

# Broadcasting Oct 25



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Fowler's 'print model' for  
eregulation  Cellular's  
first grant  ATC's  
watershed

# BARNABY JONES—Th

Early Fringe

CHICAGO (WBBM-TV)

SEPT '81 9/22%

OCT '81 9/23%

NOV '81 9/21%

DEC '81 9/22%

JAN '82 10/22%

FEB '82 9/21%

MAR '82 9/22%

APR '82 10/24%

MAY '82 9/24%

JUN '82 9/25%

JUL '82 8/24%

AUG '82 9/24%



# Year-Round Solution

Late Fringe  
MEMPHIS (WHBO-TV)

MAY '81 10/34%

JULY '81 11/35%

NOV '81 11/36%

FEB '82 13/35%

MAY '82 12/36%

JULY '82 13/35%



**WORLDVISION**  
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A Tait Company



MSG  
CABLEVISION



SINCE 1968, THE CABLE  
NETWORK OF CHAMPIONS,  
MADISON SQUARE GARDEN.

# Broadcasting **Oct 25**

## Fowler's 'print model' blueprint for deregulation AT&T gets first cellular approval □ MDS nails signal pirate □ Israel survives expulsion move in ITU

**E PLURIBUS UNUM** □ NAB's Fritts tells communications lawyer that there must be more cooperation within Fifth Estate. **PAGE 23.**

**MORE TRADE-OFF TALK** □ FCC's Fowler says broadcasters should consider spectrum-fee reciprocity for First Amendment rights equal to those of print media. NRBA officially to make stand on fees and deregulation within next few weeks. **PAGE 23.**

**FIRST CELLULAR RADIO GRANT** □ AT&T subsidiary gets CP for wireline franchise in Chicago; two nonwire bidders there designated for hearing. **PAGE 28.**

**LEBANON COVERAGE CRITICIZED** □ Anti-Defamation League charges network reporting lacks balance; ABC, CBS and NBC disagree. **PAGE 28.**

**ATC'S BIG MILESTONE** □ Cable company declares itself nation's largest MSO as it passes two-million mark in basic subscribers and fast approaches another two million in pay customers. **PAGE 29.**

**CHASING SKY PIRATES** □ Federal judge in Minneapolis targets on specific homeowner with injunction to stop unauthorized reception of MDS signals there. Action seen as new tack in attempts to curtail free pick-ups. **PAGE 29.**

**SOBERING DAYS IN CANNES** □ Softening in programing marketplace shows up at 1982 Vidcom conference. Also noted: Growing scarcity of high-quality, uncommitted fare. **PAGE 35.**

**RADIO'S STATE OF MIND** □ McGavren Guild-commissioned study among executives of its client stations finds concern about cable and new technologies, more stability in formats and great

expectations from AM stereo. **PAGE 36.**

**OAK-TELSTAR VENTURE** □ Agreement calls for marketing and distribution of ON-TV programing to SMATV and MDS industries. **PAGE 37.**

**NBC'S GRAND SLAM** □ Four prime time World Series games give prime time wins to network on those nights plus ratings crown for third week of fall season. **PAGE 38.**

**RCA GAINS TAD** □ Earnings are up slightly in third quarter, but analysts say company is not yet out of woods. **PAGE 39.**

**BIGGER IS NOT BETTER** □ Group W's Baker charges longer newscasts frequently breed superficial reporting, calls cable boon to broadcaster and public alike, and chides ad community for limiting its spending in cable. **PAGE 41.**

**ITU HELP ASKED** □ NAB wants FCC to seek international organization's aid to avert Cuban AM interference threat. **PAGE 46.**

**MORE LATITUDE** □ Broadcasters implore FCC to permit greater freedom in arranging political debates than now permitted under so-called Aspen rule. League of Women Voters and Media Access Project oppose change. **PAGE 46.**

**CABLE TO PAY MORE** □ Copyright Royalty Tribunal orders higher scale for new distant signal pickups, sets fees for programing that had been protected under now-repealed syndicated exclusivity rules. **PAGE 48.**

**MAKING BELIEVERS** □ They scoffed at Leonard Kahn in 1960 when he claimed AM could sound as good as FM. But he persisted, influenced others and now is in mainstream of AM stereo that FCC authorized last spring. **PAGE 71.**

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# **ARE YOU GOING TO BROADCAST THE KIND OF AM STEREO THAT NO ONE LISTENS TO?**

Motorola's AM Stereo system has one attribute you can't afford to overlook. It's designed to deliver superb quality sound to the most modestly priced receivers.

And after all is said and done, your ratings may be entirely dependent on how many people can listen to you on AM Stereo radios. AM Stereo is a lot more than a promotional opportunity — it's a chance to pull ahead of your competition, if you jump on the right bandwagon.

Motorola is really rolling on AM Stereo. FCC type acceptance is expected in October. Call Chris Payne at (202) 862-1549 or Dick Harasek at (312) 576-3591.



**MOTOROLA**

AM Stereo. A system designed to be heard.

## Kahn to hit market

Mura "Hi Stepper," Am stereo-FM stereo mini-receiver with stereo headphones and compatible with AM stereo system proposed by Kahn Communications, N.Y., is to be on market in time for Christmas, if all goes according to plan at Long Island (N.Y.)-based Mura Corp., which is developing it. Mura, which claims about 19% of market for mini-receivers (compared with Sony's 14%), plans to retail unit for about \$59 with heavy promotional campaign in cooperation with radio stations anxious to promote AM stereo. Kahn Communications is supplying Mura with microchip necessary for manufacture of receiver.

## Catching up

FCC Broadcast Bureau's processing of applications has been speeded up considerably by current administration. According to bureau statistics, bureau disposed of 1,667 new and major applications in fiscal 1981, 2,732 in fiscal 1982, representing 64% increase. According to same statistics, average processing time to dispose of new and major applications in fiscal 1981 was 46.4 hours; in fiscal 1982, 27 hours, representing 42% increase in efficiency.

Bureau also has made long strides in reducing backlogs. Its license division, for example, had 6,441 applications pending in December 1981. That backlog had been eliminated as of Oct. 15.

## One way to go

As cable networks' advertising sales departments sit back to lick wounds after disappointing summer, word is that Group W Satellite Communications modified its sales strategy for Satellite News Channels in way that helped move some inventory. With poor sales environment having retarded efforts to bring in individual advertisers as sponsors, GWSC cut deals with four ad agencies which will take ad rotations and spread them among clients.

## Month to month

FCC has received one-month extension on lease to stay at current Washington headquarters until Nov. 10. Spokesman for General Services Administration says question of where FCC should be headquartered after that is up to Congress.

On behalf of constituent, developer of still unbuilt Hoffman-Center in Alexandria, Va., Representative Paul Tribble (D-Va.), who is candidate for U.S. Senate, has asked GSA to demonstrate why FCC move to Hoffman-Center isn't

more cost effective than staying where it is. GSA spokesman said cost report won't be ready before Nov. 2 election.

## Who's on First

National Association of Broadcasters' First Amendment Committee, which holds its first meeting on Friday, Oct. 29, since appointment of new chairman and members (BROADCASTING, Aug. 16), is taking its case to FCC. Group meets with FCC Chairman Mark Fowler to discuss gamut of issues surrounding extension of First Amendment freedoms to electronic media. Discussion of FCC proposal for repeal of Section 315 and fairness doctrine is likely to dominate meeting.

## Gain for ABC

With earnings reports for the third quarter trickling in, broadcasters waiting for chance to compare ABC's figures with dismal third reported by CBS (BROADCASTING, Oct. 25) and better one by RCA (see page 39) should get that information early this week. Wall Street is expecting to hear that folks at 1330 Avenue of the Americas had improved performance for the three months ended Sept. 30, with earnings showing modest gains.

## Listening to whistle

General Accounting Office has opened second investigation of allegations of misfeasance and malfeasance on part of leadership of National Telecommunications and Information Administration. Last month, it was learned that inspector general of NTIA's parent, Commerce Department, was making inquiry ("Closed Circuit," Sept. 20). Both investigations are being undertaken at request of Senator Dennis DeConcini (D-Ariz.). He acted after he—along with many others on Capitol Hill and in press—received anonymous document making charges against NTIA leadership, including Bernard J. Wunder Jr., NTIA head.

Senator Lowell Weicker (R-Conn.), as chairman of Senate Appropriations Subcommittee with responsibility for NTIA funds, has asked GAO to investigate NTIA's use of travel money. Inquiry requested by Weicker was folded into general one already under way. And GAO's and IG reports are expected to be submitted to DeConcini by Nov. 1. Wunder brushes off allegations as work of disgruntled NTIA staffer or staffers. And although official inquiries are under way, he has support of key Republicans on Senate Commerce Committee.

## What to do about RAB

Latest talk about changes at Radio Advertising Bureau is that 35-member RAB board will have options to consider at its meeting in San Diego this week. Proposal to look for president to serve under Vice Chairman and Chief Executive (and former president) Miles David ("Closed Circuit," Oct. 18) has apparently not been written off, but it's overshadowed by idea of creating two "number two" posts, probably executive vice president, one for national sales, one for local. Backers see this approach as strengthening RAB at once while also providing on-job testing on which to base choice of David's successor when his contract expires four years hence.

Between these two approaches, most thinking seems to be either/or. There's little discernible feeling that both would be adopted. But nobody's predicting anything—not even that any firm decision will be reached this week. "When you get 35 people in a room," one member said, "you never know what's going to happen."

## Togetherness urge

There's new interest on radio board of National Association of Broadcasters in attempt to merge National Radio Broadcasters Association into NAB, with NRBA officials given prominent roles. Vocal advocate of that procedure is William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., former member of NAB radio board, who proposed idea anew in letter to Eddie Fritts, new NAB president.

Fritts says he would act as broker in merger talks if instructed by NAB board to take that role. Like O'Shaughnessy, Fritts thinks radio broadcasters would be better served by one trade association. Expectation is that NAB overture would be met by strong resistance at NRBA.

## Dead-of-night clearance

*The Last Word*, ABC-TV's late-night news program set for debut Tuesday (Oct. 26) from midnight to 1 a.m. NYT, has been cleared by 178 affiliates and will reach 94% of TV households, more, according to ABC spokesmen, than current ABC entertainment fare captures. *CBS News Nightwatch*, on air since Oct. 4 from 2 to 6 a.m., is cleared by 111 stations, reaching average of 87% of TV households throughout night, and *NBC News Overnight*, on air since July 5 from 1:30 to 2:30 a.m., Monday-Friday and 2:30-3:30 a.m. Saturday reaches about 82% of TV households through 150 affiliates.

# Cable castings

## Vulnerability

Many of the thousands of low-capacity cable systems in the United States may be vulnerable to competition from direct broadcast satellites, according to a spokeswoman for the Satellite Television Corp., the Comsat subsidiary that won FCC approval to launch a three-channel pay DBS service in 1986. At two different forums last week (the annual conference of the Public Service Satellite Consortium and a meeting of American Women in Radio and Television) Judith Elnicki, vice president, public affairs, STC, said although STC's primary direct-to-home market will be the 20 million to 30 million homes that will be unpassed by cable during the latter half of this decade, a viable secondary market may be those homes served by antiquated, low-capacity cable systems that offer poor reception and few pay options.

## DBS on copyright

As the cable copyright bill, H.R. 5949, rests in the Senate Judiciary and Commerce Committees (the bill has been referred to both committees which are likely to hold a joint hearing soon after the Senate reconvenes Nov. 29), it is drawing the attention of a number of interested parties, all clamoring to be represented in the measure. The bill was passed in the House during the final days before Congress recessed (BROADCASTING, Oct. 4).

Sports organizations have been lobbying

hard for inclusion of a provision to expand the FCC's current sports blackout rule. The American Low-Power Television Association, which represents more than 2,000 applicants, is asking the committees to either drop the must-carry rules entirely or amend the bill to give secondary must-carry protection to low-power stations ("Closed Circuit," Oct. 18). They are concerned over a current provision that would exclude low-power stations from the must-carry rules, and want to make their case before the committees.

Now direct broadcast satellite applicants say they want must-carry protection. Stanley S. Hubbard, president and general manager of Hubbard Broadcasting, group owner of three AM's, two FM's, and three TV stations, based in Minneapolis (Hubbard has filed for three DBS channels) said DBS operators want fair treatment.

Hubbard noted that he has met with several senators and they have all expressed an interest in the DBS applicant's request. He said that DBS should be given the same opportunities as its competitors. "Either you carry everybody or nobody," Hubbard added. He said that DBS operators will provide free over-the-air TV, the same as broadcasters, and therefore expect equal treatment.

The National Association of Spanish Broadcasters has also jumped on the copyright bandwagon. In a letter last week to Senator Robert Packwood (R-Ore.), chairman of the Commerce Committee, Carmen Junco, NASB president, said: "As written, H.R. 5949 will effect undue and direct damage on the Spanish television ser-

vice provided to the 15 to 20 million Hispanic citizens of the United States."

The NSBA is concerned that under H.R. 5949, many Spanish stations would lose must-carry protection. Junco noted that according to the bill, a cable system would be required to carry a local TV signal "only when it receives a 1% share of noncable television households or a 2% share of the home county's households." Junco noted that both the Nielsen and Arbitron ratings services "significantly underreport the size of the Spanish television audience, yet it is Nielsen and/or Arbitron ratings that will most likely be established as the mandatory carriage of a local signal."

Junco also sent several letters to Judiciary Committee Chairman Strom Thurmond (R-S.C.) voicing the same concerns.

While these new concerns have cropped up (neither the low-power TV nor DBS applicants raised questions when the bill was in the House) the original negotiating parties remain confident the measure has support.

## Measurer

Marquest Media Services is preparing a cable audience measurement service in five markets, with the results to be published in a syndicated report available in January. Marquest completed a test in Buffalo, N.Y. last month and plans to measure audience in Hartford-New Haven-New Britain, Conn., San Francisco-Oakland-San Jose, Calif., Tulsa, Okla.; Boise, Idaho, and Tyler, Tex. from Oct. 21 through Nov. 17.

The report will provide cumulative average quarter hour ratings on the cable advertiser-supported services in those markets. There will be marketwide tables in addition to individual systems tables. Ratings will be for cable services in cable homes. The report will be broken into dayparts and by sex, age and income categories. A special channel roster diary will be used for the sampled homes, which vary from 1,150 in Connecticut (because of a higher number of local systems there to be measured) to 250 in Tyler and Boise.

## CBN spending

The CBN Cable Network will spend about \$4 million over the next year (beginning with the fourth quarter of 1982) on a promotional campaign to include newspaper radio, cable and broadcast television advertising. Part of that money will go toward boosting the sales and promotional efforts of CBN affiliates. Two programs have been implemented to that end—a so-called "commercial sales guarantee" plan and a cooperative advertising program.

Under the commercial sales guarantee



**Cable cut.** Four cable luminaries were on hand for the opening of expanded facilities of American Cable Television in Phoenix. The new building consolidates the company's production facilities. L-r: Bruce Merrill, American Cable chairman; Del Henry, American Cable president; Daniel Schorr, Cable News Network correspondent, and Bob Erburu, Times Mirror Cable president and chief executive officer. Times Mirror manages ACT.



plan, CBN will buy up to \$10,000 in local ad spots from each of its almost 3,300 affiliates (with a combined basic subscribership of about 18 million) made available to those affiliates on CBN, USA Network, CNN and ESPN. The co-op advertising program calls for CBN to pay half the costs that affiliates incur promoting the network locally, up to 10 cents per subscriber. CBN has also signed contracts with Cox Cable for advertising time on all of its systems and with United Cable for time on its Tulsa, Okla., system. CBN will spend a total of \$400,000 on full-page advertisements in *Time* and *People* magazines, reaching more than 20 million readers. The network is positioning itself as the "family entertainer." CBN recently signed a contract with General Foods Corp., which calls for that advertiser to spend more than \$1 million in spots on CBN over a one-year period (see "AdVantage," page 12).

## Big brother isn't watching

California Governor Edmund G. Brown Jr. has signed a bill designed to protect the privacy of the state's cable television subscribers. The measure, which goes into effect Jan. 1, 1983, bars cable system operators from turning over subscriber information and mailing lists to "third parties" without the consent of subscribers; prevents government agencies from obtaining information about individually identifiable subscribers except under court order; requires operators to make available to subscribers information they have on file

about them, and requires that the operator tell new subscribers about their privacy rights.

Assemblywoman Gwen Moore (D-Los Angeles), head of the subcommittee on cable television, warned that "two-way cable technology poses a serious threat to personal privacy because of the potential for unauthorized use and disclosure of information about cable subscribers."

## On the grow

Now approaching its first birthday, TKR Cable, the joint venture of Tele-Communications Inc. and Knight-Ridder Newspapers, has almost reached its first-year goal of 100,000 basic subscribers with its purchase of TCI's Island Cable Co., which serves up to 14,000 basic subscribers in six communities on Long Beach Island, N.J., a vacation community. The latest acquisition brings TKR Cable's subscriber count to 91,000. It is expected to add over 20,000 more subscribers by early next year after it concludes an agreement to buy TCI's Rockland county, N.Y., cable system, according to Paul Freas, TKR Cable general manager.

Knight-Ridder's share in the Island Cable Co. deal was reported to be \$8.5 million for a system that varies seasonally in the number of subscribers from 10,000 to 14,000. To date, TKR Cable has invested in the "\$90-million-range" in acquiring cable systems. Island Cable Co. marks the fourth purchase for the joint venture that earlier acquired TCI's 9,100 basic subscriber system in Elizabeth, N.J. The joint venture

began last January with the \$45 million purchase of Cross Country Cable of Northern New Jersey, a 42,000-subscriber system serving 21 northern New Jersey communities, and followed it with the purchase of Raritan Valley Cablevision, a 22,400-subscriber system also serving parts of northern New Jersey. TKR Cable is "aggressively looking for additional properties," said Freas, and intends to fulfill its original plan of 500,000 subscribers within four to five years.

## Playing in South Prairie

It has been a bit of a rocky road in cable franchising in South Prairie, Wash., a 200-person suburb of Tacoma. The franchise process had met with a three-to-two approval by the city council until the only bidder, Cable TV Puget Sound, a subsidiary of Tribune Cable Communications, produced its bid, complete with R-rated movies and the spectre of introducing the Playboy Channel. That brought a reversal of the process last month when the council voted 3-2 against granting the franchise. Last week, the council reversed that action and approved acceptance of Cable TV's bid.

South Prairie has been neglected by cable companies, partly because of its isolated location. Cable TV holds the franchise rights for most of the area surrounding South Prairie. Even with a positive vote on cable, enthusiasm there is tempered. Mayor Blaine Ross says he does not own a television set: "There hasn't been anything worth watching on TV for years," he said.

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I understand the spots will be sent without cost or obligation.  
Public Service Director

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# Business Briefly

## TV ONLY

**Swift & Co.** □ Campaign begins Oct. 31 for Stew Starter in 31 markets and Nov. 7 for Soup Starter in 36 markets. Both products will be marketed through December during day and fringe times. Target is women, 25-54. Agency: Foote Cone & Belding, Chicago.

**Pabst Brewing Co.** □ Campaign for Blue Ribbon beer is currently airing for varying eight-week flights in 50% of country. Spots will air evenings and Saturdays targeting men, 18-34. Agency is McCann-Erickson, New York.

**Friend's Beans** □ Division of Underwood Co. begins campaign for baked beans Nov. 15. Four-week flight will appear in four markets in day, fringe and weekend times. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

**Andrew Jurgen** □ Test market campaign for Squeak shampoo begins this week in four markets, for three weeks, targeting women, 18-34. Spots will air in all dayparts. Agency: Jordan, Case & McGrath, New York.

**Pontiac Motor Division** □ Campaign for Pontiac automobiles begins Nov. 8 for three weeks in about 30 markets. Spots will air in prime access and fringe times targeting men, 18-49. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

**BRK Electronics** □ Firm has scheduled two flights for different products. Campaign for First Alert smoke detectors begins Nov. 15 for two weeks and resumes Dec. 6 for three weeks. Ready Lite flashlights also begins Dec. 6 for three-week flight. Products will air in 18 to 20 markets in news and fringe times. Target: adults, 25-54. Agency: Grey-North, Chicago.

## RADIO ONLY

**U.S. Air Force** □ Campaign for recruitment begins Nov. 1 in Baton Rouge, New Orleans, Houston and San Antonio and Austin, both Texas. Spots will run through fourth quarter for varying flights and will target adults, 18-34. Agency: The Pitluk Group, San Antonio.

**Century Insurance** □ Campaign for

Dairyland high-risk insurance begins Nov. 1 in five Louisiana markets for four weeks and in sixth market for six weeks. Thirty second spots air at various times and target men, 18-34. Agency: Frankenberry Laughlin & Constable, Milwaukee.

**Interstate Brands Corp.** □ Firm begins campaign for various white bread brands this week for four weeks in about 16 markets. Spots will air during 6 a.m.-8 p.m. times targeting women, 25-54. Agency: Sage Advertising, Helena, Mont.

**Monsieur Henri Wines Ltd.** □ Campaign for Trakia white wine begins Nov. 1 and Nov. 10 for varying flights of three weeks each in eight markets in all dayparts. Target is adults, 25-54. Agency: Calet, Hirsch, Kurnit & Spector, New York.

**Liberty Orchards** □ Campaign for Aplets, Cotlets and Grapelets candy begins in mid-November for three weeks. Chewy candies are made with apples, apricots and grapes. Spots will run in nine West Coast markets and will air during daytimes. Target: women, 25-54. Agency: The Stimpson Associates, Seattle.

**Modern Merchandising** □ Campaign for catalogue showrooms begins in late October in Canton, Ohio; Grand Rapids, Lansing and Muskegon, all Michigan; Boise and Lewiston, both Idaho; Kansas City, Mo., and St. Louis and runs through mid-November. Showrooms have different names, according to region, and special in name brand items advertised at low prices. Additionally, grand opening of showroom (called Jafco) in Eugene, Ore., begins this week and again Nov. 9 for varying flights. Spots will air in various dayparts targeting adults, 25-54. Agency: LaBelle & Shallbetter, Minneapolis.

**Weigh-Tronix** □ Campaign for farm scale hog feeders is under way in

## Everything You Need... For Perfect Tones On Your R-R Automation Tapes.



### Broadcast Electronics' Dual Tone Generator

If you have ever produced music tapes or voice tracks for an automation system, you know what a problem it can be to get the tones "just right".

Now you can produce perfect tones every time with Broadcast Electronics' versatile Dual Tone Generator. It provides everything you need to do a professional job, in one convenient package!

The Dual Tone Generator includes a 25 Hz tone for event switching (EOM). A 1kHz level set tone for consistent recording level from tape to tape. Two 25Hz sensors for sensing left- and right-channel audio from the reel-to-reel machine. Built-in logic circuitry. And much more.

For more information on how the Dual Tone Generator can improve the sound of your automation system, call or write John Burtle at . . .



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## Rep Report

WCNN(AM) Atlanta: To RKO Radio from Hillier, Newmark & Wechsler.

□

WTLC(FM) Indianapolis: To McGavren Guild Radio from Bernard Howard & Co.

□

KQAD-AM-FM Luverne, Minn.: To McGavren Guild Radio from PRO Radio.

□

KMRS(AM)-KKOK-FM Morris, Minn.: To McGavren Guild Radio from Lotus Reps.

□

WTAG(AM) Worcester, Mass.: To McGavren Guild Radio from Blair Radio.



A MAJOR TELEVISION EVENT

# Blood and Honor

The evolution of a Nazi as told through the personal lives of three families—how a nation's children were seduced.

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has the future."  
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Washington, WOCA-TV  
Cleveland, WUAB

Pittsburgh, KDKA-TV  
Minn.-St. Paul, KSTP-TV  
Atlanta, WAGA-TV  
Denver, KWGN-TV  
Baltimore, WJZ-TV  
Sacramento, KTXL  
Phoenix, KPHO-TV  
San Diego, KFMB-TV  
Kansas City, KCMD-TV

Charlotte, WPCQ-TV  
Oklahoma City, KGMC  
Albany, WXXA-TV  
Flint-Sag.-Bay City, WJRT-TV  
Jacksonville, WTLV  
Albuquerque, KNAT-TV  
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- Major national and local promotion and publicity campaign—highlighted by extensive distribution of in-school materials including the "Teachers Guide To Television."
- Recommended by the National Educational Association.

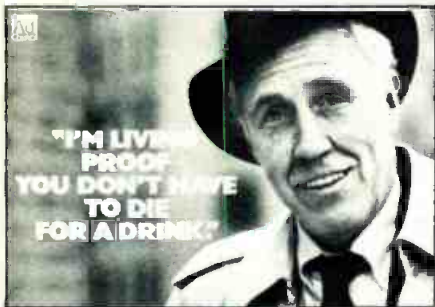
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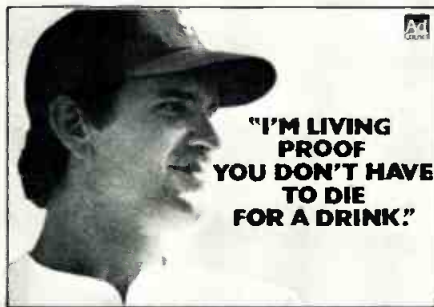


## AdVantage

**Alcohol PSA.** Advertising Council's new public service campaign on alcoholism is under way and designed to reach estimated 10 million alcoholics, according to Council. Campaign is being produced on behalf of National Council on Alcoholism and volunteer adver-



Robards



Welch

tising agency is N W Ayer Inc., New York. Actor Jason Robards and Los Angeles Dodgers pitcher Bob Welch—both recovered alcoholics—star in nationwide television and radio campaign to recount their experiences with alcoholism, steps they took to recover and characterize themselves as "living proof you don't have to die for a drink," theme of campaign.

**From one agency** ... Stroh Brewery Co., Detroit, \$15-million-plus television spender, named BBDO last week as its national television agency of record for all brands, effective Nov. 15. BBDO handles Stroh's Old Milwaukee and Old Milwaukee Light accounts. Company's principal TV brands are Stroh's beer, which in 1981 spent estimated \$5.4 million in network TV and almost \$4 million in spot TV; Schaefer beer, which put more than \$2.8 million into spot and almost \$1 million into network TV; Stroh's light beer, whose TV spending came to about \$1.7 million in spot and \$150,000 in network, and Piel's beer, which invested more than \$300,000 in spot TV.

**CBN buy.** General Foods is buying time on CBN Cable Network, in what CBN calls multimillion-dollar, one-year commitment with four-year option to promote variety of products. Advertising is running in CBN's new family entertainment programming—*I Spy* series on weeknights, *CBN Special of the Week* on Sunday nights and *CBN Movie of the Week* on Saturday nights. First GF products to be promoted are Maxim, Good Seasons dressing, Mellow Roast coffee, Log Cabin syrup, Bird's Eye vegetables and Maxwell House coffee.

**Mac to Mac.** McDonald Davis & Associates, Milwaukee, takes over reins as advertising agency for McDonald's restaurants (Fox Valley Co-op) from Ross Roy Inc., Detroit. Twenty-six franchised restaurants are included in co-op areas extending from Fond du Lac, Wis., north through upper peninsula of Michigan, and from Green Bay, Wis., west to Waupaca, Wis. McDonald Davis will assume responsibility for account on Nov. 9.

**New deal.** Orion Entertainment Corp., division of Orion Pictures, has been named sales representative for Colbert Television Sales, exclusive distributor for Barry Enright Productions. Orion will handle syndicated sales of first-run productions that include *The Joker's Wild*, *Tic Tac Dough* and *Jack Anderson Confidential*.

**Big voice.** Actor/director Orson Welles has signed long-term contract as spokesman for WABC(AM) New York. Welles began pitching for talk format station in series of 30-second television ads that began airing Oct. 2.

Mankato, Minn.; Peoria, Ill., and Des Moines, Iowa. Scale electronically measures amount of feed distributed. Spots will air in farm reports through November in early morning, late afternoon and early evening. Target: hog farmers. Agency: D'Arcy-MacManus & Masius, Bloomington, Minn.

**Walgreen Co.** □ Drug store chain begins seven day-a-week, next-day photo finishing service campaign Nov. 8 in Tucson, Ariz.; El Paso, Tex.; Omaha, and Albuquerque, N.M. Thirty-second spot will air for two weeks daytimes. Target: adults, 18-34. Agency: Grenada Advertising, Deerfield, Ill.

### RADIO AND TV

**J.M. Smucker Co.** □ Campaign for Mary Ellen assorted jellies, West Coast subsidiary of Smucker Co., begins Nov. 15 for varying four-week flight in half-dozen markets. Target: women, 25-54. Agency: Wyse Advertising, New York.

**Chrysler Corp.** □ Campaign for Dodge trucks begins this week in 46 markets. Three-week flight will air during 6 a.m.-7 p.m. radio and news, prime, fringe and sports times in TV. Target: men, 25-54. Agency: Kenyon & Eckhardt Advertising, Birmingham, Mich.

**Fuji** □ Campaign for cameras will run throughout November in about 40 markets, targeting men, 18-49. Agency: Geers Gross Advertising, New York.

**Hubby habits.** Husbands' buying habits vary according to whether their wives work outside home and, if they do, whether they work primarily for income or for satisfaction of job. So says Needham, Harper & Steers, drawing from its ongoing life style study of attitudes and interests of men and women across country. Differences are sometimes surprising. For instance, agency found, husband of homemaker, not husband of income seeker, is more apt to check prices and shop for sales and specials. He also is more likely to buy national brands than store brands or generics. Husband of income seeker is less disciplined shopper than husband of satisfaction seeker, apparently pushed by "buy now" philosophy stemming from belief that prices will rise faster than his income. Satisfaction seeker's husband tends to be better educated and to consult various sources for product information. All three husband types think there's too much violence and sex on prime time TV and tend to be skeptical about much of advertising they see and hear. While husbands of working wives are more inclined to share homemaking responsibilities with their wives, they tend to agree with homemakers' husbands that father should be boss in house and that men are better than women at investing money.

WCBS ALL-NEWS RADIO, NEW YORK  
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"THE BEST IN THE BUSINESS"

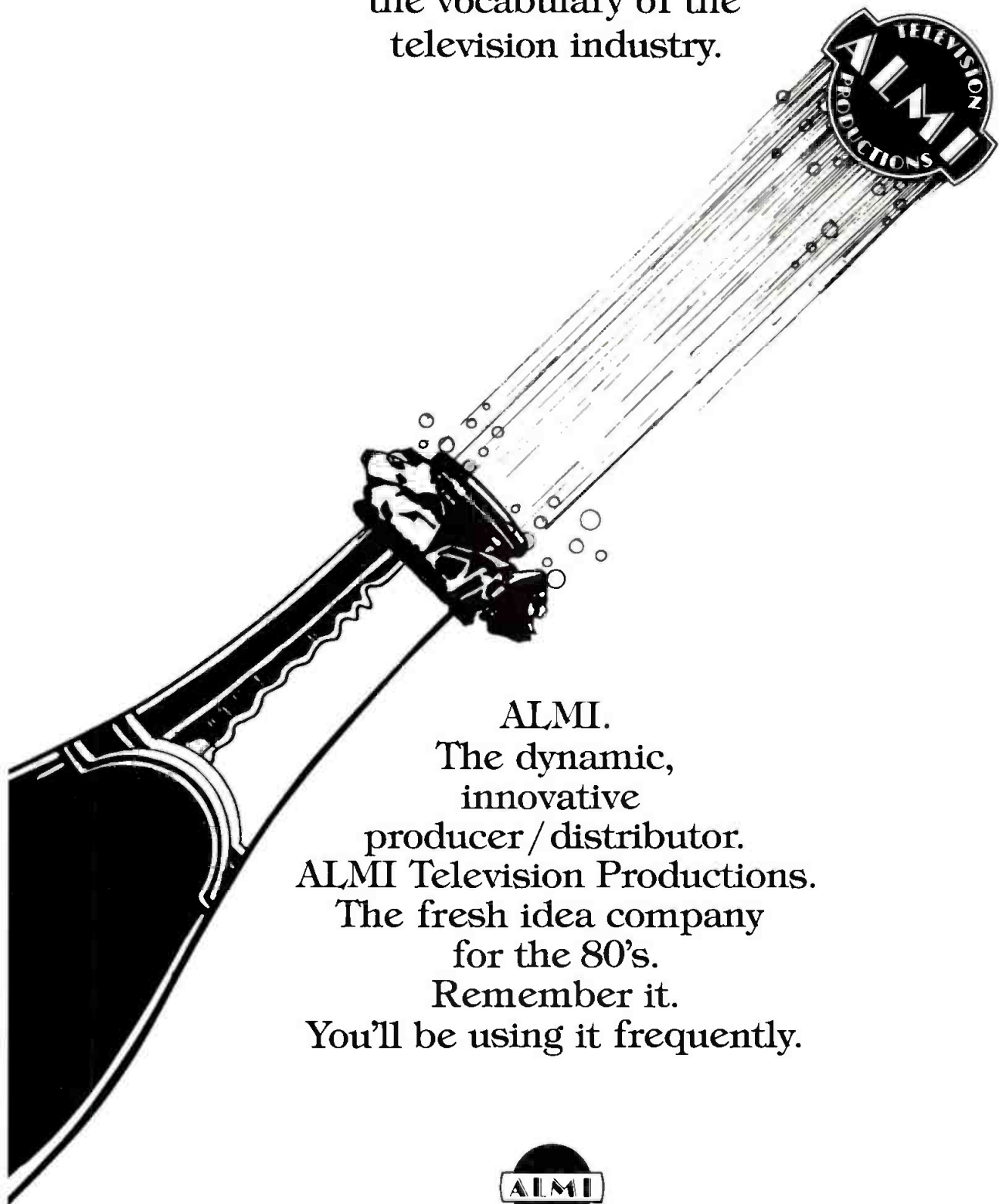
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# Monday Memo

A radio rep commentary from Charles Colombo, Christal Radio, New York

## Searching for the hidden truth in avail information

Are the reps unintentionally leading the radio station operators down the primrose path?

In the past few weeks, several more target demographic reports were released, indicating that 25-54 was the most sought-after demographic in the third quarter.

If this is true, why is it that the younger appeal stations seem to be the group that in general had a more favorable year than those targeting the 25-54 group?

The first thing that makes these reports misleading is that they skew to the list of stations that the firm represents, not necessarily to what is actually happening. If the rep firm releasing the report has a very balanced list, the information will be representative of what is really happening. If the firm's list tends to be young, the report will reflect that.

The second thing wrong with these reports is that they tend to be one-dimensional. Too often, the reports are taken off the computer without digging into the actual reasons behind the ups and downs of markets and individual stations.

The list of stations represented by the Christal Co. suggested just that. So we started to dig into what was happening.

The scenario went something like this:

While more accounts were on the 25-54 targeted stations, the frequency levels and average unit rates tended to be higher on the younger appeal stations. Why?

Could it be that all of the publicity about 25-54 demo popularity has resulted in overpopulation of radio stations programmed to that demographic age group? Then again, is it really a homogeneous age group that should be looked at as a whole, instead of being broken down further?

San Francisco is a good example of just how much competition there is for the 25-54-year-olds. . . In p.m. drive, the number-two station has 1.0 rating for men 25-54, while the 16th station has a .5 rating. That's a .5 rating difference among 15 stations. On the 18-34 side of the fence, however, the competition drops off more rapidly, after the top three or so stations.

An illustration of this can be seen in the top five ranked stations targeted to 18-34, versus the top five targeted to 25-54:

### San Francisco 3-7 p.m. Male rating points

18-34		25-54	
Station A	2.0	Station F	1.6
Station B	1.4	Station G	1.0
Station C	1.2	Station A	0.9
Station D	1.2	Station H	0.9
Station E	1.0	Station D	0.8



Charles Colombo is executive vice president, chief operating officer at Christal Radio Inc., New York. Prior to joining Christal in January he was with Eastman Radio for 16 years, as senior vice president of its Eastern and Western sales divisions and later as executive vice president and chief operating officer. A native of St. Louis, Colombo began his career at the William Esty Co. He is a graduate of Missouri University in St. Louis, having earned a bachelor's degree in journalism in 1962.

This not only shows that point levels are higher on the 18-34 stations, thus allowing them to charge a higher rate, it also brings up another interesting point. The 25-54 "swing" demo allows the 18-34 targeted stations to compete on an equal footing for the 25-54 business. The reverse of that is rarely true—an older targeted station competing effectively for 18-34 business.

Atlanta offers an even more dramatic example. Four of the top five 25-54 stations are repeats from the 18-34 column.

This brings up another important consideration for agencies. . . The very important 35-54 demographic could be very badly neglected by an advertiser, unless a look is taken under the 25-54 "blanket." An airline or luxury car could miss its most important customers, if the buyer does not look at the station's appeal more closely than just 25-54.

When we track stations across the various demographics, we can see an interesting pattern. Using Atlanta again, we tracked the top five 18-34 stations across popular demo breaks:

All but one of the 18-34 top five made it straight through to the 25-54. But only one made it to 35-64. The break at 35 should be investigated further—especially if the advertiser is seeking an evenly balanced media buy of all the groupings in the 25-54 spectrum.

Then there's "good old" 18-49 and

25-49. These were the "darling demos" in the 1970's. They never make the headlines anymore but their importance is still great. Eighteen to 49 is generally number two, and, according to our calculations, approximately 50% of all radio campaigns are targeted at some demo group 49 years of age or younger. These buys virtually all end up on contemporary and rock stations.

Another point mentioned above is that the average number of spots per campaign tended to be higher on the 18-34 targeted stations than on the 25-54 group.

It is common to see a beer advertisement targeted for 150 or more rating points per week at men 18-34, while the majority of airlines are after adults 25-54 with 75 rating points.

Five very active markets averaged like this:

### Average number of spots per order Third Quarter '82

25-54 target		18-34 target	
Market 1	13.8	Market 1	14.5
Market 2	9.5	Market 2	12.8
Market 3	12.1	Market 3	14.6
Market 4	10.5	Market 4	—
Market 5	—	Market 5	15.0

So, in addition to the tougher competitive circumstances, the 25-54 adult-oriented station had to contend with smaller budgets. The average 25-54 target ends up with a frequency under 12 spots while 15 times and 18 times are very common for the 18-34 targets.

The difference in point levels and the closer competition of stations play a much larger role in the rates a station can charge than does the number of buys coming down in its target demographic. This relates more to what ends up on the bottom line.

There is a wealth of information out there that really can help broadcasters zero in on the audience—that will both fulfill the needs of the area served, as well as give the all-important salable numbers necessary to operate a profitable business.

If we are going to release avail request data, wouldn't it make a lot of sense for the reps to pool the information and release it through the Station Representatives Association? This method would at least give an accurate picture of that particular aspect of our business.

The message is twofold: Station operators should not be overly influenced by all of the avail request publicity. They should dig beneath the surface of this information; advertising agencies need to look under the 25-54 blanket to be sure they are getting the buy that will best satisfy their needs at both ends of that target. ■



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**"I'm Philip Till Reporting Live from West Beirut."**



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# NBC RADIO NEWS.

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**OUT OF THE STUDIO.  
ON THE SCENE.**

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10AM NYT Newscast, July 16, 1982

"Cars are stalling in the streets, out of gas. Hospitals are desperately short of supplies and could not handle another wave of victims if heavy fighting breaks out again. The American Hospital of Beirut has put out an urgent appeal for trained nurses. Many of theirs have either had nervous breakdowns or been killed. This is Philip Till in West Beirut."

For radio reporting that's live and "in color" count on the unique sound of NBC Radio News.

We take your audience to the scene of history-making events, anchoring newscasts live.

On a day-to-day basis, NBC provides consistent, high-quality, "full color" radio news, offering more actualities and newline feeds than anyone else.

We take the story—big or small—and bring it to life for your listeners.

NBC Radio News. We're there when you need us the most.

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For stations committed to news.



# Datebook

## This Week

**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. 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 Shield of Northeastern New York. Golden Fox Restaurant, Colton, 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—National Conference of Black Lawyers'** Communications Task Force luncheon meeting with Representative Parren Mitchell (D-Md.). Washington Marriott, Washington. Information: Zora Kramer, (202) 632-7260.

■ Indicates new or revised listing

■ **Oct. 28—Women in Cable, Dallas-Fort Worth chapter**, meeting. Doubletree Inn, Dallas.

**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** far 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, Hears/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. Am-fac 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—"Careers in Cable: Breaking In"** program sponsored by *University of California-Los Angeles Extension*. Bunche 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 CBS 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.

The ranks behind the Broadcasting Industry Council to Improve American Productivity are filling out even more. Last week, Eastern Broadcasting Corp. joined the 13 other charter supporters and pledged \$10,000 to help defray costs of the five-year campaign that kicks off Christmas Day (BROADCASTING, Oct. 18). And, from Detroit, came commendation and thanks from the United Auto Workers on behalf of its 1.5 million active and retired members.

Roger A. Neuhoff, president of Eastern, said the project, backed by the National Association of Broadcasters, gives "our industry an opportunity to get to the heart of one of our country's problems and [insure] our future. It's a dream sort of thing. And if we fail, I can at least say I tried." Neuhoff said he had discussed the productivity campaign with BICIAP Chairman Jerry Lee at the last National Radio Broadcasters Association convention, "but then it slipped my mind until the dynamite editorial and story in BROADCASTING hit me with such force."

UAW President Douglas Fraser, in his letter to the NAB, applauded the planned efforts to clarify "the much misunderstood issue of worker productivity in America. Your commitment and 'hands-on' approach to taking this message to the airwaves is commendable. The UAW has long believed in the use of [broadcasting] for the public interest. Moreover, we agree with the premise that, in order to improve American productivity, a cooperative endeavor among labor, government and the private sector is crucial. This type of tripart relationship must be the cornerstone of successful programs."

The BICIAP also announced that the Bank of America has agreed to set up monthly billings, at no charge, for those wishing to contribute to financing of the campaign. Total so far is \$140,000.



BICIAP's flow chart

**Nov. 6-7**—National Federation of Local Cable Programmers Mountain regional conference. University of Colorado, Auria 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's Over-the-Air Pay Television Conference and Exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

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

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

**Nov. 8-11**—Information Industry Association's 14th annual convention, "The Information Business: Profits or Promises?" Walt Disney World Resort, Buena Vista, Fla.

