

NOW SOLD IN
OVER 130 MARKETS
INCLUDING 7 O&O's!

THE PEOPLE

EVENING EDITION

"18-49" ACCES

The July sweeps results are in and, once again, "The People's Court" has proven itself as this year's runaway prime access hit.

In rating period after rating period, and in market after market, "The People's Court" shows continuing growth, not only over previous programming, but also over its own past performance.

So for success that makes headlines, go with a winner. "The People's Court."

The People's Court is a hit in San Francisco.

KGO-TV Mon-Fri 7:30 PM**

		RTG/SH	W18-49	M18-49
KGO-TV	PEOPLE'S COURT	12/28	116	97
KPIX	Evening Magazine	11/24	99	75
KRON-TV	Entertainment Tonight	5/12	49	39

The People's Court is a winner in Cleveland.

WJKW Mon-Fri 7:00 PM**

		RTG/SH	W18-49	M18-4
WJKW-TV	PEOPLE'S COURT	11/30	61	45
WEWS	You Asked For It	7/19	32	20
WKYC-TV	Uncle Floyd	2/6	7	8

The People's Court places #1 in Cincinnati.

WCPO-TV Saturday 7:30 PM*

		RTG/SH	W18-49	M18-
WCPO-TV	PEOPLE'S COURT	9/29	30	26
WLWT	Lawrence Welk	9/28	6	6
WKRC-TV	Hee Haw	6/20	17	16

The People's Court is a winner in Ft. Myers-Naples.

WINK-TV Mon-Fri 7:30 PM*

		RTG/SH	W18-49	M18-
WINK-TV	PEOPLE'S COURT	23/47	11	10
WBBH-TV	You Asked For It	6/12	3	
WEVU	Jeffersons	6/12	5	

PEOPLE'S COURT

FROM
RALPH EDWARDS & STU BILLET
 THE PRODUCERS OF
 "So You Think You Got Troubles?!"

JULY—1982

SMASH AGAIN!

People's Court is a success in Baltimore.
 AL-TV Mon-Fri 7:30 PM**

		RTG/SH	W18-49	M18-49
L-TV	PEOPLE'S COURT	12/30	58	46
R-TV	Joker's Wild	8/21	18	20
TV	Evening Magazine	9/22	37	26

People's Court pulls in demos in Philadelphia.
 W-TV Mon-Fri 7:30 PM*

		RTG/SH	W18-49	M18-49
W-TV	PEOPLE'S COURT	9/21	100	92
W-TV	You Asked For It	7/18	42	41
W-TV	Family Feud	10/25	98	60

People's Court is a smash in Spokane.
 KLY Mon-Fri 7:00 PM**

		RTG/SH	W18-49	M18-49
JULY82	PEOPLE'S COURT	13/32	18	13
JULY81	Joker's Wild	7/18	7	4

People's Court strikes it big in Las Vegas.
 KNTV Mon-Fri 7:00 PM*

		RTG/SH	W18-49	M18-49
JULY82	PEOPLE'S COURT	8/16	8	6
JULY81	Starsky & Hutch	3/6	2	2

The People's Court scores high in Jacksonville.
 WJXT Mon-Fri 7:30 PM**

		RTG/SH	W18-49	M18-49
WJXT	PEOPLE'S COURT	21/40	40	31
WTLV	MASH	12/23	26	26
WJKS-TV	Family Feud	7/14	10	6

The People's Court shows big increases in New York.
 WABC-TV Wednesday 7:30 PM**

		RTG/SH	W18-49	M18-49
JULY82	PEOPLE'S COURT	6/12	129	167
JULY81	Hollywood Squares	4/10	126	85

The People's Court shows major growth in L.A.
 KABC-TV Saturday 7:30 PM*

		RTG/SH	W18-49	M18-49
JULY82	PEOPLE'S COURT	7/15	128	95
JULY81	Hollywood Squares	4/9	89	50

*NSI/Cassandra July 82
 **Arbitron July 82

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10

...AND LOOKING GOOD!

Thanks to our stations, we've had a dynamic
ten years at MMT, and we're still growing.
A decade of service...a decade of success.

NOBODY DOES IT BETTER FOR YOU!

Broadcasting Oct 18

Eastern Microwave reversal goes cable's way □

Tribune-United adds a third franchise jewel □

Disney cleans house □ **Business looks up**

RIDING MARKET CREST □ Media stocks are among prime beneficiaries of upswing, and analysts see even more good news ahead in '83. CBS's third-quarter income drop doesn't faze Wall Street, which is positive about new Wyman leadership. **PAGE 23.**

PLUM FOR TRIBUNE-UNITED □ Joint venture wins cable franchise for affluent Montgomery county outside Washington. **PAGE 24.**

ANOTHER REAGAN TIME TEMPEST □ Angry Democrats denounce President's network address on economics as pre-election ploy. CBS faces fairness complaint over its handling. **PAGE 25.**

EASTERN MICROWAVE EDICT REVERSED □ New York circuit court ruling comes on heels of legislation making passive resale carriers exempt from copyright fees. **PAGE 26.**

CABLE IN GREAT BRITAIN □ Government committee issues report on upcoming service. **PAGE 28.**

SHUFFLE OFF TO BURBANK □ Disney Channels switches from New York to its California studios and Wagner is out as president. **PAGE 29.**

TV LIFE WITHOUT NFL □ Ratings suffer through another week as networks scramble for substitute programming. **PAGE 30.**

COMPRESSED TV SIGNALS □ Boon to cable seen in GE's Comband technique that allows two signals on single channel. **PAGE 30.**

CBS-TV STAYS ON TOP □ Network wins prime time ratings race in second week of new season. **PAGE 38.**

BUMPER HARVEST OF AWARDS □ Armstrong adds special honor to Dallas Townsend at its ceremonies. **PAGE 42.** Gabriel competition winners named for

Nov. 5 presentation in Chicago. **PAGE 44.** CEBA cites 15 organizations and program for "communications excellence to black audiences." **PAGE 48.** Country Music Association picks best in its field. **PAGE 48.**

NAB PUSHES FOR BIGGER SHARE □ Association tells Copyright Royalty Tribunal that broadcasters deserve more of 1980 cable pool. **PAGE 50.**

FUCHS REBUKES □ HBO executive vice president says critics of cable business are being premature and too harsh in their judgments. **PAGE 50.**

PRODDING FOR PRODUCTIVITY □ New NAB-fostered council trains its sights on Christmas start for massive five-year campaign to strengthen that facet of U.S. economy. Drive intensified for funding of effort. **PAGE 52.**

KCET-TV CALLED DERELICT □ KCET-TV license renewal challenged in Supreme Court by Los Angeles group that alleges station failed to serve hearing impaired. **PAGE 58.**

SATELLITE TALKS □ Representatives of five major DBS companies will kick off three-day PSSC conference this week. **PAGE 62.**

DRIVING FORCES FOR VIDEOTEXT □ Yankee Group seminar told that entertainment options such as video games will fuel two-way system growth, that Bell operating companies will seek entry into field. **PAGE 64.**

SPACE SHUTTLE FOR BIRDS □ Next flight of Columbia to carry SBS-3 and Anik-C satellites into space. **PAGE 65.**

ROCKING RADIO'S WORLD □ Hand that's doing it belongs to Bob Meyrowitz whose DIR Broadcasting has put rock music on radio's center stage. **PAGE 87.**

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The Big Apple News



"All the News That's Fit to Bite"

Vol. I, No. 1

Wednesday, October 6, 1982

Price Two Bits

HERE'S RICHARD Captures the Big Apple!



WABC, Tuesday, 10/5/82—*HERE'S RICHARD*, the all new weekly prime access half-hour starring Richard Simmons, rounds up the 7:30 audience with its high-spirited fun, fitness and celebrity guests. The NSI Coincidental special study indicates that *HERE'S RICHARD* delivers more viewers per household than all other programs in the same time period. That's why it's no contest when *HERE'S RICHARD* places

1st in Women 18-34

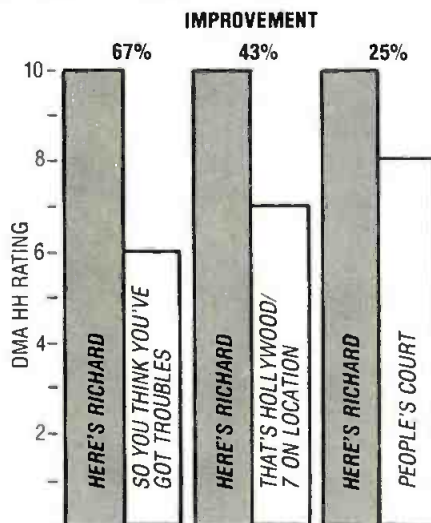
1st in Combined Teens & Kids

1st in Men 18-49

1st in Viewers per Household

HERE'S RICHARD Gives TROUBLES Trouble! Beats WABC's Comparable Access Programming

HERE'S RICHARD's 10 rating for its October 5th premiere has an easy advantage over the September '82 average ratings of *SO YOU THINK YOU'VE GOT TROUBLES*, *PEOPLE'S COURT* and *THAT'S HOLLYWOOD/7 ON LOCATION*—all in the same time period on other weeknights. *HERE'S RICHARD*—clearly the leader in WABC's access!



Richard and Dick Clark spoof Sonny and Cher.

WABC's Tuesday Access Up One-Third!

The *HERE'S RICHARD* premiere outranked WABC's regular programming in the same time period on four previous Tuesdays by 33%.

Source: NSI N.Y. overnights Tuesday 10/5/82, 7:30-8:00 pm
NSI Telephone Coincidental Study
NSI N.Y. Weekly Reports 8/28-10/1/82

All audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

New Yorkers' Favorite Stars Shine In A Different Light!

Dick Clark, *HILL STREET BLUE* Daniel J. Travanti, *GENERA HOSPITAL*'s Tony Geary, Sister Sledge, Sammy Davis Jr., Billy Crystal and many more each join Richard in a variety of outrageous skits, spoofs and goofs—all the zany Richard Simmons style.

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Nairobi showdown

J.S. may be on verge of walking out of International Telecommunication Union Plenipotentiary conference, now under way in Nairobi, Kenya. Conference is expected to vote this week on Algerian-Arab resolution to expel Israel from this and all other conferences of ITU. U.S. has said it would leave conference if Israel is thrown out. And word from Nairobi is that chairman of U.S. delegation, Michael Gardner, sees chances of overcoming anti-Israel vote as no better than 50-50.

Walkout might not be U.S.'s last step. What U.S. sees as increasing politicization of ITU is causing U.S. officials increasingly to consider option of leaving organization. That is one of several options that will be examined in study Congress directed National Telecommunications and Information Administration to make of governmental organization for developing international telecommunications and information policies.

Radio dragging

Broadcasting Industry Revenue Reporting Committee, as of word last week from accountants, said 42% of commercial TV and 21% of commercial radio stations had responded to its survey. "Deadline" passed Oct. 1, but committee still is counting on better-late-than-never response. Committee said 100-150 questionnaires are still coming in daily. Not included in totals so far, but major source of optimism, according to committee, are assurances from ABC, CBS and NBC that they will supply data on their TV and radio networks and owned stations.

Expanding cast

While cable copyright bill, H.R. 5949 which was passed by House, is in limbo before Senate Judiciary and Commerce Committees, sports organizations are lobbying hard for inclusion of provision to expand FCC's current sports blackout rule (BROADCASTING, Oct. 4). And new claimant to protection has entered picture. American Low-Power Television Association which represents more than 2,000 applicants is asking Judiciary and Commerce Committees to hold hearings and include it.

Association is concerned about provision in H.R. 5949 that would exclude low-power stations from must-carry rules. They want must-carry rule either dropped entirely or amended to give secondary must-carry protection. Secondary protection would require cable systems to

carry low-power stations if cable channel is available and if low-power operator is willing to pay for carriage. Judiciary Committee Chairman Strom Thurmond (R-S.C.) appears willing to let dissatisfied parties present their case in hearings. Commerce Committee Chairman Robert Packwood (R-Ore.) is also planning hearings.

Aid to imports

U.S. Customs Service is proposing tariff increase for lens systems made abroad for American-made television cameras—move that U.S. manufacturers say would cripple them in competition with foreign manufacturers of complete camera assemblies. RCA has told customs average price of \$125,000 for American-made studio camera (with foreign lens) would go up by \$3,100 and enable makers of foreign cameras to undersell Americans. Customs wants to raise tariff from present 5.3% to 17.4% on lenses, leave tariff at 5.3% on complete camera imports from abroad.

NBC, filing as camera customer, not subsidiary of RCA, told Customs Service tariff hike would force it to buy imports in preference to domestic cameras.

President for RAB?

Some Radio Advertising Bureau board members will propose during board meeting at La Costa, in San Diego, on Oct. 25 that executive committee conduct search for president of RAB. This possibility continues although Miles David signed new, four-year contract to continue as vice chairman and chief executive officer of bureau in September (new pact was not announced). There were reports last summer that some board members wanted to oust David or at least engage another person as RAB president. But instead David was named vice chairman and CEO (BROADCASTING, July 9) and after protracted negotiations he signed new contract.

Foes of fees

Opposition to spectrum-use fees is gaining momentum. Last week Texas and Kentucky Broadcasters Associations at annual meetings voiced strong objections to idea as expounded by FCC Chairman Mark Fowler and National Radio Broadcasters Association and endorsed by National Public Radio. Texas broadcasters officially voted unanimously against spectrum fees. National Association of Broadcasters executive committee condemned idea two weeks ago

(BROADCASTING, Oct. 11).

Even at NRBA there is hint of dissent. NRBA board member, Steven Hicks, president of Hicks Communications, radio group based in Dallas, told Texas broadcasters he thinks there is some division over idea on NRBA board. Hicks, who represents Texas broadcasters on board, is himself opposed to spectrum-use fee as quid pro quo for deregulation.

Farming up to date

Farm Bureau, three-million member private organization of farmers, is looking at January 1983 for launch of full-scale electronic information service for members. Bureau has completed year-long test among eight state bureaus and will incorporate findings into full-scale plans. AACSys has been transmitting stock and commodity news, weather, livestock and grain reports to subscribers. Farmtext field is not without competitors. AgriStar is planning nationwide test launch next month (BROADCASTING, Oct. 11).

Football fallout

In spite of some progress toward settlement of now four-week-old National Football League strike, major advertisers showed signs of growing nervousness last week. One rep firm reported receiving "more calls last week than in any previous" from advertisers wanting to cancel NFL advertising contracts altogether. Contract clause barring cancellation through end of season kept lid on all but one known case: Xerox Stores, which is said to have canceled spot radio contracts for entire season and is said to face lawsuits from up to 13 stations.

Attitude late Friday, according to reps contacted, was "optimistic" that end of strike was near. Adding to optimism: reports that could not be substantiated that pressure on NFL from three major TV networks for speedy end to strike, has increased as ratings for substitute programs have fallen farther and farther behind.

New blood

French videotext and teletext interests are forming new marketing organization to promote their technology in North America. Organization, which will comprise number of hardware and software suppliers, will be headed by Thomson-CSF Alphatel, current videotext-teletext marketing agent in U.S., has been foundering.

Cable castings

New York roadblock

While negotiations in the New York cable franchise process among the city, Cablevision and Warner Amex concerning who gets what in Brooklyn appear to be at an impasse, there has been some recent progress in the Staten Island situation. Borough officials have elected to divide that borough into two franchises, east and west, that are said to be roughly equivalent in population, income demographics and growth potential. Three companies have been targeted for a franchise there—Vision Cable, Cox and Warner Amex. A source at the borough level said, however, that officials there are now "leery" about awarding Warner Amex a franchise, given rumors that emerged about a month ago indicating troubles in the marriage between Warner and American Express—rumors that both companies have stated are not true.

As to the Brooklyn negotiations, Cablevision had until quite recently been under the impression that the city had successfully arranged for a swap of Brooklyn franchises whereby that company would receive the southern franchise (perceived as more desirable), leaving Warner Amex with the northern and central sections. The swap was necessary to keep Cablevision in the process, and to make its franchise for the entire Bronx borough, along with some additional financial aid, more palatable. Warner, on the other hand, denies that such a deal was struck. Hence, back to square one.

Another complication is presented by the Bedford Stuyvesant Restoration Corp. It has

an agreement with Cablevision, a spokesman for the group said, giving it about 15% of Cablevision's Brooklyn franchise holdings by virtue of a deal that was made before the MSO rejected wiring North Brooklyn, where the Bed-Stuy section lies. Should Warner take on the northern franchise it doesn't intend, at this point anyway, to count the Restoration Corp. into its plans.

L. A. suit

A cable television company that was recently blocked in its attempt to secure a franchise to operate a system in south-central Los Angeles has filed a \$60-million antitrust suit against the city of Los Angeles, charging that city officials acted in bad faith by giving the firm, Universal Cable Systems Ltd. (the majority partner in South Central CATV Associates), a low ranking among franchise bidders.

The suit, filed in U.S. District Court in Los Angeles, seeks a court order awarding the south-central franchise to SCCA. The action also alleges that Los Angeles Mayor Tom Bradley and other political figures tried to get SCCA to merge with another franchise bidder—Community Telecommunications Inc.—and an unnamed group described as having "strong political ties."

The city council rejected all bids for the franchise earlier this year, contending that the applicants did not have sufficient funds to build the 210,000-home franchise area. The city has issued a new request for pro-

posals and expects to receive new bids by the end of this year.

The suit also charges that the financial status of SCCA and competing applicant was deliberately misrepresented by city officials and seeks an injunction to prevent the city from ignoring proper bidding procedures in awarding the franchise.

SCCA is 60% owned by a group of local investors, and 40% owned by Nielsen Enterprises of Wyoming. CTI is composed of local investors.

Equity investigations

Gene Schneider, president of United Cable Television Corp., denied rumors last week that his company was up for sale at a price of \$450 million, or any other price, for the matter. He described those rumors as "absolute hogwash." United is, however, employing the services of Daniels & Associates, based in Denver, and Goldman Sachs, New York-based investment banker, to explore various alternatives for a "potential sale of equity" in the company, according to Schneider. The capital raised in such a sale in whatever form it takes, would not result in a change of control over the company, he said, and would be used to help finance the cable system builds to which United is committed over the next five years (BROADCASTING, Oct. 11). A number of offerings are being contemplated, including the formation of limited partnerships and the offering of convertible debentures. A public stock offering, however, "is not in the cards" at this time, Schneider said.

Cable debate

By the time California cable subscribers go to the polls Nov. 2, 1.4 million cable households will have had a chance to view Senate candidates Governor Edmund Brown and San Diego Mayor Pete Wilson square off in a televised debate thanks to Satellite News Channels and the California League of Women Voters. The league had organized the debate, held Oct. 11, as the third in a series, but was unable to enlist broadcasters to carry it. When Times Mirror Cable's Long Beach, Calif., system programming manager Rose Abdi, contacted SNC headquarters in Stamford, Conn., about the possibility of running the debate over the channel the system uses for SNC, the news service in turn proposed using spare Group W satellite transponder capacity to make a feed available to cable operators throughout California. SNC picked up the cost of producing the television coverage, and over one weekend lined up 89 cable systems to take it up on the offer, a number of them not regular SNC carriers. Carriage arrangements included live and tape-delay cablecasts.

While such long-form secondary feeds represent a significant departure from SNC's standard headline format, a spokes-



A lot to offer. The National Cable Television Association's two-day seminar on opportunities for minorities in cable television—"Minorities and Cable: The Interconnect of the '80's"—drew more than 100 persons to the Washington Marriott hotel last week. The opening session featured (l-r): Tom Wheeler, president, NCTA; Robert Johnson, president, Black Entertainment Television, and June E. Travis, senior vice president, American Television and Communications Corp., and chairman, NCTA's minority affairs committee.

an last week said: "I wouldn't be surprised to see this lead to other, similar, public service-oriented projects."

HBO memorabilia

ome Box Office claimed two firsts last week—both involving contributions of tapes of programs that have appeared on pay cable service. The Time Inc. unit presented the Schomburg Center for research in Black Culture (below HBO executive vice president/programming, Michaeluchs (l), makes the presentation to Schomburg's Wendell Wray) with tapes of three concert presentations starring black performers Diana Ross, Dionne Warwick and Lady Knight and the Pips with Ray Charles.

In a separate donation, HBO presented tapes of more than 30 programs to the



Museum of Broadcasting, in what was said to be the first major acquisition of cable product by the museum. That gift includes the first program HBO put up on the satellite in 1975—in the process inaugurating a new era for cable—the heavyweight bout between Muhammad Ali and Joe Frazier. Other selections include *On Location* and *Standing Room Only* specials, and the eight-part documentary series, *Remember When*. The Museum of Broadcasting will host a special three-week exhibit starting tomorrow, Oct. 19, entitled "Home Box Office Programming: Reflections from a Decade."

Participatory programmer

UTV Cable Network held a luncheon for the advertising community in New York to provide the results of research conducted over the summer focusing on viewer acceptance of the networks; primary format—"Innovation," whereby viewers interact via telephone with the network's various game, talk, news and sports programs, as well as participate in opinion polls, contests and give-aways. UTV, based in Fairlawn, N.J., which is scheduled to launch in January of 1983, has signed commitments from more than 20 MSO's (including eight of the top-10) and a number of independent systems with a combined subscriber count of 2.5 million, said Al Parinello, executive vice president of UTV. He added that by launch, signed commitments should total around 3 million.

The network is being positioned as a ser-

vice that will help operators retain subscribers and reduce churn, which on a national average have been estimated to be as high as between 30% and 40% a year. UTV executives believe that combining viewer-response capability to traditional program concepts will enhance the appeal of the UTV product. Based on a sample of 750 cable subscribers to systems committed to UTV around the country, the network found that 61%, split just about evenly between males and females, expressed an interest in having UTV available on their systems. Of those who expressed an interest, 83% said they would like to participate in specific programs; 70% of the women and 71% of the teens would agree to have their names placed on mailing lists for samples and 44% said that the ability to actively participate adds to the enjoyment of the program.

UTV programming will have a 12-minute per hour commercial load, with two of those minutes provided to operators for local availabilities. A 30-second spot would cost between \$50 and \$1,600. All programs are based on some form of viewer call-in format. UTV will guarantee viewing audiences to advertisers based on projected call-in rates per program, and will provide make-goods for under-deliveries. UTV's computer-based viewer-response system can process 600,000 calls per hour. The network recently signed Steve Allen, comedian and pianist, to do a series of 13 one-hour programs entitled *Steve Allen's Music Room*.

Frank D'Alessio is the chairman of UTV and Richard Levinson is president. They were recently awarded the cable franchise for Paterson, N.J.

The Station Lineup is Growing With...



"Joy of Gardening"

the 13 half-hour "how-to" TV program series featuring Master Gardener Dick Raymond (see our ad in *Broadcasting*, August 23rd).



WTEN, Albany
KCBJ, Columbia
KRIS, Corpus Christie
WOI, Des Moines
WDIO, Duluth
KVIQ, Eureka
WWMA, Grand Rapids
WHP, Harrisburg

WHMB, Indianapolis
WJTV, Jackson
WKYT, Lexington
KHGI, Lincoln
WKOW, Madison
KMTV, Omaha
WWBT, Richmond
WREX, Rockford

WNDR, Salisbury
KTZO, San Francisco
KSCI, San Bernadino
WJCL, Savannah
WSJV, South Bend
WSPA, Spartanburg
WJTM, Winston-Salem

Call today for your FREE Preview Package.

The "Joy of Gardening" is now available on a barter basis...for the edge in your market, call John Post at 1-518-235-6302 Today.

Exclusively from
Garden Way Marketing Associates,
20 Gurley Ave., Troy, New York 12182.

Business Briefly

TV ONLY

Parker Brothers Campaign for video cartridges for Frogger and Star Wars arcade games begins Oct. 25, after short hiatus from campaign that originally began in August. Flight will run through middle of first quarter on network TV supplemented in top 50 spot markets. Target: adults, 18-49. Agency: Dancer Fitzgerald Sample, New York.

Chesebrough-Pond's Campaign for Ragu home style spaghetti sauce begins this week and will run through fourth quarter. Product will be marketed in 45% of country's major markets. Spots will air in fringe and prime access times. Target is women, 25-54. Agency: Waring & LaRosa, New York.

Patio Foods Campaign begins this week for Patio burritos in 27 markets. Nine-week flight will run in day, early fringe, prime access and late fringe times. Target: women, 25-49. Agency: Young & Rubicam, New York.

Owens Country Sausage OCS is

introducing new product, Boil-n-Bag Chili, Oct. 25. Advertising will run in 11 markets for varying seven- to 12-week flights during day and fringe times. Target is women, 25-54. Agency: The Bloom Agency, Dallas.

Ferraro USA Campaign for Tic Tac mints begins Nov. 8 for four-week flight in 50-plus markets. Spots will air in day, early fringe, prime access and late fringe times. Target: men and women, 18-49. Agency: SFM Media Corp., New York.

North American Watches Concord watches and clocks begin campaign Nov. 22 in 35 to 50 markets. Four-week flight will air in all dayparts and target men and women, 25-54. Agency: Harry Viola Advertising, New York.

Holsum Baking Co. Home Pride butter-top bread begins campaign Oct. 25 in Phoenix and Tucson, both Arizona. Flight will run for four weeks in fringe, day, early fringe, news and prime access times. Target: women, 25-54. Agency is W.E. Long Advertising, Chicago.

Swiss Colony Cheese campaign begins in mid-November in five markets. Four-week flight airs in day, prime, late fringe and news times. Target: women, 25-49. Agency: Stephan & Brady, Madison, Wis.

Ronco Teleproducts Distributor of household items, personal care products, records and tapes has scheduled campaign Nov. 25 in 144 markets. Three-week flight will air in all dayparts targeting adults, 18-49. Agency is Castle Advertising, Scottsdale, Ariz.

Squibb Theragram Z vitamins begin campaign Nov. 8 in about 15 markets. Three-week flight will air in day and fringe times targeting women, 18-49. Agency is SFM Media Corp., New York.

Sun Oil SO is currently conducting Gillette Razor promotion in 11 markets. Flights are running in late fringe, prime and sports times through October. Target men, 25-54. Agency: Wells, Rich, Greene New York.

Thrifty Drug Stores Two products will be featured in one-week campaign beginning Oct. 27. Crazy Nails glue-on nails will run in all dayparts and sports times, targeting total children, and La Maur shampoo and conditioner will air in fringe and weekend times, targeting women, 18-49. Agency is International Communications Group, Los Angeles.

Random House Inc. James Michener's novel, "Space," is to be advertised this week for one week only. Flight will run in nine markets. Ten-second spot airs in daytime, targeting adults, 25-54. Agency: Sussman & Sugar, New York.

RADIO ONLY

Philadelphia Saving Fund Society (PSFS) Savings and loan bank starts

FREE

FREE

We don't want to sell you the Brooklyn Bridge. We'd like to give it to you...along with thousands of other one-of-a-kind New York City locations.

The biggest, toughest, most spectacular city in the world is also the easiest place on earth to shoot features, commercials, and television.

The reason? Our office. For one-stop production information, permits, and problem solving, call us. We're good at what we do. And we're free.

Nancy Littlefield, Director
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NEW YORK CITY PRODUCES

FREE

Rep Report

WEZK(AM) Knoxville: To Torbet Radio from Eastman Radio.

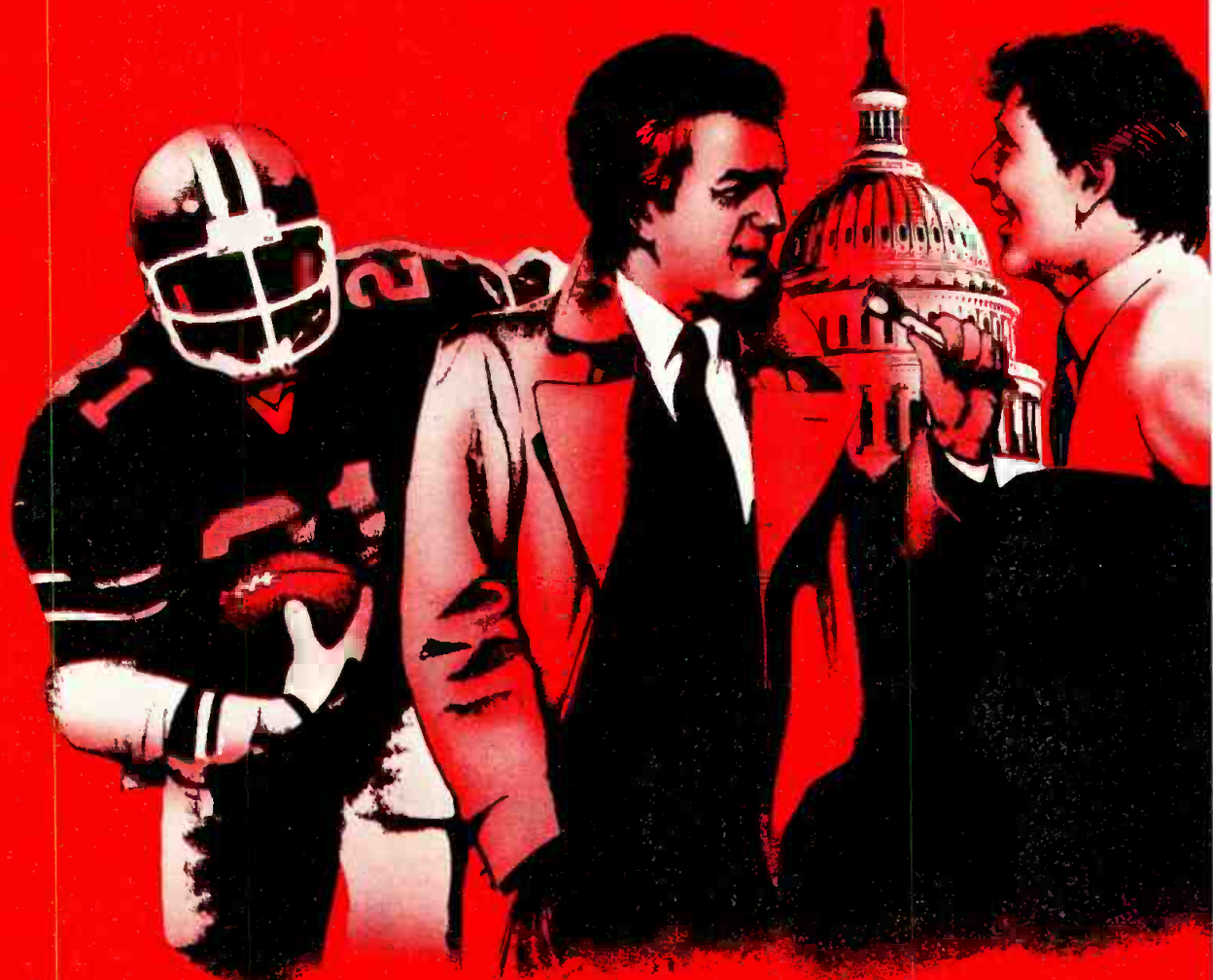
WROZ(AM)-WIKY(FM) Evansville, Ind.: To Torbet Radio from Selcom.

WZEZ(FM) Nashville: To Torbet Radio from Selcom.

WGBS(AM)-WLYF(FM) Miami: To Torbet Radio from CBS Radio Spot Sales.

**Which
network just
introduced
the future of
radio?**





At 4 p.m. (EDT) on October 17, 1982, for the first time ever — one radio network, Mutual, broadcast four programs simultaneously via satellite.

On that historic moment, Mutual took to the air with the National Symphony Orchestra live, in stereo, from Washington, D.C.; news feeds in three different time zones; national and regional sports updates; plus SportScan, the national call-in sports program currently substituting for Mutual's normally scheduled NFL Game of the Week and regional NFL action.

The a is Mut

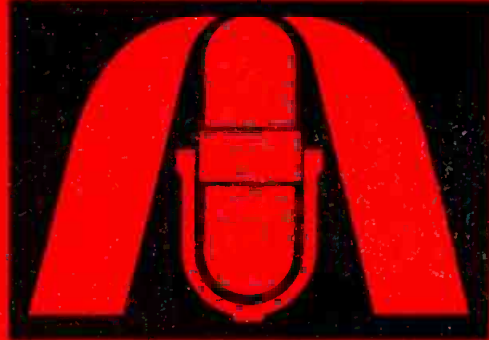


Mutual calls this dramatic breakthrough "multicasting," of radio stations. multicasting means more quality programs to choose from at any given moment. For advertisers, it means Mutual can deliver practically any audience or market you want.

Other networks are still only talking about this technology, saying how much it will do for radio in the future. But Mutual brings you the future, today. So if you're wondering who really leads the way in network radio - The answer is Mutual.

Answer

Mutual



MUTUAL BROADCASTING SYSTEM

AdVantage

Cable advertising pow-wow. Various values of cable advertising were pointed up last week in third of four conferences being held by Cabletelevision Advertising Bureau. Norman W. Campbell, chairman and chief executive officer of Tracy-Locke/BBDO, Dallas, said whereas television was choice for masses, cable provides mass of choices. He told meeting in Dallas that companies that are prohibited from network television because of cost now have opportunity to participate and use new medium to reach their target audience effectively. On other hand, he added, companies able to afford network TV but were not really interested in reaching masses can now tailor their messages to specific categories. David Beckerman, vice president, advertising, Radio Shack, said company has watched cable growth with interest and regards it as medium it can use effectively. Beckerman said average cable viewer is upscale in education and income and good prospect for Radio Shack advertising. Robert J. O'Brien, senior vice president and director of media services, Bozell & Jacobs, Dallas, said that with new media, advertisers will have to change their thinking regarding marketing efforts and media usage. He said advertisers will have to fund more research into segmentation opportunities, advertising strategies and measurement of results, or they will have to rely more on judgment, if research costs prove prohibitive.

If it's legal, why not? KRIS-TV Corpus Christi, Tex., has obtained advertising schedules from two liquor stores and reports campaign is working well. Frank Smith IV, salesman for KRIS-TV and son of president-owner T. Frank Smith Jr., said he had been working on landing liquor account for several months. After canvassing numerous liquor stores, he persuaded Portland Liquor Inc. in suburban Portland and Double Jigger in Corpus Christi to test TV waters. Thirty-second TV commercials stressing price and brands began running for Portland on Sept. 25 and for Double Jigger on Oct. 8. Advertising will continue until Christmas. According to Smith, stores report that business has been brisk since TV drive began. About 30 negative telephone calls have come to station from viewers who disapprove of liquor advertising on television. Smith's observation: "If it's legal and people sell it and people drink it, why not advertise it?"

USA ad count. USA Cable Network reports that advertising billings for third quarter (June-September) totaled more than \$8 million, with first-time buys from list of companies including Campbell Soup Co. (Swanson dinners); Mattel (Intellivision and M Network video games); Pillsbury (baked goods); Pontiac Motors; Satellite News Channels; Sears; Tandy Co. (home computers); Anheuser-Busch; Atari; HBO; Toyota, and Xerox. Currently, seven of USA's advertisers spend \$1 million or more on network. Jeffrey B. Lawenda, vice president, advertising sales and commercial programs development for USA, said that network is "basically on target to achieve its goal of in excess of \$20 million" in billings for 1982.

Union city. American Postal Workers Union will begin \$2.7-million advertising campaign today to counter private competition to Postal Service. Union's action was spurred by TV advertising campaign last spring by Federal Express, which depicted two post office clerks discussing pensions and other benefits while customer was trying to get help mailing package. Commercial will air in Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Houston, Indianapolis, Kansas City, Memphis, Nashville, Miami-Fort Lauderdale, Minneapolis, Pittsburgh, Philadelphia, Seattle-Tacoma, St. Louis, Los Angeles, New York, Boston, Atlanta, Milwaukee, San Francisco, Denver, Washington, Birmingham, Ala., and Hartford, Conn. J. Walter Thompson is agency for union.

New digs. Financial News Network announced opening of Chicago sales office—811 Diversey Parkway, 60614. Telephone (312) 528-5010.



Bell blast. Southwestern Bell has started new campaign promoting convenience of using public telephones to handle business problems on the run. Television spot will air in seven cities within Southwestern Bell's territory which includes San Antonio, Austin and Corpus Christi, all Texas; Kansas City, Oklahoma City, Houston and Dallas-Fort Worth. Campaign will run through December. D'Arcy-MacManus & Masius, St. Louis, is agency.

campaign this week in Pennsylvania markets of Allentown, Philadelphia and Reading. Eight-week flight will air during 6 a.m.-7 p.m. times, targeting adults, 18-49. Agency: Weightman Advertising, Philadelphia.

Cottman Transmission Systems Campaign is under way for automotive franchise company in 40 markets. Flight will run through fourth quarter. Target is men, 18-49. Agency is Ross Advertising, Ft. Washington, Pa.

R.G.M. Services Sears authorized carpet cleaning service is currently running in five markets and will continue through Oct. 24. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO AND TV

Joseph Huber Brewing Co. TV campaign for Bavarian-style Augsburger light and dark beer begins this week in Chicago for eight weeks. Radio also begins this week in San Francisco and Madison, Wis. Boston market is already carrying beer on radio. Spots will run through Thanksgiving. Target is men, 18-34, and will run during 10 a.m.-7 p.m. times. Agency: Zechman & Associates Advertising, New York.

Exide Batteries TV advertising begins this week in Minneapolis, Cleveland and Davenport, Iowa, and will run through mid-December. Radio campaign will begin Nov. 22 in Davenport for varying flights, totaling eight weeks and Nov. 29 in Minneapolis and Cleveland for varying flights, totaling seven weeks. Radio spots will air during 6 a.m.-8 p.m. times. Target is men, 25-49. Agency is Lewis & Gilman, Philadelphia.

Why Accu-Weather? EXCLUSIVITY... Only one radio and one television station in each market can have the Accu-Weather name and service. **Because we're the best.** Will it be you... or your competition?

Accu-Weather, Inc

North America's Leading Forecast Service

619 W. College Ave. State College, Pa. 16801 814/237-0309



TV is Woven Into the Fabric of Society Its Strength Depends On Its Programming

Turner Program Services, the company that brought viewers the only 24 hour a day news program alternative, addresses three critical issues facing society today... world over-population in ***A Finite World...*** the earth's



capacity to grow food in ***The New Dustbowl Blues...*** and ***Our Daily Bread, A Study in Black Youth Unemployment.*** Three one-hour



specials designed to inform, move, and even inspire your viewers about the condition of our world today.



Turner Program Services, 1050 Techwood Drive NW, Atlanta GA 30318

For More Information: 404/898-8768

Monday Memo

A network television programming commentary from Ralph Malvik, Potomac Productions, Washington

Survival plan for network TV

For the last few years industry experts have been nervously monitoring research data on audience levels for prime time network programming. In 1978 the combined network share of homes watching prime time TV was 94%. By 1981 this figure had dropped to 84%. Data covering the first two quarters of 1982 show a continuing decline.

A recent study by J. Walter Thompson's media resources and research group confirms this trend and predicts a further sharp drop to 73% by 1985 to 63% by the end of the decade. The report expects the 1980's to be a time of steadily eroding network shares, ratings and absolute numbers of viewers, despite an increase in the number of households and persons watching TV. If true, this bleak trend will be happening at a time of enormous growth in cable by almost any measure—major cities wired, penetration rising to 60% by 1990 and rapid expansion of advertising on cable.

According to the JWT report, the culprit is not only cable, but the other new technologies as well. "Interactive cable is here, pay-per-view looms as the next big money maker, cost of dishes and transponders is coming down, MDS could develop into a multichannel delivery system, STV has been deregulated, and DBS has just been given the green light by the FCC."

In the face of this evidence, the broadcast networks still publicly disclaim the importance of the problem, and have not exercised their formidable programming potential in order to fight the competition. In my view, the question is not whether the networks will fight back, but how and when.

This situation is but the latest chapter in the long history of technology and the effect of innovation upon existing products and services. There has been a consistent pattern in the developmental phases of the innovative process. Typically, when a new product or service becomes widely accepted in the marketplace, there are dire predictions that the new technology will supplant existing ones. Who can forget the concern in the early 1950's that television would replace radio, movies, even the reading of books?

The axiom holds that if the innovation is significantly *better* than existing technologies, it will eventually supersede them (e.g., 78's were replaced by both 33's and



After receiving a masters degree in telecommunications from the Newhouse School at Syracuse University, Ralph N. Malvik began his career as a radio announcer at WNCN(AM) New York City. He has also been program director of a radio station in Syracuse, N.Y., and worked on the production staff of the CBS-TV affiliate in that city. Malvik was awarded a Ph.D. in policy studies from Syracuse University, and served on the legislative staff of the White House Office of Management and Budget for five years, handling telecommunications issues, as well as policy for all levels of education. Malvik was vice president of programming for The Appalachian Community Service Network, "the Learning Channel," from its inception as a cable service in 1979, until establishing his own firm, Potomac Productions, in Washington, earlier this month.

45's). However, if it is only *different*, the new technology will primarily exert enormous financial pressure upon existing products/services to adapt to new market conditions. An obvious example is 1980's radio compared to radio in the pre-television era. And so it is with broadcast television and its new electronic competitors.

While many in the industry believe that the declining audience shares cited above may be the death knell of at least one of three broadcast television networks, I disagree. The most compelling reason is the enormous capital investment each of the parent corporations has in its television network subsidiary. A more likely outcome is one that recognizes these factors

and anticipates how the networks will adapt. Consider, for example, the following scenario:

As audience shares continue their precipitous decline, one of the networks will be restructured as part of a radical rescue attempt. Programming will be refocused into "modified narrowcasting." Under such a plan, the network will establish perhaps three mini-networks offering:

- Entertainment (similar to the schedule of the existing parent network).
- Information (news, sports, including videotext).
- Contemporary music (similar to cable's Music Television).

Each existing local affiliate of the parent network could choose one of the new services that it judges to be the most appropriate to its market. The other mini-networks would then seek affiliates from the remaining stations in each market, especially the independents. This approach is similar to what ABC Radio has been doing for the last 10-15 years.

In order to implement such a plan, significant cost reductions would be necessary:

- Signals would be distributed by satellite, rather than via AT&T long lines.
- As with the auto companies, the unions would have to renegotiate their contracts to assist in this rescue attempt.
- A return to live-on-tape production of many series to reduce the enormous costs of post-production.

Other assumptions in this concept include:

- News programs would air simultaneously on all three mini-networks. This would keep costs down as well as satisfying FCC requirements.
- A repeat pattern would be adopted whereby almost all programs would be seen at least twice a week, similar to PBS.

Which network will take this approach? The obvious candidate is NBC-TV. It is still in third place, although moving up under Grant Tinker's leadership. Given the financial problems of parent RCA, however, Tinker's improvements may not come fast enough. NBC would also benefit from the relationship with RCA Americom that owns the Satcom satellites.

Accordingly, significant changes in the structure and operation of network television may be on the horizon. They are the inevitable result of economic Darwinism at work. Rather than fearing such change, the industry should welcome it because of new opportunities that will result. After all, the only constant in life is change. ■

IN A WORLD WHERE IMPORTANT DECISIONS
ARE OFTEN MADE ON LOOKS ALONE...



ISN'T IT GOOD TO KNOW THERE'S
SOMETHING THAT'S LOOKING BETTER ALL THE TIME.

From the excitement of a chase scene to the realism of a human drama, only film has the capability to give you the exact look you want.

Film offers the broadest range of imaging—from delicate hues, subtle detail, and controlled depth, to brilliant color, sharp contrast, and bold perspectives. Eastman color negative films can convincingly portray reality or convey fantasy without losing believability.

For your next production, look into Eastman color films. They'll make you look better, too.



Eastman film. It's looking better all the time.

This week

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

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. 18-20—*Public Radio in Mid-America* annual meeting. Northstar Inn, Minneapolis. Information: (612) 373-3177.

Oct. 18-21—Intelomatics '82 conference conducted by U.S. Telecommunications Suppliers Association and sponsored by *U.S. Independent Telephone Association*. O'Hare Exposition Center and Hyatt Regency O'Hare, Chicago.

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

Oct. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Baker, president, Group W Television, and chairman, Group W Satellite Communications, on "The Role of Broadcasters in the New Technologies." Copacabana, New York.

■ Indicates new or revised listing

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—Intelomatics '82 conference sponsored by *U.S. Independent Telephone Association* and conducted by U.S. Telecommunications Suppliers Association. Hyatt Regency O'Hare, Chicago.

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. Speaker: George Steinbrenner, principal owner, New York Yankees. Waldorf-Astoria, New York.

Oct. 20—*Connecticut Broadcasters Association* annual meeting and fall convention. Speakers and panelists include Gene Jankowski, president, CBS/Broadcast Group; Eddie Fritts, president-elect, Na-

tional Association of Broadcasters, Tom Wheeler, president, National Cable Television Association, and Anne Jones, FCC commissioner. Hotel Sonesta, Hartford, Conn.

Oct. 20-24—Music Personnel Conference, hosted by *Minnesota Public Radio*. Raddison St. Paul. Information: Rhoda Marx, (612) 221-1500.

Oct. 20-22—*Services by Satellite Inc. (SatServ)*, subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

Oct. 21—*Federal Communications Bar Association* luncheon. Speaker: National Association of Broadcasters President Edward Fritts. Touchdown Club, Washington.

Oct. 22—*Washington Metropolitan Cable Club* luncheon. Speaker: Paul Kagan, president of Kagan Associates. Ramada Renaissance hotel, Washington.

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. MacLaughlin, Colorado State University, Fort Collins, Colo. 80523.

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. 22-23—*Society of Broadcast Engineers, Tidewater chapter*, first telecommunications show. Virginia Beach Dome, Virginia Beach, Va. Information: Jack Beck, WHRO-TV Hampton-Norfolk, Va., (804) 489-9476.

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

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. 24-26—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

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. 25-26—*National Association of Attorneys General* and "Legal Times" weekly newspaper seminar, "The Breakup of AT&T: Opportunities, Prospects, Challenges." Washington Marriott hotel, Washington.

■ **Oct. 25-28**—International Conference on Radio News and Current Affairs, organized by *North American National Broadcasters Association with European Broadcasting Union*, and hosted jointly by NANBA and *Canadian Broadcasting Corp.* Sulton Place hotel, Toronto.

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

■ **Oct. 26**—*American Women in Radio and Television, Capital district chapter*, meeting. Topic: "Alcohol Advertising—What Is the Advertiser Really Selling Us?" Meeting co-sponsored by *Blue Cross/Blue*

Major Meetings

Oct. 15-19—Vidcom international market for video communications. 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. 13-15—*National Cable Television Association's* national cable programing conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Biltmore hotel, Los Angeles.

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

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

Jan. 15-19, 1983—*Association of Independent Television Stations* 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 9-11—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-18—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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.

May 22-25—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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.

June 23-27, 1983—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Aug. 25-27, 1983—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Aug. 2-4, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Aug. 28-31, 1983—*National Association of Broadcasters' Radio Programing Conference*. Westin St. Francis, San Francisco.

Oct. 2-5, 1983—*National Radio Broadcasters Association* annual convention. New Orleans.

Errata

ABC's purchase of 100 videotape recorders from Ampex was for \$10 million, not \$100 million, as reported in Oct. 11 issue.

THE NATION'S TOP D.J. WORKS AT OVER 80 STATIONS.



Congratulations to Chuck Morgan, CMA's 1982 D.J. of the Year and host of the Music Country Network!

Chuck Morgan works for over 80 radio stations nationwide. He's on the job at every one of them each week night, hosting the Music Country Network via satellite from Nashville, Tenn.

