12 for four weeks in eight markets. All dayparts. Agency: Guarasich, Spence, Darilek & McClure, Austin, Tex. Target: adults, 25-54.

Union Carbide □ Snaplock bags. Begins this week for four weeks in under 10 markets. All dayparts. Agency: Leo Burnett Co., Chicago, Target: women, 25-54.

3M □ Copying products. Begins June 28 for four weeks in Syracuse, N.Y., Pittsburgh and Youngstown, Ohio. Prime access and news times. Agency: D'Arcy-MacManus & Masius, New York. Target: men, 25-54.

Pizza Hut □ Restaurant franchise. Begins this week for one week in over 10 markets. Fringe, news, prime access and prime times. Agency: Ketchum Advertising, Philadelphia. Target: adults, 18-49.

Peter Paul Cadbury □ King size candy bars. Begins in July for varying flights in Syracuse and Buffalo, both New York, and Pittsburgh. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-34.

Southland Corp. □ 7-11 stores (Big Gulp promotion). Begins in third quarter for varying flights in Corpus Christi, Tex.; Bakersfield and Fresno, both California, and Davenport, Iowa. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-24.

Ideal Toy Corp. □ Toy division. Begins

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5. Dukes of Hazzard
5. **Too Close for Comfort**
8. **MASH**
9. NFL Monday Night Football
10. **One Day At A Time**
11. Falcon Crest
12. ABC Monday Night Movie
13. Hart to Hart
14. **Archie Bunker's Place**
14. Love Boat
14. Magnum, P.I.
14. Trapper John, M.D.
18. **Happy Days**
19. Dynasty
20. **Laverne & Shirley**

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Source: NTI season-to-date 9/20/81-5/2/82, regularly scheduled programs that aired ten or more weeks, programs with more than one time period have been weighted to arrive at a season to date rating. Subject to qualifications which will be issued upon request.

A career change commentary from Melvin Helitzer, associate professor, Ohio University, Athens

From skyscraper to hallowed hall

We carefully plot every upward rung on the career ladder except the important exit level relocation, that last challenge to our self-fulfillment, when we're between 50 and 60, that's carelessly referred to as a "midlife" career change (although I've never known anyone who actually made it to 100).

It's a common crisis. Today's executive will have three different professions during his lifetime. We no sooner conquer one business mountain, then we're fantasizing about another. You know you've reached that mountain top when increasing case sales by 5.8% seems meaningless, and the client's exciting new product seems like one more piece of plastic.

In addition, many recognize that our frenzied communications industry is akin to major league sports: At some predictable age we should have the pride to gracefully walk out before we are unceremoniously hooted out.

One alluring option for executives who recognize the problem is to dunk their bodies in the serene waters of academia. Here is a natural extension of the American dream—to write, to teach, per chance to serve as an elder statesman. Education is all three. It combines prestige with encouragement to accumulate new skills and knowledge. Its flexible working hours permit closer family ties. Above all else is the ego-building expectation of guiding hundreds of respectful young students.

Eric Hoffer once wrote: "The pleasure we derive from doing favors is partly in the feeling it gives us that we are not altogether worthless."

But, there are two major problems:

The first is fear.

Most members of this year's class of potential escapees from "New York, New York—the city that never sleeps," are too frightened to let go of their expense account card, too proud to pursue an academic appointment without being "invited" and too stubborn to ask.

The second problem: Collegiate searches are rigidly cumbersome, frequently petty and exasperatingly time consuming.

Despite these obstacles, today's top communications schools need professionals more than ever before. While undergraduate interest in liberal arts is sharply declining, student enrollment in such majors as radio-TV production, print and broadcast journalism, advertising and public relations exceeds the facilities of many colleges.



Melvin Helitzer has just received the highest honor bestowed by the undergraduates of Ohio University: election as University Professor for 1982-83 in recognition of outstanding teaching abilities and effective insight into the educational process." Only three years ago Helitzer was president of his own Madison Avenue advertising agency, established in 1963 as the country's first youth market specialist. He is the author of scores of magazine articles and a textbook: "The Youth Market." He was in the forefront of the 1974-79 successful battle to prevent FTC limitations on children's advertising. He sold his agency in 1978 and joined the faculty of Ohio University in 1979 where he teaches advertising, public relations and humor writing.

Ohio University, for example, with more than 2,200 of its 14,500 student body enrolled in its highly rated College of Communication, needs top drawer advertising and PR professionals desperately.

The reason: The communications technology is percolating faster than professors and textbooks can be updated. The most knowledgeable college instructors today were operational executives yesterday. If the faculty doesn't know this, the students do. Professionals have a lot to offer. Financially more secure through corporate retirement programs and investment income, they are able to subsidize their standard of living above the embarrassingly low salaries that start at \$20,000 per year for assistant professors and lecturers.

In addition, their industry contacts are a rich mine of resources, second-hand equipment and factual data that never gets published. Their fund raising acumen is far superior to those in the average academic faculty. They generally have the skills to promote and efficiently organize large-scale conventions, workshops and profit-making research projects.

But the route to College Row is circuitous. With a high percentage of professors tenured, faculty replacement is much less than the average corporate executive turnover. Affirmative action representatives watch every move, so college searches are careful to offer equal employment opportunity to all qualified candidates. News of vacancies must be posted and widely advertised. Deadlines for applications are scrupulously adhered to. Resumes, called vitas, are read by every member of the faculty search committee and then, by secret vote, the list is narrowed down to three to five candidates whose credentials best match the position's exact specifications. This semifinal group is then invited singly to campus, interviewed by every member of the faculty, a few administrative officials and frequently by student representatives. (The search for the actress to play Little Orphan Annie was more publicized but much less comprehensive). Then the committee votes on a final candidate to be recommended to the whole faculty and that selection is approved—in one degree or another—by the chairman of the department and the dean of the college. That is the last time anybody pays any serious attention to the victorious candidate.

He is greeted on campus with modest simplicity, shown to a modest office, signed to a nine-month contract for a modest salary and is handed a modest teaching schedule.

(I was impressed when first told that the average professor's class load was eight to nine hours until I learned that meant eight to nine hours per week.) An equal amount of the time is spent planning lectures and advising students.

But there is still time for research, writing, reading and for leisurely discussions with scholars of many disciplines. You can disagree without concern for job security. You can promulgate unorthodox theories without administrative censorship. You can laud your own successes, justify every failure and tell all your life stories—many of which may be true.

If that exit-level posture interests you, the procedure is simple:

(1) Do as much guest lecturing as possible now. Offer communication professors at local colleges a list of authoritative presentations you can make on controversial subjects. Test yourself as a speaker, teacher, debater and prognosticator. Student reaction and some faculty playback will soon confirm or deny your real ability. And your gut reaction is even more important.

(2) If it's "go", then read the help

Continued on page 18

AN AUDIENCE GRABBER.



With SOAP, you get one of the most loyal audiences in television history.

For four seasons on ABC, viewers have shown they couldn't get enough, making SOAP television's most talked about series.

In fact, SOAP delivered more men and women 18-49 than any other comedy.

With 93 captivating half-hours, SOAP is available now to help you reach your most wanted audience.


Source: NII/NAD NOV/FEB 1977-81. Effective total runs.

SOAP

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distributed by*

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The promise
of Hughes Galaxy I has become a reality.
All of Galaxy I's primary
transponders have been purchased by
eminent cable programmers.

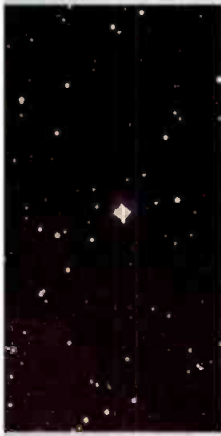
No longer is there any question
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C-SPAN



GALAXY

wanted ads for faculty in BROADCASTING. *Advertising Age* or *Editor and Publisher*, depending on your profession. Most major colleges regularly advertise in *The New York Times*.

(3) Prepare a detailed resume of your professional background. You've got to make up for your lack of teaching experience, so list every accomplishment: positions held, articles written, speeches given, awards received, titles, credits, areas of expertise, educational background and important public service responsibilities. Offer an impressive list of VIP character references, but save the actual recommendation letters until they're requested.

(4) Reply to every local university that advertises for instructors in your field. Avoid, if possible, relocation of family and home. Don't force an interview through contacts or persistence. Chutzpah is not an academic expression, and aggressiveness in a potential faculty member is the kiss of death.

Depending on your credentials, you'll

receive at least a first interview 10% to 20% of the time. If your success ratio is average, you should receive an offer from 3% to 6% of your applications.

Your first year is critical—and a bit frightening. Your initial responsibility is to make up a course syllabus. Suddenly you're faced with 50 lecture dates. You now realize that you don't know 50 different subjects. The panic should be only temporary. You soon discover you needn't cover a different chapter subject each day. You leave a generous balance of time for class discussion, questions and reports on students' projects.

There is also an abrupt change in your office support system. You answer your own phone, nobody takes messages, and you type your own letters, even do your own photocopying. The solution: child labor, outlawed in industry but encouraged in college. You have 40 to 100 go-fers who will do almost anything to please the professor except study.

The final dramatic difference is the way universities are organized: so poorly struc-

tured that they couldn't be profitable if they wanted to be. Your first impulse is to attack this waste of human and physical resources with the zeal of an atheist running loose in the Vatican. After all, you have been profit oriented all your business life. So you ask questions but never get complete answers. You volunteer for reorganization assignments and watch members of your committee do disappearing acts equal to Blackstone.

The best advice is to douse temptation, put blinders on your peripheral vision and, within your own classroom, go into business for yourself.

After about six months the frenzy of the real world will start to look like Keystone Kop mania. You start to have a better sense of proportion to life. Instead of business angst, there will be academic anticipation. Instead of strife confined by materialism, there will be a life defined by cerebralism.

A pride and contentment will settle in that will do wonders for you love life and your backhand. ■

Datebook

This week

June 21-24—*Corporation for Public Broadcasting's* station development workshops. Westin hotel, Cincinnati.

June 22—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Inn, Pittsburgh.

June 22—*Radio Advertising Bureau's* Idearama for radio salespeople. Albuquerque Hilton Inn, Albuquerque, N.M.

June 22—*Independent Media Producers Association* seminar, "Doing Business with Trade Associations." Key Bridge Marriott hotel, Arlington, Va.

■ **June 22**—*Bell & Howell/Columbia Pictures* "Interactive Video Workshop." Holiday Inn, Glen Ellyn, Ill.

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

June 23—*Women In Cable, New England chapter's* "The Great Debate" on sex on cable. Moderator: Charline Allen, industry columnist, Paul Kagan Associates. Faneuil Hall marketplace, Boston.

June 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, president and chief executive officer, Cable Health Network, Copacabana, New York.

June 23—*National Association of Broadcasters* seminar, "The Broadcast Marketplace: Legal Issues for the 80's," for house counsel of NAB member stations and associate member law firms. NAB headquarters, Washington. Information: William Kennard or Janet Zeide, (202) 293-3560.

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

June 24—*Media Institute* panel discussion on appropriate role of Voice of America, "Voice of America at the Crossroads." Panelists: Philip Nicolaides, former deputy director for commentary and analysis, VOA; Bernard Kamenske, former chief of VOA's news division, now with Cable News Network, Washington; Jozsef Takacs, chief of VOA's Hungarian Service, and

William Haratunian, also with VOA. 1776 Massachusetts Avenue, N.W., Washington.

■ **June 24**—*Philadelphia Cable Club* luncheon meeting. John Coleman of *Good Morning, America* will speak on Weather Channel. GSB Building, Philadelphia.

June 24—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Airport Inn, Phoenix.

June 24—*Radio Advertising Bureau's* Idearama for radio salespeople. Ramada Inn Airport, Oklahoma City.

June 24—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Downtown, Providence, R.I.

June 24-25—*Independent Television News Association* annual board meeting. KTTV(TV) Los Angeles.

June 24-26—*Iowa Broadcasters Association* annual convention. New Inn, Okoboji, Iowa.

June 24-26—*National Association of Public Television Stations* annual meeting. Crystal City Hyatt hotel, Arlington, Va.

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

June 24-27—*American Film Institute's* National Video Festival, sponsored by *Sony Corp.* AFI campus, Los Angeles.

■ **June 24-27**—*Second International Conference* on Television Drama, Michigan State University. Speakers include Charles Engel, MCA Pay Television; Ann Daniel, ABC; John Kennedy, Canadian Broadcasting Corp., and Lindsay Law, WNET(TV) New York. Kellogg Center, MSU, East Lansing.

June 25—*Federal Communications Bar Association* outing. Isaak Walton League, Damascus, Md. Information: Forbes W. Blair, 202-659-4230.

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

June 25-27—*American Meteorological Society's* 12th annual conference on weathercasting. Park Hilton, Seattle.

June 25-27—*Association of Independent Television Stations* (INTV) clinic for new independent stations. KWGN(TV), Denver. Information: Sandra Cunningham, (202) 887-1970.

June 25-27—*Tennessee Associated Press Broadcasters Association* 11th annual convention. The Read House, Chattanooga.

■ **June 26**—*Washington Area Film/Video League* screenwriting workshop. American Film Institute, Kennedy Center, Washington.

Also in June

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

■ **June 28**—European demonstration of high definition television sponsored by *Radio Telefís Eireann* during general assembly of European Broadcasting Union. Dunloe Castle hotel, Killarney, Ireland. Information: Deirdre Henchy, (01) 692858.

June 28-30—*Videotex '82* conference on videotext and teletext, sponsored by *Online Conference Ltd.* Hilton hotel, New York. Information: (212) 599-6924.

■ **June 29**—*Videotext Industry Association's* first general membership meeting, to be held during Videotex '82 conference (see above), New York Hilton.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Baton Rouge, Baton Rouge.

June 29—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

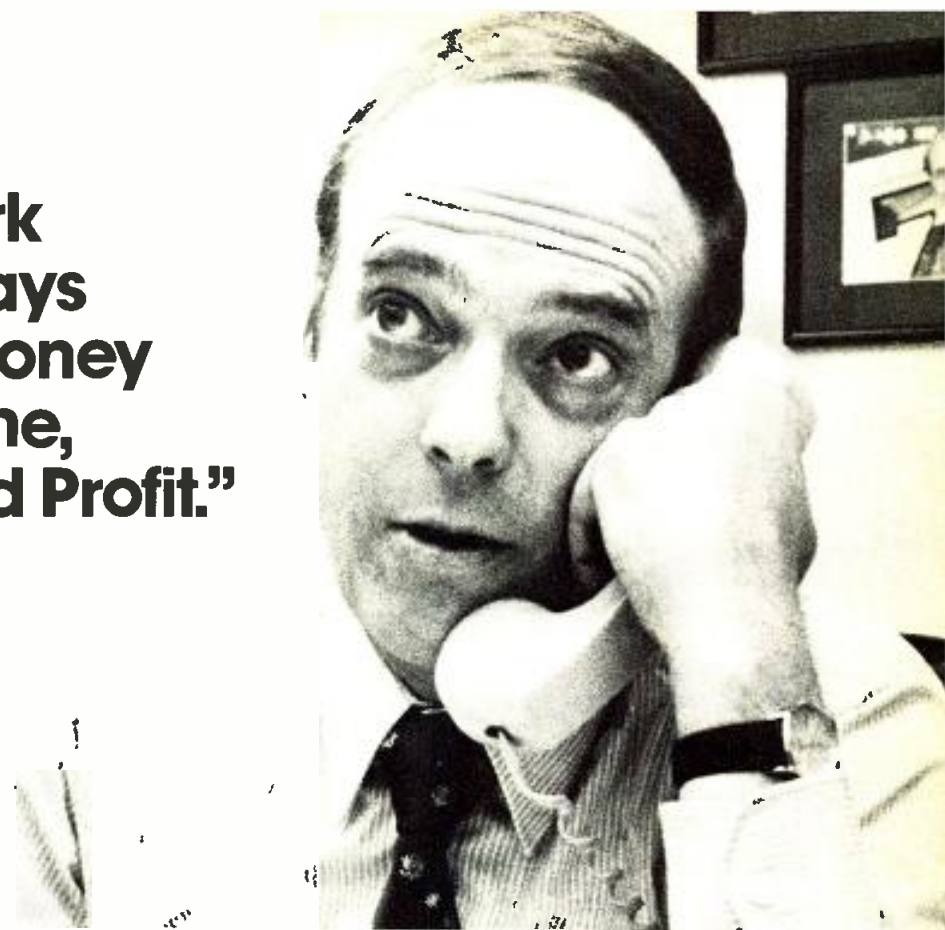
■ **June 29**—*Women in Cable, Washington chapter*, discussion on "The Supreme Court's Boulder Decision and Its Effect on Municipal Authority and Services." American News Women's Club, Washington.

■ **June 30**—*National Academy of Television Arts & Sciences, New York chapter*, drop-in luncheon. Speaker: David M. Davis, executive director of Public Broadcasting Service's *American Playhouse*, on "The Return of Anthology Drama to Prime Time Television." Copacabana, New York.

June 30—Deadline for entries in 34th annual prime time Emmy Awards, sponsored by *Academy of Television Arts & Sciences*. Information: ATAS, 4605

“AP Radio Network gives me 1,374 ways to make more money every week. To me, AP means Added Profit.”

Robert C. McKee
President and General Manager
WPRW, Manassas, VA.



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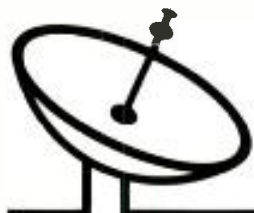
New York, N.Y. 10020 (212) 621-1511 —

or call your nearest Associated Press Broadcast Executive.



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Innovation for better news programming

July

July 3—Ad hoc committee organizational meeting to form *National Association of Radio and Telecommunications Engineers*. Red Lion Motor Inn, Jantzen Beach, Portland, Ore. Information: Ray Thrower, P.O. Box 12725, Salem, Ore., 97309, (503) 581-4031.

July 3-6—*Community Antenna Television Association* CCOS '82 convention. Opryland, Nashville.

July 5-7—"Televent U.S.A." conference, sponsored by *Televent*, nonprofit organization, and organized by Washington communications law firm, *Pepper, Hamilton & Scheetz*. Participants include Senator Ernest Hollings (D-S.C.), Representative James Broyhill (R-N.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones; Bernard Wunder, head of National Telecommunications and Information Administration; Vincent Wasilewski, National Association of Broadcasters; Thomas Wheeler, National Cable Television Association. Maison des Congres, Montreux, Switzerland.

July 7-8—*Arbitron* radio workshop. Hyatt Regency, Crystal City, Washington.

July 8-10—*National Federation of Local Cable Programmers* fifth annual convention. Radisson hotel, St. Paul.

July 9—*Society of Cable Television Engineers* "Introduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

July 9-10—Media Workshop on California Courts sponsored by *California Judges Association* in conjunction with *Radio and Television News Directors Association*, *Radio and Television News Association of Southern California* and *California Newspaper Publishers Association*. University of California, Berkeley.

■ **July 9-11**—*Oklahoma Broadcasters Association*

summer meeting. Shangri-La, Grand Lake of the Cherokee. Information: OBA, (405) 528-2475.

July 9-13—*Television Programming Conference*, "New Rules and Regulations for Programming." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTVT(TV), P.O. Box 2495, Fort Worth, 76113.

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

July 12-Aug. 13—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

July 13—*Southern California Cable Club* luncheon meeting. Century Plaza hotel.

July 13-15—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

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

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

July 14-17—*Florida Cable Television Association* annual convention. Dutch Inn, Lake Buena Vista, Fla.

July 15—*Bay Area Cable Club* meeting. Speakers: Jerry Maglio, Rainbow Programming Services; Jim Cavazzini, Entertainment and Sports Programming Network, and Gary Byson, American Television & Communications. San Francisco Press Club, San Francisco.

■ **July 15-16**—"Update on Cable TV" seminar sponsored by *Global Village*. Global Village headquarters, New York. Information: Bob Aaronson, (212) 966-7526.

July 18-20—*California Broadcasters Association* membership meeting. Speakers include Van Gordon Sauter, CBS News president; Larry Harris, FCC Broadcast Bureau chief; Steve Stockmeyer, National Association of Broadcasters for governmental affairs, and Bill

Stout, political reporter, KNXT(TV) Los Angeles. Del Monte Hyatt House, Monterey, Calif.

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

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

July 19-22—"Engineering Short Course on Satellite Communications," sponsored by *University of Southern California, College of Continuing Education*, Los Angeles.

■ **July 20-21**—Broadcast investment seminar, sponsored by *National Association of Broadcasters*. NAB headquarters, Washington.

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

July 22-24—*Idaho State Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

July 23—Deadline for entries in seventh annual *San Antonio CineFestival*, held to "foster excellence and to promote Hispanic cinema ideals." Information: CineFestival, P.O. Box 96, San Antonio, Tex., 78291.

August

■ **Aug. 1-13**—*National Association of Broadcasters* 13th management development seminar. Bedford Glen hotel and conference center near Boston.

Aug. 4-5—*Arbitron* radio workshop. Amtac hotel, Los Angeles.

Aug. 5-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers:

Major Meetings

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.

Oct. 15-19—*VIDCOM* international market for videocommunications. Palais des Festivals, Cannes, France.

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.

April 22-28, 1983—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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

May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 12-15, 1983—*National Cable Television Association* annual convention, Houston. Future conventions: 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.

Errata

"In Brief" item in June 14 issue reporting **FCC Broadcast Bureau's recommendation that renewals be denied** to Mid-Continent Telecasting Inc. for **KOAM-TV Pittsburg, Kan.**, and Gilmore Broadcasting Corp. for **KODE-TV Joplin, Mo.**, was incorrect in part. While bureau charged both stations with acting anti-competitively in combining or conspiring to fix their ad rates for advertising time, and misrepresenting their actions on those issues to commission, only KODE-TV was also charged with "repeatedly" charging political candidates higher rates than it charged commercial advertisers and failing to demonstrate meritorious programming.

Former president-elect of American Newspaper Publishers Association, late **Len H. Small**, was incorrectly identified as Leslie H. Small in story on new owners of UPI, June 7, page 37.

BROADCASTING's top-50 MSO table in May 3 issue incorrectly reported **number of unpassed homes in franchise areas for Cablevision Systems**, 19th-ranked MSO. Correct figure is 560,000.

Richard Herbst, executive VP, Teltron, Inc., had been **VP and general manager of WTMJ Inc.**, Milwaukee, not Teltron, as reported in "Fates & Fortunes" May 31.

FCC Commissioner Mimi Dawson; Senator Larry Pressler (R-S.D.), and Representatives Billy Tauzin (D-La.) and Charles Rose (D-N.C.). Holiday Inn, Omaha. Information: (202) 887-0605.

■ **Aug. 5-8**—*Concert Music Broadcasters Association* conference. Tanglewood. Best Western motel, Lenox, Mass.

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

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

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

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

New Orleans.

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla. (317) 635-3586.

Sept. 1—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *Avon Products, Inc.* in cooperation with *National Commission on Working Women*. Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington. 20036.

Sept. 9-11—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.



Asset rather than liability

EDITOR: I am saddened at how small-minded some in the Fourth and Fifth Estates can be. You reported (BROADCASTING, June 7, page 112) that two of the new owners of UPI are under industry scrutiny because their backgrounds included civil rights activity in the 1960's.

I did not know the test for media ownership included one's absence of moral outrage at segregation.

Others in the industry should let these men know they are welcome despite their convictions. I welcome them because of their convictions.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

Not satisfied

EDITOR: CBS News President Van Sauter's promise to investigate *TV Guide's* charges "and respond to management" raises more questions than it answers. *TV Guide's* charges of distortions and "journalistic lapses" by CBS News raised fundamental questions about the integrity of CBS News. Surely such a public charge demands a public response, in detail, not just a response to CBS management.—*John E. Heaney, Denver.*

City straightener

EDITOR: I noted with interest the letter which I had written to BROADCASTING concerning the Stephen Sharp controversy (June 7) and certainly do not wish to appear ungrateful. However, I must ask you to clarify something for me in print. My letter was signed as the president of Atlantic Broadcasting Corp. which, of course, I am. It indicated, however, that the station was WQLS(FM) Chattanooga. While it is true that WQLS has a city grade coverage beyond Chattanooga, the station is in fact licensed to Cleveland, Tenn. Since we do have city grade coverage of Chattanooga and since we are anticipating a number-

one position in Chattanooga as well as our city of license, Cleveland, Tenn., it might appear to be a small point. However, Cy N. Bahakel's station in Chattanooga has filed repeatedly with the commission to keep our signal out of the market and I would fully anticipate that he would file again indicating that I had signed my letter as "from Chattanooga."

Please let the record show that I acknowledge my city of license as Cleveland, Tenn., and that I am leaving it to the marketplace in Chattanooga to demonstrate just how significant a point that is to the listener.—*Tom Joyner, president, Atlantic Broadcasting Corp., Cleveland, Tenn.*

Transposition

EDITOR: I enjoyed your May 10 coverage of my comments on co-op advertising at the National Cable Television Association convention. But a transposition of terms in your report altered my statement: "Co-op dollars make up one-third of all local advertising dollars..."

The story read: "Local dollars make up one-third of all co-op dollars..."

A grammarian may be able to prove both statements convey the same meaning, but not to me.—*William L. McGee, president, Broadcast Marketing Co., San Francisco.*

Alternative

EDITOR: In your May 24 issue Jack Masla calls for a committee to find a solution to what he calls "the spiraling costs of Arbitron" to stations, agencies and rep firms. Take a cue from the movie, "Network": "I'm mad as hell and I'm not going to take it any more." Don't buy it... or buy it only once a year, or buy a service just as good, such as The Birch Report. I've both and can't tell the difference... until it comes time to pay the bills. The agencies and the reps are just as much at fault as the radio stations.—*Alan R. Bishop, general manager, WLPR(FM) Mobile, Ala.*

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David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager (Hollywood).
Charles Mohr, account manager (New York).
Doris Kelly, sales service manager.
Christopher Mosley, classified advertising.

CIRCULATION

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Christopher McGirr, assistant circulation manager.
Patricia Waldron, Sandra Jenkins, Vanida Subpamong, Debra De Zarn.

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TOP OF THE WEEK

MARKETPLACE WINS AGAIN AT FCC

No holds barred for STV

They can go wherever there's an available channel, and program as little nonpay programming as they please; but only modest growth is seen

Contending that its action would provide far greater diversity of programming, open up new business opportunities and allow subscription television broadcasting to compete more effectively with other pay TV services, the FCC last week voted unanimously to deregulate STV.

In an open meeting, the commission deleted its complement-of-four and 28-hour rules, which prohibit STV entry into markets that would be served by four or fewer conventional TV stations and hold that STV stations must broadcast a minimum of 28 hours a week of conventional programming. Without those rules, STV may be offered in every market, with no restrictions on the amount of STV offered.

The FCC also deleted its rule requiring STV applicants to ascertain the STV programming needs of the communities they intend to serve. It also deleted its rule requiring that STV operators lease decoders to subscribers; without the rule, the decision of whether to sell or lease decoders to subscribers will be left to the STV operator.

After the meeting, the FCC staff said it didn't expect the deletion of the rules to find the FCC deluged with STV applications. In fact, it was estimated that the commission's action would spur 30 applications at most, with the lion's share of those for new UHF stations. That, the staff said, is because most existing VHF stations are happy with their conventional programming. An STV operator needs a minimum of 25,000 subscribers to break even, and STV is attractive to subscribers only in areas that aren't passed by cable. (According to the staff, there are 27 STV stations in operation. Applications for 16 more STV operations have been authorized but aren't in operation, and another 30 applications are pending.)

According to the staff, one beneficiary from the rule changes should be ABC's proposed Home View Network, which would provide scrambled programming over O&O's and affiliates for taping by subscribers (BROADCASTING, May 3). Without

the complement-of-four rule, ABC no longer will have to seek STV waivers for affiliates in markets having fewer than five conventional stations.

Although its notice of proposed rulemaking also sought comment on whether STV stations should be required to meet current TV technical standards with their STV offerings, the commission didn't address that proposal in its order. The staff, however, said the Broadcast Bureau would address that proposal in a separate item this fall.

In its order, the FCC said it was necessary to delete the STV rules, which were intended to protect conventional TV, to permit STV to grow. The commission said the complement-of-four rule had unnecessarily denied large segments of the public access to STV programming services. It also said that deletion of the rule could make UHF operation more attractive, giving UHF operators a tool with which to ease UHF's competitive disadvantage with VHF.

The order also said the 28-hour rule had placed an unnecessary burden on STV stations, concluding that community needs for conventional and pay programming differ, and that those needs could be better addressed by marketplace forces than an "arbitrary" government rule. (After the meeting, the staff also noted that existing STV stations provide an average of 65 hours a week of conventional programming anyway.)

The order also said that the requirement that STV applicants ascertain a com-

munity's STV needs and interests was unnecessary, concluding that an STV operator's own need to please his subscribers was sufficient incentive for him to determine his community's STV needs on his own.

While several commenters in the proceeding (BROADCASTING, Jan. 25)—chiefly STV operators themselves—had argued that the lease-only rule for decoders should be retained to help guard against decoder bootlegging and signal piracy, the FCC said that rule didn't prevent signal piracy as it is. According to the FCC, however, permitting the sale of decoder equipment could benefit businessmen by providing them with a source of capital for establishing STV operations. By deleting the rule, subscribers also might be able to save money in the long run by having the option of buying a decoder instead of having to pay rent month after month, the FCC said.

The order elicited much praise from the commissioners. Commissioner Henry Rivera called it a "splendid item." Chairman Mark Fowler said the commission's action was "another step in eliminating a lot of regulative underbrush."

Although she voted to approve the item, Commissioner Mimi Weyforth Dawson said she would issue a separate statement expressing her view that the FCC's order shouldn't have implied a concern about whether pay television overtook nonpay television or not.

The FCC calculates that as of May 1, 27 STV stations were operating in 18 different markets serving more than 1.3 million subscribers. Under the complement-of-four rule, 133 television markets serving 25% of all TV households didn't qualify for STV, the FCC said. There are currently 503 vacant TV channels, the majority of which are UHF, that could be used for offering such service, the FCC said. □

Both bulls and bears on STV

Reaction to the FCC's STV deregulation ranged from predictions that the industry will double in the next two to three years (from two million subscribers to four million or more) to expressions that the industry already has peaked and that, regardless of the FCC's action, STV's "window" in a community will be open only until cable arrives.

Given the state of the economy, and high interest costs, observers see no sudden surge of STV applications in the smaller markets.

Most STV operators are unhappy with the thought of selling decoders directly to subscribers. Such private ownership, they say, would invite subscribers to modify equipment to pick up signals free of charge. Moreover, they could then resell decoders to others or move to other markets and use the same decoder, perhaps in modified form, to receive the signal of another STV station without authorization. The FCC will be asked to reconsider that aspect of its decision.

Some, however, see sales to subscribers as a source of badly needed capital. Those also contend that sophisticated equipment available today will keep piracy to a minimum.

RIDDLE WRAPPED IN MYSTERY INSIDE AN ENIGMA

Fritts noncandidacy occupies NAB board

Will he or won't he? That was the principal question on the minds of 44 members of the National Association of Broadcasters joint board of directors in Washington last week as they pondered the availability of their chairman—Eddie Fritts of Fritts Broadcasting, Indianola, Miss.—as successor to Vincent Wasilewski as NAB's president. At week's end, most still weren't absolutely sure.

It wasn't that Fritts was silent on the matter. Repeatedly in public and private forums, he insisted he was not a candidate for the job. "Believe it," he told BROADCASTING on at least three separate occasions. But would he accept a draft? "Not at this time," he told a news conference Friday. Did that mean he might later? "I will not," he said. Then, several hours later, he again told BROADCASTING. "At this time, I could not accept a draft."

When not mulling over the search for a new president, the NAB board elected new officers, urged a quickening of the presidential search pace and heard updates on a variety of issues facing their industry in the legislative, regulatory and judicial arenas.

After talk of a Fritts draft had escalated Tuesday, he announced to the TV board Wednesday and the radio board Thursday that he would not have placed himself at the head of a search committee charged with finding a new president if he had intended to become a candidate himself.

As chairman of the search committee, Fritts told the joint board Tuesday that letters mailed recently to all members of NAB asking for suggestions and potential candidates had produced a "substantial response" that reflected above all, "a strong sentiment" that the next president be a broadcaster. Prominent new candidates before the committee include Howard Bell, president, American Advertising Federation, Washington; Iowa Governor Robert Ray, a prominent Republican who plans to retire in January, and Matthew Coffee, vice president for administration, and chief financial director of the Bridgeport Machines Division of Textron Inc. Coffee is a former vice president of National Public Radio and was a top staffer of the Carter-Mondale transition group in 1976. Bell is a former director of the NAB Code Authority.

The search committee decided Friday not to hire an executive search firm to expand its list of candidates. It also received a directive from the board to "hasten" its selection process to avoid continued uncertainty among NAB staffers about future leadership.

The committee will meet July 1 and July 8, said Fritts, but it is not certain yet whether it will begin interviewing candidates at either of those meetings. Fritts said the entire committee would like to participate in as many interviews as possible.

As soon as a candidate or group of finalists is chosen, the joint board will meet, at a site yet to be chosen in the Midwest, to select the new president. Fritts said the committee has not yet decided whether to propose a single candidate to the board or allow it to choose among several finalists. At that meeting, tentatively scheduled for Oct. 4-7, the board also will hear the final report of its futures committee, which is expected to recommend changes in NAB's future direction and possibly, the structure of its staff.

After a hotly contested race, Gerry Holley, vice president, broadcasting, for Stauffer Communications in Topeka, Kan., won the vice chairmanship of the television board. He defeated Kathryn Broman, president, Springfield Television Corp., Springfield, Mass., by a vote of 9 to 6. Elected TV chairman was Gert H.W. Schmidt, vice president, Harte-Hanks Communications Television Group, Jacksonville, Fla., who ran unopposed.

The radio board elected William L.

Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla., as its chairman by a vote of 21-8. He defeated Dick Osburn, president, Osburn & Reynolds Stations, Fort Worth. Martin F. Beck, president, Beck-Ross Communications, Rockville Center, N.Y., won the race for radio vice chairman, capturing 16 votes on the first ballot. Defeated were Robert Pricer, president, WCLT(AM) Newark, Ohio, who drew five votes; Charles B. Cooper, president, Charisma Broadcasting Co., Starkville, Miss., who drew four votes, and Cliff Gill, chairman, KWVE-FM Marina Del Rey, Calif., who also drew four votes.

In a special White House briefing, President Ronald Reagan told the board he'd "like to continue something of the kind" of broadcasts he's been taping in recent months for airing Saturday afternoons on radio, because "it gives me a chance to straighten out the record." White House Communications Director David Gergen, who also appeared at the briefing, said he did not know yet whether the broadcasts,



New leadership. Members of the NAB executive committee, two of them newly elected, are (l-r): TV chairman, Gert H.W. Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; TV vice chairman, Gerry Holley, Stauffer Communications, Topeka, Kan.; immediate past chairman, Thomas Bolger, Forward Communications, Madison, Wis.; network representative, Donald Wear, CBS, Washington; joint board chairman, Edward O. Fritts, Fritts Broadcasting, Indianola, Miss.; radio chairman, William L. Stakelin, Bluegrass Broadcasting, Orlando, Fla.; NAB president, Vincent T. Wasilewski, and radio vice chairman, Martin F. Beck, Beck-Ross Communications, Rockville Center, N.Y.

which were discontinued while the President attended a recent economic summit in Europe, would be continued.

Outgoing Radio Board Chairman Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting, Charlotte, N.C., urged Regan to instruct his State Department to begin a dialogue with the Cuban government about the problem of interference to American radio stations. "I've already spoken to them about finding a solution," said the President, "especially after I found out the station that would be most affected would be WHO." He referred to WHO(AM) Des Moines, Iowa, where he was an announcer and which is presently at the center of a controversy over government plans to broadcast to the Cuban people on WHO's frequency.

Asked whether he believes broadcasters should have the same First Amendment rights as the print media, Reagan replied, "In other words, that you won't have to give equal time." Appearing to step back a bit from an endorsement of full First Amendment rights he'd sent NAB at its annual convention in Dallas earlier this year, Reagan said that a regulatory review task force, headed by Vice President George Bush, was trying to find unnecessary regulations and that broadcasters "deserve a very solid look as to where the government has gone over the line."

In his remarks, Gergen predicted a "more aggressive communications effort" by the President in the coming months. The administration is pleased with the results of recent efforts to go directly to the public, said Gergen, who indicated the practice of holding news conferences in prime time is likely to continue but not necessarily for every conference.

The board selected Las Vegas as the site of its 1984 annual convention, rejecting earlier discussions of holding it in Chicago, a city where past equipment exhibits have been hampered by labor union problems. That year, the convention will be held April 14-17. The 1985 convention will be held April 14-17 in Las Vegas, as planned, but the 1986 convention will be held in Dallas (instead of Las Vegas) on April 13-16, and the 1987 convention has been changed from Atlanta to Dallas and set for April 12-15.

In other actions, the board reaffirmed its commitment to promoting minority ownership through its Broadcast Capital Fund Inc. It also heard a report on the activities of the Television Information Office, but, as planned, put off making any decisions about its future until it has heard the recommendations of its futures committee.

In what was called an "outstanding response," NAB directors and staff pledged to donate \$16,000 to the organizations' Television and Radio Political Action Committee (TARPAC). Chaired by NAB director William Turner, KCAU-TV Sioux City, Iowa, the committee created a new "Red, White and Blue" club for contributions to TARPAC totalling between \$250 and \$1,000. □

International carriers attack Goldwater bill

Legislation to deregulate field said to be counterproductive if it lets AT&T and Comsat in, claim ITT, RCA; Gardner says State Department is deficient in planning for Nairobi meeting

Legislation aimed at strengthening the U.S. position in international telecommunications matters was peppered with criticism in three days of hearings last week. The measure is aimed at transplanting into the international field the kind of deregulatory, procompetition philosophy that has taken hold under the Reagan administration domestically. But a number of international record carriers expressed concern about provisions permitting AT&T and Communications Satellite Corp. to compete with them. And an executive with one space age company contributed a jarring note: He warned that competition in the international telecommunications sector—regarded by most witnesses as well as backers of the bill as desirable—is "counterproductive."

It wasn't only the bill (S. 2469), introduced by Senator Barry Goldwater (R-Ariz.), that took some licks in the hearing. Michael Gardner, the Washington attorney who has been named chairman of the U.S. delegation to the International Telecommunication Union's plenipotentiary conference, in Nairobi, Kenya, in September, provided support for Senator Harrison Schmitt's (R-N.M.) thesis that the State Department is incapable of dealing with its responsibilities in the international telecommunications area. Gardner, who was appointed two months ago, still has not received the security clearance he needs to prepare for his new assignment.

Goldwater in his opening statement made it clear he knew the bill—which would give the FCC power to assure marketplace competition and establish as national policy that U.S. carriers must be afforded an opportunity to compete in foreign markets—would be controversial.

And that proved to be the case. For instance, Howard A. White, executive vice president and general counsel of the U.S. Telephone & Telegraph Corp., a subsidiary of ITT, endorsed efforts to increase competition in the international telecommunications field. But he said the proposed legislation—which would allow AT&T and Comsat to offer telex and other international nonvoice services—fails to deal with "bottleneck monopolies" of these companies over essential cable and satellite facilities. "The bottlenecks," he said, "could be used to stifle competition."

And Eugene F. Murphy, chairman of RCA Global Communications Inc., was another of those who expressed concern

about AT&T and Comsat. "Allowing AT&T and Comsat to enter generally into already competitive markets would create a climate where competition by other carriers would be impossible," he said. "The end result will be diminished competitive opportunity, fewer service choices to the public and increased regulation."

Dr. Joseph Charyk, president and chief executive officer of Comsat, and Richard B. Nichols, vice president (overseas) of AT&T's Long Lines Department, said the IRC's were unnecessarily concerned.

But those officials had their own problems with the bill.

Charyk said the measure should not permit "competition in facilities." His principal complaint was with provisions that would permit "an unstructured approach to the growth of earth stations with direct access to Intelsat." At present, only Comsat can own stations with that access. "To maintain an acceptable level of efficiency," Charyk said, "the Intelsat space segment as designed cannot accommodate a multiplicity of small, relatively inexpensive earth stations."

Nichols's reservations about the bill dealt principally with provisions he felt would have an adverse impact on relations with foreign countries. Among other things, he expressed concern about the "reciprocity" powers allocated to the FCC. These would permit the commission to impose on foreign companies seeking to enter the U.S. market the same constraints to which U.S. companies that want to compete in the foreign country are subjected.

The reciprocity provision was a matter of concern also to representatives of the Reagan administration, as well as to FCC Chairman Mark S. Fowler. Representatives of the State, Defense and Commerce Departments, along with Fowler, said it would be counterproductive. "To realize the benefits of international specialization, trade negotiations must cross sectoral lines in order to bring about the overall reciprocity, or equity, which nations seek in trade relationships," said the State Department's Matthew V. Scocozza, deputy assistant secretary for transportation and telecommunications. "Likewise, if we want to improve access for a sector in which we enjoy a competitive advantage—for example, telecommunications—in a market that has little or no capability in the same sector, the erection of barriers in this sector by the U.S. will not improve our prospects for better access."

The same government officials were critical, also, of a proposal to create an interagency task force that would oversee the government's activities in international telecommunications. They said the task force is not needed. Commerce, State, Defense and the U.S. Trade Representative now work together through an organized interagency group that functions under the under secretary of state for security assistance, science and technology—and would add another bureaucratic layer to decision making. □

Will the Supreme Court erase home videotaping?

The question of whether home recording of television shows—one of the fastest-growing indoor sports—is legitimate will be considered by the U.S. Supreme Court. The high court last week agreed to consider—at its sessions beginning next fall—the decision of the U.S. Court of Appeals for the Ninth Circuit that those who tape shows off the television screen are in violation of federal copyright law.

The decision by the appeals court—which reversed one by a district court—alarmed manufacturers of home video recording equipment and delighted producers whose programs were being taped and who contend they are being denied payments to which they are entitled. It has also caught the attention of average citizens, many of whom are taping TV shows for later viewing at home.

The court's decision to review the case diverts attention from Congress, where both sides have gone for relief. Manufacturers of the equipment want an exemption written into the copyright law for home taping, while the entertainment industry is backing legislation that would require the manufacturers of machines and tapes to pay a royalty on that equipment.

The high court acted on the petition of Sony Corp., one of the defendants in the suit that had been brought by MCA's Universal Studios and Walt Disney Productions. They had alleged that the off-the-air recording of the programs they produce violates the copyright law and would seriously affect their future earnings.

The U.S. district court in Los Angeles did not agree, in a decision issued in 1979. But last year, the appeals court in San Francisco did (BROADCASTING, Oct. 26, 1981). It said it found "no congressional intent to create a blanket home-use exemption to copyright protection" and added that home video recording "does not constitute fair use"—a court-developed doctrine under which persons in certain cases are permitted to use copyrighted material without the copyright owners' permission.

The appeals court held that the defendants—Sony, Sony's advertising agency, Doyle, Dane, Bernbach Inc., and four retail outlets for the Sony Betamax video-recorder—"are legally responsible" for the copyright infringement because they knew the recorders would be used to reproduce copyrighted material and, thus, contributed to the infringing conduct.

The court sent the case back to the district court to fashion a remedy. As one answer to the question of how to protect the public from injury, the court suggested that, instead of an injunction barring sale of the recorders and tape, the district court require manufacturers to pay damages or a continuing royalty to the copyright owners. However, the remand is now stayed pending a decision by the Supreme Court.

Sony, in its petition for review, told the high court that the appeals court decision

could mean a halt to the videorecording industry, which has sales of \$1 billion annually, and is growing rapidly. There are said to be 3.5 million videorecording devices in the country, with another 1.5 million expected to be sold this year.

Sony's president, Kenji Tamiya, expressed his pleasure at the high court's decision to take the case.

"This case raises important questions affecting the rights of American consumers to utilize and obtain the full benefits of television programs distributed over the public airwaves," he said. "It is important that an issue of such widespread impact should be reviewed by the nation's highest court."



VCR voices. Participating in the debate on VCR copyright were (l-r): Representative James Jeffords (R-Vt.), MPAA President Jack Valenti, former FCC Chairman Charles D. Ferris, attorney, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Representative Frederick W. Richmond (D-N.Y.). Jeffords and Richmond, co-chairmen of Congressional Arts Caucus, moderated debate.

Taking the VCR points of view to Congress

Ferris says videotaping does no harm to program producers; Valenti argues opposite side

Both sides of the debate on videocassette copyright want Congress to continue its efforts to resolve the issue in spite of last week's decision by the Supreme Court to enter the fray. That's about all, however, that the two sides can agree on, as leaders of both demonstrated once again last Tuesday (June 15) in a special debate before the Congressional Arts Caucus. That same day, prominent independent film producer and director Francis Ford Coppola announced he opposed MPAA's efforts to secure a fee from VCR and blank tape sales.

Former FCC Chairman Charles D. Ferris, who represents the Home Recording Rights Coalition, said Hollywood producers are reacting to the new videocassette technology in the same way they reacted to the birth of TV: by trying to kill it. Technology, through remote-control channel switchers, has for many years

The motion picture industry, through its spokesman, Jack Valenti, president of the Motion Picture Association of America, indicated its disappointment. "This issue of copyright law falls within a congressional province, not a judicial one," he said.

The Supreme Court's decision to accept the case, he added, "makes it all the more necessary for Congress to move quickly and resolutely" on legislation that would require manufacturers to pay royalties on the equipment they produce. The issue "is not whether home taping should be allowed—everyone agrees that it should be—but whether copyright owners should be compensated" for their work. □

made it easy for TV viewers to avoid commercials, he said, and the editing devices that allow VCR users to skip them are no new threat to the program industry.

Motion Picture Association of America President Jack Valenti replied, however, that his industry is embracing the new technology, but is trying to "define the rights of copyright owners" in the changing marketplace it has wrought. The ability of viewers to edit commercials, he said, has already prompted major advertisers, including Pepsi-Cola and Coca Cola, to warn the television industry they will want to "negotiate lower rates" once penetration of the market by VCR's reaches 10% or 8 million machines. (It is now estimated to be about 4.3%).

Although Ferris maintained that most VCR users tape programs to view at a later time, Valenti cited a survey by the Silver Spring, Md., research firm, Mediastat Inc., which found that 54% of VCR owners tape shows to trade them with their friends and 75% tape to build personal libraries. "VCR's decrease audiences," Valenti said, and have led some production firms, such as Disney Corp., to withhold many of their works from distribution on TV.

The present lack of copyright viability for VCR's is a boon to the six Japanese manufacturers that make the machines,

said Valenti. If the tables were turned and the U.S. were exporting machines that harmed another industry, "Japan wouldn't hesitate" to attach a fee.

Ferris, however, argued that the problem is not one of an imbalance in foreign trade but of the public paying twice for the same programing. Broadcasters negotiate with program producers for the rights to programs, he said, and the price they pay is based on the number of viewers they will reach, whether at time of broadcast or through delayed viewing on a VCR. "Hollywood is compensated," he said. It is now complaining merely because of a "notion" that the proliferation of VCR use will harm program producers.

Congress should push forward with its efforts to address the issue of VCR copyright, said Ferris, "to remove the cloud of illegality" now hanging over home taping. According to Valenti, Congress should expedite its efforts to establish copyright liabilities for VCR's because copyright is its "province" and the issue should not be left to the courts.

In a letter to Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.), Coppola said he believes it "goes with the territory" of selling programs to TV "that

the public might record them for convenience sake.

"The motion picture companies and the film industry spend next to nothing for research in technical and other areas that might benefit their own business," said Coppola. "Yet they want to tax others who invest hundreds of millions of dollars in innovations that benefit all the people in the entertainment field.

"Such a tax would simply be passed on to our audience," he said, "and would burden them without any justification."

Coppola's announcement was publicized by the Consumer Recording Rights Committee, a Washington-based coalition that includes state consumer groups from Rhode Island, Massachusetts, Arizona, Virginia, Pennsylvania, Iowa, North Carolina, West Virginia and New York and several national and city wide consumer groups. The committee is affiliated with the Home Recording Rights Coalition, which also includes VCR manufacturers and retailers.

Robert McEwen, S.J., chairman of the committee, said Coppola's action "shows that there are members of the Hollywood creative community on both sides of this issue." □

USFL scores in cable deal with ESPN

Fledgling league, which already has contract with ABC, rounds out coverage package with cable

Less than one month after signing a broadcast television rights package with ABC, the fledgling United States Football League and ESPN announced last week the signing of a two-year exclusive pact for the carriage of USFL games over the nationwide advertiser-supported cable network. Neither side would talk about the financial terms, but sources close to the negotiations indicated that ESPN's financial obligation was surprisingly close to the figure committed by ABC, perhaps in the \$15-million range. ABC paid close to \$20 million for the broadcast TV rights (BROADCASTING, May 31).

Making the announcement were Peter Spivak, chairman of the USFL; former ESPN President Chet Simmons who was named commissioner of the new league last week (see box at right), and J. William Grimes, who was named last week to replace Simmons as the new ESPN chief.

The agreement calls for ESPN to carry two USFL games per week during prime time, one of which will be carried Monday with the other day yet to be decided. Thus, ESPN will cover about 34 games during each season on the two-year contract, but no playoff games or the championship game, which remain the exclusive right of ABC, at least for the first two years. The proposed USFL season will run from March to July.

