

# Broadcasting Aug 16

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Judge Greene in the  
act on AT&T   
STV update

# MAKE OUR TALK

Owen Spann



Dr. Irene Kassoria



Michael Jackson



**ABC TalkRadio makes your station the hom**



# ...YOUR TALK

Dr. Toni Grant

Ira Fistell

Ray Briem



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And Dr. Irene Kassoria, leading psychologist, best-selling author, and one of the country's most influential women. Her insight and expertise has earned her the respect of colleagues and celebrities the world over.

Michael Jackson, a talk radio giant. He knows everybody worth knowing and interviews them with a provocative and entertaining style.

Then there's Dr. Toni Grant—the original radio psychologist. Brilliant. Eloquent. With a national reputation as an expert in human behavior—and an extensive following.

And Ira Fistell—the "human encyclopedia." His phenomenal store of knowledge on every possible

subject from sports to philosophy and his conversational ease build nighttime audiences.

And finally Ray Briem, the "king of all-night radio." He brings the world to his listeners, keeps them in touch. Provocative, controversial, and entertaining, Ray attracts one of the largest overnight audiences in the history of radio.

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## ABC TALKRADIO

### THESE STATIONS HAVE ALREADY MADE OUR TALK THEIR TALK:

|                  |      |                  |      |               |        |                 |      |
|------------------|------|------------------|------|---------------|--------|-----------------|------|
| Baltimore        | WCBM | Indianapolis     | WIFE | Providence    | WEAN   | Spokane         | KSPO |
| Cleveland        | WERE | Kansas City      | KCMO | Rochester     | WSAY   | St. Paul        | KSTP |
| Charlotte        | WAYS | New York         | WABC | Sacramento    | KGNR   | St. Petersburg  | WNSI |
| Colorado Springs | KVOR | Norfolk          | WNIS | Saginaw       | WSGW   | Tucson          | KNST |
| Grand Rapids     | WTWN | Pittsburgh       | WTKN | San Francisco | KGO-FM | Tulsa           | KELI |
| Honolulu         | KGU  | Portland, Oregon | KLIQ | Santa Barbara | KTMS   | West Palm Beach | WJNO |

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## HARRIS

# Broadcasting Aug 16

## Fritts is it □ RKO's 13 stations put up for grabs by appeals court □ Judge Greene gets involved in Justice-AT&T □ Who's doing what and where with subscription television

**FRITTS DEFEATS THURSTON** □ NAB joint board rejects search committee's recommendation in electing Wasilewski successor. Stakelin chosen joint board chairman and Beck named radio chairman. **PAGE 23.** Post-election perspectives on Fritts and Stakelin. **PAGE 25 and 26.** Recommendations of NAB's Futures Committee. **PAGE 52.**

**RKO'S UNLUCKY FRIDAY** □ Court decision directs FCC to consider competing applicants for 13 remaining RKO licenses. **PAGE 27.**

**MORE FETTERS ON AT&T** □ Judge Greene endorses basics of consent decree, but he wants Ma Bell kept out of electronic publishing for at least seven years and says divested companies must be allowed to sell equipment as well as Yellow Pages. **PAGE 28.**

**TELETEXT RULING REVERSED** □ Appeals court overturns lower court's decision that common carrier United Video did not have to carry blanking interval material telecast by WGN-TV Chicago. **PAGE 29.**

**CHICAGO SALE TALK** □ Metromedia purchase of WFLD-TV from Field Enterprises for \$125 million believed in works, deal that would require Metromedia to divest itself of some present outlets. **PAGE 30.**

**PREMIERE REVISITED** □ Three major film producers reportedly want to buy 25% of Movie Channel for about \$75 million. **PAGE 30.**

**SPECIAL REPORT: STV** □ Subscriber count of on-air pay TV quadruples in last two years to 1.5 million and FCC's deregulatory moves in June give added impetus to entrepreneurs. But medium is far from profitable and still faces problems that range from financing to technical needs as well as program

piracy. **PAGE 33.** Updated list of STV licensees and permittees. **PAGE 38.** Rundown of pending applications at FCC. **PAGE 39.** Los Angeles: STV's showcase market. **PAGE 42.**

**MOMENTUM FOR MARTI** □ Controversial bill to establish AM operation beamed at Cuba passes in House. **PAGE 48.**

**SPLIT OPINION** □ FCC proposal to eliminate policy that imposes community-of-license restraints on broadcasters provokes disagreement among commenters. **PAGE 49.**

**LEADING WITH TRUMPS** □ New NBC Vice President Sohmer starts fall promotion with spots that don't dodge references to rival networks and stress NBC's acquisition of *Taxi* and its 90 Emmy nominations. **PAGE 50.**

**CABLE NETWORK SPENDING** □ Broadcast Advertisers Reports says advertising sales of four majors came to \$37.9 million in second quarter. General Foods is biggest client with \$4.4 million expenditures in first six months of year. **PAGE 58.**

**HARD LOOK AT JOURNALISM** □ DuPont-Columbia assessment cites positive and negative changes in reporting during 1979-81 period. Plusses include increase in investigative efforts and gains in field by women and minorities. **PAGE 61.**

**3-D TV WITHOUT GLASSES** □ Researchers at University of South Carolina claim breakthrough. **PAGE 63.**

**WESTERN UNION'S NEW TURF** □ Subsidiary formed to provide teleconferencing service to business and government. **PAGE 65.**

**CBS'S MR. FIXIT** □ When anything goes wrong for CBS/Broadcast Group, chances are that quick call will go to Gene Mater, senior vice president, policy. **PAGE 87.**

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## Double jeopardy

Alarms went off in Washington last week when representatives of three major TV networks learned Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) is seriously considering introducing bill to codify FCC's financial interest and network syndication rules. In highly controversial rulemaking initiated in late June, FCC began considering elimination of rules, which prohibit TV networks from acquiring any interest in exhibition, distribution or other commercial use of any program not produced entirely by networks and which bar them from domestic syndication. Spokesman for Communications Subcommittee confirmed late Friday that bill, said to be in draft form, is likely to be advanced.

## Ups and downs

Arbitron Television's 1982-83 market-by-market rankings, currently being compiled, will show six ADI's (areas of dominant influence) shuffled in top 20. Order of first 12 remains same. After that, Miami moves from 13 to 14; Minneapolis-St. Paul from 14 to 13; Seattle-Tacoma from 15 to 16; Atlanta from 16 to 15; St. Louis from 17 to 18, and Tampa-St. Petersburg, Fla., from 18 to 17.

Sarasota, Fla., given own ADI last year, now returns to Tampa-St. Petersburg market. Glendive, Mont., gets ADI status, with Miles City-Glendive, Mont., dropping off list. New rankings, based on estimates of TV homes, will be used starting in October.

## For datebook

With new president of National Association of Broadcasters preparing to be installed (see page 23), plans are moving ahead for testimonial dinner to honor outgoing President Vincent T. Wasilewski after he leaves office. Date is Thursday, Nov. 4 and place is Washington Hilton.

## Long-distance deal

Bob Howard and his Citicom Corp. reached agreement by telephone Friday morning to acquire three Colorado V's from XYZ Television Inc. for \$7.7 million. Stations, principally owned by family of late Rex Howell, are KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all affiliated primarily with CBS, secondarily with NBC. Contract signing set for this week, subject to customary condition of FCC approval. These would

be first TV's for Citicom, which owns WOKO(AM) Albany, N.Y., and WBEC-AM-FM Pittsfield, Mass. Howard, Citicom president and principal owner, is former president of NBC-TV.

## Bad news good

"Ill wind that" department: Everybody denounces recession, but it may have helped ABC-TV's *Good Morning America* to its biggest lead yet over NBC-TV's *Today*. For week of Aug. 2-6, ABC reported, *GMA* went ahead by 1.6 rating points, averaging 5.1 with 30 share to *Today's* 3.5/20 (and *CBS Morning News's* 2.8/16). ABC officials said it was not only longest lead but also 27th straight weekly win for *GMA*—and also first week of its new series of daily unemployment reports: "Wanted: a Job," which they concede may have been a factor.

## So who's counting?

Arbitron Television says it has passed 600 mark in commercial station clients for first time, and that this is most any such syndicated service has ever had. Surge in past month, Arbitron sources say, brought its commercial total to 601. At Nielsen, Arbitron's chief competitor, officials are skeptical. They say their latest count, last spring, showed Arbitron with about 560, Nielsen about 570, and they don't see how Arbitron could have moved up, or Nielsen down, as fast as Arbitron claim suggests. Arbitron sources are adamant. They also say they now have station clients in 99% of the 212 TV markets they measure. That would leave not more than three markets without clients. Nobody's saying what they are.

## Junked junket?

Plans for U.S. delegation to visit Japan and Republic of China to discuss international telecommunications issues may be canceled. Problem is that Chinese National Party Congress is meeting in Peking, and it expects to be meeting when delegation originally scheduled visit at end of this month (BROADCASTING, July 26). Since Chinese officials will be busy—and Peking hotel rooms will be at premium—Chinese have asked delegation, which is being headed by Bernard Wunder, chief of National Telecommunications and Information Administration, to postpone visit until September. According to Wunder, however, unless Chinese agree to original dates, trip is unlikely to happen since "overwhelming" majority of delegation members have other commitments that won't allow them to postpone.

## Business for himself

"The future belongs to the merchants of information," said *Boston Globe* not long ago, adage that Reese Schonfeld, former CNN president and still consultant, has taken to heart. Although unwilling to discuss details, Schonfeld says he has been working on plans to start new business, related to field of information and expects to tell Turner people about it shortly. Schonfeld says that over next couple of months he will be busy trying to raise necessary capital, in hopes of emerging as merchant of information in his own right.

## Payday

Favorable signals are coming from House to public broadcasting. Appropriations Committee approved \$15 million appropriation for public telecommunications facilities program last week despite administration's request that program be eliminated. Program, which is administered by National Telecommunications and Information Administration, provides grants for construction and equipment for public broadcasting facilities. Committee also set FY 1983 appropriation for NTIA at \$27.4 million.

Administration had also proposed no funds for National Science Foundation from which public broadcasting receives about \$3 million. But committee appropriated \$25 million. Treasury subcommittee also rejected White House figure for funds affecting postal rates for nonprofit organizations. Administration recommended \$500 million; subcommittee placed FY 1983 appropriation at \$708 million. Funds will save public broadcasting about \$3 million a year in postal rates.

## Promoting maturity

National campaign to convince media buyers that older radio listeners—primarily served by beautiful music, news/talk and middle-of-the-road formats—are bigger, more flexible consumers than is traditionally believed and are reached in massive numbers by those formats is likely to be launched later this year by group of station operators and representatives who have been meeting quietly on subject since February. Headed by Ted Dorf, president, WGAY-AM-FM Washington, group first met at Radio Advertising Bureau's Managing Sales Conference in Dallas, and since then have been meeting in New York. RAB representatives have consulted members on project, but campaign, which is to be preceded by market research, will not be RAB project.

## Alter's admonitions

Cable advertising should break the billion-dollar barrier by no later than 1986. That statement was made by Robert Alter, president of the Cabletelevision Advertising Bureau, at a luncheon address before the New York chapter of the National Academy of Television Arts and Sciences last week. Alter also predicated that cable ad revenues for 1982 would reach \$250 million (compared with last year's total of about \$100 million) and that by 1990 the revenue



Alter

figure for cable billings would reach \$3 billion. All that is predicated, however, on a firm commitment to cable by the advertising community, which Alter noted has been slow in the making.

There is "solid evidence," Alter said, of the growing interest in cable on the part of both local and national advertisers. "Of the top 200 advertised brands (excluding cigarettes) 85% are on cable, including all of the top 50." Even though cable advertising budgets are still relatively small, he noted, they are growing.

However, if advertisers want to insure that their messages continue to flow throughout the cable-viewing universe at a steadily growing rate, more of them will have to support the basic ad-supported networks. Advertisers, said Alter, "in their own way have as large a stake in cable's successful development as an advertising medium" as those networks do. If the payer-channel services emerge as the dominant source of cable programming, contends Alter, "it is conceivable that in the not-too-distant future advertisers will not have access to a substantial portion of the time people spend with television."

And the evidence so far seems to indicate that those advertisers who have used the ad-supported cable networks as part of their media campaigns are satisfied with the results. He cited a recently conducted survey by the McKinsey & Co. research firm which said that "the charter advertisers today are satisfied with their decisions to enter cable. The fact that 98% of them re-

ated their cable purchases in 1980-81 and projected to do the same in 1982—most at double their buy sizes—suggests that they are gaining economic and other benefits that they value."

## Under the microscope

This September a committee of the Colorado legislature will launch an investigation into the award of Denver's cable franchise, if it can obtain subpoena power from the body's leadership. The committee voted last week 8-2 to seek that power. Assuming it gets it, the committee will look specifically at how the 22 local stockholders of Mile Hi Cablevision, the joint venture of American Television & Communications and Daniels & Associates, may have influenced the city council which awarded Mile Hi the franchise last February. Each of the local stockholders, who include two public officials, invested \$3,000 each in Mile Hi a year before the award. Each investment is now valued at around \$1 million.

## Selling scheme

The latest concept in cable TV as a marketing tool is "VideoReach," developed by D. Baker Jacobs Co., New York. The concept involves taking a product or service and developing a "topical" program about it to be shown locally on leased-access cable channels in a given market. The program is then supported by ancillary campaigns such as direct mail and/or space advertising. VideoReach, says Dave Jacobs, president of the company, is patterned after a similar cable program that was developed for Chemical Bank's select banking group service which aired on a number of leased-access channels last winter in the New York area on Manhattan Cable, Group W Cable, UA Columbia (Rogers) and Viacom local systems.

## BET backers

The Black Entertainment Television network announced 19 charter advertisers for its expanded program schedule last week. (BET is moving from Satcom III to Westar V and will drop from nearly 10 million cable homes to two million with the switch. However, with the pledged support of 20 of the nation's leading cable companies, it expects to have five million cable homes by 1983, nine million by 1984 and 12 million by 1985.)

The advertisers named by BET President Robert L. Johnson were Anheuser-Busch, Coca-Cola, Dark & Lovely, Ford & Lincoln Mercury, General Mills, IBM, Ingelnook, Kellogg Co., Kraft, Mobil Oil, North Carolina Mutual, PepsiCo., Pillsbury, Pro-Line, 7-Up, U.S. Army, Westinghouse,

William Wrigley Jr. and Sears, Roebuck & Co.

The MSO's BET has lined up include American Television & Communications, Cablevision Systems, Comcast, Continental Cablevision, Cox, Daniels & Associates, Group W Cable, Harris, NewChannels, Prime Cable, Sammons, Storer, Tele-Communications Inc., Telecable, Rogers-UA Columbia, United, Viacom, Vision Cable and Warner Amex.

BET's launch on Westar V was to take place yesterday (Aug. 15) in Washington. Its programming now runs six hours (8 p.m.-2 a.m.) daily ("Cablecastings," July 12).

## Penetrating

*The latest Nielsen nationwide cable penetration figure (as of July) is 34%, which comes to 27,884,000 U.S. TV households. And according to Nielsen, that is an increase of 6.7% over July 1981 when cable penetration amounted to 27.3% or 21,930,490 TV households with cable. Comparable Arbitron figures are expected shortly.*

## Off with a bang

Cinemax began its third year of operation last week, earmarking more than \$6 million for consumer advertising and affiliate media and marketing support. This is Cinemax's first solo-consumer ad campaign (previously its advertising had been linked with that of Home Box Office, of which it is a tiered program service). Ted Bates & Co., New York, conceived the campaign's theme: "Our Difference is Our Movies." The advertising effort includes monthly news insertions in 29 markets and spot TV and radio in selected markets, plus several cable publications. Starting in October, Cinemax will employ 30-second television spots on USA, ESPN, CNN and WTBS(TV) Atlanta. The reason for the solo campaign for Cinemax: to build a strong identity for the pay service. Cinemax has 1.5 million subscribers in 49 states.

## Canadian choice

Rogers UA Cablesystems, which has used Zenith Radio Corp.'s addressable cable technology in the U.S., will also use it for its Canadian operations when Rogers introduces pay television on its systems in November. The two companies announced a \$12-million agreement last week with Rogers buying Zenith Z-TAC tiered addressable cable converters/decoders capa-





## TV ONLY

**Child World** □ Store promotion. Begins this month and runs through December in 17 markets. All dayparts. Agency: Fox & Associates, Cleveland. Target: women, 18-49; total children.

**Sargento Cheese** □ Various products. Begins Sept. 13 for 11 weeks in about 35 markets. Agency: Frankenberry, Laughlin, Bernstein & Constable, Milwaukee. Fringe and day times. Target: women, 25-54.

**Bay Area Vision Centers.** □ Begins this week for nine weeks in Sacramento, Calif. Day, early fringe, late fringe, prime and weekend times. Agency: Mendelsohn & Adler, San Francisco. Target: adults, 25-54; women, 25-34.

**Hasbro Industries** □ Stunters (toy stunt cars). Begins this week for five weeks in 50 spot markets. Fringe time only. Agency: Griffin Bacall, New York. Target: children, 2-5, 6-11.

**Golden Grain Inc.** □ Rice-a-Roni. Begins Oct. 4 for five weeks in top 30 markets. Early fringe, news and prime access times. Agency: Vantage

Advertising, San Leandro, Calif. Target: women, 18-49.

**Mattel Inc.** □ Toys. Begins this week for four weeks in about 10 markets. Day, early fringe and weekend times. Agency: Ogilvy & Mather, Los Angeles. Target: total children.

**Reed Union.** □ Nu-Vinyl furniture finisher. Begins Aug. 21 for four weeks in 15 markets. Day, late fringe and weekend times. Agency: A. Eicoff and Co., Chicago. Target: total adults.

**ITT Continental Baking** □ Hostess cakes. Begins Sept. 6 for three weeks in 85 markets. Fringe times only. Agency: Vitt Media International, New York. Target: children, 6-11.

**Fayva Shoes** □ Apollo and Bella shoes (teen-ager's and women's shoes). Begins this week for three weeks in about 28 markets. All dayparts. Agency: Arnold & Co., Boston. Target: women, 18-34.

**Sentry Hardware** □ Various products. Begins in mid-September for three weeks in 20 markets for spot TV and some network TV. Fringe, news and sports times.

Agency: The Marschalk Co., Cleveland. Target: women, 25-54.

**Brunswick Corp.** □ Recreation centers. Begins Aug. 19 for two weeks in Memphis and Phoenix. Day, early fringe, late fringe, prime and weekend times. Agency: Garfield Linn & Co., Chicago. Target: adults, 18-49.

**H. Cotter Co.** □ Men's pants. Begins in late August for two weeks in New York and Los Angeles. Agency: Romann & Tannenholz Advertising, New York. Target: men, 18-34.

**Walgreen Co.** □ St. Ives shampoo. Begins Sept. 12 for one week in 11 markets. Day, fringe and news times. Agency: Grenada Advertising, Deerfield, Ill. Target: women, 18-34.

## RADIO ONLY

**Associated Milk Producers Inc.** □ Milk. Begins this week for 14 weeks in 35 markets. All drive times. Agency: Crume & Associates, Dallas. Target: adults, 12-34.

**Pioneer Hi-Bred International** □ Corn. Begins in third quarter for 10 weeks in about 150 markets. Morning, afternoon and early evening drive times. Agency:

**Dog-napping account.** Korey, Kay & Partners, New York advertising agency that opened only last February, certainly wasn't barking up wrong tree when it landed wcbstv account—literally. After three years with Lois Pitts Gershon, Joseph Passarella, director of advertising and promotion at wcbstv, wanted change in agencies. He short-listed three agencies and refused to take any more hopefuls, including KKP. Agency, however, would not take no for answer. "We were interested in the account and knew our reel would have them sold," said Carol Firestone from public relations department at Korey, Kay. So Lois Korey and Allen Kay, who worked at Needham Harper & Steers for 11 years, made "blackmail threat" to Passarella with reel and note attached saying: "We have your dog. Look at this reel if you want to see him again." According to Jeff Erdell, director of press relations at wcbstv, "The threat looked so real, Passarella called his wife to find out if she had bought a dog that morning." Passarella viewed reel which "knocked him out" and hired agency. Sample reel contained accounts that included Xerox, Amtrack, Frigidaire and Charles of the Ritz which, Erdell said, "had everyone at maximum excitement." Wcbstv is not largest account Korey Kay handles. Republican party is \$10 million.

## DRAKE-CHENAULT'S

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CONSULTED BY

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Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa. Target: men, 18 and over.

**State Farm Insurance.** □ Begins in mid-September for eight weeks in over 20 markets. Morning, afternoon and early evening drive times. Agency: Needham, Harper & Steers Advertising, Chicago. Target: men, 25-54.

**Singleton Packing Corp.** □ Frozen shrimp. Begins in late September for six weeks in approximately 26 markets. Morning, afternoon and early evening times. Agency: Louis Benito Advertising, Tampa, Fla. Target: women, 25-54.

**Virginia Beach** □ Tourism. Begins this week for three weeks in Richmond and Roanoke, Va.; Pittsburgh; Baltimore; Washington, and New York. Agency: The Martin Agency, Richmond, Va. Target: adults, 35-64.

**National Child Care Centers** □ Infant centers. Begins in mid-August for two weeks in Enid, Okla.; Austin, San Antonio and Houston, all Texas, and Memphis. Morning and evening drive times. Agency: Allen & Dorward Advertising, Houston. Target: women, 25-34.

**Business People Inc.** □ Job fair. Begins Aug. 20 for one week in about 12 markets. Agency: Fischbein Advertising, Minneapolis. Target: men, 25-49.

**Kinney Corp.** □ Back-to-school promotion. Begins in mid-August and runs through early September in about 30 markets. All dayparts. Agency: Sawdon & Bess Advertising, New York. Target: adults, 12-24.

#### RADIO AND TV

**Tastykake Inc.** □ Cakes and pies. Begins Sept. 6 for varying flights in 12 TV markets and about six radio markets. All dayparts. Agency: Weightman Advertising, Philadelphia. Target: women, 25-54.

**K-Tel International** □ New rock album. Begins Aug. 23 for one week in 150 plus markets. Morning, afternoon and evening times. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: men and women, 12-34.

### Rep:Report

WVON(AM)-WGC1(FM) Chicago: To McGavren Guild (no previous rep).

□

WRNL(AM)-WRXL(FM) Richmond, Va.: To Katz Radio from McGavren Guild.

□

WSGW(AM)-WIOG(FM) Saginaw, Mich.: To Katz Radio from Torbet Radio.

□

WMPS(AM)-WHRK(FM) Memphis: To Katz Radio from Eastman Radio.

□

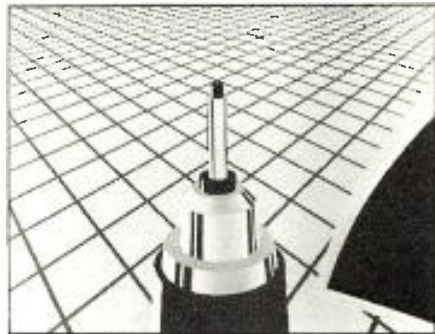
WIND(AM) Orangeburg, S.C.: To Jack Bolton Associates (no previous rep).

## AdVantage

**Power play.** Homelite Division of Textron Inc., Charlotte, N.C., has earmarked \$5 million for year-round advertising and promotional campaign which, for first time, will focus on combined portable outdoor power equipment of both Homelite and Jacobsen, which was absorbed last April. Concentration of advertising will be on network television. Company's new advertising theme will be: "We're Homelite/Jacobsen and nobody does the job around the house, around the farm, around the construction site, like we do." Four different 20-second commercials have been produced for each of four major product lines—chain saws, string trimmers, lawn mowers and snow throwers—and each commercial will be used in conjunction with 10-second tagline promoting combined Homelite/Jacobsen line. Agency is SSC&B, New York.



Homelite



Pentel

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**How about that?** What was hailed as "world's first all-synthetic 30-second television commercial produced entirely with computer-generated imagery" was demonstrated last Thursday (Aug. 12) in New York and Los Angeles. Spot was produced to introduce Pentel's new line of advanced writing instruments, which will be advertised on network television, starting in late August. Commercial was created for Pentel by Triton Advertising, New York and Los Angeles, and was produced by Cineflex, Los Angeles-based production firm.

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# Datebook

## This week

**Aug. 17**—*Southern California Cable Club* luncheon meeting. Speaker: Burt Harris, Harris Cable Corp. Sheraton La Reina, Los Angeles.

■ **Aug. 18**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Chet Simmons, commissioner, United States Football League, on "The New Era of Sports on Network and Cable Television." Copacabana, New York.

**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.

## Also in August

**Aug. 23-25**—*Michigan Cable Television Association* annual convention. Grand Traverse Hilton, Traverse City, Mich. Information: John Liskey, (517) 372-4811.

■ **Aug. 25**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Harry Smith, vice president, technology, CBS Inc., on "The New Technologies—A Pinch of Broadcasting and a Dash of Print." Copacabana, New York.

**Aug. 26**—*Ohio Association of Broadcasters* sales training workshop. New Dublin Stouffer's, Columbus, Ohio.

**Aug. 27-28**—*Seventh International Hispanic Film*

■ Indicates new or revised listing

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and Video Festival. Oblate School of Theology, San Antonio, Tex.

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

■ **Aug. 31-Sept. 1**—*Society of Broadcast Engineers'* "twin-metro" convention for Philadelphia and New York chapters. Ramada Inn, East Brunswick, N.J.

## September

■ **Sept. 1**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Cliff Abromats, news director, WABC-TV New York, on "Eyewitness News: A Streetwise Approach." Copacabana, New York.

**Sept. 1**—Deadline for entries in 17th annual Gabriel Awards 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 *National Commission on Working Women* and *Avon Products Inc.* Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington, 20036.

**Sept. 8**—*Cable Television and Marketing Society* Eastern show "Track Day." Peachtree Plaza, Atlanta. Information: Emily Burch, (202) 296-4219.

**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. MGM Grand hotel, 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. 21-24**—*CBS Radio Network* affiliates convention. Arizona Biltmore, Phoenix.

**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 Fran-

**Sept. 8**—*Society of Cable Television Engineers* workshop: "The Front Line Supervisor: The Key to Keeping Your Company Union-Free." Atlanta Hilton.

■ **Sept. 8**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Kay Koplovitz, president, USA Network, on "The Cable TV Boom—The Positive Explosion." Copacabana, New York.

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

**Sept. 10**—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Information: International Council, 1350 Avenue of the Americas, New York, 10019.

**Sept. 10-12**—*New Hampshire/Vermont Association of Broadcasters* joint convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 12**—*Nevada Broadcasters Association* fall meeting. MGM Grand hotel, Reno.

**Sept. 12-15**—*National Radio Broadcasters Association* annual convention. Keynote speech: FCC Chairman Mark Fowler. MGM Grand hotel, Reno.

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

**Sept. 14**—*Southern California Cable Club* dinner meeting. Speaker: Ted Turner, president, Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

**Sept. 14-15**—*Bay Area Cable Club* advertising seminar co-sponsored by *Cabletelevision Advertising*

## Major Meetings

CISCO

**Jan. 15-19, 1983**—*Association of Independent Television Stations* (INTV) 10th annual convention. Century Plaza hotel, Los Angeles

**Jan. 29-Feb. 1, 1983**—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

**March 17-22, 1983**—*NATPE International* 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; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

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

**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.

**May 18-21, 1983**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**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



Bureau. St. Francis hotel, San Francisco.

**Sept. 15**—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

**Sept. 15-17**—*Advertising Research Foundation* eighth annual midyear conference and research fair, Chicago Hyatt Regency, Chicago.

**Sept. 15-17**—*Institute of Electronic and Electrical Engineers* 32d annual broadcast symposium, Washington hotel, Washington.

**Sept. 16**—*Radio Advertising Bureau* sales clinic, Hilton Airport Plaza Inn, Kansas City, Mo.

**Sept. 16-17**—*Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers* 32d annual broadcast symposium, Hotel Washington, Washington.

**Sept. 16-17**—*National Association of Black Owned Broadcasters* annual fall conference, Washington. Information: Diane Wilson (202) 463-8970.

**Sept. 16-18**—*American Women in Radio and Television* south central area conference, Driscoll hotel, Austin, Tex.

**Sept. 17-19**—*Maine Association of Broadcasters* annual convention, Sebasco Estates, Sebasco, Maine.

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

**Sept. 19**—*Academy of Television Arts and Sciences* 34th annual prime-time Emmy Awards program on ABC-TV, Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows telecast, Century Plaza hotel, Los Angeles.

**Sept. 19-21**—*CBS Radio* network affiliates board meeting, Arizona Biltmore, Phoenix.

**Sept. 19-21**—*National Religious Broadcasters* Western convention, Los Angeles Marriott, Los Angeles.

**Sept. 19-21**—*Washington State Association of Broadcasters* annual fall meeting, Red Lion Inn, Spokane, Washington.

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

**Sept. 20-21**—*Arbitron Radio* workshop, Hyatt Regency, O'Hare Airport, Chicago.

**Sept. 20-22**—*National Association of Telecommunications Officers and Advisers* second annual conference and convention, "Telecommunications: Managing in the Public Interest," Park Hilton, Seattle.

**Sept. 20-23**—*New England Cable Television Association* annual convention and exhibition, Dunfee Hyannis hotel, Hyannis, Mass.

■ **Sept. 21**—*Federal Communications Bar Association* luncheon, Speaker: Charles Brown, chairman, AT&T Touchdown Club, Washington.

**Sept. 21**—*Radio Advertising Bureau* sales clinic, Hilton Airport Inn, Pittsburgh.

**Sept. 21-23**—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by *Washington Journalism Center*, Watergate hotel, Washington.

**Sept. 21-24**—*CBS Radio* network affiliates convention, Arizona Biltmore, Phoenix.

**Sept. 22**—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with address by Vincent Wasilewski, outgoing president of National Association of Broadcasters, Waldorf-Astoria, New York.

**Sept. 22**—*Broadcast Pioneers* Mike Award dinner, Hotel Pierre, New York.

**Sept. 22**—*Association of National Advertisers* promotion management workshop, Waldorf-Astoria hotel, New York.

**Sept. 22**—*Radio Advertising Bureau* sales clinic, Bloomington Marriott hotel-Airport, Minneapolis.

**Sept. 22-24**—*National Religious Broadcasters* Midwest convention, Holiday Inn O'Hare-Kennedy, Chicago.

**Sept. 23**—*Radio Advertising Bureau* sales clinic, Ramada Inn, Romulus-Airport, Detroit.

**Sept. 23-26**—*American Women in Radio and Television* Western area conference, Hyatt Regency

Phoenix at Civic Plaza, Phoenix.

**Sept. 24**—*Society of Broadcast Engineers'* central New York regional convention/equipment show, Sheraton Syracuse, Syracuse, N.Y. Information: Gary Hartman, WSTM-TV Syracuse, N.Y., (315) 474-5182.

**Sept. 24-26**—*North Dakota Broadcasters Association* fall convention, Doublewood Inn, Fargo, N.D.

**Sept. 24-26**—*Florida Association of Broadcasters* fall meeting, Holiday Inn, Pensacola, Fla.

**Sept. 26-28**—*Minnesota Broadcasters Association* fall meeting, Radisson Duluth, Duluth, Minn.

**Sept. 26-28**—*Utah Broadcasters Association* fall convention, Ogden Hilton, Ogden, Utah.

**Sept. 26-28**—*Kentucky CATV Association* fall convention, Marriott Resort, Lexington, Ky.

**Sept. 28**—*Radio Advertising Bureau's* sales clinic, Hilton Inn, Florida Center, Orlando, Fla.

**Sept. 29-Oct. 1**—Ninth annual Spectrum Management Conference, sponsored by *George Washington University's Center for Telecommunications Studies* in cooperation with *FCC* and *National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role." GW campus, Washington.

**Sept. 29-Oct. 1**—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

■ **Sept. 28-Oct. 1**—Third annual Videodisk Symposium of *Nebraska Videodisk Design/Production Group*, Nebraska Educational Telecommunications Center, Lincoln, Neb.

**Sept. 29-Oct. 3**—*Women in Communications* national conference, Brown Palace, Denver.

**Sept. 30**—*Radio Advertising Bureau's* sales clinic, Sheraton Center hotel, Charlotte, N.C.

■ **Sept. 30**—*Cabletelevision Advertising Bureau* conference, Cathedral Hill hotel, San Francisco. Information: Barbara Hobart, (212) 751-7770.

**Sept. 30**—Deadline for entries in Piero Fanti International Prize, international competition for contributions

to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

**Sept. 30-Oct. 1**—"Cable in Context" conference sponsored by Women in Cable with American Television and Communications, Jerrold division of General Instruments, Showtime Entertainment, United Video, Warner Amex Cable Communications, in collaboration with Annenberg School of Communications and Wharton School of Business, University of Pennsylvania campus, Philadelphia.

**Sept. 30-Oct. 2**—*Radio-Television News Directors Association* international conference, Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta, Caesars Palace, Las Vegas.

**Sept. 30-Oct. 2**—Midwest Radio Theater Workshop cosponsored by KOPN(FM) and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

**Sept. 30-Oct. 3**—*National Black Media Coalition's* ninth annual media conference, Sheraton Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

## October

■ **Oct. 1**—"Cable Television Interconnect in Massachusetts" conference sponsored by *Boston Health Care Cable Consortium, Boston University, Communications Consortium, Emerson College, Northeastern University, Massachusetts Cable Television Commission, University of Massachusetts* and *WGBH Educational Foundation*, Boston University Law Auditorium, Boston. Information: (617) 727-6925.

**Oct. 1-2**—*Society of Broadcast Engineers*, chapter 40, convention, Hyatt Riskey hotel, Palo Alto, Calif.

**Oct. 1-3**—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*, Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.



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**Oct. 3-5**—*Tennessee Association of Broadcasters* convention. Sheraton hotel, Gatlinburg, Tenn.

**Oct. 3-5**—*New Jersey Broadcasters Association* 36th annual convention. Speaker: National Association of Broadcasters President Vince Wasilewski Tamiment Resort and Country Club, Tamiment, Pa.

**Oct. 3-7**—*National Broadcast Association for Community Affairs* national convention. Warwick hotel, New York. Information: (212) 764-6755.

**Oct. 4-6**—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs, College of Administrative Science, Ohio State University*, Columbus, Ohio.

■ **Oct. 4-7**—*Telocator Network of America* 34th annual convention. Speakers include Mark Fowler, FCC chairman, and Larry Harris, FCC Broadcast Bureau chief. Sheraton Washington, Washington.

**Oct. 5**—*Radio Advertising Bureau's* sales clinic. Sheraton Denver Airport, Denver.

■ **Oct. 5**—*Cabletelevision Advertising Bureau* conference. Michigan Inn, Detroit. Information: Barbara Hobart, (212) 751-7770.

**Oct. 5**—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

**Oct. 5-7**—*University of Wisconsin-Extension* 28th annual Broadcasters Clinic. Sheraton Inn, Madison, Wis. Information: Don Borchert, (608) 263-2157.

**Oct. 6**—*Radio-Television News Directors Association* region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

**Oct. 6-8**—*Indiana Broadcasters Association* fall conference. Marriott hotel, South Bend, Ind.

**Oct. 7-8**—*Ohio Association of Broadcasters* fall convention. New Marriott North. Columbus, Ohio.

**Oct. 7-9**—*Information Film Producers of America* national conference. Marriott O'Hare hotel, Chicago.

**Oct. 7-10**—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Cape Girardeau, Mo.

**Oct. 8**—*Radio Advertising Bureau's* sales clinic.

Chicago O'Hare Marriott, Chicago.

**Oct. 8-12**—*Texas Association of Broadcasters* management and engineering conference. Hyatt Regency, Houston.

**Oct. 10-12**—*Society of Cable Television Engineers* fall engineering conference. Don CeSar hotel, St. Petersburg Beach, Fla.

**Oct. 10-12**—*National Religious Broadcasters* Southwestern convention. Holiday Inn, Tulsa, Okla.

**Oct. 10-12**—*Pennsylvania Association of Broadcasters* annual fall convention. Host Farm and Corral, Lancaster, Pa.

**Oct. 10-12**—*University of Wisconsin-Extension Communication Programs and Cable Television Information Center* of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

**Oct. 11-13**—*Electronic Industries Association* 58th annual conference. Century Plaza hotel, Los Angeles.

**Oct. 11-13**—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the 80's." Washington Marriott, Washington.

**Oct. 12**—*Radio Advertising Bureau's* sales clinic. Springfield Hilton (suburban Washington), Springfield, Va.

**Oct. 12-13**—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Plaza hotel, New York.

**Oct. 13**—*Radio Advertising Bureau's* sales clinic. White Plains hotel, White Plains, N.Y.

■ **Oct. 13**—*Cabletelevision Advertising Bureau* conference. Plaza of the Americas, Dallas. Information: Barbara Hobart, (212) 751-7770.

**Oct. 13-14**—*Kentucky Broadcasters Association* annual fall convention. Hyatt Regency hotel, Lexington, Ky.

**Oct. 13-14**—*Arbitron Radio* workshop. Colony Square, Atlanta.

**Oct. 14**—*Association of National Advertisers* new product marketing workshop. Roosevelt hotel, New York.

**Oct. 14**—*Radio Advertising Bureau's* sales clinic. Sheraton-Tara hotel, Framingham (Boston), Mass.

**Oct. 14-15**—*Society of Broadcast Engineers, Pittsburgh chapter*, ninth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 14-17**—*Federal Communications Bar Association* annual fall seminar. Castle Harbour hotel, Bermuda.

**Oct. 14-17**—*American Women in Radio and Television* Southeast area conference. Peabody hotel, Memphis.

**Oct. 15-16**—*National Religious Broadcasters* Eastern convention. Parsippany Hilton, Parsippany, N.J.

**Oct. 15-20**—*Vidcom/MIP-TV* fall international video marketplace. Palais des Festivals, Cannes, France.

**Oct. 17**—*American Society for Information Science* course on electronic publishing including teletext, videotext, videodisks. Columbus Hyatt Regency hotel, Columbus, Ohio.

**Oct. 18-19**—Seminars on current business and legal problems of cable television and satellite master antenna television, sponsored by Illinois Institute for Continuing Legal Education. Hyatt Regency Chicago, Chicago. Information: (217) 787-2080.

**Oct. 18-20**—*Rocky Mountain Cable Television Association* convention. Hilton Inn, Albuquerque, N.M.

■ **Oct. 19**—*Radio Advertising Bureau* sales clinic. Sheraton-Northlake Inn, Atlanta.

**Oct. 19-20**—*Public Service Satellite Consortium* seventh annual conference. Washington Hilton, Washington.

**Oct. 19-20**—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable. Rickey's Hyatt, Palo Alto, Calif.

**Oct. 19-21**—*Mid-America Cable TV Association* 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

**Oct. 19-21**—*Alabama Cable Television Association* fall meeting. Ramada Inn, Fort Walton Beach, Fla.

**Oct. 19-21**—*Washington Journalism Center's* Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

■ **Oct. 20**—*Cabletelevision Advertising Bureau* conference. Drake, Chicago. Information: Barbara Hobart, (212) 751-7770.

■ **Oct. 20**—*Radio Advertising Bureau* sales clinic. Americana Inn/Cincinnati Airport, Cincinnati.

■ **Oct. 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Oct. 20**—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

**Oct. 21-22**—*Services by Satellite Inc. (SatServ)*, subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

**Oct. 22-23**—*Friends of Old Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

**Oct. 22-24**—*Massachusetts Broadcasters Association* annual convention. Sheraton Lincoln, Worcester, Mass.

**Oct. 22**—11th annual *Colorado State University "CSU Broadcast Day"*. Speaker: John Summers, executive vice president and general manager, National Association of Broadcasters. Information: Dr. Robert K. MacLauchlin, Colorado State University, Fort Collins, Colorado, 80523.

**Oct. 22-23**—*Society of Broadcast Engineers, Tidewater chapter*, first telecommunications show. Virginia Beach Dome, Virginia Beach, Va. Information:

# ASSET APPRAISAL



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Jack Beck, WHRO-TV Hampton-Norfolk, Va., (804) 489-9476.

**Oct. 22-24**—*National Association of MDS Service Companies* second annual convention. Sheraton Washington, Washington. Information: Diane Hinte, (213) 532-5300, or Mark Edelman, (509) 328-0833.

**Oct. 22-24**—*American Women in Radio and Television* north central area conference. Amway Grand Plaza, Grand Rapids, Mich.

**Oct. 25**—*Cable Television Administration and Marketing Society* Atlantic show "Track Day" Bally's Park Place, Atlantic City, N.J. Information: Emily Burch, (202) 296-4219.

■ **Oct. 26**—*Radio Advertising Bureau* sales clinic. Red Lion Inn-Airport, Seattle.

**Oct. 26-28**—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

■ **Oct. 27**—*Radio Advertising Bureau* sales clinic. San Francisco Airport Hilton, San Francisco.

**Oct. 27-Nov. 1**—The Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Tokyo International Trade Fair Grounds, Tokyo.

■ **Oct. 28**—*Radio Advertising Bureau* sales clinic. Hyatt at Los Angeles Airport, Los Angeles.

**Oct. 29-31**—*American Women in Women and Television* Northeast area conference. Tarrytown Hilton, Tarrytown, N.Y.

## November

**Nov. 1-3**—*National Translator Association, Low-Power Television/Translator Group*, 20th annual NTA convention and exposition. Aladdin hotel, Las Vegas. Information: Paul Evans, (801) 237-2623.

**Nov. 1-3**—*Satellite Communications Symposium*, sponsored by *Scientific-Atlanta*. Marriott hotel, Atlanta.

**Nov. 1-14**—Seventh annual international exhibition of audio and video works, "Magnetic Image 7," sponsored by *Atlanta College of Art*. Atlanta College of Art Gallery 413, Atlanta.

**Nov. 1-15**—*China Comm '82*, U.S. telecommunications exhibition and seminars program, jointly sponsored by *Electronic Industries Association* and *National Council for U.S.-China Trade*. Beijing (Peking) Exhibition Center, Beijing, People's Republic of China.

**Nov. 2-5**—Eleventh General Assembly of *Unda-USA* (national association for Catholic broadcasters and allied communications). Palmer House, Chicago.

■ **Nov. 3**—*Radio Advertising Bureau* sales clinic. Marriott hotel, New Orleans.

**Nov. 3-5**—*International Film and TV Festival of New York*. Sheraton Center hotel, New York. Information: Festival office, 251 West 57th Street, New York, 10019. Deadline for submissions is Sept. 12.

■ **Nov. 4**—*Radio Advertising Bureau* sales clinic. Amfac hotel, Dallas.

**Nov. 4**—*Bay Area Cable Club* meeting. San Francisco Press Club, San Francisco.

## Errata

**Jack Hayes**, general manager, KLVN(AM) Las Vegas, who has formed **Programing Plus** consulting firm there, **will not be leaving station**, as reported in "Fates & Fortunes," July 26.

**Maria LaPalermo**, new assistant manager, ABC sales team, Blair Television, Chicago, was incorrectly identified as **Maria Palermo** in "Fates & Fortunes," Aug. 9.

**Nov. 5**—17th annual *Gabriel Awards* banquet, presented by *Unda-USA*. Palmer House, Chicago.

**Nov. 5-7**—*Intercollegiate Broadcasting System* West Coast convention. Pacifica hotel, Culver City, Calif. Information: KXLU(FM), 7101 West 80th Street, Los Angeles, 90045, (213) 642-2866.

**Nov. 6-8**—*National Broadcasting Society, Alpha Epsilon Rho*, Southern Illinois University chapter, mid-East regional convention. SIU Student Center, Carbondale, Ill.

**Nov. 7-10**—*Association of National Advertisers* annual meeting. The Breakers, Palm Beach, Fla.

**Nov. 7-10**—*National Association of Broadcasters* executive seminar examining new technology from marketing perspective. Williamsburg Inn, Williamsburg, Va.

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

**Nov. 8-10**—*Subscription Television Association's* Over-the-Air Pay Television Conference and Exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

**Nov. 8-12**—*ABC Radio Networks* annual advisory boards meetings. Sheraton Plaza, Palm Springs, Calif.

**Nov. 9-11**—International Broadcast Equipment Exhibition, sponsored by the *Electronic Industries Association of Japan*. Tokyo Ryutsu-Center, Tokyo.

**Nov. 9-14**—*National Federation of Community Broadcasters* second conference on "Minority Programming in Public Radio," supported by grant from Corporation for Public Broadcasting. Four Seasons hotel, Albuquerque, N.M.

**Nov. 10**—*Ohio Association of Broadcasters* new technology seminar. Stouffer's North, Columbus, Ohio.

**Nov. 10-11**—*Arbitron Radio* workshop. Grand Hyatt, New York.

**Nov. 10-12**—*Oregon Association of Broadcasters* convention. Jantzen Beach Red Lion, Portland, Ore.

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# Open Mike

## Homeless

**EDITOR:** As program director for WNUV-TV channel 54, a new independent UHF station in Baltimore, I share Bob Keeshan's concern over the decline in children's programming (BROADCASTING, Aug. 2).

WNUV-TV is deeply concerned about the messages children get from television. And since the local CBS affiliate has chosen not to run Captain Kangaroo, it was our feeling that channel 54 would make a fine home for the Captain, Bunyrabbit and all their friends.

However, after contacting Eunice Lewis, district supervisor for affiliate business at CBS, we were informed that we could carry the program—but not at any time when CBS was feeding network programs. "We don't compete with ourselves," Ms. Lewis told me.

This meant that either WNUV-TV could run Captain Kangaroo at its current graveyard slot at 6:30 a.m., or after the kids have left for school at 9.

So because of CBS's inflexibility, the

children of Baltimore will not have the opportunity of being able to enjoy this fine program. We sincerely hope that one day soon CBS will reconsider this restrictive practice. — *Mark Salditch, director of programming, WNUV-TV Baltimore.*

## Spelling bee

**EDITOR:** Your Aug. 2 article on the spelling of videotext accurately captured the spirit of confusion surrounding the whole field. Unfortunately, you didn't quite as accurately capture the correct spelling of my own name in your story: Efre~~m~~ Sigel.

You may be interested to know that our new book, due next month, constitutes a thorough look at the prospects for this new medium, and incidentally, affirms our conviction about the right way to spell it. The title? "The Future of Videotext." — *Efre~~m~~ Sigel, executive vice president - editor in chief, Knowledge Industry Publications Inc., White Plains, N.Y.*

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# Monday Memo

A radio rep commentary from Peter Kadetsky, Kadetsky Broadcast Properties, Boston

## How to be a good radio station for your rep

The business of representing radio stations is essentially thankless, rife with paranoid people, old before their time, whose sorrows and disappointments are balanced only by the commission checks they collect from time to time.

Stations and reps themselves compound that thanklessness by continuously developing tracts that list the three, or 10, or 55 things a rep must do to be a "good" rep. Most of these subject the rep to systems and procedures second only to those of the U.S. Army in cumbersome and unnecessary paperwork, reports and forms; promising to do a job that would make the cleaning of the Aegean stables look like a walk in the woods; and making a commitment to sensitivity, warmth and affection that would rival Mickey Rooney on his best day.

Since the stations hire and fire the reps (usually), it's rare that a rep suggests to a radio station some things that the station can do to be a "good" station for the rep.

Here are some that may be worth looking at:

- Before you call to bitch about the lousy job the rep's doing, check to see how far in arrears you are in your commission payments to the rep. If your deal is to pay on collections, have you kept the rep up-to-date on the status of overdue accounts? If your deal is to pay on billing and you're in the 120-day column, be lucky you still have a rep and call him to thank him for just being there. If you have a severe case of the shorts, tell your rep. You won't find a more sympathetic or helpful ear.

- Don't tell the rep that all your competitors cut rates and are ruining the market. First, the rep hears it from the other 99 stations on his list. Second, odds are that you have some bizarre deal in your closet that you're not too proud of. Remember, reps can read political rate cards, too.

- Return the rep's phone calls immediately. If the rep is a professional, the phone call is to check rates or avails, or enlist your aid in closing a deal, or the like. If the rep is inquiring about your health or the weather, or anything unimportant, be polite the first time—after the second time, listen to some solicitations.

- Don't let your 22-year old, pimply-faced PD, roughly three weeks into his first full-time radio job, other than doing the all-night show on his college station, tell the rep that your station could be plunked down in the middle of New York City and be one of the leaders within one or two books. It's just not believable and it makes the rep take much of what you say



Peter Kadetsky got his first radio job as a rep in Boston for the Harry Wheeler Co. in 1958. He has worked at the national rep and station level for Group W and CBS. He started Kadetsky Broadcast Properties, a regional radio rep firm in Boston, in 1975, and his company is the Eastman Radio affiliate in New England.

with a grain of salt. Next time you get to New York City, take a listen to some of the best radio stations in the country which are having trouble getting as much as a three.

- Along with the standard stories the rep hears from his stations (competitive rate deals, plunk in NYC, etc.), each manager insists that his market is "unique." He's right. The market is unique. All markets are unique, and the rep deals with each one from the standpoint of the individuality of each market and station. That's one of the things that makes the rep good—the understanding of his station in terms of its market dynamics.

- When referring to a competitive station, use the station's correct call letters, not "Q106" or "Z83." There are Q106's and Z83's in every one of the rep's 100 markets, and it is impossible to remember all the full call letter configurations in order to match them up with ARB, SRDS or the like.

- Take a hard look at the house agency retail business on your station that could be going through the rep. First, you are allowing that account to imply that you give lower rates to nonrep accounts. Second, you are not in that account's city and cannot control, service or sell that account as well as the rep can. Third, the rep should get business that evens out the nonprofit, time-consuming and frustrating effort that each rep puts forth for his stations on a regular basis. Remember the

day the rep was half-dead from an average day's work and you were in town and had nobody to join you for dinner.

- If your programing is going down the tubes and your ARB trends have now got you lower than not only a class A FM located 40 miles away but also the CAB band, admit that you've got a problem. Don't tell the rep that the research is no good or fraudulent. Your rep may be able to help you here through his contacts and broader outlook. Remember when you were number one and sent out 650 mailgrams proclaiming that fact?

- Forget success stories. The reps rarely use them and the agencies rarely pay attention to them when they get them. Every station has success stories. Never forget that all radio stations work for some of their clients. The medium works!

- Know the competitive rates in your market. If the rep asks you to estimate what rates the other stations will offer on a buy, give the rep a good answer. If you don't have the answer and you've been there for more than a week, you may be in the wrong job. Complete knowledge of your competition is vital and extremely important to the rep.

- If the rep has worked hard to get you a good piece of "on-the-fence" business, tell the rep and the rep's boss. If the rep blew an easy one, discuss it with him/her only. The next time, discuss it with the boss.

- Don't try to tell the rep or the agency that you are all things to all people or that you are the only good station in town. If you will just explain whom you are trying to reach and what you are doing to reach them, it's enough. Both the rep and the agency can take it from there.

- It's Thursday, 4:30 p.m., and you're about to leave for the weekend to go on a three-and-a-half day cruise on your 32-foot boat. Your rep still has about four more days to his work week, which culminates with 46 Friday afternoon phone calls from traffic managers asking where Monday's copy is. Please keep this all in mind the next time you get a direct call from an agency in your rep's territory, an agency which has never bought even \$1 in broadcast time, which wants to get a 48 tap plan on the air the following day. Run that business back through the rep—the 15% you shell out to the rep will buy you an infinity of loyalty and hard work.

- Accept the fact that the rep will never know as much about your station or market as your local salespeople. But also be aware that your top local salesperson may not have the faintest idea of how to figure out the cost-per-point for women 25-34 MSA.

- Always be nice—it's not arms and legs.



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# Broadcasting Aug 16

Vol. 103 □ No. 7



**Before the vote.** This was the scene in Chicago's O'Hare Hilton moments before the joint board of the National Association of Broadcasters

met to elect that organization's new president. One hour later, the five-month process was all over; Fritts had won by 24-20.