On October 11, this hard-working talent was named by the Country Music Association as their D.J. of the Year in large markets.

It's an honor well-deserved. Just tune in some night to one of the 80-plus stations carrying Music Country Network live. Chuck skillfully interviews leading country music personalities, takes listener phone calls from everywhere in the country and keeps things moving with the latest Associated Press news, sports and weather.

He's lively. He's warm. He knows his business and practices his craft well. He's a pro. But when you've got over 80 bosses to please, that's the least you can be.

MUSIC COUNTRY
Network

Represented by the Christal Company.

Guests who have been on the air live with Chuck Morgan on Music Country Network:

Ricky Skaggs	T. G. Sheppard	Ronnie McDowell	Tennessee Ernie Ford	Roy Acuff	Jessi Colter
Sylvia	Waylon Jennings	Boxcar Willie	Lee Greenwood	Moe Bandy	Willie Nelson
Barbara Mandrell	Hoyt Axton	Bobby Bare	Ed Bruce	David Frizzell	Randy Owen
Marty Robbins	Conway Twitty	Teni Gibbs	Jerry Reed	Shelly West	Brenda Lee

Stay Tuned

A professional guide to the electronic media week

*indicates premiere episode

Television □ CBS: *Epcot Center*. . . *The Opening Celebration*, Saturday; 8-9 p.m., NBC: *Farrel For The People**, Monday, 9-11 p.m., *Gavilan**, Tuesday, 9-10 p.m., *St. Elsewhere**, Tuesday, 10-11 p.m., *World Series* coverage 8 p.m., Tuesday and Wednesday (if necessary); ABC: *Benson**, Friday, 8-9 p.m., *The Quest**, Friday, 9-11 p.m.; PBS: *King Lear*, Monday, 8-11 p.m., *Madama Butterfly*, Wednesday, 8-11 p.m.

Cable □ Showtime: *Bizarre**, Wednesday, 8-8:30 p.m., *Gallagher: Totally New**, Saturday, 8-9 p.m.; HBO Theaters: *The Rainmaker*, Sunday, 8-10:15 p.m.; wtbs *Johnny Mercer Tribute*, Friday, 8:05-9:05, *Sara Dane** (mini-series), Sunday, 8:05-10:05 p.m.

Museum of Broadcasting □ (1 East 53d St., New York) *Hitchcock by Hitchcock*, retrospective, now through Oct. 30; *HBO Programing: Reflections from a Decade*, 10th anniversary exhibit, Oct 19-Nov. 6.

Shield of Northeastern New York. Golden Fox Restaurant, Colonie, N.Y.

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—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: James Duffy, president, ABC-TV, Copacabana, New York.

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—*Broadcasters' Promotion Association* board meeting. Hyatt Regency, Atlanta.

Oct. 29-30—*National Federation of Local Cable Programers* Midwest region fall conference. Howard Johnson's Central, Kansas City, Mo.

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

Oct. 29-31—*Satellite Television Technology's* ninth Satellite Private Terminal seminar and trade show. Dunfey/Atlanta hotel, Atlanta.

Oct. 30-31—*National Alliance of Third World Journalists* first conference, in cooperation with *Howard University*, department of radio, TV, film, titled "The New World Information Order and the Global Struggle for Truth." Howard University, Blackburn Center, Washington. Information: (202) 462-5331.

■ **Oct. 30-31**—*National Federation of Local Cable Programers* 1st West regional conference. De Anza College, San Francisco.

November

Nov. 1-2—15th annual Connectors and Interconnection Technology Symposium, sponsored by *Electronic Connector Study Group*. Franklin Plaza hotel, Philadelphia.

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—*American Newspaper Publisher Association* workshop on cable television, co-sponsored with *Newspaper Advertising Bureau*. Chicago Marriott O'Hare hotel, Chicago.

Nov. 3—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: James Perkins, president, Hearst/ABC Video Services, Copacabana, New York.

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—*Broadcast Pioneers* testimonial dinner honoring retired National Association of Broadcasters President Vincent Wasilewski. Washington Hilton, Washington.

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

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

Nov. 4—Midwest Radio Workshop sponsored by *Radio Broadcasters of Chicago* and *Radio Advertising Bureau*. Marriott hotel, Chicago.

Nov. 4-5—*National Association of Attorneys General and Legal Times* weekly newspaper seminar, "The Breakup of AT&T: Opportunities, Prospects, Challenges." Chicago Marriott hotel, Chicago.

Nov. 4-5—*American Newspaper Publishers Association* low-power television workshop, co-sponsored by *Newspaper Advertising Bureau*. Chicago Marriott O'Hare hotel, Chicago.

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

■ **Nov. 5-6**—*National Federation of Local Cable Programers* Central states regional conference. University of Indiana Northwest, Gary, Ind.

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. 5-7—*National Broadcasting Society, Alpha Epsilon Rho*, Southern Illinois University chapter, mid-East regional convention. SIU Student Center, Carbondale, Ill.

■ **Nov. 6**—"Information and Power" symposium sponsored by *University of California-Los Angeles Extension*. Speakers include former Congressman Lionel Van Deerlin; KNXT(TV) Los Angeles news commentator Bill Stout, and authors John Wicklein and Ben Bagdikian. Dodd Hall, UCLA campus, Los Angeles.

Nov. 6-7—*CBS News* and *Columbia University Graduate School of Journalism* conference exploring terrorism, privacy, business and news media. Participants

will include executives and correspondents from CB and ABC News, judges, politicians, government officials and print journalists. CBS will videotape conference and plans to telecast one of sessions in one hour special on CBS-TV later in year. Scanticon-Princeton Center, Princeton, N.J.

■ **Nov. 6-7**—*National Federation of Local Cable Programers* Mountain regional conference. University of Colorado, Aunia campus, Denver.

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 and Sheraton Center, New York.

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

Nov. 8-10—*National Association of Broadcaster* radio management training seminar. Airport Hilton In West, Oklahoma City.

Nov. 8-10—"Wideband Communications" conference, sponsored by *Pergamon Infotech* c Berkshire, England. Regent Center hotel, London.

Nov. 8-11—*Information Industry Association's* 141 annual convention, "The Information Business: Profit or Promises?" Walt Disney World Resort, Buena Vista, Fla.

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

■ **Nov. 9-10**—*National Association of Educational Television* conference. Marriott Airport, Atlanta.

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—*Academy of Television Arts and Science* luncheon. Speaker: presidential counselor Edwii Meese. Century Plaza, Los Angeles.

■ **Nov. 10**—13th annual *Midwest Marketing and Research Conference*. Ambassador West, Chicago.

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

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

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Hyatt Regency, Milwaukee.

■ **Nov. 10-14**—*National Federation of Community Broadcasters* minority programming conference. Four Seasons hotel, Albuquerque, N.M.

Nov. 11—*Hollywood Radio & Television Society* luncheon to discuss fall programming. Beverly Hilton hotel, Los Angeles.

Nov. 11-12—International Broadcasting Symposium on Radio and Television Engineering, sponsored by *Japan Broadcasting Corp., Japan's National Association of Commercial Broadcasters and Electronic Industries Association of Japan*. Nippon Press Center Tokyo.

■ **Nov. 12-14**—*National Federation of Local Cable Programers* Northeast regional conference. Bunke Hill Community College, Boston.

Nov. 12-14—*Loyola Radio Conference* 13th annual convention. Conrad Hilton hotel, Chicago.

Nov. 13-15—*National Cable Television Association* National Cable Programming Conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Billmore hotel, Los Angeles.

Nov. 13-16—*Canadian Association of Broadcasters, Central Canada Broadcast Engineers and Centre Canada Broadcasters Association* convention. Toronto Sheraton Center hotel, Toronto.

Wary

EDITOR: FCC Chairman Mark Fowler's recent proposal for a spectrum use fee that would help support public broadcasting in return for "unregulating" commercial broadcasting is an interesting idea which raises several important questions.

Chairman Fowler suggests that public broadcasting, financed in part by spectrum fees, could perform certain vital public services that commercial television, especially *unregulated* commercial television, will not perform when it is left entirely to the marketplace. Among the vital unfulfilled needs that the FCC chairman has cited are quality children's programming and fair access by political candidates. Other gaps in commercial television bill of fare these days include quality educational, cultural and science programming, as well as prime time public affairs documentaries and minority interest programming.

We welcome the FCC chairman's recent endorsement of the financial needs of public television and radio—systems capable of presenting the best our civilization has to offer on our most important media of communications. Chairman Fowler's support for public broadcasting is an important asset in this administration.

A key set of questions raised by Mr. Fowler's proposal centers on the size and extent of the spectrum use fee to be imposed. Should the tax be confined to radio and television's spectrum use, or should it also be assessed against other users such as telephone and cable television's microwave hops? Should the spectrum use fee be based on the amount of spectrum used, or on gross revenues, or on profits, or what?

Another key set of questions focuses on the proposed use of the spectrum fee once it is collected. As a supplemental source of revenue for public broadcasting, in addition to, I hope, temporarily decreasing federal appropriation, a spectrum fee might be very helpful to a system always starved for funds. However, if the spectrum fee is proposed as the sole source of public broadcasting's federal support, replacing the current federal appropriation, then severe problems arise. The spectrum fee, no matter how big or small it might be, will be entirely unrelated to public broadcasting's needs, costs or the public's priorities for its services. As a matter of public policy, there are strong grounds for questioning the wisdom of any dedicated tax for any dedicated use, as opposed to having all such taxes go into the general treasury where the Congress and the people can decide how the revenues should be allocated.

The argument has been made that it would be appropriate to use a telecommunications spectrum fee, like a grazing

fee or highway tax, to replenish and improve the environment it exploits. Such a dedicated use tends to diminish the Congress's and therefore the public's control over how tax funds should be spent and on what priorities.

As part of his proposal, Chairman Fowler suggests that the Congress clarify public broadcasting's mission, implying that the government should legislate public radio and television's programming priorities and responsibilities, especially in the areas of children's programming and political access.

There is no question that public broadcasting does have certain special obligations for public service. Indeed, that is our very reason for being. But those priorities are better defined by the nonprofit educational license holders of local stations in individual communities than by the federal government. We should be wary of imposing a federal government broadcasting system that would mandate specific programming priorities for public radio and television. That would seem to be directly contrary to Chairman Fowler's own marketplace convictions and new directions.

The FCC chairman's new, fundamental approaches in this area deserve and require a good deal of further elaboration and thoughtful discussion.—*Lawrence K. Grossman, president, Public Broadcasting Service, Washington.*

Other side

EDITOR: In reply to the Oct. 4 letter from John Marshall, WFIG(AM)-WVDM(FM) Sumter, S.C., against Docket 80-90, let me take the other side. I am a competitor of WVDM. However, they have a monopoly on black FM radio from Columbia to Charleston, with only a 3 kw FM at Summerville in between. The FCC has seen fit to boycott blacks here at WSOL by not assigning an FM to our city, while one was available, and putting it in a city where nobody wants it. Docket 80-90 would give us a 50 kw Class B1 facility for 24-hour operation.

The only operators against 80-90 are the "fat-cats" with 100 kw facilities like John. Meanwhile, WSOL can only program daytime to our area while WVDM goes 24 hours. It is now beginning to come to light why docket 80-90 isn't likely to be acted upon any time soon at the FCC. Marshall summed it up very nicely when he said it "will open a can of worms and permanently cripple the profitability of many"... The answer to that is if you can't stand the heat, John, get out of the kitchen! Docket 80-90 will make the bad operations get on their toes and shape up or ship out. It will make for better radio in America, if the FCC will adopt it.—*Clarence Jones, president, WSOL(AM) Ellore-Santee, S.C.*

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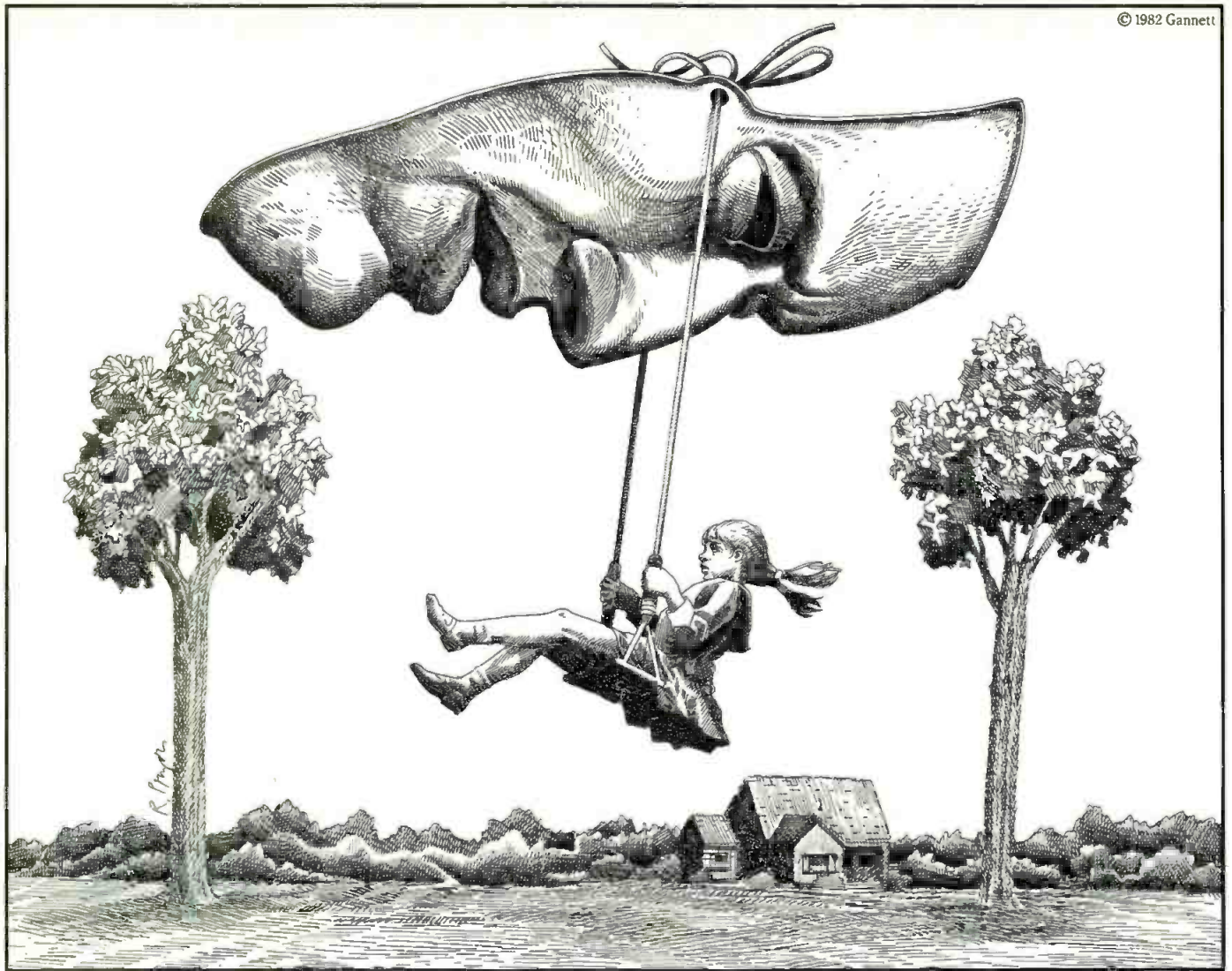
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UNMASKING THE CHILD MOLESTER

"My stepfather wasn't like the dirty old man on the school playground that parents warn their children about. We were like the Waltons. He was my daddy."

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While there is no known cure for the mental disorder that afflicts the molester, a public educated about the facts and resources available can help reduce its impact.

It was with this objective that three different Gannett voices in three different cities, The El Paso Times, KPNX-TV in Phoenix and KSDO radio in San Diego, independently launched revealing series that recounted the damage done to children in the communities they serve.

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TOP OF THE WEEK

Media stocks ride market wave; outlook good for next year

Communications issues benefit from falling interest rates; analysts predict gains in revenues in 15% area in '83

Media stocks have been no sluggards in the hectic market activity of recent weeks, in most instances substantially outperforming the market, as measured by the Standard & Poor's 400 industrials average. Going back to the mid-August start of the market's rally, that S&P average had risen about 31% by last Thursday, a climb that is at the low end of the improvements scored by chief media issues. Indeed, 40% and 50% gains were the order of the day in communications, even after some profit taking Thursday when the whole market slipped.

Of course, an underlying impetus in the

media momentum is the same shift in interest rates that has fueled the general market jump, particularly in the last two weeks. As interest rates go down, money market investments yield lower returns, making investments in stocks relatively more attractive. In the words of Drexel Burnham Lambert analyst John Reidy, "what you're willing to pay for stocks has increased" and not out of any definite sense of when anticipated economy recovery will occur.

Looking at some of the individual gains, ABC ended Thursday at \$49.50, up 35.2% over its closing on Aug. 11, and that's after giving up several dollars during the week. (Measured at Tuesday's closing price, the stock was up 44.7% over August.) CBS's gain from August was 42.7%, at \$52.625 Thursday. That day's

drop of \$1.50 was not out of line with the market's general performance, despite CBS's report the day earlier of sharply cut earnings in the third quarter (see below). LIN led the broadcasters with 51.9% improvement.

Capital Cities climbed 43.7% since August, Metromedia 37.5%, Taft 32.8%. Among diversified media issues Time Inc. posted a 44.8% gain; Times Mirror 45.4%; Gannett 50.7%; Knight-Ridder 38.4%; Viacom, 59.4%.

Cable-related stocks seem a mixed-bag. Storer, for instance, showed only 20.7% price improvement since August; Cox 25.2%; Heritage Cable, weakest of the list, 7.9%, well under the general stock market surge.

Meanwhile, Tele-Communications Inc. scored 56.4% improvement, United Cable, 50.4%. Those percentage gains are, perhaps, deceptive when stacked up against those of their broadcasting brethren. To some extent, the cable gains represent climbs from a deep slump, while the broadcasters' improvement comes on top of stock prices that had been holding

CBS third-quarter income down 68% but stock up

While revenues for quarter drop 2%, Wall Street reacts favorably to what it sees as Wyman leadership

First the bad news: CBS last Wednesday reported third-quarter net income that was down 68% from the year earlier. Now the good news: The stock market reacted as if that bad news were good news—viewing the hard business decisions that hit earnings this quarter as evidence that CBS President Thomas Wyman "has just taken over the company" (as one analyst put it) and will steer a course out of CBS's recent troubles.

In making the announcement of the earnings decline (and a revenue decline as well) Wyman said: "Our financial results for the third quarter reflect both difficult business conditions and the effect of important steps we have taken to reposition our businesses. While those steps cause immediate negative financial impacts, they have been taken because they have positive longer-term implications." Included in those steps were the killing of CBS Cable, and a decision announced earlier last week to consolidate CBS Records manufacturing operations by closing its Terre Haute, Ind., plant at a cost of 1,250 jobs and an \$11 million pre-tax hit to profit.

The report of the income figures is anything but easy reading, with the distinc-

tions it makes among income from continuing operations, the charges due discontinued operations (CBS Cable), and net income; plus the effects of tax liability and accounting changes.

The end result is that CBS revenues for the quarter slid 2% to \$958.1 million. Income from continuing operations, which absorbed the record plant closing cost of \$5.6 million after taxes, plummeted 54% to \$28.6 million, \$1.02 per share. That drop would have been even steeper except for what CBS termed an "atypically low level of income taxes" resulting from the settlement of a past audit. It would seem CBS benefited by \$9 million to \$10 million there and if that amount were subtracted from the continuing operations figure it would have been off 68% from 1981.

CBS separately reported a discontinued operations loss of \$10.1 million post-tax for the CBS Cable shutdown—\$3.6 million for operating losses, \$6.5 million on the loss of the disposal of CBS Cable's assets. Both those figures, of course, represent about half the respective pre-tax losses.

All that produces a bottom line of \$18.5 million, 66 cents per share, net income for the 1982 quarter, 68% below the year-earlier \$58.7 million, \$2.11 per share. (Trimming the \$9 million benefit from the tax settlement off that net income figure would yield an 84% drop in net income

this quarter.)

Only the publishing group within CBS reported increases in both revenues (5%) and profits (undisclosed).

The Broadcast Group experienced a 9% increase in revenues, but "sharply higher first-year costs associated with new contracts for television sports events, expanded news programming and the impact of Radioradio" resulted in a profit decline.

CBS/Columbia Group revenues were up 6%, with Ideal Toys revenues now included in that segment; but operating losses in Specialty Stores and Musical Instruments left that division with a loss for the quarter.

Worst hit was CBS Records—revenues there were off 21% in the quarter, and the group reported a loss for the quarter, with the plant closing, foreign exchange losses and weak sales blamed.

Although CBS pointed prominently to the CBS Cable losses and the records plant shut-down as factors in the earnings decline, together they totaled less than half the drop—clearly business conditions at its operating units took a heavy toll as well. And while CBS had prepared analysts at a recent meeting (BROADCASTING, Sept. 20) for a poor quarter, conversations with analysts last week suggested that things turned out even a little worse than was suggested then. □

up reasonably well during the recession. Cox, which earlier benefitted from some downside cushioning thanks to its broadcast holdings, conversely finds its cable interests a drag on its current gains.

Looking back at the top performers, what's fueling their better-than-market climbs? E.F. Hutton's Susan Watson calls it "anticipation of next year" with "people clearly looking over the trough" of the recession, and seeing in media stocks "fairly predictable businesses that seemed to come through the recession relatively unscathed."

David Londoner of Warheim & Co. is looking for 15%-16% improvement in network revenues next year, with spot and local gains approaching that figure. All around, he anticipates "fairly healthy earnings gains" for broadcasters in 1983.

At First Boston, Rich MacDonald thinks the networks will see 15%-plus gains in 1983 earnings, with group broadcasters experiencing low to mid-teens growth.

Cable remains saddled with investor concerns about how long it will take companies to yield reasonable returns from their newer systems. Although, as Drexel, Burnham, Lambert's Reidy notes, lower interest rates help on that score, they "still don't answer all the questions."

Another question now is what, if any, room remains in the media stock prices for further growth. Has their run-up fully accounted for their near-term potential? As David Londoner sees it, "There's some room but not much more." Broadcasters, he says, traditionally lead the market back from recessions, and have their greatest gains early on.

Media brokers unanimously agree it is too early to judge the effect of the drop in the prime rate on station trading. There has been some loosening of money in the past couple of months, brokers report, but not enough to guarantee the trend will continue. Activity has picked up considerably with major-market swaps among big players like Metromedia, Gannett, Taft and Chronicle, but medium-market deals are still caught between expensive money and

sellers unwilling to take back paper.

Brokers and their clients, accustomed to years of double digit interest rates, are skeptical they will ever see single digit interest rates again. Brokers also find the floating loan rates that lending institutions charge are anathema and see no major station trading explosion until rates are fixed again. "The days of fixed-rate money are gone," believes Cincinnati broker Ted Hepburn, who said this makes buyers very cautious. To buy a station at "10 times cash flow doesn't pay with 15% prime," said Hepburn, repeating an observation made by other brokers. But Hepburn said he also has seen a growing "interest" the past six weeks from clients as slight breaks in interest rates have opened. "The boys are beginning to scratch their heads" at the prospect of affordable money, said broker Richard Crisler, Cincinnati, who does not advance predictions about which way interest rates will go.

It is the short-term loan rates that are falling, pointed out Howard Stark, a New York media broker specializing in major-market deals, but most buyers require loans tied to long-term rates that are still hovering above the prime at 17%-18%. Few have confidence interest rates will stay where they are or even go down, Stark said, and suggested businessmen might have a better idea of where rates are going after the upcoming elections when Federal Reserve policy should become clearer. Even if rates continue to fall, Stark said, companies are thinking in terms of 17% rates for the next 10 years.

Ron Ninowski, a Washington broker, said the prime rate is deceptive because many of the deals written require financing with prime plus two, which pushes rates up to 14% or above. "Clients are taking the back seat" as rates drop, Ninowski said, waiting to see if they will drop even further. Station trading could increase, Ninowski believes, if fixed rates in the 12%-13% range were established.

Frank Kalil, of Kalil & Co., Phoenix, is confident rates will drop further but does not foresee when.

Bill Chapman of Chapman Associates, Atlanta, said his feeling "is one of en-

couragement" that station trading will pick up, although he is not convinced interest rates will continue their downward trend. Money is slowly becoming available again, Chapman reported, with a half dozen banks this year approaching him for prospective borrowers. Also, sellers are becoming a "little more realistic" about their asking price, especially in seller-financed deals where the seller is aware he must compete with a loan institution.

Brokers did not dismiss the lower rates out of hand, and most are convinced rates are at least not galloping in the opposite direction. Combining both caution and uncertainty, Richard Blackburn of Blackburn & Co., Washington, spoke for many "This may be the window to buy something. How long that window will stay open I don't know."

Third time's a charm for Tribune-United

Joint venture wins 216,000-home Maryland franchise; promises 120 channels with first tier of 42 at \$1.50 per month; all homes will be passed

The joint venture of Tribune Cable Communications and United Cable Television Corp. continued its winning ways last week, picking up the cable television franchise for the wealthy Washington suburb (216,000 homes) of Montgomery county, Md. It was the third major triumph for the year-old joint venture.

Tribune-United of Montgomery County, as the local incarnation of the joint venture is known, and the county must still negotiate and sign a franchise agreement that would transform Tribune-United's promises into legal obligations. That process, according to county officials, is expected to take about two months.

The award of the 15-year franchise was made by County Executive Charles W. Gilchrist, but, as Gilchrist said at a press conference in Rockville, Md., last Thursday afternoon (Oct. 14), his decision was based on a franchising record that pointed to Tribune-United.

Tribune-United was top rated in the preliminary and the final evaluation by the county consultant, Carl Pilnick of the Telecommunications Management Corp. The venture was also recommended by the county's cable television project manager John Hansman, and by the Cable Television Advisory Committee, made up of county citizens.

Tribune-United has promised a first-class system for the county, which, according to the 1980 census, is the seventh wealthiest community in the U.S. with a per capita income of more than \$12,000 per year.

The residential system, which ultimately will pass every home in the sprawling county, will provide 119 channels of ser-

Time Video Group continues financial leaps

Poor performance in forest products and publishing only served to highlight the surging gains scored by Time Inc.'s Video Group in the just completed third quarter. Over all, company profits from continuing operations dipped by 9.3% to \$35.2 million, 55 cents per share, on revenues that were up 8.5% at \$877 million. However, buoyed by subscriber growth in American Television & Communications cable systems and Home Box Office services, Video Group operating profits jumped 36.9% over those of the year-earlier quarter to \$47.1 million, and revenues there rose 36.2% to \$220.8 million.

Although company operating profits were down in the quarter, net income was up. Last year Time subtracted a \$19 million loss from discontinuation of the *Washington Star* from its operating profits to give it a net income of \$19.6 million. This year's \$35.2 million net, unreduced from operating profits, was up 79% from the year earlier \$19.6 million.

For the nine months, Time's net income of \$109.9 million (\$1.73 per share) was up 14.9% on revenues that rose 108% to \$2.4 billion. The Video Groups' \$117.1 million operating profit in the nine months was almost half the company's total operating profit of \$240.5 million; in the third quarter alone, video profits were 60% of corporate operating profit. The third quarter also saw a halt to the slight margin erosion in video operations that had been evident at Time in the first half.



County executive Gilchrist announcing the franchise award

ice. The first tier will contain 42 channels and sell for \$1.50. The second tier of 84 channels will go for \$5.95. And the third tier, containing 119 channels, will cost subscribers \$8.95. Some of the channels in the second and third tiers are optional pay services, ranging in price from \$6.95 to \$8.95 per month. Cox's Indax videotext service will be available to all subscribers for \$4.95 per month.

In addition to the residential system, Tribune-United has promised a dual, 440 MHz institutional loop that will interconnect the county's schools, hospitals and municipal buildings.

Once a franchise agreement between Tribune-United and the county is negotiated and signed, the joint venture has said it will begin wiring the county and finish within four years. Within 35 months of the signing of the agreement, most of the county (95% to 98% of the population) will have access to cable service.

Tribune-United has earmarked \$55 million over the life of the franchise for support of local programming. That money will be administered by the Community Television Corporation Task Force, a non-profit group of interested Montgomery county citizens, which will be formed to encourage the production of local programming.

At the press conference, Gilchrist said he was persuaded to go along with Tribune-United primarily because of its lowest basic tier and its proposed universal service. "It is important to serve the rural areas as well as the urban," he said, "and it is important to have a basic entertainment and information service that, at 1.50 per month, is affordable by almost every household."

In tapping Tribune-United, Gilchrist rejected the bids of other companies with a substantial number of local investors. Gilchrist pointed out that the county made clear from the start that local partners could not count for or against a particular applicant.

The marriage of Tribune and United has proved to be a winning combination twice before. It won the rights to wire a consortium of communities in Oakland county, Mich. (104,000 homes) last summer and Sacramento city and county, Calif.

(360,000 homes) last month.

United's recent success in franchising, which includes winning several additional franchises on its own, has raised questions about whether United has the wherewithal to make good on all of its promises. Although admitting it is trying to bring in some fresh capital, United says it has sufficient cash flow and credit to wire the more

than 800,000 homes to which it has won the rights (alone or in tandem with Tribune) over the past year (BROADCASTING, Oct. 11).

Gilchrist said that his review of the franchising record indicates that the joint venture "has the financial strength and the track record to meet its commitment..." He added, however, that the county will "establish effective oversight and enforcement of all commitments to insure that the cable company complies with all of its promises."

Although the rumors that circulated on Wall Street two weeks ago that United was on the trading block caused some alarm among county officials in Rockville last week, assurances from United President and Chief Executive Officer Gene W. Schneider that the rumors were unfounded assuaged their concerns (see "Cablecastings," page 8).

Following Gilchrist's action, Tribune-United's local franchising staff broke out the champagne and the balloons. "We are very proud," said franchise director Jane Simons, "that we won on the merit of our proposal." □

Reagan's economy address riles President's critics

ABC refuses to air speech; Democrats use Riegle to counter, plan to file fairness complaint

President Reagan got his wish for free network time to address the public on the economy last week. But he also got a lot of argument from Democrats and other critics of his policies. And the controversy over his appearance has generated an unusual, if not unique, fairness doctrine complaint against CBS from angry Democrats who had opposed free time for the President in the first place.

CBS and NBC carried the President's 22-minute address live, beginning at 7:30 p.m., on Wednesday. So did two cable networks, Cable News Network and Satellite News Channel. But not ABC. ABC's News's Washington bureau chief, Ed Fouhy, said that, based on advance guidance from the White House, the speech "didn't strike us as being of sufficient importance to warrant live coverage."

To Democratic party officials in Washington, the President's assertedly nonpartisan remarks reviewing the nation's economy—several days after the highest unemployment figure since the Depression, 10.1%, was announced—was a blatant effort on the part of the White House to aid Republican candidates in the upcoming off-year election three weeks later. Accordingly, the officials—Charles Manatt, and the chairmen of the Senate and House campaign committees, Senator Wendell Ford (Ky.) and Representative Tony Coelho (Calif.)—urged the networks in telegrams to avoid a "precedent of network complicity in last-minute partisan

campaigning by the President."

Reagan sounded a number of points he had made in speeches seeking support for his policies and even used the line that has become a theme in the political commercials Republicans are running, "Stay the course." Those who carried the speech live justified the decision on the ground that the economy is the overriding issue in the country and that the public should have access to the President's views. But they also made sure the President did not have the broadcast forum to himself.

Contributing to the Democrats' expression of outrage was the knowledge the Republican National Committee had attempted to buy time for a half-hour partisan broadcast. At least one network, NBC, had been approached with a request for time on Oct. 13. It wasn't until the three networks turned the Republicans down for various reasons that the White House disclosed the President's plans for a speech on the economy and offered an invitation to the networks to cover it. Spokesmen at the White House and the Republican National Committee said the Republicans are still interested in purchasing time for a partisan speech, by the President. The President's speech on Wednesday did not fill that bill, those sources said.

The Democratic leadership nominated Senator Donald W. Riegle Jr. (D-Mich.), ranking member of the Senate Banking Committee and, Democratic officials said, a representative of a state suffering 16% unemployment, as their spokesman to respond to the President. NBC presented him in a five-minute address immediately



Reagan on CBS



Riegle on NBC

after the President concluded—"The course needs to be changed," Riegle said)—and just before the start of the second game of the World Series NBC was carrying, the cable networks also carried Riegle following the President.

But CBS chose to employ the *Other Voices* format it has used in the past in presenting contrasting views to a President's. For 30 minutes beginning at 11:30 p.m., Wednesday, it ran a series of such voices, including Riegle's, former Vice President Walter Mondale's and former President Carter's chief domestic adviser, Stuart Eizenstat.

The Democrats' selection of Riegle as a spokesman posed a problem for stations in Michigan since he is a candidate for reelection. NBC and CBS warned affiliates there they could incur equal-time obligations in carrying Riegle and therefore might prefer not to carry his portion of the broadcast. It wasn't clear how many NBC affiliates in Michigan did not carry the Riegle remarks. NBC reported only 15 stations did not carry the 7:30-8 p.m. program. CBS said two of its affiliates in Michigan that carried the President's speech did not carry the *Voices of Opposition*.

Although ABC had not carried the speech live or on tape, it contributed its bit to the dialogue through its *Nightline* program. It ran excerpts from the speech and invited comments from Mondale, whose appearance with anchor Ted Koppel had been taped in advance. Mondale, a likely contender for the Democratic presidential nomination in 1984, incidentally, was on a publicity roll as a result of Reagan's speech. In addition to his appearances on CBS and ABC on Wednesday night, he showed up for an interview on NBC's *Todday* the next morning.

As for the networks' method of dealing with the President's speech, the Democrats were satisfied with NBC. The network had offered equal time on Thursday,

beginning at 7:30 p.m., but the Democrats preferred the time immediately after the President's remarks, even if it was less than equal in length. Gregg Schneiders, a party spokesman, said Riegle was able to "throw cold water" on the President's remarks. CBS was another matter. DNC Chairman Manatt said CBS was presenting "CBS's reply to the President," not the Democrats'. The Democrats were so angry at CBS the leadership called on all Democratic members of Congress to boycott the CBS program. Four Democratic senators canceled—William Bradley (N.J.), Alan Cranston (Calif.), Claiborne Pell (R.I.), and Christopher J. Dodd. (Conn.).

But that is of less consequence to CBS than the fairness complaint DNC lawyers—led by former FCC Chairman Charles D. Ferris and including two of his former aides at the commission, Frank Lloyd and Gregg Ballard—filed with the FCC on Friday. It invokes the so-called Zapple doctrine, which applies during political campaigns and holds that stations that offer free or paid time to political candidates are obliged to offer the same amount of free or paid time to their oppo-

nents for response. It creates what has been referred to as a "quasi-equal opportunity."

The DNC contends that the Zapple doctrine applies to the President's speech because it was given in support of Republican candidates for Congress. In effect then, each station airing the speech was giving free time to a supporter of Republican candidates in its area—or so the suit claims.

To buttress its claim, the suit cites the Republican effort to buy time for a partisan address during the week in which the President addressed the country, three weeks before the elections; the absence of a national emergency that might warrant nationwide address, and the broadcast of the speech shortly after the announcement of painful economic news. The suit also notes that the speech echoed statements in past political speeches by the President and closed with the line from Republican commercials, "Stay the course."

"This," Lloyd said, discussing the complaint, "is a unique case. No President has ever done this."

Court reverses Eastern Microwave

Decision by New York circuit court closely follows current legislation, making passive resale carriers exempt from copyright fees

The line of judicial decisions in cases involving resale carriers that relay television signals to cable television systems took another turn last week. This time, the turn was in favor of the carriers—and was in line with language in copyright legislation now working its way through Congress.

At issue was the appeal of Eastern Microwave Inc. from the decision of a U.S. district court judge who had held that EMI, which distributes WOR-TV New York's

signal to more than 600 cable systems by satellite and microwave networks, is liable for copyright payments to the producers of the programming (BROADCASTING, Marc 22).

But last week, the U.S. Court of Appeals for the Second Circuit, in New York reversed that decision. In a unanimous opinion, it held that under the terms of the copyright law now on the books, EMI is a passive carrier and, therefore, exempt from payment of copyright fees.

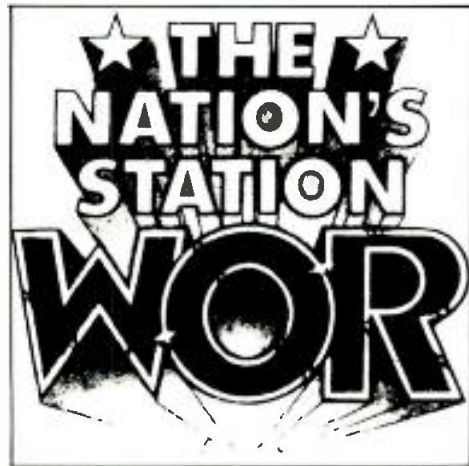
The case grew out of the contention of Doubleday Sports Inc., owner of the New York Mets baseball team, that it is entitled to copyright payments from EMI for its

retransmission of Mets games that are broadcast by WOR-TV.

The case turns on what constitutes a passive carrier. The district court held that EMI did not fit that description, as contained in the law, since it selected WOR-TV's signals, exercised control over recipients of its retransmissions, and did not limit its activities to providing wires, cables or other communications channels for the use of others.

The decision was a cause of deep concern to resale carriers generally who saw themselves paying for programing they had been picking up at no cost. By the same token, it was welcomed by producers, who already received copyright payments from the stations as well as fees from cable systems based on their compulsory licenses.

The House Judiciary Committee, responding to expressions of concern from the cable industry and the resale carriers, made a number of changes in the law that



would in effect overrule the district court's decision. The changes are among those approved by the full House before the recess. But whether Senate action on the copyright bill will begin next month is questionable. The legislation is pending before the Commerce and Judiciary Committees.

Accordingly, the decision of the Second Circuit takes on considerable importance, assuming it survives. Lawyers for Doubleday, who have been arguing in court as well as before congressional committees that sports interests must have control over their product, last week said the decision on what course to take had not yet been made. David Lloyd, of Arnold & Porter, said the options included petitioning the court for rehearing, seeking Supreme Court review—and seeking relief from Congress, where sports interests are already working hard for amendments to the copyright legislation.

The members of the Motion Picture Association of America, who are interested bystanders in the case, were as disappointed with the decision as the sports groups. To Fritz Attaway, counsel for MPAA, the decision did not comport with reality. As for the court's basic conclusion, he said carriers like EMI "are as passive as

someone holding up a 7-11 store."

The three-judge panel, in an opinion written by Chief Judge Howard T. Markey, of the U.S. Court of Customs and Patent Appeals, who was sitting by designation, made these points in concluding that EMI is a passive carrier:

■ EMI had only one transponder available for its extra-terrestrial services, so "naturally" sought to retransmit the signals of "a marketable station." In meeting the demand for WOR-TV's signals, EMI acts "passively, retransmitting exactly what it receives and the entirety of what it receives." The technical restrictions that forced EMI to make an initial determination as to the signals of a particular station do not evidence the "control" ... intended to be precluded" by the Copyright Act.

■ The requirement of an absence of direct or indirect control over the particular recipients of [a passive carrier's] retransmission "is fully satisfied by EMI." The carrier, subject to FCC regulation, is bound to furnish its communications services on reasonable requests. And "the record indicates that no reasonable request for its services was ever refused by EMI."

■ EMI only provides "wires, cables, or other communications channels for the use of others"—the cable systems receiving the signals of WOR-TV and other "originators." And the carrier is selling only its transmission services, not, as Doubleday contended, the Mets games. Cable systems pay EMI on the basis of the number of subscribers only up to a maximum of \$3,000, regardless of the content of the transmitted signals.

The court's holding that EMI is a passive carrier appears to run counter to the decision of another appeals court in a case brought by WGN Continental Broadcasting Co. That company complained that United Video was violating the copyright law when, in retransmitting WGN-TV Chicago's 9 p.m. news program, United stripped a teletext transmission from the vertical blanking interval and substituted material of its own. The U.S. District Court that heard the case rejected the complaint, but on appeal, the U.S. Court of Appeals in Chicago reversed, holding that United must carry the WGN-TV teletext material (BROADCASTING, Aug. 16). United is seeking rehearing in that case.

But the appeals court last week noted that the court in the WGN case held that, "unlike" EMI, United "actively removed material inserted by WGN-TV into the 'vertical blanking interval' and substituted business news" and, thus, was not a passive intermediary.

Beyond the question of whether EMI is a passive carrier, the appeals court dealt with the congressional copyright policy that, the court believes, is aimed at assuring cable systems a variety of programing sources.

The court noted that "the centerpiece of the compromise reflected in the act is the compulsory scheme." And that scheme, it added, "presupposes a continuing ability of [cable] systems to receive signals for

distribution to their subscribers." Adoption of Doubleday's position, the court said, "would stand all copyright owners athwart that conduit between the original broadcast and the opportunity for subsequent performances by [cable] systems."

Adoption of that position would also, in the court's view, enrich copyright owners to a degree not intended by Congress. If it were to impose a requirement that all intermediate carriers "negotiate with and pay all copyright owners for the right to retransmit their works, assuming such requirements were not impossible to meet," the court said, "such action would produce a result never intended by Congress, namely a substantially increased royalty payment to copyright owners with no increase in the number of viewers." □

Century files suit against Ventura, Calif.

Present cable operator says new request for proposal violates company's constitutional rights

Century Communications Corp., the nation's 26th largest MSO, has challenged the authority of local municipalities to regulate cable television systems.

The Canaan, Conn.-based MSO filed suit against Ventura, Calif., in Los Angeles district court alleging in part that the city's demands for franchise fees and access channels and regulation of basic cable rates were infringements of its First and 14th Amendment rights.

The suit was precipitated by Ventura's decision to open up bidding for a new cable franchise, rather than merely renewing the franchises of the two companies that now provide cable service to the city—Century and Avenue TV Cable Service Inc.—and that are set to expire in 1983.

The suit also alleges that the city and its cable consultant, CTIC Associates, Washington, violated federal antitrust and racketeering laws and that the city breached its original franchise contract with Century, by not renewing it.

The city's new request for proposal, which was issued Sept. 3, makes demands that "deprive and restrict" its First and 14th Amendment rights, Century said. It pointed specifically to the city's proposal to regulate rates and its insistence on a five percent franchise fee and other non-cash charges. "Century's ability to exercise its function as an organ of the press ... are inextricably bound up with and are dependent upon its capital expenditures, its annual expenses and its revenues," the complaint said. "Due to the inextricable bond between revenues and the ability to disseminate, city price controls in combination with other city-imposed financial burdens permit city control over the quantity, quality, content and form of Century's First Amendment dissemination." The RFP's requirements that Century

also carry access programming and must-carry signals, it said, also would impinge upon Century's First Amendment rights.

Under the terms of the RFP, the complaint said, it would be forced to surrender constitutional rights merely to remain in business in the city. Century will not be allowed to operate in Ventura, it said, "unless it first agrees to be bound by the city's extensive oppressive and confiscatory new conditions, and unless it further agrees to waive all existing rights and be bound by [an] auction process which will exclude all cable television disseminators from the city who do not surrender rights."

The complaint also charged that CTIC Associates and the city violated the federal racketeering laws with its RFP. They have, in effect, the complaint said, "attempted to force [Century] to pay large sums of money and convey valuable property and service to ... the city and through the city to CTIC Associates ... by threatening to unlawfully injure [Century's] existing property and business ... if said payments are not made."

The city violated the federal antitrust laws, the complaint said, by using its control of the city's rights of way "to control and suppress competition among First Amendment speakers and by taking actions that would exclude Century" from the cable television business in Ventura "unless it accepts anticompetitive contracts and contract-award procedures." The city also uses its control of the right of ways, it said, to award the franchise to a "de facto monopolist" and exert monopoly power over cable in the city to "exclude competition and control prices."

The complaint also claims that Century's original contract with the city provides for renewal on the same terms and conditions. "Century's investments were made with the expectation that it would be entitled to continue to operate, to compete and to rely upon the express renewal clause in its contract."

Ventura city manager John Baker and CTIC Associates Henry del Castillo, who was named specifically in the suit, declined last Friday to comment on the suit until they had a chance to see it. □

Delco finishes AM stereo tests

After examining Magnavox, Motorola and Harris and getting turndowns from Kahn, Belar and Fisher, GM subsidiary expects recommendation to be announced in 3-4 weeks

The Delco Electronic division of General Motors Corp. finished its testing of proposed AM systems last Friday (Oct. 15) and expects to recommend a system to the GM car divisions in three to four weeks. The tests were completed, according to Delco spokesman William Draper, after a final invitation to submit to testing drew a negative response from one proponent, Kahn Communications Inc. and no response from two others, Belar Electronics Laboratory and F.T. Fisher & Sons.

The three systems tested by Delco were those proposed by Magnavox, Motorola and Harris Corp. After tests on the Harris system were completed Oct. 11, Delco informed the three remaining proponents its special authority from the FCC to test proposed systems at WIRE(AM) Indianapolis would expire on Friday, Oct. 15, but that an extension might be requested if any other proponents decided to participate in the tests.

By Friday, Delco had received word only from Leonard Kahn, president of Kahn Communications, who said he'd been advised by his attorneys and by supporters of his system in the broadcast industry to avoid participating in the tests.

"The FCC, in listing the 'primary actors' in the marketplace, placed the broadcaster first and the receiver manufacturers last, after the system proponents," said Kahn in a letter to Delco. "The broadcasters, who are experts in evaluating new

broadcast developments, are best qualified to decide which broadcast techniques they will utilize."

Another problem with the Delco tests are the possibility of antitrust litigation, said Kahn. "The fact that GM attorneys share, at least to some extent, our fears that your present activities may violate antitrust laws is proven by their refusal to grant Hazeltine and Kahn Communications immunity and hold us harmless against antitrust litigation if we were to participate in your tests."

Kahn Communications and some of its supporters in the broadcast industry "are not convinced that the prior official statements made by Delco, both in writing and orally, to the FCC in support or other proponents will not bias your tests," said Kahn. The company also is concerned about Delco's failure to "provide proper engineering reports to the FCC" during early car reception tests of the Magnavox system, he said, and it questions why Delco permitted only brief, unrecorded testing of car radio reception during field tests by the National AM Stereophonic Radio Committee.

"I believe that within a few short months the AM broadcasting industry will complete its selection of a single stereo system," said Kahn, who promised to "co-operate fully" with Delco and others.

Broadcast engineering experts have been divided on the question of whether Delco's tests will have a real impact on the search for a standard in AM stereo. Although some believe, as does Kahn, that the industry will eventually settle on a system, others maintain that route will take too long and that interest in AM stereo broadcasting would wane and die before a standard is found. □

Britain's cable report is released

Hunt study recommends no blocks on foreign programming and few government regulations

Cableless Great Britain should build a cable TV system that offers the maximum in channel selection and the minimum in government regulation. There should also be no limits imposed on showing foreign programming and franchisees should be under "no obligation of impartiality or balance on individual channels except in news," said the report.

Those recommendations came from the Hunt Committee report, chaired by Lord Hunt of Tenworth, who was charged last April with heading a committee to come up with a plan for a national cable TV system. Currently Britain has cable TV only in certain rural areas beyond reach of broadcast stations and with a couple experimental systems.