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

**Nov. 10**—Academy of Television Arts and Sciences luncheon. Speaker: presidential counselor Edwin Meese. Century Plaza, Los Angeles.

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

■ **Nov. 10**—American Federation of Television and Radio Artists/Broadcasting and Recording Industry Council on Alcoholism West Coast "awareness conference" on alcoholism. Speakers include former First Lady Betty Ford, Billy Carter and psychiatrist Joseph Porsch. ABC Television Center, Los Angeles.

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

**Nov. 10-12**—Oregon Association of Broadcasters 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 Associ-

## Major Meetings

**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 programming conference, featuring Awards for Cablecasting Excellence (ACE) presentation. Billmore 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, 1983**—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 15-18, 1983**—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, 1983**—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 Programming Conference. Westin St. Francis, San Francisco.

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

## Errata

Pictures of **Ward Quaal** and **Don LeBrecht** on page 54 of Oct. 18 issue were reversed.



Quaal



LeBrecht

**Start-up date** for ABC-TV's live, late-night news and information program, **The Last Word**, is Tuesday, **Oct. 26**. Date was incorrectly reported in **BROADCASTING**, Oct. 18.

# WHAT HAPPENS TO CIGARETTE SMOKE IN THE AIR?

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**THE  
TOBACCO INSTITUTE.**





## Stay Tuned

A professional guide to the electronic media week

\* indicates premiere episode or programing debut

**Television** □ NBC: *Little Gloria pt. 2*, Monday, 9-11 p.m.; *Gavilan\**; Tuesday, 9-10 p.m.; *St. Elsewhere\**; Tuesday, 10-11 p.m.; *Third Annual NBC Talent Showcase*, Friday, 12:30-2 a.m. ABC: *The Last Word\**; Tuesday, midnight-1 a.m.; *The New Odd Couple\**; Friday, 8:30-9 p.m. CBS: *Here Comes Garfield\**; Monday, 8:30-9 p.m.; *Cagney & Lacey\**; Monday, 10-11 p.m. PBS: *The Magic of Dance*, Monday, 9-10 p.m.; *UN Day Concert*, Tuesday, 10-11:30 p.m.

**Cable** □ HBO: *All Night Radio\**, Tuesday, 9:30-10; wtbs; *Sara Dane pt. 4*, Wednesday, 7:05-9:05 p.m.

**Radio** □ NBC: *PreElection Roundtable Discussion*, Sunday, 10:30-11 p.m.; ABC: *Sudden Infant Death Syndrome/Silent Killer*, Saturday and Sunday, 10 p.m. Mutual: *The 1982 Halloween Party & Seance*, Sunday, 10-midnight.

**Museum of Broadcasting** □ (1 East 53d Street, New York) Lectures: *TV Mirror of Society*, Bill Henry of *Time*, Wednesday 12:30-2; *Criticizing TV News*, Tony Schwartz of *New York Times*, Thursday, 12:30-2; *Hitchcock by Hitchcock*, a retrospective, now through Oct. 30; *HBO Programing: Reflections from a Decade*, 10th anniversary exhibit, Oct. 19-Nov. 6.

ation 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. Bunker Hill Community College, Boston.

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

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

**Nov. 13-16**—Canadian Association of Broadcasters, Central Canada Broadcast Engineers and Central

Canada Broadcasters Association convention. Toronto Sheraton Center hotel, Toronto.

■ **Nov. 14-16**—Institute for Graphic Communication conference, "Integration of High Fidelity Audio and Video." Speakers include Thomas Keller, National Association of Broadcasters' senior vice president for science and technology; Renville McCann Jr., CBS Technology Center vice president, advanced research, and Daniel Wells, former senior vice president of engineering and operations, Public Broadcasting Service. Radisson Ferncroft hotel and country club, Danvers, Mass.

■ **Nov. 15-17**—Videodisk seminar sponsored by Meckler Communications with Sony, Pioneer and 3M. New York Statler, New York.

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**Nov. 16**—Cable Television Administration and Marketing Society Western show event, "Track Day" Disneyland hotel, Anaheim, Calif.

**Nov. 16**—Academy of Television Arts and Sciences seminar, "Cable Channels—Open for Business." Panelists include Kay Koplovitz, USA Network; Arnold Huberman, Entertainment Channel, and Dr. Art Ulene, Cable Health Network. Directors Guild Theater, New York.

**Nov. 16-18**—Washington Journalism Center's Conference for Journalists, "Changing Population Patterns: Immigration, Race and Equality" Watergate hotel, Washington.

**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.

**Nov. 17-19**—Sixth annual International Rehabilitation Film Festival, sponsored by Rehabilitation International U.S.A. American Red Cross Building, New York.

**Nov. 17-22**—Fourth annual New York World Television Festival. Carnegie Hall Cinema, New York. Information: Harvey Chertok & Co., 40 West 57th Street, New York, N.Y., 10019.

**Nov. 18-19**—Practising Law Institute's 10th annual "Communications Law 1982" program. New York Hilton, New York.

**Nov. 18-19**—Global Village seminar on cable television. Global Village headquarters, 454 Broome Street, New York. Information: Bob Iverson, (212) 966-7526.

**Nov. 22-23**—Conference on "The Responsibilities of Journalism," sponsored by University of Notre Dame's Center for Study of Man in Contemporary Society with grant from Gannett Foundation. University Center for Continuing Education, Notre Dame, Ind.

**Nov. 23**—International Radio and Television Society newsmaker luncheon. Speaker: Dan Rather, CBS. Waldorf-Astoria, New York.

**Nov. 23**—Advertising Research Foundation workshop. New York Hilton, New York.

**Nov. 30**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Tony Malara, vice president and general manager, CBS-TV. Copacabana, New York.

### December

**Dec. 1**—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Brandon Stoddard, president, ABC Motion Pictures. Century Plaza hotel, Los Angeles.

**Dec. 2-5**—California Chicano News Media Association national Hispanic media conference. Town and Country hotel, San Diego.

**Dec. 6-9**—Arbitron Radio Advisory Council meeting. Sheraton Plaza, Palm Springs, Calif.

**Dec. 9-10**—Federal Communications Bar Association/Practicing Law Institute conference, "The New Telecommunications Era After the AT&T Settlement." Shoreham hotel, Washington.

**Dec. 10**—International Radio and Television Society Christmas benefit. Entertainment: Rich Little, impressionist. Waldorf-Astoria, New York.

**Dec. 14-16**—Washington Journalism Center's Conference for Journalists, "Economic Outlook for 1983." Watergate hotel, Washington.

**Dec. 15**—Advertising Research Foundation conference, "Researching the New Electronic Media." New York Hilton, New York.

**Dec. 16**—Advertising Research Foundation conference, "The New Advertising Research Technologies." New York Hilton, New York.

**Dec. 16-19**—Audio Independents conference, "Dialogue '82: Radio ... The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

### January 1983

**Jan. 5-7**—Arbitron Television Advisory Council meeting. Doral Country Club, Miami Beach, Fla.

**Jan. 7-11**—Airlie IV conference, sponsored by The Radio Foundation. Barbizon Plaza hotel, New York.



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**Open Mike****Credit where due**

EDITOR: I recently read with great interest, in another publication, about the changes at the National Association of Broadcasters from a TV-oriented trade organization to an association serving its radio members in a more "meaningful way." In the article it seemed to me that all the credit was given to one man who joined the association in 1976.

I say: "How soon we forget." Charlie T. Jones, as first director of the Radio Information Office and vice president of radio, really deserves a lot of credit for creating an even better radio outlook at the NAB. The president of our company, Bob Hilker, served as the first chairman of the Radio Information Office Committee when it was formed and in many subsequent conversations with me has always given Charlie Jones credit for outstanding radio leadership.

During that time, I served as chairman of the NAB's Small-Market Radio Committee and challenged the prospect that the NAB was altogether TV-oriented. With more radio members on the NAB board now than then, it's doubtful to me they would ever approve a complete TV-

dominated philosophy. In the years that I have known and worked with Charlie Jones, I'm convinced he should go down in history as one of the most outstanding leaders the association has been privileged to employ.—*William R. Rollins, executive vice president, Suburban Radio Group, Valdese, N.C.*

**Northern problem**

EDITOR: While Cuban antics keep eyes focused southward, is no one paying attention to the clear channel negotiations with Canada?

Canada's proposals this year called for some 160 assignments on U.S. clear channels. Many are right up against the U.S. border. Over a dozen are for 50 kw nighttime (BROADCASTING, Oct. 18). Within a year, many of these new assignments will be drawn up into treaty. They'll be with us for a long time. Legally.

Yet the Canadian clear channel negotiations have received scant treatment from the trade press. We understand that the FCC has received relatively little comment on them.

Where is everybody?—*Tom Busch, president, Alaska Broadcasters Association, Nome.*

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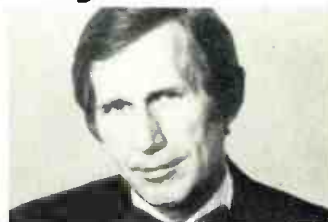
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# Broadcasting **4** Oct 25

Vol. 103 □ No. 17

TOP OF THE WEEK

## Fritts calls for togetherness

**NAB president tells FCBA there must be more cooperation among segments of Fifth Estate; cites cable copyright as example**

"Uniting all segments of the communications community where there is common concern must be our first priority," National Association of Broadcasters President Edward Fritts told communications attorneys last week. Fritts spoke before the Federal Communications Bar Association in his first major appearance in Washington since assuming the NAB presidency earlier this month.

"The impact of a united front cannot be overstated," he said. "We have used this approach in the past with cable copyright legislation and are attempting to do so with First Amendment issues and intend to do so on a continuing basis down the line."

The NAB president said the association would be guided by "long-range planning." He cited the importance of being able to anticipate and respond to future concerns.

"Our lobbying effort will be strengthened in manpower and budget over the next few months. As the new technologies overtake outdated legislation, NAB should be an able broker for the industry at the FCC, on Capitol Hill, at the White House and State Department and throughout the government," he said.

Fritts reported that the NAB would take a more active role in international communications policy. Additionally, he noted, the association will "fine-tune" its

political action committee (TARPAC). "And we will continue to press for sensible deregulation—not the sort afforded the airlines or trucking industries," Fritts added.

He talked about a "partnership" in the communications industry. "The time has come for those of us in the information business to look to each other for areas of agreement, support and possible compromise. Issues affecting, say, common carriers may not have been of immediate concern to broadcasters... but then came the AT&T consent decree," he stated.

"By beginning to develop rapport among all factions of the industry, we stand a decent chance of short-circuiting potential confrontations," he said. Fritts cited the recent copyright negotiations among the NAB, the National Cable Television Association and the Motion Picture Association of America as an example of the partnership he has in mind.

He characterized the cable copyright compromise as the "most graphic example of cooperation within our industry in recent times." He looks for further cooperation on First Amendment issues, he said. "We are actively seeking allies, many of whom see working together as a means to better serve their communities and the future of the industry," he stated.

While the association, he said, has not taken a "foreign policy position on Radio Marti legislation, we have pulled into an international battle on the interference front."

He noted that he has purchased a home now under construction in the Washington suburb of North Arlington, Va., and that he expects to move his family to Washington the first of the year.

The owner of eight radio stations, Fritts is currently negotiating to sell "a couple of

them." He has divorced himself from the stations and arrangements are being made, similar to a blind trust, to insulate Fritts. □

## Fowler's analogy: use of 'print model' for deregulation

**In speech to North Carolina broadcasters, FCC chairman again pushes fees as price for dereg; industry leaders still wary of modest spectrum fee proposal**

Broadcasters should be as free from regulation as newspaper publishers, and the "print model is the right ultimate aim of broadcast deregulation," FCC Chairman Mark Fowler is slated to say today (Oct. 25).

But in order to get there, Fowler said in remarks prepared for delivery to the North Carolina Association of Broadcasters, broadcasters should consider supporting a "modest" spectrum-use fee to encourage Congress to consider statutory deregulation.

"I pledge myself to take deregulation to the limits of existing law," Fowler said. Nonetheless, "we need a new statute, passed by Congress, to get the job done, finally, and to prevent a different commission from turning the clock backwards," he said. "The fee might be one way to make deregulation stick," Fowler said.

While Fowler has ventilated his rationale for considering the support of fees (see partial text of speech page 24) in several different forums over the past few weeks (BROADCASTING, Oct. 4), support for the concept in Congress and by broadcasters still seems shaky.

Although Fowler, for example, met over breakfast last week with Edward Fritts, National Association of Broadcasters president, and William Stakelin, NAB joint board chairman, to discuss the idea further, Fowler apparently won no immediate converts.

According to Fritts, the NAB duo told Fowler that NAB hadn't changed its position: it still opposes spectrum fees. Moreover, Fritts said, NAB didn't think broadcasters had to put fees on the bargaining table to win statutory deregulation.

Although Fritts said NAB wasn't "so hard-headed" that it wouldn't consider "all available options at some point in



Fritts (center) with Wasilewski (l) and FCBA president Herbert Forrest

time," Fritts said NAB planned to lobby for new broadcast deregulation bills in the new Congress. Fritts said there had been about 100 co-sponsors for broadcast deregulatory bills in Congress's last session; the NAB, by encouraging local broadcasters to lobby their representatives to endorse new deregulatory legislation, would try to get even more co-sponsors in Congress's next session. "We don't feel we have to go into Congress on our hands and knees with a tin cup," Fritts said. "There is a sound logic for deregulation on its own."

The National Radio Broadcasters Association, meanwhile, is intending to issue a report detailing its position on fees and deregulation within the next couple of weeks.

Abe Voron, NRBA executive vice president, said the report would emphasize that NRBA had "at no point" advocated spectrum fees.

Spectrum fees, Voron said, are subject to escalation by future Congresses or future FCC's, and NRBA "vigorously opposes them."

Nonetheless, Voron said, NRBA realized that, "in a practical world," radio broadcasters would have to negotiate for "total deregulation." That, Voron said, is why NRBA has been discussing the notion of exchanging a "contract-consideration fee" for total deregulation.

Under that notion, radio broadcasters would enter into a binding, 50-year contract with the government, under which they would agree to pay a certain fee (one that couldn't be changed by subsequent Congresses or FCC's) in exchange for a total deregulation that would give radio broadcasters a property right for spectrum in a given market, Voron said.

Chris Coursen, assistant communications counsel to the Senate Commerce Committee, said that although committee



Fowler

Republicans have supported "cost-of-regulation fees," they consistently have opposed the notion of spectrum fees in the past. "It's always been a Democratic idea," he said.

Although Coursen said he really wasn't sure exactly what Fowler's proposal was, he said that committee Republicans would take a look at it.

Roberta Weiner, spokeswoman for the House Telecommunications Subcommittee, noted that Democrats had supported the notion of spectrum fees in the past, but not linked to deregulatory initiatives. Fowler's fee proposal "is under consideration, but certainly we're not endorsing it," she said. □

## Resolution to oust Israel from ITU blocked

**Defeated action, sponsored by Algerian-Arab contingent, would have had far-reaching effort if passed; now it's on to other business**

The delegations were exhausted by the pressures and lobbying involved in the battle over the Algerian-Arab resolution to condemn and expel Israel from the International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya, as well as all other ITU conferences. Success of that effort, the U.S. officials had made clear, would lead to the walkout of the U.S. delegation, the suspension of U.S. payments to the ITU and the U.S.'s possible withdrawal from the ITU itself. After some 10 days of debate, the issue was finally resolved in the early morning hours of Friday, Nairobi time, in a series of votes that condemned Israel but did not expel her.

The critical decision came on a proposal by the United Kingdom, backed by five other countries, to eliminate the expulsion provision from the Algerian-Arab resolution. It carried, in a secret ballot, by four votes, 61-57. The remainder of the resolution, condemning Israel for its invasion of Lebanon, carried by the lopsided margin of 85-31.

The U.S. was on the losing side of the latter vote. But clearly it was pleased and relieved at beating back the effort to expel Israel. The U.S. saw the issue not only as relating to the conference in Nairobi or even to the ITU, but to the preservation of the United Nations system itself.

The chairman of the U.S. delegation,

**The Fowler plan.** Start with the proposition of freeing broadcasters entirely from special regulations—in short, making a broadcast property indistinguishable from the print model.

What do I mean by a print model? I mean that you, the broadcaster, should be as free from regulation as the newspaper you share the press table with and compete with for advertisers. No renewal filings, no ascertainment exercises, no content regulation, no ownership restrictions beyond those that apply to media generally, free resale of properties, no petitions to deny, no brownie points for doing this right, no finger-wagging for doing that wrong. For instance, if a broadcaster plays fast and loose with an advertiser or a ratings service, it would be a matter for a local court, not a federal agency.

I believe that the print model is the right ultimate aim of broadcast deregulation. And why? Because in the last 200 years, it's worked. It's served the American people well. Oh, there have been the narrow-minded bullies from their pulpits of pulp, using papers in mean ways for small ideas. And there have been virtuous newspapers that, for one reason or another, are now as extinct as the dodo bird. But over the long course, the American newspaper and magazine model has worked. And it's worked without a Federal Newspaper Commission administering hundreds of rules and policies, with the power to padlock the door and sell the company for the value of its physical assets.

Now, I will continue to do everything in my power at the FCC, consistent with legislation on the books, to accomplish deregulation. But there is a limit under the existing law. There is just so far that the agen-

cy can go. And whatever *we* do can be undone by a later commission.

So, I pledge myself to take deregulation to the limits of existing law. But we need a new statute, passed by Congress, to get the job done, finally, and to prevent a different commission from turning the clock backward.

It's in this context that I proposed to "break the ice" in the deregulation debate a few weeks ago through adoption of a modest user charge by Congress. The fee might be one way to make deregulation stick. For some feel that a modest fee is a fair return for print model regulation.

This user charge would be imposed not on broadcasters alone, but on all users of the spectrum. This way, the charge on broadcasters might be lower than otherwise. It would be consistent with others being applied to government services, from airport landing rights to waterway patrols.

If adopted by Congress in connection with deregulation, the fee would replace the old *quid pro quo* under the trustee regime—content regulation and other "taxation by regulation" in exchange for a likelihood of license renewal.

I'd also suggest that Congress consider setting aside funds collected by this charge to support public broadcasting programming. What kind of programs? Not rock music or soap operas, but program types that might be displaced under a marketplace scheme. Economists recognize that some goods and services in society may not be supported by the marketplace. But society still may want them,



Washington attorney Michael Gardner, said after the votes the proposal was a "transparent and treacherous attack on the concept of universality . . ." The backers of the resolution, he said, are not concerned about the ITU, "only about throwing out Israel. And if you do it in the ITU, as a UN organization," he said, "then it starts to unravel the UN system."

Indeed, the U.S. saw the ITU conference as the primary arena chosen by the Arab bloc for the effort to eject Israel from the UN system. The ITU is a small forum, but the Arab countries, backed by the Soviet Union, focused considerable energy on the effort in Nairobi. But if the U.S. was determined to protect Israel's position in the UN, delegation sources said, it realized a vehicle to allow member countries to express their opinion on the Israeli invasion of Lebanon was important. Hence the move to separate the Algerian-Arab resolution in two parts, and to kill the second.

The U.S. made its arguments in opposition to expulsion of Israel in debates in plenary sessions, in conference-hall corridor discussions and in capitals around the world. The delegation cited the remarks of Secretary of State George Shultz that the U.S. would leave the UN General Assembly if an effort on the part of Arab countries to expel Israel was successful—a statement made at least in part in response to a plea from the delegation for an authoritative expression of the U.S. on the importance of the concept of universality to the UN system. The Arab bloc, on Thursday, several hours before the critical votes in Nairobi, agreed to abandon their drive to remove Israel from the General Assembly.

And while the U.S. apparently was prepared to make good on its promise to walk out of the conference and, possibly, the ITU itself, there were a number of State

Department officials relieved that the walkout was not necessary. They say that while the organization would be poorer without the U.S.—not only in terms of \$2.7-million it contributes to the budget but for the technical expertise it provides—the organization is valuable to the U.S. Among other things it sets the standards for all manner of telecommunications services—and the U.S. plays a major role in setting those standards.

U.S. commitment to the principle was shown earlier in the year when the International Atomic Energy Agency rejected Israeli credentials. The U.S. protested by withholding \$8.5 million of its \$19.9 million contribution to the organization.

The U.S. was way behind on the Israel-expulsion issue when the conference opened on Sept. 27. According to the U.S. count, the margin in favor of the Algerian-Arab proposal was 20 votes. But the lobbying of the U.S. delegation, the help of allies and the Shultz statement—"people here couldn't believe how firm and explicit the statement was," Gardner said—helped turn the tide. A sign the tide was turning was the requests for postponement of the vote on the issue made by the Arab bloc last week. Originally, the vote was scheduled for Monday.

With the vote on the Algerian-Arab resolution behind it, the conference has two weeks to finish its work, and technical matters that have been the subject of conference committees are flowing in a heavy stream to plenary sessions for final action. Delegates are meeting about 12 hours a day, six days a week.

One major question remaining is whether the manner in which contributions to the ITU budget are set will be changed. Some countries are pressing for the UN scale of assessment, under which the U.S. would pay 25%. However, Gardner is optimistic the present system,

under which countries essentially determine the amount of their assessments, will be maintained. At present, the U.S. contributes about 7% of the budget.

Another issue involves the proposal of equatorial nations that they be accorded ownership rights in geostationary orbital slots over their territory. There is said to be little support for the proposal.

Gardner sees a possible benefit in the sheer volume of work—that it should discourage Arab countries from making another attempt to expel Israel from the conference. "They had their day. We beat them fair and square. I don't think they want to get back to the issue," he said. But officials at the State Department are not sure the issue is closed.

Some say the issue could be raised again when the conference acts on the normally routine matter of accepting credentials. In any case, one State Department official said, it's unlikely the issue is resolved, even if it doesn't come up again in Nairobi. "There isn't any clear-cut resolution. [The anti-Israel bloc] will continue to pound away at the issue, in various conferences." U.S. policy, he said, should be directed to restricting discussions at the conferences to matters "germane" to the issues under discussion.

The U.S. learned early in the conference—if it didn't know even before the conference opened—that it would have to work hard for what it wanted. Its candidate for secretary general of the ITU, Mohamed Mili, a Tunisian, was defeated in his bid for re-election by Richard Butler, the deputy secretary general, an Australian. He had campaigned hard over the past two or three years among Third World countries. However, the U.S. was more successful in the contest for deputy secretary general. Its candidate, Jip Guep, of Cameroon, won, defeating another black African candidate. □

whether they're museums, public parks or universities.

Instructional programs and documentaries, for instance, have not been marketplace success stories, although there may be a need for them. Congress could mandate that public radio and TV do the job they were intended to—to program for these unmet needs in the market—not to draw away viewers, but to fill in the gaps.

To some, the user fee may seem like a lot for a little. I think, in hindsight, it may well appear like a little for a lot. The fee absolutely must be modest. I'm about as fond of big fees as I am of big government. And I oppose even considering a fee so long as the trustee concept remains intact.

Yet a modest fee in connection with deregulation could be a big payoff for the public and for broadcasters. You would achieve guaranteed renewal from the government—in short you'd get a property interest in your station. In a way, it's like switching from an apartment that you rent month to month to a condominium you own, with modest condominium fees. Right now the landlord—that's us—can and does evict the broadcast tenants.

The landlords may be friendly these days, but they haven't always been. Sometimes they go about evicting without a lot of notice or even reason, and even engage in multiple evictions.

It's the present law that makes these evictions possible—whenever a challenger decides to file against an incumbent. What other business is subject to this system? What other business would put up with such a zoo parade, where a businessman's handiwork and life's labor

can be snatched away by administrative fiat, like a monkey grabbing a bag of peanuts from a passerby? Indeed, it would be comical, if it weren't so true, if it didn't happen. But it did happen, and it does happen. It's the type of dead-of-the-night seizures that may belong in Moscow, but not on Main Street, U.S.A.

Broadcast deregulation signifies the maturing of your industry *and* the maturing of governmental philosophy toward broadcasting. User fees may make it possible for you to move from being renters to being owners, lock, stock and barrel . . . or more accurately, mike, transmitter and tuner. Like the newspaper, the broadcaster's only concern with the FCC is technical operation.

In closing, let me say that I am not a cheerleader for user charges. I believe they're a starting point, a way to approach the problem. It's a time for flexibility, for thoughtfulness about how best to get to where we all agree you should be. It's also a time to look beyond the ideal of the perfect and focus on the art of the possible. Clenched fists can pound on tables pretty well. But I've never found one very useful when you're sincerely trying to shake on a deal.

Parties truly interested in the broadcast reform effort might consider the difficult—but solvable problem—of what appropriate fee levels could be.

Ultimately, though, it's up to you, the broadcasters, to decide whether such charges are sensible in the deregulation effort in Congress. You, not I, must decide whether to support them. For practically speaking, if you don't, Congress most likely won't. I think they're worth a look.

## FCC gives go ahead for cellular radio

**It approves AT&T bid for Chicago wireline franchise; company plans November 1983 turn-on**

Bringing cellular radio telephony one step closer to being, the FCC last week voted unanimously (with Commissioners Anne Jones and Stephen Sharp concurring) to grant its first construction permit for the new service to AT&T's Advanced Mobile Phone Service Inc. for a system to serve the Chicago metropolitan area.

At the same time, the commission designated the applications of Rogers Radiocall Inc. and Cellular Mobile Systems of Illinois Inc. for comparative hearing. Rogers Radiocall, a joint venture of Metromedia Inc. and Rogers Radio Communications Service Inc., and Cellular Mobile Systems, a subsidiary of Graphic Scanning Corp., were the only applicants for the nonwireline cellular allocation for Chicago; AT&T's AMPS was the sole applicant for the wireline allocation.

While there are still about 190 applications pending for the top-30 cellular markets (BROADCASTING, June 14), commission officials said they hope to address all of them by the end of the year.

Under the commission's action, the AMPS grant was conditioned on the FCC's approval of AT&T's plan for capitalizing the AMPS operation. The commission expects to act on that plan next month, an FCC official said.

Linda Urben, a spokesperson for AMPS, said the company plans to start offering its cellular service over a new 17-cell system in Chicago by November 1983. She said the company expects to have a pool of about 75,000 customers when it starts.

The major dispute at the commission meeting arose over the FCC's decision to handle cellular applications in two steps. Under that process, the commission will first grant applicants construction permits to build and run equipment tests on their systems. After that, the applicant will have to return to the commission to get a license to start offering cellular service.

The kicker is that the commission also resolved to put off making decisions on whether to consider petitions to defer from potential cellular competitors in a market until after the permittee has already put his system into place and returns to the commission seeking operating authority. (Under the commission's cellular order, a petitioner may seek to prevent an operator from moving ahead with his plans for up to six months to try to reduce any advantage he might get from receiving a grant in a market first.)

Both Jones and Sharp said they thought the commission should act on the petitions to defer at the same time it grants the construction permits. To wait to act on those petitions until the applicant returns to the commission for operating authority

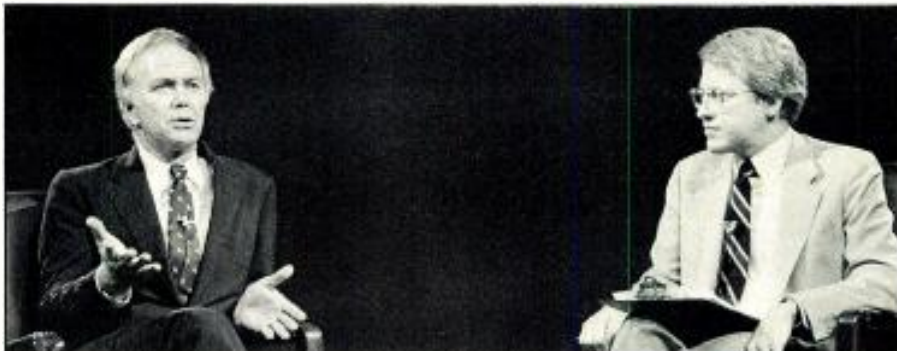
would add an additional step to the process, and would unnecessarily delay the delivery of cellular service to the public, they said.

Nonetheless, while both Rogers and Cellular Mobile Systems had petitioned the commission to defer action on AMPS's application—on the grounds that AMPS wouldn't have to go through comparative hearings and would, therefore, be able to get into the Chicago market first—the commission said it would have been "premature" to act on those petitions last week. However, the commission said it would address the petitions before it granted AMPS operating authority.

The commission also noted that if

Cellular Mobile System's application for the nonwireline franchise ultimately is granted, that grant will be conditioned on the outcome of a pending proceeding that could raise questions about Graphic Scanning's character qualifications.

Contending that a "substantial question" had been raised as to whether Graphic Scanning, the only carrier to apply for franchises in all of the top-30 cellular markets, was the real party of interest behind four applicants for radio-paging licenses, the FCC designated those companies' applications for hearing to determine whether they had misrepresented their relationships to the commission (BROADCASTING, Aug. 30). □



**Packwood's chance.** Senator Robert Packwood (R-Ore.) was on the stump again last week calling for a constitutional amendment that would provide the electronic media with full First Amendment protection. This time Packwood made his case for an amendment to the general public on cable TV. He was featured on a live, hour-long, call-in program on the Cable Satellite Public Affairs Network. Prior to the program, C-SPAN aired two-days worth of hearings the senator held on extending constitutional protection to the electronic media under the First Amendment (BROADCASTING, Oct. 4).

While some callers said they supported such an amendment, the majority were opposed. They argued, in one caller's words, that the "media has to be made more accountable."

Packwood presented his case for keeping the government from regulating the electronic media.

He explained that no constitutional language has been drafted, and that before any was, many conferences and hearings on the issue would be held. "First we have to get over the hurdle of whether or not the electronic media should have that right," he said.

Packwood emphasized that his proposal would only give the electronic media the same kind of freedoms accorded the print media.

When asked by one caller what impact the amendment would have on the FCC, Packwood replied that it would make the FCC "relatively unnecessary."

He also noted that the new technologies are making it easier to increase the number of radio stations. Those stations, he predicted, will provide more specialized programming. "You won't need an audience of 200,000 to make it. You could make it on 50,000 or 30,000 listeners," he said.

C-SPAN host, Bruce Collins, asked the Oregon senator what are some of the major concerns he is hearing about his proposal.

"I hear either that tampering with the First Amendment is dangerous, or that no amendment is needed because the First Amendment takes care of broadcasters."

Packwood said that he did not agree with those arguments. He explained that the courts have not in the past granted full First Amendment rights to the electronic media, and he didn't expect them to begin to. Packwood also criticized the basis for electronic media regulation, scarcity of spectrum. "There is no scarcity. There may be economic limitations but there is no scarcity, in the sense of technology," he said.

He was accused by one caller of "opening a can of worms for everybody." Packwood, however, argued that the government should not be permitted to say what can and cannot be broadcast.

The senator cited the case of Massachusetts broadcaster, Simon Geller, who operates a small FM in Gloucester, Mass. Geller's license was not renewed because the FCC claimed he wasn't serving the public interest. Geller's programming, Packwood said, was entirely classical music.

Packwood said his amendment would change that, so the FCC couldn't do that. "The danger is here that the government may one day say to newspapers that transmit electronically, that they are subject to the same regulations as the electronic media.



## Football strike drags on

**Turner thwarted in all-star plans as players call off games in wake of court ruling allowing owners to sue**

While prospects for a resolution of the NFL players strike did not exactly look hopeless last week, they were not bright either. Nevertheless, the bulk of network television advertisers continued to buy substitute programming, but at considerably lower rates because of the smaller audiences that programming continues to deliver. Turner Network Television suffered a major setback last week as a federal appeals court in Washington ruled that the owners could pursue restraining orders in states where their franchises are based to prevent the striking players from participating in non-NFL football. The players' association, pleading that it did not have the financial resources to successfully oppose the owners on that front, canceled the so-called "all-star" games scheduled for yesterday and today (Oct. 25).

The appeals court ruling may have been a blessing in disguise for Turner. Early last week Ted Turner was quoted as saying that he would lose a total of \$800,000 by carrying the first two all-star games. Later in the week, Robert Wussler, executive vice president of Turner Broadcasting System and president of WTBS(TV) Atlanta, confirmed those figures. He also denied reports that had emerged from within the TBS organization last week that gross advertising sales had totaled \$3.6 million for the two games. He said the total gross was closer to only about \$500,000, while production costs were about \$75,000 per game. And Turner is paying the NFL Players' Association \$500,000 for each game carried by the TNT Network. Wussler also reaffirmed Turner's commitment to carry any future games put together by the striking players, if they are able to overcome the legal obstacles.

Nine official sponsors were acknowledged by TBS for the first two all-star games, including Chrysler, Wang, Bristol-Myers, Grecian Formula 44, Hertz, Sears, Century 21, Roloids and MGM. In addition to those sponsors, a number of other national advertisers ordered spots in one or both of last week's all-star games, including Levi Strauss & Co., Schlitz, Toyota, Prestone and Quaker State. While it's safe to assume that the \$100,000 asking price per 30-second spot for the games wasn't received, Turner officials declined to say what the going rate was.

The national ratings for the two games carried by Turner as measured by Nielsen won't be available until this week. However, based on overnight measurements conducted in several Nielsen metered markets, TBS is projecting a national 5.5 rating and 17 share, or a total of a little



**BROADCAST to-do.** The Broadcast Capital Fund Inc. (BROADCAST) last announced six new major investment commitments. BROADCAST is a nonprofit venture capital fund established by the National Association of Broadcasters to aid minorities entering the broadcast industry. The announcement was made at BROADCAST's annual board meeting in Washington. Other highlights of the meeting included a dinner and message from President Ronald Reagan. Attending the BROADCAST dinner were (front row seated l to r): Karna Small, White House director of media relations; FCC Chairman Mark Fowler; John Dille Jr., president of Federated Media, Elkhart, Ind., and BROADCAST board member, and FCC Commissioner Anne Jones. Standing, l to r: National Association of Broadcasters President Edward Fritts; BROADCAST director, Charles Beard, Foley, Hoag & Eliot, Boston; NAB joint board chairman, William Stakelin, of Bluegrass Broadcasting; BROADCAST president, John Oxendine; BROADCAST Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass., and Wesley Williams, BROADCAST director, Covington & Burling, Washington.

Small delivered Reagan's letter at the dinner. "BROADCAST's many-sided educational and investment programs designed to help minority entrepreneurs enter the field of broadcasting are a shining example of efforts to make equal opportunity a reality in this area of great potential," the letter said.

BROADCAST announced that the new investment commitments total \$2,200,000. Commitments went to Flint Metro Mass Media, Flint, Mich., for the purchase of an AM-FM combination; Citywide Broadcasting Corp., Baton Rouge, for an AM-FM combination; Marion Communications, Marion, Ala., for the purchase of two AM-FM combinations in Marion and Columbus, Miss.; Westerville Broadcasting of Florida for the purchase of an AM in Tampa; Sound Investments Unlimited, to construct a new FM facility in Rio Grande City, Tex., and a loan guarantee to Phoenix Broadcasting for purchase of an AM in Atlanta.

more than 4.5 million viewers.

Meanwhile, last week's network substitutes for NFL football captured about half the audience won by games broadcast a year ago. ABC's *Football Superstars* scored a 10.6/17 compared with a 20.6/33 for *Monday Night Football* during the same week a year ago.

ABC will use two films from its inventory this week to replace a special Sunday-night edition of NFL football that had been scheduled for yesterday. Instead, "Big Red One," starring Lee Marvin, was to have aired. Tonight, "Moonraker," starring Roger Moore as James Bond was scheduled.

CBS's Oct. 17 edition of *Sports Sunday* drew a 6.2/19 compared with two football games, carried a year-earlier, that averaged a 16.5/36.5. The network carried another edition of *Sports Sunday* yesterday, featuring two live boxing contests, part two of the taped *Great Pool Shootout* and a gymnastics competition, also on tape, from Syracuse, N.Y.

NBC's *Sports Special* (Oct. 17) received

a 5.2/16 compared with the 12.0/29 for the NFL game carried a year before. NBC's ratings for Sunday as a whole were substantially boosted by game five of the World Series, from 4 to 8 p.m., which helped win the night for NBC in prime time ratings (see story, page 38). NBC also planned another *Sports Special* for yesterday, featuring live middleweight boxing from the Oasis Club in Tampa, Fla.

The networks, up to now, have not lost money because of the strike. However, they are generating considerably less revenue with the substitute programming because the audience it delivers is much lower. For example, *ABC Monday Night Football* typically carries 48 30-second units. At \$150,000 per spot (up from last year's \$115,000) that's \$7.2 million. The movies that ABC has substituted for football are usually about an hour shorter than the average game and contain only 28 units selling at \$100,000 per spot. That adds up to \$2.8 million per movie, less than half the amount generated by prime

time football.

Jake Keever, vice president, sales, for ABC Television, reported that between half and two-thirds of the network's NFL football advertisers are buying the substitute programming where they can buy three spots for the price of two game spots or save \$50,000 per unit. The others, said Keever, are either "keeping their money to see if the season is extended," or looking for other sports programming availabilities, such as NCAA football or the recent baseball playoffs to which ABC had the rights this year.

The 28 units of time contained in ABC's substitute movies have been sold out every week of the strike, said Keever, mostly to football advertisers seeking placements, but also to a few others looking for what little prime time space is left for the fourth quarter. Up-front buying was exceptionally strong this season, creating a big demand for the remaining availabilities. The fourth quarter at ABC is 97% sold.

Aaron Cohen, vice president, national sales, NBC Television, said that the number of availabilities in its Sunday substitute programming remains the same although they are priced considerably lower. NBC averages a little under \$100,000 per spot through the course of its regular NFL schedule. Pricing on the substitute spots has averaged about \$25,000. "The difference ... is painful," noted Cohen. While there were some advertisers that didn't like NBC's carriage of Canadian football, most have stayed with the substitute programming.

It's estimated that CBS gets an average of \$125,000 per 30-second spot for its NFL availabilities. Substitute programming has been selling at a price of between \$40,000 and \$50,000.

From the advertiser's standpoint, J. Walter Thompson's Buck Buchanan said that "nothing quite takes the place of [NFL] football" for programming to reach the male audience, and perhaps more important, the high-income male audience. Part of the reason Canadian football may have flopped, said Buchanan, was differences in rules. Viewers enjoy NFL football, he said, "because it comes so naturally to [them]."

On the local radio side, where advertisers buy season-long sponsorships on an exclusive basis, some major sponsors, including Anheuser-Busch and Chevrolet, are taking credits instead of spending money on substitute programming, reports David Halberstram, sports manager for Katz Radio. Katz represents 11 NFL flagship radio stations. The strike has "taken a few meals off my table," said Halberstram, noting that Katz is losing about \$200,000 per week in billings due to the strike. Total billings for each of the flagship NFL stations per season are about \$600,000, or almost \$17 million for the 28 stations originating NFL games.

On the network side of radio, CBS had been compensating many of its football advertisers with World Series placements.

However, it has no substitute programming for football and is essentially writing off the bulk of the 24-minutes of commercial time usually available per game.

Mutual Radio is substituting a six-hour national live sports call-in program (*SportsScan*) in place of the missed Sunday games. And it is carrying more spots throughout the call-in show than it had been carrying in its football coverage and is so far reported to be generating equivalent revenues. Industry sources indicate that Mutual has about \$250,000 weekly revenues at stake associated with its professional football coverage. So far it has lost only one major sponsor—Anheuser-Busch, which has pulled out just about everywhere else.

While negotiations to settle the strike appeared to be making little progress, the club owners won a significant court victory on Wednesday (Oct. 21). The U.S. Court of Appeals in Washington issued a ruling clearing the way for the clubs to seek injunction in local courts against player participation in the all-star games the union had been counting on to help finance the strike. As a result of the ruling, the union canceled the all-star games that were to have been played yesterday (Sunday) and tonight.

The court, acting less than two hours after hearing counsel for both sides present their arguments, overturned the decision of U.S. District Judge John G. Penn that law suits seeking to enforce standard contract provisions barring players from playing in the all-star games must be filed in his court. As a result, the clubs are free to sue in state courts—and the union says it lacks the resources to defend suits in state courts across the country.

The cancellation of the two games, in Toronto and Atlanta, means the loss of \$1 million to the players strike fund. Turner Broadcasting System is paying \$500,000 for television rights for each game played. The first two games, on Oct. 17 and 18, drew fewer than 10,000 spectators.

But the union is continuing its legal fight to have the standard player contract declared illegal. Executive Director Ed Garvey said the union had "no choice but to cancel the games." But, he said, the union has not given up on plans to stage all-star games. Efforts will be concentrated in the case to have the standard player contract declared illegal, he said, adding, "If Penn finds the contract illegal or the owners cancel the National Football League season, we will then proceed with the players league." □

## ADL faults networks' news coverage of Lebanon

**Study says news reporting was flawed; ABC, CBS, NBC disagree, stick with coverage**

Charging a "lack of balance in the news media's handling of Israel's actions in Lebanon," the Anti-Defamation League of B'nai B'rith last week released a study it said identified the following contributory factors to what it perceived as unbalanced network coverage; "inflated casualty figures reported and not corrected, as well as other factual errors; melodramatic portrayal of Israeli censorship; lingering and graphic daily coverage of the wounded and suffering that overwhelmed or overlooked the political, historical and military context of the situation; simple, non-dimensional reporting of PLO posturing and a lack of critical analysis of the nature and background of the PLO role."

The study, which had been announced last July (BROADCASTING, Aug. 2), was conducted by media consultants Garth-Furst International and examined the evening news broadcasts of the three commercial networks from June 4 (the day Israel's ambassador to London was shot) to Sept. 1. The network response drawn by the study's release was anything but favorable.

CBS News President Van Gordon Sauter took perhaps the sternest line. In a short statement released by CBS, Sauter said: "We reject the contention that our reporting was distorted or inaccurate. The body

of the work, far more extensive than that reviewed in this study, was of journalistic merit and of value to our viewers. It is easy for media consultants in some comfortable living room to second guess the work done on a daily basis by reporters and crews in the middle of a dangerous and complex urban war. These reporters did their best to be objective. The same cannot be said of the source of the report, which is an organization dedicated to a particular point of view."

