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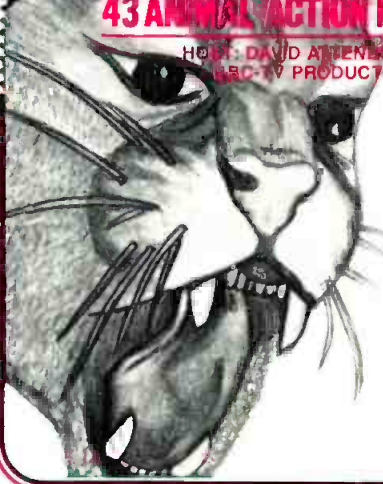
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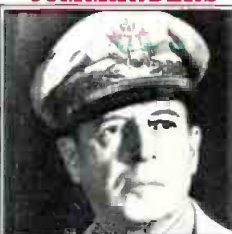
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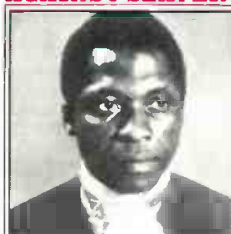
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Broadcasting Mar 7

ABC wins February sweeps □ M*A*S*H makes television history □ State broadcasters make the rounds in Washington □ At Large with Dan Rather

'WINDS' SWEEPS ABC INTO FIRST □ Network's 21.6/32 gives it 2.5 and 6.6 ratings margin over second place CBS and third place NBC. **PAGE 35.**

MONSTER M*A*S*H □ Final episode of *M*A*S*H* goes into the record books as the highest rated show of all time. **PAGE 35.**

HILL CHARGE □ State broadcaster associations converge on capital, lobbying for broadcast deregulation. Consensus is deregulation is there to be had in House, but only after much work. Fowler says broadcasters might not like it, but spectrum fees can be trade-off for near complete deregulation. **PAGE 38.**

ON HOLD □ No one has stepped up to buy Turner Broadcasting, which may not be in as bad financial condition as earlier believed. **PAGE 40.**

FAULTY POWERS □ Copyright Royalty Tribunal's intention to match marketplace on distant-signal/fees draws criticism from Kastenmeier. **PAGE 41.**

POLICY SHIFT □ New Canadian policy will increase flow of programming into country, while still keeping eye on maintaining Canadian flavor. **PAGE 41.**

CLIPPER CLIPPED □ Atlanta television station goes after TV news clipping service on grounds of copyright infringement. **PAGE 42.**

AT LARGE—DAN RATHER □ As CBS News anchor begins his third year as managing editor of the *Evening News*, he discusses the direction of the news, the ratings race and CBS support. **PAGE 54.**

MONDAY, MONDAY □ CBS prime time shifts place emphasis on building Sunday-night blockbuster on Monday. **PAGE 64.**

SEEKING RESPECT □ *The New York Times* is expanding its coverage of television, but critics still say its news of the visual medium is sometimes shallow and relegated to second-class status. **PAGE 86.**

COPYRIGHT COMMENTS □ Copyright Office is flooded with paper from opposing sides on rate increase issue, set to go into effect in eight days. **PAGE 72.**

FINE LINE □ Senator Charles Percy (R-Ill.) says that with Radio Marti and VOA, never the twain shall meet. **PAGE 78.**

ST. PAUL REPRISE □ Only Group W applies for second time in three years for cable franchise in city that voted against municipal ownership. Continental and Nor-West also bid. **PAGE 94.**

FINAL HURDLE □ Supreme Court lets stand Greene's decision to break up Bell system. **PAGE 104.**

ABC's BOTTOM LINE □ ABC reports record profit with \$160 million, despite shortfalls in radio and new technology startup costs. **PAGE 106.**

WHAT IT'S ALL ABOUT □ Bob Bascha, president of Museum of Broadcasting, is helping preserve "a very important artistic, significant, socially valuable product," and in process, helping build ties between broadcasting and community. **PAGE 143.**

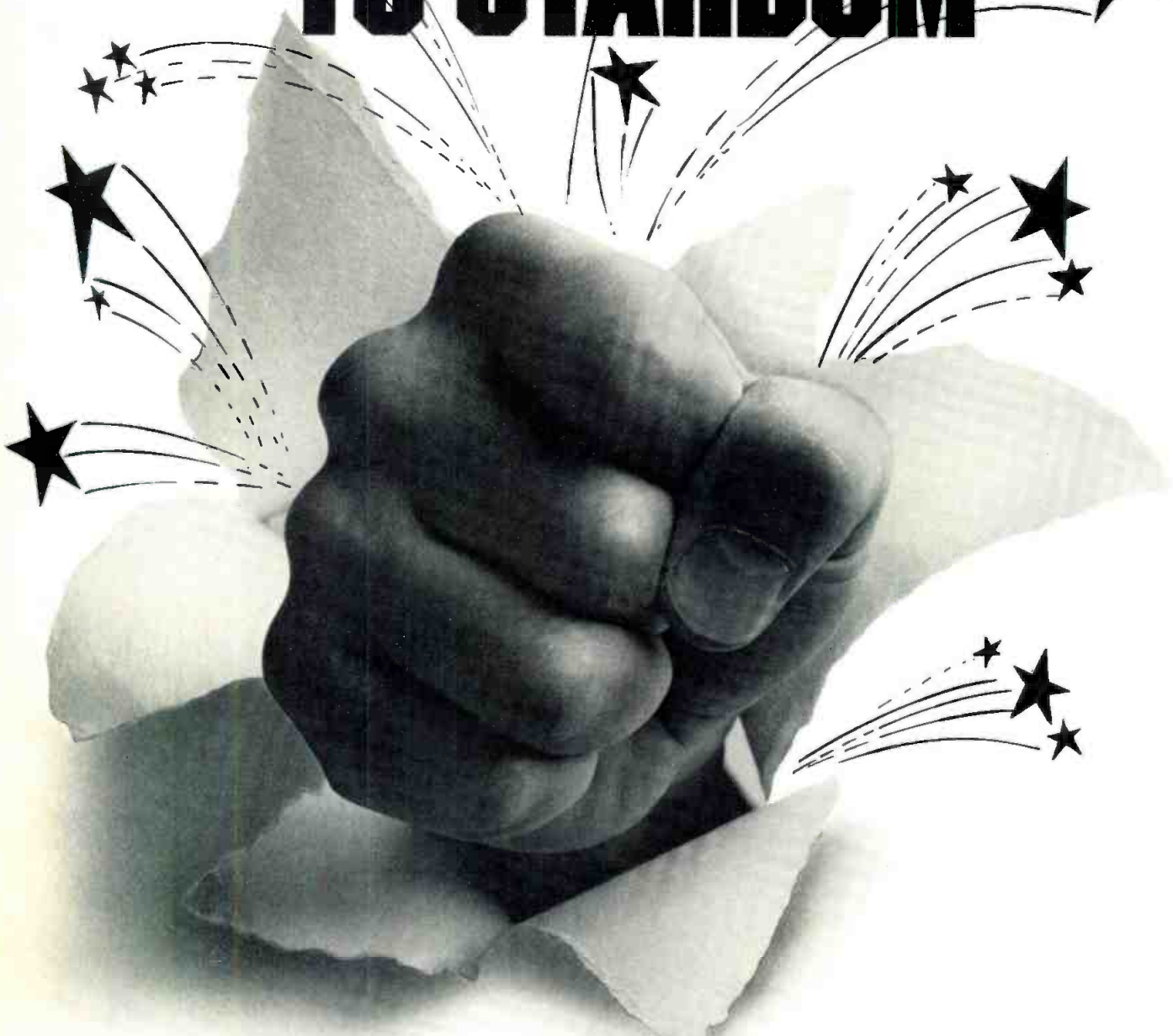
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Street wise

United States Satellite Broadcasting, Hubbard Broadcasting's direct broadcast satellite subsidiary, will announce this week signing of Lehman Bros. Kuhn Loeb Inc. of New York to help with financial planning and to represent USSB in financial community. According to USSB's Bob Fountain, company's business plan will be finalized within next few weeks for Lehman Bros. to present to potential backers. USSB is flattered by association with Lehman Bros., Fountain said, since firm does not become involved in "losing situations."

Picking up

Network radio registered 14% increase in business for month of January, according to Radio Network Association, which relies on information compiled by New York certified public accounting firm of Ernst & Whinney.

Third target

SESAC wasn't involved in lawsuit in which U.S. district court held ASCAP and BMI blanket music licenses to be illegal (BROADCASTING, Aug. 23, 1982, et seq.), but All-Industry TV Stations Music License Committee, which initiated that suit, thinks SESAC's music licenses are suspect too. So lawyers for committee, which is headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., plan to sit down with SESAC leaders and lawyers to talk about it. Committee sources aren't saying more than that, but presumably they'd like to get rate reduction, a la estimated 25% cut that court made in payments that stations owe ASCAP and BMI while its decision is on appeal (BROADCASTING, Dec. 20, 1982).

ASCAP and BMI appeals are under way but not expected to get past briefs-filing stage much before midyear. Committee sources hope, however, that appeals court will be able to get out decision by early 1984. Whoever wins, losers are considered sure to ask for Supreme Court review.

Cold case

FCC's three-year investigation into allegations of fraudulent fund-raising practices by PTL Television Network apparently aroused no interest at Department of Justice, where commission

referred case for possible legal action last year (BROADCASTING, Dec. 13, 1982) after approving sale of PTL's sole station, WJAN(TV) Canton, Ohio. As of late last week, neither FCC nor PTL attorneys had heard of any follow-up action. Word at Justice is no action will be taken.

Anybody's guess

Are television networks beginning to embrace lowered expectations for three-network share of audience in prime time in 1990? Although researchers at both CBS and NBC reject 59% share projected recently by Ogilvy & Mather as far too low, ABC President Fred Pierce last week predicted three-network share in 1990 of "between 60% and 70%" (see story page 90). In speech in Chicago two weeks ago, William Behrmann, senior vice president, O&M, said three-network prime time share totaled about 58% in pay cable homes as of May 1982. In basic cable homes, it totaled 74% and in all homes, 76%. Despite projections from NBC researchers that total network share will be between 68% and 72% in 1990, NBC Chairman Grant Tinker predicted in November speech to Association of National Advertisers that share would drop from its current 73% to 60% (BROADCASTING, Nov. 15, 1982).

Geneva bound

In order expected to be approved by FCC this week, agency will recommend to State Department that U.S. seek eight orbital slots (BROADCASTING, Jan. 17) at conference western hemisphere countries will hold in Geneva this summer to plan use by DBS services of 12 ghz band in this region. U.S. argument would be that demand already expressed for DBS service warrants that number. But one official suggested large number constitutes bargaining position. Also as expected, FCC will recommend U.S. urge conference adopt flexible rather than rigid, "a priori" plan, containing minimal technical restrictions and subject to modification as demand and technology develop. U.S. will point to experience of Europe and Asia, where rigid plans that were developed in 1977 are proving inadequate as conditions change.

However, to deal with fears of other countries that slots and frequencies will be gobbled up by time they are ready to make use of satellite technology, FCC will recommend that U.S. offer pledge to

work for accommodation of their needs as they develop, though without offering detailed suggestion as to how pledge would be redeemed. FCC will suggest that U.S. propose block allotment technique, under which slots and frequencies for variety of purposes—high-definition television, data transmission, among them—would be allotted to countries, individually or in groups, for later detailed planning. There would be proviso: Those seeking block assignments would be required to show realistic plan for use.

Mexican stand-off

FCC is finally said to be poised for action on question of whether SIN National Spanish Television Network, which is 75% owned by Televisa—Mexican company with extensive broadcast interests—is exerting improper control over Spanish International Communications Corp., licensee of five U.S. television stations. After two-year investigation into allegations of anticompetitive activity and illegal alien control, FCC staff last year privately recommended that companies restructure their ownership—severing ties between SIN and SICC—to avoid likelihood of SICC renewals being designated for hearing (BROADCASTING, Aug. 23, 1982).

Rene Anselmo, 25% owner of SIN and 24% owner of SICC (and president of each), told BROADCASTING last week that companies had opted to ignore commission's advice, believing that operations and structure were entirely legal. Emilio Azcarraga family, which owns Televisa, owns 20% of SICC, legal maximum for foreign ownership. SIN control of SICC would be illegal since more than 20% of SIN's stock is held by Mexican interests. Mass Media Bureau officials said recommendation on action should be ready by end of this month.

Half a loaf

U.S. and Canadian delegates on International Telecommunication Union's CCITT videotext experts group will press European delegates at meeting in Rome this week to adopt North American Presentation Level Protocol Syntax standard, but their chances of success are slim. Consequently, they'll settle for agreements on terminal switching mechanism and transcoding that will at least make NAPLPS systems compatible with European CEPT systems.

Up in arms

Segments of the cable industry, intent upon overturning in Congress the Copyright Royalty Tribunal's substantial increase in copyright fees cable operators must pay for carrying superstations and other distant broadcast signals, are trying to rally cable subscribers to their cause. Associated Communications Inc., a Tulsa, Okla., public relations firm, has been monitoring the grassroots campaign for its client, United Video, the satellite carrier of superstation WGN-TV Chicago that has instigated much of the activity. According to Associated, cable systems in a number of states have been successful in urging their subscribers to protest the CRT rate hike to their congressmen. Examples: Tar River Communications, serving Rocky Mount, N.C., ran videotapes on access channels and reported a "good response." The Group W system in Temple, Fla., blacked out one channel for one day and replaced it with a text message explaining the decision and encouraging calls and letters to Washington. "The action created consumer awareness and generated a considerable amount of mail," Associated said. Valley Video Cable, serving Hershey, Pa., drummed up support for the anti-CRT cause with a full-page ad in the local newspaper. And a system in Carlin, Ill., got the word out with "stuffers" in the monthly bill.

Although the effective date of the rate hike was postponed by Congress from Jan. 1 to March 15, some cable operators have already dropped distant signals to limit their copyright liability. And, from what Associated has been able to gather, subscribers who have actually lost service have raised the loudest protest. After General Electric Cablevision in Grand Rapids, Mich., dropped a Canadian station and a regional independent, Associated said, its subscribers "flooded" their congressman, Republican Harold Sawyer, with calls and letters. (Sawyer is a member of the Judiciary subcommittee with jurisdiction over copyright matters.) When the system operator in Delhi, Ohio, began receiving complaints after it dropped two superstations—WGN-TV and WTBS(TV) Atlanta—it referred callers to their congressman, Tom Luken, a Democratic member of the Telecommunications Subcommittee.

Reagan and C-SPAN

President Reagan is putting C-SPAN on the journalistic map. For the second month in a row, the President appeared on the network's *Students and Leaders at the White House* program on Feb. 25, fielding questions from high school students and making news in the process. Over the weekend, the wire services and several newspapers, including *The Washington Post*, *The New York Times*, *The Miami Herald*, *The Philadelphia Inquirer* and *The Los Angeles Times*, picked

up some of the President's comments from the half-hour show.

C-SPAN President Brian Lamb has been encouraging reporters to use the material from the show by inviting them to C-SPAN's Washington headquarters to watch the tape and by providing full transcripts. To Lamb's dismay, however, some reporters have neglected to note in their stories where the President's remarks came from. Without mentioning their source, Lamb said, ABC reporter Sam Donaldson used clips containing comments on the administration's proposal to require federally funded family planning clinics to inform parents of minors who request information on contraceptives and remarks in defense of Kenneth Adelman, the President's embattled nominee to become the country's chief arms negotiator, on



World News Tonight. "You never take somebody else's product without giving credit," said Lamb.

The Feb. 25 show was conducted in much the same way as the first one. It was taped at 1 p.m. NYT and aired at 4 p.m. NYT on a Friday afternoon. Unlike the first show, the second one received a presidential encore. After the airing, Lamb and the students invited viewers to call in and join them in a discussion of the President's performance. When confusion arose on the President remarks about the exclusionary rule, the President, who was watching the show at the White House, called in to clarify his position.

Not only is Reagan C-SPAN's star, but he may also be one of its most faithful viewers. According to a March 1 story in the *New York Times*, the President prepared for his speech last Monday at the National Governors Association convention in Washington by watching C-SPAN coverage of the meeting on Sunday. "Yesterday, I was watching television," Reagan told members of the association, "and I heard some criticisms that were unfair and that we have benefitted the rich at the expense of those who aren't rich." That Reagan watches C-SPAN's unabridged coverage of congressional goings-on and Washington speeches and meetings is significant, Lamb said. It means he no longer has to rely solely on the conventional media and his aides for all his information, he said.

Lamb is hopeful the President will continue to appear on the *Students and Leaders*

program, which is produced in cooperation with the Close-Up Foundation, each month through the end of the school year. The President obviously enjoys doing the sessions with the students, Lamb said, and although he has made no long-term commitment to the program, C-SPAN is planning to do it again later this month.

Survey study

Preliminary findings of the Cable Audience Methodology Study (CAMS) released last Monday (Feb. 28) in New York are viewed by industry associations as the foundation from which to improve ways of measuring television viewing in cable households.

The study was commissioned by the Research Standards Committee of the Cabletelevision Advertising Bureau (CAB) and the National Cable Television Association and was conducted by A.C. Nielsen Co. It highlighted strengths and weaknesses of six forms of measurement (four diary and two telephone) in four program categories: network affiliate, broadcast independents, basic cable and pay cable. The systems used for the test were Gill Cable of San Jose, Calif., which offers 32 channels, and Warner Amex's of Columbus, Ohio, which has 30 channels.

The test methods employed were: personal daypart diary; personal half-hour diary; household diary; household daypart diary; the standard Nielsen Station Index (NSI) diary; 24-hour one-day aided telephone recall, and 24-hour seven-day unaided telephone recall. The standard to determine the accuracy of the various test methods was the telephone coincidental.

According to CAB and NCTA representatives, the survey "confirmed" the accuracy of the telephone coincidental for generating ratings and share information. Based on the coincidental two-market average for the study, shares for persons 12-plus, Monday to Friday, 9 a.m. to 11 p.m. were: network affiliates, 53%; broadcast independents, 16%; basic cable, 16%, and pay cable, 10%.

Another highlight of the study was that the NSI diary tended to overstate viewing for network affiliates while understating ratings and shares for both basic and pay cable services. Personal viewing data from the diaries revealed that the persons using television (PUT) levels were under-reported for total persons 12-plus, men 18-plus and teenagers.

Both telephone recall methods were accurate for determining how much a person was using television, the study concluded, but showed that people were less able to accurately recall which channel they had watched.

The study, which cost an estimated \$500,000, was conducted from June 3 through June 16, 1982, and used a sample of 5,800. "It is our intention to keep moving ahead in this vital area of measuring television viewing in cable households," said



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NHK, the Japan Broadcasting Corporation, began four hours per week of Japanese-produced programming in January. Scandinavian Weekly also began in January, and

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Robert Alter, president of the CAB. "We plan to discuss the CAMS findings in detail with leading advertisers and agencies," he added.

Disney gears up

Jim Jimirro, president of Walt Disney Telecommunications and Non-Theatrical Co., with responsibility for development of the Disney Channel, told BROADCASTING last week that by the time the service is launched on April 18, systems "with at least four million basic subscribers" will have signed on. Advanced negotiations are ongoing with almost every major MSO the company has not yet signed. Those who have committed so far included TCI, Rogers, General Electric, Newhouse and Jones Inter-cable.

He said that in addition to the Disney library of existing films and programs, 12 new series representing about 600 hours of programming (both daily and weekly) are being developed for the new channel. *Welcome to Pooh Corner* is one of the new daily half-hour shows to be seen, featuring life-sized puppet characters. *Dreamfinders* (one-hour weekly), which Jimirro says will be "the most expensive to produce," is another of the 12 new series. He described the program as a "modern 'Our Gang,'" which imparts a weekly lesson to its viewers.

In recent months Disney has hired more than 30 people for its sales staff and now has five regional offices—in New York, Chicago, Atlanta, Dallas and Los Angeles. The staff now totals about 100 and another 30 will be added. Most of the sales people have been found within the industry, including

Disney's Bob Caird, vice president affiliate sales, who spent time previously with both the Entertainment Channel and HBO.

The service will also have its own monthly magazine, which will have complete program listings as well as 32 pages of games, puzzles and program "participatory devices." The service will provide both West Coast and East Coast feeds from Westar V (transponders 5X and 6X).

Headline news

Bill Headline, assistant news director at CBS News's Washington bureau, will join Cable News Network March 28 as Washington bu-



reau chief, succeeding Larry LaMotte, who moves to CNN's Atlanta headquarters as executive producer. "The opportunity to be CNN's Washington bureau chief seemed like one I couldn't pass up," said Headline. It

was "a step into cable, which I think has a great future." Another factor, according to a CBS spokesman, may have been the elimination last fall of CBS's Hong Kong bureau. Headline had been a prime candidate to head the bureau, it was said.

Headline, a 16-year veteran of CBS News, has worked in the Washington bureau for the past nine years. Headline's successor has not been named.

Certified cable accountants

The National Cable Television Association has taken an ad hoc committee of cable accountants under its wing, making it a permanent association committee. The committee was formed last month at a two-day cable accounting conference in Chicago called by Centel Cable Television. Following NCTA's decision to adopt the accounting committee, Committee Chairman Richard DeMarco, director of accounting for Centel, said the committee's objectives will be to identify major accounting issues and to focus attention on them at NCTA conventions. He said the committee plans to meet prior to the next convention, set for Houston in June. Other members of the committee: Dan Benhardus, controller, Western Communications; Peggy Borgstede, accounting manager, Tribune Cable Communications; Michael Burrus, chief financial officer, Multimedia; Bill Frewin, controller, Times Mirror Cable Television; Richard Hoffstein, corporate controller, Continental Cablevision; Randy Sanders, controller, United Cable Television, and Gary Voelker, controller, Capital Cities Communications.

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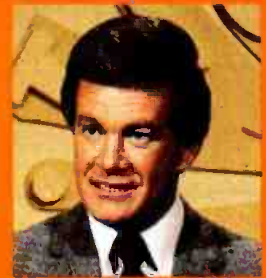


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PROVIDENCE-WJAR
COLUMBUS-WCMH
GREENVILLE-WSPA
SAN ANTONIO-KSAT
FRESNO-KJEO
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Business Briefly

TV ONLY

Pic 'N Pay Shoes □ Campaign begins March 23 in about 15 markets. Spots will run in varying flights through June in all dayparts. Target: women, 18-49. Agency: W.B. Doner & Company, Southfield, Mich.

American Dairy Association □ Campaign for milk begins in April in about 120 markets. Spots will run through summer in early fringe, prime access and prime time. Target: adults, 18-49. Agency: D'Arcy-MacManus & Masius, Chicago.

California Federal Savings □ Financial services campaign begins this week in Los Angeles. Flight will run through year in all dayparts. Target: total adults. Agency: Jensen & Ritchie Advertising, Los Angeles.

Rug Doctor □ Campaign for steam carpet cleaning equipment (rental and sales) begins March 14 in Milwaukee; Kansas City and Topeka, both Kansas; Rockford, Ill.; Madison, Wis.; Jacksonville, Fla., and St. Joseph, Mo.

Flights will vary with majority of markets running 10 weeks in day, early fringe and news times. Target: total adults and total women. Agency: Vantage Advertising, San Leandro, Calif.

Bunker Hill Foods □ Campaign for canned beans with ham begins this month in Charlotte and Asheville, both North Carolina, and Columbia, Charleston, Greenville and Spartanburg, all South Carolina. Flight will run seven weeks in all dayparts. Target: women, 18-49. Agency: Wray/Ward Advertising, Charlotte, N.C.

AmeriFirst Federal Savings & Loan □ Promotion campaign begins this month in Miami, Ft. Lauderdale, Tampa-St. Petersburg and West Palm Beach, all Florida. Seven-week flight will air in all dayparts. Target: adults, 25-plus. Agency: Caravetta Allen Kimbrough/BBDO Inc., Coral Gables, Fla.

Merrill Lynch □ Campaign for real estate service begins March 14 in six markets. Flight will run five weeks in day, fringe and late fringe times. Target: adults, 35-54. Agency: Young &

Rubicam, New York.

Totes □ Test market campaign for soft sole socks begins in April in four markets. Four-week flight will air in all dayparts and target adults, 18-49. Agency: Fahlgren & Ferriss, Cincinnati.

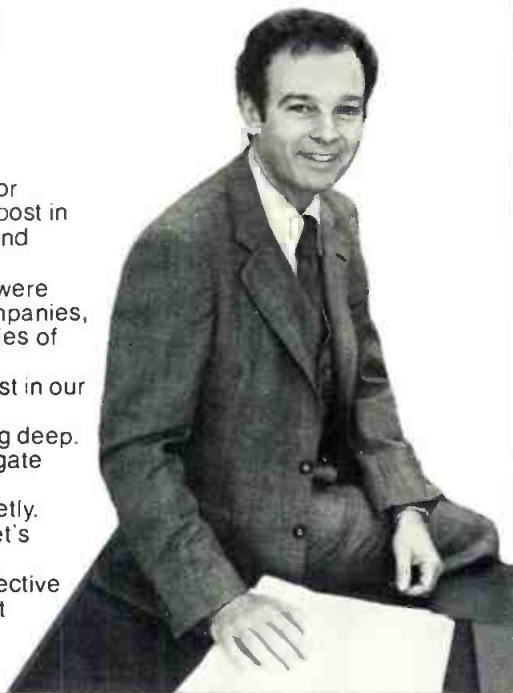
Browne Vintners Co. □ Campaign for Black Tower wine begins this month in about 15 markets. Four-week flight will target adults, 25-54. Agency: William Esty Co., New York.

Hasbro Industries Inc. □ Campaign for GI Joe doll begins this week in 80 markets. Flight will run into April, Monday through Friday, 7-9 a.m. and 3-5 p.m. Target: children, 6-11. Agency: Griffin Bacal, New York.

Shoney's Big Boy Restaurants □ Campaign for char-broiled chicken dinner begins April 4 for four weeks in Nashville, Charleston and Huntington, both West Virginia; Kansas City, Mo., Savannah, Ga. and Beckley-Bluefield-Oak Hill, all West Virginia for three weeks; and Greenville and Spartanburg, both South Carolina, and Asheville, N.C.

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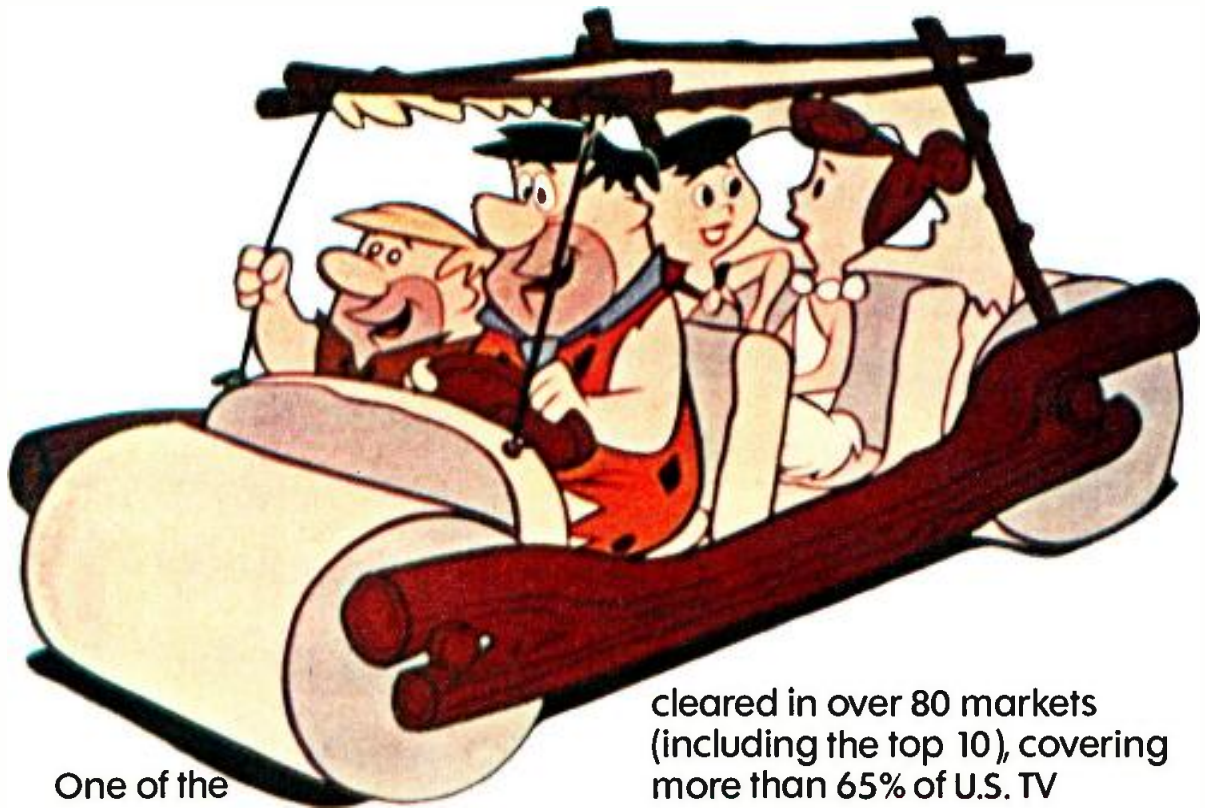


AMERICAN POSTAL WORKERS UNION AFL/CIO
New Biller, President 817 14th Street, N.W., Washington, D.C. 20005

Postal first. In first use of television by federal union for advocacy campaign, American Postal Workers Union, AFL/CIO, Washington, started spot television campaign throughout country last week criticizing administration's proposal to help Social Security. APWU also used cable, print and radio advertising to advance its theme, "You can't cure Social Security by making Civil Service retirement sick." Well-known political cartoonist Edward Sorel supervised animation for 60-second commercial and print ads. J. Walter Thompson is agency.

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KMST
KCPQ
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WTWC
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WRC
WFLX



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for two weeks. Spots will run in early fringe, news, prime access, prime and sports times. Target: adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

Benihana of Tokyo □ National restaurant chain begins campaign in late March in about 13 markets. Flight will run two weeks in all dayparts. Target: adults, 25-54. Agency: Hume Smith Mickelberry Advertising, Miami.

Arnold Industries □ Three flights are scheduled for one product. Power rake blade (lawn mower attachment) begins March 14 in 28 markets, March 28 in 53 markets and April 4 in 15 markets. All flights will run three weeks and air in all dayparts. Target: men, 25-54. Agency: A. Eicoff & Co., Chicago.

RADIO ONLY

California Artichoke Commission □ Campaign for fresh artichokes begins April 4 in San Francisco, Los Angeles and Chicago, all test markets. Flight will run three weeks in all dayparts. Target: women, 25-54. Agency: Evans/Pacific, Seattle.

Ring Around Products □ Campaign for soy bean seed begins March 21 for five days and resumes April 11 for additional five days. Both flights will air in 60 markets in all dayparts. Target: men, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

Pacific Coast Canned Pear Service □ Campaign for canned pears begins in March and April for varying flights in about 24 markets. Spots will air in all dayparts and target women, 25-54. Agency: Evans/Pacific, Seattle.

RADIO AND TV

Atlantic Richfield Co. □ AM/PM mini markets will advertise muffin and egg breakfast sandwich beginning March 28 in 26 markets. Four-week flight will air during prime and fringe times on TV and in all dayparts on radio. Target: men, 18-34. Agency: Foote Cone & Belding, Los Angeles.

Advantage

Maiden effort. Time Medical Products Co., Waterbury, Conn., has begun its first television campaign for Timex Healthcheck, new line of digital electronic health care products, in six California markets. Campaign is prelude to national effort to break on network television in May. Thirty-second commercial features Timex Healthcheck home blood pressure monitor. Other products to be advertised in spring are thermometer and scale. Campaign is targeted toward adults, 35 and over. Agency is J. Walter Thompson U.S.A., New York.

High-powered campaign. Homelite Division of Textron Inc., Charlotte, N.C., will break largest spring campaign in its 62-year history next week, allotting more than \$6 million to promote its outdoor power equipment. Approximately \$4 million will be spent on media, heavily on network television evening news and major sporting events. Another \$2.5 million will be allocated to retailer advertising programs. Thirty-second TV commercials will emphasize theme, "Nobody does the job around the home or farm like Homelite." Company's new line of string trimmers and chain saws, multi-purpose pumps and Jacobsen lawn and garden equipment will be products advertised. SSC&B, New York, is agency for Homelite.

Campaign launch. USA Cable Network, currently reaching over 15 million homes on over 3,000 systems nationwide, has launched major consumer advertising campaign to increase its viewing audience. Campaign will support USA's four major programming dayparts—USA Daytime (women's programming), USA Sporttime (prime time sports), USA Kidstime (children's programming) and USA Nighttime. Marketing campaign will include TV commercials on broadcast and cable outlets, as well as extensive support plan of spot radio and print. New York, Los Angeles, Chicago, Houston, Pittsburgh and San Diego are among major markets spot radio and TV will penetrate.

Florida Citrus Commission □ Radio campaign for fresh grapefruit begins March 14 and will run through April 3 in 20 markets, while TV campaign for grapefruit juice will begin April 4 in 26 markets for five weeks. Both products will run in day and fringe times and target women, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Car Quest □ Automotive accessories program begins in late March in 20-plus markets. Flights will vary from one to three weeks according to market. Spots will run in all dayparts and target adults, 18-49. Agency: The Pitluk Group, San Antonio, Tex.

Sanderson Farms Inc. □ Campaign for packaged and frozen chicken begins in second quarter in about eight markets. Flight will run for varying flights in all dayparts. Target: women, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

Rep:Report

Petry in Charlotte. Petry Television has opened regional office in Charlotte, N.C., at Two Fairview Plaza, 5950 Fairview Road, Suite 804, 28210. (704) 554-8134. K. Laverne Cole, office manager for Katz Communications in Washington, has been named sales manager for Petry TV's Charlotte office. Lisa Jorgenson Browning, manager, Winston-Salem sales for WFMV-TV Greensboro, N.C., has joined Petry TV in Charlotte as account executive.

In new location. Atlanta office of Christal Co. has moved to 3525 Piedmont Road, N.E. Suite 620, Five Piedmont Center, 30303. (404) 237-5236.

WMCA(AM) New York: To Roslin Radio Sales from Selcom.

WFTS(TV) Tampa, Fla.: To Blair Television from Seltel.

WADC(AM)-WIBZ(FM) Parkersburg, W. Va.: To Lotus Representatives (no previous rep).

WAAM(AM) Ann Arbor, Mich.: To Lotus Representatives (no previous rep).

KSD-AM-FM St. Louis: To Torbet Radio from Eastman Radio.

WLVI-TV Boston: To Blair Television from Katz Independent TV Sales.

WABX(FM) Detroit: To Selcom Radio from Katz Radio.



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WGMZ-FM
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Get your share of the giant audience of movie watchers. It's the world's most popular family attraction!

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Datebook

This week

March 6-8—*Society of Cable Television Engineers* eighth annual spring engineering conference, "Business and Data Communications." Billmore hotel, Los Angeles.

March 7—Deadline for entries in fifth annual *Broadcast Designers' Association* competition to "acknowledge and reward outstanding design contributions in the broadcast industry." Information: Jerry Cappa, WLS-TV, 190 North State Street, Chicago, 60601.

March 7—*Annenberg School of Communications* communications colloquium. Speaker: Jack Barry, Barry & Enright Productions, Los Angeles, on "TV's Famous Quiz Scandals: Their Impact on Censorship, Past, Present and Future." Colloquium room, Annenberg School, Philadelphia.

■ **March 7**—*Texas Association of Broadcast Educators* spring meeting, WFAA-TV Communications Center, Dallas.

■ Indicates new or revised listing

March 7-9—*Advertising Research Foundation's* 29th annual conference and research exposition. Keynote address: John Bowen, president and chief executive officer, Benton & Bowles, and president of American Association of Advertising Agencies. New York Hilton, New York.

March 8—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency Capitol Hill, Washington.

March 8—*Michigan Cable Television Association* annual winter meeting. Hilton Inn, Lansing, Mich.

March 8-10—*National Association of Evangelicals* 41st annual convention. *National Religious Broadcasters* will sponsor four workshops and Thursday luncheon at which Dr. Jerry Falwell of *The Old Time Gospel Hour* and Moral Majority will be principal speaker. Sheraton Twin Towers, Orlando, Fla.

March 9—*International Radio and Television Society* Gold Medal Award banquet, to be presented to Roone Arledge, president, ABC News and Sports. Waldorf-Astoria, New York.

March 10—"The Market for Videotext," seminar spon-

sored by *New York University, School of Continuing Education*. NYU campus, New York. Information: (212) 598-2371.

March 11-13—15th annual *FilmFest Midwest*. Marriott O'Hare, Chicago.

March 11-13—*University of Wisconsin-Extension* seminar, "On-air promotion for public television." UW campus, Madison. Information: Heather Goldfoot, (608) 262-6512.

March 11-13—*Intercollegiate Broadcasting System* annual national convention. Speaker: FCC Mass Media Bureau Chief Larry Harris. Capital Hilton hotel, Washington.

Also in March

March 13-15—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency hotel, Columbus, Ohio.

March 13-19—National Children and Television Week sponsored by *National Council for Children and Television*. Theme: "All Your Time is Prime Time... Think About It." Information: NCCT, 20 Nassau Street, Princeton, N.J., 08540; (609) 921-3639 or (213) 622-0349.

March 14-15—*New York State Cable Television Association* spring legislative conference. Empire State Plaza, Albany, N.Y. Information: Susan Shufelt, (518) 463-6676.

■ **March 15**—*Hollywood Radio and Television Society's* 23rd International Broadcasting Awards, to honor "outstanding worldwide television and radio commercials." Century Plaza hotel, Los Angeles.

March 15—*Electronic Industries Association* annual spring conference. Shoreham hotel, Washington.

March 15—*International Radio and Television Society/New York Women in Communications* seminar, "Libel and the First Amendment." Moderator: NBC's Richard Salant. Panelists: Herb Schmeitz, Mobil Oil, Alice Lucan, Gannett newspapers, Ira Glasser, American Civil Liberties Union, Charles Rembar, libel attorney, and Anthony Marro, managing editor, *Newsday*, Marriott's Essex House, New York.

March 15—*Electronic Industries Association's* annual government/industry dinner, featuring presentation of EIA Medal of Honor, this year to Charles Brown, chairman, AT&T. Speaker: Vice President George Bush. Shoreham hotel, Washington.

March 15—"Telemarketing seminar," for broadcasting, advertising and newspaper customers of *New York Telephone*, 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

March 15—*Southern California Cable Club* luncheon. Speaker: Paul Klein, president, Playboy Network, Proud Bird Restaurant, Los Angeles.

March 15—"National Press Forum," to be conducted by National Press Club. Moderator: Larry King, talk show host, Mutual Broadcasting System. Guests: FCC Chairman Mark Fowler and Senator Bob Packwood (R-Ore.), chairman, Senate Commerce Committee. Sponsors: *National Association of Broadcasters, Radio-Television News Directors Association, Women in Communications, American Society of Newspaper Editors and American Newspaper Publishers Association*. National Press Club, Washington.

March 15-17—"National Satellite Opportunities Conference," TVRO seminar/trade show, sponsored by *Satellite Television Technology International*. Riviera hotel convention center, Las Vegas. Information: STTI, Box G, Arcadia, Okla., 73007; (800) 654-9276.

March 16—Presentation of eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center, New York.

■ **March 16**—*American Women in Radio and Television, Houston chapter*, monthly meeting. Sakowitz Post Oak Assembly Room, Houston.

March 16-19—Alaska Radio Conference, "ARC I." Ket-chikan, Alaska. Information: Pat Conley or Martha Ro-

Major Meetings

March 17-22—*NATPE International* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 6—*Cabletelevision Advertising Bureau's* second annual conference. Sheraton Center, New York.

April 10-13—*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 17-21—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

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

May 3-7—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 9-11—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

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

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

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 11-15—*American Advertising Federation* national convention. Hyatt Regency, Washington.

June 12-15—*National Cable Television Association* annual convention. Astro Hall, 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 13-July 15—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

June 23-27—*Broadcasters Promotion Association/Broadcast Designers' Association* annual

seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Aug. 7-10—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

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

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Sept. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

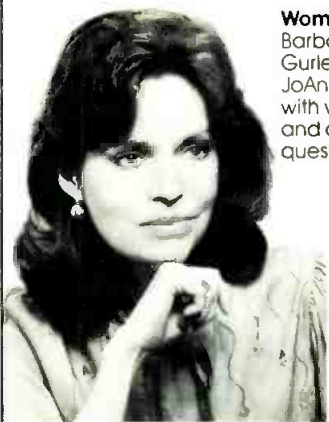
Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 7-10—*AMIP '83, American Market for International Programs*. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 13-15—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 29-Feb. 1, 1984**—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.



Women in the 80's.
Barbara Feldon, Helen
Gurley Brown and
JoAnna Gleason deal
with what's relevant,
and confront the tough
questions.

The Experience Shows

Interviews with a View.

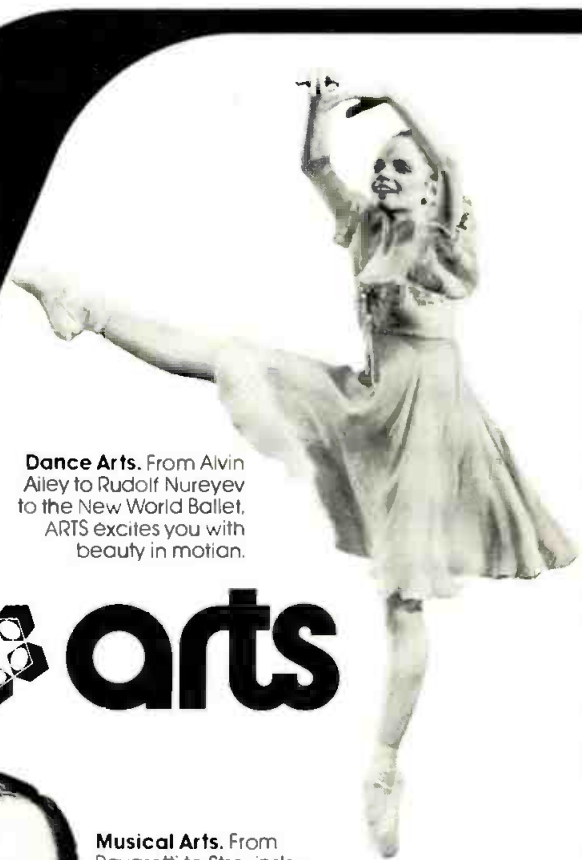
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Diana Nyad on
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Lawrence on sewing,
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the art of conversation.



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ARTS excites you with
beauty in motion.

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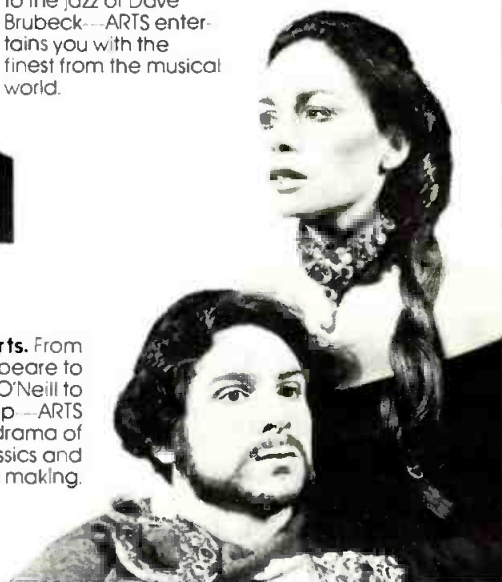
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News Director, WITI-TV,
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*Wes Lynch,
News Director, KREM-TV,
Spokane, WA*

"We're aggressive and we use NEWSFEED aggressively. We use the sports highlights a lot. They're much better than ABC's Daily Electronic Feed. It's the stuff the competition can't get."

*John Kline,
News Director, KATU-TV,
Portland, OR*

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With NEWSFEED, your coverage is much stronger and livelier and it's exclusive, too. There's only one NEWSFEED station per market. If you'd like to be that station, we want to show you some examples. Contact Len Giarraputo, Group W Productions, 90 Park Avenue, New York, NY 10016. (212) 983-5343.

RATINGS, BUTTON.