The Hunt Committee also recommended a new central cable authority be set up to award franchises and exercise general oversight, although once the franchises are awarded it should "remain in the background." Heavy supervision and regulation of cable TV, the committee felt, would stifle potential creativity that the increase in channels are hoped to offer. To get cable TV off the ground and keep it flying, the committee urged customers be charged equipment rental and some channels be offered on a subscription basis. To insure that the franchisees be self-supporting, the committee urged the establishment of advertiser-supported channels. Advertising, as well as programming, should not be subject to government regulation, as currently is the case.

And while subscription channels should be permitted to show X-rated movies if the channel is equipped with an electronic lock-out device to control viewing, programming in general should follow the same level of "decency" required of all other British Broadcasting Corp. and Independent Television services. Franchises need only be awarded to cable operators, and not to programmers or suppliers. The committee stressed, however, that channels should be made available for leasing, and there also should be some requirements concerning educational, public access and children's programming.

To insure that existing services will not be severely damaged by the increase in channels made available by a new cable TV system, the Hunt Committee proposed several safeguards:

- All BBC and ITV services must be carried.
- Restrictions of exclusive cable rights for certain major sporting events should be established.
- A temporary ban on pay-per-view services should be imposed.
- A system of oversight designed to ensure that cable lives up to its promises and that complaints directed to it are

heard, should be set up.

The Hunt Report next goes to various cabinet ministers for consideration and debate in Parliament. According to a Department of Industry spokesman, estimates to construct the over 37,000-mile cable system, which would wire about half of Britain, are over \$5 billion. He said the cabinet ministers could reach a decision on the Hunt Committee's recommendations and those supplied by others on whether to go ahead with a plan for a national cable TV system by the end of the year. The Thatcher government is said to support the idea because it will provide needed employment and capital to Britain's slumping economy. There are no estimates as to when construction could begin because ministers are undecided about how much regulation is needed, the spokesman added. The spokesman said that Lord Hunt has asked the government to make its intention known regarding cable TV legislation so it can be introduced in the next session of Parliament. "Quite honestly, no one knows at the moment, not even the ministers, just what they will want to do and decide . . . other than to say that there is a strong inclination in the government to go ahead," the spokesman said. □

Disney Channel in double shuffle

Pay-cable service offices to be moved from New York to Burbank with Wagner out as president and Jimirro as interim leader; parent company forms corporate committee with eye to Miller becoming Disney chairman next year

Walt Disney Productions announced last week that it is moving the offices of the Disney Channel, a pay-cable service to be launched in April 1983, from New York to the company's Burbank, Calif., studios. Alan Wagner is out as president, but is negotiating with the Disney people about a consulting post in connection with the Disney Channel.

Jim Jimirro, executive vice president, telecommunications for Disney Productions, said that the chief executive officer's post for the proposed pay service may not be filled for some time, if at all. "Alan won't be replaced in the strict sense of the word," Jimirro told BROADCASTING, adding that Disney "will fill the gaps" with company executives currently based on the West Coast. And with all the talent Disney now possesses on the coast, combined with the fact that the pay channel is a project now totally controlled by Disney, Jimirro said now "is not the time to reach for a high visibility person" like Wagner. In the meantime, Jimirro assumes interim leadership of Disney Channel activities.

Wagner was offered the opportunity to relocate to the West Coast retaining the Disney Channel presidency—an opportunity

Chrysler moves. Spokesman for Chrysler Corp. said last Thursday (Oct. 14) that published reports saying the Dodge car and truck account was being assigned to BBDO were "purely speculative." He said a decision on a new agency probably will be made sometime this week. The account, which bills more than \$100 million annually, with about 65% in broadcast, is now at Kenyon & Eckhardt, K&E has had the entire Chrysler Corp. business, billing about \$250 million, since 1979. Chrysler notified K&E several months ago it wanted to add a second agency to handle the Dodge car and truck account. K&E will continue as agency for Chrysler and Plymouth Cars and Chrysler corporate, billing about \$150 million.

that he declined because of "personal and emotional ties" to the New York area. And while he described Disney's decision to consolidate the cable channel operations on the West Coast as personally "painful," he noted that it didn't exactly "come out of the blue. It was certainly in the cards since the divorce," he said, a reference to Disney's decision last month to deal Group W Satellite Communications out of the Disney Channel picture (BROADCASTING, Sept. 13).

Wagner and others within the Disney Channel's New York offices denied that Disney had taken a "Saturday Night massacre" approach to shutting down that office. It was during a "rather quick" meeting with Disney executives on Wednesday night that Wagner and Jeff Grant, executive vice president of the Disney Channel, were informed of the consolidation plans. "There is no good way of doing it," said Wagner, but the Disney people "are trying to be as decent as anybody can" in this type of a situation.

Disney is negotiating with one executive from the New York office concerning the possibility of staying on with the pay channel and based in the east—Barbara Ruger, vice president, marketing, for the Disney Channel. "I'm still talking with them" on that possibility, she confirmed.

In another development last week, Disney announced the formation of a corporate management committee to develop policy and direct operations. A company spokesman confirmed the accuracy of reports that the move was in preparation for the likely succession next year of Ronald W. Miller, currently president and chief operating officer of Disney Productions, to the top Disney post, replacing E. Cardon Walker, stepping down as chairman and chief executive officer.

With dissolution of partnership with Group W went two transponders Disney needed for its service; agreement with Wold will provide cable programer space on same bird for which it was scheduled, Westar V

Wold Communications, Los Angeles, leased two transponders on Westar V and then turned around and subleased them to Walt Disney Productions for the distribution of The Disney Channel, a pay cable service slated for launch in April 1983.

The deals give Walt Disney the two transponders it needs for East and West Coast feeds of its programming, which will be a mix of vintage Walt Disney features

and original productions.

As originally conceived, the Disney Channel was a joint venture between Walt Disney and Group W Satellite Communications. Under the multifaceted agreement binding the two companies, Group W was to have supplied two Westar V transponders needed for distribution. When the joint venture fell apart and Walt Disney decided to go it alone last month, it was forced to go out and find the necessary transponders on its own.

Wold leased one of the transponders, 6X, from American Satellite Co., the joint venture of Fairchild Industries and Continental Telephone Corp. that holds a 20% interest in the Westar satellite system. The major resale carrier leased the other, 5X, from TCI Development Corp., a subsidiary of Tele-Communications Inc., the Denver-based MSO that had earlier leased the transponder from American satellite.

That the Disney Channel will still be on Westar V despite the breakup keeps alive the hopes of other cable programers on the satellite that it will ultimately emerge as the industry's second cable programming satellite, a companion to RCA Americom's Satcom III-R and the focal point of thousands of cable earth stations. The other Westar V cable programers include Group W's Satellite News Channels I, Black Entertainment Television, superstation WOR-TV New York, and, starting next year, the UTV Network, the Nashville Network and SNC II.

In its agreement with American Satellite, Wold also obtained the rights to lease from American Satellite two additional transponders on ASC-I, the first of two domestic satellites American Satellite will launch in 1985, or two additional transponders on Westar V, 5D and 7D, also in 1985.

All four of Wold's new transponders—the two it leased to Disney and the two for which it obtained the future rights—are protected, which means that should they fail their users will be shifted to another transponder.

With the latest deals, the Wold transponder inventory rises to 11. Wold uses three of its four transponders on Westar IV for occasional traffic and subleases most of the fourth to SelecTV for distribution of its pay service. In addition to the two transponders on Westar V it is subleasing to the Disney Channel, it is subleasing one to Eastern Microwave, which distributes WOR-TV. Its two transponders on AT&T's Comstar D-3 are subleased to ABC and CBS. □

Networks suffer through third week of football strike

NBC drops CFL; ABC, CBS air variety of sports programing; TBS all-star games set

The third weekend of the NFL players strike (Oct. 9-10) resulted in more dismal Sunday ratings for CBS and NBC, with more of the same for ABC (to a lesser degree) during its Monday 9 p.m.-midnight slot which the network has been filling with its cache of acquired films. Meanwhile, the Turner Broadcasting System was preparing to carry the first two in a planned series of all-star games put together by the National Football League Players Association, scheduled for yesterday and tonight.

NBC decided to "suspend" for at least two weeks, its coverage of Canadian football games, and, like just about everybody else in the scenario, is hoping that the strike will be settled in that time. NBC earned a 2.5 rating and a 5 share for the Canadian Football League game it aired on Oct. 10. The year before it earned a 13.7/35 for the NFL contest it carried.

In place of CFL football yesterday, NBC planned to air an expanded edition of *NFL '82* from 12:30 p.m. to 1:30 p.m., and then a sports special featuring taped coverage of the Charlotte 500 stock-car race, and two live boxing matches originating from Atlantic City, followed at 4 p.m. with World Series coverage (game five).

CBS intended to anchor its *Sports Sunday* special yesterday (1 p.m.-4:30 p.m.) with four boxing contests (all different from the NBC bouts) from Atlantic City, of which at least two were to be live and shown in their entirety. Also featured were taped coverage of "The Great Pool Shootout" from Atlantic City, and the Mr. Universe contest, taped the preceding week in Bruges, Belgium. Live reports and interviews from Milwaukee on game five of the World Series were also scheduled. Developments in the NFL strike were scheduled for *NFL Today* (12:30 to 1 p.m.) prior to the *Sports Sunday* program. CBS's Oct. 10 edition of *Sports Sunday* earned an 8.1/24, compared with the 15.1/35 that the network averaged for an NFL doubleheader the year previous.

The majority of CBS advertisers were reportedly staying with the substitute programing, with all spots sold out and priced between \$40,000 and \$50,000. Those that did not were either shifting to other dayparts or holding out for future sporting events. By and large though, advertisers were accepting the alternative programing "and paying the relative worth," said Paul Isacson, vice president in charge of sales for CBS.

ABC substituted the film, "Starting Over," one week ago in the usual Monday night football slot, which received a

14.3/22. That compared with the 20.6/33 score that the Miami-Buffalo game accrued one year before. Tonight ABC will air *Monday Night Football Superstars*, during which 12 professional football players will compete in seven of 10 events for a \$20,000 first prize.

An ABC spokesman said that some of the Monday night football advertisers have opted to place their spots in other programing while some have chosen to stay with the substitute programing. Tonight's *Football Superstars* contest is sold out, commanding a 30-second spot price of \$110,000, slightly more than the \$100,000 the network was charging for spots in substitute movies and \$40,000 less than a comparable spot in a Monday night football contest.

As to TBS's planned all-star games, at press time the federal district court in Buffalo had not acted on a petition by the NFL Management Council and several team owners to enjoin Turner from carrying those games. And in Washington, the appeals court there insured that the players could participate legally in at least the first two planned contests by deciding not to hear arguments on the matter until this Wednesday (Oct. 20).

Turner Network Television, the ad hoc

network that TBS has set up to feed participating over-the-air television stations, has signed up stations in 95 markets covering 74% of the nation, including 17 of the top 20 markets, the exceptions being Seattle/Tacoma, Denver and Baltimore, all of which support NFL teams. New Orleans is the only other market with an NFL franchise that is not covered.

So far, 71 network affiliates are committed to carry the planned games, including 34 ABC affiliates, 23 stations aligned with NBC and 14 with CBS. Add to that 24 independent stations, and the total number of TNT affiliates, as of late last week, equaled 95.

The game scheduled for yesterday was to have been played at RFK Stadium at 1 p.m., between players representing the Eastern divisions of the National and American Football Conferences of the NFL. Tonight's game, starting at 9 p.m. (NYT) is scheduled to be played at the Los Angeles Coliseum between players representing the Western divisions of those two conferences.

TBS remains tight-lipped about advertising commitments, other than to reaffirm sponsorship by Chrysler Corp., which first became known several weeks ago. □

GE's 2-for-1 proposition

New Combant technique puts two television signals into one channel; cable use seen as an immediate market

It's hard to make something out of nothing, but that's precisely what General Electric Co. claims to have done.

The GE television division announced last week the development of Combant, a system for squeezing two television signals into one conventional mhz television channel or, more simply, creating two channels where there had been one ("Closed Circuit," Oct. 11).

Although the system is being packaged initially for cable television, according to GE, it is applicable to all television media, including broadcasting, STV, MDS, and satellite and microwave links.

By installing a Combant encoder at the headend and Combant converters in subscribers' homes, according to GE, the cable operator can quickly and relatively inexpensively double the capacity of his own system.

(He will not be able to double the number of services, however, since FCC and copyright rules prohibit the altering of must-carry broadcast signals. A cable operator with a 12-channel system and four must-carry signals, for instance, could add only eight additional nonbroadcast services by installing the Combant system.)

If Combant is everything GE says it is, it will have a profound impact on the economics of cable. "The Combant system provides an alternative to expensive con-

ventional upgrading techniques," Jacques Robinson, vice president and general manager, GE television division, said in a prepared statement. "It could also reduce construction costs in new cable systems, since a single cable with the Combant system has the potential for delivering as many channels as a dual cable system using conventional techniques."

Although other television bandwidth compression schemes and channel doublers have been marketed, none have been as inexpensive to implement as GE claims Combant is. According to GE's Tom Tucker, Combant's product manager, the system's addressable converters will cost about 50% more than conventional ones. Instead of costing \$140, he said, the Combant converters may cost \$200.

The key to Combant's low cost, Tucker said, is its use of analog rather than digital compressing techniques. By eliminating the redundancy in adjacent television lines, he said, Combant can squeeze onto one line the picture information that is normally contained on two. Two television pictures can then be transmitted on alternating lines of a single television signal.

What's the tradeoff? The Combant reduces luminance bandwidth of the television picture from 4.2 mhz to about 3 mhz, Tucker said. But, he added, the reduction in luminance bandwidth has minimal effect on the quality of the picture.

Cable operators will get a first hand-look at the Combant technology and the Combant equipment next month at the Western Cable Show in Anaheim, Calif. □

SIMULATED DEMONSTRATION



The ABC News World News Tonight is now "closed-captioned" nationwide.

Without the box on top, the box on the bottom is meaningless to 16 million Americans

Thanks to the TeleCaption Adapter, the hearing-impaired can finally understand what most of us take for granted.

This remarkably sophisticated device decodes special signals broadcast by ABC, NBC, PBS, and several cable networks. The decoded signals then appear on the screen as subtitles – or “closed captions” – so that the hearing-impaired can “hear” too.

What programs are they “hearing”? Just look in *TV Guide* and you’ll find

“C.C.” next to news broadcasts, sports events, movies, comedies, and children’s shows. Each week, there are approximately 40 hours of closed-captioned programming in all.

Even advertisers are sitting up and taking notice. Over 175 smart companies are now closed-captioning their TV commercials.

Of course, *without* a TeleCaption Adapter, a hearing-impaired person is still missing out on the excitement. And

that’s where Sears comes in.

Our job is to help get TeleCaption Adapters into the homes that need them most. We’ve gladly agreed with the National Captioning Institute to offer the adapter. And we sell it for just \$279.

Closed-captioning is a major breakthrough for America’s 16 million hearing-impaired citizens. And we at Sears are proud to do our part.

You can count on

Sears

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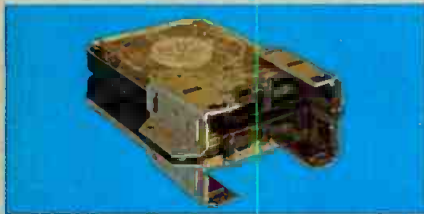
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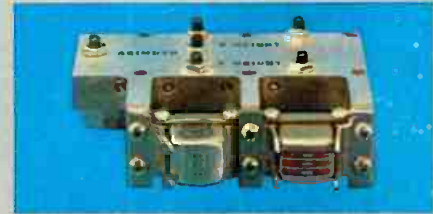
New Cart Hold Down



New Head Design



New Pressure Roller



New Removable Head Module

Removable Head Module

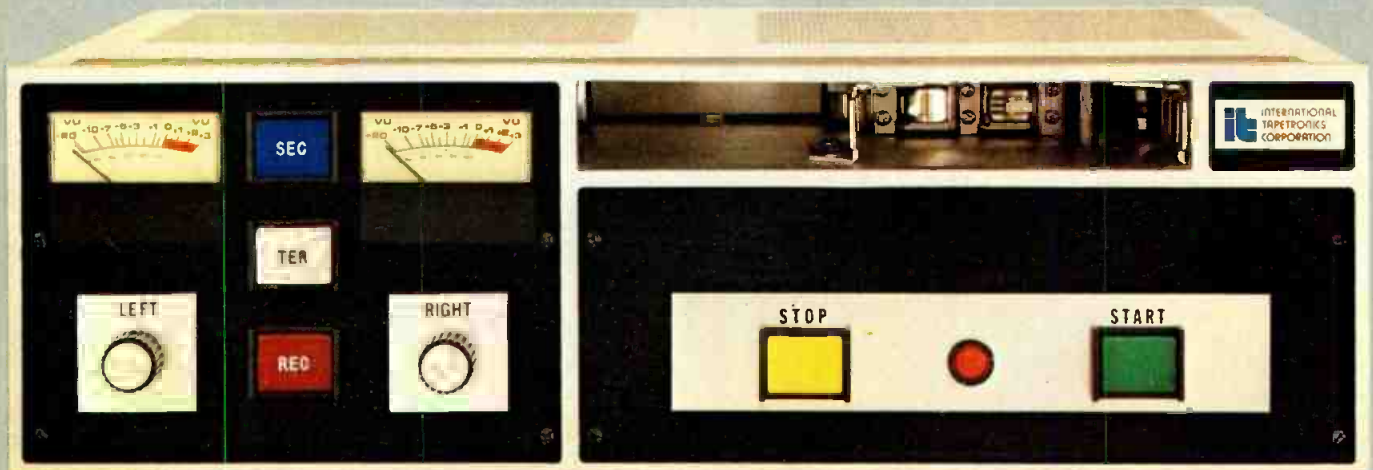
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Improved Tape-Head Alignment

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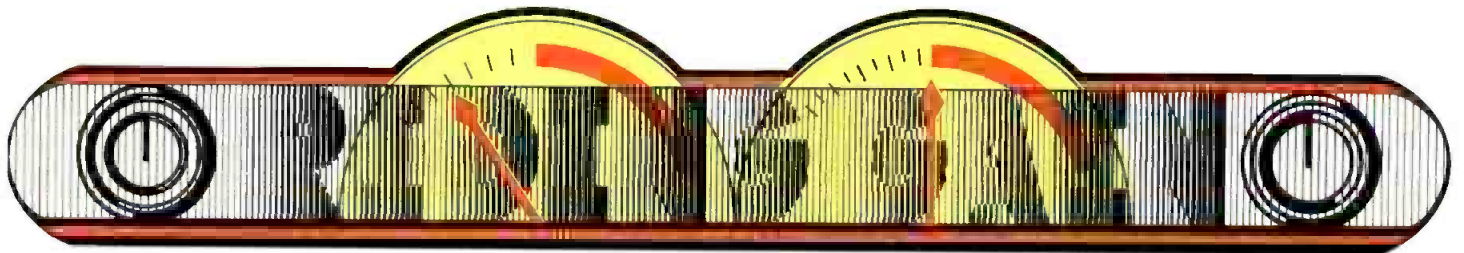


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A NEW DEPARTMENT ABOUT RADIO

Election action

The NBC Radio Network plans to broadcast 11 hours of live continuous coverage of the 1982 general elections—more coverage than the network has provided in any previous election year, according to Jo Moring, vice president, NBC Radio News. Anchoring the coverage from 6 p.m. until midnight on Tuesday, Nov. 2, will be NBC News Correspondents Cameron Swayze and Peter Hackes. From midnight until 5 a.m. Wednesday, anchors will be Ann Taylor and Russ Ward. Coverage will include reports on the progress of 36 gubernatorial and 33 senatorial races, NBC News projections of winning candidates, vote tabulations and analyses of various races. A modular format will allow stations to use as much or as little of the coverage as they wish, according to Moring.

Thursday night live

WQXR-AM-FM New York filled its 189-seat concert theater for the first performance of its live-on-the-air series, the *Dubonnet Chamber Music Festival*, which premiered Thursday, Oct. 7. To be broadcast on the first Thursday of each month, the series is the first to be regularly scheduled from WQXR's concert theater in more than 10 years, according to station president and general manager, Walter Neiman. WQXR has had its own concert hall since the station

was built 35 years ago and until about 10 years ago had its own string quartet, which performed live on the air regularly. Since then, the concert hall has been used mainly for special event performances and program production, according to Neiman, who said national syndication of the *Dubonnet Chamber Music Festival* is possible at some future date. Scheduled to perform in the series are the Chamber Music Society of Lincoln Center, the Pro Arts Chamber Orchestra, the Cantilena Chamber Players, the Waverly Consort, the American Brass Quintet, the Canadian Brass and the Cleveland Quartet. Robert Sherman, program director at WQXR, produces the series.

Listening levels

The growth in FM listening seems to have leveled off in 1982, with only a 0.2% increase registered in the top 10 markets, according to figures compiled by Arbitron. Based on the spring 1982 Arbitron survey, the new figures show that FM listening, on average, represents a 55% share of all listening in the top 10 markets. The average FM station's share of listening in those markets remained at 3.1 in 1982 while the average AM share dropped from 2.7 in 1981 to 2.5 this year.

Washington was in the forefront of top 10 listening in 1982 with a 66.8 share, a jump of 1.7% followed by Dallas-Fort Worth with a 66.7% share. The survey showed Chicago

with the highest share of AM listening, with 43.4%, followed by Pittsburgh with 43.2%. Pittsburgh showed the largest FM growth in 1982, with the FM share of listening climbing to 47.7% in 1982 from 43.8% in 1981.

Country roads

A national guide to 1,200 AM and FM country radio stations, arranged according to their location and proximity to interstate highways, has been published by Logos Unlimited, Ypsilanti, Mich., in a joint marketing effort by Dodge Trucks and 46 stations in the West, Midwest and South. Paid for by the Dodge truck division of the Chrysler Corp., the 1983 Country Music Radioguide is being distributed free in Burger King, Kentucky Fried Chicken and Arby's restaurants and 7-11 stores. The 46 participating country radio stations are promoted on the front, back and inside for the single-page fold-up guide and, in exchange, promote it on the air. Kenyon & Eckhardt Advertising Inc., Detroit, created the campaign, for which 3,250,000 guides were released on Sept. 15, in time for the Country Music Association's Country Music Month, October. Stations participating in the campaign include WQXI(FM) Detroit; KIKK-AM-FM Houston; KRAK(AM) Sacramento, Calif.; WHOO-AM-FM Orlando, Fla., and KZLA-AM-FM Los Angeles.

Creativity in conference

"The Sound of Creativity" is the theme of a four-day conference on radio production to be held Dec. 16-19 at the Asilomar Conference Center in Pacific Grove, Calif. Sponsored by Audio Independents Inc., San Francisco, the event is meant to bring together independent producers, station program directors, network programmers and syndicators and is expected to draw more than 300 people, according to AII executive director, Michael Toms.

Featured speakers will include Tom Lopez, president, ZBS Media, New York; Randy Thom, soundtrack producer for a number of major films, including "Apocalypse Now" and "Star Wars," and Jim Cameron, founding news director of NBC Radio's young adult network, The Source, and now head of his own production and consulting firm, Cameron Communications in New York. Workshops are to address such topics as funding, marketing, women in broadcasting, documentary production, satellite technology, cable audio, radio drama and children's programming. Audio Independents is a nonprofit organization created to support independent radio



WQXR's concert theater



Radio classroom. "How to Break into Radio: A Learning Experience," was the topic of a seminar sponsored by WHFS(FM) and Career Connections Inc., both of Bethesda, Md. The day-long primer in radio examined many facets of the business and featured representatives from the field.

Jake Einstein, executive vice president and general manager of WHFS (at the podium) and originator of the seminar, kicked-off the day's activities for the 107 participants who paid \$65 to attend.

He noted that the seminar drew a mixed crowd, some of whom are already in radio, and those anxious to break into the industry.

The seminar was a success and the results of a survey conducted there showed an interest in holding more. WHFS plans to sponsor another one, on engineering and news announcing, in early December.

Topics discussed included how to get a first job in radio, advertising, news, on-air announcing sales, management and resumes. Eleven speakers, many from other stations in the Washington market addressed the group. They included:

Bob Duckman, music director, WASH(FM) Washington; Jamie Bragg, news anchor, WTOG(AM) Washington, and Evelyn Sellers, administrator of affirmative action and employee service, WRC(AM)-WKYS(FM) Washington.

producers with distribution, marketing, access, fund raising, professional development and public education.

Some from the heart

A series of 26 half-hour programs "exploring human spiritual growth from a nonsectarian perspective" are being made available to commercial radio stations for the first time beginning next month through the Longhorn Radio Network of the University of Texas-Austin. According to David Freudberg, who produced *Kindred Spirits* for the Boston-based Public Media Foundation, the "essays in sound" examine how people cope with change during their lives and how they develop spiritual values. Each program focuses "on those who have found meaning and strength in the various spiritual traditions as well as through life's circumstances, and those who face the challenges of aging, illness, or adversity."

The series was broadcast last year by more than 100 noncommercial outlets. Among those whose "spiritual quests" are featured in the series are boxer Muhammed Ali, editor Norman Cousins, author Elisabeth Kubler-Ross, the Dalai Lama of Tibet, and consultant on aging Lois Harris. Independent producer Freudberg, formerly a regular contributor to National Public Radio's *All Things Considered*, traveled as far as Sri Lanka (Ceylon) and West Germany to conduct interviews for the series. "Kindred Spirits" is located at P.O. Box 777, Cambridge, Mass. 02139.

Carson and comedy

Johnny Carson, star of NBC-TV's *Tonight Show*, will host a two-hour comedy special on the NBC Radio Network, to be offered to affiliates the weekend of Nov. 19-21 and repeated on Thanksgiving Day, Nov. 25. A *Half-Century of NBC Comedy* is to be a retrospective of great comic performances and will utilize both the radio and television archives of NBC. Among the comedians whose work will be highlighted are Will Rogers, Groucho Marx, Eddie Cantor, Ed Wynn, W.C. Fields, Jack Benny, George Burns and Gracie Allen, Bob Hope, Abbott and Costello, Edgar Bergen and Charlie McCarthy, Milton Berle, Bob and Ray, Steve Allen, Bill Cosby, the troupe from the program *That Was the Week That Was*, Flip Wilson and members of the cast of NBC-TV's *Saturday Night Live*.

Latin American grant

The National Endowment for the Humanities has awarded National Public Radio \$325,000 to produce a 13-part radio series called *Faces, Mirrors, Masks: 20th Century Latin American Writers*. The series will comprise half-hour programs combining music, on-location interview and excerpts from novels, poems and essays written by a variety of Latin American authors. Some of the authors to be featured include Gabriel Garcia Marquez, Carlos Fuentes and Jorge Luis Borges. The program is tentatively scheduled to air in late 1983.

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Dated October 1, 1982

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—Peter O'Toole



"How do you know all this stuff?
That's what I'd like to know."

—Gene Wilder



"This is my life! Who is behind the
curtain Brian?... You know every-
thing!" —John Ritter



"You are great Brian... He is the best
talk show person in the world! You
just give more thought and you give
more life to people and more ideas
and it's such a joy." —Candice Bergen



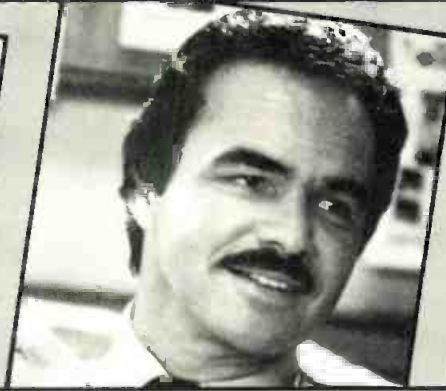
"Has anyone ever known as much
about what they're doing before
they talk as much as you? You're
incredible. You've got 'em all
nailed." —Jack Lemmon



"You have been listening down the
drainpipe. You know an awful lot
about me and I'm getting very agi-
tated here. What else are you going
to spring on me?" —Bette Midler



"How do you know all this stuff?
Wow!" —Dustin Hoffman



"God, you're a good interviewer!
You just hit nerves! I'd like to come
and lie on your couch sometime."
—Burt Reynolds



"You are a gold mine of informa-
tion." —Jill Clayburgh

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Sylvester Stallone called to ask if he could be on his show.

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The host who asks the questions others don't**

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It's CBS again

Network wins prime time ratings race for second week of new season; ABC again is second, NBC third

CBS-TV made it two in a row.

After a "premiere week" victory (BROADCASTING, Oct. 11), CBS continued to hold onto prime time honors during the second week of the 1982-83 season.

CBS averaged an 18.6 rating and 30 share to ABC-TV's 18.1/29 and NBC-TV's 15.2/25. That was about the same point spread that CBS and ABC had a week earlier, with NBC still deep in the basement.

All three had higher ratings than during the season's first week. Week one ratings and shares totaled 49.6/81; week two, ended Oct. 11, brought 51.9/84.

Ratings comparisons, and indeed, trend forecasting, remained difficult however. Baseball interrupted the three-network series competition as ABC offered American (Milwaukee vs. California) and National (Atlanta vs. St. Louis) League playoff action on five nights. On Sunday, for example, an American League runover scored the week's highest rating, 25.3/43 from 7-8 p.m., knocking CBS's *60 Minutes* out of its usual leadership position.

That's Incredible (15.2/24) was the only regularly scheduled original series episode on ABC's schedule. "Coal Miner's Daughter" (19.2/30) substituted for *NFL Monday Night Football* and on Friday, after rainout baseball coverage for a half hour, ABC suffered with unpromoted repeats of *Benson* (9.6/18) and *Greatest American Hero* (6.5/11) and a special *Fall Guy* episode (9.6/17), that fell to the bottom of the ratings. Other than that it was baseball with the five prime time telecasts averaging a 20 rating.

Five series premiered during the week. Four were on CBS. The leader was CBS's *Simon & Simon* (24.8/36), second in the week's ratings only to the Sunday playoff runover. *Simon & Simon*'s return on Thursday at 9 p.m. was tied to the CBS hit preceding it, in effect a two-partner with *Magnum P.I.* (22.8/36).

On Wednesday, CBS launched *Alice* (15.3/23), *Filthy Rich* (16.5/25), which lost to both ABC baseball (19.4/31) for the entire game and NBC's *Facts of Life* (19.5/30) and *Family Ties* (18.1/28). CBS's new *Tucker's Witch* couldn't beat baseball but did overtake NBC's *Quincy, M.E.* (15.2/27).

The week's other premiere was NBC's *CHiPs* hour (17.1/26) which fell to baseball (21.0/32) but beat each half hour of CBS's *Archie Bunker's Place* (16.0/25)

and *Gloria* (17.5/26).

None of the new shows this season registered in the "First 20" ratings list. Highest rated of the newcomers was NBC's *Family Ties*, ranking 22d of 63 programs. The lowest also was in NBC's camp, *Voyagers* (10.3/17), ranking 60th.

While NBC continued to have ratings problems, it was able to see improved share levels for almost all of its series over their "premiere week" performance. Thursday night's *Cheers* (14.7/22) and *Taxi* (15.2/22) were low scoring but not as low as their earlier 9.6/15 and 10.9/16. NBC's *Knight Rider* performed well, reaching a 17.2/30 against CBS's *Dallas* (23.1/40).

Among the week's top-10 rated programs, CBS had six series and a movie and ABC had three baseball games. The top-20 positions—10 for CBS, eight for ABC and two for NBC—follow:

ABC's American League Championship runover (25.3/43); CBS's *Simon & Simon* (24.8/36), *Dallas* (23.1/40), *Magnum P.I.* (22.8/36); and *Bare Essence* movie part II (22.4/36); ABC's National League Championship game four on Sunday (21.0/32); CBS's *One Day at a Time* (20.9/30); ABC's American League game on Tuesday (20.6/33); CBS's *Jeffersons* (20.5/30) and *Falcon Crest* (20.3/37);

ABC's National league game on Thursday (20.0/31); CBS's *Bare Essence* part I (19.7/31); NBC's *Hill Street Blues* (19.5/31) and *Facts of Life* (19.5/30); ABC's programs show on Sunday (19.4/32), and "Coal Miner's Daughter"

Drop documented. Although a number of agencies have documented a drop in prime time network household audiences as a result of cable television viewing, an analysis by Doyle Dane Bernbach shows that prime time network target audiences have declined at a greater rate.

DDB reports that between 1980-81 and 1981-82, network affiliates experienced a 6% drop in prime time household audiences, but viewing by adults 18-49 fell by 8%; adults 25-54 by 7%; adults, 18-34, by 9%, and adults, 18-34, by 9%.

The pattern was slightly different in late fringe. Network affiliates lost about 5% in household audiences but among adults 18-49 the decline was 4%; among adults, 25-54, 5% and adults, 18-34, 9%.

DDB noted that among teen-agers, there was a sharp decline both in prime time and in late fringe viewing and attributed this, in part, to the video game craze, which apparently is taking teen-agers away from the TV set.

(19.2/30) and National League game on Saturday (18.8/32), and CBS's *60 Minutes* (18.5/31) and *Trapper John M.D.* (18.4/30).

ABC had four of the "final five" all on the Friday night its game was rained out: ABC's baseball (11.4/22); NBC's *Voyagers* (10.3/17); and ABC's *Benson* (9.6/18), *Fall Guy* (9.6/17) and *Greatest American Hero* (6.5/11). □

Steve Allen tracks changes in TV fare and TV audiences

Television personality-comedian Steve Allen attracted standing-room audiences at the Museum of Broadcasting in New York during two 90-minute seminars at which he spoke at length and answered questions on his occupation and avocation—comedy.

Allen acted as if he were still the host of his old talk shows—*The Steve Allen Show* on CBS-TV and the *Tonight* show on NBC-TV—as he spun anecdotes and dipped into nostalgia.

His first program was devoted largely to a commentary on his own program running through the 1950's. He stressed that those programs were live (before the introduction of tape), leading to a free-form type of programming. "We could do anything we wanted and if we had nobody scheduled, we could just talk," Allen said.

"We were able to range over a large territory," he recalled. "Among other things we had a 40-minute segment once on blacklisting in the entertainment field. We did 30-minute dramas on two nights. We did an expose on organized crime in New York, and the next week our studio was stink-bombed while the show was going on. It turned out to be a hilarious show. I think it proved how humor often is rooted in tragedy."

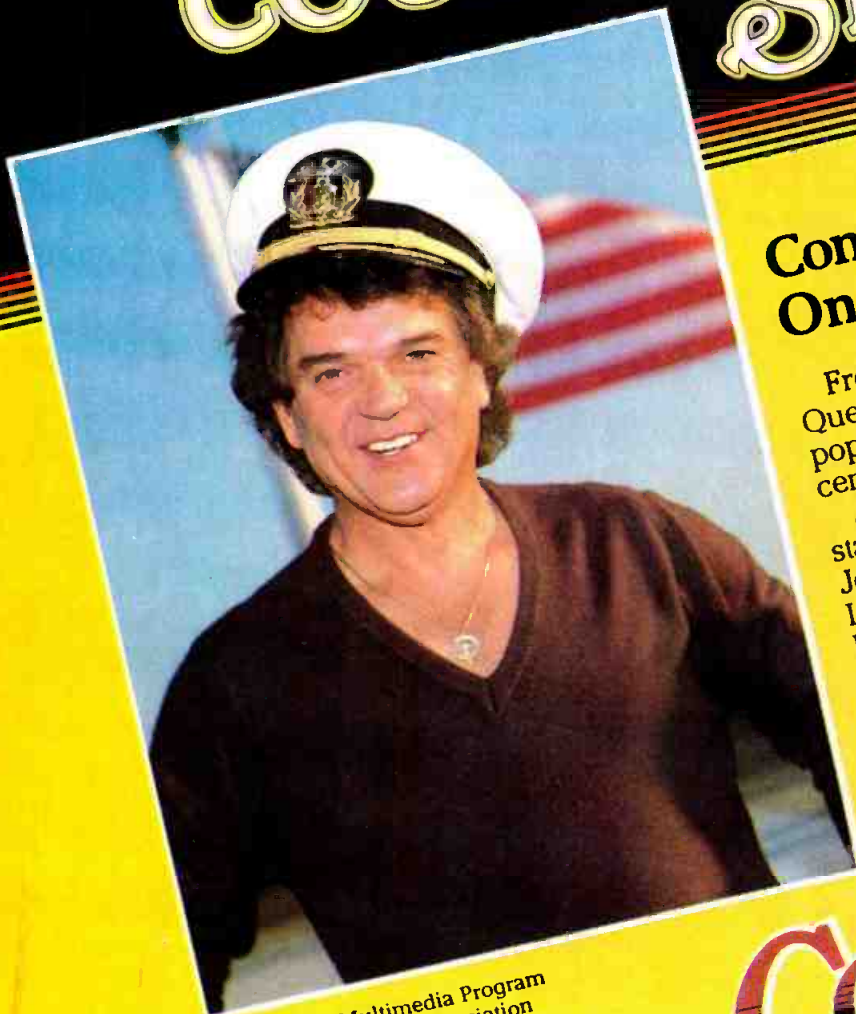
Allen told the audience that the *Tonight* program was preserved in kinescope but in the late 1950's a supervisor of the storage department of NBC-TV in New Jersey ran out of shelf space.

"To remedy this situation," Allen continued, "this dunce acted out a cultural atrocity. He decided to burn many of the kinescopes on hand, including those of *Tonight*. Included was a conversation I had with the poet Carl Sandburg, who was supposed to speak for five minutes only but stayed for 90 minutes."

During the second seminar, Allen observed there are no successful variety programs on television today, a dearth he attributed to the restlessness of viewers. "People sat still in those early days of television," he said, "but today viewers have the attention span of a gnat," a condi-

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Monitor

Star value. Post-Newsweek Video and Schaefer/Karpf Productions are producing film, *Right of Way*, teaming Bette Davis and James Stewart. Project has been sold initially on exclusive basis to Home Box Office.

From TV to print. Telepictures Corp., New York, has formed subsidiary, Telepictures Publications Inc., with its first offering *Muppet Magazine*. It will be quarterly publication produced in conjunction with Jim Henson Associates, creator of *The Muppet Show*. First issue will be in November.

In the marketplace. Telepictures has cleared 83 markets for off-network debut of *More Real People*, syndicated half-hour version of NBC's *Real People*... *Victory at Sea*, 1954, film documentary series about Allied naval effort in World War II, is being re-released through agreement between NBC Enterprises and Gould Entertainment Co., New York... Best Film & Video Corp., Great Neck, N.Y., has secured distribution rights to 60 motion pictures from Almi Century Distribution Corp., subsidiary of RKO Century Theater, including, "The Man Who Fell to Earth," "Monty Python and the Holy Grail," "Pumping Iron," "Putney Swope," and "Cousin, Cousine."... *What's at the Movies*, weekly half-hour program about motion pictures currently playing at movie houses, is being produced and distributed this fall by Tele-Color Productions and Syndicast Services... Program Syndication Services has sold Carter-Grant's *Holiday Moments*, series of 35 one-minute program inserts, to 15 new stations with roster now totaling 36 stations... General Entertainment Inc. is offering for syndication two limited series on travels of author James Michener, *James Michener's USA* (five one-hour programs) and *James Michener Abroad* (seven one-hour programs)... Michener is also hosting series (five half-hours) examining arts in Poland, now being syndicated by General Entertainment Inc., New York... *Evening Magazine*, production of group W's KYW-TV Philadelphia, is going live this fall, its sixth season, each evening... *Celebrity Interviews* is new feature series for insertion in television talk, magazine and news shows featuring two-to-10-minute interviews with prominent personalities. Feature is being offered by Bright Star Productions of Studio City, Calif.... The Forecast Group, newly formed Los Angeles production company, plans national syndication in January of *Dream House*, focusing on "unique and individual coverage of homes in the glamour real estate market." Polygram Television and Judd Hambrick Productions have announced co-venture agreement to produce and distribute new half-hour weekly public affairs series, tentatively titled *Our American Exchange*, for fall 1983 syndication. Program will be available on barter basis and focus on presentation of "both sides of timely contemporary issues" facing American people.

Love and war. World War I provides background for *1915*, seven-part adventure series just licensed for exclusive U.S. presentation to Entertainment Channel. Detailing exploits of two young Australians through war years 1913-1915, series was produced by ABC-Australia in association with Lionheart Television to commemorate 50th anniversary of Australian Broadcasting Commission.

Oak branches out. Oak Media Development has announced formation of joint venture among Oak, Spectacor Video Enterprises and Jaffe/Hoffman Productions, to be known as Josh Enterprises, which will produce first made-for-pay-TV soap entitled, *A New Day in Eden*. Jaffe/Hoffman is production firm based in Los Angeles and Spectacor is division of PRISM, regional pay-TV service based in Philadelphia.

Lorimar news. In its first venture into distribution of feature films, Lorimar Television Distribution has completed sales of its 25 titles of Lorimar I to 44 markets, including WPHL-TV Philadelphia, WAGA-TV Atlanta, KTRK-TV Houston, KCMO-TV Kansas City, Mo., and WDSU-TV New Orleans. It also has placed into syndication 130 half-hours of former NBC-TV top-rated program, *Rowan and Martin's Laugh-In*. Program will be edited from one-hour to half-hour for syndication and will be available for fall 1983 start.

Getting together. Joint venture has been established by March Five Inc., New York, and Los Angeles-based television producer and media consultant Neisha Cohen to handle public relations for authors and television, film and theatrical personalities. Lee A. Helper, head of March Five's West Coast operation, has been named senior VP of company, directing public relations activities of company from Los Angeles and coordinate joint venture to be headed by Cohen. March Five will continue to specialize in publicizing cable, syndicated and commercial television programming.

Film bugs. CBS Theatrical Films and Warner Bros. have signed agreement under which Warner has acquired domestic distribution rights to all of CBS's theatrical motion pictures to be produced over next three years. First feature to be offered will be "Table For Five," Voight-Schaffel Production, starring John Voight and scheduled for release in early 1983. Second film to be released will be "All The Sad Young Men," starring John Shea, Kate Capshaw and Josh Mostel. Other films will be announced shortly. CBS Theatrical films said it plans to produce more than 15 films over next three years.

tion he said may have been caused by exposure to television.

He devoted most of the second seminar to a discussion of the career of Sid Caesar, calling him the "Chaplin of television" and "a true genius." He said that by the late 1950's, westerns and situation comedies emerged as dominant television forms and "Sid's career went into eclipse."

There is a \$2 admission to the seminars. The next seminar series, starting this week, will feature newspaper and magazine critics.

Fuchs criticizes cable criticism

Members of the Hollywood production community—and the entertainment industry press—were told by the programming chief of the nation's largest pay television service that they have been too swift and harsh in their judgment of the cable business. Home Box Office executive vice president for programming, Michael Fuchs, urged those attending last Tuesday's (Oct. 12) Hollywood Radio and Television Society luncheon in Beverly Hills to "not define this medium too hastily. Let's keep

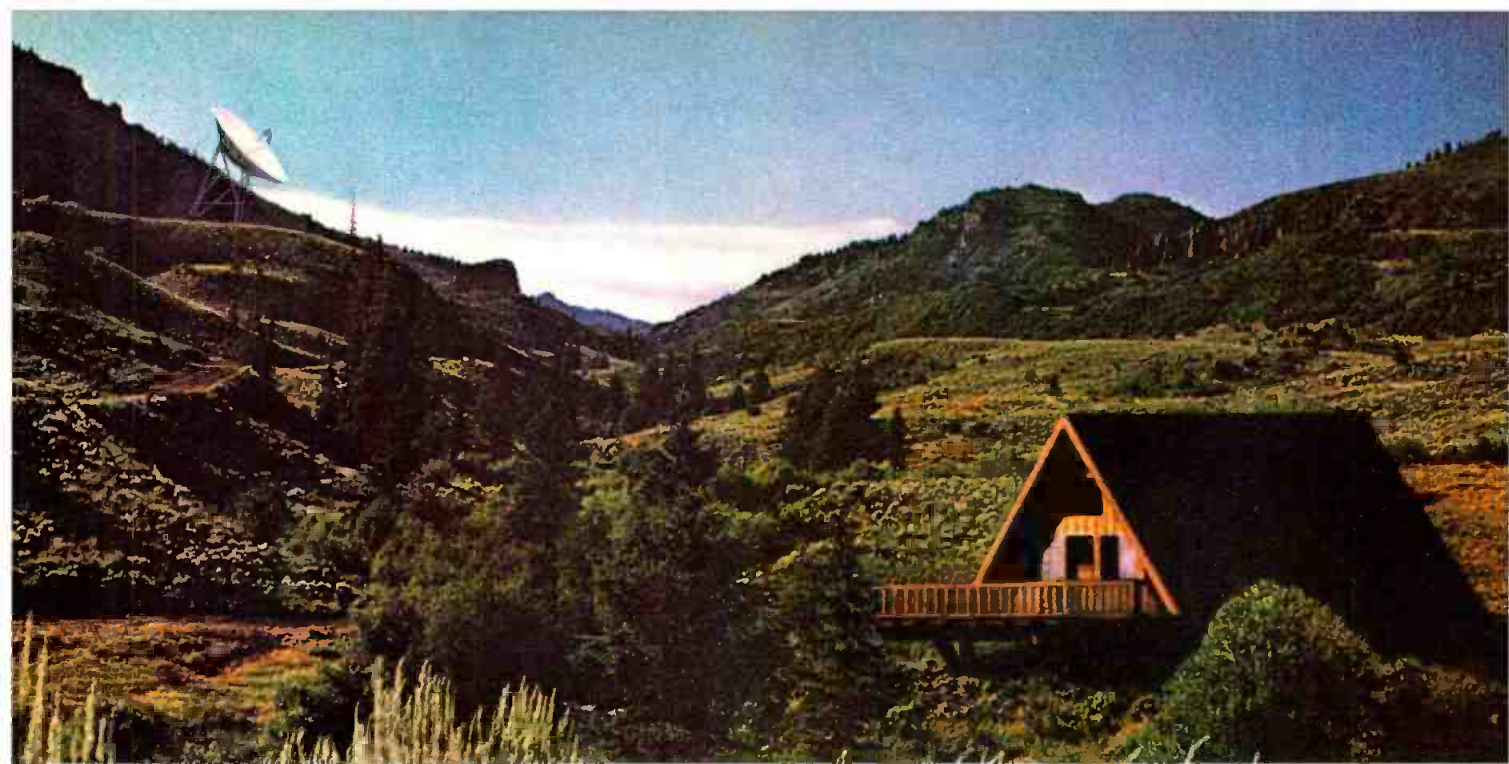


Fuchs

our minds open and let's judge this emerging infant on its merits—not for failing to miraculously correct what has preceded."

Fuchs singled out members of the press for repeatedly focusing on conflict between HBO and motion picture studios over movies sales, saying: "We've only given 10,000 interviews on this subject... It's a tired story already." During a question-and-answer session following his prepared remarks, Fuchs insisted: "It's not a matter of making peace [with the production community], since we've never declared war." He said both parties have a stake in the new medium, adding: "We don't kill our infant, which is what this industry is."

Earlier, Fuchs had characterized "almost everything" he has read recently about cable as telling him "that cable isn't real—it's overblown, low achievement type." After citing several examples of negative comments on the industry, he charged that "much of [such writing] I've



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The knowledge business



found gets written by people who don't have HBO or cable television [service]."

Fuchs conceded that "cable is not the be all and end all" and "the business expectations [of the industry] have been a bit unreal." His own version of cable's role in the media mix was tempered by qualifications:

"We're not going to turn the economics of the entertainment industry upside down—but we're going to be a big, big contributor. . . .