TOP OF THE WEEK

## Fritts defeats Thurston for NAB presidency; Stakelin succeeds to chairmanship

By a vote of 24-to-20, the National Association of Broadcasters joint board of directors elected Edward Owens Fritts, Fritts Broadcasting, Indianola, Miss., as NAB president last Monday (Aug. 9). At a five-hour meeting in Chicago, the board also approved most of the recommendations of a special futures committee for improving NAB operations and directed its executive committee to elect a new joint board chairman to replace Fritts, who had taken a leave of absence from that post several weeks earlier to pursue his candidacy for the presidency.

Meeting in Washington the next morning, the executive committee elected the radio board chairman, William L. Stakelin, executive vice president, Bluegrass Broad-

casting Co., Lexington, Ky., as joint board chairman and radio vice chairman, Martin F. Beck, president, Beck-Ross Communications, Rockville Centre, N.Y., as radio board chairman. Beck then appointed Robert H. Pricer, president, WCLT Radio Inc., Newark, Ohio, as radio vice chairman.

The board's election of Fritts came six days after a 12-member search committee, appointed by Fritts in early May, recommended that the board elect another broadcaster, a former NAB joint board chairman, Donald A. Thurston, Berkshire Broadcasting Co., North Adams, Mass., as its next president.

The committee recommended Thurston after an earlier vote to send three names to

the board, those of Fritts, Thurston and NAB executive vice president and general manager, John B. Summers. It overruled that decision after it discovered in a straw vote that its favorite candidate, by a vote of 9-to-3, was Thurston.

In spite of the committee's recommendation, members of the board and committee anticipated nominations for additional candidates to come from the floor once the election was under way. NAB bylaws provide that the board "elect" a president. After the committee's recommendation became public, supporters of Fritts, whom some board members had considered to be the front-runner before the search committee chose Thurston, polled the board to assess their



**After the battle.** The reconstituted NAB leadership met the press in this Washington briefing last Tuesday (Aug. 10), 24 hours after electing Eddie Fritts the organization's new president and moments after naming Bill Stakelin the new joint board chairman. L to r: Marty Beck, who succeeds Stakelin as radio board chairman; Stakelin; Gert Schmidt, chair-

man of the television board; Jerry Holley, TV board vice chairman; Fritts; Don Wear, CBS Washington vice president and network representative on the executive committee, and Tom Bolger, the immediate past joint board chairman who chaired the Chicago board meeting. Not present: Bob Pricer, newly named vice chairman of the radio board.



May



Cowen



Lee

**Kingmakers.** These three principals of the Fritts campaign group came to the NAB headquarters last Wednesday (Aug. 11) to congratulate their successful candidate. L to r: Walter May the politically astute former radio board chairman who acted as campaign

manager, and who oversaw the down-to-the-wire persuasion from Room 9042 of the O'Hare Hilton; Eugene S. Cowen, the ABC Washington vice president who took a high-visibility network role in backing Fritts, and Jerry Lee, a former radio board member and self-described expert vote counter.

candidate's strength. Walter May, president, WPKE(AM)-WDHR(FM) Pikeville, Ky., who managed Fritts's campaign, said later that by Sunday afternoon he felt confident he had 23 solid votes in his camp and one not quite committed.

May, who with the three major networks is given much of the credit for Fritts's victory, hosted a hospitality suite (Room 9042) in Chicago's O'Hare Hilton the night before the election to campaign on Fritts's behalf. Assisting May in the suite was ABC vice president, Washington, Gene Cowen.

Thurston, who garnered all 20 of the votes not cast for Fritts, had no campaign manager or organization working in his behalf, according to many board members.

Politicking in the Fritts suite went on until early Monday morning, according to board members, and at one point, at about 11:30 p.m., erupted into an angry altercation between Fritts supporters and Thurston supporters. That argument, said to have ended in a furious shouting match, convinced two Thurston supporters in the room to switch their votes, according to several board members. "The venom really flowed," said one board member of the incident.

Shortly after 9 o'clock the next morning, Gert H.W. Schmidt, vice president, Harte-Hanks Communications Television Group, Jacksonville, Fla., and a co-chairman of the search committee after Fritts had resigned its chairmanship to seek the presidency, launched the election process by giving a lengthy description of his committee's activities and a summary of Thurston's achievements. Following the committee's nomination of Thurston, May stood, said the board appreciated the search committee's effort but reserved the right to nominate its own candidates. He nominated Fritts and sat down. With no

further discussion, the board conducted its secret ballot and elected its new president.

Reaction to the two days' activities varied among board members.

"It was a fascinating process, very reminiscent of many years ago before they had open [national election] conventions," said Gene Bohi, president, WGHP-TV High Point, N.C. Don Curran, president, Field Communications, San Francisco, called the activities of the Fritts campaign, "a very distasteful effort," however, and William Dunaway, vice president, WTHR-TV Indianapolis, called it "probably the worst example of smoke-filled rooms and back-room politics, with booze and shady deals, that I've ever seen."

After the board elected Fritts, it defeated by a vote of 24 to 16 a motion to suspend its rules and elect a former radio board chairman, Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting, Charlotte, N.C., to replace Fritts as joint board chairman. A two-thirds majority is required to suspend the rules and consider an off-agenda item, which the Tarleton nomination would have been. Known Fritts supporters voted by roll call to oppose the suspension, leading many board members to believe a backlash against the Fritts camp was behind the vote. Tarleton, who had made it known he was available for the joint board chairmanship weeks ago, was among Fritts's leading supporters. Failing to suspend the rules, the board directed its executive committee, due to meet in Washington the next day, to elect a new joint board chairman.

At a press conference Tuesday, Fritts said he stayed in the race in spite of the search committee's recommendation because "members of the board had en-

couraged" him to. He said he was surprised at the committee's recommendation because "it had been well-chronicled that two or three names would go forward," and that he'd "been told it would be difficult to send forth only one name."

Fritts declined to comment on statements by some board members that the three major networks had been instrumental in his victory over Thurston. Donald Wear, CBS vice president, Washington, who attended the press conference as a member of the executive committee, said CBS had "reserved a decision until the last moment," but that in his "personal opinion, Fritts is well qualified and will be effective in Washington."

Fritts said he hopes to open "better lines to the FCC and Congress" as president of the NAB, as well as strengthen the Television Radio Political Action Committee (TARPAC) and broadcasters' "drive for First Amendment rights." He said he is comfortable with the futures committee's proposed redefinition of the president's responsibilities to include a much greater role in lobbying.

Schmidt said the executive committee would offer Fritts the same compensation package now paid NAB President Vincent T. Wasilewski, who is to enter private law practice with Dow, Lohnes & Albertson, Washington, after Fritts takes over the post on Oct. 1. Fritts said Tuesday that package is acceptable to him and by the end of the week, had finalized a contract that he said "parallels" that now held by Wasilewski. That includes a base salary in the vicinity of \$150,000, plus benefits and deferred income totalling another \$15,000. Fritts said he is considering putting his stations in a "blind trust" during his tenure as president.

Asked about threats from some TV



board members following Monday's election to pull out of NAB and form a separate organization, Fritts said that if broadcasters "were happy with my joint board chairmanship, they'll be happy with my presidency," and that "there was no discussion of leaving NAB while I was joint board chairman." In a separate interview the next day, Fritts said he had "gotten reports" that some broadcasters were upset and that he "planned to meet with them in the next few weeks to discuss their concerns."

Dunaway is among those who have discussed leaving NAB and who said shortly after Monday's election that he "would not be surprised if meetings were held in the near future to discuss forming a new group to represent television stations' interests." Later in the week, Dunaway said he had tried to contact Schmidt and TV Vice Chairman Jerry Holley, vice presi-

**Full text of futures committee recommendations begins on page 52; List of committee assignments to be made by new board chairman and president appears on page 88.**

dent-broadcasting, Stauffer Communications, Topeka, Kan., about meeting with Fritts to discuss TV directors' concerns. "We're concerned that some deals were made," he said, "and we want to know if this is going to be an association for the TV networks and radio without concern for TV stations."

Although some directors predict bitter dissension in the coming year between the Thurston and Fritts supporters on the

board, most who could be reached last week said they hope NAB can "unite behind Fritts" and "move forward" to accomplish its goals.

Among those goals will be implementation of a lengthy futures committee report, approved in large part by the board on Monday (see text, page 52). Commenting on that report, which calls for virtual elimination of most of the responsibilities of the NAB's senior vice president for broadcasting and for much more visible and aggressive activities by the TV and radio department heads and TARPAC, executive committee members cautioned that the report's contents "are only recommendations" that must be "read very carefully" and acted upon by the executive committee. Fritts said the next day he had been empowered by the executive committee to carry out the recommendations as he sees fit. □

MAN IN THE NEWS: EDWARD O. FRITTS

## They've finally found their broadcaster

From the time he first became a candidate for the joint board chairmanship of the National Association of Broadcasters, Edward O. Fritts, of Fritts Broadcasting in Indianola, Miss., has been a controversial figure. During his 15-month tenure in that position—which ended last Monday when he was narrowly elected to the NAB presidency—he also became known as one of the hardest working, most politically savvy chairmen the NAB has had in years.

The controversy began when Fritts, the operator of eight small-market radio stations in Mississippi, Louisiana, Kentucky and Arkansas, told NAB directors he could not run for the joint board chairmanship unless the association compensated his company for the loss of its owner's stewardship while he pursued the typically heavy travel and work schedule of an NAB chairman. The NAB changed its bylaws to allow for the payment, in spite of vehement protests from some directors and former joint board chairmen, and agreed to pay Fritts's firm \$50,000 annually.

As joint board chairman, Fritts spent more time overseeing the day-to-day operations at NAB than have many of his predecessors. His "hands-on" leadership is thought to be one reason the NAB budget showed a surplus at the end of his first year in office, instead of the deficit it had shown in the two previous years.

At the same time, Fritts pursued a collegial style of leadership with the NAB board, keeping its active members informed of his activities and building a consensus before executing decisions. "I heard from Eddie Fritts more often than I heard from any other joint board chairman," said one director not too long ago. "He works very hard to keep the board involved."

Board members count among Fritts's attributes a keen mind for problem solving



and an unusually broad understanding of the problems of his industry. The quality that has attracted perhaps the most notice from his fellows, however, is what Fritts supporters have called his "exceptional political instinct."

"When it comes to vote counting and knowing where the support is, Fritts is the man for the NAB," said former board member Jerry Lee, president of WEAZ(FM) Philadelphia and a strong supporter of Fritts's candidacy. Fritts "understands the Congress," said Lee, "because he understands the political process."

At perhaps the zenith of his popularity as joint board chairman, Fritts was re-elected to the post in June, when the joint board held its annual meeting in Washington. A search committee to screen candidates for a new NAB president was just getting under way and, during the five-day meeting, Fritts denied repeatedly that he was a candidate for the job. Although he would not rule out the possibility of an eventual candidacy (telling reporters on at least two occasions he would not accept a draft "at this time"), many directors believed he was ruling out the possibility when he went before the TV and radio boards and told them he was seeking reelection to the joint board chairmanship, not the presidency. He won the chairmanship on the last day of that meeting, but three weeks later stepped aside as chairman of the search committee and stunned its members by asking to be interviewed as a candidate. A week later, under intense fire from members of the committee and the broadcasting industry, Fritts took a temporary leave of absence from the joint board chairmanship until the presidential selection had been completed.

Less than a month later, he himself was surprised when the search committee, unexpectedly finding itself nearly unanimous in favoring another broad-

caster for the job, recommended a single candidate to the board rather than three, as many directors had asked it to do. That candidate, former NAB Joint Board Chairman Donald A. Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., was defeated after furious last-minute campaigning by Fritts's supporters.

As he braved inquiries from the press and hours of meetings with the NAB executive committee and staff last week, Fritts took time for an interview in which he sought to defend his actions and establish a tone for his administration.

"The search committee recognized that regardless of what they did I would be nominated from the floor," he said. "The search committee also in my opinion recognized that because of the fact that I had been on that committee, in fact had been chairman of it and that I had been perceived as appointing all those members, they felt like if they put forward my name it would look like the whole process was wired, which in fact it was not wired."

"I think they proved they were very fine men of integrity and certainly free thinkers," he said.

The search committee knew Fritts would be nominated by board members regardless of whether his name was recommended in its final report, according to Fritts, who said he was relaying "what he had heard," so it was not necessary that his name be recommended. "I think they felt they had vindicated themselves and I think you heard discussions that the process had been 'cleansed' . . . by not putting forward my name.

"It was also my understanding that what the [search committee] did was basically a straw vote and that a number of the members were told ahead of time that 'this really doesn't mean anything . . . we just want to get an idea of where the committee's going' and suddenly that vote took on a much larger magnitude," he said. "You need to understand that the search committee did not have a mandate to hire a president for the NAB."

Of the clearly divided NAB board and the serious threat of desertion by some major TV members, Fritts said that "if people were unhappy with Eddie Fritts and the direction NAB was moving they would have already left NAB, because as joint board chairman, I certainly had a high level of involvement with the last 15 months of NAB's activities." What's more, "it wouldn't make sense to me that anyone would leave NAB because of my candidacy for the presidency," he said. "Certainly I hope no one will leave NAB and I will do everything I can to heal any wounds that may be left from this process."

"My record as joint board chairman speaks for itself," said Fritts. "We are light years ahead of where we once were and I'm proud to have been part of that."

When Fritts first entered the race for the presidency, he said he did so because the search had come up with no "10" or

"white knight" who could lead the industry. Asked last Wednesday if he is such a figure, he replied: "I don't think I'm a 10. I feel like I'm a person who can bring all segments of the industry together."

Now 41 years old, Fritts has been in radio most of his life. Growing up, he worked at his father's station. He bought his first radio station at the age of 22 with a note his father co-signed. Over the next 18

years, he built his portfolio to include seven more facilities, two of them part-owned by his father, Edward B. Fritts. He and his wife, Martha Dale, have their home in Indianola, Miss., where Fritts, who flies his own plane and enjoys playing golf, also takes an occasional turn at flying a hot-air balloon, owned with several partners. His children, Kimberley, Timothy and Jennifer, are aged 18, 13 and 8. □

MAN IN THE NEWS: WILLIAM L. STAKELIN

## NAB board's Kentucky gentleman

Shortly after the National Association of Broadcasters joint board of directors elected its incumbent chairman to serve as the association's president last week, its executive committee chose William L. Stakelin, executive vice president of Bluegrass Broadcasting Co., Lexington, Ky., to assume the chairmanship. At 39, Stakelin is the youngest joint board chairman ever to serve the NAB—two years younger than his predecessor who had previously held that distinction.

A native of Bourbon county, Kentucky, Stakelin has spent most of his 25-year career at Bluegrass Broadcasting, which recruited him after he graduated from college for an air shift on its powerhouse rock station, WVLK(AM) Lexington, Ky. From announcing, he later worked his way through company ranks as program director, salesman and station manager to his present position, in which he is responsible for the company's seven radio stations and its UHF station, WKYT-TV Lexington. He has served on the NAB radio board for three years, moving up in June from its vice chairmanship to its chairmanship.

As Stakelin enters the joint board chairmanship, the NAB is in greater turmoil than it has been in many years. A five-month search for a new president has ended in the narrow election of the former chairman of the presidential search committee, who did not, in the end, win the committee's final recommendation. Television directors, claiming Fritts will not represent their interests, have threatened to withdraw from NAB.

At the same time, a six-member futures committee of the NAB board has recommended substantial changes in the structure and responsibilities of the NAB staff, and most of its recommendations, some of which appear to spell the elimination of senior staffers' jobs, have been accepted by the NAB board.

For the coming year, Stakelin sees his role as a "shared responsibility with that of the president, to keep the operation running smoothly," and to "make the transition as smooth and effective as it can be.

"It takes a little time for people to get to know one another and to realize what the game plan is," he said. "Eddie has a big job in that area ahead of him and I hope I can be of some help."

Stakelin, who said he "is not sure there is an incipient rebellion on the TV side," maintains that "a unified voice for all



areas of our industry is why NAB exists." If signs of genuine rebellion appear among TV members, he said he will "do everything I can to make sure it won't happen."

Asked how the NAB might change under his chairmanship, Stakelin says he subscribes to the philosophy that "if it ain't broke, don't fix it." As for the futures committee recommendations, he believes they should be "approached cautiously" after complete evaluation by the new president.

"The board doesn't intend to tie the hands of the new president by telling him how to structure and operate" the staff, he said.

The NAB staff is known to have been uneasy about the possibility of a Fritts presidency. During his joint board chairmanship, it was felt that "he did not appreciate what staff members do," according to one staffer, and there was fear that if he became president, he would fire some employees.

In spite of these fears, Stakelin said he is "not expecting bail-out." The new administration "will expect the same thing we'd expect in any business," he said. "We will expect people to be top performers." He declined to judge the staff's past performance, saying he has not been in a posi-



tion until now to evaluate it.

During his term as joint board chairman, which will end next June, Stakelin wants the NAB to be aggressive.

"I hope we become the most aggressive association in Washington," he said. "We don't want to be followers. There's never been any place in my life for status quo," and "I don't think status quo has a place at NAB. We want to win, not lose."

Stakelin said he "has no problem" with the NAB policy, established at the outset of the Fritts joint board chairmanship, of compensating the companies of chairmen for service rendered to NAB. Fritts's company was paid \$50,000 annually for the loss of his stewardship.

"I realize what a company has to give up to give an executive to this association," said Stakelin, and the company "should have the option to turn it down."

Asked if, in light of the controversy over Fritts's selection last week, a board election is the way to choose an NAB president, Stakelin said he is "not sure."

"That is something perhaps the board

should take a look at," he said. "It certainly should be on the agenda of the next futures committee." The board, he said is considering creating a permanent futures committee charged with ongoing re-evaluation of NAB operations.

A bachelor whose home is in Orlando, Fla., Stakelin says he likes challenges and "can't stand not to have work to do." He feels "very lucky" to have been happy at one company for most of his career. "When the job has been accomplished I'm ready to move on to another, even if it's in the same organization," he said. Bluegrass Broadcasting is considering expanding its holdings to include more radio and TV stations, he said, and it may also enter the business of satellite master antenna systems.

For the future, Stakelin has an eye on "ownership, entrepreneurship." He is also "intrigued" by politics and the "issue side" of the broadcasting industry, with a preference for lobbying rather than policymaking. "I don't have Potomac fever yet," he said, "maybe tomorrow." □

## RKO's stations up for grabs

### Appeals court tells the FCC it must accept competing applications for 13 licenses

RKO General Inc. lost another round in its 13-year fight to retain its broadcast licenses last Friday (Aug. 13) after the Court of Appeals for Washington ordered the FCC to accept competing applications for 13 RKO stations.

"We conclude that it is no longer reasonable, in view of the relevant statutory, judicial and agency guideposts, to close out prospective competitors," the court said.

The ruling, leaves up to the FCC how it should handle the potential competitors. Commission officials and attorneys for RKO had no comment, contending they hadn't had time to study the ruling.

The ruling stems from the commission's 1980 action denying RKO renewal for three of its 16 stations: WNAC-TV Boston; KHJ-TV Los Angeles, and WOR-TV New York. Later that same year, the FCC decided to hold noncomparative hearings to determine what action it should take against RKO's remaining 13 stations.

Instead of waiting for each license term to expire, the FCC decided to reopen those stations' prior renewals, which had been granted without challenge or hearing from 1977 through 1979, but had been conditioned on the outcome of the WNAC-TV proceeding. Although the FCC said it recognized that the course it chose would close the door on challenges by prospective competing applicants, it said "the public interest need for clear resolution of RKO's qualifications outweighs the benefits of possibly having a choice of applicants at this stage for these 13 licenses."

Several would-be competitors—including New South Media Corp., Future Broadcasting Inc. and Gold Coast Broad-

casting Inc., appealed, contending that the FCC's action required potential competitors to wait indefinitely to be heard. Future and Gold Coast pointed out that the licenses they wanted to challenge would have expired more than a year ago.

The commission, nonetheless, contended that its procedure had been "reasonable." It said that if competing applicants for any of the 13 stations were able to participate before it had resolved whether RKO was basically qualified, then even if RKO's basic qualifications were set as the first issue to be aired, a "procedural nightmare" would occur.

The court, however, held that the "nub of this controversy" was whether the FCC had settled on a reasonable course in reopening old renewals and scheduling them for determination in an entirely separate proceeding while potential competitors were kept waiting. And the court ruled overwhelmingly that it wasn't.

The FCC's action "has not adequately accounted for an action destined to prolong by months and in some cases even years licensee RKO's immunity from competitive challenge," the court said.

"By extending RKO's conditionally granted licenses and deferring competing applications in the manner described," the FCC order had "strayed" from Supreme Court precedent, the court said. "Had the FCC in fact re-examined RKO's 1977-1979 renewals within three years of the conditioned grants, we could understand how revisiting the renewals would serve to preserve the integrity of the commission's conditional action," the court said. "But we are at a loss to comprehend how the commission demonstrates to the industry it regulates that a condition is a meaningful check when the condition operates, as it does here, to keep alive in 1982, and still immune from competitive

## Adding up the bottom line

The total RKO broadcasting portfolio could be worth anywhere from about \$420 million to \$475 million on today's market, according to brokers. This figure, of course, excludes RKO's former Boston TV station, WNEV-TV, which was estimated at a value of about \$150 million when New England Television Corp. took it over last spring. Most of the values of its broadcasting properties have held steady or increased, although some have dropped: notably, WHBO(AM) Memphis, Tenn., which one analyst said might be worth even as little as \$2 million to \$2.5 million, given its facility and the poor market for stand-alone AM's today. Other stations have increased significantly in value, especially its classical formatted WGMS-AM-FM Washington. One broker noted that with the Supreme Court upholding an owner's right to program the station the way he wants, and with the FCC taking a hands-off approach to the matter, the Washington stations are definitely worth more than they were two years ago when that was not the case. While brokers disagreed to the specific values of each station, there was no disagreement that KHJ-TV Los Angeles was worth "at least" \$150 million.

### Estimated RKO station values

WOR-TV New York, \$150 million; WOR(AM) New York, \$30 million; WXLO(FM) New York, \$18 million; WRKO-AM-FM Boston, \$15-20 million; KHJ-TV Los Angeles, \$100-150 million; KHJ(AM)-KRTH(FM) Los Angeles, \$20-\$25 million; WHBO-TV Memphis, \$40-\$50 million; WHBO(AM) \$3-\$3.5 million; WGMS-AM-FM Washington, \$15-\$20 million; WFYR(AM) Chicago, \$15 million; KFRC(AM) San Francisco, \$8-\$10 million; WAXY(FM) Ft. Lauderdale, \$7-\$8 million.

challenge, licenses that, absent the commission's announced revisits, would have expired in 1980," the court said.

All the news for RKO wasn't bad last week, however. Congress is considering an amendment that would require the FCC to automatically renew any commercial VHF license that requests reassignment to a state that is not now served by a VHF station. Backed by RKO, the amendment would guarantee renewal of RKO's WOR-TV New York if it moves to New Jersey where there is no commercial VHF station. WOR-TV has indicated it would be willing to move.

The amendment was proposed by Senator Bill Bradley (D-N.J.).

It is attached to a \$99 million tax bill, which at press time was still in the House-Senate Conference Committee. The Senate passed the bill which included the amendment on July 23. Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) opposes the amendment. □

## Judge Greene adds some new twists to the Justice-AT&T consent decree

**While endorsing basic agreement, he would require Ma Bell to stay out of electronic publishing for at least seven years; divested companies would be allowed to sell equipment and keep Yellow Pages**

The proposed antitrust settlement between the Department of Justice and AT&T received another twist last week after U.S. District Court Judge Harold Greene refused to approve it as it stands. Nonetheless, in a 178-page opinion, Greene said he had concluded that the basic framework of the plan—which calls for AT&T to divest itself of its 22 operating companies (BOC's)—was “plainly in the public interest,” and that he would approve it if Justice and AT&T agreed to several key modifications.

(In initial reactions, AT&T shared no inclination to reject the judge's amendments. The Justice Department had no immediate comment.)

First, Greene said, the settlement, which would permit AT&T to enter competitive markets, would have to be modified to keep AT&T out of electronic publishing “until the risk of its domination of that field has abated.” Greene said that condition wouldn't prevent AT&T from offering electronic directory services; nor would it prohibit AT&T from offering time, weather “and such other audio services as are being offered as of the date of the decree,” Greene said. Moreover, Greene said, that restriction would be lifted entirely seven years after the decree went into effect “unless the court finds that competitive conditions clearly require its extension,” Greene said.

Second, Greene said, the court would insist that the settlement be modified to permit the divested BOC's to market (but not to make) customer premises equipment (telephones and other equipment used in customer's homes and businesses) and to produce Yellow Pages advertising directories. While the original agreement would have prohibited the divested BOC's from offering those and other competitive services—Greene said the BOC's “marketing of equipment will provide needed competition for AT&T, and the elimination of the restriction on their production of the Yellow Pages will generate a substantial subsidy for local telephone rates.”

Under the modifications, the BOC's would continue to be prohibited from offering all other “competitive” services, including electronic publishing.

Third, he said, the settlement would have to be modified to give the court authority to review AT&T's actual plan for divestiture and authority to enforce the settlement's provisions.

Greene also sought modifications that

would require AT&T to divest the BOC's so that they would be left with debt ratios of about 45% and set forth a rule aimed at insuring that the local telephone companies would give AT&T and its long-distance competitors equal access to their facilities.

Greene said the Department of Justice and AT&T would have 15 days to bring the proposed settlement back to the court with the modifications. If Justice and AT&T accepted the modifications, Greene said he



Greene

would approve the entire decree. If they refused to accept the modifications, however, Greene said he would refuse to approve the decree. As a result, Greene said, AT&T would continue to be subject to the 1956 consent decree—which essentially has limited AT&T to providing basic telecommunications services—and the government's antitrust trial would be resumed.

In his opinion, Greene said that the key to AT&T's power to impede competition in the telecommunications field had been its “integrated” structure and its control of local telephone service. Those local companies, he said, served as the “gateway” to individual telephone subscribers and had to be used by long-distance carriers. While the FCC had attempted to prevent AT&T from keeping competing long-distance carriers and equipment manufacturers from gaining access to the local network over the years, those efforts were “largely without success,” Greene said. In addition, Greene said, the 1949 effort by the Department of Justice to remedy the problem with an antitrust action had resulted in the “ineffectual consent

decree” of 1956. “Some other remedy is plainly required; hence the divestiture of the local operating companies,” Greene said. “This divestiture will sever the relationship between this local monopoly and the other competitive segments of AT&T, and it will thus insure—certainly better than could any other type of relief—that the practices which allegedly have lain heavy on the telecommunications industry will not recur.”

Nonetheless, while the original agreement signed by Justice and AT&T last January included no such restriction, Greene said that AT&T should be prohibited from entering the electronic publishing field after divestiture—at least long enough to permit that infant industry to get on its feet. “The electronic publishing industry is still in a fragile state of experimentation and growth” and “electronic information can still most efficiently and most economically be distributed over AT&T's long-distance network,” Greene said. “If, under these circumstances, AT&T were permitted to engage both in the transmission and the generation of information, there would be a substantial risk not only that it would stifle the efforts of other electronic publishers but that it would acquire substantial monopoly over the generation of news in the more general sense,” he said. “In order to prevent this from occurring, the court will require, as a condition of its approval of the proposed decree, that it be modified to preclude AT&T from entering the field of electronic publishing until the risk of its domination of that field has abated.”

Reaction to Greene's proposed modifications was generally favorable: equipment manufacturers expressed the most concern.

While the Justice Department had no official comment, Charles Brown, AT&T chairman, said on Wednesday (Aug. 11) the company was “pleased that the court had acted expeditiously in finding the basic framework to be ‘plainly in the public interest,’ and we will immediately undertake consideration of the modification in consultation with the Department of Justice.”

In a Thursday-evening (Aug. 12) appearance on the PBS *MacNeil-Lehrer Report*, Brown expressed optimism that a divestiture agreement ultimately would be signed. “I find it hard to believe that we're not going to be able to surmount this final hurdle,” he said. Brown indicated that AT&T wasn't opposed to being banned for seven years from electronic publishing. He also said AT&T wasn't disturbed or surprised that Greene had insisted upon a stronger role in overseeing the divestiture.

Mike Morris, general counsel for Rolm Corp., a leading manufacturer of digital



business telephones, said the company was concerned that the proposed modifications didn't include sufficient safeguards to prevent the divested local phone companies from cross-subsidizing their offerings of customer premises equipment.

Theodore Brophy, chairman of the General Telephone & Electronics Corp., said the suggested modifications were only "one step" toward protecting the public interest. "The court's ruling and limited changes in the consent decree only underscore the urgent need for congressional action to establish national telecommunications policy," Brophy said.

A.G.W. Biddle, president of the Computer & Communications Industry Association, said his group was "deeply concerned" that the modifications would still permit AT&T to cross-subsidize its competitive offerings with profits from its long-lines division, "which will continue to be a virtual monopoly for years to come." Also of concern, Biddle said, was that the new settlement didn't provide for the continued licensing of AT&T's patent portfolio on reasonable terms to others.

Gary Tobin, a spokesman for MCI—which competes with AT&T for long-distance service—said that company thought Greene's opinion to be "very positive" and hoped AT&T and Justice would accept it.

The parties who seemed to have the most to rejoice about, however, were the newspaper, cable and broadcast interests, who had argued vociferously against permitting AT&T to provide electronic publishing services. Erwin Krasnow, general counsel for the National Association of Broadcasters, said that group was "delighted" that Greene had moved to prohibit AT&T from offering "mass media services." A spokesman for the American Newspaper Publishers Association seemed to echo NAB: "In particular, the public interest will be served if future electronic-information publishers are allowed an opportunity to develop—as Judge Greene recommends—in an atmosphere where AT&T may not control both the information content and the conduit over which that information flows," he said.

Thomas Wheeler, president of the National Cable Television Association, concurred. "Judge Greene has shown justifiable concern for the public interest," Wheeler said. "Without his proposed modifications, the judge is concerned that AT&T—through transmission and generation of information—could stifle electronic publishing and acquire a substantial monopoly over what he describes as 'news in the more general sense,'" he said.

Senate Commerce Chairman Bob Packwood (R-Ore.), whose common carrier bill (S. 898) passed the Senate last year, said he was encouraged by the opinion. "The marketplace does work," Packwood said. "What Judge Greene is now saying is that this industry no longer needs to be totally regulated." Packwood added that the committee wouldn't decide whether to

pursue further telecommunications legislation until it had completed a study of the opinion's proposals.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who abandoned efforts to pass a bill (H.R. 5158) that would have imposed tougher divestiture requirements in the face of vigorous opposition from AT&T, said that while Greene had "significantly" improved the proposed settlement, he had taken only "a step" in the right direction. "The need for Congress to establish comprehensive new telecommunications policy is still critical and Congress should not abdicate its responsibility to do so," Wirth said.

Wirth said that while Greene would allow the local companies to market new equipment, he also would allow AT&T to take away from the local companies home and business telephones that are already installed. Then, Wirth said, Greene "clearly believes that AT&T's \$30-billion-a-year long-distant monopoly will become subject to effective competition far sooner than our data indicates." And although the opinion establishes a maximum level of debt "that can be left with the operating companies, it does not deal with our very serious concerns about the evaluation of AT&T's assets prior to the divestiture," Wirth said. "The operating companies are losing their most productive assets and the division of debt should reflect that loss of value."

FCC Chairman Mark Fowler said the

proposed modifications were a "positive step forward." Fowler said he was "particularly pleased" that the court appeared to agree with the commission that some restrictions on the divested BOC's should be removed and that the decree should be modified to insure the viability of the BOC's.

Edward Burke, president of the National Association of Regulatory Utility Commissioners, noted that Greene had appeared to address most of his group's concerns. Burke thought the modifications would strengthen the divested BOC's for the benefit of ratepayers. "After divestiture, the BOC's will continue offering the Yellow Pages and customer premises equipment," he said. "Retention of these lines of business will provide additional sources of revenues for these soon-to-be independent companies, which will assist state commissions in moderating prospective local rate increases," Burke said.

Consumer groups seemed to find the modifications to be satisfactory. Bob Nichols, legislative counsel for Consumers Union, said his group thought Greene's modifications were a "very positive step forward for consumers." Permitting BOC's to provide Yellow Pages and to market customer premises equipment "should help cushion rate impacts," Nichols said. While the group had not gotten everything it had wanted, "realistically we got most of what we could expect," Nichols said. □

## Appeals court offers protection to WGN-TV's teletext signal

**In reversal of lower court decision, material on vertical blanking interval is deemed to be protected by copyright if part of regular transmission**

An appeals court reversed a lower court decision and found that United Video Corp., Chicago, must carry teletext transmitted through WGN-TV Chicago's vertical blanking interval on its copyrighted 9 o'clock news. Last year the U.S. District Court for Northern Illinois ruled that United Video, WGN-TV's common carrier, was not required to carry the Chicago superstation's teletext transmission and could substitute its own.

WGN Continental, the television station's licensee, brought suit against United Video, charging it with copyright infringement because the common carrier was not retransmitting the television station's signal in its entirety. The appeals court found that teletext transmission through the vertical blanking interval is "intended to be viewed with and [considered] an integral component" of the copyrighted newscast. Any tampering with the signal, the appeals decision said, would be mutilation of the copyrighted

work and therefore copyright infringement. However, the appeals court was careful to point out that this only held in cases where the transmission in the vertical blanking interval was directly related to, and a part of, the regular broadcast. Although the teletext program and the regular program cannot be viewed simultaneously on the same screen and would require two different channels or two separate television receivers, the court said the two transmissions were significantly related and could be considered part of the overall "audiovisual work." "WGN wants to make its 9 o'clock news a two-channel program," Circuit Judge Richard A. Posner wrote in the appeal decision, "and we cannot see that the difference between one and a two-channel program is more profound than that between a silent movie and a talkie."

Common carriers are usually exempt from copyright coverage because they are "passive carriers," the decision explained. The court said, however, that "passive" carriers must in no way alter, change or delete any part of the copyrighted transmission if they are to be "purely passive intermediaries." The appeals court also said United Video cannot claim ex-

emption from copyright liability on the grounds that it does not directly serve the public. The court said the definition of "public," in the Copyright Act is broad enough to include indirect transmission to the public through cable systems to which United Video feeds WGN-TV's signal.

Vertical blanking interval teletext material that is not directly a part or extension of the copyrighted newscast does not fall under copyright protection, Judge Posner wrote. Since teletext transmission must be an "integral part of [the] program," it comes under the Copyright Act because WGN Continental is offering "related images," and the appeals decision said such images need not be viewed sequentially to be protected.

But the appeals court was careful to point out that WGN Continental does not "own" the vertical blanking interval, and that it is content, not method, that the court addressed. "WGN may not . . . create

two or three or 30 channels of unrelated programming and force it all down the throats of any cable system that wants just the 9 o'clock news. But if WGN wants to create multichannel news or entertainment for viewers willing to switch back and forth between channels, we cannot find anything in the Copyright Act to prevent it from copyrighting its video smorgasbord."

David Silverman, an attorney for United Video in Washington, said no decision has been made as to what his client will do next. Silverman said that the appeals court decision may have opened a can of worms by seeming to imply that cable systems must set aside a separate channel to carry the teletext transmissions.

As of last Friday, United Video was still stripping WGN-TV's teletext, according to James Klenk and David Maher, attorneys for WGN-TV in Chicago. They said the next move is now up to United Video. □

## Premiere revisited

**Paramount, MCA and Warner reportedly want to buy 25% of the Movie Channel for about \$75 million**

"Premiere II: Revenge of the Filmmakers." Were it one of their releases, that might be the title employed by the motion picture producers involved in the latest joint venture plans to surface in pay cable. Word last week was that Paramount Pictures, MCA and Warner Bros. were in discussions on a proposal to put up \$25 million each to buy a quarter interest in the premium cable service, The Movie Channel, that's offered by Warner Amex Satellite Entertainment Co. (WASEC), itself a joint venture between Warner Bros., corporate parent, Warner Communications, and American Express. Although formal announcement had initially been expected last week, negotiations were said to still be under way at the end of last week.

The inevitable comparison being made was to the Premiere joint venture, which was shot down in 1981 by the federal courts after the Justice Department charged it with being in violation of the antitrust laws (BROADCASTING, Jan. 5, 1981). Paramount and MCA had been partners in Premiere, which was generally conceded to be the producers' response to what they considered insufficient returns from licensing their product to the dominant force in pay cable—Time Inc.'s Home Box Office. Indeed, as court testimony indicated, the Premiere partners had earlier attempted to enlist either WASEC or HBO's other rival, Showtime, in a joint venture in pay programming, but were turned down.

As available details were scarce, it was difficult to say just how the proposal under consideration would both differ from Premiere and yet still achieve the presumed objective of securing higher payments from HBO. It is understood that the producer partners would not intend to sell their films exclusively to The Movie Channel—while Premiere's exclusivity arrangement was one of the principal objections Justice had to that venture.

And much has happened in the pay industry since Premiere. The other two partners in the venture, Columbia Pictures and 20th Century-Fox, have made various arrangements of their own—Fox with CBS in home video, and Columbia and HBO have a deal that, in return for pre-buy financing from HBO, gives the pay service exclusive rights to certain Columbia products.

Another unanswered question is what this venture portends for Paramount and MCA's relationship with HBO's parent, Time Inc. Together they are one-third owners of USA Network, and when they bought into USA, it was said one of their interests was eventual development of pay-per-view opportunities. □

## Metromedia-Field deal in the works

**Sale of WFLD-TV Chicago for \$125 million rumored; WMET(FM), WXIX(TV), WTCN-TV also for sale**

Field Enterprises would only say it had "no announcement" to make, and Metromedia officials didn't return phone calls, but it's known that Metromedia is talking to Field about the purchase of WFLD-TV, the UHF independent in that market which Field put on the block weeks ago (BROADCASTING, July 26) along with its four other UHF properties. The dollar amount quoted on the street and in Chicago is \$125 million. The total price Field was said to be seeking for the five stations was \$300 million-\$350 million, and with San Francisco, Detroit, Boston and Philadelphia the other markets in question, \$125 million in Chicago would put Field well on the way to achieving that goal. Field has previously indicated it was talking with "interested parties" regarding the stations up for sale, but declined to discuss specifics.

At \$125 million, a WFLD transfer would top the proposed \$110 million cash swap deal under which Taft Broadcasting would acquire WCIX-TV Miami as the highest figure paid for an independent, and dwarf the \$18 million value involved in Media General's proposed deal for WJKS-TV Jacksonville, Fla., to date the top price for a UHF.

Metromedia, in making such a purchase would have to sell not only one of its other TV properties, but also its Chicago FM, WMET, to comply with FCC rules. Talk in brokerage circles was that Metromedia had secured an unnamed buyer for WXIX-TV in the Cincinnati suburb of Newport, Ky., at a price of \$48 million, and had further put its Minneapolis station, WTCN-TV, up for sale. When Metromedia last year announced its intention to purchase WCVB-TV Boston (at \$220 million, the richest-ever

station purchase), WTCN-TV was one of the two properties Metromedia considered selling to raise cash and comply with FCC rules; it settled on KMBC-TV Kansas City, Mo., which brought it \$79 million, and it's estimated WTCN-TV would fetch about the same. If Metromedia was able to put together those side deals, it could well end up with all the cash needed to finance WFLD-TV's purchase.

The reports didn't thrill the stock market. Metromedia shares, already dragging under the pressure of some published reports that focused on its heavy debt load (about \$424 million), dropped to \$196.625 on Thursday from the week earlier's \$222.

One analyst, Drexel Burnham Lambert's John Reidy, said: "It boggles my mind. . . I'm not sure they would be a better company for being in Chicago"—a reflection of Reidy's feeling that trading a network VHF in a top 20 market (WTCN-TV) for an independent UHF, wherever, is a questionable decision. Others disagree. Dennis Leibowitz of Donaldson, Lufkin, Jenrette, for one, said Metromedia "was never able to turn [WTCN] around" (some analysts think Metromedia is less than happy about its NBC affiliation there) while WFLD's "current level of earnings really doesn't suggest its true potential."

And Susan Watson of E.F. Hutton made note of another development should the Metromedia/Field deal materialize as rumored, including the two spinoffs. With stations in New York, Los Angeles, Chicago, Boston, Washington and Houston, Metromedia's coverage of television households would move ahead of that of the three network's O&O's. Indeed, based on Arbitron's latest figures for ADI households (see "Closed Circuit," page 7), Metromedia would serve 18.1 million homes, to ABC's 17.1, CBS's 16.9 and NBC's 16.3. □



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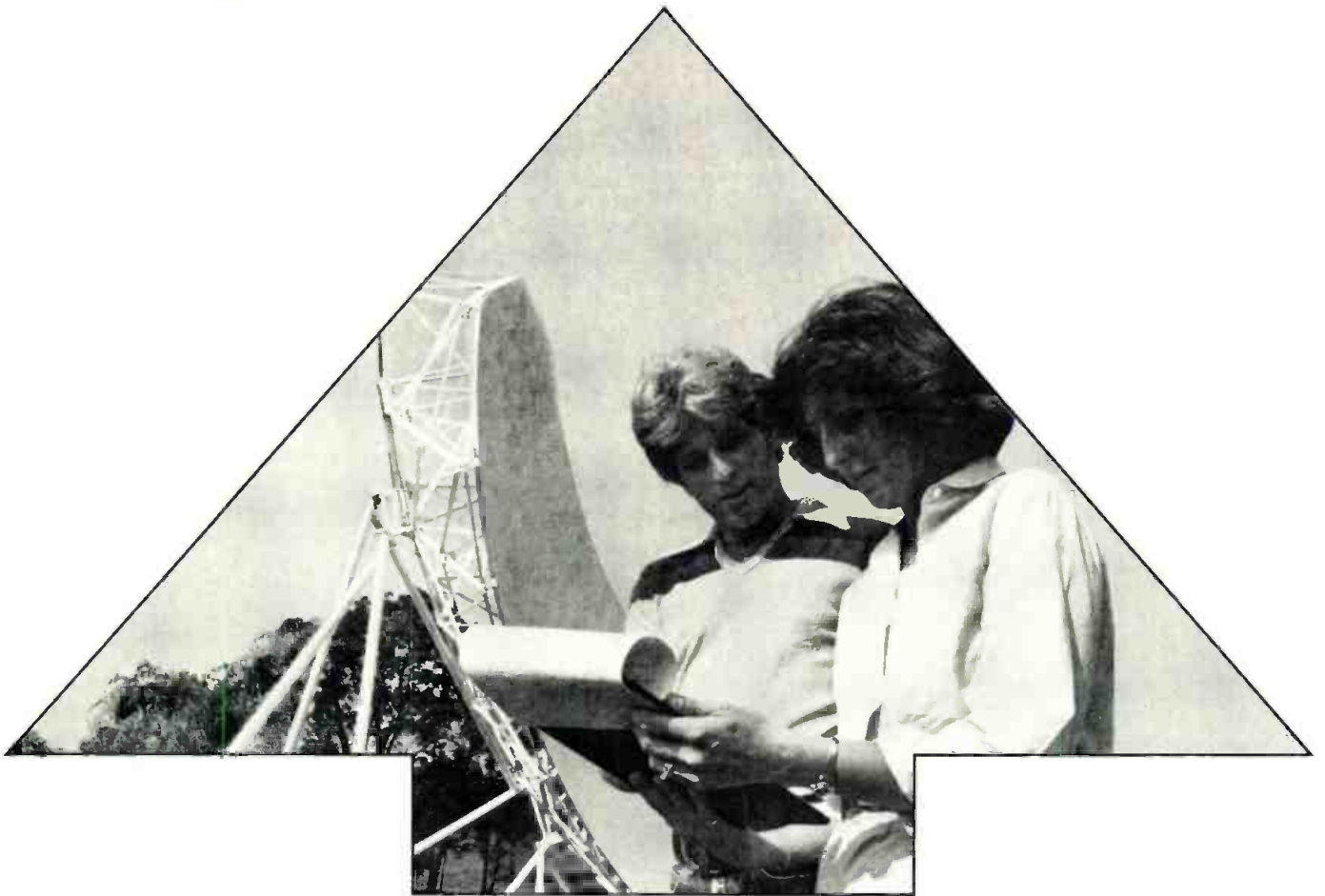
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# SUBSCRIPTION TELEVISION

In little more than two years the subscription television business has grown about four-fold, from 400,000 or so subscribers in 1980 to between 1.5 million and 1.6 million subscribers today. In the same period, the number of STV stations on the air has climbed from eight in as many markets to 31 stations in 22 markets. But the bottom line is the industry is still far from profitable.

The jury is still out on the impact of the FCC's decision in June to deregulate the industry, but one thing is certain: Those deciding to get into the business or to expand operations will have an additional 133 television markets (mostly uncabled) to explore. That's the result of the commission's elimination of the complement-of-four rule, which required that any STV market have a minimum of four existing regular broadcast operations. The commission's STV order also eliminated the rules requiring that STV stations operate in a "free" over-the-air mode at least 28 hours a

week; that they not sell decoders to subscribers, and that they conduct a separate ascertainment survey.

The industry has favorably embraced the commission's ruling with the exception of that portion that allows operators to sell as well as lease decoders to subscribers. And the industry is adamant on that point. The Subscription Television Association (STVA) filed a motion for stay, which the FCC denied. The order went into effect Aug. 5. The FCC will reconsider the issue this fall.

The reason for the industry's vehement opposition to the sale of decoders to subscribers can be summed up in one word: piracy.

"Once placed on the open market," argues Terry Mahn, the STVA's general counsel, decoders are "beyond the control of the operators." A decoder that is the property of the subscriber can change hands, even make its way to other markets, making it "impossible to detect theft" in most cases, he said.

Although it is virtually impossible to determine how bad the



piracy problem really is, it is believed to be extensive. Oak Communications, currently the largest STV operator and decoder manufacturer in the industry (more than half of the decoder market), estimates that "tens of thousands" of pirate decoders are in use in the Oak decoder markets.

Indicative of the problem, Mahn suggests, is a pirate decoder manufacturing operation discovered last year in Chatsworth, Calif. Strewn about the pirate's factory were parts for some 14,000 illegal decoders. And in Cincinnati alone, says Mahn, the STV operator there, the Home Entertainment Network, has initiated three piracy actions against illegal decoder manufacturers.

Along with its petition to the commission for reconsideration of its deletion of the decoder sale ban, Mahn notes that he submitted three affidavits, from John Thompson, who developed Zenith's SSAVI system; Werner Koester, of Oak Communications; and Isaac Blonder, chairman of Blonder-Tongue Laboratories, testifying that decoder sales to subscribers will lead to increased piracy.

Technology has been developed to prevent unscrambling of the audio portion of an STV signal. However, decoders with that capacity account for perhaps 2% of today's decoder market. They are manufactured by Oak and have been placed in the Dallas market. Telecast has developed a decoder with that capability also, but it is not currently in use in an STV market.

The antitheft technology in most of the decoders currently in the market is based on the transmission of digital codes along with the scrambled programming. The codes act as keys that are "recognized" by authorized decoders. The decoders' unscrambling mechanism is triggered only when the keys are recognized. Pirates are able to circumvent that process by wiring around the key recognition circuit. But to wire around that circuit, the pirate must be able to detect the key. And technology has been developed (but so far only for the sound portion of the STV signal) in which the authorization key is changed every five milliseconds, making detection virtually

impossible except for an authorized decoder.

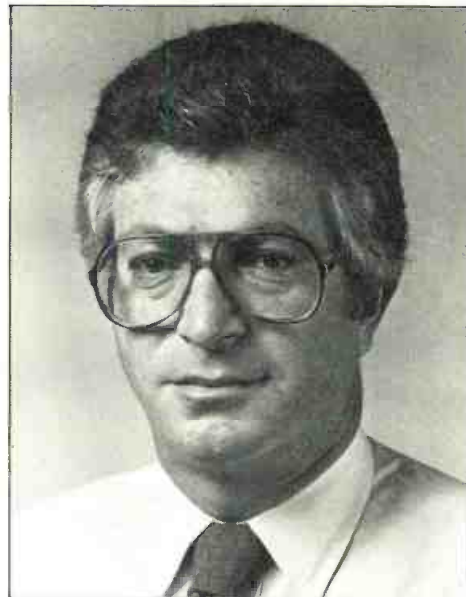
Until technology with the so-called "cryptographic" sound unit is widely in place, Mahn explained, STVA and its members will remain opposed to the sale of decoders to subscribers.

Whether any technology, encrypted or otherwise, is totally foolproof, remains a subject of debate. "No system is employe proof," suggested Isaac Blonder. Theft of signals cannot be prevented "until we get a legal attitude where prosecution is a common occurrence."

Solomon Sagall, president of Teleglobe Pay-TV System Inc., which has licensed its technology to Select TV in the Los Angeles and Milwaukee markets, also maintains that "security is poor and piracy is rampant," and he would like to see the commission reconsider its decision to allow the sale of decoders to subscribers. He said that the reasoning behind the FCC's initial decision some years ago to prohibit such sales, so the viewer would not be saddled with technology that would become obsolete in a short time, "still holds true today."

Although Sagall foresees improvements in future antitheft technology, there will always be a trade-off between that technology and decoder prices. "Military security coding could be adapted," he said, "but it would raise the cost of a decoder by a few thousand dollars...and that's ridiculous. There has to be a compromise between economics and the degree of security."

Ron Brutoco, former chairman of STVA and former president of Universal Subscription Television, is one of a small minority of those who think that the sale of decoders to subscribers will contribute to the growth of STV. "The financial community has not come forth" with significant backing for the STV business, he said. He sees the deletion of the decoder-sale ban as an inducement for lenders to commit more dollars to the STV business and also as a mechanism for freeing capital, which the STV operator could then use for program expenditures instead of tying it up in decoder purchases.



Schaen

Others in the industry dispute Brutoco's contention that financing for STV operations is in short supply. Michael Marcovsky, head of the Los Angeles-based pay-TV consulting firm, Marnel Associates, said: "It simply isn't true." There are a number of alternative financing arrangements available to STV operators, he said. Incentives for investment make such financing attractive. For example, a brokerage house can assemble a group of investors to put up cash and/or lines of credit to buy the decoders for a given STV operation. The investors then lease back the decoders to the STV operator, perhaps with the option to buy, over an extended period of time. In the purchase year, the investment group would receive an investment tax credit of 10% with depreciation benefits accruing in subsequent years. In addition, the investment group receives cash flow from the STV operator in the form of monthly lease payments.

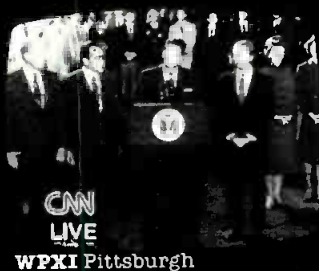
STVA's Mahn supports Marcovsky on that position, contending that while financing was difficult for the STV operator to obtain three years ago, "it's no longer a problem."

Mahn cited another part of the FCC ruling that he said has the potential to cause problems, primarily because of the way in which the commission dealt with it: deletion of the 28-hour rule. Although that rule has been eliminated, the commission stressed that the STV operator still has an obligation similar to an advertiser-supported broadcaster to meet the programming needs of his community. "No reasons were offered by commenters or are evident to us to indicate that STV and conventional licensees should have different obligations in this area," the commission ruled. "However, we believe that the public interest will be better served if this basic obligation is fulfilled with the least government intrusion and with the most licensee flexibility." Thus the decision to allow the STV operator and/or the licensee to fulfill that obligation in scrambled or



Oak's Gwin flanked by Larry Holmes (l) and Gerry Cooney (r).

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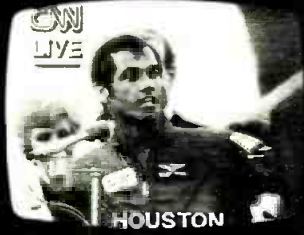
WBOC Charlotte



WTVB Buffalo



WCPX Orlando



KSL Salt Lake City



KMOL San Antonio



WRGB Schenectady-Albany



WIXT Syracuse



KOAT Albuquerque



WPEC W. Palm Bch.