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Stay Tuned

A professional's guide to the intermedia week (Mar. 7-13)

Network television □ NBC: *Living Proof: The Hank Williams Story* (music/drama special), Monday, 9-11 p.m.; *Monitor** (news magazine), Saturday, 10-11 p.m.; ABC: *Search** (human interest special), Sunday, 7-8 p.m.; "The China Syndrome," Sunday, 9-11:35 p.m.; PBS: (check local listings on all times) *Who Am I This Time?* (play) [Kurt Vonnegut Jr.], Tuesday, 9-10 p.m.; *Save The Panda* (National Geographic special), Wednesday, 8-9:30 p.m.; *The Great Whodunit** (mystery showcase), Thursday, 9:40-11:20 p.m.; *Mario Lanza* (bio/documentary), Saturday, 8-9:30 p.m.; *Pearl [Bailey] & Friends at Center Stage*, Saturday, 9:30-11 p.m.; Syndicated: *The Larry King Show** (talk show), Sunday, 11:30 p.m.-1 a.m. [it will air in top 27 markets].

Cable □ HBO: *Braingames** (games show), Wednesday, 7:30-8 p.m.; *An Evening with Robin Williams* (comedy), Saturday, 10-11:30 p.m.; ARTS: *To Dance for Gold: II International Competition*, Monday, 9-11:30 p.m.; *Long Day's Journey Into Night* (play) [Eugene O'Neill], Saturday, 9-11:30 p.m.; Entertainment Channel: *Rising Damp** (comedy), Friday, 8:30-9 p.m.; *Close Ties* (play) [Elizabeth Diggs], Sunday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programming, Tuesday, March 8-April 30; *Comparison of American and German TV*, seminar, Tuesday, 12:30-2 p.m.; *German American Relations and the Media*, seminar, Thursday, 12:30-2 p.m.; *The Black Image... in Entertainment Programming*, seminar, Thursday, 12:30-2 p.m.

*indicates a premiere episode

sen. KRBD-FM Ketchikan. (907) 225-9655.

March 17—*Academy of Television Arts and Sciences* "forum series" luncheon. Speaker: Ed Ney, chairman, president and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

March 17-18—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Palmer House, Chicago.

March 17-22—*NATPE International* 20th annual conference. Las Vegas Hilton.

March 18—"Telephone Issues for the States—1983: Implementing Divestiture," conference sponsored by *Telecommunications Research and Action Center*. Capital Hilton, Washington. Information: Deborah Hollander, (202) 462-2520.

■ **March 18**—Seminar on private cable (SMATV) sponsored by *Society for Private and Commercial Earth Stations (SPACE)*. Riviera hotel, Las Vegas. Information: Carole Sutter, (202) 887-0600.

March 18-19—"War, Peace and the Media" conference sponsored by *New York University, department of journalism and mass communication with a grant from Gannett Foundation*. NYU campus, New York. Information: Ann Marie Cunningham or Pamela Abrams, (212) 598-3636.

March 21—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Sy Amlen, vice president, ABC Entertainment. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **March 21**—*Annenberg School of Communications* communications colloquium with Richard Gordon, filmmaker, photographer, on "Making a Film Documentary in Rural China." Colloquium room, Annenberg campus, Philadelphia.

■ **March 21**—*Central Educational Network's* "Central Acquisition Market Program Screening." Riviera hotel, Las Vegas. Information: Bert Bell, (312) 545-5525.

March 21-23—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. PSSC Technical Center, Denver. Information: (202) 331-1154.

■ **March 22-23**—*Daytime Broadcasters Association* meetings with congressmen and FCC. Washington. Information: DBA, Suite 408, 1015 18th Street, N.W., Washington, 20036; (202) 857-0220.

■ **March 22-24**—*Jerrold division of General Instrument* technical seminar. Sheraton Royal, Kansas City, Mo.

■ **March 23**—Deadline for entries in *Corporation for Public Broadcasting's* annual Edward R. Murrow Award for outstanding contributions to public radio, to be presented during Public Radio Conference in Minneapolis, April 17-20. Information: Edward R. Murrow Award, Broadcast Services, CPB, 1111 16th Street, N.W., Washington, 20036.

March 23—*Ohio Association of Broadcasters* radio programmers' "minifest." Hyatt Regency, Columbus, Ohio.

March 23-26—*Alpha Epsilon Rho, National Broadcasting Society*, 41st annual convention. Sheraton hotel, Atlanta.

March 24-25—Fifth International Conference on Culture and Communication, sponsored by *Temple University*. Bellevue Stratford, Philadelphia.

March 24-25—*National Association of Broadcasters* broadcast management seminar. Mansion Inn, Sacramento, Calif.

March 24-26—*Radio-Television News Directors Association* regional meeting with Alabama UPI Broadcasters Association. Holiday Inn, Gulf Shores, Ala.

March 24-26—*New Mexico Broadcasters Association* 32nd annual convention. Sally Port Inn, Roswell, N.M.

March 25—Deadline for entries in second annual *International Radio Festival of New York*, worldwide awards competition in programming, promotion and advertising. Categories for programming include news, entertainment, service, information and editorials; for promotions, program, news, station and contest promotion, and for commercials, 30- and 60-second humor, music, local and public service announcements. Information: International Radio Festival of New York, 251 West 57th Street, New York, 10019, (212) 246-5133.

March 25—*UPI of New England* Tom Phillips Awards. Sheraton Lincoln Inn, Worcester, Mass.

March 25—Deadline for entries in Folio Awards for Excellence in Broadcast Journalism, sponsored by *Long Island Coalition for Fair Broadcasting*. Information: Dr. Peter Costello, director of media studies, Adelphi University, Garden City, N.Y., 11530.

March 26—"Cable Franchising and Production Symposium" sponsored by *Entertainment Law Society of Pepperdine University School of Law*. Pepperdine campus, Malibu, Calif. Information: (213) 456-4000.

■ **March 28**—*Annenberg School of Communications* communications colloquium with John Carroll, IBM Thomas Watson Research Center, on "The Film Exper-

ience as Cognitive Structure." Colloquium room, Annenberg campus, Philadelphia.

March 31—Deadline for entries in *National Federation of Local Cable Programmers* "Hometown U.S.A. '83 Video Festival," designed to "recognize the work of community-based video producers and to encourage the use of local cable television channels." Information: NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003.

March 31—Deadline for entries in *American Osteopathic Association's* 27th annual journalism awards competition, recognizing "outstanding performance by journalists who report and interpret osteopathic medicine to the scientific community and the general public." Information: Journalism Awards Committee, American Osteopathic Association, 212 East Ohio Street, Chicago, 60611.

March 31—"Telemarketing seminar" for broadcasting, advertising and newspaper customers of *New York Telephone*. 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

April

■ **April 1**—Deadline for entries in *National Federation of Community Broadcasters'* Community Radio Program Awards. Information: NFCB Awards, 1314 14th Street, N.W., Washington, 20005.

April 1-2—*Black College Radio's* fifth annual convention. Paschal's hotel in Atlanta's University Center, Atlanta. Information: (404) 523-6136.

April 3-5—International Teleconference Symposium, to be held in five locations concurrently, sponsored by *Intelsat; Overseas Telecommunications Commission Australia; KDD (Japan); Teleglobe Canada; British Telecom International, and Comsat*. Locations: Sydney, Tokyo, London, Toronto and Philadelphia. Information: U.S. conference administrator, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

April 5—*Cabletelevision Advertising Bureau* sales workshop. Sheraton Center, New York.

April 5—*American Marketing Association* conference. "Cable—Its Impact on Advertising and Marketing." Chicago Downtown Marriott.

April 5-8—Communications Tokyo '83, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Po-liak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

April 6—*Cabletelevision Advertising Bureau's* second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above). Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

■ **April 6**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers series," featuring Bob Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 7—"Videotext and Teletext—Boom or Bust?" seminar sponsored by *New York University, Interactive Telecommunications Program*. NYU campus, New York. Information: Meryl Erneron, (212) 598-3338.

Errata

Robert Gordon has joined **wLWT(TV)** Cincinnati as general manager and senior vice president of parent **Multimedia Broadcasting**, not general manager, as reported in "Fates & Fortunes," Feb 28.

□

Feb. 28 issue of **BROADCASTING** incorrectly reported that **UTV cable network** had failed. Service has pushed back its launch date several times while putting together its financing.

Unbeatable

DALLAS



NO.1 From LORIMAR

READY FOR FALL 1984

trict seven conference. Opryland hotel, Nashville.

April 8—*Broadcasters' Promotion Association* board meeting. Fairmont hotel, New Orleans.

April 8-9—Eleventh annual broadcast journalism seminar, as part of regional *Radio-Television News Directors Association* conference (Kansas, Missouri, Iowa, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UPI broadcasters. University of Kansas, Lawrence. Information: David Dary, UK School of Journalism, Lawrence, Kan., 66045; (913) 864-4755.

April 8-10—*California Associated Press Television-Radio Association (CAPTRA)* 36th annual convention. Speaker: Bill Kurtis, *CBS Morning News*. San Jose Hyatt, San Jose, Calif.

April 9—*Radio-Television News Directors Association* regional meeting. Curry College, Milton, Mass.

April 9—*Radio-Television News Directors Association* regional meeting. Davenport hotel, Spokane, Wash.

April 9—*Association of Maximum Service Telecasters* special meeting of board of directors. Desert Inn, Las Vegas.

April 9-10—*National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law* workshop for station counsel. Aladdin hotel, Las Vegas.

April 10—*Association of Maximum Service Telecasters* 27th annual membership meeting. Convention Center, Las Vegas.

April 10-12—"The Independent Documentary: Implications of Diversity" conference sponsored by *American Film Institute and Corporation for Public Broadcasting*. Keynote speaker: Fred Friendly, former president of CBS News and current professor emeritus, Columbia University Graduate School of Journalism, New York. Kennedy Center, Washington.

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

April 10-13—*National Gospel Radio Seminar*. Radisson Plaza hotel, Nashville.

April 10-17—*Prix Futura Berlin*, international radio and television contest, held every two years and organized

by Sender Freies Berlin and Zweites Deutsches Fernsehen under auspices of *European Broadcasting Union*. Categories for radio and television are drama and documentary. Television Center, Berlin. Information: Organisationsburo Prix Futura, Sender Freies Berlin, Masurenallee 8-14, D-1000, Berlin 19.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—*Matrix Awards luncheon* sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.). Waldorf-Astoria, New York.

April 11—*National Academy of Television Arts and Sciences, Syracuse University chapter*. "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 12-14—*Jerrold division of General Instrument Corp.* technical seminar. Red Lion Motor Inn, Portland, Ore.

April 14—*Meeting of National Frequency Coordinating Committee of Society of Broadcast Engineers*. KLAS(TV) Las Vegas. Information: Richard Rudman, (213) 462-5392.

April 14—*National Academy of Television Arts and Sciences, Syracuse chapter*, "speakers series," featuring Len Berman, NBC sportscaster. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 14—*Central Educational Network's "Learning Styles and the Adult Learner: Post-Secondary Education Professional Development Teleconference."* To be transmitted from Lincoln, Neb. Information: (312) 545-7500.

April 15—*Advertising Association of Baltimore* symposium. "Odyssey 1990." Hyatt Regency, Baltimore.

April 15-17—*Alabama AP Broadcasters Association* annual convention. Gulf Shores State Park, Gulf Shores, Ala.

April 15-17—*Foundation for American Communications* conference for NBC owned and operated stations and NBC affiliates on "NBC Journalism Eco-

continued on page 116

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TELEVISION. Cablecasting.

Open Mike

RKO reasoning

EDITOR: We wish to thank you very much for your excellent editorial in the Feb. 14 issue with respect to the possible RKO license renewal litigation.

We are convinced that all reasonable persons will agree with your conclusion that RKO deserves renewal of all its licenses, having already suffered punishment far beyond any that was justified.

Indeed, in our view the decision to take away our Boston television license was tragically mistaken. We believe that RKO was candid throughout and made all filings and disclosures appropriate under the rules and regulations of the Federal Communications Commission.

Nothing in the case justified any punishment whatsoever or gave the commission any legitimate concern that RKO, a broadcaster for over 40 years, could not be trusted to continue its broadcast service in the public interest.—Hubert J. DeLynn, *vice chairman*

chief operating officer, RKO General, New York.

Critic's critic

EDITOR: The critical pans from some reviewers across the country concerning *The Winds of War* only serves to raise again the problem with TV critics. For one thing, they're much more critical than theatrical film or movie critics. Why are there favorable reviews for such films as "Smokey and the Bandit" but no favorable TV reviews for *The Dukes of Hazzard*? Why do we find favorable reviews for "Porky's" but none for *Three's Company*? Movie critics are writing from a different perspective. They use phrases like "wonderfully mindless entertainment," "great belly laughs." The film critics are looking for things to praise while the TV critics are looking for things to knock.

Or maybe when TV critics go to the movies they see the wrong films? Maybe they should see "First Blood" before they talk about television violence.—Paul Rodriguez, *Flushing, N.Y.*

SHARE THE EXCITEMENT!

This year at NATPE, MCA TV is offering stations the most exciting programming opportunities in many, many years!

Here you'll find an outstanding selection of series and features designed to reach every demographic group, every time period!

MCA TV



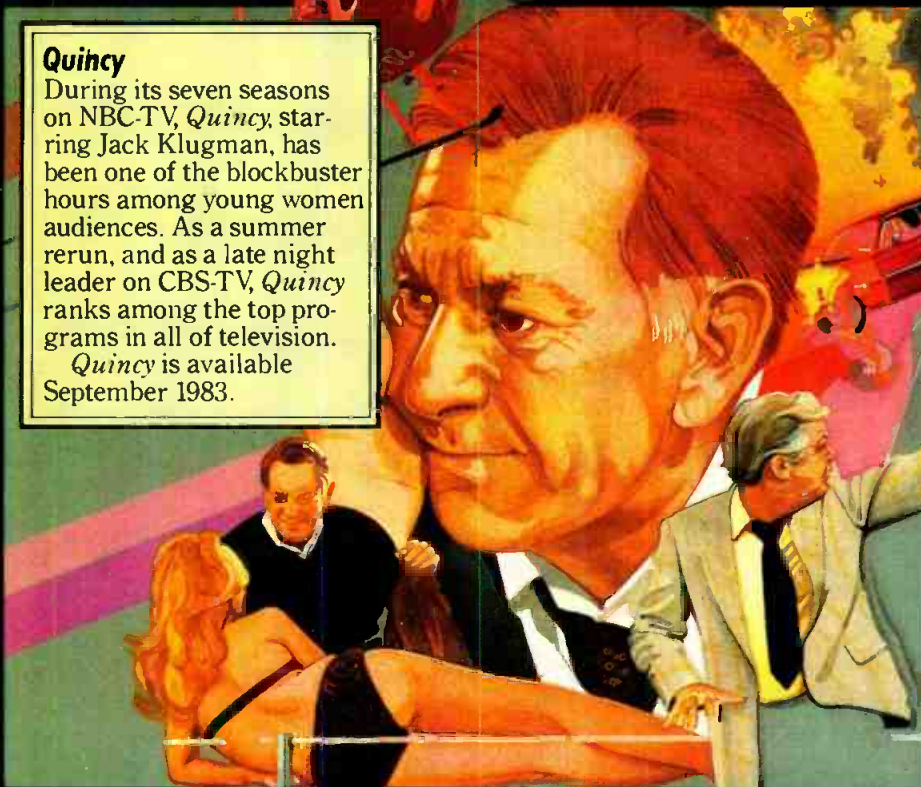
JUST LOOK AT WHAT WE'VE GOT..

MCA THE LEADER IN SYNDICATED

Quincy

During its seven seasons on NBC-TV, *Quincy*, starring Jack Klugman, has been one of the blockbuster hours among young women audiences. As a summer rerun, and as a late night leader on CBS-TV, *Quincy* ranks among the top programs in all of television.

Quincy is available September 1983.



The Hit List

An outstanding group of big box-office movies, including some of the screen's all-time giant hits—*Jaws*, *Coal Miner's Daughter* and *National Lampoon's Animal House*! 36 audience-grabbing movies!



Woody Woodpecker And Friends

What's better than *Woody Woodpecker And Friends*? More *Woody Woodpecker And Friends*! This new group of 175 new-to-television, super-hilarious cartoons is the only series of theatrical cartoons that can compete with the 185 *Woody Woodpecker* favorites already on television. They're selling fast, so hurry!



That's Incredible!

The action show that made the Monday 8-9pm time period a winning one for ABC-TV! Now, the kind of pure action that syndication audiences love to watch is available in a new half-hour format.

That's Incredible! is hosted by John Davidson, Fran Tarkenton and Cathy Lee Crosby.

TV, ATED PROGRAMMING!



Buck Rogers

America's original space hero zoomed into syndication last year like a soaring rocket. Now, in virtually every market where it is playing, no matter what the time period, Buck is delivering sky-high numbers and the kind of demographics that sponsors dream about.

A fascinating hour series of interplanetary adventures, including six two-hour movies.



The BJ/Lobo Show

How to get a half-hour comedy series with a full hour of laughs? Only one way—with *The BJ/Lobo Show*—a miracle of editing genius that has made it possible for us to take the hour-long series, *BJ And The Bear* and *The Sheriff Lobo Show*, and turn them into 86 laugh-packed half hours that are currently pulling *big* audiences across the country!

The BJ/Lobo Show is available as a half-hour series or in its original hour format.



House Calls

This past summer—June through August—*House Calls* was the number two program in all of television!

This kind of powerhouse performance plus its superb demographics (it has one of the highest ratios of young adults) and its *immediate availability*, make it an ideal strip for your May and July Sweeps!

Quest For Gold

Here are 50 thrill-packed pre-Olympic spots featuring many of America's hopefuls in action!

The format is simple: a 5-second opening and local billboard, followed by 25 seconds of explosive, *all-new pre-Olympic footage*, capped by a 30 second spot that's yours to sell.

Available first run for 10 runs, September 1983—August 1984.



**SHARE THE
EXCITEMENT!**

MCA TV

MCA TV, THE IN ADVERTISER-SUPPO



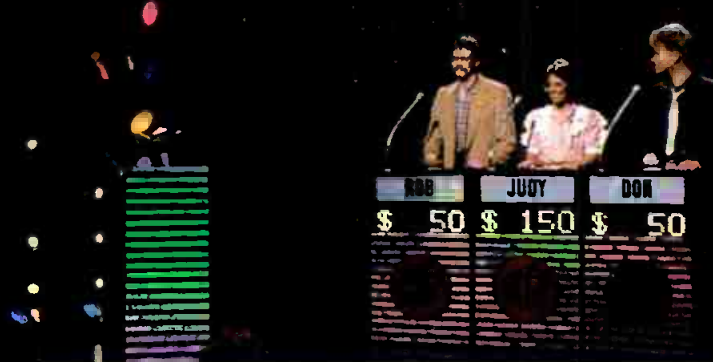
Salute Hosted By Dick Clark

Each week one of the world's great musical artists appears on stage with Dick Clark. The occasion is an hour musical tribute in which some of the biggest names in show business pay homage to the guest superstar.

The pilot stars Gladys Knight and the Pips who entertain and are entertained by Dick Clark, Bill Cosby, Phil Donahue, Marvin Gaye, Bob Hope, Rich Little, Barbara Mandrell, Johnny Mathis, Ben Vereen and Dionne Warwick. Available Fall 1983.

**Pop
'N' Rocker**

BY 5:00



The Pop 'N' Rocker Game A Game In Concert

Together for the first time—the electric excitement of a superstar rock concert *plus* the cross-over appeal of a musical game show!

It's the perfect once-a-week hour program to reach the elusive under-25 audience as well as everyone who ever loved a game show. Hosted by Jon Bauman (*Sha Na Na's* Bowser). Available for Fall 1983.



The Hardy Boys/ Nancy Drew Mysteries

This is one of the most extraordinary success stories among advertiser-supported programs. As an ABC-TV series it demonstrated strong appeal among young adults, kids and hard-to-reach teens. It has continued that pattern in syndication. 46 hours available for a third season, beginning this Fall.



Memories with Lawrence Welk, Year II

This season we brought you *Memories With Lawrence Welk*, a selection of some of Welk's finest color hours presented with new introductions and closings by the maestro himself on camera.

Now a new selection of favorite programs is in the works and will be available for Fall 1983.

LEADER STARTED PROGRAMMING!



The Larry King Show

Larry King—America's most successful late-night radio talk show host—is starring in a weekly, Sunday night, 90-minute talk show that is being beamed live via satellite.

Almost every major station group is represented in the initial lineup which includes 28 of the top 30 markets... more than 100 stations in all.



Switch

Switch is the stylish hour adventure series that thrilled CBS-TV audiences with its high-action, suspense, dazzling settings and clever plots.

The series, which stars Robert Wagner, currently one of TV's hottest performers (*Hart To Hart*), and Eddie Albert, a perennial favorite, generated high ratings and superb demographics! Available Fall 1983.

The Road To Los Angeles, Year II

The response by stations and advertisers to the weekly hour series, *The Road To Los Angeles*—hosted by baseball great Steve Garvey—has been overwhelming.

So once again our production crews are traveling across continents to film new episodes featuring America's athletes and their international challengers. The new, first-run series is *The Road To Los Angeles, Year II*. 30 weeks of programming: 20 hours and 10 repeats.



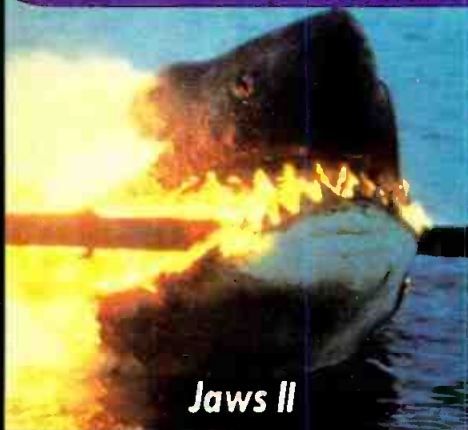
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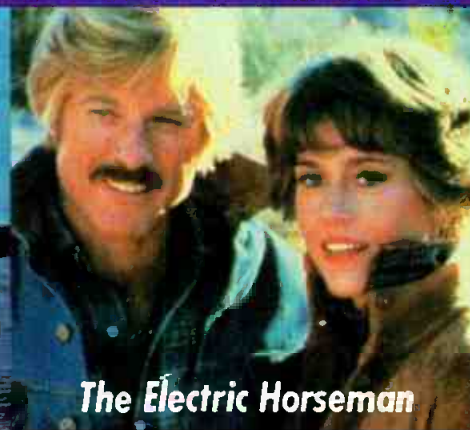


AND NOW, FROM THE WORLD'S HOTTEST STUDIO...

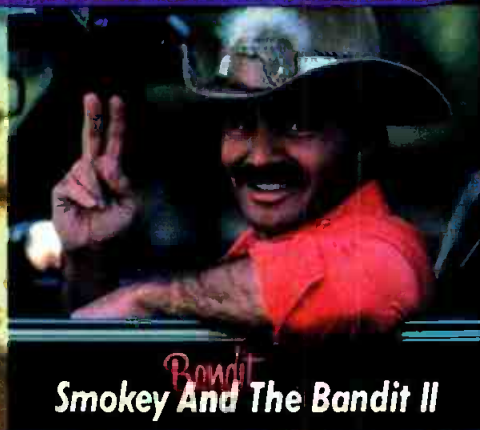
UNIVERSAL'S MOST WANTED LIST



Jaws II



The Electric Horseman



Smokey And The Bandit II



The Jerk



Conan The Barbarian



The Four Seasons

Airport '79/The Concorde Alain Delon, Robert Wagner

The Blues Brothers John Belushi, Dan Aykroyd

The Border Jack Nicholson, Valerie Perrine

Bustin' Loose Richard Pryor, Cicely Tyson

Conan Arnold Schwarzenegger

Continental Divide John Belushi, Blair Brown

The Deer Hunter Robert DeNiro, Meryl Streep, Christopher Walken

The Electric Horseman Robert Redford, Jane Fonda

Fast Times At Ridgemont High

Jennifer Jason Leigh, Sean Penn

The Four Seasons Alan Alda, Carol Burnett, Jack Weston

The Harlem Globetrotters On Gilligan's Island Bob Denver, Jim Backus, Alan Hale

The Incredible Shrinking Woman Lily Tomlin, Charles Grodin

The Island Michael Caine

It Happened One Christmas Marlo Thomas, Wayne Rogers, Orson Welles

Jaws II Roy Scheider, Lorraine Gary

The Jerk Steve Martin, Bernadette Peters

The Last Married Couple In America George Segal, Natalie Wood

Madame X Tuesday Weld, Jeremy Brett

Melvin and Howard Paul LeMat, Jason Robards, Mary Steenburgen

Nighthawks Sylvester Stallone, Billy Dee Williams; Lindsay Wagner

Sgt. Pepper's Lonely Hearts Club Band Peter Frampton, George Burns, Steve Martin, Bee Gees

Silence Of The North Ellen Burstyn

Smokey And The Bandit II Burt Reynolds, Sally Field, Jackie Gleason, Dom DeLuise

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EXCITEMENT!**
MCA TV



Broadcasting Mar 7

Vol. 104 No. 10

TOP OF THE WEEK

'Winds of War' gives ABC the sweeps

Network posts 19% and 20% gains in Nielsen and Arbitron reports; ABC's Nielsen results: 21.7/32 to CBS's 19.3/29, NBC's 15/22

"A victory for ABC-TV" and a "triumph for network television" are some of the accolades being used to sum up preliminary results of the February local ratings sweeps completed last Tuesday and Wednesday (March 1 and 2) by the Arbitron Co. and A.C. Nielsen Co.

With the help of its 18-hour mini-series, *Winds of War*, ABC finished 2.5 rating points ahead of CBS-TV and 6.6 points ahead of NBC-TV, the only one of the three to have finished with a lower average rating this year than it did last February.

ABC finished the Nielsen sweep period (Feb. 3-March 2), with an average 21.6 rating/32 share, according to the firm's NTI

ratings, which could differ from final sweep results, once they have been compiled from the 205 local markets surveyed. CBS finished with an average 19.1/29 and NBC with an average 15/22. When NTI ratings for the Arbitron sweep period (Feb. 2-March 1) are averaged, ABC finished with an average 21.7/32, CBS with an average 19.3/29 and NBC with an average 15/22.

Compared with those of last February, ABC's ratings were up 19% during the Nielsen survey period and 20% during the Arbitron period. CBS's were up 1% and 2% respectively and NBC's were down 3% in both services. NBC's lackluster performance has been attributed to the fact that it aired much less special programming during the sweeps period than did ABC or CBS, which helped close the gap widened by *Winds of War* with a final, special episode of its hit series, *M*A*S*H* (see below).

Winds, the *M*A*S*H* special and NBC's repeat broadcast of its mini-series *Shogun*, helped propel the three network rating and share and the number of homes using television past the figures set during last year's February sweeps. This year's three-network rating and share averaged 55.7/84, compared with a 52.6/83 last year and HUT levels averaged 66.7 compared with last year's 63.5.

For the first eight weeks of 1983, which also included NBC's broadcast of the Super Bowl, the three-network rating and share averaged 53.4/82, down only 2% from that of the first eight weeks of 1982 (53.7/83). In November, the three-network rating and share was down from the previous year by 3%-4%.

When ratings for only regular series programs are considered, CBS finishes the sweeps on top, averaging an 18.6/27.9 when both the Nielsen and Arbitron periods are combined, compared with an average 18.1/27.9 for ABC and a 14.5/22.1 for NBC. CBS's average was down 9% from its regu-

Last M*A*S*H smash bash

Final episode of 11-year series is highest rated program in television history, beating out 'Dallas' episode of 1981

"Goodbye, Farewell and Amen," the two-and-a-half-hour final episode of CBS-TV's long-running series, *M*A*S*H*, broke all viewership records last Monday (Feb. 28) and emerged the most-watched program in TV history. Averaging a 60.3 rating and 77 share, the program far outstripped projections of its performance by major advertising agencies and sent the overall level of homes using television soaring past the previous record.

*M*A*S*H*'s ratings put it ahead of the "Who Shot J.R.?" episode of *Dallas*, previously the highest-rated program in modern TV, which captured a 53.3 rating/76 share. Technically, the highest-rated TV program of all time was a January 1953 episode of *I Love Lucy*, in which Lucille Ball, pregnant in real life as well as the series, gave birth to a son. It averaged a 71.8 rating and 92 share in a total television universe of 21.2 million homes. "Who Shot J.R.?" triggered a HUT level of 70.1, while "Goodbye, Farewell and Amen" delivered an average level of 78.3 from 8 p.m. to 11 p.m. (including the 8-8:30 *Alice*), and a staggering 81.1 during the episode's first half hour. The previous record for HUT levels, a 72, came during episode eight of *Roots*.

Competing program lineups on ABC and NBC captured half the audience they normally do on a Monday night. ABC's presentation of "American Gigolo" averaged a 9.6 rating/12 share while NBC's broadcast of the made-for-TV movie, "The Night the Bridge Fell Down," averaged an 8.1/10. ABC's *That's Incredible* (16.9/23) suffered the least damage at the hands of CBS competition

that night: a two-point ratings drop against *Alice*'s 30.7/41.

CBS researchers estimate that more than 125 million people tuned into some part of the final *M*A*S*H* broadcast, more people than have watched any World Series game, Superbowl or any episode of a network mini-series. An average of more than 50 million homes were tuned in over the two-and-a-half-hour program, which captured increasing audience shares as it progressed. Ratings and shares in the first half hour were 58/72; in the second, 61.5/76; in the third, 61.8/78; in the fourth, 60.9/79, and in the fifth, 59.2/79.

The one-night ratings bonanza pushed CBS's season-to-date lead over ABC back up to a full rating point, after ABC's mini-series, *Winds of War*, had diminished the CBS lead to six-tenths of a point. As of Wednesday, season-to-date ratings were: CBS, 18.5; ABC, 17.5, and NBC, 15.5.

Along with the bonus in ratings came a bonus in revenues, which for CBS are said to have totaled approximately \$13.6 million for the broadcast. Local stations airing the special episode captured revenues in many cases four and five times their normal levels for a first-quarter Monday (BROADCASTING, Feb. 28), and for advertisers sponsoring the program, costs per thousand were well under those originally bargained for.

Although the original *M*A*S*H* is now a phenomenon of the past, CBS-TV is developing a spinoff series, to be produced by 20th Century-Fox Television and including some of the cast's original members. Tentatively titled *After M*A*S*H*, it

is being created by Larry Gelbart and Bert Metcalf, the original *M*A*S*H* creators, and will center around the life and hilarious times of medical personnel from a mobile Army surgical hospital who return to the United States after the Korean War to work in a peacetime veteran's hospital. □



lar series performance of last February which captured a 20.4 rating, while ABC was up 5% from last year (17.12) and NBC was down 6% (15.4).

Ratings for all three network early evening newscasts improved over those of last February, while the *CBS Evening News with Dan Rather* increased its lead over *ABC's World News Tonight* by six-tenths of a rating point. CBS averaged a 15.1/25, compared with a 14.5/24 last February, while ABC averaged a 13/22, compared with a 12.5/21. The *NBC Nightly News* averaged a 13/22 this year compared with a 12.5/21 last year.

ABC continued to hold the lead in daytime ratings, although its average of 7.5 declined from its 8.2 average last February. NBC's daytime average increased from 4.4 last year to 4.6 this year, while CBS's stayed the same at 6.9.

In late night programming, where pay cable has its greatest impact, according to CBS researchers, CBS remained in the lead, averaging a 5.8 rating, compared with a 6.1 last year. NBC averaged a 4.9, down from 5.3 last year and ABC averaged a 3.9, down from a 4.5.

Early morning news averages showed increases for ABC (slight) and for CBS (substantial) and a slight decline for NBC. *ABC's Good Morning, America* averaged a 5.9 rating, up from a 5.8 last year, while the *CBS Morning News* averaged a 3.4, up from a 2.7 last year. NBC's *Today* show averaged a 4.5, down from a 4.9 last February.

Although NBC's prime time performance during the sweeps was dismal compared with that of the other two networks, its season-to-date ratings continue to be higher than those of a year ago. Although its national average is up by only two-tenths of a rating point, from 15.3 to 15.5, its average in New York is up 15%, in Chicago, 10%, in Los Angeles, 7%, in Philadelphia, 13%, in San Francisco, 21%. CBS continues to show declines in all of those markets, while ABC is up in Los Angeles and San Francisco, but down in New York, Chicago and Philadelphia. □

Following are capsule reports on the sweep results in the six television markets metered for overnight ratings. Averages for early and late local news programs and for prime access programming were supplied by several stations in each market.

New York

WABC-TV swept the 5, 6 and 11 o'clock news periods in the Arbitron sweeps and the 6 and 11 o'clock newscasts in Nielsen's but yielded the 5-6 p.m. hour to WNBC-TV in the Nielsen numbers.

WCBS-TV placed second at 5 and 6 o'clock and third at 11 in Arbitron's count, and was second at 5 and third at 6 and 11, though just barely, in Nielsen's.

WNBC-TV was third at 5 and 6 and second at 11 according to Arbitron's measurement but was second at 6 and 11 as well as first at 5

in the Nielsen results.

In the 7:30-8 access period, *Entertainment Tonight* on WABC-TV came out on top in Arbitron with a 12.0 rating/19 share but placed second to *Family Feud* (16.2/26) on WNBC-TV in the Nielsen report. WCBS-TV, which stripped the *Muppets* Monday through Thursday and presented *2 On the Town* on Fridays, was third in both Arbitron (7.8/12) and Nielsen (7.7/13) reports.

In the February 1982 sweeps, WABC-TV ranked third in the access period in Arbitron (8.1/13) and second in Nielsen (9.3/15) with a checkerboard consisting of *When Havoc Struck*, *Omni*, *People's Court*, *Where Were You?* and *That's Hollywood*. The winner in both measurements then was *Family Feud* on WNBC-TV, with a 13.9/23 Arbitron and 15.5/26 Nielsen. In this year's sweep, *Family Feud* improved its Nielsen score in retaining first place in that company's measurement but dropped to 11.4/18 and second place in the Arbitron numbers.

WABC-TV's *11 O'Clock Eyewitness News*, with Tom Snyder as anchor, led the late news pack in both measurements, scoring 13.6/25 in Arbitron and 12.8/24 in Nielsen. Both reports showed the newscast with gains from a year ago, when Roseann Scarmarello was anchor; it was also first then, and by wider margins, but its numbers were slightly lower: 11.5/23 in Arbitron, 12.0/23 in Nielsen.

WNBC-TV's late news boosted its Nielsen numbers to 11.2/21 from 9.7/19 a year ago and raised its Arbitron score from 9.3/18 to 10.2/20, while WCBS-TV's climbed from 9.8/19 to 11.1/21 in Nielsen and held even with its year-ago results at 9.4/18 in Arbitron.

In the 5-6 p.m. news, WNBC-TV's *Live at Five* dropped from first place in both measurements a year ago (7.2/15 Arbitron, 6.9/16 Nielsen) to third place in Arbitron (5.8/12) while retaining—and increasing—its leadership in Nielsen (7.5/17). WCBS-TV's 5 p.m. news improved its second-place numbers in both measurements, going from 5.4/11 to 6.2/13 in Arbitron and from 6.2/14 to 7.0/15 in Nielsen. The 7.0/15 was said to be a record for WCBS-TV in that time period.

In the 6-7 p.m. news race, WABC-TV's *6 O'Clock Eyewitness News* boosted its Arbitron numbers from 8.6/16 a year ago to 9.8/17 in the Arbitron report and maintained its number-one position in both services despite a 10th-of-a-point drop (to 9.9/18) in its Nielsen score. WCBS-TV moved into second place in the Arbitrons (7.9/14, up from 7.5/14 a year ago) but remained in third in the Niensens (9.1/17 both years). WNBC-TV's *News 4 New York* fell a 10th of a point short of tying WABC-TV for first place in the Nielsen report (9.8/18 vs. 9.9/18), but in Arbitron it was a clear third at 7.0/12, down from 8.2/15 a year earlier.

Meanwhile, in a move widely interpreted as intended to boost WCBS-TV's news standings, CBS a few weeks ago brought in Peter Lund, vice president and general manager of its WBBM-TV Chicago, to replace Ron Tindiglia as vice president and general manager of WCBS-TV. Tindiglia has been named vice president in charge of news for the CBS Television Stations division, encompassing all CBS owned-and-operated stations.

Los Angeles

KABC-TV maintained its dominance in local news and prime time access programming, according to ratings results reported last week by Nielsen and Arbitron. The network affiliates held their own during early fringe periods, compared to last year, while the independents lost ground. In the prime time access period, both KABC-TV and KNXT were dominant with locally-originated news magazine shows. Metromedia's KTTV(TV) lagged behind KTLA(TV) during the news block for the four VHF independents in the market, in spite of a major revamp of its format last January.

In prime time access, the Arbitron returns broke down this way: KABC-TV 11.2/17; KTTV 10.6/17; KTLA 9.6/15; KNXT 9.1/14; KNBC 7.79/12; KCOP 7.1/11. For Nielsen: KABC-TV 12.5/20; KNXT 11.5/18; KTTV 10.1/16; KTLA 8.3/13; KNBC 7.3/11; KCOP 6.2/10. During the period, KNXT presented *Two On the Town*, KABC-TV offered *Eye On L.A.* and KTTV showed *WKRP in Cincinnati*. For the three network stations in February 1982, Arbitron results were: KABC-TV 10/16, KNXT 10/15 and KNBC 9/14. For Nielsen: KABC-TV 10/15, KNBC 9/15 and KNXT 8/13. Numbers were not immediately available for comparison purposes for independent stations in February 1982.

During the late news period, 11-11:30 p.m., Nielsen reported KABC-TV with 11.8/29, KNXT 8.65/21 and KNBC 7.7/19, while Arbitron showed KABC-TV with 10.2/26, KNBC 8/21 and KNXT 7.4/19. For the same period in 1982, Nielsen had KABC-TV with 9/24, KNBC 8/20 and KNXT 7/20, while Arbitron had KABC-TV showing 8/23, KNBC 7/21 and KNXT 5/16.

Among VHF independents, during their 10-11 p.m. news block, the February 1983 results for Nielsen were: KTLA 4.6/8, KTTV 2.1/4, KHJ-TV 1.3/2 and KCOP 1.1/2. For Arbitron, the survey showed: KTLA 4.6/8, KTTV 2.2/4, KCOP 1.2/2 and KHJ-TV 1/2.

During the early news period, 5-6 p.m., the network affiliates were ranked by Nielsen as follows: KABC-TV 11.2/23, KNXT 7.9/16 and KNBC 7.1/15. The Arbitron results were: KABC-TV 9.6/19, KNXT 7.1/14 and KNBC 7.0/14. For the same period last year, Nielsen showed KABC-TV with 10/19, KNXT 8/16 and KNBC 7/14, while Arbitron yielded KABC-TV 9/18, KNBC 7/14 and KNXT 6/12.

During the 6-7 p.m. early news slot in 1983, Nielsen showed KABC-TV leading the affiliates with 10.8/19, KNXT 8.4/15 and KNBC 7.3/13, while Arbitron had KABC-TV with 9.1/15, KNBC 6.8/11 and KNXT 6.7/11. This compares with 1982's numbers from Nielsen: KABC-TV 10/18, KNXT 8/14 and KNBC 8/14. Arbitron's survey indicated: KABC-TV 9/16, KNBC 8/14 and KNXT 6/12.

The 5-7 p.m. averages for the VHF independents in 1983 were, according to Nielsen: KTTV 7.2/14, KTLA 6/12, KCOP 5.8/11 and KHJ-TV 5/10. Arbitron showed: KTTV 8.7/16, KCOP 6.8/13, KTLA 6.4/12 and KHJ-TV 4.5/8.

Pure programming averages for the 1983

sweeps for all stations, from 4 to 8 p.m., broke down this way under Nielsen's tabulations (ratings only): KABC-TV 10, KNXT 8.3, KTTV 6.9, KNBC 6.6, KCOP 6.1, KHJ-TV 5.2 and KTLA 4.8. The Arbitron survey showed ratings of: KABC-TV 9.1, KTTV 7.9, KCOP 7.7, KNXT 7.0, KNBC 6.5, KTLA 6.4 and KHJ-TV 4.3. Figures for comparison were not immediately available for the same period in 1982, but one source indicated the independent stations had lost significant ground during early fringe in Los Angeles during the past year.

Chicago

In Chicago, WBBM-TV retained its strong lead in news in all dayparts, although its 10 p.m. news showed rating declines in both Nielsen and Arbitron from February 1982. The 6 p.m. news on all three network O&O's showed drops from a year ago in both rating services, with the exception of NBC's WMAQ-TV, which stayed the same in Nielsen but declined in Arbitron.

At 10 p.m., WLS-TV gained a rating point in Nielsen, averaging a 15 rating/23 share, compared with a 14/22 in 1982. According to Arbitron, the station gained nine-tenths of a point, averaging a 15.9/26 this year and a 15/24 the year before.

Ratings for the half-hour of network programming leading into the 10 p.m. news were up substantially for all three affiliates, a sign of the greater amount of stunting by the networks during this year's February sweep. WLS-TV, which reaped the benefits of ABC's *Winds of War*, showed the biggest ratings gains for network lead-ins, averaging a 24.5/34 Nielsen versus a 20/30 a year ago and a 20.8/30 Arbitron as compared to a 20/30 a year ago. Network lead-ins on WBBM-TV averaged a 19.5/27 Nielsen, compared with an 18/25 a year ago and a 17.4/25 Arbitron, compared with a 17/25 a year earlier. On WMAQ-TV, lead-ins from NBC averaged a 19/27 Nielsen, compared with a 17/25 in 1982 and a 16.8/24 Arbitron versus 17/25.

Both WBBM-TV and WMAQ-TV declined at 10 p.m. WBBM-TV averaged a 19.5/30 Nielsen in February, compared with a 20/30 a year ago and captured a 16.8/27 Arbitron, compared with an 18/30. WMAQ-TV averaged an 11.9/18 Nielsen versus a 13/20, and won a 12.5/20 Arbitron, compared to its year-earlier 13/21.

Unusually warm weather in Chicago this winter is being blamed for lower ratings for all three stations at 6 p.m. WBBM-TV fell more than a rating point in the Nielsen numbers, averaging a 9.7/17 compared with last year's 11/19, while WLS-TV saw a decline of eight-tenths of a rating point, averaging a 6.2/11 Nielsen versus last year's 7/12. WMAQ-TV stayed even at an 8/14 Nielsen for its half-hour newscast, while those on the other two stations run from 6 to 7 p.m.

According to Arbitron, WBBM-TV averaged a 10.2/17 for its 6 p.m. newscast, down from the 11/19 it got a year ago. WLS-TV dropped to a 6.9/11 from an 8/13 in 1982 while WMAQ-TV fell from a 9.15 to an 8.7/14 this year.

In the early afternoon news, WBBM-TV

showed gains according to Nielsen, but declines in the Arbitron numbers, while WMAQ-TV went down in Nielsen and up in Arbitron. WLS-TV declined in both services. WBBM-TV, which airs news from 5 to 5:30 p.m., averaged a 12.1/25 Nielsen, up slightly from the 12/24 it captured a year ago. In Arbitron, however, it fell from a 12/25 a year ago to an 11.4/23 this year. WMAQ-TV, which airs news from 4:30 to 5:30 p.m., fell from a 9/18 Nielsen a year ago to an 8.9/19 this year, but showed an increase in Arbitron, from an 8/17 a year ago to a 9.1/19 this year. WLS-TV, which also airs news from 4:30 to 5:30 p.m., averaged a 6.3/13 Nielsen, down from a 7/15 a year ago and an 8/17 Arbitron, down from 8/18.

In prime access (6:30-7 p.m.), independent WGN-TV holds the lead, averaging a 16.6/28 Nielsen for its broadcast of *The Jeffersons*. Second is WMAQ-TV, airing *Family Feud* and averaging a 14.5/24. *The Jeffersons* is capturing three rating points more than did its predecessor, *Laverne & Shirley* (13/21) in Nielsen a year ago. On WFLD-TV, *M*A*S*H* captured a 12.1/20 Nielsen. Trailing it are WBBM-TV and WLS-TV, with the second half-hours of their evening newscasts.

Philadelphia

In Philadelphia, nearly everybody watches WPVI-TV. The Capcities ABC affiliate has dominated the market for more than a dozen years, but it lost footing in some February dayparts. The Arbitron and Nielsen sweeps show WPVI-TV to hold first place in early fringe, evening news and late news slots, but behind in early morning news and prime access periods.

For the past two years, Westinghouse's NBC affiliate, KYW-TV, has led the pack in the 6 to 7 a.m. period with its 3 *Today* local news and information program. During February, Nielsen gave KYW-TV a 2/28 from 6 to 6:30 a.m., against WPVI-TV's 1/17 in the same period when it does quarter hour splits

Anastos returns. Ernie Anastos, ousted as co-anchor of WABC-TV New York's *11 O'Clock Eyewitness News* last year when Tom Snyder was brought in from NBC News, was signed to a new contract by WABC-TV last week—reportedly a five-year deal that by some accounts starts at \$750,000 a year and escalates annually. Most sources agreed that a salary in that range would make him the highest paid local anchor in America, exceeding Snyder's reported \$700,000 salary.