"We're not the great [network] replacement—we're the great addition, and things will be a lot more interesting business-wise and creatively if this business flourishes. Narrowcasting—I've always thought it's a lot more challenging to produce something that hits a non-exploitive chord in a lot of people than entertaining just 25 people. A lot of people have and will find out the expensive lesson of narrowcasting. Is *M*A*S*H* not good programming because it's not narrow appeal?"

Fuchs suggested that "a file of unattractive adjectives built up from commercial TV" is being recycled in reviews of cable programming. That's unfair, he said, because the latter medium is still young and spending millions of dollars "just trying to get our programming to your door. I'd rather spend it just on programming, and maybe some day this will be the case."

In prefacing his remarks, Fuchs maintained that HBO has tried to smooth out its relationship with motion picture studios recently and said he'd "like to see conflicts between HBO and the studios come to an end some day." Later, responding to a reporter's question, Fuchs emphasized HBO's commitment to seek exclusive purchase agreements with studios and "in pre-buying motion pictures" in order to improve and protect the service's competitive position. "If you don't think HBO is getting movies made in this country," he declared, "you're wrong." □

Showtime renews 'Paper Chase'

John Houseman remains as star as former movie, CBS and PBS series stays alive on cable

The pay cable television network Showtime and 20th Century-Fox Television announced last Monday (Oct. 11) that production of seven new episodes of *The Paper Chase* will be produced for a second year of distribution by the cable service. The dramatic series is in its fourth video incarnation: first as a 1973 Oscar-winning theatrical release, as a 22-episode series during the 1978-79 season on CBS-TV, as a rerun on public television in 1981 and as a pay cable series beginning next year on Showtime.

Greg Nathanson, Showtime's vice president of programming, estimated the firm would spend about the same as a commercial network does (between \$300,000 and \$400,000) to produce each new one-hour episode. The program will feature John Houseman returning in his role as Prof. Kingsfield and James Stephens returning as law student James Hart. The first two new episodes will be written by John Osborn, the author of the original book on which the series have been based. Osborn may write the remaining five shows as well.

Nathanson said Showtime hopes to continue *The Paper Chase* as an ongoing series, probably scheduling new episodes at monthly interludes. Showtime has bought the rights to the original 22 episodes, which may be repeated beginning this year. The venture represents the first pay TV series production for 20th Century-Fox Television and the largest investment in a single program series by the cable service. No major changes in the

actual production are anticipated, although a spokesman for the studio said that the shows might include more adult-oriented material and will be edited on videotape rather than film. The show will be shot on film, however, with network-level production values, he said.

18th Armstrong awards presented

A musical tribute to the late singer Janis Joplin, a news documentary on the Voting Rights Act and one station's in-depth coverage of a 50-day teachers' strike were among radio programs honored last Friday (Oct. 15) at the 18th annual Armstrong awards ceremony, held this year at New York's Lincoln Center.

Presented by the Armstrong Memorial Research Foundation of Columbia University, New York, the awards are named after Edwin H. Armstrong, inventor of FM radio and other circuits used in radio-TV equipment.

Master of ceremonies this year was veteran radio and TV journalist John Cameron Swayze. A special award went to Dallas Townsend, who has recently completed 25 years as anchor of CBS Radio Network's *World News Roundup*.

The awards recognize excellence and originality in six categories of programming. This year's winners were:

Music

WLIR(FM) Garden City, N.Y. □ *Get It While You Can: A Tribute to Janis Joplin*, first place.

Kimberly Haas and John Diliberto (independent producers) □ *Edgar Varese's Sonic Liberation*, second place.

CKFM-FM Toronto □ *The Act You've Known For All These Years*, honorable mention.

Education

WHRO-FM Norfolk, Va. □ *American Diplomacy*, first place.

National Public Radio □ *Reagan: Myths Made Easy*, second place.

Canadian Broadcasting Corp. □ *Samuel Johnson and His Friends*, honorable mention.

National Public Radio □ *Juvenile Crime and Juvenile Justice*, honorable mention.

News Documentary

National Public Radio □ *Voting Rights Act*, first place.

National Public Radio □ *Father Cares: The Last of Jonestown*, second place.

NBC Radio Network □ *Hitler's Children*, honorable mention.

WAHT(AM) Lebanon, Pa. □ *Under the Influence: A License to Kill*, honorable mention.

Public/Community Service

WOR(AM) New York □ *Goodbye Lucy*, first place.

Robert and Eileen Zalk (independent producers) □ *The Day After Trinity*, second place.

Canadian Broadcasting Corp. □ *The Arms Race*, honorable mention.

Creative Use of the Medium

Kathy McAnally and Randy Thom, San Francisco □ *Sound Design*, first place.

National Public Radio □ *Star Wars, Episode 13*, second place.

Gay Media Production Associates □ *The Men With the Pink Triangle*, honorable mention.

News

WUHY(FM) Philadelphia □ Coverage of 50-day teachers'

Bottom Line

To market, to market. RCA Corp. announced offering of \$100 million of 12.75% 10-year notes. Net proceeds from sale of securities will be used for working capital, general corporate purposes and to repay floating rate debt. □

Trimming sail. Oak Industries, which earlier announced decision to put off DBS plans (BROADCASTING, Oct. 11), says it is lowering its earnings estimates for 1982. Recession's effect on Oak businesses, devaluation of Mexican peso, state of Mexican economy, higher than budgeted costs for new cable television products and "unexpectedly severe reduction in sales of addressable converters," were problems cited. Company now believes it will net about \$20 million in 1982, down from \$30.3 million in 1981. □

Detachment. Cablevision Systems Development Co. set Oct. 4 as detachment date for separate transfers of debentures and warrants bundled in recent public offering (BROADCASTING, Sept. 13). □

Gearing up. Four Star International Inc., Los Angeles-based film syndicator, has announced plans to re-enter production business after hiatus of more than 10 years, and will open Hollywood office soon. For fiscal year ended June 26, firm posted profit of \$528,397 or 99 cents per share, up from \$168,315 or 31 cents per share previous year.

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strike, first place.

KNX(AM) Los Angeles □ General coverage, second place.

KRLD(AM) Dallas □ Coverage of the Oswald exhumation, honorable mention.

KOY(AM) Phoenix □ Investigative reporting, honorable mention.

17th Gabriel awards to be presented

Winners were announced in the 17th annual Gabriel Awards competition by Unda-USA, the national association of Catholic broadcasters and allied communicators. Awards honor commercial and public service programming for the 1981-1982 broadcast year. Thirty-one national and local stations, programs and spots were selected to receive awards from a total of 735 entries. Presentation of awards will be Nov. 5 at the Palmer House in Chicago during the Unda-USA annual general assembly.

List of winners are as follows:

Personal Achievement

Robert Keeshan □ *Captain Kangaroo.*

Bill Moyers □ *Creativity with Bill Moyers.*

Station awards Television

WBZ-TV Boston.

WCVB-TV Boston.

Radio

KMOX(AM) St. Louis.

National programs TV

Alan Landsburg Productions and CBS-TV □ *Bill.*

Arnuthonyus Films Inc. New York and PBS □ *Traveling Hopefully.*

Franciscan Communications, Tellux Films, Germany and TeleSPOT Productions, Los Angeles □ *Little Friend.*

T.A.T. Communications and ABC-TV □ *ABC Theater For Young Americans: The Wave.*

NBC News □ *NBC Magazine: Make A Wish.*

National radio programs

Minnesota Public Radio, St. Paul □ *A Prairie Home Companion.*

Alan R. Walden and NBC Radio News □ *The Eye of the Storm.*

Ethnic Communications Outlet, Chicago, and Soft Sheen Products □ *New You In '82: Rev. Henry Hardy.*

Youth News Oakland and KFRC-AM San Francisco □ *Youth On The Air.*

Local TV programs

WBBM-TV Chicago □ *The Trial of Shoeless Joe Jackson.*

Dave Bell Associates, Hollywood, Calif. and KNBC-TV Los Angeles □ *In A New Light.*

WMAQ-TV Chicago □ *All The King's Horses.*

KOOL-TV Phoenix □ *The Day.*

WBZ-TV Boston □ *Evening Magazine: Make a Wish & a Wish Comes True.*

KRON-TV San Francisco □ *Buster and Me.*

KGMB-TV Honolulu □ *Hawaii's Superkids I.*

KUED-TV Salt Lake City □ *The Doomayers.*

Local radio programs

George Jellinek and WQXR(AM) New York □ *Music Magazine Poland's Search For Freedom.*

WEEI(AM) Boston □ *I Never Meant To Hurt You.*

The Presbyterian Media Mission, Pittsburgh □ *Passages: Ruth's Story.*

KPFA(AM) Berkeley, Calif. and The Pacific Foundation □

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To today's MSO faced with multiple builds of increasingly complex 400-440 Megahertz, dual-cable plants, the Byers Turnkey delivery can be a blessing that frees skilled personnel for more profitable operations duties.

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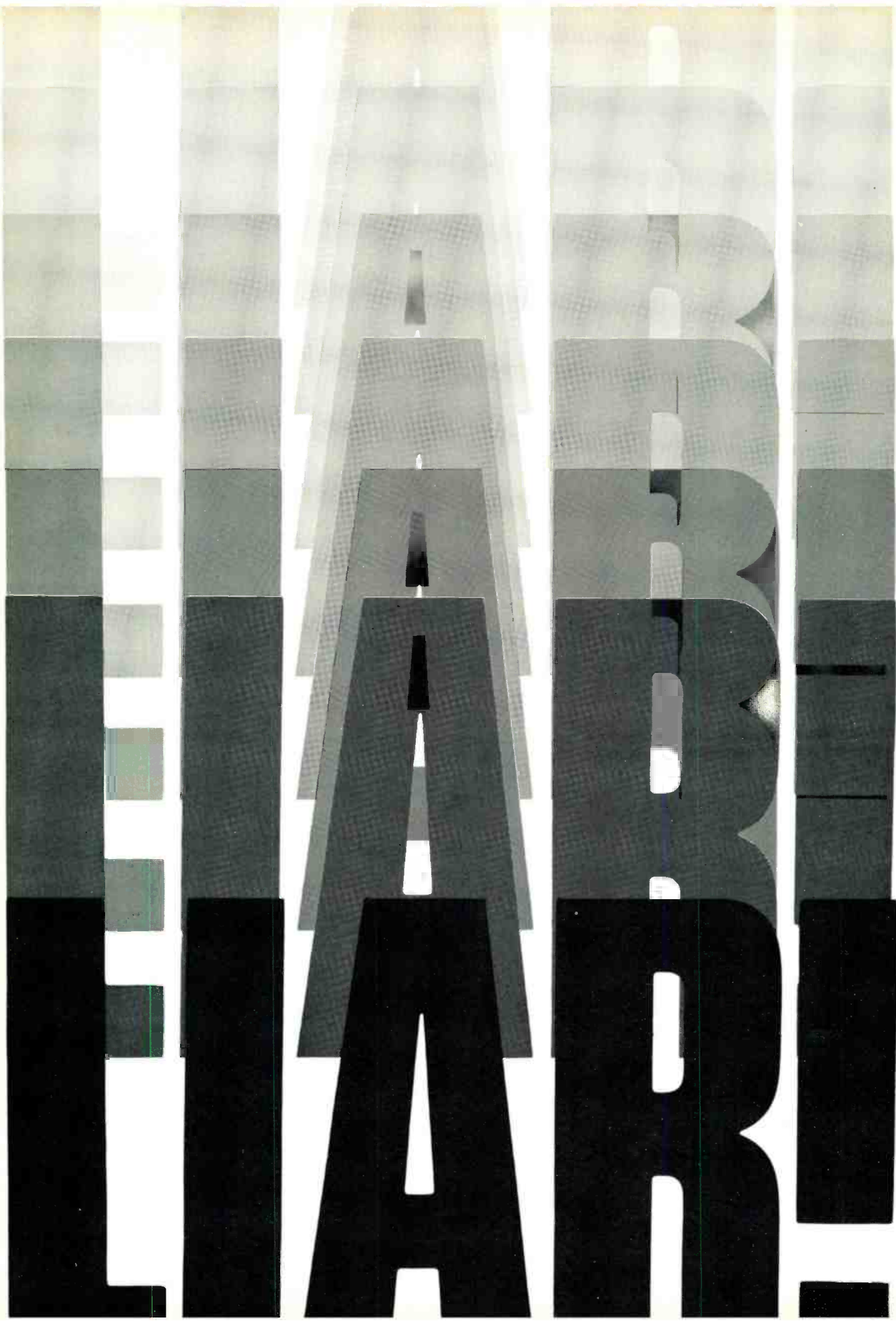
Discover how you can make use of Byers Systems Management to free up key personnel, save time and expense, and expand your new build capacity. Write or call Bill Pitney at (404) 696-7455.

In creating this unique matrix format, Byers drew upon key executive experience not only in computer management (Morgan Payne, President), but also in aerospace (Jay Simmons, Executive VP/Operations) and in cable operations (Bill Pitney, Executive VP/Corporate Development).

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ABC-TV *F.Y.I. Series.*

Local TV public service announcement

Portland Public School Students and KATU-TV Portland, Ore. *Great Kids Series.*

National radio public service announcement

Bonneville Productions and The Church of Jesus Christ of Latter Day Saints *How To Talk To Your Teenager.*

Local radio public service announcement

The Health and Temperance Department and Seventh Day Adventist Church, Washington, D.C. *Serving The Total Person* (series).

CEBA awards

Fifteen organizations and broadcast programs were among the top broadcast-related winners honored for "communications excellence to black audiences" last week at the fifth annual CEBA Awards presentation in New York by the World Institute of Black Communications.

WIBC, founded by the National Black Network, aims at encouraging quality in black communications and greater participation by blacks in the communications industry.

The CEBA Awards—bronze statuettes—were presented to advertising

agencies, broadcasters, corporations, individuals and others involved in advertising and marketing.

Winners in the radio, television and film and video categories were:

Radio

Eastman Kodak/Young & Rubicam Product messages less than one minute.

Kentucky Fried Chicken/Mingo-Jones Advertising Product messages one minute or more.

National Black Network/Amen Productions Public service, political, institutional, less than one minute.

Sheridan Broadcasting Network/Black History Month Public service, political, institutional one minute or more.

Sheridan Broadcasting Network/Bond's Byline Nonentertainment programing less than 30 minutes.

Inner City Broadcasting/Black Ethics and Expressions-Tony Brown Nonentertainment programing 30 minutes or more

Television

McDonald's Corp./Burrell Advertising and General Foods Jell-O Pudding/Young & Rubicam Product messages less than one minute.

McDonald's/Burrell Product messages one minute or more.

National Urban League/Young & Rubicam Public service, political less than one minute.

New York State Health Department, Health Education Promotion Services Group Public service, political one minute or more.

Film and Video

Media Forum Inc. KCET(TV) Los Angeles-Voices of Our People Independent Productions.

ABC Inc./WABC-TV New York-Like It Is-Nipsey Russell Interview, nonnews, non drama.

WCBS-TV New York/2 On the Town-Alvin Ailey Public relations less than 15 minutes

Public Communications Foundation for North Texas/KERA-TV Dallas Public relations less than 30 minutes

WXIA-TV Atlanta Murder by Neglect and WABC-TV Like It Is-Essay on Drugs Public relations 30 minutes or more.

CMA awards

Willie Nelson, Alabama and Rick Skaggs topped the list of winners for this year's Country Music Association awards, presented last week in Nashville. Each took two. Nelson for *Always on My Mind*, best single and album of the year; Alabama for entertainer of the year and instrumental group, and Skaggs for male vocalist and the Horizon award for promising newcomer. The complete list follows:

Entertainer of the year Alabama.

Single of the year *Always on My Mind*, Willie Nelson.

Album of the year *Always on My Mind*, Willie Nelson.

Song of the year (songwriter) *Always on My Mind*, Johnny Christopher, Wayne Thompson and Mark James.

Female vocalist Janie Fricke.

Male vocalist Rick Skaggs.

Vocal group Alabama.

Vocal duo David Frizzell and Shelly West.

Instrumental group Alabama.

Instrumentalist Chet Atkins.

Horizon award Rick Skaggs.

Hall of Fame The late Lefty Frizzell, Roy Horton and Marty Robbins.

Disk jockey Chuck Morgan, WSM(AM) Nashville; Ken Williams, KOKE-FM Austin, Tex., and Al Snyder, WNVL(AM) Nicholasville, Ky.

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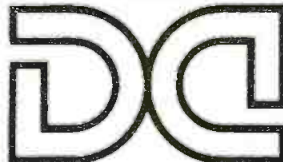
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NAB puts in bid for more royalty fees from cable

Association feels broadcasters deserve more from 1980 pool for entire broadcast day

The National Association of Broadcasters made a pitch last week for an increase in broadcasters' portion of cable royalty fees for 1980.

The association was testifying before the Copyright Royalty Tribunal, which is to decide how 1980 cable royalty fees will be distributed.

The NAB and other parties are asking for a greater portion of the fees than awarded in 1979. Several sports organizations and the Motion Picture Association of America testified earlier. Public broadcasters and other NAB witnesses testify this week.

NAB President Edward O. Fritts was on hand for part of the hearings but did not testify.

Broadcasters were awarded 5.06% of the 1979 cable royalty fees. The association and other parties involved in the CRT's 1979 proceeding are appealing its decision in the U.S. Court of Appeals in Washington.

The NAB's outside counsel, Victor Ferrall, of Crowell & Moring, Washington, outlined the association's case.

"Here is what we are going to show you, we are going to show that cable systems carry channels, not programs. We are going to show you that cable systems carry compilations which someone else has done, either the broadcast station, in the case of distant signals, or a cable network in the case of cable services."

Ferrall maintained that broadcasters should be granted a larger share of fees be-

cause of the "valuable" contribution distant TV and radio signals provide to cable systems.

The NAB has not yet asked for a specific percentage increase. However, Ferrall stated that a range between 7% and 12% would be reasonable.

Ferrall criticized the sports organizations because he disagreed with their argument for increase. He said their percentage of fees should increase because the number of games aired in 1980 had risen since 1979.

"In my view, their case this year is an insignificant part, a time-based justification for an increased share," he added. Ferrall also maintained that broadcasters' contributions to sports telecasts is significant. Ferrall said that the "contribution the teams make and the broadcasters make to sports telecasts are inextricably intertwined. It is hard, if not impossible, to separate them," he said.

Larry Patrick, NAB senior vice president for science and technology, joined Ferrall and argued for a percentage increase. Patrick stressed the value of local programs to cable operators.

He maintained that station-produced programs are creative and varied, and have wide appeal. Patrick also noted that distant signal radio stations don't merely duplicate locally available station formats. He presented an analysis of formats of distant and local FM stations carried by cable systems in 1980.

The NAB reported the results of a study conducted by Statistical Research Inc., which showed that although syndicated series fill half of cable TV's program time and local programs only 10% of it, cable operators rate local programming of comparable value. According to the SRI study, which surveyed more than 400 cable operators, syndicated series received a 2.8 average rating as of value to the operators and local news program followed with a 2.7 rating.

Patrick also presented evidence that showed there has been a change in local news programming due to new technologies. New technologies have enhanced a station's ability to provide regional coverage thus increasing the appeal of local stations.

The NAB also presented witnesses from the cable industry to back up its argument that local programming is valuable. William Petty, senior vice president for the southern division of Capital Cities Cable and Edward Hewson, vice president and general manager of King Videocable discussed the value of distant signal programming and distant FM stations to cable systems.

They argued against assertions by other parties that local programs on distant signals are not of value to cable systems.

Wayne Cornils, NAB vice president for radio, also testified on the value of distant radio signals to cable systems.

Neal Pilson, president of CBS Sports, stressed the importance of contribution broadcasters make to sports telecasts. He outlined the broadcasters' copyright interests in sports broadcasts.

Watson sees rise in TV news quality as well as quantity

Likening his job to that of a quality control inspector on an assembly line and describing his role as the conscience of the new operation, George Watson, ABC News vice president, addressed a Washington luncheon meeting last week sponsored by The Media Institute, a Washington nonprofit organization seeking to improve accuracy and fairness in the media. Watson spoke as part of the institute's continuing program to bring media executives together informally with business executives. "The trend toward greater responsibility and accountability is growing," Watson said, "the increase in quantity [of broadcast news] will be matched by improvements in quality."

The increase in the volume of news programming is the best assurance of more advanced news coverage, Watson told his audience. As new kinds of news programs crop up in the middle of the night, unique opportunities for critics and voices with different views become available. Although time for such expression is currently relegated to those odd hours, Watson said there exists a sizable audience for it.

With the addition of *Last Word*, 11 new programs for ABC's new midnight news program that began Tuesday, Oct. 6, "11 three major networks would have a



The NAB's Michael Berg (l) counsel, and Eddie Fritts

On June 27 1982, the space shuttle Columbia made history.



Photo Courtesy NASA

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B



Watson

ded over the past year about 40 hours of regularly scheduled news and information to their weekly schedule that's almost a 75% increase in news," Watson claimed. Although network executives are not exactly sure who is watching their news programs in the early hours of the morning, the development of *Nightline* showed them that an audience does exist. The proliferation of news programs, Watson noted, offers more opportunity for viewers to "talk back to the tube." Watson confirmed there is still no full-fledged broadcast version of a letters-to-the-editor column or an op-ed page—although some programs like ABC's *20/20* are beginning to offer that opportunity, he said.

Watson objected to the title ombudsman for his position. Rooney Arledge, president of ABC News, in establishing the position, "wanted a person who is part top management of ABC News, whose responsibilities included what happened before, during and then after the fact of broadcast." An ombudsman, Watson explained, would be someone brought in after the fact of publication or broadcast, and not someone charged with steady monitoring of newscasts. It was also Arledge's idea to start *Viewpoint*, ABC's occasional look at how it and other media handle various issues.

Viewpoint's objective, Watson said, is to "provide a forum for critics of broadcast journalism in general, and ABC News in particular." If ABC was the first to explore these areas of accountability, insisted Watson, "we are not alone at last," pointing to CBS's establishment of a new vice president for news practices "whose job description sounds pretty much like my own." NBC has not established such a position, believing it is "bad and unnecessary," Watson said.

But when two of the leading broadcast news operations establish watchdogs, Watson pointed out, "something of significance is afoot." That something is a "growing recognition that our policies and practices could stand some policing and our critics deserve a forum. . . . If conscience is the small voice inside you that says: 'Someone is looking over your shoulder,' then we are very well aware that we are being watched." Watson emphasized that recognition of critics is

essential to keep trust with the public. It is nothing else but "enlightened self interest" that disposes the network to do so, and networks must prove themselves fair and impartial in news coverage if they are to combat the "impression that we arrogantly don't give a damn." At stake, Watson warned, are the rights and liberties a free press enjoys. Those rights and liberties ultimately depend on the consent of citizens. "We cannot protect the free press by invoking the First Amendment. We need the public's understanding and support . . . to provide an attentive ear and open mind to the public's concern to the ways in which we discharge our responsibilities."

When errors in fact do occur, "it's our policy to correct them immediately," Watson said. More common, however, Watson explained there is a "difference of opinion over what set of facts you report." Another

area of contention is how facts are handled. "It's very often not the facts that are in dispute, it's the report that is built around them."

Responding to a question for details behind ABC's decision last week not to carry live President Reagan's address to the country (see "Top of the Week"), Watson said that the President's request for air time and the content of the address—the economy—came suspiciously close to election time. Watson said the request for air time was made "after the Republican National Committee had fought unsuccessfully to buy time for a political address." Although ABC was informed, President Reagan's address would not be political, "we are three weeks away from an election." The President's speech would be covered, Watson assured, in ABC's regular news coverage. Both CBS and NBC carried Reagan's address. □

Raising the profile of the productivity problem

Newly formed group representing broadcasters, BICIAP, will begin campaign on Christmas that will educate and orient Americans on productivity as underpinning to the economy of the nation

The nation's productivity, normally more a matter of furrowed brows in board rooms and think tanks, is about to become a universal concern for all America—if the Broadcasting Industry Council to Improve American Productivity has its way. That organization is now rallying broadcasters to donate their facilities for a massive five-year orientation and education program focusing on the wobbly productivity leg under the nation's economy.

But the BICIAP has a more immediate and urgent goal: financial support for the effort. So far, 13 major broadcast organizations have pledged a total of \$130,000 (\$10,000 each). That, however, is just a fraction of what the council feels it will need for production, distribution, research and other costs.

Announcement of the Dec. 25 start was made last week by Don LeBrecht, newly appointed executive director of BICIAP. Formation of BICIAP was approved earlier this year by the executive committee of the National Association of Broadcasters at the urging of Jerry Lee of WEAZ(FM) Philadelphia, a former NAB board member (BROADCASTING, April 5, 26).

Lee is chairman of the new council whose membership also includes NAB Joint Board Chairman William Stakelin as BICIAP vice chairman; Don Curran of Field Communications; Ben Hoberman, ABC Radio; Arch Madsen, Bonneville International, and Mark Smith of KLAS-TV Las Vegas.

LeBrecht said the campaign initially would offer orientation, in lay language, on how productivity in America relates to the strength of the economy. It will define productivity as output per worker-hour and show how the productivity decline in

this country has weakened the dollar, created an uncertain economic future and eroded America's strength in the world's marketplace.

He said the BICIAP's background study found universal agreement among economists and productivity experts that primary reasons for low productivity are ineffective management, adversarial relationships between labor and management, adversarial relationships between government and management, and functional illiteracy.

Identification of problems that the council seeks to address came from a productivity panel that the council set up and which consists of Dr. Jay Hall, president and executive officer, Teleometrics International; Dr. Herbert E. Striner, Kogod School of Business Administration, American University; Ken Schatz, president, Partners on Purpose; James H. Stoops, national marketing program director, CBS/Technote Commercial Credit Services Corp.; Dr. William Abernathy, professor of business administration at Harvard University, and Bill Moyes, president, The Research Group.

The BICIAP also cited 1981 research that Compton Advertising conducted for the Advertising Council. Those findings revealed national concern for the future of the country if productivity growth continues to drop. The study said the annual average productivity growth of 3.2%, in the 1948-65 period, had dropped to 2.1% in the 1966-72 period, and to just 0.8% in the 1973-79 period.

Added the BICIAP report: "It is estimated that every one percent of growth in the productivity rate will increase workers' buying power by \$26.5 billion. Therefore, the benefits of increased productivity are self-evident."

Television and radio spots for the Dec. 25 campaign start are being prepared by Trout & Ries Advertising, New York, and will be test run Nov. 9-11 in Columbus, Ohio.

Both NAB members and nonmembers

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are being provided with kits explaining what the council is and what it expects to accomplish, samples of on-air editorials and speech texts for delivery at local meetings. Broadcasters are also being approached through the trade press, state association newsletters, NAB publications and meetings.

To reach government, letters from the council to administration officials—particularly cabinet members and members of Congress—will explain the program and emphasize endorsements received last spring and summer from President Reagan, House Speaker Thomas P. (Tip) O'Neill and AFL-CIO President Lane Kirkland.

The list of endorsers was augmented 10 days ago by Representative Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee. In a letter to NAB President Eddie Fritts, Wirth noted that, as chairman of the Special Task Force on Long Term Economic Policy of the Democratic Caucus of the House, he shared broadcasters' concern for increasing American economic productivity. He said he hoped the NAB's effort would educate the public about the seriousness of the problem, and added: "It should help to lay a foundation of public opinion upon which those of us in Congress can take actions that will return our country to its economic preeminence."

To reach unions, the council is offering



LeBrecht

Intermedia

Carson complex. Entertainer Johnny Carson and wife Joanna have donated \$1 million to University of Southern California's division of cinema-television for assistance in constructing new Carson Television Center, to contain 3,500-square-foot soundstage and video production wing. Construction of five-building complex begins late this month. "We are honored to invest in the future of television at USC," Carsons said, "and we can only hope that once the facility is in place a generation of creative and technically proficient individuals will provide quality entertainment well into the next century."

Hispanic reports. Group broadcaster Spanish International Communications Corp. has commissioned Arbitron for special survey of Hispanic TV viewing in New York, Los Angeles and Miami where SICC owns stations. Reports, initially for upcoming November and February survey periods, will be based on larger total Hispanic diary sample (targeted at 300 homes) than Arbitron's regular syndicated Hispanic reports and will include proportionately more Hispanic households from counties outside high-density Hispanic metro areas. Results will be distributed to Arbitron's advertiser and agency subscribers to syndicated reports in those markets.

Support services. Lee Enterprises, broadcast group owner and newspaper publisher, has launched Lee Services Group (LSG), new company offering "wide range of management services to industry associations." Named general manager of LSG is Steve Currie, immediate past president of NATPE International, who continues as manager of broadcast operations for Lee's KOIN-TV Portland, Ore. First major project of LSG is *NATPE Programmer's Guide*, to be distributed at NATPE convention in March. In addition to preparation of association guides, Currie said, LSG expects to be involved in office services (such as mailing lists and billing) and perhaps consultation.

Together. PBS television stations—WNET(TV) New York, WTTW(TV) Chicago, KOED(TV) San Francisco and KERA(TV) Dallas-Fort Worth—and South Carolina Educational Television Commission have announced formation of consortium to co-produce *Great Performances* series, which is entering its 10th season. Series had previously been produced solely by WNET, with creative input from various sources including many PBS member stations. Consortium will fulfill management role, to address programming and other long-range plans, budgets and potential funding, with emphasis on seeking new underwriters. Exxon has committed \$4.9 million to upcoming season, while Corporation for Public Broadcasting and National Endowment for the Arts have added another \$2 million combined.

189 such organizations materials on the campaign which will be relayed to their members.

To reach management, interviews are being arranged with the nation's top business journals, given jointly by council members and by top management executives in company newspapers and magazines. Of special importance is the U.S. Chamber of Commerce's *Nation's Business* magazine, *Washington Report* newspapers and Biznet, the chamber's TV feed to members.

To reach educators, major organizations in that field will be briefed on the program prior to the planned phase to reduce illiteracy in the work force. The groups also will be provided with posters and literature, aimed at the educated members of the public, noting the special classes available to illiterates.

Other council activities:

■ A speakers bureau is to provide professional speakers for conferences, conventions, talk shows and broadcast interviews.

■ News conferences, open to all, are to be held at headquarters of U.S. companies that have established good rapport with workers resulting in increased productivity. Those showcases of success as of

now, are to start in late January 1983, after the campaign has been under way a month, with others to be held once a month with varying formats.

When the second phase of the BICIAP campaign gets under way in 1984, the National Association of Manufacturers is to distribute materials to its members explaining the skills bank and how training for specific jobs will benefit the employee, the company and the economy.

In addition, a Washington Coordinating Council on Productivity, is working with members of the House and Senate to set up a program in each state in which an individual, community or corporation will be recognized by the state's congressional delegation for exemplary work in improving productivity. That program is to be implemented in 1984.

The on-air portion of the campaign is expected to involve \$75 million to \$100 million annually for five years in donated air time.

A separate nonprofit corporation has been set up to facilitate handling of contributions and other support for BICIAP. Major broadcast groups among the initial contributors include Bonneville International, Broad Street Communications, Buckley Broadcasting, Century Broadcast-

ing, Fairbanks Broadcasting, Field Communications, GCC Communications, Greater Media, Hubbard Broadcasting, McGavren-Guild, Malrite Broadcasting, Palmer Communications and Susquehanna Broadcasting.

Both Lee and LeBrecht last week were high in praise of those cooperating in the campaign who recognized that "we've all got to pull together." Lee particularly cited "the herculean effort" of Ward Quaal, former broadcaster and now a consultant, who played a major role in rallying support from broadcasting and government and who spearheaded the fundraising drive. Quaal is co-chairman of the BICIAP's advisory committee, along with Bruce Kauffman, former justice on the Pennsylvania Supreme Court and now in private law practice in Philadelphia.

Headquarters for the council is at 1771 N Street, N.W., Washington 20036; telephone 202-296-6572.

LeBrecht, a 24-year broadcasting veteran, was director of operations for EZ Communications prior to his appointment as executive director of BICIAP. Earlier, he had been program director of WPAT(AM) New York-Paterson, N.J., and station manager of WDVR(FM) Philadelphia, since changed to WEAZ. □

Varying voices on cable TV

Harvard audience hears different prospects for pay's future

Cable experts voiced both skepticism and optimism about various aspects of the industry's future during a Harvard University discussion. Warner Amex Satellite Entertainment Corp. president John Schneider and Cable Advertising Bureau president Robert Alter were predictably bullish about programing and revenue prospects. But Time Video Information Services president Sean McCarthy and cable programing and packaging firm head Melinda Benedek wondered just who will pay how much for what.

Schneider, former CBS president, told the John F. Kennedy School of Government audience that most of the 108 channels planned for local franchises will eventually be used. There's wisdom, he said, in "building highways wide enough to accommodate an electronic future." Programers should be willing to take risks, he said. "It's perfectly all right if someone fails, if we're going to invent a new [entertainment] form."

Alter sees no shortage of specialized programing, and the segmented audiences for it. Calling this emerging viewership a very strong marketing tool for cable operators, he contended that broadcast networks' share of the video market would drop to 60% by 1990.

"Advertisers are starting to realize that exclusive cable programing is the only way to reach everyone," he claimed.

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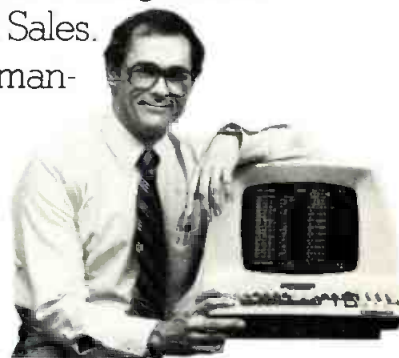
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tising industry," an industry he called slow to move and prone to think in short-range season-to-season terms. But he projected that cable advertising revenues would reach \$3 billion-\$4 billion by 1990. "Advertising's role in cable's future hasn't been defined yet," Alter said, adding that both industries need to learn a lot about each other.

Benedek, however, foresees a continued single-market basic cable offering because she says operators haven't demonstrated that they're willing to give financial backing to more diverse offerings. The president of High Wire Ltd., Benedek predicted that pay TV will continue to be an ancillary market for films, plays and concerts, and will only dabble in other kinds of programming.

McCarthy is leading Time's videotext campaign with as many questions as answers. "Can we or anyone else create content that people will value or use?" is one problem he's pondering. He rapped Prestel and other videotext experiments

for putting their money into creating a network, and not into creating content. He called them instruments of government policy, and unresponsive to the marketplace. "They say they're going into the business market," he continued, "which means that you've failed with the consumer."

To attract the consumer, who he feels right now is most apt to be a pay TV subscriber, McCarthy thinks a way must be found to make an essentially "dull" medium—print over television—interesting, deliver it for a fixed \$5 to \$10 monthly price and get the price of home boxes down from the present \$4,000 to \$150 or less.

"Television isn't a reading medium," he said. "People will never read a 25 paragraph story on it." He's skeptical about two-way and 108-channel capacity. "All those channels aren't wanted or needed, except to win cable franchises," he said, and he sees "no proof of a profitable business in two-way." □

in 1978 for over \$2.85 million plus \$650,000 in liabilities (BROADCASTING July 3, 1978). Brown and Hamstra own KXYZ(AM) Everett, Wash. **Buyer** is owned by Robert R. Bingham (48%) and 27 others. Bingham is president and 8.5% owner of KXA(AM)-KYYX(FM) Seattle. KYAK is on 650 khz with 50 kw day and 25 kw night. KGOT is on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. KIAK is on 970 khz with 5 kw full time. KORZ is on 102.5 mhz with 25 kw and antenna 89.5 feet above average terrain.

WFYV(FM) Atlantic Beach, Fla. □ Sold by BENI of Atlantic Beach Inc. to Metroplex Communications of Jacksonville Inc. for \$2.85 million. **Seller** is subsidiary of Philadelphia-based group owner of four AM's and two FM's and one TV headed by Ragar Henry, president. BENI also sold, subject to FCC approval, WCIN(AM) Cincinnati for \$2.25 million (BROADCASTING, Aug. 16) **Buyer** is Cleveland-based group owner of two AM's and four FM's owned by Norman Wain and Robert Weiss, who also sold, subject to FCC approval, WHTT(AM) Miami for \$2.2 million (BROADCASTING Aug. 30). WFYV is on 104.5 mhz with 10 kw and antenna 660 feet above average terrain.

KOLT(AM) Scottsbluff, Neb. □ Sold by The Hilliard Co. to Clara Petersen and others for \$1,867,500. **Seller** is owned by Russell G. Hilliard and family. Hilliard owns 50% of KCMP(AM)-KCNQ(FM) [CP Brush, Colo. **Buyer** is principally owned by Clara Petersen and husband, James Petersen, Virl Davis, and Gar Drown and Melvin Sauer and Jud Wilson. Except Clara Petersen, they are employees of KOLT, and excluding James Petersen and Drown, own KPNY(FM) Alliance, Neb. KOLT is on 1320 khz with 1 kw and 1 kw night.

KFBD-AM-FM Waynesville, Mo. □ Sold by Pulasko Media Inc. to BD Inc. for \$500,000. **Seller** is owned by Donald R. Tritten, Floyd Mooney and Ralph DeWitt Sr. (25%), Richard R. Triggs and wife Patricia (12.5% jointly) and Bob Cole (12.5%). **Buyer** is owned equally by minority principals Richard and Patricia Triggs, and Bob Cole and wife, Annette. KFBD is 500 w daytimer on 1270 khz. KFBD-FM is on 97.7 mhz with 3 kw and antenna 192 feet above average terrain.

WSUL(FM) Monticello, N.Y. □ Sold by Dai Communications Inc. to Radio Monticello Inc. for \$475,000. **Seller** is principally owned by Daniel S. Dayton, who has no other broadcast interests. **Buyer** is principally owned by C. E. Feltner Jr., who is president of Krypton Corp., New York and Palm Beach, Fla., motion picture library and has no other broadcast interest. WSUL is on 98.3 mhz with 2 kw and antenna 360 feet above average terrain. **Broker: The Keith W. Horton Co.**

WGEC(FM) Springfield, Ga. □ Sold by

Changing Hands

PROPOSED

KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, both Alaska □ Sold by Prime Time of Alaska Inc. to Bingham Broadcasting Co. for \$4.5

million. **Seller** is owned by Robert J. Brown and Martin J. Hamstra (26.28%), George W. Ackers (24.74%), William H. Lucas (15.46%) and Gene Henderson (7.21%) who bought stations, except KORZ,

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Effingham Enterprises Inc. to Christian Enterprises for \$305,000. **Seller** is closely held group headed by Arte Tebeau, president. None have other broadcast interests. **Buyer** is noncommercial corporation headed by James Birkiitt, president. It also is licensee of WIVE(AM) Ashland, Va. WGEC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include: KSA(AM) Casa Grande, Ariz. (BROADCASTING, Oct. 11); WATL-TV Atlanta; WGML(AM) Hinesville, Ga. (BROADCASTING, Oct. 11); WVTL(FM) Monticello, Ind.; WIMG(AM) Trenton, N.J. (BROADCASTING, Oct. 11); WOKN(FM) Goldsboro, N.C. (BROADCASTING, Oct. 11); WKWQ(AM) Reidsville, N.C.; WBTI(TV) Cincinnati (BROADCASTING, Oct. 11); WIIMT(AM) Humboldt, Tenn.; WGAP(AM) Maryville, Tenn. (BROADCASTING, Oct. 11); KPAR(AM) Granbury, Tex. (BROADCASTING, Oct. 11); KMOO-AM-FM Mineola, Tex. (BROADCASTING, Oct. 11); KDWT(AM) Stamford, Tex.; WMEV-AM-FM Marion, Va. (BROADCASTING, Oct. 11); WAGO(AM) Oshkosh, Wis. (BROADCASTING, Oct. 11); and WRTR(AM) Two Rivers, Wis. (see "For the Record," page 68).

APPROVED

WRCB-TV Chattanooga □ Sold by Ziff-Davis Broadcasting Co. to Sarkes Tarzian Inc. for \$16 million. **Seller** is New York-based group of six TV's owned by William Ziff and family. I. Martin Pompadur is president. Last year Ziff-Davis said it would sell entire television group (BROADCASTING, June 1, 1981) and this summer announced it would sell four of six TV's to group headed by Pompadur for estimated \$60 million-\$65 million (BROADCASTING, July 26). Earlier is announced sale of WJKS-TV Jacksonville, Fla., for about \$18 million (BROADCASTING, Dec. 7, 1981). **Buyer** is Indianapolis-based group of two AM's, two FM's and one TV. Thomas Tarzian is president. WRCB-TV is NBC affiliate on channel 3 with 100 kw visual, 10 kw aural, and antenna 1,260 feet above average terrain.

KFIV-AM-FM Modesto and **KTOM(AM)-KWYT(FM) Salinas-Monterey, all California** □ Sold by Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for \$5,650,000. **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 ac-

quisition was KAG(AM)-KDRK(FM) Spokane, Wash., which they bought last year for \$3.6 million (BROADCASTING, March 23, 1981). KFIV is on 1360 khz with 5 kw day and 1 kw night. KFIV-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. KTOM is on 1380 khz with 5 kw full time. KWYT-FM is on 100.7 mhz with 910 w and antenna 2,420 feet above average terrain.

WSML(AM) Graham, N.C. □ Sold by Graycasting Inc. to Evans Communications Corp. for \$549,824. **Seller** is owned by Theodore J. Gray Jr., who owns WRHI(AM) Rock Hill, S.C.; WFLB(AM) Fayetteville, N.C.; 98% of WKDE(AM) Altavista, Va., and 20% of WWKO(AM) Fair Bluff, N.C. He has also sold WKDE for \$450,000 (see "For the Record," page 71). Gray bought WSML last year for \$455,000 plus \$65,000 for noncompete agreement and sought waiver of three-year rule on grounds of financial distress. **Buyer** is owned by Emery Evans (60%) and wife, Diane (40%), who have no other broadcast interests. Emery Evans is former general manager at WLOR(AM) Thomasville, Ga. WSML is 1 kw daytimer on 1190 khz.

WTIM(AM)-WEEE(FM) Taylorville, Ill. □ Sold by Delta Media Inc. to Sky Communications for \$550,000. **Seller** is principally owned by Harold Hoefker, George Ferry and John Ulz, who each own 17% of

WCTW(AM)-WMDH(FM) New Castle, Ind. **Buyer** is owned by Dwain L. Munyon (60%) and Patrick Delaney and wife, Joanne (40% jointly). Munyon is salesman and Delaney is technician, both at WCLS(AM)-WLXR(FM) La Crosse, Wis. WTIM is 1 kw daytimer on 1410 khz. WEEE is on 92.7 mhz with 2.6 kw and antenna 360 feet above average terrain.

WBBI(AM)-WABN(FM) Abingdon, Va. □ Sold by Burley Broadcasting Inc. to Southern Communications Inc. for \$500,000. **Seller** is owned by Lindy M. Seamon and wife, Frances L. (50% each), who have no other broadcast interests. **Buyer** is owned by Ira W. Southern, who owns WCIR(AM)-WJKK(FM) Beckley, W. Va. WBBI is on 1230 khz with 1 kw day and 250 w night. WABN is on 92.7 mhz with 1.8 kw and antenna 370 feet above average terrain.

□ Other approved station sales include: WSMQ(AM) Bessemer, Ala.; KBLC(AM) Lakeport, Calif.; WKGR(AM) Gainesville, Fla.; WFXI(AM) Haines City, Fla.; KCIR(FM) [CP] Twin Falls, Idaho; KWKN(AM) Wichita, Kan.; WFUL(AM) Fulton, Ky.; WFUL-FM Fulton Ky.; WWKO(AM) Fair Bluff, N.C.; KSLE(FM) Seminole, Okla.; WBEJ(AM) Elizabeth, Tenn.; WTJT(AM) Franklin, Tenn.; KQIV(FM) Corpus Christi, Tex.; WKDE-AM-FM Altavista, Va., and WSBV(AM) South Boston, Va. (see "For the Record," page 69).

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Hearing impaired argument goes to Supreme Court

Issue before justices is whether FCC should deny renewal to KCET-TV because of complaints made by hard-of-hearing group

The question before the Supreme Court last week was whether the FCC is required to enforce a provision of the Rehabilitation Act of 1973 as if it were a part of the Communications Act. For a time, several justices appeared to be expressing the view that the commission is as bound by the policy of that law as it has been by policy of the antitrust and equal employment laws. But toward the end of the 80-minute argument, the sentiment on the bench appeared to have changed. Chief Justice Warren E. Burger was talking of the "statutory scheme" as giving "life or death control" over the station involved, to the "funding agency"—in this case, the Department of Education.

At issue was a case in which a group of hearing impaired in Los Angeles, as represented by Sue Gottfried, had petitioned the FCC to deny the license renewal of noncommercial KCET-TV Los Angeles on the ground it had not adequately served the hard of hearing. Among other things, Gottfried cited Section 504 of the Rehabilitation Act, which prohibits discrimination against the disabled by those who receive federal funds.

The FCC rejected the argument, and renewed the license, as it did the licenses of seven commercial stations that had also been the object of Gottfried petitions to deny. But while the U.S. Court of Appeals affirmed the commission as to the commercial licenses, it reversed in the KCET-TV case. The court said it was "unreasona-

ble" to believe a public station [which is federally funded] could operate "in the public interest without at least attempting to satisfy its statutory obligations" (BROADCASTING, April 27, 1981).

Counsel for KCET-TV, Edgar F. Czarra Jr., suggested the station was "serving the needs of the hearing impaired. He said that during the 1974-77 license period under review, the station had aired 1,000 programs with open captioning and had met the minimal requirements imposed by the commission for serving the hard of hearing—airing emergency warnings in writing across the screen, showing newscasters' faces in closeup to facilitate lip reading and presenting sports scores in writing.

Counsel for the government, Samuel A. Alito Jr., said the commission has not required stations to engage in closed captioning because of the "technical complexity" of the problems involved; he said the commission felt it could aid development by not attempting to set standards.

Beyond those matters, the counsel argued that the commission should not be required to enforce Section 504 of the Rehabilitation Act. Czarra said the commission may consider other statutes in enforcing the public interest standard. "But that's a judgment Congress entrusted to the FCC," he said. Added Alito: "The FCC could take Section 504 into account, but it can't take responsibility for enforcing it."

Several justices probed those views. "Would the FCC consider allegations of unfair labor practices?" Justice William Rehnquist asked Czarra. "Must the FCC take into account the failure of a licensee to live up to the requirements of another law?" asked Justice Byron White. To the first question, Czarra said the commission would wait to see what the enforcement agency would do. To the second, he said, "It depends on the nature of the law."

Alito got only a few sentences into his

argument before the questions rained down from the bench. Burger and White suggested a parallel between the FCC's concern for fair employment practices and its possible responsibility for enforcing Section 504 of the Rehabilitation Act. "The FCC has indicated that employment is relevant to FCC responsibility [in the licensing process]," Alito said.

And both White and Justice John Paul Stevens suggested they felt the FCC was exhibiting a detached attitude with regard to the Rehabilitation Act. White on several occasions asked if the commission considered the act "irrelevant." And Stevens asked of the FCC, "They don't care?"

Charles Firestone, counsel for Gottfried, didn't have things easier. His charge that the station had "discriminated" against the hard of hearing fascinated the justices. "What do you mean by discrimination?" White asked, almost as soon as Firestone started speaking. "Indifference, exclusion, devoid of equal access," Firestone said. Would the Supreme Court be guilty of discrimination against the hearing impaired if it did not provide amplifying equipment at its oral arguments?" Burger asked. "Not under the law," Firestone responded.