NBC News President Reuven Frank approached the study much more moderately, calling it "carefully and quietly stated," and noting that it "does not, as it states it does not, question the media's desire for truth and accuracy, but discusses what its authors see as some of the difficulties and consequences in reporting fast-breaking events." Frank, saying he was speaking only for NBC News, called the number of errors cited "remarkably small," and the uncorrected ones "even smaller."

Frank added that while "I might quarrel with individual details where inaccuracies and misinterpretations are claimed with, what are to me, insufficient grounds," his "only serious criticism" concerned an ADL contention that "The American media are no longer mere speculators—they have become a factor in shaping public opinion, and in some cases, U.S. foreign policy." That, Frank claimed, "may or may not be true" but "more



important, it is clearly no truer now than it has ever been." Long before television, he said, there were newspapers that consciously tried to influence policy. What matters, Frank contended, is that reporters and other journalists stick to "their only function."

Speaking for ABC News, Executive Vice President David Burke told BROADCASTING that his organization "welcomed" the plans for a report when first announced, and found productive the conversations it had with ADL leaders, who met with officials of all three networks prior to the report's release. But after the release, Burke said, ABC was "very disappointed . . . We thought it would be more in depth, and not as parochial." Burke also

labeled the 13-page document "thin, not up to the level of concern expressed" when the two parties met before.

Among questions that the ADL said were raised by its report was: "Is straight, objective reporting possible in a hot war?" Another asked to what extent the media were manipulated or intimidated by the Palestine Liberation Organization and Yasir Arafat.

The study cited inaccuracies, particularly in casualty figures, a "major problem" in June reports, with improvement in July and August. The ADL said the networks used a 600,000 figure for the homeless without ever noting that on June 18 the International Committee of the Red Cross called the number "highly exagger-

ated" and put the number at 300,000. Citing "internal network contradictions," the ADL pointed to two NBC reports—a June 16 mention by John Chancellor of a Red Cross figure of 300,000 homeless, and a June 19 Jessica Savitch report of 600,000 homeless. The ADL also took exception to use in June of casualty estimates from the Palestinian Red Crescent, saying the organization was used "interchangeably with the Red Cross" although it is an arm of the PLO.

The ADL said the networks' desire for "hot" news drew their attention from stories in southern Lebanon and the Syrian-Israeli conflict in the Bekaa Valley and toward the "intense" visuals provided in Beirut. □

## ATC passes a milestone

**Myhren and Collins announce in closed-circuit feed news of two million basic, two million pay**

American Television & Communications Inc. declared itself to be the nation's largest cable multiple systems operator last week, saying that it had passed the two-million mark in basic subscribers and was fast approaching a second two-million mark in pay subscriptions. By ATC's arithmetic, that makes four million—more than can be claimed by any other MSO. (According to a survey published Aug. 31 by cable industry analyst Paul Kagan & Associates, Carmel, Calif., Group W Cable has 3,622,300 total subscribers, basic plus pay, and Tele-Communications Inc. has 3,503,200.)

ATC made sure the achievement did not go unnoticed. Chairman and Chief Executive Officer Trygve Myhren and President Joseph Collins went on a first-ever closed circuit telecast by satellite to share the good news with the company's 6,000 employees at 125 locations across the country. Among the points they made: Cable appears to be a relatively recession-proof industry.

Myhren pointed out that in Denver, where ATC is based, Coors Brewing has laid off 20% of its workforce, Bell operating companies are cutting back, and in Terre Haute, Ind., where ATC has a system, CBS Records closed its plant. Yet despite the poor economy, ATC plans to increase spending in many areas. "We can all count our blessings on being in cable . . . a secure industry," Myhren said.

One area slated for a budget increase is employe training and professional development. According to Collins, ATC spent \$3 million last year on personnel training, including construction of a national training center in Denver, and running employe seminars across the country. Given the changing nature of the cable industry—in technology, regulation and competition—Myhren stressed the need



for employes to continually increase their knowledge and "broaden their skills." "That's the only way we can prepare to take advantage of change, versus change taking advantage of us," he said.

Another area where growth will take place at ATC is in developing videotext services, security systems, addressable technology and new programming. Collins pointed out that five years ago ATC was selling only one product and collecting one

fee (\$5 to \$7 per month) for it. In 1982, the average ATC cable home is paying \$17 a month, he said, and the company has ambitions to achieve higher monthly revenues.

Collins allayed fears that the cable industry would become outmoded by competing technologies, such as direct broadcast satellites and subscription television. He said that future subscriber growth at ATC would come from within existing systems, rather than from additional franchises. A new direction will be set for a more decentralized operation, with local systems being delegated more authority to respond to consumer and personnel inquiries, he said.

In commemoration of reaching the four-million subscriber milestone, ATC sent each of its employes a brass key chain inscribed, "You're the key to our future." □

## MDS pirate nabbed

**Minneapolis programmer's case against homeowner upheld by U.S. federal judge**

A federal judge in Minneapolis last week enjoined a homeowner from pirating the signal of a local MDS programmer.

Although federal courts have in several cases stopped companies from distributing and selling equipment to intercept STV and MDS programming, last week's decision was apparently the first in which an individual who buys and installs the equipment and intercepts the signals was held culpable.

"We are ecstatic," said Curtis Bradley, executive vice president, Movie Systems Inc. (MSI), the MDS programmer that brought the suit against Edward P. Heller, an attorney at Control Data Inc. Soon after MSI, (which counts 70,000 subscribers in five markets) purchased the Minneapolis MDS service from Cox Communications last February, it discovered that "more people were getting [its] signal illegally than were paying for it."

Armed now with the judgment, Bradley said, MSI plans to bring the outlaw

viewers into the fold. It has hired a political polling firm, which will go up and down the street of the cities noting those homes that have the telltale MDS antennas on their roofs. Once their occupants have been identified, said Bradley, "we will send them a real nice letter saying either subscribe or discontinue picking up our signal." It's MSI's hope, he said, that it can convert most of the pirates into "happy, paying MDS subscribers."

Although MSI didn't ask for damages in the Heller case, Bradley indicated that the company would seek damages from those individuals who ignore its cease-and-desist-or-pay letter, MSI has developed an electronic device that can detect MDS receivers tuned to the MSI channel and that can be used in prosecuting future cases.

Simply because MSI chooses not to scramble its signal, the court said, doesn't mean its signal is intended for the general public. "This court refuses to require MSI to enter a costly technological race for signal protection," it said. "At present, homeowners cannot receive MSI's signal unless it is modulated by a downconverter. The wide availability of this equipment makes Heller's conduct no more permissible."

The court also dismissed Heller's counterclaims, charging that MSI surveillance of his home with a van equipped with the detection equipment was an invasion of privacy in violation of his constitutional rights and that MSI requirements that home equipment had to meet its standards were violations of the antitrust laws.

MSI singled out Heller for its test case after Heller, in a letter to the editor in a local newspaper, openly admitted that he pirated MSI's signal. Heller played right into MSI's hands. "We wanted a clear case where somebody acknowledged that he was picking up the signals." Whether he was actually receiving the signal then, Bradley said, was never in dispute in the case.

The court based its decision on Section 605 of the Communications Act which provides no unauthorized person "shall receive or assist in receiving any interstate of foreign communication . . . for his own benefit or for the benefit of another . . ." It rejected Heller's arguments that he was exempted from the prohibitions of Section 605 because MSI's service was a broadcasting service.

The court found no merit in Heller's argument that MSI is a broadcasting service because HBO "is comparable to commercial television." "Nothing in the statutory language or legislative and regulatory history of Section 605 suggests that a transmission must be unique to gain protection under Section 605."

"This court cannot accept Heller's argument that he has a protectable privacy interest in 'backwash' emitted by an antenna placed in plain view atop his home," the court said.

The court was also not impressed by the antitrust argument. "MSI did not require him to purchase an antenna and downcon-

verter. They only required that he comply with . . . rules and regulations of the FCC."

Heller, who acted as his attorney in the case, said last Friday that he would appeal the decision. "The judge never even considered my strongest defenses based on the First, Fourth and 14th Amendments and general right of privacy." Homeowners, he said, have the "right to watch whatever they want to watch in the privacy of their homes."

He predicted that instead of subscribing, many of the 25,000 non-paying MDS viewers would simply move their antennas indoors. And then, he said, the only way MSI will be able to enforce the anti-pirating ruling is by "invasion of privacy" with the detection van. He said, MSI's use of it in his case caused a public outcry, inspiring the local media to make analogies to the Gestapo and "1984." "The police in the community," he said, "are just waiting to see that van again so they can arrest them," he said. □

## Firing volleys over DBS

**USTV tells FCC that STC's request for reconsideration is 'groundless, uninformed, frequently reckless' and based on 'erroneous technical assumptions'**

United States Television, which plans in 1983 to be the first in the satellite broadcasting business, last week countered an attempt by Satellite Television Corp., a potential competitor, to block the start of its service.

STC, which was given FCC permission last month to launch satellite broadcasting service in 1986 using direct broadcast satellites operating in the 12.2-ghz-to-12.7-ghz band, asked the FCC to reconsider its approval of USTV's plans, claiming they are inconsistent with its evolving satellite policies and technically unsound.

In its response to the FCC last week, USTV, a partnership of General Instrument Corp., Pop Satellite Network Inc. and Allstar Satellite Network, called STC's claims "groundless, uninformed and frequently reckless." STC's comments, it said, "attempt to damage the credibility of USTV's program through misleading statements and erroneous technical assumptions."

USTV has proposed a four-channel, subscription satellite broadcasting system serving individual homes through four-foot earth stations, apartment buildings and other multiple unit dwellings through master antenna systems and entire communities through cable, MDS systems and low-power television stations. USTV will launch the service in mid-1983 with transponders on Canada's Anik C-II leased through GTE Satellite Corp. and switch, in 1984, to transponders on GTE's GSTAR A-1 satellite. Both will be fixed satellites operating in the 11.7-ghz-to-12.2-ghz

band.

The FCC gave USTV the go ahead for its service on Aug. 5 by granting GTE's request to lease transponders on Anik C-II and subleasing them to USTV.

Elaborating on its filing at a Washington press conference last Thursday, Hal Krisbergh, USTV's acting general manager, and director of business development, broadband communications group, General Instrument, said STC's opposition was motivated by its growing concern about the competitive threat that USTV poses to its "early entry" SMATV plans and ultimately its full-fledged DBS service. (To gear up for its DBS service in 1986, STC is considering offering a two-channel SMATV service to cities in the Northeast.) USTV offers, Krisbergh said, "a very significant, low-cost alternative to STC's service, three years earlier than STC."

If USTV is successful, added USTV Chairman Francesco Galesi, STC's "business risk becomes great." The market it will enter in 1986 will be "minimal," he said.

Although STC raised some procedural questions about the FCC's approval of USTV's plans, it was STC's attack of USTV's technical feasibility that seemed to cause USTV the most concern.

Krisbergh said STC stepped outside its area of expertise in claiming that the home receiving equipment USTV had proposed would not be available in high volume at a low cost. General Instrument, which plans to supply all the home equipment for the service, Krisbergh said, is a billion-dollar corporation with ample experience in designing and building equipment similar to that which will be employed by the service. General Instrument has received prototypes of the home equipment from 10 major manufacturers, he said, and the manufacturers have assured General Instrument that in six months they can supply "all the volume we want at an extremely low cost." Asked to be more specific, Krisbergh said he is certain that General Instrument will be able to provide 500,000 earth stations over the next three years at a wholesale cost of less than \$500. (USTV estimates the cost to consumers will be \$750 or \$15 per month on a leased basis.)

USTV also said that STC claims that narrow spacing between the fixed satellites as proposed by the FCC would degrade USTV's pictures to an unacceptable level was also unwarranted. The wide transponder bandwidths used in the fixed satellite service permit the user to shift the frequency-modulated TV channel within the transponder channel. "As such, even if STC's highly improbable worst-case scenario was accepted as fact and all adjacent satellites transmitted similar FM-TV signals, USTV would be able to utilize offset frequencies coordination techniques that would easily provide very high levels of isolation and effectively eliminate off-fending interference."

At its press conference, USTV provided a few more details on the nature and cost of its service. □



The new First Lady of First-Run  
is off and running—wild!

# Madame's Place

—winning viewers and  
reviewers coast to coast!

"A scream! A classy, sassy doll!"

—OAKLAND TRIBUNE

"If Madame is really cooking, she'll probably offend some people, which means she'll be stretching TV's traditional definition of 'acceptable.' That's fine with me!"

—ST. LOUIS POST-DISPATCH

"Deliciously outrageous! Easy to see why it was one of the hits of NATPE!"

—HOLLYWOOD REPORTER

"Moving so skillfully viewers are likely to spend most of their time trying to figure out how it is done!"

—NEW YORK TIMES

"Exciting new comedy! Madame creates comedy out of chaos. Anything can happen at Madame's Place!"

—CHARLOTTE (N.C.) POST

And a tip for  
advertisers from  
Madame—

"My date book's  
filling up fast!  
Call that cute  
Dan Greenblatt  
(212-333-3407)  
and ask him to  
squeeze you into  
the 4th quarter!"

## First Weekly NTI Ratings

### Madame vs the Networks \*

Programs	NTI
ABC's Nightline	6.4
MADAME'S PLACE**	6.0
NBC's Tonight Show	5.7
CBS Late Movie I	5.5

\* NTI 9/20-27/82

\*\* Combined Mon-Fri and weekend rating

### Audience Composition \*

Programs	Women 18-49	Adults 18-49
MADAME'S PLACE	44%	70%
Jeffersons	42%	69%
M*A*S*H	35%	68%
Benny Hill	31%	69%

\* Percent of Total Adults

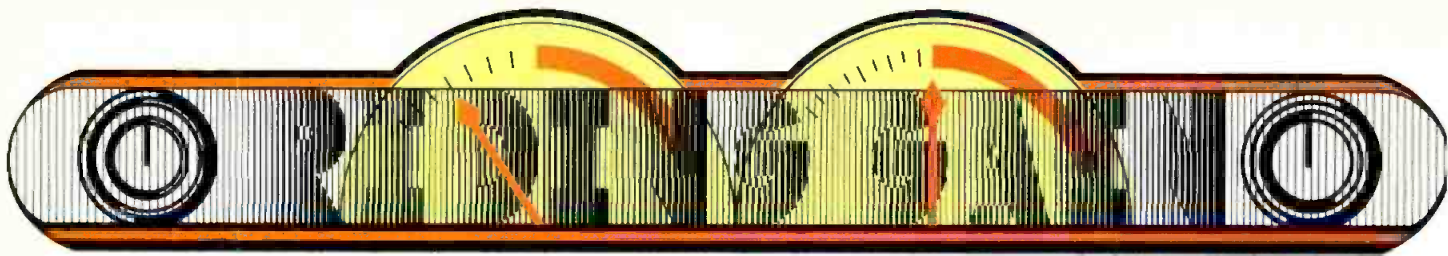
Madame's Place: NAC Rpt 9/20-26/82

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# A NEW DEPARTMENT ABOUT RADIO

### See spot run

National and regional spot radio billing in this year's second quarter totaled \$285,590,041, up from \$199,170,729 in the first quarter, bringing the total for the first six months to \$484,760,770. The figures, based on reports from 15 national radio reps, are from the Station Representatives Association's National Radio Marketing Group, SRA's sales development committee. NRMG started making the quarterly compilations this year and thus has no comparable estimates for earlier periods. For the second quarter, NRMG said its top 10 spot radio spenders were Chrysler cars and trucks \$6,985,204; Honda motorcycles \$5,593,507; Miller beer \$4,879,640; United Air Lines \$4,060,722; Ford cars and trucks \$3,977,843; Budweiser beer \$3,836,375; Eastern Air Lines \$2,286,925; Trans World Airlines \$2,286,869; American Airlines \$2,182,331 and Pepsi Cola \$2,126,260.

### Ad agenda

A lineup of nationally known speakers and down-to-earth sessions was announced last week for the Radio Advertising Bureau's third annual Managing Sales Conference, to be held Jan. 29-Feb. 1 at the Amfac Hotel and Resort in Dallas.

Fred Walker of Broad Street Communications, chairman of the conference committee, said speakers will include Herb Cohen, author of "You Can Negotiate Anything," in the keynote address; Dr. Toni Grant, clinical psychologist and ABC Radio and KABC(AM) Los Angeles personality; Dr. Joyce Brothers, network radio personality, psychologist and author; Don Beveridge of Beveridge Business Systems and Bill Brower of Bill Brower Associates, management consulting and training specialists; Dr. William Joyce of The Wharton School of the University of Pennsylvania; Dr. Robert Schwarz of Purdue University in an expansion of last year's session on brainstorming, and sales-management training consultants Ken Greenwood and Charles Reilly.

There will be sessions exclusively for broadcasters who attended the first two managing sales conferences or the annual RAB School for Sales Manager at the Wharton School, with these sessions led by Dr. Steve Permut of the Yale School of Organization and Management and Purdue's Dr. Schwarz. The conference, billed as radio's only meeting devoted exclusively to sales management, which in the past has been limited to radio executives with management and sales-management responsibilities, will be opened this time to co-op coordinators as well, and there'll be panel

sessions on co-op's values in local sales. Another feature will center on the importance of women in both sales and sales management.

Other panels will deal with such subjects as strategies for selling both older and younger demographics, how to run "ultra-big" sales staffs, stand-out salable promotions, vulnerability of other media, working with or selling against cable, what sales managers need to know about programing, rate-card strategies and hiring better salespeople. Advertisers expected to participate include James Porter, Delta Airlines, and Kathryn Jordan, Colgate-Palmolive.

### Curtain falls

After nine years on the air, CBS Radio Network's *Mystery Theater* is being canceled as of Dec. 31. Carried daily on 279 stations, the hour-long drama series is being dropped, according to CBS Radio Network senior vice president, Richard M. Brescia, to focus "programing efforts and resources on providing expanded news and information broadcasts" in 1983. *Mystery Theater*,

America and by the Directors Guild of America.

### Long story

Jim Long, co-founder and creative consultant to FirstCom Broadcast Services Inc., Dallas, has purchased controlling interest in the company, named a new president to head it and created a separate advertising and marketing agency, Jim Long & Partners, that will specialize in services for broadcasters. Long, who prior to founding FirstCom was president of TM Companies, now owns 80% of FirstCom, having purchased a 30% share from founding partner Jerry Atchley and a 20% share from partners Norman Wain and Robert Weiss, owners of Metroplex Communications, Cleveland. Wain and Weiss still own 20% of FirstCom, which offers syndicated production and sales packages, TV commercials and direct mail services to radio stations. Atchley is now president of FirstCom Corp. a separate company partially owned by Long and Atchley, which operates KSSM(FM) Little Rock, Ark.

Robert L. May, general manager at KMGC(FM) Dallas and a consultant to TM Programing and Productions, has been named president of FirstCom Broadcast Services. Jim Long & Partners, also headquartered in Dallas, consults broadcast stations and groups on advertising and promotion. Its clients to date include WLTT(FM) Washington (formerly WJMD(FM)); KTAR(AM)-KKLT(FM) Phoenix; WQAL(FM) Cleveland; KEYN(FM) Wichita, Kan., and KAAM(AM)-KAFM(FM) Dallas.

### Country time

Glenn Ray was named country music writer of the year and his "I Just Came Home To Count the Memories" was designated country song of the year at SESAC's 18th annual country awards banquet, held Oct. 14 in Franklin, Tenn. Some 500 industry executives were on hand for the presentations, which included a special Humanitarian award to Country Music Hall of Famer Hank Snow as founder and director of the Hank Snow Foundation for the Prevention of Child Abuse.

Other SESAC awards and their winners: Ambassador of Country Music, to Maggie Cavender, executive director, Nashville Songwriters Association; most promising country music writer, to K.T. Oslin; best country album, "Giving Herself Away" (Gail Davies; Warner Bros.); longevity albums, "My Home's in Alabama" (RCA) and "Strait Country" (MCA); album special achievement, "Amazing Grace" (Liberty; Cristy Lane, artist, and Dallas Holm and Phil



Hi Brown (l) and associate director, Martin Swing.

which is produced by Himan Brown, has been at best "marginally profitable" to CBS, said Brescia, and has been "by no means a major program."

CBS is working with Brown and stations that carried *Mystery Theater*, said Brescia, to try to arrange continued distribution of the program through syndication. Since its debut on CBS Radio on Jan. 6, 1974, *Mystery Theater* has featured performances by a number of stars, including Kim Hunter, Agnes Moorhead, Tammy Grimes, and Fred Gwynne. It received a Peabody award in 1974, a Raven award from the Mystery Writers of America in 1975 and has been honored twice by the Writers Guild of



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Johnson, writers); international, "I Ain't Honky Tonkin' No More" (Joe Sun, artist; Frank Dycus and Joe Sun, writers, and Golden Opportunity Music and Fruit Jar Music, publishers); specialized music, Walter Woodward, writer, and Perfect Pitch Inc., publisher; special awards, "Making Love from Memory" (MCA), featuring Loretta Lynn, and "Love's Gonna Fall Here Tonight" (RCA), with Razy Bailey.

Alice H. Prager, SESAC chairman, and C. Dianne Petty, vice president and director of country music, were hosts at the banquet.

## Christmas melodies

Drake-Chenault Enterprises, the Los Angeles-based producer/syndicator, is offering two Christmas specials on a market-exclusive basis. Both of the 12-hour programs have been prepared for specialized formats. *Country Christmas*, designed for country music stations, is hosted by Eddie Arnold and Brenda Lee, with guests Johnny Cash, Loretta Lynn and others. *Christmas At Our House*, produced for adult contemporary and MOR stations, is hosted by Sonny Malendrez, with guest appearances by Bob Hope, Dionne Warwick, Johnny Mathis and others. It features traditional holiday music.

## Winner

News/talk station KSDO(AM) San Diego won four of six first-place radio awards presented by the San Diego Press Club. Terry Moore, a staff reporter at KSDO for the past five years,

## The bubble machine is back

*Lawrence Welk, who for 26 years was seen weekly by millions of television viewers on his musical variety program, still seen in syndication, will soon ride the airwaves again with the Lawrence Welk Radio Show. The new, one-hour program will originate weekly from the Lawrence Welk Village in Escondido, Calif. Roger Carroll Enterprises, Hollywood, is the producer and distributor of the series, which will be syndicated on a barter basis. It will be distributed on disk and become available around the first week of December.*

won three of the awards, one for best business and economic reporting, for a weekly consumer series he produces, *The Scam of the Week*. An episode of that series on mail order fraud captured its own first-place award for best consumer feature, and a series produced by Moore on sufferers of chronic pain won first place for series reporting. First place for best public affairs programming went to the entire KSDO news staff and producer Mary Curran, for a day dedicated to awareness of alcoholism. The fifth award, for the best arts story, went to Ed Bremer, KPBS-TV San Diego, for *Interview with the Persuasions*.

## Election net

WXXI-FM Rochester, N.Y., has put together an ad hoc network composed of 13 other radio stations across the state (spanning all seven of New York state's broadcast markets), for which it is producing continuous election night coverage on Nov. 2. The network has been dubbed the Empire State Election Network. The station is charging a fee of between \$75 and \$250 to cover production costs and is prepared to stay on the air with coverage until 2 a.m. The election special will start at 9 p.m. Eight commercial stations, five NPR affiliates and one other public radio station make up the network. The NPR affiliates will receive the election feeds via the NPR satellite distribution system on Westar IV while the other ESEN affiliates will receive their feeds via land lines. WXXI-FM's Sharon Friedlander is producer of the election network. Gordon Black, a pollster with the Gannett News Service, will be ESEN's analyst.

## Co-op bible

A listing of 691 national manufacturers that pay 100% of the co-op costs of radio advertising for retailers has been issued by the Radio Advertising Bureau, along with an admonition to stations to start using it in their fourth-quarter drives to pump up local sales. "One hundred percent co-op support is particularly valuable now when retailers have to watch their advertising funds even more carefully," said Miles David, RAB vice chairman and chief executive. The new book, "100% Co-Op Plans," identifies manufacturers by company and brand names, addresses, telephone numbers and co-op executives to contact. There are 167 more manufacturers in this edition than in last year's. Joyce Reed, RAB vice president, supervised the compilation.

## Clark count

*Dick Clark's Rock Roll and Remember*, produced and distributed by The United Stations, New York, now reaches 17.6% of the U.S. population over the age of 18, according to a study made for the company by R.H. Bruskin Associates, New York. Of the 29.5 million listeners who tune in each week, 28% are 25-34 years of age, according to the survey, while 24% are 35-49, 22% are 18-24, 19% are 50-54 and 7% are over 65. The highest percentage of listeners (32%) live in the South, while 27% live in north central states, 23% in the Northeast, and 18% in the West. *Dick Clark's Rock Roll and Remember*, on the air since February, is now carried by 225 stations each week.

## Radio for Feds

WMAL(AM) Washington has acquired the radio rights to the Washington Federals of the new 12-team United States Football League that plans to begin an 18-game schedule on March 6, 1983. The station's executive vice president and general manager, Andy Ockershausen, declined to disclose a rights figure. The station has set an initial target of 50 affiliates for its Federals radio network. Sportscaster Johnny Holliday will do play-by-play. WMAL is the current radio rights holders to Washington Redskins games of the National Football League.

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## Sobering days in Cannes

**Tighter programing marketplace is reflected at Vidcom '82**

"The year that video grew up." That's how the organizers of the 1982 Vidcom convention summed up the annual meeting of home video professionals in Cannes, France, last week. And many of the distributors and producers in attendance agreed that their industry seems to be taking on a more orderly and businesslike attitude, along with a more sober and realistic set of expectations for the future.

Orderly would not always have been the word, however, to describe the logistical proceedings within the new Palais des Festivals. After many delays, Vidcom '82 finally inaugurated the new Palais, which also will house MIP-TV and the Cannes Film Festival, among other events. Bernard Chevry, commissaire general of MIP and Vidcom, said "the cement was still wet" when Vidcom's 12,500 attendees began arriving on Friday, Oct. 15; and he wasn't joking.

Throughout the convention, workmen were installing fixtures, building shelves and laying carpet, and entire sections of the huge facility were still under construction. The last-minute preparations resulted in a fair number of what Chevry euphemistically called "teething pains"—elevators, screening projectors and telephones worked sporadically, toilets didn't always flush and leakage from an awesome rainstorm left some exhibitors holding umbrellas in their booths.

But most exhibitors seemed to take the problems in stride, and most seemed pleased with the advantages the new Palais will offer over the old once the kinks have been ironed out. The new building con-

tains twice as much exhibition space—about 150,000 square feet—and, unlike the old Palais, accommodates all the booths on a single floor. Some exhibitors weren't happy to discover that the floor is in the building's windowless basement, but all agreed that nonetheless, the ventilation represented a vast improvement over that of the old facility. According to Vidcom's calculations, 659 companies from 63 countries exhibited their wares last week, including new Vidcom contingents from the video games industry and from companies involved in videotext, teletext and other data processing activities.

It was among the program distributors that the new sobriety appeared. "There has been a very clear softening of the market this year," said Archie C. Purvis Jr., vice president of video sales for ABC Video Enterprises. Sales for ABC in last year's "seller's market" were almost twice as strong as they were this year, Purvis said. He blamed the decline on the fact that many companies that had been building program inventories almost from scratch are now trying to recoup their investments rather than to expand them significantly. "Catalogues are established now," Purvis said. "People were buying multiple picture packages; now they're adding two, three or four titles." Other factors, Purvis and others said, are the sagging American economy and a natural leveling off of a video growth curve that had been unrealistically steep. Michael Hutson, vice president of marketing services for CBS Fox Video, said sales in the U.S. video market may decline between 40% and 60% this year. Sales growth in Europe is steady, Hutson said, but not as



Chevry

rapid as in previous years.

Another important aspect of the maturing video market cited by many distributors at Vidcom this year is a growing scarcity of high-quality, uncommitted programming. "I have a suspicion that the amount of product available for licensing and the deals to be made are slackening off every year," said Hutson. "In TV, there's always a new series or new documentaries to sell. In this business, it's movies, and good movies aren't made so quickly. There's very little up for grabs." To name just one example, MGM/UA announced at Vidcom a five-year deal with Esselte Video for exclusive distribution rights to 150 MGM movies in Finland, Iceland, Sweden, Denmark and Norway. Put dozens of such deals together over the past few years, Hutson said, and home video's days of major wheeling and dealing may soon be at an end.

The law of supply and demand suggests that prices for desirable programs must therefore be going up, and Peter Faure, project development manager with the British Thorn EMI, confirmed that is the case. "It's getting to the point where ridiculously high prices are being asked because there is such a demand for product," he said. Faure added that Thorn EMI is attempting to offset that problem by pursuing pre-buys of video rights for major motion pictures not yet in production, among them the movie version of "Amadeus" from director Milos Forman.

Accentuating the product shortage is the growing prominence in the home video marketplace of the major studios and networks, which are increasingly marketing their own product as well as product they acquire from others. A consolidation of home video business is under way, distributors agree, a process that some believe could squeeze many independent distribution companies out of the market—at least those independents that



The new Palais

don't merge with one another, as many already have merged. Said John Ross-Barnard, head of BBC Home Video: "My colleagues from the smaller companies have reported that while it was a very busy Vidcom last year and the year before, now it seems to be tailing off a bit, and the only reason they can think of is that people are going to the majors with a raft of product."

Stephen Woolley of Palace Video, a British independent specializing in subtitled and cult films such as "Diva" and "Eraserhead," agrees that the prognosis for many independents is guarded. "Most of the smaller independents will disappear," he said, "because, one, there's not going to be the kind of money that will keep them interested and, two, the forces of the market are against them."

Woolley believes that Palace Video's specialization may exempt it from the trend, and he was negotiating at Vidcom with one American major to distribute its foreign language titles. "Right now the majors aren't interested in subtitled films," he said. "I think they'll look into our area eventually but we have a foothold. I fervently hope we will be working with them to distribute some of their specialized titles."

Another possible exception to the rule, a few distributors at Vidcom maintained, is that the appetites of videocassette consumers will expand to include programs other than theatrical films. Liz Oliver of ABC Video Enterprises, for example, is developing modestly budgeted films

specifically for sale to cable and home video. The first of these, "Enormous Changes at the Last Minute," was just completed. "We are reading scripts like crazy," Oliver said. "There is a crying need for some kind of product that makes financial sense. The trick is to find something that is economically viable, and that's not easy to figure out. But one area is the independent feature. It's certainly worth trying."

Others continue to hope that stronger video markets will emerge for music, dance, theater and other performing arts, but they acknowledge that with the limited appeal of these programs to begin with and with the difficulty of promoting them without theatrical release, their emergence is by no means assured.

The majors that are leading the consolidation trend, meanwhile, clearly see it as a positive, stabilizing influence on the rough and tumble video industry. "I think it's healthy for the long-term viability of our business," said Archie Purvis of ABC. "I would rather be doing business with solid companies than with quick hit-and-run artists." Purvis added that a little realism won't hurt the majors either. "I by no means see doom and gloom in the home video market," he said. "Companies have to adjust. You reduce your revenue expectations based on what the market was last year. That doesn't suggest that we as suppliers are in trouble. It's still a very lucrative business for distributors, but we've got to be more realistic." □

(4%) and Century 21 and Drake-Chenault (2% each). (Since the McGavren Guild survey was taken, Bonneville Broadcast System and the FM 100 Plan have merged, and Schulke Radio Productions may have lost some market share due to loss of a number of major market subscribers.)

Station executives, asked to rate the potential of various other technologies for disrupting radio listening patterns, tended to regard free cable radio services as most dangerous. On a scale beginning with one as most disruptive, two as second most disruptive, etc., free cable radio scored a 3.31, just ahead of cable TV with premium movies (3.32) basic and cable TV (3.53). Satellite-distributed radio programming averaged a four, and AM stereo radio had a 4.81. Judged least disruptive were videodisks (6.07), home information systems/home computers (5.34) and pay cable radio services (5.27).

"The perception of radio broadcasters in regard to competing technologies," the report said, "appears to be one which views the consumer as spending more and more time with television. Is it possible for radio to remain as a strong contender for leisure time in a marketplace saturated by visual alternatives? The real issue is whether there exists a consumer trend toward staying at home. The mobility inherent to the radio medium will guarantee its continuance as an entertainment alternative if consumers continue to maintain their current level of daily mobility. If this mobility does in fact decrease, then these fears of the captive consumer glued to the television set may in fact be justified.

"Naturally, radio broadcasters can find solace in the recognition that radio offers in-home mobility as well. Ordinary personal and household activities can certainly be better accompanied by an omnipresent radio broadcast than by a demanding television program. Decreased personal mobility may in fact increase the time spent listening to the radio. Broadcasters are strongly advised to continually monitor consumer trends so that the actual benefits inherent to the medium of radio can be exploited to their greatest potential."

The study found radio broadcasters "generally uncertain" about the importance of AM stereo as a means of keeping AM "competitive and successful in the next five years." Of all respondents, 38% rated it important or very important, but on another scale of one (for very important) to five (not very important), the group came out with a mean score of 3.0, which the study said was indicative of "overall neutrality of opinion." AM executives were less neutral: 49% called it important or very important, and the executives gave it a mean score of 2.6, compared with a 3.5 rating by FM executives and 2.9 by AM-FM combinations.

Other survey findings included:

- Twenty-two percent of AM stations, and 14% of FM's reported major programming changes in the past year. For AM stations the biggest changes were the use of

## Looking down radio's road

**McGavren Guild study finds broadcasters concerned about cable, new technologies; stations not changing formats as frequently; AM stereo viewed as important to medium's success**

Radio broadcasters, not surprisingly, see cable in one form or another as a potentially disruptive influence on listening patterns down the road. Closer at hand, however, they expect to make far fewer changes in their programming this year than last. And while nearly four out of 10 think a switch to AM stereo may be critical to AM's continuing success, if not survival, radio executives as a group are essentially neutral or uncertain on the question.

These are among the highlights of a study commissioned by McGavren Guild Radio, national sales rep, and made public last week. The study was conducted last May among stations represented by McGavren Guild and elicited responses from 314 station managers, program directors and sales managers. It was done by Ted Bolton Associates, Philadelphia, with analysis of the findings by Ellen Hulleberg, McGavren Guild executive vice president, marketing and communications.

The study, "Radio '82: Current and Future Trends," found that among AM stations, adult contemporary was far and

away the most popular format, named by 37% of the AM managers, followed by country (19%) and middle-of-the-road (10%). Among FM stations, the top choice was rock (23%), with beautiful music and country tied for second at 18% each, followed by adult contemporary at 15%.

As a group, the respondents predicted adult contemporary would be the hottest radio format in 1983: 34% of the executives offered that prediction, more than twice as many as named country, which came in second at 16%, followed by rock at 9% and news/talk at 5% (with no other format getting more than 2%). "These projections," the report said, "closely parallel the existing pattern of format popularity. If these projections are accurate, we can expect to witness format shuffling without any dramatic new developments in the upcoming year."

The study found that 33% of the FM stations, and 11% of the AM, subscribe to a syndicated programming service, with no single service dominating in either band. The report noted, however, that "when TM's four services are combined [TM, TM-Beautiful Music, TM-Rock, TM-Country], they account for a healthy 12% of all the FM subscribers in this study." Others accounting for more than 1% of the FM group were Bonneville and FM-100/Peters Productions (5% each), Schulke



more oldies (15%) and playlist rotation changes (14%). For FM's, they were playlist rotation changes (16%) and more contemporary music (10%).

■ No more than 4% of each station group, AM and FM, expected major programming changes in the ensuing 12 months. This, the report said, may indicate a tendency toward more program stability, "or, more likely, it may be a reflection of professional optimism [that] the changes implemented this past year will decrease the necessity of changes in the upcoming year."

■ A total of 41% of all stations in the survey had been involved in qualitative research at some time during the past three years. The percentages were highest in large markets, ranging from 86% of those in top 10 markets to 25% of those in markets ranked 101 and below. Most active in this area were FM stations (56%), compared with 18% of AM's and 47% of AM-FM combinations.

■ The survey also found differences of opinion among station managers, program directors and sales personnel—even in describing their own station formats. On the question of the impact of other technologies on listening behavior, the vote was split three ways: Where managers considered free cable radio services potentially the most disruptive, program directors gave their anxious nod to cable TV with premium movies, while sales people thought satellite-distributed radio programming would do most damage.

McGavren Guild said copies of the report are available at \$15 each, sent to Donna Berrigan, McGavren Guild Radio, 154 East 46th Street, New York 10017. □

## Country on cable

**Big lineup promised at launch of upcoming Nashville Network, project of WSM and Group W**

"The biggest launch the cable business has ever seen . . . more subscribers than for any launch in the history of our business." That's what Group W Chairman Dan Ritchie promised last Wednesday for the launch of the Nashville Network, the program service of WSM Inc. that Group W Satellite Communications will market and distribute starting early next year. Ritchie joined WSM Inc. Chairman E. W. Wendell and other officials of both firms at the New York country music showplace, The Lone Star Cafe, to introduce some of the programming that will make up the 18-hour cablecasting day with which The Nashville Network will launch.

Country music isn't all that will be offered on The Nashville Network. Wendell introduced video clips of a game show, situation comedy and sports anthologies built around country music themes. *Country Sportsman* will feature country music stars at favorite outdoor recreations. And there will also be a country music game show testing contestants' knowledge of



Jacky Ward hosts *Dancin' U.S.A.*

country music and its performers. Some self-explanatory features will be *Yesteryear in Nashville*, hosted by Archie Campbell, and a program entitled *The Stars Off Stage*.

But music is not to be neglected. *Dancing USA* is to highlight "the latest country steps"; *Nashville After Hours* will be a late-night series touring the nightclub scene there; *Opryland Onstage* will showcase "up-and-coming" talent at the WSM-owned theme park. And WSM also promises "the first regularly scheduled nightly live entertainment program in cable history"—*Nashville Now!*, a 90-minute musical variety cablecast hosted by Ralph Emery.

The 18-hour-a-day Nashville Network schedule will consist of three six-hour blocks, premiering at 6 p.m. each evening, signing off at midnight, then repeating at 6 a.m. and noon the next day. There will be a special weekend schedule, where the sports programming is included, for example.

Wendell spoke of the long association of WSM, owner of Nashville's Opryland, with country music and its production for the broadcast media. Citing examples of the demand he sees for country-oriented product, Wendell pointed to the half-billion dollars in country recorded music sales last year, which he said is one area of the slumping record business that is holding its own. And he noted that the Kraft Country Music Awards broadcast special that WSM produced for CBS pulled in a 38 share when it aired two weeks ago, ranking fourth for the week behind three World Series telecasts.

GWSC's Lloyd Werner then addressed some of the marketing issues involved in the endeavor. Werner quantified Ritchie's launch promise saying 3.5 million cable subscribers were already under contract in systems that include such MSO's as Times Mirror, ATC, Cablevision Industries, Group W, Harron, Jones Intercable, Landmark, Liberty Communications, Multimedia, Telemedia and United Cable

Television.

Werner suggested the service could well launch with a reach of 5.5 to 6 million subscribers, and 10 million was used as the yearend 1983 figure. He deflected most questions about advertising sales for the basic cable service, saying that potential advertisers were to get their first look at the programming that day. But Werner did note that while the partners intend to sell "blocks of time," the nature of the service is such that they will also look to sell individual program sponsorships.

GWSC will also continue to guarantee cable operators that clear the service the previously announced package of compensation bonuses—25 cents per subscriber at launch, 10 cents per subscriber in co-op advertising funds in the year, and a 50-cent-per-sub bonus to sign on before the launch—that was offered for Satellite News Channels, the GWSC joint venture with ABC.

Asked to put a figure on Group W's investment in the service, by way of comparison with the \$50 million WSM's Wendell said his company was anteing up, Werner said \$20 million to \$30 million will come from Westinghouse. Group W officials afterward took care to stress that the arrangement between the companies is not a joint venture and had never been presented as such. It is, they say, more a distribution deal, with Group W recompensed through a sliding percentage of gross revenues, the percentage to decrease as revenues grow. The company expects to recoup its investment within the next five years. □

## Oak, Telstar join to offer pay fare

**Joint venture will market ON TV programming to SMATV and MDS operations via Comstar D-4**

Oak Industries Inc. and Telstar Corp., a video program supplier based in Beverly Hills, Calif., have agreed in principle to form a joint venture to market and distribute Oak's ON TV programming to the SMATV and MDS industries. Under the agreement, an Oak subsidiary, Oak Media Development, would sublease two transponders from Telstar on Comstar D-4 to feed the ON TV programming. Oak Media Development Corp. will continue to market ON TV programming directly to STV outlets as well as low-power television stations and cable systems. Telstar by itself will sell the programming to the lodging industry (hotels, motels, resorts, etc.), which has been the bread-and-butter market for that company since its inception about two years ago.

The planned venture will market two tiers of programming, similar to the two existing ON TV tiers—a basic package comprising movies, sports, concerts and other specials, and an adult-programming tier. Pay-per-view events and programs tailored to individual SMATV and MDS systems will

also be sold, an Oak spokesman said.

The transponders will provide East and West Coast feeds. Telstar has leased the rights for the two transponders aboard Comstar D-4 (the exact transponders are still undetermined—directly from AT&T. The feeds from those transponders may begin as early as next February.

Telstar currently supplies programming, including The Movie Channel, ESPN and superstation WGN(TV) Chicago, to major hotel and motel chains around the country. The company's chairman is Gerald A. Bartell, who once controlled the New York-based Bartell Media Group and its broadcasting subsidiary which held licenses for 16 radio and four television outlets. Those interests were sold in 1969.

Prior to the agreement with Oak, Telstar signed a letter of intent with National Satellite Cable Association, a trade group representing SMATV operators with a total of 100,000 subscribers. That agreement calls for Telstar to provide members of the association's programming cooperative (now accounting for about 60,000 subscribers) with feeds from The Movie Channel and ESPN. When Oak approached NSCA about supplying the group with ON TV programming, but for want of adequate transponder space, Oak was put in touch with Telstar and the decision to form the venture was made.