WOWT Omaha



WROC Rochester



WFFT Ft. Wayne



KWTX Waco-Temple



KVIA El Paso



KLFY Lafayette, LA



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unscrambled form.

"The FCC has really botched this one," said Mahn, referring to that part of its decision. "They're not even sure what they meant or said." To demand the same program obligations from STV operators as from conventional broadcasters, said Mahn, is illogical. "It connotes the fact that subscribers rely on [programming they pay for] as a significant source of information," he said, a connotation that he argues is unfounded. "People who pay for subscription programming," he says, "don't want, need or care about that kind of information," at least not in connection with the STV program source.

Mahn said, however, that the associ-

ation won't press that issue before the commission just yet, because its negative impact on the industry pales in comparison to the effect that decoder sales will have. "We don't know at this point," Mahn said, whether an STV operator can fulfill his program obligation to the community in a scrambled mode. But piracy is an immediate threat that STVA and its members feel will be aggravated by the sale of decoders to subscribers.

Aside from those particular aspects of the commission's ruling, industry officials and consultants contacted by BROADCASTING see the decision as a catalyst for great growth in STV in the next few years. In the same breath, however, they were careful to

add that to capitalize on that opportunity, operators will have to continue to market their services aggressively, offer high-quality programming selections (including pay-per-view events, making addressable systems a must) and perhaps choose markets where they can get a good jump on cable.

John Gwin, president of Oak Media Development Corp., which has STV operations in five markets, believes that the industry's subscriber base will "at least triple" in the next two to three years, as a result of the startup of new systems and the continued growth of existing operations. Two key ingredients in successful STV operations, he suggests, are "good management and program innovations." Oak's particular strategy has also been to enter larger markets where little if any cable competition has arrived beforehand. As for expansion into other markets, On-TV has already been granted authority to set up shop in Houston and has applied for the Baltimore-Washington market as well. In addition, Oak will bid to license equipment and supply programming to as many markets as seem feasible.

What about those STV markets where cable finally arrives on the scene? Gwin believes that in markets such as Los Angeles and Chicago, where STV is entrenched and where over-the-air signals are adequate, "we'll retain a substantial number of subscribers," to remain a viable business. In smaller markets where cable arrives, bringing with it a large number of imported signals, "it's a question of how the market shakes out."

And while Gwin is enthusiastic about the prospects for pay-per-view programming, he thinks that anyone who sees that vehicle as the key to the industry's success or failure is "a bit naive [because] the P-P-V approach is based on having a good subscriber base on which to draw." Developing that base, said Gwin, means "creating a unique program service." Given that proviso, P-P-V events will provide a significant contribution to the STV operator's revenue base.

Oak has taken on several projects to help make its program service stand out, including the development of three comedy pilots and one soap opera pilot that are currently in production. It has also entered into joint ventures with several companies to produce Broadway shows for ON-TV subscribers, such as "Pirates of Penzance." And it also provides its subscribers (as an additional tier) with the Playboy Channel.

In addition, Oak Satellite Corp., sister company to Oak Communications, has announced a three-phase DBS plan (subject to FCC approval) which calls for initiating service in the Eastern U.S. in 1984 with two channels of programming (to be expanded to six channels by 1986) and to serve the entire country by no later than 1994 (BROADCASTING, Aug. 9). Gwin notes that there will be some program integration between Oak's STV operation and its proposed DBS service but that a

## STV applications that have been granted:

(On-air stations are in bold face)

| City                          | Station        | Channel   | Licensee                              |
|-------------------------------|----------------|-----------|---------------------------------------|
| Ann Arbor, Mich.              | <b>WIHT</b>    | <b>31</b> | <b>Satellite Syndicated Systems</b>   |
| Atlanta                       | <b>WVEU</b>    | <b>69</b> | <b>Broadcasting Corp. of Ga.</b>      |
| Aurora, Ill. (Chicago)        | <b>WPWR-TV</b> | <b>60</b> | <b>Aurora Chicago Telecasters</b>     |
| Baltimore                     | <b>WNUV-TV</b> | <b>54</b> | <b>Channel 54 Inc.</b>                |
| Bemidji, Minn.                | <b>KZ6AC</b>   | <b>26</b> | <b>John W. Boler</b>                  |
| Boston                        | <b>WQTV</b>    | <b>68</b> | <b>Boston Heritage Broadcasting</b>   |
| Chicago                       | <b>WSNS</b>    | <b>44</b> | <b>Video 44</b>                       |
| Chicago                       | WCIU-TV        | 26        | Weigel Broadcasting                   |
| Cincinnati                    | <b>WBTI</b>    | <b>64</b> | <b>Buford Television</b>              |
| Cleveland                     | <b>WCLQ-TV</b> | <b>61</b> | <b>Cleveland Associates</b>           |
| Corona, Calif. (Los Angeles)  | <b>KBSC-TV</b> | <b>52</b> | <b>Oak Broadcasting</b>               |
| Dallas                        | <b>KNBN-TV</b> | <b>33</b> | <b>National Business Network</b>      |
| Dallas                        | <b>KTWS-TV</b> | <b>27</b> | <b>Liberty Television</b>             |
| Fort Worth                    | <b>KTXA</b>    | <b>21</b> | <b>Channel 21 Inc.</b>                |
| Detroit                       | <b>WXON</b>    | <b>20</b> | <b>WXON-TV Inc.</b>                   |
| Detroit                       | WGPR-TV        | 62        | WGPR Inc.                             |
| Fort Lauderdale, Fla.         | <b>WKID</b>    | <b>51</b> | <b>Oak TV of Ft. Lauderdale</b>       |
| Grand Rapids, Mich.           | WWMA-TV        | 17        | TV 17 Ltd.                            |
| Houston                       | KHTV           | 39        | Gaylord Broadcasting                  |
| Houston                       | KTXH           | 20        | Channel 20 Inc.                       |
| Indianapolis                  | WSMK           | 59        | Indianapolis TV Corp.                 |
| Joliet, Ill. (Chicago)        | <b>WFBN</b>    | <b>66</b> | <b>Focus Broadcasting</b>             |
| Kansas City, Mo.              | KEKR-TV        | 62        | Choice Channel of K.C.                |
| Linden, N.J. (New York)       | WNJU-TV        | 47        | WNJU-TV Broadcasting                  |
| Los Angeles                   | <b>KWHY-TV</b> | <b>22</b> | <b>Coast TV Broadcasting</b>          |
| Miami                         | —              | 33        | Miami STV Inc.                        |
| Milwaukee                     | <b>WCGV-TV</b> | <b>24</b> | <b>B&amp;F Broadcasting</b>           |
| Minneapolis                   | KTMA-TV        | 23        | Viking TV                             |
| Newark                        | <b>WWHT</b>    | <b>68</b> | <b>Wometco</b>                        |
| New Orleans                   | WULT-TV        | 20        | Coastal TV Co.                        |
| Norfolk, Va.                  | WTVZ           | 33        | STV of America                        |
| Oklahoma City                 | <b>KAUT</b>    | <b>43</b> | <b>Golden West</b>                    |
| Pembina, N.D.                 | KWBA           | 12        | Satellite TV Service                  |
| Philadelphia                  | <b>WWSG-TV</b> | <b>57</b> | <b>Radio Broadcasting Co.</b>         |
| Phoenix                       | <b>KNXV-TV</b> | <b>15</b> | <b>New Television Corp.</b>           |
| Providence, R.I.              | WSTG           | 64        | Channel 64 of New England Inc.        |
| Sacramento, Calif.            | KRBK-TV        | 31        | Koplar Communications                 |
| Salem, Ore.                   | <b>KECH</b>    | <b>22</b> | <b>Greater Willamette Vision Ltd.</b> |
| San Francisco                 | <b>KTSF</b>    | <b>26</b> | <b>Lincoln Television</b>             |
| San Jose, Calif.              | <b>KSTS</b>    | <b>48</b> | <b>National Group TV</b>              |
| Smithtown, N.Y. (New York)    | <b>WSNL-TV</b> | <b>67</b> | <b>WWHT Corp. (Wometco)</b>           |
| St. Louis                     | <b>KDNL-TV</b> | <b>30</b> | <b>Evans Broadcasting</b>             |
| Syracuse, N.Y.                | —              | 62        | Great Onondaga Co.                    |
| Tulsa, Okla.                  | <b>KGCT-TV</b> | <b>41</b> | <b>Tulsa TV 41</b>                    |
| Vineland, N.J. (Philadelphia) | <b>WRBV</b>    | <b>64</b> | <b>Renaissance Broadcasting</b>       |
| Washington                    | <b>WCQR</b>    | <b>50</b> | <b>Channel 50 Inc.</b>                |
| Worcester, Mass.              | <b>WSMW-TV</b> | <b>27</b> | <b>Sibos Inc.</b>                     |

complete transition from an STV mode to DBS is "way down the road," perhaps after the DBS proposal has been fully implemented. Before that time says Gwin, "it would not be practicable," given the substantial investment the company has made in the decoder market.

Marnel's Marcovsky noted that while the industry has grown dramatically over the last two years, subscriber levels have barely increased over the last six months (a fact corroborated by the STVA). Yet, as a result of the FCC's ruling in June, it appears that the industry "is poised on the brink of great change," he said. Essentially the ruling "opened up the marketplace," expanding STV's universe to encompass the entire FCC table of allocations (although few if any see a future for VHF STV operations, given the overall success of VHF in the conventional transmission mode).

Will there be a sizable increase in STV applications as a result of industry deregulation? "I would think so," Marcovsky answered, believing the economics of the industry to be the primary incentive to new entrants. Starting up an STV operation, he noted, is "nowhere near as capital intensive as cable," perhaps \$5 million-\$10 million compared with 10's of millions for cable, depending on the size of the market. Not only can the STV operator immediately cover an entire market, unlike cable, but he can do it quickly as well.

And the product demand is there, Marcovsky contended. "The American public has become increasingly aware of pay television." Whether the program delivery vehicle is cable, STV, MDS or any other technology, "it's no longer a matter of educating the consumer about that type of service."

The recent pay television penetration research conducted for the National Cable Television Association by the Denver-based communications research firm of Browne, Bortz and Coddington concluded that a single-channel STV operation can sustain a high level of subscribership in an area it penetrates before cable becomes available in the same market, perhaps 50%. Marcovsky is not surprised, for, like Gwin, he believes it is essential for the STV operator to get the jump on cable. "Once you get them [with the assumption that the programming is perceived as satisfactory]," he says, "they won't unsubscribe." That statement is based on his belief that consumer habits in the pay TV world are "prone to the rule of inertia. To make a change is an effort." Thus, if an STV subscriber is satisfied with the movies, sports events and entertainment specials that make up the core of all mass-appeal pay services, he derives little benefit from changing modes of delivery.

Which is not to say that once an operator sets up shop, all he has to do is start taking orders. An aggressive marketing approach is a key ingredient to success, says Marcovsky, not only to attract new subscribers but to retain existing ones as well. "It's no

accident," he said, that STV program guides are a "little slicker" than cable guides. Beside the decoder box, it's "the only tangible thing that the subscriber has to show" for his monthly subscription fee. The guide serves as a "constant reminder" of the value he receives for that fee.

One distinct marketing advantage the

STV operator has over the cable franchises is the ability to use mass media advertising effectively. An STV signal covers an entire ADI, whereas cable is restricted to recruiting subscribers residing in a franchise, which usually covers only a portion of an ADI. Another negative factor concerning the cable operator's use of mass media, Marcovsky notes, is that in a new-build

## Pending STV applications as of June 1982

(Several markets have competing applications for a frequency.)

| City                 | Station                | Channel  | Applicant                                                                                                                                                                               |
|----------------------|------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Akron, Ohio          | new station            | 55       | Ohio Telecasting<br>Ebony Blackstar Bcstg.                                                                                                                                              |
| Anderson, Ill.       | new station            | 67       | Indiana Telecasters                                                                                                                                                                     |
| Atlanta              | WATL-TV                | 36       | U.S. Communications of Ga.                                                                                                                                                              |
| Baltimore            | WBFF(TV)               | 45       | Chesapeake TV Inc.                                                                                                                                                                      |
| Broomfield, Colo.    | new station            | 14       | Rocky Mountain 14 Inc.                                                                                                                                                                  |
| Dayton, Ohio         | new station            | 45       | Freedom Broadcasting Corp.                                                                                                                                                              |
| Denver               | new station            | 20       | Colorado TV Inc.<br>Oak TV of Denver                                                                                                                                                    |
| Everett, Wash.       | new station            | 16       | Oak Systems                                                                                                                                                                             |
| Fresno, Calif.       | KAIL(TV)               | 53       | Trans America Bcstg.                                                                                                                                                                    |
| Guasti, Calif.       | KBSA(TV)               | 46       | Hispanic Bcstg.                                                                                                                                                                         |
| Houston              | KRIV-TV                | 26       | Metromedia                                                                                                                                                                              |
| Kannapolis, N.C.     | new station            | 64       | Kannapolis TV Co.                                                                                                                                                                       |
| Lebanon, Pa.         | new station            | 59       | Great Lebanon Co. Telecasting                                                                                                                                                           |
| Miami                | new station            | 39       | Sunbelt Bcstg.<br>Contemporary Bcstg.                                                                                                                                                   |
| Mount Clemens, Mich. | new station            | 38       | SE Michigan TV Corp.<br>Macomb Bcstg.<br>APW Enterprises                                                                                                                                |
| Nashville            | new station            | 30       | Page Bcstg.<br>ATC Corp.<br>TSTV Service<br>National STV<br>Choice of Tenn.<br>Satellite Bcstg. Systems<br>Nashville Bcstg.<br>Music City 30<br>TV Corp. of Tenn.<br>DomeMedia of Tenn. |
| New Orleans          | new station            | 39       | United Bcstg. of La.<br>Oak TV of New Orleans                                                                                                                                           |
| Norfolk, Va.         | new station            | 49       | Tidewater TV Corp.                                                                                                                                                                      |
| Portland, Ore.       | new station            | 24       | National STV of Portland<br>Broadcast Associates                                                                                                                                        |
| Salt Lake City       | new station            | 14       | American TV of Utah                                                                                                                                                                     |
| San Antonio, Tex.    | new station            | 29       | Texas Bcstg.<br>United TV Bcstg.                                                                                                                                                        |
| Seattle              | new station            | 22       | Seattle STV Co.                                                                                                                                                                         |
| St. Petersburg, Fla. | new station            | 38       | STV of America<br>Oak Systems<br>Home TV                                                                                                                                                |
| Vallejo, Calif.      | new station            | 66       | Bay Area Telesystems                                                                                                                                                                    |
| Washington           | new station            | 14       | Century Communications<br>Capital Comm. of Washington<br>WSCT-TV Inc.<br>ATC Corp.                                                                                                      |
| Wilmington, Del.     | WDCA-TV<br>new station | 20<br>61 | Channel 20 Inc.<br>Sixty-One Corp.<br>Ebony Broadcasting Corp. and<br>Telease for ASTV                                                                                                  |





Blonder

situation the system is constructed block by block so that a potential subscriber may not be able to receive service for six months or more. Thus the cable operator stands a good chance of alienating potential customers "whose orders can't be filled."

Jack Wyant, president of the Home Entertainment Network, an STV operator owned by United Cable and currently serving the Chicago and Cincinnati-Dayton (to open in Minneapolis-St. Paul in September) markets, told BROADCASTING that STV will thrive, provided it is able to "capitalize on addressability and the future potential of multichannel services." But, like Gwin and Marcovsky, he points out that the business is, and must be, "intensely marketing driven."

Addressability is one of the essentials of the business, Wyant contends, "because when you look at what is unique about STV, it's that." Other technologies such as cable TV are just beginning to explore the potential of that function.

Addressability serves several functions. It allows the operator to deliver P-P-V programs and tiered services (such as late-night adult entertainment) to the subscriber's home automatically and it also provides the means for disconnecting service altogether without making a special trip to the home. Add to that capability a multichannel service, and addressability becomes an even more potent means of attracting and retaining subscribers because the STV operator can offer as many pay-per-view and other special events on a second channel as he wants without alienating that portion of his subscriber base that has no interest in them.

Multichannel STV, said Wyant, is little more than an "over-the-air mini-cable system which enables the STV operator to provide consumers with enough diversity to satisfy the programming needs that cable meets." And he notes that market surveys indicate that about 80% of pay TV subscribers have little interest in more than 20% of the product, a sort of law of diminishing returns as it applies to pay programming. But the point seems especially crucial to Wyant as it applies to STV-cable competition. "A service that provides three to five of the most sought-after kinds of pro-

gramming (movies, sports, news and adult entertainment for example)," he suggested, will have the edge over a similar service if it can do it at less cost. And with the "unbelievable franchise proposals" that are being squeezed out of cable operators by city governments, Wyant sees "pressures being created that are favorable to STV."

Lionel Schaen, president of SelecTV, also stresses the importance of quality programming. "Competition drives the business," he said, and those with the "best program service and the best service" will win out.

As far as future expansion is concerned, Schaen indicates that SelecTV will function as a supplier of programming to the industry and not as an operator of STV outlets, (it currently operates systems in Los Angeles and Milwaukee), perhaps "doing a deal nationally with a DBS operator."

Schaen isn't the first to talk of a national STV program service, and probably won't be the last. At this point, ABC is closest to making a national STV service a reality, albeit in a modified form, with its Home View Network proposal recently approved by the FCC. It requires that the subscriber have a videocassette recorder that would be set to receive program signals transmitted in scrambled form between the hours of 2 a.m. and 6 a.m. Subscribers would be equipped with a recently type-accepted Sony decoder. Herb Granath, president of ABC Video Enterprises, noted several weeks ago (at about the time that the FCC approved the HVN proposal) that the new STV service will probably be tested in the Chicago market in the first quarter of 1983. He also said at the time that 204 of ABC's 208 affiliates have indicated a willingness to participate in the HVN service.

A pioneer of the STV business, Sylvester (Pat) Weaver, contemplated national STV back in the 1960's when he got involved in the industry after a stint as president of NBC. Weaver might have succeeded in carrying his project off except for two factors—the vehement opposition to pay television by both the motion picture industry and television broadcasters. In 1955 then RCA Chairman David Sarnoff said that "pay television would



Marcovsky



Mahn

degrade and ultimately destroy the present system of free television." That position was embraced by CBS and ABC as well. The motion picture industry stand was made clear five years earlier when 20th Century-Fox refused to rent Zenith Radio Corp. films it needed to conduct an FCC-authorized test of its Phonevision pay TV system in Chicago. Fox President Syros Skouras explained the company's position this way: "Because our first allegiance is to the thousands of theater men who built this movie industry, I regret very much to say that 20th Century-Fox will not supply motion pictures to Phonevision."

In 1957, Bartlesville, Okla., became the testing ground for a pay TV operation in cooperation with Video Independent Theaters. Viewers paid a flat fee of \$9.50 per month and the films were fed to individual homes by coaxial cable attached to the television receivers antenna inputs. A survey of the residents of Bartlesville in that year found 1,930 to be against pay TV and only 163 in favor of it. The survey proved accurate, for in just nine months the Bartlesville operation shut down due to lack of public support.

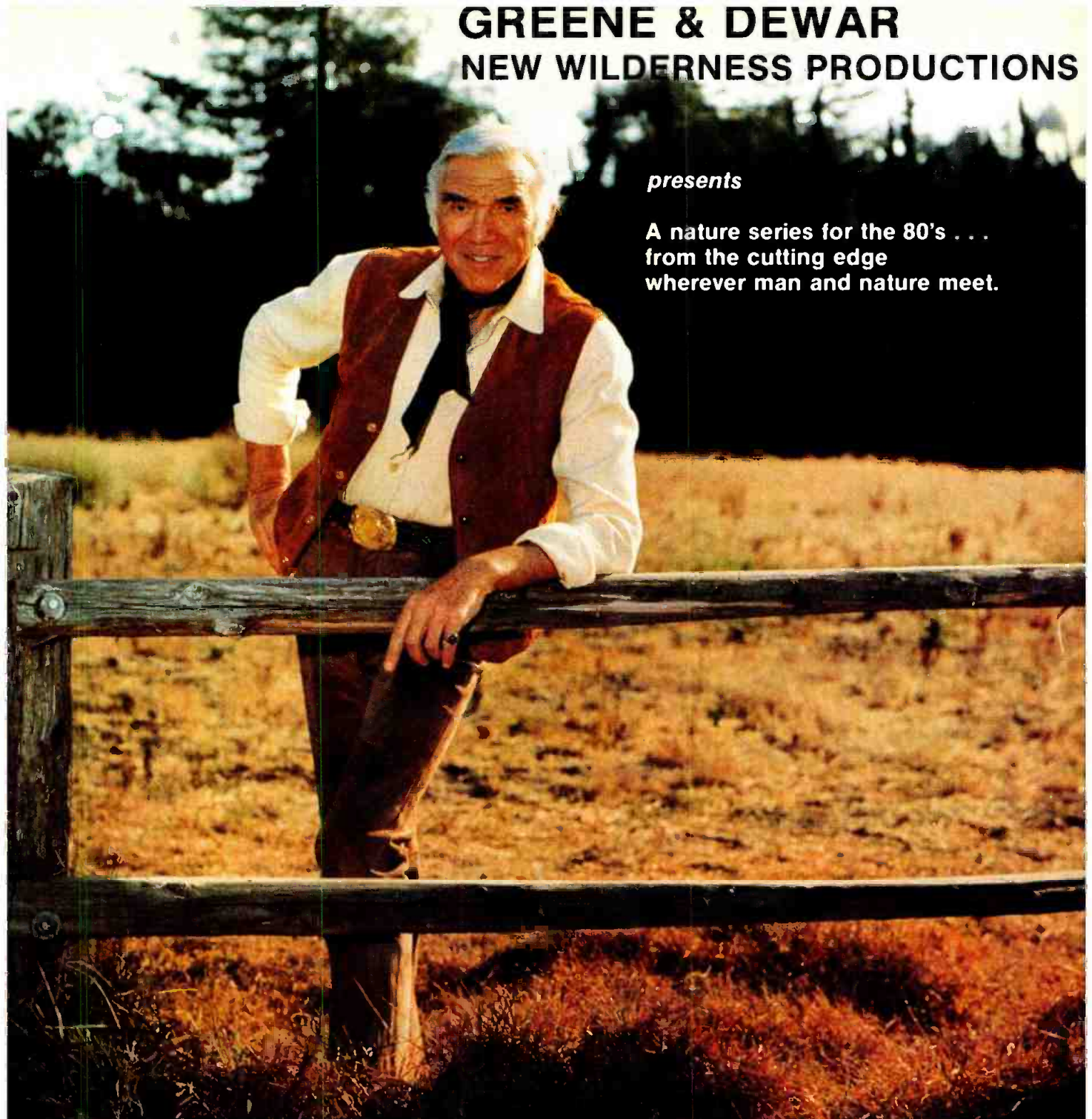
In 1963, Weaver became president of Subscription Television Inc., which started two wired pay TV operations (complete with stereo sound) in Los Angeles and San Francisco. STV Inc. acquired the television rights to professional baseball teams in both cities (Los Angeles Dodgers and San Francisco Giants) and planned to offer theater productions and contemporary films as well in cooperation with United Artists. In July of 1964 operations commenced with about 2,500 subscribers. However, in November, the movie theater lobby was successful in getting a referendum passed by a majority of Californians banning pay television in the state. The referendum was "obviously illegal," says Weaver, but the theater lobby "knew they could put an underfinanced company [like ours] out of business" before that company could successfully appeal to the courts. Ultimately, that's what happened. Two years later the California Supreme Court ruled that the referendum violated the First Amendment's guarantee of free speech, a decision that the U.S. Supreme



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Court subsequently refused to review. But by that time (October 1966) STV Inc. had gone broke and Weaver had long since resigned.

Weaver is still involved in the STV business today although he is loath to talk publicly about particular projects before he has a chance to put them to the test.

Weaver still has hopes for a national STV service although he believes that to make it happen will take a "different product approach." An operator has to "go out and show people" the types of programming they could be receiving and get subscriber commitments before going on the air. "If you don't have the subscribers, you'll have lousy programming, like today," Weaver said. He envisions a successful national service attracting perhaps half of the television households nationwide. It will take that many subscribers, he suggests, to raise the necessary capital to provide quality programming.

While enthusiasm seems to be running high throughout much of the STV indus-

try, two prominent entities within it—Golden West Broadcasters and ATC—are disappointed with the performance of their operations to date. It's no secret that both would like to get out of the business altogether and both have talked with prospective buyers of STV properties.

Golden West has STV operations in Oklahoma City and Dallas. Anthony Cassara, president of Golden West's TV division, told BROADCASTING that "being in this business in this economy is difficult. The churn rates are much higher than any of us had anticipated." Total churn rates for Golden West per market in any given month, he said, have ranged between 6% and 8%. He said that figure is probably true "for the industry" as well. "If it continues," he said, "we obviously can't stay in business."

Neither of the company's STV operations has ever been profitable. "We're not in a panic," said Cassara, "but if we could make a reasonable arrangement to sell, we would. We are talking."

As to the Oklahoma City operation, Cassara attributes part of the problem to a 40% cable penetration rate. "Cable has slowed our growth dramatically," he explained. Pricing is competitive between the two operations, but he notes, facetiously, that cable "offers a couple more options." Cox Broadcasting operates a 35-channel system in the Oklahoma City market and offers basic service and a pay tier at about the same price. "And in our business," said Cassara, "it does not make economic sense to offer service at a lower price."

In Dallas the competitive situation is somewhat different. Warner Amex continues to build the cable franchise it was awarded in 1981 and started service in January 1982. Also providing competition are a number of satellite master antenna television systems, and, perhaps most significantly, two other STV stations, operated by Oak and ATC. Having three STV outlets in Dallas, Cassara says, "is total insanity. Dallas can support one profitability." As it is, he says, "we're all

## Los Angeles: STV's showcase market

Los Angeles's two competing STV operators—Oak's ON-TV and SelecTV—now count 494,000 subscribers or nearly a third of all STV subscribers in the nation. The reason may be simply that the systems are long established and were the first on the scene with pay television. (According to the latest Arbitron estimates, only 14.4% of the Los Angeles television market's 4.1 million homes now subscribe to cable, the nation's number-one purveyor of pay TV.) ON-TV, which reaches 379,000 subscribers over KJSC-TV Corona, Calif. (ch. 52), began operation in 1977. And SelecTV, which uses the facilities of KWHY-TV Los Angeles (ch. 22) to serve its 115,000 subscribers, went into business several months later.

Despite the growing presence of cable, each STV operator sees the other as the real competition, at least for the next few years. Although both are essentially pay movie channels, each is striving to distinguish itself in the marketplace by underscoring its exclusive programming. What sets ON-TV apart more than anything else, according to Richard Whitman, vice president and general manager, is its sports programming. ON-TV he says, holds the rights for some of the home games of the Dodgers and California Angels (baseball), Lakers (basketball) and Kings (hockey). With the exception of the Angels' home games, which are broadcast by KTLA-TV Los Angeles, he said, all the games are exclusive to ON-TV.

The regular sporting events are supplemented by special events. On July 25, ON-TV broadcast a match between tennis stars Bjorn Borg and Jimmy Connors. The match was the first for Connors since his victory at Wimbledon and the first for Borg in southern California in 10 years.

While the sports give ON-TV "a big edge," Whitman says, the operation is distinguished by the quality of service it provides to its customers. Noting that ON-TV is the "largest single pay TV operation in the nation," Whitman says his company's crews respond to service calls within 48 hours. ON-TV also tries to be sensitive to subscribers' needs. To that end, it commissioned Nielsen to report monthly on what subscribers are watching and to question them on what they want.

Although SelecTV doesn't have the sports, it does have considerably more movies than ON-TV each month. SelecTV shows over 90 different movies each month, says Lionel Schaen. SelecTV president and chief executive officer, compared to ON-TV, which shows only 42 or 43 different movies each month. And, Schaen claims, SelecTV now offers 17% more of everything than the competition. (The disparity was scheduled to double to 35% last Sunday [Aug. 15] when SelecTV was to begin broadcasting 14 hours a day from 3 p.m. to about 5 a.m.) SelecTV also offers more adult movies—at least one a night,

Schaen says. ON-TV limits its adult fare to double features on Friday and Saturday nights, he says.

Both operators concede that cable, which is spreading inexorably throughout the market (BROADCASTING, July 12), will have a negative impact on their ability to sign up new subscribers and retain old ones. But the impact will by no means be crippling. The same qualities that set them apart from each other, they believe, set them apart from the cable services.

The Los Angeles viewer today can choose among a myriad of programs presented free by the city's broadcasters, including three network affiliates and eight independent stations. With that wealth of programming, Whitman says, all the average consumer is looking to cable for is unedited, uninterrupted movies and additional sports. Unless the consumer needs cable to improve reception, he says, many are apt to stick with STV instead of switching to cable when it arrives. The difference in price between free TV plus STV and cable TV is negligible. Although ON-TV has experienced defections to cable when cable has been launched, Whitman says, it also has experienced consumers coming back to ON-TV and its special programming. According to Schaen, if SelecTV serves a market before cable arrives, it will retain half of its subscribers after cable service has been introduced.

The STV operators see themselves primarily as program packagers and are willing to distribute their packages through other media, including cable. Schaen says that about 7,000 homes receive SelecTV programming through one of 10 cable systems. The programming is sold as a distinct tier, he says, for between \$17 and \$20 per month. Why is SelecTV priced higher than Home Box Office and other pay cable services? SelecTV is a better service, Schaen says, containing twice the number of new movies each month as HBO. Whitman declined to discuss the carriage of ON-TV on cable systems, although he says the service has its "fair share" of cable subscribers.

To sell the service, each looks to broadcast television. Schaen says he advertises on every VHF station in town. Whitman says he spends the bulk of his media budget on television. However, radio can come in handy in the pinch, Whitman adds. With only a few days to promote a couple basketball games last spring, ON-TV used radio, for which production and distribution of spots was quicker and easier.

Neither operator is willing, of course, to open his books, but both claim to be making money and their subscriberships are far beyond what is generally thought to be the STV break-even point. Could three STV services survive in the market? Schaen's perhaps self-serving (Who needs more competition?) reply: "I doubt it."

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bleeding to death." Industry observers support Cassara's assessment of the situation and suggest that the only way the three can survive there is to band together and offer a three-channel service through one box. "We're working on that," said Cassara, adding that "all three of us will fail if we continue the way we are going."

Golden West has 42,000 subscribers in Dallas, while Oak's subscriber count in that market is around 26,000 (adding about 1,000 installations monthly). ATC would not disclose how many subscribers it has in Dallas but it's believed it has about 30,000.

Ed Frazier, who manages Oak's Dallas STV operation, confirmed that there had been discussions between the three competitors about perhaps forming some kind of a venture, but said that "nothing conclusive" had resulted and that the three were no longer talking. He added that he was "not optimistic about a deal right now" either.

Is the Dallas market big enough to support three STV operations over the long run? Replies Frazier: "I know Dallas is big enough to support me."

Cassara believes the STV industry will be around for years to come, with the multiple systems operator, especially one like Oak which also has a strong decoder business, as being "better positioned to survive." The one- or two-market STV operator, he thinks, will have to undertake "some kind of consolidation" to succeed.

Thayer Bigelow, who heads ATC's subscription television operations, told BROADCASTING that "we're not that thrilled with the business," and that the company is looking to sell its STV operations, located in Dallas, Boston (both of which have one or more STV competitors) and Cleveland.

"We didn't do a good job of managing these things from day one," said Bigelow. "We underestimated the amount of back office control and training" needed to run an STV operation properly, he said. In addition, the numbers that the company's market research came up with "were proved wrong." It turned out to be a more expensive proposition than expected.

ATC has "lost a lot of money" in the



Bigelow

STV business, noted Bigelow. And although the company is projecting that those operations should start to turn a profit by the first quarter of next year, he doesn't expect that they will ever make back what they've lost so far.

But while Bigelow is "not hopeful" that ATC will be able to sell its STV operations quickly, the company is not about to write the operations off—at least not yet. In fact, the STV division (the program service is known as Preview) is being reorganized in the hope of improving performance in the coming years.

Another STV operator, Satellite Television & Associated Resources (STAR), with outlets in Boston (52,000) and San Jose/San Francisco (24,000), is also experiencing severe financial difficulties. The company lost about \$7 million last year. However, STAR is gambling that it can turn its STV operations into a profitable business. And to generate added capital, it recently sold its MDS operations in New Orleans, Birmingham, Ala., Norfolk and Richmond, both Virginia, and is presently negotiating to sell its MDS outlet in Louisville, Ky.

Golden West, ATC and STAR aren't the only players losing money in the STV game. It's generally acknowledged that the business as a whole is not profitable, yet. Although that may not thrill many of the corporate heads whose companies are backing STV, it probably comes as no surprise either. The modern STV industry is only five years old. Revenues for the in-

dustry in 1982 will approach \$400 million, compared with the estimated \$350 million generated in 1981 and \$240 million in 1980.

At maximum operating efficiency, an STV operation should realize a profit of about 25% of total revenues, according to industry sources. Currently, Oak is recognized as the only company doing that well, perhaps making as much as \$30 million from its five STV operations. And that doesn't include profits from its decoder business. One industry watcher estimates that with decoders Oak is probably making between \$35 million and \$40 million annually. Select TV turned the corner "a very short while ago," said Lionel Schaen, although he declined to state how much the company is earning at this point. Estimates from those who have watched that operation suggest it is making between \$5 million and \$10 million. While a few other companies appear to be near the break-even point, no one else is yet in the black.

But it is seen as just a matter of time before the industry really starts to make a buck. And few if any in the business would argue that pay-per-view programming won't take on an increasingly important revenue-producing role. "The big question mark," said Marcovsky, "is how big the [P-P-V] dollar sign will be."

Ron Brutoco, who is now chairman of a San Francisco-based merchant bank called Dorason, which has a number of subsidiaries, including one that provides financing for pay TV and other communications operations, goes so far as to say that "the companies that prove to be the most successful will be those that use P-P-V events as a motivating factor to buy."

To date the industry's use of pay-per-view has been limited, and much of it has consisted of coverage of professional boxing matches such as the Gerry Cooney-Larry Holmes bout earlier this year. Pay TV revenues for that bout totaled \$9 million (with \$7 million from STV subscribers), and Brutoco notes that 40% of STV subscribers signed up for the event in markets where it was promoted heavily.

And what is being seen today in P-P-V Brutoco sees as "the tip of the iceberg." The day is coming, he believes, when "films will break as P-P-V events practically at the same time they debut at the theater, and then a year later we'll see them on the pay-per-channel services." He speaks of the "electronic theater" as being essentially what the STV business is all about. "The cost of transmitting electrons is going down while the cost of producing [and maintaining] physical goods is going up," he said. There's another consideration as well, and that is: "Why wait in line?"

Brutoco sees the full-market reach of an STV station as a distinct advantage in bids for P-P-V events. "Pay-per-view is sold by territory and bought with a check written against a percentage of the gross," he said. The operator with the greatest reach, he concludes, can afford to write the biggest check. "No major event will go to Los Angeles that ON-TV doesn't get first

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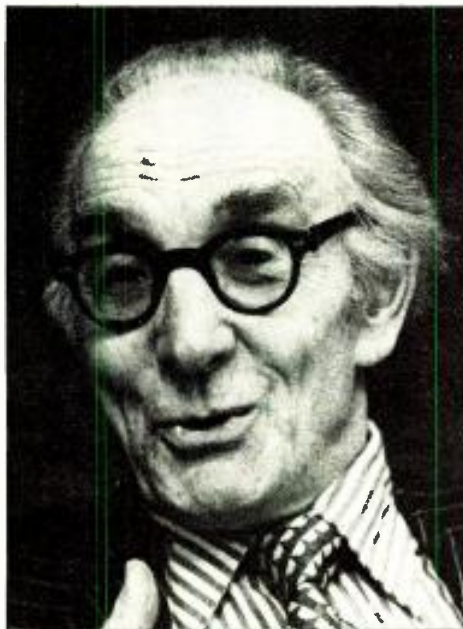
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rights to." Another advantage that STV has over cable P-P-V is that "well over 75% of current STV operations" are equipped to deliver such programs, Brutoco noted, while only a fraction of the cable industry now has that capability.

But Brutoco cautioned: "The worst mistake is to get hung up on the technology. [The pay programming universe] is not a place where you're going to have a [single] winner. Each technology lends itself to certain applications in certain markets." Thus, he sees a market like sprawling Los Angeles as ideal for over-the-air STV because one station can cover the entire market. On the other hand in a market such as Pittsburgh, which has poor broadcast reception, "I'd like to be the cable operator." An area where the terrain is flat, such as Albuquerque, N.M., he says, is ideally suited for an MDS operation. He sees low-power television outlets thriving in small towns such as Durango, Colo., and Bemidji, Minn., where applications have already been granted.

And by 1990 he sees a completed transition from "brick and mortar stadiums, shopping centers and theaters to electronic" versions of the same. "That's where we're really headed." And by that time he sees most of the revenue generated from pay television as being derived from transactional and data services. "Entertainment and sports programming will ac-

count for only about 10% of total pay revenues by then," he said.

Marcovsky says that research indicates that big box office P-P-V events such as "Star Wars," (to be shown this fall on a P-P-V basis) will attract perhaps 25% to 50% of an STV operator's subscriber base and that subscribers on the whole would probably be willing to pay for four such events per year (\$15 to \$20 per event) or one per quarter. With a multichannel system, Marcovsky said, an operator could transmit four or five pay-per-view events per month, albeit not of the blockbuster caliber of movies such as "Star Wars," but still attractive enough to draw a 10% to 15% buy rate per showing.

As to subscriber STV growth in the next couple of years, Marcovsky's predictions are pretty much in line with those of Oak's Gwin. By 1985, Marcovsky believes, the industry will have five million subscribers with 75% of those taking a second tier of programming, if not a second channel. Teleglobe's Sagall thinks the numbers may be slightly higher. He sees the industry growing to 6.4 million subscribers by 1985 and generating revenues of \$1.6 billion. He also sees the number of STV operations at least doubling by that time, with perhaps as many as 70 stations on the air. And by 1990 Sagall suggests that subscribers may total 10 million and generate \$25. billion in revenues. □

### STV subscriber counts as of June 1982

| Station                    | STV franchise   | subscriber count |
|----------------------------|-----------------|------------------|
| KBSC-TV Corona, Calif.     | Oak             | 379,000          |
| WSNS Chicago               | Oak             | 120,600          |
| KWHY-TV Los Angeles        | Select          | 115,000          |
| WWHT Newark, N.J.          |                 |                  |
| WSNL-TV Smithtown, N.Y.    | Wometco         | 111,200*         |
| WFBN Joliet, Ill.          | United Cable    | 61,900           |
| WXON Detroit               | Chartwell       | 61,000           |
| WSMW-TV Worcester, Mass.   | ATC             | 60,000           |
| WQTV Boston                | STAR            | 52,000           |
| WCQR Washington            |                 |                  |
| WNUV-TV Baltimore          | STA-Field       | 50,000*          |
| WBTI Cincinnati            | United          | 45,200           |
| WKID Fort Lauderdale, Fla. | Oak             | 44,700           |
| KNBN-TV Dallas             | Golden West     | 42,000           |
| KNXV-TV Phoenix            | Oak             | 38,500           |
| WCLQ Cleveland             | ATC             | 33,000**         |
| WCGV-TV Milwaukee          | Select          | 30,000           |
| KTWS-TV Dallas             | ATC             | 30,000           |
| KTXA Fort Worth            | Oak             | 24,800           |
| WPWR-TV Aurora, Ill.       | Sportsvision    | 20,000           |
| WRBV Vineland, N.J.        | Wometco         | 19,000           |
| KTSF San Francisco         | STAR            | 17,000           |
| WIHT Ann Arbor, Mich.      | SSS             | 14,000           |
| KAUT Oklahoma City         | Golden West     | 12,500           |
| WWSG-TV Philadelphia       | Select          | 12,000           |
| KECH Salem, Ore.           | Williamette STV | 12,000           |
| KGCT-TV Tulsa, Okla.       | SSS             | 11,000           |
| KSTS San Jose, Calif.      | STAR            | 7,000            |
| KDNL-TV St. Louis          | Cox             | 5,000            |
| WVEU Atlanta               | Dynacom         | 4,000            |
| KZ6AC Bemidji, Minn.       | Select          | NA               |

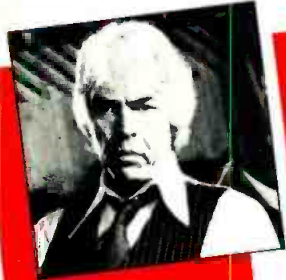
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\*\* April 1 STVA figures.



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## House approves Radio Marti

**H.R. 5427 would authorize AM broadcasts to Cuba; NTIA and FCC would choose frequency**

The House passed the controversial Radio Marti bill (H.R. 5427) last week despite attempts by several members to stall or defeat the measure. After more than two days of debate the bill was adopted by a 250-to-134 vote.

The bill is based on a Reagan administration proposal to establish an AM station in Florida called Radio Marti. It would broadcast information to Cuba about Fidel Castro's policies and Cuban military activities around the world as well as American news and information. And the administration has proposed that it would broadcast on 1040 khz, the same frequency used by clear channel WHO(AM) Des Moines, Iowa.

Critics of the bill, who include broadcasters, charge that the Cuban government will retaliate by jamming that and other frequencies, causing disruption of domestic U.S. broadcasting service. They claim that more than 200 stations in 32 states could be affected.

Although the bill was reported by the House Foreign Affairs Committee, the Commerce Committee also has jurisdiction, and adopted a compromise amendment endorsed by both committees.

That amendment would authorize the National Telecommunications and Information Administration to select the frequency or frequencies for radio broadcasting to Cuba, as originally proposed by the Foreign Affairs Committee. However, the amendment states that the selection would

be made in consultation with the FCC and would grant the FCC authority to set rules and guidelines for the Board for International Broadcasting (BIB) to follow in compensating broadcasters for expenses incurred to offset the effects of Cuban-caused interference to their operations. These were all concerns raised earlier during hearings held by the Telecommunications Subcommittee. Chairman Tim Wirth (D-Colo.) had proposed during those hearings that the FCC be solely responsible for frequency selection.

During the House debate two weeks ago Congressman Neal Smith (D-Iowa) offered a measure to assign frequency selection to the FCC (BROADCASTING, Aug. 9). It was rejected.

Representative Al Swift (D-Wash.) introduced an amendment which changed the 1982 and 1983 authorization for Radio Marti. Originally, Radio Marti was authorized for \$10 million in fiscal 1982 and \$7.7 million for FY 1983. However, the Swift measure dropped the 1982 appropriation and decreased FY 1983 appropriation to \$7.5 million. Congressman Dante Fascell (D-Fla.) had earlier proposed eliminating the FY 1982 appropriation altogether, but allocating \$10 million in FY 1983. The Swift amendment was adopted.

During the debate Swift also proposed that the NTIA should not select a radio frequency "which is within the band of frequencies extending from 535 khz to 1605 khz." It was rejected after considerable debate. Swift argued that "if we put Radio Marti just above 1600 or just below 540 kilocycles, it can be heard on at least 80% of the AM radios in Cuba, and we totally avoid the problem of interference that we have been wrestling with here all today and in previous consideration of this

bill."

The other amendment adopted by the House was offered by Congressman James Leach (R-Iowa). Leach, another ardent opponent of the bill, had tried to persuade House members to require Radio Marti to use the Voice of America shortwave frequency and facilities in Marathon, Fla., but failed.

The adopted Leach amendment will require Radio Marti to "serve as a consistently reliable and authoritative source of accurate, objective, and comprehensive news." This measure addressed the issue of Radio Marti broadcasting nothing but "propaganda."

Congressman Tom Tauke (R-Iowa), another opponent of the bill, offered an amendment to require Radio Marti to be broadcast on a shortwave frequency. This proposal had been approved by a 12-to-2 vote by the Telecommunications Subcommittee months ago. Tauke argued that it protected American broadcasters from Cuban interference. He also said "it makes a great deal more sense to reach that 10%, 20% or 25% of the Cubans who have shortwave sets than it does to spend millions of dollars to broadcast on AM with no assurance that any Cuban will hear it."

Representative Matthew J. Rinaldo (R-N.J.) objected to Tauke's amendment. He said, "The Cuban government uses AM radio to reach its own people. Shortwave receivers are scarce in Cuba and are owned by government officials and the political elite—hardly listeners who would be influenced by Radio Marti."

One measure which stirred considerable debate was introduced by Congressman Tom Harkin (D-Iowa). Harkin was prepared to offer more than 50 amendments and eventually produced at least 10. He suggested that broadcasting to Cuba be conducted on commercial stations from which the government bought time.

Other amendments introduced by Harkin that were later rejected would:

- Mandate that no funds authorized under the act could be expended until 30 days after the comptroller general of the United States has submitted to Congress a report on the results of an investigation by the GAP into the possible improper use of government funds by the Department of Defense or any other agency to build a broadcasting facility prior to the enactment of this authorizing legislation.

- Prohibit hiring of additional personnel for radio broadcasting to Cuba.

- Change the name of the act to the "John Foster Dulles Cold War Mentality Memorial Radio Broadcasting to Cuba Act."

- Change the name to "Throwing Money at the Castro Problem through Radio Broadcasting to Cuba Act." □

**FTC issues final order.** The Federal Trade Commission has issued an order barring the American Dental Association from restricting truthful advertising by dentists.

The order replaces an interim agreement which had been in force since 1979 (BROADCASTING, May 7, 1979) pending a decision in a similar case involving the American Medical Association. That case began in 1975 when the FTC charged the AMA with suppression of competition for its prohibition of advertising by its members. In 1979, the FTC declared the ban illegal (BROADCASTING, Oct. 29, 1979) while upholding the authority of professional associations to prevent false or deceptive advertising. The AMA appealed the decision through the courts, and the ADA, facing similar complaints from the FTC consented to abide by the interim agreement and by the final decision in the AMA case.

When the AMA case finally reached the Supreme Court, the court, in a 4-4 split decision, upheld the appellate court's affirmation of the FTC order (BROADCASTING, March 29), providing the FTC with its mandate to replace the interim ADA agreement with an order.

According to Terry Winslow, deputy director of the FTC's bureau of competition, the terms of the order differ slightly from those of the interim agreement that it supplants, but its basic charge, to prevent the ADA from suppressing truthful advertising by its members, while allowing the association to police false or misleading advertising, remains the same.

The order also requires the ADA to inform its members of their freedom to advertise about services and prices. According to an ADA spokesman, the FTC's pursuit of the order has been a waste of the taxpayers' money. The ADA changed its principles of ethics three years ago to allow dentists to advertise, the spokesman said.

## House hears other side to home taping issue

**In hearing before Judiciary Subcommittee, it is argued that royalty fee producers want would unfairly burden consumers**

The debate continued last week on proposed legislation that would require manufacturers of audio and video recording equipment and tape to pay a royalty fee that would be returned to program producers. Representatives from the electronics industry, video software dealers and an ad hoc committee of educators voiced strong objections to the legislation before the House Judiciary Subcommittee.

The subcommittee held a hearing in Hollywood last spring in which artists and producers argued in favor of royalty fees on home taping of prerecorded music, movies and television programs. Last week the opposition had its turn.

Stuart Eizenstat, counsel for the Committee Against Regulation of Video Enterprises, a contingency of video software retailers, stated the group's aversion to the bill (H.R. 5705), offered by Representative Don Edwards (D-Calif.). The bill would repeal the "first-sale doctrine" as it currently applies to motion picture or television production. The doctrine protects tape manufacturers and software dealers from being charged additional royalty fees after "first sale" of the material.

Eizenstat said the repeal of the first-sale doctrine would create a "vertical monopoly of the movie industry and imperil the independent video retail industry."

He told the subcommittee that the motion picture companies "already have the power to control the distribution of their cassettes through the market." Eizenstat pointed out that they can charge as much as the market will bear. And, he added, 20th Century-Fox, MGM and Warner currently permit only the rental of cassettes of many popular motion pictures. "Similarly, the motion picture companies directly control the royalties they earn on their cassettes through their control over sales and rental charges," he said.

Eizenstat maintained that the movie industry can establish its own distributorships, set its own prices for sales of its cassettes, refuse to sell at all or establish its own rental distributor network.

Frank Barnako, president of the Video Software Dealers Association, backed up Eizenstat's arguments. He noted that the compulsory royalty fee in H.R. 5705 would "require consumers to pay twice for home recordings and limit the development of the video business." He said the first-sale doctrine is part of the original Copyright Act of 1909. He said it lets retailers rent the videocassettes they own without authorization of the copyright holder. He called it the "cornerstone of video soft-

ware retailing."

Congressman Tom Railsback (R-Ill.) said he agreed that not all users of videotape material are infringers, but that he is concerned about the enormous proliferation of tapes. "We will have to decide how to make that distinction," he said.

The subcommittee is expected to hold another hearing in September, when the EIA/CEG will present the results of a survey on audio taping. □

## Broadcasters cool about elimination of Berwick doctrine

The FCC's proposal to eliminate the suburban community policy, the Berwick doctrine and the de facto reallocation policy, doesn't seem to be a big winner among the broadcast community. In comments filed at the commission, some broadcasters argued for elimination of the policies, but the lion's share said the policies should be retained, at least in a streamlined form.

The commission launched a rulemaking proposing elimination of the policies in June (BROADCASTING, June 14), contending that they needlessly had the effect of delaying new programming service to the public by providing more grounds for opponents to challenge applications.

The suburban community policy holds that when an applicant for an AM license proposes broadcasting so that the AM's five-millivolt-per-meter daytime contour penetrates the boundaries of a community with more than 50,000 persons, and at least twice the population of the applicant's specified community, an issue can be raised as to whether the applicant really proposes to serve his specified community or the larger one.

The Berwick doctrine essentially extends the suburban community policy to FM and television. And a de facto reallocation issue can be raised in FM and TV authorization proceedings in second-guessing whether an applicant's proposal to move a transmitter is intended to use a channel assigned to one community to establish broadcast service in another.

Leading the charge to eliminate the policies was Atlantic Broadcasting Corp., licensee of WCLE(AM)-WQLS(FM) Cleveland, Tenn. Atlantic said the policies had outlived their usefulness and charged that stations seeking to prevent increased competition in their communities were using them to stifle competition. "In such an environment, the policies, which no longer serve the goals they were originally intended to promote, no longer serve the public interest and cannot continue in force," Atlantic said.

The National Radio Broadcasters Association seemed to agree, backing a commission proposal to redefine "community" for determining the city of license to "the metropolitan area effectively covered by the signal of the pro-

posed service." NRBA said it supported the commission proposals because it believed "that the actual service area which an applicant proposes to cover will determine the 'community' which a licensee will in fact serve, and that any policy which fails to recognize that fact is simply unrealistic."

The National Association of Broadcasters, however, had its doubts, contending that while the policies could be streamlined, they insured that broadcasters provided local service and should be retained. "The three policies targeted for elimination by the FCC evolved as mechanisms to enable the commission to identify instances in which licensees seek to circumvent the statutory guarantee of local broadcast service," NAB said. "Elimination of the very policies which monitor and maintain the congressional plan for local broadcast service effectively nullifies the commission's ability to fulfill its Section 307(b) mandate," NAB said.

Taft Broadcasting Co. noted that while the FCC has asked Congress to delete Section 307(b), the commission had a "continuing responsibility" under that section to prevent the de facto reallocation of FM and television channels. "Whatever the outcome of this rulemaking proceeding, the statutory mandate of Section 307(b)...will endure," Taft said. "The marketplace spurs broadcasters to seek out the most lucrative markets, while the public interest requires a dispersion of radio and television service. It is the function of the commission to protect the public interest. It still has old-fashioned regulatory responsibilities, which it may not ignore," Taft said.

Edward Fritts (elected president of the NAB last week) commenting as president of North East Radio Inc., licensee of WZLQ(FM) Tupelo, Miss., said the Berwick doctrine should be retained "because it is an effective device which serves to further the objectives of Section 307(b) of the Communications Act."