ESPN has an option, of sorts, for subsequent seasons, although it is not clearly defined, as is the ABC option (BROAD-

CASTING, May 31), and can accurately be described as tenuous. The option, said Michael Trager, president of the international sports division of Robert Landau Associates, New York, and television consultant to USFL, is an "open issue." He said that ESPN would certainly be offered an extension of the contract "should we continue it [the cable rights structure] in the same form." He noted, however, that it's difficult to "predict next month with cable," let alone what the industry may look like in two years. The league is clearly keeping its options open.

With the ESPN deal sewn up, the league will have national television coverage of three games weekly during its regular season. National radio coverage and all the local rights packages are still to be worked out. And while Simmons will be involved in the negotiations on the local level, as he was in sealing the package for ESPN, local franchisees are free to enter into whatever rights agreements they may devise. The revenues derived from all the rights deals—national and local—will be shared equally among the franchises, which number 12 at this time.

Grimes noted that his company's new contract represents the first opportunity for professional football to be carried on cable TV, and that March, when the first game will be carried, is a period of high viewership for ESPN with its coverage of both college and professional basketball. The network now reaches about 17 million homes nationally, he said, a figure which will rise to about 22 million homes by the opening USFL game. Grimes said that will represent about 25% of all TV households in the country. □

Man in the News



CHESTER ROBERT SIMMONS

Chet Simmons has spent 25 years in sports production and management and has devoted a considerable portion of this time to negotiating contracts with various sports organizations. Now the cleats are on the other foot.

In his new role as commissioner of the newly formed United States Football League (see story at left), Simmons will be tangling with television and radio networks and cable services to fashion the best possible deals for the new league. While he is known as a hard but fair bargainer, the task of representing the untried and fledgling football league will be a formidable one.

But challenges are nothing new to Chet Simmons. He had been the head of two network sports operations—ABC and NBC—when he chucked NBC to oversee the fortunes of ESPN in 1979.

Simmons observed he has lived through the evolution of sports on network and cable television and said he was confident that the USFL has "extraordinary potential for fans, players, media and the advertising community." He said he looks forward "to the challenge and the opportunity the USFL owners have offered me."

Simmons, 53, has been a sports aficionado as long as he can remember. As a youngster in New York, he used to cut sports pictures and stories out of newspapers and magazines and paste them into scrapbooks. He was a sports buff who made his avocation his profession.

Shortly after he left the U.S. Coast Guard in 1954, he founded Sports Programs Inc., New York, a TV packaging firm along with Edgar Scherick and Jack Lubell. Several years later the company was merged into ABC Sports and he was named vice president and general manager.

He left ABC Sports in 1964 to join NBC Sports in a top-level capacity and in 1977 he was elected president of NBC Sports. In 1979 he departed NBC Sports to become president and chief operating officer of ESPN and the following year was elected chief executive officer.



Coppola



Tsunoda



Smith

Exploring new uses for an old medium

The second National Video Festival examines the avant garde experiments as well as institutional productions in an attempt to cover the full spectrum of video possibilities

Video enthusiasts, artists and entrepreneurs assembled in Washington June 10 to 13 and set out to show the world that the video revolution is not coming, but has arrived. The occasion was the American Film Institute's second National Video Festival, sponsored by the Sony Corp. of America.

New-age artists and producers, who use the television screen as their canvas and stage, along with some television pioneers, were boosted by hearing filmmaker Francis Ford Coppola tell them that old Hollywood methods of film production are bankrupt and that he now combines video and computers to help him write screenplays and make films.

While those professionals and students who swarmed from video screening sessions to lectures at Washington's Kennedy Center for the Performing Arts probably wouldn't put themselves in the same league as, say, a major-market television programmer, they often hustled and hunted one another out like the oldest pro attending his 20th NATPE convention.

Over four days, from morning to past midnight, participants sampled cuts of video shows and listened to producers, artists and entertainers discuss their experiences in a new approach to television.

Jean Firstenberg, director of the AFI, introduced the keynote speakers by explaining that this year's festival—which included the premiere of the first video production done by filmmaker Emile de Antonio—"extended the range and concept" of last year's event. Firstenberg was followed by Koichi Tsunoda, president of Sony Communications Products, who said it is the new video technology that will change motion picture techniques and that the festival was an example of that process.

Keynote speakers included

Anthony Smith, director of the British Film Institute and former BBC professional, and Coppola. Smith's address, titled "The Tyrannies of Abundance: National Cultures Under Pressure from the New Technologies," dealt with, as he saw it, the potentially adverse effect Western communications technology has on the Third World. Smith stressed that "channel plenty"—including the expanded services that satellites and cable provide—threatened to entice a flood of unmarketable programming.

Smith also foresaw, with one or two countries being the dominant suppliers of programming to Third World nations, the danger of "video imperialism" eventually supplanting a nation's own culture. "Video, cable and satellites bring us into an entirely different era," Smith said. "The further we go into the age of information abundance" the more serious become the problems of simple communication.

Coppola, however, didn't see the threat of abundance, either in programming or in technology, as leading to the extinction of culture. To him it may be a savior. Explaining that he was "something of a latecomer" to video, and that he had considered television "cheap entertainment," Coppola sang the praises of his new-found medium with all the fervor of a convert.

Coppola confessed he became disillusioned with story telling—his principal occupation as a filmmaker—a couple of years ago and was looking for both an explanation and way out of that predicament. Cop-

pola said he concluded that there simply were no more stories to tell, but that technology, and specifically video technology, offered a way out. Coppola said that now he is "more interested in technology than content," and that by writing and producing his films first with computer-assisted video technology, he has found a way to tell stories again.

But the video pilgrims at the festival seemed to find no dearth of stories to put on magnetic tape. The desire to tell stories, in fact, seemed to be the common denominator of those gathered—from independent producers operating on shoe-string budgets to representatives of cable programmers. The often heard refrain was that video can tackle the same job film can, but cheaper.

If Coppola was looking to relearn the art of story telling with the help of video, then Chicago author and radio personality Studs Terkel provided some examples of the way it used to be done. In a presentation to a full house, Terkel and former associate Charlie Andrews reviewed their early days in live television. Andrews scripted, and Terkel starred, in a show called *Studs' Place*, which was fed live over the NBC Network from Chicago once a week. Much of the acting was improvised, they explained, and often they went on the air with a rough draft of what they were going to perform. But Andrews made it clear that television audience expectations are much higher today—that the public expects fast-paced, flawless programs—the kind of spontaneity found in live television shows of the early 1950's could not be successfully repeated in the early 1980's. "In the early time of television nobody knew what the hell they were doing," Andrews said.

In a discussion of the "Art of Information," speakers demonstrated new ways to make the old educational film, only this time in video. Information programming, as moderator Elizabeth Daley, professor of visual media at American University in Washington, prefers to call it, is often considered the "ugly teppichild" of entertainment.



The good old days. Studs Terkel (l) and Charlie Andrews recall with the American Film Institute audience their experience of producing a live television show "Chicago style." Such programming, they said, was characterized by its spontaneity and informality. The audience was treated to clips from *Studs' Place*, *Garroway at Large*, and *Kukla, Fran, and Ollie*.

Daley's definition of information was "programming that has an interest beyond 'Isn't that nice to know.'" Informational programming, Daley added, may draw topics from current events but it's not part of the regular news. What informational programming seeks, Daley said, is "specialized audiences."

Daley put together a review of several informational pieces, including short works on safety in the workplace (starring radio personalities Bob and Ray), promotions for corporations and public service programs. Also, a brief take from Daytime, a "women's service and informational channel," was exhibited. Mary Dwyer, vice president, programming, Hearst/ABC Video Services, said the aim of Daytime was to provide a magazine format program "in a way that would hold [a woman's] attention." Dwyer insisted that it was not Daytime's ambition to draw audiences away from the daytime soap operas. The content of Daytime is informational, Dwyer said, because it provides advice and background for women on topics like self, family, home and society in an interview and talk show format.

Fred Barzyk, a producer who has put together programs for both noncommercial WGBH(TV) Boston and the Public Broadcasting Service, echoed comments similar to Anthony Smith's when he thought out loud that too much television, either in the form of entertainment or information, may contribute to "information overload." Barzyk said that television is becoming more than a source of entertainment, but an "information box in my room," and he speculated that as a principal source of information it could eventually lead to a decline in old-fashioned communications skills of reading and writing.

Because much of the material presented during screenings at the festival was experimental and unconventional, it seems unlikely that any of the networks or the more established cable operators will ever pick it up. But not all the very low budget artist-producers had an eye on the network rainbow. Skip Blumberg, a New York producer who has had his work aired on WNET(TV) New York and presented at the Museum of Modern Art in New York, says he simply "makes TV shows" while also "trying to warm up the medium." Blumberg produced *Pick Up Your Feet: The Double Dutch Show*, a 30-minute show about the Eighth Annual World Invitational Double Dutch Jump Rope Championship, which received numerous requests for repeated showings at the festival. Blumberg, who combines elements of an urban guerilla videographer and Johnny Appleseed, said he "banged on the doors of television stations for years" with samples of his work, only to be told: "This isn't TV." Now he's had his *Double Dutch Show* purchased by four countries in Europe and has retained the services of an agent to help get his shows on cable systems. Noting that he can produce entertainment without the "worry

about crews, cameras and expense" which plague bigger producers. Blumberg protested that "so much of what you see on television is safe."

While no one would claim that the quality of a video picture surpasses that of film, it didn't seem to worry anyone. "You are video-created people," Terkel said in explaining television's influence over the predominantly young audience born years after *Studs' Place* went off the air. The festival exhibited some of the more unusual possibilities of video use, but the mood among the young video artists there was that avant garde television is definitely coming in from the cold. □

Legislators fire opening salvos on H.R. 5158

First markup on legislation to revise common carrier law finds disagreement in House over how it will affect AT&T/Justice settlement; no amendments are offered

A controversial bill to rewrite common carrier sections of the Communications Act (H.R. 5158) had a stormy first markup session before the House Energy and Commerce Committee last Thursday (June 17). In nearly three hours of opening statements, members expressed a broad range of feelings about the bill, which earlier in the week had been the subject of an intense radio lobbying campaign and, the day before, had drawn endorsements from a long list of state public utility commissions, consumer groups and competitors of AT&T. Although committee leaders had hoped to bring some amendments to a vote, Representative Tom Corcoran (R-Ill.) succeeded in cutting off the process until this week, when markups have been scheduled for Tuesday, Wednesday and Thursday.

Opening fire on the bill, Representative Norman Lent (R-N.Y.) objected to the committee's beginning the markup "only a few days after a large number of amendments" had been proposed. He referred to a package of 44 clarifying amendments drafted by the Telecommunications Subcommittee after meetings with AT&T representatives in recent weeks and to three major policy changes agreed to two days before by subcommittee leaders and full committee Chairman John D. Dingell (D-Mich.). The bill, said Lent, would "endanger the jobs of many of AT&T's employees" by imposing uncertainty on the company's ability to enter certain markets and secure financing from some sources.

Joining him and six other members who attacked the bill, Representative Barbara Mikulski (D-Md.) warned that H.R. 5158 could "open doors to foreign predatory practices by opening the domestic telecommunications market to more competition," and could "do to the telecom-

munications industry what we have now done to the steel and automobile industries." Mikulski and Representative Matthew J. Rinaldo (R-N.J.), who had circulated articles by 13 economists raising objections to the bill, promised to offer amendments to address their concerns.

Representative Phil Gramm (D-Tex.) questioned the effect intensive lobbying over the past year has had on drafting the bill. "The impact of specialized groups on legislation . . . is specialized benefits at the expense of the public," he said. The committee should "work for an agreement between AT&T and its competitors" for a better balanced bill, he said, and should try to "eliminate excess baggage" acquired through "the buying on of groups" affected by the bill.

Defending the bill, Representative Al Swift (D-Wash.) told his colleagues their concerns are "legitimate," but cautioned them against "operating on the assumption that our choice is between the bill or the status quo." The choice, he said, "is between legislation or the settlement," and concerns about ratepayers, stockholders and employees of AT&T must all be considered in that light.

The key to these concerns, and the most important consideration before Congress, said Swift, is the continued viability of AT&T's to-be-divested local operating companies, "which would be much more viable under H.R. 5158 than under the settlement."

Representative Thomas J. Tauke (R-Iowa) warned committee members against "a sweep of nostalgia for the one great telephone company of 15 years ago" at a time when technology and judicial decisions are forcing the industry to move forward regardless of what Congress does. "We're trying to move an entire industry from monopoly to competition," he said. "It can't happen overnight, but we can't leave consumers with neither regulation nor competition to protect their interests."

Although he has co-sponsored the bill, Representative James Broyhill (R-N.C.) tried to clarify his position on it after three days of a radio campaign in Washington that urged Congress to support "the Wirth-Broyhill bill." Saying he was not "an original co-sponsor of the bill," Broyhill said he "supports its thrust but still has a number of disagreements" with Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) over certain parts of it. "We need legislation to encourage competition and maintain the integrity of the telephone network," he said. However, "there are issues involved that can only be addressed through legislation."

The radio campaign, which aired only in the Washington area and urged citizens to contact their representatives in support of H.R. 5158, had been sponsored by General Telephone & Electronics Corp., ITT and Continental Telephone Co. Broadcast on six area stations, the campaign features one 60-second spot that is expected to continue running at least

through Wednesday of this week at a probable cost of between \$60,000 and \$70,000.

The day before last week's markup, Dingell and Wirth held a press conference at which public utility commissioners from Florida, North Carolina, Michigan and Kentucky, and Edward Burke, chairman of the National Association of Regulatory Utility Commissioners, wholeheartedly

endorsed the bill.

The subcommittee also noted it has the support of 48 other consumer groups, corporations and national organizations including the American Bankers Association, American Newspaper Publishers Association, National Cable Television Association, National League of Cities and the Telecommunications Users Coalition. □

Jacobs foresees a photo finish

In his annual prime time predictions, Telcom president has ABC just squeaking past CBS, NBC to be much improved

The "tightest" race in TV history.

That's the word from Herb Jacobs, president of Telcom Associates and an annual prime time prognosticator.

For the "first season" of 1982-83 competition through Dec. 12, Jacobs predicted that ABC-TV will top CBS-TV in a "photo finish" with only one-tenth of a rating point separating the two networks.

He projected an ABC win with an 18.3 rating and 29.0 share to CBS's 18.2/28.9. Jacobs expects NBC-TV to have "checked its down trend" but nevertheless remain out of contention at 16.1/25.5.

Jacobs presented the findings of the Telcom "forecast" report last week to the Advertising Club of Atlanta.

In the report, Jacobs sees the ratings race "statistically" a toss-up between ABC and CBS, but he claimed that ABC's position actually "is much more substantial." He expects ABC to win five nights—Monday, Tuesday, Wednesday, Thursday and Saturday—and place second on the remaining two. Jacobs projected CBS wins on Friday and Sunday: second place showings on Tuesday, Thursday and Saturday, and last place on Monday and Wednesday. In Jacobs's estimation, NBC won't have a winning night, will be second on Monday and Wednesday and last on the other five nights.

In terms of each network's 44 weekly prime time half hours, Jacobs gave ABC a major advantage. He had ABC with 19 first places, 20 seconds and just five thirds. CBS came out with 17 firsts, nine seconds and 18 thirds. NBC trailed with only eight firsts, 15 seconds and 21 thirds.

Taking each half hour of programming and its competition and then estimating shares, Jacobs said that "ABC's superiority over CBS next season is apparent." He put 47.8% of ABC's schedule in the "strong" and "good" categories as opposed to CBS's 38.7% (including two series classed as "super") and NBC's 15.9%. In the "acceptable" category and above, ABC scored 77.3%, CBS 61.4% and NBC 50%. As for "weak" and "marginal," NBC had 50%, CBS 38.6% and ABC 22.7%.

The share estimates follow. Hour programs and movies may fall into more than one category because of different esti-

mated shares for each half hour.

Super (40 share and above)—CBS's *Dallas* and *60 Minutes*.

Strong (34-39 share)—ABC's *NFL Monday Night Football*, *Three's Company*, *Hart to Hart*, *Dynasty* and *Love Boat*; CBS's *Magnum P.I.*, *Falcon Crest*, *Dukes of Hazzard* and *Jeffersons*.

Good (30-33 share)—ABC's *Football*, *Happy Days*, *Laverne & Shirley*, *9 to 5*, *Fall Guy*, *Joanie Loves Chachi*, *Too Close for Comfort*, *Love Boat*, *Fantasy Island* and *Sunday Night Movies*; CBS's *M*A*S*H*, *Magnum*, *Dukes*, *Archie Bunker's Place*, *Gloria*, *One Day at a Time* and *Trapper John M.D.*; NBC's *Little House on the Prairie: A New Beginning*, *Monday Night at the Movies*, *Real People* and *Hill Street Blues*.

Acceptable (26-29 share)—ABC's *That's Incredible*, *Brass Monkey*, *Fall Guy*, *For Better or Worse*, *20/20*, *T.J. Hooker*,

Matt Houston and *Sunday Movies*; CBS's *Bring 'Em Back Alive*, *Tuesday Night Movies*, *Alice*, *Knots Landing* and *Saturday Night Movies*; NBC's *Little House*, *Monday Movies*, *Gavilan*, *Facts of Life*, *Quincy*, *Family Ties*, *Gimme a Break*, *Cheers*, *Diff'rent Strokes*, *Silver Spoons*, *CHiPs* and *Sunday Night at the Movies*.

Marginal (24-25 share)—ABC's *Star of the Family*, *Benson*, *The New Odd Couple* and *Matt Houston*; CBS's *Private Benjamin*, *Newhart*, *Cagney & Lacey*, *Tuesday Movies*, *Good Witch of Laurel Canyon*, *Simon & Simon*, *Knots Landing* and *Walt Disney Presents*; NBC's *Gavilan*, *Remington Steele*, *Mama's Family*, *Love Sidney*, *Devlin Connection*, *CHiPs* and *Sunday Movies*.

Weak (23 share or less)—ABC's *Greatest American Hero*, *The Quest* and *Ripley's Believe It Or Not*; CBS's *Square Pegs*, *Seven Brides for Seven Brothers*, *Mama Malone*, *Simon & Simon* and *Disney*; NBC's *Father Murphy*, *St. Elsewhere*, *Fame*, *Powers of Matthew Star*, *Knight Rider* and *Voyagers*.

Jacobs said that with the upcoming season the networks "more clearly than ever before" are signaling "which segment of the audience they are seeking."

NBC, he said, "prefers to be the network of the very young, teen-agers and young adults up to 34. ABC is strictly the network of the 18-34 young adults. CBS is the network of the more mature adults 25-54 and older." □

Ketchum's Lynn sees CBS nosing out ABC, NBC improving

While Telcom's Jacobs gave ABC only a slight edge in a ratings "photo finish," a Ketchum Communications report last week predicted CBS would be the victor both in the fourth quarter and the full 1982-83 season.

William Lynn, senior vice president of network television programming and media at Ketchum, projected CBS with a fourth-quarter share of 27.9 to ABC's 27.2 and NBC's 24.7. For the entire 1982-83 season, Lynn came up with a 27.3 share for CBS to ABC's 26.5 and NBC's 23.0.

A continued erosion of network audience is expected. "The three-network total share of audience will be just under 77%, lower than ever before," Lynn wrote, "with the remaining 23% of the audience going to cable and independents."

The predictions—said to be based on Ketchum's NET-PAK computer analysis system and other sources—gave ABC wins on Monday, Tuesday, Wednesday and Saturday. CBS is expected to take Thursday, Friday and Sunday. NBC is left without a winning night but Lynn has that network second Monday through Friday.

In Ketchum's predictions of the top-20 programs in the fourth quarter, in terms of homes reached, only two are new entries:

CBS's *Gloria* and *Newhart*. CBS has 12 shows on that list, ABC eight and NBC none.

Leading the list is CBS's *60 Minutes* with a 24.9 rating/41 share, followed by CBS's *Dallas* (24.6/41) and *M*A*S*H* (21.6/32); ABC's *Three's Company* (21.6/33) but with fewer households than *M*A*S*H*; CBS's *Jeffersons* (21.4/32); ABC's *NFL Monday Night Football* (21.2/33); CBS's *One Day at a Time* (21.2/32) and *Gloria* (20.3/31); ABC's *Hart to Hart* (20.2/34); CBS's *Falcon Crest* (20.1/35); ABC's *9 to 5* (20.1/31); CBS's *Newhart* (20.0/30), *Magnum P.I.* (20.0/33), *Archie Bunker's Place* (19.7/31) and *Trapper John M.D.* (19.4/32); ABC's *Love Boat* (19.3/33); CBS's *Dukes of Hazzard* (19.3/33), and ABC's *Dynasty* (19.3/33), *Laverne & Shirley* (18.8/29) and *Fall Guy* (18.6/29).

NBC's highest rated program, according to the Ketchum report, should be *Little House on the Prairie: A New Beginning* at 18.4. The highest share earned by NBC is expected to come from *Hill Street Blues* with a 32—the only NBC show projected with a 30 share or better.

Ketchum's Lynn wrote that season "sex and violence have all but disappeared from this year's development ... with the exception of *Gavilan*. There is no question that the Rev. [Donald] Wildmon [head of the Coalition for Better Television] has had an effect on next year's television schedule." □

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SMATV: The medium that's making cable nervous

In the three years since the FCC deregulated earth stations, satellite master antenna systems have been co-opting homes from the cable universe

The 14th largest city in New York State was finalizing negotiations last week with a company that has promised to build a 108-channel cable system and deliver a full array of cable television—from the local broadcast stations to the latest and most popular satellite networks. A familiar scenario but with a couple of twists.

This city is no ordinary community, but Co-op City in the Bronx, a massive complex of 35 buildings, 15,000 apartments and 60,000 people. And the company is no ordinary cable company, but Satellite Television of New York and Associates, one of the nation's growing number of satellite master antenna television (SMATV) operators.

Cloned from cable systems, SMATV systems look like them and, in most cases, are operated like them. The essential difference is that SMATV systems operate on private property—apartment buildings and multi-unit condominiums and, to a lesser extent, private housing developments and mobile home parks. Instead of

procuring a franchise (the right to string or bury wire along city streets and rights of way) from the local government, SMATV operators sign contracts with the property owners, allowing them to bring cable television to homes on the property.

In most cases, that is done by simply hooking up an earth station aimed at Satcom III-R—the RCA Americom satellite carrying the bulk of cable programming—to a multi-unit building's master antenna system (hence, the term SMATV). But in an increasing number of cases, it also involves wiring buildings with nonexistent or inadequate MATV systems and interconnecting two or more buildings of a single complex with overhead or underground cable runs (hence the term private cable).

Some of the systems being built or planned are as technically sophisticated as (or more sophisticated than) the modern cable system. Using familiar hardware, some SMATV operators are installing 400 mhz addressable systems. One has built an addressable system that allows it to add new customers (or subtract nonpaying ones) in SMATV systems in Atlanta from a computer terminal in Charlotte, N.C. Tele-Communications Inc., the nation's largest cable multiple systems operator, made headlines last May when it an-

nounced plans to install similar capability, albeit on a much larger scale.

SMATV may be a small force now, but SMATV operators fully expect to sit at the same table as cable operators and broadcasters. "The [SMATV] industry promotes diversity of information sources by bringing the benefits of cable to areas that, by reason of geography, economics or politics, are not served by a municipally franchised cable operator," John Raines, an SMATV operator and chairman of the National Satellite Cable Association, formed last April to represent the industry, told the Senate Communications Subcommittee that same month. "The SMATV ... industry also promotes and encourages diversity of information sources in areas subject to a municipal franchise by offering a competing and alternative distribution system to residential ... developments."

The roots of the business are obscure. Who installed the first SMATV system is unknown, but some began springing up in late 1979 and early 1980 after the FCC deregulated receive-only earth stations. No longer was it necessary to apply for and receive licenses to build and operate an earth station. The deregulation, coupled with rapidly falling earth station prices, suddenly made stand-alone earth station

installation, serving relatively few homes, practical and economical. (The idea of operating cable systems without a cable franchise is not new, however. Warner Amex Cable Communications serves 7,000 subscribers in the Washington suburb of Reston, Va., under a private contract with the community's developer, Reston Land Corp., a subsidiary of Mobil Corp. The contract dates back to 1969.)

Nobody knows how big the business is. Some estimate that the number of homes passed by SMATV systems now runs as high as 500,000. Among the first goals of the National Satellite Cable Association is to determine the size of the business. An important first step will have been taken when NSCA completes its survey of its some 40 members. One thing is certain: The business is growing as more and more property owners and managers, weary of waiting or dealing with cable operators, opt for SMATV.

An advantage SMATV operators have over their cable counterparts is freedom from regulation. Because they don't need a municipal franchise, they are not burdened with the regulations that go with it. What's more, because SMATV operators, with few exceptions, are excluded from the FCC's definition of a cable system, they also are exempt from federal regulation.

The SMATV business now has a split personality. On the one hand are the "legitimate" operators who strive to build technically sound distribution systems and who pay copyright royalties for all the programming they carry. On the other hand are the illegitimate operators, who plug in an earth station and make no effort to compensate the programmers. They are in many cases property owners who add the satellite programming as an inducement to prospective tenants, unaware they are stealing the programming, having been assured by unscrupulous suppliers of earth stations that whatever is on the satellite is theirs for the picking. Another of the goals of the NSCA is to develop technical standards and membership criteria that will allow outsiders to distinguish between the Jekylls and Hydes by asking for the NSCA membership card.

The SMATV business is at a critical juncture in its short history. Through a number of court cases, it is fighting to become a permanent part of the media mix of the future. It is battling for the right to buy programming from all the satellite networks, particularly the pay networks, and to preserve the exclusivity clause in SMATV contracts with property owners that keeps cable out of those premises. (The latter issue could be affected by a case now before the Supreme Court, essentially whether property owners must allow cable operators to wire their buildings. A decision is expected within the next few weeks.) At the same time, SMATV operators must repel attempts by cities to regulate them.

According to SMATV operators, many of their business's current problems can be traced to cable operators. The industry "has been subjected to harassment and

anticompetitive tactics by [cable] competitors," Raines told the Senate subcommittee. "These competitors typically construe their limited franchise privilege as a monopoly of right and bring political and economic pressure to bear on [SMATV] operators through state and local agencies."

Although the cable industry is not admitting it causes the SMATV industry's



Citywide SMATV. Washington Cable Systems plans to serve SMATV systems throughout the Washington area using CARS microwave links. According to WCS Vice President Perry Klein, satellite programming will be downlinked at the flagship system at the Skyline Plaza condominium in suburban Virginia (above) and beamed to other WCS installations. WCS currently serves buildings and townhouse clusters in Southwest and Chevy Chase.

WCS qualifies for CARS licenses, Klein said, since WCS is a cable company by FCC definition. Unlike most SMATV operations, he said, one of WCS's systems serves a number of buildings without common ownership and thus does not fall under the FCC's MATV exclusion.

Klein has already filed for several CARS licenses and there is precedent that the applications will be granted. The FCC last month granted 59 CARS licenses to Cable Dallas, a Dallas SMATV operator, on the ground that a number of buildings without common ownership interconnected by CARS was a cable system.

problems, it has ample reason to worry about the look-a-like medium. By keeping one step ahead of cable operators, SMATV can sign up buildings and complexes, lock out cable and divert large numbers of homes from the cable universe. And many of the homes will be in big cities, where cable operators need every potential subscriber in hopes of defraying the enormous costs of the modern cable system. By offering a handful of the most desirable cable net-

works at a lower price than cable—as the economics of SMATV often justifies—SMATV can take away paying cable subscribers. According to the 1979 report of the U.S. Census Bureau, there are more than 11 million homes in multi-unit (five or more) buildings. It is impossible to say, however, how many of those homes are amenable to SMATV.

The economics of SMATV seem sound. An operator using an existing MATV system and mid-band channels to deliver five satellite networks on top of the local, off-the-air signals can quickly recoup his \$35,000 investment in earth station, receivers and modulators. The revenue from just 50 subscribers paying \$25 per month adds up to \$15,000 a year. If the operator manages to sign 100 subscribers, the annual revenue increases to \$30,000. When that kind of revenue is combined with contracts excluding competition from other pay programmers for 10 years or 15 years, it is easy to see the medium's attractiveness to media-minded entrepreneurs who lack the big bucks needed to play the franchised cable game.

Even if an SMATV operator spends \$80,000 to wire a 300-unit building in addition to installing an earth station and charges \$18 per month for four basics and one pay satellite service, he'll still make out. Such a system will earn \$32,400 in annual revenues, considerably more than one-third the total capital cost in the first year, if he can achieve 50% penetration. SMATV operators report penetration of anywhere from 20% to 50%.

Capital costs rise, of course, as the size and sophistication of the SMATV system increases, but that doesn't necessarily translate into a longer payback. Size is a plus if increases in building and complex size are converted into commensurate increases in subscribership. And the added sophistication of an addressable system can reduce operating costs and piracy, increase penetration and generate pay-per-view program revenues.

Like cable operators, some SMATV operators must share their revenues. Cable operators turn over 3% to 5% of their revenue to the local municipality as a franchise fee. SMATV operators, in many cases, give a comparable amount to the property owner as a condition of the contract. (Some pay nothing at all.) Unlike cable operators, however, SMATV operators are not burdened by other costs of regulation. According to a study commissioned by the National Cable Television Association, one out of every five dollars taken in by a cable system goes toward the cost of regulation, including franchise fees and the cost of providing access channels and facilities. Having no franchise and having been excluded from the FCC's definition of cable, the SMATV system is exempt from local and federal regulation. (The FCC definition excludes any cable system that serves fewer than 50 subscribers or serves subscribers "in one or more multiple-unit dwelling[s] under common ownership, control or management.")

SMATV and cable systems have the same copyright liability. Not only must

Thank you, Mr. President.



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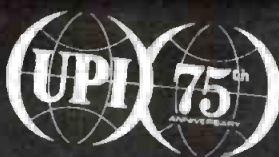
Since the founding of this nation, freedom of the press has been a fundamental tenet of American life. Economic freedom and freedom of speech or assembly would have little meaning or be totally nullified should freedom of the press ever be ended. There is no more essential ingredient than a free, strong, and independent press if we are to continue successfully in what Thomas Jefferson called our "noble experiment" in self-government.

Today, we celebrate the seventy-fifth anniversary of one of the greatest institutions of our free press, the United Press International. Through the years, UPI has been one of the leading collectors and disseminators of news and information from around the world. This is a most valuable service, for the knowledge you assemble and your unhampered pursuit of the facts are the lifeblood of every nation of the free world. As a former radio announcer who used what was then the newly-launched UP wire, I am especially proud and honored to join in commemorating this event.

Congratulations on reaching this milestone. You have my every wish for your continued success in the years ahead.

Ronald Reagan

Founded



June 21, 1907

United Press International

Prime Time

For information on the products or services mentioned here, contact your RCA Representative. Or write RCA, Prime Time, Bldg. 2-2A, Camden, NJ 08102.

TK-761/TK-781 New Low Price/ Extended Warranty



The TK-781 Color Camera offers remote control over universal triax cable at distances up to 5000 feet.

Professionals in the world of broadcasting and TV production have learned the value of RCA's family of TK-760/TK-780 color cameras. With nearly 1,000 units in the field, the cameras have proven their worth in studio and sports applications. The particular advantages cited are the cameras' easy conversion to an ENG configuration, low weight for quick relocation in the field, and optional inboard RGB chroma-keyer.

The latest members of the family, the TK-761 and TK-781 (triax) cameras, are now in stock and ready for delivery. With added bonus features including an extended 2-year warranty for NTSC units and new list prices, the TK-761 at \$45,500 and TK-781 at \$61,500 offer even greater value for your investment. See your RCA Representative for all the TK-761/TK-781 facts.

HAWKEYE "Hits The Road"



(Left) The HAWKEYE van drew avid interest from broadcasters at WHYI, one of several facilities which hosted demos while the van was in Philadelphia. (Right) The compact demo van is configured for either live or post production.

TV professionals from Boston to Washington got their opportunity to see and operate the HAWKEYE system during May, via a specially equipped van constructed by RCA for demonstration purposes. The Boston to Washington trek was the first leg of a U.S. tour planned for the van.

Of the hundreds of OB vans RCA has built, the HAWKEYE unit is the smallest, measuring just seventeen feet in length. Unlike conventional mobile units which are usually configured for either live or post-production, the HAWKEYE van is equipped for

both. In addition to a complete HAWKEYE system—including HCR-1 recording camera, two HR-2 studio VTR's, and the HE-1 edit controller—the van also contains a video switcher, audio mixer and triax remote control for live operations. The switcher and edit controller share the same space by means of a convenient slide mechanism that stores one unit away while the other is in use.

The HAWKEYE van continues its tour southward in June. Check with your RCA Representative for your area's tour schedule.

Energy-Saving Options Available for RCA UHF Transmitters

Numerous design improvements and updates have been incorporated in RCA UHF Transmitters for enhanced performance and operating efficiency.

Three optional devices now available (the Mod Anode Pulser; the Aural Coupler and the Variable Visual Coupler) result in substantial savings in transmitter power consumption. They can be supplied in new RCA transmitters or field retrofitted into existing

TTU-30, 55, 60 and 110 systems with high efficiency klystrons.

The accompanying table lists the typical power usage and savings for the basic transmitters and for each of the options. For a TTU-110C 110 kW Transmitter equipped with all three of these devices, the total saving is typically 116 kW of power. For details on RCA high efficiency UHF Transmitter products, contact your RCA representative.

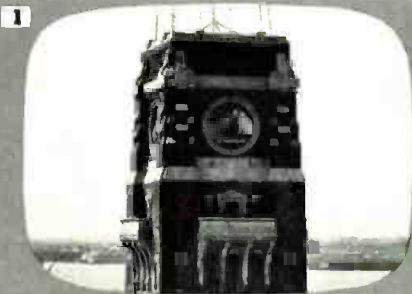
POWER SAVINGS WITH EFFICIENCY OPTIONS FOR RCA UHF TRANSMITTERS

Transmitter* Model	Basic Transmitter	With Aural Coupler	And Mod-Anode Pulser	And Visual Coupler	Total Power Savings
TTU-30D	120 kW	110 kW	94 kW	88 kW	32 kW
TTU-55C	208 kW	190 kW	160 kW	150 kW	58 kW
TTU-60D	220 kW	200 kW	168 kW	156 kW	64 kW
TTU-110C	411 kW	375 kW	315 kW	295 kW	116 kW

*The models specified are equipped with high efficiency klystrons and solid state exciters.

NOTE: All figures are typical, in kilowatts, based on 10% Aural Power.

Building The TR-800 At RCA



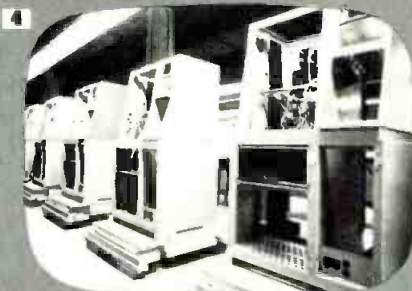
1 The TR-800, designed by RCA to be the ultimate one inch Type C helical scan VTR, is built right here, at RCA's famed Camden, New Jersey headquarters facility. It is from here that TR-800's are being shipped to all parts of the world.



2 The most modern assembly techniques and testing equipment are employed in TR-800 manufacture. Here we see inspection of the alignment of head assembly components. Every TR-800 built is subjected to numerous tests prior to release.



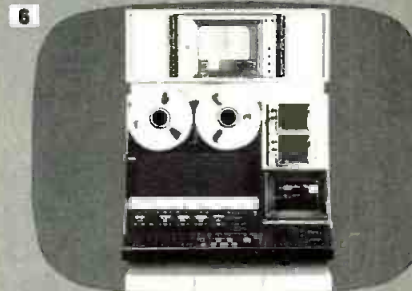
3 The space age technology incorporated into RCA's TR-800 begins with experienced hands—those of RCA's outstanding technical staff—here seen performing computer assisted checkout of a subassembly module.



4 Production of the TR-800 is keeping pace as the demand for this truly state-of-the-art VTR increases from distinguished clients everywhere. See list of recent shipments in the box below.



5 Behind every TR-800 stands an unparalleled organization. Responsive TECH ALERT people are always on duty to assist you with service and technical information. And RCA parts service is around the clock, around the world.



6 The TR-800, features superior video and audio S/N, faster threading, microprocessor based controls, better editing capabilities, accessible ease of maintenance, flexible local/remote control, safe, fast tape moving, and 2 hour reel capacity.

TR-800 Worldwide Performer

Shipments continue to customers in all corners of the globe. These include:

Arab Republic of Egypt
Australian TV & Film
Ft. Bliss, El Paso, TX.
KVUE, Austin, TX.
London Weekend TV, England
P. T. Taju Puspa Ltd., Indonesia
Radio Equipment, Paris, France

RVN, Australia
Venevision, Venezuela
WEHT, Evansville, IN.
WOTV, Grand Rapids, MI.
WREX, Rockford, IL.
WRGB, Schenectady, NY
WTRF, Wheeling WV

RCA

each pay the going rate for the pay programming, but also the government-set rate for distant signals. The definition of "cable system" in the Copyright Act of 1976 is broad enough to encompass SMATV systems and require them to pay compulsory license fees.

Although atypical, the Co-op City system is the nation's most dramatic illustration of SMATV. Satellite Television of New York Associates, the designated operator, is a partnership of Satellite Television of New York Corp., a joint venture of Satellite TV Services, Rockville, Md., and GK Communications, New York, and other investors, including Frank Scarpa, president of Valley Video Cable Co., a small MSO, and a director of the NCTA. It has proposed a dual cable 400 mhz system capable of delivering 108 channels to each of the complex's 15,000 apartments. According to Greg Kriser, president of GK Communications, the system will deliver initially only about 30 channels. A basic tier containing local

channels (everything required by the FCC's must-carry rules) and several basic satellite networks will sell for \$8.95, and additional tiers of pay service will be available at \$8.95 each. "We are obligated per se to offer any particular service," Kriser said. "We will try to provide the services that meet the needs of the community."

Because the construction of the system entails wiring all buildings and connecting them to a common headend, Kriser and the other investors are prepared to spend more than \$3 million, which will be backed by a 15-year contract with Co-op City.

SMATV is free of the costs of municipal regulation, but not always the costs that result from competitive bidding. River Bay Corp., the cooperative company that manages the complex, had the good sense to ask for competitive bids and, according to River Bay attorney Matthew Lifflander, it received seven, six from SMATV operators and one from First Cine-Tel Metroplex, the company that has been

providing single-channel MDS service (HBO) to the complex under a three-year contract since December 1980.

To outbid the competition, Kriser and company promised a lot of extras. Besides the second cable, it said it would give the cooperative 10% of the revenues and 10% of the capital gains, should the system ever be sold. It also said it would install a video security system with surveillance cameras in each lobby free of charge and maintain it for the first year.

More typical of SMATV are systems being installed by companies like Mehl Cable Systems, Tucson, Ariz., and Omega Satellite Products, Indianapolis, which have their hands in the cable as well as the SMATV business. Mehl will typically offer a basic package of ESPN or USA Cable Network, the Cable News Network, superstations WTBS(TV) Atlanta and WGN-TV Chicago, and local broadcast signals for \$8.50; a first tier of pay for \$8.95, and a second tier for \$7.95. Mehl President Gary Davidson, whose company now serves

Orth-O-Vision extends hand to SMATV operation

It plans to wire complexes in borough of Queens; move has raised some legal eyebrows

While the New York City franchise authorities are trying to complete negotiations with targeted cable companies, one of the scorned (but still hopeful) applicants for a portion of Queens, Orth-O-Vision, has revealed plans for the start-up of SMATV operations in dozens of complexes throughout the New York metropolitan area. So far, the Queens-based pay television company has signed deals with three apartment complexes in that borough (two in Bayside and one in Forest Hills) with a combined units-passed figure of 3,000. Those systems will have two-way interactive capability and should be operational within 90 days at a combined cost of "a couple hundred thousand dollars," according to Al Simon, president of Orth-O-Vision. The company projects that by the end of the first year of operation, penetration will be 30% to 50%.

Each complex will have its own earth station with the capacity to cherry pick from all of the cable programming services now available on the various cable birds. Each program service will be tailored to fit the demands of the dwellers within a given complex. Simon declined to identify either the earth-station manufacturer or the company providing the interactive equipment.

Simon also declined to cite specifically those services that will be available through the proposed SMATV systems, but did say the basic service package would comprise three 24-hour services, one each for news, sports and movies, as well as a children's program service. Additional tiers also may be offered. The monthly basic-service rate will be in the \$20 to \$22 range, while the pay tiers will "track cable prices, maybe a couple of bucks

less," said Simon.

While Simon downplays the impact his proposed operations will have on New York City-area cable franchisees, his plan has evoked the concern of city officials and targeted cable operators. Morris Tarshis, the chief cable contract negotiator for the city, has suggested a possible investigation of the proposal to see if it violates any city or state ordinances. Donald Manes, borough president of Queens, has been quoted, said Simon, as saying that the city ought to wrap up the cable franchise negotiations, or else cable will be "bypassed by systems not needing city approval." Simon dismisses such comments as "erroneous." He said they imply that his SMATV proposal, if enacted, will hinder the growth of cable. He views the Orth-O-Vision plan (which he says has been on the drawing board for about three years) as just another form of competition that should have no more impact on cable than any other emerging new technology.

Asked to comment on the Orth-O-Vision plan, Percy Sutton, head of Queens Inner Unity, a targeted operator for that borough, responded, "it's a threat," especially given the lengthy head start that the SMATV operations will have on the cable operators, who will take perhaps a year or more to get their systems on line once the contracts have been signed. "The city needs to move very swiftly to complete the contracts," said Sutton, noting that the longer it takes, the "less and less attractive" the franchisees become and the more difficult it will be for a company to make a profit.

Simon also plans to utilize the proposed systems' two-way technology to its fullest potential. His company will offer all the "blue sky" services that viewers wish to absorb, such as security systems, pay-per-view and electronic banking. And, he notes, "we'll go into as many complexes

as possible," or at least those proving viable.

As to the SMATV concept, Simon says that the company has "been doing basically the same thing for the past seven years, except that now we're going to aim our dishes at the sky instead of the World Trade Center or the Empire State Building." Orth-O-Vision is a master antenna operator which pipes the STV signal of Wometco Home Theater through about 10 apartment complexes in Queens with a combined subscribership of "a couple of thousand."

Correctly, the two are involved in litigation over their contract. Wometco has sued Orth-O-Vision for non-payment of about \$180,000 in back billings, and is seeking to have the contract terminated. Orth-O-Vision has counter-sued Wometco for breach of contract.

The company has been providing master antenna services for apartment complexes in Queens for about 20 years. In 1972 it entered the initial cable franchising process for that borough, but was beaten by ATC subsidiary Knickerbocker Communications. However, Orth-O-Vision went to court and was successful in getting that award thrown out on procedural grounds in 1978, noted Simon. The city bypassed Orth-O-Vision again last December in a second round of Queens cable franchising, opting instead for Inner Unity, ATC and Warner Amex. The company subsequently filed suit against the city's cable consultant, the Washington-based law firm of Arnold & Porter, for \$201.4 million, charging negligence and breach of contract (BROADCASTING, March 29). Since that time, Simon has had time to concentrate on his SMATV proposal, one that has been "in development" for the last three years, although much of that time was devoted by Simon to franchising efforts. □

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about 2,200 SMATV subscribers in about a dozen systems, said with such a service he has been able to sign up between 25% and 40% of a building's occupants. With that kind of penetration, Mehl said, he will serve buildings with 300 tenants if the MATV system is usable. If it needs to be replaced, however, Mehl would like a building with at least 400 units.

Omega's Bob Schloss, who keeps his service simple and inexpensive has been able to realize 50% penetration, reaching about 3,000 of 6,000 tenants in 25 projects. Schloss only services buildings with usable "home-run" MATV systems (each apartment has a dedicated cable, permitting the operator to cut off or start service from outside the apartment) and offers one take-it-or-leave-it package of superstations WTBS and WGN-TV, and CNN for a flat \$15.75.

Cableless Chicago is slowly becoming a hub of SMATV activity as two long-time MATV operators make the transition to

services for \$8.95 each.

Dunlap is bullish on addressability. Eight of his systems are now addressable, he said, and all systems installed from now on will be addressable. What's more, he said, the company will eventually retrofit the original systems. Addressability is the answer to the high turnover rates an apartment building experiences, he said, and it will allow PST to offer pay-per-view events, which he considers potentially lucrative. PST is also designing systems with two-way capability so that he can offer security services and add videotext and transactional services if they become available.

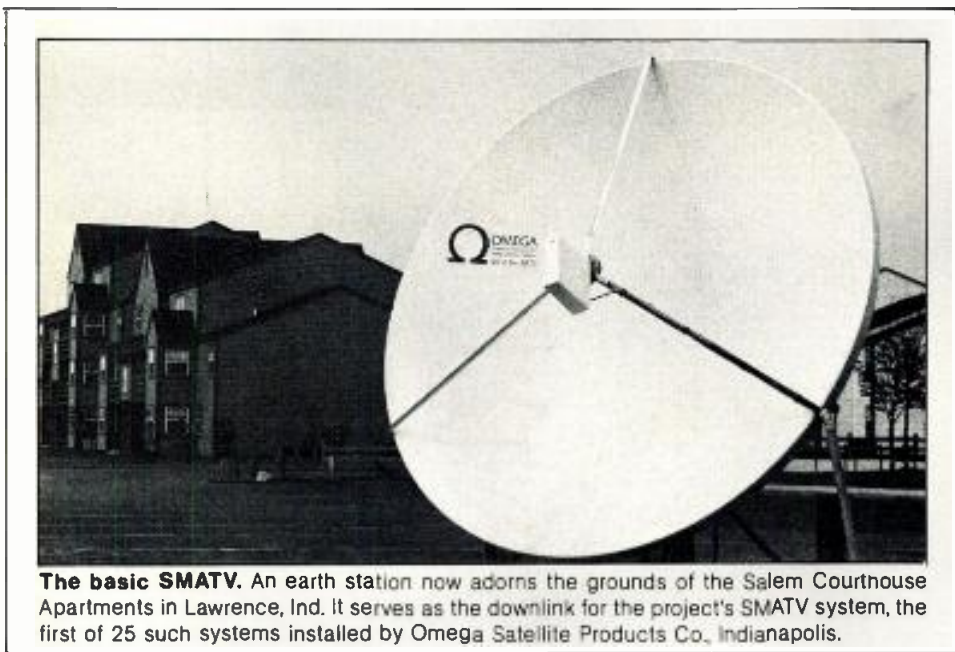
An attractive feature of his addressable systems is that they can be controlled from a central computer, even those in Atlanta. A new tenant in one of the PST buildings in Atlanta, Dunlap explained, has only to hook up his TV to the cable emanating from the living room wall and dial the local telephone number printed on

network for \$25; an R-rated Eros tier for an additional \$5, and an X-rated movie tier for an additional \$10. (If Leader does manage to get its service going, it might be the first cable service of any kind to offer X-rated programming. Conventional cable operators have voluntarily stayed away from it, for private reasons and for fear of community backlash.)

The inability to buy programming from the major pay cable networks is the SMATV industry's biggest problem and if it is not resolved favorably and promptly it could put a quick end to the business.

A year and a half ago, Home Box Office told BROADCASTING that it would deal only with franchised cable operators and MDS operators. (The only exception, it said, was its existing deal to supply in-room entertainment to Holiday Inns.) Up to a few weeks ago, Showtime's policy had been to sell to SMATV operators, but only after Showtime's local cable affiliate turned down the chance to serve the property the SMATV intended to. Showtime has further restricted its dealings with SMATV operators, however, deciding not to sell programming to any SMATV operator within an area that has awarded a cable franchise, regardless of whether the cable system carries Showtime. That SMATV is as big today as it is, is due in part to the liberal attitude Warner Amex Satellite Entertainment had toward SMATV. It gladly sold The Movie Channel and its other services to SMATV operators, giving them the programming they needed to do business. But in mid-April it all turned sour for the SMATV operators; WASEC suddenly shut the door. Although it would honor its existing contracts, it said, it was putting a freeze on any further contract signings. Ben Begun, vice president, legal and business affairs, WASEC, said the freeze is not absolute. WASEC will sell its programming to SMATV operators, but only on a selective case-by-case basis. And, he said, WASEC will continue to deal with hotel and motel operators, who wish to offer WASEC satellite entertainment to their guests.

Why do the programmers discriminate against the SMATV operators? The operators believe it has to do with the networks' desire to ingratiate themselves with the large cable operators, who control hundreds of thousands of homes and whose affiliation can make or break a network. Many SMATV operators go further than that, charging that the large cable operators have forced the networks not to sell to SMATV's by threatening not to carry the networks. In his testimony before the Communications Subcommittee, Raines claimed that the networks "openly admit [that their refusal to deal with SMATV operators] is due to pressure brought to bear ... by the so-called franchised cable operators." While NCTA publicly advocates open competition among all the media, added Dunlap, its membership is leaning on programmers in an effort to suppress competition. "There is an extensive amount of documented evidence" pointing to the cable operators, he said,



The basic SMATV. An earth station now adorns the grounds of the Salem Courthouse Apartments in Lawrence, Ind. It serves as the downlink for the project's SMATV system, the first of 25 such systems installed by Omega Satellite Products Co., Indianapolis.