Anastos will take over next Monday (March 14) as co-anchor of WABC-TV's *5 O'Clock Eyewitness News*, replacing Storm Field and rejoining his former *11 O'Clock* colleague, Roseann Scamardella, *5 O'Clock* co-anchor. Field is due to continue as weather anchor on the station's 6 and 11 p.m. news and as health and science correspondent. Anastos, off the air since Snyder moved in, reportedly will also get network or other WABC-TV assignments.

between its own local news and ABC's *This Morning*. From 6:30 to 7 a.m., Nielsen gives the lead to WPVI-TV while Arbitron gives it to KYW-TV. Nielsen gives 3 *Today* a 4/34 over WPVI-TV's local news and *This Morning* split half hour got a 2/23. Arbitron, however, rates WPVI-TV a 3/33 over KYW-TV's 2/21 for the same period. In third place during the 6:30-7 a.m. period, Arbitron and Nielsen agree, it was CBS O&O, WCAU-TV, which carries CBS's *Early Morning*. Arbitron recorded a 1/14 and Nielsen a 2/18.

During early fringe Arbitron and Nielsen agree that WPVI-TV has the lead. In the past two years, when it has aired *The Merv Griffin Show* in that slot, Arbitron gave it a 13/38 (for this past February) and 8/21 (for February 1982). Nielsen gave, respectively, 11/24 and 10/25, although the latter figure tied with Arbitron's rating for WCAU-TV's *Rockford Files*, which it programed opposite *Merv Griffin* in 1982.

Between 5 and 6 p.m. over the past two years, WPVI-TV's local news program has led the period. The runner-up has been WCAU-TV's news. But Arbitron and Nielsen agree two independents, WTAF-TV and WKBS-TV, took third and fourth place over KYW-TV's news. The two independents split the hour between cartoons, local programming and off-network reruns. While Arbitron gave a 4/8 and Nielsen a 5/10 for KYW-TV's hour-long local news, Arbitron gave WTAF-TV an average 6/12 for *What's Happening!!* and 7/13 for *Scoobie Doo*. Nielsen recorded separate ratings, and assigned a 6/12 for *What's Happening!!* and *Scoobie Doo*.

From 6 to 6:30 p.m., as the affiliates all go into their third half-hour of local news and WPVI-TV stays out front, Arbitron and Nielsen put all three independents ahead of KYW-TV's local news.

During the first part of prime access, from 7 to 7:30 p.m., WPVI-TV led with *Tic Tac Dough* as Arbitron recorded a 19/29 and Nielsen a 19/30. WTAF-TV's first of back-to-back episodes of *M*A*S*H* came in second, with Arbitron rating it 12/18 and Nielsen 10/17. The second episode of *M*A*S*H* only made it to third in the latter half of prime access. KYW-TV's *People's Court* roughly tied for second place with WCAU-TV's *Family Feud*. The new *Lie Detector*, shown on WPVI-TV, rated a 9/14 from Arbitron and an 8/13 from Nielsen, falling behind WTAF-TV's second episode of *M*A*S*H* and WPHL-TV's second of a back-to-back showing of *Three's Company*.

In the late-night news category, WPVI-TV continues to lead with a 24/25 Arbitron and a 22/41 Nielsen. WCAU-TV places second and KYW-TV third, the latter with an 8/15 Arbitron and a 9/16 Nielsen. KYW-TV's significant increase over its evening news and first-half prime access figures is helped by NBC's strong lead in, *Hill Street Blues*.

San Francisco

CBS affiliate KPIX and ABC-owned KGO-TV battled it out for the 6 p.m. news slot while KPIX won the 11 p.m. period this February, according to both Nielsen and Arbitron. KPIX continues to be the dominant station for

6 p.m. evening news, according to Nielsen, climbing from an average 12 rating/23 share last February to 15/26. KGO-TV remains on top in Arbitron but its share slipped slightly to 14/25 compared to 14/27 last year.

At 11 p.m., KPIX topped the market with a 12/30 Nielsen and 12/31 Arbitron followed by KGO-TV's *Channel 7 News Tonight* (10/24 Nielsen and 11/29 Arbitron). Last year both stations were in a virtual tie in Nielsen and Arbitron for the 11 p.m. news.

Still remaining a distant third at both 6 and 11 p.m. is NBC affiliate KRON-TV. This February the station pulled a 6/13 Nielsen and 4/10 Arbitron for 6 p.m. and 6/15 and 5/13 for 11 p.m.—the latter just beating out *M*A*S*H* reruns over WTVU-TV.

In the prime-time access period of 7:30-8 p.m., KPIX's *Evening Magazine* and KTVU-TV's broadcasts of *Barney Miller* both aver-

aged a 15/23 in Nielsen for February while KPIX edged out KTVU in Arbitron, 14/23 to 12/20. KGO's *People's Court*, while finishing second in Nielsen with an 11/17, along with *Evening Magazine*, led the Arbitron results, averaging 14/22 and 14/23 respectively. KGO-TV is doing better in the 7:30 p.m. slot with *People's Court* airing each week-night than last February when it alternated with other shows during that time period. KRON-TV's *Entertainment Tonight* has shown improvement over the past year, climbing from a 6/11 Nielsen to a 8/13 and from a 5/10 Arbitron to a 7/12.

Detroit

Detroit is metered only by Nielsen, which started this service last October. Compari-

sons with last February thus are not possible. ABC-owned WXYZ-TV retained the lead in both 5 and 6 p.m. newscasts, scoring 12.8/27 at 5 p.m. and 15.5/29 at 6. Its average for the two hours dropped only slightly from last November's sweeps. NBC's affiliate, WDIV, ranked second with an 8.8/18 for its *News For Detroit* (5:30-6:30), a decline of 1.3 points from November. CBS-affiliated WJBK-TV trailed with a 5.4/11, climbing by 1.6 points from November. In late news, WXYZ-TV was again the front-runner with 19.5/38, outdistancing WDIV's 11.3/22 and WJBK-TV's 10.4/20. WDIV's *Tic Tac Dough* took honors in prime access (15.7/26), up one rating point from last November, while *People's Court* registered 14.7/25, down slightly from last November, and WJBK-TV's *PM Magazine* scored 6.1/10, down slightly from last November. □



Broadcasters lend an ear. Senator Daniel Patrick Moynihan (D-N.Y.) talked with New York broadcasters last week during a luncheon in the Senate Dirksen office building. More than 20 New York broadcasters were in town to participate in the NAB's annual state presidents and executive directors conference.



Long's lunch. Louisiana broadcasters had a chance last week to discuss communications issues first-hand with Senator Russell Long (D-La.). More than 10 Louisiana broadcasters attended a luncheon in Long's hide-away office in the Capitol. Among the issues discussed with the senator were television in the Senate and Radio Marti.

One-on-one in Washington

That was just about the proportion of state association delegates to congressmen lobbied during annual sojourn; deregulation is focus

Representatives of the nation's state broadcasting associations made their annual pilgrimage to Capitol Hill last week for the National Association of Broadcasters state presidents and executive directors conference. For three days, the more than 300 broadcasters (100 of whom were state presidents and executive directors representing 48 state broadcasting associations) met with congressmen and with each other to discuss communications issues: the future of broadcast deregulation, repeal of the fairness doctrine and equal time rule, codification of the FCC's must-carry rules and Cuban interference, among others.

Although results of their lobbying efforts have not been officially tallied, there appears to be a consensus that major support for broadcast deregulation exists in the House. Still, all realize it will be a challenge to persuade the House Telecommunications Sub-

committee to report out a measure that would be acceptable to the industry.

Highlights of the conference included a dinner featuring Willard Scott of NBC's *Today*, lunch with FCC Chairman Mark Fowler, and a day-long conference devoted to non-legislative issues. The Pennsylvania Association of Broadcasters held its annual gold medal award dinner concurrently with the state executives meeting, presenting this year's honor to ABC Chairman Leonard H. Goldenson.

Although the broadcasters discussed a number of key issues, the future of broadcast deregulation was their chief concern. The broadcasters said they could count on the majority of their congressmen to support a deregulation measure, but the question remained, "at what price?" Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has not embraced deregulation, except to indicate there will be a price tag for it, most likely in the form of a user or spectrum fee. Wirth also has stated his opposition to any type of comprehensive television deregulation.

Broadcasters also complained that it was difficult to lobby their congressmen when,

as yet, there are no broadcast deregulation bills in the House to lobby for. The Senate two weeks ago unanimously passed S. 55, a broadcast deregulation measure which in its present form has little chance of making it through the House subcommittee.

Steve Stockmeyer, senior vice president of government relations for NAB, told the group that a bill is likely to be introduced soon. What shape that measure will take and who will introduce it, he said, are not certain. But he noted that it was imperative for broadcasters to brief their legislators on broadcast issues even if there are no bills. Stockmeyer pointed out that the Telecommunications Subcommittee had been busy organizing and now appears ready to sit down and discuss deregulation.

Wirth is expected to introduce a bill including some form of spectrum fee as a *quid pro quo* for deregulation. Such a concept also has been espoused by FCC Chairman Mark Fowler. Both have suggested that the fees be used to support public broadcasting, whose federal funding has been sharply curtailed. NAB members are ardently opposed to the concept and state broadcasting officials also stated strong opposition. One ex-

ecutive director commented that most broadcasters don't oppose some type of "cost of regulation" fee, like those contained in S. 55, but they "aren't going to support public broadcasting." S. 55 permits the FCC to collect license fees to cover the cost of regulating telecommunications services (BROADCASTING, Feb. 21).

One state broadcasting official noted that his colleagues feel frustrated with Wirth's subcommittee. They maintained, he said, that Wirth has the "subcommittee stacked." There's concern that the situation could be even more difficult this session than in the 97th Congress. Democrats gained two seats on the subcommittee after the November elections, and although broadcast deregulation is not necessarily a partisan issue, broadcasters complained that Wirth selected new members who share his regulatory philosophy. They were disturbed over the loss of Representatives W.J. (Billy) Tauzin (D-La.) and Thomas Luken (D-Ohio), both supporters of deregulation, who were not re-nominated to the subcommittee. In addition, some of the state broadcasting officials say there are strong indications Wirth may not start moving forward on deregulation until as late as July.

Whether or not broadcasters fears are well founded remains to be seen. Congressman James Broyhill (R-N.C.), ex officio member of the Telecommunications Subcommittee and ranking minority member of its parent Energy and Commerce Committee, is working on legislation with Wirth. (Broyhill introduced deregulation legislation in the 97th Congress.) A spokesman for Broyhill said they are still negotiating and that nothing has been settled. Some form of a user fee may be included, he said, but Broyhill will not accept any major spectrum fee.

Congressman Al Swift (D-Wash.) is preparing to introduce legislation this month that may very well satisfy broadcasters. Swift introduced two measures in the 97th Congress (H.R. 5752 and H.R. 4726), one eliminating the comparative renewal process and the other quantifying the license renewal process and establishing a point system that stations must meet for license renewal—a provision broadcasters did not favor. Now, however, according to a spokesman for Swift, the new measure eliminates the FCC's comparative renewal process and petitions to deny. It also would broaden exemptions to the equal time rule and apply that rule more to paid advertising, the spokesman said. This bill, unlike its predecessor, would place the burden on the FCC to establish a point system with a standard scale for the license renewal process and it codifies FCC deregulation of radio and applies it to TV, he added.

According to Richard Wyckoff, NAB vice president, broadcast liaison, a survey conducted by the association afterwards showed that state broadcasting officials—after visiting 69 senators and 286 congressmen—feel they can win the "deregulation battle" if they can get a bill out of the subcommittee. Bonner McLane, executive vice president of the Texas Association of Broadcasters, agrees that there is "a lot more work to do." McLane said "We are not that far along and



FCC Chairman Mark Fowler, who's been relatively quiet on the subject of spectrum fees as a *quid pro quo* for deregulation, was promoting that concept last week when he addressed a luncheon audience at the state association conference in Washington.

we don't know yet what we will do until we see a bill." McLane was joined at the conference by 25 Texas broadcasters who not only met with their legislators but talked informally with FCC Chairman Fowler. McLane said Fowler basically told the group to keep an open mind toward deregulation. But the next day Fowler, who addressed the conference's closing luncheon, talked in detail about spectrum fees.

Spectrum fees may not have been the preferred topic among those attending the National Association of Broadcasters Association of States Presidents meeting in Washington last week. But another presentation on fees is what they got in an address by FCC Chairman Mark Fowler. And Fowler, who again claimed that he wasn't going to be a "cheerleader" on the subject, left little doubt that he knew he wasn't facing an easy sell.

"If we all give a little... we'll all take back from our efforts a lot more than we put in," Fowler said. "We ought not to have clenched fists and say no, because it's awfully hard to shake hands and make a deal with clenched fists."

According to Fowler, his proposal "mingled" three regulatory concepts: the "total" deregulation of broadcasting; the value of public broadcasting in overall national broadcasting policy, particularly where children's television is concerned, and the consideration of "modest" fees for all spectrum users, "to account for the exclusivity provided by long-term government assignments of frequencies."

Under the Fowler scheme, public broadcasters, in exchange for the federal funding they receive, could take up the slack in programming, carrying material—such as children's programming—that might get lost in the shuffle on the commercial side of the spec-

trum. If public broadcasting is funded federally, then it should perform in the manner Congress intended, he said. "And most of the public broadcasters I've talked to seem to want the same thing," he said.

Although such a trade off might seem unappealing, Fowler said he really didn't think broadcasters had much choice. "I don't think you're going to get meaningful legislation without giving something," he said. "If you think otherwise, you're deluding yourselves," he said.

Fowler also suggested that only legislation could lead to lasting deregulation. The current commission won't be around forever, and its successors could go off in another direction entirely, perhaps doing something as outlandish as mandating three hours per night of public access during prime time, he said.

"If one of these things happens 10 years from now, don't come to me" to complain, he said. "Isn't it time you thought of what is the art of the possible?"

In a question and answer session, Fowler said he had discussions on the topic with Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, and with the staff of House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). "The bottom line is you have to buy off on this in order to make it happen," Fowler said.

Broadcasters should also be able to use their clout to prevent Congress from raising any spectrum fees in the future. Fowler said. "I think you have a pretty good club," he said.

In a subsequent session, however, Erwin Krasnow, NAB senior vice president and general counsel, took exception to the chairman's remarks on several accounts. He suggested that Fowler was "backtracking," noting that the commission's original "Track II" recommendations to Congress had contemplated content deregulation "without a price tag." Also, he said, broadcasters could only truly be as free as their print-model brethren—the model of deregulation Fowler says they should shoot for—if they stood on the same ground. "Where's the tax on newspapers?" Krasnow asked.

Krasnow also pointed out that, despite all the talk, broadcasters still had no "concrete proposals" to look at.

He also described as "scare tactics" Fowler's suggestions that subsequent FCC's could saddle broadcasters with providing things like three hours of access during prime time. According to Krasnow, there wasn't evidence that "the pendulum will swing back as much as Fowler suggested."

In addition to renewed concerns over the establishment of spectrum fees, one NAB official noted that broadcasters may wind up putting most of their muscle behind efforts to defeat an unfavorable bill.

NAB Board Chairman Bill Stakelin, executive vice president of Bluegrass Broadcasting, noted that this year's conference attracted the highest number of people in the event's history. He said the broadcasters were "tremendously active—they came to work, not play," he said. McLane agreed,

Canadian confab. U.S.-Canadian broadcasting issues are expected to be given a thorough airing in New York on Friday, March 11, at a conference sponsored by the Americas Society, the University of Toronto and Syracuse University.

Discussions will range from "Origins and Development of Broadcast Policy in Canada and the U.S." to where that policy has led in the border broadcasting dispute. Professor Frank Peers, of the University of Toronto, will speak on the "Origins," and Professor Theodore Hagelin, of Syracuse University, on the border dispute. Responses to Hagelin's remarks will be given by Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, and Peter Grant, a partner in the Toronto law firm of McCarthy and McCarthy.

Other speakers will include former FCC Commissioner Glen Robinson, who now teaches law at the University of Virginia; Pierre Juneau, president of the Canadian Broadcasting Corp., and Everett Parker, of the Office of Communication of the United Church of Christ. They will comment on the remarks of Professor Yale Braunstein, of Brandeis University, on "Sovereignty and Television."

The agencies in the U.S. and Canada responsible for regulating their respective telecommunications industries will be represented by Stephen Sharp, of the FCC, and John Meisel, chairman of the Canadian Radio-Television and Telecommunications Commission.

grams are questions that will not be answered for some time. The CRTC could—and may—react to the policy statement on its own. But the government will seek authority from Parliament to direct the CRTC on "broad policy matters," including the matter of Canadian vs. foreign content. Some observers expect the debate on that policy initiative to be lengthy.

The director general of the Department of Communications' International Relations Department, W.H. (Bill) Montgomery, was in Washington last week to brief officials of the U.S. State Department, the National Telecommunications and Information Administration and other interested agencies on the new Canadian policy. Later, in discussing it with reporters, he said that Canada was taking "a gamble" in opening the door wider to foreign programming—that the native programming industry it hoped to nurture might be swamped by America's offerings.

But Canada will do what it can to improve the odds. The government will establish a Canadian Broadcast Program Development Fund to help finance the production of programming by Canadians. The fund, to be administered by the Canadian Film Development Corp., will rise from \$35 million in the first full year to \$60 million in the fifth year, and will be doled out on a matching-fund basis—\$1 for every \$2 raised by an applicant.

Fox said that "the rapid expansion of cable and broadcasting systems around the world" is creating "a growing and voracious demand for new programming," and he added, "This hunger for new content represents an enormous opportunity for Canadian producers." Fox also saw the new programs as reversing "a serious imbalance" in Canadians' viewing habits. He noted that at present only 5% of the drama programming in prime time is Canadian.

Canada appears determined to capture a significant share of the world television programming market. The policy statement noted that Canada will, "where possible," extend to television productions the film co-production treaties it has with France, the United Kingdom, Italy, Israel and West Germany and plans to negotiate similar treaties with the other countries. The U.S. is on Canada's mind. The policy statement noted that Canada and the U.S. are attempting to work out

an agreement governing point-to-point transborder satellite services between the two countries, and added, "Further discussions will follow on reciprocal arrangements for the international marketing and reception of satellite programming services."

For all of the references in the policy statement to the government's determination to maintain a viable broadcasting system, the country's broadcasters do not regard the statement as an unmixed blessing. Ernie Steele, president of the Canadian Association of Broadcasting, said broadcasters feel "positive" about the statements regarding

the need to "promote broadcasting." But, he said, it "then goes on to talk of open skies—and that's a worry."

He also said the subsidy the government will provide for programming production—\$35 million rising to \$60 million after four years—is not a significant amount, given the more than \$500 million the commercial and government networks now spend. But, he said: "It's a step in the right direction"—although he also said broadcasters would have preferred assistance through tax breaks.

The policy statement could have implications beyond the matters it addresses; it could become a factor in the conflict between Canada and the U.S. over the number of orbital slots each country will seek this summer at the conference of western hemisphere nations that will plan use of the 12 ghz band for DBS.

Canada has said it will seek six slots—and that, U.S. officials said, could cause the U.S. problems. They say it would leave the U.S. room for no more than four slots, and it is now expected to seek eight. The U.S. officials say they can demonstrate the existing demand for the slots the U.S. will seek but that Canada cannot. However, Canada could now argue that the new policy statement will generate sufficient satellite-transmission business to warrant a request for six slots. And Canada's Montgomery agreed that argument could be made. □

Video clipping goes to court

Atlanta TV station says service selling tapes of newscasts is really copyright infringement

If a person can carry on a news-clipping service without someone else making a federal case of it, why can't a person, in the video age, do the same in videotape? Because, says WXIA-TV Atlanta, that is a federal case—copyright infringement.

A U.S. district judge in Atlanta is considering those arguments in a case that WXIA-TV brought to put a local woman out of one of the lesser known businesses spawned by the emergence of television monitoring.

Carolyn Duncan records the news shows of the three network affiliates in Atlanta—WAGA-TV and WSB-TV, as well as WXIA-TV, and Cable News Network. Then she contacts those individuals or companies or schools or whatever featured in a newscast and asks if they want to preserve the notice in permanent form, on videotape. TV News Clips has developed into a fairly prosperous business, with some 200 regular customers for the service.

WXIA-TV wasn't charmed by the initiative. Through its attorney, James Rawls, it argued in court on Tuesday that Duncan had taken a product that was the property of WXIA-TV, added nothing to it, and used it for personal gain. He claimed it was a violation of copyright law.

What's more, he said, the station and Duncan are in the same business. He said the station sells tapes to anyone requesting

them. The station does not make much money in that activity—\$6,800 last year. But, Rawls said, "we think any money made in that business is ours."

Duncan's attorney, Emory University's former law school dean, L. Ray Patterson, argued that the station was trying to deny people access to the news in a form useful to them. He said Duncan's activity fell under the "fair use" exception to the copyright law. Duncan, he said, "is not doing financial harm" to the station. Furthermore, he said, "my client's service is analogous to a clipping service—and a news program is not available to the public in a permanent form, as a newspaper is. So that enhances the fair use argument."

The decision handed down by Judge Orinda Evans could have an impact beyond the Atlanta city limits. Television monitoring is not yet a growth industry. But, like any endeavor, it has its own trade association—the International Association of Broadcast Monitors—which has 22 members, 15 in the U.S., the rest scattered around the world. Duncan, the immediate past president, said applications for membership have been mailed to 38 more prospects, 25 in the U.S., the rest in Europe, Japan and Australia.

Duncan, 39, a former nurse and the mother of two boys, began her career in 1976, when she was living in San Antonio, Tex. A friend in the business suggested it to her and helped her get started. And her husband provided guidance—he is a freelance television news cameraman. □

A WINNER FOR VIEWERS

The prime-time documentary "EPIDEMIC! Why Your Kid is on Drugs" has won the prestigious Alfred I. duPont/Columbia University Award for Excellence in Broadcast Journalism for Gannett Television. But the real winners are the families and communities that have been helped.

EPIDEMIC, produced by the Gannett Documentary Unit at WXIA-TV in Atlanta, was aired by all seven Gannett television stations and scores of others nationwide. It was the catalyst for a profound involvement between the stations and local groups to help combat youthful drug and alcohol abuse.

Among the many approaches

to a solution were a live phone-in telecast with experts answering the questions and concerns of viewers... printed information booklets telling how to form neighborhood support groups... local telephone hotlines to provide further information and referrals for months after the documentary was shown.

At Gannett television stations, helping our communities help themselves is a prime and continuing concern.



**A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS**

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Phoenix

KARK-TV
Little Rock

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Denver

WXIA-TV
Atlanta

WPTA-TV
Fort Wayne

WLKY-TV
Louisville

KOCO-TV
Oklahoma City


PARAMOUNT'S

PLANE!
THE BAD
NEWS BEARS IN
BREAKING
TRAINING
HEAPER
O KEEP HER
OACH
F THE YEAR
HE ELEPHANT
MAN
RST MONDAY
OCTOBER
OUL PLAY
REASE
HE HUNTER
URRICANE
ING KONG
MIDNIGHT
FFERINGS
MOMMIE DEAREST
ORTH DALLAS FORTY
HE ONE AND ONLY
RDINARY PEOPLE
OME KIND OF HERO
STAR TREK:
HE MOTION PICTURE
ENSPEED
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That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!



PORTFOLIO X's movies are viewing events that will electrify your entire schedule with promotable stars like John Travolta, Steve McQueen, Goldie Hawn, Richard Pryor, William Shatner, Leonard Nimoy, Jessica Lange, Nick Nolte, Faye Dunaway, Dudley Moore, Jill Clayburgh, Chevy Chase, Olivia Newton-John, Mac Davis, Walter Matthau, Henry Winkler, Donald Sutherland and Mary Tyler Moore—to name only a few!

PORTFOLIO X is packed top to bottom with the most successful feature entertainment ever created. It's the surest investment any station can make for movie dominance through the 80's!



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PARAMOUNT FIRST-RUN NETWORK II

4 BLOCKBUSTER EVENTS—WITH NO PRIOR NETWORK EXPOSURE!

Great entertainment concerts, each produced especially for TV! 4 lavish specials featuring the most promotable stars of the 80's — the universal appeal of Frank Sinatra and Cher, plus the young adult magnetism of the Doobie Brothers, Santana and Heart!

Keep your First-Run "franchise" with Paramount's powerhouse follow-up to the highly successful First-Run Network I (94 markets covering over 70% of U.S. households). And watch for the next Paramount First-Run Network attractions coming soon!



TELEVISION DOMESTIC DISTRIBUTION

THE DOOBIE BROTHERS FAREWELL

A landmark in American musical history! In an emotional reunion with past band members, the great Grammy-winner whips up a storm with all the hits of its brilliant 12-year career. The San Francisco Chronicle called the concert "a monumental event" — and it is!
(1 hour)



CHER A CELEBRATION AT CAESAR'S

All the glamour and outrageous comedy that make Cher a unique superstar, framed by all the glitter of Las Vegas' famed showplace! A dazzling display of song, dance and fun that lays 'em in the aisles—it's Vegas at fever pitch and Cher is sheer dynamite!
(1 hour)

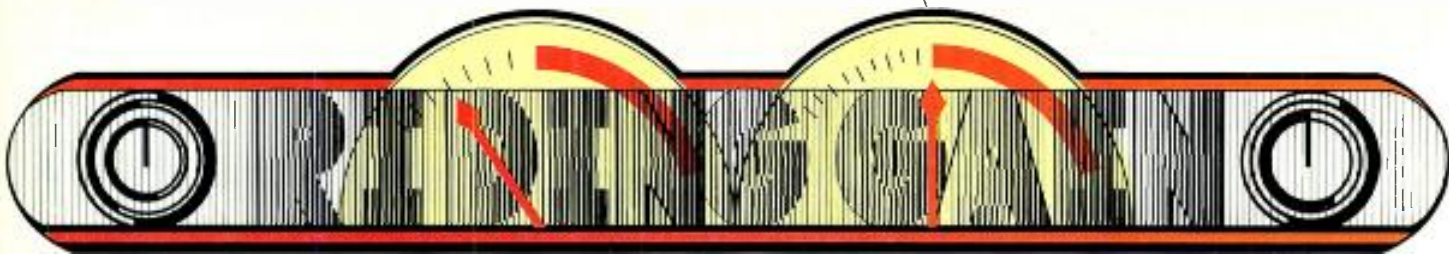
SINATRA CONCERT FOR THE AMERICAS

The untoppable performance that opened the 5,000-seat amphitheatre at Altos de Chavon, Dominican Republic. Reviewers couldn't get enough: "The Chairman of the Board at his very best!" — NY Daily News... "One helluva show!" — Boston Herald American (2 hours)



SANTANA & HEART CONCERT FOR THE AMERICAS

Two phenomenal groups that sell out arenas everywhere in a double-barreled marvel of sound, light and special effects! An entertainment concert at Altos de Chavon that explodes with the kind of music that excites audiences of all ages. "Paramount was looking for a world-class event and they got it!" — Hollywood Reporter (1 hour)



Choice

Bonneville Broadcasting System, largest syndicator of beautiful music, implemented its "individual selection system" last week for its satellite-delivered format, which is currently being received by 23 of the company's client stations. Songs are now being transmitted via satellite from carts rather than quarter-hour tape segments, according to Jeff Mathieu, vice president and manager, New York division, Bonneville. This provides for even more flexibility within the format. The new cart system for programming the satellite format has been in development under the supervision of David Verdery, vice president of programming, Bonneville Broadcasting System.

Bonneville has approximately 130 client stations, including those of the FM-100 plan, which it purchased last summer, and is slowly converting them from tape to satellite programming.

Separation

A major format change occurred in the Washington market last Wednesday afternoon (March 2) when WWDC(AM) switched from the Burkhardt/Abrams-consulted album rock format, still being programmed by its sister FM station, to the nostalgic "Unforgettable Music" format syndicated by Dallas-based Toby Arnold & Associates. The new format is being custom-tailored for the station's new target audience of 35-54 with an emphasis on the pop adult hits of the 1950's and 60's, said Goff Lebhar, station president. And Lebhar has hired veteran Washington radio personality Eddie Gallaher from WASH(FM) to handle WWDC's Monday-to-Friday morning drive-time shift beginning March 17. Gallaher has been a fixture on radio in the Washington market since 1946.

Within a week of the announcement of the format switch WWDC(AM) picked up several new accounts, according to Lebhar, including the Giant Foods and Safeway supermarket chains, Nissan Motors/Datsun and Citizens Bank of Maryland. The station has also affiliated with the RKO II Network.

WWDC was once a dominant top 40 AM station in Washington but began to slide in the ratings during the late 1970's with an adult contemporary-oldies format. Two years ago the station lost its separate identity when it began to air the AOR format being played by WWDC-FM, simulcasting morning and afternoon dayparts.

Targeting daytime TV

Radio needs to go after ad dollars being spent on daytime television, suggests Bill Burton, president of the Eastman Radio rep firm, in a memo to all of the firm's client

stations. An estimated \$2.7 billion is spent by advertisers on daytime television, chasing after the "so-called housewife" who is no longer at home, said Burton. Citing U.S. Census Bureau data, Burton noted that from 1970 to 1980 the number of working women climbed from 31.5 million to 44.6 million—an increase of 42%. Burton said that converting top management of package goods firms such as Procter & Gamble, General Foods and Colgate and their product managers from daytime television advertising to radio will be the "biggest challenge."

Denver dialog

Twenty-three stations have joined together to form the Denver Area Radio Broadcasters Association (DARBA) to promote radio advertising in the Denver-Boulder area. Eric Stenberg, general manager of KPKE(FM) Denver, was elected its president. The group's first project will be to organize a radio day in May with the Denver Advertising Federation.

M.C.

Actor Patrick O'Neal will host the eighth annual New York Market Radio Broadcasters Association (NYMRAD) awards luncheon at the Sheraton Centre hotel on March 16. Awards will be presented for the best commercials and public service announcements aired by local radio stations.

Elvis hour

Country Sessions Inc., a New York-based radio program production and distribution company formed by former NBC Radio Network executives Morrie Trumble and Neal Weed last summer, announced it will launch a new weekly one-hour program, beginning the week of April 4, to be called *The World of Elvis Presley*. The show will be hosted by WCBS-FM New York radio personality Norm N. Nite. About 30 stations have committed to air the broadcast, Trumble said.

The company was originally created to continue producing and distributing the one-hour weekly *Country Sessions* series—now called *Country Sessions USA*—after it was dropped by NBC Radio last August, according to Trumble. The series, which is beginning its third year, now airs on approximately 235 stations.

Country Sessions Inc. is also the sales agent for the new *Talkin' Country* program broadcast live from Los Angeles every Thursday evening from 10:30 p.m. to midnight (Eastern time) with guests from differ-

ent locations around the country. The show, which made its debut late last year, is produced by independent radio producer Michael Lensing, who uses the studios of Dick Orkin Creative Services (DOCSI). Host for the program is Charlie Cook, program director, KLAC(AM) Los Angeles.

Interaction

A Los Angeles-area company has married state-of-the-art computer, telephone and broadcast technology in the development of "Touch Vote," a system of immediate radio listener polling with minimum operator involvement. "The system can be used by a talk show host while on the air," explained Access Radio President Ray Smithers. "No one has to touch the computer at all. He or she uses a light pen to touch letters displayed on a television-type display screen to program the computer for polling. It can be done in just a few seconds."

"Touch Vote" relies on software developed for Apple computer systems and an electro-mechanical telephone-answering device that automatically responds to calls with a simulated human voice. The caller is asked to push specific letters on his or her telephone key pad, which, in turn, correspond to questions posed by the talk show host. Results are immediately posted on the studio display screen and can be passed on to listeners. "There's a standard configuration for voting 'yes' or 'no,' or 'undecided,'" Smithers noted.

The company estimates from 60% to 80% of urban homes are now equipped with touch-tone telephones (the system will not function with rotary-dial phones). The 10-line "Touch Vote" system can accommodate up to 3,600 calls an hour or 86,000 in one day, according to Smithers. Access Radio began marketing the system last week to both radio and television stations.

Playback

ABC Rock Network plans to air a live interview with three members of the rock group, Supertramp, from the company's owned and operated FM operation in Los Angeles, KLOS, Tuesday night (March 8) at 10:05 p.m. (Eastern time). Affiliates of the network will be able to phone in questions, according to an ABC spokeswoman.

□

Byline, a two-minute daily commentary series sponsored by the Cato Institute of Washington, has been picked up by Associated Press Radio (APR) and is being made available to APR's approximately 1,100 affiliates beginning today (March 7). The series, which is starting its fifth year, focuses on international and national issues. It currently airs on 148 stations, 25 of which are

WHY ARE 50 RECEIVER MAKERS ASKING TO TEST MOTOROLA'S AM STEREO DECODER CHIPS?

Is it because they've seen Delco choose Motorola's system as their standard?

Is it because Motorola has an inexpensive AM stereo chip that includes a pilot tone decoder and requires no manufacturing adjustments?

Is it because Motorola's advanced integrated circuits can activate the decoder when stereo signals are detected while ignoring noise and interference?

In a word, yes. And if you're not sure what it all means to you, here it comes:

To the broadcaster, it means that a ton of AM stereo receivers will be out there very soon. And that makes it important to order Motorola transmitting equipment right now.

To everyone attending the NAB show in Las Vegas starting on April 10, it means go see the Motorola booth, and take a pen with you.

To the makers and shakers of the broadcasting industry, it means call Dick Harasek at 312/576-2879 or Chris Payne at 202/862-1549 before your competition does.

See and hear Motorola's AM Stereo System at Booth #411 at the NAB.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





At the Source. NBC's young adult network, The Source, held a regional meeting of its affiliates at its New York RCA building headquarters. Among those on hand were (l-r): Robert Walsh, group vice president, NBC; Frank Bell, program director, wsov(FM) Jersey Shore, Pa.; Robert

Mountry, executive vice president, NBC Radio; Ellyn Ambrose, vice president-general manager, The Source; Michael Eskridge, president, NBC Radio; Ken Stevens, vice president, programing, Shamrock Communications, Scranton, Pa.; Bill Lynett, Shamrock operations VP.

National Public Radio outlets. The Syndicate, an Oakland, Calif.-based company, produces and distributes the program free to stations in the top 150 markets.

Mutual Specials

Mutual Broadcasting announced its lineup of six three-hour country music specials for holiday scheduling in 1983. Featured will be Alabama, Janie Fricke and Ricki Scaggs (Memorial Day); Loretta Lynn and Conway Twitty (July 4); Dolly Parton and Don Williams (Labor Day); *The Great Entertainers*,

spotlighting the artists who have been awarded entertainer of the year honors for the past 14 years by the Country Music Association (Thanksgiving); *Country Christmas with The Osmond Brothers* (Christmas Day) and the fourth annual *Country Music Countdown* (New Year's Day).

Older target

The 35-64 Committee, formed last year to sell agencies and advertisers on older demographics, has sent letters to 1,400 stations with beautiful music, MOR/nostalgia, all-

news and news/talk formats requesting contributions ranging from \$150 to \$1,000 to support ongoing research being done by Maurie Webster, president of the New York-based Radio Information Center, and consultant Dean Landsman. A major slide presentation as well as other sales support material will be made available to stations that help fund the project, according to Webster. New committee vice chairman is Edward Kiernan, vice president and general manager, CBS Radio Spot Sales. Chairing the committee is Ted Dorf, vice president and general manager. WGay-AM-FM Washington.

*A lot of lonely people
listen to the radio.
They'd like to hear from you.*

Public service announcements address a wide array of human pain, but a problem that transcends age, wealth and health is that of loneliness. Let us send you, free of charge, a series of PSA's sure to touch all segments of your audience. **"Alone But Not Lonely"** is a 12-inch disc containing six 60-second and six 30-second spots that speak directly and compassionately to lonely people — young and old, single and married, busy and idle. Each spot offers a free booklet on how to overcome loneliness.

Give a lift to your listeners...they'll thank you for it.

Call Vi Knickrehm at 314-647-4900. Or return the coupon.

Please send me, at no charge, your 12-inch record containing PSA's on loneliness.

Name _____

Station _____

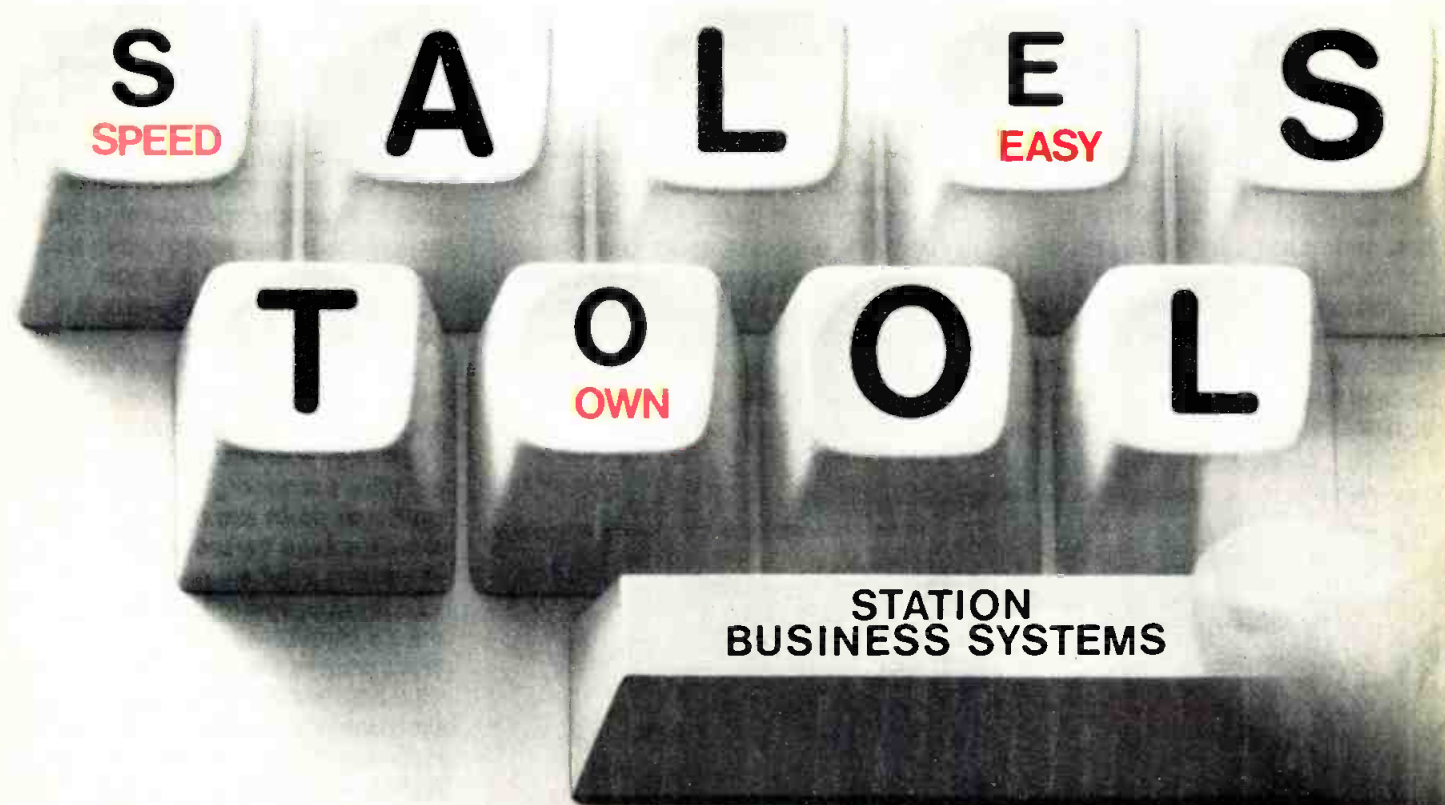
Address _____

City _____

City State/Zip _____

Mail to: International Lutheran Laymen's League
"Alone But Not Lonely" Radio Spots
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Besides being a sophisticated traffic system,
a comprehensive accounts receivable system,
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With your own minicomputer-based BAT® 1700 System, you have availabilities and inventory literally at your fingertips. On demand, you can call up sales reports and analyses based on up-to-the-minute figures.

You'll have at hand the kinds of things that can help a station place more spots at higher rates.

And, if you're a group operator, you can multiply the benefits. By tying your individual BAT® 1700 Systems together, you can cut the time needed to get group reports.

Of course, while your BAT® 1700 System is providing you with all this bottom-line information, it also routinely handles your order entry, scheduling, invoicing, and accounting—simultaneously, from computer terminals located throughout the station, if you wish.

As your business is service, so is ours. We're part of Control Data, a

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**WHY
131 STATIONS
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AMERICA
HAVE
CHOSEN
SERVICE FROM
INDEPENDENT
NETWORK
NEWS**



The Wall Street Journal Report.
Cindy Vandor and Richard Townley
with news of business and the economy.

Because INN means quality news programming.

It has the people, the news bureaus, the international information pipelines, the journalistic credentials to produce a recognized first-class product.

It is a source with a solid three-year record of growth and success:

Dependable, proven performance.

Not projections and promises.

131 stations have chosen service from INN.

Independents and affiliates.

And we're growing. In 1983 we'll be seen in choice time periods on still more fine stations.

If you're looking for proven, network-quality news for *your*

station, visit us at NATPE: the Las Vegas Hilton, Suite 2861.

We'll show you videotapes of the INN programs more and more viewers are watching across the nation:

From The Editor's Desk.

Newsmakers face panels of top news editors in this weekly half-hour of major issues and problems.

Four quality program series.



INN Nighttime Edition anchor team. The best-known news professionals in independent television: Steve Bosh, Pat Harper, Bill Jorgensen.

INN Nighttime Edition. A complete 30-minute network newscast, 7 nights a week, for broadcast in prime time.

The Wall Street Journal Report. Produced jointly with The Wall Street Journal, based upon news features and key articles in that respected publication. A weekly half hour reaching an upscale audience.

INN Midday Edition. The only full half-hour network newscast at midday. Hard news, special features, plus live, in-studio interviews with important personalities.

Four major advertiser-sponsored opportunities for your station.

Come and see us at NATPE. We'll show you what you've been missing.



INN Midday Edition. The appealing young anchor team Claire Carter and Marvin Scott.



From The Editor's Desk. Moderator, historian and educator Richard Heffner.



INDEPENDENT NETWORK NEWS

A Division of WPIX New York. Tribune Broadcasting Company. 11 WPIX Plaza, New York, NY 10017 (212) 210-2516



Two years ago this Wednesday, the newsman pictured above took over the toughest job in broadcast journalism: filling the shoes of Walter Cronkite, who at that time was the unquestioned dean of the profession. Dan Rather was less gray then, his face was less lined and his colleagues were less certain that he could meet the challenge. No such doubts linger now. For this most recent television season to date, the CBS Evening News with Dan Rather has averaged a 14.4 rating and 25 share, against ABC's 12.2/21 and NBC's 11.7/20. (Rather still has a way to go in matching Cronkite, whose final quarter averaged 15.5/27.) In this interview with BROADCASTING editors, he describes the view from the top.

Getting there

From where you sit, why is there almost a three-point ratings spread between your evening news and those of ABC and NBC?

I simply don't know. I don't know anybody who does. I want to emphasize that we don't ignore ratings and shares; we can't afford to. But they aren't the most important thing to us. The single most important thing to us is that we as professional journalists can think about other things—our overall reputation as broadcasters is important to us. Now circulation—to say ratings—is part of that overall reputation, but only a part.

Let's put it another way. I don't think it would be to the advantage of CBS—certainly not to the advantage of CBS News, and certainly not to the advantage of the good professionals who work and interview in this broadcast—if we were winning the ratings race by a very large margin, but we had a broadcast that we didn't feel proud of as a

good broadcast. The same thing applies if you had a broadcast which people could say might be successful, but is not a sound journalistic endeavor. I wouldn't want to be in here—even with an *eight*-point ratings spread—if either one of those were true.

Naturally, we notice [the ratings]. We're pleased when they're up. We're worried when they're down. And when they're in between, we don't know what to think.

Let me put you in the awkward position of critiquing your competitors. What is it that you do that you perceive has been journalistically superior to the competition.

Our competitors are good. I don't think you'll find any better. I *hope* you won't find any better. And I think the good news for the audience

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is that all three network news broadcasts are good. I do think ours is better. And that doesn't have anything to do with Dan Rather.

First of all, I think our broadcast is better because I'm surrounded with better people. It doesn't take a genius to figure this out. You get the best people. You create the best possible environment for them to work in. And they make it happen.