Communications Investment Corp. urged the FCC to terminate the proceeding. "The three policies now sought to be abolished by the commission are essential to the proper functioning of the table of assignments system," it said. "Without them, there is absolutely no mechanism for insuring that the goals of the system are met."

The law firm of McKenna, Wilkinson & Kittner suggested alternatives to outright elimination that it said would assure "continued fulfillment of 307(b) objectives while at the same time dispensing with some of the superfluous regulatory underbrush which has developed in connection with the utilization of these policies."

The Association of Maximum Service Telecasters said that while it didn't object to an attempt at "cleaning up" the policies to avoid delaying the institution of new and additional service, it was concerned "that any policy changes made in this proceeding should not serve as an excuse here or elsewhere for abandoning the policy favoring service that is responsive to local needs." □



## NBC fall promotion, Sohmer style

**Third-place network doesn't hide its tertiary status nor does it refrain from alluding to ABC and CBS—usually two no-no's in promo land—in fall promotion blitz; accent has been on strengths with 'Taxi' and network's 90 Emmy nominations**

Oscar Wilde is reputed to have said that "the only thing worse than being talked about is not being talked about." Third-place NBC-TV knows what Wilde was talking about.

Steve Sohmer, vice president, advertising and creative services, NBC Entertainment, Burbank, Calif., cited Wilde's witicism last week as he discussed NBC's advertising and promotional efforts for the new prime-time schedule. He said one of his principal missions is "to get NBC talked about."

Sohmer said he recognizes that his task is a formidable one as NBC rests at the

bottom of the network pole. He pointed out as he spoke that he had been at NBC for only 40 days, moving over from CBS where he had held a similar position and had earned a reputation as an outstanding creator of on-air promotional spots, the mainstay of new-season ballyhoo.

"Networks produce a lot of promos each year," he said. "The public has to sit through them and everybody has been doing pretty much the same things—so much of it is a blur and a bore. We realized that in order to get talked about—and in the right way—we had to do things that were aggressive and creative.

"We're getting away from promos that are loud and action-packed. We want to rely on intrigue and suspense, make the viewer think about the programs. Television advertisers use this technique all the time; they try to talk to people in a pleasant way."

Two of the main approaches that Sohmer is employing for this fall are to fashion promos that mention the network opposition—"in a respectful way," he says—and that are straightforward and calm, alluding to NBC's lowly status.

"There have been a few instances in the past where opposing networks have been mentioned," he said, "and I see nothing wrong if they are done tastefully."

One promotional spot featuring Judd Hirsch of *Taxi*, which has shifted to NBC-TV after a long run on ABC-TV, acknowledges, in effect, NBC's position in the network scramble. Hirsch tries to convince a taxi driver to watch NBC and the driver replies, "Naw, they got nothing. I never watch them." Hirsch tells him that *Taxi* is going to be on NBC this fall and the driver responds, "I'm gonna watch NBC."

Other *Taxi* regulars appear in various spots and tell viewers to tune in *Taxi* on Thursday night as usual, but with one difference, "Same time, better station."

In another network jab, an NBC-TV promo shows auto racing driver Johnny Rutherford standing in front of a car that looks like the General Lee of CBS-TV's *Dukes of Hazzard*. Rutherford says that was the hottest car in television at one time, but adds that a new NBC series, *Knight Rider*, stars an even hotter car.

Sohmer moved quickly to capitalize on NBC-TV gaining 90 nominations for Emmy Awards. The nominations were announced on Aug. 6 and that night *NBC Nightly News* carried a promotion that Sohmer wrote and produced that afternoon. The promo asks viewers if they can guess which network won the most Emmy nominations. It suggests CBS and ABC and adds, "If you guessed wrong, don't feel bad. Just watch NBC and feel good."

Sohmer points out that many of the promotional spots attempt to capture the spirit that NBC has confidence in its own product and hopes this enthusiasm will be infectious.

In the past two weeks, promos have concentrated on *Taxi*, *Cheers*, *Gavilan* and *Knight Rider*. This week *Saint Elsewhere* and *Remington Steel* will be added to the schedule.

In addition to its on-air network promotional spree, NBC-TV is, as usual, planning to advertise substantially in *TV Guide* and newspapers and on affiliated radio stations. Sohmer noted that much of this advertising will emphasize the new theme for NBC for 1982-83, "Just Watch Us Now." Sohmer said this catch-line was created before he joined the network on July 1.

It remains to be seen if "Just Watch Us Now" grips viewers more fiercely than ABC's "Come On Along" and CBS's "Great Moments." □

## McCann-Erickson puts money on CBS for fall

**Agency, like DFS and Ketchum, believes CBS will win in season's first months over ABC and NBC**

Another advertising agency has predicted a CBS-TV win for fall 1982 from its new season lineup.

McCann-Erickson last week released its 1982-83 prime time network television analysis. CBS is the projected winner for the opening months of the season with a 17.7 rating to ABC-TV's 17.2 and NBC-TV's 15.5. However, the agency expects first and second place to be won with lower ratings than last year.

McCann-Erickson anticipates a "closing of the gap" between CBS and third-place NBC. For fall 1981, McCann-Erickson said, the ratings difference between the two had amounted to a 21% spread. This fall, the agency predicts a 14% difference. CBS is expected to remain 3% ahead of ABC.

According to McCann-Erickson, CBS's and ABC's loss is NBC's gain. "NBC, by staying virtually even with its performance last fall, is actually gaining relative to ABC and CBS in that our overall rating projection shows a continued decline due to other viewing options," the agency said.

In addition to a "rating erosion due to alternate viewing options," McCann-Erickson also expects CBS to decline somewhat on Wednesday and to have some "fall-off" on Friday. ABC is thought



Sohmer and his theme.

to be weakening on Thursday.

Compared with last year's fall ratings, McCann-Erickson said CBS should decline 5% (from 18.7 to 17.7); ABC should drop the same percentage (from 18.1 to 17.2) and NBC should be about flat (15.4 to 15.5).

As for share of network audience—a universe of only ABC, CBS and NBC viewers—McCann-Erickson gives 35.2%

to CBS, 34.1% to ABC and 30.7% to NBC. That's a loss of 2% for both CBS and ABC and a gain of 4% for NBC.

Other predictions for fall have included Dancer Fitzgerald Sample and Ketchum Communications predictions of a CBS victory and Telcom Associates' (Herb Jacobs) expectation of a "photo finish" with ABC slightly ahead (BROADCASTING, Aug. 2).

## Monitor

**Unhappy days.** Accusing producers of Paramount Pictures' *Laverne & Shirley* of attempting to force her out of show because she is pregnant, Cindy Williams ("Shirley") last week filed \$20-million suit in Los Angeles Superior Court. Williams, whose baby is due in November, claims that in May, when she informed Paramount that she was pregnant, she received oral assurances that her pregnancy would be written into series and she would be allowed to work through mid-October in role that would not endanger her health or that of unborn baby. Suit said that despite this, Paramount Executive Producer Garry Marshall, brother of co-star Penny Marshall ("Laverne") urged exclusion of Williams from comedy series that has commanded top ratings on ABC-TV since 1976. Suit asks \$10 million in general damages, \$10 million in punitive damages and court determination of validity of oral agreements.

□

**'DWS'.** *Discover: The World of Science*, one-hour TV special in series on current developments in science, has been placed in top 57 markets, covering more than 80% of U.S. homes. Program is hosted by actor Peter Graves and is scheduled to air September 13-17 with exception of Houston telecast, to air Sept. 9. Program is fully sponsored by Atari Inc., subsidiary of Warner Communications, and is produced by science journalists Graham Chedd and John Angier in association with *Discover* magazine. Y&R Program Services of Young & Rubicam Inc., is distributing special.

□

**Andrews & Associates.** That's name of new firm founded by distributor William P. Andrews to offer TV programming to broadcast TV, cable, pay cable and home video. Company, based in New York and with representatives in Los Angeles, Chicago and Atlanta, also will distribute properties acquired by Andrews/Mitchell Enterprises. In addition to acquiring rights, Andrews & Associates also expects to become involved in first-run programming and co-production.

□

**In the marketplace.** *Pavlova*, 90-minute dance special celebrating legendary ballerina Anna Pavlova, and joint production of Societe Radio-Canada of Montreal and Premiere Performance Corp., New York, has begun in Montreal for worldwide broadcast starting in Canada and U.S. in December. . . . *Alexander Godunov: A Portrait*, about ballet star, is hour special being co-produced for syndication by Metromedia and Peter Rosen Productions. . . . ITC Entertainment reports it has sold *The Saint* and *Return of the Saint* in 46 markets, with latest sales to TV stations including KICU-TV San Jose, Calif.; KOCO-TV Oklahoma City; WTTV(TV) Youngstown, Ohio, and WJXT(TV) Jacksonville, Fla.

□

**Multimillion suit.** Lawsuit of \$607 million has been filed in Los Angeles Superior Court by group of 12 investors against Technicolor Inc., its Vidtronic Co. subsidiary and former Vidtronic President Jerome Kurtz for their alleged failure to account for revenues of *Camp Wilderness* television series. Vidtronic distributed 73-episode series through its Gold Key Media. Gold Key Entertainment and Gold Key International subsidiaries. Suit also charges that defendants, along with five other individuals, conspired to bring about alleged breach of contract. Those named include current Gold Key Entertainment President Ben Barry, former Gold Key Media Vice President Jeff Alan and former Gold Key Entertainment President Robert Muller. Technicolor, in turn, filed suit charging fraud and breach of fiduciary duty against Kurtz, also in Los Angeles Superior Court. Technicolor declined to comment on investors' complaint, filed July 19.

□

**Olympics sold.** Los Angeles Olympic Organizing Committee has sold 1984 television rights to Los Angeles games to New Zealand for \$500,000 and Philippines for \$400,000. Agreement has yet to be reached with Japan's NHK network, which is offering \$16 million for TV rights. Olympic committee is currently asking for about \$21 million from Japanese.

□

**Mizlou moves.** Mizlou TV, New York-based sports programming syndicator and producer, has announced formation of entertainment division to be headed by Victor L. Piano, vice president of Mizlou. First series to be produced under direction of entertainment division will be *America's Video DJ*, featuring contemporary music and recording artists. It's expected to be ready for release in January 1983.

## Ratings Roundup

Repeats of regularly scheduled series—as opposed to movies, sports and specials—were the main prime time draw for the week ended Aug. 8. Of the "First 20" rated programs, all were series reruns with the exception of an original CBS-TV *60 Minutes* broadcast.

CBS won the week with a 13.2 rating and 26 share. ABC-TV finished half a rating point behind at 12.7/25 while NBC-TV trailed at 10.4/21.

Although second in the overall averages, ABC won the most nights: Tuesday, Friday and Saturday. CBS took Monday and Sunday and NBC Wednesday and Thursday.

ABC had the highest scoring night on Tuesday with an 18.3/35 from repeats of its usual lineup. NBC had the lowest on Friday with a 7.4/16 from two series repeats and an original *Cassie and Company* episode.

Among the week's movies, the top scorer was NBC's *The Archer* on Sunday which pulled a second-place 14.3/26 placing 22nd on the week's list of 69 programs. ABC had the week's worst movie performance with the theatrical "Bad News Bears" (9.0/19) earlier that same night.

Both ABC and NBC had baseball nights. ABC's Monday games, Montreal vs. Philadelphia and Pittsburgh vs. St. Louis, earned an 11.9/22. NBC's Tuesday baseball action, Montreal vs. Philadelphia and Los Angeles vs. Cincinnati, scored a 10.1/19.

CBS presented two *CBS Reports* news documentaries. Wednesday's first-run *After the Dream Comes True* averaged a 9.1/18 and Saturday's repeat, *Bittersweet Memories: Vietnam Reunion*, a 7.7/17.

### The First 20

|     |                              |     |         |
|-----|------------------------------|-----|---------|
| 1.  | <i>M*A*S*H</i>               | CBS | 21.3/36 |
| 2.  | <i>Too Close For Comfort</i> | ABC | 20.3/37 |
| 3.  | <i>Jeffersons</i>            | CBS | 20.2/35 |
| 4.  | <i>Trapper John M.D.</i>     | CBS | 19.6/36 |
| 5.  | <i>60 Minutes</i>            | CBS | 19.4/42 |
| 6.  | <i>Three's Company</i>       | ABC | 19.3/36 |
| 7.  | <i>House Calls</i>           | CBS | 19.3/34 |
| 8.  | <i>Hart to Hart</i>          | ABC | 18.9/36 |
| 9.  | <i>Fantasy Island</i>        | ABC | 18.1/40 |
| 10. | <i>Alice</i>                 | CBS | 17.9/32 |
| 11. | <i>WKRP in Cincinnati</i>    | CBS | 16.7/31 |
| 12. | <i>Laverne &amp; Shirley</i> | ABC | 16.6/33 |
| 13. | <i>Lou Grant</i>             | CBS | 16.5/31 |
| 14. | <i>Hill Street Blues</i>     | NBC | 16.1/31 |
| 15. | <i>Love Boat</i>             | ABC | 16.0/33 |
| 16. | <i>Happy Days</i>            | ABC | 15.7/33 |
| 17. | <i>Gimme A Break</i>         | NBC | 15.6/28 |
| 18. | <i>Different Strokes</i>     | NBC | 15.3/28 |
| 19. | <i>Facts of Life</i>         | NBC | 15.1/27 |
| 20. | <i>Magnum, P.I.</i>          | CBS | 14.6/30 |

### The Final Five

|     |                                      |     |        |
|-----|--------------------------------------|-----|--------|
| 65. | <i>Chicago Story</i>                 | NBC | 7.3/16 |
| 66. | <i>NBC Major League Pregame Show</i> | NBC | 7.1/16 |
| 67. | <i>Nashville Palace</i>              | NBC | 6.6/14 |
| 68. | <i>One Of the Boys</i>               | NBC | 5.5/13 |
| 69. | <i>Game And Its Glory</i>            | NBC | 5.0/11 |



## ICA spending criticized

**GAO report says that while 'generally adequate,' agency's awarding of outside contracts is not always up to par**

The International Communication Agency's methods of soliciting outside professional talent services has been "generally adequate," according to a report released by the General Accounting Office last week. Nonetheless, the report criticized ICA for making a number of awards on a noncompetitive basis. It also called "questionable" the Voice of America's use of purchase orders to engage personal services.

The chief criticisms of the report, "Weaknesses In Procurement Practices to Obtain Outside Professional Talent Services," centered on ICA's procedures for obtaining talent—such as writers, cinematographers, announcers and researchers—that it uses for various projects. The agency obtains that talent through contracts (generally for amounts of more than \$10,000) and purchase orders. The GAO study looked at purchase orders awarded to about 500 personal service vendors and 33 contracts that represented about one-quarter of all such ICA awards made between Oct. 1, 1980, and Feb. 9, 1982. GAO found that all of those had been made without formal advertising and that "many" of the purchase orders and 24 of the contracts had been awarded without competition—in violation of federal procurement regulations.

Although federal procurement regulations also require agencies to avoid repeated sole-source awards by subjecting them to competition after a noncompetitive procurement, GAO said it found "an example of a lack of effort to obtain competition in a sole-source contract that ICA renews annually to provide its overseas missions with weekly reports of the *CBS Evening News*."

GAO also found that of the 650 individual purchase-order talent vendors GAO used in fiscal 1981, 62—or about 10%—were former VOA employees. "These talent vendors are being utilized in lieu of employing staff," the report said. "Through this practice, VOA management is not providing for the timely and orderly replacement of staff employees," the report said.

The report further noted that VOA had even put relatives on the purchase-order payroll from time to time. An example the report cited was that the "daughter of the then acting director of VOA" was a purchase order vendor, who received

about \$1,000 to answer VOA mail from June through August 1981.

"VOA needs to adopt a plan of action to avoid further increases in the number of purchase-order vendors," the report said. "The practice of using relatives and dependents of VOA employees as purchase order vendors has continued for a number of years. This practice is clearly in violation of VOA regulations which prohibit nepotism and should be discontinued," the report concluded.

A separate report, "The Voice of America Should Address Existing Problems to Insure High Performance," criticized VOA for having given little attention to long-range planning for technical requirements.

The report said VOA had embarked on a number of "piecemeal modernization" projects that could cost more than \$325 million. "Virtually all of these projects have been subjected to one or more changes which had redefined the scope, delayed the estimated competition date,

and increased the cost," the report said. "GAO believes these projects should be halted until VOA establishes a long-range plan for the expansion and improvement of its technical facilities."

The report also criticized VOA for not fully using new technology. As one example, GAO said, although VOA has estimated annual savings of \$1 million by eliminating unnecessary shortwave back-up during satellite transmissions, it hadn't moved to stop the practice.

GAO also called several of VOA's programming practices "questionable," contending that VOA hadn't exerted enough oversight over its programming, and charging that the practice of replacing centrally produced material with service-produced material could be resulting in a duplication of effort. "Furthermore, audience research is dated, mail from listeners is not centrally analyzed and the findings and recommendations of previous studies on program mixes and scheduling have received little attention," the report said. □

## Recommendations for NAB's future

In addition to electing a new president last Monday (see "Top of the Week"), the National Association of Broadcasters Joint Board of Directors approved in principle recommendations from a special futures committee for strengthening NAB operations. The board deferred action on only one segment of the committee's report, which recommended that the Television Information Office be disbanded and its functions performed by NAB. That recommendation will be reviewed by the NAB TV board for further action in January. Edward O. Fritts, elected president by the board last week, has been empowered by the executive committee to implement the futures committee's recommendations. The full text follows:

The futures committee, as structured, has been charged to examine the direction that NAB should take in light of the growing new technology, current regulatory attitude and the rapidly changing industry. In approaching this charge, the committee examined in depth, the internal operation of the association and the external perception of the effectiveness of these operations.

Personal interviews were conducted with 31 NAB employees. Included in these interviews were the current president, executive vice president/general manager, senior and middle-management staff. An invitation was extended to the entire staff to offer input, and many responded. Comments from 25 outside organizations were solicited. The results of these interviews and comments received formed the basis for the conclusions drawn in this report. On bal-

ance, the committee found a high degree of professionalism and dedication on all levels of staff. However, we found as did the previous futures committee, specific areas with deficiencies and are making specific recommendations for improvement.

The committee was very concerned about the apparent shift of emphasis from government relations and lobbying toward station services. While we agree station services should and must be improved and expanded, such improvement and expansion should not come at the detriment of our primary function—government lobbying.

We unanimously urge the board to adopt these recommendations and to charge the executive committee with their monitoring and implementation into operating policy.

### *1. Formalize Strategic and Operational Planning*

The committee strongly feels that formal long-range strategic planning by the staff with proper consultation on the part of the executive committee and the board start immediately. There should be a written plan on an annual basis along with a long-range plan updated each year. The plan should be by department so that the performance of the individuals can be evaluated as it relates to their performance against plan. This would eliminate guess work as it relates to the performance of individual departments and department heads.

The NAB has been too reactive in the past and we indeed must look to this rapidly changing industry with more foresight. Such a formalized strategic planning policy would help. We recommend that consideration be given to changing the title of the current senior vice president-research to senior vice president-

research & planning and that this office oversee the annual development of a strategic plan.

#### **2. Redefinition of the President's Office**

The industry has changed and so should the role of its leadership. The president's role should be clearly redefined and the scope of his responsibilities made very clear. What is needed is a voice for and to the industry—an effective communicator and an office of communications that can be looked to with respect from all areas of government, from the industry and from other communications industries. The office of the president should be the chief executive office and the official lobbying force. There should be no question about the authority in the lobbying area, and the day-by-day running of the association should be clearly responsibility delegated to the executive vice president-general manager.

#### **3. Re-organizing the Broadcast Department**

The entire broadcast division should be re-organized to provide stronger leadership in all areas of this department. The committee feels that the management layer created by the senior vice president-broadcasting inhibits the internal flow of communications and creates a bureaucratic layer that the membership finds hard to deal with. The radio and TV vice presidents should report directly to the executive vice president-general manager rather than through the troika system as it currently is structured. The radio and TV vice presidents must be advocates of their individual constituencies in all NAB policy discussions and must achieve high visibility. Both these vice presidents should be qualified to speak publicly for their respective industries. The upgrading of the radio and television vice presidents will go a long way toward more efficient utilization of all the NAB departments in coordinated member services. The membership department should also report directly to the executive vice president-general manager. The membership vice president is after all the "sales manager" of the organization and must have direct access and responsibility to the general manager. The role of the field personnel should be revitalized to encompass areas other than just direct membership sales—specifically TARPAC and one-on-one lobbying efforts.

#### **4. Government Relations**

As stated in the preamble of this report, we continue to believe our primary function as an association is government lobbying. The committee was dismayed to learn that there was no full-time government relations lobbyist assigned to the FCC and that contacts with the commission were handled on a piecemeal basis. The government relations department must have the staffing to provide not only full-time contact and responsibility at the commission, but also adequate coverage at other executive branch organizations. We recommend that the government relations department be brought to full strength immediately.

#### **5. Re-organization of TARPAC (Television and Radio Political Action Committee)**

The TARPAC program should be completely reviewed, revitalized and re-organized. TARPAC needs to become one of the nation's most powerful and best financed political action committees. It should be staffed with people who can communicate to our membership the importance of TARPAC not only with verbal skills by visiting various state association meetings, etc., but also being able to develop effective printed communications that encourage full participation in this important work. Additionally more one-on-one solicitation efforts should

take place. The membership must be aware of the distribution of TARPAC funds and whenever possible, members known to the recipient should be included in fund distribution presentations. There has never been an effort to instill in the membership the fact that TARPAC must get re-started at the beginning of each year and that though a member may have made a contribution last year, those funds have been distributed and a new contribution is needed each year. Also, the fact that we are not lobbying for greater contributions than the minimal \$100 is an obvious deterrent to success. There should be realistic goals set in various segments of the industry and various geographic sections of the country with working fundraisers. Sufficient staffing must be made available and the priority of TARPAC in NAB activity be made a major—not a secondary one.

#### **6. TIO**

In this day and age with cable services at the penetration level they have already reached, with the proliferation of over the air pay services, videotape and disk sales, the public has a much more vague idea as to the specific responsibilities of any particular telecast source. We believe the time has come to eliminate TIO as it is presently structured, reduce the duplication of NAB's public relations effort, and immediately incorporate TIO into the NAB structure with the functions of this office placed under the direction of the senior vice president of public affairs. As a part of this process, both the TIO and the NAB libraries would be combined and housed in the NAB building in Washington. [This part of the report was referred to the television board for study and analysis before the regular January 1983 meeting of the joint board.]

#### **7. Expansion of Services**

The committee feels that the association should continue to increase the services it offers its membership. Programing, marketing, promotion and financial information services are among the many types of activities that this association should consider offering to the membership. We feel particularly strong about NAB doing more in the area of marketing. One of the best approaches to getting into the marketing business would be through the avenues of research. We have very talented people in our research department and they should be encouraged to expand into marketing research. This is an area where our membership could be put to much greater use and can participate more actively in the NAB. The committee was impressed with the expansion of member insurance services as both a source of additional revenue and membership activity. It is recommended that these activities be continued and expanded.

#### **8. Committee Structure**

An obvious criticism of the NAB is the amount of participation in the association by too few. As recommended in the last Futures Committee report, the membership of the NAB committee structure should have participation by a wide range of NAB members. A board position should not be a prerequisite for committee leadership or participation. We have tremendous membership resources untapped. Although board participation in some committee activities is vital, involvement of more membership in the committee structure will help to ensure maximum interest and understanding of the association and its activities. The use of tele-conferencing for some committee activities should be considered and as always, a continued review of committee viability and structure is recommended.

#### **9. Radio and TV Boards**

The committee, as have past committees, feels the radio board is too large. It is obvious to those who have served on the radio board that it's too large and unwieldy to be as effective as it could be and yet a democratic process must prevail. The decision to go to all district representation perhaps offers an opportunity to reduce the size of the radio board by enlarging district size. There is also sentiment for some sort of districting and representation for the TV board, and we recommend this be pursued. There should also be a device established to control the number of network representatives on the board. We should prescribe that minority participation be mandatory, but that the total number of representatives be held to a certain number. In our studies, we found many gray areas having to do with board succession operations, and recommend that the board's size, makeup and selection process be given immediate close study.

#### **10. Image of the NAB**

The committee in its studies found that the internal and external perceptions of the association were mixed. As a trade association, there is no question that NAB is viewed as among the best. Although many actions of the association by its nature must be defensive, we must continue to strive to present a more positive image of both the industry and the association. A redoubled effort in our public affairs department, a beefing-up of that department in the sense of budget and manpower, will be important toward improving this image. The public affairs department must continue to have an ever-increasing role in the perception of the NAB. We support the recommendations of the previous futures committee that although creative content of the publications of individual NAB departments be retained, final design and packaging of products have approval of the senior vice president of public affairs. Our publications should be used to survey our membership constantly on all matters of interest to broadcasters and those results can be publicized through the press made available to the wire services and create a much more positive and visual image of the industry.

The committee also recommends that the weekly *Highlights* publication and staff be assigned to the public affairs department.

#### **11. Director of Data Systems**

The last futures committee found that most businesses, certainly one with the budget the size of the NAB's could find efficiencies through the proper application of computer and word processing systems. Since then, an in-house data processing system has been installed; however, the implementation and full utilization of this data processing capability have not been achieved. The committee recommends that a data processing department with its own director be established—specifically, we feel that there should be a director of management and information services reporting directly to the general manager. It's too big a function to be a secondary one under the direct day-by-day responsibility of the secretary-treasurer. It's important that we be in a position to implement the full capabilities of the system expeditiously.

#### **12. Office of the Secretary-Treasurer**

It is the committee's feeling that the secretary-treasurer is the chief financial officer rather than the administrative officer of the association. He should continue to report directly to the executive vice president-general manager and should have all financial functions under his



administration.

### 13. NAB Library

The NAB library has already become a prime reference and research tool not only for members of the industry, but for most other organizations, including the government, that deal or concern themselves with the broadcast industry. It would seem to be appropriate to expand the library operation in such a way that many allied organizations would cooperate with the NAB in providing one central reference source. Public broadcasting and the cable industry are examples of organizations that could cooperate with the NAB in building the library. The expanded utilization of this facility is a way of creating dialogue and inter-relationships between NAB and other industry organizations.

### 14. Industry Meetings

The committee unanimously felt that a consolidation of the many industry meetings and conventions was highly desirable. We recommend an active study committee be formed to try and find a workable format for this highly desirable but frustrating problem. The objective of this study committee would be to reduce the number of meetings individual members of our industry should and want to attend. We believe NAB should take the leadership in this area.

### 15. Affirmative Action

Although the association does apparently closely monitor its equal employment opportunity program, the committee feels that a publicly visible affirmative action plan by the association would be proper. We feel NAB needs a written affirmative action plan designed along the lines of current broadcaster requirements with the FCC. This plan should be reviewed monthly by the president and executive vice president with a report to the executive committee. The shortcomings in various management categories and employment should be monitored and corrections made when the opportunities present themselves. This should be the responsibility of the executive vice president, but will require the constant monitoring on the part of the executive committee and the board.

### 16. International

The world is growing smaller electronically and it's going to be important that our association has real knowledge of international law and international spectrum needs and concerns to play a rightful role in the future in determining our government's directions. After having observed association participation in the WARC and NARBA conferences over the past several years and the impact of international spectrum management on the viability of the domestic broadcast industry, this committee recommends that the NAB identify and hire preferably a full-time executive who understands and can function in the international arena. This individual could be a part of the science and technology department but should be readily available to any other department of the association. Such a person will not only be an important resource for the association, but also for the many other areas of government that deal with but do not clearly understand international broadcast matters.

### 17. Inter-industry Relationships

It is vital our association recognize we are part of the communications industry and not the whole. The association has taken the lead in informally bringing together the leadership of other organizations directly related to or impacting on the broadcast area. It is important that we

develop a much closer working relationship with other trade groups to identify common interests and work together in pursuit of those interests. First Amendment rights are an example of the need for this kind of coordinated effort. The recent cable compromise demonstrated the benefits of cooperation, and pointed to our failure in the past to work more closely with the cable industry. We can and should strengthen the role of broadcasting in this country by our active leadership in this area. We're the senior organization in the electronic communications field. And it is entirely proper that NAB take the leadership role by organizing a closer inter-industry relationship and making it a part of our strategic and operational planning.

### 18. Internal Communications

Since the last futures committee, there appear to be no improvements in the area of internal communications and the same remarks and admonitions contained in that report are repeated. Almost to a person, the senior staff and middle staff complained of lack of information and knowledge. This is, of course, true in almost any business but it seemed to be more prevalent at the NAB. The weekly "heads of departments" staff meetings have proved successful for senior vice presidents. The same type of "filling in on things" needs to be conveyed to all members of the staff in the Washington office as well as the field staff. There must be a strong effort to keep all members of the staff informed as to policies, directions and efforts of the association. It seems obvious that there is a need for regularly scheduled "think tanks" to allow middle management to express views on ways that the NAB can improve its function. Openness should be encouraged; in fact, rewarded. The "think tank" concept should also broaden itself beyond the areas of broadcasting and involve other industries from time to time so that our people are as informed as any association staff can possibly be.

### 19. Management Training

There seems to be an elitist group that exists with our senior department heads and the middle management people sense that. The way to eliminate that feeling is to engage in simultaneous training on an organized basis. Our staff people should be constantly educated in areas of government relations, public relations, fiscal responsibility and perhaps even more important, the functions of the broadcast industry. Many of our people have never worked for a radio or television station and do not understand the cadence, pace and pressures within such an operation. They should receive that education on an on-going basis in a formal and organized way. This should be the responsibility of the president and executive vice president and this training process should be monitored by the executive committee. Our employees need to feel that they can also upgrade their career skills and knowledge through training programs offered by and through the association.

### 20. Audio/Visual Facilities

It is highly inappropriate that an association representing the broadcasting industry not have the capability to prepare, distribute and even demonstrate its product. Steps should be taken for immediate set-up of audio/visual equipment including studio production facilities for the preparation of audio/visual materials for both member-use, back-up for government relations presentations and internal communications. A study should be instituted on ways to utilize state of the art technology to deliver audio/visual materials to the membership and also the

use of tele-conferencing should be explored.

A satellite dish should be considered as part of this operation and if not a fully working dish, at least a display model should be planned. Appropriate displays of broadcasting memorabilia should be secured and prepared for display for the entrance lobby of the NAB building so a person walking off the street would recognize that NAB is a broadcast-related organization.

Display areas of broadcast memorabilia should also be included on each floor, opposite the elevator doors.

Committee: Martin Beck, Don Curran, Bill Dunaway, Dean Sorenson, Walt Rubens; Mark Smith, co-chairman, Cullie M. Tarleton, co-chairman.

## Cable conflict in Independence, Mo.

### Battle heats up between Turner and Landmark over replacement of CNN with Satellite News

Independence, Mo.'s, "cable news war" continues. The latest round in a dispute between system operator Landmark Cablevision and Turner Broadcasting over the system's decision to drop Cable News Network and replace it with Group W/ABC's Satellite News Channels ("Cablecastings," July 19) included an appearance last Monday by TBS Vice President Nory LeBrun before a local Public Utilities Advisory Board hearing into the system's request for a rate hike.

Prior to the hearing the Turner organization had run a series of ads in the local newspaper and on radio which said: "This week, the eyes of America's cable television industry are on Independence. The issue is this... can cable subscribers have a voice in what kind of programming goes on their system." The ads also advised subscribers who might be dissatisfied with the switch from what was termed "America's favorite in-depth news network" to contact their city councilman or mayor. "If you lose this battle, there may not be another," the ads concluded.

System General Manager Perry Nash resents the Turner move. The issue, as he sees it, is whether it's appropriate for cable programmers to interject themselves into the local franchise process. "Ted Turner and his organization have been great for the industry and have been good to it," Nash said, but now the tactics being employed against his system "are giving the industry a bad name."

TBS's LeBrun, for his part, maintained it's not unusual for a cable programmer to show up at a public hearing. At times, he pointed out, they are even asked to attend by the operator. In this case, LeBrun said, some subscribers urged CNN to send a representative and he appeared, "to outline our dispute with Landmark and Sutton Capital [Landmark's principal holder]... we felt it was part of what they [the board] might be interested in, and there was some interest on their part."

Independence Mayor Barbara Potts, noted that the city council which she heads, "has not discussed the 'news war'

as such," said it was no surprise to hear that TBS put in an appearance at the PUAB hearing. "That's not uncommon in a public hearing. The public does use [the hearing format] as a forum" and in this case, "they [TBS] knew the press and media would be there." And she added, "In a sense it was a relevant issue . . . if the public is not satisfied with what they're getting on cable they have a right to question" an application for a rate increase.

With another meeting of the PAUB set for Aug. 23, it will be some time before the rate increase issue is decided. TBS's LeBrun, meanwhile, said "Landmark and Sutton can be assured we're not going to let the matter drop." He vows to keep pressing "until we get an equal hearing by a company that treated us unfairly, and let the subscribers decide which service they want."

## PBS to add more time for promos, underwriter credits

It will lengthen station breaks to two minutes and 12 seconds

The Public Broadcasting Service is preparing to shorten its program lengths by another minute to create longer station breaks. The current station break is one minute and 14 seconds; the proposal is for a two-minute, 12-second break. The plan would be implemented Oct. 10 unless "serious objections are voiced by a significant number of stations." In an earlier poll, stations indicated a preference for longer breaks.

The initial impetus for the reduction, PBS President Larry Grossman said, was based on a request for longer breaks from public TV stations participating in an advertising experiment authorized by Congress. Grossman noted, however, that other stations also asked for more station break time to air promotions and longer underwriting credits. Many public stations

are stepping up their promotional spots in an effort to attract more viewers. In light of federal budget cuts, stations have been forced to depend more heavily on public support. The FCC's recently relaxed underwriting guidelines which allow for more detailed on-air identification of the underwriter, have also expanded public stations' underwriting potential.

In June, PBS presented station members with four options: no change, two-minute, two-and-a-half minute, and three-minute breaks. Of the 100 stations replying, 70% preferred a two-minute break. Only the 30-, 60- and 90-minute programs between 7:30 and 11 p.m. would be affected. Fifteen-minute programs would not be altered.

Smaller stations voiced the strongest objections because equipment limitations make it difficult to fill the additional time. PBS said it will provide additional live promo feed support for those stations. But that was not the only objection.

WSBE-TV Providence, R.I., complained about what it called "air pollution." The station said that: "Not too many months ago, PBS was very much, and rightfully, concerned about the notion of clutter. Any promotion of substantially lengthened breaks by PBS would indicate an unfortunate reversal of thinking."

And KMOS-TV Sedalia, Mo., predicted: "We definitely believe viewers will aggressively start channel switching if the break becomes three minutes."

Stations in favor of the breaks, like WPBT(TV) Miami, said, "Federal funding cutbacks also mean less station dollars available for advertising in the print media. All the more reason to utilize our airwaves as much as possible to promote our programs." The Maryland Center for Public Broadcasting also responded favorably. "While the part of us that produces programs is not too excited over the prospect of shorter programs, the other part of us which must schedule an increasing number of local underwriting credits is delighted. Therefore, our internal compromise is to recommend . . . a two-minute station break. □

WTAP-TV Parkersburg, W. Va., which was purchased in 1979 for \$2.2 million. WYTV is ABC affiliate on channel 33 with 912 kw visual, 182 kw aural, and antenna 557 feet above average terrain. *Broker: Richter-O'Grady Co.*

**WCIN(AM) Cincinnati** □ Sold by BENI of Ohio Inc. to KLM Communications Inc. for \$2.25 million. **Seller** is subsidiary of Philadelphia-based Broadcast Enterprises National Inc., group owner of four AM's, two FM's and one TV, headed by Ragan Henry, president. BENI acquired WCIN five years ago for \$1.8 million after seller got it in swap for WLOF(AM) Orlando, Fla. (BROADCASTING, June 20, 1977). **Buyer** is Cincinnati attorney and former account executive, announcer and director of minority affairs at WLWT(TV) Cincinnati. WCIN is on 1480 khz with 5 kw day and 500 w night.

**KUKA(AM) San Antonio, Tex.** □ Sold by Por Favor Inc. to Texas Lotus Corp. for \$875,000. **Seller** is owned by Stuart W. Epperson and brother-in-law, Edward G. Atsinger, who bought KUKA last year for \$850,000 (BROADCASTING, Aug. 17, 1981) and are selling it to permit their acquisition of co-located KMAC(AM) for \$1 million from Capitol Broadcasting (BROADCASTING, July 26). Although KUKA was bought only last year, FCC's three-year holding rule does not apply when purchasing upgraded facilities. Epperson and Atsinger own WEZE(AM) Boston, WNYM(AM) New York and WRFD(AM) Worthington, Ohio. Epperson also owns KAKC(AM)-KCFD(FM) Tulsa, Okla., and WKBA(AM) Vinton, Va. Atsinger owns KDAR(FM) Oxnard, 25% of KGBA(FM) Holtville, and 20% of KGFT(FM) Carpinteria, all California. He also sold, subject to FCC approval, KTED(FM) Fowler, Calif., for \$700,000 (BROADCASTING, Aug. 9). **Buyer** is subsidiary of Lotus Communications Corp., Las Vegas-based group owner of six AM's and five FM's whose last acquisition was WDON(AM) Wheaton, Md., for \$700,000 (BROADCASTING, Oct. 19, 1981). Howard Kalmenson is president. KUKA is on 1260 khz with 1 kw full time.

## Changing Hands

### PROPOSED

**KSEE(TV) Fresno, Calif.** □ Sold by San Joaquin Communications Corp. to Meredith Corp. for \$17,611,230. **Seller** is owned by 15 stockholders, principally local businessmen and ranchers, who bought KSEE (then KMJ-TV) in 1979 for \$13.5 million from McClatchy Newspapers after filing competing application for KSEE facilities (BROADCASTING, Nov. 12, 1979). Deal includes \$4,111,230 for outstanding common stock, \$9 million for assumption of note held by Prudential Insurance Co. of America, and \$4.5 million for preferred stock. **Buyer** is Des Moines, Iowa-based magazine publisher and group owner of

six AM's, six FM's and five TV's. Its Kansas City, Mo., and Omaha radio stations are up for sale (BROADCASTING, Aug. 9). KSEE is NBC affiliate on channel 24 with 191 kw visual, 38 kw aural, and antenna 2,350 feet above average terrain.

**WYTV(TV) Youngstown, Ohio** □ Sold by Adams Russell Co. to Benedek Broadcasting Corp. for \$9 million ("In Brief," Aug. 9). **Seller** is publicly traded, Waltham, Mass.-based electronics manufacturer and cable MSO. Adams-Russell acquired WYTV in 1970 in merger with former stockholders in stock trade deal estimated at near \$3 million plus assumption of liabilities. **Buyer** is principal owner of

**WARK(AM)-WWCS(FM) Hagerstown, Md.**

□ Sold by Rau Radio Stations Inc. to Manning Broadcasting Inc. for \$730,000. **Seller** is Washington-based group owner of five AM's and five FM's owned by Robin Rau Henry, president, and Rau family. **Buyer** is owned by Fred W. Manning and wife, Margaret A. (70% jointly), and son, Eugene J. Manning (30%). Fred Manning owns Jim Thorpe, Pa., fur processing company. Eugene Manning is former Harrisburg, Pa., Associated Press broadcast executive. Fred Manning also owns 20% of WICK(AM) Scranton, Pa. WARK is on 1490 khz with 1 kw day and 250 w night. WWCS is on 106.9 mhz with 13.5 kw and antenna 840 feet. *Broker: Blackburn & Co.*

**WDBS(FM) Durham, N.C.** □ Sold by WDBS Inc. to Classic Ventures Ltd. for \$475,000.



**Seller** is nonprofit group headed by William P. Dix Jr. Station was purchased in 1971 for \$60,000. **Buyer** is owned by Howard A. Wilcox, Thomas L. Swatzel Jr., Jerry W. Oakely and William P. McDonald III (25% each). Wilcox is general manager of WDNC(AM)-WDCG(FM) Durham. Swatzel owns 40% of WIRC(AM)-WXRC(FM) Hickory, N.C., of which Oakely and McDonald also each own 30%. WDBS is on 107.1 mhz with 3 kw and antenna 295 feet above average terrain.

**KDTA(AM) Delta, Colo.** □ Sold by Delta Radio Co. to Columbine Broadcasting for \$400,000. **Seller** is owned by Jimmie D. Gober and wife, Ruth M., who bought KDTA in 1976 for \$81,900 (BROADCASTING, May 25, 1976). They own co-located construction permit for KDTA-FM, and Jimmie Gober owns one-third of KWYK(FM) Aztec, N.M. **Buyer** is owned by David J. Watts and wife, Kathleen (50% each). David Watts is former 51% owner of KKBK(AM) Aztec, N.M., control of which he sold last year for \$117,600 (BROADCASTING, July 27, 1981). KDTA is on 1400 khz with 1 kw day and 250 w night.

**KURA(AM) and CP for KRND(FM) Moab, Utah** □ Sold by Moab Broadcasting and Television Corp. to Long Lines Broadcasting Inc. for \$350,000. **Seller** is principally owned by Randal J. Taylor, president, and Craig B. Wirth, who have no other broadcast interests. Wirth is reporter at

KUTV(TV) Salt Lake City. **Buyer** is owned by Bruce Long, who owns KTHE(AM) Thermopolis, Wyo., and also holds CP for new FM there. KURA is on 1450 khz with 1 kw day and 250 w night. KRND is on 96.7 mhz with 3 kw and antenna 457 feet below average terrain. **Broker: Chapman Associates.**

**WSMQ(AM) Bessemer, Ala.** □ Sold by Mel Allen Broadcasting Inc. to Calvin Simmons for \$325,000. **Seller** is principally owned by Mel Allen, veteran sportscaster, who has no other broadcast interests. **Buyer** is owned by Calvin Simmons, who also bought, subject to FCC approval, WQSI(FM) Union Springs, Ala., for \$125,000 (BROADCASTING, Aug. 2). WSMQ is on 1450 khz with 1 kw day and 250 w night. **Broker: Blackburn & Co.**

**WIEZ(FM) Oneonta, N.Y.** □ Sold by Cimmerian Communications Corp. to Corgi Communications Inc. for \$240,000. **Seller** is owned by Oscar A. Silver and wife, Janet L. (50% each), who bought WIEZ in 1978 for \$95,000 (BROADCASTING, April 10, 1978). **Buyer** is owned by William Lee, president, and wife, Evelyn (35% each), and 15 others. William Lee is vice president and 7.45% owner of Beck-Ross Communications Inc., Rockville Center, N.Y.-based group owner of two AM's and four FM's. WIEZ is on 103.1 mhz with 2 kw and antenna 360 feet above average terrain.

**WWCC(AM) Bremen, Ga.** □ Sold by Car-

roll-Haralson Radio Inc. to Radio Investment Group Ltd. for \$225,000. **Seller** is owned by M.L. Lamar, who bought WWCC in 1975 for \$25,000 (BROADCASTING, Dec. 1, 1975) and has no other broadcast interests. **Buyer** is composed of Southeast Radio Management (general partner), and six limited partners. A. H. Woodall is president of general partner, which owns 42% of KGSW(AM) Greenwood, S.C.; 25% of WGAF(AM) Valdosta, Ga.; one-third each of WPTM(FM) Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and 29% of WGRA(AM) Cairo, Ga. WWCC is on 1440 khz with 2.5 kw day.

APPROVED

**KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles** □ Sold by Northwest Industries to Beatrice Foods Co. for \$20 million. **Seller** is publicly traded, Chicago-based diversified manufacturer that is selling its broadcast interests as part of \$600-million sale of its beverage subsidiary which owns radio stations. Honolulu stations were bought in 1979 for \$2.2 million (BROADCASTING, May 14, 1979) and Los Angeles station in 1976 for \$3.9 million (BROADCASTING, Sept. 13, 1976). **Buyer** is publicly traded, Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James L. Dutt is chairman and Donald P. Eckrich is president. KKUA is on 690 khz with 10 kw full time. KQMQ is on 93.1 mhz with 100 kw and antenna 126 feet below average terrain. KJOI is on 98.7 mhz with 75 kw and antenna 1,180 feet above average terrain.

**WLOF(AM)-WBJW(FM) Orlando, Fla.** □ Sold by Robert W. Rounsaville to Nationwide Communications for \$6,665,000 cash plus additional considerations for total of about \$7 million. **Seller** is veteran group owner who last sold WOKV(AM)-WAIV(FM) Jacksonville, Fla., to Affiliated Broadcasting for \$3 million (BROADCASTING, March 23, 1981) and WJYW(FM) Tampa, Fla., to Combined Communications (later merged into Gannett) for \$4 million (BROADCASTING, June 2, 1980) and WDAE(AM) Tampa to Taft Broadcasting for \$5.5 million (BROADCASTING, April 2, 1979). Rounsaville acquired WLOF five years ago from Home Security Broadcasting in swap for WCIN(AM) Cincinnati, which Home Security then spun off to Broadcast Enterprises National Inc. (BROADCASTING, June 20, 1977). WBJW was bought in 1973 for \$500,000 (BROADCASTING, May 14, 1973). **Buyer** is subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co., which through subsidiaries owns two AM's, five FM's and three TV's and which also bought cable system serving 10 central Ohio communities for over \$10 million (BROADCASTING March 1). Clark Pollock is president of Nationwide Communications. WLOF is on 950 khz with 5 kw full time. WBJW is on 105.1 mhz with 100 kw and antenna 350 feet above average terrain.

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with 5 kw full time. WBJW is on 105.1 mhz with 100 kw and antenna 350 feet above average terrain.

**KLKK-TV Albuquerque, N.M.** □ Sold by New Mexico Visions Inc. to Carson Communications Corp. for \$2,875,000 plus \$830,161.32 for assumption of broadcast rights ("In Brief," May 10). **Seller** is owned by Eddie Pena, who assumed majority control of station four years ago (BROADCASTING, June 12, 1978) and has since bought remainder of stock. Earlier deal to sell station to Malcolm I. Glazer for \$4.1 million collapsed after parties could not reach definitive purchase agreement. (This corrects item which appeared in Aug. 9 "Changing Hands" which incorrectly reported that FCC approval was granted to Malcolm Glazer). **Buyer** is group of 18 stockholders headed by entertainer Johnny Carson, chairman (38.3%), and playwright Neil Simon, president (23.94%), and including Paul Anka (9.7%), David Letterman and Joan Rivers (each less than 5%). Carson also owns 27% of KVUU-TV Las Vegas. KLKK is independent on channel 23 with 933 kw visual, 93.3 kw aural and antenna 4,130 feet above average terrain. **Broker: Chapman Associates.**

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

**KRKK(AM)-KQSW(FM) Rock Springs, Wyo.** □ Sold by Media West Inc. to Media Development Inc. for \$1.8 million. **Seller** is owned by Arnold H. Morck, who bought KRKK eight years ago for \$185,000 (BROADCASTING, Aug. 19, 1974) and put KQSW on air in 1977. **Buyer** is owned by Brian E. Cobb and Tom Geimer. Cobb is former general manager of KOA-AM-FM-TV Denver. Geimer is Denver stockbroker. Neither has other broadcast interests. KRKK is on 1360 khz with 1 kw day and 250 w night. KQSW is on 96.5 mhz with 100 kw and antenna 1,630 feet above average terrain.

**WTPA(FM) Harrisburg, Pa.** □ Sold by Newhouse Broadcasting Corp. to Foster Media Corp. for \$1.25 million. **Seller** also sold, subject to FCC approval, WAPI-AM-FM Birmingham, Ala., for \$4 million (BROADCASTING, May 12). **Buyer** is sub-

siary of Foster Media Associates, which is controlled by John H. Foster, who heads Stamford, Conn.-based investment company and holds interests in three AM's and one FM. WTPA is on 104.1 mhz with 24 kw and antenna 670 feet above average terrain.

**WLKE(AM)-WGGQ(FM) Waupun, Wis.** □ Sold by Coursolle Broadcasting of Wisconsin to Jack Ambrozic for \$1.1 million. **Seller** is principally owned by Jim Coursolle, who bought stations six years ago for \$335,000 (BROADCASTING, Sept. 20, 1976). **Buyer** is former principal owner of WYBR(FM) Belvidere-Rockford, Ill., which he sold for \$1.1 million (BROADCASTING, May 31). WLKE is 1 kw daytimer on 1170 khz. WGGQ is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KKCS-FM Colorado Springs** □ Sold by Mountain Center Broadcasting Co. to Walton Stations Colorado Inc. for \$1,020,000. **Seller** is principally owned by Dale Palmer, Al Burke and Steve Adams, who are also principal owners of KTYL-AM-FM Tyler, Tex., and KIBA-TV Farmington, N.M. KKCS-FM was bought three years ago along with KKCS(AM) for \$765,000 (BROADCASTING, May 14, 1979). **Buyer** is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton. It earlier bought co-located KKCS(AM) for \$1.3 million (BROADCASTING, July 19). KKCS-FM is on 101.9 mhz with 50 kw and antenna 310

feet below average terrain.

**WBIO(AM) Parsippany-Troy Hills, N.J.** □ Sold by Radio 13 Inc. to Parsippany Broadcast Associates for \$534,000. **Seller** is owned by Roy Schwartz (29.2%); Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziadzio (3.5%), who have no other broadcast interests. Earlier deal to sell station to Troy Communications for \$499,000 fell apart after FCC approval (BROADCASTING, June 8, 1981). **Buyer** is owned equally by Louis Steele and Eric Paige. Steele is former announcer with WNEW-TV, New York. Paige is Riverdale, N.J., real estate developer. Neither has other broadcast interests. WBIO is 1 kw daytimer on 1310 khz.

**KYTX(FM) Amarillo, Tex.** □ Sold by Denning Broadcasting Group to Mel Tillis Corp. for \$500,000. **Seller** is owned by Danna Denning (65%), Ken Williams (25%) and Spike Santee (10%), who own co-located KZIP(AM). **Buyer** is owned by Lonnie "Mel" Tillis, country music performer, who also owns co-located KIXZ(AM). KYTX-FM is on 98.7 mhz with 100 kw and antenna 470 feet above average terrain.

□ Other approved station sales include: KPMO(AM)-KMFB(FM) Mendocino, Calif., and WNBX-AM-FM Newbury, Mich. (see "For the Record," page 87).

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## Advertisers spend \$37 million on four cable networks in 2d quarter, BAR says

Advertisers spent \$37,914,000 on four major cable-TV networks in the second quarter of this year, 21% more than in the first quarter, bringing their six-month total on those networks to \$69,207,000, according to estimates released last week by Broadcast Advertisers Reports.

The estimates, based on monitoring by BAR, covered the CNN, ESPN, USA and WTBS(TV) Atlanta cable networks—all now being monitored continuously by the BAR Cable TV Network Service. Last week's report, the service's second, covered somewhat more ground than the first (BROADCASTING, May 10).

Like the first report, the new one showed the WTBS(TV) cable network with slightly more advertising revenues in 1982's first six months than the three other monitored networks combined. WTBS had \$35.9 million, or 51.9% of the six-month total; ESPN had \$12.3 million,

or 17.8%; CNN had \$11.2 million, or 16.2%, and USA had \$9.8 million, or 14.1% (see table, page 59).

In the second quarter, USA gained—and CNN lost—approximately one and a half points in advertising revenue share level, while ESPN and WTBS maintained substantially the same shares they held in the first quarter.

All four networks showed second-quarter gains in advertising dollars, but USA's 33.7% increase was the largest—attributable in part to its substitution of commercial programming for the noncommercial C-SPAN service it carried in the first quarter. WTBS second-quarter gain was put at 21.1%, ESPN's at 21.8% and CNN's at 10.9%.

The report also showed for the first time BAR's rankings of the top 10 in cable spending—on these networks, for the first six months—by parent company, by brand and by product category.

General Foods topped the parent-company list with an estimated \$4,451,130, while Budweiser led the list of brands with \$1,967,089 (see tables at right).