SMATV. Cablecom Corp. is beginning to convert its 37,000 MATV customers, many of whom have subscribed to the local MDS or STV service, to a four-channel SMATV package that includes The Movie Channel, CNN, ESPN and WTBS. Priced at \$19.50, the service is picking up 30% of the MATV subscribers, said Cablecom President Thomas Looney, adding that he hopes ultimately to achieve 50% penetration. Jill Young, customer service manager, Comco Electronics, reports that some of the Centel subsidiary's 8,000 MATV subscribers are now being offered the same four-channel package for between \$16 and \$20.

Boasting 40 systems and 5,000 subscribers, Private Satellite Television Inc., Charlotte, N.C., is one of the biggest SMATV operators. Bob Dunlap, president of PST and a director of NSCA, said one of his typical installations offers a basic package of local signals and three or four satellite services for \$8.95 and two pay ser-

vice of the cable's wall plate. The call will be switched to a PST operator at a computer terminal in Charlotte, who will get the tenant's serial number (also printed on the wall plate) and turn on the service. If the tenant does not call PST, a PST salesman will soon call him.

Leader Communications, Chicago, is another company whose plans suggest that "private cable" may be more than a euphemism for SMATV. Leader has contracts to serve 28,000 units with addressable systems in Chicago, Atlanta and Houston. In addition to the advantages of addressability cited by Dunlap, Leader's Bob Newell felt that it would cut down on signal piracy. Most SMATV operators are able to achieve only 20% to 25% penetration, Newell said, primarily because another 25% are stealing the service.

Like other SMATV operators, Leader is having trouble contracting for satellite programming, but Newell hopes to offer an eight-channel package including one pay

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and the "programers are freely admitting to us that this is where the pressure is coming from." Some of the heat comes from within, the SMATV operators said, noting that the three big networks—HBO, Showtime and The Movie Channel—are owned by companies with substantial interest in cable systems. Time Inc. owns HBO and American Television & Communications, the second largest MSO; Group W Cable, the third largest MSO, and Viacom Cable, the 10th largest MSO, own Showtime, and Warner Communications and American Express own WASEC as well as Warner Amex Cable Communications, the sixth largest MSO.

That cable operators are pressuring the networks to deprive SMATV operators of programing is precisely what Mehl Cable Systems alleged in a federal antitrust suit filed June 3 against Cox Cable, Storer Cable, WASEC and Showtime ("Cablecastings," June 14). The suit "involves an attempt by the large franchised cable television operators, including Storer and Cox," the complaint says, "to deprive private cable television operators like Mehl of access to premium programing thereby eliminating private cable from the cable TV market." Storer operates a system in Phoenix and Mesa, both Arizona, and Cox is the franchisee for Tucson. Complaints from SMATV operators around the state (most of which presumably came from Mehl) prompted the Arizona assistant attorney general, Charles Eger, to file a similar suit a week later. To those named as defendants by Mehl, Eger added American Cable Television, which operates a system in Phoenix; HBO; the USA Network, and ESPN. Mehl excluded HBO from its suit, said Mehl's Davidson, pending the result of HBO's review of its no-sale policy that he was told HBO has undertaken. If HBO ultimately decides to sell, Davidson promises, it will not become a co-defendant. Davidson was reluctant to name any of the programers in the suit, having happily dealt with them in the past and feeling they are as much "victims" of the cable operators' pressure as he is.

The two Arizona suits alleged conspiracy among the cable operators and the networks to restrain trade. Another antitrust suit, filed in a state court in Chicago June 3, took a different tack. Filed by would-be SMATV operator Leader Communications, the suit called WASEC programing a monopoly and said WASEC refused to do business. According to the state's antitrust law, said Leader's attorney, Norman Fishman, "if you're a monopoly, you have to sell to everybody." The complaint said "there is no substitute or alternative" for WASEC programing. "If an SMATV operator is unable to obtain Warner Amex programing," it said, "it is unable to bid on a project and is effectively foreclosed from serving [a] particular building."

All the suits ask the courts to force the programers to sell to SMATV operators on a nondiscriminatory basis. The Leader suit also asks for \$750,000, three times actual damages.

As would be expected, the programers have their own reasons for not dealing with or restricting their dealings with SMATV operators. WASEC's Begun cites two: the difficulty in collecting royalties from many SMATV operators and the inability to control the programing. WASEC has experienced "a lot of delinquencies," Begun said. "A SMATV operator is licensed to serve a building of 250, signs up five subscribers and is still delinquent." WASEC also has trouble keeping track of

Super SMATV's. Cable operators concerned about the inroads being made by today's SMATV operators, had better brace for tomorrow. Three companies now have planned to serve multi-unit dwellings using their own high-powered k-band satellite transponders and their own programing. Because the earth stations needed to receive the programing from the transponders will be smaller and cheaper, the new breed of SMATV systems will be even more economical.

Comsat's Satellite Television Corp. has announced that it will offer a two-channel SMATV service starting in the fall of 1983 as a forerunner to its full-blown direct broadcast satellite service. United Satellite Television has proposed a four-channel SMATV service. UST will begin service next spring on the Canadian Anik C satellite and move to a GTE satellite in 1984. Oak Industries has also procured transponders on Anik C to offer a two-channel SMATV service beginning in mid-1983.

where SMATV affiliates are and how many subscribers they are serving. WASEC will authorize an operator to serve one building, Begun said, and "the next thing you know he's in the building across the street. The only way of controlling it was saying stop."

If the litigation fails and if the network continues to ignore SMATV, NSCA is hoping that Congress might help. Raines asked the Senate Communications Subcommittee to amend Senator Barry Goldwater's (R-Ariz.) cable bill (S. 2172) to insure that satellite programing is available to SMATV operators "under the same conditions" it is available to franchised cable operators. Six years ago, Raines said, cable operators were granted similar relief in the form of pole attachment legislation. "Then, as now, a monopoly communications service had control over a bottleneck in the nation's communications service and was exercising that control to stifle potential competition."

Programing is not the SMATV industry's only headache. The exclusivity clauses in contracts with property owners, which prevent franchised cable operators from overbuilding and competing, are being challenged by local and state governments.

The SMATV operators feel the clause is critical. Without it, they say, they would quickly be put out of business by the franchised cable operators—not necessarily because the cable operator would be offering superior service, but be-

cause the market of each SMATV system is limited (comprising only the units in the building or complex being served) and competition of any kind could quickly reduce subscribership to a point where the SMATV system would be uneconomical. And then there is always the danger of cross-subsidization by the cable companies. "They could come in, overbuild and not make the bottom line work" for a period of time just to drive the SMATV operators out, said PST's Dunlap. "We have to have the [clause] purely for survival."

Concerned that franchised operators will be denied access to some of the homes within their franchise areas, state and local governments have begun passing provisions that guarantee the cable operator access to a private multi-unit building without having to compensate the owner. According to the Cable Television Information Center, a Washington-based consulting firm, access laws or rules are in effect in New York, Connecticut, Florida, Massachusetts, New Jersey and Virginia. And Minnesota, it said, is in the process of developing a rule. CTIC had no count on how many local governments have such a rule, but its May 1982 *Cable Reports* advises the cities among its subscribers to include access provision in franchise ordinances.

The SMATV operators' hope that the access rules will go away now resides with the Supreme Court. In *Loretto v. Teleprompter*, the court is considering the legality of the New York access law. The law, enacted in 1973, was challenged by New York landlord Jean Loretto who charged that it infringed on her basic property rights. Teleprompter (now Group W Cable) precipitated the action by laying two cables across the roof of one of Loretto's buildings without her permission.

In a friend-of-the-court brief, the NSCA argued with Loretto. Property owners "have a myriad of choices as to the means of providing cable communications service to their tenants," NSCA said, including franchised cable and SMATV. But the New York statute strikes at the heart of that freedom of choice. The very existence of the statute will dissuade even the most intrepid entrepreneur from making the sizable initial investment necessary to construct an [SMATV] system. . . ."

The "chilling effect" the statute has on the construction of SMATV systems has some detrimental side-effects, NSCA warned. The delivery of cable programing to tenants in unfranchised areas will be delayed and the development of technology for MATV will be retarded.

Anticipating rebuttals to its arguments, the NSCA said SMATV systems with exclusive cable programing rights to a property will not be able to charge "unreasonable" rents or monthly fees. "To the extent that a landlord attempts to collect rents on cable television charges in excess of what competitors are charging, existing tenants will leave, new tenants will not be attracted and vacancy rates will increase."

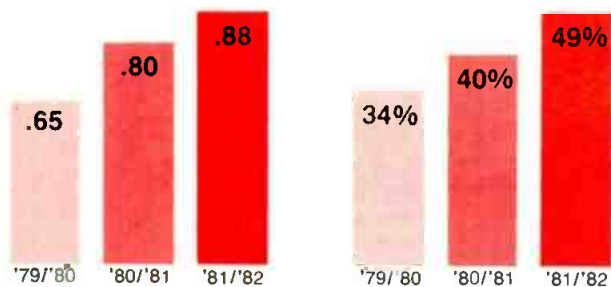
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**% OF AUDIENCE
12-34**



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David Lewis
General Hospital
Role: Edward Quartermaine

**Outstanding Actress in a
Supporting Role for a Daytime
Drama Series**

Dorothy Lyman
All My Children
Role: Opal Gardner

**Outstanding Direction for a
Daytime Drama Series**

**Marlena Laird, Alan Pultz,
Phillip Sogard**
General Hospital

**Outstanding Individual Direction
for a Game or Audience
Participation Show**

Paul Alter
Family Feud

**Outstanding Children's
Entertainment Specials**

Starstruck
(ABC Afterschool Specials)
Diana Karew, *Executive Producer*
Patrick McCormick, *Producer*

**Outstanding Individual Direction
for a Variety Series, for a Single
Episode**

Barry Glazer
American Bandstand

**Outstanding Individual Direction
in Children's Programming**

Arthur Allan Seideman
She Drinks a Little
(ABC Afterschool Specials)

**Outstanding Writing for Children's
Programming**

Paul W. Cooper
She Drinks a Little
(ABC Afterschool Specials)

**Outstanding Music
Composition/Direction in
Children's Programming**

Eliot Lawrence
Composer/Director
The Unforgivable Secret
(ABC Afterschool Specials)

**Outstanding Achievement in
Technical Excellence for a
Daytime Drama Series**

All My Children
Technical Director:
Joseph Solomito, Howard Zweig
Associate Director:
Diana Wenman, Jean Dadario,
Barbara Martin Simmons
Electronic Camera:
Lawrence Hammond,
Robert Ambrico, Larry Strack,
Vincent Senatore, Jay Kenn,
Trevor Thompson
Sr. Video Engineer: Len Walas
Audio Engineer:
Al Lemanski, Charles Eisen
Video Tape Editor: Roger Haenelt
Sound Effects Eng.: Barbara Wood

**Outstanding Achievement in
Design Excellence for a Daytime
Drama Series**

General Hospital
Art Director: James Ellingwood
Set Decorator: Mercer Barrows
Lighting Directors:
Grant Velie, Thomas Markle,
John Zak
Costume Designer: Jim O'Daniel
Makeup Designers:
P. K. Cole, Vikki McCarter,
Diane Lewis
Hair Designers: Katherine Kotarakos,
Debbie Holmes
Music Directors: Dominic Messinger,
Jill Farren Phelps
Music Composer: Charles Paul

**Special Classification of
Outstanding Program Achievement**

FYI
Yanna Kroyt Brandt, *Executive
Producer*
Mary Ann Donahue, *Co-Producer*

**Special Classification of
Outstanding Individual
Achievement—Writing**

FYI
**Elaine Meryl Brown, Betty
Cornfeld, Mary Ann Donahue,
Joe Gustaitis, Robin Westen**

**Outstanding Individual
Achievement in any Area of
Creative Technical
Crafts—Technical
Direction/Electronic Camerawork**

**Lawrence Hammond, Nicholas
Hutak and Thomas Woods,**
All My Children
Remote: Switzerland

**Outstanding Achievement in any
Area of Creative Technical
Crafts—Lighting Direction**

Everett Melosh
One Life to Live
Remote: Gallery Basement

**Outstanding Individual
Achievement in Children's
Programming—Art Direction/
Scenic Design/Set Decoration**

Claude Bonniere *Art Director*
My Mother Was Never a Kid
(ABC Afterschool Specials)

**Outstanding Individual
Achievement in Children's
Programming—Makeup and
Hair Design**

Judi Cooper Sealy
Hair Designer
My Mother Was Never a Kid
(ABC Afterschool Specials)

**ABC TELEVISION
NETWORK** 



SMATV can be a threat to cable. SMATV operators can make persuasive sales presentations to landlords. They can promise a share of the revenues, a package of programming tailored to the tenants and cable programming years before a cable franchise is awarded. And by signing long-term, exclusive contracts with the property owners, the SMATV operators can assure their continued presence once the franchise award is made and full-blown cable arrives. (They are also assured of having something of value, should they decide to sell out to the cable operator.)

There is some evidence that SMATV can compete head-to-head with cable. A study commissioned by the NCTA concluded that most people want only four or five channels of satellite programming. They'll take more channels, but are unwilling to pay much for them. This suggests that an SMATV operator who can price a five-channel satellite package significantly lower than the cable operator can beat the cable operator in the marketplace. Omega's Schloss is competing with cable in a 220-unit apartment building in Lafayette, Ind., and apparently winning. The landlord pays Schloss a "bulk rate" to provide four basic satellite services—WTBS, CNN, ESPN and WGN—to all his tenants and permits Schloss to sell a pay tier for \$8.95. Since Schloss began service, cable penetration in the building plummeted from 80% to 20% and Schloss reports he has signed up 50% of the tenants for his pay service.

The presence of SMATV operators in

franchise areas angers many cable operators, who expect the assistance of municipalities in getting rid of the unwelcomed competition. "When the city has held our feet to the fire and is taking 5% off the top and causing you to build a lot of nonproductive assets, it infuriates you to see them not take action against someone who comes in and cuts into your business," said Trygve Myhren, chairman and chief executive officer, ATC. "I think a lot of cities realize this person is also cutting into their business to the extent that the city takes revenue from the cable operator."

Some municipalities have begun cracking down on SMATV operators. Meridian township, Mich., near East Lansing, for instance, is trying to shut down an SMATV operator serving an apartment complex within the franchise it awarded to United Cable by insisting it come in for a cable franchise. The operator, Nemoke Cablevision Inc., is a subsidiary of the Eyde Construction Co., which owns the complex. A trial court dismissed Meridian's request for an injunction, but an appeals court ruled SMATV systems must hold municipal franchises. The attorney for Eyde Construction, Paul L. B. McKenney, has asked the appeals court to reconsider its decision, arguing that there is a whole body of federal law that pre-empts a city's jurisdiction over MATV systems of any kind, primarily based upon the Ortho-Vision decision handed down by a federal appeals court early this year. Although Michigan appeals courts seldom reverse themselves, McKenney is con-

vinced of the merit of the federal pre-emption argument, not considered by the court before it made its decision. "If we lose on this one," he said, "we'll just go to a federal court on the next one."

Although the SMATV operators are concerned about the cable operators' sudden interest in SMATV, some are also amused by it. For years, SMATV operators say, apartment buildings stayed low on the cable operators' lists of priorities. Prior to six months ago, said PST's Dunlap, "the apartment business was treated like the red-headed step child." Turned off by the high turnover and piracy in apartment buildings, he said, cable operators took their time about wiring them. Now that somebody else wants to serve those buildings, he said, they're suddenly interested.

Tempe, Ariz., is a perfect example of cable operators' traditional low opinion of apartment market, according to Mehl's Davidson. American Cable Television there claims to have 95% of its city-wide system built, he said, but 66% of the multi-unit housing remains unserved.

If SMATV wins its legal battles—affirms its right to buy any cable programming it desires and preserves the right to serve buildings without the fear of cable competition, the economics of SMATV are such that it will continue to grow until none can deny Raines's claim before Congress that SMATV is an "important part of the nation's telecommunications system," blending all the elements of modern technology "to serve a large—and the fastest growing—residential market." □

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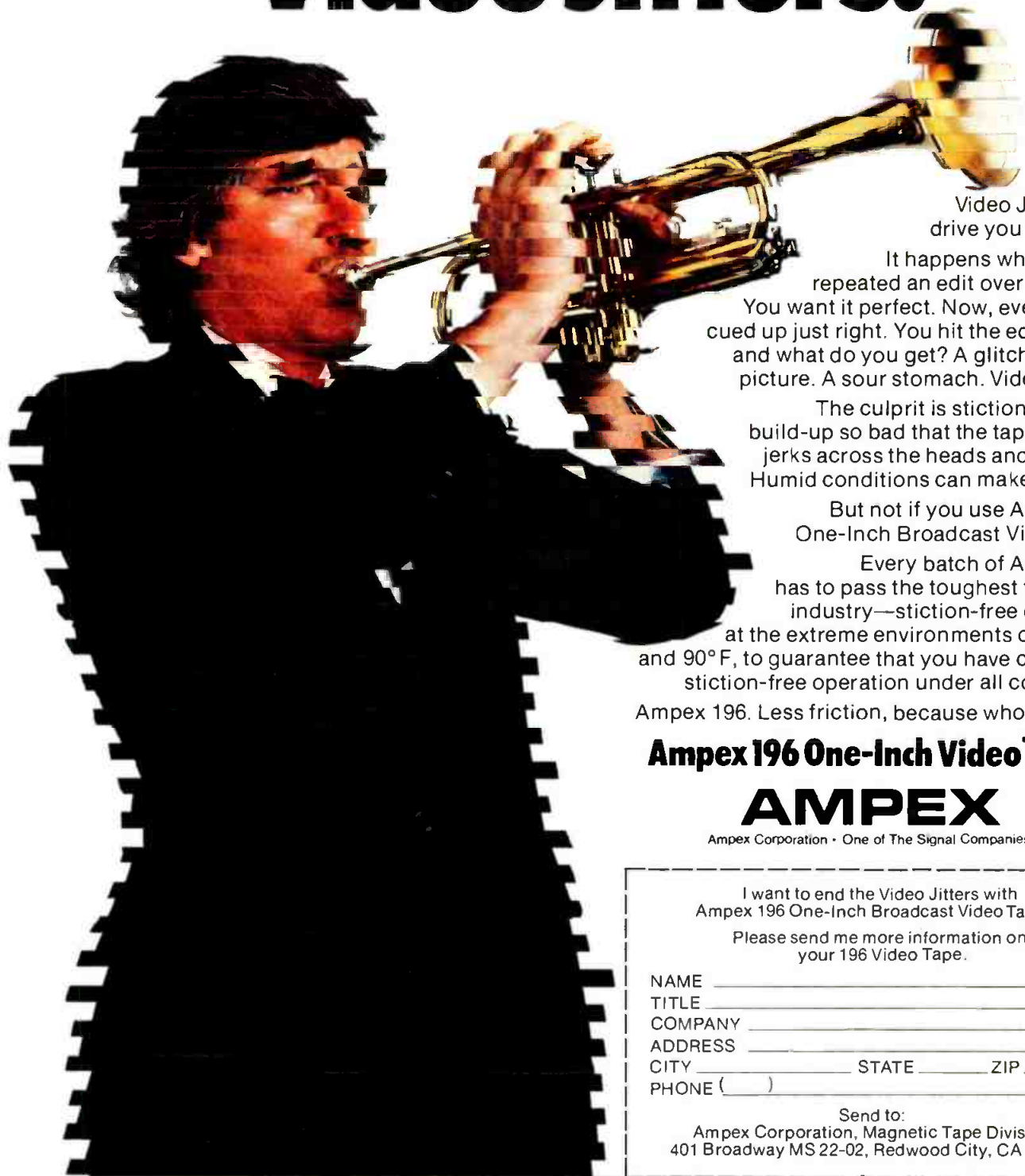
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Law & Regulation

Seminar explores lawyers' niche in new technologies

Sponsored by ABA groups, event in New York draws 200 lawyers; speakers include Baxter of Justice Dept., FCC's Rivera and Harris and representatives of trade associations

Right now there may be "delightful competition" in program production and packaging, and adequate competition in program distribution, but William Baxter, assistant attorney general at the Justice Department's Antitrust Division, sees "serious problems down the road" when technological advances help develop the cable industry into "a series of very powerful local monopolies."

Baxter was among some 20 regulatory and communications speakers who shared with about 200 lawyers their views on "The New Video Marketplace" and the role of lawyers in it. The occasion was a New York seminar hosted by the Forum Committee on Communications Law and the Forum Committee on the Entertainment and Sports Industries of the American Bar Association. (This New York session replaced one scheduled last year for Los Angeles but canceled due to insufficient registration.) Joining Baxter on the program were FCC Commissioner Henry Rivera; former FCC Chairman Richard Wiley, now with the Washington law firm of Kirkland & Ellis; FCC Broadcast Bureau Chief Larry Harris; representatives of trade associations, plus legal talent.

Justice's Baxter, speaking, he said, as a futurist, noted that broadband fiber optics, with its potential for delivering both telephone services and video signals via the same cable, posed questions whether the local Bell operating companies that will be left after the proposed AT&T divestiture would "wither and die" or if there might be "shotgun marriages" between the local telco's and local cable operators.

The monopoly buying and selling power of large, backwardly integrated cable companies would then suggest, according to Baxter, "the same set of relationships that existed pre-Jan. 8, 1982, in the AT&T situation," with the "intermingling of potentially competitive sectors." The decision facing managements planning for that future, Baxter said, is whether to move to protect their operations through vertical integration, or "not to get caught in the maelstrom" like AT&T and so isolate the local cable operations in their corporate structures. Baxter separately took issue with the current handling of the local

franchising process in some locales, which, he said, is tantamount to "a distortionary form of local taxation."

Consultant Paul Bortz, of Browne, Bortz & Coddington, Denver, got the discussion of new technologies off on a business footing by reviewing his analysis of the prospects for the competing delivery systems, one which suggests consumers see limited value in each additional channel of service. Cable may well face a tough future in a world with STV, DBS, SMATV and LPTV if "people really only want sports and movies."

Time Inc. general counsel, video group, Peter Gross, similarly noted that "technology is not the key . . . What wins the day is economics and the marketplace . . . what the consumer wants and will pay for."

CBS vice president, corporate affairs, William Lilley III, who told the seminar that "lawyers aren't helping people in their companies move from a predictable [business] world" to the unpredictable one of new technologies, reviewed his company's methods of dealing with the issues of the future. And Satellite Television Corp. President Irving Goldstein discussed that firm's DBS plans.

Programing and distribution questions were explored by Group W Cable general counsel, Louis Briskman, Warner-Amex Satellite Entertainment vice president, legal and business affairs, Benson Begun; Richard Barovick of Fulop & Hardee, and ESPN's general counsel, Andrew Brilliant. There were several warnings for the legal audience in that discussion: Briskman noted that cable operators will increasingly be looking to trim their costs for outside counsel; Begun cautioned attorneys to make sure of the status of existing contractual relationships between systems and programers in handling system sales; and Barovick, after reviewing his interpretation of the history of financial interest and syndication rules in broadcasting, warned those who intend to handle cable program negotiations for producers that as cable system ownership becomes concentrated "the potential for abuses rise."

Commissioner Rivera, Larry Harris, Washington Center for Public Policy Director Henry Geller, National Cable Television Association General Counsel Brenda Fox and National Association of Broadcasters General Counsel Erwin Krasnow discussed various regulatory topics. While Harris noted the FCC's "strong support of competition," Rivera at separate points spoke of his opposition to the abandonment of broadcast ownership regulation (though he's "not hung up on seven-seven-seven"), and agreed with Geller that the country doesn't have the "television of abundance" that Harris had said was in existence. "A trustee kind of re-

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relationship [for broadcasting] doesn't make sense" any more, Harris stated. Rivera said: "We don't have the number of outlets we need to have" and asserted, "We will have to hold up on deregulation."

The varied sides of the copyright issues affecting the industry were argued by Jack Valenti, president of the Motion Picture Association of America; Bernard Korman, general counsel of the American Society of Composers, Authors and Publishers; James P. Mooney, executive vice president of NCTA, and James Popham, vice president, government liaison and government relations, NAB. □

MPAA lobs first CRT volley

Picture association argues for 10 to 12 times rate increase for compulsory license

The program production industry believes compulsory license fees paid by cable systems for distant signals picked up after repeal of the FCC's signal importation rules should be set at a rate 10 to 12 times the present compulsory license. In addition, producers want all cable systems in the top 100 markets to pay two to three times the present rates charged for each distant signal to compensate producers for their loss of syndicated exclusivity, also as a result of an FCC action.

With that opening from the Motion Picture Association of America, the Copyright Royalty Tribunal launched hearings into whether it should adjust the compulsory license as a result of deregulatory actions by the FCC. A decision in the proceeding, which was initiated at the request of the National Cable Television Association, is expected in October, when a one-year deadline on CRT proceedings of this kind will be reached. The hearings are expected to run four days a week through much of the summer, with representatives of NCTA taking the stand some time in July.

The rates set by Congress when it created the compulsory license in 1976 were set arbitrarily and under tremendous political pressure, said MPAA President Jack Valenti. The tribunal now had the right to adjust some of the rates, without political pressures, to reflect "cataclysmic changes" that have since taken place in the cable industry and on the regulatory scene. Only the bigger systems would have to bear this increase, said Valenti, but it would for the first time permit program suppliers to receive "reasonable" compensation for their product from cable. The new rates, argued Valenti, should equal the amount cable operators would have to pay for programs if they were secured in the marketplace rather than under the present controlled conditions, he said.

Following the hearing, a spokesman for NCTA said it will try to establish that the marketplace value of retransmitted distant signals is very close to the present compulsory license rates. □

More paper on settlement

NAB, NCTA, ANPA among those commenting on Justice-AT&T pact

The proposed modification of the consent decree settling the Department of Justice's antitrust suit against AT&T generated more paper last week: More than 150 parties elected to file legal briefs on selected aspects of the proposal with U.S. District Court Judge Harold Greene.

Greene requested the additional comments last month, asking that parties file briefs on eight "key issues" (BROADCASTING, May 31). He also scheduled "non-evidentiary" hearings to review those issues during the week of June 28.

Not surprisingly, many of the parties who submitted comments to the Department of Justice on the proposal also were represented in this latest round. Most chose to join with others in their filings, as Greene had requested. Many commenters took this most recent forum to fine-tune their now familiar positions.

The FCC, for example, said the court wasn't restricted to considering the proposal's competitive effects. However, the FCC said, the court should assess the proposal primarily on its effects upon competition while giving "particular deference" to the FCC's assessment of related effects. At the same time, the FCC said, the court should be able to revise the proposed modification "if the public interest requires."

The FCC also reasserted its argument against restricting the divested BOC's business activities, and reiterated that adding modifications that would impose restrictions on AT&T after divestiture wouldn't "produce sufficient competitive or other benefits to warrant a conclusion that the basic settlement should be rejected if AT&T declined to accept a suggested restriction."

The FCC also said it had erected safeguards of its own against AT&T's indulging in anticompetitive behavior after it was freed to enter new markets. The FCC said its Computer II decision had already imposed certain restrictions, such as requiring separate subsidiaries for the offering of competitive services, that "are intended to make anticompetitive behavior detectable and thus less likely." Also, the FCC said, "if a need for additional regulatory intervention appears," the FCC can take further steps to protect the public interest. "Because these protections are available, the FCC submits that the court should not restrict AT&T's entry into the electronic field as a part of the modification," the FCC said.

While Greene had asked whether the court had the authority to supervise the implementation of the divestiture, the FCC, noting that it intended to subject any implementation plan to a "public interest" inquiry of its own, said the "court can and should approve the basic settlement as consistent with the public interest

even though the details of divestiture have not been worked out yet."

The National Association of Broadcasters, filing jointly with Westinghouse Broadcasting and Cable Inc., agreed that the court wasn't restricted to determining whether the proposed modification was in the public interest on its procompetitive or anticompetitive effects alone. "Equity considerations and antitrust statutes confer broad powers upon this court to determine whether the proposed settlement is in the public interest," NAB said. "The court must look beyond the parties to this proposed judgment and determine what effect this judgment may have upon the various competitive and procompetitive markets. In addition, particularly if an area such as electronic publishing is to be reached in this proceeding, the court with its First Amendment tradition must determine whether the potential of lessened competition, created by the proposed judgment, will jeopardize the public's constitutionally protected right to 'the widest possible dissemination of information from diverse and antagonistic sources,'" NAB said.

The National Cable Television Association, filing together with Westinghouse Broadcasting and Cable Inc., Warner Amex Cable Communications Inc. and Leghorn Telepublishing Co., reiterated its argument against revising the modification to admit the divested BOC's into the information business.

"The existing 1956 consent decree restrictions upon the BOC's offering of information services must remain in place," NCTA said. "The speculations expressed over the viability of the BOC's hardly meets the exacting standards required to lift those prohibitions," NCTA said.

"So long as the BOC's retain their local exchange monopolies (and those monopolies are virtually assured for the foreseeable future), they will continue to enjoy revenue and earnings stability," NCTA said.

NCTA also argued that the proposed modification should be rewritten to keep AT&T out of the information business. "The structural separation of AT&T may, as the Department [of Justice] hopes, someday reduce AT&T's monopoly power over intercity communications services," NCTA said. "On the other hand, the separation from the BOC's may make AT&T an even more formidable monopolist in the intercity market," NCTA said. "History has proved that administrative regulation is not an adequate remedy to prevent AT&T from abusing monopoly power. The solution, therefore, is to bar AT&T from entering the information market until AT&T does not possess the power to monopolize it."

The American Newspaper Publishers Association, filing together with the National Newspaper Association, agreed that the divested BOC's shouldn't be permitted to offer electronic information services—at least not over their own facilities.

"If the BOC's were able to use their monopoly lines as part of an electronic

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AND "MUPPETS."

publishing service, the potential exists that they would discriminate against competing publishers who must use the same lines, and cross-subsidize their publishing services with monopoly revenues," ANPA said. "There is no practical alternative to the use of BOC facilities by electronic publishers which could act as a check on these anticompetitive actions by the BOC's. As a result, the BOC's could become the dominant publishers of information in the new electronic medium, with severe consequences for the First Amendment goal of insuring that the public has access to a diversity of information from a multitude of sources." ANPA said. □

Fifth Estate PAC's

BROADCASTING review finds Wirth, Dingell top recipients of campaign funds; NAB donates \$53,565, NCTA \$31,062 to Hill re-election bids

The National Association of Broadcasters' Television and Radio Political Action Committee has donated \$53,565 to congressional candidates since January 1981. During that same period, key members of Congress who have influence over communications legislation—House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) and House Energy and Commerce Committee Chairman John D. Dingell (D-Mich.), have received \$79,699 and \$70,350, respectively, in donations from political action committees, 18.3% and 5.7% of which, respectively, have come from communications entities.

From TARPAC, donations totaling \$28,075 went to 45 Democratic candidates, nearly all incumbent members of the House and Senate, and \$25,290 to 44 Republicans. The National Cable Television Association, which has given a total of \$31,062 to candidates since last January, gave \$22,462 to 54 Democratic candidates and \$8,600 to 21 Republicans. (For details, see "Cablecastings" in BROADCASTING, June 14.)

Representative Harold Sawyer (R-Mich.) has received \$3,500, the largest donation from TARPAC thus far during this election cycle, according to records of the Federal Election Commission. A member of the copyright subcommittee, Sawyer continues to lead a fight for repeal of the cable compulsory license. Other recipients of large donations include Wirth, who has received \$3,000, copyright subcommittee chairman, Robert W. Kastenmeier (D-Wis.), who received \$2,000, and Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee, who received \$2,250.

Representative James Broyhill (R-N.C.), who has sponsored the most comprehensive broadcast deregulation legislation this Congress, has received \$1,500 thus far from TARPAC, while Dingell and Representatives James Sasser (R-Tenn.), Wayne Dowdy (D-Miss.), Robert Michel

(R-Ill.), Peter Rodino (D-N.J.) and Al Swift (D-Wash.) received \$1,000 each. House Speaker Thomas P. O'Neill (D-Mass.) and Senators John Danforth (R-Mo.) and Harrison H. Schmitt (R-N.M.) also have received \$1,000 to date.

TARPAC donations to members of the House Telecommunications Subcommittee, other than Wirth and Swift, include \$200 to Thomas Bliley (R-Va.), \$950 to James Collins (R-Tex.), who is running for the Senate this year, \$800 to Thomas Luken (D-Ohio), \$500 to Edward Markey (D-Mass.), \$1,350 to Carlos Moorhead (R-Calif.) and \$500 to Matthew Rinaldo (R-N.J.).

Donations to the Committee for Tim Wirth Inc. from communications industry PAC's include \$200 from AT&T's AMTEL PAC, \$1,250 from General Telephone & Electronics Corp.'s Good Government Club, \$1,200 from the MCI Telecommunications Political Action Committee, \$1,600 from the National Cable Television Association's Political Action Committee, \$800 from the Political Action Committee of Time Inc., and \$1,000 from the Oak Industries Political Action Association.

To Dingell, donations from communications industry PAC's included \$500 from AT&T, \$500 from MCI, \$250 from Michigan Bell Telephone Co.'s MICHHELLPAC, \$500 from the NCTA and \$250 from Time Inc. □

Competitors for RKO stations turned down by Supreme Court

High court refuses to upset decision requiring commission to reconsider its denials of KHJ-TV and WOR-TV

Hopes of Fidelity Television Inc. and Multi-State Communications for a quick end to their drawn-out efforts to acquire two of RKO General Inc.'s television stations were dashed last week. The U.S. Supreme Court refused to review the decision of a lower court that directed the FCC to give further consideration to its decision to deny renewal of RKO's licenses for the stations, KHJ-TV Los Angeles and WOR-TV New York.

The commission's denial of those renewals had been hinged to the denial of renewal of WNAC-TV Boston, in an order issued in January 1980. But the U.S. Court of Appeals in Washington had affirmed the commission only in the WNAC-TV case.

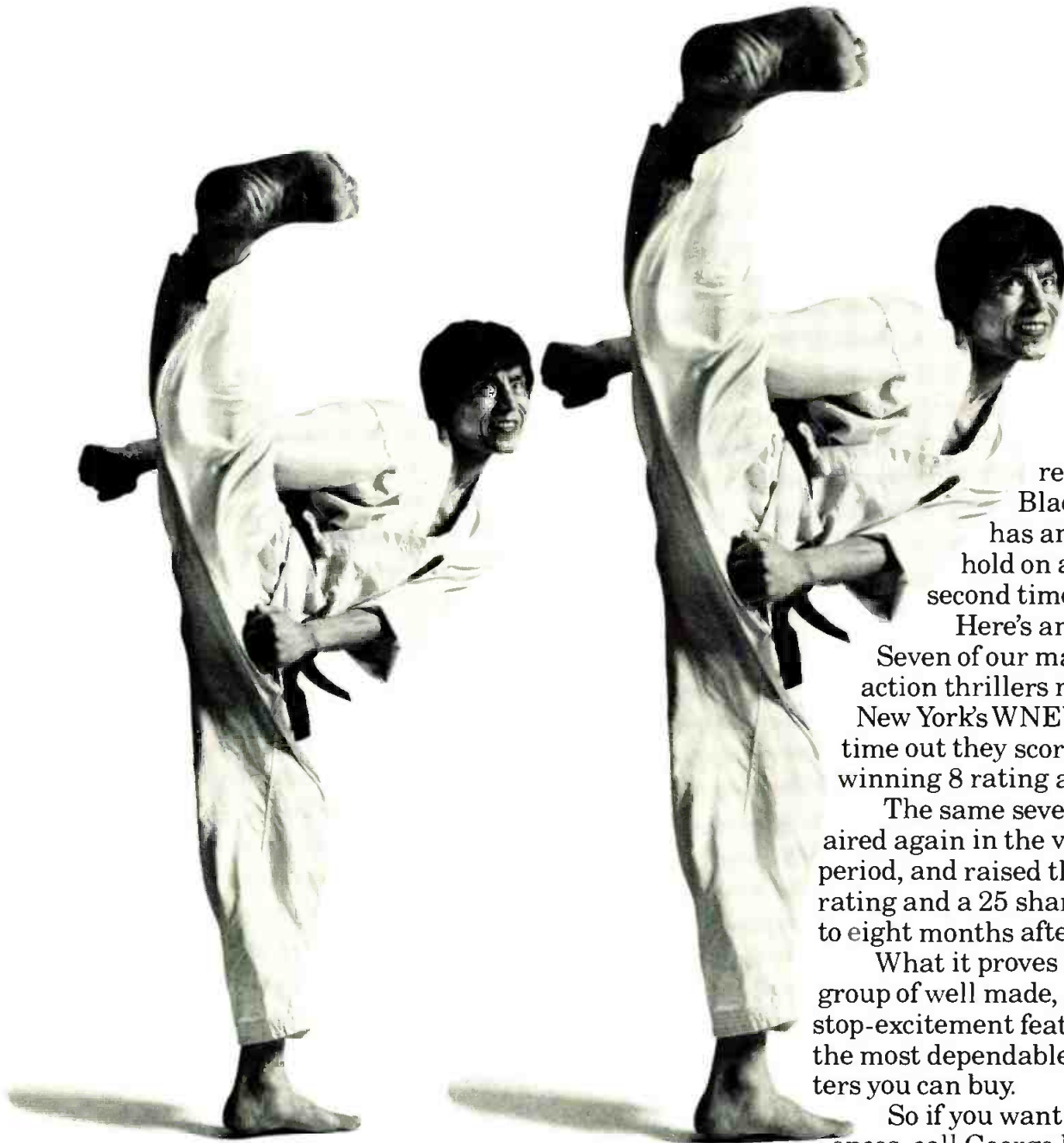
The commission had denied renewal of all three on several grounds, but the appeals court affirmed on only one—lack of candor. The commission had found that RKO had withheld evidence concerning the wrongdoing of its parent, General Tire & Rubber Co.

And the appeals court said the finding could be applied only to the WNAC-TV pro-



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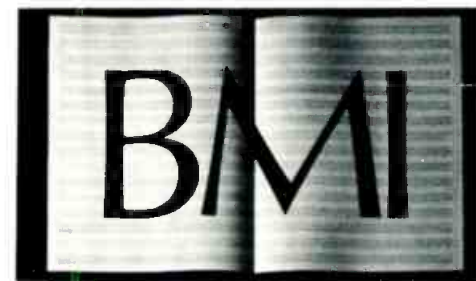
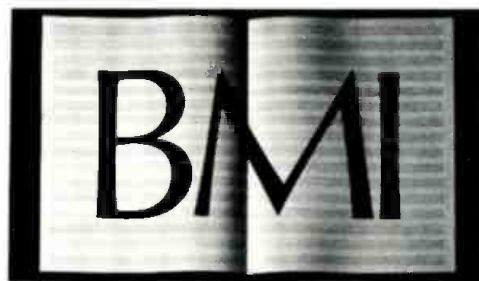
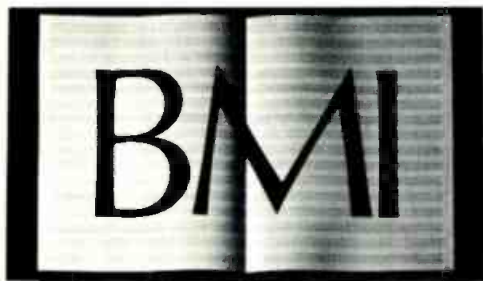
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John Lennon (PRS)	John Coltrane
Yoko Ono (PRS)	Clare Fischer
Dolly Parton	David Sanborn
Al Jarreau	B. B. King
Rick Springfield	Michael Nesmith
Aretha Franklin	Gary Burton
James Ingram	John Williams
Oak Ridge Boys	Jerry Hey
Chet Atkins	Leos Janacek
Al Green	Miles Davis

Tony

Maury Yeston
Best Score of a Musical:
"Nine"
Tom Eyen
Best Book of a Musical:
"Dreamgirls"

Pulitzer

Roger Sessions
1982 Pulitzer Prize in Music
Milton Babbitt
Special Pulitzer Citation



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Oscar

Peter Allen
Carole Bayer Sager
*for their original song,
"Arthur's Theme"*

Country Music Association

Oak Ridge Boys
Barbara Mandrell
Alabama
George Jones
Terri Gibbs
David Frizzell
Shelly West
Chet Atkins
Bobby Braddock
Curly Putman

Academy Of Country Music

Alabama	Merle Haggard
Oak Ridge Boys	Ricky Skaggs
Al Gallico	David Frizzell
Buddy Emmons	Shelly West
Johnny Gimble	Joe Osborn
Sandy Pinkard	Curtis Stone
Dallas Frazier	Desperado's
Barbara Mandrell	Strangers
Juice Newton	



BMI



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N GREAT SHAPE!

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TAC
DOUGH

FROM BARRY & ENRIGHT

"THE ONES YOU
CAN COUNT ON"

WKZO, GRAND RAPIDS, 7:30 PM, 10/24

#1 IN T.P.
ZAPS "P.M. MAGAZINE"
AND "MUPPETS."

WTVJ, MIAMI, 10:00 AM, 5/30

#1 IN T.P.
TOTALS "RICHARD SIMMONS" AND
"DIFF'RENT STROKES."

ceeding, in which the lack of candor was said to have been demonstrated.

Fidelity, which has been seeking the license for KHJ-TV since 1965, and Multi-State, applicant for the WOR-TV facility since 1972, contended in their petitions for review that the appeals court had exceeded its authority in imposing its view of proper procedures on administrative agencies.

The Justice Department, which represents the FCC before the high court, had opposed review of the lower court's decision.

The key station in the decision—WNAC-

TV—is now being operated by the successful applicant, New England Television Corp., as WNEV-TV.

Still to be decided, along with the fate of the RKO television stations in Los Angeles and New York, is the fate of 13 other RKO broadcast licenses. The appeals court is considering a commission decision to designate them for hearing—in view of the adverse finding regarding RKO's character—but in a consolidated proceeding in which competing applications would not be permitted. Would-be contestants for some of the licenses involved appealed that order. □

Washington Watch

Networks turned down. Supreme Court will leave it to lower court to determine fate of \$2.3-million bill five major Hollywood studios have presented to ABC and CBS as result of search for records networks subpoenaed. High court rejected networks' petition that it review appeals court decision that went against them. ABC and CBS had subpoenaed material in response to antitrust suits Justice Department filed against them and NBC in 1974. Movie companies—Columbia Pictures Industries Inc., MCA Inc., Gulf & Western Industries Inc., MCA Inc., 20th Century-Fox Film Corp. and Warner Communications Inc.—protested that document search took on "the dimensions of a small industry." And they complied with subpoena only after being ordered to do so by U.S. district judge. Same judge later denied their claims for reimbursement. However, U.S. Court of Appeals for Ninth Circuit directed lower court to reconsider that decision. That led to networks' petition that Supreme Court denied last week. Networks said district judge's order should be final. □

NTIA funding. Senate has passed bill to fund National Telecommunications and Information Administration at up to \$12.4 million in fiscal year 1983 and to permit U.S. to appoint private-sector representatives to participate in international conferences. On motion by Senator Harrison H. Schmitt (R-N.M.), Senate amended bill (S. 2181) to require NTIA to conduct "comprehensive study" of long-range telecommunications and information goals of U.S. and to require U.S. to review its procedures for developing policy in these areas. To be included in study by NTIA, said Schmitt, is consideration of options proposed in recent Office of Technology Assessment report including proposal that U.S. and other developed countries enter into joint ventures with developing countries to construct, launch and operate common satellite system. Further action on NTIA authorization awaits action by House, where Energy and Commerce Committee has reported bill (H.R. 6162) to fund agency at up to \$12.4 million in 1983 and \$12.3 million in 1983. □

Delayed action. Federal Trade Commission will delay closing four of its 10 regional offices as originally proposed (BROADCASTING, April 26). FTC Chairman James Miller says commission will take no action until further discussion with Congress and investigation of matter at agency itself. □

NAB proposed exclusivity rulemaking. National Association of Broadcasters last week urged FCC to issue notice of proposed rulemaking on petition by Henry Geller, former head of National Telecommunications and Information Administration, requesting restoration of full syndicated program exclusivity and review of commission's policies concerning cable carriage of sports (BROADCASTING, May 31). "The absence of syndicated exclusivity rules is an anomaly which flies in the face of the commission's deference to the marketplace," NAB said. "A natural, fundamental and long-standing feature of that marketplace is that broadcasters and program suppliers have bargained over and agreed upon exclusivity for syndicated programs," NAB said. Although NAB supports congressional codification of syndicated exclusivity, NAB said FCC shouldn't wait for outcome of what could be uncertain legislative process. □

NTIA appointment. Former California state police official who headed security for then-Governor Ronald Reagan has been named associate administrator of National Telecommunications and Information Administration. Dennis LeBlanc, 35, who has been special assistant to President in White House military office, will take over new duties on June 21, according to Bernard J. Wunder Jr., NTIA head, who appointed him. He will be responsible for policy analysis and development. LeBlanc worked as communications consultant and then telephone power representative for Pacific Telephone & Telegraph, from 1977 to 1979. During Reagan's presidential campaign, LeBlanc served as advance man. □



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First 'Cable Day' gives critics chance to rub elbows with programmers

Panel sessions, news conferences and suites are featured during TV critics association meeting

For the nation's top television critics, it was a chance to meet and talk with representatives of major cable television program services. For these cable services, it represented yet another step toward parity with the four broadcast television networks.

The first "Cable Day" took place June 12 at the Sheraton-Universal hotel in Los Angeles as part of the Consumer Press Tour, during which TV critics are brought to the West Coast to screen programs and interview network personnel. The full day of cable-related activities was jointly sponsored by the Television Critics Association and Women in Cable, and was sandwiched in between a CBS-sponsored event in Phoenix and presentations by PBS, ABC, and the TCA itself. NBC kicked off the tour on June 4 at the Century Plaza hotel in Los Angeles.

The cable story was told in a series of panel sessions, news conferences, a luncheon debate and hospitality suites featuring some of the most senior executives in cable programming. Three representatives had to cancel their appearances at the last minute: National Cable Television Association President Thomas Wheeler, USA Cable Network President Kay Koplovitz, and The Entertainment Channel's senior vice president of programming, Arnold Huberman. Nevertheless, the day's offerings were pronounced a success by organizers, who cited a recent TCA survey indicating 95% of the group's members "wanted more information on cable TV programming."

Morning sessions focused on "The New Cable Audience," from the perspective of advertising and investment company representatives; "Cable and Its Critics," as seen by cable programmers; and "The New Services," explained by officials from six newly formed ventures.

The panels were followed by a debate between Satellite News Channels President William Scott and Turner Broadcasting System President Robert J. Wussler regarding the distinctions between their respective all-news services.

Eleven services hosted reporters in hospitality suites following the luncheon debate, providing interviews with execu-



Cable responds to its critics. L-r: Michael Fuchs, Home Box Office; Greg Nathanson, Showtime; Dave Kenin, USA Cable Network; Chet Simmons, ESPN; Robert Pittman, Warner Amex Satellite Entertainment Co.; Brian Lamb, C-SPAN, and Barbara Ruger (moderator), The Disney Channel.

tives and personalities as well as a chance to screen programs and pick up promotional material. Several news conferences involving the services were held Friday and Saturday as well.

□

Home Box Office, the nation's largest pay cable television program provider, is involved in producing four made-for-television motion pictures for exclusive first-run use on HBO. Michael Fuchs, HBO's executive vice president for programming, made the announcement June 12 during the first "Cable Day" presentation on the semi-annual consumer press tour in Los Angeles.

Fuchs told reporters at the Sheraton-Universal hotel that the films are budgeted at between \$2 million and \$5 million, and will probably be available for foreign and domestic syndication on television and in theaters after their initial HBO run.

"We are going to be very aggressively involved in made-for-pay movies," Fuchs declared during a morning panel discussion, "Cable Responds to Its Critics." He added that these films "will not be about three nuns trapped in an elevator," but instead will be highly professional, adult entertainment. Initial projects include: *The Glitter Dome*, an adaptation of Joseph Wambaugh's story of a Hollywood murder investigation; *Sakharov*, a biography of the Russian physicist; *The Bleeding Heart*, based on the French novel of the same name, and *The Blood of Others*, an adapta-

tion of Simone de Beauvoir's romance novel. All projects are in the development stage, but production is considered a near certainty. The four would be added to two other previously announced made-for-pay films HBO is planning to begin producing this summer, *The Terry Fox Story* and *Chandlerstown*.

At a news conference held later, HBO announced it has acquired previously-aired National Geographic specials for their first run on pay TV. The series is currently underwritten by Gulf Oil and produced by noncommercial WQED-TV Pittsburgh. The Public Broadcasting Service has exclusive rights to the original segments of the series through 1987, which means the 12 shows seen on HBO will be mostly from the late 1960's and '70's.

Other original productions announced by HBO include nine additions to the service's legitimate theater tapings and five dramatizations of popular American short stories.

Fuchs stressed HBO is moving into movie production not for economic reasons but to broaden the appeal of the program service and provide good entertainment. "There is a scarcity of good entertainment on television, including commercial TV, basic cable, pay cable, STV, and the rest," he said. "I want everyone to have HBO."