Stevens expressed bewilderment by the tack taken by the hearing impaired in the case. What, he wondered, did Gottfried want: "a general rule applicable to all stations?... Is denial of renewal the way to get such a rule?" Justice Thurgood Marshall also wondered what the point of the Gottfried suit was. Firestone several times mentioned the need for "guidelines." White, after his sharp questioning of counsel for the station and the government, noted in his questioning of Firestone that Gottfried had tried another approach through the courts—seeking an injunction against the station but that the U.S. district court where the action was brought had dismissed it and suggested that relief be sought from "the funding agency."

(That matter is far from settled, however. While dismissing Gottfried's suit against KCET-TV as well as the Corporation for Public Broadcasting and Public Broadcasting Service on the ground that violation of Section 504 had not been proved, Judge Manuel Real ordered trial for the government defendants—the Department of Education, the Attorney General, the FCC and the Health and Human Services Department. At the end of the trial last year, he ordered a cutoff of DOE funds for public television programming until the government did what was necessary to assure access on the part of the hearing impaired to that programming (BROADCASTING, Nov. 2, 1981). Both Gottfried and the government appealed, and arguments in



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the case will be heard on Nov. 4 by the U.S. Court of Appeals for the Ninth Circuit.)

Burger suggested that that agency—the Department of Education—does indeed have the final word in such matters. “If [the public stations] don’t play ball, they won’t get the money,” he said. “Isn’t that the statutory scheme?” But Firestone wouldn’t concede. “In the end,” he said, “it’s the FCC that must look at the overall operations of a station.” □

FCC asked to doctor PTAR

WBRE-TV wants rulemaking to get rid of off-network provision as ‘anticompetitive’

The FCC has been confronted with another proposal that it chip away at the prime time access rule. The proposal is, in fact, identical to one that the commission dismissed as untimely a year ago—that a rulemaking be initiated aimed at repeal of the off-network provision of PTAR.

David Baltimore, president of WBRE-TV Wilkes-Barre, Pa., an NBC affiliate, said the rule has failed to serve any of the purposes for which it was intended and has served only to injure the public “by preventing it from receiving the programming it desires, and to individual licensees by interfering with their ability to compete in the marketplace.”

The off-network rule plugs a possible loophole in PTAR, which prohibits affiliates in the top 50 markets from carrying more than four hours of network programming in prime time. Since a primary purpose of the rule is to reduce network dominance and reserve a portion of prime time for programming decisions by individual licensees, the commission decided to bar programming formerly seen on a network as well as network programming for the four hours.

Chronicle Broadcasting Co. (KRON-TV San Francisco) proposed repeal of the off-network provision a year ago. But the commission dismissed the petition in an order in which it noted that the Broadcast Bureau was reviewing the suggestions made by a special network study staff that had studied PTAR and its related rules, and had recommended repeal of the off-network rule. The commission said the review could lead to a proceeding considering total or partial repeal of PTAR. As a result, the commission said, it would be premature to consider only the off-network restriction.

The review led the commission to initiate a rulemaking aimed at repeal of the collateral financial interest and syndication rules. But fierce opposition by affiliates, like WBRE-TV, forced the commission to abandon consideration of PTAR repeal. The affiliates contended they needed the rule to help them resist network pressure for program clearances. Baltimore said it is now “appropriate and necessary” to

return to the issue raised in the Chronicle petition.

The commission, in adopting PTAR and related rules in 1970, said they were intended to help promote diversity of programming by affiliates. But Baltimore, like Chronicle last year—and like the special network study staff—said the off-network regulation had failed in that regard. There is a considerable sameness among the game shows and other inexpensive programming he says are seen in access time. In any event, Baltimore added, any “theoretical need for the rule” has been eliminated by the major changes in the video program distribution market.

Baltimore calls for the elimination of the off-network restriction as one that prevents the normal functioning of the marketplace and, in the process, bars the public from receiving the programming it prefers, as well as handicapping affiliates in their efforts to compete against independent stations that are free to air off-network programming.

Baltimore says the “anti-competitive aspects” of the off-network restrictions “are particularly harmful” in markets with heavy cable penetration like Wilkes-Barre-Scranton. He noted that cable systems typically import the signals of distant independent stations, “both those from nearby major markets and the so-called ‘superstations’ distributed by satellite.” During access time, he added, “virtually all of these independents broadcast the ‘off-network’ programming that audiences prefer.”

To Baltimore, there is no inconsistency in supporting PTAR—as a bulwark against network pressure—but not the off-network restriction. Since the commission set aside the access period for affiliate use, he said, “it is irrational to then encumber the ability of affiliates to program that period freely.” □

Equal time on marketplace ideas

Representative Swift and TRAC’s Simon take opposing views to Fowler’s unregulation stand

A couple of second opinions on FCC Chairman Mark S. Fowler’s policy of “unregulation” are being offered in the current issue of the National Academy of Television Arts and Science’s *Television Quarterly*. Neither constitutes an endorsement. Representative Al Swift (D-Wash.) contends the “glib assurance” of those who believe Fowler’s “marketplace” approach contains “magical” qualities is misplaced. And Sam Simon, executive director of the Telecommunications Research and Action Center, formerly the National Citizens Committee for Broadcasting, says “‘unregulation’ presents a clear and present danger to the essential democratic nature of our political system.”

Swift, who is a member of the House Telecommunications Subcommittee, said

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he is concerned about the "glib assurance from ultra-conservatives and some of my neo-liberal colleagues" that the marketplace "has magical properties which will set all wrong things right immediately upon the elimination of government involvement."

Swift has his own problems with government regulation of broadcasting; he said he agrees with Fowler on "the silliness of community ascertainment" and his observations on the need to rationalize the multiple ownership rules. But instead of throwing out all regulations, Swift calls for "modified, less regulatory, freer broadcast approach."

He called, as he has in the past, for "quantifying" the public trust responsibility, and thereby eliminating "the need for layers of subjective regulation..." He also said that "the heart of the public trust responsibility is really *localism*, a station holding a mirror up to its community." And he said: "must-carry rules and prime time access are prime examples of prudent considerations appropriate to insure that *localism* survives."

Simon, in his article, said "unregulation" is "a program for privatization of the First Amendment freedoms of speech and press." He said that under Fowler's approach, the government's role "would not be to protect the First Amendment interests of the public as a whole as stated under the 1934 Communications Act, but instead, to create and enforce property rights in the corporate enterprises that have been enjoying governmentally granted

Washington Watch

CRT filing. National Association of Broadcasters filed objections with Copyright Royalty Tribunal to sports organizations' request for declaratory ruling and exclusion of some NAB testimony and evidence on 1980 cable royalty distribution. NAB states that joint sports claimants are attempting to paint "the issue here as the same one that was decided by the tribunal in the 1978 and 1979 distribution proceedings. That is simply not true. The issue NAB's evidence addresses, the value of broadcasters' copyright interests in sports telecasts, has never been determined by the tribunal." NAB also asked U.S. Court of Appeals for District of Columbia Circuit to require CRT to consider broadcasters' claims for compensation for cable carriage of distant telecasts of sports events and commercial radio station signals for 1979 cable royalty distribution proceeding. Broadcasters also disagreed with sports organizations argument that "broadcasters and sports teams are joint authors and thus joint owners of copyright."

Which one. FCC's Office of Science and Technology has issued report, "A Comparison of Alternative Spectrum Regulatory Approaches," which compares methods of regulating spectrum. Report, written by Rodney Small, FCC economist, analyzes and contrasts current method of spectrum management with a free market approach. Small said Office of Science and Technology hoped to receive comments on various proposals discussed in report. If report draws favorable reaction, it might be followed by notice of inquiry or notice of proposed rulemaking examining proposals in further detail, Small said.

Gesundheit. Complaints and compliance division of FCC Broadcast Bureau has denied fairness doctrine complaint by The Joint Council of Allergy and Immunology which alleged that *ABC World News Tonight* broadcast had violated doctrine in presenting only one side of issue on "what doctors should do for this nation's nearly 35 million allergy sufferers." While council said broadcast "appeared to endorse... 'clinical ecology,'" it failed to indicate that traditional medical treatment had been shown to be safe and effective. In dismissing complaint, Broadcast Bureau said council hadn't shown that subject was controversial one of public importance.

Reversal. FCC has granted Sound Radio Inc. construction permit for facilities of WNJR(AM) Newark, N.J., reversing Review Board decision. In 1978 decision, Review Board disqualified all applicants in proceeding—Gilbert Broadcasting Corp., Community Group for North New Jersey Radio Inc., Fidelity Voices Inc. and Sound—in wake of finding that Community, Sound and Fidelity, as interim operators known as 1430 Associates, had been responsible for disguised lottery broadcasts, even if they had been unaware of broadcast's true nature. Review Board also found that principal for Gilbert had been involved. Commission, however, said that while there might be grounds to disqualify permanent licensee under those circumstances, it didn't think findings on 1430's interim operations reflected sufficiently upon applicants' qualifications to warrant denial of their applications and argued that they should each be given comparative demerits for deficiencies in supervising station instead. That accomplished, FCC then found Sound to be preferred applicant on standard comparative issue.

PTV technical call. FCC, noting it needed information to conduct computerized engineering studies on whether proposals involve interference with existing stations or with other pending proposals, has asked low-power TV applicants that are proposing directional antenna systems to submit all technical information by Nov. 1. FCC noted that without knowledge of precise shape of applicant's radiation pattern, commission wouldn't be able to determine whether stations would provide adequate interference protection to other stations.

NBMC filing. National Black Media Coalition, arguing that stations' equal employment opportunity efforts have been deficient, has petitioned FCC to deny renewals of 13 Michigan and Ohio stations: Ohio University's noncommercial WOUB-TV-AM-FM Athens, Ohio; Reams Broadcasting Corp's WCWA(AM) and WIOT(FM) Toledo, Ohio; Media-Com Inc.'s WKNT(AM) and WNIR(FM) Kent, Ohio; WDBN Inc.'s WDBN(FM) Medina, Ohio; Lake Erie Radio Co.'s WJW(AM) Cleveland; Delta College's noncommercial WUCM-TV University Center, Mich.; Booth American Co.'s WSGW(AM) and WIOG(FM) Saginaw, Mich., and Shamrock Broadcasting Co.'s WWW(FM) Detroit.

Radio file. National Cable Television Association has asked FCC to dismiss proposal of Amateur Radio Relay League to prohibit cable systems from operating on frequencies assigned to amateur radio service. The ARRL proposal, NCTA said, is "an excessive and unwarranted response to the interference problems which allegedly exist between cable systems and amateur radio stations." Its adoption, it added, would "severely curtail the operations of cable systems."

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Simon also attacked Fowler's principal argument for "unregulation"—that the scarcity rationale for regulation no longer exists. Simon says it does. He noted that there are 100 million more people in the U.S. today than there were in 1929, when the population was 123 million, "with an equal claim on the same number of broadcast frequencies." What's more, he said, there has been an "explosive growth of potential uses for the same quality of spectrum that existed in 1934."

Simon contended that First Amendment values would be lost in Fowler's system of "unregulation." That philosophy articulates commercial values, he said. Only if there is a dollar value to the information will it be made available, he said, "and only to those with the resources to purchase the information." He contrasted that approach with "the First Amendment values of an uninhibited marketplace of ideas," and noted that the Supreme Court, in the Red Lion case, held that "it is the right of the public to receive access to social, political, aesthetic, moral and other ideas and experiences which are crucial here." □

Alaskan clear channel concerns

Breakdown of clears has presented few problems between U.S. and Canadian broadcasters, but some in Alaska are wary of interference

The U.S.'s brewing radio war with Cuba makes for scare headlines. But it's hardly the norm in an area of international relations where mutual self-interest imposes a degree of civility on negotiations that assures they will escape the attention of all but those most intimately involved. Take the ongoing talks with Canada over a new AM relationship.

While attention has been focused on the Reagan administration's efforts to win congressional approval of a station to broadcast to Cuba—a move American broadcasters fear would intensify the degree of Cuban-caused interference they already suffer—U.S.-Canadian talks over a new AM treaty and over each country's use of the other's clear channels have gone virtually unnoticed.

But not entirely unnoticed. Alaskan broadcasters are keeping an eye on developments and, by their letters, to the FCC, have let it be known they are uneasy. They are concerned about Canadian proposals to locate new AM stations on what are now U.S. clears. The 25 U.S. and seven Canadian clears will become available for occupancy by the other country when Canada makes good its plan to abrogate the North American Regional Broadcasting Agreement, which bars use of the other country's clear channels within 650 miles of the border.

The treaty being negotiated would replace NARBA, and would be used to fill in the agreement governing use of the AM band that Western Hemisphere countries concluded in Rio de Janeiro, in December.

That agreement does not provide for clear channels: stations are classified according to power and use.

U.S. and Canadian officials, who have held a series of negotiating sessions since early in the year, will meet again today (Oct. 18), in Washington. Wilson LaFollette, chief of the FCC's technical and information branch, who is participating in the talks, last week said both sides are "optimistic" that work on the new treaty and on resolving the incompatibilities on the clear channels can be concluded in "the first half of 1983."

The Alaskan concerns—which have not yet been echoed by broadcasters in the lower 48—involve the close to 200 assignments on U.S. clears that Canada is seeking. Tom Busch, of KNOM(AM) Nome, Alaska, last week said Alaskans fear some of those assignments would result in interference to their stations, particularly in rural areas. He expressed surprise that the clear channel talks had appeared to stir comparatively little interest among clear channel stations in the continental U.S. He noted that generally clear channel stations had been quick to oppose the introduction of outlets on their frequencies thousands of miles away, in Alaska.

LaFollette attempted to ease concerns. "We have pointed out these matters to Canada," he said. "And those concerns are being taken care of." He noted that Canada has concerns of its own. "They have a few proposals for stations in remote areas where they are concerned about in-

terference from stations in the lower 48." LaFollette said, adding, "When these needs arise, negotiations proceed to try to make sure each side gets extended coverage. Alaskans concerns are being worked into the bilateral discussions."

Americans are showing considerable interest in the clears of both countries. Some 150 "filings of interest" were submitted in response to a commission request for information on the number of applications that might be filed for assignments on Canadian clears in the U.S. And more than 300 applications have been filed for assignments on the U.S. clears.

Sorting out incompatibilities among proposals for stations on each other's clears is not the only allocations matter confronting the U.S. and Canadian negotiators. The U.S. is seeking to include in the bilateral agreement provisions that would permit increases in power for Class IV stations and for extending the hours of daytimers. Under one U.S. proposal, Class IV's could operate with up to 1 kw, instead of at the present limit of 250 w. And under a second proposal, which would be in line with a pending FCC rulemaking, daytimers would operate postsunset. The proposal also would liberalize existing authority to operate presunrise.

The U.S. will take up a number of the same issues when negotiations begin with Mexico on Nov. 15 to update, in light of the Rio agreement, the 1967 bilateral agreement that governs the two countries' employment of the AM band. □

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Technology

DBS headlines PSSC conference

Five major system proponents will lead a three-day trip into the satellite universe

Representatives of five companies that have proposed direct broadcast satellite systems will kick off three days of satellite talk this Wednesday (Oct. 20) at the Washington Hilton hotel.

The DBS proponents will speak at the Public Service Satellite Consortium's seventh annual conference. They include Judith Elnicki, vice president, public affairs, Satellite Television Corp., the only company so far to win FCC approval of its plans; Wilbur Pritchard, president, DBS Corp.; Robert Johnson, chairman, Video Satellite Systems; Robert Fransen, vice president, programing and news, United States Satellite Broadcasting, and Richard L. Vega, consultant to Graphic Scanning.

Although the PSSC conference is only a day long, it will be followed on Thursday by a two-day satellite users' conference sponsored by Services by Satellite (Sat-Serve), the for-profit subsidiary of the nonprofit PSSC. That conference will be highlighted by a panel session Thursday morning featuring Robert N. Wold, chairman and president, Robert Wold Co.; Stanley Hubbard, president and general

manager, Hubbard Broadcasting, the parent company of USSB, and Robert Schmidt, president, Communications Technology Management.

The PSSC comprises schools, hospitals and other nonprofit institutions and the agenda of its annual conference was planned to appeal to the membership. It includes sessions on satellite networks for universities and colleges, chaired by Elizabeth Young, president, PSSC and Sat-Serv; broadening the educational market through satellites, and establishing teleconferencing networks.

DBS also will be on the agenda of the Sat Serv users' conference. Frank Magid, Frank Magid Co., and Michael Lubin, assistant, vice president, new business development, Linkabit, will discuss on Thursday morning what market exists for DBS.

Other sessions will address international uses of satellites, encryption, videoconferencing, converting downlinks into uplinks, transportable earth stations, low-power television, two-degree spacing and satellite usage during the rest of the decade.

There will be a number of exhibitors on hand for both conferences, including the Appalachian Community Service Network, Colorado Video, Compucon, Comsat General, Comsearch, Scientific-Atlanta, Videostar Connections and Western Union Video Conferencing. □

InSync

Make your bids. American Satellite Co., Rockville, Md.-based partnership of Continental Telecom Inc. and Fairchild Industries, has invited several companies to bid for \$100-million contract to build two domestic communications satellites. Satellites, which are scheduled for launch in September 1985 and September 1986, will have C-band and K-band capability. ASC expects to evaluate and award contract by December 1982. □

Safer St. Louis. Warner Amex Cable Communications has introduced security service to 90,000 homes in 26 metropolitan St. Louis communities. Fire, burglary and medical alert services are in package available to noncabled as well as cabled residences and businesses. □

In the ball game. Telemation Inc., Salt Lake City, says its mobile production division has received biggest contract in its one-year history. According to Telemation President Terry Hoffman, division has \$500,000 agreement with Metrosports Inc. to provide production facilities and crew for sports syndicator's lineup of NCAA football and basketball during 1982-83 season. □

Sports captioning. Metrosports, largest independent sports syndicator, and National Captioning Institute have announced plans to provide closed captioning for major basketball and football games utilizing NCI's expanded captioning format. Deal includes NCI captioning 12 sporting events including football Liberty and Aloha Bowls, plus various college basketball games. Sports captioning to be provided follows NCI's "scoreboard" captions that it created for 1981 Sugar and Super Bowls and that provided statistics on downs and yards to go, time outs remaining, scoring summaries, penalties and change of possession. New Metrosports captions will include background information on teams and players, statistics and some color commentary. Captioned Metrosports will be available on TV and cable.

Stock Index

Exchange and Company	Closing Wed. Oct 13	Closing Wed. Oct 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	51 1/2	46 1/4	+5 1/4	+11.35	9	1,482
N Capital Cities	103	93 1/4	+9 3/4	+10.45	16	1,350
N CBS	53	49	+4	+ 8.16	8	1,483
N Cox	35 1/4	35 1/4			16	998
A Gross Telecasting	25 1/2	25 1/4	+ 1/4	+ .99	7	220
O LIN	30 3/4	29 1/2	+1 1/4	+ 4.23	18	318
N Metromedia	261	259	+2	+ .77	18	880
O Mooney	4 1/4	4 1/4			4	3
O Scripps-Howard	19 3/4	19	+ 3/4	+ 3.94	11	204
N Storer	27 1/4	25	+2 1/4	+ 9.00	14	446
N Taft	40	38 7/8	+1 1/8	+ 2.89	10	383
O United Television	9 3/4	9 1/8	+ 5/8	+ 6.84	14	117

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25 3/8	24	+1 3/8	+ 5.72	18	101
A Affiliated Pubs.	28 3/8	27 3/8	+1	+ 3.65	10	147
N American Family	14 1/2	13	+1 1/2	+11.53	13	196
O Associated Commun.	14 1/8	13 1/2	+ 5/8	+ 4.62		34
O A.H. Belo	26 1/8	23 3/8	+2 3/4	+11.76	12	246
N John Blair	43	40	+3	+ 7.50	10	164
N Charter Co.	12 3/8	12 1/8	+ 1/4	+ 2.06	15	271
N Chris-Craft	47 5/8	45	+2 5/8	+ 5.83	17	103
N Cowles	42 1/2	40 3/8	+2 1/8	+ 5.26	25	169
N Dun & Bradstreet	87	83 7/8	+3 1/8	+ 3.72	18	2,356
N Fairchild Ind.	17 1/4	16	+1 1/4	+ 7.81	8	225
N Gannett Co.	52 1/4	47	+5 1/4	+11.17	16	2,772
N General Tire	27 1/8	28 1/8	-1	- 3.55	10	639
O Gray Commun.	36	36			9	18
N Gulf United	24 5/8	24 7/8	- 1/4	- 1.00	9	681
N Harte-Hanks	33	30 5/8	+2 3/8	+ 7.75	12	323
N Insilco Corp.	17 7/8	15 3/8	+2 1/2	+16.26	9	271
N Jefferson-Pilot	31	28 3/4	+2 1/4	+ 7.82	6	665
O Josephson Intl.	11 1/4	8 3/4	+2 1/2	+28.57	9	44
N Knight-Ridder	40	38 1/4	+1 3/4	+ 4.57	14	1,291
N Lee Enterprises	29 1/2	27 7/8	+1 5/8	+ 5.82	11	203
N Liberty	15 1/8	15 1/2	- 3/8	- 2.41	9	193
N McGraw-Hill	65	59 1/8	+5 7/8	+ 9.93	16	1,617
A Media General	44 1/8	40 3/8	+3 3/4	+ 9.28	10	306
N Meredith	79 1/8	77 1/2	+1 5/8	+ 2.09	9	244
O Multimedia	42 1/4	40 3/4	+1 1/2	+ 3.68	16	430
A New York Times Co.	48 1/2	45 1/4	+3 1/4	+ 7.18	10	608
N Outlet Co.	36 7/8	36 3/4	+ 1/8	+ .34	59	99
A Post Corp.	33 1/2	33	+ 1/2	+ 1.51	17	61
N Rollins	15	13 1/8	+1 7/8	+14.28	9	397
N Schering-Plough	37 1/8	36	+1 1/8	+ 3.12	12	1,974
N Signal Cos.	21 1/2	18 3/4	+2 3/4	+14.66	9	1,555
O Stauffer Commun.	43	43			10	43
A Tech Operations	15 1/2	16	- 1/2	- 3.12	7	14
N Times Mirror Co.	53 1/8	49 3/4	+3 3/8	+ 6.78	14	1,814
O Turner Bcstg.	15	16	-1	- 6.25	25	306
A Washington Post	47 1/4	42 1/8	+5 1/8	+12.16	16	667
N Wometco	28 3/4	27 3/4	+1	+ 3.60	16	392

CABLE

A Acton Corp.	6 1/2	6 3/8	+ 1/8	+ 1.96	59	33
N American Express	58	50 1/4	+7 3/4	+15.42	10	5,394
O Burnup & Sims	10 5/8	10 1/8	+ 1/2	+ 4.93	11	93
O Comcast	21 1/2	20	+1 1/2	+ 7.50	19	96
N General Instrument	45 1/4	40 1/2	+4 3/4	+11.72	14	1,401
N Heritage Commun.	8 3/8	8 1/4	+ 1/8	+ 1.51	14	61
O Rogers Cablesystems	6 5/8	5 3/4	+ 7/8	+15.21	28	146
O Tele-Communications	22 7/8	22 3/8	+ 1/2	+ 2.23	50	483
N Time Inc.	40 1/2	37 7/8	+2 5/8	+ 6.93	14	2,048
O Tocom	8 1/4	8 1/2	- 1/4	- 2.94	8	43
N United Cable TV	25 3/4	26 3/8	- 5/8	- 2.36	19	282
N Viacom	27 3/4	24 1/8	+3 5/8	+15.02	18	315

Exchange and Company	Closing Wed. Oct 13	Closing Wed. Oct 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	2 1/8	1 7/8	+ 1/4	+13.33	21	12
N Coca-Cola	45 1/4	43 5/8	+1 5/8	+ 3.72	12	6,143
N Disney	65 7/8	57 5/8	+8 1/4	+14.31	20	2,196
N Dow Jones & Co.	56 1/2	49 3/4	+6 3/4	+13.56	20	1,774
O Four Star	3 1/2	3 1/4	+ 1/4	+ 7.69	19	2
N Getty Oil Corp.	62 1/4	56	+6 1/4	+11.16	7	5,037
N Gulf + Western	16 1/8	15	+1 1/8	+ 7.50	5	1,193
N MCA	69 3/8	69	+ 3/8	+ .54	18	1,655
N MGM/UA	6	6			12	299
N Orion	9 7/8	9 5/8	+ 1/4	+ 2.59	2	58
N Reeves Commun.	28	30	-2	- 6.66	10	229
O Telepictures	9 5/8	9 1/8	+ 1/2	+ 5.47	33	53
O Video Corp. of Amer.	4 5/8	4 1/2	+ 1/8	+ 2.77	24	8
N Warner	45 3/4	43 1/8	+2 5/8	+ 6.08		2,905
A Wrath.	20 5/8	21	- 3/8	- 1.78	23	46

SERVICE

O BBDO Inc.	54 3/4	52	+2 3/4	+ 5.28	10	159
O Compact Video	3 1/8	3 1/4	- 1/8	- 3.84	3	10
N Comsat	79 3/4	77 5/8	+2 1/8	+ 2.73	18	638
O Doyle Dane Bernbach	14 3/4	15 1/2	- 3/4	- 4.83	7	84
N Foote Cone & Belding	38 1/8	36 3/8	+1 3/4	+ 4.81	9	104
O Grey Advertising	71	68 1/2	+2 1/2	+ 3.64	7	41
N Interpublic Group	40 1/4	36 1/2	+3 3/4	+10.27	10	187
N JWT Group	20 1/4	18 7/8	+1 3/8	+ 7.28	16	106
O MCI Communications	27 5/8	24 3/8	+3 1/4	+13.33	31	2,656
A Movielab	2 3/8	2 3/4	- 3/8	-13.63	4	4
O A.C. Nielsen	64 1/2	60 3/4	+3 3/4	+ 6.17	18	724
O Ogilvy & Mather	39 1/2	38 1/4	+1 1/4	+ 3.26	11	168
O Telemation	4 1/2	3 1/4	+1 1/4	+38.46	12	5
O TPC Communications	2	2 1/8	- 1/8	- 5.88	1	2
O Unitel Video	5 3/4	5 3/4			10	7
N Western Union	44 3/4	41 1/4	+3 1/2	+ 8.48	13	900

ELECTRONICS/MANUFACTURING

O AEL	15	15			6	29
N Arvin Industries	15 3/4	15 7/8	- 1/8	- .78	13	108
O C-Cor Electronics	26	24 3/4	+1 1/4	+ 5.05	23	78
O Cable TV Industries	3 1/2	3 3/4	- 1/4	- 6.66	7	11
A Catec	4 5/8	4 5/8			11	10
O Chyron	25	25			19	68
A Cohu	5	4 3/4	+ 1/4	+ 5.26	8	9
N Conrac	30 1/8	28 1/4	+1 7/8	+ 6.63	16	66
N Eastman Kodak	92 3/8	93 5/8	-1 1/4	- 1.33	13	15,009
O Elec Missile & Comm.	14	13 1/4	+ 3/4	+ 5.66	82	39
N General Electric	83	80 5/8	+2 3/8	+ 2.94	11	18,806
N Harris Corp.	37 3/4	34 3/8	+3 3/8	+ 9.81	14	1,181
O Microdyne	10 1/4	8 7/8	+1 3/8	+15.49	15	47
N M/A Com. Inc.	20	18 7/8	+1 1/8	+ 5.96	18	782
N 3M	74 1/2	68 1/4	+6 1/4	+ 9.15	14	8,760
N Motorola	83 7/8	78 1/2	+5 3/8	+ 6.84	17	3,020
N N. American Philips	49 3/8	44 1/4	+5 1/8	+11.58	8	675
N Oak Industries	11 7/8	14 1/4	-2 3/8	-16.66	6	193
A Orrox Corp.	9 3/4	9 7/8	- 1/8	- 1.26	16	22
N RCA	24 3/4	24 1/8	+ 5/8	+ 2.59	12	1,868
N Rockwell Intl.	40	40			10	3,052
A RSC Industries	4 1/2	4 1/2			35	14
N Scientific-Atlanta	16 1/2	14 3/4	+1 3/4	+11.86	16	385
N Sony Corp.	15 1/8	12 5/8	+2 1/2	+19.80	13	3,488
N Tektronix	45 7/8	40 5/8	+5 1/4	+12.92	11	860
O Telemet (Geotel Inc.)	2 5/8	1 5/8	+1	+61.53	13	8
A Texascan	15 7/8	13 3/4	+2 1/8	+15.45	23	94
N Varian Associates	46 1/2	44 1/4	+2 1/4	+ 5.08	20	380
N Westinghouse	35 3/4	33 1/2	+2 1/4	+ 6.71	7	3,067
N Zenith	12 3/4	11 3/4	+1	+ 8.51	213	241

Standard & Poor's 400 Industrial Average

153.29 140.68 +12.61

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

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

Beyond the Fifth Estate

Cautious words on videotext

Yankee Group seminar conferees say video games will drive two-way cable services more so than videotext, BOC's will seek inroads

Those attending a two-day conference in New York last week sponsored by the Yankee Group, a Boston-based communications consulting firm, were told that entertainment options (video games and gambling) will be the driving force behind two-way interactive services such as videotext, and that once the AT&T divestiture plan is put into effect the former Bell operating companies will be looking for new businesses and may seek Fifth Estate alliances with cable operators and broadcasters. The *Boston Globe's* Robert Phelps also was on hand to discuss the 1985 launch of a Viewtron videotext system with Knight Ridder Newspapers in Boston.

Mark Kriss, a research manager with the Yankee Group, said videotext today is driven by the newspaper and broadcasting industries, which seek a solution to "declining market shares." Those groups, he said, perceive videotext as "an extension of the office into the home." However, that perception "incorporates obsolete assumptions," including the belief that videotext operators have to sell subscribers an expensive home terminal and "somehow cost justify it with an array of services [known as service integration]." The personal computer explosion has made

that premise obsolete, said Kriss, noting that by 1985 projections are that there will be 13 million home computers, accounting for about 15% of all television households. And the profile of the typical home computer owner closely tracks that of the videotext target market—25-44-years old, earning \$25,000 or more.

Kriss said that videotext support by bankers and retailers is questionable, since they "may just be testing the waters." As to advertising support of videotext, Kriss said that the community has barely begun to support cable television, which he described as "vastly superior" to videotext as a medium for advertising.

A Yankee Group study of home computer use indicates that 45% of all usage last year was for entertainment related activities (games essentially), 30% for educational activities, 15% for accessing data bases and 10% for personal finances.

As for two-way cable, the Yankee Group predicts that 1% of the industry's revenues will be derived from transactional services in 1985 and perhaps 4% by 1990. By the latter year, less than 10% of all cable households will have two-way capability. Systems with two-way capability might implement "network" games, said Kriss, combining advanced computer-game technology with electronic messaging and high-speed digital networks.

Howard Anderson, president of the Yankee Group, said that the former BOC's will be looking to provide many new services and will have to move quickly (over the next two years) to get

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into such businesses as customer-premise equipment distribution, cellular radio and "least cost routing," finding the most cost-effective routes for long-line services. If they don't move quickly, he said, those companies will remain "invisible." He also suggested that state or regional public utilities commissions will probably approve, if not encourage, those phone companies becoming involved in side ventures in order to keep basic- and access-service rates low.

Phelps of the *Boston Globe* said that it was the goal of the paper and KRN to get its joint videotext venture on line by January 1985. Late next year the paper will make the final decision. As the operation is envisioned, the partners anticipate three major lines of business—news, provided by the *Globe*, KRN and additional sources: transactional, divided into retail, financial and ticketing services, and a private-user business where professional groups can use message networks.

The news business would be advertiser-supported, and would include both display and directory advertising. Two hundred thousand frames of text will be on the system.

"We're not wedded to a single product, or fun and games," said Phelps, "we're ready to go" wherever the demand arises. He said

the venture was now gathering data. "We want to know all we can about our [potential] customers." A demonstration system should be ready by early 1983.

The home terminal costs are not cheap. The first generation line will cost \$600; the second generation about \$700 to \$800, as more sophisticated models come on line. Subscribers, he said, can expect to pay \$15 per month for basic service plus \$15 for telephone-line costs. Special features, like video games, would be provided at additional cost.

Phelps said the *Globe* will spend at least \$8 million, and perhaps as much as \$15 million, to launch the venture, most of which would go toward computer items.

Boston Viewtron will use AT&T's frame-creation terminal to create pages of text. Phelps said that technology "is not as nice as Telidon . . . you can't do as much with the graphics and be economically viable." But the AT&T equipment is impressive nonetheless. "You can produce almost any color you want," he said.

Phelps was conservative when it came to predicting when the venture might begin to make money, noting that it may be as late as the mid-1990's. "This is not the tail that will wag the *Boston Globe* in two years," he said. □

Space shuttle is for the birds

Next flight of Columbia will carry SBS-3 and Anik-C satellites into orbit

When the space shuttle Columbia is launched for its fifth flight Nov. 11, it will be carrying two commercial satellites into space. The birds—Satellite Business System's SBS-3 and Canada's Telesat's Anik-C—are the first commercial payloads the shuttle will carry into space.

The birds will be launched 24 hours apart, SBS's being placed in orbit about eight hours after the shuttle is launched from the Kennedy Space Center in Florida. The 7,200-pound satellites will undertake a series of maneuvers after Columbia releases them from its cargo bays before finding the correct geosynchronous orbit for each. SBS's is 94 degrees west longitude, Anik-C 117.5 degrees west longitude. After more tests, the birds will become operational, expected some time early next year.

SBS-3 is the third bird in SBS's fleet and will add 50% more capacity to current services, primarily residential long-distance telephone. The new bird will enable SBS to launch its message service II, a new interstate, long-distance telephone service for residences and small businesses.

Anik-C will join five other Anik birds in the sky and hopes to become one of Canada's main cable satellites. It will be Anik's most powerful bird launched to date, projecting four spot beams onto the earth. Earth stations as small as one-meter will be able to pick up television programming.

Several pay cable channels, expected to be launched early next year, telephone conversations and provincial educational channels will be on the bird.

The option for interim DBS (utilizing the spot beams) remains open. Oak Industries was going to use the bird as part of its first phase of DBS operation, but Oak scrapped that phase two weeks ago (BROADCASTING, Oct. 11).

Robert C. Hall, president of SBS, said "Since the inception of SBS . . . we have anticipated shuttle launches of our spacecraft. The advent of operational shuttle missions is a proud time for NASA and shuttle contractors."

The ejection procedure begins when the shuttle's cargo bays are open and an aluminum canopy locks in place to protect the cargo from the sun. A spin table in the cradle where the satellites are housed is activated, rotating the seven-foot birds at about 50 revolutions per minute.

The shuttle crew maneuvers the Columbia into the proper orbit for ejection. Ejection occurs when a clamp is released by explosive bolts. The satellites are released at a speed of three feet per second.

Once the birds are out, they must be raised from their altitude of 185 miles to about 22,500 miles, and slowed in orbit from 17,300 miles per hour to 6,800 miles per hour, to reach geostationary orbit. Two in-orbit firings, one by the PAM-D motor and the other by the apogee motor, will place the satellites in proper orbit.

SBS also has made requests to launch a fourth and fifth satellite from the shuttle. The cost of this launch for SBS is \$8 million.

Telesat plans to launch two more birds from the space shuttle in April 1983 and April 1984. The cost to Telesat for this launch is between \$9 million to \$10 million, substantially below the Delta rocket launch costs of between \$25 million and \$31 million.

Election databank. United Press International has created electronic databank for upcoming national off-year elections for Senate, House and governor races. Called UPI Datapolitix, bank consists of about 275 items, totaling about 120,000 words. Information will be supplied to all UPI bureaus and made available to newspaper and broadcast stations on subscriber basis. Items on file include stories on all House races in each state, analyses of 33 Senate and 36 governor races, plus biographies of candidates, list of retiring officeholders, marginal House seats, newly created House districts and races matching old rivals.

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


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Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Oct. 25  From across the Atlantic: BROADCASTING's on-the-scene report of **Vidcom 82** (International Video Communications Market). And from this side of the ocean, an advance report on what to expect at the **Atlantic Cable Show** on the boardwalk of Atlantic City, N.J. Plus: **The ATC Story**. A journalistic snapshot of cable television's largest MSO as it passes a historic milestone: two million connections, four million subscriptions.
- Nov. 8  It's a big week for engineers, advertisers and the cable industry and BROADCASTING will preview coverage of the **Society of Motion Picture and Television Engineers** conference in New York, the **Association of National Advertisers** meeting in Palm Beach, Fla., and **NCTA's Cable Programing Conference** in Los Angeles.
- Nov. 15  **Cable Week in California**. A complete rundown of exhibit floor, the conference agenda and the transponder universe are among the elements prefacing BROADCASTING's coverage of the Western Cable Show. Also included will be all the news from SMPTE and ANA, plus a peek at the Television Bureau of Advertising's San Francisco meeting. Plus: a special report on the **10th Anniversary of HBO**.
- Jan. 3  BROADCASTING's annual double issue, featuring the first installment of "**The Second 50 Years: 1982**" and "**Forecast: 1983**." A summing up of the year that's passed and a forward look at the year that will be.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

For the Record

As compiled by BROADCASTING, Oct. 4 through Oct. 8, 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

FM applications

- Hanahan, S.C.—Hanhan Communications Inc. seeks 96.1 mhz, 100 kw, HAAT: 1,136 ft. Address: 70 Logan Street, Charleston, S.C. 29401. Principals: Jeffrey D. Southmayd (40%), Stephen J. Hannon (35%) and Lawrence O. Thompson (25%). Southmayd is Washington communications attorney and principal in applicant for LPTV's at Glen Burnie, Towson and Bethesda, all Maryland His wife, Nancy Southmayd, is applicant for new FM's at Snowmass Village, Colo.; Bluffton, S.C.; and Middleton, Md. Filed Sept. 29.
- Newberry, S.C.—Newberry Media Co. seeks 106.3 mhz, 1.7 kw, HAAT: 376 ft. Address: 8 Tulip Street, Greenville, S.C. 29609. Principal: J. Stephen McClure (100%), who is son of J.R. McClure, owner of four AM's. Filed Oct. 4.
- North Charleston, S.C.—Bormac Broadcasters seeks 96.1 mhz, 100 kw, HAAT: 939 ft. Address: Suite 1759, 630 Fifth Avenue, New York 10111. Principals: Elaine N. Boros and Maria N. McComas (50% each). McComas owns 26% of permittee WOSO(AM) San Juan, P.R. Boros is applicant for new FM's at Miami; Peoria, Ariz.; and Poughkeepsie, N.Y. Filed Sept. 29.
- North Charleston, S.C.—Charleston Minority Radio Ltd. seeks 96.1 mhz, 100 kw, HAAT: 1,500 ft. Address: Suite 418, Uptain Building, Chattanooga, Tenn. 37411. Principals: Joey Dan Stone (95%) and Naomi Santana (5%), who have no other broadcast interests. Filed Sept. 29.
- North Charleston, S.C.—Lowcountry Women Communications Inc. seeks 96.1 mhz, 100 kw, HAAT: 1,194 ft. Address: 1868 Rugby Lane, Charleston, S.C. 29407. Principal: Sonja Pearlman (100%), who is former regional sales executive at WKXZ(AM)-WKTM(FM) North Charleston and radio sales account executive at WTMA(AM)-WPXI(FM) Charleston. Filed Sept. 29.
- North Charleston, S.C.—North Charleston Broadcasting Inc. seeks 96.1 mhz, 95 kw, HAAT: 1,350 ft. Address: Highway 70 East, New Bern, N.C. 28560. Principals: Larry Williams (39%), J.D. Conner (26%), Ed Seeger (25%) and Rona Burns (10%). Conner is president and principal owner of WBIC(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina, where Seeger is general manager. William is general manager of WBLX(AM) Mobile, Ala., and Burns is operations manager at WKBC-AM-FM North Wilkesboro, N.C. Filed Sept. 29.
- North Charleston, S.C.—O'Grady Broadcasting Inc.

seeks 96.1 mhz, 100 kw, HAAT: 373 ft. Address: 42 10th Avenue, Charleston, S.C. 29403. Principals: Susan B. O'Grady, president, and family. O'Grady family owns WGCA(AM) Charleston, S.C. Filed Sept. 29.

- North Charleston, S.C.—Santee Broadcasting Inc. seeks 96.1 mhz, 100 kw, HAAT: 1010 ft. Address: 1 North Guignard Drive, Sumter, S.C. 29150. Principals: Henry T. Everett Jr. and George R. Tindal (50% each), who have no other broadcast interests. Filed Sept. 29.
- North Charleston, S.C.—Southern Broadcasting Corp. seeks 96.1 mhz, 97.7 kw, HAAT: 1,084 ft. Address: 2000 Harley Street, North Charleston, S.C. 29405. Principals: William P. Rovers, president, and others. None have other broadcast interests. Filed Sept. 29.
- North Charleston, S.C.—Wil-La-Saun seeks 96.1 mhz, 100 kw, HAAT: 749 ft. Address: 218 Rutledge Ave., Charleston, S.C. 29403. Principals: D. Ward Wilson (48%), William Saunders (42%) and Juanita W. LaRouche (10%). Wilson and Saunders are part owners of WPAL(AM) Charleston, S.C., where LaRouche is station manager. LaRouche also owns 50%, and Saunders 9%, of WDPN(FM) Columbia, S.C. Filed Sept. 29.

■ Denton, Tex.—Payne Radio Properties seeks 99.1 mhz, 100 kw, HAAT: 1,337 ft. Address: 5840 South Memorial Suite 103, Tulsa, Okla. 74145. Principal: Gail C. Payne (83%) and five others. Gail Payne is wife of William H. Payne, president of KTFX(FM) Tulsa, Okla. Filed Sept. 28.

■ Lake Dallas-Denton, Tex.—North Texas Communications Group seeks 99.1 mhz, 100 kw, HAAT: 920 ft. Address: 4113 Bruk Road, Fort Worth, Tex. 76119. Principals: James Kellum and Maurice Barksdale (40% each) and Charles W. Baker (20%). Baker is community relations director and public affairs producer at KXAS-TV Dallas-Fort Worth. Barksdale and Kellum are principals in various LPTV applications. Filed Sept. 29.

■ Spokane, Wash.—Claire Cordon seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 2222 West Courtland, Spokane 99201. Principal: Cordon has no other broadcast interests. Filed Sept. 29.

■ Spokane, Wash.—Pacifi Metrocom NW seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 16930 Walnut S.W., Prior Lake, Minn. 55372. Principals: John Russo (75%) and A. Michael Siegel (25%), who also are applicant for new FM at Ashland, Ore. Filed Sept. 29.

TV applications

■ Cape Coral, Fla.—Cape Coral Broadcast Production and Management Corp. seeks ch. 36; ERP: 503.5 kw vis., 100.7 kw aur., HAAT: 964 ft.; ant. height above ground: 973 ft. Address: Route 2, Box 251, Alva, Fla.

33920. Legal counsel: Stuart B. Mitchell, Falls Church, Va. Principals: Group of seven stockholders headed by Art Rohwedder, president and 11% owner. Principals include Don S. Sundquist and Leonard R. Harris (16.7% each), who are principal owners of CP's for new TV's at Key West and Melbourne, both Florida. Filed Sept. 28.

■ Fort Walton Beach, Fla.—Beacon Broadcasting Inc. seeks ch. 35; ERP: 826 kw vis., 99 kw aur., HAAT: 196 Ft.; ant. height above ground: 224 ft. Address: P. O. Box 7008, Columbus, Ga. 31908. Principal: Subsidiary of Quality Media Corp. William J. Kitchen is president. Beacon Broadcasting also is licensee of WBFJ(AM) Winston-Salem, N.C.; WMOC(AM) Chattanooga, Tenn.; and WIXO(AM) Mobile, Ala. Filed Sept. 30.

■ Fort Walton, Fla.—Hilton Organizations Inc. seeks ch. 52; ERP: 1,987 kw vis., 198.7 kw aur., HAAT: 656 ft.; ant. height above ground: 618 ft. Address: 5839 Mariner Drive, Tampa, Fla. 33609. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principal: R.C. Hilton (100%), who owns WSWS-TV Opelika, Ala., and is permittee of WSMF-TV Florence, S.C. Filed Sept. 20.

■ Humacro, P.R.—Angel A. Bocanegra seeks ch. 68; ERP: 825 kw vis., 99 kw aur., HAAT: 773 ft.; ant. height above ground: 218 ft. Address: P.O. Box 503, Luguilla, P.R. 00673. Principal: Bocanegra has no other broadcast interests. Filed Aug. 26.

■ Ponce, P.R.—Zeal Broadcasting seeks ch. 48; ERP: 100 kw vis., 10 kw aur., HAAT: 858 ft.; ant. height above ground: 113 ft. Address: Bldg. 10-13, Santa Rosa, Maymon, P.R. 00610. Legal Counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principals: Tomas Correa Acevedo and wife, Edna Muniz (50% each), who have no other broadcast interests. Filed Sept. 22.

■ *Alvin, Tex.—Living Stones Church Inc. seeks ch. 67; ERP: 54.84 kw vis., 5.48 kw aur., HAAT: 30 ft.; ant. height above ground: 1,040 ft. Address: 1407 Victory Lane, P. O. Box 487, Alvin 77511. Principal: Noncommercial applicant headed by Rev. Alan Lloyd Handl, president, who has no other broadcast interests. Filed Sept. 30.

■ Texarkana, Tex.—Floyd Bell seeks ch. 17; ERP: 16.22 kw vis., 1.62 kw aur., HAAT: 471 ft.; ant. height above ground: 430 ft. Address: 303 West Broad Street, Texarkana 75501. Principal: Bell owns 51% of KADO-AM-FM Texarkana. Filed Sept. 17.

FM actions

■ Show Low, Ariz.—KBW Associates Inc. granted 96.5 mhz, 100 kw, HAAT: 738 ft. Address: Willis Street Show Low 85901. Estimated construction costs: \$117,330; first-quarter operating cost: \$42,500; first-year

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venue: \$44,000. Principal: Hugh J. Williams (100%) who owns KVSL(AM) Show Low, Ariz. (BPH-811110A1). Action Sept. 23.

■ **Watertown, N.Y.**—St. Lawrence Valley Education Television Council Inc. dismissed application for 89.5 mhz, 2.17 kw, HAAT: 1,150 ft. (BPED-801017AG). Action Sept. 27.

■ **Grafton, N.D.**—KGPC Co. granted 100.9 mhz, 3 kw, HAAT: 125 ft. Address: 45 West 6th Street, Grafton 58237. Estimated construction costs: \$40,000; first-quarter operating cost: \$15,000, first-year revenue: \$73,000. Principals: Gary C. Pearson, president (49.6%), Rodney Webb and Del Nygard (24.8% each) and three others who own KGPC(AM) Grafton. (BPH-820107AQ). Action Sept. 23.

TV actions

■ **Mayaguez, P.R.**—Michael L. Carter dismissed application for ch. 22; ERP: 90.3 kw vis., 9.3 kw aut., HAAT: 1,090 ft.; ant.: ant. height above ground: 133 ft. (BPCT-820412KE). Action Sept. 21.