Beer emerged as the number-one product category for the six months, edging

### Top 10 cable spenders

| Rank | Company                | Estimated expenditures (Jan.-June) |
|------|------------------------|------------------------------------|
| 1.   | General Foods          | \$4,451,130                        |
| 2.   | Anheuser-Busch         | \$3,987,105                        |
| 3.   | Procter & Gamble       | \$2,705,138                        |
| 4.   | American Home Products | \$2,622,018                        |
| 5.   | Time Inc.              | \$2,158,702                        |
| 6.   | Jeffrey Martin         | \$1,884,828                        |
| 7.   | Bristol-Myers          | \$1,867,054                        |
| 8.   | Kellogg                | \$1,787,529                        |
| 9.   | General Mills          | \$1,501,015                        |
| 10.  | Ford                   | \$1,467,350                        |

| Rank | Brand                 | Estimated expenditures (Jan.-June) |
|------|-----------------------|------------------------------------|
| 1.   | Budweiser beers       | \$1,967,089                        |
| 2.   | Kellogg cereals       | \$1,787,529                        |
| 3.   | Toyota autos & trucks | \$1,440,935                        |
| 4.   | Michelob beers        | \$1,339,232                        |
| 5.   | Tylenol products      | \$ 860,023                         |
| 6.   | Maxwell House coffees | \$ 856,427                         |
| 7.   | Ford autos & trucks   | \$ 854,317                         |
| 8.   | Post cereals          | \$ 801,205                         |
| 9.   | Coca-Cola             | \$ 693,306                         |
| 10.  | Wrigley gums          | \$ 678,627                         |

out passenger cars and trucks \$5,435,274 to \$5,086,729. Cereals took third place, with \$3,854,607, followed by magazines and newspapers at \$3,367,141, and audio and video recordings at \$2,710,917. Rounding out the top 10: candy and gum, \$2,323,763; headache remedies, sedatives and sleep products, \$2,211,352; coffee, tea and cocoa, \$1,996,539; dental supplies and mouthwashes, \$1,664,536, and cable networks (HBO, Movie Channel, etc.), \$1,408,657.

David M. Thurston, BAR executive vice president for the new service, said 932 products were advertised on the four cable networks in the first quarter and were joined by 396 others in the second, for a six-month total of 1,328 products promoted. They used 153,004 commercials—81,801 in the second quarter and 71,203 in the first. Weekday daytime accounted for more of the commercials than any other daypart, 34.6%, and nighttime ranked second with 30.7%, but in dollars the order was reversed: nighttime represented \$33.7 million, or 48.8%, while weekday daytime claimed \$16.2 million, or 23.4%.

BAR said that, among brand users of the four networks, Coca-Cola and



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Michelob beer gained entry to the top-10 list through substantial second-quarter spending, dropping *Time* magazine and Chevrolet cars and trucks out of the top 10 for the first half. Similarly, Jeffrey Martin Inc., maker of pharmaceutical products, moved into the top-10 parent-company list

at the expense of Philip Morris Inc.

In the product-category rankings, beers took first place away from passenger cars and trucks, which had been on top in the first quarter. Cold and cough remedies dropped out of the top 10 while dental supplies moved in. □

## Highlights of Second Quarter Cable Network TV Reports

### Estimated industry advertiser expenditures by daypart

|                     | <i>Weekday<br/>Daytime</i> | <i>Weekend<br/>Daytime</i> | <i>Nighttime</i>      | <i>Late Night</i>    | <i>Total</i>         |
|---------------------|----------------------------|----------------------------|-----------------------|----------------------|----------------------|
| <b>1st quarter</b>  | \$6,977,000<br>22.3%       | \$5,044,000<br>16.1%       | \$15,437,000<br>49.3% | \$3,835,000<br>12.3% | \$31,293,000<br>100% |
| <b>2d quarter</b>   | \$9,247,000<br>24.4%       | \$6,641,000<br>17.5%       | \$18,286,000<br>48.2% | \$3,741,000<br>9.9%  | \$37,914,000<br>100% |
| <b>Year-to-date</b> | \$16,224,000<br>23.4%      | \$11,685,000<br>16.9%      | \$33,722,000<br>48.8% | \$7,576,000<br>10.9% | \$69,207,000<br>100% |

### Number of announcements bought by daypart

|                     | <i>Weekday<br/>Daytime</i> | <i>Weekend<br/>Daytime</i> | <i>Nighttime</i> | <i>Late Night</i> | <i>Total</i> |
|---------------------|----------------------------|----------------------------|------------------|-------------------|--------------|
| <b>1st quarter</b>  | 22,374                     | 10,158                     | 22,816           | 15,855            | 71,203       |
| <b>2d quarter</b>   | 30,583                     | 10,851                     | 24,178           | 16,189            | 61,801       |
| <b>Year-to-date</b> | 52,957                     | 21,009                     | 46,994           | 32,044            | 153,004      |

### Estimated industry advertiser expenditures by cable network

|                     | <i>CNN</i>            | <i>ESPN</i>           | <i>USA</i>           | <i>WTBS</i>           | <i>Total</i>         |
|---------------------|-----------------------|-----------------------|----------------------|-----------------------|----------------------|
| <b>1st quarter</b>  | \$5,316,000<br>17.0%  | \$5,539,000<br>17.7%  | \$4,187,000<br>13.4% | \$16,251,000<br>51.9% | \$31,293,000<br>100% |
| <b>2d quarter</b>   | \$5,897,000<br>15.6%  | \$6,745,000<br>17.8%  | \$5,598,000<br>14.8% | \$19,674,000<br>51.8% | \$37,914,000<br>100% |
| <b>Year-to-date</b> | \$11,213,000<br>16.2% | \$12,284,000<br>17.8% | \$9,785,000<br>14.1% | \$35,925,000<br>51.9% | \$69,207,000<br>100% |

## Bottom Line

**Divying up.** Directors of American Broadcasting Cos. declared 40 cents per share cash dividend on common stock, payable Sept. 15 to holders of record Aug. 20. Oak Industries dividends of 6 cents per common share, 43.75 cents per series C preferred shares are payable Sept. 10 to holders of record Aug. 25. □

**Cylix clicks with RCA.** RCA board of directors thinks "value added" data communications service supplier Cylix Communications is good fit with its "core businesses" strategy—so good it's worth up to \$62 million. Cylix is now joint venture held by Data Communications Corp., M/A Com, Scripps-Howard Broadcasting, Storer Broadcasting, and James C. Ziegler, Cylix chairman plus other Cylix employees. Those current holders will split \$20 million RCA will pay at closing, \$10 million one year later and up to \$32 million "contingent payment" in 1986—last if "certain performance goals" are met. RCA says it sees "value added" service as important part of "on-line" transaction market while it estimates will grow to \$3 billion annually by 1985, up from \$1 million today. □

**Bankruptcy.** AEG-Telefunken, West Germany's giant electrical and electronics company, announced last week it had run out of cash and filed for receivership in Frankfurt court. Company has lost about \$800 million since 1978, lost \$287.6 million on worldwide revenues of about \$8 billion last year. □

## Cable borrowing takes bite out of Storer numbers

**Second quarter is off considerably, attributed to high interest rates**

The release of Storer Broadcasting's second-quarter earnings, which showed a dramatic 50% drop from the year-earlier results, didn't take anyone by surprise—given the announcement several weeks earlier of drastically revised estimates for the full year of 1982 (BROADCASTING, Aug. 2). But the Storer financial statement, which showed almost all the company's operating profit swallowed up by interest expense and tax credits from cable construction accounting for more than all the net income reported in the period, provided a graphic, if extreme, example of the patterns that cause Wall Street concern for the fiscal outlook for cable operators, as interest rates remain high and construction financing needs accelerate.

Storer's net income for the second quarter, \$4,987,000, 30 cents per share, was down from 1981's \$9,778,000, 66 cents per share. The decline came as company revenues grew 35% to \$94,516,000. Cable operating profit was off 9%, while revenues there surged ahead 75%. Storer's broadcast properties didn't fare all that well either—while 1982 second-quarter revenues advanced 5.6%, operating profit slid 4% lower. Interest expense, largely related to cable expansion, soared 193% over that in last year's second quarter.

Indeed, before the tax credits, Storer showed a loss of \$581,000 for the quarter, and that despite income benefiting from an accounting change in cable reporting. That change itself added \$1,610,000 to cable operating profit in the quarter. In 1981's second quarter, Storer had logged \$10,439,000 in pre-tax income, compared with this year's pre-tax loss.

The company, mirroring comments in its earlier revision of 1982 estimates, attributed the poor results to "the effects of general economic conditions, soft economy in several of its television markets, increased cable subscriber disconnects (principally in markets where more than three premium services are offered) and higher interest costs associated with the expansion of its cable communications operations."

For the first half, Storer reported net income of \$5,479,000, 34 cents per share, down 54% from the year earlier, on revenues that rose 9.4% to \$73,971,000.

Storer noted that cable depreciation accounted for \$13,461,000 of the total \$15,053,000 depreciation expense in the quarter, and that during the second quarter, Storer increased its bank borrowings by \$90 million, principally for use in cable expansion. Cable revenue outdistanced broadcast revenue by \$12 million, \$53 million to \$41 million, but profit from broadcast operations was \$15 million, while cable's was \$2 million. □



# Stock Index

| Exchange and Company | Closing Wed. Aug 11 | Closing Wed. Aug 4 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                     |                    |                    |                        |           |                                 |
| N ABC                | 36 5/8              | 39 1/2             | -2 7/8             | - 7.27                 | 7         | 1,053                           |
| N Capital Cities     | 69 1/4              | 75 3/8             | -6 1/8             | - 8.12                 | 11        | 902                             |
| N CBS                | 36 7/8              | 37 3/4             | - 7/8              | - 2.31                 | 6         | 1,030                           |
| N Cox                | 27 3/4              | 28 3/4             | -1                 | - 3.47                 | 13        | 785                             |
| A Gross Telecasting  | 23 3/8              | 23 3/8             |                    |                        | 6         | 18                              |
| O LIN                | 20 1/4              | 21 1/2             | -1 1/4             | - 5.81                 | 12        | 207                             |
| N Metromedia         | 200                 | 222                | -22                | - 9.90                 | 14        | 794                             |
| O Mooney             | 4 1/4               | 4 1/4              |                    |                        | 5         | 3                               |
| O Scripps-Howard     | 17 1/2              | 17 1/2             |                    |                        | 10        | 180                             |
| N Storer             | 21 3/4              | 23 1/2             | -1 3/4             | - 7.44                 | 11        | 348                             |
| N Taft               | 29                  | 30 1/8             | -1 1/8             | - 3.73                 | 8         | 277                             |
| O United Television  | 7 1/2               | 7 3/4              | - 1/4              | - 3.22                 | 12        | 90                              |

| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |        |        |        |        |    |       |
|------------------------------------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell                                | 18 3/4 | 19 1/2 | - 3/4  | - 3.84 | 13 | 74    |
| A Affiliated Pubs.                             | 24 1/2 | 24 7/8 | - 3/8  | - 1.50 | 9  | 127   |
| O A.H. Belo                                    | 19     | 19     |        |        | 9  | 178   |
| N American Family                              | 9 3/4  | 10 5/8 | - 7/8  | - 8.23 | 9  | 131   |
| O Associated Commun.                           | 7 3/4  | 8 3/4  | -1     | -11.42 |    | 18    |
| N John Blair                                   | 31 1/2 | 33 1/4 | -1 3/4 | - 5.26 | 8  | 119   |
| N Charter Co.                                  | 7 3/4  | 8      | - 1/4  | - 3.12 | 10 | 169   |
| N Chris-Craft                                  | 37     | 37 5/8 | - 5/8  | - 1.66 | 9  | 82    |
| N Cowles                                       | 35     | 36 1/4 | -1 1/4 | - 3.44 | 21 | 138   |
| N Dun & Bradstreet                             | 69 7/8 | 70 1/2 | - 5/8  | - .88  | 16 | 1,892 |
| N Fairchild Ind.                               | 14 1/4 | 15 1/2 | -1 1/4 | - 8.06 | 5  | 185   |
| N Gannett Co.                                  | 34 1/2 | 34 3/8 | + 1/8  | + .36  | 11 | 1,830 |
| N General Tire                                 | 21 3/8 | 22     | - 5/8  | - 2.84 | 8  | 503   |
| O Gray Commun                                  | 34 1/2 | 34 1/2 |        |        | 8  | 17    |
| N Gulf United                                  | 19 1/8 | 19 3/4 | - 5/8  | - 3.16 | 7  | 513   |
| N Harte-Hanks                                  | 24 1/8 | 25 1/8 | -1     | - 3.98 | 9  | 236   |
| N Insilco Corp.                                | 12 3/8 | 13 5/8 | -1 1/4 | - 9.17 | 6  | 186   |
| N Jefferson-Pilot                              | 23 1/4 | 24 1/8 | - 7/8  | - 3.62 | 5  | 500   |
| O Josephson Intl.                              | 9 1/4  | 9 3/4  | - 1/2  | - 5.12 | 8  | 35    |
| N Knight-Ridder                                | 29     | 29 7/8 | - 7/8  | - 2.92 | 10 | 936   |
| N Lee Enterprises                              | 24     | 23 3/4 | + 1/4  | + 1.05 | 9  | 166   |
| N Liberty                                      | 10 3/8 | 11     | - 5/8  | - 5.68 | 6  | 132   |
| N McGraw-Hill                                  | 47     | 47 1/4 | - 1/4  | - .52  | 12 | 1,168 |
| A Media General                                | 35 3/4 | 35 5/8 | + 1/8  | + .35  | 8  | 248   |
| N Meredith                                     | 58 5/8 | 58     | + 5/8  | + 1.07 | 7  | 181   |
| O Multimedia                                   | 31 3/4 | 31 3/4 |        |        | 12 | 322   |
| A New York Times Co.                           | 36 5/8 | 37 1/2 | - 7/8  | - 2.33 | 9  | 457   |
| N Outlet Co.                                   | 30     | 31 1/4 | -1 1/4 | - 4.00 | 39 | 79    |
| A Post Corp.                                   | 28 1/8 | 29 5/8 | -1 1/2 | - 5.06 | 15 | 51    |
| N Rollins                                      | 10 1/4 | 11 3/4 | -1 1/2 | -12.76 | 6  | 272   |
| N San Juan Racing                              | 22 1/8 | 22 1/8 |        |        | 49 | 95    |
| N Schering-Plough                              | 30 3/4 | 31 7/8 | -1 1/8 | - 3.52 | 10 | 1,635 |
| N Signal Cos.                                  | 13 7/8 | 14 5/8 | - 3/4  | - 5.12 | 5  | 1,003 |
| O Stauffer Commun.                             | 44     | 44     |        |        | 11 | 44    |
| A Tech Operations                              | 15     | 14 3/4 | + 1/4  | + 1.69 | 7  | 13    |
| N Times Mirror Co.                             | 36 5/8 | 37 1/2 | - 7/8  | - 2.33 | 9  | 1,250 |
| O Turner Bcstg                                 | 11 1/2 | 11 1/2 |        |        | 19 | 234   |
| A Washington Post                              | 32 3/4 | 35     | -2 1/4 | - 6.42 | 12 | 460   |
| N Wometco                                      | 25 5/8 | 27     | -1 3/8 | - 5.09 | 14 | 349   |

| <b>CABLE</b>          |        |        |        |        |    |       |
|-----------------------|--------|--------|--------|--------|----|-------|
| A Acton Corp.         | 6 3/8  | 6 3/4  | - 3/8  | - 5.55 | 53 | 30    |
| N American Express    | 35 5/8 | 37 3/8 | -1 3/4 | - 4.68 | 6  | 3,313 |
| O Burnup & Sims       | 10     | 10 5/8 | - 5/8  | - 5.88 | 11 | 87    |
| N Comcast             | 14 1/2 | 15 1/4 | - 3/4  | - 4.91 | 13 | 64    |
| O General Instrument  | 30     | 35 1/8 | -5 1/8 | -14.59 | 10 | 925   |
| N Heritage Commun     | 7 7/8  | 8 3/4  | - 7/8  | -10.00 | 25 | 57    |
| O Rogers Cablesystems | 4 3/4  | 4 3/4  |        |        | 20 | 104   |
| O Tele-Communications | 13 3/4 | 13 1/2 | + 1/4  | + 1.85 | 30 | 290   |
| N Time Inc.           | 27 5/8 | 29 1/2 | -1 7/8 | - 6.35 | 10 | 1,374 |
| O Tocom               | 9 3/4  | 10 1/4 | - 1/2  | - 4.87 | 10 | 48    |
| N United Cable TV     | 17 3/8 | 20 1/4 | -2 7/8 | -14.19 | 13 | 190   |
| N Viacom              | 17 7/8 | 20 1/2 | -2 5/8 | -12.80 | 12 | 202   |

| Exchange and Company   | Closing Wed. Aug 11 | Closing Wed. Aug 4 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|--------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMMING</b>     |                     |                    |                    |                        |           |                                 |
| O Barris Intl.         | 1 5/8               | 1 7/8              | - 1/4              | -13.33                 | 16        | 8                               |
| N Columbia Pictures    | 72                  | 72                 |                    |                        | 14        | 704                             |
| N Disney               | 50 5/8              | 51                 | - 3/8              | - .73                  | 15        | 1,687                           |
| N Dow Jones & Co.      | 37 5/8              | 37 3/4             | - 1/8              | - .33                  | 14        | 1,181                           |
| O Four Star            | 2 1/2               | 2 1/2              |                    |                        | 14        | 1                               |
| N Getty Oil Corp.      | 43                  | 47                 | -4                 | - 8.51                 | 4         | 3,488                           |
| N Gulf & Western       | 11 3/4              | 12                 | - 1/4              | - 2.08                 | 3         | 868                             |
| N MCA                  | 59 5/8              | 62 1/4             | -2 5/8             | - 4.21                 | 16        | 1,422                           |
| N MGM/UA               | 5 1/4               | 5 5/8              | - 3/8              | - 6.66                 | 11        | 261                             |
| N Orion                | 6 1/2               | 6 7/8              | - 3/8              | - 5.45                 | 1         | 37                              |
| O Reeves Commun.       | 25 1/4              | 26                 | - 3/4              | - 2.88                 | 9         | 205                             |
| O Telepictures         | 6 7/8               | 7 5/8              | - 3/4              | - 9.83                 | 24        | 33                              |
| O Video Corp. of Amer. | 7 3/8               | 7 3/4              | - 3/8              | - 4.83                 | 39        | 12                              |
| N Warner               | 38 3/4              | 39 1/4             | - 1/2              | - 1.27                 | 10        | 2,477                           |
| A Wrather              | 21 1/8              | 22                 | - 7/8              | - 3.97                 | 23        | 47                              |

| <b>SERVICE</b>         |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 44 3/4 | 44 3/4 |        |        | 9  | 129   |
| O Compact Video        | 3      | 3 1/4  | - 1/4  | - 7.69 | 3  | 9     |
| N Comsat               | 50 1/8 | 52     | -1 7/8 | - 3.60 | 13 | 401   |
| O Doyle Dane Bernbach  | 15 1/2 | 15 3/4 | - 1/4  | - 1.58 | 8  | 85    |
| N Foote Cone & Belding | 30 3/4 | 32 1/8 | -1 3/8 | - 4.28 | 7  | 82    |
| O Grey Advertising     | 57     | 57     |        |        | 5  | 33    |
| N Interpublic Group    | 30 5/8 | 31     | - 3/8  | - 1.20 | 8  | 141   |
| N JWT Group            | 15 5/8 | 17 1/2 | -1 7/8 | -10.71 | 12 | 81    |
| O MCI Communications   | 38 3/4 | 42 1/8 | -3 3/8 | - 8.01 | 21 | 1,862 |
| A Movielab             | 2 3/4  | 2 3/4  |        |        | 5  | 4     |
| O A.C. Nielsen         | 46 5/8 | 48 7/8 | -2 1/4 | - 4.60 | 13 | 523   |
| O Ogilvy & Mather      | 31 3/4 | 31 5/8 | + 1/8  | + .39  | 8  | 134   |
| O Telemation           | 2 3/4  | 2 3/4  |        |        | 7  | 2     |
| O TPC Communications   | 3 1/8  | 2 1/2  | + 5/8  | +25.00 | 2  | 2     |
| O Unitel Video         | 7 1/4  | 7 1/4  |        |        | 12 | 9     |
| N Western Union        | 27 1/8 | 25 1/2 | +1 5/8 | + 6.37 | 8  | 462   |

| <b>ELECTRONICS/MANUFACTURING</b> |        |        |        |        |    |        |
|----------------------------------|--------|--------|--------|--------|----|--------|
| O AEL                            | 12 1/2 | 13     | - 1/2  | - 3.84 | 4  | 24     |
| N Arvin Industries               | 12     | 12 3/4 | - 3/4  | - 5.88 | 9  | 82     |
| O C-Cor Electronics              | 17 3/4 | 19 1/2 | -1 3/4 | - 8.97 | 18 | 53     |
| O Cable TV Industries            | 4 1/4  | 4 3/4  | - 1/2  | -10.52 | 6  | 12     |
| A Cetec                          | 4      | 4 1/8  | - 1/8  | - 3.03 | 10 | 8      |
| O Chyron                         | 16 3/4 | 17 3/4 | -1     | - 5.63 | 13 | 45     |
| A Cohn                           | 4 1/8  | 4 1/8  |        |        | 7  | 7      |
| N Conrac                         | 23 3/4 | 24 1/8 | - 3/8  | - 1.55 | 9  | 51     |
| N Eastman Kodak                  | 71 1/2 | 75 3/8 | -3 7/8 | - 5.14 | 10 | 11,617 |
| O Elec Missile & Comm            | 12 1/4 | 14     | -1 3/4 | -12.50 | 45 | 33     |
| N General Electric               | 63 1/8 | 65 7/8 | -2 3/4 | - 4.17 | 9  | 14,377 |
| N Harris Corp.                   | 24 1/2 | 26 1/8 | -1 5/8 | - 6.22 | 9  | 766    |
| O Microdyne                      | 7 3/8  | 8 3/8  | -1     | -11.94 | 9  | 33     |
| N M/A Com, Inc.                  | 13 7/8 | 13 5/8 | + 1/4  | + 1.83 | 12 | 539    |
| N 3M                             | 51 5/8 | 54 1/4 | -2 5/8 | - 4.83 | 9  | 6,064  |
| N Motorola                       | 59     | 65     | -6     | - 9.23 | 11 | 2,115  |
| O Nippon Electric                | 69 1/4 | 71 5/8 | -2 3/8 | - 3.31 | 25 | 2,683  |
| N N. American Philips            | 34 3/4 | 34 5/8 | + 1/8  | + .36  | 5  | 475    |
| N Oak Industries                 | 15 7/8 | 16 7/8 | -1     | - 5.92 | 7  | 258    |
| A Orrox Corp.                    | 6 7/8  | 7 1/4  | - 3/8  | - 5.17 | 15 | 15     |
| N RCA                            | 17 1/4 | 18     | - 3/4  | - 4.16 | 8  | 1,301  |
| N Rockwell Intl.                 | 31 1/4 | 33 3/4 | -2 1/2 | - 7.40 | 8  | 2,384  |
| A RSC Industries                 | 4 1/2  | 4 3/8  | + 1/8  | + 2.85 | 41 | 14     |
| N Scientific-Atlanta             | 11 1/4 | 12 1/8 | - 7/8  | - 7.21 | 11 | 262    |
| N Sony Corp.                     | 11 1/4 | 12 1/4 | -1     | - 8.16 | 9  | 2,594  |
| N Tektronix                      | 36 1/8 | 38 5/8 | -2 1/2 | - 6.47 | 8  | 677    |
| O Telemet (Geotel Inc.)          | 1 1/4  | 1 1/2  | - 1/4  | -16.66 |    | 3      |
| A Texscan                        | 10 1/2 | 12     | -1 1/2 | -12.50 | 17 | 61     |
| N Varian Associates              | 38 3/8 | 40 3/4 | -2 3/8 | - 5.82 | 17 | 308    |
| N Westinghouse                   | 26 1/4 | 27 7/8 | -1 5/8 | - 5.82 | 5  | 2,238  |
| N Zenith                         | 10     | 11 1/8 | -1 1/8 | -10.11 | 26 | 189    |

Standard & Poor's 400  
Industrial Average 114.69 119.25 - 4.56

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. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## Broadcast journalism's report card

**DuPont-Columbia survey finds growth of soft news, human-interest stories; more investigative reporting, gains by women, minorities in 1979-81**

Broadcast journalism's performance in the years 1979 to 1981 gets good marks and bad marks in the eighth Alfred I. duPont/Columbia University survey, to be published in September as a corollary of the annual duPont/Columbia awards presented last February (BROADCASTING, Feb. 15).

The 256-page report, "Broadcast Journalism 1979-81," chronicles and evaluates coverage—chiefly TV's—of critical events of the period, presents evaluations of 100 duPont/Columbia "correspondents" and a cross-section of broadcast news directors and offers commentaries on eight news-related subjects, from elections and new technology to news consultants and public broadcasting, by well-known names in those fields.

In a "past as prologue" chapter, the book presents this summary of views offered by the survey's correspondents in major markets and participating news directors in markets ranging from number one to number 181.

"The correspondents reported a further decline in the number of local documentaries, an increase in human-interest stories at the expense of hard news, a shortening of item length and an increase in the number of commercial interruptions. More encouraging was the continued increase in investigative reporting and a marked increase in women and minority producers and on-air personnel. . . .

"Large or small, radio or TV, the responses [of news directors] were surprisingly consistent. Among those negative elements cited as principal impediments to producing quality news, unprofessional behavior by colleagues was mentioned most frequently (60%). Public apathy came next with 30% of the news directors singling it out as a chronic discouragement. News consultants came next, mentioned by 15%.

"As for positive developments, managerial enthusiasm and support, mentioned by 44% of the respondents, was rated highest; technological advances came next with 39% and deregulation in third place with 17%."

The same chapter, after recounting network efforts to expand their evening newscasts and successful affiliate efforts to block expansion, notes that soft-news shows had gained ground in syndication. "The softening of the news," it continues, "stretched from such popular magazine

shows [as Group W's *PM*] with little or no hard-news content to prime time hits such as *Real People* and *That's Incredible!*, where human interest reached its ultimate absurdity.

"Happy-talk news was reportedly going out of fashion. But in many cases it had been supplanted by the soft heart-tugging item and the celebrity interview."

The book's commentaries cover "The 1980 Elections," by Elmer W. Lower, former ABC News president; "The New Technology and the News," by Ford Rowan, senior correspondent, Independent Network News; "The Cumulative Impact of News Consultants After 10 Years in the Field," by Ralph Renick, news vice president of Wometco Enterprises and its WTVJ(TV) Miami; "The Regulators and Broadcast News," by former Representative Lionel Van Deerlin; "Business and Broadcast News," by Herbert Schertz, vice president, Mobil Oil; "Investigative Reporting," by Bill Kurtis, *CBS Morning News* co-anchor; "Public Broadcasting on the Public Air," by Frank Mankiewicz, president of National Public Radio, and "Liberty and Its Responsibilities," by TV producer Norman Lear.

"Broadcast Journalism 1979-81," like preceding volumes, was edited by Marvin Barrett, faculty member of the Columbia University Graduate School of Journalism and director of the duPont/Columbia survey and awards program. It is published by Everest House, New York, at \$15.95. Though official publication is not scheduled until next month, representatives of the publisher said copies have been distributed to bookstores. □

## Snyder to anchor WABC-TV late news

Tom Snyder, former NBC *Tomorrow* show host, early next month returns to the airwaves as a local TV news anchor.

Snyder has signed with WABC-TV New York to anchor the station's 11 p.m. news and handle other station assignments. WABC-TV said it has not yet been determined whether he will be the sole anchor.

Plans also are for Snyder to work on projects for the ABC-owned and operated TV group, with one possibility being that Snyder will host a divisional prime-time access magazine show next year.

Snyder is no stranger to the New York market or the local news scene. In addition to his NBC network experience with *Tomorrow*, *Prime Time Sunday* (and

*Saturday*) and specials, Snyder also had a stint as WNBC-TV New York news anchor and earlier in his career anchored for KNBC(TV) Los Angeles.

His last *Tomorrow* telecast—then called *Tomorrow: Coast to Coast*—was Jan. 28 of this year.

Snyder's new contract is said to be for three years.

As for WABC-TV's current late news team, Ernie Anastos and Rose Ann Scarmadella, the station said job assignments still were being worked out. □

## ABC poll examines TV news vs. privacy

**Survey shows majority wants law preventing journalists from questioning unwilling subjects; poll conducted for 'Viewpoint' program**

A majority of the American public wants a law preventing TV journalists from questioning unwilling subjects.

That was one of the findings from an ABC News poll conducted in late July among a random nationwide sample of 520 people 18 years and older. The survey was conducted for ABC News' *Viewpoint* program which last week focused on the issue of invasion of privacy.

The poll results showed 62% agreeing there should be such a law and 35% disagreeing; the remaining 3% had no answer or didn't know.

Regarding the privacy of ordinary people, 46% believed that TV reporters generally don't respect it while 42% believed they do. Fifty-nine percent said TV journalists don't respect the privacy of public officials and 69% believe that is wrong.

Nevertheless, 57% agreed that TV reporters don't ask personal questions without good reason. Thirty-seven percent disagreed.

Responding to other questions, 50% thought that many interview questions seem designed more to offend than to generate news; 41% disagreed with that. Two-thirds didn't look favorably on reporters waiting outside a person's home hoping to get an interview. And 71% disliked a reporter following a famous person to get a picture or story about his personal life.

An earlier *Viewpoint* poll last October found 79% of the public did not believe the privacy of an ordinary person should be invaded for a news story. The current survey took the question further, asking if it was acceptable for a story of "extremely important" public concern. Here, 58% still thought it wasn't warranted.

Most people, however, didn't think TV



news was the foremost culprit in the invasion of privacy. Fifty-four percent thought banks and credit card companies invaded privacy more. Forty-four percent believed government agencies were worse offenders than TV reporters but 41% thought it was the other way around.

ABC News said its survey results have a margin of error of plus or minus 5%. □

## Public stations win right to editorialize

The ban on editorializing by public broadcast stations, established as part of the Public Broadcasting Act of 1967, has been ruled unconstitutional by a federal judge in Los Angeles.

U.S. District Court Judge Malcolm M. Lucas issued the decree in a suit filed in 1979 against the FCC by the Center for Law in the Public Interest on behalf of the League of Women Voters, noncommercial

group broadcaster Pacifica Foundation and Representative Henry Waxman (D-Calif.).

The suit claimed the statute violated the First and Fifth Amendments. The plaintiffs further noted that the law to shield federally funded broadcast operations from government influence is overly broad for private noncommercial entities.

However, when the FCC and Justice Department subsequently told Congress that they could not defend the editorializing provision of the Public Broadcasting Act (BROADCASTING, Nov. 19, 1979), the Senate Legal Office took over the defense as a friend of the court and filed a motion to dismiss that the court granted.

Judge Lucas at that time said the case was "not ripe" for decision and that it would be "improper to make a constitutional decision without a concrete basis with which to work." The judge also emphasized the lack of conflict between the plaintiffs and the defendants.

The Center for Law in the Public Interest then took the case to the North Cir-

cuit Court of Appeals in San Francisco. But April 1981, Justice, in an about-face, decided it would defend the government's stance in a case that the CLPI resubmitted to Judge Lucas. Congress, in the interim, had changed the wording of the original ban to prohibit editorializing only by public stations receiving funds via the Corporation for Public Broadcasting.

In holding that the prohibition violates constitutional guarantees of freedom of speech and press, Judge Lucas, on Aug. 5, said the government had filed to prove that federally funded radio and TV broadcasters would become government "propaganda organs" if they were permitted to editorialize. Saying public stations should be accorded full First Amendment protection, Judge Lucas added that there "aren't any special characteristics of the broadcast media which justify the application of 'special' less-stringent First Amendment standards in this case." □

## NewsBeat

**'TV Guide' response.** *TV Guide* says CBS News response to magazine's attack on *The Uncounted Enemy: A Vietnam Deception* (BROADCASTING, July 19, 26) contained "some defensiveness, some evasion, some admission of error and even some of the class associated with CBS." In "As We See It" column in Aug. 7 issue, *Guide* contends that despite CBS denials, CBS's paid consultant was rehearsed for his appearance on documentary and *has* "backed away from the premise of the broadcast." It also challenges CBS denial that broadcast was "smear" of General William Westmoreland. But on whole, *Guide* says, CBS "responded somewhat cautiously, but in the main responsibly." □

**Radio Reagan.** According to Associated Press report last week, President Reagan has decided to resume his weekly, five-minute radio broadcasts this fall. Report said broadcasts would run for 10 or 13 weeks, perhaps indefinitely. White House spokesman, however, said no decision on whether to pursue broadcasts had been made. □

**Ask AFSCME.** American Federation of State, County and Municipal Employees held its first national satellite broadcast on its Labor News Network July 29. Broadcast featured AFSCME President Gerald McEntee who answered questions by several radio and TV reporters across country. Network has been in experimental use since May 1981. Union established network to present labor side of story to local radio and TV stations. AFSCME estimated that broadcast was picked up by about 50 commercial TV stations, 400 cable systems and about 350 commercial and 100 public radio stations. □

**On-line.** Mead Data Central announced agreement with Government Research Corp., publisher of *National Journal*, to add that Washington weekly on politics and government to Mead's NEXIS computer-assisted information retrieval service. NEXIS data base now encompasses over 50 newspapers, wire services, magazines, newsletters and government publications.

## Reuters to launch financial newscast

**'Reuters Financial Report' will be two-minute update fed hourly in fall**

Reuters, the international news organization, is getting into the radio networking business.

Discussions now are under way with stations and potential advertisers for the *Reuters Financial Report*, two-minute business and finance newscasts hourly (5 a.m.-9 p.m. NYT) beginning this fall.

Another service, the *Reuters Farm Report* (on commodities), also is in the works. That likely would involve about six feeds daily and would be launched a couple of months after the *Financial Report*.

Both services are being offered in exchange for local station time. For the *Financial* network now being built, one commercial minute is planned to accompany each of the 17 daily reports; Reuters would keep six minutes a day for national advertisers.

While not prepared last week to name names, James Outman, Reuters manager for media services, said that sample tapes have brought "very strong interest" from stations and "encouraged us to go ahead." Outman said the services would be delivered by satellite.

The new radio ventures are viewed by Reuters as an outgrowth of its current information supply to stockbrokers, commodity dealers and others. The company said its worldwide revenues last year were about \$243 million and its profits some \$28.6 million, with "a large portion" of those sums "from sales of services to specialized investors."

While now considered its first major step into radio, the new services are not Reuters's first audio offerings. Until a few years ago, Reuters had been supplying news actualities and voice reports.

Reuters also is investigating TV possibilities and earlier this year came up with a pilot for *Reuters Focus on Investment with Adam Smith*. □



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## United Satellite announces Ku-band satellite service

**Direct-to-home television service to begin over Anik-C bird in 1983; switch to GTE satellite set for '84**

United Satellite Television (USTV), a partnership among General Instrument Corp., Allstar Satellite Network and Pop Satellite Inc., has announced plans to initiate a direct-to-home broadcast satellite service on the Ku-band in mid-1983.

The proposed service will consist initially of four DBS programming channels, to be beamed from Canada's Anik-C2 satellite, which is to be launched in April of 1983. The Canadian Radio-Television Telecommunications Commission approved the application of USTV to use the Anik bird in June. The company has contracted for 10 transponders and its service will initially cover about nine million homes in markets that are uncabled. It has secured those rights through a sublease arrangement with GTE Satellite Corp. By 1987, however, USTV claims its will reach about 95% of the 30 million homes that it projects will not be served by cable.

In 1984 USTV will transfer its DBS service to transponders on a GTE satellite, which is scheduled for launch then. It already has secured the rights for six transponders on the GTE satellite (to be known as G-Star) and expects to seal agreements for an additional six. Both Anik-C2 and G-Star are medium-power satellites that will operate in the Ku-band (11.7 ghz to 12.2 ghz).

General Instrument Corp., whose Jerrold division is a leading manufacturer of cable equipment in the U.S., will be the supplier of the earth station equipment for USTV's subscribers. The company has not yet determined whether subscribers will buy or lease the receive equipment.

Frank G. Hickey, chairman and chief executive officer of General Instrument, noted last week that "USTV projects that it will have approximately 3.75 million subscribers by the end of 1987, or about 13% of the 30 million homes in the U.S. not passed by cable. Based upon those projections, we anticipate revenues from the sale of home subscriber equipment used in the service could total as much as \$1.5 billion cumulatively." He characterized the planned service as the "single largest growth opportunity ever available to the company."

Receive equipment installed in the home will consist of a slightly larger dish than those proposed by the DBS services using the higher powered C-band satellites, perhaps four feet in diameter, a

low-noise converter and a TV set-top terminal unit. The system will be two-way interactive so that the company can offer pay-per-view events, have greater billing efficiency and cut off service to customers who don't pay their bills. Interactive capability will be achieved with a telephone loop connected to the home terminal.

The retail price of the earth station equipment is estimated at \$750 but by 1985 should be down to \$600. Company officials suggest subscribers will probably be charged \$15 monthly for the equipment (with an initial \$100 installation fee) and \$15 monthly for the programming, plus a charge for P-P-V programs selected by the subscriber. Stereo sound and text services also are expected to be provided, although not at the start.

Programming fare will consist of movies,

sports, news and family entertainment. Twelve channels of programming are anticipated eventually and negotiations with program suppliers are ongoing.

General Instrument's Lew Solomon said the Anik and GTE satellites will have a power of 20 watts, enabling 90% coverage of the continental U.S., and will have an EIRP of 47 dbw, only 10 db less than the higher powered DBS satellites.

Francesco Galesi is chairman of USTV. He is also chairman of the Galesi Group, based in the New York area, which has interests in a number of real estate properties. He is also a principal stockholder in Argo Communications, which has proposed a nationwide satellite telephone service. Pop Satellite and Allstar Satellite were formed for the purpose of acquiring transponder space on the Anik and GTE satellites. □

## A new approach to an old technique

**University of South Carolina researchers unveil method of making 3-D video that can be viewed with the naked eye**

Three academics at the University of South Carolina last week demonstrated an experimental stereoscopic (three-dimensional) television system that produces full-color pictures that can be viewed without special eyeglasses and that is said to be compatible with conventional TV.

Visidep, an acronym for visual image depth enhancement process, was shown to the press at the university's main campus in Columbia, S.C., by its three inventors: La-Conte Cathey, professor of physics; Edwin Jones, professor of physics, and A.

Porter McLaurin, chairman, department of media arts.

The process is a novel approach to the century-old challenge of bringing three dimensions to two-dimensional pictures. It simulates the way a one-eyed person sees depth and is fundamentally different from the binocular technique employed in the production of the 3-D movies of the 1950's and the recent spate of 3-D television broadcasts.

"We discovered that a one-eyed person interprets depth by moving his head and comparing a sequence of visual frames from different angles," said Cathey. "Imitating the process through technology adds depth to an otherwise flat picture, making 3-D visible to one-eyed and two-



3-D'ers Jones, McLaurin, Cathey



eyed people. The old technique is based on the binocular concept of presenting a separate image to each eye so the brain can put them together and see depth."

Visidep "takes advantage of another mechanism in the brain than what normally has been taken advantage of" to trick the mind into seeing a two-dimensional picture in three dimensions, added Jones. In psychology, he said, it's known as motion movement parallax. It has, he said, "the elegance of simplicity" that the binocular approaches don't have.

If Visidep or a refined version of it eventually does away with the binocular techniques, 3-D aficionados can do away with those funny glasses with different color tenses that viewers need to perceive the 3-D effect.

The inventors were reluctant to share too many details about how their system works. But based on a careful viewing of a Visidep videotape, the mild 3-D effect is created by rapidly alternating between two

images, each representing different perspectives of the same scene.

The different perspectives are produced by two cameras (the inventors used low-cost Ikegami) with special optics whose outputs are fed to an encoder that multiplexes them onto a single piece of videotape, Jones said. The encoder, he said, can be built with off-the-shelf parts for less than \$1,000.

The system is far from perfect. The same movement in the picture that creates the 3-D effect is distracting, especially in static scenes. The movement can never be completely eliminated, Jones admitted, but he said: "We can probably get it down to where it is not objectionable." The partnership has been operating on a small budget, he said, and hasn't yet had a chance to work on some ideas that should "enhance the process and make it better and more practical."

The effect is not as dramatic as that created by the binocular techniques and

Jones said it is not meant to be. "We're not trying to create the startling Hollywood effect where stuff is pouring out at you. In most of the systems I've seen, the depth has been exaggerated and not realistic." He and his partners, he said, are "trying to achieve a more realistic... natural image." The television set fed by a Visidep signal, he said, "becomes... a window that opens up so you can see the depth beyond."

Although the inventors expect the "most immediate" use to be in television, they also said the potential uses are unlimited. "Visidep can be applied to images generated by X-rays, sonar, computers, and infrared and invisible light," said Cathey. "Numerous medical and scientific advances can be made with 3-D images from fiber optics and computer designs."

Variations of the technique allow for the creation of enhanced depth images from sides and motion pictures, the inventors said. Images produced in one format can be transferred to another. Jones said there is a possibility that many of binocular 3-D movies that have been made over the years can be converted by the Visidep process and viewed without glasses.

Although the press conference and the publicity were coordinated by USC, the process was developed by a limited partnership of the three men. Over the past two years, Jones said, the partnership has spent approximately \$100,000 on its development. The partnership filed for a patent on the process more than a year ago, he said, but a grant has yet to be made.

## 'New York Times' joins CBS-AT&T videotext test

*The New York Times* has agreed to participate in the videotext field test to be conducted by CBS and AT&T this fall in Ridgewood, N.J.

The *Times* will provide information on a wide variety of subjects including general news, business, sports, news summaries, cultural and entertainment offerings.

The New York Times Co. is not a stranger to the electronic media. It owns two radio and three television stations and is also the 41st-ranked cable MSO (technically it owns one system, but it interconnects 55 franchise areas and has a total of 90,000 basic subscribers).

Other news and information providers contributing to the videotext trial will include three New Jersey newspapers, *The Record*, *The Ridgewood News* and the *Star Ledger* and New York's *Sunday News*, and the CBS/Publishing Group, which publishes a wide range of magazines and books.

The Ridgewood test will involve 200 homes, which will be offered both informational and transactional services such as home shopping and banking. CBS will package the information content and AT&T will provide computer facilities, frame creation terminals and home terminals.

## In Sync

**Moving forward.** Day ABC, NBC and CBS radio networks begin digital satellite distribution has moved closer to reality. Scientific-Atlanta Inc. says it has been awarded contract by RCA Americom, networks' satellite carrier, for more than \$1 million to supply and install equipment necessary to get feeds from networks' studios to satellites. According to S-A, which also has contracts to provide networks with downlinks, equipment will be installed at networks' master studios and at RCA's earth station facility at Vernon Township, N.J. RCA and networks should have digital uplinking capability by first quarter of 1983, S-A says, and, by early 1984, more than 3,000 downlinks should be in operation.

**High-frequency dishes.** M/A-COM Video Satellite Inc., Burlington, Mass., is selling 12-ghz receive-only earth stations for as little as \$9,500. New units, designed to capitalize on expanding use of 12-ghz satellites, employ same 24-channel receivers used in company's 4-ghz earth stations. Receivers (MA-1001 and MA-1003) operate at intermediate band of 550-1050 mhz. Low-noise block downconverters at focal point of satellite antennas downconvert signals to common intermediate band. Although receivers will be same, satellite antennas will be smaller. M/A-COM says it will produce 3-meter and 3.7-meter parabolic dishes for 12-ghz units.

**Case closed.** Contending that standards organizations were studying problem on their own and that some technical issues couldn't be resolved from information filed in docket, FCC last week terminated rulemaking proposing to require equipment manufacturers to submit more descriptive information about test sites they use for making equipment authorization measurements. FCC requires manufacturers to submit data on radiation emitted from certain equipment to insure it doesn't cause interference to telecommunications services. Rulemaking was launched in 1977, after commission found that some allegedly compliant equipment wasn't meeting prescribed standards at FCC's laboratory. Commission had found that manufacturers were receiving erroneous test results because of faculty site performance.

**Disk milestone.** RCA's Rockville Road plant in Indianapolis has churned out its five millionth videodisk—stereo disk of Neil Diamond movie, "The Jazz Singer." Disk won't get to spin on RCA disk player, however; it was presented as plaque to plant's 1,200 employees as "symbol of RCA's appreciation of their dedication." Company also says player owners who have had their units over 12 months have bought average of 32 disks, "three times greater than RCA had originally anticipated."

**Stringing along.** Maclean-Hunter Cable TV of Taylor, Mich., has placed \$2 million coaxial cable order with Scientific-Atlanta, manufacturer announced. MSO's Pontiac and Waterford Township, Mich., system will get 500 miles of dual trunk and distribution cable under order.

**Oak gets business business.** Oak Satellite Corp.'s ORION security system will be used by American Business Network (BizNet) to scramble its satellite delivered subscription service. BizNet, based in Washington, is service of Chamber of Commerce of United States, transmits legislative, political and economic news of interest to business community. It's first application of addressable ORION technology to private satellite networking; contract is valued at over \$500,000.

# Western Union into teleconferencing

## It forms subsidiary with Netcom and Momentum to provide turnkey service to business and government

Western Union Corp. believes videoconferencing is going to be a big business in the next decade and wants to be part of it. It announced last week the formation of Western Union VideoConferencing Inc., a new subsidiary that will offer corporate and government clients turnkey videoconferencing service.

WUV is promoting the service as a money-saving alternative to actual physical meetings. The videoconference, it said, can be used for product introductions, sales meetings, stockholders' meetings, educational seminars, employe relations sessions, fund raising and press conferences. Most such videoconferences would involve one-way video and two-way audio. The video feed would originate from a single studio or meeting room and would be sent by satellite and, to a lesser extent, by land line, to participants at one or more remote sites. Audio-only links (telephone) would be used for the return feed.

Western Union will be supported in the venture by two companies with extensive videoconferencing experience—Netcom International, San Francisco, and Momentum Enterprises Inc., New York. Under what is being termed a two-year "contractual association" of the three companies, Western Union will handle the marketing; Netcom will arrange the transmission network and the facilities at the remote sites, and Momentum will handle the video production and provide large-screen projection television systems for the remote sites.

According to Mel Borer, assistant vice president, video services and new business development, Western Union, and president of the new subsidiary, under the terms of the contract, once WUV finds a potential client, it will ask Momentum and Netcom for "cost proposals." WUV will then add up the cost of providing the services, he said, tack on a charge for its efforts and bid for the job. Borer stressed that despite Netcom's and Momentum's participation, WUV will be "the overall customer contact and single point of responsibility."

Although Netcom will work independently in setting up the videoconferencing networks, Borer said, it is required by the contract to use Western Union's Westar satellite system for the satellite links whenever possible. And although Netcom is able to continue providing networking services to other videoconference producers, said William H. Tillson, president and chief executive officer, Netcom, if approached to put together a large turnkey videoconference, must refer the job to WUV.

There is nothing in the contract, Borer said, that says that WUV must send all the production business Momentum's way. If

WUV prefers another producer for a particular job, he said, or if it doesn't like Momentum's price, it has the option of going elsewhere. He added, however, that he anticipates Momentum will handle most of the production for WUV.

Borer conceded that the videoconferencing market has "not grown as significantly as expected," but now believes it is poised for "explosive growth." He cited industry estimates that show the revenues from providing videoconferencing services jumping from the current \$30 million to \$220 million in 1985.

What share of that does WUV hope to capture? "I don't know," he said, "but our goal is to become a market leader." And, he said, Western Union's entry into the business should stimulate the market. He believes many companies, wary of the complex logistics of videoconferencing and unsure of the capability of the scores of small, videoconference producers, may step up now that they can buy a package from a company with the size and reputation of Western Union. Tillson agrees: "This major commitment by Western Union to provide a totally integrated, one-stop shopping service will contribute dramatically to the growth of...the industry."

A company like Western Union has the wherewithal to go into the videoconferencing business alone, but Borer said the company formed the partnership so that it could get into the business quickly

and avoid the trauma of learning how it's all done. In videoconferencing, where everything rides on a single live production, Borer said, the producer "only gets one chance. One bad event and you are in trouble." Western Union could probably have developed the necessary expertise, he said, but "it would have taken a while."

If the new subsidiary is successful in stimulating the market, it can only benefit Western Union's satellite business. Borer said "a pool of seven Westar transponders is now available throughout the day for videoconferencing and other occasional uses as well" (four on Westar II, two on Westar III and one on Westar IV).

Momentum is a full-service videoconferencing service provider in its own right. Founded in 1975, it has a long list of credits. It put together a 38-city videoconference for Ford in March and a 140-city conference for the Christian Broadcasting Network in April. Louis A. Falcigno is founder and president.

Netcom has provided videoconferencing network services and downlink facilities for numerous clients, including Hewlett-Packard, Pfizer Pharmaceuticals, Tandem Computers, Ford, American Bankers Association and Lanier Office Products. The company has also handled feeds for broadcast STV and cable programmers, including ABC, CBS, Group W, Multimedia, Don King Sports and Entertainment Network and ESPN. Robert Patterson president of the Netcom Enterprises, Netcom's operating company, is the man who patches the networks together. □

## The future's getting smaller

One manufacturer that expects to be a major supplier of home earth stations for direct broadcast satellite services believes the enormous power with which the applicants are endowing their satellites is "overkill."

Continuing advancements in earth station technology, Bernard Jacobs, president of Satcom Inc., told a group of earth station manufacturers and distributors at the Satellite Communications Users' Conference in Denver last week, are making the 200-watt-plus transponders the applicants are proposing unnecessary. By the time the first DBS satellites are launched in 1985 or 1986, he said, there will be small earth stations capable of picking up signals from transponders of 100 watts or less and producing a good television picture. A .9-meter (about 35 inches) antenna may be needed in areas where signals are weakened by a lot of rain and high humidity, but a .75-meter (approximately 30 inches) dish would do the job in most places.

Such a dramatic reduction in transponder power could have a profound effect on the economics of DBS. If the power of each transponder were cut in half, Jacobs said, the number of transponders per satellite could be doubled. "The cost of DBS satellites is horrendous," he said.

"You want to get as much revenue as possible and revenue is pretty much a function of the number of transponders. You get so much per transponder," Jacobs explained.

Even if Jacobs were correct in his assessment, he wasn't sure it would have much immediate impact. "Those who are already in the process of ordering their satellites such as [Satellite Television Corp.] probably will proceed with their present plans."

Reduction in transponder power would also make DBS satellites more reliable, Jacobs said. Two-hundred-watt traveling wave tubes have caused problems and are not yet proved, he said.

An earth station consists of three primary components and, according to Jacobs, improvement is continually being made on all of them. The efficiency of the parabolic antenna increases as its symmetry improves, he said, and the symmetry improves with new manufacturing techniques and by the very fact that the smaller the dish the easier it is to build within tolerances.

What will these earth stations cost? Jacobs was unsure, but estimated that the cost to consumers in 1982 dollars would be between \$300 and \$500. The cost of installation would be around \$80. □



# For the Record

As compiled by BROADCASTING, Aug. 2 through Aug. 6, and based on filings, authorizations and other FCC actions.

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

## New stations

### AM applications

■ Franklinton, Ky.—Charles M. Anderson, seeks 830 khz, 250 w-D. Address: 1354 Western Avenue, Bowling Green, Ky. 42101. Estimated construction costs: \$16,650; first-quarter operating cost: \$15,000. Principals: Anderson is director of media services, Western Kentucky University, and also 50% owner of

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WKVL(AM) Clarksville, Tenn. Filed July 21.

■ Marshall, Mich.—G.R.G. Associates Inc. seeks 830 khz, 2.5 kw-D. Address: 175 East Penn Road, Coldwater, Mich. 49036. Principals: Owned equally by Wayne S. Reese, Lowell J. Gates and Toby R. Gates, who have no other broadcast interests. Filed July 20.