Bob Vogelsang, president of NSCA, said that participating SMATV operators will pay \$5.25 per subscriber for the basic ON TV tier and another \$2 for the adult tier. That is in addition to the fees and deposits required of NSCA members taking part in the association's program cooperative. Charges to subscribers will track those currently charged to Oak's STV subscribers, about \$20 for the basic package and \$5 for the adult tier, said Vogelsang.

Oak claims that the planned service will be the first scrambled pay-TV service transmitted via satellite. □

## NBC gets a turn on top

**Buoyed by World Series games, NBC wins ratings week for first time in almost two years; CBS is dethroned; ABC comes in third**

The first four games of the World Series brought NBC-TV its first real win in the weekly ratings in nearly two years, for the week of Oct. 11-17, the third week of the fall network television season. Second to NBC, which averaged a 20.4 rating and 32.2 share for the week over all, was CBS with an average of 17.3/27. ABC, which finished the first two weeks of the new season in second place behind CBS, was bumped to third, with an average of 15.6/24.7 for the week.

NBC won Tuesday, Wednesday, Friday and Sunday with series games, between the St. Louis Cardinals and the Milwaukee Brewers, which averaged a 28.7 rating and 45.8 share. CBS won Monday and Thurs-

**Chips across the water.** Representatives of Sony Corp. and American Film Institute have dedicated new Sony Video Center, housed at AFI's film school in Los Angeles. Video production teaching facility will serve not only students but also business and industrial users through Sony Video Utilization Services, corporate education program co-located at center. According to Sony Communications Products Co. president and chief executive, Koichi Tsunoda, Sony contributed about \$300,000 for renovation of building in which facility is located and will provide up-to-date video production equipment until at least 1987. Sony and AFI have co-sponsored National Video Festival for past two years.

day and ABC won Saturday night. Ratings for all three networks grew slightly for the third consecutive week, to 53.3/84 from 51.9/84 the week before and 49.6/81 the first week of the season.

The week's highest ratings went to the last hour of game four of the series between 7 and 8 p.m. Sunday, which drew a 32.8/55. Behind that were game two of the series (29.1/45), aired Wednesday, game one (27.9/42), aired Tuesday, and game three (25.0/41), aired Saturday. On those nights, baseball clobbered its competition of regular fare and a special from CBS and from ABC, regular fare plus three specials. On Tuesday, game one and NBC's pre-game show averaged a 27/40.4 against regulars from ABC (19.4/28.7) and CBS (13.4/19.7). On Wednesday, NBC averaged a 27.8/42.5 against ABC, again in second place (16.3/24.6), but this time with a movie special *Having It All* from 9 to 11 p.m., which captured a 17.1/26 after a lead-in from *Tales of the Gold Monkey* (14.7/22). CBS trailed Wednesday with its regular lineup (13.9/21.2) including two new programs, *Seven Brides for Seven Brothers* (15.9/23) and *Tucker's Witch* (10.3/17).

Friday, the series and pre-game show averaged a 23.2/38.2, against CBS's regular lineup 17.6/28.4 and specials on ABC, the *All-Star Family Feud* (14.1/24) and the movie *For Lovers Only* (11.7/19), which averaged 12.5/20.6. On Sunday, the last hour of the series, *CHiPs* (19.1/29) and the movie *Honey Boy* (17.1/26) won it for NBC, against CBS's regular lineup (29.4/29.9) and ABC's regulars (14.6/22.7).

After the games, the next highest rated program was CBS's *Country Music Awards*, a 90-minute special aired Monday from 9:30 to 11 p.m. That, with a 24.4/38, far outdistanced its competition on the other two networks. On NBC, the movie, *Touched by Love* (15.0/23), edged the movie, *Starting Over* (14.3/22), which replaced ABC's *Monday Night Football*. CBS's average for Monday was 21.4/32.3, against NBC's 15.6/23 and ABC's 15.4/23.4.

There were no new programs premiered on any of the three networks during the season's third week and the only two season premieres for returning series were on ABC. *It Takes Two* (18.6/29) on Thursday from 9:30 p.m. to 10 p.m. returned but, combined with *Too Close For Comfort* (20.2/32) from 9 to 9:30 p.m., came in behind CBS's *Simon & Simon* (20.5/32). Both of those came in ahead of NBC's *Cheers* (11.1/17) and *Taxi* (12.3/19). *Fantasy Island* (13.5/25) returned on Saturday from 10 p.m. to 11 p.m. to defeat NBC's *Devlin Connection*

(11.0/20) but to lose to the movie, *Hotline* (14.5/25), on CBS.

On Thursday, the first night of the season in which all three networks aired their regular lineups, CBS won the night (20.4/33) over ABC (16.5/27) and NBC (14.4/23).

The World Series gave NBC its first full-week win since Oct. 20, 1980, when it aired the sixth game of the World Series between Kansas City and Philadelphia and a movie, *Her Own Story*. NBC also won the pre-season week of Sept. 7, 1981, with the *Miss America Pageant* and a movie. The World Series not only gave NBC the week of Oct. 11-17, it narrowed the gap between the three networks' season-to-date ratings and shares. As of Oct. 17, those averages were: CBS (17.9/29), ABC (17.0/27) and NBC (16.7/27), against the previous season-to-date averages of CBS (18.2/30), ABC (17.6/29) and NBC (14.8/24).

Of the season's new programs, only CBS's *Gloria* (19.4/29) ranked among the week's 20 highest rated programs, coming in at 17th. The impact of the World Series made it difficult to assess how many of the other new programs were developing.

This week, the last of the season's new programs will air. On CBS tonight (Oct. 25) *Newhart* will have its first showing from 9:30 p.m. to 10 p.m., sandwiched between season premieres for two returning series, *M\*A\*S\*H* from 9 p.m. to 9:30 p.m. and *Cagney & Lacey* from 10 to 11 p.m. On Friday (Oct. 29), ABC's *The New Odd Couple* will debut from 8:30 to 9 p.m.

The November sweeps will begin at Arbitron on Nov. 3 and run through Nov. 30; at Nielsen, Nov. 4-Dec. 1.

The other top 20 programs during the season's third week, after the first three games of the World Series and the *Country Music Awards*, were CBS's *Magnum P.I.* (23.7/38); CBS's *M\*A\*S\*H* (22.4/33); ABC's *Three's Company* (21.7/31); CBS's *Jeffersons* (21.3/31); CBS's *One Day at a Time* (21.0/31); CBS's *Dallas* (20.6/32); CBS's *Trapper John, M.D.* (20.6/33); CBS's *Simon & Simon* (20.5/32); ABC's *Too Close for Comfort* (20.2/32); NBC's *World Series Pre-game 2* (20.1/32); ABC's *9 to 5* (19.6/28); CBS's *Archie Bunker's Place* (19.4/30); CBS's *Gloria* (19.4/29); NBC's *World Series Pre-game 1* (19.3/31); ABC's *Laverne & Shirley* (19.1/27), and NBC's *CHiPs* (19.1/29).

At the bottom of the ratings for the week were NBC's *Voyagers* (8.9/16); ABC's *Ripley's Believe It or Not* (9.7/17); NBC's *Devlin Connection* (10.3/18); NBC's *Cheers* (11.8/18) and NBC's *Powers of Matthew Star* (12.3/22). □



## RCA gains ground in third quarter

**Although analysts say company is not out of financial trouble, earnings are up slightly in quarter; Bradshaw says RCA businesses have stabilized**

Earnings turned up a bit at RCA Corp. in the third quarter, the company said last week. But despite that good news, and the welcome reception it got in the stock market, where RCA's share price rose 1/2 point in three days, the word from analysts is that the company is not out of the woods yet.

For the three months ended Sept. 30, RCA said it earned \$47.6 million, 40 cents per share, on revenues of over \$2 billion. That compares to a \$104.8 million loss, or a negative \$1.62 per share, logged in the year-earlier third quarter. Last year's loss included a \$150 million after-tax provision for restructuring operations and re-evaluating assets; part of that write-off was a charge for NBC program inventory that the company decided would never make it back onto the air. But RCA said that even discounting those nonrecurring 1981 items, earnings for the quarter were 75% ahead of last year. Revenues in the comparable 1981 period were \$1.99 billion.

Commenting on the report, RCA Chairman Thornton Bradshaw said "over all, RCA's businesses have stabilized and are performing well, considering the weak economy." But Bradshaw allowed, "I am concerned, however, about the deteriorating market for consumer electronic products."

Indeed, that segment of the "core businesses" to which Bradshaw has vowed to trim back, experienced what was called a "sharp" decline in profits. "Sales of consumer electronic products, solid state devices and commercial equipment con-

tinued to decline under adverse economic conditions and severe price competition."

RCA said, however, that "sales of videodisks remained strong during the quarter despite the general softness in the economy," and that "dealer enthusiasm for the 'new product' is building." The company has separately been saying that sales of all disks and players that follow the RCA CED format, whether or not manufactured by RCA, may top \$200 million in 1982.

Still, the "sharply higher" revenues and earnings of the communications segment largely reflected the sale by the RCA Americom division of five transponders on Satcom IV "at a substantial profit." That sale, conducted at an auction back in April, represents, of course, a one-time benefit to RCA.

At NBC, earnings were up over the dismal year-earlier, even excluding the inventory write-down. "The increase mainly reflected generally favorable marketing conditions for the television network and the owned-and-operated television stations," it said.

RCA's financial services arm, C.I.T. Financial, "had its best third quarter ever" with a larger receivables portfolio and lower interest rates cited.

Hertz profits were up "substantially" again ignoring the restructuring charge (for truck operations) that was leveled last year. Still, it's the Hertz profits that trouble some analysts of RCA. Hertz, which an RCA spokesman acknowledged accounted for about one-third of RCA's earnings in the quarter, is on the auction block, in keeping with the Bradshaw plan for focusing on core businesses. In the view of one analyst, selling Hertz now means "RCA is selling its recovery potential."

Up until now, however, the troubles of the car rental business, which reflect the troubles of the airline industry, have kept RCA from being able to realize a price "that recognizes its true economic value." Nevertheless, RCA says it remains com-

mitted to a sale of Hertz—that the divestiture remains part of the company's long term strategy. While sales and earnings at the car rental unit are up, there is a cloud on the horizon—Hertz recently filed a suit against competitor Avis charging the latter with raiding Hertz's executive roster in hiring away several top executives. Those defections have some observers hoping that RCA will move decisively one way or the other, and soon—the intention to sell Hertz was first announced in January.

RCA has also announced plans to introduce its CED videodisk system to Europe in 1983, two years after it launched its SelectaVision videodisk campaign in the U.S. RCA expects many European manufacturers to offer CED-format players, which will be compatible with that continent's electrical and broadcasting standards. RCA did not predict sales for the first year and indicated "marketing and distribution matters are in current negotiations." RCA sold 116,000 CED units in 1981. Estimates are that the videodisk industry in 1982 will generate \$200 million in sales in players and disks, selling between 250,000 players and perhaps as many as five million disks. □

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**Media rule.** What the company called "a major breakthrough in media planning" was announced last week by Katz Communications, New York. It's the "Katz-Rule," described by officials of the TV and radio station rep firm as "a high precision instrument for applying the principles of effectiveness to media plans."

Using the Katz-Rule, according to George Feldman, Katz vice president for research/PROBE-marketing, "the buyer, planner or advertiser can determine: how to set media goals (in terms of research/frequency/gross rating points) that achieve a stated effective frequency objective; the effective reach of past and proposed campaigns and the frequency distribution of any schedule, all at a glance."

Feldman described the device as "a scientifically precise logarithmic slide rule" that is "simple to operate" and offers "virtually unlimited" flexibility: "A media planner or advertiser can now plan a schedule targeted exactly to his effective reach/frequency marketing objectives and achieve desired results."

The Katz-Rule was developed over the past two years as a joint effort of the Katz radio and television arms. Bill Schrank, vice president, television/radio research, and Carol Mayberry, vice president, radio research, were credited with key roles. Officials said the rule will be available to Katz-represented radio and TV stations within six to eight weeks and is available at Katz offices for demonstrations to agencies and advertisers.

# Stock Index

Exchange and Company	Closing Wed. Oct 20	Closing Wed. Oct 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	52 1/4	51 1/2	+ 3/4	+ 1.45	9	1,503
N Capital Cities	101 1/2	103	-1 1/2	- 1.45	16	1,330
N CBS	51 5/8	53	-1 3/8	- 2.59	8	1,444
N Cox	39	35 1/4	+3 3/4	+10.63	18	1,105
A Gross Telecasting	26 1/4	25 1/2	+ 3/4	+ 2.94	7	21
O LIN	32 3/4	30 3/4	+2	+ 6.50	19	339
N Metromedia	264	261	+3	+ 1.14	18	890
O Mooney	4 1/4	4 1/4			4	3
O Scripps-Howard	19 3/4	19 3/4			11	204
N Storer	28 3/4	27 1/4	+1 1/2	+ 5.50	15	471
N Taft	40 1/8	40	+ 1/8	+ .31	10	384
O United Television	9 1/2	9 3/4	- 1/4	- 2.56	13	114

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25	25 3/8	- 3/8	- 1.47	17	99
O Affiliated Pubs.	29 7/8	28 3/8	+1 1/2	+ 5.28	10	155
O A.H. Belo	28	26 1/8	+1 7/8	+ 7.17	13	263
N American Family	14	14 1/2	- 1/2	- 3.44	13	189
O Associated Commun.	15 1/4	14 1/8	+1 1/8	+ 7.96		36
N John Blair	42 1/4	43	- 3/4	- 1.74	10	161
N Charter Co.	13 3/4	12 3/8	+1 3/8	+11.11	17	301
N Chris-Craft	52 1/2	47 5/8	+4 7/8	+10.23	18	114
N Cowles	43 3/8	42 1/2	+ 7/8	+ 2.05	26	172
N Dun & Bradstreet	88 3/4	87	+1 3/4	+ 2.01	19	2,404
N Fairchild Ind.	17 3/8	17 1/4	+ 1/8	+ .72	8	227
N Gannett Co.	53 1/4	52 1/4	+1	+ 1.91	16	2,825
N General Tire	27 1/2	27 1/8	+ 3/8	+ 1.38	10	648
O Gray Commun.	35	36	-1	- 2.77	9	17
N Gulf United	24 1/4	24 5/8	- 3/8	- 1.52	9	670
N Harte-Hanks	37	33	+4	+12.12	14	362
N Insilco Corp.	17 1/2	17 7/8	- 3/8	- 2.09	9	266
N Jefferson-Pilot	31 1/2	31	+ 1/2	+ 1.61	6	676
O Josephson Intl.	13	11 1/4	+1 3/4	+15.55	11	50
N Knight-Ridder	40 1/2	40	+ 1/2	+ 1.25	14	1,307
N Lee Enterprises	30 1/2	29 1/2	+1	+ 3.88	11	210
N Liberty	15	15 1/8	- 1/8	- .82	9	192
N McGraw-Hill	65 1/2	65	+ 1/2	+ .76	16	1,630
A Media General	45 3/8	44 1/8	+1 1/4	+ 2.83	10	315
N Meredith	77 3/8	79 1/8	-1 3/4	- 2.21	9	239
O Multimedia	41	42 1/4	-1 1/4	- 2.95	15	418
A New York Times Co.	48 5/8	48 1/2	+ 1/8	+ .25	11	609
N Outlet Co.	39 1/2	36 7/8	+2 5/8	+ 7.11	63	106
A Post Corp.	32 7/8	33 1/2	- 5/8	- 1.86	17	60
N Rollins	15 1/8	15	+ 1/8	+ .83	9	401
N Schering-Plough	37 3/8	37 1/8	+ 1/4	+ .67	12	1,987
N Signal Cos.	22 1/2	21 1/2	+1	+ 4.65	9	1,628
O Stauffer Commun.*	43	43			10	43
A Tech Operations	15 7/8	15 1/2	+ 3/8	+ 2.41	7	15
N Times Mirror Co.	56	53 1/8	+2 7/8	+ 5.41	15	1,913
O Turner Bcstg.	15	15			25	306
A Washington Post	50	47 1/4	+2 3/4	+ 5.82	17	706
N Wometco	29 5/8	28 3/4	+ 7/8	+ 3.04	17	404

<b>CABLE</b>						
A Acton Corp.	6 3/8	6 1/2	- 1/8	- 1.92	58	32
N American Express	59	58	+1	+ 1.72	10	5,487
O Burnup & Sims	13 1/4	10 5/8	+2 5/8	+24.70	13	116
O Comcast	21	21 1/2	- 1/2	- 2.32	18	94
N General Instrument	49 3/4	45 1/4	+4 1/2	+ 9.94	15	1,540
N Heritage Commun.	10	8 3/8	+1 5/8	+19.40	17	73
O Rogers Cablesystems	7 3/8	6 5/8	+ 3/4	+11.32	31	162
O Tele-Communications	22 7/8	22 7/8			50	483
N Time Inc.	43 1/4	40 1/2	+2 3/4	+ 6.79	15	2,187
O Tocom	9 1/4	8 1/4	+1	+12.12	9	48
N United Cable TV	26	25 3/4	+ 1/4	+ .97	19	284
N Viacom	28	27 3/4	+ 1/4	+ .90	18	318

Exchange and Company	Closing Wed. Oct 20	Closing Wed. Oct 13	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	2 1/2	2 1/8	+ 3/8	+17.64	25	14
N Coca-Cola	45	45 1/4	- 1/4	- .55	12	6,109
N Disney	69 7/8	65 7/8	+4	+ 6.07	21	2,329
N Dow Jones & Co.	57 1/2	56 1/2	+1	+ 1.76	20	1,805
O Four Star	3 1/4	3 1/2	- 1/4	- 7.14	18	2
N Getty Oil Corp.	63 3/4	62 1/4	+1 1/2	+ 2.40	7	5,159
N Gulf + Western	17 1/8	16 1/8	+1	+ 6.20	5	1,267
N MCA	73 3/8	69 3/8	+4	+ 5.76	19	1,750
N MGM/UA	6 7/8	6	+ 7/8	+14.58	14	342
N Orion	11 1/4	9 7/8	+1 3/8	+13.92	2	66
O Reeves Commun.	30 1/4	28	+2 1/4	+ 8.03	11	247
O Telepictures	10 3/4	9 5/8	+1 1/8	+11.68	37	60
O Video Corp. of Amer.	5 1/4	4 5/8	+ 5/8	+13.51	28	9
N Warner	51 1/4	45 3/4	+5 1/2	+12.02		3,254
A Wrather	21 3/8	20 5/8	+ 3/4	+ 3.63	24	48

<b>SERVICE</b>						
O BBDO Inc.	56 1/4	54 3/4	+1 1/2	+ 2.73	11	163
O Compact Video	3 5/8	3 1/8	+ 1/2	+16.00	3	12
N Comsat	87 1/2	79 3/4	+7 3/4	+ 9.71	20	700
O Doyle Dane Bernbach	16 1/2	14 3/4	+1 3/4	+11.86	8	94
N Foote Cone & Belding	40 3/4	38 1/8	+2 5/8	+ 6.88	9	111
O Grey Advertising	71	71			7	41
N Interpublic Group	40	40 1/4	- 1/4	- .62	10	185
N JWT Group	21 3/8	20 1/4	+1 1/8	+ 5.55	17	112
N MCI Communications	31 3/8	27 5/8	+3 3/4	+13.57	35	3,016
A Movielab	2 5/8	2 3/8	+ 1/4	+10.52	4	4
O A.C. Nielsen	63 1/8	64 1/2	- 1 3/8	- 2.13	18	709
O Ogilvy & Mather	40 1/4	39 1/2	+ 3/4	+ 1.89	11	171
O Telemation	5	4 1/2	+ 1/2	+11.11	13	5
O TPC Communications	1 7/8	2	- 1/8	- 6.25	1	2
O Unitel Video	5 3/4	5 3/4			10	7
N Western Union	50 1/4	44 3/4	+5 1/2	+12.29	14	1,011

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	15 1/4	15	+ 1/4	+ 1.66	6	30
N Arvin Industries	16 1/4	15 3/5	+ 1/2	+ 3.17	14	111
O C-Cor Electronics	27	26	+1	+ 3.84	24	81
O Cable TV Industries	3 3/4	3 1/2	+ 1/4	+ 7.14	7	11
A Cetec	5 3/8	4 5/8	+ 3/4	+16.21	13	12
O Chyron	28 1/4	25	+3 1/4	+13.00	22	77
A Cohu	5 3/4	5	+ 3/4	+15.00	9	10
N Conrac	35	30 1/8	+4 7/8	+16.18	18	77
N Eastman Kodak	95 1/2	92 3/8	+3 1/8	+ 3.38	14	15,517
O Elec Missile & Comm.	14 3/4	14	+ 3/4	+ 5.35	87	41
N General Electric	85 1/4	83	+2 1/4	+ 2.71	11	19,315
N Harris Corp.	37	37 3/4	- 3/4	- 1.98	13	1,158
O Microdyne	9 3/4	10 1/4	- 1/2	- 4.87	14	44
N M/A Com. Inc.	22 1/2	20	+2 1/2	+12.50	20	879
N 3M	75 3/4	74 1/2	+1 1/4	+ 1.67	14	8,907
N Motorola	82 3/4	83 7/8	- 1/8	- 1.34	16	2,980
N N. American Philips	48 5/8	49 3/8	- 3/4	- 1.51	8	668
N Oak Industries	12 1/2	11 7/8	+ 5/8	+ 5.26	6	204
A Orrox Corp.	12 5/8	9 3/4	+2 7/8	+29.48	21	28
N RCA	25 1/8	24 3/4	+ 3/8	+ 1.51	12	1,896
N Rockwell Intl.	43	40	+3	+ 7.50	11	3,281
A RSC Industries	4 1/2	4 1/2			35	14
N Scientific-Atlanta	18 1/4	16 1/2	+1 3/4	+10.60	18	426
N Sony Corp.	14 3/4	15 1/8	- 3/8	- 2.47	12	3,402
N Tektronix	47 3/4	45 7/8	+1 7/8	+ 4.08	11	896
O Telemet (Geotel Inc.)	2 3/8	2 5/8	- 1/4	- 9.52	12	7
A Tetscan	17	15 7/8	+1 1/8	+ 7.08	25	100
N Varian Associates	47	46 1/2	+ 1/2	+ 1.07	20	384
N Westinghouse	36 7/8	35 3/4	+1 1/8	+ 3.14	7	3,164
N Zenith	12 3/4	12 3/4			213	241

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

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



## The future media mix according to William Baker

**Group W TV president is out to cut superficiality from TV news; he chides ad community for meager spending in cable**

"We don't need longer newscasts, we need to do a better job with the time we have on the air." That's the view from Group W, as relayed to the National Academy of Television Arts and Sciences last Tuesday in New York by Group W Television president, William Baker. Baker, who also is the chairman of Group W Satellite Communications, said the job currently being done in television news is frequently "superficial" and suffers from "inadequacy," two qualities he believes are responsible for "a churn in confidence in the credibility of broadcast journalism" manifested in recent surveys.

According to Baker, Group W has decided "1983 is the year to do something about it" and Larry Fraiberg, president, Group W Television Station Group, has been asked to "get rid of superficial elements" in Group W stations' newscasts. Baker declined to discuss specifics, saying the company hoped to have a plan shortly, and said word on the subject would come from Fraiberg or Group W Chairman Dan Ritchie.

Broadcast news was among a "range of pet subjects" Baker discussed in a talk he headlined as looking at the role of broadcasters in the new technologies. Group W's involvement in cable came in for a

good deal of attention as well.

Cable, Baker said, is "an elixir to the collective good health of all the people in this room," a medium that "with its bandwidth can provide the subscriber" with what he wants. It's also a good business for broadcasters to be in, Baker maintained, though he cautioned that broadcasters interested in cable face a two-fold challenge: "We must make our programming [for cable] unique and differentiate services," and "we must make the carriage of that programming on a cable system profitable to the system operator, by way of developing exciting marketing strategies and making the operator a partner in the revenue streams generated by that programming."

Turning his attention to programming, Baker charged that "potential subscribers will not become real subscribers for 54 channels of alphanumeric weather." The services that "must succeed for the cable industry to succeed" require "a universal base," Baker said, a point he amplified following his formal remarks by saying that "it's important that the services that will be the drivers for cable in the future be free, basic, and advertiser-supported . . . a complement to the unique services that are pay . . . Both have to work."

Baker also devoted attention to cable advertising—calling it an area where broadcasters entering cable "can use their talents." In cable, Baker said, "there's more commercial time to sell than broadcasters ever dreamed." He chided the advertising industry for having "balked at cable" for too long, calling the \$100 million spent on cable advertising last year "an embarrassment" to the advertising community, since it constituted only .17%

of all ad expenditures.

"Not to include cable's penetration in the advertiser's media mix and to insist upon measuring cable by antiquated and noncomparable techniques are to lose sight of cable's advertising potential," he said. Cable should not be a replacement for broadcasting advertising plans, Baker continued, adding: "It should, however, represent an alternative to increased network advertising rates," and one that allows the advertiser to "pinpoint specific markets, all for less money."

Discussing one of his own advertiser-supported services, the GWSC joint venture with ABC in Satellite News Channels, Baker said that service now reaches four million cable subscribers and will be available to 10 million by the end of next year. SNC, he also noted, is "heavily involved" in negotiations to make it available in one Oriental and one European country.

(Pressed later by academy members about his adventures as a member of the Explorer's Club, Baker said that when he completes a planned expedition to the North Pole, he'll be the 38th person to have visited both poles.) □

## Cable walks the boardwalk

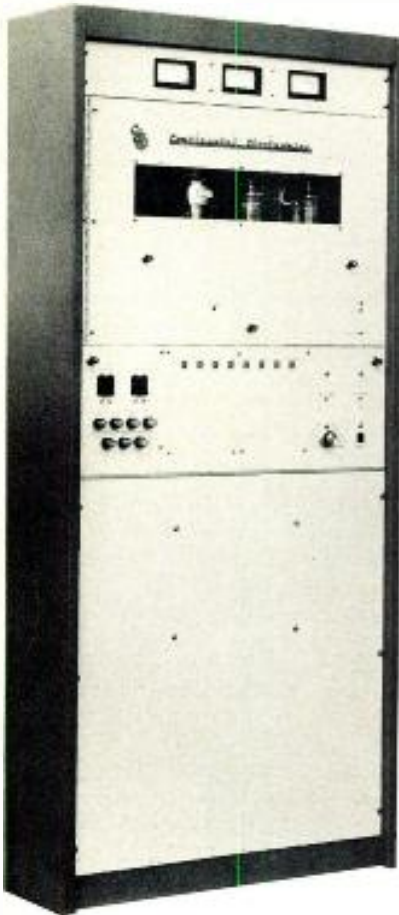
**Mid-Atlantic states head to southern New Jersey for first Atlantic Cable Show**

Can blackjack and roulette command more attention than ditch-diggers and pay services? That question will be among those answered this week when some 1,000 representatives of the cable industry are expected to gather in Atlantic City for the Atlantic Cable Show. The regional exposition, centered at Bally's Park Place, will feature 115 exhibitors packed into 11,000 square feet of floor space and some additional room outside the hotel. It's a meeting hosted by four state cable associations—Delaware/Maryland, New Jersey, New York and Pennsylvania. Along with a variety of panel sessions, the show will include a videotaped welcome by New Jersey's Governor Tom Keane, and a keynote address by one of the major figures in the history of cable television, Irving B. Kahn, chairman of Broadband Communications, and a series of "theme" luncheons.

The three-day conference kicks off tomorrow at 9 a.m. when the exhibit floor opens. The day continues with an "Octoberfest" lunch at the Claridge hotel and two sets of concurrent sessions on topics including "FCC Regulation in Practice,"



**Wasilewski fete.** On hand for a reception at the Communications Club in Washington last week, honoring former National Association of Broadcasters president, Vincent Wasilewski on right in photo at left, was former FCC Commissioner Tyrone Brown. Brown is with the Washington communications law firm of Steptoe & Johnson. Also joining Wasilewski were two familiar communications personalities (right photo), William Stakelin (l) NAB joint board chairman, and executive vice president of Bluegrass Broadcasting, Orlando, Fla., and Thomas Wheeler, National Cable Television Association president. Wasilewski also will be presented with the Bank of Delaware's Common Wealth Award on Nov. 5 at a luncheon at the International Club in Washington. A \$14,000 cash award will be presented.



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"Government Ownership: To Be or Not to Be?," "Cable's Promise for the Future: Business and Home Services," "Consumer Relations: Building a Constituency," "The Independent Operators: A Dying Breed?" and "Channel Utilization: More Bang for Your Buck."

Wednesday, four concurrent morning sessions tackle censorship, government access, labor relations and the help the Society of Cable Television Engineers can give state cable associations. The four state associations also will hold their separate annual meetings that morning, and following Wednesday's country and western lunch, again at the Claridge, there will be an afternoon discussion of digital data transmission on cable.

Thursday, two concurrent sessions, one on local programing the other on legis-

lative and regulatory issues affecting the states, will be followed by two more on refranchising and theft of services. Then it's back to the Claridge for the final theme lunch, a Philadelphia block party, which will close this first Atlantic Show.

Preceding the Atlantic Show itself, CTAM has scheduled another of its Track Days for today (October 25). Three separate tracks—door-to-door sales, maintenance marketing and exploring new opportunities for profit—are being offered.

All told, 400 system representatives are expected to be on hand for the Atlantic Show, plus 50 others on special two-day technical passes, and 100 spouses. There are 325 exhibitor personnel registered, and members of the press and on-site registrations are expected to boost attendance to the 1,000 mark. □

## Anderson on the press, Reagan and his new show

### Syndicated columnist says President's advisers stifle information and that most broadcast 'reporters' are really 'repeaters'

Syndicated newspaper columnist Jack Anderson believes the Reagan White House is "trying a little harder than most administrations to control the flow of information" but he doesn't think the president's operatives are succeeding. In an interview with BROADCASTING, the Washington-based journalist cited Reagan's support of legislation restricting the Freedom of Information Act and other press-related bills as examples of his attempts to "limit what we can write about."

According to Anderson, "Reagan is probably more open than most presidents, on a personal level. [But] the people around him are much more closed [than in the past]. The CIA, the Pentagon and the State Department are much more closed

also."

Anderson believes the secretive approach is counterproductive, arguing "the U.S. is too seething an enterprise to be operated in a glass bubble." The columnist made good on that conviction during last month's premiere broadcast of *Jack Anderson Confidential*, in which—for the first time since taking office—Reagan answered a series of questions from a cross-section of Americans via a telephone hook-up.

*Confidential*, a new weekly syndicated half-hour series featuring Anderson, is produced by Barry & Enright Productions in association with Abell Communications. The program, which debuted on most stations in mid-September, is syndicated by Colbert Television sales to about 60 markets.

Anderson is continuing his syndicated radio program on the Mutual Broadcasting System and regular appearances on ABC-



Moore with Loescher

**Minneapolis metamorphosis.** Calling it "news for thinking people," wcco-tv Minneapolis has introduced new format into its nightly newscast, *10 PM Report*. Changes include establishing live, satellite delivered co-anchor in Washington. Sports and weather reports are treated like news items and are made longer or shorter according to merit, instead of filling fixed amount of time each program, wcco-tv says. *10PM Report* is anchored by Dave Moore, 30-year veteran of station, and co-anchored by Skip Loescher, who heads Washington bureau of about six. Increase of interest of Twin

City viewers in national and international news plus availability of satellite technology were cited as reasons for establishing live, Washington co-anchor. Satellite signal is uplinked in Washington to Westar IV and V, and downlinked to special facility built by wcco-tv in Minneapolis suburb. According to wcco-tv it is first local news operation in country to have live co-anchor in Washington. wcco-tv executive producer Steve Johnson said new format is being "heavily" promoted in market, with advertising in newspapers, on-air announcements, billboards and bus signs. Johnson said tone of program is serious, with concentration on straight reporting and de-emphasis on banter between newscasters. Wcco-tv is CBS affiliate and local affiliate for Satellite News Channels.



TV's *Good Morning America*.

Anderson chastizes most TV and radio correspondents for being "repeaters more than reporters. They go out and develop a story based on what others say is news. If *The New York Times* and the *Washington Post* say: 'This is a front-page story,' the networks get excited about it and send a reporter out to interview the same people who've already been interviewed. If a story appears on the front page of the *Washington Post*, we're not going to be interested in it." □

## Trudeau's access grab stirs grumblings

Canada finds itself with its own version of requests for time

Canada's prime minister, Pierre Trudeau, last week added, with the cooperation of the Canadian Broadcasting Corp., a new dimension to the obligation the network faces in granting access to the prime minister. By law and policy, the CBC is required to grant the prime minister time to speak on matters of national importance. But last week, Trudeau asked for, and was granted, three 15-minute bites on radio and television to discuss the country's economic problems. He spoke on Tuesday, Wednesday and Thursday, in broadcasts beginning at 7:30 p.m.

A Trudeau press representative said the prime minister felt he needed 45 minutes to air the subject but that it would be "difficult" for listeners and viewers to grasp the message in one lengthy sitting. Thus, the decision to do the job in broadcasts spread over three nights.

The press aide, Nicole Senecal, said Trudeau had discussed the country's economic problems—unemployment is over 12%, and Trudeau has warned that Canada faces a difficult winter—in the press. But she said, "He wanted to talk to everybody in the nation affected by the recession." Senecal noted that the prime minister had asked for time from CBC on only five occasions over the past 14 years during which he has been prime minister.

Canada is not, as the U.S. is, in the midst of political campaigns; Canada will not hold federal elections for another two or three years. As a result, the cry of politics is not as great as it might have been. But the leader of the opposition Progressive Conservative party, Joe Clark, branded the request for time on three nights "bizarre." And a spokesman for the opposition New Democratic Party, led by Edward Broadbent, said that in obtaining time on a "sequential" basis, Trudeau gained access to the CBC as a "platform for a political campaign."

Trudeau's unprecedented request also places CBC president Pierre Juneau, a Trudeau appointee, in the middle of the controversy. He felt compelled on Monday to call a news conference to defend his decision to allow the speeches. He said that he should not be regarded as an instrument of Trudeau's Liberal party simply because

**Official makeup.** Chairman of all standing committees of the National Association of Broadcasters have been confirmed. They are: *Cullie Tarleton*, senior vice president, radio, Jefferson Pilot Broadcasting, Charlotte, N.C., All Industry Cuban Interference Task Force; *Ted Snider*, president, KARN(AM)-KKYK(FM) Little Rock, Ark.; Broadcast Deregulation (formerly called Radio Deregulation); *Eugene Bohi*, president and general manager, WGHP-TV, High Point, N.C., Bylaws; *Eugene Cowen*, vice president, ABC, Washington, and *Edward Giller*, president and general manager WFBG-AM-FM Altoona, Pa., Congressional Liaison; *Jerry Holley*, vice president, broadcasting, Stauffer Communications, Topeka, Kan., Convention; *David Polinger*, vice president and assistant to the president, WPIX(TV) New York, Copyright (formerly Ad Hoc Committee on Cable Copyright); *Robert Flanders*, vice president and director of engineering, McGraw-Hill Broadcasting, Indianapolis, Engineering Advisory; *Martin Rubenstein*, president and chief executive officer, Mutual Broadcasting System, Arlington, Va., First Amendment; *Mark Smith*, vice president and general manager, KLAS-TV Las Vegas, and *Tarleton*, Futures; *Bill Bengtson*, vice president, KOAM-TV Pittsburg, Kan., 100-Plus TV Markets; *Arch Madsen*, president, Bonneville International Corp., Salt Lake City, International; *Dean Sorenson*, president, KCCR(AM)-KNEY(FM) Pierre, S.D., Membership; *William Hansen*, general manager, WJOL(AM)-WLLI-FM Joliet, Ill., Medium-Market Radio; *Gary Stevens*, president, Doubleday Broadcasting, New York, Metro-Market Radio; *Eugene Jackson*, president, National Black Network, New York, Minority Executive Council; *Stevens*, Radio Programming Conference Steering Committee; *E.H. Close*, president, WKNE(AM)-WBNX-FM Keene, N.H., Small-Market Radio; *Michael Lareau*, executive vice president and general manager, WOOD-AM-FM Grand Rapids, Mich., Task Force on Radio Allocations, and *Kathryn Broman*, president, Springfield Television Corp., Springfield, Mass., Television Information and UHF Television. A partial list of chairmen was released last summer (BROADCASTING, Aug. 16).

he was once a Liberal cabinet minister and a Liberal candidate in a public career spanning 40 years.

The question of equal time was not the problem it often is in the U.S., even though the CBC faces the complications posed by a dual language nation. Trudeau's message was broadcast in French and English, on television and radio. The CBC offered time to the two opposition parties in proportion to their standing in Parliament—nine minutes for Clark's party and six for Broadbent's, for each of Trudeau's broadcasts.

As of Thursday, it was not clear how or even whether all of the reply time would be used. The first two installments, at least, were generally regarded as nonnews events.

"We're trying to stay awake," said a spokesman for the Progressive Conservative party. "We reserve the right to comment on the pronouncements of the prime minister, but up to now, Mr. Clarke sees no value in doing so." The spokesman said a decision on how to react would be made after the final broadcast Thursday. He said there would probably be at least a brief statement Friday night, with a possible

follow up this week. A spokesman for the New Democratic party said it would exercise its right of reply but that the format of the reply and whether there would be more than one broadcast would be decided after Trudeau's appearance Thursday.

CBC officials also entered the fray with a statement accusing the prime minister of increasing the costs of his broadcasts by hiring a Toronto advertising agency to film the speeches instead of using CBC facilities and staff. Probably giving the CBC technicians a degree of satisfaction was the criticism that was expressed of the technical quality of the broadcast. □

## GOP bird-watching

President Reagan appears via satellite at fund raisers

At a fraction of the cost in time and money that the travel would entail, President Reagan over the past two weeks spoke to fund raising and political rallies for Republican congressional candidates at 34 locations. The technique involved a communications satellite and a network of

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The President on Oct. 14 and again on Oct. 18 traveled to the U.S. Chamber of Commerce headquarters in Washington, a few blocks from the White House, and at the modern \$2 million television studios there addressed the gatherings and took questions in appearances that lasted about a half-hour each. The pictures and sound were sent by microwave to a rooftop in northern Virginia and from there to an uplink dish owned by CTM Inc. The dish beamed the signal to a transponder on Satcom III, which relayed it to receiving dishes at or near the sites of the Republican gatherings. The final hop was made by microwave or telephone line.

The total cost for the two presidential visits by satellite to the 34 gatherings was

about \$80,000. The Republican National Committee picked up a bill of \$15,000 for each of the two nights for the work of coordinating the technical arrangements. For each of the campaigns, the cost was about \$1,500, which included the cost of a room as well as the downlink equipment, satellite time, wide screen television, two-way audio and coordinated billing and technical arrangements.

The use of satellite technology is not new to the Republicans. Reagan used it to talk live to state legislatures in Georgia, Mississippi, South Carolina and to a gathering in Washington, on March 15. On other occasions, Vice President George Bush and various Republican leaders have participated in the RNC's satellite hookup. □

and antenna 126 feet above average terrain.

**KMO(AM) Tacoma, Wash.** □ Sold by KMO Inc. to Starbrite Corp. for \$2 million. **Seller** is owned by James L. Baine, who bought station in 1977 for \$500,000 plus \$100,000 for noncompete agreement and \$100,000 for consultancy (BROADCASTING, Aug. 22, 1977). He has no other broadcast interests. **Buyer** is owned by James C. Nelly, who is former owner of KUJ(AM) Walla Walla, Wash., which he sold two years ago for \$1.7 million (BROADCASTING, Dec. 15, 1980). Nelly has no other broadcast interests. KMO is on 1360 khz with 5 kw full time.

**KWEB(AM)-KRCH(FM) Rochester, Minn.** □ Sold by Rochester Communications Corp. to Sheehafer Broadcasting Corp. for \$1.1 million. **Seller** is principally owned by Steven P. Moravec, who has no other broadcast interests. **Buyer** is owned by Donald W. Sheehafer, who owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCO(AM) Wausau, all Wisconsin, and also is applicant for new FM at Wausau. KWEB is on 1270 khz with 5 kw day and 1 kw night. KRCH is on 101.7 mhz with 710 w and antenna 560 feet above average terrain.

**WXKE(FM) Fort Wayne, Ind.** □ Sold by Templar Broadcasting Corp. to Robert B. Taylor for \$1 million. **Seller** is owned by Arthur R. Templar, who has no other broadcast interests. **Buyer** is former general manager and licensee of WRKT-AM-FM Cocoa Beach, Fla. WXKE is on 103.9 mhz with 3 kw and antenna 240 feet above average terrain.

**KGAF-FM Gainesville, Tex.** □ Sold by First IV Media Inc. to Mel Wheeler Inc. for \$600,000. **Seller** is owned by Richard Klement, who owns co-located KGAF(AM), and KOGT(AM) Orange, Tex. He bought KOGT last summer for \$900,000 (BROADCASTING, July 12). **Buyer** is owned by Mel Wheeler and family, who own WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton, Tex. KGAF-FM is on 94.5 mhz with 100 kw and antenna 370 feet above average terrain.

**KLUE(AM) Longview, Tex.** □ Sold by McLarty Communications Inc. to Pine Tree Media Inc. for \$540,000. **Seller** is owned by Francis McLarty and family, who have no other broadcast interests. **Buyer** is owned by Herbert B. Wren III and Earl M. Jones Jr. (50% each). Wren is Texarkana, Ark., physician. Jones is Texarkana department store executive. Neither has other broadcast interests. KLUE is 1 kw daytimer on 1280 khz.