And our depth is better. I'm almost ashamed to talk about it—the depth of the CBS News bench. I think it's misunderstood. Most people talk about our correspondents. We do have very good correspondent depth. But that's not our principal depth. The principal depth is in all the support people that are necessary to make a good broadcast. And when I say the depth of our bench is the difference, that's the depth I'm talking about.

Take the senior people on this broadcast: Howard Stringer, Mark Harrington, Elaine Bernardos, Tom Betag and Linda Mason. They're incredibly dedicated, hard working professionals. They're experienced people with a lot of skills—and they've been in a lot of different kinds of situations. They get in here early and stay late. You ask what the difference is between this broadcast and the other two. I've just given you the names of the people who make it better.

On the up side of that is the leadership of CBS News and of CBS as a whole that has created the best environment in broadcasting. Gene Jankowski, Jim Rosenfield, Tom Wyman, Bill Paley, Van Sauter are superior. All of those people understand news, they believe in it, they've been supportive and encouraging through good times and bad, through sunshine and showers. That's also a part of the difference between these folks and number two.

Now, you say, single out what makes the difference. Journalistically, here's why. A broadcast, particularly a news broadcast, has to be somebody's decision. Somebody's got to have a vision of the news broadcast. The difference between CBS and the other two is that, here, the anchorperson has that responsibility. And he's one person. It's much better if you get one person's vision than if you have something put together by a committee. In the end, you've got to have a person who's responsible. And on these broadcasts, I'm responsible.

I believe the viewer understands. The difference between CBS News and the other two is that the person who's presenting the news to you is the person who's responsible for the broadcast. If you don't like the broadcast, you know who is responsible.

How does that feel on your end of it? Is that Atlas carrying the world?

No. Not with all this good company. And since they carry me, I carry them. That's what I meant about getting good people around you. I have very good skilled people around me.

As managing editor, do you come in in the morning and decide what stories you're going to do today? How does it work?

Yes, that's what I do. It's a vast oversimplification, but I'm trying to be directly responsible for the content. That's the reason I wanted to be managing editor as well as the anchorperson for the broadcast. That's the reason that I told Bill Leonard [the former president of CBS News]—I told him I'd be indebted to him all my life for having the confidence that I could do it—that I couldn't and wouldn't take the job unless I was the managing editor in addition to being the anchorperson.

But it isn't just coming in in the morning. It's a never-ending, 24-hours-a-day process. That's the joy of news. That's the excitement of news. That's why anybody's in it. We consult by telephone and in person late into the night and we start early in the morning. Because we like news and are interested in news. By the time I get in in the morning, I've generally already talked with at least two or three of the senior staff people. We had talked somewhere between 11 and 12 o'clock the night before and we generally don't leave here before 8:15 or 8:30 at night.

None of that is said with heavy heart. We do it because we like it. We're interested in what we're doing and also we're trying to be responsible to what we see as a public trust. But I'm actively engaged through the day in preparation of the broadcast.

Where is journalism going? And where is broadcast journalism going? Are things changing?

I don't know. I hope I'm a pretty good reporter; I'd better be by this stage in my career. But I'm not much of a journalist-philosopher. And with that very important preface, I don't mind talking about it. While I really don't know, I do work with more bright young people than were in broadcast journalism at the time I came into it. And so I have to believe that part of where journalism is going, certainly part of where broadcast journalism is going, is toward a more thoughtful, intelligent approach to the news than has been my experience heretofore.

I think the quality of the reporting and writing and the quality of news broadcasts—not just our own—are in general better now and headed toward being even better than they were when I came into it. There's more time on the air. I hope, I believe, that there will be more news broadcasts, news and public information broadcasts on than there have been.

CBS News is going to produce half as many documentaries this year than in the past. What do you as a journalist think about that?

I'm not sure that this is going to be the case. You're talking about what you think may happen, or what looks as if it may happen. We're not through the year yet. We'll see at the end of the year. But let's assume for the sake of discussing the question that that turns out to be the case. I believe in the long form of documentaries. I like them. And thoughtful, well done documentaries are an important part of any news organization. Certainly a network news organization. But what you have at CBS News, now, is a yeasty environment of being alert, being willing to take chances with new forms, new ideas, new ways of doing things, and as I understand it, and I think I understand it fairly well, it's in that spirit that the leadership in the news division has said that while we're going to continue to do documentaries, we're also going to try some new ways of doing things.

It is very important to us that a reporter with the special skills and experience of Charles Kuralt have a place to try some new things. It's very important to us that a reporter with the special skills and experience of a Bill Moyers have a place to do things, and so we're going to try that. And in order to try that, we're going to take some of our resources, some of our people, and yes, some of our air time, and see what happens. That's a long-winded answer to your question, I recognize, but it's that kind of question. One of the great advantages of working at CBS is that you have a corporate leadership which is committed to news. They believe in it. And they believe in it for reasons beyond whether it can turn a profit or make money or return ratings. Do we always get everything we want? No. Do we get what we genuinely need? Yes. I've never known a time in 20 years plus here when we didn't get what we needed. And that's why I believe I can say this with confidence, that the premise of your question is not true.

Do you see the day when CBS News might be 24 hours a day?

I certainly can envision that happening. There are no present plans for that—at least I don't know about them, and I think I would know about them. But I can see that happening, sure. We are a 24-hour, seven-days-a-week, 365-day, and sometimes 366-day newsgathering operation now. You're talking about a 24-hours-a-day television news broadcast. We're ready to do that now.

What we know is that in the period of roughly the 1980's, that broadcasting in general, television in particular, and within that, broadcast news will be in a period of tremendous change. The technology's changing, the audience is changing, and we try to stay alert. Do we need a 24-hour, seven-days-a-week television service? Is there an audience need, appetite for one? Is there a journalistic priority that needs to be established? Is it viable in the marketplace? These are all questions that are talked about on a very regular basis. We wouldn't be very alert if we didn't talk about those things, think about those things. Will it actually happen? And if it happens, in what form? I don't know.

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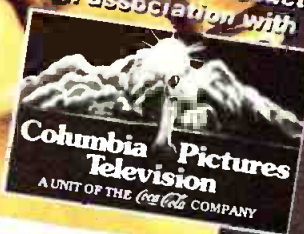
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Charles W. (Chuck) Larsen is President of the National Association of Television Program Executives. He is also President of ALMI Television Productions, where he is responsible for the production, acquisition, and distribution of programming for network stations, pay television, cable, and home video. He has won two Emmys.

"The key to programming is providing an entertainment form that someone wants to watch. Television is a majority rule. What you really have is the majority of people saying yes, we like that program, or no, we don't like that one. Over the years, television has been serving a mass audience. My job is to somehow magically know which programs the audience wants. Television is really a true democracy.

"On the other hand, I think there still needs to be more innovation in programming. I don't think we're there yet. We need new creative people with new ideas, who aren't tied to old formulas and success tricks. Today's audience expects more because it is more sophisticated.

"During the next decade, you're going to see more innovation and experimentation in programming. There will be an opportunity to service a smaller, more select audience which lends itself to more creativity, especially for local stations, where they can carve out their own segment of the viewing audience.

"There are a great many good motion pictures from around the world which still have to make their way into American television. When television expands into the international marketplace, Americans will be able to enjoy more motion pictures from all over the world.

"The greatest entertainment medium the world has ever devised is film for motion pictures. We frequently add a lead-in or a sign-off to our motion pictures; and whenever we do, we use film to maintain the same quality of the movie. We expect film to play a vital role in television in the future.

"With new developments in film technology, we will be able to give our television programs a better quality look. In fact, it's happening already. Programs are being shot on Eastman color negative films and

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"Most of my experience comes from film. When I was a newsman, we shot a lot on film. And when I was a documentary producer, we produced 48 documentaries, all on film. It has a look no other medium can offer."

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At the CBS-Columbia University seminar at Princeton, there was a lot of criticism of local TV journalism. How do you respond to that?

The difficulty is to restrain oneself from overgeneralizing. I don't think you can talk about local television news broadcasts as a broad generality in some kind of sweeping, ocean-to-ocean, border-to-border, all-encompassing view. You have to talk about each individual local news operation. It's my impression that there are more local station news operations trying to do a responsible journalistic job now than there ever has been. I think there are more station managers, news directors and on-the-air local people with a sense of journalistic integrity, that know what they're doing, than there ever has been. Now, people say: "Boy, you haven't seen channel 9 in my town, Dan Rather. It's awful." I answer that it may be, but you have to talk about one channel, one station, one news operation. And there are a lot of them out there.

When we were talking earlier about why the *CBS Evening News* is doing well now, I gave a lot of reasons for that, not the least of which is that we have a lot of good affiliated stations who are doing a good news job. And that reflects well on our broadcast. It does make a



Fan males. One year ago, former *60 Minutes* colleagues Harry Reasoner (l) and Mike Wallace flanked Rather as he celebrated his first anniversary on the evening news. The inside joke: the sweaters worn by all three. Rather made that item of attire famous after he found that wearing one helped both his image and his ratings.

difference if the 6 or 6:30 local news that precedes us or follows us is of good quality; it makes a difference for our broadcast. And I think that the CBS affiliated stations as a whole are stronger in a news sense than stations affiliated with our competitors, and that's a big plus for us.

There's so much criticism of the local news. Some of that criticism is very well justified. When you have a local station ownership and/or management that doesn't care, it shows in the newscasts. And you don't fool anybody. I think that people at home who view television have become sophisticated. So if you put on a crappy newscast, they recognize it for what it is pretty quickly and they start complaining. And they ought to. And they start saying this station is not meeting its responsibility to the community. But—and I may be wrong—but as I travel around and see what the stations are doing, I think I've seen more of them trying to do a good job now than was the case maybe 10 or 12 years ago.

Is broadcasting news more under the gun now than it has been before? Are there more complaints? We've seen several recent well publicized libel suits. Is it a misperception to think that there's an increasing dissatisfaction in some quarters?

Well, there are a lot of different parts to that question. I'll try to take them one at a time.

There always have been, in my experience in broadcasting, both

radio and television, some elements—special interests, if you will—constantly trying to convince the public that it ought to be dissatisfied with broadcasting or with newscasts, because those newscasts don't treat their special interests the way those interests would like to be treated. Politicians are a good example.

More than 20 years ago, covering city hall, if you started reporting things that the mayor didn't particularly want reported—if the mayor led a campaign to build a freeway into an area that would benefit the real estate of one of his heavy contributors and you reported it—the mayor didn't like that. And you could expect the mayor to begin trying to convince people that they should be dissatisfied with that newscast and that newscaster and that reporter and you could expect the mayor to begin to spread the word—you know: "He's not a very bright fellow, and/or he's politically prejudiced and/or he's in the camp of my political opponent."

As a reporter, you learn early, if you serve a proper apprenticeship, that it goes with the territory. It's the same thing now. That was in 1950 in Houston. Take 1983 in Washington or New York. It's the same thing—a higher level, a little different version of the same thing. That's an example of the kind of thing that goes on continually.

The biggest change, I think, in the public mind and view, is an understanding that this is not a precise science. Journalism is not a precise science. And the public understands. This is Dan Rather out there every day trying to do his best and that he's a reporter. And his job is to knock on doors, ask questions and say what's going on in the world. And some days, he does a pretty good job of finding out, and other days, not much good. I think there's a better understanding of this now than there ever has been. I like that.

You're coming up on your second anniversary [on March 9]. Has the experience of those two years in the seat changed you?

I don't want this to sound corny, but I have a great deal more humility now about what we do than the day I came in here. I thought I had a great amount before I came. But—how hard it is to do a good job in here. It's one thing to say we're dedicated to journalistic excellence and it's another to produce journalistic excellence. About how many people it takes truly knocking themselves out, really making tremendous sacrifices to do that. I have a heightened awareness about how many people carry me in here.

And then there are the limitations. We do 22 minutes for a half-hour broadcast. That's 22 minutes every night. And try as we may, try my damndest, there's a limit to what we can accomplish in those 22 minutes. We're constantly trying to squeeze a little more understanding, a little more meaning, a little more depth, a little more breadth into the stories that we put into this time.

The day-to-day experience of trying to do that is humbling. So I've changed in that sense. I may be a little more tolerant of colleagues' mistakes, or more than being tolerant, staying tolerant of work that's less than excellent. I just learned that no matter how hard a person may try, no matter how good the person is, that not every second, every day in every way can that person produce top excellence for you.

It sounds as though you're saying you've become a nicer human being and more of a pleasure to work with.

Well, I certainly wouldn't want to go that far. And I don't think if you talk to the people, you're going to find that to be true. I'd like it to be. I hope the people think I'm fair to work with. I recognize I'm demanding. When I said to you I'm tolerant. I tend to be demanding—probably overly demanding—of the people I work with. They come to understand that. It's one thing for me to want to know something at 10:45 or 11 or 11:30 at night—what's going on or to have a thought. I want to charge off and get some story covered. There's an unrelenting quality about this work. Absolutely unrelenting. It never stops. I've come to know that if I have an idea and I call, it's a five-minute phone call for me, but that sets in motion hours of work for the others. I had to learn to be a little more aware of that. I hope people think I'm fair. I am demanding.

It struck me on the morning after the recent election night coverage

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that you had cut your own niche and had established yourself as your own figure, not in comparison with anyone else. I presume you expected that to happen at some point. Has it happened more swiftly than you thought it might have?

I don't think it's happened. I don't believe that is yet true. I'd love to believe it is true, but my own—realistic and objective as I can be—assessment says that's not true. Not yet. I'm still learning this job. And I guess, and now I do have to guess, that a lot of people in the audience—that's about all they can say. I took on this job and I hope they have a perception that I've worked hard at it and that I'm getting there, but that I'm not yet there. Such things are very difficult for anyone in my position to judge. And about election night specifically, you talk about humbling experiences! Particularly on election night. I've worked election nights a long time around here, since 1962. But even given that experience, I had no idea how many people working so hard, really throwing themselves into it, it took to make a good election night broadcast, and I was very nearly overwhelmed by that. There's a difference if you're the principal correspondent on election night—there's a tremendous difference between being that and being maybe just five feet away and doing what I did for a number of years—being one of the other correspondents, perhaps a key correspondent, on election night. There's more differ-

ence than I ever imagined.

If you're Dan Rather seated a few feet from Walter Cronkite on election night, that's different and there's an overwhelming difference in moving those few feet. And the biggest difference is that recognition of how many people there are stretched all over the country really knocking themselves out to make it work. And there's a sense that you've got to be right at the very top of your game to make it work. All these people have given of themselves and they've done their job and they've reached a high level of excellence. And now it's up to you. And if you don't reach that high level of excellence, then you make them look bad. And that's really very demanding. I wasn't prepared for that.

How do you think you did? What's your personal assessment?

I think CBS News did very well. I'm very proud of my show. Joan Richmond, who is the principal person responsible for our coverage, did a magnificent job. Talk about bench. There's a person who you'd say was the quintessential CBS person. She has worked her way up over a 15-18 year period at CBS News, to the point where she was responsible for our election night coverage. She did a magnificent job of pulling us together. As for myself, I can't judge that. I'm still learning. I'll be better at it the next time. □

Programming

CBS revamps prime time

Four new series to be introduced in test run; regular series to be reshuffled, delaying start of reruns for some programs

"We want to create on Monday night what we have on Sunday," said Harvey Shepard, senior vice president, programs, CBS Entertainment, last Tuesday, describing temporary changes CBS-TV has announced for its prime time lineup this spring. The changes, which involve Wednesday, Thursday and Friday as well as Sundays and Monday nights, will allow the network to experiment with four new series and, at the same time, delay the start of reruns for some of its current prime time offerings.

During a trial six-week run, *Archie Bunker's Place* will move from its current 8-8:30 p.m. slot on Sunday to Monday at 8 p.m., where it will precede a new half-hour comedy, *Foot in the Door*. The new series stars Harold Gould as a widower, recently freed from a straitlaced marriage of 40 years, who moves to New York to live with his conservative son and daughter-in-law and, to their consternation, becomes a swinger.

By pairing *Archie Bunker's Place* with another comedy that appeals primarily to an audience of adults over 40, CBS hopes to solidify the appeal of its Monday night lineup among the same viewers now loyal to its Sunday night schedule, according to Shepard. At the same time, the network will try to add some appeal for a slightly younger audience on Sundays, with another half-hour comedy, *Goodnight Beantown*, starring Bill

Bixby and Mariette Hartley.

Set in Boston, *Goodnight Beantown* follows a local TV station anchorman (Bixby) who finds himself, after his ratings begin to slide, paired with a new co-anchor (Hartley), with whom he becomes romantically involved. *Beantown* premieres Sunday, April 3, for a five-week run.

During the experiment, *Archie Bunker's Place* and *Foot in the Door* will replace *Square Pegs* and *Small & Frye*, respectively. *Square Pegs* will move to Wednesdays at 8:30 p.m., where it will follow a limited, five-week run of a new half-hour adventure series, *Zorro and Son* starting April 6. A take-off on the original *Zorro*, the new series stars Henry Darrow as the aging hero, whose son, played by Paul Regina, returns home to help his father defend the people of "Old California" from their oppressors.

Square Pegs and *Zorro and Son* will temporarily replace the one-hour series, *Seven Brides and Seven Brothers*, which will return to its current time slot in reruns at the end of the experiment as will *Archie Bunker's Place*, *Square Pegs* and *Small & Frye*.

On Thursdays, *Tucker's Witch*, a one-hour series on hiatus from the CBS schedule since November, will replace *Knot's Landing* at 10 p.m. for a limited run of six original episodes. *Tucker's Witch* "never had a chance" in its original position against ABC's highly popular *Dynasty*, said Shepard, who believes the strong lead-in the series will get from *Simon & Simon* on Thursdays may bolster its ratings enough to make it viable for renewal next fall. *Knot's Landing* will return in reruns at the end of the six-week trial.

The Mississippi, a one-hour drama about a big-city criminal lawyer who begins a new

life on a Mississippi riverboat, will replace *Falcon Crest* on Friday nights at 10 p.m. for a limited six-week run starting March 25. The new series stars Ralph Waite, Linda Miller and Stan Shaw and is a Ralph Waite Production in association with Hajeno Productions Inc. and Warner Bros. Television. *Falcon Crest* will return in reruns at the end of six weeks.

Foot in the Door is a D.L. Taffner/Limited Production based on the Thames Television series, *Tom, Dick & Harriet*. *Goodnight Beantown* is a B&B Production in association with Warner Bros. Television, and *Zorro and Son* is a Walt Disney Production. □

NBC signs new \$500 million baseball pact

CBS waits in the dugout while ABC decides if it wants other half of five-year deal

NBC Sports has signed a new contract with major league baseball, extending through 1988 and valued at a reported \$500 million. The deadline for ABC to sign a new five-year pact at roughly the same price paid by NBC is today, March 7. Should ABC decline (at press time network officials would only say that no decision had been made), then CBS, which has been waiting for a shot at a baseball contract, would get its chance to bid. Should the \$500-million price tag prove too high for CBS, NBC would reportedly jump at the opportunity to carry the entire

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network baseball package for the next five years.

Under the terms of the contract, NBC will have exclusive telecast rights to the World Series in 1984, 1986 and 1988 and the league championship series and All-Star Game in 1985 and 1987.

In addition, the new pact gives NBC, for the first time, the exclusive over-the-air rights to all of the Saturday afternoon *Game of the Week* telecasts. Local broadcasters unaffiliated with NBC may not carry those games at all, be they home or away. However, ball clubs may sell rights to those games to local pay television operations. The networks have complained for years that carriage of their games by local broadcasters have diminished their ratings considerably, especially in larger markets.

Over the course of the previous four-year contract, which concludes this year, NBC will have paid \$100 million in rights fees. Last week's deal represents a 400% increase, assuming NBC doesn't get the second half of the package as well.

The deal also provides NBC Sports with the exclusive rights to at least two prime time games each season.

A best of seven league playoff series format has been approved by the major league baseball executive council and is subject to approval by the players association of all 26 clubs. The new NBC contract provides for complete playoff series coverage, regardless of how many games are involved during the years covered by the contract.

Ken Moffett, the new head of the players' association, indicated last week that as the proposal now stands, it probably would not be accepted by the players. He would not elaborate, but reports circulated last week that the league would have to increase the compensation to players participating in the playoffs in order to gain acceptance of the best-of-seven proposal from the players' association.

NBC added a big feather to its sportscaster lineup for the coming season with the signing last December of Vin Scully, longtime voice of the Los Angeles Dodgers. He

first became associated with the team in 1950 when it was still in Brooklyn and will continue to do Dodger broadcasts over KTTV(TV) Los Angeles. Scully will perform play-by-play duties for the primary *Game of the Week* telecasts this season, accompanied by Joe Garagiola as the color commentator. Bob Kostas will do play-by-play and Tony Kubek the color commentary for the secondary telecast (fed to markets blacked out for the primary feed).

There is no doubt that baseball advertising rates will soar during the years covered by the new contract. "Obviously somebody is going to pay" for the increased cost of the rights package, said John Reidy, vice president and media analyst, Drexel Burnham

Lambert, noting that it is probably "not in NBC's long-term plan" to absorb those costs itself. Added Fred Botwinik, president, Katz Sports: "The rates will obviously escalate," probably by three or four times what they are currently. "It's the only way you can get [the rights dollars] back."

Saturday afternoon 30-second spots during the *Game of the Week* for the upcoming season will cost \$33,500 and two prime time telecasts will cost \$62,500. NBC is charging \$180,000 per All Star Game 30 this year and ABC is expected to charge \$210,000 per 30 during World Series play. Prime time playoff 30's will cost \$122,500 this year, weekend playoff spots, \$70,000 and weekday playoff spots, \$40,000. □

Nielsen rewrites contracts for eight markets

New version calls for diaries only, with no mention of meters; Arbitron labels original version violation of antitrust laws

After protests from attorneys for rival Arbitron Television, the A.C. Nielsen Co. has withdrawn proffered station contracts that (1) provided for diary-based audience measurements by Nielsen but (2) would automatically become contracts for meter-based measurements by Nielsen if enough stations in the market should sign up for metered service from Arbitron—or from Nielsen.

A Nielsen spokesman confirmed withdrawal of the contracts, which reportedly had been sent last December to stations in markets that Arbitron had targeted for metering. He said they have been replaced by contracts that call for "a diary service only and mention nothing about meters."

Nielsen officials insist there was "nothing wrong" and "nothing illegal" about the withdrawn contracts, despite their decision to pull them back. Arbitron attorneys had argued in correspondence with Nielsen that the contracts carried restraint-of-trade implica-

tions in violation of antitrust laws.

Arbitron officials also protested that the term of the disputed contracts—eight years—was unusual and added to the questionable nature of the venture. The Nielsen spokesman said eight-year terms were "not unusual," but that the term of their replacements, sent out in early January, had been reduced to five years.

Some group-station owners and independently owned stations refused to sign the initially offered contracts. Nielsen said others signed but the signed contracts had been withdrawn with the rest, and that the new contract "is being accepted" by stations.

The disputed contracts went to stations in markets that Arbitron had announced as being on its schedule for future metering. These included Dallas-Fort Worth, where Arbitron commenced metered operations last Monday (Feb. 28); Washington, where Arbitron meters are due to start in June, and Miami, Houston, Boston, St. Louis, Minneapolis and Cleveland.

In each case, according to sources on both sides, the challenged contract provided for diary-based service but also said that if two network-affiliated stations in the market signed for Arbitron or any other metered service, it would become in effect a contract for metered service from Nielsen.

The prices have not been disclosed and presumably varied from market to market. On average, metered service is believed to cost about three times as much as diary-based service.

Arbitron has been a strong advocate of measurements by meter, which it regards as much more accurate than diaries. On the whole, independent stations tend to show bigger audience gains than do network affiliates when measurements are switched from diary-based to meter-based.

In Dallas-Fort Worth, for example, where Arbitron meter service started last week, Arbitron currently has two subscribers to the new service—both independents (KTXA[TV] and KXIX[TV]).

Nielsen authorities say they have no basic requirements, in terms of stations signed up, governing their decision to start metering a market, "especially if we feel we have to do it for competitive reasons." Thus if the com-



Congressional screening. Ted Turner was on Capitol Hill last week giving members of the House and Senate their own preview of 1983 programming for his superstation, WTBS(TV) Atlanta. A reception and screening were held on two nights: representatives were invited on Monday (Feb. 28) night and senators on Tuesday (March 1). Turner, chairman of Turner Broadcasting System, is shown in picture at left introducing the programing, and at right with Senator Strom Thurmond (R-S.C.) and TBS Vice President and General Counsel Robert Ross (middle)

Kids and Adults Agree

Red's Red Hot in '83



130 COMEDY HALF-HOURS IN COLOR
FIRST TIME IN SYNDICATION

This January ASI Market Research conducted qualitative testing of THE RED SKELTON COMEDY SHOW in three Top-50 markets, in the natural setting of homes — where regular viewing is done. The findings reveal the overwhelming continuing appeal of one of television's all-time top-rated shows.

'83 KIDS LOVE THE RED SKELTON COMEDY SHOW!

	RED	SHOW	HUMOR
"LIKED A LOT"	80%	86%	80%
"WOULD WATCH THE SHOW".....	99%		

'83 ADULTS LOVE THE RED SKELTON COMEDY SHOW!

	RED	SHOW	HUMOR
"GOOD" "VERY GOOD" OR "EXCELLENT".....	93%	86%	87%
"INTERESTED IN IT AS A DAILY SERIES" ...	82%		
"WHOLESOME ENTERTAINMENT".....	92%		
"PROGRAM FOR THE ENTIRE FAMILY".....	94%		

THE NO. 1 FAMILY PROGRAM FOR FALL



HOTTER THAN EVER!

Details of ASI preview and recall study in cable households available on request.

NATPE
EXHIBITION FLOOR

petitive need seemed great enough, Nielsen conceivably would begin metering a market even if it had no meter subscribers there.

Nielsen sources said last week that they have no new plans to expand metering beyond their present metered markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco and Detroit.

Arbitron is currently metering all those markets except Detroit, and is alone in metering Dallas-Fort Worth. □

ABC walks off with 11 Emmy's in sports; CBS wins 10

ABC romped off with Emmy Awards for 11 sports programs, followed by CBS, 10, and syndication organizations, three.

The presentation of Emmy sports awards was made last week in New York by the National Academy of Television Arts and Sciences. The winners for 1981-1982 were:

Outstanding live sports special □ *NFL Football* (CBS), Terry O'Neil, executive producer; Charles H. Milton III, senior producer; Michael Burks, David Dinkins Jr., Sherman Eagan, John Faratis, Ed Goren, Bob Rowe, Perry Smith, Jim Silman, Robert D. Stenner, David Winner, producers; Peter Blackner, Larry Cavolina, Joe Carolei, Bob Dailey, Bob Dunphy, Robert Fishman, Sandy Grossman, Andy Kindle, John McDonough, Jim Silman, Tony Verna, directors

Outstanding edited sports series □ *The American Sportsman* (ABC), Roone Arledge, executive producer, John Wilcox, series producer; Chris Marmody, coordinating producer; Bob Nixon, Curt Gowdy, producers

Outstanding edited sports special □ *1982 Indianapolis 500* (ABC), Roone Arledge, executive producer; Mike Pearl, Bob Goodrich, producers; Chuck Howard, coordinating producer; Larry Kamm, Roger Goodman, directors

Outstanding sports personality (analyst) □ John Madden (CBS)

Outstanding sports personality-host (play-by-play) □ Jim McKay (ABC)

Outstanding live sports special □ *NCAA Basketball Championship Final* (CBS), Kevin O'Malley, executive producer; Rick Sharp, producer; Robert Fishman, director

Outstanding individual achievement, associate director □ *1982 Indianapolis 500* (ABC) Jeff Cohan, Bob Lanning, Ned Simon

Outstanding individual achievement, cinematographers □ *Sports Illustrated: A Series for Television* (syndication), Ernie Ernst, Hank McElwee, Howard Neef, Steve Sabol, Phil Tuckett

Videotape/film editors □ *Reggie Jackson* (CBS), Steve Purcell; *Indianapolis 500* (ABC) Martin Bell, Joe Clark, Finbar Collins, Ron Feszchur, Chuck Gardner, Bruce Giaraffe, Clare Gilmour, Hector Kicilian, M. Schencman, Mike Siegel, Mike Wenig, Tom White

Technical/engineering supervisors □ *Super Bowl XVI* (CBS) James Patterson, Jesse Rineer, Louis Scanna, Arthur Tinn, Philip Wilson

Technical directors, electronic camerapersons, senior video operators □ *1982 Daytona 500* (CBS), Sanford Bell, Robert Brown, Anthony Hlavaty, technical directors: Anthony Filippi, Robert Pieringer, Robert Squitieri, senior video operators: James Murphy, Neil McCaffrey, Steve Gorsuch, Herman Lang, Barry Drago, Joseph Sokota, Frank McSpedon, George Rothweiler, Jeffrey Pollack, George Naeder, George Graffeo, Thomas McCarthy, Sigmund Meyers, Sol Bress, James McCarthy, Hans Singer, Walter Soucy, electronic camerapersons *Sugar Bowl* (ABC), John Allen, technical director, Mike Michaels, senior video operator: John Morreale, Frank Melchiorre, Diane Cates, John Dukewich, Evan Baker, Mike Freedman, Sal Folino, Warren Cress, Dan Langford, Dale Walsh, electronic camerapersons, *New York Marathon* (ABC), Gene Afrunti, John Figer, Rich Gelber, Wink Gunther, technical directors: John Monteleone, senior video operator, Mort Levin, F. Merklein, J. Sapienza, A. Beat, John Cordone, D. Spanos, George Montanez, D. Lamothe, Jack Cronin, J. Woodie, A. Demamos, R. Westline, J. Schafer, Tony Gambino, Kenneth Sanborn, R. Wolff, Phil Fontana, A. Peffer, R. Hammond, T. Montellaro, Serf Menduina, W. Sullivan, R. Bernstein, S. Madjanski, J. Stefanoni, electronic camerapersons, *Indianapolis 500* (ABC), Wink Gunther, Chet Mazurek,

Parting of the ways. John Nathan, whose Overseas Music Services Inc., New York, has been U.S. representative for international media markets organized by Bernard Chevry (MIP-TV, MIDEM and VIDCOM, all held in Cannes, France, and upcoming AMP in Miami), will sever ties with Chevry as of June 1. Nathan cites "philosophical differences" for ending 13-year association. Taking over U.S. representation: Harvey Seslowsky's National Video Clearinghouse Inc., Syosset, N.Y.

technical directors: Cyril Tywang, Ken Amow, senior video operators: A. Peffer, W. Sullivan, Steve Nikifor, J. Morreale, R. Hammond, A. DeRosa, Joe Cotugno, Jesse Korhn, Andy Armentani, Jack Savoy, Gene Wood, Jack Dorfman, Tom O'Connell, Joe Stefanoni, Frank Melchiorre, Mort Levin, Joe Sapienza, Serf Menduina, Gary Donatelli, Steve Wolff, electronic camerapersons.

Graphics □ *NCAA College Football* (ABC), Peggy Hughes; *Super Bowl XVI* (CBS), James W. Grau.

Writing □ *The Legend of Jackie Robinson* (syndication), Steve Rotfeld.

Music □ *Super Bowl XVI* (CBS), John Silberman.

Senior audio engineers □ *U.S. Open* (ABC), Jack Brandes, Jim Davis, Jack Hughes, Norm Kiernan, Morley Lang.

Special classification, outstanding program □ *Reggie Jackson* (CBS), *The Baseball Bunch* (syndication), Larry Parker, executive producer; Jody Shapiro, Gary Cohen, producers; *ABC Sportsbeat* (ABC).

Special classification, individual achievement □ *Racecam* at the *Daytona 500* (CBS), Jim Harrington, executive producer; Robert D. Stenner, producer; Robert Fishman, director; Walter Pile, field technical manager; John Porter, Peter Larsson, David Curtis, engineers; George Graffeo, cameraman. □

Sohmer moves up at NBC

Tinker says changes will free Tartikoff to concentrate more on programing; Sohmer to add duties for daytime, children, specials

A major restructuring of responsibilities within the entertainment division of NBC-TV was announced last Wednesday (March 2) by Raymond J. Timothy, group executive vice president for the network, including the promotion of Steve Sohmer, vice president for advertising services, to senior vice president, entertainment, reporting to NBC Entertainment President Brandon Tartikoff.

Sohmer, who has no previous network programing experience, will be responsible

for daytime, children's and special program departments, while continuing to oversee advertising and promotion for NBC-TV. Sohmer joined NBC last July, after five years with CBS Entertainment as advertising and promotion vice president. While at NBC, Sohmer has coordinated the network's on-air promotional activities and established a general managers' promotion committee representing NBC's affiliated stations.

In other moves, Jeff Sagansky, vice president for series development, becomes senior vice president, series programing, adding the current prime time programing department to his present duties. Perry Lafferty, senior vice president, programs and talent, West Coast, will continue to have responsibility for made-for-television movies, miniseries and special projects, and will add late-night West Coast programing to his duties. The network had previously announced that it intends to approximately double the number of made-for-television movies and miniseries it airs during the 1983-84 season.

"The whole point of this restructuring is to allow Brandon Tartikoff to spend more time as a programer, and less time as an administrator," explained NBC Chairman Grant Tinker. "He is the best programer in the business, and we expect these changes will help him and us."

Tartikoff, who continues to report to Timothy, will take on added responsibilities in advertising and promotion as a result of the shifts. □

Influence of TV overstated, says CBS's Greenfield

Jeff Greenfield, CBS-TV commentator and syndicated political columnist, told members of the Academy of Television Arts and Sciences last Tuesday (March 1) "television is less important than we think it is in determining how we act" and accused some fellow critics of giving in to "half-baked hysteria" by overstating the medium's influence.

"We will survive rotten television," Greenfield assured his luncheon audience at the Century Plaza hotel in Los Angeles. "People have the ability to process information independently of what television tells them." He suggested that there are other, "more powerful" sources of information in viewers' lives that lead them to modify their behavior. As an example, he attributed the recent physical fitness boom not to anything television has done, but to "the fact that people looked across the desk and saw that [a co-worker] was dead of a heart attack at age 45."

Nevertheless, it's Greenfield's opinion that television too often trivializes important



Sohmer

"HELP WANTED!"

EXCITING REAL-LIFE COMPETITION THAT PAYS OFF — IN EMPLOYMENT!

CHEERLEADER

Football team needs talented, outgoing cheerleader. Looking for attractive girl who can pick up new moves quickly. Salary: \$30 per game plus national exposure.

GROCERY CHECKER

Top-quality market is in need of grocery checker. If you ring up with honesty, friendliness and accuracy, come check us out. Starting salary: \$6.54 per hour.

FLIGHT ATTENDANT

Airline is looking for hard-working individual with high-flying personality. Must be able to wing it in some not-so-ideal situations. Starting salary: \$1000 per month, all benefits plus flight privileges.

Qualified applicants compete. Everybody wins — and, right on the air, one wins the biggest prize of all: solid guaranteed employment. Popular host Michael Young introduces actual employers ready to hire for a variety of jobs — from the conventional to the extraordinary.

BON BON DIPPER

Oldest, best known candy chain needs bon bon dipper with the old-fashioned dedication that would make our founder proud. Sweet opportunity for creative candy craftsman. Starting salary: \$7 per hour.

DOG GROOMER

Pet care center hiring animal-loving groomer to enhance the looks of our four-legged friends. "If you can make them look good, it makes us look great!" Starting salary: \$300 to \$400 weekly.

It's a unique daily half-hour that entertains, informs and involves viewers. "HELP WANTED!" is all set to fill vacancies in choice time periods starting in September. See the pilot at NATPE. Hilton Exhibition Floor.

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issues and "treats audiences as a means of selling products rather than ends unto themselves." Too often, Greenfield contended, audiences are marketed "like a military campaign. We, the viewers, are owed something in return," he said. "We deserve your best shot: to be treated as an audience and not a market." □

things for accuracy." (He noted his sign-off, "This is Robert Pierpoint, in Seoul," was how CBS correspondents did it in those days. They did not identify themselves as a CBS correspondent, as they do now.) "They insisted that what I thought was right should be in the script," Pierpoint said. A month ago, he recorded the dispatches on audio

tape at the CBS studio in Washington, sent the material to Hollywood, and the pieces were inserted into the show.

And that was all there was to Pierpoint's first fling as an actor—except for the check he received from the producers. How much? "It's too small to say," he said. "I'd be embarrassed." □

M*A*S*H's voice from the past

Network calls on correspondent Robert Pierpoint to reprise his reporting of war's end

CBS News national security correspondent Robert Pierpoint got caught in a time warp that was the final episode of *M*A*S*H* last week. In voicing the dispatches reporting the final events of the Korean war—the negotiations at Panmunjom, the final shelling and finally, "the sound of peace"—he was once again a 27-year-old correspondent reporting for CBS from Korea.

The war that ended 30 years ago had been his first assignment as a CBS correspondent. And Burt Metcalfe, executive producer of the series that had been seen on CBS for 11



Pierpoint

years, in hunting for a voice to inform viewers at home on their television sets and members of the 4077th on their radios and loudspeakers, of the events of those final days, wanted an original.

Pierpoint was happy to oblige. And last week, after viewing the final episode at home in Maryland with his wife and friends, he was, "thrilled, overwhelmed by the memories of the time." He received calls from people he had known years ago and some, he said, from people he could not remember at all. (Metcalfe's initial ideal—once he had tracked Pierpoint down and assured himself he was the same Robert Pierpoint—was to use Pierpoint's original tapes. But they had deteriorated beyond use. So the show's writers put together several scripts, based on magazine stories from the time, and they were sent off to Pierpoint in Washington.)

"I checked them over and changed some

Ratings Roundup

With help from three specials that ranked among the week's top 20 programs, CBS-TV trounced the other two major networks in week 22 of the 1982-83 prime time ratings race, finishing 2.8 rating points ahead of ABC-TV's average 17.3 rating/27 share and 4.8 points ahead of NBC-TV's 15.3/24. CBS's 20.1/31 average for the week ending Sunday, Feb. 27 widened the first-ranked network's season-to-date lead over ABC by two-tenths of a rating point, leaving CBS with an average 18.3/29 against ABC's 17.5/28 and NBC's 15.5/24. ABC's 18-hour ratings blockbuster, *The Winds of War*, had diminished CBS's lead over ABC to only six-tenths of a rating point.

CBS won Wednesday, Thursday, Friday and Sunday, while NBC took Monday and ABC won Tuesday and Saturday. It was CBS's 15th weekly win of the season, compared with four for ABC and three for NBC.

On Wednesday, CBS's three-hour broadcast of the 25th anniversary Grammy Awards ceremony averaged a 21.6 rating/33 share, giving the network an average seven rating points higher than it usually attains on that night. The Grammys deflated ratings for ABC's *Fall Guy* and *Dynasty* series by slightly more than a point, while an *All Star Family Feud* special on ABC from 8 to 9 p.m. that same night appears to have taken a toll from NBC's *Real People*, down nearly three points from its average to 14.7/22.

The week's highest rated program was CBS's special presentation of the feature film "9 to 5" on Sunday from 9 to 11 p.m. It averaged a 28.6 rating/42 share against made-for-TV movies on the other two networks, *Starflight: The Plane That Couldn't Land* (17.7/29) on ABC and *Cocaine: One Man's Seduction* (15.4/23) on NBC. CBS averaged a 25.3/37.5 on Sunday overall, compared with ABC's 16.4/24.5 and NBC's 14.4/21.8.

On Monday NBC's broadcast of part two of its made-for-TV movie, *Rage of Angels* (22.1/33), overpowered another made-for-TV movie, *Grace Kelly* (19.8/29), on ABC. NBC averaged a 20.1 rating/29.6 for the night, against ABC's 19.8/28.6 and CBS's 18.3/26. CBS started out that night with a Charlie Brown children's special, *Is this Goodbye?*, which averaged a 20.3/29 and ranked 16th among the week's highest rated programs.

Among new series, NBC's *A Team* averaged a 20.2/30 last week, up nearly two rating points from its Tuesday-night premiere three weeks ago at 18.5/26 and down only slightly from a 20.6/31 the week before last. Ratings for *Bare Essence*, NBC's new prime time drama, declined slightly last week to a 14.3/21 from the show's premiere average of 15/23 the week before.

Mama's Family, NBC's five-week-old half-hour comedy airing at 9-9:30 p.m. on Saturday, averaged a 16/26 last week, down a point from its performance the week before but up from the 14.9/22 and 15.2/24 it averaged in its second and third weeks on the air. *Family Tree*, another Saturday half-hour series on NBC, averaged a 10.8/19, on par with the previous two weeks' averages of 10.7/20 and 10.8/19. *Teacher's Only*, a more recent entry to NBC's Saturday-night lineup, averaged a 12.1/19 last week, down slightly from the 12.7/21 it captured the previous week but up from its premiere rating of 11.5/18 the week before.

Two new series in ABC's Thursday-night lineup, *Condo* and *Amanda*, have suffered declining ratings in their first three weeks. *Condo*, which premiered with 19.8/30 in the hour preceding part five of *Winds of War*, fell the following week to a 17.8/27 and again last week to a 15.9/25. *Amanda* airing just after *Condo* at 8:30 p.m., premiered the same week with a 21.4/31, but declined the next week to a 16.7/25 and last week to a 13.7/21. *Condo* and *Amanda* remain the second-highest series in their time period, competing with CBS's *Magnum, P.I.*, which averaged a 23.6/36 last week, and NBC's *Fame* (13.4/20).

CBS's new one-hour series, *Wizards and Warriors*, captured a 13.2/22 its first night out on Saturday at 8 p.m.

The First 20

1.	<i>CBS Movie—"9 to 5"</i>	CBS 29.6/42
2.	<i>Dallas</i>	CBS 25.4/40
3.	<i>60 Minutes</i>	CBS 23.7/37
4.	<i>Magnum, P.I.</i>	CBS 23.6/36
5.	<i>M*A*S*H</i>	CBS 23.1/32
6.	<i>Three's Company</i>	ABC 23.0/34
7.	<i>Love Boat</i>	ABC 23.0/34
8.	<i>NBC Monday Night Movie—Rage of Angels, part 2</i>	NBC 22.1/33
9.	<i>9 to 5</i>	ABC 22.1/33
10.	<i>Grammy Awards</i>	CBS 21.6/33
11.	<i>Falcon Crest</i>	CBS 21.5/36
12.	<i>Dynasty</i>	ABC 21.5/34
13.	<i>Dukes of Hazzard</i>	CBS 21.4/34
14.	<i>Simon & Simon</i>	CBS 21.4/32
15.	<i>Hart to Hart</i>	ABC 21.3/36
16.	<i>Charlie Brown: "Is It Goodbye?"</i>	CBS 20.3/29
17.	<i>A Team</i>	NBC 20.2/30
18.	<i>Hill Street Blues</i>	NBC 20.1/32
19.	<i>Gloria</i>	CBS 20.1/29
20.	<i>Newhart</i>	CBS 19.9/28

The Final Five

63.	<i>Powers of Matthew Star</i>	NBC 12.1/19
64.	<i>St. Elsewhere</i>	NBC 11.7/20
65.	<i>ABC Friday Night Movie—The Warriors</i>	ABC 11.4/18
66.	<i>Family Tree</i>	NBC 10.8/19
67.	<i>Voyagers</i>	NBC 10.5/17

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War of words on copyright

Opposing interests filed respective opinions on matter as March 15 deadline looms over cable industry

The implementation of the Copyright Royalty Tribunal's decision to increase cable operator's compulsory license fees is proving to be as controversial as the decision itself. In comments filed at the U.S. Copyright Office last Tuesday, cable interests and copyright holders, led by the Motion Picture Association of America, clashed over the cable industry's efforts to avoid paying the higher rates that go into effect on March 15.

While the cable interests asked the Copyright Office to affirm their interpretations of the CRT decision and copyright law that would exempt all or some cable systems from paying the higher rates, the copyright holders dismissed such interpretations as "maladroit" attempts to undercut the intent of the decision and the law.

"The positions of the cable interests are based on a pretentious reading of the [1976] Copyright Act... without consideration of their relationship to the rules of the FCC and the purposes of the Copyright Act," MPAA said. "The positions... do not present issues of genuine controversy, but are, rather, maladroit attempts to circumvent the requirement to pay higher rates for added signals."

The new rates cable operators must pay for the compulsory license, which permits them to carry distant broadcast signals containing copyrighted programming, were ordered last October by the five-member

Copyright Royalty Tribunal in the wake of the FCC's decision to drop its distant-signal and syndicated exclusivity rules. Those rules limited the number of distant signals a cable system could carry and required operators to black out programs on distant signals for which a broadcaster had exclusive local rights.