■ Sterling Heights, Mich.—Juarez Communications Corp. seeks 1030 khz, 5 kw-D. Address: 1445 Delaware Avenue, Flint, Mich. 48506. Principals: Yolanda M. Juarez Naismith (51%) Bernadette Wegerly and mother-in-law. Bernadette Wegerly, who also are applicants for new AM's at Kingsley, Mich., and North Las Vegas; and new FM's at Florida City, Fla.; Atlanta, Mich.; and Naples Park, Fla. Filed July 21.

■ Webb City, Mo.—Don and Gail Stubblefield seek 1100 khz, 5 kw-D. Address: Route 5, Box 36, Joplin, Mo. 64801. Principals: Don Stubblefield and wife, Gail (50% each), who have no other broadcast interests. Filed July 26.

■ Huntsville, Tex.—Broadcast Communications Inc. seeks 800 khz, 1 kw-D. Address: 3120 Montgomery Road, Huntsville 77340. Principals: Jack B. Nichols and Jack Haney (45% each) and J.D. Dickenson (10%), who have no other broadcast interests. Filed Aug. 2.

### TV applications

■ Miles City, Mont.—Three "C's" Broadcasting Co. seeks Ch. 10; ERP: 105 kw vis., 10.5 kw aur. HAAT: 700 ft.; ant. height above ground: 263 ft. Address: 1120 20th Street, N.W., 3005, Washington, D.C. 20036. Legal counsel: F. Joseph Brinig, McLean, Va. Principals: Calvin Cadriz (51%), Daniel W. Coon (29%) and Thomas A. Curtis (20%), who are part owners of KOUS-TV Hardin, Mont. Filed Aug. 2.

■ Toledo, Ohio—Citicom Broadcasting of Ohio Inc. seeks ch. 24; ERP: 4,370 kw vis., 72.8 kw aur. HAAT: 1,390 ft.; ant. height above ground: 1,447 ft. Address: 950 Third Avenue, New York City 10023. Principals: Robert T. Howard (30%), Scott H. Robb, Wake L. Warthen, Morton S. Robson and David L. Kuhns (17.5% each), who own WOKO(AM) Albany, N.Y., and WBEC(FM) Pittsfield, Mass. Applicant is seeking facilities of WDIIO-TV Toledo. Filed July 30.

■ Midland, Tex.—A.S.&G. Communications seeks 106.7 mhz, 100 kw, HAAT: 470 ft. Address: 2505 Lakeview, Amarillo, Tex. 79109. Principals: Joe B. Garza (51%), Keith Adams and James D. Shelton (24.5% each). Adams and Shelton own KWKC(AM)-KORQ(FM) Abilene, KKYN(AM) Plainview and KYXX(AM) Odessa, all Texas. Including Garza, they also are applicants for new TV's at Lufkin, Bryan, Brownwood, Kerrville and Huntsville, all Texas. Filed June 24.

## Ownership changes

### Applications

■ KOOL-TV Phoenix (CBS, ch. 10, 316 kw vis., 46.8 kw aur., ant. 1,700 ft.)—Seeks transfer of control of KOOL Radio Television Inc. from Tom Chauncey and Homer Lane (51.89% before; none after) to Gulf Broadcasting Co. Consideration: About \$48 million. Principals: Seller Chauncey will keep co-located KOOL-FM plus ranching, real estate, cattle and Arabian horse business. Lane has no other broadcast interest. 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 Autry 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. Filed July 8.

■ KTED(FM) Fowler, Calif. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Edward G. Atsinger III to Billmar Communications Inc. for \$700,000. (BROADCASTING, Aug. 9) Seller is owned by Edward G. Atsinger III, who put station on

air in 1980. Atsinger owns KDAR(FM) Oxnard, Calif. 25% of KGBA(FM) Holtville and 20% of KGFT(FM) Carpinteria, all California. Also, with brother-in-law Stuart Epperson, he owns four AM's and one FM and bought, subject to FCC approval, KMAC(AM) San Antonio, Tex., for \$1 million (BROADCASTING, July 6). Buyer is owned by William Donohue, former sales manager at Cetel Inc., Los Angeles TV rep firm, who has no other broadcast interests. Filed July 28.

■ KFIV-AM-FM Modesto, and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California (KFIV: 1360 khz, 5 kw-D, 1 kw-N; 102.3 mhz, 3 kw, ant. 300 ft.; KTOM: 1380 khz, 5 kw-U; KWYT: 100.7 mhz, 910 w, ant. 2,420 ft.)—Seeks assignment of license from Kilbro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for \$5.65 million (BROADCASTING, July 5). Seller is principally owned by Robert Fenton, who owns KPLS(AM) Santa Rosa and 50% of KMYC(AM)-KRFD(FM) Marysville, both California, and 25% of KHSN(AM) Coos Bay and KOOS(FM) North Bend, Ore. Buyer is Gresham, Ore.-based group owner of four AM's and one FM owned by David J. Benjamin, chairman, and Charles W. Banta, president (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). They also bought, subject to FCC approval, KANC(AM) Anchorage from Susitna Broadcasting Corp. for \$1,106,750 (BROADCASTING, June 21). Their prior acquisition was KGA(AM)-KDRK(FM) Spokane, Wash., which they bought last year for \$3.6 million (BROADCASTING, March 23, 1981) Filed July 26.

■ KDTA(AM) Delta, Colo. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Delta Radio Co. to Columbine Broadcasting for \$400,000. Seller is owned by Jimmie D. Gober and wife, Ruth M., who bought KDTA in 1976 for \$81,900 (BROADCASTING, May 25, 1976). They also own construction permit for KDTA-FM, and Jimmie Gober owns one-third of KNDN(AM) Farmington and one-third of KWYK-FM Aztec, N.M. Buyer: David J. Watts and wife, Kathleen A. (50% each). David Watts is former 51% owner of KKBK(AM) Aztec, N.M. of which he transferred control last year for \$117,600 (BROADCASTING, July 27, 1981). Filed July 30.

■ WBIS(AM) Bristol, Conn. (1440 khz, 500 w-D)—Seeks assignment of license from Radio House Inc. to Dawn Broadcasting Inc. for \$463,333, plus \$1,000 for noncompete agreement. (BROADCASTING, Aug. 2). Seller is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBML(AM) Macon, Ga. Buyer is owned by Sam Hassan and son, Mike Hassan, and Joel Townsend. Sam Hassan and Townsend own WILY(AM)-WRXX(FM) Centralia, Ill., and 80% of WIHN(AM) Bloomington, Ill. Mike Hassan is sales manager at WBIS. Filed July 26.

■ WCNU(AM) Crestview, Fla. (1010 khz, 1 kw-D)—Seeks transfer of control of Gulf Shores Broadcasting Co. from Sam F. Townsend (77% before; none after) to Jerry W. Milligan (16.6% before; 93.6% after). Consideration: \$160,000. Principals: Transferor is selling his stock to current minority stockholder. Balance of stock is owned by Carroll D. Caldwell, who will continue to be one-sixth owner. Filed Aug. 2.

■ WGHC(AM) Claton, Ga. (1570 khz, 1 kw-D)—Seeks transfer of control of Rabun Radio Inc. from Carroll S. Lee (100% before; none after) to Richard J. Turner (none before; 100% after). Consideration: \$325,000 (BROADCASTING, Aug. 9). Principals: Seller has no other broadcast interest. Lee bought station in 1964 for \$35,000 (BROADCASTING, Nov. 30, 1964). Buyer is Clayton physician and has no other broadcast interests. Filed July 26.

■ WOWO(AM) Fort Wayne, Ind. (1190 khz, 50 kw-U)—Seeks assignment of license from Westinghouse Broadcasting and Cable Inc. to Wayne Broadcasting Corp. for \$6 million (BROADCASTING, July 5). Seller is New York-based group owner of seven AM's, five FM's and six TV's. Richard Harris is president of Group W Radio. Buyer: Subsidiary of Republic Broadcasting Corp., which is wholly owned by Price Communications Corp., which is headed by Robert Price, president and 18.38% owner. Price is former general

partner of Lazard Freres, New York-based investment banking firm. Filed July 30.

■ **KTRX(FM)** Tarkio-Rock Port, Mo. (93.5 mhz, 3 kw, 11AAT: 235 ft.)—Seeks assignment of license from Ashdown Broadcasters Inc. to Cole Broadcasting Inc. for \$195,000. Seller is principally owned by Jimmy N. McCollum, Norman W. Peacock and C.N. McCollum, who also own KMLA(FM) Ashdown, Ark. Buyer: William B. Cole and family, who have no other broadcast interests. Filed July 26.

■ **KSNM(FM)** Santa Fe, N.M. (95.5 mhz, 29.5 kw, 11AAT: 130 ft.)—Seeks assignment of license from Camnar Broadcasting Inc. to Radio Santa Fe Inc. for \$537,000. Seller: Martin Percival, who bought KSNM in 1979 for \$332,500. (BROADCASTING, April 2, 1979). Percival is former vice-president, radio spot sales for ABC Radio, New York. Buyer: James R. Curtis Jr., James H. Hurst and Guy N. Harrison (one-third each). Curtis owns 30% of KFRO(AM), Longview, Tex. Filed July 28.

■ **WKWO(AM)** Fair Bluff, N.C. (1480 khz, 1 kw-D)—Seeks transfer of control of Marshall Media Inc. from Richard H. Marshall and Theodore J. Gray Jr. (100% before; none after) to Michael G. Orr (none before; 100% after). Consideration: \$200,000. Principals: Seller is owned by Marshall (80%) and Gray (20%), who bought station last year for \$165,000 (BROADCASTING, June 8, 1981). Gray owns WR11(AM) Rock Hill, S.C., and 95% of WKDE-AM-FM Altavista, Va. Buyer also owns WCRE(AM) Cheraw, S.C. Filed July 30.

■ **WSYX-FM** London, Ohio (106.3 mhz, 3 kw, 11AAT: 300 ft.)—Seeks assignment of license from Crista Ministries Inc. to Kix Broadcasting Inc. for \$275,000 (BROADCASTING, Aug. 9). Seller is non-stock corporation that also owns KLYN(FM) Lynden and KGDN(AM)-KBIQ(FM) Seattle, all Washington. Clarence Reimer is president. Buyer: Closely held group of 12 stockholders headed by Carl Clovis II, president and 12.5% owner. Clovis also owns 51% of WBRJ(AM) Marietta, Ohio. Filed July 26.

■ **KONI(AM)** Spanish Fork, Utah (1480 khz, 1 kw-D)—Seeks assignment of license from Mountain States Broadcasting Corp. to Chris Warden for \$225,000 (BROADCASTING, Aug. 9). Seller is owned by Dan Lacey, who also owns KFTN(AM) Provo, Utah, and KIQQ(FM) Durango, Colo. Lacey bought KONI along with co-located KTMP(FM) earlier this year for \$325,000 (BROADCASTING, March 1) and had prior deal to spin off KONI for \$185,000 before sale fell through after FCC approval. New price includes real estate that was excluded in first deal. Buyer is owned by Chris Warden, who operates Santa Monica, Calif.-based South Asian Cultural Exhibition and has no other broadcast interests.

■ **WCRN(AM)** Charlotte Amalie, V.I. (101.1 mhz, 50 kw, HAAT: 1,543 ft.)—Seeks assignment of license from Radio Virgin Inc. to Caribbean Communications Corp. for \$500,000 (BROADCASTING, Aug. 9). Seller is controlled by Marjorie A. Ilyman, who has no other broadcast interests. Buyer: Reginald F. Lewis (100%), who is New York attorney and has no other broadcast interests. Filed July 23.

■ **KIMA-TV** Yakima and **KERP-TV** Pasco, both Washington, and **KLEW-TV** Lewiston, Idaho (KIMA-TV: CBS, ch. 29, 484 kw vis., 87.3 kw aurr., HAAT: 970 ft.; **KEPR-TV**: ch. 19, 490 kw vis., 88.3 kw aurr., HAAT: 1,203 ft.; **KLEW-TV**: CBS, ch. 3, 13.8 kw vis., 1.38 kw aurr., HAAT: 1,260 ft.)—Seeks transfer of control of NWG Broadcasting Co. from estate of Harrell B. Whitney (50% before, none after) to John Noels Jr. and son, Roger (50% before, 100% after). Consideration: \$6.5 million (BROADCASTING, Aug. 9). Seller has no other broadcast interests. Buyers are currently 37.5% and 12.5% owners, respectively, of NWG Broadcasting and have no other broadcast interests. Filed July 23.

## Actions

■ **KJOI(FM)** Los Angeles and **KKUA(AM)-KQMQ(FM)** Honolulu (KJOI: 98.7 mhz, 75 kw, ant. 1,180 ft.; **KKUA**: 690 khz, 10 kw-U; **KQMQ**: 93.1 mhz, 100 kw, ant. 126 ft.)—Granted transfer of control of CCLA Communications Inc. from Northwest Industries (100% before; none after) to Beatrice Foods Co. (none before; 100% after). Consideration: \$20 million. Principals: Seller is publicly traded Chicago-based manufacturer of tubular steel products, ingot moulds, component parts, chemicals, consumer products and beverages. Sale of stations is part of \$600 million deal for Northwest to sell to Beatrice all of outstanding shares of capital stock in its wholly owned subsidiaries in beverage industry, Coca-Cola Bottling Co. of Los

Angeles and The Buckingham Corp., which through subsidiaries owns above stations. Richard D. Strubel is executive vice president. Buyer Beatrice Foods is publicly traded Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James L. Dutt is chairman. Donald P. Eckrich is president. (BTC, H-811204GO, GP). Action July 27.

■ **KPMO(AM)-KMFB(FM)** Mendocino, Calif. (AM: 1300 khz, 5 kw-D; FM: 92.7 mhz, 3 kw, HAAT: 165 ft.)—Granted assignment of license from Stephen M. Ryan to Anderson Broadcasting Inc. for \$424,900. Seller has no other broadcast interests. Buyer: George Anderson and family. Anderson also owns one-quarter or KRHS-FM and KRHS(AM)ICP) Bullhead City, Ariz. (BALH-820614FF). Action July 27.

■ **KKCS(FM)** Colorado Springs (101.9 mhz, 50 kw, HAAT: 310 ft.)—Granted assignment of license from Mountain Center Broadcasting Co. to Walton Stations Colorado Inc. for \$1,020,000. Seller is principally owned by Dale Palmer, Al Burke and Steve Adams, who are also principal owners of KTYL-AM-FM Tyler, Tex., and KIBA-TV Farmington, N.M. KKCS-FM was bought three years ago along with KYSN(AM) for \$765,000 (BROADCASTING, May 14, 1979). Buyer is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought co-located KYSN(AM) for \$1.3 million (BROADCASTING, July 19). (BAL-82050711X). Action June 28.

■ **WLOF(AM)** and **WBJW(FM)** Orlando, Fla. (AM: 950 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 350 ft.)—Granted assignment of license from Rounsaville of Cincinnati Inc. and Robert W. Rounsaville, respectively, to Nationwide Communications Inc. for \$6,665,000. Seller is veteran group owner who last sold WOKV(AM)-WAIV(FM) Jacksonville, Fla., to Affiliated Broadcasting for \$3 million (BROADCASTING, March 23, 1981) and WJYW(FM) Tampa, Fla., to Combined Communications (later merged into Gannett) for \$4 million (BROADCASTING, June 2, 1980) and WDAE(AM) Tampa to Taft Broadcasting for \$5.5 million (BROADCASTING, April 2, 1979). Rounsaville acquired WLOF five years ago from Home Security Broadcasting in swap for WCIN(AM) Cincinnati, which Home Security then spun off to Broadcast Enterprises National Inc. (BROADCASTING, June 20, 1977). WBJW was bought in 1973 for \$500,000 (BROADCASTING, May 14, 1973). Buyer is subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co., which through subsidiaries owns three AM's, four FM's and three TV's and which also bought cable system serving 10 central Ohio communities for over \$10 million (BROADCASTING, March 1). Clark Pollock is president of Nationwide Communications. (BAL, H-820615GD, GC). Action July 30.

■ **WOKS(AM)-WFXE(FM)** Columbus, Ga. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw, 11AAT: 290 ft.)—Granted assignment of license from Associated FM Broadcasting Inc. to Silver City Communications for \$2.3 million. Seller has no other broadcast interests. Buyer: John Robert E. Lee (51%), Allen Joesten and Joseph I. Gray (24.5% each). Lee owns 30% each of KUBK-TV Lubbock and KTXS-TV Sweetwater, both Texas. Joesten is Rockford, Ill., veterinarian. Gray is Plymouth, Mich., manufacturers representative. (BAL-820616FR). Action July 27.

■ **WNBY-AM-I'M** Newberry, Mich. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Prime Time Productions Inc. to Jack St. Andre for \$160,000. Seller: Alfred E. Thomas and Janet M. Johnson (50% each) who have no other broadcast interests. Buyer is general manager at WNBY(AM) and has no other broadcast interests. (BAL, H1820519GW, GX). Action July 28.

■ **WBIO(AM)** Parsippany-Troy Hills, N.J. (1310 khz, 1 kw-D)—Granted assignment of license from Radio 13 Inc. to Parsippany Broadcast Associates for \$534,000. Seller: Roy Schwartz (29.2%), Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziadzio (3.5%), who have no other broadcast interests. Buyer: Louis Steele and Erik Paige (50% each). Steele is formerly with Metromedia, New York. Paige is Riverdale, N.J., real estate investor. Neither has other broadcast interests. (BAL-820423EG). Action July 28.

■ **KKEE(FM)** Alamogordo, N.M. (94.3 mhz, 3 kw, HAAT: 490 ft.)—Granted assignment of license from Sweetland Broadcasting Inc. to Luin K. Dexter for \$310,000. Seller: Richard Sweetland (100%), who has no other broadcast interests. Buyer is former president and principal owner of KLYQ-AM-FM Hamilton,

Mont., and has no other broadcast interest. (BALH-820517GI). Action July 13.

■ **\*WTVI(TV)** Charlotte, N.C. (PBS, ch. 42, 214 kw vis., 42 kw aurr., HAAT: 450 ft.)—Granted assignment of license from Charlotte Mecklenburg Board of Education to Charlotte Mecklenburg Public Broadcasting Authority. Assignor seeks to reorganize license authority. Assignee consists of 18 board members, headed by J. Alex McMillan, chairman. None have other broadcast interests. (BALET-820617FW). Action July 27.

■ **WTPA(FM)** Harrisburg, Pa. (104.1 mhz, 24 kw, HAAT 670 ft.)—Granted assignment of license from Newhouse Broadcasting Corp. to Foster Media Corp. for \$1.25 million. Seller also sold, subject to FCC approval, WAPI-AM-FM Birmingham, Ala., for \$4 million (BROADCASTING, May 17). Buyer is subsidiary of Foster Media Associates, which is controlled by John H. Foster, who heads Stamford, Conn.-based investment company and holds interests in three AM's and one FM. (BALH-820503GZ). Action July 29.

■ **KYTX-FM** Amarillo, Tex. (98.7 mhz, 100 kw, 11AAT: 470 ft.)—Granted assignment of license from Denning Broadcast Group Inc. to Tillis Communications Inc. for \$1.5 million. Seller also owns KZIP(AM) Amarillo. Buyer: Lonnie M. Tillis (100%), who also owns KIXZ(AM) Amarillo. (BALH-820615FG). Action Aug. 29.

■ **WPQZ(AM)** Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Allegheny Broadcasting Corp. to Gilcom Corp. of West Virginia for \$128,412.54. Seller: Jamie W. Stevens (70%), Don C. Harold and son, Don C. Harold Jr. (15% each), who have no other broadcast interests. Buyer: Subsidiary of the Gilcom Corp., which is owned by Edward T. Giller, who also owns WFBG-AM-FM Altoona, Pa. and WEIR(AM) Weirton, W. Va. (BAL-820517GL). Action July 9.

■ **WLKE(AM)-WGGQ(FM)** Waupun, Wis. (AM: 1170 khz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Coursolle Broadcasting of Wisconsin to Jack Ambrozio for \$1.1 million. Seller is principally owned by Jim Coursolle, who bought stations six years ago for \$335,000 (BROADCASTING, Sept. 20, 1976). Buyer is former principal owner of WYBR(FM) Belvidere-Rockford, Ill., which was recently sold for \$1.1 million. (BROADCASTING, May 31). (BALH-820608GZ). Action Aug. 29.

■ **KRKK(AM)-KQSW(FM)** Rock Springs, Wyo. (AM: 1360 khz, 1 kw-D, 500 w-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Granted assignment of license from Media West Inc. to Springs Broadcasting Partnership for \$1.55 million. Seller: Arnold H. Morck (100%), who has no other broadcast interests. Buyer is composed of general partners Media Development Inc. and Thomas V. Geimer Enterprises Ltd. MDI is owned by Brian E. Cobb. TVG is owned by Thomas V. Geimer. Cobb is former vice president and general manager of KOA-AM-TV and KOAQ(FM) all Denver. Geimer is Denver stockbroker. (BALH-820609, HO). Action July 28.

## Facilities changes

### AM applications

#### Tendered

■ **WXBK** (1090 khz) Albertville, Ala.—Seeks CP to increase power to 2.5 kw. Ann. Aug. 2.

■ **WAEC** (860 khz) Atlanta, Ga.—Seeks CP to increase power to 5 kw. Ann. Aug. 2.

■ **KAAR** (1480 khz) Vancouver, Wash.—Seeks CP to increase D and N power to 2.5 kw; install DA-2; and change night TL. Ann. Aug. 2.

#### Accepted

■ **WCBF** (1010 khz) Tampa, Fla.—Seeks modification of CP (BP-820603AD) for augmentation of D directional antenna pattern. Ann. Aug. 4.

■ **WEBB** (1360 khz) Baltimore—Seeks MP of CP (BP-820414AB) to furnish new set of antenna parameters. Ann. Aug. 4.

■ **KVEG** (1400 khz) North Las Vegas, Nev.—Seeks modification of CP (BP-781103AL) to augment N direction pattern. Ann. Aug. 3.

### FM applications

#### Tendered

■ **WKZN-FM** (96.9 mhz) Zion, Ill.—Seeks CP to



change ERP to 50 kw (H), 43.7 kw (V) and change HAAT to 500 ft. Ann. Aug. 3.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 440 ft. and change TL. Ann. Aug. 4.

#### Accepted

■ KMGN (97.7 mhz) Shafter, Calif.—Seeks CP to change TL. Ann. Aug. 3.

■ \*WBGL (91.7 mhz) Champaign, Ill.—Seeks modification of CP (BPED-790223AH, as mod.) to change TL; change type trans.; change type ant. increase HAAT to 451 ft. and change TPO. Ann. Aug. 3.

■ WUWU (107.7 mhz) Wethersfield, N.Y.—Seeks CP to decrease ERP to 13.2 kw; increase HAAT to 800 ft. and change TPO. Ann. Aug. 3.

■ KKXL-FM (92.9 mhz) Grand Forks, N.D.—Seeks CP to decrease ERP to 63 kw; increase HAAT to 386 ft. and change TPO. Ann. Aug. 3.

#### TV applications

##### Tendered

■ KTMX-TV (ch. 31) Denver, Colo.—Seeks MP (BPCT-5097) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change trans. and make changes to ant. sys. Ann. Aug. 2.

##### Accepted

■ KEZI-TV (ch. 9) Eugene, Ore.—Seeks CP to change ERP to 316 kw vis., 47.4 kw aur.; change TL; and make changes to ant. sys. Ann. Aug. 2.

#### AM actions

■ KMOG (1420 khz) Payson, Ariz.—Granted modification of CP (BP-790910AG) to change TL. Action July 26.

■ WBRD (1420 khz) Bradenton, Fla.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change city of license to Palmett; change TL; and make changes in antenna. sys. Action July 27.

#### FM actions

■ KLPX (96.1 mhz) Tucson, Ariz.—Granted CP to

install aux. trans. and ant. at main TL; to be operated on ERP of 39.5 kw (H) and 16.9 kw (V); change HAAT to -54 ft. and change TPO. Action July 24.

■ KOWN-FM (92.1 mhz) Escondido, Calif.—Granted CP to change TL; change type trans.; change ERP to 170 w; decrease HAAT to 1,024 ft. and change TPO. Action July 27.

■ KPDJ (92.3 mhz) Eureka, Calif.—Granted CP to install emergency ant. at main TL; to be operated on ERP of 175 w; change HAAT to 1,544 ft. and change TPO. Action July 27.

■ KPLM (106.1 mhz) Palm Springs, Calif.—Granted modification of CP (BPH-10,991) to change TL; increase HAAT to 370 ft. and change TPO. Action July 27.

■ WZOT (107.1 mhz) Rockmart, Ga.—Granted CP to increase HAAT to 253 ft. and change TPO. Action July 27.

■ WZOT (107.1 mhz) Rockmart, Ga.—Granted CP to install aux. trans. and ant. at location other than main; to be operated on ERP of 2.29 kw; change HAAT to -128 ft. and change TPO. Action July 27.

■ KUMU-FM (94.7 mhz) Honolulu—Granted modification of CP (BPH-801126A1) to increase ERP to 100 kw; increase HAAT to 78 ft. and change TPO. Action July 27.

■ WGRN (89.3 mhz) Greenville, Ill.—Granted modification of CP (BPED-791228AL, as mod.) to change TL, SL and RC; change type trans.; change type ant.; increase ERP to 300 w; increase HAAT to 206 ft. and change TPO. Action July 27.

■ WDBR (103.7 mhz) Springfield, Ill.—Granted CP to increase ERP to 50 kw; decrease HAAT to 303 ft.; operate trans. by RC from SL; change type trans. and change TPO. Action July 27.

■ KIIK (103.7 mhz) Davenport, Iowa—Granted CP to increase HAAT to 1,220 ft. Action July 23.

■ WJMM (106.3 mhz) Versailles, Ky.—Granted CP to increase HAAT to 300 ft. and change TPO. Action July 27.

■ KCIL (107.1 mhz) Houma, La.—Granted CP to change TL; change type trans.; decrease HAAT to 298

ft. and change TPO. Action July 27.

■ WTTR-FM (100.7 mhz) Westminster, Md.—Granted CP to change TL; change ERP to 15.67 kw; change HAAT to 905 ft. and make changes in ant. sys. Action July 27.

■ WHA1-FM (98.3 mhz) Greenfield, Mass.—Granted CP to increase ERP to 3 kw; change HAAT to -241 ft.; change type trans. Action July 27.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Granted modification of CP (BPH-10.603) to make changes in ant. sys. Action July 27.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 40 kw (H) and 35.3 kw (V); increase HAAT to 500 ft. and change TPO. Action July 27.

■ \*KNPR (89.5 mhz) Las Vegas—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; relocate SL and RC; and change TPO. Action July 27.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Granted modification of CP (BPH-800130AL) to change TL; change type ant.; increase ERP to 2.95 kw; decrease HAAT to 305 ft. and change TPO. Action July 27.

■ WPCM (101.1 mhz) Burlington-Graham, N.C.—Granted CP to change TL; change ERP to 100 kw and 83 kw; increase HAAT to 910 ft. and change TPO. Action July 27.

■ \*WFDD-FM (88.5 mhz) Winston-Salem, N.C.—Granted modification of CP (BPED-810309BA) to make changes in ant. sys.; change type trans.; change type ant.; decrease HAAT to 388 ft. and change TPO. Action July 27.

■ WUJC (88.7 mhz) University Heights, Ohio—Granted CP to make changes in ant. sys.; change type ant.; change ERP to 850 w; decrease HAAT to 321 ft. and change TPO. Action July 27.

■ KNFB (94.3 mhz) Nowata, Okla.—Granted CP to make changes in ant. sys.; change TL, SL and RC; change type trans.; change type ant.; increase HAAT to 114 ft. and change TPO. Action July 27.

■ WMGK (102.9 mhz) Philadelphia—Granted CP to install 2nd aux. ant. at location of proposed aux.; to be operated on ERP of 42.6 kw; change HAAT to 525 ft. and change TPO. Action July 27.

■ WGMR (101.1 mhz) Tyrone, Pa.—Granted CP to change type aux. ant. to be operated on ERP of 2.55 kw; change HAAT to 1,062 ft. and change TPO. Action July 27.

■ KKDA-FM (104.5 mhz) Dallas, Tex.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1,585 ft.; change feedline and make changes in ant. sys. Action July 27.

■ KUBE (93.3 mhz) Seattle, Wash.—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; increase HAAT to 1,241 ft.; change TPO; install aux. ant. at main TL; to be operated on ERP of 87.12 kw; change HAAT to 1,176 ft. and change TPO.

■ KPAS (103.1 mhz) Fabens, Tex.—Granted CP to change TL; increase HAAT to 265 ft. and change TPO. Action July 27.

■ KESS (94.1 mhz) Fort Worth, Tex.—Granted CP to change frequency to 94.1 mhz; change ERP to 97.97 kw; change HAAT to 1,585 ft.; change TL and make changes in ant. sys. Action July 27.

## In contest

#### FCC actions

■ ALJ Joseph Chackin granted CP to Merit Broadcasting Corp. for new FM on 106.1 mhz at Burney, Calif. ALJ said Merit's substantial diversification preference outweighed competing applicant's slight management-ownership proposal. Merit Broadcasting Corp. is owned by Jeffery Martin and wife, Jane (50% jointly) and Jeffery Martin's brother, Michael Martin (50%). Jeffery and Jane Martin own 10% of KSXO(AM) Redding, Calif., which is principally owned by their parents. They will dispose themselves of that interest. Initial decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC reviews it on own motion. Issued July 29. Ann. Aug. 2.

■ Fined \$250 to chief operator on noncommercial WKCR(FM) New York, licensed to Columbia Univer-

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sity, for repeated violations of FCC rules which require performance of specific duties by chief operator of broadcast station.

- FCC proposed to eliminate certain restrictions from its rules in their subsidiary communications uses of FM baseband subchannels and to change certain technical limits and procedural requirements. Action Aug. 4.

- FCC proposed to stop requiring broadcasters to keep detailed operating and maintenance logs, relying instead on licensee's responsibility to operate within FCC technical standards. Action Aug. 4.

- FCC denied request by Subscription Television Association for partial stay of June 17 action deregulating Subscription Television Service. Action Aug. 4.

- FCC began rulemaking and inquiry proposing to relax restrictions limiting broadcast operations of certain AM's to daylight hours. Action Aug. 4.

- FCC granted ABC STV authority for its five O and O's and 195 affiliates so they may carry ABC's Home View Network. Action Aug. 4.

- Seven applicants competing for interim operating authority for facilities of WIIBI(FM) Newark, N.J., have been designated for argument before FCC Review Board to determine which is most qualified to take over facilities. Action Aug. 4.

- ALJ Joseph Stirmer granted Alamo Broadcasting Corp. CP for new TV at San Antonio, Tex., while denying applications of three competitors. ALJ found Alamo application superior on grounds of ownership-management integration proposal. Alamo Broadcasting Corp. is principally owned by Paris R. Schindler (45%), and sister, Sherry L. Schindler (30%) and Phyllis G. Davis (15%). Paris Schindler owns Houston drilling company. Sherry Schindler owns Houston bike and backpacking shop. Davis is San Antonio guidance counselor. Decision becomes effective 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued July 29, Ann. Aug. 5.

- FCC seeks comment on proposed revisions to FCC annual report form O, which is filed by wire-telegraph and ocean cable carriers, and form R, submitted by radio-telegraph carriers. Action Aug. 4.

- FCC voted to allow KZAN(FM)-KDAB(FM) Ogden, Utah, to continue broadcasting pending resolution of related rulemaking, despite objections by licensees of two Salt Lake City radio stations. Action Aug. 5.

- FCC proposed to eliminate annual financial report which it requires of all cable system operators. Action Aug. 4.

## Translators

- The following applications have been accepted for filing and will be ready for processing after Sept. 3 cut-off date.

### UHF applications

- Barstow, Calif.—San Bernardino Community Col-

lege seeks ch. 25, 100 w, to rebroadcast KVCR-TV San Bernardino, Calif. (BPTT-810121KB).

- Crestline, Calif.—San Bernardino Community College seeks ch. 48, 100 w, to rebroadcast KVCR-TV San Bernardino Calif. (BPTT-810121KA).

- Victorville, Calif.—San Bernardino Community College seeks ch. 20, 100 w, to rebroadcast KVCR-TV San Bernardino Calif. (BPTT-810121KA).

- Crawford, Colo.—Delta County seeks ch. 55, 100 w, to rebroadcast KRMA-TV Denver (BPTT-8103091M).

- Marble, Colo.—Pitkin County Translator Department seeks ch. 16, 100 w, to rebroadcast KRMA-TV Denver (BPTT-810121JW).

- Paonia, Colo.—Delta County seeks ch. 58, 100 w, to rebroadcast KRMA-TV Denver (BPTT-810121KA).

- Dover, Del.—Delaware Public Television seeks ch. 24, 1 w, to rebroadcast WDPB-TV Seaford, Del. (BPTT-820525TY).

- Concordia, Kan.—Smoky Hills Public Television seeks ch. 64, 100 w, to rebroadcast KSMH-TV Hays, Kan. (BPTT-820510TX).

- Phillipsburg, Kan.—Smoky Hills Public Television seeks ch. 66, 100 w, to rebroadcast KSMH-TV Hays, Kan. (BPTT-820510TZ).

## Low power

- The following applications have been accepted for filing and will be ready for processing after Sept. 3 cut-off date:

### VHF application

- Lame Deer, Mont.—Dull Knife Memorial College Inc. seeks ch. 4, 10 w (BPTVL-820323TU).

### UHF applications

- Corsicana, Tex.—Navarro College seeks ch. 29, 1 kw (BPTTL-820621TX).

- Fairfield, Tex.—Navarro College seeks ch. 41, 1 kw (BPTTL-820602TY).

## Other

### Channel amendments

- Mountain Home, Ark.—On request of Baker Broadcasting Co.: Proposed amending FM table by assigning ch. 298 to Mountain Home as community's third FM, first class C, assignment. Mountain Home, seat of Baxter County, approximately 110 miles north of Little Rock, is served by commonly-owned stations KTLO-AM-FM (ch. 242A), there are applications pending for ch. 288A. Site restriction of approximately 15.7 miles southeast of Mountain Home is required due to KNIB(FM) Poteau, Okla., and pending applications for unused ch. 296A at Birch Tree, Mo. Site proposed by Baker would be short-spaced three miles with Birch Tree proposal. Comments are due by

Sept. 6, replies by Sept. 21. (BC Doc. 82-467). Action July 21.

- Yellville, Ark.—On request of Adams Broadcasting Co. amended FM Table by assigning ch. 249A to Yellville as community's first FM; effective Sept. 21. (BC Doc. 82-114). Action July 21.

- Marshfield, Wis.—On request of Journal Printing Co.: Proposed amending TV assignments by assigning ch. 39 to Marshfield. Neither has assigned TV channel. Marshfield is 160 miles northwest of Milwaukee. Comments due by Sept. 6, replies by Sept. 21. (BC Doc. 82-468). Action July 21.

## Call letters

### Applications

| Call        | Sought by                                                              |
|-------------|------------------------------------------------------------------------|
|             | <b>New AM</b>                                                          |
| WIDS        | James Wesley Bottoms Russell Springs, Ky.                              |
|             | <b>New FM's</b>                                                        |
| KRQZ-FM     | KRDZ Broadcasters Inc., Wray, Colo.                                    |
| KWGG        | Wayne E. Grant, Hampton, Iowa                                          |
| KLYX        | Long Line Broadcasting Inc., Thermopolis, Wyo.                         |
|             | <b>New TV's</b>                                                        |
| WJLH        | Capitol Broadcasting Co., Laurel, Miss.                                |
| WRDG        | National Group Telecommunications of Burlington Inc., Burlington, N.C. |
|             | <b>Existing AM's</b>                                                   |
| KXXA        | KBIB Monette, Ark.                                                     |
| KRQZ        | KRDZ                                                                   |
| Wary, Colo. |                                                                        |
| WSOG        | WSMX Winston-Salem, N.C.                                               |
| KLSC        | KSDR Watertown, S.D.                                                   |
| WIMZ        | WHEL Knoxville, Tenn.                                                  |
| WLKZ        | WJRB Madison, Tenn.                                                    |
| KBBW        | KKIK Waco-Mariin, Tex.                                                 |
| KGGR        | KZUN Opportunity, Wash.                                                |
|             | <b>Existing FM's</b>                                                   |
| KSDO-FM     | KEZL San Diego, Calif                                                  |
| WPBQ        | WNJY Riviera Beach, Fla.                                               |
| WRNG        | WCOH-FM Newnan, Ga.                                                    |
| WYNG-FM     | WVHI Evansville, Ind.                                                  |
| KOIS        | KOWI Clarinda, Iowa                                                    |
|             | <b>Existing TV's</b>                                                   |
| KTSP-TV     | KOOL-TV Phoenix                                                        |
| WTBY        | WFTI-TV Poughkeepsie, N.Y.                                             |

### Grants

| Call | Assigned to                                                |
|------|------------------------------------------------------------|
|      | <b>New AM's</b>                                            |
| KHNL | Wilson-Tiplon Broadcasting Co., Honolulu                   |
| KLNI | Alan Adams, Pearl City, Hawaii                             |
|      | <b>New FM's</b>                                            |
| KMGW | Western Minnesota Stereo Inc., Montevideo, Minn.           |
| WJCF | Falkenstine Broadcasting Inc., Westover, W. Va.            |
|      | <b>New TV</b>                                              |
| KTWC | Western Slope Communications Ltd., Glenwood Springs, Colo. |
|      | <b>Existing AM's</b>                                       |
| WEGN | WBLO Evergreen Ala.                                        |
| KSML | KGJM Globe, Ariz.                                          |
| KVVA | KIFN Phoenix                                               |
| KTOD | KVEE Conway Ark.                                           |
| KLYD | KNTB Bakerfield, Calif                                     |
| KCMN | KKCS Colorado Springs                                      |
| WDGR | WAAH Dahlgonega, Ga.                                       |
| WWHK | WDRB Mount Clemens, Mich                                   |
| WLVM | WIDG Saint Ignace, Mich.                                   |
| KKOZ | KSOA Ava, Mo.                                              |
| WOOK | WMYB Myrtle Beach, S.C.                                    |
| WHIT | WWQM Madison, Wis.                                         |
|      | <b>Existing FM's</b>                                       |
| KJBR | KBTM-FM Jonesboro, Ark.                                    |
| KUUZ | KLVA Lake Village, Ark.                                    |
| WGTY | WGET-FM Gettysburg, Pa                                     |
| WYHY | WUSW Lebanon, Tenn.                                        |
| KSPL | KAYO Seattle, Wash                                         |

## Summary of broadcasting

### FCC tabulations as of June 30, 1982

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,667    | 0           | 1           | 4,668        | 121             | 4,789              |
| Commercial FM  | 3,378    | 1           | 1           | 3,380        | 237             | 3,617              |
| Educational FM | 1,112    | 0           | 0           | 1,112        | 80              | 1,192              |
| Total Radio    | 9,157    | 1           | 2           | 9,160        | 430             | 9,590              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 524      | 1           | 0           | 525          | 12              | 537                |
| UHF            | 271      | 0           | 0           | 271          | 124             | 395                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 9               | 116                |
| UHF            | 162      | 2           | 4           | 168          | 16              | 184                |
| Total TV       | 1,060    | 4           | 7           | 1,071        | 161             | 1,232              |
| FM Translators | 477      | 0           | 0           | 477          | 257             | 734                |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 2,734    | 0           | 0           | 2,734        | 284             | 3,018              |
| VHF            | 1,635    | 0           | 0           | 1,635        | 409             | 2,044              |

\*Special temporary authorization

\*\*Includes off-air licenses

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**Station Manager wanted** to work closely with General Manager. Applicants must have successful sales, sales promotion background. Ability to work with and manage staff and make everyday business decisions a must. Write Jeff Smith, WJJO, PO Box 81, Tomahawk, WI 54487 EEO.

**Station/Sales Manager.** Salary, commission, bonus, fringes. Recent power increase. Daytimer applying for full time. University town. Modern facilities. Absentee owner Turnaround. Central Pennsylvania. WTGC, PO. Box 577, Lewisburg, PA 17837. 717-523-3271.

**General Manager** Solvang, CA. KSYV-FM New station, fully automated. State qualifications in first letter. Will go on air Sept 1, 1982. Contact Bill Reelfs, PO. Box 74, Solvang, CA 93463

**Director of membership.** WKAR/AM/FM is looking for experienced professional to plan and execute all individual giving programs, including on-air, direct mail, planned giving, and special events. WKAR/FM 90 (classical) and WKAR/AM870 (news and jazz) are housed in new broadcast complex on scenic MSU campus. Successful applicant will be expected to build on current level of \$250,000. Requirements: strong writing and organizational skills, good on-air presence and proven fundraising skills. B.A. in marketing or related field, or an equivalent combination of experience and education. Salary: \$16,300 minimum, excellent fringes. Send resume and letter by August 27 to Employment Office, Rm. 110, Nisbet Bldg., 1407 S. Harrison Road, Michigan State University, East Lansing, MI 48824. Refer to position A294. MSU is an Affirmative Action/Equal Opportunity Institution.

**Need sales manager** with station manager potential and desire. If you can prove yourself as sales manager, you can then manage one of our stations (two AM's, two FMs) located in two of the Southwest's most desirable communities (50 thousand population). Write Box E-132.

### HELP WANTED SALES

**General Sales Manager.** Highly rated major market Urban Contemp. FM station. Must be experienced in both local retail and co-op advertising and used to selling retail advertising personally. Tremendous opportunity for hard-hitting hard-working sales executive. EEO employer. Write Box E-10

**We just boosted** our ratings. We need two more experienced salespeople who can maximize the profits. Send resume to GM, KRSS Radio, 224 S. Main, Sioux Falls, SD 57102.

**Immediate opening** for proven sales person. Tremendous opportunity for the right person. Must have 1-2 years street sales with outstanding record. Salary, commissions, and good company fringe benefits. Send resume to: Sales Manager, PO. Box 100, Brunswick, GA 31521.

**Salesperson:** Two years ago, I came to Lake Charles, Louisiana, as a rookie and made \$24,500 selling KLCL-AM (C&W) and KHEZ-FM (BM). In 1981, I made \$34,000. Now, as sales manager, I am offering this same opportunity to one aggressive, self-motivator, preferably with some experience. Send resume to Sales, PO. Box 3067, Lake Charles, LA, 70602. 318-433-1641.

**Sales Manager:** Buffalo, New York-32d market. Are you an organized, aggressive, experienced pro ready to lead a young sales staff? Must be capable to sell and manage. A tough, rewarding job for the right person. E.O.E. Resume and track record to Box C-98.

**Aggressive, experienced** sales person for fine Midwest, established station. Great opportunity for right person. Resume-references to Lou Skelly, WFDF, Flint, MI 48502. E.O.E.

**Opening for experienced** Account Executive. First year earnings \$20-\$30,000. Guaranteed salary + commission + travel. Part of a five-station group serving four states. Send resume to: WMCL, 811 Broadway, Mt. Vernon, IL 62864. EOE/MF

**Want to learn sales** and make money? Not afraid to work for a tough sales manager? We might get along. Willing to work harder than you ever have before and learn. Send resume to Sales, P.O. Box 669, Marquette, MI 49855. You'll only make as much as you work for. E.O.E.

**General Sales Manager** Top 30 market. AM/FM top rated stations. Major group. Tremendous career opportunity for right person. Salary open, override. Minimum five years general sales management experience. Send descriptive track record to Box E-140. All replies confidential. Equal opportunity employer.

**Indiana FM with strong** local orientation needs two aggressive salespersons. Most progressive compensation in industry. Al Kimball, Sales Manager, WZZY, 317-964-7278.

**Immediate opening** Ambitious account executive needed for excellent west Texas market. Must be aggressive and self-motivated. Established list. Growing company. Send resume to Box E-147.

**Group owner needs** experienced, effective sales person for rural Midwest market. (AM-FM, C&W). Proven list and excellent territory available. Possibility for management and/or ownership. Box E-124. EOE.

**Brand new 100,000 watt FM** covering 7600 square miles in beautiful Washington State. If you can sell retail and can develop a growing area, we're looking for a pro. One more qualification: you must want to make Big \$\$\$, Send resume to Box E-117.

### HELP WANTED ANNOUNCERS

**We're looking for** a proven winner! Modern Country station in St. Louis ADI is looking for a morning drive/music director. If you have minimum 5 years of stability and want to join a dynamic team of broadcasters, send your confidential resume, tape and salary requirements to: Steve Beeney, c/o KWRE Radio, PO. Box 220, Warrenton, MO 63383.

**KJCS, Nacogdoches, Texas,** is accepting tapes and resumes for air work. Seeking experienced announcer with good production. PO. Box 1111, Nacogdoches, TX 75961. EOE.

**If production is your specialty,** then this job is for you. We are looking for a mature announcer, but don't apply unless your production is great. Send tape and resume to Rod Meadows, PO. Box 1047, Tallahassee, FL 32302.

**Once-in-a-lifetime** showbiz opportunity! Can you entertain, be fun, be serious, be conversational, be glib and do it all on the phone? Join one of America's foremost talk stations where all talk is prime time. This may sound like we're trying for a whole staff in one super entertainer—you're right, we are! We'll be glad to hear from you. If we get together you'll hear from us in big dollars, in a hot market. Send resume to Box E-87. EOE.

**Top 40 station,** Mid/East, changing to A/C. Taking applications for new afternoon announcer. Resume to Box E-59. EOE.

**Combo announcer/engineer** needed for locations in mid-Atlantic and Southeast Coastal resort city. Two positions open. Tape and resumes to Group Chief Engineer, PO. Box 11045, Augusta, GA 30907.

**Immediate opening** for bright spirit. Commercial station experience essential. 90 miles from New York City. S. Lubin, WVOS, Box 150, Liberty, N.Y. 12754. E.O.E., M/F.

**New Adult Contemporary** on the exotic & dynamic border needs experienced (2 years minimum) personalities with flair for creative spots. Spanish speaking a plus, but not required. Rush cassette air check & production work to Santiago, 4721 Coles Manor Pl., No. 528, Dallas, TX 75204.

**Announcer/Salesman,** \$200.00 per week, sales 15%. Established account list. Country and Western. Do not apply if you are not experienced. Call J. C. Johnson or Mike Howard, WJEM, Valdosta, GA 912-242-1565.

**South Florida** English speaking AM needs PM drive announcer. Station in pleasant coastal town targeted 35 plus. Good production a must. Send tape and resume to Jimbo Genovese, WIRA, Box 3032, Ft. Pierce, FL 33454. Equal Opportunity Employer.

### 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.

**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.

**WGSM/WCTO is seeking** an assistant chief engineer. Hands-on maintenance experience and a First-Class FCC license are required. Send resume & references to Marvin Holverstatt, PO. Box 74, Melville, N.Y. 11747. An Equal Opportunity Employer.

**WIOS-AM & WKJC-FM,** NE Michigan, radio engineer wanted. Must have above average technical skills. Experience necessary, must have first class. Send resume to: John Carroll, PO. Box 549, Tawas City, MI 48763.

**Immediate Houston opening.** Assistant to chief at state-of-art facility. Minimum 3 to 5 years radio background. Transmitter experience required. Only career-oriented, hard workers apply. Resume and letter to Box E-73.

**Full time engineer** for AM/FM combination, Northeast Coast resort community. Must have good working knowledge of AM directional and 3,000 watt FM system, plus automation experience. BC/BS, good pay and benefits, nice working conditions. No prima donas, please! Growing company wants team player. Reply Box E-86.

**Broadcast/Recording Technician.** National Public Radio seeks Broadcast/Recording Technicians to work at our Washington, D.C. headquarters. Individuals must have 3 years technical broadcast operation and/or recording studio engineering experience. Strong background in broadcast production, music mixing or remote recording skills desirable. Excellent company benefits. Send resume and salary history to: National Public Radio, Personnel, 2025 M Street, N.W., Washington, D.C. 20036.

**Combo announcer/engineer** needed for locations in mid-Atlantic and Southeast Coastal resort city. Two positions open. Tape and resumes to Group Chief Engineer, PO. Box 11045, Augusta, GA 30907.

### HELP WANTED NEWS

**WMBD has an immediate** fulltime opening for a Talented talk host. Work in one of the country's newest, most modern facilities with an excellent on-air team. Send your tape and resume to Neal Hunter, WMBD Radio, 3131 North University, Peoria, IL 61604. Equal Opportunity Employer, M/F



## HELP WANTED NEWS CONTINUED

**News Director.** Major market AM-FM. Excellent established company. Winning stations. Aggressive news department. Large staff, well-equipped. Strong background in contemporary news a must. All inquiries kept in confidence if requested. Contact: Steve Keeney, GM, KIMN-KYGO Radio, 5350 W. 20th Ave., Denver, CO 80214. An Equal Opportunity Employer.

**News position in capital city.** There is lots happening in Florida's capital city, and we want to report it on our station. This reporter's job is a first class opportunity and experience is required. Salary depends on your background and quality of your work. Outstanding benefit package. Send tape and resume to Rod Meadows, P.O. Box 1047, Tallahassee, FL 32302.

**Thoroughly competent professional** broadcast journalist wanted immediately to lead five-person news department at one of Midwest's most respected AM/FM combos. Group owned by company with excellent business reputation and firm commitment to news. If you are our candidate you will enjoy excellent salary and live in medium market of 300,000+, where cost of housing is low and quality of life is high. Send resume and references to R. Elliott, P.O. Box 600, Fort Wayne, IN 46896. No calls, please. An Equal Opportunity Employer.

**Sports, sports, sports.** That's what our town talks about and we want to talk about it on our station too. Join a sports team that has already established itself as the leader. You must do creative sportscasts with lots of actualities, and be able to work the phone for stories. You'll be covering Florida State and Florida A & M sports, plus high school. Some play by play. Send resume and tape of sportscasts to Rod Meadows, P.O. Box 1047, Tallahassee, FL 32302.

**Anchor-Reporter** for morning drive news in suburban NYC market. We're looking for a broadcast journalist with good on-air sound, solid writing and reporting abilities. Minimum one year experience in radio news. Tape and resume to: Steve Winer, WNLK/Q96, Box 1350, Norwalk, CT 06852. EOE. No calls, please.

**News Director.** Take over, one man operation, build from there. Some news gathering experience essential. KCIN, Box 1428, Victorville, CA 92392.

**Lake Tahoe FM needs** news director/newscaster. Tape and resume to Karl Crass, KHTX, Box 88, Kings Beach, CA 95719. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Established Midwest AM/FM.** Commercial radio experience in production/on-air desired. Good starting salary, fringes. Station located 90 mi. southwest of Chicago. Send resume & air tape to Joe Hogan, Prog. Dir., WLPO/WAJK, PO Box 215, La Salle, IL 61301. An equal opportunity employer, M/F.

**Operations Manager** for KWTO, 56 Country, Springfield, MO. Send T & R to Orv Koch, Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE.

**Looking for the right person** for Program Operations at our Country station. Must have on-air personality, proven organizational ability, and experience. Send resume, air check, production samples to KCIN, Box 1428, Victorville, CA 92392.

**Major market FM needs** Production genius. Is your hero Chuck Blore? Do you sit and listen to "The Best of Radio Promos" tapes? Do you know how Jack McCoy "built" the last contest gong? Send resume to Box E-128.

## SITUATIONS WANTED MANAGEMENT

**General Manager** in one of the top 15 markets seeking a positive, challenging management position in a large or medium market. Knowledgeable in all phases of sales, programming and administration. Organized and aggressive leader with over 21 years large to small market experience. High broadcast standards. Community-active family man. Interested in long term association with a quality organization. Write Box E-1.

**General Manager** - last seven years managing major market facilities, plus seven years sales, sales management, and on-air program direction. Proven results and experience. Box E-20.

**Program Director** with 12 years' experience and proven track record in Adult Contemporary, Country, and Top-40 seeking any type management position. Strong background in sales and promotions. Equally successful in live and automated formats. expert at computerized programming. Family man. Will relocate—available immediately. 412-228-2402 or 412-225-3481.