Pay television, Fuchs continued, "is still the best medium for the presentation of movies." He criticized the assembled re-



New services. L-r: Sarah Frank, The Entertainment Channel; James Perkins, Daytime; Jonathan Hayes, Group W Satellite Communications; Robert Turner, CBS Cable; Loreen Arbus, Cable Health Network, and Vivian Horner (moderator), Warner Amex Cable.

porters for focusing too much on the specialized and business aspects of new video technologies, claiming "narrowcasting is not something we said we'd do. You people put narrowcasting into our vocabulary ... We're after the mass audience."

Maintaining a broad appeal means that HBO will restrict the number of R-rated movies it shows, said Fuchs, noting the service's strict standards and practices posture. "We don't give people enough R's, according to our subscribers," he pointed out. "We could be more successful if we played the R hand more heavily."

Overall, Fuchs feels most subscribers are pleased with what they are getting from HBO, estimating that about half of 1% leave the service each month because they are unhappy with the programming.

The newly-launched pay cable program service, The Entertainment Channel, is acquiring several television series that were canceled by the commercial networks before enough episodes were produced to make syndication through traditional means profitable.

Sarah Frank, director of programming for The Entertainment Channel, revealed during a panel session on "Cable Day" that, beginning in July, *Limited Edition* will showcase episodes from canceled series originally shown on all three commercial networks.

Programs featured in the weekly presentation include: *The Associates*, originally



One on one. Cable news executives William Scott and Robert Wussler traded barbs on familiar ground during their Cable Day exchange on the subject of their Satellite News Channels and Cable News Network services, respectively. "CNN is now a credible and reliable news source," Turner Broadcasting System chief operating officer Wussler proclaimed. "CNN has become the place to turn to when news is breaking." Countered Scott: "Give us 18 minutes and we'll give you the world." After repeating the slogan that one of SNC's partners, Group W, has used for years in its all-news radio formats, Scott predicted that the ABC/Group W venture would deliver hard news in more easily digestible form than CNN when SNC begins June 21. But Wussler argued that CNN offers the viewer "more than 18 minutes. Give me an hour and I'll give you the *New York Times*." Moderating the debate was Lucille Larkin, executive director of the Cable Television Administration and Marketing Society.

seen on ABC-TV in 1979-80; *Paul Sand: Friends and Lovers*, seen on CBS-TV in the fall of 1974; *Skag*, telecast by NBC-TV in 1980; *When Things Were Rotten*, produced by Mel Brooks and not picked up by a network. Others being considered for acquisition include: *United States*, *The Lazarus Syndrome*, *He and She*, *My World and Welcome to It*, *Highcliff Manor*, and *America 2 Night*.

Frank emphasized The Entertainment Channel's attempt to cultivate a "premium television network" image, noting that virtually all of the service's programming are exclusive. By the end of 1982, according to Frank, the venture should reach 3.7 million homes and should reach the break-even point in terms of profitability by "the mid-1980's."

Daytime, the basic cable television program service offered by Hearst/ABC Video, will expand its present four-hour daily program schedule into other time periods, perhaps as early as the second quarter of 1983, according to James Perkins, president and chief operating officer of the joint venture.

Perkins, who made the announcement at a press conference prior to the Cable Day presentation in Los Angeles, said the present service, directed at women, could include new formats and content as it expands into morning, prime time, and late fringe periods next year. He added that a new name is also being considered in connection with the expansion.

The cable executive was optimistic about the chances for Daytime's survival, despite conceding that it may be three to five years before the service shows a profit. The joint venture's cultural partner, ARTS, could reach a break-even point within the next two years, he said, and eventually become a major profit center.

Perkins said one problem facing basic

cable services is "bargain basement" advertising rates used in selling long-term contracts. In some instances the rates are much too low to cover costs of programming and distribution, he said. Lack of revenues, coupled with escalating production costs, are likely to lead to the demise of a number of ad-supported cable services within the next few years, Perkins concluded. "It's going to be a long haul to profitability for almost everyone."

During a session on new services, Perkins made the prediction that "HBO will accept advertising within the next three years," that a bill will be introduced in Congress preventing major sporting events from going to pay TV exclusively, and that the U.S. Supreme Court will act on the issue of content regulation vis a vis cable.

The way cable programmers tell it, television critics have yet to get the correct fix on success and failure within the cable industry.

"Maybe you expected us to be born full-blown," ventured ESPN President Chester Simmons, expressing a concern shared by several members of a Cable Day panel allowing executives to sound off on how they have been reported in the press.

"We have answered one of the major criticisms of television," declared C-SPAN President Brian Lamb, referring to his network's continuing coverage of the U.S. House of Representatives, "and all that has been written about us in the *New York Times* are a couple of sentences."

A pet peeve of Warner Amex Satellite Entertainment Co. programming vice president, Robert Pittman, is the belief that duplication of programming by services, along with repeated showings, is not in the public interest. "Duplication gives a consumer control of his or her television," Pittman argued, "That's part of the appeal

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of pay TV."

David Kenin, programming vice president for the USA Cable Network, defended cable's programming image, saying, "we're not recreating the wheel, we're just trying to increase diversity." He pointed out that cable "can afford to focus on different genres than mass appeal TV."

At Showtime, said the pay service's senior vice president for programming, Greg Nathanson, "we're trying to pick the best entertainment for the entire family." Without mentioning any specific criticisms of cable's sexual content, he described the lengths Showtime goes to in determining when or whether to air material with adult themes. The public demand for more sex on cable is there, Nathanson acknowledged, recalling a telephone poll which found that 82% of 35,000 subscribers responding wanted the Showtime series *Bizarre* to be more risqué.

HBO's executive vice president for programming, Michael Fuchs, accused critics of using a network standard when evaluating cable programs, rather than defining "quality" in a more objective way. "We have a different metabolism than commercial TV," said Fuchs. "We are a monthly medium in a sense." When cable produces something of high quality, "it's not paid attention to—it's not a sexy enough story," he argued.

Panel moderator Barbara Ruger, who recently joined The Disney Channel as vice president for marketing, stressed that many services are just starting up: "I have a feeling that many of you [critics] discovered us late and are writing us off early."

Follow-up questioning by reporters centered on the possibility of the World Series being limited to cable or pay-per-view (ESPN's Simmons would not close off the possibility but said major sporting events will probably continue as a broadcast and cable carriage mix), the question of whether cable services are designed for mass appeal (Fuchs and Nathanson agreed they are, Pittman said his service is "not all things to all people") and use of made-for-TV product from commercial networks on cable networks (Fuchs, Nathanson, and Pittman said their services use off-network movies, mostly to fill daytime hours when theatrical product is unavailable).

□

CBS Cable vice president and general manager, Robert L. Turner, denied that the cultural cable network is losing \$40 million to \$50 million a year, as has been reported in recent weeks, and labeled these figures "preposterous" during a Cable Day panel on new program services. Turner, responding to a reporter's question about the profitability of CBS Cable, said he expects the service to break even "about three years from start-up," or in late 1984. He declined to specify how much the advertiser-supported service is losing, conceding "it's been a tough year for advertising revenue." According to Turner, "the business is there" to make CBS Cable profitable. □

ABC-TV dominates daytime Emmys

Network wins 19 awards, including four for its 'General Hospital'; CBS takes 11 and NBC two

The ninth annual daytime Emmy Awards, presented by the National Academy of Television Arts and Sciences during the week of June 7, found ABC-TV as top recipient with 19 awards, while CBS-TV captured 11 and NBC two.

Of the 41 awards, 17 were presented live in a 90-minute telecast on CBS-TV in New York, hosted by Bob Barker, who received an award for hosting *The Price is Right* on CBS-TV. The daytime Emmys honoring special programming and craft achievements were given out in a private ceremony earlier that week.

General Hospital, ABC-TV's long-running soap opera, won four awards. Other multiple winners include the syndicated *Richard Simmons Show*, CBS-TV's *The Guiding Light*, which won for best daytime drama, and ABC-TV's *All My Children*, each taking three awards.

The complete list of Emmy Award winners:

Production

Allen Potter, Joe Willmore and Leslie Kwartin □ For daytime drama series, *The Guiding Light* (CBS).

Robert Sherman □ For game or audience participation show, *Password Plus* (NBC).

Woody Fraser, Nora Fraser □ For talk series, *The Richard Simmons Show* (syndication).

E.V. DiMassa Jr., Fred Tatshore □ For variety series, *The Regis Philbin Show* (NBC).

Performers

Anthony Geary □ For actor in daytime drama series, *General Hospital* (ABC).

Robin Strasser □ For actress in daytime drama series, *One Life To Live* (ABC).

David Lewis □ For actor in supporting role for daytime drama series, *General Hospital* (ABC).

Dorothy Lyman □ For actress in supporting role in daytime drama series, *All My Children* (ABC).

Bob Barker □ For host in game or audience participation show, *The Price Is Right* (CBS).

Phil Donahue □ For host in talk/service series, *Donahue* (syndication).

Merv Griffin □ For host in variety series, *The Merv Griffin Show* (syndication).

Directing

Marlena Laird, Alan Pultz, Phillip Sogard □ For entire daytime drama series, *General Hospital* (ABC).

Paul Alter □ For individual direction of single episode of game or audience participation, show *Family Feud*, 5/29/81 (ABC).

Rob Weiner □ For individual direction of single episode of talk/service series, *Donahue* 1/21/82 (syndication).

Barry Glazer □ For individual direction of single episode of variety series, *American Bandstand* (ABC).

Writing

Douglas Merland, Nancy Franklin, Patrick Mulcahey, Gene Palumbo, Frank Sallsbury □ For dramatic series, *The Guiding Light* (CBS).

Children's programming

Robert Keeshan, Josef Kosofsky □ For production ex-

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The Joker's Wild

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"THE ONES YOU
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WMAR, BALTIMORE, 7:30 PM, 13/27

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BEATS "PEOPLE'S COURT" AND
"EVENING MAGAZINE."

WSAW, WAUSAU, 5:00 PM, 14/38

#1 IN T.P.
BEATS NEWS AND
"HAPPY DAYS AGAIN."



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CAN COUNT ON"

KRBC, ABILENE, 6:30 PM, 24/46

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"YOU ASKED FOR IT."

WLWT, CINCINNATI, 7:00 PM, 9/22

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cellence in entertainment series. *Captain Kangaroo* (CBS).

Joel Heller □ For production excellence in informational/instructional series. *30 Minutes* (CBS).

Diana Karew, Patrick McCormick □ For outstanding children's entertainment special. *Starstruck* (ABC Afternoon Special).

Kler Cilne, Barry Teicher □ For outstanding children's informational/instructional special. *Kathy* (PBS).

Joel Heller, Walter Lister □ For outstanding informational/instructional programing-short format. *In The News* (CBS).

Arthur Allan Seidelman □ For outstanding individual direction in single episode of series or special. *She Drinks A Little* (ABC AfterSchool Special).

Paul W. Cooper □ For outstanding music composition/direction for single episode of series or special program. *The Unforgivable Secret* (ABC AfterSchool Special).

Tom Hurwitz □ For outstanding cinematography for single episode of series or special program. *Horsemen Of Inner Mongolia* (Big Blue Marble) (syndication).

Peter Hammer, Allen Kirkpatrick □ For outstanding film editing in single episode series or for special program. *Horsemen Of Inner Mongolia* (Big Blue Marble) (syndication).

Others

Joseph Solomito, Howard Zweig, Diana Wenman, Jean Dadario, Barbara Martin Simmons, Lawrence Hammond, Robert Ambrico, Larry Strack, Vincent Senatore, Jay Kenn, Trevor Thompson, Len Walas, Al Lemanski, Charles Eisen, Rogert Haenelt, Barbara Wood □ For technical excellence for daytime drama series. *All My Children* (ABC).

James Ellingwood, Mercer Barrows, Grant Velle, Thomas Markle, John Zak, Jim O'Daniel, P.K. Cole, Vikki McCarter, Diane Lewis, Katherine Kotarakos, Debbie Holmes, Dominic Messinger, Jill Farren Phelps, Charles Paul □ For design excellence for daytime drama series. *General Hospital* (ABC).

Yanna Krotzy-Brandt, Mary Ann Donahue □ For special

classification of outstanding program achievement. *FYI* (ABC).

Elaine Meryl Brown, Betty Cornfeld, Mary Ann Donahue, Joe Gustaltis, Robin Westen □ For special classification of outstanding individual achievement-writing. *FYI* (ABC); and **Bernard N. Elsmann** □ For *The Body Human: The Loving Process—Women* (CBS).

Alfred R. Kelman □ For special classification of outstanding individual achievement-directing. *The Body Human: The Loving Process—Women* (CBS).

Elwood Kieser, Mike Rhodes, Terry Sweeney □ For outstanding achievement in religious programming series. *Insight* (syndication).

Sanford Bell, Hal Classon □ For outstanding individual achievement in any area of creative technical crafts—technical direction/electronic camerawork. *The Guiding Light* (CBS); and **Lawrence Hammond, Nicholas Mutak, Thomas Woods** □ For *All My Children* (ABC).

Bob Keene, Griff Lambert □ For outstanding achievement in any area of creative technical crafts—art direction/scenic design/set decoration. *The Richard Simmons Show* (syndication).

Everett Melosh □ For outstanding achievement in any area of creative technical crafts—lighting direction. *One Life To Live* (ABC).

Nancy Simmons □ For outstanding achievement in any area of creative technical craft—costume design. *The Richard Simmons Show* (syndication).

Claude Bonniere □ For outstanding individual achievement in children's programming—art direction/scenic design/set decoration. *Why Mother Was Never A Kid* (ABC AfterSchool Special).

Steve Palacek □ For outstanding individual achievement in children's programming-audio. *An Orchestra Is A Team. Tool* (CBS Festival of the Lively Arts for Young People).

Judi Cooper Sealy □ For outstanding individual achievement in children's programming—make-up and hair design. *My Mother Was Never A Kid* (ABC AfterSchool Special).

Ray Favata, Michael J. Smolin □ For outstanding individual achievement in children's programming—graphic design. *The Great Space Coaster* (syndication). □

FM leads in McGavren-Guild radio survey

Listener study finds 'psychological' preference for FM; most listen for entertainment and companionship

McGavren-Guild Radio, New York, has completed a comprehensive study of people's perception of radio listening, including time spent with AM or FM, daypart activity and location of and reasons for listening.

The study, titled *Listening to the Listeners*, was prepared by McGavren and Robert L. Balon Associates, Austin, Tex., which performed the field work. A total of 1,700 telephone interviews were completed among respondents aged 18-to-54.

Those interviewed said they spent more time with FM (59%) than with AM (40%), with younger groups spending an even larger amount of their time with FM. For example, 89% of men and 85% of women 18-to-24 said they spent most of their time with FM.

Morning and afternoon drive times, as expected, were the strong periods for radio listening. And listening in the automobile dominated listening locations. Listening in the car was reported by 29%; at home, 19%; at work, 8%; car and home, 23% and car and work, 6%.

Asked why they change stations while driving, 34% of the respondents said there was "too much repetition"; 28%, "songs that took me out of my mood"; 11%, "songs that I did not like," and 9%, "I'm

just always turning the dial."

In reply to a question on why they listen to the radio, the sample gave these answers: entertainment, 83%; "keeps me company," 77%; favorite songs, 72%, and weather and news, 40%.

McGavren commented that the answer to one question indicated that listeners are psychologically "sold" on FM. They were asked whether, if an AM and an FM station were playing similar music formats, they would be more likely to listen to the AM or the FM. The reply was 59% FM; 14% AM, and 27%, if AM reception improved.

Asked to rank a list of elements in radio that they considered "very important," 59% of the respondents mentioned telephone lines available for listener requests; 64% "hearing the current hits;" 58% time and temperature; 55% special music programs; 38% humorous disk jockeys, and 37% news and weather. □

Grossman optimistic on PBS's future

PBS president tells press day crowd future is brighter after Hill budget restoration

The president of the Public Broadcasting Service last week pronounced himself "cautiously optimistic" about the survivability of the noncommercial television network, referring with pride to an increase in viewership and a \$2-million budget surplus this year. More than that,

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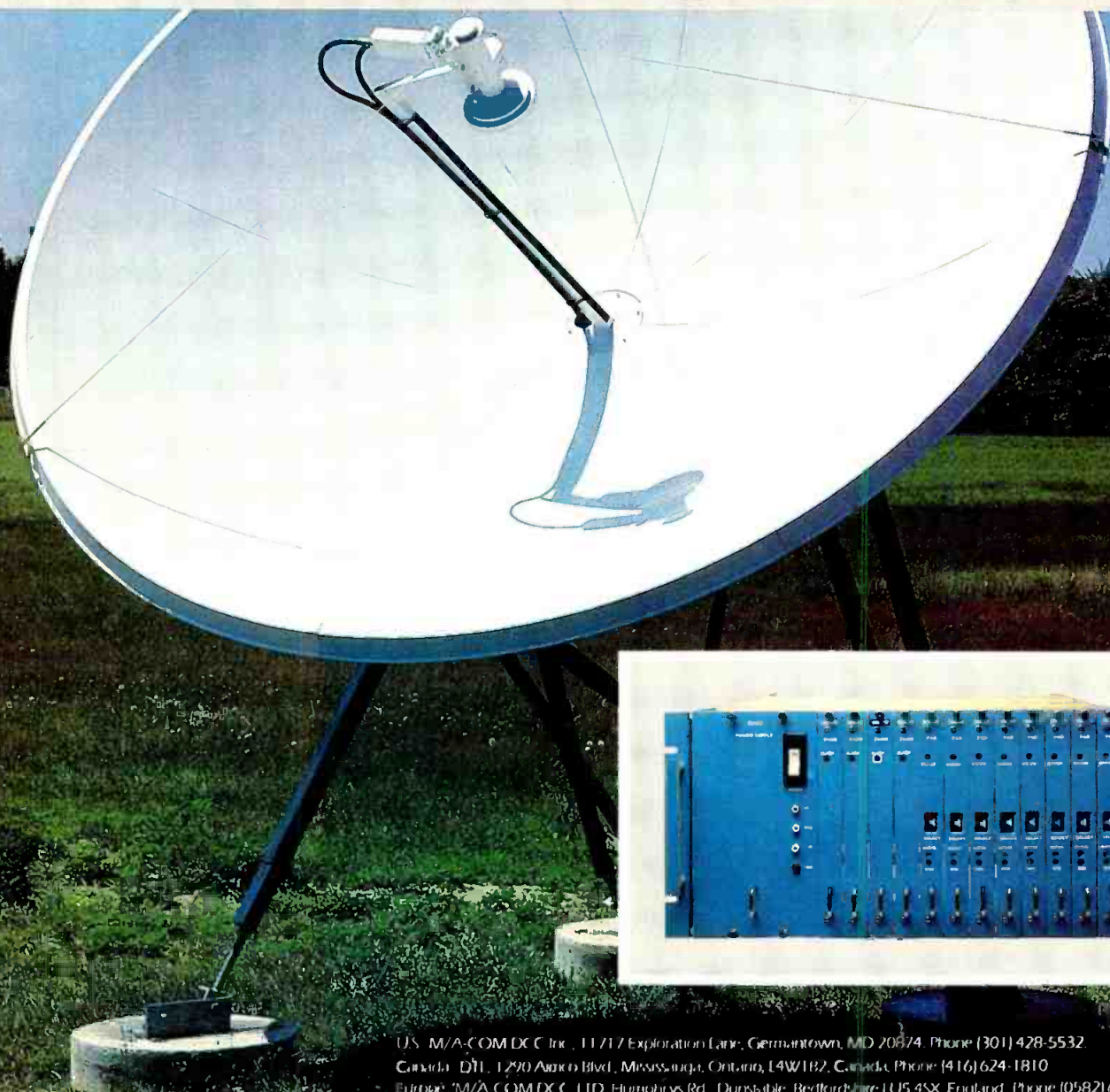
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Lawrence Grossman told reporters participating in the Consumer Press Tour last Monday, he is encouraged by signs that Congress may not cut the PBS budget as drastically as had been originally predicted. A House-Senate conference committee voted to restore \$24.4 million to the 1984 appropriation two weeks ago, bringing the total to \$130 million (BROADCASTING, June 14).

"We're seeing a blue sky out there," Grossman told media critics gathered at the Century Plaza hotel. "You could say we're cautiously optimistic."

The network will have to scale down its operations as a result of the recent budget cuts, Grossman conceded, but added that PBS will offer as much first-run material next fall and winter as it did last season.

The executive cited Nielsen surveys giving PBS a weekly audience of about 90-million persons, a 7% increase in-prime-time viewership in a year. Grossman reported that about half of all TV house-

holds tune in a PBS program at least once a week.

The network's modest budget surplus will be used to cushion PBS against the shock of belt-tightening and to replace old equipment, he said.

Grossman said PBS research indicates that the network is gaining more viewers in areas served by cable than in nonwired communities, partly because the "UHF handicap" is reduced and partly because viewers seek the service "for quality in entertainment and information." He estimated that 41% of noncable subscribers watch public television, compared with 58% of basic cable subscribers.

"Technology alone is not going to solve our problems," Grossman warned, discounting the notion that new video program services might overshadow public television. He added that a "major announcement" will be made in July regarding the PBS plan to share its satellite transponders with commercial services.

PlayBack

Philly feeds. Democratic National Committee will provide free radio actualities from its Democratic National Party Conference in Philadelphia June 23-27. Four-to-five minute reports will be updated about every two hours and will be available by calling (215) 823-5619. For more information: Robert Hirschfeld, DNC, (202) 797-5969.

Marketing move. ABC Marketing Services, unit of ABC Radio Enterprises Inc., has relocated from New York to Los Angeles, headquartering at Watermark, radio producer and syndicator acquired by ABC in January, 1982. Activities of unit will be directed by Watermark president, Tom Rounds, and general manager, Ralph Smith. ABC Marketing carries out advertising and promotion campaigns for radio stations and services.

Honored. WJSU-FM Jackson, Miss., noncommercial station operated by Jackson State University, has been named "Station of the Year" by Black College Radio Association, division of Collegiate Broadcasting Group, Atlanta, Ga. WJSU, which is managed by Omega R. Wilson, has received FCC permission to increase power from 100 w to 3 kw. Award was presented at annual convention of Black College Radio Association, held in Atlanta and attended by delegates from over 100 colleges and universities. Eugene Jackson, president, National Black Network, was keynote speaker at event. Collegiate Broadcasting Group was formed to disseminate information about broadcasting to black college radio licensees.

O'Connor expands. O'Connor Creative Services, Hollywood-based radio production company, has acquired comedy library and other radio features from Hollywood-based From Studio B Co. Programs to be syndicated by O'Connor include *From Studio B*, *Somewhere Over the Radio There's . . . Rock Comedy*, *Rick Dees's American Morning Laugh Track*, *On This Day*, *Biff Owens Sports Exclusive*, *Radio Hotline* and *Cinemascore*. From Studio B's managing partner, Merrill Barr, joins O'Connor as marketing director for all properties.

In the marketplace. Real Radio Co., Pasadena, Calif.-based syndicator, is distributing two weekend specials, *A Statler Brothers Weekend* and *The Country Chronicles*, during summer in association with firm's real country format. *The Royalty of Rock*, multipart radio documentary produced by Goodphone Communications, is set for fall release by TM Programing of Dallas.

New life. *Satellite Live*, national radio call-in show about people and news in entertainment industry, will begin airing before live audience at Universal Studios on June 27. Previously syndicated by Tuesday Productions, San Diego, 22-month-old weekly program is now joint venture between its executive producer, Jeffrey Sudikoff, and Dick Orkin's DOCSI Corp., Los Angeles. It also has new host, Eric Boardman, formerly of Chicago's late-night syndicated program, *Second City*, and growing list of new features, including reviews and comedy routines. With *Satellite Live* now in 50 markets, Sudikoff and Orkin say they're talking with several major networks about picking up show.

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ABC details new morning news show

ABC-TV will introduce a new, early-morning news program, *ABC News This Morning*, beginning July 5, from 6 to 7 a.m. (NYT). Affiliates learned of the new program last Tuesday in a closed-circuit feed presided over by ABC News President Roone Arledge in New York, while reporters attending the Consumer Press Tour in Los Angeles were told by ABC News Senior Vice President Richard Wald the same afternoon. Wald said the decision to introduce the program was made earlier this year, but the timetable was moved up to compete directly with NBC's *Early Today* news broadcast, which will occupy the same time period and also will premiere July 5.

"The show will have four repeating segments of 15-minutes each," Wald explained. "Each of those segments will contain a news segment, a sports/weather/business news segment and a background and regional news segment, each about five minutes in length. We'll repeat and add to the material throughout the hour." According to Wald, the program's format is designed to allow stations to cut in and out in 15-minute increments.

Steve Bell, who will anchor *This Morning* as an adjunct to his current duties as news anchor for *Good Morning America*, said the program will stress "hard news, particularly business news." Other talent for the program, including a sports and weather anchor, were not announced.



ABC heavyweights. Richard Wald (l), senior vice president, ABC News, at Los Angeles press tour for TV critics with network correspondents (l-r) Sander Vanocur, Richard Threlkeld and Sam Donaldson.

although Wald said they would not include any other "major contributors" to *Good Morning America*. The executive producer is Robert E. Frye.

Wald said ABC research had indicated several important characteristics of early morning viewers: They are interested in hard news, they come and go throughout the morning and they do not pay full attention to their television sets.

Wald said that as a result of the speed-up in preparations for *ABC News This Morning*, development of the network's new late-night news program has been put "in the deepfreeze" for a while, although the Oct. 25 launch date for the midnight-1 a.m. program has not been changed. He said that former NBC talk show host, Tom Snyder, among others, is being considered to anchor the show. □

Reagan ends radio series

Some stations ran whole series, while others used excerpts in news shows; still other stations used few to none, principally citing 'political' nature of broadcasts and equal-time problems

President Reagan recently concluded a 10-week series of five-minute Saturday radio talks, broadcast live from the White House, Camp David, Barbados and, the last, Versailles. The general response, according to an AP Broadcast Services survey, has not been overwhelming. A White House spokesman insisted, however, that the response to the series so far has been "good."

Of the 250 stations responding to the AP survey, about half said they carried the Reagan broadcasts, which addressed such topics as student loans, the economy, defense and the history of America's alliances. Of those who carried the chats, about two-thirds gave the Democrats time to respond while the remaining stations did not.

Those stations opting not to carry the Reagan addresses cited everything from baseball and opera broadcasts to format conflicts in explaining their decisions. Others felt the talks were simply political and not worthy of news coverage. One respondent to the AP survey commented that if Reagan "wants to politic, let the GOP pay for it."

The speeches were carried by most of the major radio networks, including ABC, NBC, Mutual and Sheridan. CBS was the notable exception, citing potential triggering of the fairness doctrine as its reason for not carrying the broadcasts. The network did, however, carry portions of those talks that it deemed newsworthy in the course of regular news broadcasts. One respondent to the AP survey whose station did not carry the Democratic Party

NewsBeat

Court guidelines. Wayne Godsey, president of Radio-Television News Directors Association, last week urged all journalists to reexamine voluntary bar-bench-press guidelines in their states in view of ruling of Washington state judge. Judge Byron L. Swedburg, in ruling affirmed by state's supreme court, held that reporters could attend pretrial hearing in murder case only if they agreed to abide by state's voluntary bar-bench-press guidelines in their reporting. Godsey, news director of WTMJ-TV Milwaukee, said RTNDA members and other electronic journalists should work with press groups to impress on state courts that guidelines are intended to be voluntary. Godsey said judges must be made to understand that guidelines "are simply that—guidelines, not rules, and that in deciding upon news coverage of pretrial hearings or any other court proceedings, the journalist must decide what to broadcast or publish based on the facts of the individual case." □

If . . . Judge John J. Sirica, presiding judge in Watergate break-in trials, says that if President Nixon had been convicted in his court, "I would have imposed a jail sentence." He made comment in series of interviews with Group W Washington news bureau chief Jerry Udwin for airing last week—10th anniversary of Watergate break-in—on Group W's Newsfeed TV cooperative and Group W radio stations. Judge Sirica, now 78 and semiretired, was one of several figures from Watergate era covered in series. □

Camera access to courts. New York Senate Assembly passed by vote of 78 to 61 proposal that would provide 18-month experiment in permitting television cameras in courtrooms. Same bill was voted down by assembly last year when it received only 34 affirmative votes. Measure now goes to New York State Senate for consideration.

responses was quoted as saying that "for one reason, none of [the Democrats responding] is President."

Most of the news directors of the stations carrying the Reagan talks, and/or the Democratic rebuttals, indicated there was very little response, pro or con, to either series of broadcasts. Among those who did carry the addresses, one said he did so even though he found the subject matter "boring." Others found them to be "little more than five-minute political announcements," the AP survey reported.

John Merli, news director at KSJN-AM-FM Minneapolis-St. Paul, said his AM station carried the first broadcast but had decided beforehand that "the President should not be given an open mike ... unless an urgent matter was at stake. He rarely gave his topic until air time, which solidified our position further." Merli noted that a second Reagan talk, on the Falkland Islands crisis, was carried in its entirety and that the station often carried smaller segments of subsequent speeches as a part of regular news broadcasts.

AP noted that the lack of advance notice proved troublesome to the Democrats tapped to give the response, not knowing what subject to prepare for. After Reagan's final broadcast from Versailles on the subject of the history of American alliances, Senator Howard Metzenbaum (D-Ohio) responded with a talk about the economy, "backing into that topic by criticizing the president for not mentioning it," reported AP. □



Another notch. Walter Cronkite, CBS News special correspondent, received the trustee's award of the National Academy of Television Arts and Sciences, its highest honor, at a trustees luncheon in New York last week. Cronkite, former anchor of *CBS Evening News* and now of the *Universe* science series, was cited for continued and distinguished service to television. He also was praised for having helped set the tone and standards of the national academy as its president in 1959-60. With him here are John Cannon (l), NATAS president, and Lee Polk, chairman, who made the presentation.

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June 1982

MDS Association at odds with Microband over multichannel pitch

Trade association feels bid would further entrench industry's biggest company; Dawson stresses spectrum efficiency in keynoter during MDS convention

The rift between the MDS Association and the industry's largest entity, Microband Corp., which has applied for multichannel franchises to the FCC, surfaced last week at the association's annual convention in Washington.

Howard Klotz, president and chief executive officer of Contemporary Communications Corp. and MDSA president and chairman, reported the board voted that the FCC should grant "all applicants equal opportunity to multichannel licenses." The Microband proposal would give a preference to companies that already operate MDS systems in markets where they have licenses. Since Microband is the largest MDS operator, with franchises in more than 100 markets, Klotz characterized Microband's proposal as "a monopoly that would be extended." The board's position, he said, is that anyone should be able "to apply for a multichannel license without regard for present markets."

Klotz's statements brought a cordial objection from Frederick Finn, an attorney for Microband who was a panelist at the session where Klotz announced the board's decision. Finn said Microband felt "a flood of applications," similar to the deluge of low-power television applications, would flood the FCC, potentially delaying service for years. And that point was raised again by Microband's president, Don Franco, in a teleconference call with reporters at the Washington Hilton. "The losers would be the existing customers," Franco said. (With the

multichannel approach, Microband is hoping to offer five channels for \$25 [see box this page.] Presently, single-channel systems offering HBO and the Movie Channel charge between \$14 and \$20.

Franco said Microband supported "complete open entry" but that "speed is essential" in introducing multichannel MDS. Franco, who resigned from the MDSA board a month ago, denied there was any rift between Microband and the association. He said he resigned to devote time to other duties. Comments on the Microband proposal are due July 2.

FCC Commissioner Mimi Weyforth Dawson's keynote speech to the MDS Association last Monday that unused spectrum was an "economic waste" spoke directly to the aspirations of an industry pinning its hopes of future growth on a rulemaking allowing it to program more than two channels in a market.

Dawson said the FCC "can't let [the spectrum] lie fallow" when Americans can be served. "We can't let dockets sit because they are tough issues. ... Congress didn't put us here to dodge issues," she said.

Dawson began by reviewing the FCC's history of spectrum management which has included delays, dormant dockets and drawn-out hearings. "What have we wrought?" she questioned. She said domestic satellites were "the one model [the FCC had] of doing something well." With only minimal standards, no hearings, no broadcast-type regulation, and with a financially viable service, domestics got off the ground, she said.

Dawson said she was "not terribly pleased" with the present lottery proposal in H.R. 5008, but hopes a solution can be found, possibly through band sharing or pooling. She was sorry to see the one-year trafficking ban on low-power stations: "Let them give it to someone who will use it," she said.

She also said the FCC had, in the past, "erred on the side of social engineering. If the spectrum is used well, the public in-

terest will be served," Dawson said.

The MDS Association's regulatory panel session brought together Washington figures in the forefront of MDS policy.

Theodore Waddell, chief of the FCC's domestic radio bureau, gave an MDS status report. The FCC had 530 unopposed MDS applications pending as of May 31, he said. Applications can be processed, he said, within 90 days if they are not mutually exclusive. There are 3,361 mutually exclusive applications on file, Waddell said. To date the FCC has granted 333 MDS licenses.

Waddell said incomplete interference studies, and field strength readings, requests for time extensions, Canadian border problems and applications for special temporary authority have been the most frequent problems with MDS applications. Waddell said the bureau "basically has had good cooperation with the industry" and said budget cutbacks won't hurt the licensing procedure.

Charles Walsh, of the Washington law firm of Fleischman & Walsh, had good news on piracy. He said a series of cases has been developed in the last 18 months against manufacturers and distributors in New York, Miami and Denver that are proving to be effective case law. Many other cases "have been settled out of court at substantial rates," Walsh said.

Walsh ran through the details of a \$34,000-damage grant to a Spokane, Wash., MDS operator. The operator was able to prove he could have sold equipment to 19 of the 24 customers to whom a pirate had sold equipment. The average life of an MDS subscriber was found to be 60 months. The judge then multiplied the 19 lost customers by 60 months by the price of the service (\$17.95) and came up with \$21,000. When attorney fees and a \$7,500 damage award was added, the final award came to \$34,000. "Hopefully, these decisions will multiply," Walsh said.

Walsh advised the association to do more in backing antipiracy bills in Congress. "It's imperative the industry become more active," Walsh said. The problem facing piracy legislation is that the Senate measures include all satellite services, in addition to STV and MDS, and a group of private earth station owners (SPACE) "has bogged down theft legislation," in the House. It is unlikely legislation will come in this Congress, Walsh said.

Representatives from the two companies that are licensed to distribute multichannel MDS service gave progress reports on their respective businesses during an MDS panel session.

Philip Merrill, vice president, American

Multichannel niche. Microband's multichannel MDS proposal is based on the belief it can undercut the pricing of a cable programming package by 20%. Paul Bortz, of the research firm of Browne, Bortz & Coddington, Denver, and Microband President Don Franco participated in a conference hook-up with reporters at the MDS Association convention at the Washington Hilton last week to discuss Bortz's MDS research. Bortz envisions five channels (two HBO-like pay services, one basic service, one mini-pay and one mini-basic) costing \$25 per month. Bortz arrived at five channels after a study of radio listening habits, and the buying habits in new cable builds. Where 100% took the first service, only 78% took a second and 35% a third, Bortz said. And though Bortz believes "cable will still be dominant," the four- or five-channel MDS service "can be sold." It also "may be more profitable," said Bortz, based on its low capital costs and high rate of return. Bortz said with 25,000 MDS subscribers, a one-channel system could break even at \$11.70 per month; on a five-channel system \$26.30 per month. "Each additional channel would cost less," Bortz said. Franco said if the FCC approves Microband's proposal, implementation could come within a few weeks after the grant, which Microband is hoping for by early next year.

Cable TV, Phoenix, reported that after a slow start, his two-channel service had 4,000 subs for HBO and 2,000 for Spotlight, the latter with virtually no marketing.

Merrill said when his two-channel system first went on the air, it received interference from a Microband transmitter that also was operating an MDS service. Merrill also reported reception problems with the initial down converters that were purchased. Both problems were corrected, he said.

Merrill's two-channel operation needs two down converters, a costly situation the industry hopes can be reduced if multichannel MDS is approved.

Merrill said each service is priced at \$19.95. Together they cost \$34.95 and part of the HBO package includes sports rights to the National Basketball Association Phoenix Suns. As for interference between the channels Merrill transmits, he said he had "no problem running MDS channels side-by-side."

Richard Vail, president of Channel View, Salt Lake City, is running an eight-channel, experimental operation the FCC authorized late last year (BROADCASTING, Dec. 14, 1981). Vail reported the four transmitters are in place and testing would begin in the next month. The test will go out to 135 people with technical backgrounds who can report on problems in picture quality, Vail said. Vail's experimental license expires at the end of this year.

□

Doug Dexter, director of marketing development, Warner Amex Satellite Entertainment Co., provided the link between cable and MDS in a convention marketing session. "The whole picture of cable has softened tremendously," he said, reciting large capital expenditures stemming from skyrocketing costs of laying cable plant. That will cause cable companies to cut back on the amount of plant they lay, which will leave 20%-30% of the 80 million TV homes uncabled, by Dexter's estimation. And both MDS operators and cable operators (in order to fulfill their franchise agreements) can turn to over-the-air delivery of pay services to fulfill the public's appetite for programming.

Dexter's marketing advice included the use of direct mail and telephone calling to gain initial subscribers. If a large-scale blitz is used, and the company can't install equipment in two weeks, Dexter said many customers will not want the service when the company gets around to them.

Dexter said though Warner has stopped selling programming to SMATV's, it still sells to hotels. He said Warner refers inquiries from SMATV operators for satellite programming to the local MDS operator.

Michael Dubester, vice president, Empire Communications Consultants, New Rochelle, N.Y., suggested MDS operators use the local outlets of national retail chains to help market services. Empire has had success with McDonald's and K-Mart and plans to use a major retailer in Kansas City where Microband is to begin an MDS operation in the next 30 to 60 days. □

Hughes has smooth sail to VOA post

Reagan's choice to head VOA, formerly with 'Christian Science Monitor,' considered noncontroversial; Senate hearing is merely routine

John Hughes, the Pulitzer-prize winning journalist who is President Reagan's choice to head the Voice of America, sailed through his confirmation hearing before the Senate Foreign Relations Committee without a hitch last week. In less than 20 minutes, Hughes, now associate director of VOA's parent, International Communication Agency, gave his assurance that he would uphold the principles of the VOA as enunciated in its charter, and received the congratulations of Senator Larry Pressler (R-S.D.), who, as the only committee member present, presided. "We're lucky to have you in government," Pressler said.

Hughes takes over the Voice as successor to James Conkling, who lasted in the job less than a year. Conkling resigned in March, citing the frustrations of working for the government after a lifetime in private enterprise (BROADCASTING, March 29).

However, Conkling was also said to have grown weary of the sniping from compet-

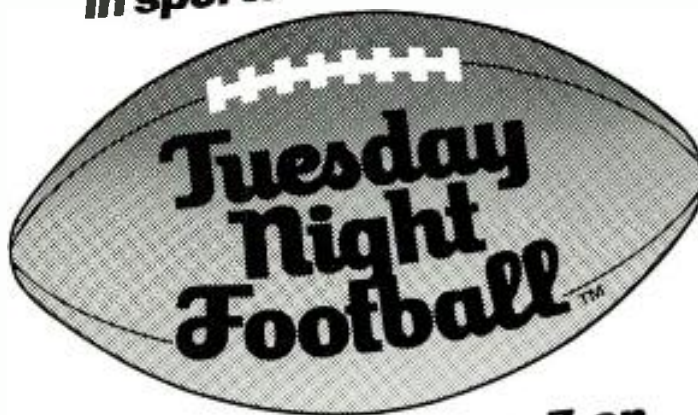


Hughes

ing interest groups. And Hughes, in answer to a question from Pressler concerning allegations the VOA favors "the other side," noted his predecessor had been criticized "from the left and right." But the job of the director, he said, "is to make sure . . . the news service is professional."

VOA has been the center of controversy as to whether it would adhere to professional standards of journalism or allow itself to be used as a propaganda organ by the Reagan administration. And in that regard—both in his statement and in answer to Pressler's questions—Hughes pledged to implement the three principles

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of the VOA charter, which was written into law during the Ford administration.

They are to be "accurate, objective and comprehensive" in reporting the news; to represent all segments of American society, not a single segment, and to present the policies of the United States "clearly and effectively." In connection with that last point, Hughes said VOA is attempting to do that as effectively as a newspaper does on its editorial page, "clearly making the distinction between news and editorials."

Hughes praised the quality of the personnel at the Voice. And he confirmed reports that changes are being considered—in response to suggestions by Frank Scott, director of the office of programs—aimed at involving language service personnel in the production of the news copy they read.

But, like his predecessor, Hughes complained about the lack of resources. "It's no secret VOA is deficient in technical resources and in programing personnel," he said. "The Voice needs to be refurbished." At another point, he said the VOA's equipment has been neglected to the point where "it could be sold to a museum for a lot of money."

Hughes, who is 52, was born in Wales and educated in England, and became an American citizen in 1965. Over the years, he has built a career as foreign correspondent, broadcaster, author, editor and publisher.

Before joining ICA last year, Hughes was known principally for his association with the *Christian Science Monitor*, which he served from 1955 to 1979, as a foreign correspondent, managing editor, editor and manager. He left the *Monitor* to head his own newspaper company, Hughes Newspapers Inc., of Orleans, Mass., which operates three community newspapers and holds interests in other newspapers in the state. He is also the author of two books,

"The New Face of Africa" and "Indonesian Upheaval."

Those books grew out of a distinguished reporting career. Hughes won the Pulitzer Prize for international reporting, in 1967, for his coverage of the Communist coup attempt in Indonesia and the downfall of President Sukarno. He was also the recipient of the Overseas Press Club Award, for an investigation of the international narcotics traffic, in 1971, and Sigma Delta Chi's Yankee Quill Award, in 1977. And he was a Nieman Fellow at Harvard, in 1961-62.

Hughes's broadcast experience was primarily in the service of Westinghouse Broadcasting Co. He was a radio correspondent in the Far East for the group broadcaster from 1964 to 1970, and served as a weekly commentator for Westinghouse's WBZ-TV Boston from 1962 to 1964.

Hughes's nomination is expected to move swiftly through the confirmation process. The full Foreign Relations Committee is set to approve the nomination at a meeting on Tuesday (June 22), and to send it to the Senate floor promptly. "The nomination is not controversial," one committee aide said. □

Financing tops agenda of public broadcasters

Meeting of PBS, NAPTS members will concern itself with money matters; Fowler, Washburn to speak

Members of the National Association for Public Television Stations and the Public Broadcasting Service gather this week in Washington (June 24-27 at the Hyatt hotel in nearby Arlington, Va.) to discuss a variety of issues, many of which focus on

Intermedia

Cutback. Budget reduction of \$9.5 million and lay off of 30-40 staffers is planned at noncommercial WNET(TV) New York. Station board this week is to receive proposed \$46.5 million budget for fiscal year 1983 (as of July 1); FY 1982 budget had been about \$56 million. According to WNET President Jay Iselin, about two-thirds of personnel reduction will come from corporate-management sector. He said station is trying its best to protect program production, with much of cutback in financial, research and legal information services and other areas. □

Long Beach award. Long Beach city council has approved Times Mirror Cable/Knight-Ridder Newspapers joint venture to construct and operate citywide cable system. Two companies currently have separate portions of Long Beach under franchise agreements, which will be combined to create 160,000-home, 667-mile network. □

Georgia peacock. NBC-TV's new affiliate in Savannah, Ga., will be wjcl(Tv) (ch. 22), former ABC-TV affiliate, effective Sept. 11. WSAV-TV Savannah (ch. 3), formerly with NBC, signed with ABC earlier this year. □

NPR venture. National Public Radio plans to announce tomorrow details of its data transmission joint venture with National Information Utilities Corp. (NIU) (BROADCASTING, April 16). New company, INC Telecommunications, will provide digital information service using satellite technology and FM subcarrier channels. NIU board members and officers include Steven Wozniak, founder of Apple Computers, and Kemmon Wilson, founder of Holiday Inns.

“financing the future.”

NAPTS members meet the first two days. The theme of their conference is “Financing the Future: An Inventory of Resources.” The session will open with a speech by FCC Chairman Mark Fowler, followed by a discussion of activities of the Temporary Commission on Alternative Financing for Public Telecommunications which is preparing a report of its findings to Congress. FCC Commissioner Abbott Washburn will close the session with a retrospective of public broadcasting during his term.

Afternoon activities that day include a panel discussion by Corporation for Public Broadcasting officials discussing CPB’s plans for the 80’s and an NAPTS discussion of its education activities.

PBS members convene late Friday afternoon to discuss the PBS/cable project. PBS management will present a statement of principles to guide the project. PBS is still negotiating with cable entities and is not expected to make any major announcement.

On Saturday June 26, PBS’s plan for reorganization and the method for financing that plan will be the focus of debate. Members will additionally be asked to vote on a proposed \$1-million program fund to be supported by the stations (BROADCASTING, June 7). The service’s proposed FY 1983 budget of \$60.5 million also will be a topic of discussion.

The Corporation for Public Broadcasting’s board convenes at the conference on Thursday at 9 a.m. □

Pfister preaches sins of public TV ads

Edward Pfister, president of the Corporation for Public Broadcasting, has gone on the stump to encourage public broadcasters to resist the temptations of broadcast advertising.

“We must never, in my view, permit on-air commercial advertising,” Pfister said in a speech to Nebraska public broadcasters. “We must resist this more-than-ordinarily obvious means of gaining revenue. Though it is enticing, inevitably it will bring about changes in our purpose, our service patterns and our programming.”

Pfister warned that if public broadcasters accept advertising, the medium will “move quickly into the commercial marketplace where other values will inevitably dominate it.” He said the medium must not “seek the largest audience with programs appealing to the least common denominator. Quite the contrary, it must seek those same audiences with programs of the highest quality, programs with challenge.”

Pfister is a member of the Temporary Commission on Alternative Funding for Public Telecommunications which oversees the advertising demonstration project involving 10 public TV stations (BROADCASTING, Dec. 14, et seq). Although he believes that all alternatives should be explored, he remains adamant that advertis-

ing is not the answer for public broadcasting. “Not now. Not in the future. The cost will be simply too great.” □

Eastman radio stations going up for sale

Eastman Radio Inc., New York-based sales representative and station group owner, has put its five radio stations on the block to devote itself to its radio, cable and satellite representation.

Frank L. Boyle Jr., chairman, said Eastman had faced tougher competition than it expected in Jacksonville, Fla., where it owns WAPE(AM), and in other cities where business has been in decline. Eastman also owns WYNZ-AM-FM Portland, Me., and

WIBX(AM)-WIBQ(FM) Utica, N.Y.

Boyle said it was a “matter of priorities and resources,” and that the company feels it’s better to concentrate where traditionally it has been successful, in the rep business.

The Jacksonville and Portland outlets will go first, Boyle said, and preliminary discussions with several buyers have already taken place. Eastman has owned the Jacksonville and Portland stations for 18 months and the Utica stations for less than three years. Waivers of the FCC rules prohibiting the sale of stations owned less than three years will be requested.

Eastman acquired its Jacksonville outlet for \$1,835,000; the Utica facilities for \$1.5 million; the Portland AM for \$375,000 and the FM for \$474,000. □



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Changing Hands

PROPOSED

KOOL-TV Phoenix □ Fifty-two percent sold by Tom Chauncey 51.08% and Homer Lane .81% to Gulf United Broadcasting for about \$48 million ("In Brief," June 14). **Seller** Chauncey will keep co-located KOOL-FM plus ranching, real estate, cattle and Arabian horse business. Lane has no other broadcast interests. **Buyer** is subsidiary of Gulf United Corp., Florida-based insurance conglomerate with additional interests in health care products distribution and group owner of five AM's, six FM's and two TV's which last year bought balance of KOOL-TV stock from Gene Austry for about \$30 million. Last year Gulf United bought six of seven radio stations of San Juan Racing Association before spinning off four of them for net cost of \$33.5 million. E. Grant Fitts is chairman and president. KOOL-TV is CBS affiliate on channel 10, with 316 kw visual, 46.8 kw aural and antenna 1,700 feet above average terrain. *Broker: Howard Stark for buyer.*

WOKS(AM)-WFXE(FM) Columbus, Ga. □ Sold by Associated FM Broadcast-

ing Inc. to Silver Star Communications Inc. for \$2.3 million. **Seller** is owned equally by B. Ken Woodfin and Milton Hirsch, who bought WOKS in 1974 for \$594,500 (BROADCASTING, Nov. 11, 1974) and WFXE in 1979 for \$475,000 (BROADCASTING April 2, 1979). **Buyer** is owned by John R. L. Lee (51%), Allan Joesten and Joseph I. Gray (24.5% each). Lee is president and principal owner of KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, both Texas. Joesten is Rockford, Ill., veterinarian. Gray is Plymouth, Mich., manufacturers representative. WOKS is on 1340 khz with 1 kw day and 250 w night. WFXE is on 104.9 mhz with 3 kw and antenna 290 feet above average terrain. *Broker: Avpro Inc.*

KTGR(AM)-KCMQ(FM) Columbia, Mo. □ Sold by Tiger Broadcasting Corp. to Kelly Communications for \$1,286,250 plus \$375,000 for noncompete agreement. **Seller** is principally owned by W.J. Wheeler, who also owns 25% of KHOZ-AM-FM Harrison, Ark. KTGR(AM)-KCMQ(FM) combination was bought four years ago for \$350,000 (BROADCASTING, July 10, 1978). **Buyer** is principally owned by Jim Mc-

Cruden, who owns 75% of WJOY(AM) (formerly WHIT) New Bern, N.C.; 51% of KJEZ(FM) Poplar Bluff, Mo., and 49% of WQPD(AM) Lakeland, Fla. WHIT was bought this year for \$226,000 (BROADCASTING, March 16), and KJEZ was bought last year for \$600,000 (BROADCASTING, Nov. 2, 1981). KTGR is 250 w daytimer on 1580 khz. KCMQ is on 96.7 mhz with 3 kw and antenna 160 feet above average terrain. *Broker: Chapman Associates.*

KANC(AM) Anchorage □ Sold by Mount Susitna Broadcasting Corp. to Community Anchorage Broadcasting Corp. for \$1,106,750. **Seller** is subsidiary of Yukon Broadcasting Inc., which is owned by Jacqueline Lindauer, who has no other broadcast interests. Lindauer bought station in 1980 for \$530,730 (BROADCASTING, Oct. 20, 1980) and is seeking waiver of three-year rule on grounds of financial distress. **Buyer** is subsidiary of Community Pacific Broadcasting Corp., which is owned by David J. Benjamin, Charles W. Banta (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). CPBC is Gresham, Ore.-based group owner of four AM's and one FM. KANC is on 1080 khz with 10 kw full time.