■ **Tullahoma, Tenn.**—Quin-Abi Broadcasting Inc. granted ch. 64; ERP: 557.2 kw vis., 11.4 kw aur., HAAT: 694 ft.; ant. height above ground: 1,102 ft. Address: Westside Drive, Tullahoma, Tenn. 37388. Principals: Jerry P. Newton (82.5%), wife, Brenda J. Newton (7.5%), their children, Jerry and Cameron (5% each) and Jack L. Dickey (7.5%), who also owns WIRB(AM)-WLHQ(FM) Enterprise, Ala. (BPCT-820309KE). Action Sept. 24.

■ **Houston, Tex.**—Deborah A. Richard dismissed application for ch. 61; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,167 ft.; ant. height above ground: 1,250 ft. (BPCT-820510KL). Action Sept. 15.

■ **Nederland, Tex.**—Texas Gulf Communications Inc. granted ch. 21; ERP: 4610 kw vis., 829 kw aur., HAAT: 1025 ft.; ant. height above ground: 1063.6 ft. Address: One Plaza square, Port Arthur, Tex. Estimated construction cost: \$2,035,000; first-quarter operating cost: \$680,000; first-quarter revenue: \$500,000. Legal counsel: Rubin, Winston & Diercks, Washington Consulting engineer: Peter V. Guereckis & Associates, Potomac, Md. Principals: Beverly Parker, president (20%), and eight others at 10% each. Parker is Lamar University, Port Arthur, Tex., teacher and has no other broadcast interests. (BPCT-811124KH). Action Sept. 24.

Ownership changes

Applications

■ **KSAA(FM) Casa Grande, Ariz.** (105.5 mhz, 3 kw, HAAT: 70 ft.)—Seeks assignment of license from Grande Communications Corp. to Darrel E. Brunson for \$225,000. Seller: Subsidiary of Wycom Corp., which is owned by William R. Sims. Wycom Corp. also owns 51% of KUGR(AM) Green River, Wyo. Wycom Corp. also bought, subject to FCC approval, 51% of KPIN(AM) Casa Grande, Ariz. (BROADCASTING, Aug. 31). Buyer: Brunson is executive vice-president and 30% owner of KSIT(FM) Rock Springs, Wyo. Filed Sept. 16.

■ **WFYV(FM) Atlantic Beach, Fla.** (104.5 mhz, 100 kw, HAAT: 660 ft.)—Seeks assignment of license from BENI of Atlantic Beach Inc. to Metroplex Communications of Jacksonville Inc. for \$2.85 million. Seller is subsidiary of Philadelphia-based Broadcast Enterprises National Inc., group owner of four AM's and two FM's and one TV, headed by Ragan Henry. BENI also sold, subject to FCC approval, WCIN(AM) Cincinnati. Buyer is Cleveland-based group of two AM's and four FM's owned by Norman Wain and Robert Weiss, who also sold, subject to FCC approval, WHTTI(AM) Miami for \$2.2 million (BROADCASTING, Aug. 30). Filed Oct. 4.

■ **WATL-TV Atlanta, Ga.** (ABC, CBS, NBC, ch. 36, 2,030 kw vis., 304 kw aur., HAAT: 1,170 ft.)—Seeks transfer of control construction for Briarcliff Communications Group Inc. from D.R. Jones et al to ATL Acquisition Corp. Principals: Applicant seeks to transfer de facto control to transferee because it will have two seats on executive committee of board of directors while remaining shareholders will have one. ATL currently owns 30% of Briarcliff. Buyer is subsidiary of Sillerman-Morrow Broadcasting Group Inc., which is equally owned by Robert F.X. Sillerman,

Bruce Morrow and 425 Radio Associates. 425 Radio Associates is equally owned by Howard J. Tytel, Steven J. Kumble and Gerald Wendell. Sillerman-Morrow Broadcasting owns WALL(AM)-WKGL(FM) Middletown, N.Y.; WRAM(AM) Dover, N.J., and WJJB(FM) Hyde Park, N.J. Filed Sept. 3.

■ **WGML(AM) Hinesville, Ga.** (AM: 990 khz, 250 w-D)—Seeks transfer of control of Liberty Broadcasting Co. from E.D. Steele Jr. (100% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: \$250,000. Principals: Seller has no other broadcast interests. Buyer is Atlanta developer and business broker and has no other broadcast interests. Filed Aug. 31.

■ **WGEC(FM) Springfield, Ga.** (103.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Effingham Enterprises Inc. to Christian Enterprises for \$305,000. Seller: Group of ten stockholders. Arte Tebeau is president. Buyer: Noncommercial corporation headed by James N. Birkitt Sr., president. Christian Enterprises also is licensee of WIVE(AM) Ashland, Va. Filed Oct. 4.

■ **WVTL(FM) Monticello, Ind.** (95.3 mhz, 3 kw, HAAT: 135 ft.)—Seeks assignment of license from Twin Lakes Broadcasting Inc. to Tippecanoe Broadcasting Inc. for \$425,000. Seller: Estate of Leon Buck (57.35%) and W. Douglas McLuen (42.65%) who have no other broadcast interests. Buyer: Neal Nussbaum and Mark Bauer (50% each). Nussbaum is TV program syndicator and former part owner of WFRL(AM)-WXXQ(FM) Freeport, Ill. Bauer is Goodland, Ind., attorney. Neither have other broadcast interests. Filed Sept. 15.

■ **KOLT(AM) Scottsbluff, Neb.** (1320 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of The Hilliard Co. from Russell G. Hilliard and family (100% before; none after) to Viril Davis and others (none before; 100% after). Consideration: 1,867,500. Principals: Seller Russell Hilliard owns 50% of KCMP(AM)-KCNQ(FM)ICP) Brush, Colo. Buyer is owned by Clara Petersen (27%), and husband, James Petersen (22%). Gary Drown, Viril Davis (16.33% each) and Melvin Sauer and Judy Wilson (8.17% each). Except Clara Petersen, they are all employees of KOLT(AM). Excluding James Petersen and Gary Drown, they own KPNY(FM) Alliance, Neb. Filed Oct. 4.

■ **WIMG(AM) Trenton, N.J.** (1300 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Progressive Communications Inc. to Crusade Broadcasting Corp. for \$425,000 (BROADCASTING, Oct. 11). Seller: Jeanne Greenberg and husband, Herbert Greenberg, who have no other broadcast interests. Buyer: L.E. Willis, who owns WPCE(AM) Portsmouth, WOI(FM) Norfolk and WGOE(AM) Richmond, all Virginia, and WKUE(FM) Green Cove Springs, Fla. Filed Oct. 4.

■ **WQKN(FM) Goldsboro, N.C.** (102.3 mhz, 3 kw, HAAT: 275 ft.)—Seeks transfer of control of WQKN Inc. from George G. Beasley (90% before; none after) to Eastern Regional Broadcasting Inc. (none before; 100% after). Consideration: \$650,000. Principals: Seller is Goldsboro, N.C.-based group of seven AM's and six FM's principally owned by George Beasley, who last bought WTIP(AM)-WTIO(FM) Charleston, W. Va., for \$1,425,000. (BROADCASTING, May 24), and bought, subject to FCC approval, WTSB(AM)-WGSF(FM) Lumberton, N.C., for \$980,000 (BROADCASTING, March 29). Buyer is controlled by Robert Swinson Jr. Swinson currently is general manager and 10% owner of WQKN(FM). Filed Sept. 22.

■ **WKEW(AM) Greensboro, N.C.** (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Friendly Broadcasting of Greensboro Inc. to WKEW Partners for \$661,260. Seller: W. S. Wellons Sr., president (23.4%) and six others, none of whom have other broadcast interests. Buyer: Stewart P. Mitchell, John R. Atkinson and John R. English (30% each), and James R. Landacre and Charles R. Bennett (5% each). Mitchell and English are officers with Newport News, Va., wholesale plumbing firm. Atkinson is Greensboro athletic shoe sales-representative. Landacre and Bennett are CPA's. None have other broadcast interests. Filed Sept. 21.

■ **WKXQ(AM) Reidsville, N.C.** (1600 khz, 1 kw-U)—Seeks assignment of license from Rockingham Radio Corp. to Statesville Broadcasting Inc. for \$165,000. Seller: Group of eight equal stockholders. None have other broadcast interests. Buyer: Group of 20 stockholders headed by A. Fuller Sams Jr., president.

They own WSIC(AM)-WFMX(FM) Statesville and WFSC(AM)-WRFR(FM) Franklin, all North Carolina. Filed Oct. 4.

■ **WBTI(TV) Cincinnati.** (ch. 64, 1,000 kw vis., 20 kw aur.; HAAT: 940 ft.)—Seeks transfer of control of Home Entertainment Network from Buford Television Inc. (100% before; 20% after) to HEN Inc. (none before; 80% after). Consideration: \$7.5 million. Principals: Seller is equally owned by brothers Robert, Geoffrey and Gerald Buford, who also own KLTV(TV) Tyler and KTRF-TV Lufkin, both Texas, and 80% of KTMA-TV[CP] Minneapolis-St. Paul, plus cable systems in Indiana and Florida. Buyer is 80% owned by United Entertainment Network Inc., which is subsidiary of United Cable Television Corp., Denver-based MSO. Buford Television Inc. will keep 20%. Gene Schneider is president.

■ **WHMT(AM) Humboldt, Tenn.** (1190 khz, 500 w-D)—Seeks assignment of license from Communications Associates Inc. to R. B. Management Corp. for \$120,000. Seller: Donald Stephenson (100%), who has no other broadcast interests. Buyer: Robert B. Blow (80%) and F. Darrell Boyd (20%). Blow is former 38% owner of WKVQ(AM) Knoxville, Tenn. Boyd is general manager of WHMT. Filed Sept. 29.

■ **WGAP(AM) Maryville, Tenn.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Stephen Y. Corbett to WGAP Broadcasting Corp. for \$585,000. Seller has no other broadcast interests. Buyer: James A. Calkin Jr. and W. Dale Young (50% each). Young is attorney and Calkin is banker, both Maryville, and neither have other broadcast interests. Filed Sept. 24.

■ **KPAR(AM) Granbury, Tex.** (1420 khz, 500 w-U)—Seeks assignment of license from Granbury Radio Co. to Granbury Broadcasting Inc. for \$385,000. Seller: G. A. Day (75%) and Roy Parker (25%), who own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM(AM) Comanche, Tex. Buyer: is principally owned by Garry C. Luker and Tom Ward. Luker is Hood county, Tex., businessman and real estate developer. Ward is Cranberry, Tex., accountant. Neither have other broadcast interests. Filed Aug. 17.

■ **KMOO-AM-FM Mineola, Tex.** (AM: 1510 khz, 500 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from G.E.T. Corp. to KMOO Inc. for \$320,000. Seller: B.W. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair and Isadore Roosth (20% each), who own KBUS(AM) Mexia, Tex., and bought, subject to FCC approval, KTBB(AM) Tyler, Tex., for \$857,000 (BROADCASTING, July 26). Buyer: Virgil Peacock and L.H. Bobo (40% each) and M. R. Montgomery (20%). Peacock is retired. Montgomery is general manager of KMOO-AM-FM and with Bobo owner of public shooting ranges. Filed Sept. 1.

■ **KDWT(AM) Stamford, Tex.** (1400 khz, 1 kw-D, w-N)—Seeks assignment of license from ABKO Broadcasting Co. to MAB/MAC Inc. for \$190,000. Seller is principally owned by A. Boyd Kelley and Robert A. Prichard, who have no other broadcast interests. Buyer: Mobil McGarvey, president (50.5%) and three others. Filed Sept. 27.

■ **WMEV-AM-FM Marion, Va.** (AM: 1010 khz, 1 kw-D; FM: 93.9 mhz, 3.5 kw, HAAT: 1,480 ft.)—Seeks assignment of license from Mountain Empire Broadcasting Corp. to Summit Broadcasting Inc. for \$650,000 (BROADCASTING, Oct. 11). Seller is principally owned by Stella W. Maloney and L.P. Collins III, who have no other broadcast interests. Buyer is principally owned by Hugh S. Gwyn and wife, Barbara, who have no other broadcast interests. Gwyn is Marion, Va., beer distributor and has no other broadcast interests. Filed Sept. 29.

■ **WAGO(AM) Oshkosh, Wis.** (690 khz, 250 kw-D)—Seeks transfer of control of WAGO Radio Inc. from Obed S. Borgen (100% before; none after) to James R. Coursolle (none before; 100% after). Consideration: \$333,175. Principals: Seller Borgen also owns KFIL-AM-FM Preston, WMIN(FM) Maplewood, and KWMB(AM) Wabasha, all Minnesota. Buyer is former owner of WLKE(AM)-WGGQ(FM) Waupun, Wis., which was sold for \$1.1 million (BROADCASTING, Aug. 16). Filed Sept. 23.

■ **WRTR(AM) Two Rivers, Wis.** (1590 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Paragon Radio Network Inc. to Elektro Technik Inc. for \$150,000. Seller: Group of 17 stockholders headed by Thomas L. Stewart, president and 16.5% owner. Buyer: Mark Heller, president (58.8%) and six others. Heller is former chief engineer at WGCI(FM) Chicago. Broker: The Keith W. Horton Co. Filed Sept. 28.

Actions

■ WSMQ(AM) Bessemer, Ala. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Mel Allen Broadcasting Inc. to Radio Station WSMQ 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 WQSI(FM) Union Springs, Ala., for \$125,000 (BROADCASTING, Sept. 13). (BAL-820811FA). Action Sept. 22.

■ KBLC(AM) Lakeport, Calif. (1270 khz, 500 kw-D)—Granted assignment of license from Lake County Broadcasting Inc. to Visionary Radio Euphonics of Lake County Inc. for \$286,805. Seller: Robert McDaniels (100%), who has no other broadcast interests. Buyer is subsidiary of Visionary Radio Euphonics Inc., owned by group of seven stockholders headed by John Detz Jr., president and 53.3% owner. They also own KQTE(AM)-KVRE(FM) Santa Rosa, Calif. Detz and two other principals—Lucinda Paulos and James McKeon Jr.—also are principal owners of KOZT(FM) Fort Bragg, Calif. (BAL-820513FO). Action Sept. 29.

■ 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.)—Granted assignment of license from Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for \$5.65 million. 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 KANC(AM) Anchorage from Susitna Broadcasting Corp. for \$1,106,740 (BROADCASTING, June 21). Their prior acquisition was KGAM(AM)-KDRK(FM) Spokane, Wash., which they bought last year for \$3.6 million (BROADCASTING, March 23, 1981) (BAL-82072615). Action Sept. 24.

■ WKGR(AM) Gainesville, Fla. (1390 khz, 5 kw-D)—Granted assignment of license from Kent Communications Inc. to Sunshine Wireless Co. for \$342,000. Seller: R. Kent Replage (100%), who bought station last year for \$432,250 and is seeking waiver of three year rule because no profit will be realized from sale. Buyer: Donald V. and Richard Berlanti, brothers (50% each), who own WKQS(FM) Boca Raton, W1.QY(AM) Hollywood, and WYKS(FM) Gainesville, all Florida, and KLVV(AM)-KRQK(FM) Lompoc, Calif. They bought WYKS [formerly WGVJ] last year for \$950,000 (BROADCASTING, June 22, 1981) (BAL-820810E1). Action Sept. 24.

■ WFXI(AM) Haines City, Fla. (930 khz, 500 w-D)—Granted transfer of control of WFXI Inc. from David King (50% before; none after) to Stephanos Liadis (none before; 50% after): Consideration: \$25,000 plus assumption of over \$100,000 in liabilities. Principals: Transferer also owns 40% of WRIP(AM)-WOWE(FM) Rossville, Ga. Transferee is manager at noncommercial WVRM(FM) Hazlet, N.J. (BTC-820812FQ). Action Sept. 24.

■ KCIR(FM)[CP] Twin Falls, Idaho (90.7 mhz, 18 kw, HAAT: 3,276 ft.)—Granted assignment of license from Christian Radio of Magic Valley Inc. to Faith Communications Corp. Seller is noncommercial corporation. Gerald R. Reinke is president. Christian Radio of Magic Valley was recently granted its CP (BROADCASTING, May 24). Buyer: Jack French is president of nonstock corporation which also owns KANN(AM) Ogden, Utah, and KILA(FM) Henderson, Nev. (BAPED-820712HK). Action Sept. 29.

■ WTIM(AM)-WEEE(FM) Taylorville, Ill. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 2.6 kw, HAAT: 360 ft.)—Granted assignment of license from Delta Media Inc. to Sky Communications for \$550,000. Seller Harold Hoefker (48.7%), who each own 17% of WCTW(AM)-WMDH(FM) New Castle, Ind. Buyer Dwain L. Munyon (60%) and Patrick J. Delaney and wife, Joanne K. (40% jointly). Munyon is salesman and Patrick Delaney is technician, both at WCLX(AM)-WLXR(FM) La Crosse, Wis. (BAPL,IL-820817GPQ). Action Sept. 28.

■ KRZJ-AM-FM Beloit, Kans. (AM: 1190 khz, 2.5 kw-D; FM: 105.5 mhz 2.9 kw, HAAT: 73 ft.)—Granted Solomon Valley Broadcasting Inc. for \$325,000. Seller

is principally owned by Robert D. Zellmer and wife, Majorie M., who are principal owners of KRDX(AM) Wray, Colo., and FM CP there. Marjorie Zellmer owns 52% of KRZV(AM) Springerville, Ariz. Robert Zellmer owns 10% of new AM CP at Hayden, Colo. Buyer Shelby T. Harbison (44.45%), Charles K. Frodsham (33.33%) and Phyllis F. Johnson (22.22%). Harbison owns 35.99% of WDAN(AM)-WDNL(FM) Danville, and 32.5% of WTAX(AM)-WDBR(FM) Springfield, all Illinois. Frodsham is account executive at KEBC(FM) Oklahoma City, where Johnson is salesperson. (BAL-820810EG). Action Sept. 29.

■ KWKN(AM) Wichita, Kan. (1480 khz, 5kw-D, 1 kw-N)—Granted assignment of license from Swanson Broadcasting Inc. to Sampson Broadcasting Inc. for \$450,000. Seller: Tulsa, Okla. based group owner of four AM's and three FM's principally owned by Gerock H. Swanson president. This year it also sold KEGL(FM) Dallas-Fort Worth to Sandusky Newspapers for \$8.5 million (BROADCASTING, March 8). Buyer: Subsidiary of Sampson Communications Co., which is owned by Jack S. Sampson (51%) and wife, Arvilla M. (49%), who own KSKV(FM) Hutchinson, Kan. (BAL-820818GV). Action Sept. 28.

■ WFUL-FM Fulton, Ky. (99.3 mhz, 680 kw, ant. 150 ft.)—Granted assignment of license from Ken-Tenn. Broadcasting Corp. to WENK-FM of Union City Inc. for \$473,131.40. Seller: Kenneth Z. Turner and family who also sold co-located WFUL(AM) to separate buyer for \$202,770 (see below). Buyer: Closely held group of eight stockholders. W.P. Burnett Jr. is president and 15% owner. They also own WENK(AM) Union City, Tenn. (BALH-820312FJ). Action Sept. 29.

■ WFUL(AM) Fulton, Ky. (1270 khz, 1 kw-D)—Granted assignment of license from Ken-Tenn Broadcasting Corp. to Wood Broadcasting Inc. for \$202,770. Seller is owned by Kenneth Z. Turner and family who also sold co-located WFUL-FM (see above). Buyer: Larry A. Wood (100%), who is announcer at WSJP(AM) Murray, Ky., and applicant for new FM at Jonesboro, Ark. (BROADCASTING, Nov. 9, 1981). (BAL-820127GD). Action Sept. 28.

■ WWKO(AM) Fair Bluff, N.C. (1480 mhz, 1 kw-D)—Granted 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 WRHI(AM) Rock Hill, S.C., and also sold WKDE-AM-FM Altavista, Va. and WSML(AM) Graham, N.C. (see both below). Buyer also owns WCRE(AM) Cheraw, S.C. (BTC-820703FI). Action Sept. 24.

■ WSML(AM) Graham, N.C. (1190 khz, 1 kw-D)—Granted assignment of license from Graycasting Inc. to Evans Communications Corp. for \$549,824. Seller is wholly owned by Theodore J. Gray, Jr., who owns WRHI(AM) Rock Hill, S.C.; WFLB(AM) Fayetteville, N.C.; 98% of WKDE(AM) Altavista, Va.. He sold WKDE for \$450,000 (see below) and WWKO(AM) Fair Bluff, N.C. (see above). Gray bought WSML last year for \$455,000 plus \$65,000 for noncompete agreement and sought waiver of three

year rule on financial distress grounds. Buyer is owned by Emery Evans (60%) and wife, Diane (40%), who have no other broadcast interests. Emery is former general manager at WLOR(AM) Thomasville, Ga. (BAL-820813FW). Action Sept. 24.

■ KSLE(FM) Seminole, Okla. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from KXOJ Inc. to KSLE Inc. for \$300,000. Seller is owned equally by Michael P. Stephens, W.R. Stubbs and Gordon F. Smith, who own KXOJ-AM-FM Sapulpa, Okla. Buyer: Group of nine stockholders headed by Charles Morris, president and 10% owner. He is New York regional executive with UPI and has no other broadcast interests. (BALH-820811EY). Action Sept. 22.

■ WRCB-TV Chattanooga, Tenn. (NBC, ch. 3, 100 kw vis., 10 kw aur., HAAT: 1,260 ft.)—Granted assignment of license from Ziff-Davis Broadcasting Co. to Sarkes Tarzian Inc. for \$16 million. Seller is New York-based group of six TV's owned by William Ziff and family. I. Martin Pompadur is president. Last year Ziff-Davis said it would sell entire television group (BROADCASTING, June 1, 1981). It also sold WJKS-TV Jacksonville, Fla., for about \$18 million (BROADCASTING, Dec. 7, 1981). Buyer is Indianapolis-based group of two AM's two FM's and one TV. Thomas Tarzian is president. (BALCT-820430GM). Action Sept. 29.

■ WBEJ(AM) Elizabethton, Tenn. (1240 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from WBEJ Inc. to CB Radio Inc. for \$335,000. Seller: Anne T. Hazen and estates of James L. and Raymond C. Turrentine, who have no other broadcast interests. Buyer Darrell Bryan, Don Crisp and Bill G. Crisp (one-third each). Bryan and Don Crisp are principal owners of WSMG(AM) Greenville, Tenn. Don Crisp and Bill Crisp each own 30% of WSUX-AM-FM Seaford, Del (BAL-820709HD). Action Sept. 24.

■ WTJT(AM) Franklin, Tenn. (AM: 950 khz, 1 kw-D)—Granted assignment of license from London Broadcasting Inc. to Franklin Radio Associates Inc. for \$310,600. Seller: Tom T. Hall (80%), John D. Lentz and Tandy Rice Jr. (10% each), who have no other broadcast interests. Buyer: William W. Ewin Jr., Charles C. Dibrell, Bobby D. Williams, Charles T. Lawrence and Gaylon W. Williams (20% each): They are former employees of WIZO(AM) Franklin, Tenn. (BAL-820812FP). Action Sept. 24.

■ *KQIV(FM) Corpus Christi, Tex., and KKTU(FM) Albuquerque, N.M. (KQIV: 91.9 mhz, 2.4 kw, ant. 320 ft.; KKTU: 91.5 mhz, 8.3 kw, ant. 4,160 ft.)—Granted assignment of license from Spindizzy Pubcom Inc. to Family Life Radio for \$120,000. Seller: noncommercial corporation. Curtis C. Schultz is general manager. Buyer: Noncommercial corporation. Warren J. Bolthouse is president. Family Life Broadcasting System includes WUNN(AM) Mason, WUFN(FM) Albion and WUGN(FM) Midland, all Michigan; KFLR(AM) Phoenix and KFLT(AM) Tucson. (BAPED-820129GP). Action Sept. 30.

■ WBB1(AM)-WABN(FM) Abingdon, Va. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 1.8 kw, HAAT: 370 ft.)—Granted transfer of control of Burley Broadcasting Inc. from Lindy M. and wife, Frances L. Seamon (100% before; none after) to Southern Com-

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munications Inc. (none before; 100% after). Consideration: \$500,000. Principals: Sellers each own 50% and have no other broadcast interests. Buyer is principally owned by Ira W. Southern, who also is principal owner of WJKK(AM)-WCIR(FM) Beckley, W. Va. (BTCT, H-820728EU, FX). Action Sept. 24.

■ WKDE-AM-FM Altavista, Va. (1000 khz, 1 kw-D, <w-N) —Granted assignment of license from Altavista Broadcasting Corp. to Fernbrook Broadcasting Corp. for \$450,000. Seller is owned by Theodore J. Gray Jr., who owns WRH(AM) Rock Hill, S.C., WF1B(AM) Fayetteville, N.C., and also sold WSML(AM) Graham, N.C., for \$549,824. Gray also owns 20% of WWKO(AM) Fair Bluff, N.C., which also has been sold (see both above). Buyer is owned by Mark I. Jacob (55%), and his wife, Marecella (35%) and their children, Susan J. Harris and Robert W. Jacob (5% each). Mark Jacob is Richmond, Va., real estate investor and has no other broadcast interests. (BAPL-820810EE, F). Action Sept. 29.

■ WSBV(AM) South Boston, Va. (1650 khz, 2.5 kw-D) —Granted assignment of license from Terry Broadcasting Inc. to William C. and Estelle E. Link for \$150,000. Seller: E. Arnold Terry (100%), who owns WODY(AM) Bassette, Va. Buyer: William C. Link and wife, Estelle (50% each). William Link owns WLIS(AM) Lawrenceville, Va. (BAL-820813FX). Action Sept. 24.

Facilities changes

AM applications

Tendered

■ KYDE (1590 khz) Pine Bluff, Ark. —Seeks CP to

change hours of operation to U by adding N power with 5 kw; increase D power to 5 kw; install DA-N, and make changes in ant. sys. Ann. Oct. 7.

■ WBIC (1380 khz) New Bern, N.C. —Seeks CP to change hours of operation to U by adding 5 kw-N; install DA-N; change city of license to Trent Wood, N.C.; change TL; and make changes in ant. sys. Ann. Oct. 1.

■ WMSO (640 khz) Collierville, Tenn. —Seeks CP to increase D power to 10 kw and change TL. Ann. Oct. 5.

■ KZOL (1570 khz) Farewell, Tex. —Seeks CP to change frequency from 1570 to 1060 khz. Ann. Oct. 8.

■ KGOS (1490 khz) Torrington, Wyo. —Seeks CP to increase D power to 5 kw and N power 1 kw; install DA-N; change TL. Ann. Oct. 5.

Accepted

■ KTUC (1400 khz) Tucson, Ariz. —Seeks CP to change TL. Ann. Oct. 5.

■ WEEF (1430 khz) Highland Park, Ill. —Seeks CP to change TL. Ann. Oct. 5.

■ WKKQ (1060 khz) Hibbing, Minn. —Seeks MP (BP-20029) to change radiation efficiency. Ann. Oct. 4.

■ KKBK (1340 khz) Aztec, N.M. —Seeks CP to increase height of tower from 300 to 460 ft. Ann. Oct. 8.

■ WALL (1340 khz) Middletown, N.Y. —Seeks MP (BP810831AF) to increase ant. height from 299 to 308 ft. Ann. Oct. 7.

■ WARO (540 khz) Cannonsburg, Pa. —Seeks MP (BP810318AF) to reflect correction in orientation of existing towers and add augmentation data to D pattern to allow for distortion of pattern by nearby power lines. Ann. Oct. 7.

■ KTXZ (1560 khz) West Lake Hills, Tex. —Seeks MP (BP800116AD) to augment D and N pattern. Ann.

Oct. 7.

■ WTIP (1240 khz) Charleston, W. Va. —Seeks CP to increase overall ant. height from 341 to 359 ft. and correct coordinates. Ann. Oct. 7.

■ WAYY (1150 khz) Chippewa Falls, Wis. —Seeks CP to increase radiation to 346 MW/M/KM by increasing trans. power output. Ann. Oct. 8.

FM applications

Tendered

■ KXAZ (93.5 mhz) Page, Ariz. —Seeks CP to change ERP to 1.150 kw; change HAAAT to 477 ft.; and change TL. Ann. Oct. 1.

■ *WEC1 (89.7 mhz) Richmond, Ind. —Seeks CP to change TL; increase ERP to 1 kw; change HAAAT to 106 ft. and make changes in ant. sys. Ann. Oct. 8.

■ WMFR-FM (99.5 mhz) High Point, N.C. —Seeks CP to change TL; change ERP to 100 kw; change HAAAT to 1500 ft. and make changes in ant. sys. Ann. Oct. 5.

Accepted

■ *KCLB (91.1 mhz) Santa Rosa, Calif. —Seeks CP to change TL; change type trans.; change type ant.; change ERP to 3 kw; change HAAAT to 23.52 ft. and change TPO. Ann. Sept. 1.

■ KJQY (103.7 mhz) San Diego, Calif. —Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 8.66 kw; change HAAAT to 616 ft. and change TPO. Ann. Oct. 1.

■ WKBC-FM (97.3 mhz) North Wilkesboro, N.C. —Seeks CP to increase ERP to 100 kw; increase HAAAT to 1010 ft. and change TPO. Ann. Oct. 7.

■ KXXY (96.1 mhz) Oklahoma City —Seeks CP to change type ant. and decrease HAAAT 256 ft. Ann. Oct. 4.

■ WKAD (100.1 mhz) Canton, Pa. —Seeks CP to increase ERP to 593 kw; increase HAAAT to 697 ft. and change TPO. Ann. Oct. 1.

■ *KCFB (90.1 mhz) Sioux Falls, S.D. —Seeks modification of CP (BPED-820730BD) to increase HAAAT to 189 ft. (H). Ann. Oct. 7.

■ KEZB (93.9 mhz) El Paso, Tex. —Seeks modification of CP (BP11-780829AJ, as mod.) to decrease ERP to 61.16 kw; decrease HAAAT to 1,205 ft. and change TPO. Ann. Oct. 1.

■ KVRN-FM (92.1 mhz) Sonora, Tex. —Seeks CP to change type trans.; change type ant.; increase ERP to 100 kw; increase HAAAT to 359 ft. and change TPO. Ann. Oct. 7.

■ KDXE (95.9 mhz) Sulphur Springs, Tex. —Seeks modification of CP (BP11-10,518) to decrease HAAAT to 286 ft. and change TPO. Ann. Oct. 4.

■ WMIL-FM (106.1 mhz) Waukesha, Wis. —Seeks CP to install aux. ant. at main TL; to be operated on ERP of 17.1 kw; change HAAAT to 723 ft. and change TPO. Ann. Oct. 8.

TV applications

Accepted

■ KVHP (ch. 29) Lake Charles, La. —Seeks MP to change TL; and change height to 448 ft. Ann. Oct. 4.

■ KTMA-TV (ch. 23) Minneapolis —Seeks MP to change SL. Ann. Oct. 4.

■ KTWC (ch. 3) Glenwood Springs, Colo. —Seeks MP (BPCT-800819K11) to change ERP to 70.6 kw vis., 7.06 kw aur.; change HAAAT to 2,450 ft.; change SL and TL. Ann. Oct. 8.

AM actions

■ KDAP (1450 khz) Douglas, Ariz. —Granted CP to relocate ant. sys. Action Sept. 27.

■ KPHX (1480 khz) Phoenix, Ariz. —Granted MP of CP (BP800527AA) to move D operation to existing N site. Action Sept. 29.

■ KNCO (830 khz) Grass Valley, Calif. —Dismissed CP to increase power to 1 kw. Action Aug. 31.

■ WCBF (1010 khz) Tampa, Fla. —Granted CP to augment D directional ant. pattern Action Sept. 29.

■ WIRK (1290 khz) West Palm Beach, Fla. —Granted CP to increase N power from 1 to 5 kw. (change ant. sys.). Action Sept. 28.

■ WLSM (1270 khz) Louisville, Miss. —Dismissed CP to increase ant. height; reduce ant. input to 4.22 kw to maintain existing radiation. Action Sept. 23.

■ KANI (1500 khz) Wharton, Tex. —Granted

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modification of CP (BP79751 as mod) to change from directional to nondirectional pattern during D hours; operate trans. by RC. Action Sept. 29.

■ KKNW (1510 khz) Mountlake Terrace, Wash.—Granted CP to change power to 500 w/250 w (CH), DA-D; and change TL. Action Sept. 23.

FM actions

■ KKCS-FM (101.9 mhz) Colorado Springs, Colo.—Granted CP to change TL; increase ERP to 79 kw; change type ant.; increase ERP to 100 kw; increase HAAT to 2,180 ft. and make changes in ant. sys. Action Sept. 29.

■ KRBU-FM (104.9 mhz) Pocatello, Idaho—Granted change in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 957 ft. and change TPO. Action Sept. 28.

■ WFYR (103.5 mhz) Chicago—Granted CP to increase ERP to 4.2 kw; increase HAAT to 1,516 ft. and change TPO. Action Sept. 29.

■ WLAK (93.9 mhz) Chicago—Granted CP to decrease ERP to 4 kw; increase HAAT to 1,581 ft. and change TPO. Action Sept. 29.

■ WLS-FM (94.7 mhz) Chicago—Granted CP to change TL; decrease ERP to 4.4 kw; increase HAAT to 1,514 ft. and change TPO. Action Sept. 29.

■ WCLR (101.9 mhz) Skokie, Ill.—Granted CP to decrease ERP to 4.2 kw; increase HAAT to 1,516 ft. and change TPO. Action Sept. 29.

■ WXFM (105.9 mhz) Elmwood Park, Ill.—Granted CP to increase ERP to 4.1 KW; increase HAAT to 1,575 ft. and change TPO. Action Sept. 29.

■ WFUL-FM (99.3 mhz) Fulton, Ky.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft. change type transmitter. Action Sept. 24.

■ *KLPI (89.1 mhz) Ruston, La.—Granted modification of CP (BPED-800102B1) to change TL; change SL and RC; change type trans.; change type ant.; change ERP to 4 kw; change HAAT to 283 ft. and change TPO. Action Sept. 22.

■ *KTSR (90.1 mhz) Kansas City, Mo.—Dismissed CP to change TL; add RC; increase ERP to 150 w; change HAAT to 100 ft.; change type trans., and make changes in ant. sys. Action Sept. 23.

■ KXXY (96.1 mhz) Oklahoma City—Granted CP to change type ant. and decrease HAAT to 256 ft (H&V). Action Sept. 29.

■ KZMC-FM McCook, Neb.—Granted CP to change frequency to 105.3 mhz; change TL; change ERP to 31 kw; increase HAAT to 247 ft. and make changes in ant. sys. Action Sept. 29.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Granted CP to change TL; increase ERP to 10.2 kw; change HAAT to 926.5 ft. and change TPO. Action Sept. 29.

■ *WMBW (88.9 mhz) Chattanooga, Tenn.—Granted modification of CP (BPED-810513AG) to change type trans.; change type ant.; increase HAAT to 1,505 ft. and change TPO. Action Sept. 29.

■ KDXE (95.9 mhz) Sulphur Springs, Tex.—Granted

modification of CP (BPH-10.518) to decrease HAAT to 286 ft. and change TPO. Action Sept. 29.

TV actions

■ KTVE (ch. 10) El Dorado, Ark.—Granted CP to change studio location (outside city of license). Action Sept. 22.

■ WQRF-TV (ch. 39) Rockford, Ill.—Granted CP to change ERP to 525 kw vis. 5.25 aur.

■ WBHW (ch. 55) Springfield, Ill.—Granted CP to change trans. and make changes to ant. sys. Action Aug. 27.

■ KXLI (ch. 41) St. Cloud, Minn.—Granted MP (BPCT-800828KE) to change ERP to 2,422 kw vis., 277 kw aur., and change ant. sys. Action Sept. 23.

■ KSPR-TV (ch. 33) Springfield, Mo.—Granted MP (BPCT-800714KJ, as mod.) to change ERP to 1,122 kw vis., 112 kw aur., change TL; and change HAAT to 1079 ft. Action Sept. 23.

■ WWHT (ch. 68) Newark, N.J.—Granted CP to change ERP to 2,667 kw vis., 266 kw aur., and change TL. Action Sept. 23.

■ WSNL-TV (ch. 67) Smithtown, N.Y.—Granted CP to change TL. Action Sept. 23.

■ *WOUU-TV (ch. 20) Athens, Ohio—Granted MP (BPET-791226KE, as mod.) to change ERP to 1,004 kw vis., 100.4 kw aur.; and change trans. Action July 9.

In Contest

FCC actions

■ FCC issued Notice of proposed rulemaking regarding use of lotteries or random selection to choose initial licenses when there is more than one applicant seeking same frequency.

■ FCC denied WNYC(AM) New York request for permanent night operation from 6 a.m. to 10 p.m., and antenna relocation and increase in power to 50 kw. FCC also denied WOCO(AM) Minneapolis its request for antenna relocation and increase in power. Action Sept. 23.

■ FCC granted Satellite Television Corp. CP for first phase of direct broadcast satellite system. Action Sept. 23.

■ FCC Review Board reversed initial decision awarding CP to Birmingham Family Television Inc. for new TV at Birmingham, Ala., and instead granted competing application of Celtic Media Inc. (BROADCASTING, May 3). Board found applications basically equivalent, although rejected BFT's integration proposal upon which initial grant was based because it was specified in tardy amendment, and thus cannot be accorded full credit. Celtic won out because one of directors is local resident. Celtic is noncommercial religious organization. Action Sept. 23.

■ FCC invited further comments seeking formulation

of policies regarding renewal applications of broadcast licenses that are being considered in comparative hearing. Further comments are due Nov. 15 and replies by Dec. 6, 1982. Action Sept. 29.

■ Due to interference with land mobile stations in 806-807 mhz range, FCC refused request by WVEU(TV) Atlanta, Ga., to increase its operating power for six months to half that authorized (2,630 kw). Action Sept. 29.

■ Review Board denied license renewal of KROQ(AM) Burbank, Calif., and granted competing application of Royce International Broadcasting for new AM on same frequency. Board affirmed ALJ's conclusion that each of several adverse findings against license of KROQ required its disqualification. Royce International is owned by Edward R. Stolz II, owner of KWOD(FM) Sacramento, Calif. Action Sept. 20.

■ FCC denied buy-out agreement between Mobile Broadcasting Service Inc., and MBB Inc., applicants for new AM on 960 khz at Daphne, Ala. Action Oct. 6.

■ FCC upheld Broadcast Bureau action granting KWOA(FM) Mountain View, Ark., waiver to permit it to exclude recorded music from the majority-of-programming computation. Action Oct. 6.

■ FCC approved assignment of license of WREN(AM) Topeka, Kan., to Radio Station WREN Inc., and waived duopoly rule which prohibits certain signal contour overlap between commonly owned stations. Action Oct. 6.

Call letters

Applications

Call	Sought by
New AM's	
WABT	The Great American Broadcasting Corp., Madison, Ala.
KWLL	Grand Broadcasting of Arizona Inc., Casa Grande, Ariz.
KLCK	Kickitait Valley Broadcasting Services Inc., Goldendale, Wash.
New TV's	
KPRR-TV	Pacific Rim Broadcasting Co., Honolulu, Hawaii
WWQI	Quarterview Inc., La Crosse, Wis.
Existing AM's	
WSLE	WWCC Bremen, Ga.
KKIK	KHEM Big Spring, Tex.
KPMA	KTNT Tacoma, Wash.
Existing FM's	
WMJJ	WQEZ Birmingham, Ala.
KDDB	KPRA Paso Robles, Calif.
WKBI-FM	WTMX Ridgway, Pa.
WXVA-FM	WZFM Charles Town, W. Va.
Existing TV	
KARD	KLAA West Monroe, La.

Grants

Call	Assigned to
New AM	
WLNT	Tellico Broadcasting Co., Loudon, Tenn.
New FM's	
WKBP	Cairo Broadcasting Inc., Cairo, Ga.
WOWZ	Irwin County Broadcasting Corp., Ocala, Ga.
KMOK	KRLC Inc., Lewiston, Idaho
WDVR	Ocean City Radio of New Jersey Inc., Ocean City, N.J.
WTLO	Morgan Communications Inc., Pittston, Pa.
WRON-FM	Radio Greenbrier Inc., Roncoveerte, W. Va.
New TV	
WTUK	Alabama Management Co., Florence, Ala.
Existing AM's	
KLXX	KBOM Bismarck-Mandan, N.D.
KLSC	KSDR Waterlown, S.D.
Existing FM's	
WRNG	WCOH-FM Newnan, Ga.
WYNG-FM	WVHI Evansville, Ind.
WNGZ	WXXY Montour Falls, N.Y.
WQKS	WBCI Williamsburg, Pa.
Existing TV	
KWWY	KTUX Rock Springs, Wyo.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Director of Radio Stations wanted for public station WFSU-FM in Tallahassee, Florida. Minimum requirements: graduation from college and 6 years of managerial experience in radio field. Salary range from \$22,000 to \$36,900. Send letter of application and resume to: Florida State University, Personnel Relations Department, 216 Suwannee Arcade, Tallahassee, FL 32306. Must be postmarked by October 23, 1982.

Station Manager. New England AM/FM. Attractive area. Good opportunity for a sales-oriented manager. Resume and 3-year sales record to Box H-107.

Sales Manager wanted for western Massachusetts station. Excellent salary, plus commission, plus benefits. Box H-87.

Excellent management opportunity with AM/FM combo in multi-station group. Market under 30,000, but competitive. Excellent facility and staff to work with. Midwest location. This opening will not last long. Send resume to Box H-33.

HELP WANTED SALES

Account executive wanted who desires continued success in radio sales. Send resume to Dave Anderson—98 Rock WKLT, 104 Union Street, Suite 205, Traverse City, MI 49684.

Arizona: New FM, Tucson metro needs aggressive person experienced in agency sales and pounding pavement. 602-889-9797. EOE.

Sales Manager, for San Francisco suburban daytime, in a fast growing market, who can do it all, sell, recruit, train, equipped with successful promotion and merchandising packages. Great bucks, for great performer. Resume and references to Box H-72. EOE.

Building crackerjack sales dept. Don't come for the skiing, the mountains, the art, culture and history. Do come to make money. One of the Southwest's most prestigious markets (pop. 50,000). Sales experience required. Possible Sales Manager. Resume and sales history to: Sales Positions, PO Box 1840, Santa Fe, NM 87501. EOE. M/F.

Orlando market 10,000 watt AM country-music station seeks energetic salesperson with proven track record. High commission rate for producer. WFIV, Box 5519, Orlando, FL 32855.

Madison, WI, offers excellent sales opportunity for bright problem solver on the way up. Must have 1-2 years street sales with outstanding record. Strong on creativity with ability to write, sell imaginative campaigns. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM A/F, Box 2058, Madison, WI 53701. A Mid-West Family Station (EOE).

HELP WANTED ANNOUNCERS

MOR personable air performer, team player, proven audience builder. Good pay. Contact Lowell Wilks, KVOZ, Laredo, TX 512-723-4396.

Strong communicator wanted to build on an established audience. Easy listening adult-music, community-involved station offers desirable opportunity for experienced announcer. Creative commercial production abilities will be an asset. Opening is immediate. Send air-check & resume to: General Manager, WPBC-FM, 27 State St., Bangor, ME 04401. EOE.

Looking for a bright, imaginative announcer to team with sharp newsmen for Gulf Coast adult contemporary station. Want a motivated announcer who has that get "up and go" sound. All replies will be kept confidential. Send resume to Box H-97. We are an equal opportunity employer.

A/C KBOR has rare opening for experienced adult, morning drive personality. Community involvement a must. T&R: Gordon Marcy, KBOR, Box 3407, Brownsville, TX 78520.

Fastest growing 100 KW A/C FM in Southeast is now lining up news and air talent for future openings. Hard-working professionals only. Years of experience not a must if your work is impressive enough. T & R to: Program Director, WQLS, Suite 302, Northgate Park, Chattanooga, TN 37415.

Immediate opening for two top 40 contemporary announcers. Must be experienced. Top salaries paid. Send resume and tape to Wm. B. Neal, PO. Box 1747, Joplin, MO 64802-1747.

News people, announcers needed by Stuart Stations in Iowa, Missouri, Nebraska, Kansas, Wyoming. Send T & R: Stuart Broadcasting, Box 90209, Lincoln, NE 68501. EOE.

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.

Chief Engineer. Radio chief engineer, immediate opening. Excellent facilities and equipment. Class C FM and medium power AM in Midwest. Must have first class/general license, broadcast experience and references. Complete information first letter. Equal opportunity employer. Write Box H-105.

HELP WANTED NEWS

Top regional station seeks committed broadcast journalist with two years' experience in all phases of radio news. Only those willing to work harder than you've ever worked before and willing to work any shift should apply. Prefer those now working in Northeast. Send resume, letter and salary requirements to Box H-63.

WDUZ AM/FM has an immediate fulltime opening for qualified news person for morning shift. Collecting, writing, reporting on-air. Only those with experience need apply. Resume/tape to WDUZ, PO Box 36, Green Bay, WI 54305. Equal opportunity employer.

Virginia Beach—morning news anchor needed for AM/FM top-rated country-format market leader. Experience preferred. Send tape, resume with salary history and references to: Debbie Aiken, N.D., WCMS AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls, please. Affirmative action, EOE, M/F.

State radio news network needs morning anchor. Must have strong voice with smooth, network-style delivery. Successful applicant must have a minimum 3 years' experience, excellent writing skills, and a good news background with an organization having a strong news commitment. Tapes and resumes only to: Dave Greer, News Director, Kentucky Network, 2043 Consul Crest Drive, Louisville, KY 40299. EOE.

Radio news anchor position: at least one year broadcast anchor experience in medium to major market required. Minimum five years journalism (print and/or broadcast) experience needed. Sports background helpful. Send applications and tapes to John O'Day, WJW Radio, 13461 Ridge Road, PO. Box 33309, North Royalton, OH 44133, to be received by October 29. An equal employment opportunity employer.

News director for award-winning medium market station. Must be street-wise and not afraid to go into street, report, edit, and present on-air under deadline pressure. Career opportunity. Send tape, resume and writing samples to: Manager, WBOW/WZZQ, 1301 Ohio Street, Terre Haute, IN 47807. E.O.E.

SITUATIONS WANTED MANAGEMENT

Station owner: retiring within a year? Establish working relationship with potential buyer. Details: Dave Smith, PO Box 3271, St. Louis, MO 63130.

Professional, civic-minded, sales-oriented. Medium market. Sober, honest, dependable. Want challenge with rewards. Casto, 719 S. Main, Reidsville, NC 27320.

General Manager, community-oriented. Former owner-manager, successful background all areas. Buy in possible. 218-847-4942.

General Manager: Dynamic, organized, disciplined professional. Results and profit oriented. Expertise includes leadership, promotions. Basic management skills. 19 years managing AM/FM with strong sales development ability. Excellent credentials. Write Box H-71.

Success for sale. The station I am currently managing doubled its numbers in the spring book and tripled its billing since March. I am a hard working people motivator who knows how to get the best/most out of your staff. If you want to win, give me a call. 702-731-5939.

Got a problem? You define it, we'll solve it. Small, medium or large market. Record of results. Sales, programming, or will consult at reasonable fee. Management team. Box H-12.

Results are all that count! Every company I managed brought to No. 1 less than three years! Top billing, sales, before ratings! Expert programming, promotion, leadership. Budget conscious! Don't settle for less! Box H-85.

It only takes six months to fix a radio station. Seem too simple to be true? Think about it. The analysis, planning and implementation necessary can be done in half that time. If you've got a problem station, if you're tired of dealing with lightweights, let me show you how I've turned around network and major-group owned stations quickly and inexpensively. Box H-108.