**WDWD(AM)-WHIA(FM) Dawson, Ga.** □ Sold by Dawson Broadcasting Inc. to Dawson Wireless Communications Inc. for \$450,000. **Seller** is owned by William C. Woodall Jr., who owns 51% each of WBBK(AM) Blakely, Ga., and WGSW(AM) Greenwood, S.C. **Buyer** is owned by

## Changing Hands

PROPOSED

**KKUA(AM)-KQMQ(FM) Honolulu** □ Sold by Aloha Broadcasting Co. to Kadota Hawaii Inc. for \$1.35 million. **Seller** is subsidiary of Beatrice Beverage Co., publicly traded Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James Dutt is chairman and Donald Eckrich is president. Beatrice Foods acquired KKUA(AM)-KQMQ(FM) along with KJOI(FM) Los Angeles from Northwest In-

dustries as part of \$600 million merger of Northwest's beverage subsidiaries, which were licensees of stations (BROADCASTING, Aug. 16). **Buyer** is subsidiary of Kadota Wireless Inc., which is owned by J. Patrick Lannan Jr. (37.9%), his cousin, John J. Lannan Jr. (29.4%), Helmut E. Dalderis (17.4%) and James Bennan (15.2%), who are former owners of KFIG(FM) Fresno, Calif., which they sold four years ago for \$1.5 million (BROADCASTING, June 16, 1979). KKUA is on 690 khz with 10 kw full time. KQMQ is on 93.1 mhz with 100 kw

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William and Jancie Evans and John and June Thacker (25% each), who own WFFG(AM) Marathon, Fla., Thackers also own WMUM(FM) Marathon, Fla. Evans is general manager of WRCB-TV Chattanooga, Tenn. WDWD is 1 kw daytimer on 990 khz. WHIA is 92.1 mhz with 3 kw and antenna 230 feet above average terrain. *Broker: Blackburn & Co.*

**WESE(FM) Baldwin, Miss.** □ Sold by Superior Broadcasting Inc. to Magnolia Communications Corp. for \$300,000. **Seller** is owned by J. Boyd Ingram, who owns 85% of WBLE(AM)-WWUN(FM) Batesville, Miss., and 50% of WTVJ(FM) [CP] Fayette, Miss. **Buyer** is owned by Zane D. Roden Sr. and family, whose other interests include WOKJ(AM)-WJMI(FM) Jackson, WGCM(AM)-WTAM(FM) Gulfport and WBIP-AM-FM Bonnevill, all Mississippi, and WBOP(AM)-WTKX(FM) Pensacola, Fla. WESE is on 95.5 mhz with 3 kw and antenna 100 feet above average terrain.

□ Other proposed station sales include: WEIS(AM) Centre, Ala.; WTLS(AM) Tallassee, Ala.; KINY-TV Juneau, Alaska; WOBs(AM) New Albany, Ind. (see "For the Record," page 52).

APPROVED

**WHHR(FM) Hilton Head Island, S.C.** □ Sold by Hilton Head Radio Corp. to Hilton Head Broadcasting Corp. for \$2.4 million. **Seller** is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), who have no other broadcast interests. WHHR was bought in 1979 for \$1.19 million, including \$354,990 non-compete agreement (BROADCASTING, Feb. 19, 1979). Corbett, before acquiring WHHR, was vice president and assistant treasurer at Cox Broadcasting. **Buyer** is owned by Tom Harvey III and Jim Richardson (37.5% each) and Ernest Williams (24%). Harvey is president of Carolina Venture Capital Corp., Hilton Head. Richardson is real estate investor and Williams is retired stockbroker, both of Hilton Head. They are also permittee for new AM at Hilton Head. WHHR is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KTYL-AM-FM Tyler, Tex.** □ Sold by Oil Center Broadcasting Inc. to Big Thicket Broadcasting Inc. for \$1.6 million. **Seller** is principally owned by Steve Adams and Dale Palmer, who own KIVA-TV Farmington, N.M., and KKCS-AM-FM Colorado Springs. Earlier this year they bought WGTU(TV) Traverse City and its satellite, WGTQ(TV) Sault St. Marie, both Michigan, for \$1.8 million (BROADCASTING, June 14). Palmer also owns 75% of group that bought, subject to FCC approval, KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas, for \$1,325,000 (BROADCASTING, Aug. 23). **Buyer** is owned by Richard Beauchamp (80%) and Henry Kane and Adam Polacek (10% each), who have no other broadcast interests. Beauchamp is presi-

dent of Atlanta-based refrigerated transport company. Polacek is general manager of WZGC(FM) Atlanta. Kane is Atlanta banker. KTYL is on 1300 khz with 1 kw full time. KTYL-FM is on 93.1 mhz with 100 kw and antenna 375 above average terrain.

**KOZA(AM) Odessa, Tex.** □ Sold by Harris Enterprises to Capital Communications Inc. for \$700,000 including \$35,000 consultancy and brokerage fee. **Seller** is Garden City, Kan.-based newspaper publisher and group owner of seven AM's and four FM's owned by John P. Harris and family. Broadcast group is headed by former FCC Commissioner Robert Wells. It bought KOZA four years ago for \$610,000 (BROADCASTING, July 9, 1979). It also this year acquired WACO(AM)-KHOO(FM) Waco, Tex., for \$2,668,000 (BROADCASTING, Feb. 16) and last year sold KFKA(AM)-KFKZ(FM) Greeley, Colo., in which it held 60% interest, for \$1.8 million plus \$150,000 noncompete agreement (BROADCASTING, Sept. 14, 1981). **Buyer** is owned equally by William G. Haynes, Mark L. Morris Jr. and Bob Russell. Haynes is Topeka, Kan., attorney. Morris is Topeka veterinarian. Russell is general manager of KOZA and will be president of new group. None have other broadcast interests. KOZA is on 1230 khz with 1 kw day and 250 w night.

**WCRN(FM) Charlotte Amalie, Virgin Islands** □ Sold by Radio Virgin Inc. to

Caribbean Communications Corp. for \$500,000. **Seller** is controlled by Marjorie A. Hyman, who has no other broadcast interests. **Buyer** is owned by Reginald F. Lewis, who is New York attorney and has no other broadcast interests. WCRN is on 101.1 mhz with 50 kw and antenna 1,543 feet above average terrain.

Other approved station sales include: □ WUIC-FM Chicago; WSHY-AM-FM Shelbyville, Ill.; WGTR-TV [CP] Marlborough, Mass.; WGTF-FM Nantucket, Mass.; KVBR(AM) Brainerd, Minn.; WEHH(AM) Elmira Height-Horseheads, N.Y.; KXOJ-AM-FM Sapulpa, Okla.; WBOZ(AM) San German, P.R. (see "For The Record," page 51).

CABLE

**Cable system serving North Lauderdale, Fla.** □ Sold by Telestar Video Corp. to TeleCable Corp. for estimated \$3 million. **Seller** is subsidiary of Armstrong Utilities, Butler, Pa.-based MSO owned by Jud Sedwick and family. **Buyer** is subsidiary of Landmark Communications, Norfolk, Va.-based group owner of one AM, one FM and two TV's. Cable subsidiary serves about 330,000 basic subscribers. Frank Batten is chairman. TeleCable currently owns 8,570-basic-subscriber cable system in adjacent Broward county, Fla. North Lauderdale system serves 3,400 basic subscribers with 35 channels and brings total of homes passed by TeleCable in area to 25,000.

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## NAB wants FCC to take Cuban problem to ITU

**Fritts asks Fowler to tell international body of concern over possible interference to American radio stations**

The National Association of Broadcasters, worried about continuing Cuban-caused interference to American AM stations, wants the FCC to protest to the International Telecommunication Union—even though the ITU has no means for enforcing its rules.

Edward O. Fritts, NAB president, wrote FCC Chairman Mark S. Fowler, asking that the protest be lodged specifically in connection with “the destructive interference generated by the Voice of Cuba broadcasts on United States frequencies,” Aug. 30 (BROADCASTING, Sept. 6). Fritts, writing in behalf of the NAB executive committee, also asked that the commission convey to the ITU, “in the strongest possible terms,” the impact, actual and potential, of Cuban radio operations “on the ability of AM stations to serve the American public.”

Fritts noted that the four-hour “Voice of Cuba” broadcast, beaming “propaganda” at American audiences on 570 khz, 670 khz, 1040 khz, 1160 khz and 1380 khz, “illustrates Cuba’s potential to cripple AM stations,” and added: “Cuba’s potential to jeopardize more than 200 stations in 34 states cannot be ignored by the organization solely responsible for all international regulation of telecommunications.” Fritts said that the executive committee is aware that adherence to ITU agreements is voluntary and that there are no sanctions to compel an ITU member to abide by its rules. But, Fritts added, ITU membership “entails treaty obligation to conform to the collective decision of its

members.” And he said that one of the ITU’s “most important objectives” is “allocation, registration, and coordinated utilization of the radio frequency spectrum to avoid harmful interference between radio stations of different countries.”

Fritts also suggested that the ITU be asked to provide direct help—to examine the U.S.-Cuban problem and suggest methods for reaching a permanent solution. Fritts said that Cuba’s withdrawal from the North American Regional Broadcasting Agreement, which had governed its AM relations with the U.S., and its nonadherence to the Region 2 plan developed at Rio de Janeiro last year, make it important that other channels be opened for resolving U.S.-Cuban differences. Accordingly, he urged the commission, in conjunction with the State Department, to ask the ITU to take a hand in resolving the U.S.-Cuban issue. □

## Differences over expansion of Aspen rule

**Broadcasters want greater latitude in arranging political debates; League of Women Voters, Media Access Project disagree.**

While broadcasters think the FCC should expand its so-called Aspen Institute rule to give them greater leeway in covering political debates, public interest groups don’t share that opinion, according to comments filed at the commission.

The Aspen rule permits broadcasters to cover political debates without subjecting themselves to equal-time demands from candidates that aren’t included, provided that the debates are sponsored by a third party and broadcast live, or, if taped, broadcast by the next day.

In response to petitions by Henry

Geller, former head of the National Telecommunications and Information Administration, the National Association of Broadcasters, the Radio-Television News Directors Association, NBC and the Public Broadcasting Service, the commission instituted a notice of inquiry on whether it should extend the Aspen rule to permit broadcasters to arrange the debates on their own and whether it should drop or relax the rebroadcast restrictions (BROADCASTING, July 26). The notice also questions whether the exemption for bona fide news documentaries should be interpreted to permit the presentation of exempt documentaries with “incidental but significant” use of candidates’s appearances.

In its comments, NAB said a “substantial chill” still limited a broadcaster’s ability to present candidate debates and to present long-form coverage of issues underlying political campaigns. “NAB hopes the commission will conclude that the time has come to exercise the discretion granted it by Congress and to loosen the shackles that limit coverage of the significant debates and issues, the grist of political campaigns,” NAB said.

RTNDA, filing jointly with the Gannett Co. and the Society of Professional Journalists, Sigma Delta Chi, said that even with the proposed expansion of the Aspen rule, broadcasters would still be unduly constrained. “Full First Amendment equality for broadcasters can be achieved only through major changes in the Communications Act, including repeal of Section 315,” the groups said.

CBS urged the commission to interpret its rules to permit candidate appearances in bona fide news documentaries, “however extensive, where such appearances are incidental to the bona fide news purpose of the documentary.”

Griffin Television Inc., Hubbard Broadcasting Inc., King Broadcasting Co., Leake TV Inc. and Puerto Rico Broadcasting Inc. said the proposed changes would “more fully implement the Congress’s intent to insure that Section 315 does not become a barrier to licensee presentation of bona fide news and informational programs.”

Cosmos Broadcasting Corp., Cox Communications Inc., Multimedia Inc. and WHP Inc. said the commission should “seize the opportunity” to recognize the “‘bona fide’ nature of broadcaster-sponsored candidates’ debates that are selected for their newsworthiness in the good faith judgment of licensees.”

The League of Women Voters Education Fund opposed the proposals. “To extend the Aspen ruling to permit broadcast licensees to sponsor debates would effectively sidestep the commission’s jurisdiction in guaranteeing equal oppor-

**STV on PBS?** Public broadcasters should be allowed to offer subscription television service, according to comments filed at the FCC last week by the National Telecommunications and Information Administration. “We believe that subscription television operations are one of several reasonably available means by which the present revenue shortfall potentially affecting public broadcasting could be ameliorated,” NTIA said. “The commission should thus act promptly to permit such operations to commence.”

Moreover, public broadcasters should be given a reasonably free hand in offering STV, “with the caveat that the overall performance of those stations will be subject to review and appraisal in conjunction with the normal license renewal process,” NTIA said. “Any public harms or abuses that develop in this situation are likely to develop only over time, if at all,” NTIA said. “Should any such problems materialize, and we do not believe they will, the commission has available to it abundant other regulatory tools to remedy the situation.”

The comments came in response to a notice of proposed rulemaking adopted by the commission last July (BROADCASTING, July 19). The comments deadline has been extended to Nov. 10; reply comments are due Dec. 10.



tunities. . . to legally qualified candidates," the league said. "This is a change the U.S. Congress has been consistently unwilling to make since 1960 despite repeated attempts on the part of networks," the league said. "The proposed regulatory change in the Aspen ruling appears to be a backdoor approach to modifying the protection that the equal-time provision has guaranteed."

Media Access Project said that adoption of the proposals would "undermine" the congressional objective of equal treatment. "Action of that sort is properly the province of Congress, not the commission; the latter is empowered to interpret and implement congressional mandates, but not to subvert and emasculate them," MAP said. □

## Commenters urge lifting of SCA limitations

Only reading services throw cautionary note on changes

As expected, the FCC's proposal to deregulate FM broadcasters' use of subsidiary communications authorizations (SCA's) to offer a host of new services on their subcarrier channels drew strong support from broadcasters in comments at the commission last week.

Nonetheless, representatives of the blind asked the commission to insure that any deregulation doesn't result in the blind losing access to radio reading services, which are carried over FM subcarriers.

In response to a petition by the Telocator Network of America, an association of radio common carriers, the commission has agreed to extend the comment deadline on what could be the most controversial of its proposals—to permit FM broadcasters to offer radio paging services on their subcarriers—until Dec. 17.

Under current FCC rules, SCA's, with the exception of utility load management purposes, are restricted to "broadcast" services. Also under the rules, broadcasters can offer such services only during normal broadcast hours.

In its notice of proposed rulemaking, however, the commission has proposed to permit broadcasters to use their SCA's around the clock for a host of additional services, including paging and electronic mail (BROADCASTING, Aug. 9). The commission also proposed to eliminate program log requirements and its rule requiring formal application for SCA use.

The National Association of Broadcasters said it supported those proposals. "Deregulation in these basic areas will serve the public interest," NAB said.

Nonetheless, NAB said the commission had a "basic duty to insure that the expansion of SCA uses will in no way jeopardize the high-quality technical service currently being provided over FM stations' main

channels."

The National Radio Broadcasters Association said it agreed that "restrictions on the use of subcarriers do prevent the full utilization of valuable spectrum space."

NBC said that if there ever were any substantial logic for the content-use restrictions, "it has long since disappeared."

CBS urged the FCC not to start regulating SCA use as a common carrier. "Not only is common carrier regulation unwarranted, but its imposition at this critical, developmental time could discourage entrepreneurs and delay full SCA growth," CBS said.

ABC concurred that the commission should eschew common carrier regulation. "Such regulation would, in ABC's view, frustrate achievement of the goals which the proposed rule changes are intended to affect," ABC said.

Bonneville International Corp. also endorsed the commission's proposals. But it recommended that the upper limit restricting the instantaneous sidebands of SCA subcarriers be removed, that the maximum modulation deviation for FM broadcast stations under certain circumstances be increased and that the requirement that only frequency-modulated SCA subcarriers be transmitted be removed.

Westinghouse Broadcasting and Cable Inc., which recently acquired Muzak (which depends on the use of SCA's for distribution of its background music), said the commission's proposals would encourage more efficient use of the radio spectrum.

Westinghouse also said that the reason many stations have been reluctant to use SCA's is their concern about main-channel signal degradation.

As a result, Westinghouse said, such stations wouldn't be encouraged to use their SCA's "by a mere increase in the number of uses available, unless such action is accomplished by appropriate technical standards and information which makes it clear that the integrity of the main channel will not be adversely affected by SCA use."

National Public Radio said it thought the Communications Act "compelled" the FCC to deregulate SCA usage as much

as possible. "Adoption of the proposed rules would encourage the development of new services which would enhance the lives of all Americans, especially the handicapped," NPR said.

Nonetheless, the American Foundation for the Blind said it was "imperative" to find ways to preserve "much needed services such as those provided to blind people" by reading services. "It is not only by law that this is required of us, but rather as a moral and ethical responsibility," the foundation said. "Marketplace forces often, and in the case of reading services, do not work when public interest issue responsibilities need to be met."

The Association of Radio Reading Services urged the commission to allow the use of a second SCA frequency by non-commercial FM stations, explicitly reserving one of those for "nonprofit, educational use in a manner not inconsistent with the purpose and operation of the station's main channel." □

## Justice answers ACT

In comments filed with U.S. court concerning NAB's TV code, Justice argues that proposed final judgment should not be changed

The Justice Department last week opposed a proposal by Action for Children's Television for modification of a consent decree to let the National Association of Broadcasters television code continue to limit commercial time in children's programs. Justice filed its opposition in the U.S. District Court where the consent decree, abolishing the code provisions that set television commercial time standards, is awaiting final review.

ACT filed comments asking U.S. District Judge Harold Greene to "permit continuation of the code provisions relating to children's television advertising" (BROADCASTING, Oct. 4). Last week Justice said that ACT's arguments "do not warrant changing or rejecting the proposed final judgment."

ACT had also asked that if Judge

# WQXI - Atlanta, GA

is broadcasting

## Harris AM Stereo

For complete information, write Harris Corporation, Broadcast Division, P.O. Box 4290, Quincy, Illinois 62305-4290.



Greene didn't grant its request, the future of time standards for children's television advertising be referred to the FCC for analysis.

The settlement is the outcome of a suit Justice filed in June 1979 charging that the NAB's advertising standards in its TV code violated antitrust laws.

Greene, who heard the case, ruled that the NAB TV code's prohibition of multiple-product advertising in spots of less than one minute in length violated antitrust laws and he set for trial two other standards—restricting time for commercials per hour and per program (BROADCASTING, March 8).

The NAB has suspended enforcement of its advertising standards, and the proposed settlement would require the NAB to drop all three advertising standards.

Justice argued there is nothing in the settlement that would force broadcasters to increase advertising during children's or any other type of programming. It noted that the settlement does not prohibit broadcasters from "establishing their own advertising standards."

Justice also said that the settlement would not prohibit ACT from presenting its views to individual television stations. "Thus, ACT can continue to pursue its goals without any modification of the decree," it said. □

## PBS stations cleared in 'Princess' case

The right of public broadcasting stations to make independent programming decisions was affirmed by the U.S. Court of Appeals for the Fifth Circuit, in New Orleans. The court in a decision in which it split, 13-7, upheld decisions of separate three-judge panels that ruled the Alabama Educational Television Network and Houston University's KUHT-TV had acted within their constitutional authority in canceling scheduled showings of the controversial *Death of a Princess* in 1980.

The court ruled that public television licensees had not infringed on viewers' First Amendment rights in refusing to air the program, which deals with the illicit love affair of a Saudi Arabian princess and the subsequent beheading of the princess and her lover. The Saudi government had waged a campaign to block the broadcast, and a number of public television stations chose not to air it, citing possible damage to U.S.-Saudi relations and possible harm to Americans in Saudi Arabia.

Viewers in Houston and Alabama went to court, contending that the stations had no right to reject the program. They said public television is a "public forum" and, consequently, cannot deny access to speakers except for reasons that cannot withstand the scrutiny to which "prior restraints" are normally subjected. They also said the decision to cancel was based on political considerations—concern over the Saudis' protests.

The appeals court panel in the AETN

case affirmed a district court decision rejecting the complaint. The panel hearing the complaint involving the Houston station reversed the decision of a different district court that had found in favor of the viewers. The full fifth circuit court heard the case on appeals from the two panels, and ruled that the decisions of the AETC and the University of Houston to cancel *Death of a Princess* did not violate the complainants' First Amendment rights. "The plaintiffs have no constitutional right to compel the broadcast of the program," said the majority, in an opinion written by Judge James C. Hill.

The court did not conclude that public stations themselves enjoy the same constitutional protection as private stations. They are "without the protection of the First Amendment," Hill said. But that lack of protection, Hill added, does not result in the lessening of any of the statutory rights and duties of public licensees. □

## FCC plan to remove logging rules gets broadcaster support

The FCC's proposal to do away with its requirement that broadcasters keep operating and maintenance logs (BROADCASTING, Aug. 9) has found a receptive audience among broadcasters, according to comments filed at the FCC last week.

Broadcasters disagreed, however, on whether that requirement should be deleted for all broadcast licensees.

In its comments, the National Association of Broadcasters argued against retaining any "blanket" log-keeping requirement for any broadcaster. Elimination of the requirements would relieve broadcasters of a substantial burden "and would free broadcast resources now consumed by redundant log-keeping requirements for other uses that better serve the public interest," NAB said.

NBC, however, said it supported dropping the requirements for everyone but directional AM stations that were operating without approved antenna monitoring systems, low-power television and experimental broadcast stations. NBC also supported FCC proposals to relax record-keeping requirements for emergency broadcast service tests and tower light inspections. "The commission should make it clear, however, that this does not signal an intention to relax the commission's standards of operations and that broadcasters will continue to be required to operate their stations in accordance with the commission's technical and other operating requirements," NBC said.

The National Radio Broadcasters Association agreed that the requirements should be retained for experimental stations and for directional AM stations without approved antenna monitor sampling systems. Nonetheless, it said, "marketplace forces" could substitute for the requirements for the most part. "Since a station's economic success depends

upon its audience level, it is clearly in a broadcaster's best interest to insure the proper performance of its facilities in order to maintain a quality signal," NRBA said.

As did NAB, a group of licensees, including Forward Communications Corp., Group One Broadcasting Co. and Tri-Cities Broadcasting Co., argued that the requirements shouldn't be retained for directional AM stations.

According to the licensees, about 65% of all AM stations with directional antenna systems have already installed approved sampling systems, even though no rule requires that. The licensees said they were "confident" that the remaining AM's would follow suit. □

## Royalty payments hiked for cable

**CRT imposes new rates for distant signals which, though less than sought by broadcasters and others, prove palatable to petitioners; NCTA undecided on appeal; tribunal also imposes fees on programming formerly covered by now-repealed syndicated exclusivity rules**

The Copyright Royalty Tribunal last week ordered an increase in royalty rates paid by cable TV systems that carry new distant television signals. The tribunal also placed additional fees on signals currently carried that were previously covered by the now repealed FCC syndicated exclusivity rules.

The new rate, set at 3.75%, represents a gain for broadcasters, copyright holders, sports associations and the motion picture industry. Although those parties asked that the rate be changed to 5%, they say it is still a considerable gain.

National Association of Broadcasters' outside counsel, John Stewart of Crowell & Moring, Washington, noted that the new rate is closer than the old to a figure that the copyright holders feel is fair.

David Lloyd, of the law firm of Arnold & Porter, Washington, a counsel for the joint sports claimants, said it was a rate "that we could live with."

The new rate is about eight to 16 times higher than the current rate, which is less than 1% for each distant signal equivalent and ranges down to two-tenths of a percent. The value of a distant signal equivalent varies according to whether the station is a network affiliate, independent or noncommercial. The new rate goes into effect Jan. 1, 1983.

The tribunal's decision is the last step in proceedings that began last June after it was approached by the NAB, the Motion Picture Association of America, Broadcast Music Inc., American Society of Composers, Authors and Publishers and various sports organizations including the National Basketball Association.

Those organizations requested a rate adjustment as a result of the FCC's elimination of its distant signal and syndicated exclusivity rules. The parties also sought a



cost of living adjustment in the fee schedule but that request was rejected.

The National Cable Television Association, however, has asked the CRT to hold the line on the rate. While NCTA in statement said the adjustment is "excessive," they recognized, "the rate increases are substantially less than requested by the copyright owners—in the case of compensation for the loss of syndicated exclusivity, less than half of the amount requested."

"We are gratified, however, that the tribunal recognized the potentially disruptive nature of these rate increases by making them effective next year, thereby allowing cable systems opportunity to

decide whether they will continue to carry these distant signals."

NCTA also stated that it is waiting for the tribunal's written opinion before considering an appeal the ruling.

In addition the tribunal ruled that "the fee for each signal formerly subject to the FCC program syndication rules shall be adjusted to include the additional fee, determined on the basis of the number of the signal and the size of the market, as established in the proposed final rule."

The rate schedule for the additional fee follows:

For cable systems located wholly or in part within a top 50 television market:

.599% of such gross for the first distant

signal equivalent;

.377% of such gross receipts for each of the second, third and fourth distant signal equivalents;

.178 of 1% for the fifth distant signal equivalent and each additional distant signal equivalent thereafter.

For cable systems located wholly or in part within a second 50 television market:

.300% of such gross receipts for the first distant signal equivalent;

.189 of 1% of such gross receipts for each of the second, third and fourth distant signal equivalents;

.089% of 1% for the fifth distant signal equivalent and each additional distant signal equivalent thereafter. □

# Information Age

## Beyond the Fifth Estate

### CBS nears end of teletext experiment

#### It brings West Coast test to Washington for full view of communication policymakers

CBS hopes to have the results of the multi-station teletext test in Los Angeles ready within the next couple weeks. According to Gene Mater, senior vice president, policy, CBS/Broadcast Group, the 100 television sets equipped with teletext decoders have been pulled from the participating Los Angeles homes and the attached meters have been turned over to CBS's researchers. The test involved teletext magazines broadcast by CBS's KNXT(TV), non-commercial KCET(TV) and NBC's KNBC-TV. The researchers will determine in detail what in the magazines interested the teletext viewers and what did not.

Despite the lack of teletext receivers in the field, CBS is continuing to broadcast its magazine, ExtraVision, hopeful that the FCC will soon authorize commercial teletext to underscore its continuing interest in teletext and its desire for prompt FCC action. CBS is pumping the teletext magazine into its Washington office from Los Angeles across one of its terrestrial network lines and conducting demonstrations for communication policymakers.

ExtraVision is a continually-updated general-interest magazine containing 100 pages of national and local news, sports and weather. It also contains classified ads (added, according to Mater, just a few weeks ago) and travel information, including arrival times of American Airline flights at Los Angeles international airport from major U.S. cities. As demonstrated last week, the magazine seems to be more a sampler of what teletext can do, than an illustration of what it might be.

Although CBS intends to launch a national teletext service, local affiliates will be invited to invest \$50,000 and up for teletext editing and encoding equipment and add local information to it. It will be advertiser-supported with ads appearing

across the bottoms and tops of pages and on entire pages.

The service has a number of built-in features that facilitate its use and ameliorate the five-second-average delay in accessing the pages. The users can keep the television sound on when he switches to the text mode, allowing him to jump to text during commercials or lulls in the programing. During a time out in a football game, for instance, a user could check other scores and go back to the game before play resumes. A user can also, in a matter of seconds, flip through ExtraVision's 10 subindices and freeze on one by pushing a button. A dedicated button returns him automatically to the main text. After the user selects a page, the decoder automatically captures the next page so that it can be



CBS's teletext exhibition in Washington

## KFI - Los Angeles, CA is broadcasting Harris AM Stereo

For complete information,  
write Harris Corporation,  
Broadcast Division,  
P.O. Box 4290,  
Quincy, Illinois 62305-4290.



**European olive branch.** Warner Amex Cable Communications Chairman Gustave Hauser went before European newspaper publishers last Thursday in Copenhagen, Denmark, to discuss the growing relationship between cable operators and newspapers in the U.S. The emerging role of cable television in supplying electronic information to homes "will complement the effort of print publishing industry rather than hinder them," Hauser said.

"Cable communications can provide a major alternative opportunity for print publishers to disseminate their existing information product electronically. Cable's potential is a natural and logical extension of the print medium, and I believe that the traditional providers of information are likely to be among the major beneficiaries of this new communications technology, not its victims," he said.

Hauser mentioned ways publishers can get involved with cable—through news channels, teletext, addressability, interactive technology (such as Warner's Qube), special long-form ads and data banks.

Hauser did say publishers would not be the only information providers. "Others are free to enter and provide competition, either as information gatherers or electronic disseminators," he said.

But Hauser saw an overriding need for mutual cooperation: "Cable operators need your product and print publishers need cable and the operators' functions if publishers are to reach new customers on an electronic basis."

called up immediately by pushing the "Next" button. The decoder also holds the last page display in case the viewer wants to return to it quickly. □

## A trade association is born

### International Teleconferencing Association wants to lobby, provide information

The advent of teleconferencing has given birth to the fledgling industry's first trade association—the International Teleconferencing Association.

The association has established an organizing committee and hopes to elect officers and directors, adopt association articles and by-laws, appoint committees and committee chairmen and draw up a dues schedule by the end of next month.

ITA will be a "nonprofit corporation founded to provide a clearinghouse for the exchange of information between users, researchers and providers in the field of teleconferencing."

Its objectives include the establishment of ongoing working groups to solve problems and seek funding grants, provide



teleconferencing statistics and information, sponsor an annual awards program and become the industry's lobbying voice with government regulators. ITA states that its purpose is not to endorse any particular service or product, but "to serve its members through exchange of information and support of teleconferencing."

Categories of membership have been established for users, researchers and providers. Categories for students, teachers, consultants and others will be set by the board once it is elected.

Patrick S. Portway, Video Systems Network, San Ramon, Calif., is chairman of the organizing committee. J. Robert Brouse is presently executive director of the ITA, based in McLean, Va.

Companies represented on the organizing committee include: Citibank, New York; Atlantic Richfield Co., Los Angeles; Institute for the Future, Menlo Park, Calif.; First Interstate Bank, El Segundo, Calif.; Allstate, Northbrook, Ill.; NEC America, Poway, Calif.; Centro, San Diego; Aetna, Hartford, Conn.; MediaSense, Boulder, Colo.; Darome Inc., Harvard, Ill.; Col-

orado Video, Boulder, Colo.; Robert Keiper Associates, San Diego; Interand Corp., Chicago; The Radun Group, Toronto; Pacific Telephone, San Francisco; ITT, New York; Kellogg Co., Littleton, Colo.; University of Wisconsin, Madison; VideoNet, Union City, Calif.; Connex International, Danbury, Conn.; Annenberg School of Communications, Los Angeles, and Netcom International, San Francisco.

Brouse would like to see the major common carriers—AT&T, Western Union, Satellite Syndicated Systems, etc.—come into the fold along with the major hotel chains such as Marriott and Holiday Inn that have teleconferencing networks. □

## Times Mirror lengthens videotext test

Times Mirror has extended its 350-home videotext field test in southern California until the end of the year, to allow it more time to evaluate the experiment which has grown three-fold in text pages.

When Times Mirror Videotext Systems began its experiment in March, 23,000 pages of text were available. Today, subscribers can access more than 70,000. One of the main additions has been the classified advertising section of the *Los Angeles Times*. The paper already had been providing news for the test, and the addition of the ads, updated twice weekly, represents part of the sizable increase in pages.

Real estate and auto ads also have been introduced. Automobile ads are indexed by type of car, brand and year, creating a more specified listing than exists in many newspapers, TMVS says.

TMVS has added a bulletin board, which includes personal messages, garage sales, and church and civic announcements. A medical encyclopedia, giving definitions of both medical terms and conditions, is another new feature.

TMVS has been monitoring usage of the system, through its central computer. Monthly meetings with the systems users also are held, giving TMVS more feedback.

TMVS is using Canadian Telidon technology in its tests. The test is delivered via telephone lines to the Rancho Palos Verdes households and through two-way cable to the homes in Mission Viejo.

The test has more than 60 companies participating as information providers and offers home shopping, home banking (through Bank of America), 18 computer video games, educational programs, local news and the Associated Press wire.

TMVS says the test has gone according to plan thus far with no major hitches. The company expects to compile results of the test and announce its next step early next year. □

## Insurance firm, PBS in videoconference

The Massachusetts Mutual Life Insurance Co. is set to launch its first videoconference on Nov. 4, to more than 100 locations nationwide.

The videoconference will be a new-product presentation to the company's direct sales agents, and it is expected that approximately 4,500 representatives will view the three-hour event.

The videoconference will originate from the insurance company's own television studios in Springfield, Mass. The signal will be transmitted via microwave to the local Public Broadcasting Service station, WGBY-TV, and then, via microwave again, to the PBS uplink near Hartford, Conn. From there the signal will be bounced off Westar IV to the more than 100 local PBS downlinks across the country and in Hawaii. From there the signal goes to the hotels and other sites of the videoconference.

The video conference will use one-way video and partial two-way audio, with a dedicated telephone line to handle calls by sales reps unable to use two-way audio facilities.

More than 70 employees are involved in the hookup, with the company handling all the technical aspects of the videoconference. It is the largest videoconference PBS has carried. □



# For the Record

As compiled by BROADCASTING, Oct. 12 through Oct. 15, 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. SI—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### FM applications

- Camden, Ala.—Harry Taylor et al seeks 102.3 mhz, 3 kw, HAAT: 191.92 ft. Address: Gramphill Hills, Camden, Ala. 36726. Principal: Harry Taylor and family, who own WCOX(AM) Camden, Ala., which they bought last year for \$90,000 (BROADCASTING, June 15, 1981). Filed Oct. 5.
- Russellville, Ala.—Sherry Sanders seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 222, Phil Campbell, Ala. 33581. Principal: Sherry Sanders is wife of Mack Sanders, who owns four AM's and two FM's. Filed Oct. 4.
- Yuma, Ariz.—Somerton Radio Partnership seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 1627 South 4th Street, Yuma 85364. Principal: John H. Rodriguez, James Brady and D. Andrew Leptich (one-third each), who have no other broadcast interests. Filed Oct. 4.
- Avon, Colo.—Andrew Lowenthal seeks 103.1 mhz, 3 kw, HAAT: -748 ft. Address: 217 Natalin, Apt. 11, San Antonio, Tex. 78209. Principal: Lowenthal has no other broadcast interests. Filed Oct. 4.
- Springfield, Fla.—Warmac Communications Inc. seeks 103.5 mhz, 100 kw, HAAT: 527 ft. Address: P.O. Box 1054, Panama City Beach, Fla. 32401. Principal: Sid McDonald (59%), Jennifer Warren (25%), Rick Warren and Jack R. Register (8% each). McDonald is president and owner of WCRC(FM) Arab, Ala. Filed Sept. 27.
- Kaaanapali, Hawaii—Carol B. Ingram seeks 101.1 mhz, 25 kw, HAAT: 472 ft. Address: P.O. Box 73, Batesville, Miss. 38606. Principal: Carol Ingram's husband, J. Boyd Ingram, owns WTYJ(AM) Fayette; 85% of WWUN(AM)-WBLE(FM) Batesville; and 85% of WESE(FM) Baldwin, all Mississippi. Filed Sept. 30.
- Cover d' alene, Idaho—Communications Group Inc. seeks 102.3 mhz, 340 w, HAAT: 764 ft. Address: Route 1, Box 215-6, St. Anthony, Idaho 83445. Principals: Ted W. Austin, Jr. (85%), Bruce R. Hough (37%) and brother, Terry Hough (5%), who have no other broadcast interests. Filed Sept. 27.
- \*Pekin, Ill.—Central Illinois Radio Fellowship Inc. seeks 88.5 mhz, 100 w, HAAT: 402 ft. Address: P.O. Box 1132, Pekin, Ill. 61554. Principal: Noncommercial corporation headed by Bubic C. Goodman Jr., president. Applicant has no other broadcast interests. Filed Oct. 5.
- Emporia, Kan.—Communications Group Inc. seeks 101.7 mhz, 3 kw, HAAT: 269 ft. Address: P.O. Box 31, Derby, Kan. 67037. Principals: Frank Chappell and Glenn Bell (35% each) and Janet L. Lipson (30%). Chappell is president and 44% owner of applicant for new FM at Haysville, Kan. Bell is employee of Kansas State Network. Filed Sept. 29.
- Emporia, Kan.—Gregory R. Steckline seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Route 1, Box 94A,

Garden Plains, Kan. 67050. Principal: Steckline has no other broadcast interests. Filed Sept. 29.

- Mountain View, Mo.—RCT Communications Inc. seeks 97.6 mhz, 3 kw, HAAT: 300 ft. Address: Mountain View 65548. Principal: R. Claude Trieman (100%), who has no other broadcast interests. Filed Oct. 7.
- Cozad, Neb.—Tri-City Broadcasting Inc. seeks 104.5 mhz, 100 kw, HAAT: 356 ft. Address: 815 Meridian Avenue, Cozad, Neb. 69130. Principal: Dean G. Dorsey (100%), who owns KAMI(AM) Cozad. Filed Sept. 29.
- Rotterdam, N.Y.—J. D. Flanders and T. A. Flanders seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 5 Jenckee Street, Providence, R. I. 02906. Principal: John D. Flanders is employee of WPRI-TV Providence, R. I. Filed Sept. 30.
- Muncy, Pa.—Stereo "104" Broadcasting seeks 103.9 mhz, 1.5 kw, HAAT: 410 ft. Address: RD 1, Box 80, Muncy 17756. Principals: Victor A. Mitchell Jr. (51%) and wife, Lori, (49%). Victor Mitchell is chief engineer at WGRC(AM)-WGRQ(FM) Buffalo, N.Y. Filed Sept. 22.
- Minor Hill, Tenn.—Prospect Communications seeks 92.1 mhz, 3 kw, HAAT: 400 ft. Address: Route 5, Lawrenceburg, Tenn. 38464. Principal: Roger W. Wright (100%), who owns one-third of WWLX(AM) Lexington, Ala. Filed Sept. 27.
- Bountiful, Utah—C&P Broadcasting seeks 99.5 mhz, 45 kw, HAAT: 2,501 ft. Address: 13041 sw 74th Terrace, Miami, 33183. Principals: Peter J. Sautter and Charles J. Saltzman (50% each). Sautter is Miami media broker. Saltzman is San Diego investor. They also are applicants for new FM at Woodward, Okla. Earlier application for Bountiful was returned and is now resubmitted requesting original place in processing line. Filed Sept. 21.
- Charleston, W. Va.—Women's Coalition for Better Broadcasting seeks 100.9 mhz, 1.7 kw, HAAT: 377 ft. Address: Box 52, Greenville, S.C. 29602. Principals: Frances R. McClure (75%) and daughter, Carolyn L. McClure (25%), who are wife and daughter, respectively, of J.R. McClure, owner of KHYM(AM) Gilmer, Tex., and proposed assignee of WMAX(AM) Grand Rapids, Mich. Filed Aug. 27.

### TV applications

- Alvin, Tex.—Telemedia Broadcasting Corp. seeks ch. 67; ERP: 3,296 kw vis., 329 kw aur., HAAT: 1,108 ft.; ant. height above ground: 1,144 ft. Address: 6119 Schock Road, P.O. Box 772, Alvin, 77511. Principal: Lee Foster (100%), who also is applicant for new LPTV at Alvin. Filed Oct. 5.
- Del Rio, Tex.—Del Rio Communications Inc. seeks ch. 10; ERP: 17.74 kw vis., 1.7 kw aur., HAAT: 436 ft.; ant. height above ground: 311 ft. Address: 100 Glen-

dale, Del Rio, Tex., 78840. Principal: Group of 18 stockholders headed by Daniel W. Bus, president. None have other broadcast interests. Filed Oct. 5.

### AM action

- \*Alamo Community N.M.—Alamo Navajo School Board Inc. granted 1500 khz, 1 kw-D. Address: P.O. Box 907, Magdalena, N.M. 87825. Estimated construction costs: \$74,300; first-year operating cost: \$75,000. Principals: Noncommercial corporation; Walter Apachito is president. It has no other broadcast interests. (BP-820127AA). Action Oct. 5.

### FM action

- Buffalo, Wyo.—Buffalo Communications Corp. granted 92.7 mhz, .35 kw, HAAT: 880 ft. Address: 3 South Main Buffalo 82834. Estimated construction cost: \$66,500; first year operating cost: \$52,900; revenue: \$60,000. Format: Pop. Principals: Lee Keith, Marje Millhouse and Greg L. Goddard (one-third each). Keith is president of Buffalo land development corporation and has interest in retail clothing store there. Millhouse is associated with Buffalo well service. Goddard is Buffalo attorney. (BPH-800725AD). Action Sept. 28.

## Ownership changes

### Applications

- WEIS (AM) Centre, Ala. (990 khz, 250 w-D)—Seeks transfer of control of Cherokee County Broadcasting Inc. from stockholders (100% before; none after) to WEIS Radio (none before; 100% after). Consideration: \$165,000. Principals: Seller is principally owned by James M. Davis, who also owns WTXN(AM) LaFayette, Ala. Buyer is owned by Winifred B. Russell Jr. and wife, Mary J., who have no other broadcast interests. Filed Oct. 7.
- WTLS(AM) Tallassee, Ala. (1300 khz, 1 kw-D)—Seeks assignment of license from The Ne-Ler Co. to M. Jackson Mitchell for \$175,000. Seller is owned by Ned Butler, who is partner in application for new AM at Prattville, Ala. Buyer has no other broadcast interests. Filed Oct. 6.
- KINY-TV Juneau, Alaska (ch. 8, 239 w vis., 47 w aur., HAAT: 1,160 ft.)—Seeks assignment of license from KINY Associates to The Alaska 13 Corp. for \$1tktkk. Seller also owns co-located KINY(AM) which it acquired along with KINY-TV last year for total of \$275,000. (BROADCASTING, Jan. 11). FCC approved waiver of co-located acquisitions because buyer could not be found. Seller is owned by Charles Gray (45%), E.W. Christianson (25%), Earl F. Reilly and Kenneth

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L. Wiley (15% each), who are former licensee of KINY-AM-TV. Buyer is owned by Duane L. Triplett, president (25.2%), Richard M. Zook (19.5%), Jack Carlisle (14.3%) and seven others, all who own KIMO(TV) Anchorage, Alaska, and are applicant for new TV at Fairbanks, Alaska. Filed Oct. 6.

■ KCHJ(AM) Delano, Calif. (1010 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of KCHJ Inc. from Jean Goss Johnes (93.28% before; 1% after) to Charles Johnes and Barbara Brock (6.72% before; 99% after). Principals: Transfer is mother of transferees and donating stock of station without financial consideration. Filed Oct. 5.