Under the new rate schedule, cable operators that generate more than \$214,000 every six months are required to pay 3.75% of their basic revenue for each distant independent signal and one-fourth that amount for each distant network affiliate they would not have been allowed to carry under the distant-signal rules, which were officially deleted on June 24, 1981. The big cable operators are liable for the 3.75% rate for all signals they added after that date.

Instead of paying the 3.75% rate for the additional signals, many cable operators are planning to drop the signals—unless through some loophole in the CRT decision they can get around paying it. Besieged by questions on possible loopholes and other specific exemptions from the higher rates, the Copyright Office, which administers the compulsory license, issued a notice of inquiry on them in mid-February.

The most controversial proposal for avoiding the higher rate was thought up by Washington attorney Gary Christensen and publicized last month by the Community Antenna Television Association (BROADCASTING, Feb. 21). Christensen's applied a strict reading to the CRT decision, which said the 3.75% rate does not apply to "any signal which was permitted" under the distant-signal rules "or a signal of the same type substituted for such permitted signal." Since cable operators were permitted to carry at least 33 specialty stations (mostly religious

and foreign-language stations) "that the Copyright Office has steadfastly categorized as independent signals," CATA said in its comments, "they are now free to substitute... independent signals at will at least up to the numerical limit of those signals recognized by the FCC as being permitted prior to June 24, 1981." By that interpretation, cable operators could add at least 33 distant signals (actually 34 since under the old rules every cable system was permitted to carry one distant signal) without triggering the higher rate.

Christensen, who filed comments on behalf of three cable clients—Harron Communications Corp., Telecable Corp. and Continental Cablevision of Virginia Inc.—said the Copyright Office "must find that a specialty station is an independent station for all copyright purposes and as such the substitution of any other independent station for a specialty station, the carriage of which was permitted by the FCC's regulations in effect on June 24, 1981, incurs no additional distant-signal surcharge."

Instead of a loophole, CATA chose to call its interpretation "a logical reading of the law... The law is clear and unambiguous on its face and while such a reading may have results that others argue were not intended... we maintain that there is little if any room for question in this regard."

The CATA loophole or "logical reading" was supported by more than a score of cable operators, many filing joint comments through their Washington attorneys, and a number of cable associations, including the National Cable Television Association. Also adding its support was Turner Broadcasting System. As the operator of the superstation WTBS(TV) Atlanta, the industry's most widely distributed distant signal, TBS will be hurt if cable systems begin dropping distant signals to limit their copyright liability.

To accept the CATA-Christensen interpretation, said MPAA, "would be to lure logic into the cave of deception where it would be quietly strangled." Under the old rules, it said, the FCC would not have permitted a cable system to substitute an independent station for a specialty station to increase the number of distant signals it could carry. But CATA and Christensen and their supporters ask the Copyright Office to ignore this fact, MPAA said, "as well as the purposes of the act... Allowing a cable system to substitute an independent station as a 'signal of the same type'... would permit virtually unlimited distant-signal carriage at the old copyright rates... This, in our opinion, stands the act and the regulations on their heads."

The sports leagues that filed—Major League Baseball, the National Basketball Association, the National Hockey League and the North American Soccer League—echoed the sentiments of the MPAA. CATA's "suggestion that it can disregard the legislative intent [of the Copyright Act] and com-

FTC budget. The Federal Trade Commission's fiscal 1984 budget request of \$59.5 million sailed through a Senate Appropriations Subcommittee hearing last week without interference. FTC Chairman James Miller, testifying before Subcommittee Chairman Paul Laxalt (R-Nev.), said that the FTC's request for FY 1984 represents a reduction of \$1.3 million and 111 workyears from the budget proposed by the administration in 1983, and is an actual reduction of \$4.1 million and 141 workyears from the agency's current funding contained in a continuing resolution.

Miller broke down the budget figure to \$28.2 million for maintaining competition, \$27.1 million for consumer protection and \$4 million for economic activities.

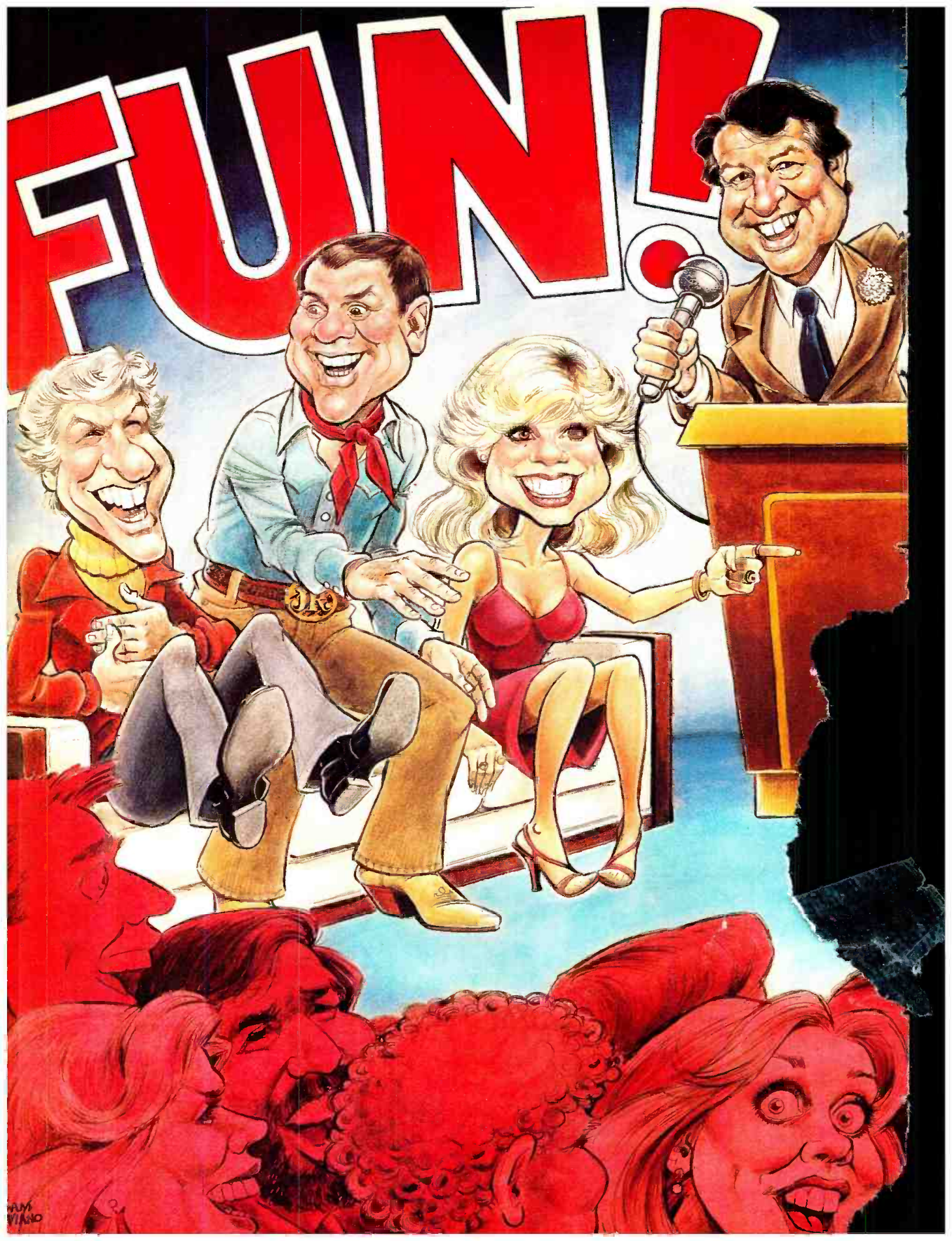
Miller also said the commission is now implementing a plan to keep all 10 of its regional offices open. The FTC had announced last year it would close four of the regional offices, but ran into protests from members of Congress. Miller said the staff in the regional offices will be reduced from 222 to 169. Miller noted that the FY 1984 budget request had "assumed the agency would have six regional offices instead of 10."

Laxalt asked Miller how large a short-fall the agency was expecting because of the decision to retain the offices. Miller replied that it would be roughly \$2 million. Laxalt said he would recommend that \$2 million be attached to an urgent supplemental to make up the difference.

Representatives from the Board for International Broadcasting also testified before the subcommittee. BIB is seeking \$115,702,000 for FY 1984, a substantial increase from FY 1983's \$90 million. The budget includes funds for Radio Free Europe and Radio Liberty as well as \$9.6 million for the proposed new broadcasting service to Cuba, Radio Marti. BIB is also seeking \$29.8 million in supplemental funds for FY 1983, of which \$21.3 million is for Radio Free Europe and Radio Liberty and \$8.5 million for start-up costs of Radio Marti.

A close-up photograph of a man's face and hand. The man is looking slightly to the left with a subtle smile. His right hand is raised to his ear, with his fingers curled as if listening intently. He is wearing a dark blue, textured knit sweater. The background is a solid, deep blue. The text "Sounds like..." is written in a white, sans-serif font in the upper right corner. The left edge of the image has a jagged, torn-paper effect.

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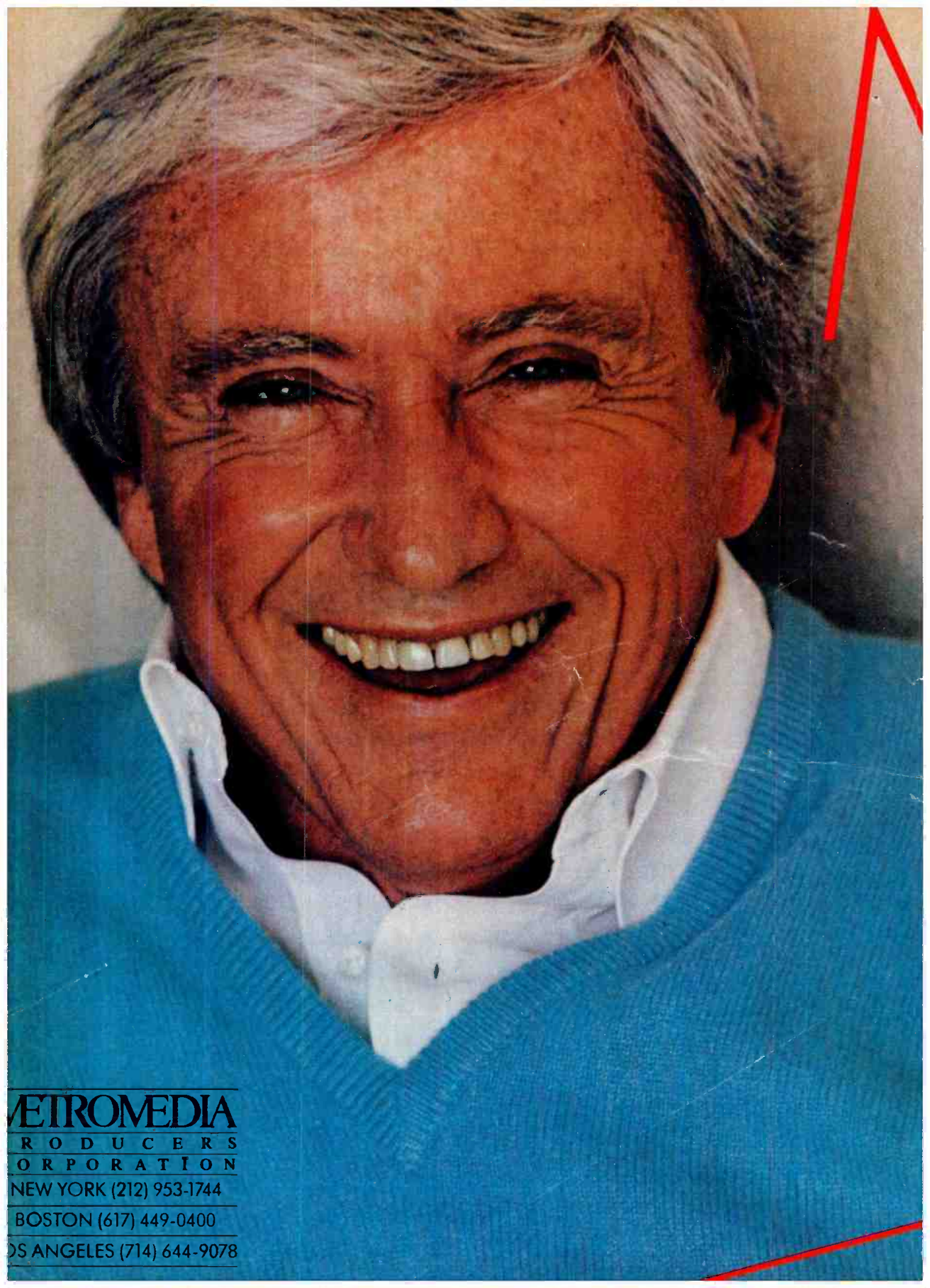
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pletely eviscerate [the rate hike] through reliance on 'plain language' demonstrates a total lack of understanding of proper statutory construction." The pro sports interests also dismissed CATA's "whimpering" that the Copyright Office should accept its literal interpretation because the office's own literal interpretations of the act in the past has harmed cable interests. Unlike CATA, they said, the "Copyright Office has never construed the act without regard to the intent of Congress."

The Association of Independent Television Stations said that the CATA interpretation is "neither the intent of Congress in adopting the Copyright Act nor the intent of the CRT in enacting its regulation. . . . There is nothing to support such an interpretation except the blindest reading of the phrase 'signal of the same type' in the statute and the CRT regulation. Such a reading disregards the fact of the introduction of the specialty station as a distinct type of permissive-carriage signal under FCC regulation of distant-signal carriage."

The cable operators who filed comments also urged the Copyright Office to make other interpretive rulings of the CRT decision that would limit the application of the 3.75% rate. They agreed that cable systems carrying grandfathered signals—those they carried prior to adoption of the distant signal rules in 1972—should not have to pay the higher rate simply because they expanded service into new areas. "A cable operator should not have to pay the new 3.75% copyright rate for serving a community from a headend which is located in another community," said Storer Cable Communications. "Any other approach would restrict the cable industry's growth by penalizing operators for expanding their services into nearby communities."

Some operators also contended that if they were able to carry a signal on a part-time basis prior to June 24, 1981, they should be able to carry the signal, or a substitute, full time without paying the 3.75% rate. Said Gill Industries and Western Communications: "As long as the signal was permitted on June 24, 1981, the extent of its present carriage should be wholly irrelevant."

When the FCC dropped its distant signal rules, it also dismissed as moot petitions from scores of cable systems seeking waivers of the rules to carry additional distant signals. In comments last week, operators of some of those systems argued that they should be able to carry signals contained in the petitions at the old rates. When the FCC granted the petition of Arlington (Va.) Telecommunications Corp., said Group W Cable, it set a precedent for granting all of the petitions. "Had the FCC acted promptly on the petitions after ARTEC and before deregulation there can be no doubt that the ARTEC premise (i.e. lack of adverse economic impact on local broadcast service) would have resulted in waivers," it said.

MPAA and the sports interests were consistent, opposing all the arguments for relief from the higher rate. If the new rate is to be applied to signals not permitted by the old FCC rules, MPAA said, it must be applied "in those parts of a cable system where carriage was previously not permit-

ted. . . . Thus, the old royalty rate should be applied to subscriber revenues generated in that portion of a system where carriage of a signal was permitted under the former FCC rules, and the new royalty rate should be applied to subscriber revenues generated in those portions. . . . where carriage was not permitted." MPAA also said that if a cable operator expands from part-time to full-time carriage of a signal, the new rate should apply. "This is one of the costs of FCC deregulation," it said. "Any other treatment would be unfair to copyright owners or inconsistent with the statute." The sports interests thought the cable operators were stretching it a bit in arguing signals they tried to carry under waiver prior to the dropping of the distant-signal rules should now be exempted from the 3.75% rate. "The mere filing of a waiver request," they said, "did not authorize the carriage of any signal prohibited by the rules; carriage could not commence unless and until the request had been granted."

If the Copyright Office's interpretations of the CRT decision are going to mean anything at all to many cable operators, they have to be made prior to March 15, the effective date of the rate hike. "It would be the height of administrative irresponsibility for the office to allow the. . . deadline for decision making by companies. . . to go past without first giving those companies guidance as to the office's reading of the law." But even if it does rush out an opinion prior to March 15, it will be too late for some cable operators who cannot afford to wait to the last minute to drop distant signals. □

Percy wants line drawn between VOA and Radio Marti

Illinois senator makes clear his view that administration should not combine two operations

Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, is making it clear that, in the shaping of a new Radio Marti bill, he will insist the proposed radio station and the Voice of America keep their distance. "I don't want Radio Marti and the Voice of America commingled," Percy said last week in a hearing on authorizations for the U.S. Information Agency and the Board for International Broadcasting.

Percy did not elaborate. He simply dropped the remark—appropos of nothing in particular—as Charles Z. Wick, director of the USIA, VOA's parent, was completing his testimony. But the statement appeared to be in line with one he made a week earlier on leaving a White House meeting at which President Reagan declared his determination to win passage of his Radio Marti bill. Percy indicated then he would support the legislation so long as it made clear Radio Marti and the VOA were kept separate.

The bill that would authorize establishment of the station the administration wants as a means of broadcasting to Cuba would be restricted in operating on the AM band to 1180 khz, the frequency used by the VOA's Radio Marathon, on Florida's Marathon

Key, or to those frequencies of commercial or noncommercial stations willing to lease time to Radio Marti.

The bill allows the administration considerable flexibility in deciding how it would use the 1180 khz frequency. A State Department official said the bill would allow Radio Marti and Radio Marathon to use the frequency "jointly" or even permit the administration to substitute Radio Marti for the VOA station on the frequency. Another option would have Radio Marti become part of the Voice. That option is the kind of "commingling" that seems to disturb Percy. And that might be the reason a State Department official described the option as "the least likely" to be pursued (BROADCASTING, Feb. 28).

Meanwhile, a kind of senatorial one-upmanship was at work in connection with the Radio Marti matter. On Feb. 24, Senator Paula Hawkins (R-Fla.), along with her colleague, Senator Lawton Chiles (D-Fla.), introduced what she said was the administration's bill. And the administration, whose aides had worked on the measure with Hawkins, did not contradict her.

But on Feb. 25, in the normal, formal course of things, the administration sent requests for legislation authorizing broadcasting to Cuba to the Senate and House, whose officials referred the matter to the respective foreign relations committees. Percy introduced a Senate bill, identical to Hawkins's, "by request" on Thursday, and an aide said it, not the Hawkins measure, would be the subject of committee hearings. Representative Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Subcommittee on International Operations will introduce a companion measure after his panel holds hearings and shapes one to its satisfaction.

Fascell, a strong backer of the Radio Marti proposal in the last Congress, and two members of his subcommittee last week took issue with the National Association of Broadcasters for expressing opposition to the administration bill. In a letter to NAB President Edward O. Fritts, they noted that the bill—in limiting Radio Marti broadcasting on the AM band to the frequency used by Radio Marathon or to stations leasing time—is based on suggestions the NAB had made in November as a means of minimizing the risk Cuba would interfere with U.S. stations in retaliation for Radio Marti. The congressman said they believe the Hawkins bill "is a reasonable compromise" and that they will introduce similar legislation in the House, and work for "rapid House passage."

Whatever its luck with Radio Marti, the Reagan administration may have trouble with the Senate Foreign Relations Committee as the administration expands the BIB board from five to nine members. That explanation was provided for in legislation, passed last year, which also eliminated the 25-member private board that supervised the operations of Radio Free Europe and Radio Liberty, which BIB funds.

The expansion has not yet taken place, but reports of the administration's plans circulating in Washington have disturbed Senator Claiborne Pell (D-R.I.), ranking minority member on the committee, who authored the Pell Amendment that provided for the reorganization of the BIB. Congress, in the con-

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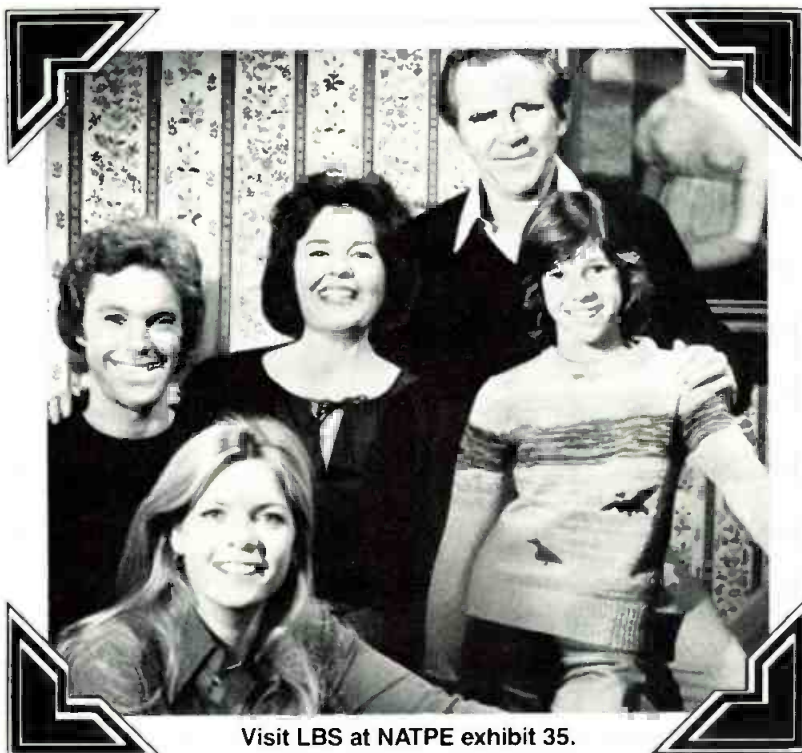
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ference report accompanying the legislation, said it expected the President to pick its four new BIB nominees from the private RFE/RL board. But Pell said he understood that of the four persons under consideration at the White House only one had been on that board—and that person for only a short time. (He was believed to be referring to Arch Madsen, of Bonneville International Corp.) He suggested that the administration give careful attention to the conference report.

Nor have the President's two replacement nominees eased Pell's mind. To replace Charles David Ablard, Reagan has nominated Thomas F. Ellis, a Raleigh, N.C., lawyer and supporter of Senator Jesse Helms (R.-N.C.), and chairman of the National Congressional Club. Helms's enormously successful national political action committee. The nominee to succeed Thomas H. Quinn is Michael Novak, a syndicated columnist and an adjunct professor of religion at Syracuse University. Both terms expires April 28, 1985.

Although a Democrat, Novak supported Reagan in the 1980 election. And with the law requiring a bipartisan BIB, how, Pell wondered, in questioning Frank Shakespeare, BIB chairman, does one define a

member of a particular party? "The rule of thumb," Pell said, "is someone who supports the presidential nominee of his party," a clear suggestion he does not consider Novak a bona fide Democrat.

While the administration's efforts to win congressional approval of Radio Marti—a matter of \$10 million in 1984—attracts most attention, Wick is seeking to impress on Congress the need for funds to keep the Voice of America—America's basic mass medium for addressing the world—in working condition.

Radio, he said, "is our most neglected activity. Over the years, the Voice of America has added a language program here, a few staff people there, but the physical plant required to transmit America's voice to the world is in deplorable condition, affecting the vitality and quality of its voice." He said some of the funds within 1983 continuing resolution providing USIA with \$545.4 million would be used to analyze in detail the VOA's needs, worldwide, to make its signal heard. And he said \$23.1 million of the \$711.4 million being sought for USIA in 1984 would be used to do the engineering and technical work necessary to initiate a five-year plan to modernize and expand VOA's transmitting facilities. □

Television Association and the National Association of Broadcasters but is still seeking a commitment from the ANPA and the networks. □

Core-city coverage standard divides broadcasters

Comments to FCC on plan to eliminate 25 mv/m rule called beneficial by NBC, NAB, NRBA; others call its retention necessary

An FCC proposal to eliminate its rule requiring applicants for new or improved AM facilities to demonstrate that the 25 millivolt per meter contour of the station will encompass the business district of the community to which the station is assigned drew mixed reviews from broadcasters in comments at the commission last week.

NBC, noting that American cities had evolved so that business and factory areas are not clearly defined, said it supported the proposal. "Retention of the commission's existing requirement that stations place a 5 mv/m signal over the entire community of license will insure that adequate service is afforded to the community," NBC said. "In addition, deletion of the 25 mv/m requirement may lead to greater flexibility in the selection of transmitter sites and, ultimately, result in better overall service to the public."

The law firm of Putbrese & Hunsaker, McLean, Va., concurred. "When AM frequency allocations were limited to large, central cities, such a rule was entirely reasonable," it said. "However, given the fact that 'urban sprawl' may cause not one, but several 'business and factory' areas to exist in communities today, coupled with the fact that most new AM frequency allocations are to smaller cities which have no major 'downtown' business district or factory area, the need for such a rule has been minimized, and may, in fact, cause hardship to AM applicants seeking to locate a site from which the requisite 25 mv/m signal could be generated."

The National Association of Broadcasters said it supported repeal of that rule and commission proposals to modify related sections of its rules. "Our support for all these regulatory revisions is premised on the retention of the basic 5 mv/m coverage requirement for the community of license—a requirement which is grounded on the statutorily based concepts of equitable distribution of broadcast allocations and locally oriented broadcast service. Thus, NAB would oppose any future efforts to eliminate this most basic community coverage requirement." NAB said.

The National Radio Broadcasters Association said it fully supported the commission's proposal. "The NRBA also supports the commission's related proposal in this proceeding to delete existing signal measurement requirements for license applicants for directional AM facilities as duplicative

CBS holds private meetings with FCC

Network affiliate representatives talk to Quello, Jones, Rivera and congressmen about repeal of financial-interest and syndication rules; Packwood seeks support for his fix of First Amendment

The FCC's proposal to do away with its network syndication and financial-interest rules received more attention last week—this time in a closed meeting featuring the CBS TV Affiliates Association's government relations committee, which has sided with the networks in favoring repeal, and FCC Commissioners James Quello, Anne Jones and Henry Rivera, who have expressed qualms about outright elimination of the rules (BROADCASTING, Feb. 14).

The meeting, to which reporters were denied entry by CBS representatives, was held in Washington's Four Seasons hotel.

In other closed sessions that same day, the committee met privately with Larry Harris, chief of the FCC's Mass Media Bureau, and Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Representatives Matthew Rinaldo (R-N.J.) and Al Swift (D-Wash.), who also sit on the subcommittee.

According to several present at the session featuring the commissioners, discussions on the network syndication and financial-interest rules had only "reviewed" the position the affiliates had already taken against the rules in their comments in the proceeding. As a result, FCC officials said, those contacts would be considered permissible under the commission's ex parte rules.

David Fiske, CBS spokesman, said the meetings had been closed only to inspire frank discussion. "The feeling was that you

get a better exchange of views if you're not being quoted," Fiske said.

Also, according to Fiske, the selection of three commissioners had nothing to do with their positions on the syndication and financial-interest rules. The commissioners, he said, had been selected "randomly."

According to those attending the meeting, the affiliates also urged the commission to refrain from going too far in deregulating technical standards. The affiliates also talked to the commissioners generally about children's television "but nothing terribly profound," one official said. It was, according to one commissioner, "an exchange of information without rancor."

In a luncheon session, which was open to reporters, Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, said he had not made up his mind on whether he supported repeal of the financial-interest and syndication rules or not. Packwood also said he didn't plan to have the committee look at those rules, and wouldn't—at least not until after the commission had acted on them on its own.

The senator made a pitch for more broadcaster support of his efforts to achieve a constitutional amendment that would broaden First Amendment rights for the electronic media.

He said he was having "slight success" in rousing support for an amendment. "It is your bread not mine," Packwood told the affiliates. Before he calls in constitutional scholars to draft an amendment, he told the group, he needs the full support of the cable and broadcasting trade associations, as well as the American Newspaper Publishers Association and the networks. Packwood said he has the backing of the National Cable



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of the measurement requirements for construction permit applicants for the same facilities."

ABC, however, said it opposed deletion of the rule. ABC said the rule had an "important public interest justification" and that the rule's deletion would be inconsistent with the statutory mandate of Section 307(b) of the Communications Act, which directs the commission to provide a "fair, efficient and equitable" distribution of radio service among the states and communities. "Even accepting the notice's contention that AM business area requirements were intended to insure adequate service to downtown areas, those concerns are not irrelevant today," ABC said.

"To the contrary, the dispersion of factory areas in and around residential areas, the presence of steel-girdered apartment houses, and the proliferation of high-noise devices such as fluorescent lights, light dimmers and home and office computers, increase the need to provide high signal intensity over core areas of the city."

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co. and Summit Radio Corp., concurred, admonishing the FCC for failing to acknowledge the rule's relationship to the commission's Section 307(b) obligations. "The notice fails to acknowledge this relationship, and to recognize that, with the elimination of the suburban community, Berwick and de facto reallocation doctrines, the commission will need allocation tools such as the business area coverage requirement to make, and to preserve the integrity of, 307(b) decisions. The proposed 5mv/m standard . . . will not prevent stations [offering] service to larger, nearby communities and abandoning their communities of license," they said. □

High court to take up issue of public TV editorializing

It will decide whether federally funded stations can run editorials

The Supreme Court will decide the constitutionality of a law prohibiting public broadcasting stations that receive federal funds from editorializing. The justices last week agreed to review the decision of a U.S. District Court judge in Los Angeles who said the law violated the First Amendment (BROADCASTING, Aug. 16, 1981).

The lower court had acted in response to a suit brought by the Center for Law in the Public Interest, in behalf of the League of Women Voters of California, the Pacifica Foundation, and Representative Henry Waxman (D-Calif.). The decision to appeal was made by the department of Justice. The FCC, the original defendant in the suit, chose not to defend the law.

Judge Malcolm L. Lucas granted the plaintiff's summary judgment. He said a law affecting freedom of speech could stand only "if it serves a compelling government interest and is narrowly tailored to that end." He

said the law failed that test. He said the government had not proved that federally funded public stations would be transformed into "propaganda organs" if permitted to editorialize or that they would take positions designed to win them favor with the government.

The Justice Department, in seeking review, said the test Lucas had used was unduly strict. It said the high court had never held that restrictions in expression imposed as a condition for receiving federal funds must be supported by a compelling public interest (BROADCASTING, Dec. 6, 1982). □

Prospects good for \$86 million budget for FCC in 1984

Appropriations figure recommended by administration remains intact after hearings in House, Senate

The prospects of the FCC receiving the full \$86.2 million the administration has recommended for fiscal 1984 (which begins next Oct. 1) appear better than ever.

The FCC, which had already pleaded its case for financing before the House Appropriations Subcommittee without suffering a fiscal scratch (BROADCASTING, Feb. 7), received even softer treatment from the Senate Appropriations Subcommittee last week. (Not only did Senator Paul Laxalt [R-Nev.], chairman of the subcommittee—and sole subcommittee member present at the hearing—thank the commission for putting in an appearance, but he also commended it for "the good work you're doing.")

In his presentation, FCC Chairman Mark Fowler once again noted that although the \$86.2 million recommended represented a \$6.3-million increase over the \$79.8 million the FCC is operating under with its current continuing resolution, the commission is requesting the same number of employe positions for fiscal 1984—1,896—that it currently has. Nonetheless, Fowler said, even though the commission's workload is expanding, it was "slowly and surely making the agency more productive with fewer people." (Fowler, for that matter, said he thought the government had been "over-staffed" for years, and described the civil service law as "archaic." And in his written testimony, he said "management efficiencies" would permit the commission to handle an expanding workload without expanding its staffing.)

Also in his testimony, Fowler stressed that the commission's automation program would be one of its highest priorities. "In the face of ever increasing workloads, we believe that continuing our program to expand the use of computers is the most cost-effective tool available to us," he said.

Fowler also said the commission would replace its Livermore, Calif., monitoring stations and repair its monitoring station in Waipahu, Hawaii.

In response to a question from Laxalt, Fowler said the question of whether the commission could establish a "reasonable"

schedule of fees for recovering the costs of regulating services was "still fraught with great uncertainties." The commission, Fowler said, thought it would be better for Congress to set any such schedule, as it has done with S. 55, which the full Senate already has passed (BROADCASTING, Feb. 21). □

NAB files on network rules on nonduplication

Further deregulation of the FCC's network nonduplication rules, which essentially require cable operators to protect local television stations' network programming from duplication by network programming on distant stations, would threaten the local broadcaster's ability to serve the public interest effectively, according to the National Association of Broadcasters.

As a result, the NAB said in comments filed at the commission last week, the FCC should "refrain from initiating any action that would lead to the rescinding of the nonduplication protection and exclusivity rules."

In its filing, which came in response to an FCC notice outlining cable television rules it is considering for review, the NAB also urged the commission to refrain from examining its must-carry rules, even though those hadn't been targeted in the notice. "The elimination of the 'must-carry' rules would diminish the quality and quantity of the free local video services available to the public," the NAB said. "Review of the 'must-carry' rules is inappropriate—particularly in light of deliberations in Congress on the cable copyright legislation," the NAB said. The association also suggested that the FCC review its political editorializing and personal attack rules under Part 73 of its rules, instead of only under Part 76, as it indicated it would in the notice. "While the commission's current notice proposes that review of these rules will occur under Part 76, in the context of their effect on cable television operators, such limited review would be woefully deficient," the NAB said. "The NAB requested the commission to expand the scope of review to include an "assessment of the personal attack and political editorializing rules" as they apply to broadcasting.

The NAB said the commission should look at its "excessive and in some cases anachronistic" public file requirements. It also said it favored elimination of requirements that subsidiary communications authorizations be restricted to transmissions of material having a "broadcast" nature. "Similarly, NAB finds no justification for retaining the requirement that SCA's only be used during hours of main channel operation," NAB said. "Therefore, NAB recommends that the commission carry out its proposals to eliminate the formal application for SCA use (FCC Form 318) and its rules pertaining to SCA program logging."

In its comments, the National Cable Television Association noted that more of the rules mentioned in the notice affect the cable industry and have been or are the subject of other commission proceedings. NCTA said it has filed, or will file, pleadings in those proceedings. □

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TELECASTINGS

North to Needham

Metromedia Television will shift its national headquarters from Harmon Cove, N.J., to Needham, Mass., this spring. Metromedia Television President Robert M. Bennett said last week that the move to the city of Boston's WCVB-TV will help further involve that station in Metromedia programming.

A \$4-million expansion of the WCVB-TV studios will be completed in six to nine months, Bennett said. Until the completion, Metromedia executives will work in temporary quarters at the station.

Metromedia Television is the nation's fourth largest broadcast operation. The syndication arm is already headquartered in suburban Boston. Bennett was general manager of WCVB-TV before Boston Broadcasters completed the \$220-million sale last year to Metromedia.

Big spenders

Political advertising on television in 1982 rose to a record \$117 million, eclipsing the 1980 presidential year total of \$90.6 million by 29%, according to the Television Bureau of Advertising. The figures, based on monitoring by Broadcast Advertisers Reports in 75 top markets, show that \$116,176,200 of the 1982 total in political TV advertising was allocated to national, regional or local spot television and only \$861,900 to network television. Roger D. Rice, TVB president, said that use of television advertising by political candidates would continue to rise markedly and he predicted that in 1984, political advertising on TV will total at least \$180 million, with about \$40 million allotted to network TV during the national presidential campaign.

CBN's DBS

The Christian Broadcasting Network is "very actively looking" at the possibility of direct-to-home satellite broadcasting and will decide whether to utilize the satellite time it currently controls to deliver DBS programming by the end of the year, according to company president Pat Robertson, who addressed a meeting of the National Academy of Television Arts and Sciences last Wednesday (March 2) in New York. Robertson predicted cable TV would experience "encouraging growth" in 1983 and the ensuing years, with his company's own CBN Cable Network breaking the 20-million subscriber level by the middle of this month and reaching 24 million subscribers by the end of the year.

Today's broadcast success stories are "being written by local independent stations," said Robertson, and successful cable channels will be those that follow those stations' example and program a diverse mix



Robertson

that flows the way the major networks' schedules, to which viewers are accustomed, do. The CBN Cable Network is operating in the black and should begin to show a modest profit this year, he said. It is developing a 26-week series dramatizing the experiences of individuals who have had "miraculous encounters with God" and is working on a special for 1984 that will feature celebrities such as Muhammad Ali and Barbara Mandrell.

Olympics activity

The Los Angeles Olympic Organizing Committee has signed a joint venture agreement with Trans World Inc. to produce a pre-Olympic "television magazine" for worldwide distribution to cable and broadcast outlets. The half-hour monthly series will be produced by TWI in association with the committee, which is coordinating coverage of the 1984 summer Olympics in Los Angeles. The *Olympic Update* program will also be available as two-to-three-minute segments for insertion in news programs, according to a committee spokesman. The series has already been sold to the ESPN cable network. Financial aspects of the agreement were not announced. Any profits will be split between the LAOOC and TWI.

King-sized TV

More than 100 television stations have signed to carry *The Larry King Show*, a new weekly, 90-minute program that will be fed by satellite, starting on March 13 at 11:30 p.m. The live program will include fast-breaking news developments, interviews and audience participation. The show is

produced by Post Newsweek Video Inc. and is available on an advertiser-supported basis through MCA TV.

Murrow honors

Noncommercial WNET(TV) New York and WPAT(AM) Paterson, N.J., have been given Edward R. Murrow Awards, granted annually by B'nai B'rith to one New York area television station and one radio station. The awards are presented for the "most outstanding locally produced public affairs program which best promotes human understanding and good relations among people of the New York metropolitan area." WNET was cited for *Unsung Heroes*, a documentary about ordinary people in New York who make a significant contribution to the quality of life in the city. WPAT was honored for *Both Sides of a Patriot Game: The Troubles in Northern Ireland*.

Custom made

Warren V. Bush Productions last week announced it will produce the first full-length motion picture created expressly for exclusive, first-run showing on Atlanta superstation WTBS(TV). Warren V. Bush, president of the Hollywood-based firm, said *The Q Secret*, based on William Bradford Huie's novel, "In The Hours Of Night," is expected to air over two nights in early 1984. The four-hour production is budgeted at "several million dollars," with casting and other details to be announced. The story "explores the political pressure during the Roosevelt and Truman administrations and its impact on America's role in the nuclear arms race," according to a company release.

Osmond owners

Merrill Osmond, sole owner and executive officer of the Osmond Entertainment Center, a television production center in Orem, Utah, has sold a 55% interest in the facility to Dallas mortgage broker Paul Jensen and television producer Bjorner Fredriksen for \$6 million. The new company, Osmond Media Ltd., will be 45% owned by Osmond, 45% by Jensen, and 10% by Fredriksen. Osmond will remain in charge of creative affairs at the studio and will participate in management of the facility.

Morning roster

WABC-TV New York is restructuring its live entertainment-information daytime programming by introducing a 90-minute daily series titled *The Morning Show* in early April and has chosen personality Regis Philbin as co-host. WABC-TV said it has not yet selected his partner nor has it determined the exact time period for *The Morning Show*.

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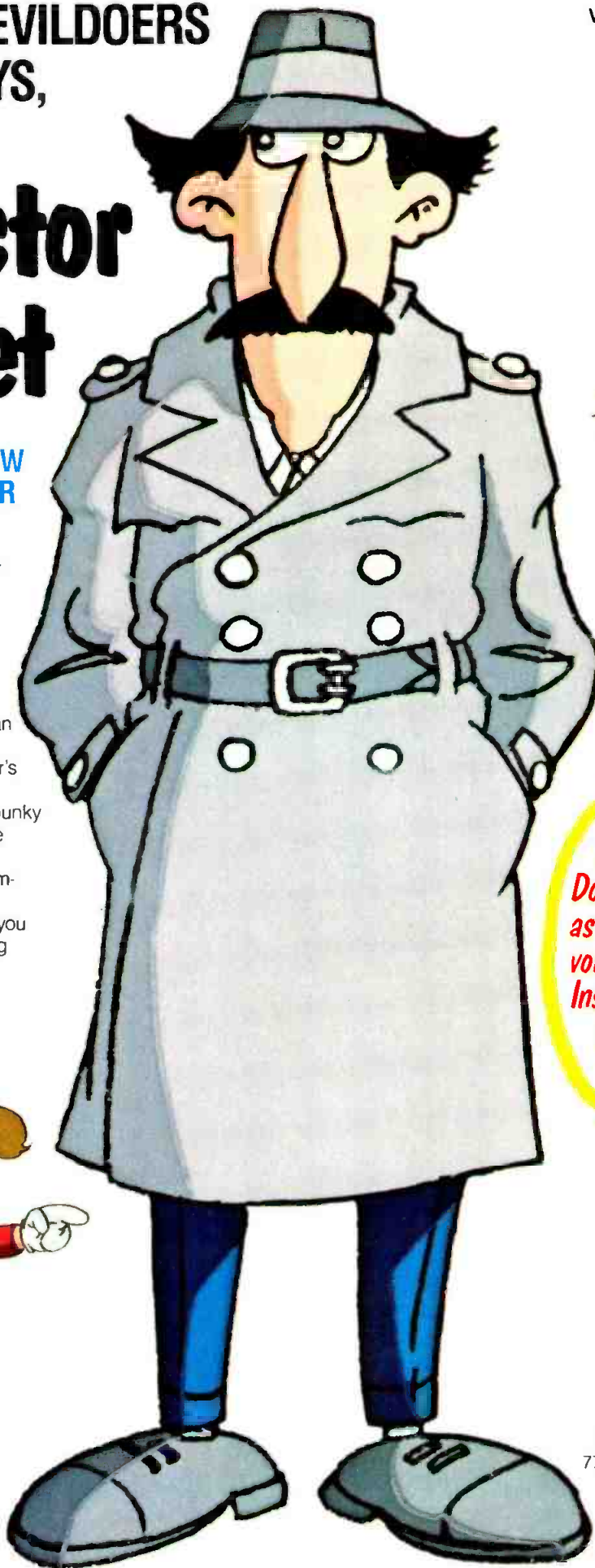
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Television and the 'Times'

The newspaper has increased its staff covering the medium; many in the business feel there's still room for improvement

The New York Times, regarded by many, including those who work there, as the nation's premier news-gathering organization, evidently feels there is room for improvement in at least one department—that responsible for reporting on and reviewing television. Since June, the number of writers on the subject has doubled, from two to four. But some of those whose professional lives are affected by the *Times's* coverage of television and allied arts are not yet impressed. "People who read the *Times* [for information on those subjects]," said one network executive, "don't know what's going on."

That commentary may be an extreme one—and it is not universally shared—but it helps focus attention on the feelings of frustration and resentment of those who feel vulnerable to and dependent on the *Times*. It reflects the feeling that the *Times* is still the Gray Old Lady of American journalism, stuffy and, what's worse, elitist. "The *Times* cares more about an art gallery opening in Soho that attracts six people than a television program that will be watched by millions," as one network critic put it.

One who talks to network executives also hears charges of pettiness and arrogance. "The *Times* is unwilling to credit television with news breaks," said one network executive, who recalled the newspaper's failure to review ABC's documentary, *America Held Hostage: The Secret Negotiations*, on the steps leading to the release of American hostages in Iran, that was broadcast in January 1981. Another, noting the *Times's* predilection for assigning writers with no experience in television to the beat, said the newspaper thinks any of its general assignment reporters can handle it.

Not surprisingly, most of those making such remarks request anonymity—even to the networks they represent. An exception is Meryll S. (Bud) Rukeyser, NBC's executive vice president for public information, who offered the bluntest criticism—that those relying on the *Times* are uninformed regarding television. "How good the *New York Times* could be, but isn't," he said. "It has access to the best people, and should do the best coverage—but it never got a handle on covering television."

Then he twisted the knife a couple of turns. "The *Washington Post*," he said, "provides a model for covering television. The *Post* is in a class by itself, with John Carmody doing news [and gossip, readers would add] daily, and Tom Shales doing reviews." Rukeyser would not even list the *Times* second. He would give that ranking to the *Los Angeles Times*.

The critics do not suggest their feelings are the product of a string of lousy reviews of their respective networks' shows. In fact, one network official called the *Times* reviews "impeccable." "O'Connor," he added, "never misses." Rather, there is the feeling by some in television that the *Times*—as an institution—does not think the industry in which they make their living is quite respectable. As one piece of evidence, they point to the location of the television page in the Sunday Arts and Leisure section—way back behind theater, movies, dance and several other departments, including stamps.

They also miss feature articles on the industry during the week, pieces with the juice



O'Connor

of life running through them. *The Washington Post*, it might be added, runs such articles frequently. "A commercial television program has to be a blockbuster—like *Winds of War* and *M*A*S*H* and the *Blue and the Gray*—to get that kind of attention," said one network official. Another noted that such features do run in the Sunday *Times* television page—but, he added, under bylines of freelancers "no one ever heard of," which he appeared to take as another indication of thinly veiled contempt.