WVMO(FM) Monroe, Mich. □ Sold by Monroe Broadcasting Co. to Lesnick Communications Inc. for \$570,000. **Seller** is owned by John W. Koehn, who owns WLEN(FM) Adrian, Mich. **Buyer** is owned by Bruce R. Lesnick (70%) and mother, Betty A. Lesnick (30%). Bruce Lesnick is former account executive at WCXI(AM) Detroit, and has no other broadcast interests. WVMO is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KLSN(FM) Brownwood, Tex. □ Sold by Cycles Communications Inc. to Pecan Valley Broadcasting for \$422,000. **Seller** is owned by Louis H. Gonzalez (52%), Ronald G. Leppig and Dennis K. Boyle (24% each), who have no other broadcast interests. They bought station last year for \$225,000 (BROADCASTING, May 4, 1981). **Seller** is seeking waiver of three-year rule on financial distress grounds. Previous owner, GRE Inc., bought KLSN in 1973 for \$34,000 (BROADCASTING, Aug. 20, 1973) and twice proposed to sell it, first to Venture Group for \$135,000 (BROADCASTING, Nov. 13, 1978) and then to Miracle Media Inc. for \$223,000 (BROADCASTING, May 21, 1979), but both deals fell through. **Buyer** is owned by Mary Nabers and husband, Joseph Nabers (67% jointly), O.C. Jarvis (17%) and Marion Baugh (16%). Nabers and Jarvis also own KXYL(AM) Brownwood. KLSN is on 104.1 mhz with 100 kw and antenna 205 feet above average terrain.

WLCO(AM) Eustis, Fla. □ Sold by C-S Broadcasting Corp. to Lake Media Inc. for \$255,000. **Seller** is owned by Peter G. Clark and Wilbur A. Steger (47.62% each) and G. Harold Blaxter (4.76%), who have no other broadcast interests but are applicants for new low-power TV's at West

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6/21/82

Palm Beach, Fla., and Pittsburgh. They bought WLCO four years ago for \$198,500 plus \$12,000 for noncompete agreement (BROADCASTING, July 3, 1978). **Buyer** is owned by Dalton C. Wright, who is publisher of *Lebanon* (Mo.) *Tribune*, 27.5% owner of KLDN(FM) Eldon, Mo., and one-third owner of KVCM(FM) Montgomery City, Mo., last of which he bought last year for \$160,000 (BROADCASTING, Aug. 3, 1981). WLCO is on 1240 khz with 1 kw day and 250 w night.

KOWI-FM Clarinda, Iowa Sold by Southwest Iowa Stereo Inc. to Midlands Communications Inc. for \$275,000. **Seller** is owned by Glenn Olson (60%) and Jay M. Gustafson (40%). Olson owns KQWC-AM-FM Webster City and KSIB(AM)-KITR(FM) Creston, both Iowa, and 90% of KDOM-AM-FM Windom, Minn. **Buyer** is owned by Don Eckles and family. Eckles is manager of KVOK(AM) Kodiak, Alaska, and has no other broadcast interests. KOWI-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

APPROVED

WFFT-TV Fort Wayne, Ind. Sold by Ontario Corp. to Great Trails Broadcasting for \$3.3 million plus assumption of about \$450,000 in liabilities. **Seller** is group of 46 stockholders headed by Van P. Smith, president and 36% owner. They have no other broadcast interests. **Buyer** is principally owned by Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's, which last year bought WHAG-TV Hagerstown, Md., for \$1.6 million (BROADCASTING, Sept. 7, 1981). Alexander J. Williams is president. WFFT-TV is independent on ch. 55 with 599.41 kw visual, 59.4 kw aural and antenna 783 feet above average terrain.

WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va. Sold by Bay Cities Communications Corp. to Abell Communications for about \$3 million. **Seller** is owned by Aubrey E. Loving Jr. and Martha Davis (50% each), who have no other broadcast interests. Earlier deal to sell WQRK to general manager Paul Todd and Austin, Tex., small-business investment firm for \$2.25 million fell through (BROADCASTING, March 29). **Buyer** is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Last year it bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981) and also WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 (BROADCASTING, April 12). Stuart D. Frankel is president of Abell radio group. WTJZ is on 1270 khz with 1 kw full time. WQRK is on 104.5 mhz with 50 kw and antenna 500 feet above average terrain.

WFTI-TV Poughkeepsie, N.Y. Sold by Family Television Inc. to Trinity Broadcasting of New York Inc. for \$2.9 million. **Seller** is closely held group owned by Evangelical Christian Corp. (43%) and

eight others. Keith A. Houser is president and votes ECC stock. None have other broadcast interests. They have become insolvent and have no further access to capital. **Buyer** is affiliated with noncommercial Trinity Broadcasting Network, Santa Ana, Calif.-based group of three TV's and permittee of KTBO-TV Oklahoma City and WKOI-TV Richmond, Ind. Paul F. Crouch is president. WFTI-TV is independent on channel 54, with 3,265 kw visual, 326.6 kw aural, and antenna 1,609 feet above average terrain.

WBOK(AM) New Orleans Sold by Starr WbOK Inc. to Gilliam Communications Inc. for \$900,000. **Seller** is subsidiary of Shamrock Broadcasting Co., Hollywood-based group of three AM's, four FM's and four TV's owned by Roy E. Disney family. It also bought, subject to FCC approval, WFOX(FM) Gainesville, Ga., for \$3,085,000 (BROADCASTING, May 31). **Buyer** is principally owned by H.A. Gilliam Jr., who owns 97.8% of WERD(AM) Jacksonville, Fla., and 96.5% of WLOK(AM) Memphis, Tenn. WBOK is on 1230 khz with 1 kw day and 250 w night.

WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont 80% of St. Albans station and 83.3% of Barre sold by Robert I. Kimel to sons, John O. Kimel and David R. Kimel, for \$570,350. **Seller** is retiring and

relinquishing interest in stations. Balance is owned by Alan H. Noyes, general manager of Barre stations, who will keep his interest. **Buyers** are treasurers and directors of St. Albans and Barre facilities. WWSR is 1 kw daytime on 1420 khz. WLFE is on 102.3 mhz with 3 kw and antenna 215 feet above average terrain. WSNO is on 1450 khz with 1 kw day and 250 w night. WORK is on 107.1 mhz with 1.5 kw and antenna 410 feet above average terrain.

WTRU(AM) Muskegon, Mich. Sold by Regional Broadcasters of Michigan Inc. to WTRU Broadcasting Ltd. for \$401,000. **Seller** is part of Regional Broadcasters Group, closely held Kingston, N.Y.-based group of five AM's and six FM's principally owned by Alistair B. Martin and family. **Buyer** is owned equally by Frederick P. Tascone, William Schroeder and Ronald L. Piasecki who own WQWQ(FM) Muskegon. WTRU is on 1600 khz with 5 kw full time.

Other approved station sales include: WABT(AM) Montgomery, Ala.; KVEE(AM) Conway, Ark.; KBIB(AM) Monette, Ark.; WMCW(AM) Harvard, Ill.; KASM(AM) Albany, Minn.; KMZQ-FM [CP] Henderson, Nev.; KDBQ(AM) Aberdeen, S.D.; and WTNN(AM) Millington, Tenn. (See "For the Record," page 82).

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AAF hears call for better PR, information dissemination

Annual convention reviews self-regulation; volunteerism urged

Delegates to the American Advertising Federation's national convention were urged by speakers last week to reinforce their educational and informational efforts in support of advertising and to promote public service projects in their local communities in line with President Reagan's call for volunteerism.

The mandate to AAF's 213 clubs was sounded to an audience of more than 600 gathered at Atlanta's Omni hotel June 12-16.

In his state of the federation address, Howard H. Bell, AAF president, cited achievements attained during the past year in the development of self-regulatory programs and the major role the federation has played in federal regulatory policies that affect advertising.

"One of the significant shifts in public policy personified by the election of Ronald Reagan as President has been the increased reliance on business enterprise and private initiatives," Bell pointed out. "This affords us the opportunity to further demonstrate the value of self-regulation—that we can regulate ourselves better than the government can, more efficiently and expertly for less money, while at the same time protecting and preserving the public interest."

But Bell hastened to interject that at the same time the executive branch has been encouraging such initiatives, U.S. District Court Judge Harold H. Greene held that part of the advertising standards of the television code of the National Association of Broadcasters were a per se violation of the antitrust laws. As a result, Bell said, the entire television code has been suspended and may be threatened with permanent extinction.

"In my view, the demise of the NAB code operation would be extremely detrimental to broadcasters, advertisers and the general public," Bell asserted. "Judge Greene rejects the public interest motive of self-regulation and suggests that if the elimination of the code standards creates problems, then the 'neutral' FCC can regulate broadcast advertising. By this rejection, he sets the stage for a potential serious challenge to all our self-regulatory efforts."

Bell said the advertising industry must perform a better job of public relations in support of advertising. As part of that effort, he continued, the federation hopes to reactivate the advertising information program to promote advertising locally through public service advertisements.

"Today and tomorrow we will be emphasizing volunteerism as a public service project of the AAF," he said.



Southern greetings. Incoming AAF Chairman David Keith welcomes Senator Robert Kasten (R-Wis.) to AAF's national convention in Atlanta.

Reinforcing the volunteerism theme was Tom Smith, chairman of Ketchum Advertising/Pittsburgh. Speaking on public service announcements, Smith noted that the private sector will be expected to take over an increasing part of the responsibility for the less fortunate in our society, and added: "More and more, current and new philanthropic organizations will be vying for private funds to support their worthy causes. And this will pose increased challenge for those involved with public service announcements."

He offered these suggestions to agencies volunteering their time and skills to working on a public service project: Make a firm commitment; have a complete understanding of the budget; work hard to develop "a big idea"; seek the help of the top people at the advertising agency; use the best supplier to produce the advertising; have commercials hand-delivered to local stations, and, with a personal letter to out-of-town stations, acknowledge the efforts of those who gave support to the project.

"It is obvious to me that if volunteerism is to work, our industry and the organizations within our industry, such as the AAF, must take leading roles to make it work," Smith said. "But, ultimately, individuals make things happen."

David B. McCall, chairman of McCaffrey & McCall, New York, offered seven guidelines by which the management of an agency can operate it more efficiently.

He urged that creative people be left alone to do their jobs. He said business culture "has made a fetish out of the crea-

tion of layer upon layer of management designed to smother the spark of creative thought."

His second suggestion was to "make great advertising or a great product and profits will follow." He pointed out that the Japanese have allowed their management to concentrate on long-term growth, sometimes at the expense of short-term profit.

McCall's third point was the job of management is to serve the people under it. He said he has found that his agency's most successful managers are those who "get a kick of the subordinate's success."

McCall also advised that creative people should be put at the top of a creative organization. A corollary was to encourage nonconformity. He said in the post-World War II period there was "a kind of gray conformity—you had to cut your hair, you had to wear dark suits, you had to go to Ivy League colleges."

He also urged management to "think small," because "bigness becomes clumsiness when highly centralized managements try to impose one system on all hands." And his final recommendation was to re-think attitudes toward government—it is not the enemy. He agreed that government has shown some excesses but urged business to be "careful and not go too far in dismembering a government and its functions that were designed to serve the American people, including advertising agencies."

During the AAF's annual business meeting, David Keith, senior vice president, corporate communications, Houston Natural Gas, was elected chairman of the federation, succeeding Patricia Martin,

director of marketing support of the Warner-Lambert Co. Keith will serve for one year.

Vance Stickell, executive vice president, Los Angeles Times Co., was elected senior vice chairman. Robert Funkhouser, vice president, advertising, Carnation Co., Los Angeles, was elected secretary-treasurer.

A five-person team from the University of Virginia won first place in the AAF's National Student Advertising Competition held during the convention. Winners were announced by the Corning Glass Works, which sponsored the case study from which the 15 finalist schools developed marketing/advertising campaigns. □

Liquor ad altered under pressure

Vodka commercial on Boston radio station changed to more of a public-service slant following protest

A vodka ad that aired on a Boston AM radio station several weeks ago has been changed after protests from several citizen groups. The M.S. Walker Co., producer of Cossack vodka, has substituted a new commercial that resembles a public service message, urging young people to avoid alcohol while mentioning Cossack vodka and its producer twice. The original ad, which aired on WITS(AM), began running April 12 during Boston Red Sox games. Several citizen groups had objected that the commercials "flagrantly violate the public interest that radio stations are supposed to serve." They had threatened to challenge the station's next license renewal in 1984 if the ads weren't removed (BROADCASTING, May 24).

The Citizens Coalition on Alcohol Advertising, which is the parent organization of the protesting groups, is claiming a "partial victory" while maintaining, however, that the new ad still "violates the long standing voluntary ban on radio and television liquor ads."

Provisions in the National Association of Broadcasters TV and radio codes had banned liquor advertisements, but enforcement of those provisions has been suspended due to a U.S. district court ruling that part of the TV code was illegal (BROADCASTING, March 15).

Harvey Allen, president of the liquor company, denied suggestions that he had been forced to retreat. He said that he was

waging a campaign to require a greater sense of responsibility on the part of beer and wine producers who advertise heavily on radio and television. But Allen did not claim to be entirely altruistic. He said 60% of his ad "is self serving" while 40% is aimed at ending exploitation of youth.

The Media Access Project, which is part of the CCAA, has stated that it would withdraw its objections to broadcast of liquor ads if the ads were matched by comparable time for counter commercials, and aired only between 11 p.m. and 7 a.m. □

Turner-Metromedia swap falls through

Ted Turner's deal to swap his Atlanta outdoor advertising properties with those of Metromedia's Foster & Kleiser unit in the same city has fallen apart. It had been estimated that Turner Advertising stood to gain \$30 million in that swap of uneven assets; as majority partner, Turner personally would have gained a minimum of \$15 million.

Metromedia said last week that the two parties had failed to agree on a price for its Atlanta assets, and that led to the breakdown in negotiations. Peter Dames, president of Turner Advertising, told BROADCASTING that when the two sides signed a tentative agreement in April, it included a price for the Turner properties based on a typical outdoor industry multiple of past year's billings. When it became apparent to the Turner partners that Metromedia wanted a value for its assets that included "futures" (the Foster & Kleiser Atlanta operation is relatively young), and not simply current value, they decided to terminate the arrangement, Dames claimed.

Dames said it has not yet been decided whether to seek another buyer for the Atlanta properties of Turner Advertising, explaining that the genesis of the deal with Metromedia was a Turner Advertising offer to acquire the F&K operation, followed by a swap proposal from Metromedia. In any event, Turner Advertising is proceeding with plans to sell its smaller operation in Chattanooga. According to Dames, offers were to have been accepted up until last Friday, and several "interesting" ones had been received by midweek. Turner Advertising, organized as a separate company from Turner Broadcasting, is Ted Turner's family business, founded by his father. □

Broadcast spending track. The broadcast media in 1982 appear headed for a satisfactory year, based on expenditure projections released last week by Robert J. Coen, senior vice president of McCann-Erickson U.S.A. Coen estimates network television will climb this year by 12% to \$6.225 billion; spot television by 13% to \$4.225 billion; network radio by 12% to \$245 million and spot radio by 9% to \$975 million. He said network TV revenue for the first four months grew 13%, while spot TV increased 21.5%. He noted that spot TV spending slowed down to 15.6% in March. Analyzing network TV expenditures, Coen reported that ABC's advertising volume in the first four months of this year swelled by 13%, CBS by 21% and NBC by 5%. One factor contributing to NBC's more modest gain, Coen said, was the large number of "make goods" the network had to provide to advertisers to achieve negotiated rating goals.

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Ma Bell's latest offspring

Telecommunications subsidiary, American Bell Inc., will start offering computer service

Moving rapidly in the wake of FCC approval of its capitalization plan, AT&T last week announced the birth of American Bell Inc., a wholly owned, fully separate subsidiary to offer enhanced telecommunications services on a competitive basis.

At the same time, AT&T unveiled the first service it plans to offer through that subsidiary—Advanced Information Services/Net I Service (which it formerly had been referring to as Advanced Communications Service)—a service that will enable incompatible computers to communicate.

The new subsidiary, which AT&T had formerly referred to as XYZ Inc., was proposed to meet the requirements of the FCC's Computer II decision. That decision deregulated enhanced services—those that combine basic carrier with data-processing applications to provide additional or restructured information—and customer premises equipment, but held that AT&T would have to offer both

through a separate subsidiary. The FCC conditionally approved AT&T's capitalization plan for the subsidiary two weeks ago (BROADCASTING, June 14).

At a press conference in New York, AT&T Chairman Charles Brown said the formation of American Bell and the introduction of Net I mark "the end of a long road toward establishing the Bell System on a footing equal to that of its competitors, namely to enable us to begin offering services that make the fullest use of our own technology and to succeed or fail in the marketplace."

American Bell will be headquartered in Parsippany, N.J., and is slated to begin

operations July 1. Sales offices will be located nationwide, and American Bell will employ about 960 persons, AT&T said.

Salvatore Barbera, former assistant vice president and director of major projects in AT&T's business marketing organization, will be American Bell's chief executive officer. William R. Smith, who had been director of project implementation for AT&T's Long Lines Department, will be in charge of American Bell's business operations. Bartholomew Donohue III, former executive director of the Data Communications Division at Bell Labs, will be responsible for American Bell research and development.

Members of American Bell's board of directors are Barbera; Arch McGill, AT&T vice president, business marketing; William Stritzler, AT&T assistant vice president, business market management, and Hugh Jacks, AT&T national director, business services.



Bottom Line

Dividends. Cox Broadcasting Corp. directors have upped quarterly dividend by 7%—to 7 cents per common share. First payout at new rate is July 15, to holders of record June 30. Rogers Cablesystems directors also set quarterly dividend—6.25 cents per class B share to holders of record July 16, payable July 30. That's change of payment date by one month, to coincide with issuance of quarterly reports.

Insights on investment. National Association of Broadcasters will sponsor broadcast investment seminar July 20-21 at its headquarters in Washington. Coordinated by NAB's Minority and Special Services and Station Services Departments, seminar will feature day and half of presentations on evaluating properties, identifying capital resources and negotiating ownership deals. Expert speakers will include Alan Griffith, Bank of New York; station broker Ted Hepburn; John Oxendine, Broadcast Capital Fund Inc.; Dick Park, Katz Broadcasting; Rod Porter, FCC chief of policy and rules; communications attorney Jason Shrinky; tax attorney Raymond Waicek, and Herbert Wilkins, Syndicated Communications Inc. Presented for first time this year, seminar grew out of member requests for investment seminar less costly than those sponsored by private investment consultants.

Disney's divvy. Walt Disney Productions has declared quarterly cash dividend of 30 cents per share, payable Aug. 5 to stockholders of record July 2.

CEA realignment. Communications Equity Association, Tampa, Fla.-based communications banking company, has realigned its ownership with founder Rick Michaels becoming 100% owner. He acquires interest of Jeff Marcus, who has established Marcus Communications Inc., new firm that will relocate to Greenwich, Conn., later this year. Marcus will continue to manage Communications Equity Management, which he owns jointly with Michaels. CEM manages six cable systems owned by Michaels and Marcus and CEM employees. Michaels and Marcus will continue to work together not only in building management company but on variety of noncable-related personal investments. In addition, Marcus will maintain consulting brokerage arrangement with CEA. CEA, founded in 1974, has primarily served cable industry, but Michaels said CEA is looking at several other areas for expansion.

Outlet continues its recovery

President Sundlun tells shareholders earnings are back up, details Columbia Pictures and Coke mergers that fell through

"Nineteen eighty two is off to an excellent start," Outlet President Bruce G. Sundlun told shareholders at the company's annual meeting in its home city of Providence, R.I. Sundlun reviewed not only the fiscal first quarter, where net earnings were \$1,951,000, 63 cents per share, against a year-earlier loss of \$365,000, 22 cents per share, but also the complex set of circumstances under which deals for Outlet's acquisition first by Columbia Pictures and then Coca Cola Co. fell through.

Sundlun noted that last year he had told the annual gathering that Outlet "had made a clear decision about the direction of the company, away from retailing and toward broadcasting and related businesses." Sundlun recalled he had also said at that time "that Outlet stockholders might best be served by a merger that

should, among other things, secure for you the true market value of our successful aggregation of broadcasting properties."

Recalling first the deal Outlet and Columbia put together, then Columbia's own deal to be acquired by Coke, with Outlet going along for the ride, Sundlun said the value of Columbia's offer amounted to between \$48 and \$50 per Outlet share, the Coke version of the package, \$55 a share. The retelling of the story at the Outlet annual meeting included Sundlun's observation that the bankruptcy of United Stores, to which Outlet had sold 91 retailing operations, had as an "immediate impact ... a Coca-Cola announcement that it would have to restudy the acquisition of Outlet."

Sundlun then spoke of Coke's April 13 statement announcing termination of the Outlet agreement. "In doing so, [Coke] said it 'had completed an evaluation of an audit of Outlet and a review of Outlet's businesses.'" Claiming that some press accounts suggested an unfavorable audit led to the decision, Sundlun insisted "the only audit requested by Coca-Cola was the regular year-end audit" in the company's annual report, and that Coke "took into consideration no more information about Outlet Co. than has been supplied to shareholders."

The cloud had a silver lining, though, Sundlun said. The steps Outlet took to prepare for the merger (including the negotiations to sell certain broadcast properties to conform to ownership regulations) "best prepare us for the future," Sundlun told the shareholders. Outlet has an agreement for the sale of its specialty stores division and another agreement to sell WDBO-AM-FM Orlando, Fla., to Katz Broadcasting for \$9.5 million. Outlet is going ahead with the latter transaction, Sundlun said, "because it provided an opportunity to reduce overall debt and reduce margins."

The sale of WSNE(FM) Providence, R.I., which Outlet had been negotiating, "is now on the back burner," according to the company's president. The station, he said, "is in a turn-around situation, and we are making progress that should only increase its value." Along with WTOP(AM) Washington and WQRS-FM Detroit, WSNE lost money last year. Sundlun later said he thought the losses were "not unexpected as we continue to invest in their futures."

Overall, Outlet's broadcast revenues climbed 18% in the quarter, according to Sundlun, hitting \$75,992,000, while operating earnings rose 19% to \$21,589,000. The KOVR(TV) Sacramento, Calif., acquisition after the 1980 first quarter "slightly" overstates the comparison, Sundlun said, but as a group broadcaster, Outlet had "a good year in a spotty economic climate" with "record sales and earnings." KOVR and WDBO-TV Orlando logged "impressive" gains, and WJAR-TV Providence, and WCMH-TV Columbus, Ohio, showed "slight drops in their margins." Outlet radio properties that "substantially" boosted earnings, Sundlun said, were WIOQ(FM) Philadelphia and

KIQQ(FM) Los Angeles.

Saying all indications suggest "1982 is going to be an excellent year for Outlet," Sundlun also told shareholders "nothing has occurred" in the last year that should discourage Outlet from attempting either an acquisition or a merger. The stock price has held despite Coke's decision, Sundlun said, and although in today's market, stock price is not likely to "truly match those underlying values," Sundlun concluded "after two difficult years, Outlet is now returning to profitability ... On the strength of cash flow alone, our value has increased and the trend line is up." □

\$300-million satellite center planned for N.Y.

The Port Authority of New York and New Jersey and Merrill Lynch have announced plans for the development of a major satellite communications/office park on a 350-acre site on Staten Island, an outer borough of the city of New York. The total cost of the project has been reported at \$300 million and may take 10 years to complete.

The facility, to be known as "Teleport," will contain 17 earth stations allowing access to 22 domestic satellites and will have the capacity to access international satellites as well. A 50-foot earthen wall will be built around the earth station site to shield it from existing microwave interference. Users will have the option of sharing the antennas at the site or installing their own antennas and equipment.

Fiber optic links will connect the Teleport and its earth stations with the World Trade Center and other central business districts in the New York-New Jersey area.

Alan Sagner, chairman of the Port Authority, said the project will be "especially attractive for use by major banks, brokerage houses, insurance companies and news organizations and broadcasters." The commissioners of the Port Authority have already authorized the spending of \$38 million for the first phase of the project, construction of office buildings and ancillary facilities. The total cost of phase one is expected to be around \$150 million. The second phase, construction of the communications facilities, will also cost around \$150 million.

Western Union is also being tapped to assist with the communications end of the project, and together with Merrill Lynch will put up an initial \$10 million. The rest of the financing is yet to be worked out.

Construction is expected to begin by the end of the summer, with phase one completed in five years and the entire project finished within 10 years. The consulting firm of McKinsey & Co. is conducting a communications analysis for the project. □



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Stock Index

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	35 1/2	35 3/8	+ 1/8	+ .35	6	1,021
N Capital Cities	73 3/8	71 1/4	+2 1/8	+ 2.98	12	955
N CBS	34 1/8	36 1/2	-2 3/8	- 6.50	5	953
N Cox	26 3/4	26 1/4	+ 1/2	+ 1.90	13	757
A Gross Telecasting	25	24 1/4	+ 3/4	+ 3.09	6	19
O LIN	21 1/4	20 3/4	+ 1/2	+ 2.40	13	218
N Metromedia	217	208	+9	+ 4.32	15	861
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	29 1/4	29	+ 1/4	+ .86	15	468
N Taft	29 1/8	28 7/8	+ 1/4	+ .86	8	278
O United Television	8 1/4	7 1/2	+ 3/4	+10.00	13	99

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	21 3/8	20 3/8	+1	+ 4.90	15	84
A Affiliated Pubs.	24 5/8	24 3/8	+ 1/4	+ 1.02	9	127
O A.H. Belo	16 1/2	16 5/8	- 1/8	- .75	8	155
N American Family	9 1/2	8 3/4	+ 3/4	+ 8.57	9	128
O Associated Commun.	12	11 1/4	+ 3/4	+ 6.66	28	28
N John Blair	32 7/8	32	+ 7/8	+ 2.73	8	125
N Charter Co.	8 5/8	8 3/8	+ 1/4	+ 2.98	11	189
N Chris-Craft	40 1/2	41 1/4	- 3/4	- 1.81	10	90
N Cowles	34	34 1/2	- 1/2	- 1.44	21	134
N Dun & Bradstreet	67 3/4	66 1/2	+1 1/4	+ 1.87	15	1,835
N Fairchild Ind.	14	13 1/2	+ 1/2	+ 3.70	5	182
N Gannett Co.	32 1/2	33 1/4	- 3/4	- 2.25	10	1,723
N General Tire	19 5/8	19 7/8	- 1/4	- 1.25	8	462
O Gray Commun.	34	34			8	16
N Gulf United	20 1/4	17 1/2	+2 3/4	+15.71	7	543
N Harte-Hanks	24	24 3/8	- 3/8	- 1.53	9	235
N Insilco Corp.	15 3/8	14 5/8	+ 3/4	+ 5.12	7	231
N Jefferson-Pilot	25	25 7/8	- 7/8	- 3.38	5	537
O Josephson Intl.	8 3/8	8 1/8	+ 1/4	+ 3.07	7	32
N Knight-Ridder	29	27 5/8	+1 3/8	+ 4.97	10	936
N Lee Enterprises	25	25 1/8	- 1/8	- .49	9	173
N Liberty	11 7/8	12 1/2	- 5/8	- 5.00	7	151
N McGraw-Hill	50 1/8	49 1/4	+ 7/8	+ 1.77	12	1,246
A Media General	34 3/4	34 5/8	+ 1/8	+ .36	8	241
N Meredith	58 3/4	58 7/8	- 1/8	- .21	7	181
O Multimedia	28 1/2	28 1/4	+ 1/4	+ .88	11	289
A New York Times Co.	38 5/8	37 7/8	+ 3/4	+ 1.98	9	482
N Outlet Co.	29 3/4	30	- 1/4	- .83	39	79
A Post Corp.	28 1/8	28 3/8	- 1/4	- .88	15	51
N Rollins	13 1/2	13 3/8	+ 1/8	+ .93	7	358
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	28 3/8	28 1/8	+ 1/4	+ .88	9	1,508
N Signal Cos.	16 3/4	16 7/8	- 1/8	- .74	6	1,211
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 3/4	19 1/8	- 3/8	- 1.96	8	17
N Times Mirror Co.	39 1/4	38 3/4	+ 1/2	+ 1.29	10	1,340
O Turner Bcstg.	10 1/4	10	+ 1/4	+ 2.50	17	209
A Washington Post	34 1/2	33 1/2	+1	+ 2.98	13	485
N Wometco	24 1/8	23 1/2	+ 5/8	+ 2.65	14	328

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	6 3/4	6 5/8	+ 1/8	+ 1.88	56	32
N American Express	42 1/8	41 1/8	+1	+ 2.43	7	3,917
O Burnip & Sims	11 1/2	11 1/8	+ 3/8	+ 3.37	12	100
O Comcast	18 1/4	18 1/4			16	81
N General Instrument	33 3/4	33 1/2	+ 1/4	+ .74	11	1,040
O Heritage Commun.	8 1/2	9	- 1/2	- 5.55	27	61
O Rogers Cablesystems	4 3/4	4 3/4			20	104
O Tele-Communications	17 3/4	18	- 1/4	- 1.38	39	375
N Time Inc.	29	28 3/4	+ 1/4	+ .86	10	1,443
O Tocom	9 3/4	9 1/2	+ 1/4	+ 2.63	10	48
N United Cable TV	17 3/4	18	- 1/4	- 1.38	13	194
N Viacom	18 7/8	18 1/4	+ 5/8	+ 3.42	13	213

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 3/4	1 7/8	- 1/8	- 6.66	18	9
N Columbia Pictures	71 5/8	71 3/4	- 1/8	- .17	14	700
N Disney	54 1/4	53 1/4	+1	+ 1.87	17	1,808
N Dow Jones & Co.	41 1/4	39 7/8	+1 3/8	+ 3.44	15	1,295
N Filmways	5 5/8	5 1/2	+ 1/8	+ 2.27	1	32
O Four Star	2 3/8	2 3/8			13	1
N Getty Oil Corp.	49 1/4	50 1/4	-1	- 1.99	5	3,995
N Gulf + Western	12 5/8	13 1/8	- 1/2	- 3.80	3	932
N MCA	57 3/4	57 1/4	+ 1/2	+ .87	15	1,377
N MGM/UA	6 3/4	7 1/2	- 3/4	-10.00	14	335
O Reeves Commun.	29 3/4	30	- 1/4	- .83	10	242
O Telepictures	6 7/8	7	- 1/8	- 1.78	24	33
O Video Corp. of Amer.	7 1/2	7 1/2			39	12
N Warner	47 3/4	46 3/4	+1	+ 2.13	12	3,053
A Wrather	22 1/8	21 5/8	+ 1/2	+ 2.31	25	49

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	44 1/2	45 1/4	- 3/4	- 1.65	8	129
O Compact Video	3 1/2	3 5/8	- 1/8	- 3.44	3	11
N Comsat	51 1/4	49 3/4	+1 1/2	+ 3.01	14	410
O Doyle Dane Bernbach	16	15 3/4	+ 1/4	+ 1.58	8	88
N Foote Cone & Belding	30 1/8	30	+ 1/8	+ .41	7	81
O Grey Advertising	62	63	-1	- 1.58	6	35
N Interpublic Group	28 1/4	28 1/2	- 1/4	- .87	8	130
N JWT Group	19 3/8	17 3/4	+1 5/8	+ 9.15	15	101
O MCI Communications	40 1/2	37 5/8	+2 7/8	+ 7.64	22	1,946
A Movielab	3	3 1/8	- 1/8	- 4.00	5	4
O A.C. Nielsen	47 1/2	45 5/8	+1 7/8	+ 4.10	13	533
O Ogilvy & Mather	32 1/2	32	+ 1/2	+ 1.56	9	137
O Telemation	3	3			18	3
O TPC Communications	2 3/8	2 1/8	+ 1/4	+11.76	2	2
O United Video	6 3/4	7 1/4	- 1/2	- 6.89	11	8
N Western Union	31 5/8	31 1/2	+ 1/8	+ .39	9	538

Exchange and Company	Closing Wed. Jun 16	Closing Wed. Jun 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	12	11 1/2	+ 1/2	+ 4.34	4	23
N Arvin Industries	11 7/8	11 7/8			9	81
O C-Cor Electronics	19 1/2	18 1/4	+1 1/4	+ 6.84	20	58
O Cable TV Industries	7	7			9	21
A Cetec	3 7/8	4 1/8	- 1/4	- 6.06	9	8
O Chyron	17 3/4	16 3/4	+1	+ 5.97	14	48
A Cohu	4	4 1/8	- 1/8	- 3.03	7	6
N Conrac	23 5/8	23 3/8	+ 1/4	+ 1.06	9	51
N Eastman Kodak	69 3/4	69 1/8	+ 5/8	+ .90	10	11,333
O Elec Missile & Comm.	10 1/4	12	-1 3/4	-14.58	38	28
N General Electric	61 1/4	60 5/8	+ 5/8	+ 1.03	8	13,950
N Harris Corp.	22	23 1/2	-1 1/2	- 6.38	8	688
O Microdyne	9 1/4	12 1/2	-3 1/4	-26.00	11	42
N M/A Com. Inc.	19 7/8	20 1/8	- 1/4	- 1.24	18	772
N 3M	51 1/2	49 7/8	+1 5/8	+ 3.25	9	6,049
N Motorola	59 5/8	57 3/4	+1 7/8	+ 3.24	11	2,137
O Nippon Electric	78 1/4	80 5/8	-2 3/8	- 2.94	28	3,032
N N. American Philips	35 1/2	35	+ 1/2	+ 1.42	5	485
N Oak Industries	19 1/8	19	+ 1/8	+ .65	9	311
A Orrox Corp.	7 5/8	7 7/8	- 1/4	- 3.17	17	16
N RCA	16 5/8	17 3/4	-1 1/8	- 6.33	8	1,254
N Rockwell Intl.	29 3/4	28 3/4	+1	+ 3.47	8	2,270
A RSC Industries	4 3/4	4 5/8	+ 1/8	+ 2.70	43	15
N Scientific-Atlanta	15	14	+1	+ 7.14	15	350
N Sony Corp.	12 5/8	13	- 3/8	- 2.88	10	2,911
N Tektronix	51 1/8	49 3/4	+1 3/8	+ 2.76	12	958
O Telemet (Geotel Inc.)	1 1/2	1 3/8	+ 1/8	+ 9.09	4	4
A Texscan	10 3/4	15	-4 1/4	-28.33	17	62
N Varian Associates	35 1/2	34 1/4	+1 1/4	+ 3.64	16	285
N Westinghouse	24 7/8	24 3/8	+ 1/2	+ 2.05	5	2,121
N Zenith	11 1/8	11 3/8	- 1/4	- 2.19	29	210

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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.

Factoring HDTV in planning for RARC

FCC receives more advice on designing U.S. position on broadcast satellite service to take to Region II conference

The FCC, having put out its third notice of inquiry in preparing for the 1983 Region II Administrative Radio Conference for the planning of a broadcast satellite service (BSS) in the 12 ghz band, received plenty of free advice as the comments deadline passed.

High on the lists of broadcaster comments was a plea that the FCC keep in mind the needs of terrestrial broadcasters for 12 ghz spectrum for high-definition television.

The National Association of Broadcasters said it was "surprised" the notice hadn't addressed the sharing issues raised by the potential 12 ghz spectrum needs of terrestrial broadcasters for the transmission of HDTV.

"The future of high-definition television is not yet clearly charted," NAB said. "But it is clear that local stations will need additional frequencies to transmit HDTV signals during—and possibly beyond—the conversion process from NTSC [present standards] to HDTV. Twelve ghz may represent the last usable piece of spectrum for this purpose. RARC planning must include this possible use of 12 ghz by terrestrial broadcasting, just as the international table of allocations adopted at WARC '79 included a 12 ghz allocation for terrestrial broadcasting," NAB said.

While NAB said the "block allotment" approach proposed by the FCC appeared to be a step in the right direction—in that it would allow for flexibility for technological and other developments—it also urged the FCC to take the further step to expand U.S. use of the 12 ghz band by considering an approach proposed by the Association of Maximum Service Telecasters. That approach, NAB noted, called for less than 500 mhz block allotments, but for the same amount of spectrum for BSS. "By this method, the U.S. would be able to increase dramatically the amount of spectrum available for terrestrial services, broadcasting and fixed satellites, by using terrestrially those 12 ghz frequencies allotted to other countries for BSS, so long as U.S. terrestrial service does not interfere with Canada's or Mexico's BSS use," NAB said.

"Under this 'modified' block allotment approach, the U.S. would request the same amount of BSS frequencies, for example, 2000 mhz, but, for example, over eight orbital slots rather than four. Thus 250 mhz

of 12 ghz spectrum would be available for terrestrial use in most U.S. locations, with no diminution in U.S. BSS spectrum availability," NAB said.

The Association of Maximum Service Telecasters, filing jointly with the ABC, CBS and NBC TV affiliates associations, warned the FCC against assuming that the United States' interests at RARC were "coterminus" with those of the current generation of direct-broadcast satellite applicants or that a "flexible" full block allotment plan would provide an optimal basis for a division of the 12 ghz band between space and terrestrial services. "At stake is both the future of our local broadcasting system and the introduction of terrestrial services that hold the promise of being every bit as innovative and forward looking as anything that can be offered by satellite," AMST said. "The commission should make every effort to adopt technical and planning parameters that will preserve the option of implementing terrestrial broadcasting in this band. In particular, the modified block allotment plans could very well provide a mechanism for substantially accommodating all of the relevant interests and should become the basis for the plan taken by the United States to RARC '83," AMST said.

CBS said it is "unwise" to base long-term 12 ghz spectrum-demand projections on conventional DBS, and urged the United States to make its major objective for RARC to "accommodate the introduction of new and innovative wideband services."

ABC said the commission should not "unduly limit future FSS [fixed satellite service] and terrestrial use of that portion of the band allocated to BSS on a primary basis."

Home Box Office urged that, "with respect to the division of the band 12.1 to 12.3 mhz, greater emphasis be given to allocating the entire band to the fixed satellite service."

AT&T supported the FCC's proposal to adopt a "block allotment" approach to meet the needs of the BSS service and provide flexibility for consideration of BSS and FSS sharing for the future. "Indeed, AT&T disagrees only with the use of the example ... of a 500 mhz bandwidth block because we believe a 400 bandwidth block is more appropriate for use for one or more orbital slots to each area."

Satellite Business Systems said the U.S. should advocate that the 12.1-12.2 ghz be allotted to FSS, with 12.2-12.3 ghz allotted to the BSS. "In addition, the commission should continue to oppose any suggestion that the FSS be permitted to operate within the 11.7-12.2 ghz band," SBS said. "Finally, careful consideration must be given to the issue of satisfactory guard bands to insure that FSS transmissions are

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not interfered with by BSS out-of-band emissions," SBS said.

The Direct Broadcast Satellite Corp. said the FCC should support the use of the three-service-area/three-orbital-slot approach for planning purposes. Such an approach, it said, would save DBS service about \$1 billion in total system cost and is "crucial" to the economic viability of DBS service in the U.S.

In addition, DBSC said, it is "essential that the commission adopt a wide enough bandwidth for planning purposes. Too narrow a bandwidth will result in inferior service to the United States and will foreclose the development of added services which form a large part of the public interest benefit of DBS."

The Association of American Railroads urged the FCC to insure that RARC didn't preclude sharing of the 12.2-12.7 ghz band between the broadcast satellite and terrestrial fixed services. "Since it was the intent of the U.S. proposals for the 1979 WARC to accommodate both the terrestrial fixed and the broadcast satellite services in the 12 ghz band, this same intent should be carried forward to the 1983 Region II conference," AAR said.

The Aerospace and Flight Test Radio Coordinating Council criticized the notice for not addressing "how to ameliorate the impact of a BSS system on the fixed service terrestrial microwave systems now using (and allocated co-equal, primary status for the future use of) the 12.2-12.7 ghz band. This is a serious defect. Absent resolution of this critical issue, a United States position regarding the planning of the band at the 1983 BSS RARC for BSS use cannot, and should not, reasonably be formulated in an informed and fully reasoned manner."

Harris Corp.'s Farinon division said the commission "should give great weight to the needs of terrestrial fixed service users in the United States" and not become committed through international "agreement mechanisms to a course of action that would denigrate those needs."

The manufacturers' Radio Frequency Advisory Committee said there might be public benefits to be gained by using a block allotment plan. But absent "detailed and focused" analysis of the problems confronting operating-fixed private microwave users, the FCC could only speculate on the true impact of the block allotment negotiating position. "It is no longer enough simply to pay lip service to

th future resolution of the problems facing OFPM licensees and users," RFAC said. "Rather, to determine a rational and reasoned position ... the commission should—indeed must—now initiate those proceedings which are necessary to study and [ultimately] to assure that the effects on OFPM licensees of introducing the BSS into the 12 ghz band are minimized, if not fully ameliorated," RFAC said. □

More spectrum not answer to land mobile's future, say broadcasters

All agree demand for land mobile is on increase in comments filed at FCC; land mobile providers say more spectrum is answer while broadcasters say present spectrum should be used more efficiently

Everyone seems to agree that demand for private land mobile radio service is on the increase. How that demand should be met in the future, however, seems open to question, according to comments filed at the FCC.

Most land mobile radio service providers think the FCC should remedy any congestion by awarding them more spectrum; most broadcasters think the land mobile service has enough spectrum as it is. The answer, the broadcasters said, is not to give land mobile more spectrum—a scenario that broadcasters contend could deprive the public of more UHF television service—but to make land mobile service providers use the spectrum they already have more efficiently. They added that the new cellular radio services that the FCC recently approved would also be ideally suited to land mobile use.

The comments came in response to a notice of inquiry addressing the future needs of the private land mobile radio services. Although most of the land mobile service providers that commented agreed that they would need more spectrum to meet their needs, they differed on precisely how much—or what—spectrum would be needed.

General Electric Co.'s Mobile Communications Business Division, for example, said the FCC should "plan to reserve an additional 200 mhz of radio spectrum"

InSync

Video for both ears. RCA has introduced long-awaited stereo versions of its videodisk player. Low end stereo model costs \$399 (compared with \$299 low-end monaural), wireless remote stereo version costs \$339. Company also said first year of player and disk sales added up to \$90 million. □

New look. Andrew Corp., Orland Park, Ill., has introduced new line of receive-only earth stations. ESA5 series of 4.5-meter and 5-meter antennas are available with single or dual polarization and are suitable for operation in C-band or K-band. □

Partners. Anixter Bros. and Scientific-Atlanta have signed \$10-million, 12-month letter of intent providing for distribution by Anixter of S-A's complete line of cable TV products.

for land mobile use by the end of the century.

"This additional quantity of space will be needed to accommodate not only the projected growth of traditional dispatch service but also to serve the new requirements for mobile service that GE predicts will surface between now and the year 2000," GE said.

The Special Industrial Radio Service Association said the FCC should reconsider "the relatively large portions of increasingly scarce spectrum being allocated for redundant video entertainment services."

The Central Committee on Telecommunications of the American Petroleum Institute said much of the frequency congestion could be alleviated by increased sharing of frequencies by land mobile and television. "Specifically, the central committee urges the commission to consider the option of further sharing arrangements in those bands currently used solely for UHF TV."

Forest Industries Telecommunications urged the commission to "initiate a program looking towards making available to the forest product industry a substantial number of additional frequencies in the VHF region of the spectrum."

The Department of Communications for Los Angeles County recommended that the FCC expand the sharing of UHF channels 14-20 in the Los Angeles area and urged the FCC to adopt a petition from the Los Angeles county sheriff's department requesting the assignment of UHF channels 15 and 16 for use in the Los Angeles area for "law enforcement, paramedic and safety of life and property agencies only."

In its own comments, the Los Angeles county sheriff's department said the "most appropriate" spectrum for the future needs of public safety would be UHF channels 14 through 21, a move it said would "require the removal within this band of all TV stations now assigned or assigned in the future. To continue the patchwork assignment of frequencies to public safety agencies must cease if the services which provide emergency response to the public are to improve their capabilities."

The Association of Maximum Service Telecasters, however, said that a far better solution would be for the commission to terminate this proceeding altogether and concentrate its resources "on managing existing private land mobile spectrum so that it is used more efficiently."

According to AMST, the commission had already reallocated UHF channels 70 through 83 to land mobile, and chosen to permit "sharing" of UHF channels 14 through 20 in the largest urban areas, actions AMST said should "assure that land mobile has more than adequate spectrum for the foreseeable future."

Use of trunking technology, which controls channel assignment by computer, and amplitude companded sideband technology instead of frequency modulation could provide 25 times the channel capacity to private land mobile systems

Between the lines. Need a transponder? That was gist of a classified advertisement appearing in trade journals last week, offering a transponder for "immediate long-term sub-lease, full protected non pre-emptible, 24-hour on Comstar D-3." National Entertainment Television, which had hoped to use satellites to link a network of low-power television stations, is going to have transponder time on its hands when AT&T delivers the company a Comstar transponder next month. According to Quentin Breen, NET chairman, his company now finds itself waiting to assemble "a critical mass of LPTV licenses," thanks to the slow-going of the LPTV process at the FCC. And NET is further scheduled to take delivery on another Comstar transponder in September 1983, one which might be available, Breen says, as early as this December. What is the cost of one of Breen's potential sub-lease customers? He first notes the tariff rate of \$101,000 a month, and suggests that the current market in transponders should put the going rate for subleases between \$125,000 and \$150,000 per month, depending on the length of the lease and other factors.

alone, AMST said. And the surest way to promote use of those more efficient technologies was "to leave no doubt that additional land mobile spectrum allocations simply will not be made," AMST said.

Use of cellular radio would also slacken any real need for additional spectrum, AMST said. "A very large proportion of existing private land mobile users will be attracted to the cellular mobile telephone service," AMST said. "As a result, the commission can look forward to reclaiming the lower land mobile frequency bands for the exclusive or primary use of those who can demonstrate that the public interest requires that they have private systems," AMST said.

The National Association of Broadcasters agreed that land mobile users should be forced to rely on making more efficient use of the spectrum they already have. "To doggedly hang onto the FM single-channel technology of a bygone era (and further gut the UHF television allocation) would ignore the commission's goals of fostering efficient use of the spectrum and assuring diversity of public service programming by over-the-air broadcasters," NAB said.

NBC said the commission should "closely scrutinize" the information it obtained in this proceeding to see whether land mobile had a "clear and compelling" need for more spectrum. "If, as we suspect, the information gathered in this inquiry fails to sustain the case for more spectrum as viewed against the backdrop of sound spectrum management, the commission should promptly terminate this proceeding without further action," NBC said.

AT&T was of the opinion that cellular radio could provide for many of the needs of private radio users. "Just as the commission exercised caution in making a final spectrum allocation for cellular systems prior to actual experience with commercial operation and a determination of market size, it should also exercise caution in regard to further allocation to the private radio services until cellular systems are implemented," AT&T said.

The Association of Independent Television Stations said the future needs of land mobile users shouldn't be satisfied through outright reallocations or increased "sharing" of channels reserved for UHF television. "Any commission action that would further undercut the future growth of UHF service, which represents the best hope for the continued expansion of free

television service, would be wholly inimical to the public interest," the association said.

The National Association of Public Television Stations agreed. "UHF television already suffers enough of a handicap—a handicap which falls more heavily on public television than on commercial television because of public television's concentration in the UHF band. It would be a great disservice to the public, and a repudiation of the national policy declared by the Congress, to increase that handicap further, to burden UHF television with new technical and psychological handicaps, by removing more spectrum from television or mixing other uses with television broadcasting on the same channels," NAPTS said.

The National Translator Association said the need for UHF TV spectrum for broadcast use—especially low-power television—was readily apparent. Instead


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of using more UHF channels, land mobile could rely on cellular radio, NTA said. "In fact, development of cellular radio should permit the commission to terminate the temporary sharing of UHF channels 14-20 and return of these frequencies to exclusive use by full-service or low-power television broadcast stations," NTA said.

The National Black Media Coalition said further use of the television spectrum by land mobile users would "place serious constraints on the commission's ability to effectuate a major goal of the low-power proceeding—namely, the addition of substantial numbers of minority-owned stations."