■ KKUA(AM)-KQMQ(FM) Honolulu, (AM: 690 khz, 10 kw-U; FM: 93.1 mhz, 100 kw, HAAT: 126 ft.)—Seeks transfer of control of Aloha Broadcasting Co. from Beatrice Beverage Co. (100% before, none after) to Kadota Hawaii Inc. (none before; 100% after). Consideration: \$1.35 million. Principals: Seller is publicly traded Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James Dutt is chairman. Donald Eckrich is president. Beatrice Foods acquired KKUA(AM)-KQMQ(FM) along with KJOI(FM) Los Angeles from Northwest Industries as part of a \$600 million merger of Northwest's beverage subsidiaries, which were licensees of stations. Buyer is subsidiary of Kadota Wireless Inc. which is owned by J. Patrick Lannan Jr., (37.9%), cousin, John J. Lannan (29.4%), Helmut E. Dalderis (17.4%) and James Bennan (15.2%). Buyer will sell 40% of its interests to general manager Dennis Brown and others within 30 days of FCC approval. Filed Oct. 5.

■ WOB(AM) New Albany, Ind. (1570 khz, 1 kw-D)—Seeks assignment of license from S.S.S. of Kentucky Inc. to Agape Communications Inc. for \$102,500. Seller: Michael J. Clare is trustee for WOB which is in bankruptcy proceedings. Buyer: Wesley G. Porter and Carl M. Wynn (50% each), who have no other broadcast interests. Filed Oct. 5.

#### Actions

■ WUIC-FM Chicago (88.1 mhz, 10 w, HAAT 129ft.)—Granted assignment of license from University of Illinois to Columbia College. Seller: Assignor also

is licensee of WILL-AM-FM-TV Urbana, Ill. Buyer: Mirron Alexandroff is president of Columbia College. No financial consideration is involved in assignment. (BALED-820825ER). Action Oct. 5.

■ WSHY-AM-FM Shelbyville, Ill. (AM: 1560 khz, 500 w-D; FM: 104.9 mhz, 3 kw, HAAT: 120 ft.)—Granted assignment of license from Shelbyville Broadcasting Co. to Orville R. Graham for \$98,000. Seller: Leonard Weishaar and brother, Vincent Weishaar (50% each), who have no other broadcast interests. Buyer: Graham is general sales manager at WSOY-AM-FM Decatur, Ill., and has no other broadcast interests. (BAL-820820HM). Action Oct. 5.

■ WGTR-FM [CP] Marlborough, Mass. (ch. 66, 200 kw vis., 20 kw aur., HAAT: 950 ft.)—Granted transfer of control of 66 Corp. from Home Services Broadcasting Corp. (100 before, none after) to John H. Garabedian. Consideration: cancellation of \$10,243 debt plus WGTF(FM) Nantucket, Mass. (see below). Transferor is principally owned by John E. Carlson Jr., and family, who own WSTD(AM) Natick, Mass., and also are assigning WGTF(FM) to same buyer. Buyer is minority stockholder in Home Services Broadcasting Corp. (BTCCT-820804GN). Action Oct. 6.

■ WGTF(FM) Nantucket, Mass. (93.5 mhz, 3 kw, HAAT: 100 ft.)—Granted assignment of license from Home Services Broadcasting Corp. to American Wireless Corp. for cancellation of \$10,243 debt to assignee, plus WGTR-TV [CP] Marlborough, Mass. Seller is principally owned by John I. Carlson Jr., and family, who own WSTD(AM) Natick, Mass., and also are transferring control of WGTR-TV [CP] Marlborough, Mass., to same buyer (see above). Buyer: John H. Garabedian (95%), and David L. O'Leary (5%), Garabedian is minority stockholder in assignee and also bought WGTR-TV[CP] (see above). (BAPH-820804GL). Action Oct. 6.

■ KVBR(AM) Brainerd Minn. (1340 khz, 1 kw-D; 250 w-N)—Granted assignment of license from Greater Minnesota Broadcasting Corp. to Midwest Radio Company of Brainerd Inc. for \$325,000. Seller: Charles B. Persons (100%), who has no other broadcast interests. Buyer: Subsidiary of Media Company of America, which is principally owned by Larry and James Lakoduk, brothers, who own KWQB(AM)

West Fargo, N.D. and KQWB-FM Moorhead and WEBC(AM) Duluth, both Minnesota. (BAL-820816GK). Action Oct. 5.

■ WEHH(AM) Elmira Heights-Horseheads, N.Y. (1590 khz, 500 w-D)—Granted assignment of license from Elmira Heights-Horseheads Broadcasting Co. to Traymond L. Ross for \$150,000. Seller: Frank P. Sala and family, who have no other broadcast interests. Buyer: Ross has no other broadcast interests. (BAL-820823ED). Action Oct. 5.

■ KXOJ-AM-FM Sapulpa, Okla. (AM: 1550 khz, 500 w-D; FM: 100.9 mhz, 2 kw)—Granted transfer of control of KXOJ Inc. from W.R. Stubbs and Gordon Smith (77.77% before; none after) to KXOJ Inc. (33.33% before; 100% after). Consideration: \$400,000. Principals: Sellers are transferring their interests to current minority owner. (BTC-820823EA, EB). Action Oct. 5.

■ WBOZ(AM) San German, P.R. (1090 khz, 250 w-U)—Granted assignment of license from Southwestern Broadcasting Corp. to United Broadcasting Corp. for \$250,000. Seller: Pedro R. Roman Collazo (75%) and Angel O. Roman (25%), who own WGIT(FM) Hormigueros, WVOZ(AM) San Juan and WOLA(FM) Carolina, all Puerto Rico. Buyer: Anthony J. Estevez and Antonio Quinones Calderon (50% each), who are San German businessmen and have no other broadcast interests. (BAL-820823EE). Action Oct. 6.

■ WHHR(FM) Hilton Head Island, S.C. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Hilton Head Radio Corp. to Hilton Head Broadcasting Corp. for \$2.4 million. Seller is owned by H. Stewart Corbett Jr. (60%) and DeBattis Female Children's Trust (40%), who have no other broadcast interests. WHHR was bought in 1979 for \$1.9 million, including \$354,990 for noncomplete agreement (BROADCASTING, Feb. 19, 1979). Corbett, before acquiring WHHR was vice president and assistant treasurer at Cox Broadcasting. Buyer is owned by Tom Harvey III and Jim Richardson (37.5% each) and Ernest Williams (24%). Harvey is president of Carolina Venture Capital Corp., Hilton Head. Richardson is real estate investor and Williams is retired stockbroker, both of Hilton Head. They are also permittee of new AM at Hilton Head. (BALH-820820HQ). Action Oct. 5.

■ KOZA(AM) Odessa, Tex. (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Harris Enterprises Inc. to Capital Communications Inc. for \$700,000. Seller is Garden City, Kan.-based newspaper publisher and group owner of seven AM's and four FM's owned by John P. Harris and family. Broadcast group is headed by former FCC Commissioner Robert Wells. It bought KOZA four years ago for \$610,000 (BROADCASTING, July 9, 1979). It also this year acquired WACO(AM)-KHOO(FM) Waco, Tex., for \$2,668,000 (BROADCASTING, Feb. 16) and last year sold KFKA(AM)-KFKZ(FM) Greeley, Colo., in which it held 60% interest, for \$1.8 million plus \$150,000 noncomplete agreement (BROADCASTING, Sept. 14, 1981). Buyer is owned equally by Willaim G. Haynes, Mark L. Morris Jr. and Bob Russell. Haynes is Topeka, Kan., attorney. Morris is Topeka veterinarian. Russell is general manager of KOZA and will be president of new group. None have other broadcast interests. (BAL-820820HR). Action Oct. 5.

■ KTYL-AM-FM Tyler, Tex., (AM: 1330 khz, 1 kw-U, FM: 93.1 mhz, 100 kw, HAAT: 375 ft.)—Granted assignment of license from Oil Center Broadcasting Inc. to Big Thicket Broadcasting Inc. for \$1.6 million. Seller is owned by Steve Adams and Dale Palmer who own KIVA-TV Farmington, N.M., and KKCS-AM-FM Colorado Springs. Earlier this year they bought WGTU(TV) Traverse City, Mich. and its satellite, WGTQ(TV) Sault St. Marie, Mich., for \$1.8 million. Palmer owns 75% of group that bought, subject to FCC approval, KOLE(AM) Port Arthur and KZOM(FM) Orange, both Texas, for \$1,325,000 (BROADCASTING, Aug. 23). Buyer: Richard Beauchamp (80%), Henry Kane and Adam Polacek (10% each), who have no other broadcast interests. Beauchamp is president of Atlanta, Ga., refrigerated transport company. Polacek is general manager of WZGC(FM) Atlanta and Kane is Atlanta banker. None have other broadcast interests. (BAL-820818GW). Action Oct. 5.

■ WCRN(AM) Charlotte Amalie, V.I. (101.1 mhz, 50 kw, HAAT: 1,543 ft.)—Granted assignment of license from Radio Virgin Inc. to Caribbean Communications Corp. for \$500,000. Seller is controlled by Marjorie A. Hyman, who has no other broadcast interests. Buyer: Reginald F. Lewis (100%), who is New York attorney and has no other broadcast interests. (BALH-820723HL). Action Oct. 4.

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## Facilities changes

### FM applications

#### Tendered

- KCSB-FM (91.5 mhz) Santa Barbara, Calif.—Seeks CP to change ERP to 620 w; change HAAT to 2,879 ft.; change type transmitter and make changes in ant. sys. Ann. Oct. 15.
- KZBQ-FM (93.7 mhz) Pocatello, Idaho—Seeks CP to change TL: change ERP to 98.7 kw; change HAAT to 940 ft. and make changes in ant. sys. Ann. Oct. 13.
- WDGM (101.7 mhz) Canton, Miss.—Seeks CP to change TL: change HAAT to 298 ft. and make changes in ant. sys. Ann. Oct. 13.
- \*KUIHF (88.7 mhz) Houston, Tex.—Seeks CP to make changes in ant. sys.; change TL: change type trans; change type ant; increase HAAT to 1564 ft. and change TPO. Ann. Oct. 15.

#### Accepted

- KAVV (97.7 mhz) Benson, Ariz.—Seeks modification of CP (BPH-10,909 as mod.) to change TL; decrease ERP to 2.65 kw; increase HAAT to 320 ft. and change TPO. Ann. Oct. 15.
- KUTE (101.9 mhz) Glendale, Calif.—Seeks modification to CP (BP11-811207AY) to change SL and RC (outside city limits). Ann. Oct. 13.
- WVEV (89.5 mhz) Cumming, Ga.—Seeks CP to change ERP to 8.91 kw; change HAAT to 965 ft.; change in ant. sys. and change coordinates Ann. Oct. 13.
- WKHX (101.5 mhz) Marietta, Ga.—Seeks CP to increase HAAT to 892.86 ft. (H). Ann. Oct. 13.
- WKSY (106.3 mhz) Columbus City, Ind.—Seeks CP to decrease ERP to 1.8 kw; increase HAAT to 400 ft. and change TPO Ann. Oct. 13.
- WKFR-FM (103.3 mhz) Battle Creek, Mich.—Seeks CP to increase HAAT to 483 ft. Ann. Oct. 13.
- WENU (101.7 mhz) Hudson Falls, N.Y.—Seeks modification of CP (BPH-801230AH, as mod.) to change SL and RC (outside city limits). Ann. Oct. 13.
- KPAS (103.1 mhz) Fabens, Tex.—Seeks modification of CP (BPH-820505AA) to change TL: change ERP to 3 kw; increase HAAT to 300 ft. and change TPO. Ann. Oct. 13.
- KPAC (90.9 mhz) San Antonio, Tex.—Seeks modification of CP (BPED-801119AK) to change TL. Ann. Oct. 13.
- WNRN (94.9 mhz) Virginia Beach, Va.—Seeks modification of CP (BP11-6754 as mod) to change TL: change SL and RC; decrease ERP to 38 kw; increase HAAT to 500 ft. and change TPO. Ann. Oct. 13.
- KSEA (100.7 mhz) Seattle, Wash.—Seeks CP to install aux. ant. at main TL: to be operated on ERP of 30.23 kw; change HAAT to 637 ft. and change TPO. Ann. Oct. 13.

### TV application

#### Accepted

- WFSL-TV (Ch. 47) Lansing, Mich.—Seeks MP (BPCT-790815KR) to change ERP to 1,350 kw vis., 135 kw aur., and change ant. Ann. Oct. 13.

#### AM actions

- WBSR (1450 khz) Pensacola, Fla.—Granted CP to make changes in ant. sys.: erect new ant.; replace ground system and change ant. Action Oct. 4.
- KBUF (1030 khz) Holcomb, Kan.—Dismissed application for CP to aug. radiation values. Action Sept. 24.
- KWKH (1130 khz) Shreveport, La.—Granted modification of CP (BP-20,980, as mod) to modify N directional standard pattern. Action Oct. 4.
- WMLM (1520 khz) St. Louis, Mich.—Granted CP to change frequency from 1540 to 1520 khz; add 1 kw-N, install Da-2; change TL: make changes in ant. sys. Action Oct. 4.
- KGLE (590 khz) Glendive, Mont.—Dismissed application for CP to make changes in ant. sys. (decrease height of tower.) Action Oct. 4.
- WJYT (960 khz) Quebradillas, P.R.—Granted modification of CP (BP-800401AH, as mod.) to change TL. Action Oct. 4.
- KYST (920 khz) Texas City, Tex.—Granted modification of CP (BP-801219AA) to change augmentation of N dir. ant. pattern. Action Oct. 4.
- KKNW (1510 khz) Mountlake Terrace, Wash.—Dismissed application for CP to change TL. Action Sept. 24.
- WRIG (1390 khz) Wausau, Wis.—Granted CP to change city of license from Wausau to Schofield, Wis.; increase D and N power to 5 kw; install DA-2; change frequency from 1400 to 1390 khz; change TL: change SL and make changes in ant. sys. Action Oct. 4.

#### FM action

- \*KQIV (91.9 mhz) Corpus Christi, Tex.—Granted modification of CP (BPED-2596, as mod) to make changes in ant. sys.: change type trans.; change type ant.; increase ERP to 3 kw; decrease HAAT to 300 ft. and change TPO. Action Oct. 5.

#### TV action

- KEZI-TV (Ch. 9) Eugene, Ore.—Granted CP to change ERP to 316 kw vis., 47.4 kw aur.; change TL; and make changes to ant. sys. Action Sept. 29.

## In contest

#### FCC actions

- Rockville, Md. **AM proceeding** (Montgomery County Broadcasting Inc. [WINX] and Community Airwaves Inc.)—ALJ Frederick J. Coufal dismissed as

moot, Montgomery County's motion for extension of time and Broadcast Bureau's opposition, and by separate action, granted joint petition for approval of reimbursement agreement under which Montgomery County will reimburse Community \$12,247.89 or lesser amount; dismissed with prejudice. Community Airwave's application. (BC Doc 82-245-6). Action Oct. 5.

- Blue Earth, Minn. **FM proceeding** (Minn-Iowa Christian Broadcasting Inc., et. al.) ALJ Frederic J. Coufal on request of Logos Communications, dismissed its application with prejudice; approved its application with prejudice; approved settlement agreement; dismissed Minn-Iowa Radio, Inc.'s application with prejudice; granted Minn-Iowa Christian Broadcasting application; terminated proceeding. (BC Doc 82094-6). Action Oct. 5.

- Toccoa, Ga. **TV proceeding** (Stephens County Broadcasting Co. and Milland V. Oakley) ALJ John H. Conlin granted request for approval of settlement agreement; approved reimbursement of Oakley for \$9,875 in expenses; and dismissed Oakley's application (BC Doc. 82-5911-2). Action Oct. 4.

- New Bedford, Mass. **TV proceeding** (Metrovision, Inc. and Manning Telecasting, Inc.) ALJ James F. Tierney granted joint request for settlement agreement; approved reimbursement of Manning for \$4,709.13 in expenses; granted application of Metrovision for new TV on ch. 28 with condition that operation with maximum visual ERP in excess of 1000 kw is subject to consent by Canada; dismissed Manning's application with prejudice; and terminated proceeding. (BC Doc. 82-549-50). Action Oct. 4.

## Call letters

### Applications

Call	Sought by
	<b>New AM's</b>
KFBS	Twenty-One Sound Communications Inc., Salem, Mo.
WPRX	Gauthier and Rodriguez Radio Associates, Sabana Grande, P.R.
	<b>New FM's</b>
WYCE	Wyoming Public Schools, Wyoming, Mich.
KOVC-FM	Ingstad Broadcasting Inc., Valley City, N.D.
	<b>New TV's</b>
WBNH	CTV of Derry Inc., Derry, N.H.
WFYZ-TV	Murfreesboro, Tenn.
	<b>Existing AM's</b>
WBBE	Central Kentucky Broadcasters Corp., Georgetown, Ky.
KSZN	K & M Leasing, Pampa, Tex.
	<b>Existing FM</b>
KZZC	Wollinger Broadcasters Co., Leavenworth Kan.

### Grants

Call	Assigned to
	<b>New AM's</b>
KYUC	Lee R. Shoblom, Yucca Valley, Calif.
WOIX	Mountaineer Broadcasting Service Inc., Blowing Rock, N.C.
	<b>New FM</b>
KTYE	Griffis Broadcasting Co., Tye, Tex.
	<b>New TV's</b>
WLLA	Channel 64 Inc., Kalamazoo, Mich.
KBVO	Austin Television, Austin, Tex.
	<b>Existing AM's</b>
WXXR	WKUL Cullman, Ala.
KROZ	KRDZ Wray, Colo.
KSWN	KBRL McCook, Neb.
	<b>Existing FM's</b>
KQIS	KQWI Clarinda, Iowa
WMZK	WCCW-FM Traverse City, Mich.
WXCS	WWCS Hagerstown, Md.
WNKX	WYSH-FM Clinton, Tenn.
KXDD	KUEZ Yakima, Wash.
	<b>Existing TV's</b>
KTSP-TV	KOQL-TV Phoenix
WTBY	WFTI-TV Poughkeepsie, N.Y.

## 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

**Sales Manager wanted** for western Massachusetts station. Excellent salary, plus commission, plus benefits. Box H-87.

**GSM-major Pacific** Northwest station seeks marketing-oriented pro who can get the dollars our numbers deserve. Rush sales strategy, track record, salary and resume. Discretion assured. Box H-142.

**General Manager/Sales Manager.** Ability to increase sales and manage entire station operation. AM adult contemporary and FM stereo country. 50,000 W. Southern IL. Small market but near metropolis area. Send resume to Carmi Broadcasting Co., Box 31, Carmi, IL 62821. Attention: Rebecca Drone.

**Major Southeast AOR** seeks sales manager. See our display ad under Help Wanted Sales.

**General Manager** for station requiring 80% of time on street selling and 20% management, thus must have been sales manager or selling general manager with proven sales record along with ability to develop and work sales force. Enjoyable and low cost of living in small Alabama market. Send resume, salary requirements and personal monthly sales last two years dollarwise and as a percent of station sales to Box H-118. Equal opportunity employer.

**Sales manager** for new country FM in beautiful Rocky Mountains. Need leader to train, motivate and sell. Resume to Ron Barnhart, KPCQ-FM, Powell, WY 82435.

**Advertising/Promotion Manager.** We have an excellent opportunity to join the professional staff of an industry-leading broadcast organization. Responsibilities will include the development and coordination of advertising, public relations and promotions. The individual we seek must have a minimum of 2-3 years major market experience in advertising/promotion. We offer an excellent starting salary and a full range of company benefits. Qualified individuals are asked to send their resumes and salary history to Sandra Bell, WGN Radio, 2501 W. Bradley Place, Chicago, IL 60618.

### HELP WANTED SALES

**Account executive wanted** who desires continued success in radio sales. Send resume to Dave Anderson—98 Rock WKL, 104 Union Street, Suite 205, Traverse City, MI 49684.

**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, P.O. 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).

**Immediate Opening** for self-starting sales person. Vibrant AM/FM in central Pennsylvania. Advancement unlimited for right person. Earnings possible to \$30,000 plus. Experience helpful. Write Box H-116.

**Attention Maryland, Delaware, Virginia, Pennsylvania:** If you're now selling radio successfully in a small market and would like to live and work 30 minutes from the resort of Ocean City in Salisbury, Md., we'd like to talk with you. We're Country 94—WICO FM and AM simulcast. Successful candidates should love to sell creatively, get on the street early, stay late, and bring home orders. The rewards are a fine living, super Delmarva lifestyle, and a future. Write: Bill Pretlyman, owner and fellow streetfighter, WICO Radio, Box 909, Salisbury, MD 21801. An equal opportunity employer.

**KIEE will train you** to be a professional, successful sales person. Suburban Kansas City FM requires hard worker interested in earning substantial income. Degree preferred. Resume & letter to: Dan Carney, KIEE, 207 E. Pearl, Harrisonville, MO 64701. EOE M/F.

**Co-op coordinator** for growing 3 station group in Rockies. Sales or co-op experience required. Resume and compensation requirements to Ron Barnhart, KPCQ-FM, Powell, WY 82435.

**One year old Class "A"** in developing N.E. Missouri water recreation area has ground floor opportunity for person with "local" market experience. Grow to be sales manager. Resume and salary requirements to K L C Q, Box 252, Monroe City, MO 63456. EOE.

**Grow with us**—the new 12Q needs an experienced, motivated person to establish and develop a sales staff. Earnings potential first year 15K-25K. Send resume to: 12Q, Box 1240, Selingsrove, PA 17870. EOE.

**Salesperson** with two to three years broadcast experience. Good communication skills. Media research experience desired. Send resume to Louise Valenti, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

**The Village Companies,** a communications firm, is currently interviewing for sales and marketing executives. Properties include WCHL Radio, Village Cable and The Village Advocate in Chapel Hill, WMFD and WWQQ Radio in Wilmington, NC and WKQQ Radio in Lexington, KY. If you're industrious, aggressive, want to grow and have a college degree, please send a resume to Dianne Smith, The Village Companies, Box 3300, Chapel Hill, NC 27514. EOE.

**Manager,** radio grants and underwriting for Friends of WHA-TV, Inc. Responsible for submission of grant proposals for WHA Radio from governmental and non-governmental sources. Also responsible for solicitation of funds from the corporate and business community for underwriting of WHA and WERN and Wisconsin Public Radio Association. Qualifications: three years successful experience in fundraising, solicitation or management of fundraising projects. Strong communications skills as well as proven ability in media sales, grant solicitation and marketing essential. Organizational skills essential. Bachelor's degree desirable. Position available January 1, 1983. Salary: \$20,000, minimum. Deadline for applications: November 5, 1982. For position description contact: Kathy Dickerson, 608-263-2114, 821 University Ave., Madison, WI 53706. An affirmative action/equal opportunity employer.

### HELP WANTED ANNOUNCERS

**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.

**News people, announcers** needed by Stuart Stations in Iowa, Missouri, Nebraska, Kansas, Wyoming. Send T & R: Stuart Broadcasting, Box 90209, Lincoln, NE 68501. EOE.

**Top rated country AM** and AC FM now accepting applications for air personalities. Tape & resume to Bob Coker, Vice President, KWKA-KTQM, Clovis, NM 88101. Equal opportunity employer.

**Producer, senior:** The University of Northern Iowa's two full-service FM public radio stations are seeking a senior producer to prepare and conduct interviews, produce modular material for inclusion on programs, serve as program host and on-air announcer for music programs and news programs and assist in administering the program staff. B.A. in speech, broadcasting, journalism or related communicative art; valid FCC permit; and 3 years of experience in professional broadcasting required. Starting salary: \$14,647-\$16,205. Send letter of application, resume and audition tape by November 8, 1982 to Allan Nimmer, Personnel Services, 225 Latham Hall, UNI, Cedar Falls, IA 50614. Members of protected classes may feel free to identify themselves for purposes of affirmative action.

**Drive-time mouth!** Do you want to put your jaws to work being an entertainer? Do you enjoy live telephone interaction? Can you be fun and glib and do it all live? Then this major market station wants you! Send resume to Box H-144. EOE.

**Pleasant small market** stations in City of 17,000 seeks announcer for morning or mid-day shift. Some production required. Good working conditions with aggressive professional staff. Contact Buddy Peeler, Station Manager, KPAN, Box 1757, Hereford, TX 79045. 806-364-1860.

**Farm Director** for Minnesota state radio network. Requires knowledge of Midwest agriculture and modern agribusiness, professional delivery, radio production skills and NAFB certification. Send resume and tape in confidence to MN News Network, 45 E. 8th St., St. Paul, MN 55101. No phone inquiries accepted.

**DJ/production chief,** capable of writing and voicing unusual copy. Opportunity at medium market. Southern California station. Write Box H-156.

### HELP WANTED TECHNICAL

**Engineering.** Midwest group owner has rare opportunity for an experienced person with extensive audio and transmitter background to take charge of the technical operations of one of its successful stations. Send resume, references, and salary history to Box H-145. Equal opportunity employer.

**Maintenance engineer.** Must be strong with RF and AM directional antennas. Experience with high power FM and UHF-TV also desirable. FCC 1st or General Class license required. Send resume to Carl Davis, WPTF/WQDR, P.O. Box 1511, Raleigh, NC 27602.

**Looking for experienced engineer.** Great working conditions and good pay. Call Robert Hallmark KXYL Brownwood, in Central Texas. 915-646-3535.

**KMET/FM Technical Maintenance Engineer.** This is a unique career opportunity for the special person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. This requires a First Class FCC license and five years' experience. Union position. Do not contact KMET. Call or send resume to: Metromedia, Inc., Human Resources, 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481.

### HELP WANTED NEWS

**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, P.O. 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.

**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.

## HELP WANTED NEWS CONTINUED

**Wanted: news/sports** director on his or her way up. We want to be your step into a top fifty market. Understanding of small market news/sports reporting imperative. Degree or equivalent experience preferred. Salary \$15,000 plus. Send tape and resume to Tom Libby, KKCC AM/FM, PO Box 1326, Clinton, OK 73601.

**Looking for talk show** host with newsroom duties, sports talk show host and morning personality who can co-host 2 hour news block or do talk show. Send tapes, resume to: Tony Booth, Group Program Director, WFBG, Box 2005, Altoona, PA 16603. EOE. No calls.

**News/Sports Director** for Montana. 5 kw regional CBS aff. Salary open. Main tape/resume to Jerry Black, KSEN/KZIN-FM Radio, Box T, Shelby, MT 59474, or call 406-434-5241. EOE.

**News Director:** Immediate opening. News/Talk format. Strong delivery, writing and organizational ability a must. Talk experience a plus. Send resume/tape to: Manager, News/Talk, Box 7700, Sarasota, FL 33578.

**Experienced** news/public affairs director for south Florida AM/FM. Experience in sports/play by play necessary. Send air check and resume to Barry Grant, WSTU/WHLG, 1000 Alice Avenue, Stuart, FL 33494. E.O.E.

**WRIV, Riverhead, N.Y.,** needs News Director for eastern Long Island's only full time local news department. Position requires dedicated journalist with hands-on experience in local news. Ability to direct news staff essential. Contact Jim Saunders, 212-293-9393 or 516-669-1290.

**Progressive FM** in one of the fastest growing cities in the Northwest needs a crackerjack anchor/reporter for its news department. Experience is a must. If you know how to hustle and write and talk in a conversational manner, we want to talk to you. Salary is negotiable. Excellent benefits. Send air check, writing samples, and resume to: Jan Thomas, News Director, KYVA Radio, 1645 Central Avenue, Billings, MT 59102. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director.** Adult contemporary, FM facility serving the Tampa/St. Petersburg, Florida market has an immediate opening for a program director. Successful candidate must have a proven track record as a program director with a contemporary facility, have successful background with the use of research, working with a consultant, attainment of audience following in on air shift, development and implementation of on and off air promotions, production skills. This is a take charge position in a major market with a major facility. Those who qualify should respond, in confidence, by sending an air check and resume to: Jim Johnson, General Manager, WMGG, 51 South Main Avenue, Suite 96, Clearwater, FL 33515. WMGG is an Equal Opportunity Employer. Our employees know of this ad.

**WUAL-FM, an NPR affiliate,** seeks a Program Director. Responsibilities include acquisition and scheduling of NPR and syndicated programming, local cultural affairs/news productions, on-air host, and training and scheduling of part-time and volunteer staff. Qualifications include minimum of a Bachelor's degree, minimum of 3 years public radio experience, and demonstrated audio production skills. Market/audience research skills helpful. Salary competitive. Deadline: open until filled. Send resume to Employment Office, University of Alabama, Box 6163, University, AL 35486. AA/EOE.

**Program Director/morning drive** personality. Adult-contemporary AM. Promotionally minded, community involved person who knows how to reach adults. Minimum two years' experience. Top production. Tape, salary history, resume to P.O. Box 142, Danville, IL 61832.

## 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.

**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.

**Small market GM/SM/news team.** 16 years' experience, all phases small market operations. Strong on sales, community involvement and quality sound. Proven track record. Bottom-line oriented. Turnaround, sure! Box H-147.

**If you're the General or Sales Manager** on your way up in an aggressive, goal, and people oriented company, I am an experienced PD looking to include or evolve into sales to round out my experience. Remember, you're only as good as those you have working for you. Phone 209-688-7947. West coast preferred.

**Group head:** If you are in need of quality, profitable multi-station leadership, kindly contact me in strict confidence. My specialty is turn around and problem stations. Write Box H-146.

**Successful Sales Manager** ready for challenging GM position in small or medium market. Aggressive, fiscally responsible, outstanding in personnel motivation and development, community oriented. Twelve years sales and programming experience. Prefer Michigan or adjoining states. Exceptional references. Write Box H-150.

**GM/Station Manager,** small or medium. Experienced all phases. Successful track record. Best references. Relocate. Consider all. Will make you money and friends. Write Box H-155.

**General Manager—sales manager.** Former station owner. 15 years' experience. First phone. Aggressive with strong sales background. Small/medium market. Available immediately. Box H-149.

**I'll run your station like I owned it.** Successful 11 year GM (9 with same station) seeking move for honorable reasons. Sales and promotion oriented, great with people, professional. Cost-conscious. I'll give you the station you want. Prefer sm-med. market. Write Box H-129.

**Young, aggressive General Manager** available. Heavy in programming, promotions, community involvement and sales. Working now. Took big loser into black in ten months. Want security. Write Box H-136.

**General Manager,** top 20 market. Desires affiliation with solid company in need of strong leadership. Proven track record in start-up and turn around situations. Write Box H-151.

**Programing Professional** looking for new challenge. 12 years with major broadcast group. Talk, music, news experience. Currently in top 5 market. Reply Box H-117.

**G.M./Sales Manager** position with growing company sought by young but experienced individual with outstanding sales and programming track record. Prefer medium market. Currently employed. Write Box H-115.

**Attention station and group owners.** Looking for an aggressive sales and profit-oriented general manager? Here's one with 18 years managing AM/FM, high achiever of goals with effective management skills. Take-charge individual with creative strategies for developing maximum sales and profits. Excellent credentials. Write Box H-140.

## SITUATIONS WANTED ANNOUNCERS

**Ford Mullins,** 6-year pro (WZBC, WCFR, WPOE, WKZE), KIS 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 Timberail, West Chester, OH 45069. 513-777-1088.

**Mature-Announcer-Engineer,** experience includes—AM directional, production and sales. Small market Midwest only. Write Box H-113.

**Good voice.** Great personality. Three month's experience. Will relocate. Paul Kaishian, 510 N. 106 St. Wauwatosa, WI 53226. 414-453-4548.

**Experienced small-market announcer** seeks position in adult contemporary, oldies or country station. Can fill many roles. Willing to relocate. Al Doyle, 589 Swain, Elmhurst, IL 60126. 312-279-2519.

**Hiring wimps?** They promise the moon and deliver Beirut? Do it right. Call me. 201-773-3492.

**Do your ratings slump** in the AM? Wake them up with "total experience audio"! I could be the key to unlocking a whole new audience. Experience in major and medium markets with telephone talk and interview skills. Can do it all! 216-732-8383.

**Frost on your pumpkin?** I'll melt it! 3 yrs. comm. on-air, (1 yr. MD); BA; NY area. Heather, 212-336-7198.

**Fully qualified and experienced** D.J. newscaster seeks position in Northeast area. For tape and resume call Nancy, 212-933-2398.

**Professional sound,** personable approach, dedicated to honest quality work. Previous entertainment experience. Charlene Nyren, 414-529-3617.

**A DJ with good writing,** a variety of voices and news experience is rare. Here's one. Dean Smith, 312-423-5577.

**Have pipes-will travel—24 years** experience in radio. Now in market No. 52, Saginaw, Michigan at 10 kw AM. Want major market position. Last move. Let's talk. 517-723-6586, ask for Dick O'Brien.

**Trained announcer seeking entry level** position. Dedicated, hard-working, eager to rise to the top. Call Kevin Francis, 319-752-7846, after 6 PM. Monday, Wednesday or Friday evenings, or write Box 367, Burlington, IA 52601.

**Professional Sound.** Seeking a position as sports director, or play-by-play announcer. Specialize in basketball, and baseball. Have ten years experience in radio. Call Fred Shelton, 806-795-6826, or write to: 3511-29th Street, Lubbock, TX 79410.

## SITUATIONS WANTED TECHNICAL

**Help find Randy a job!** Economic conditions forced me to lay him off and I'm helping to relocate him. Randy Dieterich is 24 but he's been around radio and transmitters all his life. An excellent hands-on tech with an ear and a knack for quality engineering. Help! Call Randy or me, Dick Lucas, at WWSW, Pittsburgh, 412-323-5300.

**Technical,** Chief Engineer 25 years experience, AM-FM-DA, self-starter, family, best references, Florida West Coast. Duane Cornett, 4703 Silver Ridge Drive, Jacksonville, FL 32207. 904-396-4853.

**Chief Engineer** 25 years experience, AM-FM-DA. Self-starter, family, best references. Florida West Coast. Write Box H-114.

**Dan Boucher,** seeking entry-level engineering position. Short on experience, but long on ambition. 915-584-5505.

## SITUATIONS WANTED NEWS

**News Director.** Experienced newsman. Radio, TV, newspapers. Number 26 market. 34, black, family man. Write Box H-4.

**National Award-winning news-public affairs,** reporter/producer seeking challenging position. East/West coast. Five years' commercial and public radio network experience. Excellent, exciting talk show host/producer. Bruce Gellerman, 608-257-7219.

**Diligent Sports Director,** PBP, sportstalk, news and announcing. 10 years' experience. Will relocate anywhere! 616-530-8273.

**Looking for first break.** News, sports. Play-by-play is my goal. Write Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Production/copywriter/announcer/pickle-slicer.** All-in-one. Creative, consistent, eager to work. Patrick, 212-949-6751, days.



## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**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.

**As PD or OM,** I'll get your station more involved in the community 15 year pro. (WITL, WZZM). Prefer country outlet in Midwest or East. Jr. Blackwood, 616-982-0593.

**Production Pro** with character voices. Make money with an experienced and proven talent. Air-shift will pull the numbers, too! Ramsey, 318-367 3180.

## 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, PO. Box 1515, Louisville, KY 40201. Applications must be received by October 31, 1982

**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, PO. 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.

**Commercial Manager** with sales know-how and administrative ability for VHF in good Texas market. EOE. Write Box H-125.

**Operations Manager wanted** by top 25 market independent. Must have 3 to five years' experience managing and running news, production, and operations areas. Program and commercial production background an added plus. Write at once to Box H-138. All replies will be answered.

**Station manager.** KWTW-9 has executive position at CBS affiliate available. Minimum qualifications require: 5 years TV management experience with extensive background in programming. A college degree preferred, but not required. Good pay and excellent benefits. Send resume with salary requirements and job history to: Duane Harm, KWTW, PO. Box 14159, Oklahoma City, OK 73113.

**Station Manager** for operations and programming. New UHF in southern New Hampshire seeks energetic and creative station manager for operations and programming. Experience and knowledge in all aspects of station operations a must. Unusual growth potential and benefits. Reply in confidence to CTV of Derry, Inc., PO. Box 60, Sudbury, MA 01776.

### 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, PO. 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, PO. 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.

**Local sales manager** needed for young NBC affiliate in 3 station market. Ability to train and motivate sales staff mandatory. Send cover letter and resume with salary history to: Thom Curtis, KOUS-TV, Drawer D, Hardin, MT 59034. EEO/M/F

**Director of Sales.** California network affiliate needs an experienced sales manager with strong credentials in local sales. Must have proven organizational skills and ability to direct and motivate 8 person local staff. Opportunity to live and work in a magnificent climate in an area with huge potential for new business developments. Send resume and letter outlining credentials to Box H-128. EOE

**National Sales Manager.** Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of Bias computer desired, but not a requirement. Extensive research capabilities necessary. KXTV is an equal opportunity employer. Contact: Bill Bradley, General Sales Manager, KXTV-Channel 10, PO. Box 10, Sacramento, CA 95801

**Account Executive**—southeast Tennessee. No. 1 in market. ABC affiliate is looking for an experienced sales representative, minimum two years experience. Excellent opportunity with a major group owner. Send resume to: F. Lewis Robertson, Box 1150, Chattanooga, TN 37401. EOE

**Sales manager.** Small eastern market has opening for dynamic sales manager. Need individual who is creative, resourceful, and a motivator. Must have experience in local and regional sales, national sales a plus. Send resume and salary history. Equal opportunity employer. Write Box H-122.

### HELP WANTED TECHNICAL

**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 Engh, KTVA-TV, 1007 West 32nd Ave., Anchorage, AK 99503. 907-272-3456.

**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.

**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**—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, PO. Box 1515, Fort Wayne, IN 46801. EEO, M/F.

**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 medium market VHF. Must have hands-on experience with ENG. Southwest area. Reply Box H-88.

**Assistant Chief Engineer** with growth potential and good technical training for established Gulf Coast VHF. EOE. Write Box H-121

**Chief engineer:** New production-post production facility with Ampex 1" and 2" videotape machines, ADO effects, CMX 300X editing, needs hands on chief. Call or write Jim Riley, Prism Productions, 2500 Farrington, Dallas, TX 75207 214-630-4848

**Director/ENG Camera/Editor:** Work with producers in pre-production planning for visual format of programs and promos, direct and switch studio productions, direct and shoot remote/ENG productions; 3/4" editing, 2" editing with engineer. Min. 2 yrs. exp. TV directing, lighting, switcher operations, audio, ENG/camera operation and editing. Resumes only—Personnel KERA TV—3000 Harry Hines Blvd Dallas, TX 75201.

**Chief Engineer.** New UHF start-up in southern New Hampshire seeks experienced chief engineer to bring station on line. Design experience desired. A promising position for an energetic and experienced technical person. All resumes confidential. Send resume to CTV of Derry, Inc., PO. Box 60, Sudbury, MA 01776.

**Maintenance engineer.** KWTW-9 needs a maintenance engineer with a first or general class broadcasting license, a high school diploma or equivalent, and two years of specialized training in electronics. Also requires two years of broadcast related maintenance experience. Send resume to: Trudy Wick, KWTW, PO. Box 14159, Oklahoma City, OK 73113. EOE/M-F

**Chief Engineer** FCC approval granted for (I.T.F.S.) closed-circuit instructional television broadcast system to serve the Houston/Galveston Gulf Coast area. Growth opportunity for chief engineer experienced in development, planning and supervision of engineering installations of professional broadcast equipment, to include studio-to-transmitter microwave, I.T.F.S. television broadcast transmitters and down-converters, studio and master control facilities, student-to-professor talkback, data transmissions, and system associated terminal facilities for network operations. Position requires a first-class or general-class radio-telephone license, a strong background in hiring and training of technical personnel, and knowledge of state-of-the-art broadcasting techniques and equipment. Region IV Education Service Center Attn: Pat Tinsley, PO Box 863, Houston, TX 77001. 713-462-7708.

## HELP WANTED TECHNICAL CONTINUED

**Technical Operator position** open. Requires minimum 1 to 2 years video tape/camera control experience. ACR-25 experience preferred. We are a major market group-owned VHF network affiliate with state-of-the-art facilities. Come join us and enjoy year-round vacation living on the beautiful Florida Suncoast. Send resumes to: Jack Winter, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal Opportunity employer.

**Chief Engineer** with sound technical qualifications, who is production-minded and has ability to train and supervise staff. South Texas. EOE. Write Box H-119.

**Palm Springs**—Maintenance technicians wanted for UHF network affiliate in Palm Springs. Knowledge of all studio equipment, microwave and transmitter mandatory. Good pay, great living. Do not answer unless qualified. Resume or call John Conte, 714-568-3636—KMIR-TV, P.O. Box 1506, Palm Springs, CA 92263.

## 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.

**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.

**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.

**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 on 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 Basinger, ND, WCBT-TV, P.O. 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.

**If you are an enthusiastic, hard working radio journalist** who would like to break into television journalism, send a video tape to: Gordon Manuel, WABI, 35 Hildreth Street, Bangor, ME 04401. EOE.

**The Weather Channel-Meteorologists.** Resumes for TV talent positions are invited for The Weather Channel, the national cable-TV weather network. Send resume, tape, and a list of professional references to: Director of Meteorology, The Weather Channel, 2840 Mt. Wilkinson Pkwy., Suite 200, Atlanta, GA 30339.

**Reporter**—TV station in growing western area has immediate opening for reporter/part-time anchor. Experience needed in shooting and editing own ENG news stories. Rush resume and tape to Ken Eckhardt, News Director, KUMV-TV, Box 1287, Williston, ND 58801. E.O.E.

**By top 100 market station news anchor.** Winners only! Send resume to Box H-131.

**Newswriter** for South Texas television and radio stations. Must combine good writing skills with speed and accuracy. EOE. Write Box H-123.

**Television weather personality/meteorologist** for top 100 market station. Will do early and late news, with a complete array of weather equipment. Send tape and resume to Dan Steele, WPSD-TV, P.O. Box 1197, Paducah, KY 42001. Equal Opportunity Employer.