Arthur Gelb, the deputy managing editor, whose domain includes the arts, appears to have heard it all before. Without being asked, he says: "As far as I'm concerned, television is very important. There's no question in my mind—or in anybody's mind at the *Times*—that it is important. We cover it properly. It gets as much coverage as the rest of the arts." As much as dance? (Several critics, including Rukeyser, cited dance as an example of one of the arts given more attention than television.) More, Gelb answered. "There are three critics on dance, and one stringer. There are four full-time on television." (A fifth reporter, Aljean Harmetz, reports on films and television from Los Angeles.)

Gelb said the newspaper is giving coverage of television and allied arts—cable television and pay television, among them—more space. "The Guide," the tabloid-sized pull-out section established on Oct. 26, 1980, and distributed weekly in New York, Connecticut and New Jersey, contains articles on those subjects and the week's television listings. Stories on television and related technologies have shown up in the *New York Times Magazine*, as well as in the paper's weekly Science Times supplement, published on Tuesdays. And, Gelb said, the *Times* will soon begin including cable highlights in its daily listings.

□

For all of that, Gelb appears to acknowledge that the *Times's* enthusiasm for television was not always undiluted. "We are no



Bedell

longer ambivalent about television," he said, when the question was put to him. "We have a clear statement of where we stand. We don't fear television as a competitive force; television has its role, and we have ours. The *Times* has high standards. We admit mistakes. Press criticism made us aware of them. Television," he added, in what could have been a response to the remark about the newspaper's alleged preference for Soho art galleries, "is watched by millions of people."

Still, the *Times* is the *Times*. "We cover television differently than other papers," Gelb said. "We have sophisticated, intelligent readers who are interested in documentaries, in news. It's as important to them as situation comedies, or more so. So we look at [the coverage] with our readers in mind." Then he added, "We emphasize the coverage; other papers emphasize other things."

And the *Times*, he said, wants television critics "who write with a good background and style—and with wit, if they can manage it."

□

The expansion of the television staff appears to have been generated by cries of help from



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Prial



Corry

a couple of writers who felt the medium they were supposed to be covering was getting beyond their control. Tony Schwartz, who covered TV as a news beat before leaving the *Times* in December, and John O'Connor, who has been reviewing television for the paper since 1972, both said they had told their editors they were being overwhelmed. There was, they said, too much going on for them to handle.

To help Schwartz, Gelb hired Sally Bedell, who, as a staff writer for *TV Guide*, had co-authored the article accusing CBS of a "smear" of General William Westmoreland in its "The Uncounted Enemy: A Vietnam Deception" (*BROADCASTING*, May 31, 1982). She was hired on June 1, after the piece appeared, but not because of it. She and Gelb both said they had been discussing the possibility of her joining the *Times* over a period of months. "We were looking for the best TV reporter we could find," Gelb said. "The spotlight was on Sally. Everyone I talked to said she was a hard-nosed television reporter."

□

Bedell said she was hired with the understanding the *Times* wanted to expand its coverage of the television business. And she has been kept reasonably busy. She has done stories on the commercial and public television networks, on local stations and on the new technologies; she did a long piece on cable television that ran on the front page in September. Last month, she visited Washington and went away with material for one story on the White House's relationship with the networks and another on FCC Chairman Mark S. Fowler in which she showed a touch of the "hard-nosed" quality that attracted Gelb. After almost two years in his job, she wrote in her lead, Fowler "appears to have scored more points for rhetoric than results." "She's doing everything I anticipated," Gelb said, "and doing it well."

On that point, there seems to be little argument in New York. One of the network officials who found other things in the *Times* treatment of television to criticize, said the *Times*'s news coverage of the business "is excellent." And at CBS News, whatever his feelings as a result of the *TV Guide* piece on the Westmoreland documentary, Ed Joyce,

executive vice president of news, said. "Bedell is a splendid reporter. She is very tough, very diligent and very fair."

But once Bedell was in place, Schwartz left to pursue an ambition for doing "long form" writing—magazine articles and books. (He now writes for *New York* magazine and a column on television will start appearing in *Playboy* in June.) To fill that spot, Gelb added Frank Prial, who had been in the *Times* Paris bureau but had returned to New York, to the Metro staff, to write on business. Prial demonstrates his versatility in occasionally writing about wine. Gelb had originally hired him away from *The Wall Street Journal* when Gelb was metropolitan editor in the 1970's. "When Tony left, Frank asked for that spot," Gelb said. And he got it.

□

The lack of a background in television was not considered a drawback, as it had not been when Schwartz was hired in 1980 to cover television—he had been a general assignment reporter for *Newsweek*—or when O'Connor began writing television reviews—he had been arts editor of the *Wall Street Journal*, covering everything but television.

The *Times*'s first choice to take up some of O'Connor's reviewing burdens, Walter Goodman, did have some background in the field, if in noncommercial television. An editor and editorial writer with the *Times* from 1974 to 1979, Goodman was an executive with WNET(TV) New York when he accepted an offer to return to the newspaper last fall. But he didn't last long. After three months of reviewing television, generally documentaries and news shows, Goodman was rerouted to the *Sunday Times Book Review*, where he now works as an editor.

His departure sparked rumors in public broadcasting circles that the *Times* did not consider Goodman a tough enough critic. That was news to Goodman. And Gelb indicated the opposite may have been the case. "He didn't get enough enjoyment out of the job," Gelb said, by way of explanation. "Criticism should be tough, but the critic should enjoy his work. Walter didn't."

Goodman's replacement, John Corry, seems to be the kind of generalist who the

Times feels is ideal for writing television reviews. Over a period of 20 years, Corry gained a reputation as a distinguished reporter for the paper, covering a variety of beats—police, politics, culture. He has an interest in dance and theater, and for five years wrote a Broadway column. He was twice nominated for the Pulitzer prize, which he never won. But he did win the Newspaper Guild Page One and Silurian awards for his work. And for three years he describes as golden—from 1968 through 1971—he wrote for *Harper's* magazine. Willie Morris was editor, and Corry's colleagues were Larry King, David Halberstam and Marshall Frady. The good times ended when Morris quit after a run-in with the management, and, as Corry put it, "called in all the markers" from those he had hired, and they walked out with him.

Corry appears to have nominated himself for the job of television critic. He said he had been talking to the executive editor, Abe Rosenthal, expressing the weariness of a reporter who has been on the street for more than 20 years. "I'm tired of being a reporter or a Broadway columnist," he said he told Rosenthal. "I want to do criticism, analysis, commentary. I was describing the job I have without being aware of it," he said last week. And after five weeks, he appears happy. "This is the answer to a dream of 25 years."

□

When the *Times* executives decided to add a second critic, they decided also that the division of labor would be generally along fiction, nonfiction lines. O'Connor does the fiction, Corry the nonfiction—an assignment for which Gelb says Corry's background qualifies him. "If you report on how television is reporting a story, you have to be a reporter yourself," he said.

However, Corry hit a rough patch early in his new career. In a review of the Public Broadcasting Service's "God's Banker," part of PBS's *Frontline* series, Corry had been sharply critical of the documentary, an investigation into the death of Roberto Calvi, a man who had had financial dealings with the Vatican and who was found hanged in London last year. But in a subsequent column, he said the review has been based on an early tape the producers had sent him—at his request—and that a number of the statements he mentioned critically in his review were changed or eliminated in the final version. PBS officials say that they explained the tape was not the one that would be aired; they also said they sent him the final script for what were "black holes" in the tape. Corry last week said he had read the script and that his review reflected it. He also said he objected to the program "as a journalistic exercise on many levels."

So Corry can be tough. He can also be humble. As for his knowledge of television, he says, "I don't even know the questions, let alone the answers." He intends to fill in the large gaps in his knowledge with talks with television journalists and "academics." (He might also check with his wife, Sonia Landau, vice chairman for the Corporation for Public Broadcasting.)

The *Times*'s position that television news is too important to be left to television critics

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was invoked by Gelb in explaining why the *Times* did not review ABC's *America Held Hostage*, which became one of the most praised television documentaries of 1981. Both the documentary and Pierre Salinger, the reporter and narrator, won a number of prestigious awards. As Gelb related the incident, following a check with the individuals involved, the *Times* decided to run a news story, using the documentary as a peg after a reporter in the Washington bureau, Philip Taubman, had screened the program, and suggested that course. The *Times*'s United Nations correspondent, Bernard Nossiter, wrote a long story in the Jan. 23, 1981, issue headed, "Role of UN in hostage situation proved minor," which reported the principal findings of the documentary along with information on the subject Nossiter developed—some of which conflicted with the

documentary's conclusions.

"We didn't think the program should be reviewed by a television critic who did not know the background," Gelb said. "We wanted a news reporter who knew the subject to get a reaction. We felt this was in the news area, not material for a critical review."

So the team the *Times* has assembled to cover and review television and related industries is in place, ready to do its job before an audience that includes tough critics in network offices throughout New York. Gelb may have had them in mind in one of his references to those *Times* readers he considers so special: "We're trying to look at all the cultural and entertainment areas with the readers in mind," he said. "If something is good, we'll hail it; if it's not, we don't. We're not part of the industry; we write for the readers." □

Pierce, Levin preview future

ABC president says product will make difference; Time executive says clustering will aid cable's ad position and basic services

ABC President Frederick Pierce told a gathering of analysts in Kansas City, Mo., last week that despite the growing sophistication of hardware and new technologies within the communications industry, programing is the key to success. Gerald Levin, group vice president, video, Time Inc., told the same group that the future growth of cable hinges on the ability of the industry to market itself successfully.

The remarks from those two industry leaders came at the annual seminar of The Financial Analysts Federation. Henry Herrmann, an analyst with Waddell & Reed Inc., Kansas City, Mo., and seminar program chairman, said the focus of this year's seminar was on the "confluence of forces in communications." Registration totaled 170.

Pierce told those attending the seminar that in the communications business, "product is the name of the game," and not delivery method. "So far," he said, "the new era of telecommunications has produced exactly one new home entertainment product—the

video game. In all other respects, the great hardware explosion of the late '70's may be quietly leading into the great software shortage of the middle '80's."

Video games, pornography and theatrical motion pictures are the only fare so far that consumers have shown a readiness to pay for on a large scale, Pierce said. And while theatrical films are the mainstay of the home entertainment business today, he said, the "movie appetite in any one home is finite." But if an added value can be delivered to a movie service, said Pierce, such as convenience or timeliness, the programer may have an advantage over the competition. Hence the rationale behind the network's proposed Home View Network, now scheduled for launch some time in early 1984.

Pay sports is another product that is emerging rapidly, said Pierce. "The American public loves sports. That is why sports are a mainstay of television programing."

As for pay-per-view sports, Pierce suggested that market will be limited. ABC Video Enterprises and ESPN recently announced their first venture into that area, along with Don King Productions, and will present a four-fight package of boxing matches in May. "We expect that, in time,

other sports events will have pay-per-view potential," Pierce said. "I am not going to recite our list of prospects to you but, candidly, the list is modest in length. We think successful pay-per-view sports events are going to have to be very carefully selected."

He added that the pay TV potential is not open-ended. "We are definitely dealing with a limited universe here—there are just not that many things that people will pay to see in their homes."

There will also be limits to the success of advertiser-supported services, he said. Of the 40 existing or planned services, he sees perhaps a dozen making it by 1990. Why? "Because viewing patterns make it so. People don't devote equal time to every channel; they give most of their time to a few favorites." In 1990 he sees network television commanding between 60% and 70% of the available audience.

With movie-based services and independent television stations dominating the remaining shares, "it is our best estimate that only a dozen or so advertiser-supported cable program services will have 1% or more of the audience."

As for broadcasters in the years ahead, Pierce told his audience that "ABC and the other networks will continue the gradual conversion of nonprogram time in prime time to additional commercial minutes. These will help us to keep unit price growth within bounds.

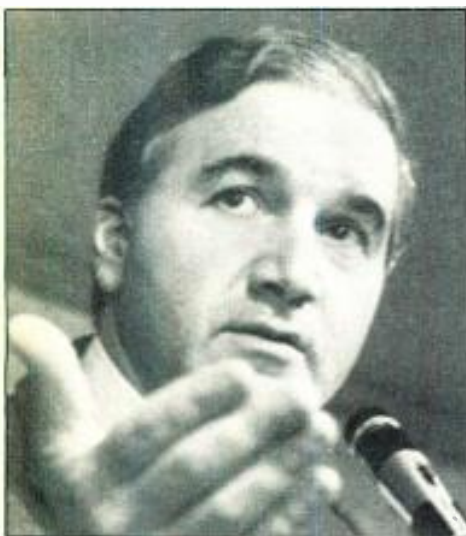
"You should also expect continued emphasis on information programing. . . News is something the public wants: it is something we do extremely well, and it is something whose production costs we can control directly."

In his prepared text, Time Inc.'s Levin touched on the trend toward consolidation of neighboring cable systems, a trend being led by Time subsidiary American Television & Communications. "Clustering will give us media coverage in a well-defined market area, rather than just a sliver of territory granted by a local municipality," he said. "Such coverage will insure cable greater clout both in marketing and advertising."

And improving cable's marketing effort, he said, is the best way to boost penetration, and therefore return on investment.

Levin said that if new services such as teletext, games and computer applications are marketed properly, they will "reinforce the consumer's image of cable as the outlet that provides the most innovative leisure time activities, along with instant, useful information."

Levin cited a number of reasons why advertiser-supported cable services have gotten off to a slow start, among them that operators have lacked the necessary equipment and sales staffs to insert and sell local advertising, and the absence of an effective measurement system for cable. "Beyond the basic problems," he said, "some of the disappointment in ad-supported cable reflects a misunderstanding of the medium. Don't forget that even the services that run advertising, like Cable News Network and USA Network, are supported by consumers either directly as tiers or as part of the basic cable package. Advertising has been slow to develop because cable operators have been



Pierce



Levin

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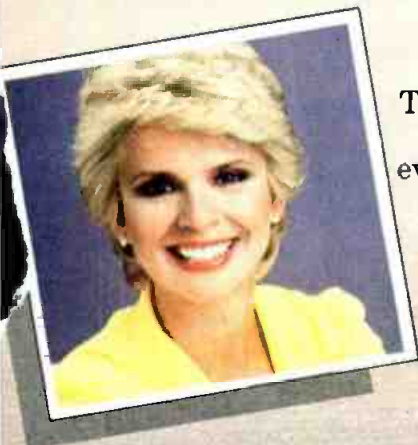
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Second time around draws three bidders in St. Paul

City where municipally owned system was voted down finds Group W, Nor-West and Continental bidding for 110,000-home franchise

Three applicants—two cable MSO's and one local company—submitted franchise bids last week for St. Paul's 110,000 potential cable subscribers. The applicants were Group W Cable of St. Paul Inc., Continental Cablevision of St. Paul Inc., and Nor-West Cable Communications Partnership.

(St. Paul had sent out for bids three years ago, but decided to pursue a municipally owned system near the end of the franchise process. Seven bidders submitted proposals, but all were thrown out. Last April St. Paul voters soundly rejected municipal ownership, and the city began the franchising process anew. Of the three bidders last week, only Group W had submitted a proposal three years ago.)

The city of St. Paul, which issued its request for proposals last Nov. 1, recommended that applicants include a minimum of 72

downstream and eight upstream channels; a "universal" service without charge to carry public access, news and consumer information channels; a two-way interactive and computer addressable service; a separate institutional network, and \$100,000 minimum funding for two access corporations. Although the city did not set specific minority ownership requirements, it encouraged bidders to submit "creative ownership" proposals involving the city or local residents to share in the profits.

Group W responded with a proposal to build a 124-channel, 525-mile subscriber and 289-mile institutional network system. Group W estimates it would invest \$91 million in the proposed cable system over the 15-year franchise period, including \$62 million in construction costs.

Group W also proposed a 54-channel, interactive institutional network and a 54-channel public access companion network principally designed for "high usage" government agencies in downtown. Cable plant will be laid along existing utility lines.

To comply with the RFP's recommendation to assist in funding for local origination programming, Group W will grant an initial \$1.6 million for studios and equipment the first year, and budget \$30 million over the life of the franchise for local origination operations. (Group W also estimates St. Paul will earn \$30 million in revenues over the franchise period from its 5% franchise fee. Continental Cablevision estimated \$17 million-\$18 million.)

Three tiers of service are proposed by Group W. The free universal service will include 32 channels for a one-time hook up charge of \$59.95. A second tier basic service

of 62 channels will be offered for \$4.95 per month, and a "superbasic" service of 124 channels for \$9.95 per month.

Group W also will kick off the St. Paul Community Access Corp. with a \$1.3 grant, and follow that with annual installments of \$500,000. It will supply \$790,000 in initial funding for the St. Paul Institutional Access Corp., along with \$275,000 annually thereafter. Under the Group W plan, \$1 million will be dedicated for minority training.

Although no local ownership is proposed by Group W, control rests in a 15-member board of directors, five of whom are to be St. Paul citizens. The other 10 members will consist of local Group W management and Group W corporate executives. A 21-member Cable Consumer Council made up of representatives from St. Paul will be established to insure the system is meeting the city's needs, Group W said.

Boston-based Continental Cablevision entered an agreement with Minnesota Public Radio to form Continental Cablevision of St. Paul Inc. The venture contemplates a management function for MPR but no equity. CCSP proposed to build a dual 450 mhz, 124-channel subscriber network with 748 miles of plant coupled with a separate high-split 450 mhz, 153-mile institutional loop with 35 downstream and 29 upstream channels.

CCSP said it would cost over \$34 million to build the system: \$15 million in equity will be financed by Continental Cablevision Inc., and the debt balance will be arranged by the Port Authority of St. Paul over the life of the franchise, CCSP estimates a \$58-million investment.

The proposed system is to be jointly managed by Continental Cablevision and MPR, with MPR also responsible for local origination operations. Also, CCSP will offer 20% of its stock for sale to St. Paul residents, with at least half of that reserved for minorities.

As recommended by the RFP, CCSP will offer a universal service of 25 channels for a one-time installation cost of \$29.95. CCSP's basic service will include 50 channels for \$5.95 per month and an expanded service of 65 channels for \$8.95 per month.

CCSP presented an experimental energy management plan as part of its institutional service. The experiment, designed by Lottero Associates of Jefferson, N.H., proposes to install "energy monitoring devices" in the city hall and courthouse. Lottero Associates estimated that energy monitoring in other city-owned buildings and schools could save St. Paul over \$7 million during the life of the franchise.

Deals have also been struck between CCSP and public TV station KTCA-TV to establish a regional and national teleconferencing center and to produce programs. The deal calls for CCSP and KTCA-TV to be equal partners in the teleconference center and to share equally in the revenues. (The region is currently not served by a teleconference center.)

A third agreement with WCCO-TV Minneapolis calls for the station and Continental to jointly staff and operate a city hall news bureau.

Over the franchise period, CCSP said it will commit over \$22 million for public ac-

Intermedia

Low-power Barris. Television producer Chuck Barris, chairman of Hollywood-based Barris Industries, announced last Wednesday (March 2) it is entering low-power television industry through creation of 80%-owned subsidiary, Channel America. Venture has already applied for six LPTV licenses and intends to file additional 22 applications within next two weeks, including licenses for Santa Fe, N.M.; Vero Beach, Fla., and Honolulu.

□

Come together. Continual evolution of once disparate communications technologies indicates that eventual amalgamation of various industries is at hand. That was sentiment expressed by Robert G. Marbut in his keynote address at 13th annual Mass Communications Week at Texas Tech University. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., listed eight factors forcing industries toward greater familiarity with consumer in addition to technologies which are causing gradual consolidation. Political environment, economy, work force, government, increased competition, greater advertising needs and consumer as well as technology necessitate greater attention to marketing. "We have got to become more comfortable with the idea of product development, innovation and entrepreneurship," he said.

□

Crisis coverage. Broadcasters covering hostage-taking or other acts of terrorism should keep in mind that those whose actions they are covering are probably among their audience. National Association of Broadcasters "counsel" memorandum to NAB members on coverage of such events notes that Norman Mayer, who drove truck he said was filled with explosives to foot of Washington Monument last year, was equipped with television set that allowed him to monitor live and taped coverage of crisis he had caused. Memorandum, based on interviews with reporters and law enforcement officials who have been involved in such crises, says broadcasters "may want to consider avoiding coverage of police strength, tactics or strategy." It adds that hostage experts are concerned that "perpetrator, who in all likelihood has an unstable personality, could be provoked by the broadcast of some kinds of information." Memorandum contains no specific pieces of advice, but cites such "generalities" as: "Be cautious, remain sensitive to the risks" and "remember that your first responsibility is to your audience."



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cess and local origination. Combined support for the two access corporations will total over \$10 million.

Continental also is an applicant for franchises to serve parts of Chicago and New York and recently was awarded a 36,000 home area franchise in north central Connecticut.

The third applicant, Nor-West Cable Communications Partnership, is headed by Mark Van Loucks, managing general partner. Van Loucks, who is a former vice president of United Cable in Denver, said Nor-West is owned by 13 local businessmen. He reported that Nor-West is proposing a 130-channel capacity, dual cable, 500 mhz sys-

tem. He estimated it would cost \$36 million to build.

According to Berge Ayvazian of Kalba Bowen Associates in Boston, St. Paul's consultant, it will make a preliminary evaluation and recommendation of the applications for the city by spring, with a franchise award due in June. □

In Sync

Dish for all seasons

What can you do with a nine-meter, four-ton satellite earth station? Plenty. WHAS Inc., licensee of WHAS-AM-FM-TV Louisville, Ky., and owner of Louisville Productions, a video production house, has plenty of ideas for its massive Harris earth station, which it just finished installing and which is capable of downlinking and, upon receiving FCC authorization, uplinking satellite signals. First, the three broadcast stations will use it to receive programming. Second, WHAS-TV, an affiliate of Satellite News Channels, will use it to transmit its coverage of Kentucky, Tennessee and parts of Indiana, Arkansas, Mississippi and Alabama to the 24-hour-a-day cable news service. (Since affiliating with SNC last June, the station has been sending its reports to SNC in videotape.) Third, Louisville Productions will use it to originate teleconferences, and to transmit audio, video and data for commercial clients on an ad hoc basis. The earth station, a Harris model 5251, includes a motorized mount, which means it can be turned to transmit and receive signals from all domestic satellites. It is located 18 miles east of WHAS's downtown Louisville studios.

More CD software

Warner Communications Inc. has jumped on the Compact Disk (CD) bandwagon. It announced its WCI Record Group labels—Warner Bros., Atlantic and Elektra/Asylum—will record and market disks for the new digital medium and have them ready when the CD players hit the U.S. market later this year. The four-and-a-half-inch disks "provide the purest recorded sound in

existence today," WCI said. "The disks have no record grooves. Rather, the sound is digitally encoded on a plastic disk, coated in silver, lacquered to make it invulnerable to dirt and scratches and read by a laser beam which imposes no wear on the disks." What WCI Record Group artists will be released on the disks has yet to be determined.

Lesson for Congress

The latest technological advances in the communications industry will be on display this week on Capitol Hill. The House Telecommunications Subcommittee and Senate Commerce Committee are sponsoring an all-day technology fair Wednesday (March 9) in the Cannon Senate Office building caucus room.

The fair will feature more than 20 exhibitors and several demonstrations of the emerging technologies. Called "ET/83—Emerging Technologies in Information and Communications," the exhibit opens at 9:30 a.m. with formal remarks by Representative Tim Wirth (D-Colo.), the chairman of the Telecommunications Subcommittee, and Senator Bob Packwood (R-Ore.), Commerce Committee chairman. Drew Lewis, Warner Amex president and chief executive officer, is also slated to appear. Tuesday night from 6:30 to 8:30 p.m. the National Association of Broadcasters is sponsoring a reception to honor the fair in the Rayburn House Office building in room 2322.

Warner Amex's interactive cable system, Qube, is one of the exhibits, and will broadcast live interactive interviews with congressmen all day. Motorola's cellular telephone system and the American Bell/CBS videotext experiment also will be displayed.

Other exhibitors include Merrill Lynch, Control Data, C-SPAN, RCA, MCI, Northern Telecom, NBI, a software manufacturer, Keyfax, NAB, ROLM, a designer and manufacturer of office communications systems, Comsat, IBM, National Public Radio, Time, GTE and AT&T.

Gathering at the Gateway

The fifth annual Satellite Communications Users Conference is set for St. Louis. The three-day event will get under way Aug. 22 at Stouffer's Riverfront Towers. It's anticipated that 3,500 satellite users, service suppliers and manufacturers will attend. That would be a big increase over last year's crowd in Denver, which totaled more than 2,000.

Converter dealer

A. F. Associates Products Division, Norwood, N.J., will show the AVS 6000 standards converter at the National Association of Broadcasters convention, having become the exclusive distributor of the \$60,000 machine in a deal announced last week. The AVS 6000 is manufactured by Applied Video Systems of Sutton, England, a subsidiary of Cooltherm Ltd., a major British defense contractor. According to Richard Lunniss, manager, AFA Products Division, the unit was intended for videocassette conversion, but it has proved itself capable of handling the high quality of two-inch and one-inch videotape. The AVS 6000 contains its own frame store and video processing system, Lunniss said.

Just add a little water

Hitachi Denshi America Ltd. thinks it has just the thing to meet the "long-standing need for a complete, easy-to-use, plug-in-and-run, prepackaged television studio." The Woodbury, N.Y.-based firm calls it The Instant TV Studio (ITVS) and sells it for \$38,000. The ITVS contains everything a cable operator or low-power television station needs to begin producing programs, from the cameras to plugs and cables. The eyes of the mini-studio are two Hitachi FP-50S color cameras, which feature prism optics and two-thirds inch Saticon tubes. The heart of the ITVS is the console, containing two Hitachi camera control units, a Crosspoint Latch 6107 switcher, genlock sync generator and audio mixer, three Panasonic monochrome monitors and Hitachi's new waveform monitor (V-099) and vectorscope (V-089).

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OR ON I: SIX YEARS, SIX RUNS

Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short term film licensing, Orion Entertainment announced the availability of ORION I on the traditional basis of six years and six runs.

As with past motion picture packages (FILMS FOR THE 80's, FILMWAYS I), ORION I offers super promotable features with Hollywood's favorite stars. Jessica Lange joins Susan St. James and Jane Curtin as one of three desperate housewives who plan a comical robbery in "How to Beat the High Cost of Living." Sean Connery romances Natalie Wood and listens to President



Henry Fonda in the science fiction spectacular "Meteor." TV's "Fall Guy," Lee Majors joins former matinee idol Cornel Wilde in the epic adventure "The Norseman."

One of the world's great beauties, Angie Dickinson lends her vibrant good looks to suspense director Brian De Palma's erotic classic, "Dressed to Kill," which also features De Palma's wife Nancy Allen and an outstanding performance by Michael Caine. Academy award winner William Holden gives

one of his finest performances as a man who learns love from a small boy (Ricky Schroder), even as he teaches the youngster survival in the wilds of Australia. Also from Australia is one of the highest grossing films of all times — "Mad Max." International favorite Mel Gibson stars as Max in the original adventures of the Road Warrior. Marshal Arts superstar Chuck Norris made his starring feature film debut in the action-packed movie, "Breaker! Breaker!" "Star Trek's" William Shatner trades in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an attractive teenager who becomes "The Babysitter." Robert Blake creates a charismatic detective in the tradition of Sam Spade and Philip Marlowe in the story of "The Big Black Pill."

The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley star with Michael Parks, Rip Torn and Raymond St. Jacques in the fast paced mix of rumor and legend surrounding the late FBI chief in "The Private Files of J. Edgar Hoover." More true life drama is offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a merchant seaman, joins forces with neighborhood store owner Art Carney in



Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you!"

"Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estavez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.

More popular performers starring in ORION I include Barbara Eden, Jamie Farr, Richard Benjamin, Dabney Coleman, Eddie Albert, Patty Duke-Astin, John Houseman, Brian Keith, Stuart Whitman, John Saxon, Dirk Benedict, Richard Thomas, Fred Willard, Garrett Morris, Susan Anspach, Trevor Howard, Tony Bill, Cyd Charisse, Don Murray, and more.

From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular 10-second and 30-second promotion spots guaranteed to generate viewer interest.

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series, "That's Funny." Stars like Lucille Ball, Leon Errol, W. C. Fields, Phil Harris, Laurel & Hardy, Edgar Kennedy, Jean Arthur, Billy Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy...only they were funny!

At RKO, the short subjects division produced over 1,000 films, had full use of the many elaborate sets and plenty of talented performers which today give these rare comedies an expensive look. The RKO comedy gems also feature the early work of directors like George Stevens ("Gunga Din") and Mark Sandrich ("Top Hat").

Created and produced by Rob Word, and hosted by puppets

Leonard and Alice Finster, "That's Funny" adds a laugh track to these long unseen films making them better than ever.

"Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"

AEROBICISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip series for television available exclusively from ORION. Five gorgeous instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Aerobicise is a program "Oxygen Exercises" which raise the pulse rate long enough produce positive results. Regular viewers of "Aerobicise" will lose weight, look better, feel better and be better.

Watching "Aerobicise" will make viewers want to get up and start moving!

The greatest pleasures in life come from feeling good about yourself. Starting now, "Aerobicise" work for you and your viewers. The Monday through Friday workout provide a complete in-home exercise program that is fun to watch and easy to follow.



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"Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players; Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Lorraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' TV comedy series giving it continued strength and durability.

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winning series, including Samurái Delicatessen, The Kill Bees, The Coneheads, Samurái Night Fever, The Nurds, featuring Gilda Radner as Lis Loopner, Mr. Bill, Those Wild and Crazy Guys, featuring Steve Martin and Dan Aykroyd, Fathe Guido Sarducci, Cheese Burger from the Greek Restaurant, The Blues Brothers, Baba Wawa.

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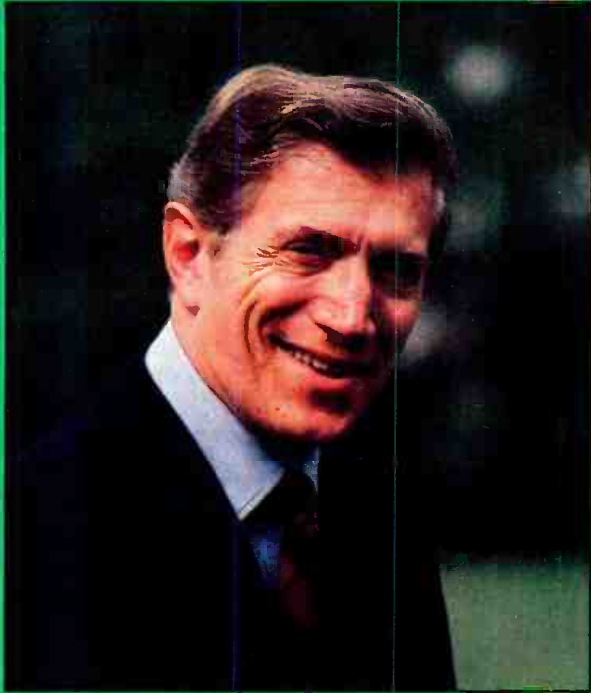
- ★ 78% would watch a new "This Is Your Life" series.
- ★ 75% would watch reruns of the original series.
- ★ 77% considered "This Is Your Life" a favorite series.

Women and men were interviewed in equal numbers. And 8% to 14% more women than men said "yes" to the questions above.

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AT&T breakup gets go-ahead from high court

Supreme Court votes 6-3 to uphold settlement between phone company and Justice approved by Judge Greene

With a one-sentence order, the Supreme Court last week affirmed the U.S. District Court judgment approving in modified form the historic settlement ending the Justice Department's antitrust suit against AT&T. The decision, rejecting appeals by 13 states and some of AT&T's competitors, permits planning to proceed for the breakup of the world's largest private company.

The states had challenged the authority of the court to approve a settlement involving changes in the makeup of AT&T they said they must first approve. The competitors contended provisions of the settlement involving the sale of telephone equipment were constitutionally defective.

The court, on a 6-3 vote, dismissed the arguments with the statement, "The judgment is affirmed." The dissenters—Justices William H. Rehnquist and Byron R. White and Chief Justice Warren E. Burger—said the court should not have acted without a full briefing and argument.

The settlement, approved by Judge Harold Greene on Aug. 24, provides for the divestiture of AT&T's 22 local operating companies, which represent two-thirds of its \$140 billion in assets. But it permits AT&T to retain its long-distance operation as well as its manufacturing arm, Western Electric, and its research arm, Bell Laboratories.

The local companies, once reorganized into seven regional organizations, will continue to offer local service. They will also provide the Yellow Pages advertising service and will be authorized to sell telephone equipment made by Western Union as well

as its competitors. The reorganization plan, which is subject to Greene's approval, is scheduled to become effective by Jan. 1, 1984.

The settlement that was reached by the parties in January 1982 ended the antitrust suit Justice had filed eight years earlier. Justice had contended that the company had used its monopoly power over local telephone service to bar would-be competitors from offering long distance service or telecommunications equipment.

The legal battles may not be over with the Supreme Court decision. Elements of the reorganization plan may be subject to challenge. And the dissent written by Rehnquist would appear to offer encouragement to parties wishing to make such challenges.

The 13 states, led by Maryland, had contended that the settlement improperly preempts state regulation of the telephone industry; they said such regulation is "state action," which is exempt from the antitrust laws. Greene held that since the conduct at issue "is within the jurisdiction of the federal antitrust laws . . . it would make no sense to hold that in providing a remedy for anticompetitive conduct the court must refrain from interfering with state regulation." And, Greene added, "the same rationale applies" to a consent decree.

But, Rehnquist said, "I am troubled by the notion that a district court, by entering what is in essence a private agreement between parties to a lawsuit, may use the supremacy powers of the federal government to preempt state regulatory laws." Rehnquist said he is not prepared to create a precedent by summarily affirming the district court's decision.

The other appeals were filed by the Tandy Corp., which competes with Western Electric in the sale of telephone equipment, and the North American Telephone Association, which represents companies that compete with AT&T in the manufacture and supply of telephone equipment installed on customer's premises. Tandy said AT&T should not have been permitted to sell telephones through its

Phone Center stores because local telephone companies would not be able to compete effectively. NATA, on the other hand, argued that such companies should not be allowed to sell telephones because, it said, they would gain an unfair advantage through their monopolies over local telephone service. Both challenged the court's conclusion that the settlement is in the public interest.

Greene said that since he was dealing with a settlement, he was not as free to exercise his discretion in fashioning a remedy as he would if he had found liability. He said he should approve the settlement as long as it "falls within the range of acceptability or is 'within the reaches of the public interest.'"

But Rehnquist questioned whether the Tunney Act, under which Greene approved the settlement, is constitutional. The question presented to the district court—whether the Department of Justice has exercised its function as well as possible—is one for the executive branch to answer, Rehnquist said in his dissent. □

NCI joins with Keyfax

The National Captioning Institute announced plans last week to supply information for the hearing impaired over KEYCOM Electronic Publishing's teletext service, Keyfax, distributed over the vertical blanking interval of superstation WTBS(TV) Atlanta.

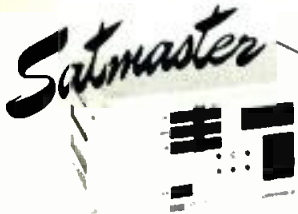
The mini-magazine will be entitled "Speak Up," and will draw information from NCI's HINTS (Hearing Impaired News Text Service). HINTS includes stories and features on issues concerning the deaf—upcoming legislation, medical information, cultural events, news about closed captioning, education for the deaf, sports news and deaf news from other countries. HINTS has been broadcast daily on ABC's *Good Morning America* since last fall to viewers with appropriate decoders.

"We're extremely pleased to be able to extend this valuable text service to the cable audience," said Ed Dunn, director of consumer sales at NCI. "Our studies reveal that as many as 3.5 million basic cable households and two million pay cable subscribers have at least one hearing-impaired member."

Keyfax's Ben Smylie said the NCI material "will greatly enhance Keyfax" and said "Speak Up" is "an excellent example of the wide variety of services teletext can offer."

Keyfax, however, has yet to deliver signals nationwide to the 400 subscribers that signed up before last November's launch. The problem has been gaining underwriting approval for the British-built decoders Keyfax plans to use. Smylie said he hopes the units can be delivered in the next three to four weeks. □

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ABC Inc. records its best year

Profits reach \$160 million, although figure was hurt by lower earnings from radio and new technologies

Despite "a slight decline in overall broadcasting profits," ABC Inc.'s 1982 revenues and earnings reached record levels, the company reported last week. Revenues were put at \$2,664,528,000, up 9% from 1981. And net income totaled \$160,027,000, also up 9%. Earnings per share were \$5.54, the second best in ABC history and up from \$5.13 in 1981.

The 1982 results had some help from two previously announced gains: An investment tax credit refund and related interest income, reported in the first quarter, totaled \$10.3 million, or 36 cents per share, and an exchange of 200,000 shares of common stock and \$6.2 million in cash for \$18,031,000 (principal amount of the company's 9.35% sinking fund debentures) increased net earnings by \$4.6 million, 16 cents a share, in the second quarter.

The "slight decline" in radio-TV profits resulted from a loss on the radio side that more than offset gains on the television side.

Overall earnings were held back, the company said, by "higher losses at ABC Video Enterprises" and by the loss recorded by the ABC Radio division. The latter was blamed primarily on "higher development expenses

for two new radio networks [ABC Rock and ABC Direction] and the cost of terminating a programing service [Superadio]," on top of "softened advertising demand throughout 1982."

Television found better going. ABC Inc. Chairman Leonard Goldenson put it this way: "The ABC-TV network experienced strong advertiser demand throughout most of 1982, reflecting its competitive audience delivery throughout the broadcast day. Revenues and profits for the full year increased from 1981 levels.

"However, in the fourth quarter the growth of network revenues was less than anticipated and profits declined compared to the fourth quarter of 1981, due in part to the disruptive effect of the [National Football League] strike, to higher sports rights costs and to costs associated with expanded news coverage in late night and early morning.

"Our owned television stations reported increased revenues and earnings in both the fourth quarter and full year, aided by strong national spot advertising demand and an upturn in local advertising in the last half of 1982."

Goldenson reported "a significant profit turnaround" at ABC Publishing, which produced record profits, while ABC's scenic attractions increased in revenues and profits and ABC Motion Pictures recorded "a modest loss."

"Throughout the year," Goldenson said, "the company made major investments in the emerging video technologies that moder-

ated overall earnings."

By the end of the year, he noted, ABC Video and its partners were operating three advertiser-supported cable programing services, while ABC Video also was positioning itself for "eventual participation" in viewer-supported TV through its Home View Network service, currently in tests, and through the RSVP pay-per-view sports programing service "scheduled to debut in 1983." Goldenson also noted that ABC Video and Cox Communications are looking into opportunities in pay-per-view entertainment and information programing and in addressable delivery systems.

"As we look to 1983," Goldenson said, "our basic businesses are in good position to benefit from any recovery in the overall economy. Near-term, the television network's advance sales are strong through the third quarter of this year. Long-term demand for network time, as indicated by the robust sales pace for the 1984 winter and summer Olympic games, is also encouraging.

"Programs to control costs and improve operating efficiency should continue to benefit operating earnings. In 1983, however, our investment in the new technologies will increase over last year's levels as the company continues to widen its role in the new telecommunications media."

For the 1982 fourth quarter, ABC's revenues reached \$759,682,000, a record for that quarter and up 3% from the 1981 period. Net income declined 6%, however, to \$41,064,000. Earnings per share were \$1.42, compared to \$1.53 for the fourth quarter of 1981. The decline was attributed basically to the same factors cited as moderating influences on full-year profits. □

Spot's surge. National and regional television advertising in 1982 rose by 17% to \$3,342,148,800, according to figures released by the Television Bureau of Advertising.

Using figures compiled by Broadcast Advertisers Reports, TVB noted that Procter & Gamble, the leading advertiser, increased its estimated investment for the year by 40% to \$179,468,100, as compared with \$128,535,800 in the previous year. In second place was General Mills with \$74,762,400, up 43% followed by General Foods, \$70,802,500, down 16%; Dart & Kraft, \$64,275,700, up 46%, and AT&T, \$62,044,000, up 10%.

The largest percentage increase in 1982 was registered by the freight and industrial development category, up 23% to \$40,732,600. Recording the largest dollar increase was food and food products, which climbed 21% to \$704,958,400 in 1982.

	4th quarter 1981	4th quarter 1982	% chg.
Daytime	212,020,800	247,760,300	+ 17
Early evening	232,103,600	268,315,400	+ 16
Nighttime	253,657,800	309,904,100	+ 22
Late night	173,343,400	209,891,300	+ 21
Total	\$871,125,600	\$1,035,871,100	+ 19
	1981	1982	% chg.
Daytime	643,185,200	787,699,100	+ 22
Early fringe	735,887,800	860,319,200	+ 17
Nighttime	865,855,200	1,016,651,600	+ 17
Late night	601,715,900	677,478,900	+ 13
Total	\$2,846,644,100	\$3,342,148,800	+ 17

Ad world to gain EMRC representation

Advertisers and agencies will have a voice in the Electronic Media Rating Council's audit process under a change approved by the council's board last week. Reports of independent auditors, who examined the work of council-accredited ratings services to make sure they perform as they say they do, henceforth will be reviewed by a board committee rather than by the council's executive director alone. The committee is to include representatives of the American Association of Advertising Agencies and the Association of National Advertisers and one member each from the council's radio, television and cable committees.

The council, meanwhile, announced the addition of three new members, bringing the total to 21, a gain of eight in the past year. The new members are Metromedia Inc., Se-caucus, N.J.; McGavren Guild, New York, and Standard Communications (KUTV(TV)), Sale Lake City ("In Brief," Feb. 28). □

UPI UPDATE (#5) What's Up at UPI?

Let's hear it for better regional reporting!



UPI has just appointed six new regional broadcast editors. They're helping to build bigger and brighter UPI state broadcast reports in each division. Whether it's harvesting farm news or trolling for fishing reports, our new broadcast editors are helping to bring you news from closer to home. And, just as important, written for the ear.