NBMC also said that further use of the UHF spectrum by land mobile users would "seriously" impair the overall potential of LPTV service to provide diverse programs on a national level. "To deprive the public of these program alternatives in order to allow additional private companies to use mobile communications seems to us to turn spectrum use priorities on their head," NBMC said. □

FCC makes OST changes

In a restructuring effort aimed at improving planning and management, the FCC has reorganized its Office of Science and Technology by combining some positions and creating new titles for others.

Under the reorganization, the positions of deputy chief for policy and deputy chief for technology have been merged into one position, deputy chief scientist, with Robert Powers, former deputy chief for policy, taking that position. Former attorney-adviser Robert Ungar has been retitled as legal and policy assistant.

Also under the reorganization, the former Research and Analysis Division has been renamed the Technical Analysis Division. Michael Marcus, acting chief of Research and Analysis, is acting chief of technical analysis, and two new branches will be added. The Mathematical Modeling Branch, formerly the Spectrum Analysis

Branch of the Spectrum Management Division, will be headed by Phillip Tremper, former chief of the Spectrum Analysis Branch. And the Technical Planning Branch, formerly the Technical Planning Staff in the chief scientist's office, will be headed by Thomas Stanley, acting chief of Technical Planning Staff.

To more accurately reflect their functions, the names of two of the Technical Analysis Divisions have been changed. The Research Branch is now the Experimental Engineering Branch; the Propagation Analysis Branch is now the Propagation and Terrestrial Systems Branch. No changes have been made in the Satellite Systems Branch.

The FCC also has reorganized its Private Radio Bureau, reflecting reductions in FCC regulation, smaller budgets and the growth of users in land mobile communications. Associate bureau chief positions have been abolished; the administration and management staff has been reduced, and a new Land Mobile and Microwave Division has been created. □

For the Record

As compiled by BROADCASTING June 7 through June 11, and based on filings, authorizations and other FCC actions.

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

New stations

FM applications

- Lake Havasu City, Ariz.—New Life Christian School resubmitted application seeking 91.1 mhz, 115 w, HAAT: 452 ft. Address: 2700 Jamaica Blvd., Lake Havasu City 86403. Originally filed Nov. 24, 1981 (BROADCASTING, Dec. 14, 1981); resubmitted June 4.
- Monte Vista, Colo.—San Luis Valley Broadcasters seeks 96.7 mhz, 3 kw, HAAT: 90 ft. Address: 109 Adams Street, P.O. Box 631, Monte Vista 81144. Principals: Marion L. Goad (50.01%), H. Robert Gourley III (34.99%) and Dick A. Blenden (15%), who own KSLV(AM) Monte Vista. Gourley also owns 50% of KPAG(AM) Pagosa Springs, Fla. Filed June 2.
- Varnado, La.—Northlake Audio Inc. resubmitted application seeking 92.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 280, Old Varnado Highway, Bogalusa, La. 70427. Originally filed Nov. 19, 1981 (BROADCASTING, Dec. 14, 1981); resubmitted May 6.
- Petal, Miss.—Bennie L. Blackledge III seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 150 Stevens Street, Petal 39465. Principal: Bennie L. Blackledge III (100%), who has no other broadcast interests. Filed

May 26.

- Missoula, Mont.—KGVO Broadcasters Inc. seeks 102.5 mhz, 94.5 kw, HAAT: 2,050 ft. Address: Drawer M, 2501 Catlin Street, Missoula 59806. Principal: Applicant is principally owned by estate of Dale G. Moore—stock voted by son, Douglas G. Moore. Robert D. Gordon is president. KGVO Broadcasters Inc. is licensee of KGVO(AM) Missoula and subsidiary of Western Broadcasting Co., owner through subsidiaries of two AM's, two FM's and four TV's. Filed June 1.
- Freeport, Tex.—Freeport Broadcasting Co. resubmitted application with petition for reconsideration seeking 102.5 mhz, 100 kw, HAAT: 537 ft. Address: 1400 Brazosport Blvd., Houston. Originally filed Oct. 13, 1981 (BROADCASTING, Oct. 26, 1981); resubmitted April 29.
- Kermit, Tex.—Ken and Jean Welch resubmitted application seeking 106.3 mhz, 3 kw, HAAT: 274 ft. Address: Drawer X, Kermit 79745. Originally filed Nov. 9, 1981 (BROADCASTING, Nov. 30, 1981); resubmitted May 20.

- Wichita Falls, Tex.—Good News Broadcasting seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 5, Box 15, Yukon, Okla. 73099. Principal: Gary Ackers (100%), who owns KWAS(FM) Amerillo, Tex.; WROS(AM) Jacksonville, Fla.; KRIZ(FM) Roswell, N.M.; KKOL(AM) El Paso, Tex.; 50% of KLFJ(AM) Springfield, Mo.; 50% of KEPT(FM) Shreveport, La.; and KFIX(FM) [CP] Laredo, Tex. Filed June 7.

AM action

- Harriman, Tenn.—Morgan Broadcasting Co. granted 1230 khz, 250 w-U. Address: P.O. Box 2312, Knoxville, Tenn. 37901. Estimated construction cost: \$13,000; first-year operating cost \$33,200; revenue: \$76,000. Format: MOR. Principal: Harry J. Morgan, who owns WSKT(AM) Knoxville, Tenn. and WSEB(AM)-WSKP(FM) Sebring, Fla. (BP-21266). Action June 1.

FM actions

- Cairo, Ga.—Grady-Mitchell Broadcasting Co. granted 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Bainbridge Rd., Cairo 31728. Estimated construction cost: \$65,400; first quarter operating cost: \$8,800; revenue: not given. Format: Standard pops. Principals: M.E. Williams and A.H. Woodall (29 1/6% each), brother, W.O. Woodall Sr. (25%) and K.P. Young (16 2/3%). Williams is officer of Dawson, Ga., agricultural products company. A.H. is student. W.O. owns

WDWN-AM-FM Dawson; 51% of both WPFA(AM) Pensacola, Fla., and WBBK(AM) Blakely, Ga., and 35.5% of WGSW(AM) Greenwood, S.C. Young is housewife. Grady-Mitchell Broadcasting also is licensee of WGRA(AM) Cairo. (BPH-800725AE). Action June 3.

- Hampton, Iowa—Wayne E. Grant granted 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 2, Hampton, 50441. Estimated construction cost: \$87,000; first quarter operating cost: \$19,000. Format: MOR. Principal: Wayne E. Grant (100%). He is Hampton farmer and employee of KIFG(AM) Iowa Falls, and has no other broadcast interests. (BPH-800904AD). Action May 28.
- Giddings, Tex.—The Bluebonnet Station Inc. returned application for 101.7 mhz, 3 kw, HAAT: 248 ft. Address: Highway 290 West, Giddings 78942. (BPH-820423AT). Action June 1.

Ownership changes

Actions

- WABT(AM) Montgomery, Ala. (1000 khz, 5 kw-D)—Granted transfer of control of Amendment One Inc. from J. Brady Lewis and Clete Quick to Thomas M. Percer. Consideration: Assumption of \$540,000 debt. Principals: Sellers are transferring 51.53% of stock to Thomas M. Percer, who also owns WSLA-TV Selma, Ala. (BTC-820212FR). Action May 28.
- KVEE(AM) Conway, Ark. (1330 khz, 500 w-D)—Granted assignment of license from Communications Media Corp. to Creative Media Inc. for \$205,000. 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). (BAL-820412ER). Action June 3.
- KBIB(AM) Monette, Ark. (1560 khz, 250 w-D)—Granted assignment of license from KBIB Radio Inc. to Frederick D. Reagan for \$80,000. Seller: Mack

Toombs (100%), who has no other broadcast interests. Toombs last year assumed full ownership of station after buying 51% formerly owned by estate of Leon Buck for \$3,200 (BROADCASTING, Nov. 9, 1981). Buyer is former engineer with Little Rock, Ark., cable company and has no other broadcast interests. (BAL-820423EJ). Action June 4.

■ WSIR(AM) Winter Haven, Fla. (1480 khz, 1 kw-D, 250 w-N)—Dismissed assignment of license from Cypress Central Communications Corp. to WSIR Inc. for \$650,000 (BAL-820414FT). Action June 1.

■ WMCW(AM) Harvard, Ill. (1600 khz, 500 w-D)—Granted assignment of license from Obed S. Borgen to Mitchell Broadcasting Co. for \$245,000. Seller: Borgen owns KFIL-AM-FM Preston, WMIN(AM) Maplewood, KWMB(AM) Wabasha, all Minnesota; part of WAGO(AM) Oshkosh, Wis., and former 50% owner of WHHL(AM) Pine Castle-Sky Lake, Fla. last which was recently sold (BROADCASTING, June 14). Buyer is principally owned by Forrest Mitchell and family, who also own KGRN(AM) Grinnel, Iowa. (BAL-820402GX). Action June 2.

■ WFFT(TV) Fort Wayne, Ind. (ch. 55, 599.41 kw vis., 59.4 kw aur., HAAT: 788 ft.)—Granted assignment of license from WFFT-TV Inc. to Great Trails Broadcasting Corp. for \$3.3 million plus assumption of \$450,000 in mortgages. Seller is group of 46 stockholders headed by Van P. Smith, president and 36% owner. They have no other broadcast interests. Buyer is principally owned by Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's which last year bought WHAG-TV Hagerstown, Md., for \$1.6 million (BROADCASTING, Sept. 7, 1981). Alexander J. Williams is president. (BALCT-820325EP). Action June 1.

■ WBOK(AM) New Orleans (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Starr WBOK Inc. to Gilliam Communications of Tennessee Inc. for \$900,000. Seller: Subsidiary of Shamrock Broadcasting Co., Hollywood, Calif.-based group of three AM's, four FM's and two TV's owned by Roy E. Disney and family. Stanley P. Gold is president and chief executive officer. Shamrock also bought, subject to FCC approval, WFOX(FM) Gainesville, Ga., for \$3,085,000 (BROADCASTING, May 31). Buyer: Principally owned by H.A. Gilliam Jr., who is principal owner of WERD(AM) Jacksonville, Fla., and WLOK(AM) Memphis, Tenn. (BAL-810922GU). Action June 4.

■ WTRU(AM) Muskegon, Mich. (1600 khz, 5 kw-U)—Granted assignment of license from Regional Broadcasters of Michigan Inc. to WTRU Broadcasting Ltd. for \$401,000. Seller is part of Regional Broadcasters Group, Kingston, N.Y.-based group of five AM's and six FM's. Buyer: Frederick P. Tascione, William Schroeder and Ronald L. Piasecki (one-third each), who own WQWQ(FM) Muskegon. (BAL-820420GX). Action June 3.

■ KASM(AM) Albany, Minn. (1150 khz, 1 kw-D)—Granted transfer of control of Stearns County Broadcasting Co. from Louis Gretsche (25% before; none after) to Blattner daughters (25% before; 50% after). Principals: Seller owns 25% of licensee's stock and is transferring interest to six of remaining eight stockholders. Blattner daughters will then own 50% interest in KASM. (BTC-820420GV). Action June 2.

■ KMZQ-FM [CP] Henderson, Nev. (100.5 mhz, 100 kw, ant. 1,159 ft.)—Granted transfer of control of Fargo Broadcasting Corp. from Basil C. Gogos (100% before; 20% after) to Karas Radio Corp. (none before; 80% after). Consideration: \$136,000. Principals: Seller is Washington, D.C., real estate investor and has no other broadcast interests. Buyers are Lynda B. Lovett (25.58%), Joseph E. Hennessey, Thomas L. Seibert, Arthur Stambler and wife, jointly (19.23% each), Craig L. Seibert (12.78%), Richard C. Rowlenson (3.85%) and Stanley J. Karas (0.6%). Except Stambler, they are same principals who bought WYVA(FM) Yorktown, Va. (BROADCASTING, Dec. 14, 1981) and WANB-AM-FM Yorktown, Va. (BROADCASTING, Nov. 2, 1981). (BTC-811218GU). Action June 4.

■ WFTI-TV Poughkeepsie, N.Y. (ch. 54, 3,265 kw vis., 326.6 kw aur., HAAT: 1,609 ft.)—Granted assignment of license from Family Television Inc. to Trinity Broadcasting of New York Inc. for \$2.9 million. Seller has become insolvent and has no other broadcast interests. Buyer is noncommercial corporation. Paul F. Crouch is president. Buyer is part of Trinity Broadcasting Network, which is licensee of three TV's and permittee of two others. (BAPCT-820219HB). Action June 2.

■ WSBA-TV York, Pa. (CBS, ch. 43, 1860 kw vis., 186 kw aur., ant. 530 ft.)—Dismissed assignment of license from Susquehanna Broadcasting Co. to CMD Broadcasting Associates for \$2,450,000. Action Feb. 6.

■ KDBQ(AM) Aberdeen, S.D. (1420 khz, 1 kw-D)—Granted assignment of license from Dakota Broadcasting Inc. to Alvox Inc. for \$195,000. T.L. Laidlaw is president of selling group, which has no other broadcast interests. Buyer: Allen Rau (100%), who is former operations director and general manager at KKOA(AM) Minot, N.D. (BAL-820423HX). Action June 4.

■ WTNN(AM) Millington, Tenn. (1380 khz, 500 w-D)—Granted assignment of license from The Moore Co. to L&M Media Inc. for \$360,000. Seller is principally owned by William E. Moore, who bought WTNN in 1973 for \$205,000 (BROADCASTING, Sept. 10, 1973). Moore also owns 50% of KEPT(FM) Shreveport, La. Buyer: Marvin Strin (45%), Mark T. Trub and Laura C. Harrollson (25% each) and Mark Trub's father, Charles M. Trub (5%). Strin is president of Encino, Calif., hospital management firm. Mark Trub owns Austin, Tex., beauty salon. Harrollson is housewife. Charles Trub is 32% owner of KRIX(FM) Brownsville, Tex., which has been sold, subject to FCC approval (BROADCASTING, April 12). (BAL-820331GI). Action June 2.

■ WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont (WWSR: 1420 khz, 1 kw-D; WLFE: 102.3 mhz, 3 kw, HAAT: 215 ft.; WSNO: 1450 khz, 1 kw-D, 250 w-N; WORK: 107.1 mhz, 1.5 kw, HAAT: 410 ft.)—Granted transfer of control of Radio Barre Inc. and Radio St. Albans Inc. from Robert I. Kimel to sons, John O. Kimel and David R. Kimel for \$570,350. Seller is retiring and relinquishing interest in stations. Balance is owned by Alan H. Noyes, general manager of Barre stations, who will keep his interests. Buyers are treasurers and directors of St. Albans and Barre facilities. (BTC-820423EB, EC, ED, EE). Action June 4.

■ WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va. (AM: 1270 khz, 1 kw-U; FM: 104.5 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Bay Cities Communications Corp. to Abell Communications Corp. for \$1.9 million plus additional considerations for total of about \$3 million. Seller is owned by Aubrey E. Loving Jr. and Martha Davis (50% each), who have no other broadcast interests. Earlier deal to sell WQRK to general manager Paul Todd and Austin, Tex., small business investment firm for \$2.25 million fell through (BROADCASTING, March 29). Buyer is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Last year it bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981) and also WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 (BROADCASTING, April 12). Stuart D. Frankel is president of Abell radio group. (BAL-820419GR, GS). Action June 2.

Facilities changes

AM applications

Tendered

■ WCCZ (1550 khz) New Smyrna Beach.—Seeks CP to increase power to 1 kw. Ann. June 9.

■ WCBF (1010 khz) Tampa, Fla.—Seeks CP to increase power to 1 kw. Ann. June 9.

■ KKIC(AM) Boise, Idaho.—Seeks CP to change city of license to Meridian, Idaho; change hours of operations to U by adding 5 kw-N; install DA-N, and change TL. Ann. June 3.

■ WEZJ(AM) Williamsburg, Ky.—Seeks CP to increase power to 2.5 kw. Ann. June 3.

■ WRDC (1410 khz) Cleveland, Miss.—Seeks CP to change city of license to Boyle, Mich.; change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change TL and SL; and make changes in ant. sys. Ann. June 8.

■ WCEL (990 khz) Southern Pines, N.C.—Seeks CP to increase power to 10 kw. Ann. June 11.

■ WKST(AM) New Castle, Pa.—Seeks CP to increase D power to 5 kw. Ann. June 3.

■ KSVCA(AM) Richfield, Utah.—Seeks CP to change hours of operation to U by adding 1 kw-N, DA-N and

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make changes in ant. sys. Ann. June 3.

■ WKDW(AM) Staunton, Va.—Seeks CP to increase power to 2.5 kw-D. Ann. June 30.

Accepted

■ KTCL(AM) Fort Collins, Colo.—Seeks CP to install aux. ant. and aux. trans at main TL; to be operated on ERP of 2.18 kw (11); change HAAT to 1,275 ft. and change TPO. Ann. June 3.

■ KJJZ(AM) Westminster, Colo.—Seeks modification of CP (BP-800226AN) to change ant. pattern. Ann. June 3.

■ WUFE (1260 khz) Baxley, Ga.—Seeks CP to change TL. Ann. June 9.

■ KHAK (1360 khz) Des Moines, Iowa—Seeks modification of CP (BP-790406AL) to modify D standard augmented pattern. Ann. June 8.

■ KESM(AM) El Dorado Springs, Mo.—Seeks CP to change ant. sys., increase tower height from 172 to 296 ft.; radiation efficiency to be maintained by reduction of input power. Ann. June 3.

■ WHBC(AM) Canton, Ohio—Seeks CP to install new alternate main transmitter and retain old transmitter as standby. Ann. June 4.

■ WGFE(AM) Morovis, P.R.—Seeks CP to increase N power from 1 to 2.5 kw. Ann. June 3.

■ WBHC (1270 khz) Hampton, S.C.—Seeks CP to install new alternate main transmitter and retain old transmitter as standby. Ann. June 9.

■ KVIL (1150 khz) Highland Park, Tex.—Seeks CP to specify modified standard radiation pattern for D operation. Ann. June 9.

FM applications

Tendered

■ *WPIO (89.1 mhz) Titusville, Fla.—Seeks CP to change frequency to 88.9 mhz. Ann. June 8.

■ WXHD(FM) Mayfield, Ky.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 401 ft. and make changes in ant. sys. Ann. June 3.

■ *WHFC(FM) Bel Air, Md.—Seeks CP to change frequency to 91.1 mhz; change TL; change ERP to 2,240 kw; change HAAT to 251.3 ft. and make changes in ant. sys. Ann. June 3.

■ WMUS-FM Muskegon, Mich.—Seeks CP to change TL; change HAAT to 483 ft., and make changes in ant. sys. Ann. June 3.

■ WQLD (98.7 mhz) Beaufort, S.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 597 ft. and make changes in ant. sys. Ann. June 9.

■ *WFOS (90.5 mhz) Chesapeake, Va.—Seeks CP to change frequency to 90.3 mhz. Ann. June 8.

Accepted

■ KNIX (102.5 mhz) Phoenix, Ariz.—Seeks CP to install new ant. at TL. Ann. June 9.

■ KNAC(FM) Long Beach, Calif.—Seeks CP to change TL, SL and RC; change type trans.; change type ant.; increase ERP to 3 kw; decrease HAAT to 300 ft., and change TPO. Ann. June 3.

■ *WKGK-FM Panama City, Fla.—Seeks CP to make changes in ant. sys., change TL; change type trans.; change type ant.; increase ERP to 50 kw; decrease HAAT to 340 ft., and change TPO. Ann. June 3.

■ KLOC(FM) Osage City, Kan.—Seeks modification of CP (BPH-800310AB, as mod.) to change type trans.; change type ant.; decrease ERP to 2.3 kw; increase HAAT to 341 ft., and change TPO. Ann. June 3.

■ WDHR(FM) Pikeville, Ky.—Seeks CP to change TL; decrease ERP to 1.02 kw; increase HAAT to 500 ft., and change TPO. Ann. June 3.

■ WBLM (107.5 mhz) Lewiston, Me.—Seeks modification of CP (BPH-810708AE) to increase ERP to 35.48 kw and decrease HAAT to 606 ft. Ann. June 9.

■ WGTF (93.5 mhz) Nantucket, Mass.—Seeks modification of CP (BPH-790301AL) to change TL; increase ERP to 9.17 kw; increase HAAT to 306 ft. and change TPO. Ann. June 9.

■ KESM-FM El Dorado Springs, Mo.—Seeks CP to change type ant.; increase HAAT to 300 ft., and change TPO. Ann. June 3.

■ KYZZ (92.7 mhz) Wolf Point, Mont.—Seeks

modification of CP (BPH-781122AE as mod.) to make changes in ant. sys.; change TL; change type trans.; change ERP to 900 w; change HAAT to 500 ft. and change TPO. Ann. June 9.

■ WLIR (92.7 mhz) Garden City, N.Y.—Seeks CP to change TL; change type trans.; change type ant.; change ERP to 1.3 kw; change HAAT to 516 ft.; and change TPO. Ann. June 9.

■ KTLI (94.1 mhz) Tillamook, Ore.—Seeks modification of CP (BPH-810413AP as mod.) to change TL; decrease ERP to 68.102 kw; increase HAAT to 2229 ft. and change TPO. Ann. June 9.

■ KNON (90.9 mhz) Dallas—Seeks CP to change TL; change ERP to 9.6 kw; change HAAT to 479 ft.; change type transmitter, transmission line, TPO and make changes in ant. sys. Ann. June 9.

■ WXPB(FM) Rhinelander, Wis.—Seeks modification of CP (BPED-801020AC) to make changes in ant. sys.; change TL, SL and RC; change type trans.; change type ant.; increase ERP to 88.6 kw; decrease HAAT to 337 ft., and change TPO. Ann. June 4.

■ KIOZ(FM) Laramie, Wyo.—Seeks CP to utilize former ant. as aux. at main TL; to be operated on ERP of 38.3 kw; change HAAT to 1,088 ft., and change TPO. Ann. June 3.

TV applications

Accepted

■ WTXN(TV) Waterbury, Conn.—Seeks MP (BPCT-790214KJ) to change ERP and TL. Ann. June 3.

■ WFBT-TV Minneapolis—Seeks MP (BPCT-4985) to change SL. Ann. June 3.

■ KSAF-TV Santa Fe, N.M.—Seeks MP (BPCT-5124 as mod.) to change trans; change ant. sys.; also change trans. line. Ann. June 8.

■ *WVIA-TV Scranton, PA.—Seeks CP to reduce transmitter output power. Ann. June 9.

AM actions

■ WPIK (990 khz) Flomaton, Ala.—Granted modification of CP (BP-810518AM) to change from DA to non-DA. Action June 4.

■ *KDLG(AM) Dillingham, Alaska—Granted CP to increase N power to 5 kw. Action May 25.

■ KCTT (1530 khz) Yellville, Alaska—Granted CP to increase power to 1 kw. Action May 28.

■ KWRM (1370 khz) Corona, Calif.—Granted modification of CP (BP-791018AD) to change ant. sys. (augment authorized N pattern). Action June 3.

■ KRLA (1110 khz) Pasadena, Calif.—Granted modification of CP (BP-16.173) to augment D standard pattern. Action May 26.

■ KIQI (1010 khz) San Francisco—Granted modification of CP (BP-20398) to change city of license to Sunnyvale, Calif.; change frequency to 1010 khz; increase N power to 10 kw, and change D power to 25 kw; change TL; and make changes in ant. sys. Action June 1.

■ KUBA (600 khz) Yuba City, Calif.—Granted modification of CP (BP-780807A1) to increase N power to 2.5 kw and make changes in ant. sys. Action June 3.

■ WMMW (1470 khz) Meriden, Conn.—Granted MP of CP (BP-781116AJ) to change TL. Action June 4.

■ WINK (1240 khz) Fort Myers, Fla.—Granted CP to change D operation to non-directional. Action June 3.

■ KAIM(AM) Honolulu—Granted modification of CP (BP-20554) to specify increase RMS in accord with Rule Section 73.152. Action May 25.

■ WXLW (950 khz) Indianapolis—Granted modification of CP (BP-20245) to move D and N ant. sites to one common site; minor modification in D dir. ant.; night pattern will remain as in present CP. Action June 2.

■ KSTP (1500 khz) St. Paul, Minn.—Granted CP to augment standard pattern. Action June 4.

■ KATZ (1600 khz) St. Louis—Granted modification of CP (BP-810318AQ) to change fill-in on N DA. Action June 3.

■ KCTE (1140 khz) Southwest City, Mo.—Granted CP to change city of license to Grove, Okla. and change TL and SL. Action May 25.

■ KSYX (1420 khz) Santa Rosa, N.M.—Granted CP to change hours of operation to U by adding 250 w-N; change frequency to 1340 khz; and make changes in ant. sys. Action June 3.

■ WSCM (1390 khz) Cobleskill, N.Y.—Granted CP to increase power to 1 kw. Action May 28.

■ WGBB (1240 khz) Freeport, N.Y.—Granted CP to increase ant. height from 277 to 284 ft. by addition of lighting rods. Action June 4.

■ WWLS (640 khz) Norman, Okla.—Granted CP to change hours of operation to U by adding 1 kw-N; install DA-N; make changes in ant. sys. and change city of license to Moore, Okla. Action June 1.

■ WARO (540 khz) Canonsburg, Pa.—Granted CP to increase power to 1 kw. Action May 26.

■ WCIA (800 khz) Chambersburg, Pa.—Granted CP to change ant. sys.; increase tower height; (AM radiation will be maintained at present level of 184 mv/kw). Action June 4.

■ WUNA (1340 khz) Aguadilla, P.R.—Granted CP to increase D power to 1 kw. Action June 4.

■ WLFF (620 khz) Cayce, S.C.—Granted CP to increase power to 1 kw. Action May 28.

FM actions

■ KVRH (92.1 mhz) Salida, Colo.—Granted CP to change type trans.; increase ERP to 3 kw and change TPO. Action May 28.

■ WSHE (103.5 mhz) Fort Lauderdale, Fla.—Granted CP to install aux. trans. and ant. at main TL; to be operated on ERP of 61.5 kw; change HAAT to 160 ft. and change TPO. Action May 28.

■ WNGS (92.1 mhz) West Palm Beach, Fla.—Granted CP to make changes in ant. sys.; change TL; change type ant.; change ERP to 2 kw; change HAAT to 377.85 ft. and change TPO. Action May 27.

■ *WETL (89.1 mhz) South Bend, Ind.—Granted CP to change TL; increase ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Action May 27.

■ *WVUR (95.1 mhz) Valparaiso, Ind.—Granted CP to change frequency to 95.1 mhz; increase ERP to 35.5 w; change HAAT to 124 ft. Action May 8.

■ KIWA (105.5 mhz) Sheldon, Iowa—Granted CP to make changes in ant. sys.; change type ant.; increase HAAT to 294 ft. and change TPO. Action May 28.

■ KUDL (98.1 mhz) Kansas City, Kan.—Granted CP to install aux. trans. and ant. at main TL to be operated on ERP of 2.37 kw; change HAAT to 250 ft. and change TPO. Action May 28.

■ WQTK (92.1 mhz) St. Johns, Mich.—Granted CP to change TL; and increase HAAT to 300 ft. Action May 28.

■ WCBF (1010 khz) Tampa, Fla.—Seeks CP to augment D directional antenna pattern. Ann. June 11.

■ *WPHS (91.5 mhz) Warren, Mich.—Granted CP to change frequency to 89.1 mhz; increase ERP to 110 w; and change HAAT to 111 ft. Action May 27.

■ KIDX (98.5 mhz) Billings, Mont.—Granted CP to make changes in ant. sys.; change type ant. and change TPO. Action May 28.

■ KQDJ (95.5 mhz) Jamestown, N.D.—Granted modification of CP (BPH-791128AE, as mod.) to change TL; relocate SL and RC; change type ant.; decrease ERP to 40.8 kw; increase HAAT to 388 ft., and change TPO. Action May 28.

■ WTPA (104.1 mhz) Harrisburg, Pa.—Granted modification of CP (BPH-810812AT) to change type trans.; change type ant.; decrease ERP to 14.8 kw; increase HAAT to 950 ft. and change TPO. Action May 28.

■ WA1M-FM (101.1 mhz) Anderson, S.C.—Granted CP to change type trans.; change type ant.; increase ERP to 100 kw; change SL and RC and change TPO. Action May 28.

■ *WBCR (88.1 mhz) Beloit, Wis.—Granted CP to change frequency to 90.3 mhz.; change ERP to 100 w; change HAAT to 44.5 ft.; change type trans. and make changes in ant. sys. Action May 27.

■ *WXPB (91.7 mhz) Rhinelander, Wis.—Granted modification of CP (BPED-801020AC) to change TL; change type trans.; change type ant. and change TPO. Action May 28.

TV actions

■ KSHO(TV) Honolulu—Granted MP to change main SL; change ERP to 99.3 kw vis., 9.93 kw aur.

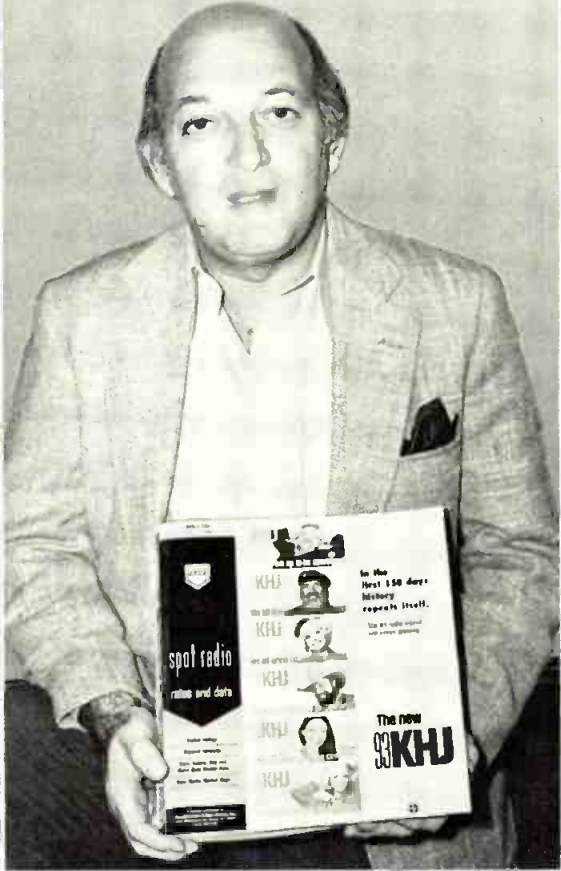
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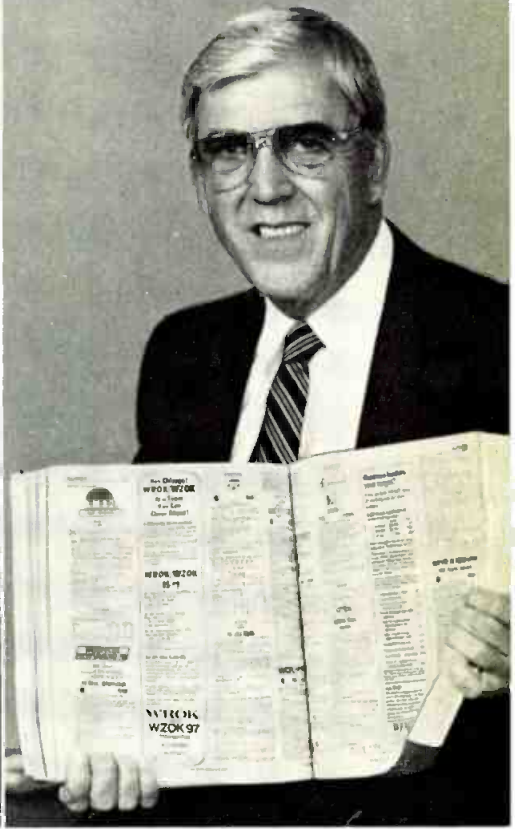
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change HAAT to 2,110 ft. Action May 26.

■ ***KSMH-TV** Hays, Kan.—Granted MP (BPET-790205KG, as mod.) to change ERP to 1,500 kw vis., 150 kw aur.; change TL; change SL (to be determined) and make changes to ant. sys. Action April 30.

In contest

FCC actions

■ FCC denied request by Gerald Henley for review of Broadcast Bureau's denial of his complaint against WBMK(AM) Knoxville, Tenn., for character attack.

FCC said Henley didn't back up his claim that slanderous statements about him were made by participants during open-mike call-in program on Nov. 5, 1979. Action June 3.

■ U.S. Court of Appeals, District of Columbia, denied Millicom Inc. stay of FCC's Dec. 17, 1981 action reaffirming earlier cellular radio decision.

■ FCC denied review of Review Board decision authorizing the Southeastern Bible College Inc. and Glen Iris Baptist School to operate noncommercial FM at Birmingham, Ala., on shared-time basis. If within 30 days only one applicant expresses willingness to accept grant as specified, other will be granted CP for fulltime operation. Action June 10.

■ FCC denied Synanon Foundation Inc. and Synanon Committee for Responsible American Media recon-

sideration of Synanon's rejection for petition to deny license renewal of KGO-TV San Francisco. Action June 10.

■ ALJ Frederic J. Coufal by summary decision granted Son Broadcasting Inc. CP for new TV on ch. 2 at Santa Fe, N.M. Two issues designated against it were found to be in its favor. Also, no genuine issue regarding public interest was found against Son. Decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued June 11, released June 11.

■ FCC conditionally renewed licenses of WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, setting aside 1977 denial of renewals by ALJ. Renewal is subject to findings of WOOK(FM) Washington proceeding. Action June 10.

■ U.S. Court of Appeals for District of Columbia upheld FCC decision to deny license renewal of KIKX(AM) Tucson, Ariz.

Summary of broadcasting

FCC tabulations as of April 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,650	0	0	4,650	125	4,775
Commercial FM	3,361	1	0	3,362	218	3,580
Educational FM	1,127	0	1	1,128	80	1,208
Total Radio	9,138	1	1	9,140	423	9,563
Commercial TV						
VHF	523	1	0	524	11	535
UHF	263	0	0	263	126	389
Educational TV						
VHF	103	1	3	107	9	116
UHF	161	2	4	167	16	183
Total TV	1,050	4	7	1,061	162	1,232
FM Translators	468	0	0	468	208	676
TV Translators						
UHF	2,722	0	0	2,722	222	2,944
VHF	1,619	0	0	1,619	382	2,001

*Special temporary authorization

**includes off-air licenses

Other

■ Helena, Mont.—Denied petition by Capital Investments for reconsideration of report and order assigning four Class C channels, deleting two Class A channels and modifying two Class A licenses to specify operation of new Class C channels at Helena (BC Doc. 80-523). Action May 27.

■ Granted motion by Hewlett-Packard Co. and extended to Sept. 30 time for filing reply comments in matter of authorization of spread spectrum and other wide-band emissions not presently provided for in FCC rules (Gen. Doc. No. 81-413). Action May 18.

Call letters

Applications

Call	Sought by
New TV	
KHCT	Western Slope Communications Ltd., Glenwood Springs, Colo.
Existing AM's	
WEGN	WBLO Evergreen, Ala.
WREM	WHHL Pine Castle-Sky Lake, Fla.
WDGR	WAAH Dahlonga, Ga.
WHYW	WCKG Braddock, Pa.
Existing FM's	
WHYW-FM	WFFM Braddock, Pa.
KNFR	KKTU Albuquerque, N.M.

Grants

Call	Assigned to
New AM's	
WRDS	Sardis Broadcasting Co., Sardis, Miss.
KKNX	East Texas Wireless Radio, Huntsville, Tex.
New FM's	
WXTY	Cawley Broadcasting Co., Ticonderoga, N.Y.
WZBO	Edenton Broadcasting Corp., Edenton, N.C.
WILI	Lakota Communications Inc., Porcupine, S.D.
KCRM	Bruce Lawson Enterprises Inc., Cameron, Tex.
KFML	Hine Broadcasting Co., Whitehouse, Tex.
New TV's	
WDZL	39 Broadcasting Co. Ltd., Miami
KBSI	Cape Girardeau Family Television Inc., Cape Girardeau, Mo.
Existing AM's	
KNRY	KESE Monterey, Calif.
WJYV	WMAG Forest, Miss.
Existing FM's	
KQXR	KLYD Bakersfield, Calif.
KOAS	KKON-FM Kealahou, Hawaii
WLTD	WXMR Lexington, Miss.
WIDO	WQTI Dunn, N.C.
KUT	KUT-FM Austin, Tex.
KTXI	KTMW Mercedes, Tex.
Existing TV's	
WCPX-TV	WDBO-TV Orlando, Fla.
KGMB	KGMB-TV Honolulu

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Attention: sales in Illinois, Wisconsin, Iowa and Minnesota. If you have (2) years' experience in a small market, Wisconsin's top FM country station is interested in you. Send resume to Marty Green, WAXX Radio, PO. Box 47, Eau Claire, WI 54702. An equal opportunity employer.

Salesperson wanted. Sell two stations at once. Both leaders in market. Commissions above national average. Only experienced send resume to Dan Anderson, PO. Box 1930, Flagstaff, AZ 86002.

Account Executive for Marion, Ohio's leading medias, WDIF-FM and Newslife Newsmagazine. We offer a true consultant sell opportunity. If you possess a desire to be the best, and can produce success, we have the tool, the training, and the opportunity for you. Our account executives earn above-average incomes. Send resume to Jim Hopes, Box 10,000, Marion, OH 43302. EOE.

If success and opportunity for growth are important to you, do it right and build your future with one of the country's top small market AM/FM's. If you can't make \$18K/yr. on this established list with good potential, you can't make it with us. Progressive group offers excellent benefits including profit-sharing to go-getters only. EOE. Contact Susan Prillman, c/o Curtis Radio Group, PO. Box 529, Laurinburg, N.C. 28352. 919-276-2911.

Outstanding opportunity for strong closers: become a regional rep and market timely new broadcast product to GMS. Excellent commissions, no account maintenance. Send us a brief description of your track record of selling products/services to radio stations. Write Cramer Communications, PO. Box 120427, Arlington, TX 76012.

HELP WANTED ANNOUNCERS

Talk. Talk. Talk. We want an exciting, unique and witty telephone talk show host, with personality. We're a top-rated, major market station with an unusual talk format. Send resume to Box A-157. EOE.

Afternoon drive announcer wanted. Modern country station in St. Louis ADI looking for announcer with minimum 3 years' experience. Send confidential tape & resume to: Steve Beeny, KWRE Radio, PO Box 220, Warrenton, MO 63383.

Major market radio station is looking for a hockey announcer, preferably with at least 5 years of N.H.L. experience, to broadcast local N.H.L. games. Send resume to Box B-26. An equal opportunity employer.

Multi-talented person needed - Mid-day DJ, sports play-by-play, and experience in audience involvement via telephone. Great station. Send tape and resume to: WLBR, Box 1270, Lebanon, PA 17042. E.O.E.

KOKE, Austin, Texas, seeking experienced morning air personality. No beginners. Send tape and resume. No phone calls! KOKE, PO. Box 1208, Austin, TX 78767. EOE.

Need Announcer-some experience necessary. 5 KW. St. Louis area. \$160 up, depending. 314-586-8577 for Mgr.

WFBG, one of America's highest rated top 40 stations, is looking for an evening air personality. Send T&R to: Tony Booth, Box 2005, Altoona, PA 16603. EOE.

WFIN, Findlay, Ohio, needs experienced morning personality. Must have good production skills. Good pay and benefit program. Contact Kert Radel, PD., 419-422-4545.

Announcers needed for black format AM/FM stereo station in central Kentucky. Offers good opportunity for intelligent and mature individual with good pay and benefits. Send tape, resume and references to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

Air personality wanted for morning drive, A/C format, AM/FM, small market. Heavy on production. Automation experience desired. Experienced pros only need apply. Hunting/fishing paradise. \$1,500 month to start. Resume/audition tape: KSRM/KOOK, Box 852, Rt. 2, Soldotna, AK 99669.

Classical Music Announcer/Producer for morning classical music air shift (6 a.m.-noon). 15,000 record library. Comprehensive knowledge of classical music and ability to present it intelligently on air a must. Accurate pronunciation and pleasant speaking voice essential. Ability to conduct interviews would be helpful. Broadcasting experience preferred. Position available mid-July. Send resume and tape to: Don Dolloff, FM Program Manager, WCNY-FM, Syracuse, PO. Box 24, Old Liverpool Road, Liverpool, NY 13088. WCNY is an EEO/AA employer.

Creative experienced announcer. A/C music combined with talk. Good voice, friendly style. Tape, resume, salary required to WHBC, Box 9917, Canton, OH 44711. EOE.

Immediate openings. Combinations in news/announcing and sales/announcing. EOE. Rush resume and tape to WPAQ, Box 907, Mount Airy, NC 27030.

Night announcer for religious AM-FM group stations in Fargo, N.D. Need experienced, mature personality, preferably with knowledge of sacred music. Equal opportunity employer. Send resume with references to: Gary Herr, KFNV, Box 6008, Fargo ND 58108.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

Southeast Michigan AM-FM is seeking an assistant chief. Applicant must have a minimum of two years of technical school plus three years of experience and valid FCC license. SBE certification a plus. EOE. Send resume & references to Box B-14.

Engineer. Small market northern Midwest Class C FM searching for engineer who will maintain audio and R.F. systems. Responsibilities include recorded and live remotes for broadcast. A critical listener with some music training would best fill this position. Reply to Box B-51.

Chief Engineer wanted for Georgia AM-FM operation. Full time position. Salary negotiable. Call collect, Wayne Bishop, 404-322-6693.

Chief Engineer for AM/FM hi-power in central Kentucky. Strong audio background and maintenance know-how. A minimum of 4 years experience. Send resume, references and salary history to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

Engineer-Major market East Coast. Immediate opening, good pay and benefits. E.O.E. Send resume and references to Box B-98.

HELP WANTED TECHNICAL CONTINUED

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1) -two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS. One Broadcast Hill, Fort Worth, TX 76103.

Chief Engineer for major market FM facility in Midwest. Excellent facility, working conditions and pay (28K to 30K). Must be experienced in audio/processing, RF and FCC matters. Send resumes to Box B-85. M/F. EOE.

Assistant Engineer. Must have experience repairing and maintaining studio, transmitter and microwave equipment. Experience with high quality audio, RF and digital equipment preferred. Send resume or contact Tom Embree, WCLR, 8833 Gross Point Road, Skokie, IL 60077. Equal Opportunity Employer.

Chief Engineer for 50 KW, DA2. Experience in studio construction and maintenance, high power AM transmitters and directional antennas, audio equipment repair and wiring and equipment installation. Must be conversant with FCC rules and regulations, and able to communicate effectively. Send resume and references to WGTO, P.O. Box 123, Cypress Gardens, FL 33880. An equal opportunity employer, M/F.

Broadcast systems installation company looking for top notch equipment installer/serviceman/field engineer. Requires experience in modern and high power AM and FM transmitting equipment, studios and automation systems. Neat workmanship and efficiency a must. Excellent opportunity for qualified individual with management and part ownership possibilities. Send resume, current references and salary requirements to Box B-99.

New Jersey AM/FM is looking for a Chief Operator with excellent credentials. Must have knowledge of transmitter operations and repair, routine equipment maintenance, all FCC requirements (reports and files), and a dedication to getting assignments done quickly. Send detailed resumes with references to be called to Box B-100. E.E.O. employer.

Our Chief is retiring after 30-plus years. AM & Class "C" FM in Western NC. Both automated. Send resume to Box B-103.

HELP WANTED NEWS

News Director and newsmen sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send resume, tape, writing samples and salary history to Greater Muskegon Broadcasters, 506 Muskegon Federal Savings Building, Muskegon, MI 49440.

Sportscaster for strong sports station, small market. Train under major league network announcer. Much play by play. One year experience. Tape, resume, salary to: KTIP, Route 1, Box 1450, Porterville, CA 93257.

WXAM, Charlottesville, seeks News Director with good reporting and broadcasting skills who's committed to news excellence. Send tape and resume to Steve Reed, P.O. Box 1294, Charlottesville, VA 22902. EOE.

A unique news opportunity for a committed radio reporter. One to two years' experience a must. Join the three-man news team of the only news-talk station to make it big in a small market area. Prefer Floridian. If you have your news "feet" wet and are aiming for the top, this could be an important career step for you. Experience opportunities unlimited. Total responsibility for afternoon drive plus outside reporting. Six-day week. Salary \$900 to \$1,100 per month, depending on experience. Send tape & resume to WTTB News, P.O. Box 3467, Vero Beach, FL 32960.

Immediate opening for reporter with minimum 2 years on-air and reporting experience for all news radio station. Prefer applicants with journalism degree. Must be willing to work on shift assigned. No calls. Tape and resume to Eric Mease, WILM, Box 1990, Wilmington, DE 19899.

News director - supervise all news department personnel and locally produced radio news/public affairs programs. Produce news programs. Salary \$17,160 to \$21,000. Application deadline: 7/9/82. Send resume, audition tape and writing samples to: Debbie Eberle, Personnel Manager, WOSU-AM-FM-TV, The Ohio State University, 2400 Orlentangy River Road, Columbus, OH 43210. AA/EEO employer.

AM/FM stations with strong commitment to local news seek experienced News Director. Authoritative newscaster with strong writing, reporting and management skills. Beautiful New York City suburban community. Send resume to Box B-101. EOE.

Newsperson needed for Beautiful Music station. Morning news, public affairs programs & editorials included in responsibilities. Must have solid experience, good writing skills & mature voice. Tape & resume to WSRS, Box 961, West Side Station, Worcester, MA 01602.

Need stringer in Illinois for regional farm network. Some experience in radio news required; need not be familiar with agriculture. Regular reports by phone on issues and activities of interest to Illinois farmers, including legislative action. Contact Gary Truitt, 314-584-3318.

Journalists - American radio station in Europe seeks qualified journalists for its central newsroom in Munich, West Germany. Applicants should have minimum 5 years full-time news-writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing and editing English language news copy and offers good salary and benefits as well as opportunity to live and work abroad. Send detailed resume and writing samples to Box B-108. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Desire to use your talents for Jesus Christ? Following positions open in nationwide satellite network. Engineer, news/sports director, reporter, programing/production, announcers, network planning/development. Send resume to Box B-1.

Cultural/Public Affairs Producer. Cultural/public affairs producer for 100,000 watt NPR affiliate. Duties: Serves as producer for state-wide distributed business program and produces other program segments. Qualifications: BA/BS in Communications or related field; three years broadcasting experience with preference for NPR background; knowledge of business helpful; creative production skills needed. Salary: \$15,346. Deadline: June 28, 1982. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFT-FM, 2108 Weimer Hall, Gainesville, FL 32611. (Non-returnable production tape encouraged). The University of Florida is an Equal Employment Opportunity/Affirmative Action Employer which encourages applications from minority groups and women.

Radio & Television - 2 positions - Program Director, Director of Community Affairs for WAJC, 48,000 watt stereo FM in Radio & Television Department. Ph.D. or Master's degree with broadcast experience. Send vita to James R. Phillippe, Butler University, 4600 Sunset Avenue, Indianapolis, IN 46208. Butler University is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

13 successful years multi-faceted radio experience including sales, middle management, news and talk-show host. Experience with startup operations and established organizations. Community involvement person. Can motivate with words and deeds. Understand budgeting, licensing procedures, personnel, sales, programing, promotions, news and public service. A professional who thinks radio is a profitable business and can help you achieve that goal. Available now. Call Les, 803-288-9595.

General Manager: aggressive, ambitious, greedy. Highly organized and disciplined to make money. Expertise includes in-depth strategies for developing sales, programing, promotions, profits. 19 years successfully managing AM/FM. Excellent credentials. Write Box B-75.

I enjoy radio! After 23 years in small markets, 7 sales, I want management! Now in Western-Midwest. Write Box B-121.

Stable Group GM, impeccable sales results, people skills, administration, references. Top markets. Moral achiever seeking GM position, growth company. Consider equity all markets. Joe, 912-924-4852.

Sales Manager. 15-year professional. Enthusiastic, motivated, personable, caring, leader. Want final settlement. Write Box B-95.

Small market specialist would like to manage and invest as working partner in Southern Broadcast property. Successful background in sales management, sales programing and sales merchandising. Sell me on your company and I'll sell you a community-involved family man looking for long term profitable commitment. Let's make money together. 904-673-0322.

Small/medium market GM. Experienced all phases. Track record. Best references. Write Box A-179.

SITUATIONS WANTED SALES

Proven Winner looking for a Radio/TV sales position on a management track. 4 years radio experience. Will perform for you. Jim Sutton, 3869-A Riviera, San Diego, CA 92109. 714-235-3344.

Experienced. Small market. Looking for bigger challenge. Degree. 23. Sales training. Can combine with sports or announcing. Write Box B-44.

Dynamic, successful sales manager with proven track record and knowledge of all aspects of radio. Seeks similar position in the Midwest or Rocky Mountain states. Write Box B-94.

College Graduate in RTVF sales/management with 2 years' experience in direct sales is looking for a sales position. Don, P.O. Box 2385, Stillwater, OK 74076-2385.

SITUATIONS WANTED ANNOUNCERS

18-year professional looking for a New England home. Searching for someone who's done it all? I'm your man! T & R available. Write Box B-8.

Broadcasting School graduate with Associate degree in communications. Looking for work in small market radio. Prefer New England. Write Box B-27.