**Assignment editor.** Number one news station in central Calif. market is looking for an aggressive, self-motivated individual to direct our expanding all ENG staff. Experience with satellite feeds and live shots very helpful. Send resume to News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are a Capital Cities Communications Co., an equal opportunity employer.

**Reporter** with proven track record, equally comfortable with field reporting, live remotes, and in-studio reporting. Top 50 market. Resume to Box H-154. EOE.

**General Assignment Reporter.** Successful applicant must be competent writer and communicator with the ability to handle live reports. Station is a corporate owned network affiliate with an aggressive attitude. Send tape and resume immediately to Tom Sanders, News Director, WTLV-TV, P.O. Box TV 12, Jacksonville, FL 32231. EOE.

**KMPH-TV has opening** for ENG photographer. Must have two years prior experience as ENG photographer for commercial news operation. Send resume to Dick Carr, News Director, KMPH-TV, 5111 East McKinley Ave., Fresno, CA 93727. An EOE/M-F.

**Weekend anchor.** NBC affiliate in beautiful San Diego has opening for creative, multi-talented newswoman. Position also involves general assignment reporting and show producing. Send tape and resume to: Tom Moo, News Director, KCST-TV, 8330 Engineer Rd., San Diego, CA 92111. A Storer station and an Equal opportunity employer.

**All broadcasters invited.** Newsmen with a minimum of two years of experience are invited to apply for the Kiplinger Program in Public Affairs Reporting, now in its 10th year at The Ohio State University. Entry into the year-long program leading to a Master's Degree in journalism is competitive. Substantial funding is available to successful candidates. The 11th year begins Sept. 21, 1983. For information, write or call: Henry H. Schulte, The Kiplinger Program, School of Journalism, The Ohio State University, 242 W. 18th Ave., Columbus, OH 43210. Telephone 614-422-2607 or 422-6121.

**Needed: ENG technician** for growing TV news and production organization. Applicants must have strong background in satellite transmission, sound recording and production skills. Prior TV air operation or satellite experience a must. Send resume, tape and salary requirements to: Vincent Still, Docuvid, Inc., 220 East 23rd Street, New York, N.Y. 10010.

**Producer.** WJXT-TV, the Post-Newsweek station in Jacksonville, Florida, has an immediate opening for a newscast producer. We're looking for a journalist who is actively involved in the news, not someone who stacks a show by formula. Applicants must have television producing experience. A degree in journalism or communications is preferred. Previous applicants need not reapply. Send tapes, resumes and salary requirements to Rick Gevers, Executive Producer, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. No phone calls, please. An equal opportunity employer. M/F.

**Executive Producer.** Applicant must be seasoned producer with management potential. Duties include producing weekday 6 PM news, supervision of other producers, and maintaining quality control of all news programming. Position demands maturity, creativity, and adherence to professional journalism ethics. Successful applicant will join an aggressive news team with state of the art equipment. Station is a corporate owned network affiliate. Send tape and resume immediately to Tom Sanders, News Director, WTLV-TV, P.O. Box TV-12, Jacksonville, FL 32231. EOE.

**Major News Opportunity.** Successful small or medium market news producers, weekend news producers. Can you write well, fast? Can you handle control room responsibilities? If you are looking for an important opportunity to advance your career, write Box H-112.

**Anchor/reporter**—KCRA-TV/Sacramento-Stockton, CA seeks a weekend anchor/3-day per week reporter. Applicants must have prior anchor experience, strong reporting/writing skills; plus producing experience. Send tape/resume to: Pete Langlois, News Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE M/F.

**We're a south Florida NBC affiliate** looking for a good aggressive, creative reporter. A self-starter who can generate stories, execute them effectively, and produce mouth-watering packages. We're a no-nonsense quality news organization that likes to win. No beginners please. Degree and two years experience. Send resume and tape to Al Ruechel, WBBH-TV, 3715 Central Avenue, Fort Myers, FL 33901. No phone calls. E.O.E.

**Weekend Anchor,** Successful applicant must have good writing skills and the ability to communicate rather than just read the teleprompter. Reporting responsibilities will require ability for live reporting. Station is a corporate owned affiliate with state of the art equipment and an aggressive attitude. Send tape and resume immediately to Tom Sanders, News Director, WTLV-TV, P.O. Box TV-12, Jacksonville, FL 32231. EOE.

**Primo People, Inc.** News directors, anchors, reporters, weathercasters, sportscasters and producers are now invited to send tapes to nationwide talent specialists. All markets. No fees to talent. Immediate openings. Attention General Managers: We may already have your next news star. Contact: Steve Porricelli, Primo Newservice, 182 Sound Beach Avenue Old Greenwich CT 06870. 203-637-3653.

**Producer.** Experienced. Strong writing and production skills 6 & 11 weekdays. Position can lead to news management. Southern coastal living. Contact Harry Bowman, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. Equal Opportunity Employer.

**Experienced anchor/reporter** for weekend news. Top writing, reporting, producing and performing skills required. Send tape & resume to: Phil Thomas, WHO TV, 1801 Grand Ave., Des Moines, IA 50308. An Equal Opportunity Employer.

## 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.

**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 production 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, KPIX, 855 Battery Street, San Francisco, CA 94111. Equal opportunity employer.

**Director.** TV-9 needs a person to direct live broadcasts, studio tape sessions, and remotes. Emphasis of duties is on commercial videotape production. Requires: a high school diploma or equivalent, plus two years of prior related experience. Send resume, and tape if available, to: Tom Kroutil, KWTV, P.O. Box 14159, Oklahoma City, OK 73113.

**Connecticut Public Television** is seeking an experienced production crew person. Strong lighting and single camera production background essential. Deadline: November 12, 1982. EOE, M/F. Send resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

**72nd market station** looking for producer/photographer to work within Creative Services shooting and editing EFP material required for local commercials. Send resume with salary requirements to Jerry Hollis, Creative Services Manager, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.



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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Production Director** commercial production, studio and EFP. 1-2 years exp. preferred. EOE. Contact: Steve Cook, WMBB-TV, Box 1340, Panama City, FL 32401. 904-769-2313.

**Where is** the small market producer with warm, declarative writing, total program feel, and motivational organization? Top 40 Midwest station is looking. Send script and resume to Box H-135. EOE.

**ENG Photographer.** No. 1 station in Sunbelt looking for experienced ENG photographer. Minimum 1 year experience. Bilingual helpful. Send tape and resume to KVOA-TV, PO Box 5188, Tucson, AZ 85703. EOE.

**Producer/director** for state agency producing documentaries and training programs, plus news and PSA's for all government departments. Position of AV Coordinator includes administrative and creative responsibilities for all TV, radio, and slide projects, with strong emphasis on video. Requires 3-4 years experience in studio and field production and videotape editing as well as camera operation and direction. Salary commensurate with experience. Send resume and demo tape to Kim Wulf, Illinois Central Management Services, Executive Recruitment Division, 502 Stratton Building, Springfield, IL 62706.

**News magazine reporter**—KCRA-TV/Sacramento, CA., seeks person with minimum two years' experience reporting for TV news magazine or as feature reporter in news. Applicants must have full knowledge of ENG reporting and editing, strong writing skills and on-air performance ability. Salary open; person selected must join union. Send resume/tape to: Paul Thompson, Executive Producer, "Weeknight", KCRA-TV, 310-10th St., Sacramento, CA. 95814. EOE, M/F.

**Promotion coordinator.** Coordinates all concept and execution of department and advertising agency efforts to promote viewership of TV-9 programming and news. Creativity and organizational skills a must. Requires: a B.A. degree in journalism or equivalent, and two years of broadcast writing and producing experience. Send resume to: Jerry Dalrymple, KMTV, PO, Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**Telecine operator.** Major motion picture company subsidiary, located in Hollywood, California, has immediate opening for a telecine operator. Candidates must have two years' experience in the operation of broadcast quality Rank Telecine and videotape equipment. An ability to understand and identify malfunctions is required. Must be able to work independently under general direction from management and exercise mature judgment in critical situations. Will interface directly with customers. Company expansion offers great opportunity for career growth. Excellent salary and attractive benefit package. For confidential consideration, send resume and salary history to: Attention: Personnel Department, P.O. Box 128, Hollywood, CA 90028. An EOE, M/F/H.

**Director** (TV Production Specialist) for KUSD-TV and the South Dakota Public Television Network. Responsible for directing studio and remote productions. Prefer knowledge and experience in all phases of television production including ENG and EFP shooting; quad, one-inch and cassette editing; audio, lighting and set construction. College degree in communications with course work in television production and two years of experience or an equivalent combination of education and experience required. Salary \$11,716 to \$12,500. Application deadline: November 15, 1982. Apply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

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**SITUATIONS WANTED MANAGEMENT**

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**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.

**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.

**Successful radio GM** wants return to TV sales. 12 years TV GSM experience. 3 years radio GM experience. Can manage your department or take priority list. Presently employed. Write Box H-157.

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**SITUATIONS WANTED SALES**

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**General Sales Manager** in radio seeks move to T.V. Write Box H-94.

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**SITUATIONS WANTED TECHNICAL**

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**Female-FCC general license**—love to relocate. Experienced with handwork—TV camera, master control or studio operations. Melanie, 215-922-2530.

**Entry level,** engineering school graduate, 1st Class, single, 22, dedicated, professional, willing to relocate. Great addition to your engineering staff. Lonnie Dockter, 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.

**Chief engineer,** excellent credentials, fully capable of handling any size department. Cooperates well with other departments. Gets the job done. Write Box H-139.

**Switcher/tape operator.** First Phone. 2 years' experience. Mary, 916-753-1036.

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**SITUATIONS WANTED NEWS**

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**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 T.V. educated; family man; seeking entry level T.V. position. Joe, 517-892-8964.

**Award-winning journalist** with degree, seeking TV news/sports position. 5 years' TV/radio experience. Excellent TV production skills. Gary, 212-937-6851.

**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.

**Looking for a position** in sports or news. Have outstanding credentials but would rather send resume and tape than elaborate. Write Box H-126.

**Young lawyer** with all-American looks seeks position as field reporter. Outstanding writing skills; editor of law school newspaper. A winner! All markets. 312-675-5317, Scott.

**Young, articulate, aggressive,** innovative sports anchor/reporter seeks entry level position at station dedicated to quality. Recent graduate with 3 years' experience in all facets of field. Willing to start at any level, just seeks opportunity to impress. Mark, 607-748-8591.

**22 year old male** looking for entry level news cameraman position. 1 year experience in CATV station and 8 months interning at major market radio station. Trade school, 2nd class license. I also can edit. Write Box H-148.

**Dedicated, creative,** personable reporter. 2½ years experience as television and radio anchor/reporter, B.A. Relocate to small-medium market. Tracy Bryan, 240 N.W. 36th, Oklahoma City, OK 73118. 405-848-1544; 405-525-0940.

**Reporters can't glue** a sentence together? Female summa cum laude Ivy League grad leaving publishing, looking to get on camera. I have tape, will travel. Melody, 212-876-6395; 160 E. 97th St., N.Y.C. 10029.

**Good looking TV sports anchor** and reporter with 2 years' experience looking to hook up with station committed to good local sports coverage. Can shoot and edit ENG. Write Box H-133.

**No. 1 Sportscaster** at No. 1 small-market station ready for big move up. Anchor, scoreboard show host, radio PBP. Write Box H-132.

**Weekend anchor,** with 4 years TV experience, and degree in broadcasting, seeks position in a 20's to 30's size market. Presently in top 60 market. Reporter/producer/ENG edit skills. Reply Box H-153.

**TV meteorologist**—degree meteorologist; over 2 years TV and radio experience. Write Box H-120.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Aggressive, take charge,** on-camera personality wants position as host or co-host of talk/variety, light news or magazine show. 10 years radio, TV, films; 12 years amateur/semi-professional theatre. Looking to move from radio to full-time TV. Dedicated creative and versatile. Write Box H-137.

**Talented, versatile technician** seeks new challenge in television. FCC General License and college background. Will accept any entry level position. Willing to relocate. Have wheels. Ready to go. Call Mike 215-623-7498.

**Look here!**—Communications grad ready to shoot, produce, A.D., or floor manage. Call me now! James, 412-231-4123.

**Position** in production, switching or camera work. First class license, experience and good references. 303-450-0666. Paul Willey, 9939 Dodge Drive, North Glenn, CO 80221.

**Experienced cameraman,** schooled in all areas of television production, seeks entry level position in editing or studio work. Call: Howard Reinitz 212-645-8526 or write: 1679 East 3rd Street, Brooklyn, NY 11230.

**Intelligent, enthusiastic,** motivated—that's my approach to TV production. Experience includes PM Magazine, station sports and promotion. B.S. in TV/Radio from Newhouse, seeking production position. Call 212-743-7572 after 7 p.m.

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**ALLIED FIELDS**

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**HELP WANTED MANAGEMENT**

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**Vice President** to head development and operations of new Campus Conference Network. Network will include earth stations at college campuses, coordinated for teleconferencing, one-way video services. Applicant must have five years minimum experience to include operations of broadcast or other communications network, staff supervision, external relations with educators and other non-profits. Salary competitive. Send resume to Box Y, SatServ, Suite 906, 1660 L St., N.W., Washington, D.C. 20036. An equal opportunity/affirmative action employer

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**HELP WANTED SALES**

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**A solid growth** organization in a stable southern economic market seeks aggressive sales professional to assume existing list and foster its growth. We are looking for a mature, enthusiastic and knowledgeable professional who is people and success oriented. Send resume, salary history, and salary requirements to Debra Hartley, Personnel Director, Piedmont Communications Corp., PO Box 900, Macon, GA 31202. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Telecommunications Coordinator** Dundalk Community College (in southeast Baltimore Co., Maryland) has fulltime, 12-months position for qualified individual to develop and produce TV programs for both classroom and cable TV and to do some teaching in Media Tech. Full benefits. Starting salary in low 20's. Requires Bachelor's Degree in Telecommunications, Mass Communication or equivalent and 3 years fulltime TV production experience, including some supervisory experience. Graduate work in related field, 8 years TV production experience, TV administrative experience and teaching experience preferred. Completed applications due by Nov. 8, 1982. For details, call or write: Dundalk Community College 7200 Sollers Point Road Baltimore, MD 21222. 301-282-6700, ext. 289.

## HELP WANTED INSTRUCTION

**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.

**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.

**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.

**Full-time position** available September 1983 to teach courses in the Department of Telecommunications. Must have commitment to pursue research and to engage in public service activities. Ph.D. preferred, but Master's degree with substantial commercial experience in news, sales, or production and two years of teaching experience at the university level preferred. Send letter of application to Dr. John Kurtz, Chair, Department of Telecommunications, Ball State University, Muncie, IN 47306. Position open until filled. Ball State University practices equal opportunity in education and employment.

**The University of Iowa** School of Journalism and Mass Communication is accepting applications for an anticipated tenure-track assistant professor position for the fall of 1983. Preference will be given to candidates whose research area is telecommunication policy or mass communication law. Candidates will teach in their area of scholarly interest at the graduate and undergraduate levels and in the professional areas of broadcast journalism or community video. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Hanno Hardt, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin November 8, 1982. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

**Communications program** emphasizing writing and language skills seeks asst. prof. (Ph.D. req.), min. two years newsroom experience, to teach communications theory, broadcasting, and history or law; tenure track, 12 hr. load, beginning Aug., 1983. Responsibilities include developing electronic media side of program, overseeing internships and senior projects, and advising. College stresses liberal arts and humanities. Salary competitive. Send resume and credentials to Catherine Mitchell, Communications Program Director, Dept. of Literature and Language, University of North Carolina at Asheville, Box 8467, Asheville, NC 28814, by Dec. 1, 1982.

**Broadcasting.** Tenure track; rank negotiable. Begin Sept. 1, 1983. Salary competitive. Teach some of these: broadcast newswriting, commercial writing, ENG production, TV production, broadcast advertising, broadcast management. Required: Ph.D. (or assured) and demonstrated teaching/advising/research capability. Desired: industry experience; interest and/or experience in administration. UTK is EEO/Title IX/Section 504 employer. Apply by Jan. 15, 1983 to Barbara Moore, Search Committee, Broadcasting Department, 295 Communications, University of Tennessee, Knoxville, TN 37996-0323.

**Extension Specialist, Livestock** to begin immediately following application deadline date of January 17, 1983 or as soon thereafter as possible. Work with agricultural and 4-H agents in developing programs for beef, sheep and swine producers; teach 1 undergraduate course in livestock management. Quals: need background in livestock production and marketing. Master's degree required; 1 degree should be in the field of animal science. Send resume, transcript(s) and three letters of reference to, & request and application from: Dr. B.H. Weddle, Cooperative Extension, Taylor Hall, University of New Hampshire, Durham, NH 03824. Please refer to position No. 953R (reissue) UNH is an AA/EEO 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. Masters 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.

**Faculty position in telecommunications** The Department of Telecommunications, Indiana University, anticipates one new position at the rank of Assistant Professor, tenure track, beginning August 15, 1983. Qualifications: 1. Ph.D. (or near completion) or equivalent thereof. 2. Two or more years college teaching experience desired, but not required. 3. Commitment to research and/or electronic publication. 4. Teaching and research interests in one or more of the following telecommunications areas: management, economics, and advertising; new technology; law and policy; broadcast journalism; effects; aesthetics, production; history; international/comparative systems; common carrier. Applications should include (1) transcripts of graduate level course work, (2) a description of previous teaching experiences and future teaching interests, (3) a description of previous research/electronic publications, (4) plans for future research/electronic publications, and (5) three letters of recommendation submitted directly by references or from recognized placement services. Applications received by November 15, 1982 will be assured of full consideration. Please send your application to: Professor Roland C. Johnson, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an equal opportunity/affirmative action employer.

**Teaching position** in telecommunications. Require teaching or professional experience in one or more of the following fields: television programing, communications history and regulations, writing for film and television, sound production history and regulations, writing for film and television, sound production and recording. Advanced degree required; Ph.D. preferred. At least five years experience undergraduate and graduate teaching, (or equivalent practical experience in the communications industry) desired. Rank and salary negotiable. Send resume by November 15, 1982 to: Prof. Richard B. Barnhill, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13210. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**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.

**Wanted:**—camera cable & batteries for Ikegami HL-35. Call: 312)641-6030.

**AM/FM transmitters** wanted. Any condition. Cash. Jim Speck, 1105 Highvista, Richardson, TX 75080. 214-234-3602.

**Western Electric tubes,** amps, mixers, consoles, drivers, speakers, horns, parts. 213-576-2642. David, PO Box 832, Monterey Park, CA 91754.

## 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. 813-769-2475. Dave or Gary.

**AM transmitters:** RCA-BTA-1R, on air, Collins 21E, on air, exc. cond. M. Cooper. 215-379-6585.

**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.

**Jatex 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.

**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.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**



## FOR SALE EQUIPMENT CONTINUED

**20 KW FM AEL** w/1976 310Z1 exciter. On air w/proof. M. Cooper. 215-379-6585.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**RCABFC** 12 bay antenna. Frequency 101.1 radomes. Good condition. On the ground. Make offer. FOB. Leo Erickson, KLLB. 2040 SW First Ave., Portland, OR 97201. 503-222-1841.

**Two Harris Laserfax** satellite recorders for sale at a bargain basement price of \$30,000. New machines sell for about \$28,000 each. I will also throw in \$5,000 worth of spare parts. Both machines are in excellent condition. Would like to sell as a package. Contact Mike Whaley 404-433-5100.

**New & reconditioned equipment for sale:** Ikegami ITC-350 ENG cameras w/salicons; Hitachi HR-200/HST 1" Type-C VTR; Hitachi SK-91 camera; Hitachi FP-40SS camera; Hitachi FP-21 camera Sony BVU-200 edit system; Sony VP-2011 3/4" player; Sony VO-2610 3/4" recorder; Sony DXC-1640 camera; DVS DPS-1 time base corrector; CVS 504 time base corrector; Panasonic WV-9240 3/4" VCR; Panasonic WJ-5500P-SEG. Jalex USEC-42T edit controller, monochrome & color monitors; Call Bob, Ted or Terry. 518-449-7213.

**G.E. UHF Klystron xmtr** 12 KW for 300 KW ERP. In service now, available January. \$50K F.O.B. Huntsville, AL, or \$95K installed at your site. Call or write M.D. Smith, Gen. Mgr. 205-533-3131. P.O. Box 2555. Huntsville, AL 35801

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C. Los Angeles, CA 90025.

**"Phantastic Phunnies"**—humor service of world's top comics! Mouth's 500 topical jokes—\$2.00. 1343-B Stratford, Kent, OH 44240.

**Great radio comedy!** Hundreds renewed again this year. Free sample: Contemporary Comedy. 5804-B Twining, 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

**Color-Bar T-Shirts,** all sizes—\$995 PPD Specify large or pocket size bars—Also sweatshirts, windbreakers and BB hats with bars—Pamco, Box 441b, Massapequa, NY 11758

**Publicity.** For only \$95 per week, top exposure for products, personalities, business, events, etc. TV, newspaper, radio, all media coverage Local, national, international. Call 212-757-2597

**New! 3-color** broadcasters lapel pin or tie tac "On-air light" or "mini-cam" Send \$5.00 cash or M.O. to: Sharp-Tacs, Box 262, Mendon, MA 01756.

**Japan's only American cable** radio station wants to buy tapes of your radio station's music or variety shows. We will buy them as is, commercials, warts and all. Write to Jonn Leinfelder, JICR, CPO Box 1297, Tokyo, Japan

**Tired of Tanner & TM.** Affordable custom client jingles. Free specs. Philadelphia Music Works, P.O. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Christmas music beds.** 22 assorted 50 & 60 second length versions of popular holiday music for \$19.95. Place orders to Holiday Music, 1123 Jackson Street, Alexandria, LA 71301. 318-473-0779.

## RADIO

### Help Wanted Management

#### OUTSTANDING OPPORTUNITY GENERAL MANAGER

To take over, guide and lead a pair of well-programed radio stations, WFTE and WAZY-FM in a competitive market of a quarter million.

This challenging assignment is now open to a strong and experienced executive with a proven record. Administrative skills based on sound knowledge of programming and sales are required. You must be ready to move to a healthy, dynamic market, Lafayette, Indiana, and become a contributing leader to its own growth.

Ample base salary plus incentives and customary perks. Send resume and supportive letters to Richard Lightfoot, President, Lightfoot Broadcast Group, 298 Joshuatown Road, Lyme, CT 06371. An equal opportunity employer.

#### LIGHTFOOT BROADCAST GROUP

#### SALES/MARKETING DIRECTOR

for Midwestern AM/FM. If you've proven you can do it and have sold with and without numbers, you owe yourself the opportunity for the rewards that can come from joining our team in this major market. Must be a strong motivator and trainer for our established sales staff. EEO employer. Box H-143.

## Help Wanted Sales Continued

#### 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.

#### TAFT BROADCASTING

610/WTVN Radio in Columbus, Ohio, is looking for an experienced sales pro. Send resume to: Ed Sander, General Sales Manager, WTVN Radio, 42 East Gay Street, Columbus, OH 43215. Equal opportunity employer.

## Help Wanted Technical

#### DIRECTOR OF ENGINEERING

WSBA AM/FM, Flagships of the Susquehanna Broadcasting Group, are seeking candidates with state-of-the-art technical savvy, impeccable references, plus strong administrative ability. Salary, benefit package and professional work environment make this a unique opportunity for career advancement. Send resume with salary requirements to:

Rod Burnham  
Operations Manager  
WSBA Radio  
P.O. Box 910  
York, PA 17405. EOE.

## Situations Wanted Announcers

#### 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.

## Help Wanted Sales

# DYNAMIC SALES MANAGER WANTED

Major, Southeastern coastal market needs outstanding sales manager for top rated AOR. Proper candidate will have ability to motivate and inspire a sales staff and be able to get top rates. If you are bright, creative, enthusiastic, and are looking for a chance to grow with a very successful, young group of radio stations, this incredible opportunity might be for you. We offer an excellent income and great fringes. We would like to hear how you've been able to increase billing as a successful sales manager or sales person. We promise confidentiality on all replies. Send letter and resume to Box H-141. E.O.E.

**Situations Wanted Announcers  
Continued**

**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.

**TELEVISION**

**Help Wanted Technical**

**MANAGER OF  
TECHNICAL OPERATIONS**

WOR-TV, an RKO station in New York, seeks a skilled manager to assist the Director of Engineering in administration of the engineering department.

Responsibilities include assisting in scheduling and directing the operations & maintenance engineering staffs, purchasing, and maintaining technical standards in studio, remote, and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have a general license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability, administrative skills, knowledge of FCC rules and regulations applicable to technical standards and procedures. Knowledge of digital equipment a must.

Salary commensurate with experience. Send resume in confidence, including salary history, to:

**Mr. Ken McGowan  
WOR-TV  
1440 Broadway  
New York, N.Y. 10018**

An equal opportunity employer, M/F/H/Vets.

**MAINTENANCE  
ENGINEERS**

RKO-WOR-WRKS seeks candidates with minimum 5 years' experience at major market TV station. Experienced in all aspects of TV station equipment maintenance and construction including digital & analog circuitry, STL equipment, proof of performance. Requires 1st Class license. SBE certified senior broadcast engineer preferred. Must be able to work all shifts.

Send resume in confidence, including salary history, to:

**Mr. Ken McGowan  
WOR-TV  
1440 Broadway  
New York, N.Y. 10018**

An Equal Opportunity Employer, M/F/H/Vets

**SPECIAL NOTICE**

Effective with the November 15, 1982 issue,  
**ALL** Broadcasting Magazine classified advertising  
orders must be prepaid

**Help Wanted Technical  
Continued**

**WGBH Boston**

If you are highly skilled and proven in 1" computer editing, video, VTR or remote work, or are an experienced maintenance person with at least 5 years in digital & analog circuitry, studio & remote equipment and construction:

Come work for one of the nation's leading production facilities.

We have the reputation and quality of N.Y. or L.A., without the hassle.

Top pay and benefits. Send resume in confidence to: Personnel Dept. WGBH, 125 Western Ave., Boston, MA 02134.



**CHIEF  
ENGINEER**

New full power VHF in the Rocky Mountains of Colorado to be broadcasting Sept. '83. Must have 5 years' experience on broadcast equipment with emphasis on transmitter, some experience on remotes helpful. Responsible for all TV equipment and engineering staff. Send resume to KTWC-TV, Box 8685, Aspen, CO 81612. E.O.E.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**THIS PUBLICATION  
IS AVAILABLE  
IN MICROFORM**

**University Microfilms  
International**

300 North Zeeb Road, Dept. PR., Ann  
Arbor, MI 48106



Help Wanted Technical  
Continued

# Television Broadcast Engineer

A unique career opportunity in the subscription television industry

If you hold a first class FCC license or equivalent and have at least 3 years prior experience as a television transmitter maintenance supervisor, television chief engineer or an assistant chief engineer, you could be part of the challenge Chicago Transmitter Maintenance Company offers in Chicago. You'll be in charge of maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment. Formal education in communications and broadcasting is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements by November 5th, to:

Box H-130  
An equal opportunity employer, M/F

Help Wanted News  
Continued

## ANCHORS

Are you the best anchor in your market with several years of proven Anchor experience? Are you a qualified journalist who can report, write and edit well? Are you interested in foreign as well as national news? Do you have a track record of mature journalistic judgment and professional reliability? Are you ready to work at any hour of the day or night with the nation's best anchors and producers? Do you like competition and have the will to win? If you can answer "yes" to those questions, send your tape and resume to:

Anne Lerner  
CNN Headline News  
1050 Techwood Drive, NW  
Atlanta, GA 30318

Help Wanted News

### 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.

### SPORTSCASTER

Top 15 market station is seeking an experienced sportscaster to join our active sports department. Unique growth opportunity for an individual with minimum 3 years on-air experience and thorough knowledge of sports. Competitive salary plus benefits. Send resume in confidence to: Box H-124. EOE.

## MAJOR NEWS OPPORTUNITY

Successful small or medium market news producers, weekend news producers. Can you write well, fast? Can you handle control room responsibilities? If you are looking for an important opportunity to advance your career, write Box H-112.

## SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

Help Wanted Sales

### DIRECTOR OF SALES

California network affiliate needs an experienced Sales Manager with strong credentials in local sales. Must have proven organizational skills and ability to direct and motivate 8 person local staff. Opportunity to live and work in a magnificent climate in an area with huge potential for new business developments. Send resume and letter outlining credentials to Box H-127. EOE.

### ACCOUNT EXECUTIVE

Top 30 market, Sunbelt station, CBS affiliate. This number one station in the market is offering opportunity to grow with a station positioned to win. Seeking creative, promotion-oriented sales person with television, radio or other intangible sales experience. Consideration will be given to a person with knowledge of major retail, co-op and vendor development. Send resume to Box H-134. An equal opportunity employer, M/F.

Help Wanted Management

### GENERAL MANAGER V.P. SALES

KTWC-TV Channel 3, the first and only full power TV station in the fabulous Rocky Mountains of Colorado, is seeking an individual with a proven track record in sales. A creative person who loves to motivate and lead. The facilities are state of the art and so is the living (we are located between Aspen and Vail). If you have been looking for that special challenge, then respond to KTWC-TV, Box 8685, Aspen, CO 81612. E.O.E. M/F.

## Help Wanted Management Continued

### STATION MANAGER WANTED

for new VHF affiliate in growth market. The ideal candidate will have demonstrated success in sales including budgeting, programming and personnel management. Strong record of civic achievement also highly desirable. We plan to be number one in a 3-station market and we are looking for the right person to guide that effort. Send resume including salary history and salary requirements to:

Sunshine Television Inc.  
801 N. Foothills Road  
Medford, OR 97501

### ON-AIR PROMOTION MANAGER

Major affiliate needs creative pro to conceive, execute and supervise on-air promos. Strong on writing, visuals, production skills and sizzle! Two years experience with good track record. Send resume and cassette to Lindy Spero, Promo Mgr, WJLA-TV, 4461 Connecticut Avenue, N.W., Washington, D.C. 20008

## Help Wanted Programing, Production, Others

### OPERATIONS MANAGER

WDVM-TV is seeking a sales-minded Operations/Traffic Manager. This person must have a knowledge of computers (BIAS system experience would be helpful) and a minimum of five years experience as an Operations Manager. EOE

Send Resume to:  
Personnel Office  
WDVM-TV9  
4001 Brandywine St., NW  
Washington, DC 20016

WDVM Television  Washington D.C.

### SYNDICATION DESIGN DIRECTOR

WCVB-TV Boston, a subsidiary of Metromedia Inc., seeks a creative, effective Design Director for concept and production of advertising/promotion for syndicated programming.

This individual should possess strong managing/organizational skills. Knowledge of type, photography, printing and advertising a must. 2-3 years' advertising agency experience necessary.

If interested, please send resume (no telephone calls, please) to WCVB-TV, Personnel Dept., Y1082, 5 TV Place, Needham, MA 02192. EOE, M/F.

## Help Wanted Programing, Production, Others Continued

We're Sad!



We've lost our co-host to an ABC O&O ... but, we're happy to announce there's a great opportunity for someone to join our female co-host and one of the most successful PM teams in the country. PM co-host or related experience required. No phone calls please. Send resume and cassette to:

Barry Barth  
WJXT  
P.O. Box 5270  
Jacksonville, Fla. 32207

WJXT - A Post-Newsweek Station - is an  
Equal Opportunity Employer M/F

## Situations Wanted News

### 20 YEAR BROADCAST NEWS

professional seeks anchor and/or news director opportunity. Absent from the air for a year now and anxious to get back to what I do best. Resume, references, air check and personal commitment to success, available Immediately. Contact George W. Davis, 904-432-1758.

## Help Wanted Instruction

### FACULTY POSITION AVAILABLE

Mass Communications, Rhode Island College, Spring semester, 1983. Rhode Island College invites applications for a continuing appointment to a tenure line position in the Department of Communications/Theatre. Includes teaching courses at the undergraduate level in mass communications, broadcasting history, and media productions; research; directing student design co-curricular activities; advising and guiding students through independent work through local media outlets. Scholarly research and publication expected. Requires an M.A. in Communications (Ph.D. preferred) and a specialization in one area as exhibited by publications, teaching experience, and/or work experience. Appointment at the rank of Instructor or Assistant Professor Starting salary to \$18,000, depending on qualifications. Attractive fringe benefits. Submit letter of application with college placement office credentials or resume, graduate transcripts, and three current references to Office of Personnel Services, Rhode Island College, 600 Mt. Pleasant Avenue, Providence, RI 02908—Attention: Chair, Communications and Theatre. Application deadline: December 15, 1982 AN AA/EOE.

### ANNOUNCEMENT OF POSITIONS

Department of Communication Arts, University of Wisconsin-Madison, anticipates hiring at Assistant Professor rank commencing Fall, 1983, in one or two areas. (1) Mass media theory, policy, regulation; related interests in media economics, industry, or history. (2) Broadcast criticism, aesthetics, history, with competence in critical methods or content analysis. Salary competitive. Doctorate or equivalent required. Equal opportunity affirmative action employer. Application deadline: January 1, 1983. Inquiries, resumes to: Lloyd Bitzer, Chairman, 6110 Vilas Hall, University of Wisconsin, Madison, WI 53706.

## ALLIED FIELDS

### Help Wanted Technical

## CHIEF ENGINEERS PLUS FULL AND PART-TIME ENGINEERS

Needed for Washington, D.C. and San Diego operations of growing satellite co. **CHIEF** must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; Second Class FCC License. Management experience desirable.

**ENGINEERS** must have Associate Degree in electronics plus two years' electronic technical experience (or equivalent) with one of the two years in: (1) In maintenance of typically utilized technical equipment; (ENG U-Matic tape recorders, ENG television cameras, Micro-wave STL equipment, Audio follow video routing switching equipment, Associated audio support equipment), or: (2) in electronic circuit design with emphasis in micro-wave and TV broadcasting equipment.

Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; Second Class FCC License required. Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. **Call Collect** to BIC Personnel Department for employment application form. 801-237-2609. An EOE.



**Miscellaneous**

**Why Accu-Weather?**

- 24 Hours a day
- 7 Days a week
- 42 Meteorologists

Working for you.

**Because we're the best.**



**Accu-Weather, Inc.**

North America's Leading Forecast Service  
9 W. College Ave. State College, Pa. 16801 814/237-0309

**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 & handling 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.**

**Public Notice**

**PUBLIC NOTICE**

Applications for cable television license, Town of Blackstone, MA. The Town of Blackstone will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:30 p.m. on Friday, January 7, 1983. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Blackstone. A copy of this application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Thomas E. Devlin, Chairman, Board of Selectmen, Municipal Center, 15 St. Paul Street, Blackstone, MA 01504.

**PUBLIC NOTICE**

Town of Hanover, Chautauqua County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until December 29, 1982 at 7:00 p.m. and all applications received will be available for public inspection during normal business hours at the Hanover Town Hall, 239 Central Avenue, Silver Creek, N.Y. 14136 716-934-2273 Janine L. Salzman, Town Clerk, Dated: October 15, 1982

**Business Opportunity**

**NATIONAL RADIO SYNDICATION COMPANY**

Seeks investors/partners to assist in either capital and/or management role. This company has unlimited growth potential—minimum requirement \$125,000. For more information, call 312-251-3387.

**Wanted To Buy Stations**

**TV CORPORATE GROUP OWNER**

Seeking further acquisition. Markets 75 thru 125. Write Box H-152.

**For Sale Stations**

**CHAPMAN ASSOCIATES®**  
nationwide mergers & acquisitions

STATION		CONTACT				
SE	Major	AM/FM	\$3500K	Terms	Bill Cate	(904) 893-6471
SE	Metro	AM/C1.CFM	\$2500K	Cash	Bill Chapman	(404) 458-9226
R.M.T.	Metro	AM/FM	\$1200K	\$400K	Brian Cobb	(303) 322-3763
SW	Medium	AM/FM	\$775K	\$175K	Greg Merrill	(801) 753-8090
MW	Medium	AM/FM	\$750K	Terms	Ernie Pearce	(615) 373-8315
MW	Small	AM/CP	\$675K	\$150K	Peter Stromquist	(612) 831-3672
N.ENG.	Medium	AM/FM	\$600K	\$220K	Jim Mackin	(207) 623-1874
SW	Metro	Fulltime	\$530K	Cash	Bill Whitley	(214) 387-2303
SE	Small	Fulltime	\$410K	\$75K	Mitt Younts	(804) 355-8702

To buy or sell, for appraisals or financing—contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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Media Investment Analysts & Brokers  
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Bob Marshall, President

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- FM, Northern Ohio. Nice town in densely populated area. \$240,000.
- Daytimer. Good dial position. S. AL \$85,000.
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- Daytimer. Coastal SC near city. \$160,000.

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WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
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ND	AM/FM	250K	20K	Small
IL	FM	325K	20%	Small
MT	FM	500K	25%	Small
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### PROFITABLE 3-STATION GROUP

Full-time AM's in California, Idaho and Illinois. President available for consultancy. Available as group purchase at \$2.8 million with \$1.1 million down and terms, or will discuss single station sales. Call or write Charles Powers, 415-376-2828; Box 235, Moraga, CA 94556.

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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.

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able, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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



Bradley

**Donald G. Bradley**, VP, operations, Montana Television Network, Billings, Mont., named chief executive officer, succeeding **Joseph S. Sample**. MTN operates stations KTVQ(TV) Billings, KXLF-TV Butte, KRTV(TV) Great Falls and KPAX-TV Missoula, all Montana. Sample, principal owner of stations, remains as consultant.

**John Gill**, regional VP, Southeastern region, Austin, Tex., Times Mirror Cable Television, named VP and general manager, Springfield, Ill. system.

**Michael Schaefer**, general manager, WSEN-AM-FM Syracuse, N.Y., named VP of parent Buckley Broadcasting.

**Morton Siegel**, general manager, WRKL(AM) New York, named senior VP of parent Rockland Broadcasters. **Bobbi Lewis**, operations manager, WRKL, named station manager.

**Martha Fransson**, VP, Hartford (Conn.) National Bank, joins Times Mirror Cable Television as VP and general manager, Hartford CATV.

**Larry Chase**, general manager, KIVI(TV) Nampa, Idaho, named president of parent Sawtooth Communications.

**Martin Lessard**, general manager, WOKQ(FM) Dover, N.H., named VP of parent Great Bay Broadcasting.

**Karl Wiener**, VP and treasurer, Multimedia of Ohio, Cincinnati, named to newly created position of financial consultant for Multimedia Inc., and Multimedia Program Productions.

**Thomas Mondell**, business manager and associate program director, noncommercial WYEP-FM Pittsburgh, joins WYDD(FM) there as station manager.

**Dan Creed**, assistant sales manager and regional sales representative, KFH(AM)-KBRA(FM) Wichita, Kan., joins WREN(AM) Topeka, Kan., as station manager.

**Joy Katzen**, executive producer, WPLP(AM) Pinellas Park, Fla., named operations manager.

**Bert Gould**, director of advertising and promotion, WPIX-FM New York, named director of operations.

**Richard Steele**, president, Citizen's Gas and Coke Utility, and **William Hanley Jr.**, retired president, Elizabeth Arden, elected to board of directors, Fairbanks Broadcasting Co., Indianapolis.

**Alan McDonald**, corporate marketing director, American Television & Communications, Denver, joins Daniels & Associates there as VP,

marketing for cable MSO.

**Edmund Barlett III**, VP, finance and administration, and treasurer, Comsat General, Washington, named VP, finance and treasurer, Satellite Television Corp. there. STC, like Comsat General, is subsidiary of Comsat.

**Ethel Way**, personnel manager, New York Twist Drill Corp., Melville, N.Y., joins Viacom Cablevision of Long Island, Central Islip, N.Y., as personnel administrator.

**Shirley Mitscher**, from traffic and accounting department, KDJQ(AM)-KDKB(FM) Mesa, Ariz., named business manager.

**Daniel Alpert**, VP, public information, non-commercial WTVS(TV) Detroit, named senior VP, assistant general manager.

**Kay Heitman**, sales administration manager, Convergence Corp., Irvine, Calif., named to newly created position of administrative assistant to president.

**Jill Altmeyer**, assistant credit manager, WTCN-TV Minneapolis, named credit manager.

**Sharon Blair**, VP, television programming, Connecticut Educational Telecommunications Corp., Hartford, named station manager of noncommercial WEDW(TV) Bridgeport, Conn.

**Patrick McDonough**, studio manager and designer, Bomzer Associates, Boston, joins WNEV-TV there as assistant art director.

**Carole Thurston**, daughter of former National Association of Broadcasters joint board chairman Donald A. Thurston (WMNB-AM-FM North Adams, Mass.), and former sales representative at WCNX(AM) Middletown, Conn., will be married Oct. 30 to **Robert Collins**, news editor of WHDH(AM) Boston.

## Advertising

**Robert Freeman** and **David Sklaver**, VP's/management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.



Toussaint

**Robert Toussaint**, account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected VP, group supervisor.

**Linda Kaplan**, creative supervisor, and **Darrell Wilks**, senior art director, for J. Walter Thompson USA, New York, named VP's.

**Jim Surmanek**, executive media director, Ogilvy & Mather, Los Angeles, named general manager. **Patrick Rogge**, general manager, Mendelsohn Advertising, Los Angeles, joins Ogilvy & Mather there as group supervisor.

**Stephan Smith**, account director, Foote, Cone & Belding, New York, elected VP.

**John Swartzwelder**, senior writer, Foote, Cone & Belding, Chicago, joins Tatham, Laird & Kudner there in same capacity. **Cleve Van Orden**, senior art director, Ogilvy & Mather, Chicago, joins TL&K as executive art director.

**Raymond Groff**, associate art director, BBDO, New York, joins Needham, Harper & Steers there as associate creative director.

**Stephen Puckett**, copywriter, Stuart Ford Inc., Richmond, Va., joins D'Arcy-MacManus & Masius, St. Louis, as writer.

**Jacques Cornet**, associate media director, Marsteller Inc., New York, named VP.

**Ethel Rubinstein**, director of broadcast production, Geer, Dubois advertising, New York, named VP.

**Anthony O'Haire**, assistant media director, Benton & Bowles, New York, joins Kenyon & Eckhardt there as associate media director.