UNITED PRESS INTERNATIONAL



One Up on the World

Stock Index

Exchange and Company	Closing Wed. Feb 23	Closing Wed. Mar 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	57 3/8	53 5/8	+3 3/4	+ 6.99	10	1,662
N Capital Cities	141 1/4	134 3/4	+6 1/2	+ 4.82	21	1,853
N CBS	65 1/4	55 1/2	+9 3/4	+17.56	13	1,826
N Cox	49	44 1/4	+4 3/4	+10.73	22	1,389
A Gross Telecasting	41 3/4	41 1/8	+ 5/8	+ 1.51	11	33
O LIN	38 1/4	38	+ 1/4	+ .65	22	396
N Metromedia	309	306	+3	+ .98	21	1,042
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	52 5/8	48 3/4	+3 7/8	+ 7.94	20	142
O Scripps-Howard	23 1/4	23 1/2	- 1/4	- 1.06	13	240
N Storer	27 1/2	29 1/8	- 1 5/8	- 5.57	17	450
N Taft	41	41 3/4	- 3/4	- 1.79	11	381
O United Television	13 1/4	13 1/2	- 1/4	- 1.85	18	159

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25 1/2	26	- 1/2	- 1.92	18	101
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	39	38 1/4	+ 3/4	+ 1.96	17	365
N American Family	17 1/2	17	+ 1/2	+ 2.94	14	236
O Associated Commun.	25	24 1/2	+ 1/2	+ 2.04	12	60
N John Blair	55 1/2	49 1/2	+6	+12.12	12	216
N Charter Co.	12 1/4	12 1/8	+ 1/8	+ 1.03	5	268
N Chris-Craft	63	59 7/8	+3 1/8	+ 5.21	15	137
N Cowles	17 3/4	17 5/8	+ 1/8	+ .70	10	70
N Dun & Bradstreet	119	114	+5	+ 4.38	24	3,223
N Fairchild Ind.	19 5/8	18 1/8	+1 1/2	+ 8.27	12	257
N Gannett Co.	64 1/2	64	+ 1/2	+ .78	19	3,432
N General Tire	34 3/8	32 3/4	+1 5/8	+ 4.96	24	810
O Gray Commun.	44	44			11	21
N Gulf United	26 7/8	27 7/8	- 1	- 3.58	9	743
N Harte-Hanks	37 3/4	38 1/2	- 3/4	- 1.94	14	372
N Insilco Corp.	24 5/8	23	+1 5/8	+ 7.06	22	374
N Jefferson-Pilot	31	29 7/8	+1 1/8	+ 3.76	7	665
O Josephson Intl.	16 1/4	15 1/2	+ 3/4	+ 4.83	14	63
N Knight-Ridder	50	47 3/4	+2 1/4	+ 4.71	17	1,617
N Lee Enterprises	41	40 3/4	+ 1/4	+ .61	15	282
N Liberty	16 7/8	16 5/8	+ 1/4	+ 1.50	11	216
N McGraw-Hill	86 3/4	79	+7 3/4	+ 9.81	20	2,160
A Media General	43	41 7/8	+1 1/8	+ 2.68	9	298
N Meredith	91 3/8	91	+ 3/8	+ .41	11	283
O Multimedia	31	32 1/4	- 1 1/4	- 3.87	11	316
A New York Times Co.	68	65	+3	+ 4.61	15	853
A Post Corp.	34 5/8	34 3/8	+ 1/4	+ .72	18	63
N Rollins	14 1/2	14 5/8	- 1/8	- .85	9	384
N Schering-Plough	45 3/8	44 3/8	+1	+ 2.25	13	2,414
N Signal Cos.	32	30 7/8	+1 1/8	+ 3.64	17	2,309
O Stauffer Commun.*	43	43			10	43
A Tech Operations	24	24 1/2	- 1/2	- 2.04	11	19
N Times Mirror Co.	70 1/4	64 3/4	+5 1/2	+ 8.49	18	2,399
O Turner Bcstg.	20 1/2	21 1/2	- 1	- 4.65	39	418
A Washington Post	64 1/4	60 1/2	+3 3/4	+ 6.19	18	908
N Wometco	34 1/4	32 3/4	+1 1/2	+ 4.58	19	468

CABLE

A Acton Corp.	8	8			40	40
N American Express	58 7/8	55	+3 7/8	+ 7.04	10	5,652
O Burnup & Sims	7 3/8	8 1/8	- 3/4	- 9.23	8	65
O Comcast	20 1/4	20 1/2	- 1/4	- 1.21	16	90
N General Instrument	60 7/8	63 7/8	-3	- 4.69	18	1,889
N Heritage Commun.	12 5/8	12 3/4	- 1/8	- .98	22	93
O Rogers Cablesystems	7 1/2	8 3/8	- 7/8	- 10.44	15	165
O Tele-Communications	28 5/8	28 3/8	+ 1/4	+ .88	80	602
N Time Inc.	52 5/8	47 7/8	+4 3/4	+ 9.92	22	2,685
O Tocom	10	10 5/8	- 5/8	- 5.88	8	56
N United Cable TV	20	20 7/8	- 7/8	- 4.19	18	219
N Viacom	31 1/2	28 3/4	+2 3/4	+ 9.56	19	359

Exchange and Company	Closing Wed. Feb 23	Closing Wed. Mar 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	5 5/8	4 7/8	+ 3/4	+15.38	80	31
N Coca-Cola	50 3/4	48 3/4	+2	+ 4.10	18	117
N Disney	77 7/8	75 1/2	+2 3/8	+ 3.14	23	2,597
N Dow Jones & Co.	36 1/4	33 1/4	+3	+ 9.02	13	2,312
O Four Star	7 3/4	7 3/4			43	4
N Getty Oil Corp.	57 5/8	52 3/4	+4 7/8	+ 9.24	7	4,663
N Gulf + Western	25 1/4	21 5/8	+3 5/8	+16.76	11	1,868
N MCA	41	37 3/4	+3 1/4	+ 8.60	10	1,941
N MGM/UA	10 1/4	10 1/8	+ 1/8	+ 1.23	33	510
N Orion	18 1/8	18	+ 1/8	+ .69	3	124
O Reeves Commun.	18 3/4	17 1/4	+1 1/2	+ 8.69	6	154
O Telepictures	14 1/8	13 1/4	+ 7/8	+ 6.60	39	297
O Video Corp. of Amer.	6 3/8	6 3/8			7	11
N Warner	28 1/2	27 7/8	+ 5/8	+ 2.24	6	1,810
A Wrather	24 3/8	22 5/8	+1 3/4	+ 7.73	29	54

SERVICE

O BBDO Inc.	37 1/2	36 1/2	+1	+ 2.73	7	218
O Compact Video	6 1/8	5 5/8	+ 1/2	+ 8.88	3	20
N Comsat	70 1/8	70 5/8	- 1/2	- .70	14	561
O Doyle Dane Bernbach	22 1/4	22	+ 1/4	+ 1.13	11	128
N Foote Cone & Belding	44 1/8	42 3/4	+1 3/8	+ 3.21	10	120
O Grey Advertising	89	81	+8	+ 9.87	8	51
N Interpublic Group	50	46 3/8	+3 5/8	+ 7.81	12	232
N JCI Group	31 3/4	30 3/8	+1 3/8	+ 4.52	76	167
O MCI Communications	43 7/8	41 1/4	+2 5/8	+ 6.36	31	4,218
A MovieLab	3 3/4	4	- 1/4	- 6.25	5	6
O A.C. Nielsen	73	73 1/4	- 1/4	- .34	19	819
O Ogilvy & Mather	46 1/4	43 3/4	+2 1/2	+ 5.71	13	196
O Telemation	5	5			13	5
O TPC Communications	2 1/4	2	+ 1/4	+12.50	2	2
O Unitel Video	8 1/2	8 3/4	- 1/4	- 2.85	15	11
N Western Union	42 1/4	41 1/2	+ 3/4	+ 1.80	11	865

ELECTRONICS/MANUFACTURING

O AEL	24	21 1/4	+2 3/4	+12.94	12	47
N Arvin Industries	20 3/8	19 3/8	+1	+ 5.16	20	141
O C-Cor Electronics	20	20 1/2	- 1/2	- 2.43	16	60
O Cable TV Industries	6 1/4	7	- 3/4	- 10.71	20	19
A Cetec	7 3/4	7 1/2	+ 1/4	+ 3.33	18	17
O Chyron	28 1/4	24 3/4	+3 1/2	+14.14	22	77
A Cohu	7 7/8	8	- 1/8	- 1.56	17	14
N Conrac	32 1/4	34 7/8	-2 5/8	- 7.52	16	72
N Eastman Kodak	89	88 1/2	+ 1/2	+ .56	13	14,461
O Elec Missile & Comm.	10 3/4	10	+ 3/4	+ 7.50	98	30
N General Electric	108	106 3/4	+1 1/4	+ 1.17	14	24,470
N Harris Corp.	48 1/4	51	-2 3/4	- 5.39	23	1,511
O Microdyne	14 3/4	15	- 1/4	- 1.66	26	68
N M/A Com. Inc.	28 3/4	28 5/8	+ 1/8	+ .43	27	1,125
N 3M	80 1/8	76 1/2	+3 5/8	+ 4.73	15	9,407
N Motorola	116 1/4	111 1/2	+4 3/4	+ 4.26	24	4,433
N N. American Philips	57	57 3/4	- 3/4	- 1.29	11	788
N Oak Industries	13 1/2	13 3/4	- 1/4	- 1.81	8	220
A Orrox Corp.	7 1/4	7 1/4			12	16
N RCA	23 1/2	22 7/8	+ 5/8	+ 2.73	11	1,773
N Rockwell Intl.	51 1/8	48 1/8	+3	+ 6.23	13	3,905
A RSC Industries	5 3/4	6 1/2	- 3/4	- 11.53	44	18
N Scientific-Atlanta	18 3/8	19	- 5/8	- 3.28	45	430
N Sony Corp.	13	13 1/4	- 1/4	- 1.88	12	2,998
N Tektronix	75	73 1/2	+1 1/2	+ 2.04	19	1,415
O Telemet (Geotel Inc.)	3 1/2	3 3/8	+ 1/8	+ 3.70	18	11
A Texscan	22 7/8	24 1/4	- 1 3/8	- 5.67	31	135
N Varian Associates	72	68 3/4	+3 1/4	+ 4.72	24	665
N Westinghouse	49 1/4	45 7/8	+3 3/8	+ 7.35	9	4,237
N Zenith	16	14 7/8	+1 1/8	+ 7.56	100	303

Standard & Poor's 400 Industrial Average 171.02 164.26 + 6.76

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.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.
The offer is made only by the Prospectus.

February 25, 1983

1,300,000 Shares

Josephson

Josephson International Inc.

Common Stock

Price \$15.625 per share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated
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Blyth Eastman Paine Webber
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Dillon, Read & Co. Inc.

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Securities Corporation

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Goldman, Sachs & Co.

Kidder, Peabody & Co.
Incorporated

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Merrill Lynch White Weld Capital Markets Group
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WE DID IT! TWICE!

We looked for a way television and radio stations could really INTERACT with their audiences — not just letters and call-ins — but with tomorrow's truly INTERACTIVE BROADCASTING, where members of the audience actually cause things to happen right on the air! And we did it! Twice! Recognize these?



If you do, skip over to the next page. . .all the new stuff we're doing is over there. But if "TV-POWWW!" and TELEPHONE POLL are news to you, read on. We'll fill you in, and then you can read the next page about all the new stuff.

1. "TV-POWWW!" is a video game. . .actually a special adaptation of the best video game on the market, Mattel's Intellivision® We've adapted it so when a station puts the game on the air, a viewer can call on the telephone and make the game do its thing by just saying "Powww!" at the right time. From homes anywhere in the coverage area people can say "Powww!" and hit a target, throw a ball, throw a punch or shoot down invaders from outer space. . .with more games coming all the time. (Next page, remember?)

2. TELEPHONE POLL is a telephone poll. . . but untouched by human hands! A station, (radio or television), asks its audience a question, like:

- Have you ever been the victim of a violent crime? Yes or No?
- Are you For or Against capital punishment?
- Boxing should be outlawed. Agree or Disagree?

People call in. No local charge, no 900 number. The phone is answered automatically by a SYNTHESIZED VOICE, not a tape recording, and they're asked to vote. The vote is instantly recorded and tallied with all the others — hundreds of them an hour — and a click of a switch puts the results on the television screen and produces a voice synthesized announcement of the count, in totals and percentages! With not one phone operator on duty!

We could tell you we do all this with magic, but state-of-the-art microprocessing does the job. "TV-POWWW!" and TELEPHONE POLL are space-age engineering — small, easy to install units that are simple to operate. Just hook them up and you're in business!

THAT'S WHAT WE DID. HOW DID WE DO?

Great! Over 100 stations in 10 countries have played "TV-POWWW!" They use it as part of movie presentations, on talk shows and kid's shows and sport shows. Daily, weekly, across the board, weekends, prime access, late night.

And, although it has only been available since September, we've already delivered 92 units of TELEPHONE POLL! It has proved to be the absolute best and easiest way to get an instant reading of the public pulse!

With TELEPHONE POLL, WXYZ in Detroit is Number 1 in the time slot with their 4 to 5 pm talk show that asks questions ranging from "Should drunk drivers go to jail?" to "Have you ever had an extramarital affair?"

KERO-NBC in Bakersfield, California put TELEPHONE POLL to work in their local news show and went from a 21 rating/35 share to a 25 rating/42 share. . .against the ABC Evening News and CBS with Dan Rather!*

And. . .since banks, department stores and grocery chains love the idea of locally oriented opinion polling, TELEPHONE POLL means rating points plus money in the bank!

THAT'S HOW WE DID. WHO'D WE DO IT FOR?

Hopefully, you.

We'd like to add you to our list of subscribers from all over the country, and all over the world.

BUT WHAT ARE WE DOING NOW?

Just like we said on the previous page. . . we at M.A. Kempner, Inc. are doing NEW STUFF!

For "TV-POWWW!" that means we're bringing you some brand new games! Of course, you keep right on playing the games we've had all along: Space Battle, Football, Basketball, Slots, Word Rockets, Soccer and Boxing. But now, the newest, most popular, most exciting Mattel Intellivision™ games are being adapted for broadcast use.

INTELLIVISION POWWW!®



Subscribers will receive at least 8 new games a year, including the amazing IntelliVoice™ games that actually speak words — not just beeps and noises — games that *talk* to the player, warn, threaten and cheer him on — and make the whole thing even more fun!

Now take a look at the unbelievable additions our engineers are making to



REMOTE CAPABILITY Install the equipment anywhere in your building and operate by remote control from up to four locations.

CALL IN FOR RESULTS Long after your Poll is over and the final count has been announced on the air, members of the audience can call the TELEPHONE POLL number and the voice synthesizer will supply the results. Not an operator on duty!

YOUR OWN TYPEFACES Systems compatible with R.S. 232-C will be able to feed the system through their own character generator to maintain their own programming look.

IMPROVED VOICE QUALITY Our new computer system will bring our synthesized voices to a quality level you'll find hard to believe.

YOUR OWN VOICES For a slight additional charge, you supply the voices of your own personalities to us on 1/4 inch audio tape and we'll program the synthesizer to sound just like them, in any language, not just English!

WORD RECOGNITION The system will be able to actually recognize words spoken on the telephone! The speed and sophistication of our entire polling process will be increased many times over. (You can be among the first in the world to see Word Recognition in operation when you visit our Booth 11 at NATPE!)

WHAT WE WISH YOU WOULD DO...

Get in touch! Call us. Write us. And, if you possibly can, come see us at **BOOTH 11** at NATPE!

Take a look at our new equipment, let us show you our new features and find out for yourself how it's possible to be LIVE and LOCAL and INTERACTIVE all at the same time without adding one single person to your staff!

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Remember. . . WE DID IT FIRST!
WE DID IT TWICE! WE'RE STILL DOING IT!

WE WANT TO DO IT WITH YOU!*

* At Booth 11, NATPE or your place! Contact M.A. Kempner.

Changing Hands

PROPOSED

WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio □ Sold by Mariner Communications Inc. to Seven Hills Communications Ltd. for \$8,265,000 plus \$2,249,000 for three year noncompete agreement ("In Brief," Feb. 21). **Seller** is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston. They bought WLW and WSKS in 1979 for \$17 million (BROADCASTING, Nov. 5, 1979). **Buyer** is limited partnership controlled by Seven Hills Communications Inc., which is equally owned by Robert H. Castellini, William O. DeWitt Jr., and Mercer Reynolds III. DeWitt is Cincinnati real estate developer and investor and son of late William O. DeWitt Sr., former owner of Cincinnati Reds, professional baseball team. Castellini heads produce company. Reynolds is partner in Spectrum, Cincinnati investment firm. President of Seven Hills, buyer, is Charles Murdock, former general manager and 10% owner of Queen City Communications which sold WLW(AM)-WSKS(FM) to Mariner. WLW is on 700 khz with 50 kw full time. WSKS is on 96.5 mhz with 15 kw and antenna 810 feet above average terrain.

WRKB(AM)-WJZR(FM) Kannapolis, N.C. □ Sold by Hefner Radio Inc. to Downs Radio Inc. for \$1,345,000. **Sellers** are William and Nancy Hefner, who have no other broadcast

interests. **Buyer** is subsidiary of Downs Broadcasting, which is owned by Paul H. Downs (75%) and William H. Sanders (25%), who own WQIM(FM) Prattville, Ala. Sanders also owns 35% of WGUL(AM)-WPSO(FM) New Port Richey, Fla. WRKB is 500 w daytimer on 1460 khz. WJZR is on 99.7 mhz with 10 kw and antenna 320 feet above average terrain.

KEZB(FM) El Paso □ Sold by El Paso Broadcasting Corp. to KEZB El Paso Inc. for \$1,200,000. **Seller** is Michelle A. Haston, president and also principal owner of permittee KVFM(FM) Ogden, Utah. **Buyer** is owned by Jack Rich, El Paso businessman with no other broadcast interests. KEZB is on 93.9 mhz with 100 kw and antenna 980 feet above average terrain.

KBRC(AM) Mount Vernon, Wash. □ Sold by W.D. Radio Co. to M.C. Radio Inc. for \$825,000. **Seller** is equally owned by George B. Dewey and Edward J. Watson, who have no other broadcast interests. **Buyer** is owned by Mathew N. Clapps Jr., who also owns KFQD(AM) Anchorage; KXRO(AM)-KDUX(FM) Aberdeen, Wash., and permittee of KWHL(AM) Anchorage. KBRC is on 1430 khz with 5 kw day and 1 kw night.

WLCF(FM) Southport, N.C. □ Sold by Brunswick Broadcasting Co. to Rawley Communications Corp. for \$425,000. **Sellers** are

Clarence S. Mowery Jr. (30.06%); Robert G. Kimmel (22.11%); latter's brother, Charles E. Kimmel (16.74%); Mowery's brothers, Lewis K. and William T. Mowery (11.97% each), and Charles Kimmel's children, Lois and Thomas Kimmel (3.3% each). None have other broadcast interests. **Buyer** is owned by David A. Rawley Jr. and family, who own WJZR(FM) Myrtle Beach, S.C. WLCF is on 107.1 mhz with 3 kw, and antenna 300 feet above average terrain.

WKEM(AM) Immokalee, Fla. □ Sold by Sandia Broadcasting Co. to George Spaulding for \$275,000. **Seller** is principally owned by Mary J. Arthur and Frank Viggiano. Arthur is president and 44% owner of Number 1 TV Inc., which was granted FCC approval to buy WEXY(AM) Oakland Park, Fla., for \$1.5 million (BROADCASTING, Feb. 14), and also bought, subject to FCC approval, WETQ(FM) Oak Ridge, Tenn., for \$165,000 (BROADCASTING, Feb. 28) and KCDC-TV Midland, Tex., for \$200,000 (BROADCASTING, Jan. 3). **Buyer** Spaulding owns 60% of WNCN(FM) Montpelier, Vt. WKEM is on 1490 khz with 1 kw day and 250 w night. *Broker: Walker Media & Management.*

KIGO(AM) St. Anthony, Idaho □ Sold by Wescom Inc. to Lynn Spencer and wife, Denise, for \$220,000. **Seller** is owned by Dale Smith, who also owns KSRA-AM-FM Salmon, Idaho. **Buyer** Lynn Spencer is employed by Utah Power & Light Co., and has no other broadcast interests. KIGO is on 1450 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

APPROVED

WFLD-TV Chicago □ Sold by Field Communications to Metromedia for \$136 million. **Seller** is Chicago-based subsidiary of Field Enterprises, publisher of *Chicago Sun Times* and group owner of five TV's. It also sold, subject to FCC approval, KBHK-TV San Francisco for \$26 million to United Television Inc. (BROADCASTING, Nov. 15, 1982) and WLVI-TV Cambridge (Boston), Mass., to Gannett Co. for \$47 million (BROADCASTING, Nov. 22, 1981). It also owns KKBD-TV Detroit and WKBS-TV Philadelphia which are also on the market. **Buyer** is Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's that also sold WTCN-TV Minneapolis to Gannett Co. for \$75 million (see below) and WXIX-TV Cincinnati to Malrite Broadcasting for about \$45 million (BROADCASTING, Aug. 30, 1982) and WMET(FM) Chicago to Doubleday Broadcasting (see below) WFLD is independent on channel 32 with 5,000 kw visual, 500 kw aural, and antenna 1,415 feet above average terrain. *Broker: Howard Stark.*

KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. □ Sold by Leake TV Inc. to Allbritton Communications Co. for \$80 million. **Seller** is principally owned by James C. Leake, who owns 80% of WSTE(TV) Fajardo, P.R. **Buyer** is owned by Joe L. Allbritton, chairman, who owns WJLA-TV Washington; KCKN-AM-FM Kansas City, Kan.; WCIV(TV) Charleston, S.C., and WSET-TV Lynchburg, Va. Allbritton bought WJLA-TV along with

Sunbeam Radio Partnership

has acquired

KACY AM/FM

Port Hueneme/Oxnard, California

for

\$2,590,000

from

Channel Islands Broadcasting Corporation

We are pleased to have served
as broker in this transaction.

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3/7/83

co-located AM-FM combination and *Washington Star* in 1970's for \$28.5 million and spun off radio stations and now-defunct *Star* for \$36 million. He is also principal in Riggs National Bank of Washington. KATV is ABC affiliate on channel 7 with 240 kw visual, 47.9 kw aural and antenna 1,940 feet above average terrain. KTUL-TV is ABC affiliate on channel 8 with 316 kw visual, 40.7 kw aural and antenna 1,880 feet above average terrain.

WTCN-TV Minneapolis □ Sold by Metromedia to Combined Communications Corp. for \$75 million. **Seller** is Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's that also bought WFLD-TV Chicago (see above) and sold WMET(FM) Chicago (see below). **Buyer** is subsidiary of Gannett Co., publicly traded, Rochester, N.Y.-based newspaper publisher and group owner of six AM's, seven FM's and seven TV's, which also sold KARK-TV Little Rock, Ark. (see below). It also bought subject to FCC approval, WLVI-TV Cambridge (Boston), Mass., from Field Enterprises for \$47 million (BROADCASTING, Nov. 22, 1982). Gannett also has deal to swap, subject to FCC approval, KOCO-TV Oklahoma City plus \$100 million for Chronicle's KRON-TV San Francisco (BROADCASTING, Oct. 4, 1982). To help make room for acquisitions, Gannett sold, subject to FCC approval, WLKY-TV Louisville, Ky., and WPTA-TV Fort Wayne, Ind., for \$24-\$25 million to Pulitzer Publishing Co. WTCN is NBC affiliate on channel 11, with 316 kw visual, 31.6 kw aural and antenna 1,440 feet above average terrain. *Broker: Howard Stark.*

KARK-TV Little Rock, Ark. □ Sold by Combined Communications Corp. to KARK-TV Inc. for \$25 million. **Seller** is subsidiary of Gannett Co. (see WTCN-TV Minneapolis above). **Buyer** is owned by David J. Jones, Larry C. Wallace (20% each); Jerrol W. Jones, Thomas F. McLarty III, John J. Flake, E. Sheffield Nelson (13.75% each), and Karl Eller (5%). David Jones is president and general manager of KARK-TV. McLarty owns 50% of KLUE(AM) Longview, Tex. Jerrol Jones is president of Arkhoma Exploration, Little Rock. Flake heads Flake & Co., Little Rock real estate investment and managing firms. Nelson is president of Arkansas-Louisiana Gas Co. Eller is director of Turner Broadcasting System and former president of Combined Communications, which merged into Gannett in 1979 (BROADCASTING, Jan. 10). KARK-TV is NBC affiliate on channel 4 with 100 kw visual, 20 kw aural, and antenna 1,650 feet above average terrain.

WMET(FM) Chicago □ Sold by Metromedia Inc. to Doubleday Broadcasting Inc. for \$9.5 million. **Seller** bought WFLD-TV Chicago and sold WTCN-TV Minneapolis (see both above). **Buyer** is New York-based publisher and group owner of two AM's and six FM's. Gary Stevens is president of radio division. WMET is on 95.5 mhz with 6 kw and antenna 1,170 feet above average terrain.

KGMC(TV) Oklahoma City □ Eighty percent sold by General Media Corp. to Oklahoma City Broadcasting Inc. for \$7 million. **Seller**

is group of 80 stockholders headed by Earl W. Hickerson, president. It also owns WGNO-TV New Orleans. **Buyer** currently owns 20% of KGMC, is principally owned by Ted Baze, vice president and general manager of station. KGMC is independent on channel 34 with 785 kw visual, 78.5 kw aural, and antenna 1,209 feet above average terrain.

WBKO(TV) Bowling Green, KY. □ Sold by Bluegrass Media Inc. to Benedek Broadcasting of Kentucky Inc. for \$4 million. **Seller** is closely held group headed by Clyde G. Payne, president. None have other broadcast interests. **Buyer** is owned by Richard Benedek, who owns WTAP(TV) Parkersburg, W. Va., and who also bought, subject to FCC approval, WYTV(TV) Youngstown, Ohio, for \$9 million (BROADCASTING, Aug. 16, 1982). WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 740 feet above average terrain.

KTYE(AM)-KLLB(FM) Portland, Ore. □ Sold by Gaylord Broadcasting Co. to C.H. Buckley Inc. for \$3.75 million plus \$750,000 for five-year noncompete agreement. **Seller** is Oklahoma City-based group owner of two AM's, one FM and seven TV's. Edward L. Gaylord is chairman. Its parent, Oklahoma Publishing Co., publishes *The Daily Oklahoman*, *Oklahoma City Times*, and *Sunday Oklahoman*, all Oklahoma City, and *Colorado Springs Sun*, plus magazine, *The Farmer-Stockman*. Gaylord bought KTYE-KLLB in 1977 for \$1.5 million (BROADCASTING,

April 25, 1977). **Buyer** is owned by Charitor H. Buckley, who is San Francisco-based contractor, rancher and resort property owner. He has no other broadcast interests. KTYE is on 970 khz with 5 kw full time. KLLB is on 101.1 mhz with 100 kw.

KOOO-AM-KESY(FM) Omaha □ Sold by Centennial Communications Inc., debtor-in-possession, to Richard Marshall Capita Corp. for \$3 million. **Seller** is owned equally by Bruce Mayer and Marshall R. Hambric who bought stations in 1978 for \$1.2 million (BROADCASTING, Jan. 16, 1978). Hambric will keep interest in new group. Hambric also heads group that was granted FCC approval to buy KSTR(AM) Grand Junction Colo., for \$400,000 (see "For the Record," page 121). **Buyer** is owned by Sherry Sanders (49%), Media Financial Corp., owned by Marshall Hambric (40%), and Ernest McRae (11%). Sherry Sanders is wife of Mack Sanders, group owner of four AM's and two FM's. McRae owns 40% of KBRL(AM) McCook, Neb., and 40% of KFNF(FM) Oberlin, Kan. KOOO is 1 kw daytime on 1420 khz. KESY is on 104.5 mhz with 31 kw and antenna 285 feet above average terrain.

KPRO(AM)Riverside and KWTC(AM)-KZNS(FM) Barstow, both California □ Sold by Inland Empire Broadcasters to Milt Klein and Shayle R. Ray for stock and assumption of liabilities for total of about \$2 million. **Seller** is owned by Les Richter, Thomas Spiel, John Pennington, Bart Singletary and Joe Lanfranco (16% each), who have no oth-

November 13, 1981

Warner-Amex
Cable Communications Co.
has completed the acquisition of the assets of
Sandia Cablevision, Inc.
a cable system serving the communities of
Immokalee, LaBelle
and Port LaBelle, Florida

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiation

THE
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COMPANY Cincinnati, Ohio

March 31, 1982

Nationwide Communications, Inc.
has completed its initial entry into the CATV industry
through the purchase of the assets of

Fairfield Cablevision Associates
a cable system serving over
14,000 basic subscribers in the principle
cities of Lancaster and Circleville, OH and several
surrounding counties

Todd Hepburn, Vice President of the undersigned, initiated this transaction and represented the buyer in the negotiations

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The Broadcast Specialist with the Cable Connections

Todd Hepburn, VP, CATV Division will be available for confidential discussions
at the OCTA Convention in Columbus, Ohio, on March 14 & 15.
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Bottom Line

Charter buyout. Charter Co., whose interests include oil, communications and insurance, announced it had bought all Charter shares held by Edward M. Carey Sr., representing about 2% of outstanding common shares and 10% of preferred, for approximately \$37.7 million in cash and notes. Carey, who received his shares in Charter's 1979 acquisition of his Carey Energy Corp., is expected to resign from Charter board but remain as consultant on oil-related matters.

□

Disney's divvy. Board of directors of Walt Disney Productions last week declared quarterly cash dividend of 30 cents per share, payable April 5, to shareholders of record March 11.

□

Oak drop. Oak Industries, San Diego, reported 1982 net income of \$4,103,000, down 86.5% from \$30,350,000 in 1981, on sales that rose 7.6% to \$545,720,000. Oak said results included pre-tax charge of \$23 million against earnings for write-downs of some of its subscription TV development costs and other assets. Earnings per share were 25 cents in 1982 and \$2.01 in 1981. The company said 1982 earnings were favorably affected by tax credits resulting from high domestic new product costs, investment tax credits and tax holidays granted its Taiwan operations, but that recession was adversely affecting current operations and that it expects to report operating loss for first quarter of 1983. For full-year 1982 it had pre-tax loss of \$13,057,000.

□

Blair earns. John Blair & Co., New York, station group owner and radio-TV station sales rep with extensive interests in commercial printing and coupon marketing, announced quarterly dividend of 25 cents per common share payable March 22 to holders of record March 10.

□

Rogers outlook. Rogers Cablesystems, Toronto, expects its fiscal year ending Aug. 31 to be almost as "difficult" as fiscal 1982, when it had operating deficit of \$13.3 million (Canadian), Vice Chairman and Chief Executive Edward Rogers said last week, blaming restraints on cable TV rate increases imposed by Canadian government and costs of installing pay TV in Canada and cable TV in U.S. He said company wouldn't be profitable until fiscal 1985 but would begin recovery in fiscal 1984. He also said plan to divide assets of Rogers-UA Cablesystems between Rogers and United Artists Communications ("In Brief," Feb. 7) should be completed by first quarter of fiscal 1984.

□

MCA's return. MCA Inc. announced quarterly cash dividend last week of 22 cents per share, payable April 11, to shareholders of record March 25.

□

JWT slides. Net income for 1982 at JWT Group Inc., New York, fell to \$267,000 from \$7,106,000 in 1981. Agency attributed drop in profits to costs incurred in closing JWT Syndication, recruitment advertising losses, heavy currency losses from Mexican and Argentine devaluation and unusual tax rate that exceeded 100%. Revenues for year climbed to \$406,712,000 from \$393,329,000 in 1981.

□

DDB drops. Doyle Dane Bernbach reported that net income declined by 31% in 1982 to \$7,646,000 while earnings per share decreased to \$1.33 compared with \$1.92 in 1981. Agency said earnings decline resulted from weak classified advertising volume, devaluations of Mexican peso and higher effective tax rate. Revenues for 1982 rose by 6% to \$175,876,000.

□

Philips grows. U.S. Philips Corp., half owner of Valtec, manufacturer of optical fiber and cable, has acquired other half from M/A-Com Inc. which said it lost \$1.3 million on Valtec in three months ended Jan. 1 and will concentrate its optical fiber activities on providing digital systems. Price was not disclosed. U.S. Philips Corp. is subsidiary of U.S. Philips Trust, formed for benefit of shareholders of N.V. Philips of the Netherlands.

□

Post news. Post Corp., Appleton, Wis., which owns broadcast stations, newspapers and printing plants in nine states, reported 1982 net income rose 10.7% to \$3,774,000 on a 6.4% increase in revenues to \$84,055,000. Earnings per share were put at \$2.07 as compared with \$1.87 in 1981. Without giving figures, officials said operating profits in the broadcasting and commercial printing divisions were "improved from 1981" and that publishing division profits were "flat." They said lower interest costs also contributed to earnings increase.

□

Black Knight. Knight-Ridder Newspapers Inc., Miami, reported its broadcasting revenues in January reached \$2,824,000, or 4.4% more than in January 1982. Newspaper advertising revenues were up 7.9% to \$76,871,000 and newspaper circulation revenues rose 13.2% to \$25,114,000.

er broadcast interests. Howard Fisher, president and 20% owner, will keep his position and interest. Buyer Klein is former general manager of KHJ(AM) Los Angeles, and Ray is Los Angeles business and financial consultant. Neither has other broadcast interests. KPRO is 1 kw daytimer on 1440 khz. KWTC is on 1230 khz with 1 kw day and 250 w night. KZNS is on 94.3 mhz with 3 kw and antenna 192 feet below average terrain.

WRCC(FM) Cape Coral, Fla. □ Sold by Radio Cape Coral Inc. to TransFlorida Broadcasting Inc. for \$1.55 million. Seller is group of 50 stockholders headed by Robert M. Taylor, president and 19.7% owner. None have other broadcast interests. Buyer is owned by Henry D. Vara Jr. (30%) and Francis J. Dimento, Cara E. Cameron, Frank A. Cashman, James J. Sullivan Jr., Irwin Chafitz, Carmine A. Vara and Theodore Cutter (10% each). Excluding Cashman and Cameron, they also own WIZD(FM) Fort Pierce, Fla. WRCC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

WRCS(AM)-WQDK(FM) Ahoskie, N.C. □ Sold by WRCS Inc. to Francon II Inc. for \$600,000. Seller is owned by Richard V. Surlis (100%), who has no other broadcast interests. Buyer is Charles E. Franklin (75%) and wife, Elizabeth (25%). Charles Franklin owns 80% of permittee WJIK(AM) Camp Lejeune, N.C., and 56.6% of application for new TV at Greenville, N.C. WRCS is 1 kw daytimer on 970 khz. WQDK is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.



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nomics Issues." Pine Isle resort, Atlanta. Information: (213) 851-7372.

April 17-19—Virginia Cable Television Association annual convention. Speaker: Ted Turner, Turner Broadcasting System. Homestead, Hot Springs, Va.

April 17-20—National Public Radio's annual conference. Hyatt Regency, Minneapolis.

April 18-20—Armed Forces Radio and Television Service worldwide workshop. Anaheim Sheraton, Anaheim, Calif.

April 18-23—"Radio-TV Week," sponsored by Illinois Broadcasters Association and Southern Illinois University, Carbondale. Department of Radio-TV, SIU campus, Carbondale, Ill.

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

■ **April 20**—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

■ **April 20-23**—American Advertising Federation district 10 conference. Holiday Inn Civic Center. Lubbock, Tex.

April 20-25—Pennsylvania Association of Broadcasters annual spring convention. Princess Tower hotel, Freeport, Bahamas.

■ **April 21**—Federal Communications Bar Association luncheon. Speaker: Ted Turner, Turner Broadcasting System. Touchdown Club, Washington.

April 21-22—National Association of Broadcasters broadcast management seminar. Palmer House, Chicago.

April 21-23—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by Washington State University with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

■ **April 21-24**—American Advertising Federation district 12 conference. Four Seasons, Colorado Springs.

April 22-23—Radio-Television News Directors Association region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

■ **April 22-24**—Iowa Associated Press Broadcasters convention. Amana Holiday Inn, Des Moines, Iowa.

■ **April 22-24**—American Advertising Federation district three conference. Mission Valley Inn, Raleigh, N.C.

■ **April 22-24**—American Advertising Federation district 15 conference. Sheraton Newport, Newport Beach, Calif.

April 24-26—West Virginia Broadcasters Association spring meeting. Oglebay Park, Wheeling, W. Va.

April 24-27—Eleventh annual "Telecommunications Policy Research Conference." Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia, 19122; (215) 787-8473.

April 25-27—Satcom '83, sponsored by International Association of Satellite Users. Hyatt Orlando, Orlando, Fla.

April 26—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

April 26—Advertising Research Foundation's fifth annual business advertising research conference. New York Hilton.

■ **April 26-27**—Public Service Satellite Consortium workshop, "How to Video-Teleconference Successfully." University hospital, London, Ontario.

April 29—Deadline for applications for Society of Broadcast Engineers' certification exams. Information:

Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

■ **April 29-May 1**—Foundation for American Communications conference, cosponsored by Colorado Broadcasters Association, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

May

May 3-7—American Women in Radio and Television's 32d annual convention. Royal York, Toronto.

May 6-8—Society of Cable Television Engineers first cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

May 6-8—Carolinas UPI Broadcasters Association spring meeting. Holiday Inn, Wrightsville Beach, N.C.

May 7—Radio-Television News Directors Association region 13 meeting with Virginia AP Broadcasters. Sheraton Fredericksburg, Fredericksburg, Va.

May 8-11—International Television Association's 15th international conference. Keynote speaker: Dr. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

May 9-11—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

■ **May 10-12**—Jerrold division of General Instrument Corp. technical seminar. Holiday Inn, Minneapolis.

May 11—New England Cable Television Association spring conference. Sheraton Tara, Nashua, N.H.

May 11—"A Study of Careers at Cable TV Programming Services," sponsored by New York University School of Continuing Education Telecommunications Program. NYU campus, New York.

■ **May 11-13**—University of Wisconsin-Extension seminar, "On-Air Promotion for Public Television." Lowell Hall, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

■ **May 12**—Southwestern Broadcasting Representatives Association's "Media Event of the Year." Big D Ranch, Dallas.

May 12-13—Federal Communications Bar Association conference on international communications, cosponsored by Georgetown University's International Law Institute. Capital Hilton hotel, Washington.

May 12-14—International Broadcasters Idea Bank convention. Host broadcaster: Tad Fogel, WINH(AM)-WGMB(FM) Georgetown, S.C. Myrtle Beach Hilton, Myrtle Beach, S.C.

May 13-14—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

May 13-15—Florida Associated Press Broadcasters 35th annual meeting/RTNDA region 14 annual meeting. Busch Gardens, Tampa.

May 14—Radio-Television News Directors Association region 14 meeting with Florida AP Broadcasters. Busch Gardens, Tampa, Fla.

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

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference), sponsored by Native American Public Broadcasting Consortium, Downtown Holiday Inn, Minneapolis.

■ **May 16-18**—Central Educational Network/Eastern Educational Network's spring workshop for instructional television professionals. Fawcett Center for Tomorrow, Columbus, Ohio. Information: Ted Lucas, (312) 545-7500.

May 16-19—Arbitron Radio Advisory Council meeting. Homestead, Hot Springs, Va.

May 16-19—Canadian Cable Television Association 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

■ **May 18**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

May 18-19—Ohio Association of Broadcasters' spring convention. Dublin Stouffers, Columbus, Ohio.

May 18-21—American Association of Advertising

April 18

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April 18/May 2

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Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 19-20—Kentucky Broadcasters Association spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Downtown Ramada Inn, Louisville, Ky.

May 19-20—University of Wisconsin-Extension "Broadcast Engineering Management" seminar. UW campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

■ **May 19-21—Minorities in Cable Inc.** annual conference. Columbia University, New York. Information: (212) 683-5656.

May 20-22—Pennsylvania AP Broadcasters annual meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

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

May 25-26—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*, Washington. Information: (202) 331-1154.

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

May 30-June 4—25th American Film Festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York

June

June 2-4—Arizona Broadcasters Association spring convention. Sheraton El Conquistador, Tucson, Ariz.

June 2-5—Alabama Association of Broadcasters spring convention. Holiday Inn, Sheffield, Ala.

■ **June 3-5—Foundation for American Communications** conference, co-sponsored by *Gannett Foundation*, "Economic Issues for Midwestern Journalists." Marriott hotel, Columbus, Ohio. Information: (213) 851-7372.

June 5-7—Microwave Communications Association annual convention, "MCA '83: Opportunities in New Technologies." Washington Marriott hotel, Washington. Information: Chris Selin, Suite 705, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

June 7-10—1983 Clio Awards Festival Week. Sheraton Center, New York.

■ **June 8—International Radio and Television Society** newsmaker luncheon. Charles Kuralt, CBS News, to be honored as "Broadcaster of the Year." Waldorf-Astoria, New York.

June 8-10—CBS RadioRadio affiliates board meeting. New York.

June 8-10—Oregon Association of Broadcasters spring conference. Inn of the 7th Mountain, Bend, Ore.

June 9-11—South Dakota Broadcasters Association annual convention. Holiday Inn, Spearfish, S.D.

■ **June 9-11—Utah Broadcasters Association** convention. Sun Valley, Idaho.

June 9-11—Upper Midwest Communications Conclave. Radisson Plymouth hotel, Minneapolis.

June 9-12—Missouri Broadcasters Association meeting. Rock Lane Lodge, Branson, Mo.

June 9-12—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi, Miss.

June 11-15—American Advertising Federation annual convention. Speakers include James C. Miller, chairman, FTC, and Allen Neuharth, chairman, Gannett Co. Hyatt Regency, Washington.

June 12-15—National Cable Television Association annual convention. Astro Hall, Houston.

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by *University of Wisconsin-Extension*. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512 or (608) 262-8953.

June 13-17—National Association of Broadcasters

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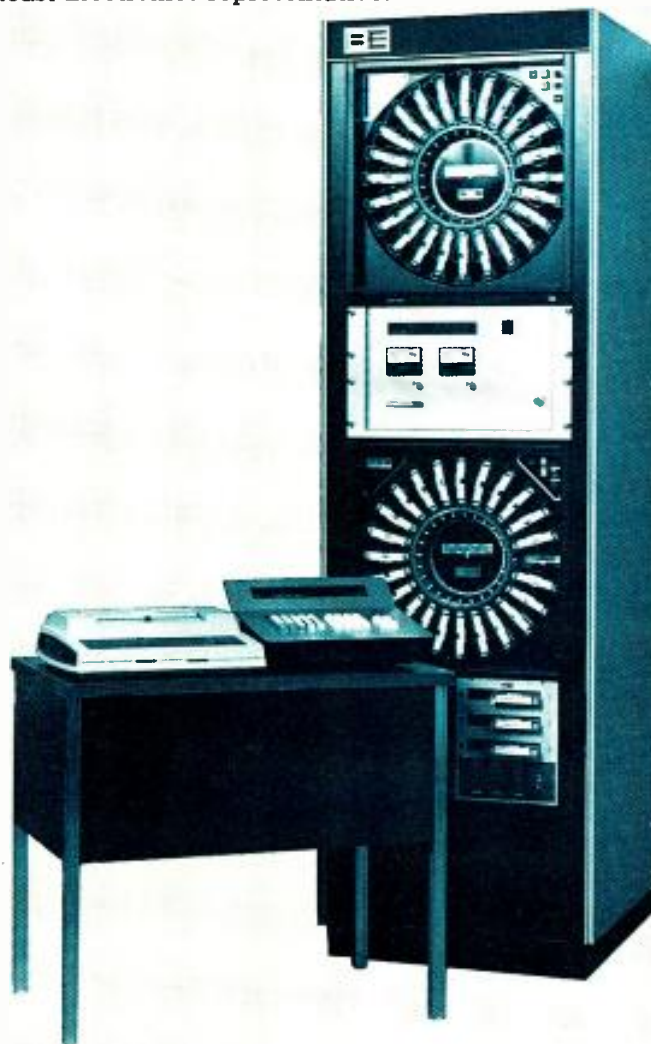
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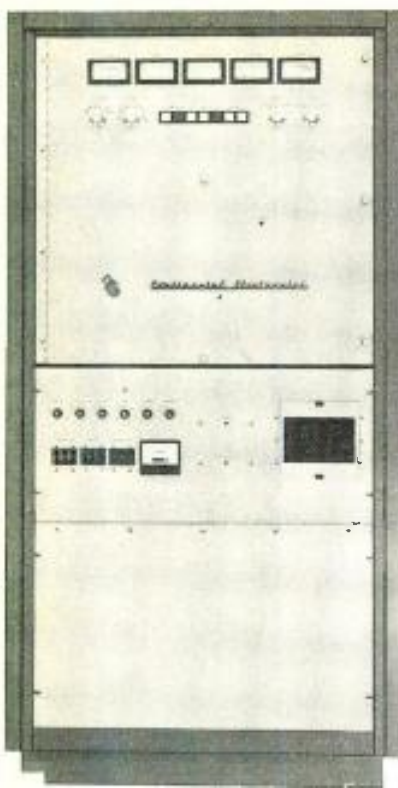


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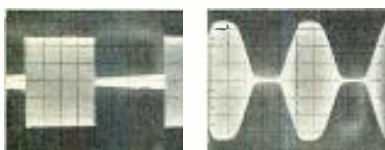
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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Continental
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board of directors meeting. NAB headquarters, Washington.

June 13-17—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*, Geneva.

June 14-17—*National Broadcast Editorial Association* annual meeting. Sir Francis Drake hotel, San Francisco.

June 15—Deadline for entries in 26th annual "Cindy" awards for documentaries, public service and public affairs, sponsored by *Information Film Producers of America*. Information: Wayne Weiss, IFPA, 750 East Colorado Boulevard, Suite 6, Pasadena, Calif., 91101; (213) 795-7866.

June 15-17—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: *Canadian Department of Communications, Telesat Canada, Teleglobe Canada, University of Ottawa, Canadian Petroleum Association and Ontario Ministry of Industry and Trade*. Kent Street Holiday Inn, Ottawa. Information: Information Gatekeepers, 167 Corey Road, Suite 111, Brookline, Mass., 02146; (617) 739-2022.

June 16-17—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. Grand Hyatt hotel, New York.

June 16-18—*Maryland/D.C./Delaware Broadcasters' Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 16-18—*Iowa Association of Broadcasters* convention. Clear Lake, Mason City, Iowa.

June 17-21—*Georgia Association of Broadcasters* annual convention. Ironworks Convention Center, Columbus, Ga.

June 19-23—*International Conference on Communications*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

June 23-26—*Virginia Association of Broadcasters* annual summer convention. Cavalier, Virginia Beach.

June 23-26—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans.

June 26-29—*Florida Association of Broadcasters* annual convention. Boca Raton hotel and club, Boca Raton, Fla.

■ **June 28-30**—*Jerrold division of General Instrument Corp.* technical seminar. Hillside Holiday Inn, Hillside, Ill.

July

July 10-13—*New York State Broadcasters* executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 13-15—*Arbitron Television Advisory Council* meeting. Quail Lodge, Carmel, Calif.