**Only surprises pleasant ones.** Stable, very successful, compatibly employed G.M. seeking same position in East or Gulf area. Prefer small-medium market. Knowledgeable all phases. Sales, bottom-line oriented. Community-active family man. Good with people and promotions. No nonsense manager. Honorable reason for move. Credentials, references. Reply Box E-66.

**Bottom line oriented** General Manager (medium-large markets) with 20 plus years in radio looking for right opportunity. Heavy sales involvement, broad programming background, a people motivator. Young (39), successful, stable, excellent references, group experience, college grad. Write Box E-103.

**Medium Market owners:** I offer successful, creative, programming and sales skills acquired through 10 years of competitive experience throughout the upper- Midwest. Seeking General Manager position. Write to Box E-51.

**General Manager** with proven record of credibility and productivity seeks new opportunity with future. 16 years top management experience. Hands on professional who understands cash flow and bottom line. Group operations or single station level considered. Box E-49.

**All phases in one,** hard working, sales, management and/or on the air. All areas open to discussion. Call 303-340-1663.

**Management position** sought by broadcaster with 27 years' experience in engineering and programming. Full, well-rounded background in large and small markets, including state-of-the-art engineering. Prefer East Coast. Write Box E-176.

**Successful, creative GSM,** (10 years), searching for first management position in East. Complete knowledge of station operations. Desire a situation that demands concentration, hard work, competent, and mature leadership. Excellent track record. Top references. Box E-145. Confidentiality assured.

**Sales slipping?** Programming stale? Promotions non-existent? I've done it all, D.J., street sales, SM, GM, owner, well enough to retire at 41. This expertise is available to you on a per diem or per problem basis. For rates and resume, call 305-979-5599, or Box E-172.

**Results oriented** General Manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales development ability. Expertise includes leadership, motivation, programming, high achiever of goals and profit-oriented. A dedicated professional that's in search of an opportunity and challenge. If you are a group or station owner with a need for a top drawer manager with excellent credentials. Write, Box E-154.

**Manager,** 17 years' experience all phases radio, some TV, seeks responsible position in Florida or S.E. Write Box E-157.

**Aggressive sales professional,** excellent organizational skills and follow through. Seeking radio sales management position. Write Box E-144.

**Your next O.M. or P.D.** should have 15 years' experience, know sales, music, news, administration, have good references, be stable and want to work. Wants PA, MD, N.J., Del. Box E-108.

**Sales up 35% and climbing.** Ratings now No. 1. General Manager of contemporary FM looking for growth situation. If No. 1 is what you want I can put it there—and keep it. Write Box E-109.

## SITUATIONS WANTED SALES

**Top salesman with 14 years'** experience in announcing and sales seeking full time sales position with earnings \$25,000 plus. Would prefer Southeast, Southwest or West, will consider all. Hard working and dedicated, with excellent references. Write Box E-88.

**Enthusiasm!** That's one of my biggest assets. Aggressive salesman seeking better opportunity to make a contribution. Experienced, small market sales, looking to grow and produce. Also, background in sports' or willing to contribute in programming. Write Box E-156.

## SITUATIONS WANTED ANNOUNCERS

**C'mon, you guys!** With 6 years' experience, B.A. and 3rd endorsed, I thought you'd be breaking down my door. Won't somebody even knock? Seeking live C/W or oldies medium market on East Coast. Box E-33.

**9 years' experience,** excellent references, very dependable. Mike, 904-255-6950, or write Box E-71.

**Looking for first professional break.** Dependable and versatile young man. Strong reader with a healthy voice. Will relocate. Steve Schnell, 8111 W. Sunnyvale, Mequon, WI 53092, or call 414-242-0964 after 6:00 p.m.

**Available immediately!** Looking for best career opportunity. New announcer with good voice, personality, and ability. Evenings or overnight Ohio or adjoining state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

**6-year experienced** announcer wants a new challenge. I am an entertaining and energetic announcer as well as a very hard worker. Hire me. You won't regret it. Prefer A/C or country format. Contact Marty, 216-755-0504.

**Broadcast graduate seeks** full time position. Can't get enough board work. Experience in PBP, M.O.Y.L. Love Nebraska and Iowa. Available mid-August. John, 319-326-1158.

**Creative, dependable announcer** who knows music. Full of ideas and ready to help you. Looking for AOR or Top-40 stations. For T&R: Tane Elander, 914-246-6729.

**To all Long Island stations:** captivating female personality: 3½ years commercial exp.; Talk with me. 212-582-4366; 212-336-7198, Heather.

**Beginner looking** for first job. Broadcast school grad, FCC license. DJ, commercials, news. Small market. Call Walter Skesters, 414-421-7336.

**Pipes, personality & pizzazz.** Mature & trained for rock or news. Will go anywhere for right opportunity. Call Dan Martinez, 312-221-8412.

**Strong morning personality** with 20 years' experience. Family man, community involved. Want stable position with professional company in adult or country personality format. Prefer Southeast. Box E-159.

**Catch a rising star & put him** on your payroll. Young anchor/reporter seeks PBP opportunity. PBP experience, 4 major sports. Impressive track record, references. Talented, personable, committed to excellence. For more than your money's worth, call Barry, 617-823-5822.

**Radio pro ready** to go & grow. Experienced female w/natural talent and great pipes looking for a slot in the Sunbelt. Prefer A/C, mellow AOR in major market area. Write Box E-143.

**14-year pro seeks** solid position at station with mature audience in Midwest, Southwest, or Rockies. MOR, BM, or C&W. Smooth production, air work: excellent news, sports delivery. Last 7 years with dominant 10kw regional AM. Available September 6. Call after 2pm CDT, Gary Bailey, Coffeyville, KS 316-251-7806.

**Award winning black** air personality/Program Director. Ten years experience. Mature, professional, personable, dependable and loves production. 514 N. Michigan Ave., Atlantic City, NJ 08401.

**On-air personality,** 2 yrs. exp. BA, Communications. Any format, will relocate. Call before 5, Dwayne, 516-643-2259.

**Energetic young announcer,** 1981 college grad, experience in top 20 market solid gold and AOR. Eager to expand, will relocate. Call Robert, 414-383-7827, before 11 A.M.

**My broadcast students** are the best! Find out why. Dick Barrett, 319-355-6456.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Radioactive personality** currently doing mornings on 50,000 watt FM at large medium East Coast market. Looking for warm climate or East Coast CHR/AOR Strong, creative production Dependable, experienced, level-headed team worker BA. in Broadcasting Tape, resume, good ratings and references Call Bryan, 215-493-3370, Walker Rd., Washington Crossing, PA 18977.

**Announcer** Good Pipes, will relocate. Flexible attitude PR experience. Dependable Tape-resume available. Rex Rizzis, 312-898-6963, Days.

**Asst. PD/MD** of successful medium market Urban Contemporary station seeks stable announcing position at Urban Contemporary/Black or CHR station. Presently employed Let's talk. Contact Skip Taylor, 504-927-3314, 504-925-8027.

**Entertaining and accurate** play-by-play. Quality air shift. Sports Director, 3 years' experience. 516-437-2688

**Bright & versatile jock.** Dependable, great voice. Currently working big band format in small market. Seeks small or medium market, any format, anywhere. Hardworking, ambitious, 2 years' experience. Tape/resume available Mike Weaver, Star Rt. 1, Box 114 P, Pryor, OK 74361, 918-434-6339.

**I love sheep, cows, swamps, deserts, mountains,** and small, small markets Trained broadcaster wants day-nite, weekend and holiday shifts. Charismatic tape at your request, 212-292-6411, before 12 p.m. Maurice Mercer.

**Announcer/sports** play-by-play, with five years' experience, looking to move up to medium market. Call Bob Simen, 615-775-2341, after 4:15 p.m. Tape and resume available.

## SITUATIONS WANTED TECHNICAL

**Young CE/DOE.** Top 5 market directional, stereo, TV experience Wants to clean and process LAX/SFO/SAN station(s) into marketing powerhouse(s). Also NYC. Network scale. Write Box E-78.

**Experienced Chief Engineer,** looking for a position as Chief Engineer in a major market or as Technical Director for a small network. BS, CET, First Phone. Experienced in construction, automation, computers, and directional antennas. Write Box E-161.

**Chief Engineer,** many years of experience all phases. AM, FM, DA, stereo, etc. Write Box E-162.

**Chief Engineer** with leadership qualities. Seeking position in or near Columbus, Ohio. 614-239-6590.

**Jack of all radio** trades and pretty good! Mature first phone technician, usable voice, thoroughly experienced all operational areas. Write Box E-110.

## SITUATIONS WANTED NEWS

**Demand more than just 1st class** play-by-play sports announcing. Demand daily personalized sportscasts and editorials. Now available with experience. Looking for Midwest, middle market opportunity Box E-27.

**Recent college grad** seeks news position. 2 years on-the-air experience giving newscasts for 100,000 watt FM station. Excellent writing background. For tape and resume, write Box E-2, or call Mark at 503-636-6634.

**Hire a reporter with moxie!** Articulate, intelligent and experienced recent college grad seeks entry level news position. Give me a break! Richard, 612-377-5622.

**Solid Sportscaster.** College, high school football, 8 years all sports. Let's talk. Dan Lee, 316-231-6205.

**All-News/Newstalk,** five years major market experience with Metromedia and Taft. Editor assignments, reporter, writer and producer. Master's in TV-R from Syracuse. Looking for a network, group or station with a news commitment that needs the job done. Box E-100.

**Talk Show Host.** College grad with extensive talk show experience at educational station seeks position. For demo tape, call Steve, 212-336-6835.

**News Programmer** with large market experience available. Excellent record in formatting, recruiting, equipping, directing, budgeting and marketing enthusiastic staffs. West Coast preferred. 503-683-8918.

**Award-winning broadcast journalist** seeks stable East Coast opportunity. Degree, five years professional experience. Prefer medium market News Director. All offers considered through September. Call 602-888-5152.

**Cal Rains seeks position.** 20 years radio/TV. Prefer small, medium market. Box 15174, Atlanta, GA 30333.

**Black female seeks** entry level in news writing/producing/announcing. BA, broadcast journalism. Valeria, 212-629-0428, after six.

**Reporter with master's** degree in state government reporting and experience in two state capitals seeks job with state news network or capital city news operation. Write Box E-137.

**Two years of dues** paid in major market radio newsroom as editor, writer and producer, and one-and-a-half on air in suburban Pittsburgh market. Looking for sports/news reporting/anchor. Jeff, 412-561-8761, after 3 p.m.

**Somewhere, there's an** upper-medium or major-market station, with a news department stalled on the verge of greatness. Here's a ND, who can motivate, educate, and innovate, to get it going again. Experienced in all formats. 904-269-4940.

**Radio Sportscaster**—11 years' experience covering high school, Jr. and major college programs. Exciting style. PE, grad. Desire college PBP. Rob Williams, 515-233-3117.

**PBP Specialist.** Experienced, educated, reliable, dedicated. Football, basketball, baseball. Enthusiastic, descriptive. Available immediately. Box E-30.

**Sportscaster seeking medium** market play-by-play position. My ten years sports broadcasting background includes thorough and interesting play-by-play, localized sportscasts, with actualities, and award winning documentaries. If you're looking for a professional sports sound, I'd enjoy visiting with you. Reply Box E-129.

**Seeking entry level position** in news or sports. Ambitious Broadcast Management grad prefers New England. Steve, 413-267-3422, Tuesdays/Wednesdays.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Successful Medium Market PD** looking for greater challenge, 7 years' experience CHR/Urban Contemporary/Black & Adult Contemporary. Extensive knowledge of music, promotions & sales. Let's talk. Anthony Gray, 504-925-8027.

**7 years programing/announcing.** Stable personality experienced in Contemporary, Top 40, AOR, oldies. East preferred. Resume, Tape. Frank Cavaliere, Rt. 1, Box 343C, Carlsbad, NM 88220. 505-885-1769.

**Strictly Professional.** Seeking permanent programing and production position with small to medium growth oriented company. Eight years experience; B.A.-Telecommunications. Presently employed, solid references, geography no problem. John Howard, 812-379-2259.

**Longtime pro seeks** full authority programming opportunity. Prefer large or medium live FM in ratings trouble. Management must be open to new ideas. Box E-175.

**Pro-gramming, -motion, -duction, -fessional.** A/C. Wants station dedicated to success. Heavy community involvement. Mid-Atlantic area. 609-667-2892, keep trying.

**Professional big band** programmer, announcer. Major market voice, skills. All markets considered. Steve May, 4 Megan Court, Bellport, N.Y. 11713. 516-286-9491.

**Looking for long term** success? Complete market analysis, format development, promotion; all markets; fulltime or consulting basis. Contact in confidence. Box E-122.

**Program/Operations Director** for group or growing AM/FM. 20 years' experience, from announcer to station manager. Family man, community involved, strong radio fundamentals. Prefer Southeast. Box E-160.

## TELEVISION

### HELP WANTED MANAGEMENT

**Executive Director.** Developing regional telecommunications consortium seeks executive to direct the project. The Executive Director will effect cooperative formal and informal learning and communications services with member institutions, administer business and community affairs of the corporation, and organize funding/development plans. Academic degree plus proven record and experience with similar projects required; advanced degree preferred. Knowledge in communications technology/higher education required. Available immediately. Salary commensurate with qualifications and experience. Send detailed resume, including references, by August 30, 1982, to: Convocom Search Committee, c/o Dr. Alex B. Lacy, Jr., President, Sangamon State University, Springfield, IL 62708. 217-786-6634.

**Marketing Director/Sales Manager.** Financial News Network is seeking an experienced Marketing Director/Sales Manager to head up its national marketing and advertising campaign. Must have management and broadcasting experience. Must be professional and dynamic with an excellent reputation. Equal opportunity employer. Salary commensurate with experience. Send resume to: Rodney H. Buchser, General Manager, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405.

**Assistant Manager** of Idaho public TV station at University of Idaho. Responsible for administering daily operations of KUID-TV and some teaching assignments in undergraduate program. Requires management experience and advanced degree. Send resume, names and phone numbers of 3 references to: AM Search, School of Communications, U of I, Moscow, ID 83843. Closing Date is August 30. An AA/EOE Employer.

**General Manager.** New station in small New England market seeks dynamic, aggressive GM. Programming, sales and newsroom experience helpful. Write Box E-169.

### HELP WANTED SALES

**Sales Manager and** account executive. Financial News Network is seeking experienced sales people who have extensive knowledge and contacts in the New York advertising community to sell commercial advertising time for the TV network. Must be professional, dynamic and have an excellent reputation. Equal opportunity employer. Salary commensurate with experience. Send resume to: Rodney H. Buchser, General Manager, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405.

**Account Executive.** Midwest station looking for a small market specialist in local sales. 1-2 years' experience, hard-working with management potential. Reply in confidence to Box E-120. EOE.

**Television Account Executive**—One of America's most prominent broadcasting groups has an opening in a Sunbelt, growth-oriented CBS affiliate. We need an account executive with a proven track record. Candidate should be a self-starter with management potential. Write Box E-164. We are an equal opportunity employer and encourage minority and women applicants.

**Account Executive**—Experienced in TV local sales to direct and agency accounts. Dominate network affiliate in top 50 market. Midwest group station. Full benefits. Send resume in confidence to Box E-151.

**Account Executive.** Top 20 network affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Write Box E-170.

**Music sales.** Successful growing media company looking for commission sales reps to serve large metro areas. Will sell music to radio/TV broadcast companies, media & AV production facilities. Experience helpful in music usage, media production or advertising. Selling skills essential. Send resume: I.M.M.I., P.O. Box 498, Palo Alto, CA 94301.



## HELP WANTED SALES CONTINUED

**Local Sales Manager** to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation skills and experience in development of vendor support programs and co-op campaigns. Send resume to: William J. Kemple, Vice President and General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**KOLO Television, Reno, NV, seeks studio maintenance engineer** on TK-46, ACR-25, Sony 3/4", E.N.G. Position available immediately. General class license + 3 years' experience. Write or phone: Chief Engineering, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. 702-786-8880. An E.O.E. employer.

**UHF/FM Maintenance Engineer.** Excellent working conditions and benefits. Send resume and references to Mack Seed, Vincennes University, Vincennes, IN 47591. Affirmative action/equal opportunity Employer.

**Major East Coast production facility** has openings in the following areas: (1) Video (location, remote unit, and studio); (2) Film Color Correction (Rank Mark III experience preferred); (3) Editors (CMX340X/GVG EMEM experience preferred); (4) Top maintenance personnel. Satisfactory applicants must be client-oriented & self-starters. Competitive salaries and excellent benefits package. Send resume in confidence to Box E-72.

**Asst. Engineering manager:** Group-owned television station, offering best of all worlds for a hard-working person interested in opportunity and development. Must have excellent systems knowledge, management ability, foresight, and a practical approach. Hands-on required. Location, climate, and benefits are a big plus. Contact: Tom Bradford, Cosmos Broadcasting Corp (WIS-TV), P.O. Box 367, Columbia, S.C. 29202; 803-799-1010. An Equal Opportunity Employer.

**Maintenance Engineer 2 openings.** 3 plus years experience in studio maintenance of TK45, TK28, TR6000, Grass Valley, Chyron or BVU 200, BVU 800, Ikegami, and Vital. Good Salary and benefits. Send resume or call Donald Hain, KARD-TV, 833 North Main, Wichita, KS 67201 EOE.

**Broadcast Engineer**—wanted for Public Broadcast station in Juneau, Alaska. Responsibilities include: maintenance and repair of all television studio and remote equipment; assisting in transmission plant maintenance; assisting in equipment installation and construction. Requirements include: at least 2 years formal education or equivalent training in electronics technology; at least 2 years experience in broadcast electronics technology; FCC 1st Class Radiotelephone License or FCC General Class Radiotelephone License. Excellent fringe benefits. Magnificent outdoor recreation environment. Send resume to Business Manager, KTOO(FM) and TV, 224 Fourth St., Juneau, AK 99801. An equal opportunity employer.

**Chief Engineer** (hands-on maintenance) for mobile unit with GVG switching & terminal gear. Computer cameras, 1" VTR's. Northeastern U.S. Write Box E-115.

**Assistant chief engineer**—major market. We are currently seeking a talented individual with a strong maintenance and supervisory background. We offer an excellent salary, good benefits, and room for advancement. Send resume to Earle Connors, Chief Engineer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130.

**CMX Editor**—Fast, creative CMX editor sought by new energetic production house in the Philadelphia area. TD experience necessary. Excellent salary. Call Bob Baumann, 215-667-1004.

**TV Microwave Engineer.** Maintain & supervise operation of equipment at several remote sites. Assist & supervise operation of portable equipment. FCC license and microwave experience required. Send resume: Att: Bill Bradford, KUTV, Inc., 2185 South 3600 West, Salt Lake City, UT 84119. No phone calls accepted. E.O.E.

**Broadcasting Engineer,** Television maintenance engineer for aggressive, VHF public television station. State of the art equipment. FCC licensed and 2 years' experience including hands-on maintenance. Competitive salary and attractive university benefits package. Send resume by August 20, 1982, to: Ted Adkisson, Personnel Services Office, University of Illinois, 52 East Gregory, Champaign, IL 61820. An Equal Opportunity/Affirmative Action Employer.

**Chief Engineer**—3 plus years experience as working chief or assistant chief. Management, UHF and microwave background essential. Good salary and benefits. Send resume or call Donald Hain, 833 North Main, Wichita, KS 67201. 316-265-5631. EOE.

## HELP WANTED NEWS

**Weatherperson.** Weatherperson who knows that meteorology is more than rain, snow and sun. Must be able to relate to market mix of farm and urban viewers. Please send resume to Olivia Lage, Personnel Manager, KSEE TV, P.O. Box 24000, Fresno, CA 93779. An Equal Opportunity Employer.

**Weatherperson**—We're a top 50 CBS affiliate looking for someone special to do our prime weathercasts. We want you if you have that sparkle. You don't have to be a meteorologist. You do have to be able to do some reporting. If you're doing weekends, and want to do full-time weather, let us know. We encourage people from markets 100+ to apply. Send your tape and resume to: Dick Wagner, News Director, WCHS-TV, P.O. Box 1153, Charleston, WV 25324. E.O.E. No phone calls, please.

**Co-anchor** as you increase photo, reporting and writing skills. TV news reporting experience required. Columbus, GA. 404-561-3838. Jerry Luquire.

**Sports reporter.** Sports reporter with energy and production ability can make a difference in our sports-minded city. Strong emphasis on local sports. Play-by-play experience helpful. Please send resume to Olivia Lage, Personnel Manager, KSEE TV, P.O. Box 24000, Fresno, CA 93779. An Equal Opportunity Employer.

**Sports reporter/week-end anchor,** photography experience helpful. Tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711, EOE, M/F.

**Assignment Editor for CBS affiliate** in top 100 Midwest market. Aggressive, hands-on newsperson. If you're a creative talent who can conceptualize story ideas, other than the usual meetings and handshakes, motivate people, and present an on-air program that has people talking, send your resume & news philosophy to Box E-130. EOE/MF.

**If you think you are the best 6:00 PM.** News Producer in the industry, let's talk. Excellent opportunity for growth in a highly competitive market. Must be creative, a good writer and work well with people. Contact Tony Ballew, News Director, WSOC-TV, 704-335-4735. Charlotte, N.C. EOE.

**News Director.** VHF network-affiliate in Southeastern coastal city wants an experienced "take-charge" TV journalist who can lead news people effectively and produce results. Salary negotiable. Send resume, references to Box E-125. EEO.

**Experienced reporter needed** for general assignment reporting. Degree preferred. Send resume to: Mr. Hans Krause, News Director, WRDW-TV 12, Drawer 1212, Augusta, GA 30903. We are an equal opportunity employer.

**Assignment Editor** for aggressive, top rated news station in South Carolina. We need a team player who has ideas, loves news, and wants to be part of an award winning news team. The person we are looking for is probably already an assignment editor in a smaller market or a very good reporter looking to get into news management. Let us hear from you. Send a resume and salary requirements to: Scott Parks, Managing Editor, WIS-TV, Box 367, Columbia, S.C. 29202. EOE.

**Wanted-news producer** for Mon.-Fri., 6-11 pm newscasts. Min. of 3 years' experience in TV. Located in the Southeast, top 40 market; has excellent benefits. Write Box E-131. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**PM Magazine is looking** for a Field Producer. Person would be responsible for developing, scripting, producing and editing national features. Must have experience in field production and talent direction. Send tape and resume to: PM Magazine National Office, 855 Battery Street, San Francisco, CA 94111. Attention: Features Department. Westinghouse Broadcasting and Cable is an Equal Opportunity Employer, M/F.

**TV graphic artist.** Supervise and produce art work for on air, set design, promotion, print advertising and other related areas. Degree in graphic design, related areas, or equivalent experience. Good state benefits, salary to \$15,828—depending on experience. Send resume and work samples by August 31, 1982 to: WPBY-TV, Third Avenue, Huntington, WV 25701. EOE.

**Producer-Writer:** University public information office seeks experienced (1-3 years) professional to produce and write video and audio messages and news features. Some narration required; bachelor's degree required. Send application letter and resume to Tom Bauer, Broadcast News Service, The University of Iowa, Iowa City, IA 52242. The University of Iowa is an affirmative action/equal opportunity employer.

**Graphic Designer** for WHA-TV, Madison, WI. Designs print graphics for ads and publications. Some TV slides/animation. Minimum of 3 years professional print graphic design experience required. Salary based on \$15,700 annual. For application, call Kathy Dickerson, 608-263-2114. Application deadline: September 3, 1982. WHA-TV is an affirmative action, EEO employer.

**A top-rated Southeastern station** is looking for an Art Director. The person we need will have the opportunity to use state of the art electronic graphic equipment, as well as the usual print-oriented tools. If you can help mold the graphic look of our station, if you can handle the tools of the digital electronic environment, then please apply. A contemporary illustration style is a big plus here. Resumes, salary requirements and written sample work can be sent in confidence to Box E-99. An equal opportunity employer.

**East coast production facility** seeks experienced director/editor. CMX-340 experience helpful. Must work well with clients. Send tape, resume and salary requirements to: R.A.K., P.O. Box 6762, Towson, MD 21204.

**Promotion director.** Writing, producing, editing & administrative skills necessary. Good chance for an assistant to move up. Send resume & tape to WECT-TV 6, P.O. Box 4029, Azalea Station, Wilmington, N.C. 28406-1029. Attention: Bob Jordan. EOE.

**TV Producer-Director.** Immediate opening for producer-director for sophisticated public cablecasting station. Must have one-to two years' experience. 3/4" videotape sample and resume to: WPPI-TV, 401 S. Main Street, Rockford, IL 61101. Salary is competitive.

**Production Manager** for public television station. Thorough knowledge of state of the art production facilities. Solid background in supervision. Quality and cost conscious with ability to work within defined budget. Past producer/director experience desirable. Equal Opportunity Employer. Send resume to: WBRA-TV, P.O. Box 13246, Roanoke, VA 24032.

**Promotion manager.** VHF network-affiliate in Southeastern coastal city needs creative person with an excellent track record in all areas of TV promotion. Send resume, references to Box E-126. EEO.

**TV Producer**—Ag information specialist to produce programs on agriculture, community development and family living and 4-H subjects for SDPTV network and inservice videotape presentations for Cooperative Extension Service. Joint appointment between Extension and KESD-TV at South Dakota State University. Requires BS in communications or related field and two years' experience as a TV producer. Should be capable of doing on-air interviews, have experience or background in agriculture and be familiar with TV production and editing equipment. Salary commensurate with qualifications and experience. Deadline: September 1, 1982, or until filled. For position description and application, contact: John L. Pates, Agricultural Editor, Extension, Box 2231, SDSU, Brookings, SD 57007. Phone: 605-688-4187. SDSU is an Affirmative Action/Equal Opportunity Employer, M/F.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Public Information Manager.** Responsible for promotion, advertising, public relations for 4-station state network. Manage small staff. To apply, send resume to Mary Sullivan, Connecticut Public Broadcasting, 24 Summit St., Hartford CT 06106. EOE. M/F.

**PTV station development director** for KUID-TV. Responsible for on-air and community fundraising requires previous fundraising experience. Send resume, names and numbers of 3 references and samples of work to DD search, School of Communications, University of Idaho, Moscow, ID 83843. Closing date is August 30. An AA/EOE Employer.

**Cable program coordinator/instructor.** School of telecommunications, Athens, Ohio. Minimum \$17,500. Call Richard Madden. 614-594-6107.

**Assistant Traffic Manager:** Top 25 market station, network affiliate, seeking assistant traffic manager. Thorough knowledge of sales, traffic, and the Bias system required. Send resume to Box E-149.

**Producer/Director.** Receives program assignments and decides on media methods, researches material, writes formats, prepares budgets, schedules, directs, edits, and supervises audio and video mixing of programs. Supervisory skills. Qualifications: B.A. and two years' experience as producer/director of media programs. Salary up to \$24,107, depending upon qualifications. Deadline: September 1, 1982. Mail credentials to: Office of Communications and Broadcasting, attn: Marilyn Anderson, University of Nevada-Reno, Reno, NV 89557. 702-784-6083. AA/EOE.

## SITUATIONS WANTED MANAGEMENT

**You needn't go to heaven** to meet your creator! Television promotion expertise isn't nearly that far away. Fortunately, there's a very bright, hardworking, presently working promotion creator and administrator on this side of the horizon, and because he's expanding his, he can be available soon. For particulars, write to Box E-76, and tell me why I should be working for you.

**General Manager.** 15 years solid growth record in profits, marketing, ratings. Seeking comparable position, top 100 markets. 1982 can be a good year for both of us. Box E-67.

**Program Director,** presently employed, experienced in affiliates and independents. Knowledgeable in all phases of production and programming—especially strong in buying and scheduling. Box E-158.

**Need a competitive,** loyal programing/promotion director who's already planning for the 90's? Write immediately. Currently employed. Box C-132.

**My MBA also means** Major Broadcasting Asset! Use my 6 years' experience in TV production, print advertising, and PR with my BS in Broadcast Management and computer skills on your management team. I'm a people-oriented, creative communicator seeking a career opportunity. Jim Young, 823 Glenrose, Cookeville, TN 38501.

**General Manager.** 30+ years practicing television! Thoroughly experienced all aspects! Demonstrated expertise in administration, programming, sales, news, promotion; trouble-shooting/empire-building. Acustomed to top-level, bottom-line responsibilities! Outstanding record of achievements! Produces spectacular sales and profits, plus prestige, at accelerated pace! Also available as outside-director of two boards! Box E-111.

**Operations/Program Manager** seeks television C.P. holder ready to build. 20 year broadcast veteran, supervising start up operations of 4 independent stations. Equipment purchases, programing, personnel and operations all handled at minimum cost. Available on permanent or consultant basis. 503-469-4010.

## SITUATIONS WANTED SALES

**Video production/programming** sales. Having trouble selling your creativity? Experienced salesman, producer, director, and writer seeking production or program sales position. Major market television sales experience, variety of production credits, MBA. Box E-146.

## SITUATIONS WANTED TECHNICAL

**I want out of** master control and back on a remote truck. Not afraid of hard work nor strange hours. Crave variety. 37, with 10 years in TV. FCC 1st. Several projects, system maintenance, plus set-up and engineered on 45 remotes for public station in last 5 years. Lynn Crabbe, 2860 Parkwood, Toledo, OH 43610. 419-242-9863.

**Help, I need a career.** Background consists of 3 years operations/production, 2 years supervisory with MATV & CCTV. 2 years sound engineering, a degree in electronics and a First Class license. Vic, 206-784-5748.

**Master Control Technical Director** seeks MDS operation with video production responsibilities. John Echavarría, 301-337-7684; 7721 Greenview Terrace, Towson, MD 21204.

## SITUATIONS WANTED NEWS

**Top 20 radio weathercaster** seeks first job in television. Accredited with American Meteorological Society and Washington, D.C. chapter 6601 Arleigh Road, Baltimore, MD 21209. 301-484-8615.

**Currently sportscaster** in top 50 market. Good reporting and production. Play by play. Top references. Desires to know what might be available. Write to Box E-60.

**Anchor-producer-reporter.** 10 years' experience, last 4 in television. B.S., Mass Communications. Excellent references. Write Box E-90.

**Features.** I'm looking for a news director who already has the major beats covered, is committed to writing rather than dimples, and wants to enhance his air product with some creative features. Call Allen Tumey, 713-832-0279.

**I've got 3 1/2 years** in news and sports and want to come to work for you I'm looking for a bigger market or a bigger opportunity. Chad, 713-484-3977.

**Top fifty sports director/anchor** with energy, experience, dedication desires new challenge. Prefer markets 1 to 60 in NE, MW, MA. Box E-94.

**Sports.** Looking for anchor/PBP combo in medium-large market. Nine years experience, TV and radio. Write Box E-77.

**Reporter/Anchor available** now. 4 years major market experience. Looking for new challenges in quality operation. Write Box E-64.

**Competitive News Director** seeking challenge with station determined to be dominant. Mature (30's), experienced journalist/administrator will lead, train, motivate. Excellent journalistic, interpersonal and administrative abilities will produce a happy and hardworking shop. Also offers demonstrated capacity to work effectively with other departments. Seeking medium or major market opportunity in lower Midwest, New England or South. Box E-104.

**Mildly humorous, mature** weather communicator, plus I'm doing news anchoring, too. Family man. VTR on request. Only SE, mainly Carolinas & GA. Write Box E-53.

**Experienced, minority female.** Anxious to relocate. Master's degree. R. Pierce, 6231 Sedgfield Drive, Norfolk, VA 23513 804-855-9991.

**Black female seeks** TV reporter position, small market, MS journalism Columbia University, experience: all news radio, Wash. D.C. and print reporting. Call Sabrina 703-979-7369, 9a-2p.

**Outstanding young reporter** with top 50 exposure, BSC degree, and four proven years of experience seeks medium market position to further news passion. Call Bob, 513-324-0173. Will relocate. Energetic. Creative.

**Energetic college grad** looking for entry position in TV broadcasting with preference towards news. Internship and other production experience. Very eager to start. Will relocate. Gary Ellsworth 6 Hollow Court, East Setauket, N.Y. 11733 516-751-8742.

**3 1/2 years experience** in news and sports looking for right opportunity, anywhere in the country. Chad, 713-484-3977.

**I'm an experienced** hostess, weather anchor, and consumer reporter. Looking for work in a medium market. Monna Winn, 312-935-4459; 216-749-3787.

**Black female Newhouse grad.** B.S. Broadcast Journalism, reporting, shooting, editing experience. Good writing, articulate presentation, tapes available. Cheryl Harris, 203-242-0440; 36 Norman Drive, Bloomfield, CT 06002.

**Anchor/Reporter** internship in major market, B.A. Communications, years of performing/writing experience. Great camera presence. Will relocate. Lynne Cope, 762 Crestwood Avenue, Wadsworth, OH 44281. 216-336-2117.

**Weathercaster.** Expert forecaster, articulate, unique wit authoritative. AMS seal. Also good medical background. Now in top 10. Majors only. Write Box E-121.

**Tired of moving.** Want a place to call home in the sunbelt. Female anchor with eight years as primary air talent. Have done solid reporting, producing and weather also. Looking for professional anchor spot with commitment, good benefits, salary. Reply Box E-123.

**Female anchor/co-anchor/reporter.** 7 years TV experience. Articulate, charismatic, attractive. Excellent journalist and interviewer. 412-363-5889, or Office M, 551 Greenfield Ave., Pittsburgh, PA 15207.

**Weathercaster-reporter,** experienced. Early 30's, degree, creative writer, solid journalist, heavy business background. Salary and location flexible, but I needed the job yesterday. Hurry. 305-962-1108.

**Experienced reporter** in top 30 market ready to move up to bigger challenges. Concentration on government, politics and the arts. Nancy Clark, 1107 Wareham Drive, Cincinnati, OH 45202. 513-381-8327.

**New Blood** for your news operation. News producer. Energetic, experienced, innovative, 20's markets and above. write Box E-112.

**Energetic male** formerly employed at Boston network affiliate following Internship seeks entry-level/PA. position in television news. Ready to relocate. Jeff Perlman, 203-372-8833, 3967 Park Avenue, Fairfield, CT 06432.

**Sports anchor, producer, reporter.** MS (1-83) in Broadcast Journalism and production assistant in major market sports office wants to begin career now in small to medium market. Knows how to get it done with style, flair and responsibility. I can write it, shoot it, and edit it. No rip and read here. If your sports department needs a shot in the arm, give me a shot. Call or write: Tom Kirkland, 70 Station Rd., Irvington, NY 10533. 914-591-8651.

**Successful mid-career** major daily commentary page editor and writer with previous television experience seeks editorial director or political reporting position. Reply Box E-136.

**Young sports director** employed in top 100 with good job looking for great job. 4 years TV experience, P-B-P degree. Creative, solid writer, strong delivery. A hustler who hates to finish second. Interested only in stations with a serious commitment toward sports. Box E-135.

**Meteorologist,** with 4 years' broadcast experience and AMS seals offering credibility, hard work and enthusiasm in exchange for a step up to medium or major market. Box E-142.

**Creative, intelligent, attractive** communicator ready to advance. From air crashes at O'Hare, the political scene to human interest stories and anchor work. I've done it. Ask for tape of female anchor/reporter. Seeking top 100 reporter slot or anchoring combo. Write Box E-163.

**A minority journalist** is seeking general assignment reporter's duties. This hard worker is not limited to covering only minority oriented events. He's a team player, who is mature, friendly and has excellent references. His qualifications include 10 years of reporting and ENG/film editing experience. B.A., 1972, Loyola University. Resume/tape available. Write Box E-155.

**Female cable TV** news reporter desires reporting position in small to medium market. Box E-153.



## SITUATIONS WANTED NEWS CONTINUED

**Highly motivated**, award winning photographer/producer seeking move to news dept./doc. unit that believes there is more to story than written word. Write Box E-166.

**Public relations practitioner** wants break in broadcast reporting. Experienced news and feature writer. B.S. in journalism. Seeks entry level news position in Baltimore or D.C. metropolitan area. Call Deborah, 301-459-6782 after 6:30 p.m., or write Box E-177.

**Meteorologist** with degree and nearly two years video experience as back-up for highly touted operation looking for a station with a commitment to weather. Young, enthusiastic and creative with background in satellite interpretation & consulting. Science/environmental assignments also desired. It's time to grow. Write Box E-171.

**Veteran reporter** with managerial experience in top 30 market wants to move into full-time news management. For example: field producer in major market; assignment editor in medium market; news director in small market. Box E-138.

**Enthusiastic, ambitious female** with good writing skills and professional delivery seeks first TV reporting position. College and broadcasting school graduate. Experienced radio news director. Tape available. Will relocate. Box E-134.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Logos designed** for \$100. Successful samples available. Curvin Krout, 115 Seminary Ave., Gettysburg, PA 17325.

**Videographer with 3 years' experience**, degree in communications and own equipment seeks permanent production or news position to begin by September 14 at latest. Call collect, 515-292-4208, after 6 pm CST.

**CMX 340X Certified Editor**, 22 years creative video/film experience. NBC, ABC, NASA. Brochure available from Box E-55.

**New York Producer**—director-cameraman, veteran professional accomplished in news, music-video, and commercial production. ENG/EFP-multi-camera facilities, management, and marketing experience. Available for travel mid-September Write Box E-95

**Director**: 7 years' experience with newscasts, commercials, sports, promos, telethons, and public affairs. Seeking challenging directing position at a medium market, state of the art facility, or A/D or Chyron operator at a major market facility. Resume, tape, and references available. Write Box E-91.

**Videographer/soundman**. Lighting, editing, etc. Trained in small market station, had to learn all areas. Experience in Chicago market. 1st Phone. Ready to relocate. Call Scott, 312-355-2285.

**I'm looking for an equal opportunity**. I have the creativity, skills and personality you need in a producer/writer. I want an opportunity to transfer my award winning industrial talents to broadcast. Black/female with outstanding credentials and broadcast experience. Presently employed, so please write to Box E-58.

**Former "Real People" story editor/producer** is seeking a position in program origination/production, cable or network. Hard worker with strong writing and editing skills. Prefer West Coast. Write Box E-63.

**Host: Talk/Variety show**. Compelling; smooth, sophisticated, a charmer! Strong appeal throughout the 18-49 demographic. Especially strong with women. Sparkling presence, quick wit, intelligent interviews. Entertainment and news backgrounds; major-market TV/radio and network radio. Early 30's; single. National or major NY/LA/SF show. Write Box E-80.

**Senior Art Director**, many years TV production. Solid background in broadcast promotion an extra plus. Presently employed. Seeking position as Creative Director/Art Director with in-house production, serious TV station. Market size not important. Box E-113.

**Creative, experienced recent graduate**, work on NYC cable talk-show, camera, lighting and switching. Seek opportunities for professional growth. I'm worth it! For resume and reel, call Brian, 201-272-6178 mornings/eves.

**Producer-Director** or Production Manager, 13+ years' experience. Excellent administrative and management skills; much more. Tom Hogan, 1004 2nd Avenue North, Onalaska, WI 54650. 608-783-1157.

**Hostess/Producer**, Large-market experience. Masters. Desires good working environment. Box 6611, Charleston, WV 25302.

**Take me away from NYC!** In network promotion the last three years. Before that, local promotion and Evening production. Plus ten years hosting a weekly roaring twenties-big band radio show. Looking to utilize my skills hosting a medium market PM Magazine or similar program. Write Box E-116.

**Aggressive college graduate**: with B.A. in Broadcasting, experienced in television production, looking for entry level position in Metro N.Y. area. Write Box E-152.

**Ambitious and dependable college grad** seeks entry level position in television production. Give me the needed break! Call John, 617-754-7391.

**Operations/Production Manager** is the position I seek. Five years plus experience in the production of commercials, PSA's, programs, news and remotes. Commercial and Public Service Director my current position. From scratch, I've developed a respected, efficient, and unique department. I have earned community respect and praise. Award winner with strong public affairs and programming interest. I motivate, inspire, and create. My videotape will prove that to you and my references will assure you of the respect and confidence I have earned. Allow me the freedom to create, and I won't let you down. Call Bill at 717-272-0434.

**I can write, edit**, make graphics, run camera and Chyron. Currently producing nationally syndicated TV news briefs for major newspaper. Looking to work on full-length show. Call in A.M.—Dave, 201-925-3287.

**Operations/Production Manager**. Executive Producer/Dir. 23 years' experience includes-5000 sport remotes (pros); syndication Director; Prod Fax sales; prefer warm climate, but will accept offer; nat/int'l credits. Box E-148.

**Number two in production/news** wants to move up to a real challenge. Three years' experience in radio/TV with B.A. in communications. Can direct, edit, shoot, write, voice. Write Box E-173.

**Editor/Producer** with ten years broadcast experience and B.A. in Communications. Organizer, administrator, creative writer, detail person. Edit 2", 1" and 3/4" videotape; audio editing, mixing, and talent experience. Station, private industry or university. Box E-174.

**Moments of truth!** TV drama PA position wanted. Bright young TV/theatre graduate needs start. John Wackman, P.O. Box 3481, Madison, WI 53704 608-249-1862.

**Photographer/field producer** in medium market desires move up to larger market or more responsibility. Five years experience; live, documentary, syndicated sports. Awards including Emmy. Write Box E-165.

**Recent college graduate** with BA in video production seeking an entry level position. Good production skills with some experience in industrial and commercial TV. Will relocate. Frank, Box 25, Schuylkill Haven, PA 17972.

## CABLE

### HELP WANTED TECHNICAL

**State wide cable television network** is seeking a chief tech for start-up operation. Must have good technical as well as operating skills and be a strong administrator. Starting salary to \$18,000. This is a ground floor opportunity for right person. Send resume and references to Box E-168.

## ALLIED FIELDS

### HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Audio Production specialist**—You will produce radio/audio programs for adult learners/general audience. Bachelor's degree and 2 years production experience plus engineering skill for all phases of production required. Externally funded. Starting salary \$20,267-\$25,000 plus benefits. District application, unofficial transcripts and a sample tape must be received by 9/2/82. All inquiries must be directed to: Personnel Dept., Maricopa Community Colleges, 3910 E. Washington, Phoenix, AZ 85034; 602-244-8355, ext. 395. EOE.

**Media Specialist**, Austin Community College, Austin, Texas, will accept applications for a position requiring a Master's degree in media field plus Bachelor's degree in life sciences or background in healthsciences media design. Must be skilled in video production, photography, communication and writing skills. Starting salary range: \$17,631 to \$19,461, dependent upon education/experience. Excellent benefits. Position will be open Sept. 1 pending final approval of Board of Trustees. Send application/resume no later than Aug. 31, 1982, to Austin Community College, Personnel Services, P.O. Box 2285, Austin, TX 78768. An Equal Opportunity Employer.

### HELP WANTED INSTRUCTION

**Mass Communication**, Assistant Professor (1 year temporary). Specialization in broadcasting rules and regulations, broadcast policy and management. Ph.D. (or very near) and teaching experience required; professional experience preferred. Appointment: January 3, 1983 through August 31, 1983. Application deadline: October 15, 1982. Salary range is \$19,044 to \$22,896. Send vita and three letters of recommendation to: Gary T. Hunt, Chair, Department of Speech Communications, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032.

### 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, 404-324-1271.

**Instant Cash for Broadcast Equipment**: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 404-324-1271.

**Western Electric amplifiers, tubes, mixers, other products**. Call 213-576-2642.

**Wanted**: AEL FM3KB/FM5KB transmitter with or without exciter. Unit must be complete and restorable. Contact Jack Phillips, KALW, San Francisco, 415-648-5706.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**10KW FM Transmitters**, Harris 10H1 (1969), on air CCA 1200E (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.

**Incredible Camera Buy!** New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) saticons, AC supply, carrying case, factory warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 404-324-1271.

**VTR's**: RCA TR-70; (3) RCA TR-60 record units 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp., 404-324-1271.

**FOR SALE EQUIPMENT  
CONTINUED**

**Used TV Transmitter Bargains:** GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25kw good working condition; GE UHF transmitter 30kw (low band), operating with good useable klystrons; RCA TTU-50C, 50kw UHF, low band; RCA 10kw Ch. 42, excellent condition; RCA 30kw, UHF, hi band, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be retuned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 404-324-1271.

**Color cameras - used:** GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, minicam, plumbs. Call Ray LaRue, Quality Media Corp., 404-324-1271.

**Sparingly used Ampex VPR-20** portable video recorder WITCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty, \$35,000. Used Ikegami HL-77 camera in good condition, good tubes, as is, \$10,000. Three used RCA TK-76 cameras, as is, all are still working, \$6,000 each or as group \$15,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats, at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J. 609-424-4660; Framingham, Mass. 617-877-9570.

**Solid State TV Exciters:** Change out your old tube-type unit to the new NEC solid-state, IF modulated Exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Call Ray LaRue, Quality Media Corporation, 404-324-1271.

**Auditronics model 110A** control console. Excellent condition. For information, call Terry, 301-652-9740.

**Copper strap, wire, screen.** Check our prices. 317-962-8596, ask for copper sales.

**Towers for sale:** 1-1000' G-7 guyed, 1-1425' 10' face guyed, 1-890' 7' face guyed, 1-150' self-support, 1-190' self service, 1800' of RCA 191B 3-1/8" coax, 1-450' microwave. Call 901-274-7510.

**Harris Laserfax satellite recorder.** Almost new. Contact Mike Whaley at The Weather Channel, 404-433-5135.

**GPL 35mm Telecine** motion picture projector, like new, low hours, \$13,995.00 Norelco PC-60 camera chain, \$4,500.00. Norelco/Kinotone 16mm telecine, \$6,500.00. RCA TP-7 slide projector, \$4,500.00. More Write, wire, or phone: International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. Ph: 305-756-0899; Telex 522071 Int Cinema Mia.

**Thirty three, AM and FM transmitters** in stock, all have met FCC proofs. All powers from 1kw to 20kw FM and 1kw to 50 kw AM. Many with spares all with inst. books, complete. Continental, Collins, RCA, Harris/Gates, Sparta, Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600.

**50 kW Gates model BC-50C** transmitter for sale. Excellent condition. Some spares. Asking \$20,000 WFGW, Black Mountain, N.C. 704-669-8477.

**Two-42 Tray** go-cart II's and one-24 tray instacart. Machines are less than two years old and in excellent condition. Bob Evans, WQXB, Grenada, MS, 601-226-1400.

**Remote truck**—20 Ft. Ford truck, body complete (except VTR) and self contained. Two cameras, \$45,000.00. Negotiable. Call Ed Shaper, 904-893-3127.

**Liquidation.** Complete color production facility. Equipment for sale: studio/EFP/remote. Everything like new. 804-232-1211.

**Convergence ECS-90 editor/time code** package. Hardly used, has liplock, fade-to-black, other options. Complete with all accessories including time code reader and generators. \$4000. Contact: Steve Vandergriff, Production Manager, 904-252-5561, ext. 1004.

**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.

**COMEDY**

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**RADIO PROGRAMING**

**Radio & TV Bingo.** Oldest promotion in the industry. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

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**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 St., NW, Suite 813, Washington, DC 20006. 202-659-8251.

**RADIO  
Help Wanted News**

**NEWS DIRECTOR/LOS ANGELES**

If you can lead a staff of major market news veterans, then we want you to be our News Director in Los Angeles. Major contemporary station seeks unique individual to perform on-air and oversee news operation of one of the nation's most-respected broadcast facilities. Mail resume and letter stating salary requirements to Box C-118. EOE. M/F.

**TELEVISION**

**Help Wanted Management**

**RETAIL MARKETING  
MANAGER**

Major broadcast company seeks professional experienced take-charge sales executive for West Coast TV station.

If you are an aggressive local or general sales manager with strong marketing credentials and solid knowledge of retail business, this is your opportunity to move up to a top 10 market. Minimum 10 years related experience. Excellent compensation. EOE. Send resume and references to Box E-119.

**GENERAL MANAGER  
SALES MANAGER**

Two aggressive individuals with strong TV track records sought for major market independent TV station. New station philosophy demands an ability to infuse staff with winning attitude and the incredible energy it will take to keep up. Must be able to create and work under pressure. All resumes held in the strictest confidence. Reply to Box E-118.

**Help Wanted Management  
Continued**

**CH.2 SANTA FE  
GENERAL MANAGER**

Santa Fe, New Mexico, the "city different" in the land of Enchantment, has recently been allocated Channel 2, for service to northern New Mexico. Applications are now being taken for pre sign-on employment of general manager. Experienced in all phases of station management, sales and promotion essential. Send resume and salary requirements to KSAF-TV, Box 580, Santa Fe, New Mexico 87501.

**PRESIDENT/CEO  
KCET/Channel 28**

Community television of Southern California invites individuals at Sr. Management levels in public or commercial television, radio or other appropriate fields to submit background information for review for the position of President and Chief Executive Officer for KCET/28. Confidential handling is assured. KCET/28 has an excellent record as an Equal Opportunity Affirmative Action Employer and encourages qualified females, minorities and handicapped to apply. Send responses to:

Executive Recruiting Firm,  
Suite 2330,  
445 S. Figueroa St.,  
Los Angeles, CA 90071.



## Help Wanted Management Continued

### GENERAL MANAGER WANTED

by major group broadcaster for VHF affiliate in top 50 market. Excellent career opportunity for someone with proven ability to program, promote, sell, and control costs. Send full details in confidence to Box E-150. EOE, M/F.

## Help Wanted Sales

### LOCAL SALES MANAGER

Network affiliated station within the top 40 markets, Sunbelt area, looking for persons with previous sales management experience. Person should be heavy on creative and promotional sales. Send resume to Box C-23. An equal opportunity employer. M/F.

### NATIONAL SALES MANAGER

WUAB TV, one of America's leading independents, is seeking an aggressive individual as our national sales manager. The person we seek must have a thorough working knowledge of national sales. Send resumes to: Bill Scaffide, WUAB TV, 8443 Day Drive, Cleveland, OH 44129.

### ACCOUNT EXECUTIVE

Dominant CBS affiliate in Tampa-St. Petersburg looking for experienced professional. Minimum three years broadcasting sales experience required, with strong track record in new direct sales development business, have management potential, and be well versed in research and rating information. Send resume to Mark Jorgenson, Local Sales Manager, WTVT, P.O. Box 22013, Tampa, FL 33622.

## Help Wanted Technical

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Expanding communications consulting firm has openings for engineers ranging from entry level to experienced professional project managers in the areas of:

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Minimum requirements are a  
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Attention: Donna Perez  
703-569-7704

## Help Wanted Technical Continued

# MAINTENANCE ENGINEER

If you hold a first class FCC license or equivalent and have at least 3 years' experience as a TV maintenance engineer, you could be a part of subscription television. Will maintain STV equipment, UHF TV transmitter and studio equipment.

Formal education in communications and broadcasting preferred, and thorough working knowledge of studio equipment essential. For consideration of this position with an excellent salary/benefit package, send resume and salary requirements to:

### WBTI-TV

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Cincinnati, OH 45216  
ATTN: Linda Kelley

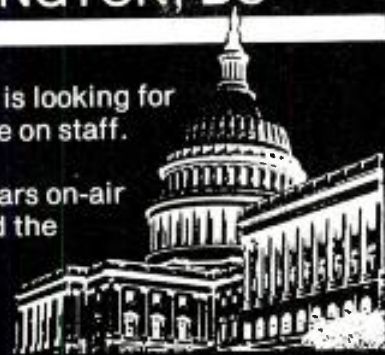
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## Help Wanted Programing, Production, Others

# WDVM TV 9 WASHINGTON, DC

WDVM-TV in the Nation's Capital is looking for a co-host to work with existing male on staff.

Candidates must have at least 2 years on-air experience--good writing skills and the ability to produce entertaining feature stories.



Send your  
tape and  
resume to:

Sandra Butler, Executive Producer  
WDVM TV9  
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An equal opportunity employer



Top 10 market has co-host position open for PM Magazine. Seeking bright, articulate person to work with female co-host and 12-person staff with 3 years' experience. Television on-air experience necessary. Story-producing experience desired. Group-owned station. Send resume and tape to P.O. Box 6779, Cleveland, OH 44101. An Equal Opportunity Employer.