**Clancy Strock**, VP, director of creative services, *Farm Journal*, Philadelphia, joins Kenrick advertising, St. Louis, as associate creative director.

Elected VP's, Major Market Radio: **Barry Gorfine**, manager, Los Angeles office; **Elaine Jenkins**, manager, Dallas office, and **Michael**



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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**Disney, manager, Atlanta office.**

**Walter Reichel**, executive director, media and programing department, Ted Bates, New York, named executive VP.

Appointments, Katz, New York: **Dick Williams**, general manager, Katz Probe/Marketing, to VP; **Judith Goldman**, Probe media analyst, to manager, Probe services; **Kathy Gobright**, assistant sales manager, Katz American Television, to marketing analyst, marketing services department; **Barbara Higgins**, account executive, Chicago, to New York office in same capacity; **Helene Hollander**, sales manager, sabers team, Katz Independent Television, Chicago, to VP, sales manager of newly opened San Francisco office; **Roland Adeszko**, manager, gold sales team, Katz Television Continental, Chicago, and **John Washington**, manager, lancers team, Katz Independent Television, New York, to divisional VP's, and **Janice Fox**, sales assistant, Katz Television, Washington, to account executive.

**Pat Maxwell**, assistant research director, Christal Radio Sales, New York, named research director.

**Christi Lynne Taylor**, account executive, Eastman Radio, Dallas, joins RKO Radio Sales, Dallas office, as manager. **Linda Ferrara**, from William Esty, New York, joins RKO Radio Sales there as account executive.

**Eglon Simons**, national sales manager, WCBS-TV New York, joins CBS-owned KMOX-TV St. Louis as director of sales.

**Roland (Ron) King**, general manager, KIKU-TV Honolulu, joins KXLI(TV) St. Cloud, Minn., as VP, general sales manager. **John Gorski**, from

WCCO-TV Minneapolis, **Cliff Ancier**, from WTCN-TV Minneapolis, and **Don Koenig**, from WJON(AM)-WWJO(FM) St. Cloud, join KXII as account executives.

**Dee Harris**, national sales representative, CBS Radio Spot Sales, San Francisco, joins co-owned KCBS(AM) there as national sales manager.

**Dennis Thatcher**, sales manager, WHK(AM) Cleveland, joins WCLQ-TV there as general sales manager.

**Dick Poholek**, account executive, WEAN(AM)-WPFB-FM Providence, R.I., joins WNG(AM) Pawtucket, R.I., as general sales manager.

**Bob Zuroweste**, local sales manager, KUDL(FM) Kansas City, Mo., named general sales manager.

**Sue Weiss**, account executive, Sperry & Associates advertising, Raleigh, N.C., joins WYYD(FM) there as sales manager.

**Peter Mathes**, account executive, WABC-TV New York, joins KCOP(TV) Los Angeles, as national sales manager, based in New York office of TeleRep, KCOP's representative.

**Jerry Watson**, account executive, WQWT(TV) Omaha, named local/regional sales manager, succeeding **David Kuehn**, resigned.

**Anita Quenemoen**, sales secretary KSTW(TV) Seattle, named sales service coordinator. **Cindi Ennis**, sales service coordinator, KSTW, named account executive. **Scott Bauer**, account executive, KPLZ(FM) Seattle, joins KSTW in same capacity.

**Barb Tremberth**, account executive, Lane-Carson & Associates, Minneapolis, joins KMSP-TV there as assistant local sales manager.

**Harvey Lazear**, account executive, WTNH-TV New Haven, Conn., joins WVIT(TV) New Britain, Conn., as local sales manager.

**Lori Atkins**, from KRKO(AM) Everett, Wash., joins KKFX(AM) Seattle as advertising consultant.

**Bob Price**, spot broadcast supervisor, Diener-Hauser-Bates, New York, joins Avery-Knodel Television there as account executive.

**Richard Washer**, account executive, WKQX(FM) Chicago, joins Radio Advertising Representatives, New York, in same capacity.

**Andy Hoffman**, account executive, WLVI-TV Boston, joins WCVB-TV there in same capacity.

**Bill Jacob**, account executive, WHYT-FM Detroit, joins KBZT(FM) San Diego in same capacity. **Bill Straus**, local sales manager, KTAR(AM) Phoenix, joins KBZT as account executive.

**Felicia Bifulco**, from Group W's Radio Advertising Representatives, New York, joins Group W's KYW(AM) Philadelphia as account executive.

**Isaac (Pat) Richardson**, from WGFP(AM) Webster, Mass., joins WSMW-TV Worcester, Mass., as account executive.

**Carol Petersen**, retail sales account executive, now defunct *Cleveland Press*, joins WKYC-TV Cleveland as developmental sales account executive.

**Suzanne DePiper**, from WYNY(FM) New York, joins WRKS-FM there as account executive.

**Arthur Hardin**, from WSAZ-TV Huntington, W.Va., and **Jean Blachura**, from WJTM-TV

Winston-Salem, N.C., join wxii(TV) Winston-Salem as account executives.

**Charles Adickman**, account executive, WJNR(AM) Newark, N.J., joins WRKS-FM New York in same capacity.

## Programing



Fields

**Freddie Fields**, acting senior production executive, MGM Film Co./United Artists, Los Angeles named to newly created position of president, motion picture production division, MGM/UA Entertainment Co. **John Foreman**, independent producer, named executive VP, worldwide theatrical production,

MGM Film Co. **David Chasman**, executive VP in charge of production, MGM Film Co., named executive VP in charge of production, United Artists.

**Michelle Musler**, director, human resources development, and **Robert Stoekler**, director, human resources administration, Warner Amex Cable Communications, New York, named VP's.

**Phil Harmon**, executive VP, W&W Films, New York, joins Madison Square Garden Network there as VP, production. **Pete Silverman**, executive producer, Philadelphia Flyers professional hockey broadcasts, joins MSG as executive producer.

Named to newly formed corporate management committee, Walt Disney Productions, Burbank, Calif. (BROADCASTING, Oct. 18): **Michael Bagnall**, executive VP, finance; **Carl Bongirno**, executive VP, administration; **Ronald Cayo**, executive VP, business and legal affairs; **James Jimirro**, executive VP, telecommunications; **Jack Lindquist**, executive VP, marketing; **Richard Nunis**, executive VP, Walt Disney World/Disneyland, and **Martin Sklar**, executive VP, WED creative development.

**Michael Moody**, financial analyst, Fox feature film international accounting and corporate budgets department, 20th Century-Fox, Beverly Hills, Calif., named supervisor, telecommunications accounting, responsible for pay television accounting department.

**Paul Schaye**, from Booze, Allen & Hamilton, New York, joins Showtime there as director of human resources.

**Al Kaplan**, director of business affairs, ABC Entertainment, New York, named VP, business affairs, motion pictures for television. **Angela Petillo**, associate program attorney, ABC Entertainment, named program attorney.

**Michael Chatkin**, market and sales analyst, Rainbow Programing Services, Woodbury, N.Y., joins Private Screenings, New York, as director, sales and marketing for adult pay TV service.

**Johnny Biggs**, distribution manager, Watermark/ABC Radio Enterprises, Hollywood, Calif., named executive in charge of operations.

**Zamira Portnoy**, VP, business affairs director, Filmways, New York, joins Cable Health Network there, as director, business and legal affairs. **Joan Sari Faier**, from Interpublic

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## Broadcasting

The News Magazine of the Fifth Estate

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Group, New York, joins CHN as associate director, business and legal affairs.

**Mike Russell**, national programing consultant and operations manager, Drake-Chenault, Canoga Park, Calif., named regional manager, West.

**Thea Flaum**, executive producer, noncommercial WTTW(TV) Chicago, has formed own production firm, Thea Flaum Productions there.

**David Campbell**, director of sales, Metromedia Producers Corp., Chicago, joins Viacom there as central west sales manager.

**Michael Dougherty**, creative services director, WCMH-TV Columbus, Ohio, named production manager.

**Richard Shanks**, air personality, WPLP(AM) Pinellas Park, Fla., named program manager.

**Eric Hipple**, quarterback, Detroit Lions professional football team, joins WXYZ-TV Detroit as part-time sports reporter.

**Al Albert**, sports reporter and anchor, WNBC-TV New York, joins USA Cable Network, Glen Rock, N.J., in similar position.

**Mike Weisman**, producer, NBC Sports, New York, has signed long-term contract.

**Larry Coates**, air personality WPLO(AM) Atlanta, joins WCAO(AM) Baltimore as program and music director.

**Bob Noll**, administrator of public relations and publicity, WKYC-TV Cleveland, named producer-writer, production department.

**Donald Gould**, sports director, WESH-TV Orlando, Fla., joins WNBC-TV New York as sports reporter.

**Mike Barash**, sports director, KFSN-TV Fresno, Calif., joins WJBK-TV Detroit as weekend sports anchor-reporter.

**Wayne Hagin**, sports announcer, KSFO(AM) San Francisco, joins KBHK-TV there as sports anchor, *Sports Update*.

**Nancy Alspaugh**, freelance producer, WBZ-TV Boston, named associate program producer, station's *Evening Magazine*.

**Ted Robinson**, air personality and sports reporter, KSTP-AM-TV Minneapolis, joins KCBS(AM) San Francisco as sports reporter.

**Gary Radnich**, from KTLX(TV) Sacramento, Calif., joins WBNS-TV Columbus, Ohio, as sports anchor.

## News and Public Affairs

**Margaret Klein**, financial services editor, Reuters North America, New York, named managing editor, North American operations, succeeding **John Stephens**, named manager, Western region, Reuters Europe.

**Glenn Serafin**, in charge of sales and marketing for Eastern third of United States, Associated Press, New York, named deputy director of broadcast services, succeeding Ben Avery, who moved to Mutual Network, ("Fates & Fortunes," Oct. 11).

**Tom Houghton**, producer, investigations unit, KNXT(TV) Los Angeles, joins *Entertainment Tonight* there as senior news editor.

**Robert Metz**, business and financial colum-

nist, *New York Times*, New York, joins Financial News Network as air personality and New York managing editor and bureau chief.

**David Pearce**, assistant news director, WDM-TV Washington, named acting news director, replacing **Betty Endicott**, news director, resigned.



Hurley

**John Hurley**, news director, Gannett-owned WXIA-TV Atlanta, named television news director, Gannett News Service, Washington, which provides daily satellite news feeds to Gannett stations across country.

**Jo Shilling**, supervisor of film and tape editing, KOMO-TV Seattle, named news operations

manager for station.

**Howard Bischoff**, morning news editor and anchor, WVOX-FM New Rochelle, N.Y., named news director.

Appointments, WRKL(AM) New York: **Robert LeMoullec**, night news editor, to news director; **Norman Weil III**, from WDL(AM) Port Jervis, N.Y., succeeds LeMoullec; **Jeff Garrigan**, afternoon news anchor, to morning news anchor.

**John Bierman**, news director, WAIK(AM) Galesburg, Ill., joins WHBF-AM-FM Rock Island, Ill., as radio news editor.

**Donald Lowery**, business and economics re-

porter, *Boston Globe*, Boston, joins WNEV-TV there as editorial director. **Hank Phillippi**, reporter-anchor, WSB-TV Atlanta, joins WNEV-TV as general assignment reporter.

**Kelly Wheeler**, afternoon editor, KSDO(AM) San Diego, joins KCNN(AM) there as managing editor. **Peter Pande**, from KPRO(AM) Riverside, Calif., joins KCNN as afternoon anchor.

**David Koester**, news director, KODE-TV Joplin, Mo., joins KOTV(TV) Tulsa, Okla., as assignment editor.

**Jed Weiner**, producer, WLUK-TV Green Bay, Wis., joins Satellite News Channels, Stamford, Conn., as producer.

**Becci Gebhard**, anchor-producer, WMDT(TV) Salisbury, Md., joins WGAL-TV Lancaster, Pa., as producer, weekend newscasts.

**Peggy Girshman**, producer, Washington bureau, Satellite News Channels, joins WJLA-TV there as field producer.

**Jan Blair**, news producer, WJXT-TV Jacksonville, Fla., joins WPLG(TV) Miami as associate producer.

Appointed broadcast reporters, Associated Press national broadcast staff, New York: **Oscar Gabriel**, from Ithaca College and WVBR-FM Ithaca, N.Y.; **Steve Katz**, from New Jersey Nightly News, Newark, N.J.; **Laura King**, from AP's Montpelier, Vt. bureau; **Brad Krohn**, from WEBR(AM) Buffalo, N.Y.; **Sofia Mannos**, from UPI, Washington; **David Ochs**, from KNUS(AM) Denver, and **Paul Reilly**, from UPI, San Francisco.

**David Goodnow**, senior journalist and news anchor, WTHI-TV Terre Haute, Ind., joins CNN

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The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112.

Headline News, Turner Broadcasting System, Atlanta, as anchor.

**Frank Cipolla**, news director, WCRV(AM) Washington, N.J., joins WJDM(AM) Elizabeth, N.J., as anchor-reporter.

**Greg Jones**, production staff, WHBF-TV Rock Island, Ill., named news production assistant. **Steve Metcalf**, freelance artist-photographer, joins WHBF-TV as news photographer.

**Diane Smith**, weekend anchor WBNG-TV Binghamton, N.Y., joins WTNH-TV New Haven, Conn. as general assignment reporter.

**John Damschroder**, reporter, WTVN-TV Columbus, Ohio, joins WBNS-TV there as general assignment reporter.

**Susan Bailey**, reporter-anchor, WPOP(AM) Hartford, Conn., joins WVIT(TV) there as weekend reporter.

**Robert MacNeil**, from WITS(AM) Boston, joins WLVI-TV there as anchor-reporter, CNN Headline News. **Susan Rist**, midday news anchor, WHDH(AM) Boston, joins WLVI-TV as reporter for CNN Headline News.

**Monteith Mitchell**, client services coordinator, Metrotape, Los Angeles, joins wowk-TV Huntington, W. Va., as reporter.

**Mark Williams**, anchor-assignment editor, NTV Network, Kearney, Neb., joins WALB-TV Albany, Ga., as anchor-producer.

Appointments, Kansas State Network, Wichita: **Bill Kaczaraba**, senior producer, KSN News, Wichita, to newly created position of executive producer; **Doug Retherford**, producer, KSN's KSNF(TV) Joplin, Mo., and **Carleton Cole**, reporter, WCWB-TV Macon, Ga., to producers, Satellite News Channels.

**Kathleen Campion**, anchor and managing editor, *Newsline*, noncommercial WNET(TV) New York, joins noncommercial WGBH-TV Boston as producer-reporter.

## Technology

**Robert Hillis**, controller, Hughes Electronic Devices Corp., Grass Valley, Calif., named VP. **Jack Baughman**, supervisor, product development, named national sales manager.

Appointments, Public Service Satellite Consortium, Washington: **Arthur Gilbert**, controller, PSSC and for-profit services by satellite subsidiary, to VP, financial affairs, for both; **Kay Cunningham**, administrative assistant, planning and development, to marketing specialist; **Karen Hutcheson**, administrative assistant to office manager, and **Joan Rosenbauer**, secretary for planning and development, to development specialist.

**Steve Schiffrin** and **Leon Silverman**, from Compact Video, Los Angeles, join Pacific Video there as VP, operations and administration, and VP, marketing and sales, respectively of tape production and post-production facility headed by Robert Seidenglanz, former head of Compact Video.

**Terry Owens**, from David L. Brown Co., Chattanooga, joins Microwave Filter Co., East Syracuse, N.Y., as electrical engineer, research and development, responsible for research and design of filters for cable TV, satellite and industrial microwave use.

**Frank Hardman**, engineering director, Southern division, American Family Broadcast

Group, Columbus, Ga., named VP, engineering.

**Brad Weyl**, manager of production, Compact Video Services, Burbank, Calif., named manager of post-production services. **Kim Pre-disik**, member of Compact's production department, succeeds Weyl.

**Lawrence Pozzi**, director of engineering, KRON-TV San Francisco, joins KMGH-TV Denver in same capacity.

**Chris Holt**, chief engineer, KEZR(FM) San Jose, Calif., joins KBZT(FM) San Diego in same capacity.

**Linc Reed-Nickerson**, chief engineer, WXEX-TV Richmond, Va., joins WDIV(TV) Detroit in same capacity.

**James Sherman**, chief engineer, WDBO-AM-FM Orlando, Fla., joins WIOQ(FM) Philadelphia in same capacity.

**Paul Bergquist**, studio production engineer, WTVT(TV) Tampa-St. Petersburg, Fla., joins WFLA-TV there as computer editor.

## Promotion and PR

**Paula Brown**, planner, on-air campaigns, Music Television, New York, joins USA Cable Network as producer, on-air promotion, Glen Rock, N.J.

**Jeffrey Grimshaw**, senior on-air promotion producer, The Playboy Channel, joins USA Cable Network as producer, on-air promotion. He relocates from New York to Glen Rock, N. J.

**Grace Chiu**, from Rainbow Programming Services, New York, joins Cable Health Network there as manager of creative services.

**James Peckham**, manager, custom services, named to newly created position of VP-manager, client relations.

**Ed Logue**, from WBZ(AM) Boston, joins Continental Recordings there as manager, station relations, responsible for marketing firm's commercial jingles and station ID packages.

**Bette Mammone**, director of information, Society of Professional Journalists, Sigma Delta Chi, Chicago, joins Central Educational Network, Chicago-based public television network, as director of public relations and information.

**Dick Weise**, art director, KTVU(TV) San Francisco, named director of creative services.

**Mimmi Mathis**, director of marketing, advertising and research, WFLA-TV Tampa-St. Petersburg, Fla., joins WXYZ-TV Detroit as assistant creative services manager.

**Tom Dusenberry**, from Hameroff/Milenthal Agency, Columbus, Ohio, joins WBNS-TV Columbus as producer, on-air promotion.

**Lori Edgers**, traffic manager, KIRO(AM) Seattle, joins KSTW(TV) there as promotion assistant.

**Penny Schuler**, promotion assistant, WBZ(AM) Boston, named promotion manager.

## Allied Fields

**Charles Kadlec**, executive VP, Frazier, Gross & Kadlec, Washington broadcast and cable management consultant, elected president, succeeding **Horace Gross**, who will continue with company as director of corporate development.

**Peter Sokoloff**, director of support services, Daniels & Associates, Denver, joins Cable Investments Inc. there as VP, corporate communications, for communications brokerage and investment banking firm.

**James Talens**, senior attorney, Domestic Facilities division, Common Carrier Bureau, FCC, Washington, named Chief of Domestic Services branch of that division. **Kevin Kelley**, staff attorney, domestic radio branch, Domestic Facilities Division, named deputy chief of division.

**Barbara McCaffrey**, former special assistant to Bernard J. Wunder, Jr., head of National Telecommunications and Information Administration, has joined staff of Senate Commerce Committee on temporary basis. She will aid in preparing committee's management by objectives program for next Congress and in compiling summary of committee's legislative accomplishments in 97th Congress.

**David Hartman**, host of ABC-TV's *Good Morning America*, will receive American Cancer Society's national award Friday, Nov. 5, at Waldorf-Astoria hotel in New York. Award is highest presented by society, and goes to Hartman for his interest in cancer research, begun when he starred as doctor on NBC-TV's *The Bold Ones*.

**Edwin Spievack**, acting director and general counsel, North American Telephone Association, Washington, named executive director.

**Janis Wojniak**, research director, KGW(AM) Portland, Ore., joins Audience Analysts Inc., Dallas, as research associate of broadcast research firm.

**Richard Butler**, deputy secretary-general, International Telecommunication Union, Geneva, elected secretary general at plenipotentiary conference in Nairobi, Kenya. ITU is United Nations agency regulating international telecommunications policy.

Elected officers, New Jersey Broadcasters Association: **Herbert Saltzman**, WVNJ-AM-FM Newark, president; **Larry Keene**, WWIC(FM) Avalon, vice president.

Elected officers, Tennessee Association of Broadcasters: **Fred Webb**, WODD-AM-FM Chattanooga, president; **Terry Hailey**, WENK(AM) Union City, president-elect, and **John McCreery**, president, WMTS(AM) Murfreesboro, secretary-treasurer.

**Joanne Tierney**, account executive, SSC&B, New York, joins American Association of Advertising Agencies, Washington, as staff member of Loaned Executive Assignment Program, in which agencies provide volunteer middle management personnel to serve one year in AAAA Washington office.

## Deaths

**Mitchel J. Epstein**, 52, chairman and chief executive officer, Epstein, Raboy Advertising, New York., died Tuesday, Oct. 12 at Lenox Hill (N.Y.) hospital following stroke. He is survived by his wife, Carol, two sons and daughter.

**Tom N. Cooper**, 59, president of WTOE(AM) Spruce Pine, N.C., died of heart attack Oct. 7 at Spruce Pine Community hospital.

**Robert C. Mulhall**, 61, general manager, WOIAM-FM-TV Ames, Iowa, died of heart attack Oct. 1 at his home in Ames.



## Leonard Kahn: sporting a long-haul confidence

For more than a decade and a half, Leonard Kahn kept the fire of AM stereo broadcasting burning.

Although the FCC, citing a lack of interest among broadcasters threw out the petition of Kahn and other manufacturers to permit AM stereo broadcasting in 1960, Kahn persisted, refining and testing his independent sideband stereo system and keeping the idea of AM stereo alive.

Kahn, an inventor (he holds more than 60 patents) and manufacturer of radio equipment for broadcasting and other services, says it was a lonely vigil. "People were laughing at us at the time," he recalls from the modest offices of Kahn Communications Inc., his small, 29-year-old firm in Garden City (Long Island), N.Y. "Most AM broadcasters felt they didn't need it. And those who did couldn't conceive of AM radio ever sounding as good as FM. I think they've changed their minds on both scores."

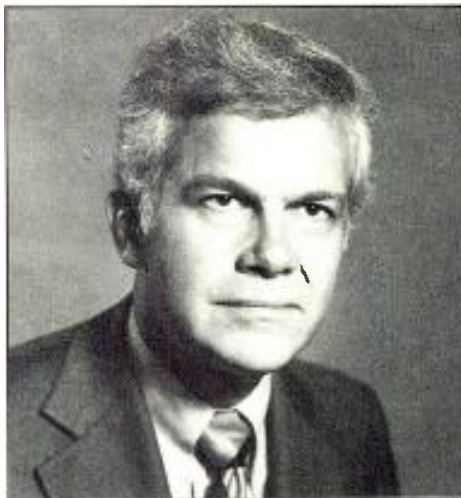
Now nobody's laughing. After watching their share of the radio audience fall steadily during the 1970's, many AM broadcasters are eager to make the switch to stereo in hopes of improving their sound and recovering some of the listeners lost to FM.

Kahn kept AM stereo in the public's eye with tests of his system at XTRA(AM) Tijuana, Mexico, and WFBR(AM) Baltimore and rekindled serious interest in the new service by repetition of the FCC in June 1976 to permit stereo broadcasting. Unfortunately for Kahn, his action also sparked renewed interest in AM stereo among other companies and the FCC docket quickly filled with other systems seeking to be designated the national standard by the FCC.

After nearly six years of bureaucratic haggling, however, the FCC decided last spring to authorize stereo broadcasting but to pick no single system as the national standard. Consequently, four incompatible systems, proposed by Kahn, Harris, Motorola and Magnavox, are now squared off in the marketplace, hoping to win widespread acceptance of broadcasters and receiver manufacturers and become the de facto AM stereo standard.

Although he is dwarfed by his marketplace competitors, Kahn has so far managed to hold his own in the marketplace fight. He has been taking his case to broadcast engineers, and, thus far, 17 stations have adopted or agreed to test his system.

Kahn bristles at the suggestion that the success he has had to date is a result of the personal relationships he has developed with key broadcasters over the years.



Leonard Richard Kahn—president, Kahn Communications Inc., Garden City, N.Y., b. June 16, 1926, New York; U.S. Army Signal Corps, 1944-46; Army specialized training program, Syracuse University, 1944; electrical engineer, RCA Communications and RCA Laboratories, 1947-50; electrical engineer, Crosby Laboratories, 1950-52; BEE, Polytechnic Institute of Brooklyn, 1951; adjunct professor, Polytechnic, 1953-63; president, Kahn Research Laboratories, 1952-74; present position since 1974; m. Ruth Repilli, Jan. 26, 1962.

"The people who have been saying that the only reason we've done well is because I'm a good salesman are crazy. . . . I'm not a lovable character. I'm short tempered, I talk too much and I have too strong an opinion about things." If broadcast engineers have been receptive to his appeals, he says, it is because his system works. "Broadcasters are the meanest sons-of-guns there are. And I know why they're mean. They are all in a terribly competitive situation. You can't get a broadcaster to put a piece of equipment on the air because he likes you. It's his job, it's the program director's job and it may even be the general manager's job."

A native New Yorker, Kahn was educated as an electrical engineer at Polytechnic Institute of Brooklyn and at Syracuse University. He also spent a year in law school at New York University. After five years at RCA and Crosby Laboratories Kahn struck out on his own, convinced he could transform some of his ideas into a steady income. The move, he says, allowed him "to develop whatever I wanted to develop as long as I am willing to pay the bills."

Kahn's ideas, as they turned out, proved to be salable. Over the past 29 years he has designed and built equipment for AT&T, RCA, ITT and the airline industry. Among the successful broadcast devices he has designed and built are a

device for "taking two poor-quality telephone lines and making one good-quality line" and another for making the peaks and valleys for a modulated voice more symmetrical to simplify transmission.

By his aggressive promotion of his own system, Kahn has managed to antagonize proponents of competing systems. Kahn has come under fire (and still is in some circles) for not participating in an industrywide committee in 1976-77 charged with evaluating the various proposed stereo systems and recommending one to the FCC. His nonparticipation was due primarily, he says, to simple economics. A firm the size of Kahn Communications, he says, could not afford to become involved in the committee and still "protect its interest." He also believes the group was formed in part as a "defensive move" against him, as the stereo front-runner at the time. "I sure didn't want to cooperate with a group whose purpose was to head us off."

Kahn also has been criticized widely for his support of the marketplace approach to selection of a standard. Kahn adopted the concept, the critics say, only after it became clear that the FCC engineers evaluating the systems were unimpressed by Kahn's. Kahn attributes his stance to his deep-down philosophical belief in "free enterprise. And I believe that if it is a free competition, if it is not controlled artificially, we will win."

If Kahn Communications is Leonard Kahn, it is also Ruth Kahn, Leonard's office manager of 29 years, and wife of 20 years. "She's a very good business lady," Kahn says.

Away from the smoke and fire of AM stereo, Kahn enjoys the New York theater and a good spy novel. He is one of the few who decided long ago not to own a television set, fearing he would be enthralled by it. A side effect of his AM stereo activities, he says, is a growing appreciation of "adult contemporary music." It's the format of WNBC(AM) New York, and Kahn and his wife have been faithful listeners during their 40-minute reverse commutes between their Manhattan co-op and Long Island office ever since the station began broadcasting in Kahn stereo last August.

Despite the gains Kahn has made in the marketplace, the AM stereo question is far from decided. Harris, a major broadcast equipment manufacturer, is making a strong effort to entice broadcasters, while Motorola and Magnavox and their considerable resources and influence court the receiver manufacturers. Kahn is confident of his ultimate triumph, based on his simple but vociferously made claim that his system is better than the rest. "If I wasn't absolutely sure our system was the best, I wouldn't be in it." ■

# In Brief

**CBS has settled two libel suits against two of its owned TV stations**, apparently for fraction of what suits were seeking. One was \$5.1-million suit by Philadelphia Mayor William Green against WCAU-TV Philadelphia which had reported—and next day retracted, with apology to mayor—that he was under federal investigation in local kickback scheme (BROADCASTING, April 5). Other was \$400-million suit by two Gary, Ind., police officers for reports on WBBM-TV Chicago, which station did not retract. Disclosure of settlement amounts were forbidden by court orders, but published reports speculated they were between \$250,000 and \$400,000 in Philadelphia case and more than \$100,000 in WBBM-TV case. One source indicated estimates were “a little high.” Assumption was that CBS considered settlements cheaper than cost of lawyers needed for full-scale trials. In another libel case in Philadelphia court, federal judge acquitted *Washington Post* of libeling three Philadelphia policemen in story published in 1979 on police brutality. U.S. Judge John Fullman based his decision on protection First Amendment affords press.

**E. W. Scripps**, president of Scripps League Newspapers Inc., which publishes four papers in San Francisco market, said he would take “all necessary actions” to block Gannett Co.’s acquisition of KRON-TV San Francisco. Gannett’s ownership, he said, “would seriously impair the competition vital to a free press in the San Francisco Bay area.” Although Gannett has said it would sell *The Oakland (Calif.) Tribune* to comply with FCC crossownership rules, Scripps noted that Gannett will continue to publish *The Independent-Journal* in Marin county, north of San Francisco, and *USA Today* for San Francisco market. Gannett has plans to acquire KRON-TV from Chronicle Broadcasting in exchange for its KOCO-TV Oklahoma City and \$100 million.

In accord that stemmed from irregularities uncovered earlier this year in JWT Group’s syndication unit (BROADCASTING, Feb. 8, et seq.), **Price Waterhouse & Co.**, independent accountant for agency, has agreed to pay JWT \$1.3 million in cash and \$1.1 million in services. JWT Group said agreement related to possible claims arising out of irregularities. These were blamed for JWT financial shortfall represented by pre-tax adjustments totaling \$30,005,000 for four-year period, 1978 through 1981 (BROADCASTING, April 5). JWT at time emphasized that fictitious entries did not result in billings to client but did overstate unit’s revenues and performance. In its latest announcement Thursday (Oct. 21), JWT also said it has reappointed Price Waterhouse as its independent accountant for 1982. Don Johnston, JWT Group chairman and chief executive, said: “We believe these actions are in the best interests of JWT Group stockholders, in view of Price Waterhouse’s intimate knowledge of the worldwide affairs of the company.”

**FCC last week denied petition urging reconsideration of its decision denying renewal to Simon Geller for wvca-FM Gloucester, Mass., and granting competing application of Grandbanke Corp. for new station** (BROADCASTING, May 24). In denying reconsideration, FCC said that only new facts advanced in Geller’s petition weren’t admissible. Geller’s attorney said he would ask Court of Appeals in Washington to review commission decision.

**Cable system serving Tomah, Spooner, Cornell, Bloomer, Ladysmith and Ashland, all Wisconsin. Sold by Tele-Communications Inc. to Marcus Communications Inc. for \$5 million to \$6 million.** Seller is Denver-based MSO that acquired cable system as part of purchase of Plains Cablevision group early this year (BROADCASTING, Jan. 25). Buyer is principally owned by Jeff Marcus, former partner in Communications Equity Associates, Tampa, Fla.-based cable brokerage firm. He also owns systems in Black River Falls, Wis., and Aitkin and Blue Earth, both Minnesota. Sold system serves 9,400 basic subscribers

with 12 channels and passes 12,000 homes with 225 mile plant. Broker: Communications Equity Association.

**Earnings briefs:** Third-quarter net income at **Capital Cities Communications** was up 28% to \$23,313,000, \$1.68 per share. Broadcast revenues and operating earnings climbed 14% quarter, cable division earnings were \$300,000, compared with \$430,000 loss year earlier. CapCities corporate revenues rose 11% to \$159,176,000. Third quarter at **LIN Broadcasting** showed 16% earnings improvement, to \$4,760,000, 44 cents per share. Revenues rose 25% to \$21,196,000. **Warner Communications** logged 34% earnings growth, thanks largely to Atari unit in Filmed Entertainment division. Net income hit \$78,685,000, \$1.21 per share on revenues of \$1.03 billion, up 17.9%.

McGavren Guild Radio’s proposal to Station Representatives Association for formation of **nonwired radio network association** (“Closed Circuit,” Oct. 4) will be considered by lead network-operating reps at meeting Nov. 3. SRA officials say they arranged meeting as courtesy to McGavren Guild but it would not be SRA meeting. Invited were six SRA member firms and one nonmember (Christal Co.). Members invited in addition to McGG: Blair Radio, Eastman Radio, Katz Radio, Jack Masla & Co. and Torbet Radio. McGG said proposed association should work primarily with advertisers and agencies, secondarily with broadcasters.

Plans by three major networks for programming during November sweeps by Nielsen and Arbitron are being kept quiet most part, although several specials were announced last week. On Sunday, Nov. 7, ABC will air network premiere special “Kramer V. Kramer” from 9 to 11 p.m. against duo specials — *TV Censored Bloopers Part 4* (9 to 10 p.m.) and *The Greatest Commercials* (10-11 p.m.) on NBC. Another head-to-head contest will take place Sunday, Nov. 14 when CBS will first episode of eight-hour mini-series, *The Blue and The Grey* from 8-11 p.m., against ABC’s broadcast of movie “Elect Horsemanship.” Although he said it is difficult to predict how this year will compare with previous November sweep period, Harvey Shepard, vice president, programming for CBS, said he expects “a little less” stunting by all three networks this year primarily because networks have come to realize too much stunting is wasteful.

**Henry Geller**, former head of National Telecommunications and Information Administration, has asked FCC to review Broadcast Bureau’s ruling that degree of informational and educational content in programming should be considered determining whether program qualifies as documentary that would be exempt from restrictions of prime time access rule (BROADCASTING, Oct. 18). Ruling was issued in response to complaint by National Association of Independent Television Producers and Distributors, which requested that *More Real People*, scheduled for prime time access presentation by number stations, does not qualify as exempt program under PTA. Although bureau dismissed complaint on ground that NAITP hadn’t presented sufficient facts about program, bureau proceeded to offer “some guidance” in area. According to Geller, bureau dismissed complaint on wrong grounds and guidance offered “is at odds with the clear admonition of the court in the NAITPD case and the commission’s own established policy that it should not unduly or inappropriately intervene in the day-to-day sensitive programming area, wisely committed to licensee discretion.”

**ESPN has quantified expected losses for 1982 at \$20 million**, putting them at half the level some skeptics had calculate. ESPN spokesman stressed that current rate of loss is “within business plan” for network. It’s further understood



ESPN is considering alterations in affiliate compensation structure under which it now pays cable system 10 cents per subscriber.

Nothing short of complete repeal of FCC's cable-telephone company crossownership prohibition "will truly serve the public interest," FCC Commissioner Joseph Fogarty said last week. Speaking before Newport (R.I.) Conference on Fiberoptic Markets. Fogarty said that FCC staff's argument for retaining cable-telco ban—that cable operators might become direct competitors of telco's local loop and local exchange services—"borders on hallucination." Instead, retention of prohibition "would seriously retard, if not completely foreclose, the introduction and deployment of broadband fiberoptic technology in our local telephone exchanges," Fogarty said. "It will be the American consumer who will suffer the loss of telecommunications benefits which would be directly attributable to this myopic, anticompetitive restriction masquerading as 'pro-competitive' policy," Fogarty said.

It will probably be December before CBS-TV cancels any new series due to ratings failures, according to Harvey Shepard, CBS vice president, programming. It's "much too early to tell" how new programs will fare in ratings in long run, he said, concurring in view expressed by spokesman for other two networks, because heavy competition from baseball playoffs and World Series began only one week after opening of new season. Although many new series on all three networks have fared poorly in ratings so far, advertising agency executives contacted last week were also predicting networks will go slowly this year in rearranging schedules, especially as November sweeps, due to begin next week, will further complicate efforts to analyze trends.

Peggy Charren, president of Action for Children's Television, last week blamed Reagan administration for what she said was lack of television programming for children. Charren, speaking in Washington at annual meeting of American Academy of Child Psychiatry, said broadcasters take their cue from people in power and that search of TV Guide for children's programming on commercial television shows that television industry has gotten "Reagan message: Children have no money, and no power, so who cares about them!" She added: "If we can't change the attitude of our government leaders toward our children, then we must change our government leaders."

Actress Elizabeth Taylor filed suit in New York federal court on Thursday (Oct. 21) against ABC-TV, asking for injunction against production of unauthorized made-for-TV movie about her life. Film project, announced by ABC to affiliates in May, is one of growing number of docudramas being produced by all three networks, so suit could develop as test of emerging genre. Taylor claims unauthorized movie infringes on her right to profit from her name, image and reputation. ABC would not comment on suit last week. Film, which has not yet been cast, is being produced by David Paradine Television Inc., independent production company founded by David Frost.

Poll released by KOAT-TV Albuquerque, N.M., last week showed that Senate Commerce Committee member Harrison Schmitt (R-N.M.) is facing tough challenge in his bid for re-election. Poll, conducted by Zia Research Associates, Albuquerque, for KOAT-TV, showed Schmitt had 47.2% of vote. His Democratic opponent Attorney General Jeff Bingaman, had 39.8%, with 13% of vote still undecided. Bingaman showed 7.4% gain since previous poll.



**Cultivating capital.** CBS officials and government luminaries gathered for a reception at the National Portrait Gallery in Washington, Monday, Oct. 18 following a screening at Ford's Theater there of an upcoming CBS-TV mini-series, the Columbia Pictures-produced *The Blue and The Gray* (BROADCASTING, Sept. 27). Among those attending: In photo at top left (l-r), Tony Malara, VP, general manager, CBS Television Network; James Babb of WBT(TV) Charlotte, N.C., chairman CBS-TV affiliate Board; Cecilia Peck, daughter of Gregory Peck who appears in the mini-series; Peck and Gene Jankowski, president, CBS Broadcast Group; at bottom left (l-r), Bill Carlson, from CBS affiliate WCCO-TV Minneapolis, and Bud Grant, president, CBS Entertainment; at center (l-r), Christine Stevens, wife of Roger Stevens, chairman of the John F. Kennedy Center for the Performing Arts; Stevens and Thomas Wyman, president and chief executive officer, CBS Inc.; at right, Supreme Court Justice Sandra Day O'Connor and husband, John O'Connor.

## Last call

The latest report on returns from the broadcasting business's first attempt to collect its own revenue figures is not greatly encouraging. It is even less understandable. Fewer than half of all TV stations and only a little more than a fifth of all radio stations had bothered to return the confidential questionnaires when the count was made 10 days ago ("Closed Circuit," Oct. 18). Returns were still arriving in batches of a hundred or so a day, but they should be arriving in thousands if the total is to reach a truly useful number.

To its credit, the Broadcasting Industry Revenue Reporting Committee, which is managing this effort, has not given up. It is hampered not only by the indifference of too many broadcasters but also by the strict rules it has imposed to protect the confidentiality of individual station figures. The collection and compilation of the figures are being handled by the accounting firm of Deloitte, Haskins & Sells.

Under the rules, the committee cannot even ask for a list of stations that have not returned questionnaires, so it cannot appeal directly for the absentees' cooperation. Accordingly, leaders say that the four associations forming the committee—a respectable and respected group—the Broadcast Financial Management Association, the National Association of Broadcasters, the National Radio Broadcasters Association and the Radio Advertising Bureau—will make new mailings to their respective members, again urging cooperation. They have also deferred the deadline for replies, originally Oct. 1, to mid-November, and the accounting firm will shortly make a new mailing of questionnaires and yet another appeal for their prompt completion and return.

Aggregate revenue information is vital in many ways. It shows market trends and helps each station judge how it's doing against the crowd. It's helpful in selling time (and in buying it). It's handy to have when stations themselves are being sold or bought.

It is no bother to fill out one of these questionnaires. Stations that haven't done so should do it without hesitation. They may find it bothersome indeed, in many ways, if this effort fails. This may be their last chance to make it work—for their own good and everybody else's.

## Clean-up job

As was to be expected, the League of Women Voters is resisting the movement to inject sanity into FCC rules governing the broadcast of debates featuring political candidates. The league has a vested interest in maintaining the muddled status quo which has given the league national television exposure beyond its most ambitious dreams.

The league's resistance to change appeared among the comments filed last week in response to proposals that the FCC undo 20 years of misinterpreting what the Congress meant when it amended the political broadcasting law to exempt from the equal-time standard coverage of a "bona fide news event," among other types of new programming. In 1962 the FCC took leave of its senses and ruled that a debate between political candidates at a UPI convention for editors was not a news event. In 1975 it said on second, but still addled, thought, that such a debate would qualify for exemption, but not if broadcasters had anything to do with the arrangements. At that point the league appointed itself the agent for joint appearances on television by rival candidates and has since been a presence in political years.

Nor did the FCC's "repair" work in 1975 stop there. At the

same time, the agency decided that no rebroadcast of a debate could be played more than 24 hours after the event without activating the equal-time law. It also threw in a gratuitous reference to news documentaries in such a way as to remove the equal-time exemption for any meaningful appearance by a candidate on that form of program.

The comments last week responded to petitions asking the FCC to admit that any debate featuring newsworthy figures is news, no matter how arranged, that federal time limits on rebroadcasts are an impermissible intrusion in the private editorial process and that documentaries that make "incidental but significant" use of candidates are, like other news programs, exempt from equal time. The petitioners were Henry Geller, one-time FCC general counsel and head of the National Telecommunications and Information Administration during the Carter White House years, and, jointly, the National Association of Broadcasters and Radio-Television News Directors Association.

The petitioners resubmitted their arguments last week. Justice favors their side.

## Apples and oranges

The evening news programs of the three commercial television networks are involuntarily creating a sub-industry: institutionalized criticism of the evening news. Last week it was the Anti-Defamation League criticizing the programs for their coverage of the Israeli invasion of Lebanon. Three weeks ago it was the Media Institute of Washington criticizing coverage of the oil crises of 1973-74 and 1978-79 (BROADCASTING, Oct. 11).

Proprietors of the evening news programs must expect organized scrutiny as long as the programs retain their remarkable popularity. But they are also entitled to expect the programs to be criticized for what they are, not for what they are not. The programs present 22-minute summaries of 24 hours of the news of the world. The ADL and Media Institute seem to be looking for comprehensive reporting and reflective analysis that can only be accommodated in a news hole as deep as, say, that of the *New York Times*.

The evening news on television is fair game to be judged for objective and responsible encapsulation of the news. It cannot be appraised as a journalism medium of record.



Drawn for BROADCASTING by Jack Schmidt

"We think we've solved the Cuban interference problem."



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