Great Shtick! Solid, class, quality A/C professional with track record. Mornings-KIOA, evenings-WTVN, small market Op. Dir. Brad, days), 515-289-2444.

Seeking stable operation with positive/professional attitude who believes in giving direction and help set goals. CHR, A/C or Country. Midwest, Southwest, West or Canada. Want to learn the business from a pro. Write Box B-77.

9 years' experience. PD, MD, copywriter, MOR, EZ. Married. Prefer Northeastern coast. Geoff Stellpflug, Mifflin, PA 17058-0061. 717-436-8809.

Bright, friendly personality mixed with drive time experience makes a hit on your station! Flip side includes phone, remote, and production skills. Act now! Limited time only. Void in Alaska. Box B-58.

College grad with distinction wants first job. Managed 3 kw ED-FM 2 yrs. DJ, PBP news is my specialty. Prefer Midwest. 219-223-2536 for T & R. Tim Murray.

Experienced Ohio Announcer with 3rd. available now. Works all formats and shifts. Sports nut, 513-548-5603.

Still looking. Announcer/sportscaster. 5½ years' experience, know A/C format. Southern Rockies, West Coast preferred. Anytime, 303-651-3549.

I want back into radio! Just quit job selling major market television to go back into radio. BA-MBA, on-air experience, PBP news, production, etc. Considering all markets, enthusiastic, no clock-watcher, packed and ready to go. Contact Ray Siri at 415-334-3852.

Versatile, enthusiastic, experienced play-by-play announcer and news reporter. Tapes and references available. Call Doug at 419-924-2938.

Recent Ohio U. grad seeks challenging sports reporting/PBP position. 4 years radio and TV. experience covering college and high school events. Great PBP, 4 major sports. Willing to relocate. Video and audio tape available. Rob Meltzer, 212-840-3266 or write Box B-115. PS.: Will also make coffee.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Seeking first professional break. News/D.J. BA, Broadcast Journalism. Valeria Humphrey, 212-629-0428, after six.

Daniel Winton. Me announcer. You radio station. My fresh unique talent is seeking air. Any format. Anywhere. Danny, 714-273-5845.

Entertaining issue-oriented talk show host wants to be part of your station's team and community. Sincere, effective locally oriented communicator. Joe Martin, 502-245-8933.

Call me before anyone else. Mature, intelligent person looking for job opportunity in small market radio. Steve McCallin, 215-922-2530.

Available immediately—experienced announcer-DJ. Can work any music format. Salary open. Contact Fred Lane, 612-777-9363, 2481 Elm Dr., White Bear Lk., MN 55110.

Experienced announcer with FCC license seeks East Coast assignment. Joe Donato, Box 20113, Phila., PA 19145. 215-389-4362.

Wait until you hear my play-by-play. Sports director, good on board. 3 years' experience. 516-437-2688.

Major Market AOR announcer, very strong production, seeks Rocky Mountain, East-West Coast locale. Seven years' experience. Tim, 216-884-8438.

SITUATIONS WANTED TECHNICAL

BS Degree in computer science. 23. Already an FM station owner with 7 years engineering experience. Superior administrative skills and dynamic expertise in FM consulting, digital/analog circuit design, AM/FM transmission systems, stereo, exacting audio, automation, stl's, AM/FM proofs, studio design and installations, and all types of communications projects. Seeking a progressive organization in any major/medium market. Outstanding references. Write Box B-117.

SITUATIONS WANTED NEWS

Crisp, accurate, creative coverage of breaking news and legal beat my specialty. 5 yrs' experience. Looking for position in medium to large market (350,000+). Doug, 217-546-9389.

Experienced Reporter: will cover congressional and Washington events, good delivery, interviews. Credentials. Call 202-547-2459.

Hockey play-by-play looking for minor league hockey job and possible minor league baseball work. Can also do news and jock work. Five years radio experience. Mike, 313-586-8573.

News department: need someone to revitalize it? Someone to lead, teach, innovate, dig? That someone is at 904-269-4940. ND with major-market experience. Experienced in all formats, including all news.

I can gather, write and deliver news, produce and host public affairs and talk shows, have management experience, and worked at one of the top stations in the U.S. (NYC). Ready for new challenge. Write Box B-34.

Experienced news, sports reporter seeks challenging opportunity. Strong PBP all sports. Top writing, on-air skills. Steve French, 110 Warwick Drive, Elyria, OH 44035. 216-322-9955 before 11 a.m.

Published author—young newscaster, reporter, writer. Some on-air experience. Extensive broadcast training, mature delivery, excellent references. Salary very negotiable. Tape available. Call Michael, days, 212-888-2175.

News/Sports/DJ looking for first job. Call Larry, 313-732-1262.

Young, experienced Southern Cal. Sportscaster seeking multi-sport PBP and Sports/News position in smaller market. Please call Bob Harden, 714-968-8867.

News/Farm reporter. Creative self-starter. B.S. in agriculture. Training and experience in broadcasting. Excellent interviewing and writing skills. 616-468-5141.

Currently on-air morning drive in NYC at top-rated station, but real desire is to be ND at locally involved station. Write Box B-122.

National award winner, recent graduate, seeks position in upstate NY. Small and medium market experience. Tom, 607-785-9012.

Sportscaster-experienced PBP, sports-talk, news, more. Major University sports, minor league baseball, local sports. Talented, dedicated. Will relocate! Available now! Keith, afternoons/evenings, 914-238-8547.

Need the best PBP sportscaster available? 4 major sports, excellent sports anchor also. Nine years PBP experience. 612-255-0386, Gary.

Attention all markets! Have a need? I'll fill it for you. 2 years on-air experience, have sold major market television, BA-MBA, news sports, PBP production, board copy, etc. Hard worker, non-clock watcher considering all markets, available now. Call Ray Siri at 415-334-3852.

Experienced newperson/announcer. Seeking radio news position. BA radio, television and film. Interested in announcing, production, writing. Michelle, 215-928-1291.

Sportscaster. 27 years old. Looking to do major college or pro hockey or basketball. Have done both. Currently doing minor league baseball. Available September 1st. Call Steve, 803-665-6527.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

We'll bet you one month's salary you'll be satisfied with this outstanding announcer/talk/sports/PBP/production duo. Intelligence, effort, and innovation applied to all formats; separate or team show. Ready for step up. Write Box B-32.

Intelligent pro wants challenging programing position. 10 years experience major/medium markets contemporary formats. Great references, stability, voice. I do the job. 915-544-6893.

Family man with 9 years' experience looking for PD or exceptional jock slot. Currently in top 20 market. Class operations only. Write Box B-109.

Devoted 14-year professional seeks career position. Degreed. Proven writing, news, announcing and management/motivation skills. Rubarb Productions, PO. Box 1922, Springfield, MO 65805.

Former radio station owner looking for PD/operations manager/production position. 10 years' broadcasting experience. Flawless production. Excellent ratings. Knowledgeable. Responsible. Reply Box B-93.

TELEVISION

HELP WANTED MANAGEMENT

Program Director for KING-TV in Seattle, Washington. Must have substantial experience as a television Program Director with a proven record of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to: Kathleen M. Hughes, Personnel Director, King Broadcasting Company, 333 Dexter Avenue, N., Seattle, WA 98109. EOE.

Assistant Controller—Group W, KYW/KYW-TV, Philadelphia. Position is responsible for accounting operations, P&L preparation, automated general ledger, payroll, accounts receivable, budgeting and forecasting. Position deals with high level management and incumbent must be able to meet corporate deadlines and administer company policies. Accounting degree and five years financial accounting experience required. Please send resume and salary requirements to: Ms. R. E. Matthews, Personnel Manager, KYW/KYW-TV, Independence Mall East, Phila., PA 19106. Equal Opportunity Employer.

HELP WANTED SALES

Account Executive—This is an opportunity that may only happen once. New England's hottest new station is seeking a salesperson with independent TV sales experience (minimum 3 years). If you are a highly motivated, self-starter, looking for a challenge, send your resume and salary requirements to: Box B-37.

HELP WANTED TECHNICAL

Want to hire: Director of Engineering—medium market—sunny South. Most modern television equipment. Requires leadership, planning, supervisory ability, good with people. Some "hands-on" required. Excellent opportunity. Send resume and salary requirements. Strictly confidential. Write Box A-198.

KMGH-TV, a CBS affiliate in Denver, Colorado, seeks applications from experienced career minded operations engineers in the areas of ENG, switching, audio, master control, and video. Applicants should have solid operations skills and a good technical background. A First Class or General Class FCC license is highly desirable. We offer excellent pay, benefits, and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, PO. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

Assistant Chief Engineer—UHF We have an immediate opening for an individual with 3-5 years studio/transmitter maintenance experience. Supervisory experience a plus. Responsibilities include assisting the Director of Engineering in preparing and administering the budget, supervising engineering operations, assisting in the purchasing and installation of new equipment. Competitive salary and benefits package. E.O.E. M/F Send resume to: Director of Engineering, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214.

Chief Engineer. Progressive Midwest station looking for a chief engineer with exceptional human relations skills. Your proven track record in management and motivational style is vital to our successful operation. Salary is commensurate with experience. Please send resume to Box B-50. All replies are confidential. An equal opportunity employer.

Assistant Chief wanted for progressive mid market TV station. Number one station in market. Clean area. Contact Jack Davis, 701-223-0900. Equal Opportunity Employer.

Transmitter Engineer—operate and maintain RCA TTU 110C transmitter with STV operation. FCC license and 3 years' experience minimum. Salary commensurate with experience and abilities. Write: WRBV-TV Channel 65, Carmen Colucci-SM, PO. Box 2300, Vineland, NJ 08360.

TV Technicians—Major market UHF group owner looking for transmitter engineers to take charge of transmitting facilities in Milwaukee and Boston markets. Requires FCC General Class license, video and RF experience. SBE certification preferred. Salary and benefits competitive with market. Send resume to Chief Engineer, WQTV-TV 68, 390 Commonwealth Avenue, Boston, MA 02215. E.O.E.

TV Engineer/studio supervisor. Responsible for the technical/engineering operations of Washburn University's broadcast and instructional television production area. Qualifications: graduate from high school or equivalent supplemented by post-secondary education or training in directly applicable areas. Minimum of 2 years progressively responsible experience in studio maintenance and communications electronics. Salary: \$18,000-\$22,000. Send letter of application and resume by August 1, 1982, to Charlene S. Hurt, Director of Library and Media Services, Mabee Library, Washburn University of Topeka, Topeka, KS 66621. Washburn is an equal opportunity/affirmative action employer.

Technician for PM Magainze. Must be experienced in ENG/EFP photography, audio, lighting and 3/4" tape editing. Must be creative and a self-starter. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

Television Broadcast Technician. Experienced engineer needed to install, operate and maintain state of the art television news broadcast equipment. Strong creative skills and ability to get along with people in aggressive news atmosphere required. Minimum two years advanced technical education or equivalent desired. Please send resume and salary requirements to Barbara Davis, Personnel Assistant, WDTN TV2, PO. Box 741, Dayton, OH 45401. E.O.E.

HELP WANTED NEWS

News Director — Chesapeake country, small market (164) needs pro to manage and motivate award-winning staff, yet spend most of your time in the field. Perfect for experienced assistant or reporter ready to step-up. Good salary and fringes. Send resume and salary history to Frank Pilgrim, GM, WMDT-TV 202 Downtown Plaza, Salisbury, MD 21801. AA, EOE/M/F.

Sunbelt market leader in the top 100 is looking for experienced, aggressive reporters with a flair for writing and production. If you have been paying your dues at a small station and are ready to move up the ladder, send a resume and approximate salary requirements to Box B-29. E.O.E.

Several people needed for expanding news operation. Assistant news director/reporter with anchor experience. Reporter: will consider entry level. Meteorologist—if not certified, will consider weather experience. We're number 1 and intend to stay that way. Send tape and resume to News Director, WXVT-TV, Box 5815, Greenville, MS 38701. E.O.E.

Sports Reporter: Need to be a good journalist with a flair for packaging. Excellent writing and editing skills necessary. Two years' experience. Tape and resume to News Director, KXAS-TV, Post Office Box 1780, Fort Worth, TX 76101. EOE. No telephone calls, please.

Anchor for progressive, group-owned station in top forty market, early and late news. Must have reporting experience and strong writing skills. Must be a participant ... readers not wanted. Energy, enthusiasm and desire to win are paramount. Send full details on education and experience with references to Box. B-71. EEO Employer

News Anchor—Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box B-42. EOE.

Associate Producer. Experienced journalist to report, write and edit for No. 1 rated weekly news magazine. Excellent equipment. Must be serious journalist, capable of producing in-depth stories. Good writing and editing skills a must. Equal Opportunity Employer. Resume to Jack Spaulding, KIMA-TV, PO. Box 702, Yakima, WA 98907.

TV News Reporter/Producer. University of Florida. Requires Bachelor's degree and five years' experience must include at least one year with ENG equipment, on-camera performances, broadcasting, writing, reporting and producing. Salary \$18,000-\$20,000, negotiable. Preference given candidate with demonstrated leadership qualities and desire to develop marketing skills required in public relations. Send complete resume by July 29th, 1982, to George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Reporters with street savvy and experience Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume and salary requirements to Box B-41. No beginners, please. E.O.E.

News Director needed by medium market TV to take charge of news, weather, sports departments. Administrator that knows news—journalism and techniques. E.O.E. Resume and salary to Box B-112.

Anchor-Producer-Reporter, male or female, experienced, strong writer and organizer. Send tape and resume to News Director, KOLQ-TV, PO Box 10,000, Reno, NV 89510. Equal Opportunity Employer.

Sports Reporter-Anchor: Medium market Pacific Northwest station is looking for sports reporter-anchor with strong knowledge of sports and an eye for features. Not an entry level position. Send resume to Box B-106

Producer. KWTW-Channel 9, Oklahoma City, is looking for a producer. Bachelor's degree and one year's experience required. Must be able to put together a fast-paced, well-balanced newscast, using good production techniques and sound news judgement. Must also be able to handle multiple live and satellite remotes. We are an aggressive news operation looking for an aggressive, take-charge news producer. If you think you fit the bill, send a tape and resume to Billye Gavitt, PO. Box 14159, Oklahoma City, OK 73113. EOE/M-F

News Photographers: Minimum 3 years' experience shooting and editing ENG. Send tape and resume to: Chief Photographer, WNGE TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

News Photographer. Send resume/tape to Nancy Ronald, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EEO.

KFDM-TV has opening for a sportsperson. Must have experience field reporting and doing anchor work. Ours is a two-man department in a dominate news shop. Please send tapes and resumes to Tom Allen, KFDM-TV, PO. Box 7128, Beaumont, TX 77706. Equal opportunity employer. Deadline for application is July 2.

Meteorologist—Top-rated news department searching for meteorologist. TV or radio broadcasting experience a must. Send resumes to Box B-102.

Meteorologist. Meteorologist for weekend-TV newscasts and weekday weather forecasting service. Must have strong communication skills and ability to get along with people in aggressive news and weather atmosphere. Send resume and tape to Barbara Davis, Personnel Assistant, WDTN-TV2, PO. Box 741, Dayton, OH 45401. EOE.

Weather Person—A Sunbelt, medium market VHF network affiliate seeks a sound, experienced weather person, preferably a meteorologist. The successful candidate will be a fully knowledgeable weather prognosticator who is inventive in presentation and strong in communication. Weather tools include radar, satellite and computer generated graphics. Send resume and dollar requirements only. We'll request an aircheck of potentially successful applicants. Write to Box B-82. EOE.

Weekend weather/report: We are looking for an experienced weathercaster who can round out our top-rated weekend news team and also report three days a week. We're the number one news operation in a beautiful Sunbelt city. Our weather department is loaded with the latest technology. If you think you have a future in weather and need a good place to develop it, send a resume and tape to Michael Sullivan, News Director, WAAY-TV, PO. Box 2555 Huntsville, AL 35801. EOE.

Anchor/Producer. Medium market network affiliate needs an anchor who can produce fast-paced contemporary newscast. Must have experience in news production and anchorwork to be considered. An equal opportunity employer. Resume and salary requirements to Box B-83.

We're Looking for the best anchor around. We also need 2 reporters and a photographer. If you're better than most, then rush resume, salary requirement plus cover letter to Box B-80. No beginners, please. E.O.E.

Sports Reporter/Photographer. Must be involved in recreational sports and interested in all sports. Must be able to report, shoot, edit and produce. Send tape and resume to News Director, WBRC-TV, PO. Box 6, Birmingham, AL 35201. We are an equal opportunity employer.

Cinematographer. Seeking a steady shooter who knows news, packaging, editing, and has the hustle to hit the street on day one. ENG and some film experience a must. Applicants must have degree and newsroom experience. Resume, salary expectations, and tape to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

Experienced Reporter/Anchor wanted for expanding small market organization in Pacific Northwest. Send tape and resume to Jeff Wasson, KAPP-TV, PO. Box 1726, Yakima, WA 98907.

Meteorologist. Weathercaster for progressive Hearst station in aggressive news market. Experience in forecasting for prime newscasts. Meteorologist preferred. Individual must have strong communications skills. Send resume and tape to Barbara Davis, Personnel Assistant, WDTN-TV2, PO. Box 741, Dayton, OH 45401. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

NYC TV production seeks part and full time staff announcer for commercial work, knowledge of TV production helpful. Box B-110.

Associate Director of public relations for leading national children's television series. Need experienced professional with strong writing skills who understands TV promotion, publicly and budgeting. Send confidential resume with salary history to Box B-24.

PM Magazine videographer/editor. Top 10 market needs videographer to shoot and edit PM Magazine Detroit stories. Prior experience with PM or related magazine show is preferred. Send resume and tape to: Helen Love, WJBK-TV2, Box 2000, Southfield, MI 48037 An Equal Opportunity Employer.

Promotion Director needed for small market CBS affiliate. Develop and execute marketing and media strategies for station. Radio or TV promotion background required. TV/print writing and production experience essential. Send resume and demo tape to: Production Manager, WXVT-TV, Box 5815, Greenville, MS 38701. E.O.E.

Major TV station needs Manager/Producer responsible for station's on-air breaks, from lay-out and production to on-air delivery; supervises staff writers/associate producers. 3-5 yrs. prior broadcasting experience, specifically 3 yrs. on-air continually and/or promotion in addition to 2 yrs. management; excellent writing skills. College graduate preferred, broadcast journalism/English majors a plus. Excellent salary and benefits. Submit resume and salary history to Box B-105 EOE.

Afternoon show. Reporters/Hosts (2) needed for new daily live afternoon show. Candidates should have 2-3 years' experience on-air in news and/or talk shows, and 2-3 years' experience writing and producing features. Call or send resume to Robin Sestero, Producer, WISH-TV, PO. Box 7088, Indianapolis, IN 46207 317-924-4381.

Research Administrator for WFSB, a Post-Newsweek station in Hartford, Connecticut. Prior broadcast research experience necessary. Prefer experience with Mini-Pac computer and national sales representatives. Please send resume to Susan Paulauskas, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M/F.

SITUATIONS WANTED MANAGEMENT

General Manager with six (6) years' experience that knows how to turn a profit is now seeking new challenges. All situations considered, but prefer Sunbelt areas. If you are looking for a proven professional to up-grade or turn around your station, please respond to Box B-36.

Traffic Manager. Over 15 years' experience on Bias and Cox Computer Systems. Willing to relocate. Reply Box B-61.

General Manager/Sales Manager. 19 year veteran of broadcasting; with 5 years top management. Expertise in personnel; budgeting, programming, and operations. 7 years proven sales and marketing experience. Available immediately. Call Phil Brassie, 812-235-0098.

SITUATIONS WANTED TECHNICAL

I Remember what I learn! Adaptable licensed engineer, seeks small/medium markets. Call Mark Moss, 215-922-2530.

Experienced Operating Engineer with 1st phone. Complete master control ability. Also transmitter operation, production, and camera work. Pat Costello, 814-362-2371.

SITUATIONS WANTED NEWS

Sportscaster for major cable network anxiously wants to return to coverage at local level. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility of professional approach which can produce the winning edge. Write Box B-46.

Experienced anchor/producer seeking news director's position. Learned from others, now ready to lead outstanding news organization. Firm believer in community service and station image. Excellent references. Will consider combination news director-anchor position. Write Box B-59.

SITUATIONS WANTED NEWS CONTINUED

3 years professional TV, radio, newspaper. Recent college graduate. Knowledgeable writer (news, sports), good appearance. Hard worker. Radio, TV on-air behind scenes. Sean, 412-222-7870.

Commentator: 1 1/2 years doing commentary/essay for nationwide cable network. Style there wryly humorous, vaguely Rooneyesque (but much cheaper). Have also done 1 1/2 years of more "serious" award-winning commentaries for statewide PBS outlet. Mature (38), positive. M.A. in Communications. Seeks challenge in serious operation. Could also serve as feature reporter or co-host of show of the ilk of PM Magazine. A man for all regions, relocation no problem. Tape and resume available. Let's talk. Call Jack, 404-427-8934, afternoons.

Feature Reporter—creative female with North-western Master's and 2 years' experience seeks kicker spot in newscast, top 50's market. Pat, 615-877-8459.

Enterprising male minority seeks re-entry in highly committed news-sports Dept. 3 years TV/Radio. Wayne, evenings. 213-964-2721.

Award-winning, experienced, and creative black female reporter seeks employment involving hard work and anchor opportunities. Write Box B-55.

News Director: Proven ability to recruit, train, manage and budget. Now N.D., top 50's CBS station. Seeking bigger challenge at station with solid news commitment and state of art equipment. Write Box B-47.

Looking for an anchor who is an outstanding communicator, excellent writer, community-minded, dependable, good with people, creative, witty—and experienced to boot? You've found him! Write Box B-60.

I'm a mature (33) male with a double BA in journalism and political science and some TV news experience. Looking to get back into reporting field after a five year absence. Please reply Box B-120.

Female Anchor/Reporter in small market seeks challenge of larger market. Working knowledge shooting and editing ENG. Call Jan., 216-871-7551.

Meteorologist looking for entry level position. Radio experience, good appearance, enthusiastic, willing to work hard. Chris Hohmann, 502-451-8272.

Meteorologist—8 years TV experience. M.S. Degree/AMS sealholder. Currently weekday meteorologist in top 20 market. Contract expires August 1982. Write Box B-119.

I'm Searching for an entry level position in television news. I'm black and female, with diversified talents in the field. On-air reporting experience too! Cheryl, 219-949-8071.

Looking for TV News Reporter position, preferably in Northeast; due to family considerations, must move there. 11 months' experience, currently news reporter for western Nebraska TV station, averaging 7-10 reports weekly. Am news anchor on weekends. Graduate of Announcers Training Studios, N.Y.C. Am single, 27. Tape, references available. Write Box B-118.

I'm a workaholic and a recent graduate with experience in both radio and television news, looking for a position as a reporter in medium to small market TV. For tape and resume, call 419-782-3581, ask for Laura.

Former ND and recent AE/anchor currently seeking News Director and/or anchor position. Excellent on-air delivery. Reply Box B-92.

Experienced Reporter who also shoots, edits, anchors and produces looking to move up. Call Linda 806-373-8926; 806-935-7792.

Award-winning T.V. news Photographers: Husband and wife, currently working at competing stations, seek employment together. 10 years' experience combined. Willing to relocate for right opportunity. Box B-87.

Aggressive, enterprising reporter seeking to resume TV news career after following adventuresome roads. 27, three years reporting experiences. Send for the tape. Bob, 919-782-5255.

Experienced, dedicated, hard working, mature, appealing, 31. Reporter/anchor/producer. Currently employed. Needs to advance. Box B-81.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production person. Studio camera, lighting, and operations. Some producing and directing. Versatility a big plus. Looking for a production position. Contact Mike Zawalski, 5227 Philip Street, Maple Hts., OH 44137. 216-475-7284.

Give this woman a chance. Hardworker wants entry level production position. Jan., 3324 S. 90, Milwaukee, WI 53227.

Production Position from Production Assistant to Director. Experienced in all aspects of production on both sides of the Atlantic. Highly educated, highly motivated. Call collect, 515-292-4208, evenings.

Video Editor and Cameraman, recently graduate from prestigious N.Y. Communication school. Personable, self-motivated, responsible, will relocate. Call mornings/evenings. 212-366-8074.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Vice President-Finance and Administration. A Washington-based non-profit broadcast investment company, specializing in minority applicant investments, is seeking a person responsible for financial and operations analysis of portfolio companies. Person should be analytically oriented, a self-starter, with an ability to deal with the day to day administration of a small minority venture capital company. Minorities and women are encouraged to apply. Salary range—low \$30's. Applicants should submit resume with salary history to Box B-88.

HELP WANTED SALES

Videconferencing marketing rep. Leading company in burgeoning videoconferencing industry needs account exec for NY office. Excellent writing & presentation skills, heavy client contact required. Ad agency and/or broadcasting background preferred. Rare, ground floor opportunity with expanding company. Letter & resume to Box B-104.

HELP WANTED INSTRUCTION

Tenure track assistant professorship to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin mid-August. Candidates should have Ph.D. (or be very near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume and three letters of reference by July 1, 1982, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EO employer.

Instructor/Technician—Growth opportunity for experienced broadcast electronics instructor. Position requires proven classroom experience and minimum three years background in radio engineering. Responsibilities include classroom and lab instruction in our accredited broadcast electronics program, as well as maintenance of broadcast equipment. Ability and desire to work with career-oriented student body a must. Apply to: Director of Education, Ohio School of Broadcast Technique, 1737 Euclid Avenue, Cleveland, OH 44115, or call 216-861-1111. EOE/M/F.

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.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271

Wanted: ITC 3-D and R-P cart machines. 313-285-9700.

Wanted: Used equipment for class A-FM, everything. Norm Davis, 512-663-3281.

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.

Videotape editing system: Two Sony BVU-200A broadcast editing U-matic videocassette recorders. These VTRs include separate time code track, frame-lock servo and standard broadcast audio levels and impedance; one Cezar "Editing Centre". This micro-processor based editing system features SMPTE time code interface, CMX Decision Lister, CRT Display, Source Reader and Record Reader, \$20,000, or best offer. Video production switcher: Vital 114-10A featuring downstream keyer and AFV package, \$11,000, or best offer. Videotape recorder: Sony BVU-100 3/4" portable VTR, \$3700, or best offer. Contact National Video Industries, 15 West 17 St., NY, NY 10011, 212-691-1300.

1 kw Collins 20 v-3. Ready to go to another successful AM station. Call Dick Pickens, 512-474-0106. KVET, Austin, TX 78703.

Ampex 351 recorders: several, completely rebuilt, new heads, bearings etc. with original electronics, \$995; with Inovonics electronics, \$1495. 419-435-7170.

RCA-TTU12 12kw UHF transmitter operating on ch. 15. Spare parts and tubes, \$30,000 or best offer. Call Charles Chatelain, 318-237-1500.

Collins 830-F2 10KW FM transmitter. Completely rebuilt, new plate transformer, Filament supply with an A830 exciter and stereo generator, \$12,000. Call 601-442-4895.

10KW FM Transmitters, Harris 10H1 (1969), on air CCA 12000E (1978), direct FM exciter, CCA 10000D, on air. Call M. Cooper, 215-379-6585.

1 KW AM transmitters: Collins 20V3, exc. cond., also, RCA BTA-1R on air w/proof. Call M. Cooper, 215-379-6585.

Continental, Harris, RCA, Collins AM and FM transmitters for sale. All powers in stock. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Equipment for sale: Digital Video Systems DPS-1 TBC; Hitachi FP-40SS ENG/EFP/Studio camera; Hitachi HR-200/HST 1" Type C w/Slo-Mo; Hitachi SK-91 ENG camera; Panasonic AU-7000 edit system; Conrac 7641 Hi-Rez monitor; Ikegami TM-142RHA Hi-Rez monitor; Ikegami ITC-350 ENG camera; 3M Chroma Keyer for 6114 SEG; 3 M 5130 Matrix Wipe Generator; Jatec USEC-42T editor; Sony VP-3000 3/4" portable player; Cinema Products 5P001 cameraprompter; Ampex ATR-700-2; 3M 210 color bar/sync generator; Quanta Q-VII character generator. Call Ted or Terry at 518-449-7213.

10 B Gates transmitter with FM exciter and stereo generator (both solid state) Recently pulled out of service—totally operational. Call Lee Geysbeek, 616-942-1500.

RCA TT50AH/LA and RCA TT25BH/LA. On the air as main and auxiliary, excellent condition, with a considerable supply of spare parts. Make an offer to Bill Orr, WBNS-TV, 614-460-3700.

Harris M90 (Audiotronics 110B) console. 18 channel stereo program audition and mono meter channels. New in crate with spare power supply, \$16,000. Call 601-442-4895.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Onan 85KW generator with auto transfer switch, 3 phase, natural or L.P. gas, used only 70 hours, hospital muffler, outdoor housing, \$18,000. Call 601-442-4895

**FOR SALE EQUIPMENT
CONTINUED**

Complete station production/master control video switching system: Sarkes Selectec III; Production console has 16x6 switching with Dual Mix/Effects, 24 patterns, split fade to black, preset wipe and key system with H&V preset limit control, variable wipe units, wipe and mask key, spotlight, positioners/modulators, color matt, chroma key with 4x1 RGE switcher, quad split with variable border, re-entry. Master control console has 16x2 video and 16x3 Audio Switching plus 10x2 aux. audio switching, automatic mix/key, VTR and trim pre-roll timers and control, audio monitoring and cart control plus video re-entry system, includes almost 100% spares. A complete switching system for fraction of a new price! Call Ray LaRue, Quality Media Corporation, 800-241-7878. In GA, call 404-324-1271.

(3) Harris 90-2 stereo cart playbacks, excellent condition. Used only 8 months, \$750.00 each. Call 601-442-4895.

Brand new Otari reel to reel tape recorders at the lowest prices ever. Box B-114.

(2) each 250 ARS carousels. Random select, good condition \$1,200 each. Call 601-442-4895

GE 250 transmitter. 19 x 9 vintage. Needs work \$250.00. Tuned to 1450. Call 601-442-4895.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds renewed again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-595-9588.

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.

Network quality audio feeds from New York area sports events. Call: 914-667-9070, or write Sports, 370 Claremont Avenue, Mount Vernon, NY 10552.

NPR and APRadio: The Daily Feed, 90 second radio satire, free to you through PubSat. Cash & barter available to others. D.C. Audio, National Press Building, Washington, DC 200045. 202-638-4222.

CONSULTANTS

Communicators; looking for a job? Let's face it! Everybody won't get a job this year. But, the folks registered with CPS stand a better chance than you do. Find out more. Contact: Communications Placement Service, 2025 Eye Street, N.W., Suite 813, Washington, D.C. 20006. 202-659-8251.

RADIO

**Help Wanted Programing,
Production, Others**

**PROGRAM
DIRECTOR**

We're looking for a PD to work in a sophisticated, technologically advanced environment.

This individual must have 3-5 years winning track record with Top 40 or A/C format and have a willingness to relocate.

For confidential consideration, please send tape and resume to:

Program Director
P.O. Box 1396
Radio City Station
New York, NY 10019

Help Wanted Announcers

**DJ
MORNING DRIVE**

If you have a terrific personality and a desire to relocate, opportunity knocks.

Individual selected will work with a renowned program director and complement some of the best on-air talent in the country.

You must have 3-5 years experience in Top 40 or A/C morning drive (evening drive an added plus)

Qualified individuals seeking confidential interview should send tape and resume to:

Drive Time DJ
P.O. Box 1269
Radio City Station
New York, NY 10019

Help Wanted Management

**TOP MANAGEMENT
AMATURO GROUP INC.**

One of America's leading growth broadcast groups has several immediate management openings. AGI is both a performance and people-oriented company. Our radio stations are in South Florida, St. Louis, Houston and soon, Detroit. Candidates must have proven sales management or GM track record. Creative and administrative skills are basic. These are career opportunities with a "hands-on" committed organization. Letters & resumes only to: Monte Lang, President/Radio Division, PO Box 22900, Houston, TX 77227. Equal opportunity employer.

CLASSICAL ANNOUNCER

Major market, Peabody award-winning, commercial classical station seeks an announcer. Must have at least 5 years' classical radio experience. No beginners. We need a very special type of communicator to fill a very important slot at a unique station. Equal opportunity employer. No calls! Send current resume with aircheck, references, to: Mario G. Mazza, WNCN, 1180 Avenue of the Americas, New York, NY 10036.

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**RADIO
GENERAL
MANAGER**

WAZL/WVCD, Hazelton, PA., is accepting applications for position of General Manager. Applicants must have strong management, leadership, and communications skills. Excellent pay and benefits with this group owner. Send resume and references to Frank Mangano, 120 W. Sixth St., E. Liverpool, OH 43920. 216-385-3950.

**ENTREPRENEURIAL RADIO
EXECUTIVE**

Experienced in all aspects of station management and market analysis; to be employed by sophisticated investors under incentive employment arrangements and equity participation, to help establish and manage new operations. Write Box B-124.

**PROGRAM DIRECTOR,
MAJOR NORTHEAST AOR
POWERHOUSE**

WSYR-FM ("94 Rock!"). Syracuse frontrunner. Prestige industry position. Rare opportunity to work with great professional staff, state-of-the-art facilities. Requirements: ability to relate and motivate, demonstrated creativity, admin and planning abilities. Solid air and production a plus. Please respond by fleshing out your resume with description of how your abilities fit the skills required. Send to Hugh Barr, GM, WSYR, Two Clinton Square, Syracuse, NY 13202. An Equal Opportunity Employer.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Technical

CHIEF ENGINEER BOSTON FM/AM

WHUE has an opportunity for an experienced person with strong audio and transmitter background to take charge of technical operations of its Class B-50 kw FM and 5 kw-DA2 AM Beautiful Music Stations.

This is a "hands-on" position with plenty of opportunity and many exciting possibilities. If you can help make and keep us the best sounding stations in Boston, you will receive strong management support, an excellent compensation package and the kind of atmosphere you need to do the job right.

Send resume, references, salary history or call Paul Kelley, VP-General Manager during business hours at 617-267-0123.

WHUE 101 FM
AM 1150

200 Charndon Street
Boston, MA 02118
Equal Employment Employer

Help Wanted Technical Continued

AFFILIATE ENGINEER

We are looking for an individual with extensive engineering and/or operations background.

This person's main area of responsibility will be to evaluate affiliate stations to assure the highest quality of audio product availability.

For confidential interview, please send resume, including salary requirements to:

Affiliate Engineer
P.O. Box 951
Radio City Station
New York, NY 10019

TELEVISION

Help Wanted News

CO-ANCHOR

New Jersey Nightly News, a unique state-wide program broadcast on WNET/Thirteen and New Jersey Network, seeks co-anchor who will also do field reporting and work on minidocs. Must have anchor and field reporting experience—strong writing and interviewing skills. Send resume and cassette to Kathleen Lynch, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08638. EOE/M&F NO PHONE CALLS, PLEASE.

NEW TELEVISION MAGAZINE SHOW CO-HOST

We're seeking a bright, attractive co-host for a daily live program premiering this fall. Prior experience on magazine shows and/or television news much preferred. Must present a distinctive, charismatic personality, and should have strong interviewing and writing skills. Applicants send resumes (and tapes, if possible) to Bob Levy, Program Manager, KXTV, P.O. Box 10, Sacramento, CA 95801.

EXECUTIVE PRODUCER

New Jersey Nightly News, a unique state-wide program broadcast on WNET/Thirteen and New Jersey Network, seeks executive producer with solid TV news management and production experience. Challenges lie in televising an issue-oriented news program and managing a staff of 50 from three bureaus in Newark, Trenton and Atlantic City on a limited budget. Send resume and cassette to Kathleen Lynch, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08638. EOE/M&F NO PHONE CALLS, PLEASE.

ENGINEER San Jose, California

KLOK Radio is a 50,000 watt directional AM radio station located in San Jose, California. We are looking for a experienced RF/maintenance oriented person to join our staff. Call or send resume to:

Mr. Allen Waterous
KLOK Radio
P.O. Box 21248
San Jose, CA 95151
408-274-1170

KLOK is an equal opportunity employer.

AUDIO ENGINEERS

We're looking for a few of the best audio engineers in the business.

These individuals should be able to maintain a full range of broadcast audio equipment and systems, including: consoles, intercoms, multitrack recorders, computerized editing systems and distribution facilities.

Applications with minimum of five years of broadcast or recording studio maintenance experience and college/technical school degree may apply in confidence by sending resume to:

Audio Engineer
P.O. Box 1377
Radio City Station
New York, NY 10019

Situations Wanted Management

HIGH TECHNOLOGY MARKETING

Vice President of large computer service house specializing in radio and television automation needs to grow. Looking for sales management position with high technology cable or broadcast firm. Please write Box A-112.

Situations Wanted Announcers

MAJOR MARKET TALK HOST

Air work strong. Hosted own shows in New York, Chicago, Philadelphia and Miami. Now free to negotiate. Seeking position that's mutually beneficial. Write Box B-107.



PM Magazine in mid-Atlantic states with excellent production facilities and strong management support seeks co-host with experience to work with female co-host already on staff. Please send resume to Box B-43. An Equal Opportunity Employer.

TELEVISION PRODUCER-DIRECTOR

Produces and directs local programs and contract productions utilizing studio, mobile unit and ENG facilities, quarter time teaching. Requires B.A.; thorough knowledge of studio production, switching audio, lighting, EFP and editing; broadcast experience. Salary: \$15,480. Excellent benefits. Send resume to: Employment Manager, Texas A&M University, College Station, TX 77843. An Equal Opportunity Employer.

CONSULTING RADIO ENGINEER

Washington, D.C., area consulting radio engineering firm, sole proprietor, seeking fully qualified engineer to join firm. Ownership opportunity. All replies and inquiries held in strict confidence. Reply Box B-126.

SALARY BACK

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market proven, is available if you meet a criteria for winning. 305-771-1962. (Offer good in the U.S. and Canada.)

DIRECTOR OF ADVERTISING & PROMOTION

Washington, D.C., Independent is looking for an organized, self-starter to manage promotion department. Responsible for on-air, print and radio promotion, as well as publicity. Send resumes to: WTTG, Metromedia Inc., Personnel Dept., 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. An equal opportunity employer. M/F.

Help Wanted Technical

MAINTENANCE ENGINEERS

Sunbelt station has immediate opening for a maintenance engineer responsible for installation, repair, and on-going maintenance to studio and transmitter equipment. Minimum 5 years TV broadcast maintenance experience (or equivalent). Must possess general class radio/telephone license. Call Richard Kihn, KFDM-TV (CBS), Beaumont, Texas 77706. 713-892-6622. An Equal Opportunity Employer.

DIRECTOR OF ENGINEERING

Northeast major market station has immediate need for a strong technical leader to manage large professional and support staff with most modern equipment and facilities; including mobile units, large studio, scenics and special services. Experience with concerts, sporting events, remotes and other special productions preferred. Send resume and salary information for interview appointment to:

F.L. MANNIX & COMPANY
Personnel Consultants
65 William Street
Wellesley, MA 02181

TOP 50 MARKET VIDEO TAPE EDITOR

Must have two inch editing experience. E.O.E. Send resume and salary requirements to Box B-111.

Help Wanted Management

DIRECTOR OF TELEVISION AND FILM SERVICES U.S. INTERNATIONAL COMMUNICATION AGENCY

Broadcasting element of unique public organization with world-wide audience requires top management team member to direct creation, production, acquisition, and distribution of television and motion picture programming, as part of overall U.S. international information program. Direct application of foreign information policy and thematic emphasis through TV and film media in accord with national and Agency objectives. Demonstrated ability to manage major TV broadcasting projects under strict budgetary limitations. Stable Washington, D.C.-based opportunity in the Senior Executive Service with reasonable salary and excellent benefits in stimulating, culturally rich, professionally high standard, only one-of-its-kind environment will appeal to highly capable, world-sensitive, public service-oriented individual who desires chance to make major working contribution for the benefit of the nation. Send resume or application (SF-171) to: U.S.I.C.A., Broadcasting Directorate, Office of Personnel, Room 1341, 330 Independence Avenue, S.W., Washington, D.C. 20547. Attn: Ed Kulakowski. USICA is an Equal Opportunity Employer.

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Help Wanted Management Continued

KDKA-TV NEEDS A DIRECTOR OF PROMOTION

The top rated affiliate in the 12th market is looking for the best Creative Services Director in the country. This person will be responsible for the creative direction of all station promotions and will report directly to top station management. Other duties include hiring, administration of budget, supervision of staff of 4, and strategic planning. Please send resume to Human Resources Manager, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No phone calls please. Equal Opportunity Employer. M/F

STATION MANAGER, MAJOR MARKET INDEPENDENT

Progressive STV independent in Cleveland looking for station manager to head local operation. Major TV rep salesman who has come out of local TV station sales and/or top 50 General Sales Manager could qualify. Creative TV commercial production knowledge a bonus. Good salary, plus override. Send resume to: Box 470, Rockford, IL 61105.

PROGRAM MANAGER

Midwest major market affiliate looking for Program Manager. Will be responsible for program, production, commercial production and film departments. Prior experience as a Program Manager a must. Ability to motivate creative staff considered top priority. Send resume to: Box B-84. An EOE.

HUMAN RESOURCES MANAGER

Group W. Westinghouse Broadcasting & Cable Inc., is looking for a Human Resources Manager for our Pittsburgh based station. This person will be responsible for overseeing and implementing all personnel policies and procedures which include, but are not limited to, counseling, training and development, affirmative action, labor relations, wage and salary administration, benefits administration, compliance with government agencies, and personnel recruitment. Considerable experience in personnel management required. Good interpersonal, problem-solving, and decision-making skills necessary. Please send resume to Human Resources Manager, KDKA, One Gateway Center, Pittsburgh, PA 15222. No phone calls please. Equal Opportunity Employer. M/F.

Situations Wanted News

TOP TEN MARKET ANCHORMAN

Reporter, talk show host looking for new job. Bright, intense guy, strong live work, award-winning reporter. Top notch credentials. Reply Box B-90.

Situations Wanted Programing, Production, Others

BROADCAST GROUPS

and program consulting firms: I'd like to lend you my ears. I desire a job setting where my observations can contribute to solving programing problems. Resume will be mailed upon request. Contact Jim Boswell, P.O. Box 443, York, PA 17405.

Books For Broadcasters

T5213 A HANDBOOK OF RADIO PUBLI-CITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ills. **\$12.95**

S6001 THE POLITICS OF BROADCAST REGULATION, Third Edition, by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index. **\$8.95(paper)**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

ALLIED FIELDS
Help Wanted Management

Marketing Management

Television Instrumentation

Talk to Tektronix, the industry leader, about our immediate opportunities in our Television Products Group, based at our Oregon headquarters.

You will be responsible for the management of existing product lines, development of new products and worldwide customer contact. Other duties include forecasting order levels for assigned products and developing marketing plans.

Your background should include a BSEE or equivalent experience. Extensive work experience in the technical operations area of a sophisticated television production facility is required.

Salary is open. Benefits include profit sharing, health, life and dental insurance, and educational support programs.

Please send your complete resume and salary history to Terri Timberman, MS Y6-010, Tektronix, Inc., P.O. Box 500, ACC1, Beaverton, Oregon 97077.

We are an equal opportunity employer m/f/h.

Tektronix
COMMITTED TO EXCELLENCE

NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of Regional Manager for the states of Kentucky, Pennsylvania, Tennessee and West Virginia. The applicant must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume to Larry E. Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036.

Consultants

Low Power TV
Applications \$1,000ea.

TV WORLD
602 299-1944

Miscellaneous

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Immediate cash for broad-receivables. A new and unique service especially for radio & television. For details, contact: Central Texas Factors Inc., P.O. Box 903, Palestine, Texas 75801. 214-561-9688, Mr. Shaid.

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NBTC specializes in radio personnel placement. We are capable of supplying air talent for small, medium and major markets. We offer the best: announcers, P.D.s, newspeople and sportscasters. You can listen to tapes and review resumes, without cost or obligation, the same day you contact us. For complete details, call or write:

NATIONAL BROADCAST TALENT
COORDINATORS
P.O. Box 20551, Birmingham, AL 35216
205-822-9144

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

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Classified Advertising

Wanted To Buy Stations

RADIO STATIONS WANTED

Principal looking for FM or AM-FM stations in top 50 markets. Have substantial cash. Southwest Radio Enterprises Inc., P.O. Box 35-460, Miami, FL 33135; phone 305-444-4600.

For Sale Stations

TIRED OF COLD WEATHER?

Buy my kilowatt daytimer (with PSA) in all-American beautiful Western Sunbelt town. Perfect weather and lifestyle. Single station market, showplace facility with lots of new equipment. \$220,000. Terms. Retiring. Box A-119.

50KW FM & DAD-AM

Medium market-Indiana. Excellent real estate. \$650K, cash; \$750K, terms. 812-738-3034.

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BROKERS - CONSULTANTS

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Colorado Springs, CO 80909

Dan Hayslett

dh & associates, inc.
Media Brokers
RADIO, TV, and CATV
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11311 N. Central Expressway • Dallas, Texas

THE KEITH W. HORTON COMPANY, INC.

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

For Sale Stations Continued



CHAPMAN ASSOCIATES[®]
media brokerage service

STATION		CONTACT				
S	Major AM/FM	\$3500K	\$1000K	Bill Cate	(904) 893-6471	
SW	Major AM	\$3500K	Cash	Bill Whitley	(214) 387-2303	
MW	Med/Met AM&AM/FM	\$3250K	\$1500K	Bob Thorburn	(404) 458-9226	
S	Medium AM/FM	\$950K	\$250K	Bill Chapman	(404) 458-9226	
SW	Suburban Fulltime	\$600K	Cash	Bill Hammond	(214) 387-2303	
MW	Medium FM	\$425K	Terms	Elliot Evers	(213) 366-2554	
MW	Small FM	\$400K	\$123K	Bill Lochman	(816) 254-6899	
MW	Small AM/FM	\$370K	\$72K	Bill Whitley	(214) 387-2303	
NW	Small AM/FM	\$275K	Terms	Greg Merrill	(801) 753-8090	
E	Small AM	\$250K	29%	Bob Thorburn	(404) 458-9226	

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226

FLORIDA

5,000 watt daytimer with PSA. Good cash flow. Sale includes real estate. Building and equipment less than two years old. Steady economic area. Priced at two times gross. Principals only. Write Box B-56.

FOR SALE

Black gospel AM ranked 6th in market. 90% of revenue from religious sources only. Excellent potential for development of retail advertising dollars. Priced at less than 10 x operating profit—\$900,000 on terms to qualified buyer. Box B-89.

NETWORK TELEVISION-SUNBELT

Exciting opportunity for equity investment in profitable, network affiliated TV station in dynamic growth market in Sunbelt. Full details will be provided on request. Reply Box B-91.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
(803) 842-5251

The only game in town! Midwest full-time single station market for less than 2.5 X gross. \$725,000, includes real estate. Terms.

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Our best FM offerings in years! Choose your area and choose your station... the buyer gets a choice for a change! Excellent new opportunities in the Mid-Atlantic, South and Southwest are now available for immediate inspection. Various market sizes and station prices, including "C," "B" and "A" facilities some with AM included. Terms available! Contact us immediately for details on outstanding new offerings. Buy now and be in your new station before the Winter!

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DISTRESS SALE

KGHM-KQMO-FM, Brookfield, Missouri. Asking \$480,000—terms. Make an offer—all offers considered. For information, contact:

RALPH E. MEADOR
MEDIA BROKER
PO BOX 36
LEXINGTON, MO 64067
816-259-2544

CALIFORNIA

Two network affiliated stations in reasonable proximity to one another. One resort/glamour, the other major agricultural. Both insulated against downward economic trends by nature of the markets. Solid growth projections. Both stations technically state of the art. For sale by owner. \$6.5 million for both. No broker. Contact Box B-96 for specifics.

NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65 M; major market AM, 400K; coastal med mkt AM, low dial position, 600K; small mkt. AM, excellent turnaround, 350K; Small mkt. fulltime AM, 285K; CA: fulltime Pacific Coast AM, 1.5M, coastal AM-FM, 1.2M; ID: fulltime profitable AM, major mkt, 835K; WY: Class C FM, 1.2M; GA: small mkt FM, 170K; MO: AM-FM combos 525K and 315K; NM: med. mkt FM, 450 K; OH: AM-FM combo, 750K; IA: med mkt FM, 735K; IL: fulltime AM, 675K; TN: adj. maj. mkt AM, 500K; Sunbelt: maj. mkt. AM-FM, 7M. In-house legal services available without charge.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923;
(408) 624-7282
EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

FOR SALE BY OWNER

Daytime AM radio station in Rhode Island. \$330,000. Excellent low interest terms. 617-862-0295.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

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For Sale Stations Continued



Wilkins and Associates Media Brokers

IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
IA	FM	300K	20%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
SD	AM	260K	22%	Small
MT	AM	160K	40K	Small
MI	AM	550K	50K	Small
GA	FM	170K	15K	Small
OK	FM	380K	20%	Small
MS	AM	300K	50K	Small
AR	AM	150K	20K	Small
NC	AM	235K	35K	Small
CO	FM	275K	18%	Small
SC	AM	150K	12K	Small
ND	AM/FM	240K	20K	Small

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

H.B. La Rue, Media Broker

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West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
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DAYTONA BEACH AM SEALED BID SALE JULY 9, 1982

Full-time 5000 kw WDAT. For information, call Bill Peebles, Barnett Bank, 904-258-3632.