SITUATIONS WANTED ANNOUNCERS

Talk show host with major market experience, including 3 years in New York. Lively, provocative interviewer, strong one-to-one communicator. 212-534-4475.

Talk Host—top 10, network O&O professional. 13 years news/talk experience. Unbeatable track record & references. Seeking on-air or programming position. Prefer large major, but open. Available now. Write Box G-127.

Ambitious, schooled, hard-working, 20-yr.-old looking for full-time, preferably West Coast. Good voice/production. 916-927-2183, Tom.

Relocating is no problem for the right team in a top 50 market. Prefers AOR or CHR in the sunbelt. 5 yrs. radio, college & record background. 412-832-1217, days.

Ford Mullins, 6-year pro (WZBC, WCFR, WPOE, WKZE). KHS grad, BA psych, seeks swing/prod., So. CA. coast. 714-859-6381.

Classical announcer—experienced, knowledgeable, devoted to fine arts broadcasting. Small market PD. Seek announcing or programming position. Kris. 312-233-7137.

Talented and professional broadcaster who is dependable, ambitious, hard-working, funny and looking for a start. Rich Drew, 9082 Timberall, West Chester, OH 45069. 513-777-1068.

Tickle your fancy with my tape and published humor. Be a satisfied employer. Call 201-773-3492.

SITUATIONS WANTED TECHNICAL

12-years' experience, 10 as chief. AM directional, FM stereo, audio processing, construction. Reply Box H-77.

SITUATIONS WANTED TECHNICAL CONTINUED

Chief Engineer. 18 years' experience, FM stereo and AM, hands on worker, strong on maintenance and construction. Reply Box H-90

SITUATIONS WANTED NEWS

Hardworking reporter with New York experience, good voice, warm, personable delivery and superb writing skills. Available now. Box G-76.

News Director. Experienced newsman. Radio, TV, newspapers. Number 26 market. 34, black, family man. Write Box H-4

Experienced, award-winning sportscaster seeks medium-market sports or sales/sports position. RAB trained. Highly motivated, professional. Five years baseball, football, and basketball play-by-play. Some hockey experience. Resume and tape available upon request. Write Box H-53.

Seasoned broadcast journalist seeks permanent post with commercial Christian station in Sunbelt. Extensive sales and programming experience. Write Donald Dickson, P.O. Box 5041, Fort Myers, FL 33901.

Available immediately. 10 year news pro. Experience in top 35 market includes long run as news/sports director. Strengths are in organizing and as a reporter. Seeking position as news/sports reporter or assistant news director in major market. Write Box H-93.

NC copywriter desires position with management potential. Experience, will relocate. Mr. Grigg, 704-399-0362.

Fifteen years' experience in top ten market radio news and public affairs, including nearly six years as a writer and drive-time anchor at the leading all-news station in the nation's number two market. If you're in California and need help with your news, let's talk. Jeff, 415-832-5171.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Four year pro with college degree, experienced in sales, news and announcing, seeks PD, position in small to medium market. Reply to Box H-74.

Excellent job knowledge; I like to work and I like to win. 17 years of comprehensive experience in administration/operations/programming (Continental Network, RKO, Scripps-Howard) is available to you, now. Call Stew Robb, 804-397-2646.

Production/copywriter/announcer/pickle-slicer. All-in-one. Creative, consistent, eager to work. Patrick, 212-949-6751, days.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

HELP WANTED MANAGEMENT

Public television General Manager. WKPC-TV (PBS), Louisville, Kentucky, has an immediate opening for a General Manager. Management skills and knowledge of development are essential. Excellent benefits. Send full resume, salary requirements and job history to WKPC-TV Search Committee, c/o William C. Stone, P.O. Box 1515, Louisville, KY 40201. Applications must be received by October 31, 1982.

Television General Manager—Group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and people skills essential; as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box H-70.

Combination General Manager/General Sales Manager for KECY-TV, Channel 9, Yuma/EI Centro, California. Brand new studios and equipment. ABC affiliate. Good opportunity. Send letter, resume, salary requirements to John Radeck, P.O. Drawer 4200, Palm Springs, CA 92263. E.O.E.

National Sales Manager to fill newly created position for WTNH-TV, New Haven, CT. Station or rep experience necessary. Please send resume to Don Gorman, General Sales Manager, WTNH-TV, 135 College Street, New Haven, CT 06510.

Treasurer. Diversified communications company seeks qualified chief financial person with at least 4 years' broadcasting experience. High energy level required because company is in expansion mode. Confidentiality assured. Respond to Box H-92.

Director of Development for WHA-TV. Organizes and implements specific activities including coordination of grants, underwriting and contracts for radio and television; promotion and publicity; planning and implementation of all fund raising activities including membership drives, auction, direct mail and special events for WHA-TV and Friends. Minimum of five years' experience in fund raising, grantsmanship and directing large community projects. Proven ability to relate to public and work within a board and committee structure. Written and oral communications skills essential. Publicity and promotion experience desirable. Knowledge of public radio and television essential. Bachelor's degree required. For application, call Kathy Dickerson, 608-263-2114. Application deadline: November 8, 1982. WHA-TV is an affirmative action/equal opportunity employer.

Telecommunications/Learning services specialist. Department head. Supervises and coordinates K-12 and postsecondary instructional telecommunications as it relates to funding, development, and operation of formal and informal television projects. Master's degree and a minimum of three years' full-time employment in ITV production. Salary range: \$24,700 to \$26,500. Closing date: November 16, 1982. For position description and application form, contact: Mrs. Adrienne R. Dowling, c/o Learning Resources Center, University of Southern Colorado, 2200 Bonforte Boulevard, Pueblo, CO 81001. An affirmative action, equal opportunity employer.

Director of corporate communications & promotion. Responsible for overall management of promotion, public information, advertising and internal & external corporate communications for KERA TV/FM. Executive editor for "The Dial Magazine." Requirements include BA degree in journalism, advertising or related field, plus a minimum of 3 years' experience in public relations or advertising management. Qualified applicants should respond with resume only to: Richard J. Meyer, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

HELP WANTED SALES

TV account exec. wanted: top 50 NBC affiliate—need to fill vacancy with experienced account executive. Send resume and income requirements to: Chic Kroll, WGAL-TV 8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. Equal opportunity employer.

TV time sales. New York base. Minimum 7 years' experience with network, local station, or rep. sales organizations. Salary, plus commission, plus fringes open. Resumes only. Box H-102.

Local Sales Manager—Charleston, SC - personable, aggressive, well-versed in ratings & avail preparation. Proven selling skills with ability to motivate. Resume, references, salary requirements to Stephen Brock, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. Confidential. EOE.

TV Syndication Sales Manager. New York base. Minimum 5 years sales to stations experience required. Will consider strong rep. or agency media background. Salary, plus commission plus fringe package open. Resumes only. Box H-100.

HELP WANTED TECHNICAL

Maintenance Engineer. 3-5 years' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31944, or call 404-323-3333. EOE, M/F

Assistant Chief Engineer—small market, Rockies. 3-5 years minimum experience. Great hunting, fishing, skiing, family area. Good salary. Contact Cecil Cope, KIFI TV, 208-523-1171. EOE/M/F

KMGH-TV Denver, CO., seeks applications from qualified maintenance engineers. Minimum 3-5 years repair and maintenance experience on ENG, VTR, camera, microwave, switchers and other studio equipment. General class FCC license. Send resume to: Kent Gratteau, KMGH-TV, 123 Speer Blvd. Denver, CO 80217. Equal opportunity employer. M/F

Engineer/technician with experience in studio maintenance. Familiarity with RCA Quad; Ampex 1"; Sony JVC; Panasonic 3/4"; and TBCs. Salary: DOE. To work in beautiful Alaska, contact Dick Eng, KTVA-TV, 1007 West 32nd Ave., Anchorage, AK 99503. 907-272-3456.

Wanted: maintenance eng. Entry level or 1 to 2 yrs' exp. Please send resume to Operation Mgr, KOUS-TV, Drawer D, Hardin, MT 59034.

Chief, Electronic Media Technician. Responsible for installation, maintenance, and supervision of Lamar University's radio, television, and electronic media equipment to include a new operational color television laboratory. Must possess FCC First Class license, good supervisory skills, and have ability to work in an academic, instructional and production environment, and have ability to diagnose, troubleshoot and repair electronic equipment. Salary: \$18,000-\$26,000, commensurate with experience. Fringe benefits. Resume to: William L. Ryan, Lamar University, P.O. Box 10021, Beaumont, TX 77710, prior to October 29, 1982. AA/EOE.

TV Maintenance Engineer—for upstate New York UHF General class license required. Prefer experience in all phases of TV maintenance; studio, transmitter, translator, ENG. Send resume to Chief Engineer, WUTR-TV, P.O. Box 20, Utica, NY 13503. EOE.

Wanted: maintenance engineer—skilled in the maintenance of ENG and studio equipment. The station is gearing up for the purchase and installation of new state-of-the-art equipment to be installed in our new modern facility. The engineer hired will be expected to be able to contribute to the planning process for the new equipment, its installation and maintenance, as well as the maintenance of existing studio equipment. Write Mr. Charles Goode, Studio Chief Engineer, WOWK-TV, P.O. Box 13, Huntington, WV 25706. EEO.

Chief Engineer-TV - Applicant must have intimate knowledge of all phases of studio, transmitter and ENG news operation. Prior management experience required. We are a network affiliate in the 50-60 market located in the Southeast. Send resume and salary requirements to Box H-103. We are an equal opportunity employer.

Chief Engineer—group-owned UHF/CBS affiliate in 93rd market seeking career-motivated individual with sound technical skills and an ability to manage people. Studio facilities include quad reel-to-reel, TK-47's, RCA-TCR's, radar, frame sync, Sci-Atlanta receiver with automatics, and ENG microwave. Prefer applicants with experience or training in digital technique and concepts. Station car, very attractive fringe benefits and career opportunities at larger market group stations. Send resume to John Irvin, VP & GM, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801. EEO, M/F

Innovative NYC tape production company putting together electronic cinematography unit and offering unique opportunity to the right person. We want a hands-on "heavy," experienced in maintenance, video and tape operation with strong production interest. Take charge type! Write Box H-101.

ENG technician - applicant must have 3-5 years' experience in repair of electronic news gathering equipment - specifically RCA TK 76 cameras and Sony U-Matic VTR's. College or technical school graduate degree on equipment. 1st/2nd or general class FCC license required. Please send resume to: Ed Wall Chief Engineer, WTVD, Box 2009, Durham, NC 27702 EOE. No calls, please.

Assistant Chief Engineer for midium market VHF. Must have hands-on experience with ENG. Southwest area. Reply Box H-88.

HELP WANTED NEWS

Sports Director to cover Arkansas Razorbacks and other sports. ENG shooting and editing needed. Tape and resume to News Director, KPOM-TV, Box 1867, Ft Smith, AR 72902.

HELP WANTED NEWS CONTINUED

Central Florida's leading news station is looking for a first-rate street reporter, one who can dig out a good story and make it come to life on television. This is a rare opportunity to join an aggressive and fully equipped station. Send tape and resume today to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No beginners or phone calls, please. WFTV is an equal opportunity employer.

Assistant News Director. Gulf Coast station on the way up needs a strong No. 2 person. Will produce 6 PM news and supervise daily newsroom operation. Salary: mid 20's. Send resume and salary requirements to Box H-21. We're an equal opportunity employer.

Co-anchor for Southeast medium market. No. 1 station is expanding its weeknight anchor team, and is looking for sharp, polished co-anchor. Must be more than just a talking head. Women and minorities encouraged. Send resume to Box H-32. EOE.

Small market station needs Sports Director to anchor 10 PM sports in addition to gathering local sports. Also, need 6 & 10 PM producer. Both jobs require experience. Prefer Texas-oriented broadcasters. Salary negotiable. EOE. Resume to Box H-49.

Weekend sportscaster/reporter. Sports is both the pros and the recreational events in which most people participate. If you can do both, send me your tape and resume. Experience is required. No phone calls, please. John Hayes, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110.

News Director. WSTM-TV, the Times Mirror station in Syracuse, NY, has an immediate opening for an experienced, budget-oriented news director. Former news director promoted to sister station in Dallas. Responsible for staff of 35 using modern equipment including live capability. A degree in journalism or communications is preferred. Send resume and salary requirements to David Shurtliff, Vice President and General Manager, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. No phone calls, please. An equal opportunity employer.

Reporter. Aggressive news operation with all the tools seeking experienced reporter. College degree preferred. Send resume and tape to John Kline, News Director, KATU-TV, PO. Box 2, Portland, OR 97208. An EEO Employer.

Anchor/reporter: Half-day reporting, anchor 7 PM. Newscast. Tapes and resumes, no phone calls. Jay Moore, ND, WTVR-TV, 3301 West Broad, Richmond, VA 23230. E.O.E.

Weekday evening anchor sought for an aggressive, small-market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Great opportunity for a chief meteorologist at a sunbelt station. Must be innovative with state of the art weather graphics systems and possess a strong on-air personality. Send resume and written philosophy in how to achieve and maintain a number one position in weather to Box H-91. E.O.E.

Anchor-reporter for early & late news in a Southern market. We're looking for a person with on-air experience & solid writing/reporting abilities. Prefer person with Southeast background. Send resume to Dave Lasinger, ND, WCBI-TV, PO. Box 271, Columbus, MS 39701. No phone calls. EOE.

Experienced meteorologist for 6PM and 10PM newscasts. Send tape, resume and salary requirements to: Don Hickman, WICS-TV, Inc., 2680 E. Cook St., Springfield, IL 62703. Equal opportunity employer.

Producer/reporter (Public Affairs). Producer/reporter for KAKM Public Television, Anchorage, Alaska, needed to produce and moderate public affairs series and specials. Candidates must have solid journalistic on-camera skills. College degree in journalism, broadcasting or related field and minimum of two years' experience required. (Starting salary: \$19,255-\$28,000, plus benefits.) A video resume tape will be requested from finalists. Do not send with application. Send resume to KAKM, 2677 Providence Drive, Anchorage, AK 99504. Deadline for applications is October 22, 1982. KAKM is an EEO employer.

Group-owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box H-86. We are an equal opportunity employer, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Major West Coast ABC affiliate seeks morning talk show feature reporter/co-host to work with male host. Feature reporting skills and live interview experience required. BA in Journalism preferred. Send tape and resume to TC, PO Box 9494, Seattle, WA 98109. EOE.

Producer/Director. Top ten, group-owned network affiliate seeks producer/director to write and produce prime-time magazine, public affairs and cultural programming. Three years' experience, and strong writing and producing skills necessary. Resume to Box H-73.

Associate producer, PM Magazine, Detroit. Want proven field producer ready to spread wings in major market. Must be organized with ability to make stories come to life and confidence to take risks. Responsible for 1-2 stories per week. Send resume and reel ASAP to Beth Sosin, WJBK-TV, Box 2000, Southfield, MI 48037. An Equal Opportunity Employer.

TV executive producer: 3 years' experience producing and directing studio and location. Strong background as location videographer and 3/4" editor. Send sample tape and resume to Mike Dougherty, Production Manager, WCMH-TV, 3165 Orlentangy River Road, Columbus, OH 43202. EOE.

Production photographer. Looking for experienced photographer to shoot 16mm and 1" video tape. A Midwest ABC affiliate, heavy on production and promotion shooting. Send resume and tape to: Tim Martin, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Production Manager. Top ten market. Manage staff of fifteen. Need experienced producer/director who has at least 5 years' experience directing/managing all types of producing including news, sports, public affairs and commercials in a top 20 market. We need a top notch person to supervise all local production. Send resume to Box H-104.

Videographer wanted for programing department of top 5 market broadcast television station. Must be able to shoot magazine format, documentary and sports of the highest quality. Broadcast experience with 3/4" field production gear essential. Send resume and tape reel to Executive Producer-Programing, KPXX, 855 Battery Street, San Francisco, CA 94111. Equal opportunity employer.

WTAE-TV has an immediate opening for a staff artist. Applicants for this position should have the following qualifications: Must have at least one year working experience in a TV station in the position of staff artist. Must have experience operating a graphic generator (Chyron, Telemation Computer, etc.). Must have working experience with print, layouts, design, and illustration. Must be willing to work nights and weekends. No phone calls - mail resumes to Ray Coleman, 400 Ardmore Blvd., Pittsburgh, PA 15230. An equal opportunity employer, M/F.

SITUATIONS WANTED MANAGEMENT

Operations Manager. 18 years' experience in TV operations and production! Degree, stability, creativity, management expertise. Large or small market. Prefer East of the Mississippi. Write Box H-1.

Are you looking for innovative, audience-building, promotion advocate, community-conscious GM? Hands-on, detail-obsessed, close to the staff supervision? Strong in programing and film buying? Award-winning editorials on tape. Eagerly seeks to relocate in good size market on Northeast coast. Reply Box H-51.

General sales manager desires move to General Manager slot or GSM leading to GM. Nineteen years proven track record. Aggressive, highly organized, degree, production background. Rep. experience. Reply Box H-75.

SITUATIONS WANTED SALES

General Sales Manager in radio seeks move to TV. Write Box H-94.

SITUATIONS WANTED TECHNICAL

Female-FCC general license—love to relocate. Experienced with handwork—TV camera, master control or studio operations. Melanie, 215—922-2530.

Operations Technician, currently at top 25 affiliate, with license, degree, and technical school, seeks production/operations position. Only those demanding quality and hard work need respond. Leave message: 212—933-4387.

Entry level, engineering school graduate, 1st Class, single, 22, dedicated, professional, willing to relocate. Great addition to your engineering staff, Lonnie Dockett, 1409 South Coffman, Longmont, CO 80501 303—776-3801.

Do you need temporary engineering assistance with-studio, VTR, microwave, or transmitter? I am thoroughly experienced, all phases. Reasonable rates. Bill, 601—366-7526.

Seeking Position in TV broadcasting, 1st phone, operation and maintenance on TV studio equipment and transmitter. Twelve years' experience in electronics. Strong analog and digital background. Willing to relocate. Write: Anthony Tisinger, 311 Strauss Ave., Johnstown, PA 15901.

SITUATIONS WANTED NEWS

Sportscaster — B.S., 1 year commercial TV experience. Shoot, edit, produce, report, anchor. Enthusiasm, creativity, professionalism. Small-medium market. Long term commitment. Ken Bland, 215—438-3806.

Anchor/reporter. Credibility, vitality, experience. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014. 815—455-5797.

Radio news announcer, over three years middle market experience, five years TV, educated; family man; seeking entry level TV position. Joe, 517—892-8964.

Reporter—bright, young, hardworking and achievement-oriented with well-rounded experience and excellent background. Mary, 206—592-5212.

Aggressive reporter with anchor experience in small TV news market wants to move up. Newspaper and radio experience too. Larry, 915—655-6588, evenings.

Writer/Producer. Missouri graduate. Degrees in English, history, radio-TV news. Experience: radio, TV, Georgia consumer affairs. Chuck Fant, 404—874-3409 or 803—684-4936.

Award-winning journalist with degree, seeking TV news/sports position. 5 years' TV/radio experience. Excellent TV production skills. Gary, 212—937-6851.

News Director—proven leader. Strong administrator, producer, journalist. History of getting higher ratings. Seeking aggressive station. Box H-109.

Sports Director with degree, 5 yrs' experience in small-medium markets looking for that one big break. Seeking anchor-reporter and/or producer's position for an operation with a commitment. Reporting appeals to a wide audience, not just jocks. Energy, creativity, on-air "look" is all there. Call John, 609—823-8586.

Recent college graduate with commercial experience seeking TV co-host/reporting position. Attractive, bright, and willing to work hard for you. Call Elaine, 201—388-5435, or write Box H-95.

My boss would like to promote me again, but I'd really prefer fulltime medium market reporting. What should I do? Box H-89.

Experienced, respected reporter—anchor with excellent production skills seeks new challenge. Will relocate anywhere. Call Dave, 617—944-7223.

Hardworking UMass grad seeks entry-level news (TV/radio) or camera position. BA, Broadcast Management, Massachusetts/Connecticut preferred. Reply Box H-84.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Systems monitor/traffic/switcher, FCC 1st, 2 years' experience, desires warmer climate. Reply Box H-110.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Experienced top 10 associate producer seeks producership in top 10 market or nationally syndicated show. Please direct inquiries to Peter, 212-748-8603.

Recent graduate seeking entry level position in television production or private video. Degrees in business and radio-television-film. Call Laurie at 419-865-5865 or 419-841-2053.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Maryland. Three (3) tenure-track teaching positions at assistant/associate professor level. Teaching and/or professional experience in one or more of the following areas: mass communications processes, effects, and quantitative methodology; telecommunications marketing, management, policy, and regulation; design and development of telecommunications systems; writing for the media; film production. Doctorate or equivalent, evidence of effective teaching, research skills, and professional experience required. Direct inquiries to: Chairman, Radio-Television-Film, Department of Communication Arts and Theatre, University of Maryland, College Park, MD 20742.

Broadcast News: Teaching opening in broadcast news at West Virginia University; evidence of professional experience and scholarship in broadcast news, Ph.D. degree (extensive network news experience will be considered in lieu of the doctorate); rank and salary negotiable; position begins: August 16, 1983. Send application and vita by January 15, 1983 to Dean Guy H. Stewart, School of Journalism, West Virginia University, Morgantown, WV 26506; the broadcast news program plus four other programs and the school are accredited by ACEJMC; located approximately 70 miles southeast of Pittsburgh. West Virginia University is an affirmative action/equal opportunity employer.

Director, School of Journalism—The Pennsylvania State University. Qualifications: Ph.D. and/or extensive academic experience; administrative experience or potential; professional media experience normally expected. School offers undergraduate sequences in journalism, broadcast news, and advertising, and an M.A. degree. Desired availability: June 1983. Application deadline: November 15, 1982. Affirmative action/equal opportunity employer. Applicants send vita and references to Professor John S. Nichols, 215 Carnegie Building, Box C, The Pennsylvania State University, University Park, PA 16802.

Coordinator of Journalism & Mass Communications: Professor/Associate Professor—faculty position in Mass Communications requiring an earned doctorate in radio/TV or Mass Communications; or M.A. and established professional reputation; seven to ten years of teaching and/or media experience—especially broadcast journalism—are desirable. Demonstrated leadership ability will qualify candidate for appointment as Coordinator of Programs in Journalism and Mass Communications. Duties will be to teach basic and advanced courses in radio and TV production and related courses in broadcast journalism. Interested persons send letter of application, resume, transcripts and three letters of recommendation to Personnel Office, Lincoln University, Jefferson City, MO 65101. All credentials must be received by November 1, 1982. An Equal Opportunity/Affirmative Action Employer.

Instructor/Assistant Professor. Immediate opening. Teach undergraduate courses in radio-television production, programing, directing, writing, media law, and management. Candidate must have three years media experience, including ENG. Job includes coordinating university-produced television programing for local PBS affiliate. Ph.D. preferred, Master's required. Deadline: October 29, 1982. Minimum salary \$17,000. Summer teaching possible. Xavier University is a predominantly black Catholic liberal arts institution. Send resume to: Dr. Joe A. Melcher, Chairman, Communications Department, Xavier University, 7325 Palmetto, New Orleans, LA 70125.

University of Georgia, assistant professor. Teach basic and advanced courses in radio-television-film production (studio and field), writing, introduction to broadcasting, and broadcast journalism. Master's degree minimum with professional experience. Two or more years teaching experience or demonstrated potential. Deadline for application: January 15, 1983. Send letter of application and vita to: Professor Al Wise, Chairman, R-TV-F Search Committee, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602.

Journalism Chairperson, search reopened. University of Wisconsin-Eau Claire. Tenure-track. Administer department, teach undergraduate courses, maintain department service and professional commitments. Doctorate preferred. Must have university teaching experience, significant media experience, appreciation of liberal arts role in journalism education. Department offers accredited news-editorial sequence with print and broadcast options, journalism education major, and is developing advertising sequence. Rank, salary dependent on qualifications. Send letter of application, resume, transcripts, three to five letters of recommendation to: David Hansen, Journalism Department, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. Dec. 1, 1982 closing date. Begin Summer or Fall semester, 1983. Equal opportunity/affirmative action employer.

Graduate assistants/teaching assistants to study for MS/PhD in Communications. Monthly stipend, plus fee waiver. Persons with undergraduate degree in Communications or related field and professional experience are invited to reply. Dr. H.H. Howard, College of Communications, University of Tennessee, Knoxville, TN 37996.

Half-time instructor. Immediate opening. Teach use and operation of ENG. Help produce television documentaries for local PBS affiliate. Candidate must have three years ENG experience. Master's degree required. Deadline: October 29, 1982. Competitive salary. Xavier University is a predominantly black Catholic liberal arts institution. Send resume to: Dr. Joe A. Melcher, Chairman, Communications Department, Xavier University, 7325 Palmetto, New Orleans, LA 70125.

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.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

2 GC microwave transmitter and hardware. PO. Box 137, Fabius, NY 13063. 315-677-3404.

Wanted—camera cable & batteries for Ikegami HL-35. Call: 312-641-6030.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713-769-2475, Dave or Gary.

AM transmitters: RCA-BTA-1R, on air. Collins 21E, on air, exc. cond. M. Cooper, 215-379-6585.

1981 Hughes 500D helicopter, 600 hours total time. Excellent condition, must sell. 713-777-7312.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue. 404-563-9331.

Transmitters-antennas-towers—call us for great prices on new and used. Quick delivery. Several used items in stock, best deals on new equipment. Bill Kitchen, 404-324-1271.

Studio Equipment—cameras, VTR's, film chains thousands of items available. Best deals on new and used. Call Bill Kitchen, Quality Media Corporation 404-324-1271.

New TV Startups—let Quality Media show you how to save a fortune when building a new TV station. Call Bill Kitchen, Quality Media Corporation 404-324-1271.

1-MW-50 Harris, used only 1 year-many spares—immediate delivery. Perfect condition. Bargain price 214-630-3600.

Jatec VSEC- 42TD editor with options. Excellent condition. Cables for Sony recorders 212-285-0819

Tower for sale: 1-890-foot Kline (FM/TV), 1-140 foot self-support (FM), 1-190-foot self-support (FM) 1-260-foot guyed (microwave), 1-400-foot (FM). Call 901-274-7510.

Like new 1000 Watts Collins 820 D AM transmitter (the rock) with all spare parts. We are going to 500C watts and will not need it. Replacement cost \$20,000 Will sell FOB \$10,000. See it in operation. Call J.C. Johnson, 912-242-1565; evenings, 912-559-5167

Two stereo automation systems: IGM Basic A, and IGM 500. Contact Orv Koch, Stuart Broadcasting 402-475-4204.

For sale—(A.) RCA TR 600A loaded - best offer; (B.) Grass Valley 1400 switcher - 12 input, 2 M/E Chromakey. \$8,000. 312-641-6030.

1000 Fidelipac model 300 carts, all usable tape lengths from 3 minutes to 5 minutes. Golden opportunity to save money. Erase them and use as is or rewind with new tape. Priced \$1.00 each. Send cashier's check plus 10% for postage. For sale in multiples of 50. KADI, 7550 Forsyth Blvd., St. Louis MO 63105.

COMEDY

Free Sample of radio's most popular humor service (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies" - humor service of world's top comics! Month's 500 topical jokes - \$2.00. 1343-E Stratford, Kent, OH 44240.

Great radio comedy! Hundreds renewed again this year. Free sample: Contemporary Comedy, 5804-E Twineing, Dallas, TX 75227.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry World Wide Bingo, PO Box 2311, Littleton, CO 80122 303-795-3288. Copyright, 1962.

CONSULTANTS

Technicians: want to work for networks? Free referrals. Female applicants especially encouraged Write Box H-18.

AM directional antenna field engineering now available at reasonable rates, specializing in new broadbanding techniques for AM stereo, rehabilitation of old systems, real world phasor design and construction, and reradiation problems. Computer aided field adjustments. Fully FCC qualified with 25 years experience. For free information, reply to Box H-106.

MISCELLANEOUS

Top New York agent expanding representation c personable, creative anchors, reporters, weather casters specialists. Send tape/resume to Box 1100 N.Y., N.Y. 10101.

INSTRUCTION

Co-op ad seminar. TV, Radio: Chicago, November 1. Call now for brochure. Registration deadline October 26. Co-op Resource Center, 507-625-2667.

RADIO Help Wanted Management

GENERAL MANAGER

An established station group is seeking an experienced General Manager capable of molding and developing a crack sales force for top-rated AM/FM combination. Prefer RAB-trained with agency sales experience. Only dynamic, highly motivated persons capable of inspiring others and possessing top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box H-68.

Help Wanted Sales

ACCOUNT EXECUTIVE

WTIC-FM, southern New England's most successful CHR, is seeking a highly motivated and aggressive account executive. Ideal candidate must have a superior retail sales track-record, as well as a desire to succeed within a goal-oriented operation. Send resume and sales history to Warren Lada, WTIC-FM, One Financial Plaza, Hartford, CT 06103. EEO/M-F.

UNIQUE OPPORTUNITY

Churchill Productions in Phoenix is seeking a professional for a newly created sales/marketing position with our fast growing company. We are a programming syndication firm with an outstanding national reputation for quality. We currently offer two very successful formats, adult contemporary and easy listening, now heard on over 20 stations in markets from Boston to Los Angeles.

Qualified candidates probably have experience in radio sales management positions, a good knowledge of programming, enjoy travel and desire a challenge with unlimited career and monetary growth. Please send your resume and salary history in confidence to:

Tom Churchill
1130 E. Missouri, Suite 800
Phoenix, AZ 85014

Help Wanted Announcers

WANTED NOW

Strong, exciting, urban contemporary personality for new syndicated radio show. Medium/major market R & B or urban contemp experience preferred. Will not have to give up present job. EOE. Rush aircheck, resume & letter confidentially to VOICE, 1525 Clearview Rd., Norristown, PA 19401.

Situations Wanted Announcers

TALK ...

One of the best talk pros is available. I've spent the last 2½ years doing PM & AM drive in Philadelphia. "7" share and 46,000 per 1/4 hour AM drive. Can handle music and news **WITH** phones.

Thinking of switching formats? I'll take care of that for you. Talk **CAN** come cheap but before you decide ... let's rap. 215-825-8592. Thanks.

Situations Wanted Announcers Continued

AM IS NOT DEAD

But it's killing this superb morning act/PD combo, major market proven. If you're not one of those who's predestining AM's failure by doing nothing, we should talk. Money will not be an obstacle for the right opportunity, regardless of locale. Personality FM's welcome too. 609-737-1421/305-771-1962.

Situations Wanted Technical

SBE CERTIFIED SENIOR BROADCAST ENGINEER

Major market Chief Engineer investigating the possibility of a lateral or advance move to an organization with better long-term benefits. Strong on supervision, maintenance, construction, installation and financial. 18 years in field. Will consider allied fields. Write Box H-36.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION

Help Wanted Sales

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 Sales Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An equal opportunity employer.

Help Wanted Management

PROMOTION MANAGER

With multiple market experience in performing and supervising aggressive promotion efforts. Must have creative skill, production energy and administrative ability. This is a Sunbelt TV station with goals in news and community image, a 4-person promotion department and sizable ad budget. Contact: R. Roberts, 813-229-7781. EOE, M/F.

Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format, and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 illus. **\$12.95**

T51161 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

Senior Staff Engineers

The National Broadcasting Company is now offering two exceptional opportunities for qualified technical professionals.

One position requires an individual with technical expertise in the field of television engineering. The ideal candidate will be self-motivated and have excellent planning and administrative skills. Responsibilities will include:

- Television system design • Television circuit design • Digital systems planning • Product design review • Conceptual design • New product technology • Project implementation.

Also required is a thorough understanding of analog and digital theory as applied to television systems, and experience in the application of television pickup, switching effects and editing equipment.

The major responsibilities of the second position will include television design and evaluation laboratories. Specific duties will involve:

- Advance planning and system conceptual studies
- Design, review and procurement support for major TV pickup and transmission systems use throughout NBC
- New equipment design planning and design reviews with manufacturers.
- Industry standardization activities and industry technical coordination.
- User division technical liaison, television equipment evaluation and budget analysis.

Required is heavy experience with a major TV equipment manufacturer, network, major station group or equivalent. Must also have considerable experience in industry representation on standards committee, technical societies or equivalent. Broad based knowledge of broadcast operations necessary. Educational background should include a BS in Engineering or Physics, with Communications options, and post-graduate studies in a related field. Both positions require strong ability in oral and written communications and excellent interpersonal skills. NBC offers salaries commensurate with experience and an excellent benefits package. For prompt consideration, please send resume with salary requirements in confidence to:



NBC

Ms. V. Branker/SEB
NBC, Suite 1678
30 Rockefeller Plaza
New York, N.Y. 10112

An equal opportunity employer. m/f

NEWS DIRECTOR

Outstanding opportunity for experienced, aggressive News Director in Sunbelt major market. Send complete resume in first response. All inquiries held in strictest confidence. Send resume to Box H-111. Equal opportunity employer.

Help Wanted Technical

Maintenance Engineers Electronic News Equipment

Responsibilities include the maintenance of electronic news equipment, including electronic camera, video tape recorders, lighting, editing and microwave equipment. Special emphasis on digital techniques, 3/4" Sony, convergence and time code. FCC license preferred, requires 2+ years maintenance experience on above equipment.

Please send resume with salary history and requirements to: Bill Dixon, American Broadcasting Companies, Inc., 40 West 66th Street, New York, NY 10023. Equal opportunity employer, M/F/H.



ASSISTANT CHIEF ENGINEER MASTER CONTROL OPERATORS

Immediate openings for experienced assistant chief engineer and master control operators in Los Angeles television operating center. Applicants for assistant chief engineer must have a minimum of five years' experience in maintenance of broadcast equipment, RF systems, satellite transmission, video tape recorders and related systems. Master control operators must have at least two years' hands-on experience in tape playback, transmission routing and related skills. Send resume with salary history to Lee Ullmann, Vice President, Operations, Wold Communications, Inc., 10880 Wilshire Blvd., Los Angeles, CA 90024. EOE, M/F

WOLD

Communications

A division of Robert Wold Company, Inc.

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Classified Advertising

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Arbor, MI 48106

ENGINEERS

Where can you
find the challenging,
professional corporate
environment for
furthering your career?

Put your ingenuity and abilities to the test in an incomparably state-of-the-art environment that's in the forefront of broadcast technology—the ABC technical operations center.

Here, qualified engineers can find everything you could want for a satisfying, rewarding, on-going career. As the number one company in national audience, revenues and profits, we can offer competitive salaries, liberal benefits including tuition reimbursement, some national and international travel, a large stable organization at the forefront of broadcast technology and participation in technical societies and committees.

Immediate openings for:

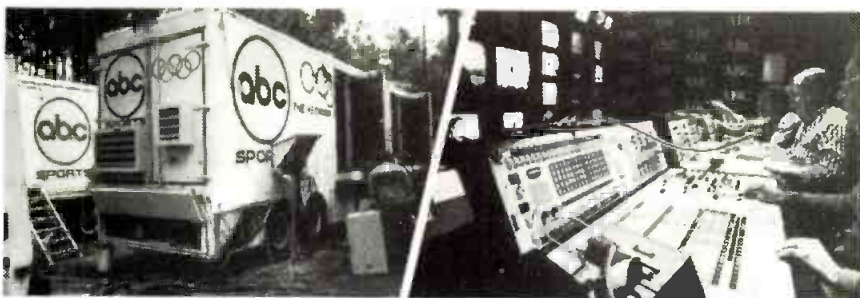
EQUIPMENT PLANNING ENGINEER

This position will be responsible for advanced development, equipment improvement, and evaluation of new equipment. The position requires E.E. Degree or equivalent with a minimum of 6 years experience in Equipment Design and familiarity with TV Broadcasting.

RADIO/FREQUENCY SYSTEMS ENGINEER

This position will be responsible for design and upgrading of new and existing TV transmitting facilities and in the development of TV transmitting related systems, such as microwave and TV receiving and transmitting earth stations. The position requires E.E. Degree or equivalent with a minimum of 3 years experience in TV transmitting facility design.

For prompt, confidential consideration, please send a detailed resume with salary requirements to William Dixon, Department 2C, American Broadcasting Companies, Inc., 40 West 66th Street, New York, New York 10023.



American Broadcasting Companies, Inc. 

Equal Opportunity Employer M/F/H

Promotion Assistant

Metromedia Productions, a service of Metromedia, Inc., has an immediate opening for a promotion assistant to join the most active national syndicator in the country.

This individual will assist the creative services director in all aspects of promotion and publicity work.

Applicants should have at least one year in TV promotion experience. This person must have good writing skills, ability to organize work, and work well under pressure. If interested, send resume (no telephone calls, please) to Metromedia Productions, Personnel Department K 982, 5 TV Place, Needham, MA 02192. EOE, M/F.

ALLIED FIELDS Help Wanted Technical

Video Engineering

Computer Sciences Corporation, the world's largest information services company, has an exceptional opportunity for a Video Electronics Engineer to join our Ft. Eustis, VA operation.

You will be involved in developing prototype microprocessor based video disc systems.

To qualify you must have a BSEE, preferably with knowledge of video disc systems, microcomputers and TV production hardware, as well as the ability to conduct surveys, research and analysis studies in new video technologies.

CSC offers competitive salaries, excellent benefits, and relocation assistance. For prompt consideration, please call Gordon Palmer at (804) 887-1677, or send your resume with salary history/requirements to his attention at: CSC, Defense Systems Division, P.O. Box M, Fort Eustis, VA 23604.

CSC
COMPUTER
SCIENCES
CORPORATION

An Equal Opportunity Employer, M/F/H/V

Help Wanted Management

DEVELOPMENT DIRECTOR

for Georgia Public Telecommunications Commission, Atlanta, Georgia. Plan, direct, and carry out fundraising activities including corporate underwriting, pledge drives, memberships, endowments, deferred giving, grant applications, and other appropriate fundraising strategies. Proven ability to obtain corporate underwriting and to conduct pledge drives essential. Successful development and marketing background in public broadcasting or similar nonprofit organization highly desirable. Salary negotiable. Send full resume and references plus letter explaining your understanding of and interest in public broadcasting to Rick Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue SW, Atlanta, GA 30310, by October 30, 1982. An equal opportunity employer.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



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Jonesboro Arkansas 72401
501-972-5884



Employment Service

"JOB HUNTING"

NATIONAL BROADCAST TALENT COORDINATORS can help. NBTC specializes in placing qualified D.J.s, news people, P.D.s, sports, sales & management. Our client stations need experienced radio people. For confidential details, including registration form, enclose \$1.00 postage & handing to NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, P.O. Box 20551, Birmingham, AL 35216, 205-822-9144

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Business Opportunities

SATCOM 3R

Audio subcarrier space available full- or part-time for audio and data communications, national or regional delivery: **commodities, stocks, sports, news, etc.** Call Michael Gliner, 816-358-9960.

BROADCASTING OPPORTUNITY

High power FM station, extremely strong signal, covering southern California. Programming and sales rights available. Contact Mr. Carbajal, 714-426-9090.

Wanted To Buy Stations

WANTED:

Two Class B or C FM's. Market range 50 thru 100. Will pay up to \$2 million cash or terms. Reply Box H-99.

LOOKING FOR BROADCAST PROPERTY

Retiring broadcast executive from one of America's top groups. Seeking ownership. Am interested in AM/FM or medium market TV station, preferably on eastern Seaboard. Please write Box H-61 with details.

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Friday, October 29, 1982, for its annual organizational meeting from 9:00 to 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C., and again from 1:30 to 3:30 p.m. in the Board Room. Subject to amendment, the agenda includes: election of Chairman, Board officers, corporate officers and appointment of board committees for FY 82. The Board committees will meet on October 29 between 9:30 a.m. and 1:30 p.m. For further information concerning these meetings, please contact Michael Glass, NPR General Counsel, at 202-822-2043.

For Sale Stations

Midwest combo gathering momentum in a 150,000 metro, \$2 mil., terms.

John Mitchell, Shreveport, La.
318-868-5409

**Mitchell
& Associates**
P.O. Box 1065 Shreveport, LA 71163

FM IN SUNNY ARIZONA

New FM Tucson metro needs operating capital. Will sell 20% interest for \$20,000. We also need sales manager. 602-889-9797.

For Sale Stations Continued

MIDWEST

Regional AM/Class C FM. Great opportunity in a \$5 million radio market. FM was recently purchased. Group owner desires sale to finance major market acquisition. Aggressive new owner could double \$800,000 annual sales. Sales 2 years ago over \$1 million. Terms: 1/3 down. Price: \$2 million. Write Box H-56.

SUNBELT

FM & AM, high growth 475,000 metro area. Equipment and studios three years old. Profitable. Write Box H-58.

WZBR AMORY, MS

Court-ordered partnership dissolution sale. Sealed bids received by Monroe County Chancery Clerk, Aberdeen, MS 39730, October 29, 1982, 10 a.m.. 10% deposit with bid. Bidders must show evidence of financial ability. For information, call 601-256-5697.

CAROLINA'S AM-FM COMBO

ARB No. 1 and profitable. Price of \$1.7 million. Is approximately eight times cash flow. Box H-82.

FOR SALE

1000 watt AM and 3000 ERP FM. Making a profit. Good real estate—nice town, untouched by the recession. \$380,000 to qualified buyer. No brokers, please. Box H-79.

MONTANA AM/FM STATION

w/land & building. Contact Jock B. West, 204 Behner Building, Billings, MT 59101. 406-252-3858.

CLASS C SUNBELT

with dominant top 100 market signal underdeveloped. \$2.5 million. Box H-83.

**For Sale Stations
Continued**

**83 LISTINGS
NATIONWIDE**

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

**BUSINESS BROKER
ASSOCIATES**

**615-756-7635
(24 hours)**

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

EAST

VA: AM/FM, \$590,000. SC: AM/
FM, \$600,000. ME: AM/FM,
\$550,000. PA: AM, \$550,000. RI:
AM, \$700,000. RI: AM,
\$800,000. MA: AM, \$1,700,000.
Two more listings coming this
week ... are **YOU** on our mailing
list?

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802-524-5963 802-524-3159

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MANAGEMENT, INC.**

Brokers-Consultants-Appraisers

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President Vice President
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22202 33509
703-521-4777 813-778-3617

FOR SALE

Iowa Class A FM
\$220,000. Please write
Box H-96.

FULLTIME AM

5 KW regional frequency covering
southeastern Colorado. Priced to sell.
\$650,000, terms. Qualified buyers only
apply. Write Box H-98.



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
MW	Major Fulltime	\$2000K Terms	Peter Stromquist (612) 831-3672
FL	1719/2571 CATV	\$1700K \$750K	Bill Cate (904) 893-6471
SW	Metro AM/FM	\$1600K \$525K	Bill Whitley (214) 387-2303
M.Atl.	Metro AM/FM	\$1500K Terms	Jim Mackin (207) 623-1874
SE	Small AM/FM	\$1000K 29%	Ernie Pearce (615) 373-8315
R.Mt.	Small Fulltime	\$775K \$175K	Greg Merrill (801) 753-8090
SE	Metro C.I.V	\$750K \$250K	Bill Cate (904) 893-6471
N.Eng.	Small AM	\$575K \$175K	Jim Mackin (207) 623-1874
M.Atl.	Small C1.IV	\$210K \$31K	Mitt Younts (804) 355-8702
SE	Small AM	\$130K \$50K	Ernie Pearce (615) 373-8315

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

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*Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
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215-865-3775*

THE HOLT CORPORATION

CALIFORNIA AM-FM

Absentee-owned fulltime combo serving
single station market. Priced at 2 x 1981 gross.
Asking \$600,000 on very favorable terms. Sex-
ton & Co., 5100-44 Clayton Rd., Concord, CA
94521.

Dan Hayslett

dh & associates, Inc.
Media Brokers
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11311 N. Central Expressway • Dallas, Texas

**Horton
& Associates**



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Coastal Florida FM — \$800K
New York State AM — \$375K
Midwest AM-FM combo — \$725K

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607-733-7138

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cisco, California 94104 415/434 1750
East Coast
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NY 10021 212/288-0737

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BROKERS**

Box 1415
Boca Raton, FL 33432
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California Office: (408) 624-7282

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Bob Marshall, President

A broadcaster's dream — single station market. AM/FM
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sent owner wants to retire and pass the torch to compe-
tent new ownership. \$650,000 with combination site real
estate included — flexible terms to enable a new owner to
tap undeveloped potential.

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For Sale Stations Continued



**Wilkins
and Associates**
Media Brokers

CO	FM	275K	30K	Small
AZ	AM	350K	50K	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small
IL	FM	325K	20%	Small
MT	FM	500K	25%	Small
SD	AM	440K	Cash	Small
VA	AM	\$20,000 down		
AR	AM	\$25,000 down		

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

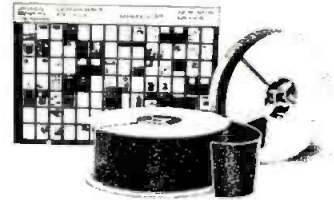
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Atlanta, GA 30309

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816-259-2544

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. Payment must accompany order. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Thomas Schaeffer Jr., VP, regional manager, central region, Columbus, Ohio, Warner Amex Cable Communications, named VP, Midwest and central regions, based in Midwest's Columbus, Ohio, headquarters.

Ronald Handberg, general manager, WCCO-TV



Handberg



Arnzen

Minneapolis, and **Paul Arnzen**, station manager, WCCO-TV, named VP of parent, Midwest Communications.

Salvatore Balesteri, VP, Monterey Peninsula TV Cable, Western Communications, Walnut Creek, Calif., named president.

Michael Kempf, district manager, Reynolds Aluminum Recycling Co., Los Angeles, joins Group W Cable as general manager, Santa Monica, Calif., system.

Jack Sander, VP and general manager, WTOL-TV Toledo, Ohio, joins KTSP-TV Phoenix as general manager.

Jack Long, assistant general manager, WVUE(TV) New Orleans, named VP and general manager.

Jim Stanton, general sales manager, WBAP(AM) Fort Worth, joins KFJZ(AM) there as general manager.

Julian (Jay) Stoler, general sales manager, WDCG(FM) Durham, N.C., named station manager.

John Llewellyn, director of sales, WKYC-TV Cleveland, named station manager.

Jim Sackett, production director, program director and air personality, WDNC(AM) Durham, N.C., named station manager.

Don Hamlin, general sales manager WHND(AM) Monroe-WMJC(FM) Birmingham, both Michigan, named acting station manager, replacing **Charles Borchard**, resigned.

James DeCaro, president and general manager, WFIL(AM)-WUSL(FM) Philadelphia, joins WEAZ(FM) there as executive VP and general manager.

Allen Berkelhammer, manager, pricing and financing evaluation, NBC-TV stations division, New York, named director, administration, NBC Radio there.

Terri Eisman, manager, financial planning cable television and Showtime, Viacom, New

York, named assistant director, financial planning. **Norman Snow**, financial analyst, succeeds Eisman.

Chris O'Toole, senior accountant, Peat, Marwick, Mitchell & Co., joins Daniels & Associates, Denver, as director of financial reporting. **Fritz Hirsch Jr.**, regional controller and planning coordinator, Sealy Inc., Chicago, joins Daniels & Associates as director of cash management, responsible for accounting functions for Daniels' s 24 cable systems.