### MAJOR OPPORTUNITY

Successful small or medium market producers, weekend producers. Can you write well, fast? Can you handle Control Room responsibilities? If you are looking for an important opportunity to advance your career, write Box E-56. M/F. An Equal Opportunity Employer.

### SPORTS PRODUCER/DIRECTOR

Top independent is looking for a major leaguer to produce and direct Phillies baseball '83. If you can cover all production, direction, and coordination bases, send resume and tape to: Greg Miller, Program Manager, WTAF-TV, 4th & Market Sts., Phila., Pa. 19106. We are an equal opportunity employer.

Help Wanted Programing,  
Production, Others  
Continued

## MAGAZINE FIELD PRODUCER

Top 10 market magazine show is looking for an experienced Field Producer with at least 1 year's experience producing weekly "state-of-the-art" segments. Send tape and resume to:

Box BM 2020,  
810-7th Ave., NY, NY 10019

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### Help Wanted News

## TV SPORTS DIRECTOR

Creative thinker who understands how to cover "recreational sports." Rookies and score readers need not apply. If you are youth-oriented and are interested in locating in the Southeast, send resume to Box E-85.

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wanted for major city. We have 4 winning pro franchises. Hub of top college conference. The fans demand a lot of their sports anchor. No rookies, only pros. E.O.E. Resume & references only to Box E-48. Have tape of anchoring and field work ready to send if contacted.

### TV ANCHOR TALENT

Rochester's No. 1 news operation needs a 6 and 11 p.m. co-anchor. Three years exp. on-air a must. Salary negotiable. Rush resume and tapes to WHEC-TV, 191 East Ave., Rochester, N.Y. 14604. Attn: David Nolan, News Manager. An EEO Employer.

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for one of the top-rated PM programs in the country. Must be familiar with PM and have strong management abilities. Two years television experience required. Send resumes to Larry Beaulieu, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. Belo Broadcasting Corporation, an equal opportunity employer.

### Radio Programing

## ATTENTION AOR, ROCK MANAGERS & OWNERS

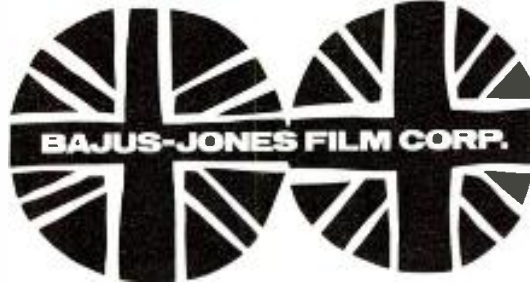
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seeking video tape editors. Must have at least one year active experience with DVE, 1" VTRs, production switchers and computer editing. Must work and communicate effectively with clients. Contact:

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## LET STATIONS SEE WHAT YOU CAN DO

Send your resume on videotape. VIDEO NEWSCASTING NETWORK, which distributes industry news on videotape cassette to hundreds of broadcasters, is accepting video resumes from TV reporters, anchors, execs and technicians seeking exposure to the right people in the industry. For info, call: 212-980-6617.

### "Want to Own a Station?"

Full day, individual seminar for broadcast investors given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Marlin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, NY, NY 10017. 212-599-3303.

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#### RADIO JOBS

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#### EQUIPMENT FOR SALE

ENG microwave vehicle, 1980. 4-wheel drive GMC suburban w/AC, AM/FM radio, built by ENG Corp. Vehicle includes RF technology, 2 GHz, skypack, both transmit & receive. Call Peter Sherry, 212-223-0909.



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**For Sale Stations Continued**

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| STATION |                | CONTACT |                                       |
|---------|----------------|---------|---------------------------------------|
| S       | Major AM/FM    | \$3500K | \$1000K Bill Cate (904) 893-6471      |
| SE      | Metro AM/FM    | \$2500K | Cash Bill Chapman (404) 458-9226      |
| S       | Regional FM    | \$1250K | \$500K Ernie Pearce (615) 373-8315    |
| SW      | Medium AM/FM   | \$775K  | \$175K Greg Merrill (801) 753-8090    |
| E       | Small AM       | \$575K  | \$175K Jim Mackin (207) 623-1874      |
| SW      | Small Fulltime | \$495K  | \$125K Bill Whitley (214) 387-2303    |
| MW      | Small FM       | \$425K  | \$25K Elliot Evers (213) 366-2554     |
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To receive offerings within your area of interest, or to sell, contact John Emery, Chapman Co. Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

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Exceptional opportunity to purchase an FM/AM combo in an attractive Midwest market. Stations being sold due to group owner's desire to upgrade to larger markets. Minimum of competition and ample programming opportunities. Potential to further improve what is currently the second best AM in the market. Asking price of \$2,750,000 is slightly over 2x 1981 gross. Qualified principles, only, please. Write Box E-105.

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Ask us to send you our recent report on how a typical purchase becomes a significant "tax shelter" under the new tax law.

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Money back guarantee! Owner believes in AM enough to offer this unique arrangement. Station is dominant low-frequency facility with annual billings of about \$5 million. Price is \$1.275 million, with \$350,000 down payment and wrap-around terms possible.

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| MO | AM/FM | 275K   | 50K | Small |
| SD | AM    | 260K   | 22% | Small |
| WI | AM    | 495K   | 50K | Small |
| KS | AM    | 410K   | 50K | Small |
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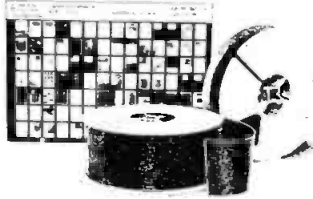
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**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

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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.

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# Fates & Fortunes

## Media

**Gene Smith**, from Solar Energy Research Institute, Golden Colo., joins ATC as employment manager, human resources department. **Robert Barlow**, director of financial analysis, ATC, named director, cable investments.

**Mike Reynolds**, system manager, Group W Cable, Grosse Pointe, Mich., named district manager, of newly formed Lakeshore district, comprising Grosse Pointe, Dearborn and Wayne, all Michigan, and Skokie, Ill.

**William Frank**, executive VP and station manager, KCOP(TV) Los Angeles, named president and general manager.

**Jeff Evans**, from WTQV-TV Lexington, Ky., joins WTSG(TV) Albany, Ga., as executive VP, general manager. Joan Hawkins, from WTLV(TV) Jacksonville, Fla., joins WTSG as business manager.

**Peter Nadel**, general manager, WLVV(FM) Statesville, N.C., joins WTND(AM) Orangeburg, S.C., as VP and general manager.

**Richard Paye**, station manager and local sales manager, KAIR(AM)-KJYK(FM) Tucson, Ariz., named general manager.

**Scott Lowe**, operations manager, WBVP(AM)-WWKS(FM) Beaver Falls, Pa., named general manager.

**Bob Mallery**, director of engineering, WVOR(FM) Rochester, N.Y., and co-owned WBUF(FM) Buffalo, N.Y., named VP, operations for parent Lincoln Broadcasting Corp.

**Jeanette McDonald**, from Scripps-Howard's WEWS(TV) Cleveland, joins co-owned WPTV(TV) West Palm Beach, Fla., as assistant to general manager.

**Eugene P. McGuire**, VP, labor relations, NBC, New York, named executive VP, personnel and labor relations, succeeding **George Black**, who has been named staff VP, industrial relations operations, RCA Corp., New York. Both appointments are effective Sept. 7.

**Philip Korsant**, executive VP, Ziff Corp., New York, parent of Ziff-Davis Broadcasting, named president, succeeding I. Martin Pompadur, who resigned to purchase company's four remaining television stations (BROADCASTING, July 26).

**Jim Saunders**, operations manager, WRIV(AM) Riverhead, N.Y., assumes additional responsibilities as operations manager for co-owned WGLI(AM) Babylon, N.Y.

**Tommy Gray**, director of engineering, KGCT(TV) Tulsa, Okla., named station manager.

**William McClenaghan**, director of research, ABC Radio Networks, New York, named VP, research services. **Leonard Feldman**, director of affiliate research, ABC Television, New York, named director, affiliate contract administration.

**James Baerg**, director of compliance, department of program practices, CBS, New York,

joins ABC, Los Angeles, as director, broadcast standards, motion pictures for television, West Coast.



Dunlap

**Wallace Dunlap**, VP, Westinghouse Broadcasting and Cable, Washington, named senior VP.

**Jerry Brinegar**, salesman, Lowes Co., Winston-Salem, N.C., joins Summit Cable Services of Forsyth County, N.C., as commercial development director. **Mark**

**Minster**, sales manager Coaxial Communications, Columbus, Ohio, joins Summit Cable Services of Forsyth County as marketing manager.

**Kim Meltzer**, supervisor, accounting policies, International Paper Co., joins Corinthian Broadcasting, New York, as manager, accounting operations.

**Harvey Dzodin**, independent consultant, joins ABC, New York, as director, broadcast standards and practices, East Coast. **Delia Murphy Sheil**, purchasing manager, ABC, New York, named manager, administration, corporate purchasing.

**Kent Barnes**, director of security and alarm systems, Colony Communications, Providence, R.I.-based MSO, named director of institutional services.

**Roger Miller**, auditor, Tennessee Department of Human Resources, joins Matrix Enterprises, Franklin, Tenn.-based MSO, as internal auditor.

**Leonard Delgado**, controller, KODA(FM) Houston, joins KYW-TV Philadelphia as assistant controller.

## Advertising



Clayton

**William Clayton**, VP, director of financial services, D'Arcy-MacManus & Masius, Chicago, named senior VP. **Ralph Heim**, account executive, Noble & Associates Advertising, Springfield, Mo., joins D'Arcy-MacManus & Masius, St. Louis, as media planner.

**Ralph Kurek**, director, field services, and **Lee**

**Landan**, account supervisor, Needham, Harper & Steers, Chicago, elected VP's.

**Douglas Keeny**, and John O'Neil, account supervisors, Benton & Bowles, New York, named VP's.

**Ellen Shapley**, assistant manager, information services department, Tracy-Locke/BBDO, Dallas, named manager, information services.

**Craig Campbell** and **Randi Wine**, account executives, Stone & Adler, Chicago, named VP's.

**Michael McGarry**, senior VP, Barkley & Evergreen, Overland Park, Kan., named executive VP, responsible for account service department.

**Kenneth Canup**, senior art director, John M. Rose & Co. advertising, Knoxville, Tenn., elected VP, creative director.

**Compton Jones**, VP and head of Washington office, Bridgman Associates, joins The Martin Agency, Richmond, Va., as VP and Washington representative.

**Michael Marsak**, from McCann-Erickson, New York, joins Ogilvy & Mather, Los Angeles, as management supervisor.

**Jean Hall**, creative director, Weitzman, Dym & Associates, Washington, joins W.B. Doner & Co., Baltimore, as senior writer.

**Tom Morrissey**, manager, red team, and **Bob Johnston**, manager, blue team, Katz American Television, Chicago, named divisional VP's.

**Shelley Phillippy**, VP, communications, Guardsmark, Inc., Memphis, joins Jan Gardner & Associates there in newly created position of



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director of business development.

**Shirley Long**, in sales management position with Belk-Leggett stores in Virginia, joins Television Bureau of Advertising as marketing sales executive, Dallas office.

**Gary Winter**, graduate, Brooklyn (N.Y.) College, joins Katz Communications there as TV computer services analyst.

**Sue Bell**, account executive, KODA(FM) Houston, joins Radio Advertising Representatives, New York, as account executive.

**Janice Seay**, advertising and production director, El Paso Electric Co., joins Gurasich, Spence, Darilek & McClure, Austin, Tex., as account executive.

**Lizbeth Stein**, sales assistant, Avery-Knodel Television, Minneapolis, named account executive.

**Anthony Naldrett**, account executive, KTBC-TV Austin, Tex., joins HRP television station representatives, Atlanta, in same capacity.

**Bill Ambrose**, general sales manager, WHNT-TV Huntsville, Ala., named VP of parent, North Alabama Broadcasters Inc.

**Mary Kay Rabbitt**, from Cox Cablevision, Cleveland, joins Continental Cablevision of Ohio, Findlay, Ohio, as marketing manager.

**Jeffrey Schwartz**, general sales manager, WLUP(FM) Chicago, joins WBBM-FM in same capacity.

**Mini Schiro Murphy**, marketing director, WBA-AM-FM Madison, Wis., joins Madison Cable Network there as manager.

**Alfred Bova**, local sales manager, WVIT(TV)

Hartford, Conn., named general sales manager.

**Joe Walker**, general sales manager, KBMT(TV) Beaumont, Tex., joins KLVH(AM) there in same capacity.

**Gary Weiss**, national sales manager, WMGG(FM) Clearwater, Fla., named general sales manager.

**Jack Mutzabaugh**, account executive, Palmer Cablevision, Naples, Fla., joins WCWU(FM) Naples as sales manager.

**Kevin Hale**, local sales manager, KUTV(TV) Salt Lake City, joins KSTW(TV) Seattle as national sales manager.

**Brent Scheiner**, local sales manager, KICU-TV San Jose, Calif., named to newly created position of national sales manager. **John Dubois**, local sales manager, KTSB(TV) Topeka, Kan., joins KICU-TV succeeding Scheiner.

**John Caserta**, marketing and advertising director, David's retail store, joins KAKE-TV Wichita, Kan., as local sales manager.

**Lloyd Low**, local sales manager, KCPQ(TV) Seattle, named national sales manager. **Terri Hogue**, local sales representative, KCPQ, succeeds Low.

**Thomas Thon**, account executive, WTVN(AM) Columbus, Ohio, joins co-owned WLWQ(FM) there as local sales manager.

**Wanda Lewis**, account executive, WTVR-TV Richmond, Va., named local sales manager.

**Dana Welch, Barbara Stevens and Jerry DelCore**, account executives, KKLT(FM) Phoenix, named local sales managers.

**Carol Teichman**, associate research director, Field Spot Sales, New York, joins WFSB-TV Hartford, Conn., as research administrator.

**Ted Ryan**, account executive, WPIX(TV) New York, joins WXYZ-TV Detroit in same capacity.

**Carol Super**, account executive, WKBS-TV Philadelphia, joins KYW-TV there in same capacity.

## Programming

**Arthur Horan**, director, TV business affairs, MGM, joins NBC, Los Angeles, as director, program acquisition, business affairs.

**Eugene Lavelle**, manager, cooperative advertising settlement department, feature film division, 20th Century-Fox, Beverly Hills, Calif., named director, international administration, 20th Century-Fox Television.

**Andre Blay**, head of Andre Blay Corp., Northville, Mich., becomes chairman of Embassy Home Entertainment subsidiary created by purchase of Andre Blay Corp. by Embassy Communications. Division will produce and distribute videocassette and videodisk programming, and will temporarily be based in Farmington, Mich., with plans eventually to move division to Los Angeles, where Embassy Communications is based.

**David Ballard**, attorney with Lord, Day & Lord, New York, joins legal department of Warner Amex Cable Communications as assistant counsel.

Appointments, Post-Newsweek Video's *Larry King Show*, Washington: **Jack Fentress**, executive producer, PNV's *Charlie Rose Show*, to executive producer; **Stu Crowner**, consultant,

**Mike Douglas People Now**, Cable News Network, to producer: **Rickie Gaffney**, senior associate producer, *The Mike Douglas Show*, to line producer, and **Charles Stopak**, from WJLA-TV Washington, to director.

**Gary Landis**, program sales representative, RKO Radioshows, New York, named to newly created position of RKO Radioshows manager.

**Mary Lawler**, news director, WSBA-FM York, Pa., named marketing director of Metro Weather Service, New York, which provides weather forecasting service for broadcasting stations.

**Ladd Hitchins**, supervisor of information systems, Columbia Pictures Television Distribution, Burbank, Calif., named director of contract administration.

**Joe Aceti**, from ABC Sports, New York, joins CBS Sports there as director.

**Daniel Glovach**, associate studio producer, Entertainment and Sports Programming Network, Bristol, Conn., named studio producer-director. **Holly St. Lifer**, production assistant-secretary, named associate studio producer. **John Daly**, videotape library clerk, named sports assistant.

**Richard Melcombe**, director of sales promotion, Turner Broadcasting, Atlanta, joins Pierre Cossette Productions, Los Angeles, as head of newly formed cable division.

**J. Curt Hockemeier**, director of corporate programs and services, Cox Cable Communications, Atlanta, named project director, pay-per-view activities.

**John Shomby**, operations manager-program director, WEZB(FM) New Orleans, joins KAAM(AM)-KAFM(FM) Dallas as programming-operations manager.

**Jay Johnson**, morning news anchor, KVI(AM) Seattle, named program director.

**John Williams**, creative director, Digital Image Processing, San Francisco, joins KRON-TV there as design director.

**Raysa Bonow**, executive producer, special projects, KYW-TV Philadelphia, joins WNEV-TV Boston as director, creative development and senior producer, *November Project*.

**John Snyder**, sports editor, WHIO-TV Dayton, Ohio, joins KWTW(TV) Oklahoma City as sports director.

**Howard Eskin**, air personality, WWDB(FM) Philadelphia, joins KYW-TV there as sports director.

**Jon Burnett**, co-host, *PM Magazine*, WNGE(TV) Nashville, joins KDKA-TV Pittsburgh as co-host, *Evening Magazine*.

**Darrell Brogdon**, program director, noncommercial KVLU(FM) Beaumont, Tex., joins non-commercial KFKU(AM)-KANU(FM) Lawrence, Kan., in same capacity.

**Dianne Hudson**, producer, WDIV(TV) Detroit, joins noncommercial WTVS(TV) there as coordinating producer, *PBS Latenight*.

**Jay Johnson**, morning news anchor, KVI(AM) Seattle, named program director.

**Robert Simone**, production manager, WKBS-TV Philadelphia, joins WFLD-TV Chicago as program director.

**Chris Gardner**, from WFSM(FM) Harrisburg, Pa., joins WOOK(FM) Washington as program director.

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**Jack Fitzgerald**, from Transtar Satellite Radio Network, Colorado Springs, joins WTVN-TV Columbus, Ohio, as program director.

**Mark Kaplowe**, air personality, WPLR(FM) New Haven, Conn., joins WHLY(FM) Leesburg, Fla., as program director.

**Lois Hinkle**, creative services director, WKRC-TV Cincinnati, named program/operations manager.

**Ron Cook**, retail services coordinator, WSOC-TV Charlotte, N.C., named director of production services.

**Dennis Connery**, director of talent, *Over Easy*, Public Broadcasting Service, joins KYW-TV Philadelphia as field producer, *Evening Magazine*.

**Carrie Corbin**, director of educational services, noncommercial WGVC(TV) Grand Rapids, Mich., named assistant program manager.

**Lon McEachern**, assistant sports director, KCOY-TV Santa Maria, Calif., named sports director.

Fla., named news director, Florida Network. **Bob Christopher**, anchor, WKIS, succeeds Philips.

**Rick Thompson**, executive producer, KOCO-TV Oklahoma City, named news director.

Appointments, news department, KTRK-TV Houston: **Gene Burke**, executive news editor, to managing editor, 6 p.m. news; **Jeanette Kenney**, 7 a.m. producer, to national news editor; **Arthur Wood**, associate producer, succeeds Kenney; **Doug Tisdale**, from KPRC-TV Houston, to news producer; **Kathy Slaughter**, video coordinator, to director, special projects; **Chuck Walker**, staff photographer, succeeds Slaughter, and **Richard Longoria**, from KTRH(AM) Houston, to assignment editor.

**Nancy Valenta**, news producer, KDFW-TV Dallas, joins KNBC(TV) Los Angeles, as producer, 4 p.m. news.

**Jim Johnson**, assistant news director, WJZ-TV Baltimore, joins WNEV-TV Boston as assistant news manager. **Larry Perret**, assistant news director, KMGH-TV Denver, joins WNEV-TV as executive producer.

**Chuck Moshontz**, from KZAM-FM Bellevue, Wash., joins KLOS(FM) Los Angeles, as news anchor.

Appointments, WMTW-TV Poland Spring, Me.: **Bonnie Keller**, reporter, to co-anchor: **Rod Meloni**, reporter, WABI-TV Bangor, Me., to co-anchor: **Lisa Campbell**, local news director, WKXA-FM Brunswick, Me., to reporter, and **Cliff Michaelsen**, from WSAW-TV Wausaw, Wis., to meteorologist.

**George Putnam**, news commentator, KTTV(TV)

Los Angeles, named weekend news anchor.

**Jack Spencer**, news director and reporter, KAYO(AM) Seattle, joins KVI(AM) there as morning news anchor. **Jim Sipes**, from KOMO(AM) Seattle, joins KVI as reporter.

**Libba Jackson**, anchor-reporter, WLUK-TV Green Bay, Wis., joins WKYC-TV Cleveland as part-time reporter.

**Frank DeFilippo**, political columnist, *Baltimore News American*, joins WJZ-TV Baltimore as political analyst.

**Ted Brown**, general assignment reporter, KTVY(TV) Oklahoma City, joins WJXT-TV Jacksonville, Fla., as feature reporter.

**John Davis**, general assignment reporter, KGW-TV Portland, Ore., joins WBBM-TV Chicago, in same capacity.

**Dennis Wright**, director of community affairs, WNEV-TV Boston, named director of public affairs.

**Quentin Bradford**, from WKYC-TV Cleveland, joins WSB-TV Atlanta as public affairs director.

**Virginia Norton**, community relations coordinator, Storer Cable, joins American Cable Television, Phoenix, as director of public affairs.

**Bob McBride**, from WBBM-TV Chicago, joins WRC-TV Washington as weeknight co-anchor. **Barbara Harrison**, general assignment reporter, named weekend co-anchor. **Mike Hambrick**, from WBAL-TV Baltimore, joins WRC-TV as weekend co-anchor.

**Jayne Miller**, general assignment reporter,

## News and Public Affairs



Roosa

**Don Roosa**, executive VP, Docuvid-Electronic News Services, New York, named president and chief executive officer. Docuvid is independent news production facility with bureaus in New York and Washington.

Appointments Cable News Network: **Mary Alice Williams**, New York bureau chief,

named VP, New York bureau: **Larry LaMotte**, bureau chief, Los Angeles, to bureau chief, Washington; **Jerry Levin**, operations manager, Washington, to bureau chief, Chicago; **Richard Roth**, bureau chief, Chicago, to bureau chief, Rome; **Mark Leff**, correspondent-producer, Rome, to special producer, Atlanta; **Phil Brady**, bureau chief, San Francisco, to bureau chief, Los Angeles; **Claudia Schatz**, assignment editor, San Francisco, to bureau manager; **Charles Hoff**, producer, Atlanta, to national assignment editor; **James Allen Miklaszewski**, correspondent, New York, to national correspondent, Washington; **Ralph Begleiter**, correspondent, Washington, to State Department correspondent there; **Mike Boettcher**, bureau chief, Dallas, to national security affairs correspondent, Washington; **Dean Reynolds**, from UPI Washington, **Pam Olson**, from CBS, Atlanta, and **Eric Seidel**, from WJLA-TV Washington, to Washington correspondents, and **Bob Rucker**, from KYW-TV Philadelphia, to correspondent, New York bureau.

**Barbara Hillebrand**, associate news director, broadcast department, United Press International, Chicago, named cable television editor.

**Al Buch**, news director, KPNX-TV Phoenix, named VP, news and broadcast operations. **Mark Jones**, consultant, Al Primo news service, joins KPNX-TV as reporter. Nancy Williams, from KOOL-TV Phoenix, joins KPNX-TV as co-anchor.

**Jim Philips**, news director, WKIS(AM) Orlando,



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WBAL-TV Baltimore, joins CBS News, Washington, in same capacity.

**David Johnson**, reporter WESH-TV Orlando, Fla., joins WSB-TV Atlanta as general assignment reporter.

## Technology

**Dan Smith**, business manager, broadcast operations and engineering, ABC News, Washington, named director, systems and procedures, broadcast operations and engineering, ABC New York.

**Joseph Gianquinto**, VP, telecast operations, Hearst/ABC Video Enterprises, joins Group W's Television Station Group, New York, as VP, operations and technical services.

In restructuring of corporate management of Byers Communications Corp., Austell, Ga., supplier of engineering, computer and construction services to communications industry, **Jennings Simmons**, president, satellite division, becomes executive VP, operations, and **William Pitney**, president, cable television division, becomes VP, corporate development.

**Alfred Shjarback**, from KMGH-TV Denver, joins United Cable of Colorado, Englewood, Colo., as director of engineering.

**Ren Verasco**, management consultant, VCA/Teletronics, New York, named director of operations.

**Lawrence Hultslander**, manager, Megapulse Inc., joins Times Fiber Communications, Wallingford, Conn., as product engineering manager, cable television engineering department.

**Charles Gaydos**, manager, teleproduction systems sales, RCA Commercial Communications Systems, Camden, N.J., named director, teleproduction sales.

**Peter Flood**, manager of financial analysis, American Television & Communications Corp., Denver, named business manager, video product development.

**Hilmer Swanson**, scientist, broadcast division, Harris Corp., Quincy, Ill., named senior scientist.

**Benton Everett**, national sales manager, Compact Video Systems, joins RCA Commercial Communications division, Camden, N.J., as director, domestic broadcast sales.

**Jim Fuchs**, applications manager, interconnection components division, Southern region, Augat, Inc., Attleboro, Mass., named Midwest regional sales manager.

**Monique De Vusser**, domestic sales administration manager, Convergence Corp., Irvine, Calif., named to newly created position of sales specialist.

**Ed Reeves**, chief engineer, Reeves Teletape, New York, named manager of engineering.

**Ken McGowan**, chief engineer, WNAC-TV (now WNEV-TV) Boston, joins WOR-TV New York as director of engineering.

**Blane Webster**, from WCFL(AM) Chicago, joins WGLR(FM) Skokie, Ill., as engineer.

**Robert Ross**, engineering supervisor, Westinghouse Broadcasting's WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as assistant engineering manager.

**Kerry Soloway**, from Excalibur Video, joins

Carob Video, New York post-production facility, as editor.

## Promotion and PR



Brogliatti

**Barbara Brogliatti**, VP, media affairs, Embassy Communications, Los Angeles, named senior VP, worldwide advertising, publicity and promotion.

**Ellen Rodman**, director, children's informational services, NBC, New York, named to newly created position of director, corporate

information services.

**Ellen Davis**, publicity projects director, Paramount Pictures Corp., New York, joins Warner Amex Satellite Entertainment Co. there as director, marketing public relations. **Susan Raish**, manager, affiliate public relations, named director, affiliate public relations.

**James Ellis**, VP, promotional services, Frank N. Magid Associates, joins Tribune Company Broadcasting, Chicago, as director of creative services.

**Clark Grant**, from KNTV(TV) San Jose, Calif., joins Bay Area Cable Interconnect there as director of promotion and public relations.

**Walter McDowell**, promotion manager, WFTV(TV) Orlando, Fla., named director of creative services. **Tina Gordon**, promotion assistant, named audience promotion director. **Debbie Marler**, assistant art director, named art director.

**Betty Lou Vose**, creative director, Whitechapel Films, New York, joins CBS Entertainment there as administrative assistant, on-air promotion, East Coast.

**Edie Reno**, director of promotion and advertising, WSOC-TV Charlotte, N.C., joins WCBS-TV New York as manager, advertising and promotion.

**Tim Kuhl**, promotion and marketing director, WNDR(AM) Syracuse, N.Y., joins WSYR-AM-FM there as promotion director.

**Nancy Lopeman-Dudenhofer**, sales/administrative coordinator and public service assistant, WCVG-TV Milwaukee, named promotion director.

**Lesley Ruszkowski**, from WCHS-TV Charleston, W. Va., joins WTAJ-TV Altoona, Pa., as promotion director.

**Ed Aaronson**, promotion manager, WFAA-TV Dallas, joins KYW-TV Philadelphia as audience promotion manager.

**Mary Piotrowicz**, assistant promotion and merchandising director, KEBQ(FM) Oklahoma City, named promotion and merchandising director.

## Allied Fields

**Lewis Carpenter**, manager of business centers, Los Angeles and Newport Beach, Calif., Control Data Corp., named Western regional manager for Station Business Systems division, which provides operational and financial systems to radio and TV stations. He will be

based in new Irvine, Calif., regional office. **Rick Devine**, CDC, Philadelphia, joins SBS division's new San Francisco office, as account executive. **John Fullingim**, CDC, Dallas, joins SBS's new office there as account executive.

**Dave Oakley**, VP and general manager, WGEM-TV Quincy, Ill., elected chairman of newly formed NBC General Managers Promotion Action Committee. Group was established to "bring affiliate top management into the planning process for network-affiliate promotion," according to Steve Sohmer, VP, advertising and creative services, NBC Television Network.

**Robert Bodden**, president, WSWW-AM-FM Plattville, Wis., named executive director, Wisconsin Broadcasters Association.

Elected officers, Atlanta chapter, National Academy of Television Arts and Sciences: **Jeff Davidson**, VP, general manager, Gannett Broadcasting Group, president; **Don Smith**, WAGA-TV, vice president; **Pat Miller**, noncommercial WETV(TV), secretary, and **Dick Miles**, Southern Bell, treasurer.

**Jan West**, broadcast supervisor, in-house agency for Color Tile Supermarkets, Los Angeles, joins Arbitron Television Western Advertiser-agency sales there as account executive.

**Barbara Feeherry**, legal assistant, Tierney & Swift, Washington law firm specializing in communications law, has become associated with firm.

**Chester Coleman**, associate, William A. Exline, San Rafael, Calif. media broker, resigns.

Elected officers, National Leukemia Broadcast Council, Studio City, Calif.: **Robert Fox**, KVEN(AM)-KHAY(FM) Ventura, Calif., president; **Deborah Gonderil**, Western International Media, vice president, and **Joseph Seideman**, Seideman & Moisselle, secretary.

**Judy Jahoda**, from Selectcomputer Co., joins Jeff Pollack Communications, Pacific Palisades, Calif.-based communications consulting firm, as administrative assistant.

## Deaths

**David W. Evans**, 88, founder, David W. Evans Inc., advertising agency based in Salt Lake City, with regional offices in number of major cities, died Aug. 7 at LDS hospital, Salt Lake City, of injuries sustained in automobile accident July 25. His survivors include his wife, Beatrice, and five sons.

**Otto Kleppner**, 83, retired founder and chairman of Kleppner Co., Inc., New York advertising agency, died Aug. 3 in Brattleboro, Vt. He was author of "Advertising Procedures," published in 1925 and now in its seventh edition. He is survived by his wife, Beatrice, two sons and daughter.

**Arthur Charles Pariente**, 46, former writer-editor with International Communication Agency, Washington, died of congestive heart failure and sepsis Aug. 6 at Arlington (Va.) hospital. He is survived by his wife, Vita, and son.

**Robert Johnson**, 55, cameraman, CBS Television, Washington, died of cancer Aug. 11 at Washington Adventist hospital. Survivors include his wife, Margret.

**George Kolpin**, 68, president, KDMO(AM)-KRGK(FM) Carthage, Mo., died of heart attack July 14 at home of his sister-in-law in Ozark, Ark. He is survived by his wife, Ruth, two sons, and daughter.

## Gene Mater: CBS's Mr. Fixit

When anything goes wrong for the CBS/Broadcast Group, or seems apt to become troublesome, chances are that sooner or later the thing will come across Gene Mater's desk. Problems are his province, as money is a financial vice president's. His job, unlike the finance person's, is not to amass the stuff he deals with, but to anticipate and avert it if possible, study it if it comes and propose ways to make it go away.

The job is called senior vice president, policy. Mater, who takes a realistic approach to most things, refuses to call it a vice presidency in charge of trouble. He prefers to call it a job whose basic ingredients include "problems and potential problems" but are not exclusively so. Checked against some of the actual components, his definition sounds tame.

The miscellany he is involved in, at one time or another, includes such areas as children's television, TV sex and violence, the fairness doctrine, audience complaints and more formal deprecations by so-called public-interest and other organizations, program and commercial standards and occasional wild cards such as the Rev. Donald Wildmon and his Coalition for Better Television. Specifically, he is the broadcast group's principal liaison both with CBS's corporate office in Washington, which involves among other things testifying at hearings and helping to keep fences in good repair, and with the CBS law department on all operational and policy matters affecting the group. He is also responsible for five group functions—program practices, communications, educational and community relations, personnel and the CBS teletext project—and from time to time is called upon to be the group's spokesman with the press, take part in debates and make speeches.

Not all of these items, or even most of them, are on his menu at one time, but there are usually enough, in sufficient variety, to keep him happy. He likes a full plate. "I enjoy it," he says. "In a normal day there may be half a dozen or a dozen different items that come up—whether they're in 'problem' areas or not. It's not the same thing all the time. It varies from day to day, even hour to hour. I like that."

The job has no exact counterpart at the other networks, and at the CBS/Broadcast Group it developed by evolution more than by point-blank creation. Mater and the job evolved together. He was assistant to the group president when the process began, and he continued in that post as management expanded his assignments to meet its changing needs until, 18 months ago, the responsibilities were codified and



Gene Paul Mater—senior vice president, policy, CBS/Broadcast Group; b. Nov. 27, 1926, New York; attended Polytechnic Institute of Brooklyn, 1943-44; U.S. Army, 1944-46; with Army unit establishing German newspapers, later associate editor of *News of Germany* and news editor, DENA, German news agency, 1946-48; reporter, later city editor, San Bernardino, Calif., *Sun-Telegram*, 1949-53; with Newark, N.J., *Star Ledger*, 1953; makeup editor, assistant news editor, *New York World-Telegram & Sun*, 1953-59; news director, Radio Free Europe, Munich, 1959-65; public affairs director, Free Europe Inc. (RFE parent organization), New York, and executive vice president, RFE Fund, 1965-70; special assistant to president, CBS/Broadcast Group, 1970-72; vice president and assistant to president, 1972-81; present position since February 1982; m. Jeanne Blanc, 1947; children—Richard, 34; Gene A., 33; Philip, 29.

enlarged again under the new title, senior vice president, policy.

Mater has spent most of his adult years in communications, close to 25 of them on the news side. That phase started in the army. World War II was on, and in 1944, aged 18, he left college and joined up, landing in Germany in 1945 in a psychological warfare unit charged with establishing German media—radio, newspapers and magazines, book publishing and theater—after the war. He was in the press section, setting up German newspapers. He also helped form DENA, the forerunner of today's leading German news agency, and later worked there as news editor. He was also associate editor of *News of Germany*, an English-language paper dealing with economic and political news.

In 1948 he returned to the U.S. to visit his family, who by then had moved from New York to the West Coast. When he started looking for work, he found it at the San Bernardino, Calif., *Sun-Telegram*. Thus began a series of reporting and desk jobs that took him to the Newark, N.J.,

*Star-Ledger* for a brief stint, the New York *World-Telegram & Sun* for six years and to Radio Free Europe in Munich, as news director, for another six.

Eventually, he returned to New York, and in time through the usual channels—a friend who had a friend—learned that Dick Jencks, then president of the CBS/Broadcast Group, had an opening. He applied, "spent a few hours philosophizing with him about the information media and the world in general" and signed on, in June 1970, as his special assistant.

Mater says that three elements of his job, as now constituted, tend to take "a fair amount," if not most, of his time. His dealings with the law department, his Washington activities and overseeing the group's program practices work (including, at the moment, codifying CBS's commercial standards). Then there are the other assigned responsibilities and those that just come up, as when, for example, outside people or organizations "have a real or imagined problem with us." He feels that TV's critics "tend to blame everything on television" while "ignoring the root causes of problems in society," but he listens—patiently, associates say—to their complaints.

Despite his fairly frequent public appearances, much of what Mater does is by definition out of public sight. Group President Gene Jankowski, who promoted him to the policy post, says his work is judged by "final results, the outcomes," and "the outcomes have been very good."

Nobody called him a workhorse, but he does keep a long day. At his home in New Jersey he rises a little before 5 a.m. After the usual morning routine, he takes a last look at some of the work he brought home the night before, catches a 6:30 train and arrives at CBS headquarters about 7:45, having read the *New York Times* and *Daily News* on the way in. At his desk he scans the *Washington Post* and *Wall Street Journal* and then joins two or three other vice presidents in the day's first meeting, with Jankowski, a little after 8.

After that, the tempo picks up. He works on the train going home at night and for an hour or so after he gets there—and for several hours on weekends. Understandably, he has no hobbies—and, he insists, needs none. He and his wife like to travel, and they do on their vacations; but even then he's inclined to have his mail forwarded, on the theory that he can read it as easily on the beach or on the road.

He doesn't mind the hours he keeps, he says, or miss the hobbies he doesn't have: "Maybe if I didn't like this work I'd look for some sort of escape. But I like it—I'm having fun." As if to prove the point, he adds: "Frankly, I even enjoy testifying at congressional hearings in Washington." ■



**National Association of Broadcasters** last week petitioned Court of Appeals in Washington to review FCC's order authorizing direct broadcast satellites. While petition didn't outline on what grounds NAB thinks order is vulnerable, Valerie Schulte, NAB attorney, said association felt FCC failed to address properly issues of spectrum management and localism in rulemaking.

President Reagan is taking to airwaves this week. **Republican National Committee** last week said it will spend about \$400,000 on radio and TV ads featuring Reagan making pitch for support of his tax increase bill. Committee spokesman said \$250,000 will fund 30- and 60-second TV ads in 30 major markets across country and \$150,000 will be used for radio commercials in more than 50 markets. Radio ads began airing last weekend and TV spots begin tomorrow (Aug. 17). Reagan is expected to give nationally televised speech tonight that will be carried free, as news event. Television commercials will be simple with Reagan appearing seated against plain background. Radio spots will be delivered by station announcers.

**American Bar Association** last week revised its model code of judicial conduct to permit broadcast coverage of court proceedings. Association's House of Delegates, voting 162 to 112, said judges should be able to authorize "unobtrusive" coverage under stringent guidelines. Code has prohibited camera coverage of court proceedings since 1937, and had been amended over years to prohibit radio and television coverage. It was "gratifying" to learn ABA "has finally conceded what has been demonstrated in 38 states: that cameras and microphones can be used in courtrooms without ill effect," Dean Mell, president of Radio-Television News Directors Association, said. "We would hope that this action... will speed the day when the courts in the remaining 12 states and the District of Columbia and all federal courts are also opened to electronic coverage," he said.

**Turner Program Services** announced deals with four **Metromedia** television stations for their carriage of CNN Headline News and/or reciprocity agreements. **WTTG** Washington and **KTTV** Los Angeles will program Turner's headline service during midday; **WNEW-TV** New York will become "CNN reciprocal outlet" as **WCVB-TV** Boston renews existing reciprocity pact. Sidelight: Both **KTTV** and **WNEW-TV** are regional affiliates of CNN arch rival, **Satellite News Channels**.

**Nielsen Station Index** last week said metering of **Detroit** was virtually completed, on schedule for start of overnight rating service there with October measurement period. Nielsen said Boston, Cleveland, Dallas, Houston, Miami, Minneapolis, St.

Louis and Washington would be metered by 1985, although specific launch dates for those markets have not been determined.



Penultimate guest Vice President **George Bush** went live on **C-SPAN** Friday night from 5 to 5:30 (Aug. 13) with **Brian Lamb** director of C-SPAN, to field dozen questions from all over country concerning economy, international affairs and President Reagan's tax proposals. Interview was part of C-SPAN's on-going live interviews with senators, congressmen and prominent individuals on Washington scene. C-SPAN airs two different interviews daily, at 5 p.m. and 9 p.m. Bush is highest ranking official of Reagan administration to appear. C-SPAN serves more than 1,000 cable systems and can reach 11 million homes in U.S. and Puerto Rico. Bush, who was rushing between conferences with President in Oval Office and meeting with members of Congress on Capitol Hill, reinforced statements President also made Friday that proposed \$99 billion tax revenue bill was to plug loopholes and not actual increase in taxes.

**Oak Industries** is trimming pay of all salaried workers and tightening cost controls in face of recession-related reduction in demand for its products by cable systems. Oak's stock dipped to new low Thursday on that news, as word from Oak included indication its earnings estimates for year are being trimmed. **General Instrument** (Jerrold parent) also hit new low for year Thursday, and **Scientific-Atlanta** and **Zenith** are both bouncing around at or near bottom of their trading ranges.

**Representative Matthew J. Rinaldo**, (R-N.J.), senior member of House Telecommunications Subcommittee, abused Congressional rules by using contributions to his re-election campaign to pay for activities that can hardly be considered part of campaign, according to story in *New Republic* magazine to be published this week. In 1981, Rinaldo's campaign paid \$2,67

**New makeup.** Chairmen for National Association of Broadcasters committees have been designated and, subject to confirmation by the executive committee, will be announced this week. They are as follows:

Walter E. May, president, **WPKE(AM)-WDHR(FM)** Pikeville, Ky., Radio Allocations Task Force\*; **Martin Rubenstein**, president, Mutual Broadcasting System, First Amendment Committee; **Edward T. Giller**, president, **WFBG-AM-FM** Altoona, Pa. and **Eugene S. Cowen**, vice president, **ABC** Washington, Congressional Liaison Committee; **Dean Sorenson**, president, **KCCR(AM)-KNEY(FM)** Pierre, S.D., Membership Committee; **E.H. Close**, president, **WKNE(AM)-WBNX-FM** Keene, N.H., Medium Market Radio Committee; **Gary Stevens**, president, **Doubleday Broadcasting**, N.Y., Metro Market Radio Committee; **William W. Hansen**, general manager, **WJOL(AM)-WLLI(FM)** Joliet, Ill., Medium Market Radio Committee; **Katheryn F. Broman**, president, **Springfield Television Corp.**, Springfield, Mass., Television Information Committee and **UHF** Television Committees; **Bill Bengston**, vice president, **KOAM-TV** Pittsburg, Kan., 100-Plus TV Markets Com-

mittee; **Eugene Bohi**, president, **WGHP-TV** High Point, N.C., By-Laws Committee; **Crawford P. Rice**, executive vice president, **Gaylord Broadcasting Co.**, Dallas, Tex., Research Committee and **Ted Snyder**, president, **KARN(AM)-KPKY(FM)** Little Rock, Ark., Broadcast Deregulation Committee (formerly Radio Deregulation Committee).

Officially named to a chairmanship last week was **Cullie M. Tarleton**, senior vice president, **Jefferson-Pilot Broadcasting Co.**, Charlotte, N.C., who will head the new All-Industry Task Force on Cuban Interference. Serving with him will be: **Robert G. Engelhardt**, vice president, **Palmer Communications**, Des Moines, Iowa; **Harold A. Frank**, vice president, **WINZ-AM-FM** Miami, Fla.; **Matthew L. Leibowitz**, special counsel, **Florida Association of Broadcasters**; **Vincent Pepper**, senior partner, **Pepper & Corazzini**, Washington, and **Abe Voron**, executive vice president, **National Radio Broadcasters Association**.

\*May's appointment will not occur unless present committee chairman, **Michael D. Lareau**, executive vice president, **WOOD-AM-FM** Grand Rapids, Mich., intends, as he has reportedly indicated, to step down.

for "meeting expenses" at Baltimore Gold Club, Springfield, N.J., and \$288 at Giants football stadium for "fundraising activity." Also billed to campaign was \$2,400 in American Express charges, listed only as unitemized "entertainment and meeting expenses."

Controversial amendment to reduce size of FCC from seven to five members is under consideration by House-Senate Conference Committee, which will continue meeting today. Amendment, which is attached to larger omnibus budget reconciliation bill (S. 2774), was passed by Senate two weeks ago (BROADCASTING, Aug. 9). Although House version doesn't contain same provision to reduce FCC, amendment is expected to be included in final version. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) is said to favor proposal.

Washington Post Co. and American Radio-Telephone Service Inc. announced last week they have reached agreement to combine their applications for cellular radio telephone systems for Washington-Baltimore market. Arrangement, which must be approved by FCC, would reduce number of applicants vying for nonwireline allocation in that market to four. ARTS, radio-paging company headquartered in Baltimore, already has experimental cellular system in place (BROADCASTING, June 7).

Slander suit seeking \$10 million in damages against ABC, reporter Geraldo Rivera and several producers of 20/20 program has been filed by Howard Safir, assistant director of operations of U.S. Marshal Services Federal Protection Witness Division. He alleged in complaint filed in Fairfax (Va.) County Circuit Court that in interview conducted by Rivera on 20/20 on program telecast on Oct. 2, 1980, Rivera "intentionally distorted quotation by Safir" to give viewers impression that division was incompetent and dishonest and covered up murders of witnesses under federal protection. In turn, Rivera, Charles Thompson, Washington producer of 20/20 and freelance writer Gordon Freedman have filed private law suit against Safir in U.S. District Court in Washington, alleging that Safir and unnamed members of Marshal Services had illegally recorded their private conversations prior to interview for program. They are seeking \$1 million in compensatory damages and \$7 million in punitive damages.

Richard Devos, president of Amway Corp., which owns Mutual Broadcasting System, was fired Aug. 13 as finance chairman of Republican party. "Difference in styles" was only explanation RNC spokesman would give. According to Amway spokesman, Richards asked Devos to resign, but Devos replied that he was "no quitter" and that if Richards wanted to replace him, he'd have to dismiss him. Richards did, and chose California Lieutenant Governor Mike Curb to complete his term, which runs through January 1983.

CBS Inc., announced two new appointments in new technology fields. Mark B. Perlman was named director, market strategy, with mandate to work with broadcast group in developing strategies "to take advantage of . . . emerging technologies"; his first focus is to be high definition TV. Alex Gibbons was named corporate director, technology; he's to work in areas of HDTV, DBS, teletext and videotext.

"We must be resolute in turning back false doctrine and specious policy," said David Ladd, register of copyrights, who addressed American Bar Association in San Francisco last week. He spoke on U.S. District Court's opinion in Betamax litigation and pending copyright legislation. Ladd stated objection to what he called courts asking creators to demonstrate economic losses or justify protection under U.S. copyright law. He contended that value of copyrighted work and its potential market were two

separate concepts that "must neither be confused nor merged into a kind of general economic impact analysis."

Future of public broadcasting in changing times is to be studied by new PBS Task Force on Future Services. Group, which is composed of PBS board members, will explore public broadcasting's role in new technological environment. PBS President Lawrence Grossman called task force "most important priority" system has. He said entirely new PBS department will be established to aid group. Task force, for example, will study where public broadcasting should go with videotext, teletext, subscription television and DBS.

In reorganization at ABC Radio Networks: John Axten, VP, Information network, named VP, Information, Direction and Entertainment networks; Willard Lochridge, VP, Contemporary and FM networks, named VP, FM, Contemporary and Rock networks; Charles King, VP, Direction and Entertainment networks, named VP, affiliate affairs and acquisition planning; Thomas Plant, VP, Rock network, named VP and assigned to affiliate planning and program development. All report to Walter Sabo, VP, ABC Radio Networks.

CBS-TV has canceled "Walter Cronkite's Universe" science series because of low ratings. Series, which has been telecast for last three summers, placed 60th out of 69 prime time programs with 17 share in week ending Aug. 3. CBS News said Cronkite will prepare at least three documentaries over next 18 months and will be available for special assignments. Final Universe segment will be telecast on Sept. 14.

Henry Fonda, 77, actor for more than 50 years on stage and in motion pictures and television, died of chronic heart disease in Los Angeles last Thursday (Aug. 12). Fonda appeared in two television series, *The Deputy* and *The Smith Family* and numerous dramatic specials, including *The Oldest Living Graduate* and *Gideon's Triumph*. He is survived by his wife, Shirlee; his daughter, Jane; his son, Peter, and adopted daughter, Amy.



Satellite earth stations of varying sizes and degrees of sophistication last week filled parking lot of Regency hotel in Denver, site of fourth annual Satellite Communications Users Conference. Nearly 2,300 satellite users and earth station vendors met to do business and discuss issues affecting their business. According to *Satellite Communications* publisher, Irl Marshall, users were equally divided between television engineers (cable and television) and representatives of companies looking at satellites for private communications. Also on hand were large numbers of manufacturers and distributors of low-cost earth station equipment aimed at consumer market that, Marshall said, were not particularly welcome. "That's why there's a lot of junk in the parking lot and we don't want junk."



## Now the hard part

The National Association of Broadcasters suddenly has a new president, a new chairman of the joint board of directors, a new chairman and vice chairman of the radio board and a new set of marching orders. Years have gone by in the association's past with less activity than went on in a couple of days last week. The question remaining to be answered is whether all the action will lead to the stronger NAB that is designed in the report submitted to the board by the Futures Committee.

There are those who think that the process of choosing a new president may have weakened the association. In the end the choice was between two broadcasters with practical experience confined to radio in small markets. Some larger-market television members are left with the impression that their interests have been subordinated to those represented by the more numerous radio votes on the joint NAB board. They are waiting to be convinced that the new order gives television the attention they think it is due.

The guess here is that an Eddie Fritts who was politically astute enough to win election to the NAB presidency will be politically astute enough to recognize that he has problems with some television members. Forgetting for the moment who feels left out in the present scheme of things, the fact that Fritts will encounter as he goes about the vigorous lobbying he is instructed to perform is that Washington's favorite target is television and that the deregulated radio system is on practically nobody's mind. The president of the NAB must become a forceful spokesman for television if he expects to keep collecting all those television dues which provide 51.6% of the association's membership revenue (but buy less than a third of the votes on the NAB's joint board, an imbalance that rankles the television membership).

That said, attention turns to the future mission and organization of the NAB. The report that the board accepted last week from the Futures Committee looks toward an association that will magnify its presence in Washington on behalf of both radio and television. Details may be subject to further study, but the general direction in which the report heads the NAB looks right.

The association has emerged from a period of intense internal politicking that was bound to leave bruises and scars. The healing process will depend on the skill of the healers who have propelled themselves into office.

## Hold the phone

Broadcasters, cable operators and newspaper publishers have welcomed one of Judge Harold Greene's proposed amendments to the AT&T antitrust settlement. The amendment would exclude AT&T from electronic publishing for at least seven years.

If this case produces the consent decree that Judge Greene says he will sign, proprietors of existing media will have won a significant victory. As Judge Greene carefully explained in his opinion of last week, a liberated AT&T would have the power to enter electronic publishing with the enormous competitive advantage of owning the transmission facilities that it and all competitors would have to use. "[T]here is a real danger," said Judge Greene, that AT&T would "use its control of the interexchange network to undermine competing publishing ventures."

No other media would be justified in asking the government for protection if AT&T were just another corporation with the means to take a risk in a field that for an unknown future will offer far

more risks than rewards. But AT&T is not just another corporation. It owns the toll roads to the market, and saintliness is missing from its list of managerial requirements.

Judge Greene, incidentally, has performed a useful service in defining electronic publishing (in language borrowing much from a definition suggested by the National Association of Broadcasters) as: "the provision of any information which a provider or publisher has, or has caused to be originated, authored, compiled, collected or edited, or in which he has a direct or indirect financial or proprietary interest, and which is disseminated to an unaffiliated person through some electronic means." In a footnote, the judge added: "The kinds of information referred to in this definition include news, business and financial reports, editorials, columns, sports, features and electronic advertising. The means of transmission include pay television, radio and television broadcasting, and electronic publications which appear either by audio means, on video screens or in printed form."

It could be a big world out there. No wonder AT&T wanted to get into it.

## At last

The House of Delegates of the American Bar Association finally caught up with the times last week and repealed its institutional resistance to the admission of cameras and microphones to courts. Less and less attention had been paid to the restrictive canon in the ABA's code, but its continued presence gave traditionalists support in their persistent aversion to journalistic progress. Repeal is one more step in the broadcast media's advance toward full acceptance as part of what the First Amendment calls the press.

The canon was adopted in 1937 after the press of its day had behaved outrageously at the trial of Bruno Hauptmann, convicted of the Lindbergh baby kidnapping. It was, of course, a case of overkill. The ABA could have adequately addressed the department of the press by means far short of exclusion.

As has been repeatedly demonstrated in the 38 states that despite the ABA's ban, have permitted radio and television coverage of courts, experimentally or permanently, the instruments of modern journalism can be manipulated discreetly. Unseemly conduct is within judges' power to control. It was past the time to spike the canon.



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