FM SALE

Unusual, once-in-a-lifetime opportunity. Upper Midwest medium market. "Goldmine." Sales and profits in mkt. run high—mkt. is "under-radioed." Make me an offer! From owner. Box B-116.

WALKER MEDIA & MANAGEMENT INC.

Great Plains AM-FM combination. 6 X cash flow - \$900,000 cash.

202-223-1553
Willial L. Walker

Suite 417
1730 Rhode Island Avenue,
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Washington, D.C. 20036

74 LISTINGS NATIONWIDE

Call To Get On Our Mailing List

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615-756-7635 (24 HOURS)

TEXAS

Major market fulltime AM. \$1.5 million. Proof of financial ability to purchase required. Write Box B-123.

AM RADIO STATION

Large Southern Market. Religious format - good billing. 25% down. Good terms. Reply with qualifications. Box B-125.

SPECIAL NOTICE

Due to holiday Monday, July 5, the deadline for classified advertising for the July 12 issue will be:

FRIDAY, JULY 2

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phononumber including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Ewing

Michael Ewing, VP and general manager, CBS Radio Spot Sales, named to newly created post of VP and general manager, CBS Radio Network.

S. James Coppersmith, president of television, St. Paul, Minn.-based Hubbard Broadcasting, joins WCVB-TV Boston as VP and general manager.

Lawrence Conti, general manager, WJDM(AM) Elizabeth, N.J., joins WHAM(AM)-WHFM(FM) Rochester, N.Y., in same capacity.

Robert Fransen, VP, United States Satellite Broadcasting Co., Hubbard Broadcasting company that is applicant to FCC for direct broadcast satellite license, assumes additional responsibilities as VP and general manager of Hubbard's WTOG(TV) Tampa-St. Petersburg, Fla.

R. Gary Pierone, station manager, KAPP(TV) Yakima, Wash., and co-owned KVEW(TV) Kennewick, Wash., named VP, general manager of parent, Apple Valley Broadcasting.

Kevin Rice, manager, Iowa Cable Network, Heritage Communications, Des Moines, Iowa, named VP, operations, Heritage's telecommunications group there.

F. Wayne Courtney, general sales manager, WSHO(AM)-WBND(FM) New Orleans, joins KALO(AM)-KZZB(FM) Beaumont, Tex., as president and general manager.

Dixon Lovvorn, VP and general manager, Cosmos Broadcasting's WDSU-TV New Orleans, joins group's WIS-TV Columbia, S.C. in same capacity.

Richard Lehner, acting general manager, non-commercial WUFL-FM-TV Gainesville, Fla., named general manager.

Vincent DeLuca, general sales manager, WTEN-TV Albany, N.Y., named president and general manager of WJRT-TV Flint, Mich.

Paul Aaron, general manager, WIFE(AM) Indianapolis, joins KFBK(AM)-KAER(FM) Sacramento, Calif., in same capacity, succeeding **Dick Sheppard**, who joins KMJ(AM)-KNX-FM Fresno, Calif., as general manager.

Robert Morgado, secretary to New York Governor Hugh Carey, named senior VP-executive assistant to Chairman Gustave M. Hauser of Warner Amex Cable Communications.

Jim Zerwekh, production manager, WEEK-TV Peoria, Ill., named operations manager.

John Kosinski, senior executive producer, Primo News Service, Greenwich, Conn., joins WNEV-TV Boston as special assistant to VP, general manager.

Richard Berkson, general sales manager,

WROW-AM-FM Albany, N.Y., joins WQBK-AM-FM Rensselaer, N.Y., as VP and station manager.

Dennis Gros, general manager, WFEZ(AM) Meridian, Miss., joins KZZB(FM) Beaumont, Tex., as station manager. **Mike Murphy**, program director, KWIC(AM) Beaumont, joins KZZB(FM) as operations manager.

David Bieber, director of broadcasting, WJBK-TV Detroit, joins WCKT(TV) Miami as operations manager.

Peter Schmidt, from WYCB(AM) Washington, joins WSEA(FM) Georgetown, Del., as operations manager.

Buddy King, from KSSN(FM) Little Rock, Ark., joins WIZX(AM) Orangeburg, S.C., as operations manager.

Bobbee Carson, assistant programming director, KABC-TV Los Angeles, joins WCBSTV New York as director of broadcasting.

Richard Green, associate media research director, McCaffrey & McCall, New York, joins NBC Radio Networks, there, as director, research.

Mark Hasson, director, auditing, NBC, New York, named VP, auditing, NBC Finance.

Kenneth Barthelman, director of administration and assistant treasurer, noncommercial KPST(TV) Hutchinson, Kan., elected VP of station.

Paul Benko, chief accountant, WKYC-TV Cleveland, named manager, financial analysis and revenue. **Andrew Wright**, disbursements coordinator, succeeds Benko.

Lamont McLoughlin, director of development and administration, noncommercial WGTE-FM-TV Toledo, Ohio, joins noncommercial WYES-TV New Orleans as director of development.

Advertising

Harvey Gabor, senior VP and executive creative director, Ogilvy & Mather, New York, joins SSC&B there as senior VP and creative executive.



Gabor



Means

David Means, executive VP, executive account director, NW Ayer, New York, named chief administrative officer.

Bob Bender, VP, art production, Lord, Sullivan & Yoder, Washington, named senior

VP. **Gwen Elliott**, manager, administrative services, named VP. **Gary Armstrong**, account executive, named director of business development.

Deborah Haines, associate research director, Benton & Bowles, New York, elected VP.

Calvin Mew, market analyst and planner, Kenyon & Eckhardt, New York, elected VP, director of market plans.

Ray Canafax, account executive, Keller-Crescent, Evansville, Ind., named VP, account supervisor.

Raymond Gagliardi, art director: **John Slosar**, media director, and **Robert Volek**, copy chief, Manheim Advertising, Cleveland, elected VP's.

Edward Kiernan, director of sales, WCBSTV New York, named VP and general manager, CBS Radio Spot Sales there, succeeding Michael Ewing (see "Media" above).

William Biderbost, VP, senior art director, Needham, Harper & Steers, Chicago, named creative director. **Geoffrey McClelland**, VP, media director, Kenyon & Eckhardt, Chicago, joins Needham, Harper & Steers there as associate media director.

Dennis Berger and **Bob Schlesinger**, senior



Sherlee Barish. Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

VP's, BBDO, New York named creative directors. **Michael Bienstock**, assistant media director, **David Frankel**, associate head of production and **John Mattimore**, network supervisor, BBDO, New York, elected VP's.

John Mckee, from Wells, Rich. Greene/Townsend, joins Tatham-Laird & Kudner, Chicago, as group creative director.

Scott Sassa, assistant to president, Rogers & Cowan, Beverly Hills, Calif., joins Turner Broadcasting Sales, Atlanta, as sales promotion director.

Louis Shultz, senior VP, Campbell-Ewald Co., Warren, Mich., named associate director of media services.

Lisa Lehnhard, from Griswold-Eshelman, Cincinnati, joins Byer & Bowman, Columbus, Ohio, as media buyer-planner.

Alison Johnsen, assistant account executive, D'Arcy-MacManus & Masius, St. Louis, named account executive.

Bill Smither, senior VP, West Coast, Selcom Radio, Los Angeles, named to newly created position of national sales manager. **Tom White**, New York manager, named Eastern division manager. **Donn Winther**, Chicago manager, named Midwestern division manager. **Barbara Crooks**, Dallas manager, named Western division manager.

Jack Myers, director of marketing, CBS Television Stations, joins UTV Cable Network, Fair Lawn, N.J., as executive VP, advertising sales. **P. Richard Macaluso**, VP, sales, CBS Radio Network, joins UTV as VP, advertising sales.

Judson Niver, manager, Eastern sales, CBS Radio Network, New York, named director of national sales.

Courtney Gibson, marketing assistant, CBS Television Stations, San Francisco, named marketing project manager, CBS Television Stations marketing department, New York.

Joan Genova, computer resources assistant manager, Peters, Griffin, Woodward, New York, joins Petry Television there as data processing manager.

Robert Bee, account executive, Metro TV Sales, New York, named manager of new Miami office. Named account executives in Metro TV's New York office: **John Doscher Jr.**, from account executive, Avery-Knodel TV, and **Marietta Pucillo**, account executive, Adam Young TV, to Metro's red group; **Alan Kass**, with Metro sales development department, and **Tom Romano**, account executive, WOR-TV New York, to white group, and **Joe Hoffman**, account executive, CBN, to blue group. **Virginia Stephen**, account executive, Katz Continental, Chicago, joins Metro TV Sales, Minneapolis, as manager; **Lyn Kathrein**, account executive, WFLD-TV Chicago, joins Metro there as account executive. **Cindi Gelber**, sales research analyst, TeleRep, New York, joins Metro there in sales development.

Les Einhorn, director of operations for independent blue and red teams, Blair Television, New York, named VP, manager, independent blue team. **Murray Berkowitz**, VP, manager, ABC/green team, assumes additional responsibilities as VP, manager, independent red team.

Bill McAbee, account executive, KDFW-TV Dallas, joins Katz Television Continental there in same capacity. **Chris Jordan**, account execu-

tive, Spot Time, New York, joins Katz Television Continental's silver sales team there in same capacity.

W.H. (Bud) Coggins, assistant general manager, WRAL-TV Raleigh-Durham, N.C., joins parent Capitol Broadcasting Co., Raleigh, in newly created position of VP, sales and marketing.

Wendy Phillips, sales representative, Lexington Broadcast Services, New York, named manager, station sales.

Davina Gale Greenspan, senior buyer, Della Femina, Travisano & Partners, New York, joins WKHK(FM) New York as account executive. **Tony Odachowski**, account executive, WERA(AM) Plainfield, N.J., joins WKHK in same capacity.

Steve Virissimo, account executive, KOGO(AM)-KPRI(FM) San Diego, joins KCST-TV there in same capacity.

Vuanita Maze, account executive, WJPC(AM) Chicago, joins WLS(AM) there in same capacity.

Ronda Kay Korzon, from CBS Spot Sales, Chicago, joins WLAK(FM) there as account executive.

Cynthia Revisore, account executive, WTIX(AM) New Orleans, joins KRMG(AM) Tulsa, Okla., in same capacity.

Programing



Kinberg

Jud Kinberg, executive producer, motion pictures for television, ABC Television, Los Angeles, joins Embassy Television, Universal City, Calif., as senior VP, dramatic division.

Sandra Slater, VP, producer, North Star Communications, New York, joins Cable Health Network, New York, there as director,

program development and production. **Pamela Wagenen**, from Manufacturer's Hanover Corp., joins Cable Health Network as director, public affairs.

Robert Svenson, director, financial planning, CBS Entertainment, Los Angeles, named to newly created position of director, financial planning and program analysis. **Georgette Morrow**, assistant director, financial planning, succeeds Svenson. **Alan Fels**, assistant director, program budgets and forecasts, named director, program financial analysis.

Hartford Gunn, senior VP, noncommercial KCET(TV) Los Angeles, joins Satellite Television Corp., Washington, as senior consultant.

Nicholas Santrizos, VP, marketing, home video division, Thorn EMI Video Programing Enterprises, New York, elected president.

John Chanin, senior VP, broadcast operations, defunct Enterprise Radio, joins Mutual Broadcasting System, Washington, as VP, sports.

Shirley Rohn, West Coast cable advertising consultant, Entertainment and Sports Programing Network, Bristol, Conn., named manager, affiliate marketing. **George Bodenheimer**, tape librarian, ESPN, Bristol, named affiliate

marketing representative, south central office, Arlington, Tex.

Dennis McNamara, operations manager, Group W Productions Television Syndication Center, Pittsburgh, named assistant general manager.

Richard McHugh, head of own consultancy, New York, joins NBC Enterprises there as director, domestic sales.

David Britt, senior executive, Children's Television Workshop, New York, elected VP.

Joan Henehan, supervisor of feature film acquisitions, Showtime, New York, joins United Artists Television Production there as director of creative affairs, East Coast, with additional responsibilities as director of program development and acquisitions for MGM/UA Television Distribution Division.

Rex Lardner, director of program planning, NBC Sports, joins CBS Sports, New York, as director, program administration.

Richard Cronin, pay TV sales representative, Columbia Pictures, joins Spotlight pay TV service, as affiliate relations representative.

Dave Roberts, program director, CBS-owned KRQR(FM) San Francisco, assumes additional duties as manager, market research, CBS FM Group.

Maryanne Coury, media/marketing director, 20th Century-Fox Film Corp., Los Angeles, appointed marketing services manager, Playboy Productions there.



Miles

Larry Miles, VP, Western division, Times Mirror Cable Television, Irvine, Calif., named senior VP, marketing and programming.

Russell Zink, director of programing, Bayonne and Bergen county, N.J., cable systems, Cablevision, named director of programing, Cablevision Systems,

Long Island, N.Y.

Bill Nuss, former director of development, NBC Television Network, Los Angeles, enters agreement to develop, write, and produce television series and movies, Metromedia Producers Corp. there.

Esther Peterson, consumer adviser to Presidents Kennedy, Johnson, and Carter, joins Group W's satellite-delivered Newsfeed, New York, as consumer expert.

Bill Gardner, air personality, WFYR(FM) Chicago, joins KCCW(AM) Terrell Hills, Tex.-KLLS(FM) San Antonio, Tex., as VP, programing.

John Pushkash, program operations manager, noncommercial WMTV(TV) and noncommercial WMTT(TV), both Milwaukee, named program manager.

Jack McDermott, actor and part-time air personality, WKAT(AM) Miami Beach, Fla., named program director and air personality.

John (Jack) Swanson, news director, KGO-AM-FM San Francisco, named director of programing operations.

Craig Haffner, assistant creative services direc-

tor, KABC-TV Los Angeles, named assistant programming director.

Mark Mason, producer, NBC's Talk Network, joins WABC(AM) New York as production director.

Alitheia Hermann, recent graduate, University of California, Santa Barbara, joins KTXL(TV) Sacramento, Calif., as production assistant.

Jim Hopkins, sports anchor, KREX-TV Grand Junction, Colo., joins KTVX(TV) Salt Lake City as sports producer. **Dana Cowley**, intern, KTVX, named production assistant.

Mark Burnette, producer-director, WIS-TV Columbia, S.C., joins WTVJ(TV) Miami in same capacity.

Cindy Johnson, music research director, KLOS(FM) Los Angeles, named research director.

Julia Moore, psychiatrist in private practice, joins KVI(AM) Seattle as talk show host.

Steven Goldstein, assistant program director, WABC(AM) New York, joins WTIC(FM) Hartford, Conn., as program director.

Gary Owens, creative services director, Golden West Broadcasters, Los Angeles, joins KPRZ(AM) Los Angeles as air personality.

News and Public Affairs



Siegenthaler

Robert Siegenthaler, executive producer of ABC News specials, New York, assumes additional duties as VP, production, ABC News. **David Guilbault**, senior producer, *Take Two*, Cable News Network, Atlanta, joins ABC News, Washington, as senior producer, weekend news, responsible for *World News*

Tonight—Sunday, The Weekend Reports, and weekend editions of *ABC Newsbrief*.

Patrick Palmer and **Bill Kaczaraba**, producers, KARD-TV Wichita, Kan., assume additional duties as producers for Kansas State Network.

Bruce Kamen, associate news director, KGO-AM-FM San Francisco, named news director.

John Howell, news director, KFSN-TV Fresno, Calif., joins WJBK-TV Detroit in same capacity.

David Milberg, director of operations, WBBM(AM) Chicago, named manager of news administration.

Jim Holley, operations manager, Mississippi Authority for Educational Television, joins WTOG-TV Meridian, Miss., as news director.

Pete Morrison, anchor-producer-reporter, WMUR-TV Manchester, N.H., named news director.

Ernie Slottag, news director, WREX-TV Rockford, Ill., joins WHBF-AM-FM-TV Rock Island, Ill., as assignment manager. **Karla Christensen**, from WMAY(AM) Springfield, Ill., and **Paul Schankmen**, recent graduate, Southern Illinois University, Edwardsville, named reporters, WHBF-AM-FM-TV. **Paul Roberts**, managing editor, WHBF-AM-FM-TV, named news manager, WHBF-AM-FM. **Terry**

Wall, sports reporter, WHBF-TV, named newscast producer. **Al Van Zee**, reporter-anchor, KSFY-TV Sioux Falls, S.D., and **Sheryl Kahn**, reporter, WREG-TV Memphis, Tenn., join WHBF-TV as co-anchors.

Bob Singleton, reporter, WCMH-TV Columbus, Ohio, named assignment editor, *Newswatch 4*.

David Hazinski, reporter, WPXI-TV Pittsburgh, named correspondent, NBC News, based in New York.

Patrick McGrath, reporter, WMAR-TV Baltimore, joins Independent Television News Association, Washington, as correspondent.

Richard Valeriani, correspondent, NBC News, named military affairs correspondent.

Rick Davis, correspondent, NBC News, reassigned from San Francisco to London bureau.

Tom Ellis, news anchor, WCVB-TV Boston, joins WNEV-TV there in same capacity.

Teresa Erby, reporter, KSOL(FM) San Mateo, Calif., joins KCBS(AM) San Francisco as reporter.

Jody Reed, reporter, KYCU-TV Cheyenne, Wyo., joins KTVX(TV) Salt Lake City in same capacity.

Dan Royal, assistant news director, KBMT(TV) Beaumont, Tex., joins WKRC-TV Cincinnati as reporter-weather anchor.

David Platta, from KHQA-TV Quincy, Ill., joins WIFR-TV Rockford, Ill., as reporter.

Mel Turner, writer-producer for WTLV(TV) Jacksonville, Fla., named weekend weather anchor for station.

Technology

John McKinney, president and general manager, ITT World Communications, New York, named chairman, succeeding **George Knapp**, who assumes responsibility for ITT's European telecommunications and electronics interests as director of market and product management. **Richard Pryor**, manager, defense communications system, Defense Communications Agency, joins ITT Worldcom, succeeding McKinney.

Maurice Raffensperger, associate director, technology, engineering center, Defense Communications Agency, Washington, joins Voice of America, there, as director of engineering and technical operations.

Walter Neidel, operations manager, VCA/Teletronics, New York-based production and post-production division of video Corporation of America, named manager, satellite network operations, with responsibility for management, staffing and operations of Showtime, Satcenter I and II, Cable Health Network and any future satellite facilities.

Bruce Babcock, staff VP, business and operations planning, RCA, Indianapolis, named division VP, commercial planning, RCA Selectavision videodisk operations.

George Bell, VP, marketing, Microdyne, joins M/A-Com Video Satellite, Burlington, Mass., as VP, home/TVRO (television receive only) division.

Gerard Johnson, assistant treasurer, Continental Group, joins General Instrument, New York, as VP and treasurer.

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John Frishette, director, broadcast operations and technical services, NBC, Burbank, Calif., named VP.

Steven Puchkoff, VP, marketing, Interaction Systems, joins Concord Data Systems, Lexington, Mass.-based manufacturer of communications equipment, as VP, sales.

Charles Halle, Rocky Mountain regional sales manager, M/A-Com Video Systems, Denver, joins Television Technology Corp., Arvada, Colo.-based supplier of low-power television equipment, as VP, marketing.

Lucian Fabiano, technical director of switching systems, ITT, joins Times Fiber Communications, Wallingford, Conn., as director of systems installation and engineering, communications systems division.

William Buynak, VP, engineering, Bobst Graphic, joins Chyron Corp., Melville, N.Y. as VP of new cable/video products division.

John Silva, director, research and development division, Golden West Broadcasters, named VP of broadcast systems, Hoffman Video Systems, Irvine, Calif. **John Miles**, sales manager, video duplication division, Tapetta Corp., Los Angeles, named district sales manager, Orange county office, Hoffman Video Systems.

Russell Nies, project engineer, KNBC(TV) Los Angeles, named manager of news, technical support.

Warren O'Buch, from Hewlett Packard, Santa Clara, Calif., joins Conrac division, Conrac Corp., Covina, Calif., as marketing director.

Promotion and PR

Michael Saager, director of customer and public relations, American Cable Television, Phoenix, joins United Cable Television, Scottsdale, Ariz., as public relations manager.

Gary Gassell, program manager, Spectrum Television, Chicago, joins Spotlight, satellite-delivered pay TV network, as director of on-air promotion.

Patrick Pattison, VP, director of promotion, WTTG(TV) Washington, joins BBI, Metromedia, Boston, as director of creative services.

Carol LaFalce, secretary, creative services department, WABC(AM) New York, named press and public relations coordinator.

Peter Smith Ferrara, senior on-air producer, KABC-TV Los Angeles, named assistant creative services director.

Paul Klick, promotion manager, KGUN-TV Ariz., Tucson, joins KDNL-TV St. Louis in same capacity.

Sharon Warantz, promotion coordinator, WHN(AM) New York, joins WFAA(AM) Dallas as director of advertising and promotion.

John Mullins, president and general manager, KWBJ(AM) Englewood, Colo., joins KPNN-TV Phoenix as marketing-sales promotion director.

Allied Fields

Bernadette McGuire, planning manager, Corporation for Public Broadcasting, Washington, joins National Association of Broadcasters there as director of policy planning. Her appointment

is part of recent expansion of NAB's research department.

Among 12 American journalists appointed to 45th class of Nieman Fellows at Harvard University, Cambridge, Mass., are three television journalists: **Karl Iidsvoog**, director of investigative unit, KUTV(TV) Salt Lake City; **Daniel Brewster**, correspondent, Cable News Network, Washington, and **Callie Crossley**, reporter, noncommercial WGBH-TV Boston.

Jack Torney, scanning product manager, A.C. Nielsen, Northbrook, Ill., elected VP.

Herbert Saltzman, president and chief operating officer, WVNJ(AM) Newark, N.J., received honorary doctor of commercial science degree from St. John's University, New York.

Donald Ledford, from Lechman, Colligan, Ledford & Johnson, Washington, joins A.D. Ring & Associates there as staff engineer.

Elected to board of International Radio and Television Society: **Gerald Baldwin**, VP, director of broadcast, Young & Rubicam; **Richard Barovick**, VP and general manager, CBS Television Network; **Mary Jean Parson**, vice president, director of administration, broadcast representative division, Blair Television/Radio; **M. Zach Richter**, president, Zach Productions and **Daniel Ritchie**, chairman and chief executive officer, Group W.

Elected officers, Hollywood (Calif.) Radio and Television Society: **Gary Nardino**, Paramount Television Productions, president; **B. Donald Grant**, CBS Entertainment, vice president; **Andrea Baynes**, 20th Century-Fox Television, secretary and **Anthony Cassara**, Golden West Broadcasters, treasurer.

Elected officers, Federal Communications Bar Association, Washington: **Herbert Forrest**, president; **Edward O'Neill**, vice president; **Allen Frischkorn Jr.**, secretary; **Richard Zaragoza**, assistant secretary; **John Quale**, treasurer, and **Margot Humphrey**, **Daniel Redmond** and **Leon Knauer**, members of executive committee.

Beth Konrad, editorial director, WDIV(TV) Detroit, elected president, Detroit chapter, Society of Professional Journalists/Sigma Delta Chi.

Elected officers, El Paso Association of Radio Stations: **Ron Marks**, KFIM(FM), president; **Jim Taber**, KINT-FM, vice president; **John Frankenhouer**, KAMA-AM-FM, secretary; **Valerie Weiner**, KSET-AM-FM, treasurer.

Elected officers, Kansas City chapter, American Women in Radio and Television: **Diane O'Byrne**, WDAF-TV, television; **Beth Monger**, Travis Walz Associates, Inc., vice president; **Diane Marquez**, KUDL(FM), treasurer.

George Faulder, news director, WTSP-TV Tampa-St. Petersburg, Fla., elected president, Florida Associated Press Broadcasters.

Deaths

Charles LaForce, 71, retired director of public affairs, WISN-TV Milwaukee, died of heart attack May 23 at his home in Milwaukee. He is survived by his wife, Myrtle, and son.

Mary Bird, 24, reporter, KHST-TV Chico, Calif., died June 4 of injuries suffered in auto accident near Weed, Calif., while on assignment out of the station's Redding, Calif., bureau. She is survived by her mother, and brother.

CPB's Pfister: a unifying approach to public broadcasting

To 48-year-old Edward Pfister, public broadcasting is an "extraordinary way to fulfill the ambitions of an idealist." Pfister, president of the Corporation for Public Broadcasting, labels himself an idealist, but in a "practical sense," and notes that with his educational bent it is also a "terrific way to spend a lifetime."

Pfister, who is no stranger to public broadcasting (he has been in the field for 22 years), has been at CPB less than a year (he was appointed last September). Already, however, he has gained the reputation of a tough and respected administrator, whose style of leadership has been called, "assertive, effective and candid."

He has gone on board when the public broadcasting system is facing serious retrenchment. Not only is the system's federal funding being sharply reduced but the nature of the medium is also being re-examined. Competition from the new technologies and the need to seek alternative funding both play a large part in that re-examination.

But it is the challenge of finding the answers that attracted Pfister to the job. He says he wanted to try his hand at "seeing if something could not be done to make it all work properly in greater harmony." Although that may seem an arduous task, Pfister is prepared to tackle it.

He appears to thrive on hard work. Evidence of that can be found by looking back to Pfister's college days. For three years, he worked as a full-time reporter for the Hackensack, N.J., *Record* while attending a Jesuit college full time. He graduated from St. Peter's College in Jersey City, N.J., in 1957 with a BA in literature and philosophy. It is this background in the classics (with a heavy dose of Latin) that makes Pfister an eloquent speaker who is "never at a loss for words," says one observer.

Pfister continued reporting for a short while before embarking upon his "first great love"—teaching. He spent several years as a Latin and English teacher, but in 1960, he caught public broadcasting fever. He joined the National Educational Television and Radio Center in New York as a writer/editor. It was at NET that Pfister had an opportunity to explore what he calls "that rare combination of education and writing." He left NET in 1965 as manager of information services and joined the National Instructional Television Center, Bloomington, Ind., in a similar capacity.

Pfister says he had no "magic answers" when he went to CPB, but there is no doubt he has a notion of what the role of



Edward Joseph Pfister—president, Corporation for Public Broadcasting, Washington; b. April 9, 1934, New York; BA in literature and philosophy, St. Peter's College, Jersey City, N.J., 1957; MA, professional education, Seton Hall University, Orange, N.J., 1964; general assignment reporter, *Record*, Hackensack, N.J., 1954-1957; secondary Latin and English teacher, Hackensack, N.J., 1957-1958; political reporter, *Reno Evening Gazette*, 1959; secondary English teacher, Walden, N.Y., 1958-1960; writer/editor, National Educational Television and Radio Center, New York, 1960-1963; manager of information services, NET, 1963-1965; director of information services, National Instructional Television Center, Bloomington, Ind., 1965-1968, and assistant to executive director, 1968 to 1970; director, public relations and information services, National Association of Educational Broadcasters, Washington, 1970-1972; director, chairman's coordinating committee, PBS, 1972 to 1973; executive assistant to chairman of board, PBS, 1973-1975; president-general manager, KERA-FM-TV Dallas, 1976-1981; present position since September 1981; m. Kathryn Luchsinger, 1960; children—Edward Joseph Jr., 21; Therese Nicole, 19, and Anthony Lawrence, 17.

the corporation should be. He has a thesis on public broadcasting which he began developing while working for the now defunct National Association for Educational Broadcasters in 1970.

He says he felt public broadcasting was "too insulated," and that if public broadcasting is to become a "visible, meaningful institution," it must "open itself up to the whole of society." Pfister notes public broadcasting was not doing that very well and "that made us very vulnerable because while we were professionally sound in terms of public representation and public clout, we were not

really sound." Therefore he says CPB pushes public broadcasting to be "innovative, representative, to be accessible, not to close up. I see CPB as a very different, noncommercial holding company which can own and operate nothing but which has responsibility for a great, great part of public broadcasting."

Pfister is the first CPB president to emerge from public broadcasting. At the time of his appointment many of his colleagues expressed enthusiasm that one of them was to run CPB. Ron Bornstein, director and general manager of WHA-AM-TV Madison, Wis., and former CPB vice president of telecommunications, says Pfister listens carefully and helps stations see the other side. He notes that Pfister likes the "give and take of discussion." Another long-time CPB employe says Pfister has made a "measurable difference" in improving the visibility of the corporation during the past six months. A prime example was a recent meeting Pfister called at CPB for all major producing stations, a first-time event marked by intense discussion.

Despite public broadcasting's present travail, Pfister is optimistic. "I am not persuaded that federal funding is going to decline all that much. I think that CPB's appropriation has been caught in the windmill of the times. We have now had our first reduction. I think the institution has enough importance to a broad enough spectrum of the American people that they will help us bring it back to a more sufficient level."

Some services and stations will suffer, he predicts. "But in the main," he adds, "I believe that the people who manage the stations across the United States are enterprising enough to find the way to stabilize their operations and to be ready to begin to rebuild."

A chief concern is what Pfister calls the "ever-quickenning commercialization of public broadcasting." He cites an example of what has happened in underwriting that has moved from a simple credit, to a logo, to a description of what the company does. "I understand the practical need for that, but it's driving you all the time toward the marketplace and its demands. There is a drift there already; let's not kid ourselves," he says.

If public broadcasting is going in that direction, "we ought simply to say we are no longer playing games. We are going in that direction, so get out of our way." A more philosophical Pfister says, "It may be time for this society to say it cannot afford a truly noncommercial, nonprofit, public educational institution like this one. I think that would be sad—not for me so much because I have seen it. I think it would be sad for my children and particularly my grandchildren." ■

In Brief

U.S. and Canada last week concluded month of intensive negotiations that resulted in **agreement in principle in establishment of system of transborder data transmission by satellite.** U.S., through Communications Satellite Corp., last week notified Intelsat that creation of service will comply with Intelsat charter in that it will not adversely affect global system. U.S. says Intelsat does not provide required service. Canada late last week was expected to file similar letter. Agreement means that way is being cleared for U.S. satellite services to provide transborder service already authorized by FCC. Under terms of agreement, satellite services in two countries will negotiate division of revenues involved. Intelsat board, whose approval is required and expected, may consider matter at its meeting in Lisbon, Portugal, this week. Meanwhile, U.S. and Canada were said to have reached agreement on satellite spacing, to provide for spacing ranging between 3 degrees and 5 degrees at different points of arc. Canada had been holding out for 5-degree spacing. Agreement means additional satellite slots for U.S. and Canada as well as Mexico. U.S. officials credit breakthrough, in what had been sticky going on both issues, to face-to-face meeting of principals of two countries in Washington on May 14.

Superadio, ABC Radio Enterprises' 24-hour satellite music service, previously scheduled to launch July 1, has been **"delayed indefinitely."** Current radio "environment" was said to be "not conducive to the introduction of this service." Six stations signed by last week. Other new service, ABC Talkradio, from ABC Radio Networks, and already on air at certain stations, last week announced 22 major-market charter affiliates.

CBS is back in cable business—system ownership business, that is. Communications giant last Wednesday closed its deal with American Family Corp. that makes Black Hawk Cable Communications Co., in Dallas-Fort Worth area, part of CBS/Broadcast Group (BROADCASTING, March 1). Black Hawk management, headed by Joseph Hipple III, will report to Thomas F. Leahy, executive vice president, CBS/Broadcast Group. Thirty-five-channel Black Hawk system serves 18,000 subscribers in Hurst, North Richland Hills, Halstom City, Keller, Mansfield, Midlothian, Waxahachie and Everman. Price, unannounced, was said to be in excess of \$14 million.



Family affair. It was a "Vince Wasilewski Love-In" at Washington's Four Seasons hotel last Thursday (June 17) as the NAB board honored its outgoing president and his family. "Vince and Patti are loved from coast to coast and from border to border," said Joint Board Chairman Eddie Fritts as he presented a number of gifts, including this Waterford crystal vase and a bouquet of roses. (L to r: TV board chairman Mark Smith; Wasilewski; radio board chairman Cullie Tarleton; Mrs. Wasilewski.) During his response, Wasilewski remarked that "I didn't realize what a great job it was until I saw all these people applying for it." He said he was not an "old soldier who is fading away" and would be lobbying even more than before; "I just hope we're on the same side most of the time," he said to laughter. It's expected that a more formal testimonial affair will honor the departing NAB chief once his successor is chosen.



Satellite News Channels threw big party last Thursday at Washington's Mayflower hotel to celebrate in advance today's (June 21) launch of 24-hour-a-day cable news service. SNC is partnership of ABC and Group W, and both were well represented in affair. L-r: Dr. William F. Baker, chairman, Group W Satellite Communications; S. William Scott, president and chief operating officer, SNC; Daniel L. Ritchie, chairman and chief executive officer, Westinghouse Broadcasting and Cable Inc.; Lou Cioffi, Washington bureau chief, SNC; Everett Erlick, senior vice president and general counsel, ABC, and George Watson vice president, ABC News.

John Blair & Co. reported that **Blairsat,** its subsidiary providing advertisers and their agencies with satellite delivery of television commercials to stations, **will broaden its coverage** from top 50 markets to **130 markets,** virtually blanketing U.S., effective July 5. Blairsat has been functioning since last quarter of 1980, supplying satellite delivery of commercials at cost of \$10 per spot per station, and said it will continue that price. Blairsat said its method saves advertisers about 54% of cost of conventional delivery methods.

Warner Amex was awarded **Milwaukee cable franchise** last Friday. City council voted 12-3 in favor of Warner, after proposal by utility commission to award franchise to Viacom was defeated 10-6. Council spokesman said aldermen had questioned Viacom's EEO proposal and rate structure and felt Warner's engineering and design portions were better. Order goes to mayor who has 10 days to act on measure. City contains 252,000 homes. Warner's 108-channel bid included Qube, 240 mile institutional loop and 72-channel service for \$4.95 System, to be completed in 39 months, will cost \$94 million to build.

Nielsen estimates U.S. **cable TV penetration** to be **33.4%** of 27,362,000 homes. It finds Santa Barbara-Santa Maria-San Luis Obispo, Calif., to be most heavily penetrated at 77.7%. Arbitron released its estimates earlier ("In Brief," June 14) and set nationwide penetration at 25.8%.

Temporary Commission on Alternative Financing for Public Telecommunications will recommend to Congress that it **"insure that sustaining or bridging federal funds are appropriated through the current authorization period,"** until adequate alternative funding is found. Report also calls for review of effects of 1981 Economic Recovery Tax Act and asks legislators to "take steps necessary to increase tax incentives that reinforce individual and corporate incentives to contribute." Included in recommendations to FCC is that it authorize noncommercial use of subcarrier channels by public radio stations; look at restrictions on satellite transponder and uplink leasing by public radio and TV licensees; resolve UHF comparability; adopt rulemaking for policies to allow STV operation by public broadcasters. Report also singles out tax credit and excise tax on new TV or radio sets as most viable funding options. Report also notes that "the temporary commission has not been able to

identify any alternative which would be preferable to traditional funding procedures as a means to preserve the existing public broadcasting system."

□
Variety of kinds of future media mergers would be prohibited under recently discovered combination of clauses buried in bill to rewrite common carrier sections of Communications Act (H.R. 5158). Under sections 264 and 301a(61) of bill, FCC would be required to "promote wide diversity among information sources" and "foster competition" by "prescribing rules to limit the consolidation or merger of two or more persons which own transmission facilities ... in order to avoid excessive national concentrations in the ownership of transmission facilities or other media interests or excessive local concentration in the ownership of regulated facilities in combination with other media interests." For this section of bill only, "transmission" facilities include broadcast and cable. House Telecommunications Subcommittee staff maintains bill would not alter status quo, but broadcast representatives who discovered it believe it could prevent many combinations and expansions now permitted—newspaper, cable and producers-cable.

□
CBS and 20th Century-Fox last Thursday announced their joint venture in "the creation, marketing and distribution of home video products"—less than originally anticipated, and later as well. It came as no surprise that CBS Cable was conspicuously absent from 50/50 partnership—issue of cable programing was addressed with words "future joint operations in cable television services are still under discussion between the companies."

□
NATPE International President Charles Larsen will complete term which runs through annual conference in March. With Larsen no longer program director at WABC-TV New York (though still on payroll) and not yet employed as programmer elsewhere, his eligibility has been issue. NATPE board, meeting last week in Las Vegas, in effect resolved matter by referring it to committee. Committee won't report back to board until October. By then, it would be moot point because organization's by-laws say eligibility isn't question when annual conference is less than six months away.

□
Litigation is likely in dispute involving NBC News's next-day broadcast of climactic portion of June 4 Holmes-Cooney fight. Samuel Glass, partner of boxing promoter Don King, said King-Tiffany Productions was discussing action and "forming our troops on the battle line"; he called NBC's action "reprehensible." King organization said NBC (as well as CBS) were given feed of fight as "courtesy" to "top executives" for private viewing, but that sports and news presidents of both networks were also sent telegrams specifically requesting they broadcast no portions of bout. ABC and HBO had both separately bought rights for delayed telecasts of fight—with HBO's to go first on June 18. NBC's first official response was that "few seconds" it broadcast were "well within customary parameters of doctrine of fair use." Network claimed its footage was "courtesy of ON TV," STV operator that aired fight pay-per-view to 300,000 subscribers (50% of its base) in five cities. Later network said it was holding discussions with King. That's not only squabble over fight coverage—wsoc-TV Charlotte, N.C., had camera crew at local site of closed circuit exhibition of fight (with verbal permission of local promoter, station said). wsoc-TV trained its cameras on screen, thus running portions of fight live on late news. wsoc-TV is ABC affiliate.

□
House Copyright Subcommittee Chairman **Robert Kastenmeier** (D-Wis.) appeared on C-SPAN call-in show last Tuesday and said he was "at this time not an advocate" of charging consumers copyright royalties by placing surcharges on videotapes and videocassette machines. Supported by copyright holders, scheme is at heart of House and Senate bills. Since many con-

sumers use their VCR equipment for "home movies," he said, it would be unfair to take umbrella approach. If it's proven that consumers are liable for copyright fees, he said, "perhaps ... we can find a better way" of collecting them, he said.

□
Controversy between members of Congress and Reagan administration continued to heat up last week over question of whether administration is proceeding with construction of facilities for **Radio Marti** without congressional authorization. Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, and subcommittee member Tom Tauke (R-Iowa) wrote Assistant Secretary of State Thomas O. Enders and other administration officials declaring that, without congressional approval, expenditure of funds for construction of facilities for station administration has proposed for broadcasting to Cuba would be illegal. Letter was prompted by reports Navy is nearing construction of antenna array on Saddlebunch Key, in Florida, that could be used by Radio Marti ("Closed Circuit," June 7, 14). Facility will use 1040 khz, frequency picked by administration for Radio Marti. State and Defense Departments vigorously deny Navy facility is designed as "end run" around Congress, in words of Miles Frechette, of State's Cuban desk. He called that "a red herring."



Mandell



Grade

Sir Lew Grade has resigned as deputy chairman of ITC Entertainment Group, and was released from employment contract with ITC's British parent corporation, Associated Communications Corp. Those were last vestiges of Grade's association with ACC, company he helped build over last 30 years. He resigned ACC chairmanship in January, and from board in April. Named to executive board of ACC management were ITS President **Abe Mandell** and **Sam Trust**, president of ATV Music Crop.

□
Proposal that National Association of Broadcasters moderate its campaign for full First Amendment rights until after it has secured other deregulation it is seeking was circulated among NAB staff early last week, with suggestion that it be transmitted to NAB joint board, meeting at NAB headquarters last week, for consideration. **Memo never went to board**, however, after objections from some on staff that move would be unwise.

□
Saying time is running out on 97th Congress, Senators **Charles Mathias** (R-Md.), **Daniel Moynihan** (D-N.Y.) and **Lloyd Bentsen** (D-Tex.) last Wednesday called on videocassette recorder manufacturers to negotiate solution to copyright controversy with Motion Picture Association of America. Solution reached through compromise among parties would be "more palatable" than any Congress would force upon them, said Bentsen. "I am not convinced that the parties have reached an impasse on this matter," he said, "and I, likewise, am not convinced that there remains no room for compromise."

□
Donald Nash, 47, was indicted in New York last week on charges of having murdered three CBS employes on rooftop parking lot in Manhattan last April 12 and woman who was found next day in alley (BROADCASTING, April 19). Nash was arraigned Thursday (June 17) on four counts of second-degree murder and faces maximum term of 25 years to life on each count.

A legislative duty

In agreeing to review an appellate court's finding that home videorecording for private use infringes the copyright law, the Supreme Court may have given an overburdened Congress an excuse to put off its effort to do something about the law itself. That would be too bad. Obviously present law is too unclear for service in a period of galloping technological advancement. It is the job of Congress, not the courts, to eliminate uncertainties.

Two main copyright amendments were introduced in Congress after the Ninth Circuit Court of Appeals, in San Francisco, reversed a federal district court and held that existing law provides no exemption from copyright liability when a television viewer turns on a Betamax to capture a program for later replay. One amendment, introduced in the Senate by Senator Dennis DeConcini (D-Ariz.) and in the House by Representative Stan Parris (R-Va.), would simply insert that exemption in the law. It is supported by the manufacturers of home recording devices and the tapes they use. The other, introduced in their respective houses by Senator Charles McC. Mathias Jr. (R-Md.) and Representative Don Edwards (D-Calif.), would establish a compulsory copyright license for home video and audio recording and give the Copyright Tribunal the authority to set and collect royalties from manufacturers of home recording equipment for distribution to copyright owners. That amendment is supported by television production companies and phonograph record manufacturers.

With somewhat more careful drafting, the Mathias-Edwards version of legal repair is to be preferred.

To exempt all home recording from copyright liability is to deny copyright holders at least some fruits of their creations. What those fruits may be in the case of television producers is hard to estimate at this early stage of home videorecorder distribution. The phonograph record industry, however, already counts diminished reward. The home recording of radio music is cited as at least a factor in the recent decline of record sales.

The Mathias-Edwards amendment confirms the existence of a property right in a video or audio work and provides a mechanism, which the courts lack the authority to create, for the assignment of values and management of royalties. Its principal defect is the unlimited authority it would confer on the Copyright Tribunal to establish the fees to be paid by the manufacturers of home recording gear. To prevent a gouging of the public, which will ultimately bear the added expense, of course, the law ought to set standards of fairness for the tribunal.

Whichever way the Supreme Court may rule, the responsibility to write copyright law will remain with the Congress. Then or now, Congress will have to act. It might as well act now.

End to Aspen

The FCC was asked two months ago to begin the repair of an absurd interpretation of the political broadcasting law by a former FCC membership. This FCC was asked to repeal the so-called Aspen decision of 1975, which held that debates between political candidates were exempt, as news events, from the equal-time requirement of Section 315 only if staged by third parties and broadcast within 24 hours of their occurrence. The same ruling imposed restrictions that have effectively barred the appearance of candidates as incidental figures in news documentaries.

Petitions filed by Henry Geller, former head of the National Telecommunications and Information Administration, and the National Association of Broadcasters and Radio-Television News

Directors Association asked the commission to repeal Aspen by directive or issue a notice of inquiry with the intention of eventual repeal (BROADCASTING, April 26).

Tidy administration probably dictates the issuance of a notice. Reaching a decision that way would be less vulnerable than issuing an edict without full ventilation of the issues when, as will no doubt happen if the FCC acts as it should, those lawyers who make a living inventing "citizen" cases take the FCC to court.

There have been indications in other cases that this FCC prefers not to take initiatives on piecemeal repair of regulation under Section 315 for fear of jeopardizing its campaign for congressional repeal of the section itself. Repeal of Aspen need not await the millennium of Section 315's demise by action on the Hill. It would simply correct an FCC's mistaken reading of the section, as NBC has noted in comments favoring repeal.

It is probably too late for a repeal of Aspen in time for this year's national election campaigns. But the FCC ought to get out its notice soon so the cure can be had in plenty of time for local and state elections next year.

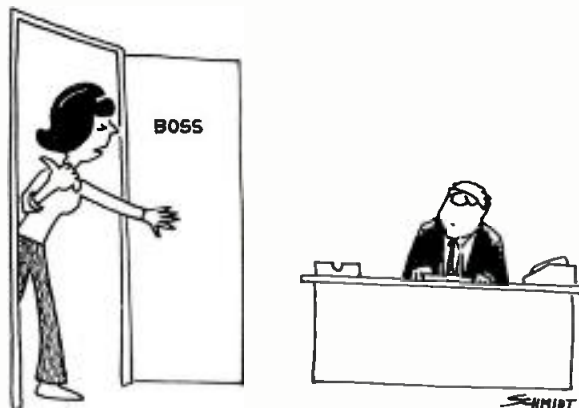
No more alibi

A unanimous FCC last Thursday routinely adopted an order withdrawing the last of its substantive rules restricting the entry and operation of subscription television stations. The ordinariness of the occasion bespoke the magnitude of changes that have taken place within the past few years of television history.

The rules repealed last week were vestiges of an almost forgotten past. At the time of their adoption, the commercial broadcasting establishment was united in its determination to prevent subscription television from getting off the ground. The television universe was defined as three networks and their affiliated stations plus independents here and there.

If the broadcasting establishment paid any attention to the FCC's action last week, it made no fuss about it. What does it matter that the FCC deregulates STV when the universe is filling up with SMATV and multi-MDS, as reported elsewhere in this issue, not to mention LPTV and who knows what other initialed ventures into television plenty? This at a time that cable television has passed a national penetration of 30%.

It is a teeming electronic wonderland that the government is encouraging by lowering or demolishing the barriers to entry. How can the government postpone conferring full First Amendment rights on a Fifth Estate that bursts with competition?



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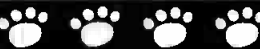
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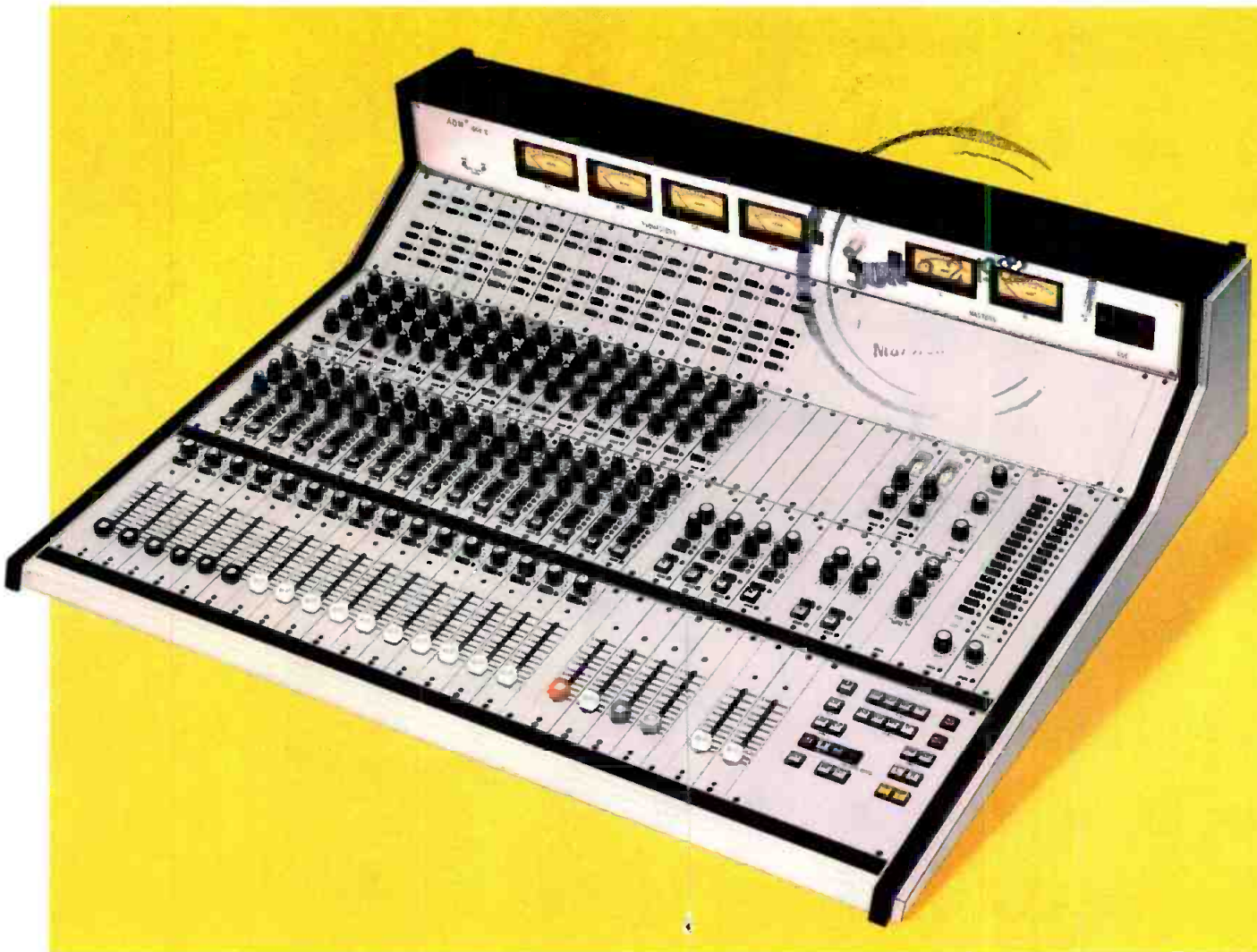
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