Jack Friedman, staff attorney, owned stations division, ABC Inc., New York, named assistant general attorney, owned stations and networks division. **Steven Kram**, law secretary, Justice Theodore Kupferman, New York State Supreme Court, New York, joins ABC owned stations and radio networks division as staff attorney.

William Mitchell, general manager, noncommercial WUSF-FM-TV Tampa-St. Petersburg, Fla., assumes additional duties as chairman of Florida Public Broadcasting Service, succeeding **James H. Irwin**, resigned.

Karen Jorgensen, VP, manager of human resource administration, American City Bank, Los Angeles, joins Golden West Broadcasters there as director of personnel.

William Mitchell, general manager, noncommercial WUSF(FM) Tampa, Fla., and vice chairman, Florida Public Broadcasting Service, named chairman, succeeding **James Irwin**, resigned.

Frank Jordan, director, Jordan Consultants, Boston, joins WNEV-TV there as manager of general services.

Advertising

Ronald DeLuca, executive VP, Kenyon & Eckhardt Inc., New York, named vice chairman



DeLuca



Balson

and executive committee chairman; **John Balson**, executive VP, Kenyon & Eckhardt Inc., named president and chief operating officer of Kenyon & Eckhardt Advertising, New York, company's main operating unit; **John Morrissey**, chairman of K&E Advertising, named chairman of executive committee. As new president of K&E Advertising, Balson succeeds **Leo-Arthur Kelmenson**, who continues as president and chief executive officer of parent company.

William Haney, corporate director of publishing and advertising, Bendix Corp., Southfield, Mich., joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as VP, director of communications. **John Greening**, senior VP, management supervisor, DM&M, Bloomfield Hills, named director of strategic planning. **John Seaton**, broadcast producer, DM&M, St. Louis, elected VP.

Appointments, BBDO, New York: **Mike Drake**, VP and associate media director, to director of media planning services; **Bill Wiener**, VP and associate media director, to director of media resources and information; **Larry Hoffner**, general sales manager, Eastern division, NBC-TV, New York, to director of media buying, and **David Johnson**, creative supervisor, and **Pete Riordan**, manager, out-of-home media, to VP's.

Ed Smith, VP, copy supervisor, and **Richard Kane**, VP, personnel director, Doyle Dane Bernbach, New York, elected senior VP's.

John Dunn, VP, account director, McCann-Erickson, New York, elected senior VP. Elected VP's: **Donald Grignon**, account supervisor; **Peter Hall**, account director, **Bonita Hazelton**, type director, and **Reo Kanogawa** and **Brian Meredith**, associate creative directors.

TUNE IN TO SUCCESS IN BROADCAST SALES

A six-cassette (eight-hour) success-oriented seminar that shows you how to be more productive ... increase sales ... multiply your income.

Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to: organize yourself ... prospect by telephone ... sell persuasively ... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more.

Equal—at least—to a \$500 sales clinic, this seminar-at-home (or in your car) is available now for only \$150.

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Joseph Landy, advertising manager, USA, Mobil Oil Co. New York, joins Needham, Harper & Steers/USA there as executive VP/director of account services.

Paul Kurnit, VP, management supervisor, Ogilvy & Mather, New York, joins Griffin Bacal there as executive VP, director of client services, and executive VP of Sunbow Productions, affiliated television production company there.

Robert Gold, general manager and director of creative services, Marchalk, Cleveland, elected executive VP. **Michael Mainthow**, account supervisor, and **Janel Polese**, associate media director, Marchalk, New York, elected VP's.

Rosemary Hartigan, business manager, creative service, N W Ayer, New York, and **Bonita LeFlores**, regional broadcast manager, named VP's.

Erica Gruen, product marketing manager of Rainbow Programming Services., Woodbury, N.Y., joins Dancer Fitzgerald Sample, New York, as associate director, electronic media.

Dick Byrne, VP, account management, Venet Advertising, New York, named senior VP, director of client services.

Lynn Picard, assistant broadcast buyer and media estimator, Creamer Inc., Pittsburgh, named broadcast buyer.

Don Levinson, director of research, Broadcast Advertiser Reports, New York, joins Katz Independent Television there as manager of marketing. **Bill Eldred**, account executive, Katz Independent Television, Cleveland, assigned to Chicago office in same capacity.

Patrick Garvey, director of advertising sales, Viacom, New York, joins Katz Sports there as VP and general manager, responsible for all advertising sales for Katz Sports programming.

Robert McGann, local sales manager, WCCO-TV Minneapolis, named director of sales. **Tony Colosimo**, national sales manager, succeeds McGann. **Michael Marsho**, from MMT Sales, Chicago, joins WCCO-TV, succeeding Colosimo.

Robert Dahlstrom, account executive and retail video marketing consultant, KSBW-TV Salinas, Calif., named sales manager.

Mike Bignell, account executive, WHMI-AM-FM Howell, Mich., named sales manager.

Bill Riddle, account executive, KGMB-TV Honolulu, named local sales manager.

Peter Chrisanthopoulos, media planner, Ogilvy & Mather, New York, joins LBS Media there as account executive, advertiser sales.

Jake Gurley, account executive, WEZC(FM) Charlotte, N.C., named general sales manager.

Robert Houghton, sales manager, CBS Spot Radio Sales, Chicago, joins WCCO(AM) Minneapolis-St. Paul as general sales manager.

Buck Buchanan, local sales manager, WCCO named national sales manager.

Jeffrey Lyon, from own advertising agency, Lyon Limited, Charleston, S.C., joins WMYF(AM)-WERZ(FM) Exeter, N.H., as general sales manager.

Alan Bishop, from WLPR(FM) Mobile, Ala., joins WIXO(AM) Mobile, Ala., as sales manager.

Peggy Howell Watkins, account executive, WRAL(FM) Raleigh, N.C., named assistant sales manager.

Appointments, KQAK(FM) San Francisco. **Gregory Sullivan**, from WLUP(FM) Chicago, to national sales manager; **Pat Cline**, from KFRC(AM) San Francisco, to local sales manager; **Carol Caspe**, from KMEL(FM) San Francisco, to sales representative.

Joanna Hemleb, account executive, WOR-TV New York, joins WKBS-TV Philadelphia as national sales manager.

Deanna Harris, account executive, CBS Radio Spot Sales, San Francisco, joins KCBS(AM) San Francisco as national sales manager.

Bill Daddio, account executive, WTAE-TV Pittsburgh, named local sales manager.

Vaughn Allen, from WMOH(AM) Hamilton, Ohio, joins WPFB-AM-FM Middletown, Ohio, as local account executive.

David Isenberg, from KEGL(FM) Fort Worth; **Scott Allen**, from KZEW(FM) Dallas, and **Suzi Hallas**, from Anderson Clayton Foods, Dallas, join KIXK(FM) Denton, Tex., as account executives.

Martin Owens, general sales manager, KCPQ(TV) Seattle, joins WJTM-TV Winston-Salem, N.C., as regional sales manager. **Joel Kaczmarek**, from WNE-TV Hanover, N.H., joins WJTM-TV as account executive.

Wayne Joseph, sales manager, WWJ(AM)-WJOL(FM) Detroit, joins WJBK-TV there as account executive.

Paul Agase, account executive WIND(AM) Chicago, joins WLS-AM-FM there in same capacity.

Joan Adams, from Cable Atlanta, Atlanta,

joins WANX-TV there as account executive.

Red Nicholson, from WMET(FM) Chicago, joins WCLR(FM) Skokie, Ill., as account executive.

Ellen Berk, account executive, KAZY(FM) Denver, named director of marketing-research.

Olguita de la Vega, producer-anchor, WVUE(TV) New Orleans, named account executive.

Programming

Stu Samuels, VP, motion pictures for television, ABC Entertainment, Los Angeles, assumes additional responsibilities in newly created position of VP, novels, limited series and motion pictures for television.



Climan

Sandy Climan, production executive, MGM Film Co., Los Angeles, joins David Gerber Co., producer of television and cable programming there, as VP.

Chase Carey, director of financial planning, Columbia Pictures Pay Cable and Home Entertainment, New York, named VP.

Dennis Gresham, sales manager, Western region, Metromedia Producers Corp., Los Angeles, joins Lorimar Television Distribution there as VP regional sales, Los Angeles.

Edward Frank, director, programming and advertising research, NBC, New York, named VP, program research, Los Angeles.

Appointments, Warner Amex Satellite Entertainment Co., New York: **Michael Wheeler**, director, advertising sales, Southeastern region, Atlanta, to director, Southeastern region; **Rob Goldy**, senior analyst, research, to affiliate relations manager, Eastern region, New York; **Kathleen Mathews**, marketing manager, Rainbow Programming Services, to affiliate relations manager, central region; Chicago; **Anita Joseph**, marketing assistant, American Television Co., to affiliate relations manager, Southeastern region, Atlanta, and **Richard Bosse**, account executive, Leo Burnett, Chicago, to sales manager, Eastern region, New York.

Ted Ferguson, from KWST(FM) Los Angeles, joins New World Communications, programming firm, San Diego, as executive VP.

David Campanella, writer-producer, WKBW-TV Buffalo, N.Y., joins Entertainment and Sports Programming Network, Bristol, Conn., as producer.

Frank Kaufman, director, research and marketing, Post-Newsweek Production/Distribution, New York, joins CBS Television Stations, marketing, there as manager of marketing services.

Joel Oliansky, independent writer-director, Los Angeles, has signed exclusive writer-director contract with Columbia Pictures there.

Monica Sheehan, financial analyst, Viacom's Showtime, New York, named manager, entertainment and financial planning, Viacom there.

Ronald Ruppe, sales manager, ON TV, Los Angeles, named director of sales.

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Back on board. Ted Ashley, the former chairman of Warner Bros. who retired in 1980, has rejoined Warner Communications Inc. as vice chairman and a member of the board of directors. Since his retirement, Ashley has served as senior consultant to the company. The announcement of Ashley's move was made by WCI chairman and chief executive Steven J. Ross. Ashley, it was said, will work with Ross and other members of the WCI office of the president "on a broad range of responsibilities dealing with the continuing development and growth of WCI and its divisions."

Steven Danielpour, market administrator, broadcast services, AT&T long lines, New York, joins Metrosports, independent sports programing syndicator, Rockville, Md., as director of broadcast services.

Marty Ryan, producer, NBC-TV's *Today*, New York, named senior producer.

Leslie Greenwald, account supervisor, D'Arcy-MacManus & Masius, New York, joins Cable Health Network there as director, advertising-sales promotion.

Karen Lepish, assistant to production services manager, WUAB(TV)/UAB Productions, Lorain, Ohio, named sales representative, UAB Productions.

Calvin Copsey, from Blair TV, Los Angeles, joins Financial News Network, Santa Monica, Calif., as regional sales manager.

Judith Feinstein, consultant, NBC corporate relations, New York, joins M. Joseph Zink & Co. there in newly created position of VP, program development and creative affairs for video production company.

Lynne Chasis, from KYW-TV Philadelphia, joins Sydney Schreiber Inc. there as media director.

Lee Malcolm, air personality, WHYT-FM Detroit, assumes additional duties as program director.

Robert Knott, senior studio producer, Entertainment and Sports Programing Network, Bristol, Conn., joins WHY-TV Wilmington, Del., as producer-director.

Christopher Loewer, director, WMTW-TV Poand Spring, Me., joins WKBW-TV Buffalo, N.Y., in same capacity.

Craig Bolerjack, sports reporter, Kansas State Network's KSNT(TV) Topeka, joins co-owned KSNW(TV) Wichita, as sports anchor-reporter.

Marci Ann Brazda, co-host, *PM Magazine*, WTKR-TV Norfolk, Va., joins KOMO-TV Seattle as reporter-host, *PM Northwest*.

Phil Wood, assistant sports director and air personality, WTOP(AM) Washington, joins WCBM(AM) Baltimore as sports anchor.

Lou Simon, from WAYS(AM) Charlotte, N.C., joins WRQX(FM) Washington as music director.

John Sterling, wsb(AM) Atlanta, joins Turner Broadcasting System there as sports announcer.

Lynn Shackelford, sports director, KHJ-TV Los Angeles, named special sports programing producer. **Scott St. James**, relief sports reporter,

temporarily assigned to succeed Shackelford as sports reporter, *Ten O'Clock News*.

Ted Robinson, sports reporter and talk show host, KSTP-AM-TV St. Paul-Minneapolis, joins KCBS(AM) San Francisco as sports reporter.

News and Public Affairs

Ron Steinman, producer, NBC-TV's *Early Today*, New York, named senior producer, news, for both *Early Today* and *Today*.



Minton

Richard (Dick) Minton, news director, WRBV(TV) Vineland, N.J., joins WKBS-TV Philadelphia as news producer, supervising CNN Headline News there.

Sheryl Nathans, reporter, WSNi(FM) Philadelphia, joins WKBS-TV as writer-reporter, for CNN Headline News.

Mike Hudson, news anchor, WJR(AM) Detroit, named news director for co-owned WHYT-FM there.

Brenda Otis, weekend assignment editor and noon news producer, WDVm-TV Washington, joins WJLA-TV there as news producer. **Kathy Morland**, producer, early morning news, WJLA-TV, named to newly created position of associate producer, *5:30 Live*.

Emery King, general assignment reporter, NBC News, Washington, named White House correspondent there.

William Yeager, assistant news director, KYW-TV Philadelphia, named news director. **Jerry Penacoli**, co-host, *PM Magazine*, WTVJ(TV) Miami, joins KYW-TV as news correspondent.

Normand Deragon, director of news and programing, WNRI(AM) Woonsocket, R.I., joins WSAR-AM-FM Fall River, Mass., as news director

Kerry Sullivan, from KNBC(TV) Los Angeles, joins KCOP(TV) there as news director.

Joanne Nesti, weekend reporter and local *Today* anchor, WVI(TV) New Britain, Conn., named co-anchor, 6 and 11 p.m. news.

Bert Sass, anchor-reporter KGUN-TV Tucson, Ariz., named field anchor and political editor. **Larry Klaas**, from WCIX-TV Miami, succeeds Sass.

Jimmy Breslin Jr., from WNEW-TV New York, joins WVOX(AM) New Rochelle, N.Y., as investigative reporter and commentator.

Jim Paymar, anchor-reporter, WABC-TV New York, joins KRON-TV San Francisco, as weekend anchor-reporter.

Tom Garrison, weekend anchor and weekday reporter, WTLV(TV) Jacksonville, Fla., joins KSTP-TV St. Paul-Minneapolis as general assignment reporter.

Rob Diegnan, reporter, KFTY(TV) Santa Rosa, Calif., joins KTXL(TV) Sacramento, Calif., in same capacity.

Trudy Gallant, reporter, WTOL-TV Toledo, Ohio, joins noncommercial WTVS(TV) Detroit as reporter, *Video Detroit*.

Chris Enyart, reporter, WPTV(TV) West Palm Beach, Fla., named correspondent, north

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Mike Kellerman, reporter, WCTI-TV New Bern, N.C., joins WFCB-TV Greenville, S.C., as reporter.

Ted Simon, assignment editor, WDIV(TV) Detroit, joins WJBK-TV there in same capacity. **Frank Thomas**, weekend anchor-reporter, KATV(TV) Little Rock, Ark., joins WJBK-TV as reporter.

Elizabeth Carothers, anchor-reporter, Central Jersey Newscable, New Brunswick, N.J., joins WVVU(TV) Naples, Fla., as reporter.

Margo Williams, director of minority affairs, WKBN-TV Youngstown, Ohio, joins WKBD-TV Detroit as investigative reporter.

Nancy McKenzie, from KPNX-TV Phoenix, joins WSOC-TV Charlotte, N.C., as news producer. **Don Griffin**, from WRAL-TV Raleigh-Durham, N.C., joins WSOC-TV as general assignment reporter.

Paul Silverstri, from late-news weather anchor, WLWT(TV) Cincinnati, joins WSBT-TV South Bend, Ind., as weather reporter.

James McClure, from WFRV-TV Green Bay, Wis., joins WEHT(TV) Evansville, Ind., as general assignment reporter. **Michael Maguire**, from WeatherScene, Cincinnati, joins WEHT as meteorologist.

Technology



Kinzie

Robert Kinzie, VP, satellite systems and technology, Comsat General, Washington, elected president.

John Rolls, treasurer, Monsanto Chemical Co., St. Louis, joins RCA Corp. as VP and treasurer, succeeding **Melvin Cornfield**, named VP, tax affairs.

W. Bart Bielawski, VP, sales and market-

ing, Siecor Optical Cable, Hickory, N.C., named VP, Siecor Corp., and general manager, Siecor Fiberlan.

Miguel Negri, senior staff engineer, NBC, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as director of engineering and maintenance.

Dominick Stasi, director, engineering, Warner Amex Satellite Entertainment Co., New York, named VP and general manager, network operations and design engineering.

Tom Van Hoven, customer service manager, Century III Electronics, Brea, Calif. manufacturer of cable television equipment, named to newly created position of production control manager.

Ogden Prestholdt, partner, A.D. Ring & Associates, Washington, named VP, engineering, and consultant to Harris Systems Ltd., Riverdale, Md. He continues as partner, A.D. Ring.

Walter Munro, acting director, TV and customer services, Comsat, Washington, joins Netcom International, Washington, as executive VP of San Francisco-based satellite communications company.

David Nicholas, market specialist, Potomac Satellite Systems, Washington, joins Magnavox CATV Systems, Manlius, N.Y., as product specialist.

Timothy Murphy, manager of corporate compensation and benefits, Moore McCormack Resources, Stamford, Conn., joins General Instrument, New York, as director of corporate compensation and benefits.

Nicholas Wheelor, group finance director, Simon-TR Holding Co., London, joins Scientific-Atlanta there as financial director, European operations.

Jim Verras, engineer coordinator, WJBK-TV Detroit, named chief engineer.

Marianne Liberto, from WPHL-TV Philadelphia joins WPVI-TV there as broadcast engineer.

Promotion and PR

Al Husted, VP, March Five Public Relations, New York, joins Hearst/ABC Video Services there in newly created position of director, public relations.

John Scuoppo, VP, station sales, Charisma Productions, New York, joins noncommercial WNET(TV) New York as producer-manager, on-air promotion.

Jim Gauselman, advertising and promotion manager, WBTV(TV) Cincinnati, joins WDTN(TV) Dayton, Ohio, as print and publicity specialist, station promotion department.

Robyn Scola, promotion assistant, WPTV(TV) West Palm Beach, Fla., named assistant promotion director.

Dancie Perugini, Bill Welch and George Nelson, account executives, Goodwin, Danenbaum, Littman & Wingfield, Houston, named public relations account supervisors.

Robert Thaman, from WLWT(TV) Cincinnati, joins WXIX-TV there as promotion manager.

Gerald de Heer, member, Hawaii House of Representatives, Honolulu, joins KGMB-TV there as associate director of creative services.

Cynthia Schipper, development coordinator, noncommercial KCLC(FM) St. Charles, Mo., joins Kenrick Advertising, St. Louis, as public relations account executive.

Allied Fields

Dee Lockwood, programmer and analyst, Adolph Coors, Golden, Colo., joins Daniels & Associates, Denver, as senior programmer and analyst of cable brokerage firm.

Charles Dahlquist II, attorney, Broadcast Bureau hearings division, FCC, joins law firm of Kirton, McConkie & Bushnell, Salt Lake City as member.

Roger Schlies, manager of marketing information systems for Western division of A.C. Nielsen Co., Northbrook, Ill., named to new position of VP-manager of marketing operations.

Louis Bransford, VP, planning and development, Public Service Satellite Consortium, Washington, resigns.

Elizabeth Coleman, producer, *Inside Story*, PBS, New York, joins Jack Hilton Inc., there, as

account manager and producer for television and corporate communications consulting firm.

Jane Hughes, general manager, Group W Cable's Mahwah, N.J., system, joins TVSM, publisher of *Cable Today* and *The Cable Guide*, cable programing guides, Jenkintown, Pa., as affiliate sales manager.

Watson (Jay) James, VP, video technology/programming, Doyle Dane Bernbach, New York, named chairman of newly formed New Electronics Media Committee of Advertising Research Foundation.

Robert King, WGN-TV Chicago, and Milton Matz, Malrite Communications Group, Cleveland, elected to board of directors of Association of Independent Television Stations, Washington. Re-elected for second two-year term: **Edward Adams**, WCIX-TV Miami; **Alan Bell**, KTVU(TV) San Francisco; **Anthony Cassara**, Television Division, Golden West Broadcasters, Los Angeles, and **Elmer C. Snow**, WTTV(TV) Indianapolis.

Elected officers, Dallas-Fort Worth chapter, Women in Cable: **Sydney McQuoid**, Warner Amex Satellite Entertainment Co., president; **Carolyn DeBeer**, Warner Amex Cable Communications, VP; **Sherry Walden**, Omni Cable TV Corp., secretary, and **Florence Milway**, WASEC, treasurer.

Elected officers, Wisconsin UPI Broadcasters: **Rosalind Rouse**, WGEE(AM)-WIXX(FM) Green Bay, president; **Max Showalter**, KFIZ(AM) Fond du Lac, first vice president; **Bryan Brosamle**, WMTV(TV) Madison, second vice president.

C. C. Wagner, VP and general manager, Co-Cable, Cleveland, joins Malarkey-Taylor Associates, Washington-based telecommunication management and engineering consulting firm in newly created position of VP, system operations.

Thomas Buono, assistant to president, Sunbelt Communications, Menlo Park, Calif., join Frazier, Gross & Kadlec, Washington broadcast and cable management consulting firm as senior financial analyst, economic studies and valuations group.

Fred Palmer, president, WATH(AM) Athens, Ohio, will receive Ohio Association of Broadcasters 1982 Distinguished Service Award.

John P. Blessington, VP, educational and community services, CBS/Broadcast Group, New York, received honorary Doctor of Humane Letters degree from St. John's University, Jamaica, N.Y., and was cited for his "special concern with children throughout his life, both as dedicated educator and media executive."

Suzanne Shutze, VP, director of broadcast services, McDonald & Little, Atlanta, join Ernst-Van Praag, as VP and managing director of newly opened Atlanta office of marketing and communications consulting firm.

Elected officers, Missouri Broadcasters Association: **Laurel Thompson**, KWPM-AM-FM West Plains, president; **Gene Millard**, KFEQ(AM) St. Joseph, president-elect, and **Leo Steinbrueck**, KDEX-AM-FM Dexter, secretary treasurer.

Elected officers, Illinois Broadcasters Association: **Peter Desnoes**, WLS-TV Chicago, president; **Gene McPherson**, WVLN(AM)-WSEI(FM) Olney, president-elect; **Barry Geoghegan**, WAND(TV) Decatur, vice president, and **Jacl Bennett**, WBBF-TV Rock Island, treasurer.

DIR's Meyrowitz: putting rock radio on center stage

When one of rock music's most popular groups, The Who, performs its last concert on Dec. 16 in Toronto, it will be broadcast live over hundreds of radio stations. The event will be a first for The Who, whose members have always avoided live broadcasts in favor of taped performances that can be edited. For DIR Broadcasting President Bob Meyrowitz, whose company last Thursday won the rights to the broadcast, The Who's final performance represents both a victory over several other companies that had been competing for the broadcast rights to the concert and one more confirmation of Meyrowitz's theory about radio programming.

For Meyrowitz, radio is meant to be a primary entertainment medium, not simply a background music and information service, and since he founded DIR with partner Peter Kauff in 1972, the company has grown from a two-man operation with contacts and an idea to one of the largest and most successful radio program production and syndication firms. With revenues in excess of \$5 million annually and a reputation for having produced some of the most innovative syndicated programs on radio, DIR appears to be headed nowhere but up, in spite of a fire at its New York headquarters early this year that destroyed many of the company's taped archives, as well as its production studios.

When DIR was founded, syndicated concerts for radio were virtually unheard of, said Meyrowitz, who developed the idea while working as an account executive at NBC Radio. In 1972, the Rolling Stones gave a free concert at Altamont, Calif., at which a riot broke out and a fan was killed. A free concert on the radio would be safer and would reach millions of people, thought Meyrowitz, who suggested the NBC Radio Network substitute a concert for some of its failing weekend *Monitor* programming in an effort to attract a new and younger audience. Meyrowitz was told his idea was terrible, that is until he'd lined up 70 affiliates to carry the program and found two advertisers to sponsor it. Three Dog Night, then one of the hottest rock groups, went on the air a few weeks later and shortly after that Meyrowitz left NBC to create DIR.

Although it was much tougher for the fledgling company to put together a national concert broadcast than it had been for a major network, Meyrowitz secured sponsors for his first two programs and after they were aired, won commitments from those sponsors for a series of six additional concerts. The *King Biscuit Flower*



Robert Meyrowitz—president, DIR Broadcasting, New York; b. June 9, 1942, Brooklyn, N.Y.; BA in history, Syracuse University, Syracuse, N.Y., 1965; station relations staff, then research staff, then director of research, ABC Radio, 1965-1967; director of research, Hearst Magazines, New York, 1967; director of sales development, then account executive, NBC Radio, 1967-1972; co-founded DIR in 1972; m. Ellen Goldstein, Jan. 23, 1965; children—Stacy, 15 and Alyson, 14.

Hour, DIR's oldest program and now one of rock radio's best-known syndicated series, was born.

From there, the company continued to expand. The 30 radio series it has produced during its first 11 years, have included several music and interview and contemporary news interview programs such as *Mary Travers*, in which that singer interviewed and performed with other well known folk singers, and the currently produced *The Inside Track*, in which syndicated columnist Lisa Robinson has interviewed and highlighted the music of performers including Mick Jagger, Pete Townsend and Pat Benatar.

A high point for DIR's news programming operation came in 1979 when former revolutionary Abbie Hoffman, who had been in hiding for several years, contacted DIR and announced on its *Direct News* program that he planned to give himself up to authorities to face criminal charges for possession of illicit drugs. *Direct News* got the story first, said Meyrowitz, because Hoffman was familiar with the program, which interviewed newsmakers in an effort to bring them closer to the public.

Music programs currently produced at DIR in addition to the *King Biscuit Flower Hour* include a weekly country music concert series, *The Silver Eagle*, *Supergroups in Concert*, a weekly series

for rock radio, a monthly series of taped live concerts performed especially for DIR and *Rock Radio Awards*, an annual special recognizing the performers of the year's most popular records. Each of the music series is aired on one of ABC's radio networks after an agreement, forged two years ago, that made DIR a primary program producer for ABC Radio.

The agreement with ABC, which was the first in what has become a series of unions among networks and major program producers, allowed DIR to concentrate more on its primary mission—program production—said Meyrowitz, although the company continues to syndicate some programs—as it will The Who's final concert—on its own.

To date, DIR's programming has been exclusively for radio, but that does not mean, said Meyrowitz, that the company will never program or has never tried to program for television. In network television, Meyrowitz envisions a future for today's top rock music performers, and although rock concerts have proved unsuccessful on network TV, he sees the aging of the rock music generation along with its stars as a combination that soon—perhaps “in the next two years”—will make rock entertainment programming a more than viable choice for the three major networks.

Entertainment is the key, according to Meyrowitz, and with many of today's premiere rock music entertainers—the Rolling Stones' Mick Jagger, Led Zeppelin's Robert Plant and The Who's Roger Daltrey—retiring from the concert circuit for good, Meyrowitz anticipates a new breed of entertainer for viewers in their age group. “Robert Plant could be just as good as Andy Williams,” he said.

A successful entry into TV program production would not rule out DIR's continuing to produce for radio, said Meyrowitz, who calls radio “the most innovative medium” because it is one in which “nobody can tell you it can't be done.” Today's radio programming, which is often attacked for being sterile and lacking in variety, is merely in transition, according to Meyrowitz.

“People who complain about radio today want it to be what it was in the days of underground FM radio,” he said, “but underground no longer reflects today's society.” Today's radio is like the radio of the 50's, he said. There are “tight playlists and few supergroups but an abundance of good songs that will eventually lead to the development of tomorrow's supergroups.”

When not pursuing his work at DIR, which often captures weekends and late nights, Meyrowitz spends time at home with his family. He raises and rides his own horses and enjoys fox hunting.

FCC's Broadcast Bureau Chief **Larry Harris** says that **degree of informational and/or educational content in programing should be considered** in determining whether program qualifies as documentary that would be exempt from restrictions of **prime time access rule**. Harris offered guidance in letter to Margot Polivy, counsel for National Association of Independent Television Producers and Distributors. She had requested ruling that *More Real People*, scheduled for prime time presentation by number of stations, does not qualify as exempt program under PTAR. Harris dismissed that request on ground that Polivy had not offered sufficient facts concerning program. But he proceeded to offer "some guidance" in area. He said "common thread" distinguished programs exempt as documentary "from other programing fare" is that informational or educational content "takes precedence over the program's entertainment value." In absence of "predominately entertainment orientation," Harris said, "the commission believed that it was unlikely that the networks would serialize or present such programs." Accordingly, he said, "we . . . sought to assume the continued presentation of these programs at peak viewing hours and extended the documentary exemption to include them."

ABC News's new, live **late-night news** and information program has been titled "**The Last Word**" and will begin on **Jan. 26** (midnight-1 a.m. NYT). Program will focus on topical stories, trends and personalities behind news, with host Greg Jackson in New York and Phil Donahue serving as major contributor from Chicago. Av Westin, vice president for program development of ABC News, in charge of developing *The Last Word*, told news conference in New York there are 28 million viewers after midnight that new program can attract with its format including interviewers with guests in studio and from remote locations and viewer call-ins on toll-free numbers.

National Association of Broadcasters has gone to court in its **opposition to FCC's** authorization of **Satellite Television Corp.** to build direct broadcast satellite system. NAB last week filed notice of appeal of that action with U.S. Court of Appeals in Washington. Action follows by week NAB's petition to FCC to stay its action authorizing what would be nation's first DBS system. That petition was filed because of NAB's appeal of commission action in June adopting rules establishing Direct Broadcast Satellite Service. NAB said authorization of STC application "seriously threatens the prospect for detached review and consideration of the legal issues under appeal."

President Reagan talked to nation's farmers Friday morning over **radio hookup** arranged by White House. Deputy press secretary Karna Small, who put network of farm-area stations together, said 200 outlets took nine-minute broadcast live, while tape was fed to 153 others, as well as National Public Radio. White House Department of Agriculture also made program available through their news actuality services. Major news in broadcast was that U.S. will sell Soviets 22 million metric tons of grain in next fiscal year.

Twelve major **motion-picture companies** have filed **copyright infringement suits** against **10 videocassette dealers** in five states. Information for suits was prepared by security division of Motion Picture Association of America which said more such actions are being prepared in **massive effort to curb film piracy**. Raids were made by U.S. marshals in Arizona, California, Illinois, Utah and New York. According to MPA, marshals confiscated pirated copies of films that included "Star Wars" and "Mary Poppins." Suits were filed by Columbia Pictures unit of Coca-Cola, Walt Disney Productions, Embassy Pictures, Lucasfilm Ltd., Orion Pictures Corp., Paramount Pic-

tures Corp. unit of Gulf & Western, Metro-Goldwyn-May Film Corp. and United Artists Corp. units of MGM/UA Entertainment, Universal Pictures unit of MCA, 20th Century-Fox Film Corp., Ladd Co. and Warner Bros. unit of Warner Communications.

Comsat's third quarter was **fifth consecutive quarter with increase in earnings**. Comsat reported earnings of \$11 million, \$2 million from second quarter and up \$4.6 million from third quarter of 1981. With release of report, Comsat declared quarterly dividend of \$.575 per share. Third quarter revenues were \$105 million, \$20.1 million more than for same period of 1981. Losses resulting from partnership in Satellite Business System decreased from \$5.9 million in third quarter of 1981 to \$1 million for third quarter of 1982. Most of improvement, however, is attributable to reduction of Comsat's interest in SBS from October 1981 from 41.3% to 33.3%.

National Association of Broadcasters and Consumer Electronics Group of Electronic Industries Association petitioned FCC last week to defer its **rulemaking on multichannel television sound systems**. Group is asking for more time to test and develop or standard for systems, which it will recommend to commission.

Report issued by **Joint United Nations Information Committee** last week **accused Western media of presenting "grossly inaccurate" picture of UN**. Report said Soviet Union and its allies provided more accurate coverage of organization. It blamed Western reporters for having negative influence on Third World nations through its sophisticated communications systems. Report said that "discrepancy between realities of United Nations system and public perceptions has inevitably led to a measure of disillusion in the industrialized developed Western world." Report recommended that UN respond when it is seriously criticized.

BROADCAP holds its **annual board meeting in Washington** this Wednesday and will elect officers and discuss six new investment proposals. After day-long meeting at Mayflower hotel board gathers for dinner at University Club at 7 p.m. Invitees include FCC Chairman Mark Fowler; National Association of Broadcasters President Edward Fritts; NAB joint board chairman, William Stakelin; NAB executive vice president and general manager, John Summers; Walter Fauntroy, Washington delegate to Congress; executive director, Congressional Black Caucus, Franeta Farmer, and White House director of communications, David Gergen.

Joint Committee for Intersociety Coordination (JCIC) formed steering committee last week to **coordinate efforts to develop advanced television systems standards in U.S.** JCIC is composed of Electronic Industries Association, Institute of Electrical and Electronic Engineers (IEEE), National Association of Broadcasters, National Cable Television Association and Society of Motion Picture and Television Engineers. NAB has been selected to chair committee which will assess industry needs and interests and investigate potential of high-definition television.

Of \$11.5 million in fiscal 1982 **challenge grants National Endowment for the Arts** announced last week for some 40 organizations, **\$1 million went to public broadcasters** and **\$750,000** was awarded **National Film Institute**. Public broadcasters receiving grants included KQED Inc., San Francisco (\$200,000); WGO Newark (N.J.) Public Radio Inc. (\$150,000); WNYC Foundation, New York (\$200,000); WSED/Metropolit-

Pittsburgh Public Broadcasting Inc. (\$250,000); WHA Radio and Television, Madison Wis. (\$200,000).

Gilvy & Mather International last week **agreed not to make unsubstantiated claims** about effectiveness of over-the-counter drugs. Agreements stem from Federal Trade Commission charges that firm's television ads for Aspercreme were misleading. FTC charged that ad agency led consumers into believing that analgesic contained aspirin. O&M also agreed not to use "Aspercreme" in any drug advertisement that represents aspirin as an active ingredient unless product contains aspirin in quantity.

America Overnight, one of four long-form programs offered by the old RKO Radio network, RKO Radioshows, is being cancelled as of beginning of 1983. *Countdown America*, three-hour weekly contemporary music countdown will be added to radio shows lineup next January, as well as two long-form music specials, *Royalty of Rock*, 52-hour rock music special and *The Beatles: The Days in Their Life*, 30-hour special. Currently carried by 50 stations, *America Overnight* is only talk program offered by RKO and is being eliminated, said RKO Networks President Tom Burchill, so network can concentrate more on what it does best: music programming for young adult listeners.

Washington Post Co. has reached agreement in principle to invest in several other firms as partner in **Interstate Mobilephone Co.**, which has applied to FCC to operate cellular radio systems in Seattle and Portland, Ore. Move is not Post's first into cellular. With various partners, it also filed for cellular licenses for Washington, Baltimore, Miami and Detroit.

NABO and American Federation of Musicians have reached agreement on new two-year contract retroactive to June 1. Contract provides for increases in basic rate payments to musicians of 8% for first 13 months and 7% over next 11-month period.

Air Video Enterprises, division of John Blair & Co., is now providing television programming to worldwide market. Richard J. Joveny, division president, has announced agreement with Mirhill Entertainment, Beverly Hills, Calif.-based international television distributor.

Warner-Amex Satellite Entertainment Co., is believed to once again be involved with motion picture producers in discussions similar to joint-venture talks which fell apart in Aug. WASEC, however, would not comment on reports last week.

Outdoor set of CBS-TV series "M*A*S*H" was virtually destroyed by fast-moving brush fire over weekend of Oct. 9-10. Series, which is principally filmed at 20th Century-Fox studios in Los Angeles, will seek alternate site for last few episodes requiring outdoor shooting and no disruption is expected. Outdoor set was at 20th Century-Fox Ranch, now Malibu Creek State Park.

To meet criticism of its detractors, business must prove it can meet nation's economic and social challenges and provide solutions and answers to country's needs, **Herbert Schmertz**, vice president of public affairs for **Mobil Corp.** said last Thursday (Oct. 14). His remarks, on videotape because he was out of country, were in response to acceptance of 1982 "Public Relations Professional of the Year" award of *PR News*. Plaque was

accepted on behalf of Schmertz by Rawleigh Warner Jr., chairman of Mobil.

ABC Video Enterprises announced last week its entry into market for **airline in-flight programming**. First offering is American Conservatory Theater Co. version of *A Christmas Carol* which originally appeared on ARTS cultural cable service. *Christmas Carol* will be seen on Eastern Airlines flights in December. Other titles in initial package offered airline industry include ABC Sports series *World Sportsman*.

Tribune Cable Communications, subsidiary of Chicago-based Tribune Co., has been awarded cable television franchise for **Lakewood, Calif.**, suburb of Los Angeles with 26,000 homes. Lakewood city council voted unanimously to negotiate agreement with Tribune, which proposed 52- to 92-channel interactive system with three program tiers to be built within 15 months of award.

Radio News Washington is new radio news reporting service providing news feeds to California stations on market-exclusive basis. RNW, founded by freelance Capitol Hill correspondent Bill Blackton, is at Box 6024, Arlington, Va. 22206, and expects start-up by November.

U.S. Supreme Court has refused to reopen case involving **Richard J. Knapp**, former NBC News unit manager who was convicted of tax evasion stemming from inflated expense vouchers in 1977 and 1978 (BROADCASTING, Dec. 21, 1981).

Bell system has become official sponsor of **1984 Olympic games**. Under agreement, Los Angeles Olympic Organizing Committee will use Western Electric equipment for electronic mail to speed transmission of results and messages to news media and committee support staff. AT&T also will sponsor ceremonial carrying of torch from Athens, Greece, to Los Angeles. In return, AT&T and its subsidiaries will have exclusive right to use Olympic committee symbols to promote and sell its products everywhere except Japan.

Nelson Benton, State Department correspondent, CBS News, Washington, and 21-year-veteran with network, is joining WMAR-TV Baltimore as anchor.

National Association of Broadcasters President **Edward Fritts** addresses Federal Communications Bar Association Thursday in Washington.

Electronic Industries Association board of governors has elected association's **1983 officers**. They are: Glenn E. Ronk, General Signal Corp., chairman; William E. Boss, RCA Corp., vice chairman, and C. Travis Marshall, Motorola, treasurer.

Oak Media Development Corp. is scheduled to present live telecast of play currently running on Broadway, "Sophisticated Ladies," musical tribute to work of the late Duke Ellington, on Nov. 15. Program will be seen on five Oak-owned ON-TV operations in Los Angeles, Phoenix, Chicago, Fort Lauderdale/Miami and Dallas/Fort Worth as pay-per-view event which will cost \$15. Negotiations are also under way to supply program to other STV operators and cable systems with P-P-V capability.

Zap Zapple

One of the more imaginative interpretations of the political broadcasting law is being invoked by the Democrats in their request for equal time to answer Ronald Reagan's broadcast on the economy. It is the "Zapple doctrine," named for Nicholas Zapple, now retired, who was communications counsel to the Senate Commerce Committee in 1970 when he made the doctrine up and the FCC adopted it.

The law according to the way it was written says the equal-time standard applies exclusively to candidates. The law according to Zapple says fairness demands that "quasi-equal" time be given to supporters of candidates as well during political seasons. Nothing personal, Nick, but the FCC of 1982 has been given a wonderful chance to get your name off its books.

Not now

On the 14th page of a 15-page manuscript of a speech that FCC Chairman Mark Fowler delivered to Australian broadcasters two weeks ago was a brief reference to "a marketplace approach to determining frequency utilization—say, a bidding competition for frequencies by competing services." The reference was reported in this magazine's "In Brief" department of last week and would attract no more attention at this point but for a report just issued by the spectrum management division of the FCC's Office of Science and Technology (see "Washington Watch," page 60). That report describes, in considerable detail, how a marketplace allocation of spectrum space could at least be tested. It is the blueprint for a proposed rulemaking or a notice of inquiry.

"This may seem like a radical approach," said Fowler to the Australians, "but there are many in the United States who believe this makes more sense than leaving spectrum carving to the political process."

That observation takes on more meaning when read against the following from the Office of Science and Technology report: "It seems likely, therefore, that natural economic forces could make the decisions that the FCC now makes . . . At present, it would be speculative to attempt to evaluate exactly how a market approach would work. The best apparent way to make such an evaluation would be to test the market approach in an experiment." And in what parts of the spectrum could the test be done? Did it take two guesses to identify the space occupied by UHF television channels 66-69 and that taken from UHF television several years ago and now held in land-mobile reserve?

In an experiment, the basic decisions now made by the FCC to determine type of spectrum use, class of user, system design and spectrum loading would be made by users, who would initially be selected by an auctioning of frequency rights, by lottery or by a vesting of rights in existing users. The rights would define an area of operation, a limit of out-of-band and out-of-area field strength and a maximum field strength for transmission within the assigned area. Rights holders could trade at will.

"It might be objected that this would create chaos," said the staff report in the understatement of the week, "due to incompatible usage in a given area of the spectrum." But the report sees a spate of trading that would lead to "an initial equilibrium . . . Natural economic forces, then, would perform both the allocation and interference control functions that the FCC is currently performing."

The reaction here is that all this talk comes about 55 years too late. Marketplace allocation and assignment might have been a preferred choice, if anybody thought about it seriously then,

when the Radio Act of 1927 was adopted. Certainly that kind of spectrum distribution would have led to far different regulation and probably less of it than is in effect now. It cannot be adopted now, however, unless the enormous investment in existing transmission and reception gear is to be ignored. It is not in the public interest to divert any FCC resources to further pursuit of an outdated exercise.

The little medium that could

It is easy to be blase, or even skeptical, about the new campaign being mounted by the Broadcasting Industry Council to Improve American Productivity—an organization whose aim is as ambitious as its name is long. Just as the latter does not roll trippingly off the tongue, neither does the former engage easily with the mind. The intention is no less than to turn the country around, economically. To save the nation, if one wants to be dramatic about it.

This journal has elected to be neither blase nor skeptical about it. Rather, we have decided to join the cheerleading. Having watched this campaign evolve, tortuously, from one man's idea into an effort that has enlisted both the good names and the monetary support of 13 charter founders—plus the support of the President of the United States, the Speaker of the House and leaders of the labor movement, as well as the nation's business community—we've come to the conclusion that this is not only an idea to believe in, but one that will work.

To that end, we commend the 13 enlightened contributors (their names are listed in the article that begins on page 52) for their vision, their commitment and even their patriotism—a word we hope has not yet gone out of style. And we commend to other the idea of following their example. Among other things, this is an opportunity for the broadcasting industry to demonstrate to all not only its concern for matters beyond the most recent ratings, but also its exceptional ability to mobilize the country to a good cause. Productively speaking, there could hardly be a better purpose on which money, time and energy could be spent.

As the chart below demonstrates, there are but two months remaining before this campaign goes on the air. We will run weekly reminders of that fact until D-Day—fittingly enough, on Dec 25. Neither the industry nor the country could give itself a better holiday present, or a more fitting beginning for the new year.

PRODUCTIVITY
COUNTDOWN

68

DAYS TO LAUNCH

Broadcasting Industry Council to Improve American Productivity

Opinion-Makers Look At Lutheran Television

Here are just two of many delighted comments on the Lutheran Television Christmas Specials, from professional, civic, educational and communication leaders who influence the viewing preferences of many, many others. Listen to your leaders—they're the critics who count.



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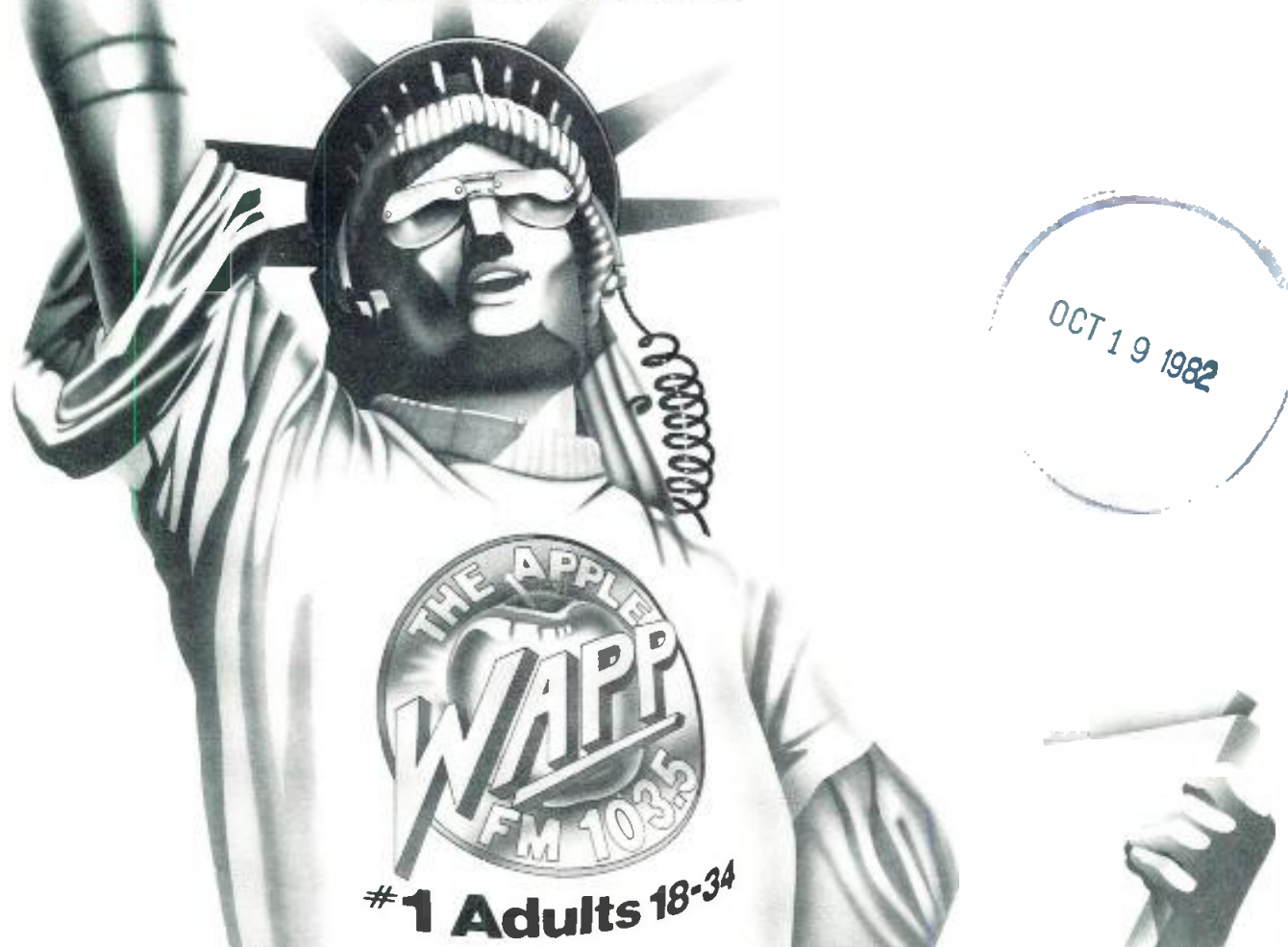
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Source: Arbitron, Summer
Adults 18-34 Mon-Sun AC
Total persons 12+ Metro C
Subject to stated limitatic