July 15-17—*Oklahoma Broadcasters Association* annual summer meeting. Shangri-La, Afton, Okla.

July 19-20—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. San Francisco. Information: (202) 331-1154.

July 21-23—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kaispell, Mont.

August

Aug. 7-10—*CTAM '83* annual convention. Town & Country hotel, San Diego. Information: (404) 399-5574.

Aug. 15-18—*Arbitron Radio Advisory Council* meeting. Shangri-La, Afton, Okla.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Orlentangy River Road, Columbus, Ohio, 43210.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

Aug. 29-31—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

September

Sept. 7-9—Second annual *Great Lakes Cable Conference and Exposition*. Sponsor: Illinois-Indiana Cable TV Association. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers, Cable Television Association of Great Britain, Electronic Engineering Association and The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

■ **Sept. 22-23**—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international conference. Caesars Palace, Las Vegas.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, S.D.

October

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

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

Oct. 8-11—*Texas Association of Broadcasters* fall convention. Hyatt Regency, Fort Worth.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 19-21—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 23-25—*Televest U.S.A.* second international telecommunications conference. Montreux, Switzerland. Information: Marianne Berrigan, Televest executive director, 1777 F Street, N.W., Washington, 20006; (202) 842-8184.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

November

Nov. 1-3—*Atlantic Cable Show*. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

For the Record

As compiled by BROADCASTING, Feb. 21 through Feb. 25, and based on filings, authorizations and other FCC actions.

Abbreviations: A/C—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 above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM applications

- **Silverton, Colo.**—Keith E. Lamonica seeks 1450 khz. 1 kw-D, 250 w-N. Address: P.O. Box 385 Silverton, 81433. Principal: Keith E. Lamonica (100%) who has no other broadcast interests. Filed Feb. 22.
- **Florence, Ky.**—Florence Broadcasting Co. seeks 1180 khz. 1 kw-D. Address: 7970 U.S. 25, Florence, Ky. 41042. Principal: John L. Pierce (100%), who has no other broadcast interests. Filed Jan. 31.
- **Shepherdsville, Ky.**—Elizabeth A. Osselmeier and Gene R. Osselmeier seeks 1040 khz. 1 kw-D. Address: 204 Walnut Street, Shepherdsville, 40165. Principals: Gene R. Osselmeier and his daughter, Elizabeth (50% each), who have no other broadcast interests. Filed Feb. 22.
- **Washington, Mo.**—Prime Time Radio Inc. seeks 820 khz. 500 w-D. Address: 507 Vernon St., Eldon, Mo. 65026. Principals: Edith J. Kuenzie, president (25%), and five others. Kuenzie is former owner along with husband, Kenneth, of KLDN(FM) Eldon, Mo. Filed Feb. 1.

FM applications

- **Russellville, Ala.**—Rambo Broadcasting seeks 97.7 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 945, Jackson, Tenn. 38301. Principals: James Rambo and wife, Katherine (50% each). James Rambo is salesman at WJHR(FM) Jackson, Tenn. Filed Feb. 14.
- **Soldotna, Alaska**—Peninsula Communications Inc. seeks 101.7 mhz. 3 kw. HAAT: 300 ft. Address: Mile 1.8, Diamond Ridge Road, Homer, Alaska 99603. Principals: David F. Becker and wife, Eileen (50% each), who own KGTL-AM-FM Homer. Filed Feb. 17.
- **Hampton, Ariz.**—KIM-MAC Broadcasting Co. seeks 107.1 mhz. 1.35 kw. HAAT: 428.1 ft. Address: 4245 Johnson Ct., Jackson, Miss. 39209. Principal: Magnolia Wade, president, who has no other broadcast interests. Filed Feb. 17.
- **Williams, Ariz.**—H&H Broadcasting seeks 96.7 mhz. .044 kw. HAAT: 2,450 ft. Address: 1704 1/2 N. 2nd Street, Flagstaff, Ariz. 86002. Principal: Timothy A. Hunt (51%) and Robert Hunter (49%). Hunt is engineer with KSOJ(FM) Flagstaff, Ariz., former engineer with KCRJ-FM Cottonwood, Ariz., and KCYN(FM) Pocatontos, Ark. Hunter has no other broadcast interests. Filed Feb. 14.
- **Callaway, Fla.**—Betty F. Martin seeks 103.5 mhz. 100 kw. HAAT: 527 ft. Address: 2818 Agnes Scott Drive, Panama City, Fla. 32405. Principal: Betty F. Martin (100%) who has no other broadcast interests. Filed Feb. 15.
- **Sanibel, Fla.**—Hillebrand Broadcasting Inc. seeks 104.9 mhz. 2.97 kw. HAAT: 274 ft. Address: 4665 W. Bancroft Street, Toledo, Ohio. Principals: William A. Hillebrand (75%) and Ruth H. Ray (25%). Hillebrand owns WMHE(FM) Toledo, Ohio, where Ray is general manager. Filed Feb. 17.
- ***Springfield, Fla.**—Bible Broadcasting Systems Inc. seeks 103.5 mhz. 100 kw. HAAT: 938 ft. Address: 166 South Highway 79, Panama City Beach, Fla. 32407. Principals: Noncommercial corporation headed by Mark Bishop, president. It has no other broadcast interests. Filed Feb. 15.

- **Springfield, Fla.**—Martin Intermarket Inc. seeks 103.5 mhz. 100 kw. HAAT: 526 ft. Address: 522 Park Street, P.O. Box 2696, Jacksonville, Fla. 32203. Principal: James E. Martin Jr. (100%). Martin owns 78% of WMKM(FM) St. Augustine, Fla. He also is applicant for new FM's at Florida City, Fla.; Irmo, S.C.; Andrews, S.C.; North Charleston, S.C.; Las Vegas, and Micanopy, Fla. Filed Feb. 15.
- **Springfield, Fla.**—Werner Wortsman and others seeks 103.5 mhz. 100 kw. HAAT: 442 ft. Address: 136 Lee St. SE, Milledgeville, Ga. 31061. Principals: Werner Wortsman (52%) and six others. Wortsman is president, general manager and 40% owner of WBLT(AM) Dalton, Ga. Filed Feb. 16.
- **Ellijay, Ga.**—North Georgia Communications seeks 93.5 mhz. 3 kw. HAAT: 300 ft. Address: 5516 Barrington Country, Ooltewah, Tenn. 37363. Principal: Denise M. Jones (100%), who has no other broadcast interest. Filed Feb. 15.
- **Lahaina, Hawaii**—Joel G. Bump and Joseph M. Madas seeks 101.1 mhz. 50 kw. HAAT: 2,457 ft. Address: 1030 Aaron Drive, Redlands, Calif. 92373. Principals: Joel G. Bump and Joseph M. Madas (50% each). Bump is radio engineering consultant and 5% owner of applicant for new FM at Kailua-Kona, Hawaii. Madas is vice president and general manager of KYOR(AM)-KJMB(FM) Blythe, Calif. Filed Feb. 15.
- **Dyersville, Iowa**—Dyersville Music Corp. seeks 99.3 mhz. 3 kw. HAAT: 300 ft. Address: 320 First Avenue East, Dyersville, 52040. Principals: Danny McClean, Tom Jenk and Jude Milbert (one-third each). None have other broadcast interests. Filed Feb. 15.
- ***Zeeland, Mich.**—Echo Broadcasting Inc. seeks 89.3 mhz. 8.9 D-N kw. HAAT: 1,295 ft. Address: 592 Elmdate Court, Holland, Mich. 49423. Principal: Noncommercial corporation headed by David M. Higgins, president, who

has no other broadcast interests. Filed Feb. 10.

- ***Lakewood, N.J.**—American Institute for Jewish Education seeks 91.1 mhz. 253 w. HAAT: 70 ft. Address: 676 Ninth Street, Lakewood, 08701. Principal: Noncommercial corporation headed by Yitzhak Sokol, president. It has no other broadcast interests. Filed Feb. 15.
- **Ponca City, Okla.**—Doyle W. Brewer seeks 100.1 mhz. 3 kw. HAAT: 300 ft. Address: 204 Warwick, Ponca City, 74601. Principal: Brewer has no other broadcast interests. Filed Feb. 14.
- **Bellefonte, Pa.**—Bald Eagle Media Inc. seeks 95.3 mhz. 427 w. HAAT: 200 ft. Address: 1334 Wyoming Ave., Scranton, Pa. 18509. Principal: Dolores C. Nolan (100%), who is weathercaster at WDAV-TV Scranton and announcer at WGBI-AM-FM Scranton. Filed Feb. 14.
- **Clarion, Pa.**—Clarion County Broadcasting Corp. seeks 92.7 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 391-725 Wood Street, Clarion, 16214. Principals: William S. Hearst (67%) and Charles Erhard Jr. (33%), who also own WWCH(AM) Clarion, Pa. Filed Feb. 14.
- **Mifflintown, Pa.**—Mifflintown Broadcasters Association seeks 107.1 mhz. 93 w. HAAT: 1,347 ft. Address: Box 152, William Penn Highway, Mexico, Pa. 17056. Principals: Richard C. Lyons, William H. Berry (40% each) and Lauritta M. Corbin (20%). Lyons is president of WJUN(AM) Mexico, Pa., and Berry is president of WKZA(AM) Kane, Pa. Filed Feb. 14.
- **Newberry, S.C.**—Service Radio, Inc. seeks 106.3 mhz. 3 kw. HAAT: 295 ft. Address: Glenn St. Extension (Highway 685), Newberry, 29108. Principals: James R. Kelly, James B. Gowan and George R. Bedenbaugh (one-third each), who own co-located WKMG(AM) Newberry. Filed Feb. 15.
- **Canyon, Tex.**—Alford Broadcasting Inc. seeks 107.9 mhz. 100 kw. HAAT: 730 ft. Address: 1 Hunsley Hills Blvd., Canyon 79015-806. Principals: James A. Spogle and

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wife, Mary Lynn (100% jointly). James Spegle is vice president and general manager of KPUR(AM) Amarillo, Tex. Filed Feb. 15.

■ Cuero, Tex.—Gobbler Communications seeks 97.7 mhz. 3 kw. HAAT: 300 ft. Address: P.O. Box 1879, Victoria, Tex. 77902. Principal: Subsidiary of Victoria Communicators Corp., which is licensee of KXIX(TV) Victoria, Tex. Filed Feb. 14.

■ Jacksonville, Tex.—Kirk Broadcasting Co. seeks 102.3 mhz. 3 kw. HAAT: 300 ft. Address: 561 Sassafras, Shreveport, La. 71109. Principal: Kathy Johnson (100%), who has no other broadcast interests. Filed Feb. 15.

■ San Angelo, Tex.—Concho Communications Inc. seeks 107.5 mhz. 100 kw. HAAT: 156 ft. Address: 4719 W. Lovers Lane, Dallas 75209. Principals: Earl Calhoun and Gary Hess (50% each). Hess also owns 25% of applicant for FM at Middletown, Md. He also bought, subject to FCC approval, 25% of WHBS-FM Holiday, Fla., and 25% of WWQT-AM Duneside, Fla. Filed Feb. 14.

■ Cheney, Wash.—Delta Radio Inc. seeks 101.1 mhz. 100 kw. HAAT: 541 ft. Address: 3970 Overland Avenue, Culver City, Calif. 90230. Principals: Loletha E. Falana (50%) and Irwin A. Molasky and Mervyn L. Adelson (25% each). They are applicants for new FM at Bismarck, N.D., and new AM's at Wichita, Kan.; Austin, Tex., and Madison, Wis. Adelson and Molasky also are principals in cable system serving Carlsbad, Calif. Filed Feb. 8.

■ Rock Springs, Wyo.—Kays Inc. seeks 95.1 mhz. 100 kw. HAAT: 1,619.45 ft. Address: 2300 Hall Street, Kays, Kan. 67691. Principals: Ross Beach (50.77%) and Robert Schmidt (49.33%). Both own the following stations: KAYS-AM-TV Hays, and KLOE-AM-TV Goodland, both Kansas; KVOP(AM)-KATX(FM) Plainview, Tex.; KFEQ(AM) St. Joseph, Miss.; KCOW(AM) Alliance, and KAHL(AM)-KELN(FM) North Platte, both Nebraska; KTVH-TV Hutchinson, Kan. They also own cable TV systems in Hays, Goodland, Ellis and Wakening, all Kansas; Norton Cable TV Co. Inc. in Norton, and Oberlin CATV Inc., Oberlin, both Kansas. Schmidt also owns 80% of Apollo Communications Inc., cable TV system in South Sioux City, Wayne and Dakota City, all Nebraska. Filed Feb. 16.

TV applications

■ Fairbanks, Alaska—Channel 7 Broadcasting seeks ch. 7. ERP 316 kw vis., 70 kw aur., HAAT: 214 ft.; ant. height above ground: 437 ft. Address: 513 First Avenue, Fairbanks.

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99707. Principals: Ronald F. Cassidy, Asa C. Davis and Ralph C. Seekins (one-third each), who have no other broadcast interests. Filed Feb. 15.

■ Pine Bluff, Ark.—CMM Inc. seeks ch. 25; ERP: 8,511 kw vis., 85 kw aur., HAAT: 160 ft.; ant. height above ground: 178 ft. Address: 215 Lantana Road, Rossville, Tenn. 88555. Principal: Mike Miller (100%), who is applicant for seven full service TV's and six FM's. Filed Feb. 17.

■ Pine Bluff, Ark.—Pine Bluff TV Inc. seeks ch. 38; ERP: 200.9 kw vis., 20.1 kw aur., HAAT: 552 ft.; ant. height above ground: 515 ft. Address: 900 N.W. Eighth Avenue, Gainesville, Fla. 32601. Principal: Subsidiary of American Satellite & Television, Mark Goldstein is president and 22% owner. AS&T also owns cable system at Alachua, Fla.; is applicant for CP for new FM at Micanopy, Fla.; new TV at Fort Collins, Colo.; Rome, Ga.; Ogden, Utah; Green Valley, Ariz., and Salem, Ore. Filed Feb. 18.

■ Arcata, Calif.—Pentree Ltd. seeks ch. 23; ERP: 1,462.2 kw vis., 146.2 kw aur., HAAT: 1,741 ft.; ant. height above ground 466 ft. Address: P.O. Box 4925 Arcata, 95521-3025. Principal: Herb Pentzer, Dolly V. Reed and Bill J. Tunnell (one-third each), none of whom has other broadcast interests. Filed Feb. 18.

■ Arcata, Calif.—Women's Broadcasting of Arcata seeks ch. 23; 1,000 kw vis., 100 kw aur., HAAT: 1,062 ft.; ant. height above ground: 187 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal: Peggy Sparks (100%), who is also applicant for new TV's at Beaumont, Tex.; Fort Collins, Colo., and Watertown, N.Y. Filed Feb. 17.

■ Fort Collins, Colo.—Channel 22 of Fort Collins Associates seeks ch. 22; ERP: 5 kw vis., 500 kw aur., HAAT: 1,408 ft.; ant. height above ground: 235 ft. Address: 3412 Terry Ridge Road, Fort Collins, Colo. 80524. Principals: J.W. Welsh (44%), Anya Meacham, Paul Meacham (23% each) and two others. Paul Meacham is former 50% owner of WJFL(AM) Vicksburg, Miss. Filed Feb. 18.

■ Ft. Collins, Colo.—Ft. Collins Minority Broadcasting Co. seeks ch. 22; ERP: 5,000 kw vis., 5,000 kw aur., HAAT: 1,340 ft.; ant. height above ground: 144 ft. Address: 1906 13th Street #306 Boulder, Colo. Principal: Raymond Benton (51%) and Jeremy Lansman (49%) Lansman is president and permittee of KBDI-TV Broomfield, Colo. and 43% owner of The Wheatstone Bridge Engineering Co. which holds security interest on KWSS-FM (formerly KFAT-FM) Gilroy, Calif. Benton has no other broadcast interests. Filed Feb. 18.

■ Fort Collins, Colo.—John D. Manning seeks ch. 22; ERP: 2,500 kw vis., 250 kw aur., HAAT: 1,410 ft.; ant. height above ground: 176 ft. Address: 7540 S. Unita Place, Englewood, Colo. 80112. Principal: John D. Manning (100%), who has no other broadcast interests. Filed Feb. 18.

■ Fort Collins, Colo.—Women's Broadcasting of Fort Collins seeks ch. 22; ERP: 4,988 kw vis., 498 kw aur., HAAT: 1,396 ft.; ant. height above ground: 266 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal: Peggy Sparks (100%), who is also applicant for new TV's at Beaumont, Tex.; Watertown, N.Y., and Arcata, Calif. Filed Feb. 17.

■ Brunswick, Ga.—CMM Inc. seeks ch. 21; ERP: 758.58 kw vis., 7,585.8 kw aur., HAAT: 143.25 ft.; ant. height above ground: 140.8 ft. Address: 215 Lantana Road, Crossville, Tenn. 88555. Principal: Mike Miller (100%) is applicant for six FM's and seven full-service TV's. Filed Feb. 17.

■ Brunswick, Ga.—Cor Communications Ltd. seeks ch. 21; ERP: 2390 kw vis., 358.5 kw aur., HAAT: 679 ft.; ant. height above ground: 670 ft. Address: 300 Rivera Drive, St. Simons Island, Ga. Principals: William C. Crook (32%), John P. Osborne (32%), Robert J. Reinold (32%) and three others. None has other broadcast interests. Filed Feb. 17.

■ Honolulu—Abell Communications Corp. seeks ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: -2 ft.; ant. height above ground: 461 ft. Address: 6400 York Road, Baltimore, Md. 21212. Principals: Abell Communications is subsidiary of A.S. Abell Co., closely-held Baltimore-based publisher of Sun Newspapers and owner of two AM's, four FM's and one TV.

■ Honolulu—American Cellular Systems Inc. seeks ch. 66; ERP: 1,000 kw vis., 100 kw aur., HAAT: 420 ft.; ant. height above ground: 278 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Henry C. McCall (100%), who is president of Financial Institutional Services Inc., Knoxville, Tenn., and also applicant for new TV's at Springfield, Ill. and Eric, Pa. Filed Feb. 23.

■ Honolulu—Channel 5 Broadcasting Associates seeks ch. 5; ERP: 100 kw vis., 20 kw aur., HAAT: 71 ft.; ant. height above ground: 486 ft. Address: 735 Bishop Street, Suite 408, Honolulu 96813. Principals: Carol S. Dodd and Mildred T. Kaneshiri (50% each, general partners) and Philip Tunis (100% limited partner). Tunis also is applicant for new FM's at Newark, N.J., and Evergreen, Colo. Filed Feb. 23.

■ Danville, Ill.—CMM Inc. seeks ch. 68; ERP: 812.83 kw vis., 8,283 kw aur., HAAT: 510.88 ft.; ant. height above ground: 531.6 ft. Address: 215 Lantana Road, Crossville, Tenn. 88555. Principal: Mike Miller (100%) who also is applicant for six FM's and seven full service TV's. Filed Feb. 17.

■ Springfield, Ill.—American Cellular Systems Inc. seeks ch. 49; ERP: 933.25 kw vis., 9.3 kw aur., HAAT: 314.5 ft.; ant. height above ground: 295 ft. Address: P.O. Box 520 Livingston, Tenn. 38570. Principal: Henry C. McCall (100%), who has no other broadcast interests. Filed Feb. 4.

■ Davenport, Iowa—Multi-Metro Communications Ltd. seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 529 ft.; ant. height above ground: 462 ft. Address: 529 Lavina Avenue, Sandpoint, Ind. 83864. Principal: Farrell B. Jones (75%) and Peggy S. Tucker (25%). Jones is principal applicant for nine other new TV's. Tucker has no other broadcast interests. Filed Feb. 4.

■ Wichita, Kan.—Wichita 33 Ltd. seeks ch. 33; ERP: 1,383 kw vis., 138.36 kw aur., HAAT: 1,007 ft.; ant. height above ground: 1,010 ft. Address: Ste. 200, 500 Northridge Road, Atlanta 30338. Principals: Ronald E. Hayes (90%) and Juanita F. Peay (10%), who have no other broadcast interests. Filed Feb. 22.

■ Bowling Green, Ky.—CMM Inc. seeks ch. 40; ERP: 1,096 kw vis., 10.9 kw aur., HAAT: 340 ft.; ant. height above ground: 324 ft. Address: 215 Lantana Road, Crossville, Tenn. 88555. Principal: Mike Miller (100%), who is applicant for seven full service TV's and six FM's. Filed Feb. 17.

■ Louisville, Ky.—Louisville Family TV Ltd. seeks ch. 41; ERP: 1,139 kw vis., 114 kw aur., HAAT: 1,285 ft.; ant. height above ground: 1,146 ft. Address: Station 302, 2 Northside 75, Atlanta 30381. Principals: Evangelio Gonzalez, W. Edward Vaught, James E. Moore Jr. and Jack A. Thompson (25% each). Except Gonzalez, they are also applicant for new TV's at Lawrence, Kan., and Virginia Beach, Va. Filed Feb. 14.

■ Flint, Mich.—Channel 66 Ltd. seeks ch. 66; ERP: 2,948 kw vis., 294 kw aur., HAAT: 946 ft.; ant. height above ground: 970 ft. Address: 409 C Waters Bldg., Grand Rapids, Mich. 49503. Principals: John C. Nims (60%) and Gloria Gibson (40%), who have no other broadcast interests. Filed Feb. 18.

■ Flint, Mich.—F&S Comm/News Inc. seeks ch. 66; ERP: 355 kw vis., 35.5 kw aur., HAAT: 249 ft.; ant. height above ground: 270 ft. Address: 600 W. St. Joseph, Lansing, Mich. 48933. Principals: Joel I. Ferguson and Sol L. Steadman (48.5% each) and three others, who own WFSL-TV Lansing, Mich. Filed Feb. 18.

■ Salem, Ore.—Salem Television Inc. seeks ch. 32; ERP: 237.1 kw vis., 23.7 kw aur., HAAT: 1,047 ft.; ant. height above ground: 244 ft. Address: 900 N.W. Eighth Avenue, Gainesville, Fla., 32601. Principals: Subsidiary of American Satellite and Television Inc., publicly traded company principally owned by Harvey M. Budd (22.05%), Mark K. Goldstein (21.9%), Thomas Sonsini (14.4%) and six others. AS&T Inc. also owns cable TV systems in Alachu, Fla.; is applicant for new FM at Micanopy, Fla., and is applicant for new TV's at Fort Collins, Colo.; Forest City, N.C.; Rome, Ga., and Ogden, Utah. Budd and Sonsini also each own 50% of cable system in Hawthorne, Fla. Filed Feb. 14.

■ Watertown, N.Y.—Women's Broadcasting of Watertown seeks ch. 50; ERP: 999 kw vis., 99 kw aur., HAAT: 348.5 ft.; ant. height above ground: 286 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal: Peggy Sparks (100%) is also applicant for new TV's at Beaumont, Tex.; Fort Collins, Colo., and Arcata, Calif. Filed Feb. 17.

■ Fajardo, P.R.—Trilatera Communications Inc. seeks ch. 34; ERP: 91.4 kw vis., 9.14 kw aur., HAAT: 2,807 ft.; ant. height above ground: 185 ft. Address: St. 2A-6, Montebello Estates, Truillo Alto, P.R. 00760. Principal: Franklin Delano Lopez (100%), who also is applicant for new LPTV at San Juan. Filed Feb. 18.

■ Charleston, S.C.—Charleston TV Ltd. seeks ch. 24; ERP: 3,390 kw vis., 339 kw aur., HAAT: 1,610 ft.; ant. height above ground: 1,615 ft. Address: 900 Wilshire Boulevard, Los Angeles 90017. Principals: Terry A. Trousdale, general partner (39%), and four limited partners, Kay, W. Vaught, 20% owner and limited partner, also is 25% owner and limited partner in applicant for new TV at Lawrence, Kan. Filed Feb. 8.

■ Beaumont, Tex.—Women's Broadcasting of Beaumont seeks ch. 34; ERP: 4,497 kw vis., 449.7 kw aur., HAAT: 365 ft.; ant. height above ground: 366 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal: Peggy Sparks (100%), who also is applicant for new TV's at Fort Collins, Colo.; Watertown, N.Y., and Arcata, Calif. Filed Feb. 7.

■ Del Rio, Tex.—Gunter Enterprises seeks ch. 10; ERP: 313 kw vis., 31.3 kw aur., HAAT: 113.75 ft.; ant. height

above ground: 155 ft. Address: 650 North Bolton Street, Jacksonville, Tex. 75766; Principal: George E. Gunter (100%), who is applicant for new FM in Jacksonville, Tex. and nine low-power TV stations also in Texas. Filed Feb. 16.

■ Virginia Beach, Va.—Tidewater Broadcasting Inc. seeks ch. 43; ERP: 5,000 kw vis., 500 kw aur., HAAT: 522 ft.; ant. height above ground: 521 ft. Address: 5110 Nichol Court, Norfolk, Va. 23503. Principal: Celestine L. Willis (100%), whose father L.E. Willis Sr. owns WSVF(FM) Green Cove Springs, Fla.; WOWI(FM) Norfolk, Va.; WPCE(AM) Portsmouth, Va. He also bought, subject to FCC approval, WIMG(AM) Ewing, N.J. Filed Feb. 22.

■ Virginia Beach, Va.—Virginia Beach Family TV Ltd. seeks ch. 43; ERP: 5 kw vis., 500 w aur., HAAT: 1,639 ft.; ant. height above ground: 1,640 ft. Address: Two Northside 75 St. 302, Atlanta, 30381. Principals: Wilbur E. Williams, James D. Moore Jr., W. Edmund Vaught Jr. and wife, Kay S. Vaught (25% each). Vaughts and Moore are applicant for new TV's at Lawrence, Kan. and Louisville, Ky. Moore is principal in applicant for new TV at Orlando, Fla. Filed Feb. 18.

AM action

■ Hazard, Ky.—Perry Broadcasting Co. dismissed application for 1170 khz., 25 kw-D. Address: 256 Cedar St. Hazard, 41701. (BP-21127). Action Dec. 6, 1982.

FM action

■ Decatur, Ill.—Town and Country Broadcasting Inc. denied application for 99.3 mhz., 3 kw, HAAT: 300 ft. Address: 1757 Moundford Ct. Decatur, 62526. (BPH—801029AA). Action Nov. 2, 1982.

■ Mt. Zion, Ill.—Mary Ellen Burns granted 99.3 mhz., 3 kw, HAAT: 300 ft. Address: 106 Whipoorwill, Michigan City, Ind. Estimated construction costs: \$124,500; first quarter operating cost: \$30,000. Format: Easy-listening. Principal: Mary Ellen Burns (100%). She is vice president of WMCB-FM Michigan City and wife of B. Thomas Burns, sole owner of WMCB. (BPH-810313AP). Action Nov. 2, 1982.

■ Dennison, Tex.—Red River Broadcasting dismissed application for 104.9 mhz., 2.86 kw, HAAT: 310 ft. Address: 1114 Itasea, Plainview, Tex. 79072. (BPH-820415AY). Action Feb. 10.

TV action

■ Colby, Kan.—Sam A. Lunsway granted ch. 4; ERP: 100 kw vis., 10 kw aur., HAAT: 748 ft.; ant. height above ground: 725 ft. Address: Box 562, Colby, 67701. Principal: Lunsway has no other broadcast interests. (BPCF-821008KO) Action Feb. 9.

■ Lincoln, Neb.—Payvision Communications granted ch. 51; ERP: 712.21 kw vis., 71.1 kw aur., HAAT: 134.5 ft.; ant. height above ground: 181 ft.; Address: 637 Kenesaw Avenue, Knoxville, Tenn. 37919. Consultant: Edward M. Johnson & Associates, Knoxville, Tenn. Principals: Robert B. Blow and wife, Pamela Blow (50% each), who are also applicants for new FM at Bald Knob Ark., and new TV at Biloxi, Miss., and several LPTV stations. (BPCF-820727KE). Action Feb. 9.

■ Bozeman, Mont.—Bee Broadcasting Inc. granted ch. 7; ERP: 180 kw vis., 18 kw aur., HAAT: 809 ft.; ant. height above ground: 496 ft. Address: P.O. Box 1400, Whitefish, Mont. 59937. Estimated construction cost: \$1,204,500; first-quarter operating cost: \$100,000; first-year revenue: \$500,000. Legal counsel: Tepper, Edmundson & Stoer, Washington. Consulting engineer: Hatfield & Dawson, Washington. Principal: Benny Bee (100%), who owns KJJR(AM) Whitefish, Mont. (BTCCF-830124KO). Action Feb. 4.

Ownership changes

Applications

■ WJAM(AM) [and FM CP] Marion, Ala. (1310 khz., 5 kw-D)—Seeks transfer of control of Marion Communications Inc. from Ernest L. Palmer and Henry E. Smith (each 50% before; each 29% after) to Lynnman A. Stamps Sr. (none before; 41.33% after). Consideration \$207,000. Principals: Sellers have no other broadcast interests, but bought, subject to FCC approval, WACR-AM-FM Columbus, Miss. Buyer owns WACR-AM-FM and is exchanging stations for interest in WJAM plus additional considerations. Filed Feb. 14.

■ KAAA (AM)-KZZZ(FM) Kingman, Ariz. (AM: 1230 khz., 1 kw-D, 250 w-N; FM: 92.7 mhz., 3 kw, HAAT: 70 ft.)—Seeks assignment of license from Mohave Sun Broad-

casting Inc. to Mohave Sun Broadcasting, a partnership, for \$210,000. Seller: Broadcast Enterprises Inc. and Steve Trono (50% each). BE is owned by William A. Mack (95%) and Arthur J. Brooks (5%). Mack and Brooks also own WPOW(AM) Powell, Wyo. They along with Trono bought KAAA(AM)-KZZZ(FM) in 1981 for \$850,000 (BROADCASTING, July 27, 1981.) Buyer: Broadcast Enterprises Inc. (51%) and Mohave Sun Broadcasting Inc. (49%). Arthur J. Brooks, 5% owner of BE and general manager of KAAA (AM)-KZZZ(FM), is 100% owner of reorganized Mohave Sun Broadcasting. Filed Feb. 14

■ KNWA(FM) Fayetteville, Ark. (103.9 mhz., 800, HAAT: 500 ft.)—Seeks assignment of license from Kessler Mountain Broadcasting Inc. to Noalmark Broadcasting Corp. for \$457,500 (BROADCASTING, Feb. 21). Seller is owned by Paul E. Van Hook, E.H. Froning and Rip Lindsey, who have no other broadcast interests. Buyer is El Dorado, Ark.-based group owner of four AM's and four FM's headed by William C. Nolan Jr., president. Filed Feb. 18.

■ KKZZ(AM)-KOTE(FM) Lancaster, Calif. (AM: 1380 khz., 1 kw-D; FM: 106.3 mhz., 3 kw, HAAT: 210 ft.)—Seeks assignment of license from Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for \$800,000 (BROADCASTING, Feb. 21). Seller is owned by David A. Rodgers, who owns WBML(AM) Macon, GA. Last year he sold WBIS(AM) Bristol, Conn., for \$463,000 (BROADCASTING, Oct. 11, 1982). Buyer is owned by Lindsey A. Schnyder (50.1%), Williams S. Sanders (25%) and Southwest Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KFOR(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twenty-nine Palms, Calif.; KVKM(AM)-KGEE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. Filed Feb. 18.

■ WOFL(TV) Orlando, Fla. (ch. 35; 646 kw vis.; 12.6 kw aur.; HAAT: 1,470 ft.)—Seeks transfer of control Omega Communications Inc. from Control Group (60% before; none after) to Meredith Corp. (40% before; 100% after). Consideration: \$16 million (BROADCASTING, Dec. 6, 1982). Principals: Sellers are Lawrence H. Rogers II (22.8%); H. Talbot Mead (14.24%); Mead Development Co. (13.68%); William Campbell and wife, Joan (6.27% jointly) and Ray Balsom (39%). They are selling their majority control and bowing out WOFL(TV) ownership. Buyer is current 40% owner of WOFL and Des Moines, Iowa-based publisher of *House & Garden* magazine and group owner of six AM's, six FM's and five TV's. It also bought, subject to FCC approval KSEE(TV) Fresno, Calif., for \$17.6 million (BROADCASTING, Dec. 6, 1981) and sold, subject to FCC approval, KCMO(AM)-KCEZ(FM) Kansas City, Mo., for \$8 million (BROADCASTING, Jan. 10). Filed Feb. 14.

■ KJCK-AM—FM Junction City, Kan. (AM 1420 khz., 1 kw-D; FM: 94.5 mhz., 100 kw)—Seeks transfer of control of Junction City Broadcasting Co. Inc. from Ralph L. Weir Jr. (75% before; none after) to Steven D. Roesler (25% before; 100% after). Consideration: \$980,000. Principals: Seller has no other broadcast interests. Roesler is president and 25% owner of KJCK-AM-FM and has no other broadcast interests. Filed Feb. 9.

■ KSUA-TV Shreveport, La. (CBS; ch. 12; 316 kw vis.; 38 aur.; HAAT: 1,800 ft.)—Seeks assignment of license from KSLA-TV Inc. to Viacom International Inc. for \$29.9 million (BROADCASTING, Jan. 24). Seller is principally owned by Delores La Vigne and Winston and Jeanne Linam, who have no other broadcast interest. They bought KSLA-TV in 1976 for \$2,823,600 (BROADCASTING, June 21, 1976). Buyer is New York-based diversified entertainment company and cable MSO and group owner of three AM's, five FM's and two TV's. Paul M. Hughes is president of broadcasting division. Filed Feb. 15.

■ WHFS(FM) Bethesda, Md. (102.3 mhz., 2.3 kw, HAAT: 340 ft.)—Seeks transfer of control of High Fidelity Broadcasting Inc. from stockholders (100% before; none after) to The Outlet Co. (none before; 100% after). Consideration: \$2.1 million (BROADCASTING, Jan. 10). Seller is owned by Bernard Margolis (34.28%), his son, Phillip, and James Bierbower (18.1% each), Marvin Rosenblum (15.24%), Jacob Einstein (9.52%) and J. Alvin Jewler (4.76%), who have no other broadcast interests. They bought station in 1967 from George P. Griffith for \$102,900 (BROADCASTING, June 19, 1967). Buyer is Providence, R.I.-based group owner of one AM, four FM's and five TV's, including WTO-P(AM) Washington. Filed Feb. 18.

■ KZMC-FM McCook, Neb. (105.3 mhz., 100 kw, HAAT: 400 ft.)—Seeks assignment of license from Jerrel E. Kautz to KZMC Inc. for \$1.00. Seller is sole proprietor and has no other broadcast interest. Buyer: Jerrel E. Kautz (40%), John A. Cartwright (30%), and his sons John A. Cartwright Jr. and James S. Cartwright (15% each). Seller Kautz is incorporating his proprietorship and bringing in other stockholders. Filed Feb. 17.

■ WRKB(AM)-WJZR(FM) Kannapolis, N.C. (AM: 1460 khz., 500 w-D; FM: 99.7 mhz., 10 kw, HAAT: 320 ft.)—Seeks assignment of license from Hefner Radio Inc. to Downs Radio Inc. for \$1,345,000. Seller: William and Nancy Hefner, who have no other broadcast interests. Buyer: Subsidiary of Downs Broadcasting, which is owned by Paul H. Downs 75% and William H. Sanders (25%), who own WQML(FM) Prattville, Ala. Sanders also owns 35% of WGUL(AM)-WPSO(FM) New Port Richey, Fla. Filed Feb. 10.

■ WRZR(AM) Raleigh, N.C. (1550 khz., 1 kw-D)—Seeks assignment of license from Moonshadow Broadcasting Inc. to WSES Broadcasting Inc. for \$209,000. Seller: Robert N. Bander (100%), who has no other broadcast interests. Buyer: Staunton Perkins (100%) who has no other broadcast interests. Filed Feb. 9.

■ WADA(AM) Shelby, N.C. (1390 khz., 1 kw-D, 500 w-N)—Seeks assignment of license from Cleveland County Broadcasting Inc. to Charter Communications Corp. for \$360,000 (BROADCASTING, Feb. 28). Seller: Boyce J. Hanna, president, who also owns 26% of WGAS(AM) South Gastonia, N.C. Buyer: Miguel Cuadros and William L. Shaw (50% each). Cuadros is San Juan, P.R., attorney. Shaw is former general manager of WIVI(FM) Christiansted, V.I. Filed Feb. 18.

■ WLCF(FM) Southport, N.C. (107.1 mhz., 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Brunswick Broadcasting Co. from stockholders (100% before; none after) to Rawley Communications Corp (none before; 100% after). Consideration: \$425,000. Principals: Sellers are Clarence S. Mowery Jr. (30.06%), Robert G. Kimmel (22.19%), his brother Charles E. Kimmel (16.74%) and others. None have other broadcast interests. Buyer is owned by David A. Rawley Jr. and family, who own WJYR(FM) Myrtle Beach, S.C. Filed Feb. 17.

■ WFBS(AM) Spring Lake, N.C. (1450 khz., 1 kw-D, 250 w-D)—Seeks transfer of control of Crest Communications Inc. from William R. Britt (60% before; 20% after) to Bobby C. Moore (none before; 40% after). Consideration: \$25,400. Principals: William R. Britt is minor shareholder in WHBY(AM) Clayton, N.C., and is transferring positive control of WFBS to Moore and remaining stockholder, Clay Frank (40%). Filed Feb. 15.

■ WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (AM: 700 khz., 50 kw-U; FM: 96.5 mhz., 15 kw, HAAT: 810 ft.)—Seeks assignment of license from Mariner Communications Inc. to Seven Hills Communications Ltd. for \$8,265 million plus \$2,249 million for three year noncompetitive agreement (BROADCASTING, Feb. 21). Seller is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston. They bought WLW and WSKS in 1979 for \$17 million (BROADCASTING, Nov. 5, 1979). Buyer is limited partnership controlled by Seven Hills Communications Inc., which is owned by Robert H. Castellini, William O. DeWitt Jr. and Mercer Reynolds III (one-third each). Charles K. Murdock is president. Filed Feb. 15.

■ WUCR(AM) Sparta, Tenn. (860 khz., 1 kw-D)—Seeks assignment of license from Athens Broadcasting Corp. to Radio Station WTZX, a partnership, for \$300,000. Seller is principally owned by Steve Snowdon and wife, Joan, who also are principal owners of WLAR(AM) Athens and WMCC(AM) Etowah, both Tennessee. Buyer: Patricia S. Farmer Wilson (55%), Charles D. Howard (25%), Kenneth R. Broyles (10%) and Patricia's Wilson's husband, Paul H. Wilson (10%). Patricia Wilson is sales manager at WSMT(AM) Sparta, Tenn. Howard is program director WPTN-AM-FM Cookeville, Tenn. Others have no other broadcast interests. Filed Feb. 15.

■ KEZB(FM) El Paso, Tex. (93.9 mhz., 100 kw, HAAT: 980 ft.)—Seeks assignment of license from El Paso Broadcasting Corp. to KEZB El Paso Inc. for \$1,200,000. Seller: Michelle A. Haston is president and principal owner, and also principal in permittee KVFM(FM) Ogden, Utah. Buyer: Jack Rich (100%) president who is El Paso businessman and has no other broadcast interests. Filed Feb. 16.

■ KBRCA(AM) Mount Vernon, Wash. (1430 khz., 5 kw-D, 1 kw-N)—Seeks assignment of license from W.D. Radio Co. to M.C. Radio Inc. for \$825,000. Seller: George B. Dewey and Edward J. Watson (50% each), who have no other broadcast interests. Buyer: Matthew N. Clapp Jr. (100%), president. He also owns KFQD(AM) Anchorage Ala; KXRO(AM)-KDUX(FM) Aberdeen, Wash. and permittee of KWHL(FM) Anchorage. Filed Feb. 18.

■ WFMR(FM) Milwaukee (96.5 mhz., 20 kw, 20 kw, HAAT: 806 ft.)—Seeks assignment of license from WFMR Inc. to Lakefront Communications for \$3.2 million (BROADCASTING, Feb. 21). Seller is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. Embrescia bought, subject to FCC approval, WIFE(AM) Indianapolis for \$1.3 million (BROADCASTING, Feb. 7). Thomas Communications last year acquired 60% balance of

WFMR's stock—it already owned 40%—from G. Douglas Coffin for \$2 million (BROADCASTING, May 31, 1982). Embrescia's brother, James Embrescia, is principal owner of WWW(FM) Cleveland. Buyer is subsidiary of Josephson International, publicly traded, New York-based international talent and management agency and group owner of three AM's and three FM's. Alvin H. Schulman is president. Filed Feb. 18.

Actions

■ **KARK-TV** Little Rock, Ark. (NBC, ch. 4, 100 kw vis., 20 kw aur., HAAT: 1,650 ft.)—Granted assignment of license from Combined Communications Corp. to KARK-TV Inc. for \$25 million. Seller is subsidiary of Gannett Co., publicly traded, Rochester, N.Y.-based newspaper publisher and group owner of six AM's, seven FM's and seven TV's. It bought WTCN-TV Minneapolis (see below) and also bought, subject to FCC approval, WLVI-TV Cambridge (Boston), Mass., from Field Enterprises for \$47 million (BROADCASTING, Nov. 22, 1982). Gannett also has deal to swap, subject to FCC approval, KOCO-TV Oklahoma City plus \$100 million for Chronicle's KRON-TV San Francisco (BROADCASTING, Oct. 4, 1982) to help make room for acquisitions, Gannett sold, subject to FCC approval, WLKY-TV Louisville, Ky., and WPTA-TV Fort Wayne, Ind., for \$24-\$25 million to Pulitzer Publishing Co., Buyer is owned by David J. Jones, Larry C. Wallace (20% each); Jerrol W. Jones, Thomas F. McLarty III, John J. Flake, E. Sheffield Nelson (13.75% each) and Karl Eller (5%). David Jones is vice president and general manager of KARK-TV. McLarty owns 50% of KLUE(AM) Longview, Tex. Eller is director of Turner Broadcasting System and former president of Combined Communications, which merged into Gannett in 1979 (BROADCASTING, Jan. 10). (BALCT-821222KY). Action Feb. 17.

■ **KATV(TV)** Little Rock, Ark., and **KTUL-TV** Tulsa, Okla. (KATV, ABC, ch. 7, 240 kw vis., 47.9 kw aur.; HAAT: 1,940 ft.; KTUL-TV, ch. 8, 316 kw vis., 40.7 kw aur., HAAT: 1,880 ft.)—Granted transfer of control from Leake TV Inc. to Allbritton Communications Co. for more than \$80 million. Seller is principally owned by James C. Leake, who owns 80% of WSTE(TV) Fajardo, P.R. Buyer is owned by Joe L. Allbritton, chairman, who owns WJLA-TV Washington; KCKN-AM-FM Kansas City, Kan.;

WCIV(TV) Charleston, S.C.; and WSET-TV Lynchburg, Va. Allbritton bought WJLA-TV along with co-located AM-FM combination and *Washington Star* in 1970's for \$28.5 million and spun off radio stations and now-defunct *Star* for \$36 million. (BALCT-821227LF). Action Feb. 14.

■ **KPRO(AM)** Riverside and **KWTC(AM)-KZNS(FM)** Barstow, all California (KPRO: 1440 khz, 1 kw-D; KWTC: 1230 khz, 1 kw-D, 250 w-N; KZNS: 94.3 mhz, 3 kw, minus 192.6 ft.)—Granted transfer of control of Inland Empire Broadcasters from five of six stockholders (80% before; none after) to Milt Klein and Shayle R. Ray (none before; 80% after). Consideration: stock and assumption of liabilities for total of about \$2 million. Sellers are Les Richter, Thomas Spiel, John Pennington, Bart Singletary and Joe Lanfranco (16% each). Howard Fisher, president and 20% owner, will keep his position and interest. Buyer Klein is former general manager of KHJ(AM) Los Angeles and Ray is Los Angeles business and financial consultant. (BTC-821216EN). Action Feb. 14.

■ **KXXN(AM)** Santa Barbara, Calif. (1290 khz, 500 w-D)—Granted assignment of license from Stanley T. Deck to Capital Broadcasting Corp. for \$150,000. Seller: Deck also owns KDIX-AM-TV Dickinson, N.D., and he sold KDIX-TV, subject to FCC approval. Deck bought KXXN [formerly KKIO] in 1981 for \$300,000 (BROADCASTING, June 15, 1981). Buyer: Terrence T. Janish and Douglas R. Jones (50% each), who have no other broadcast interests. (BAL-821217ET). Action Feb. 15.

■ **KSTR(AM)** Grand Junction, Colo. (620 khz, 5 kw-D)—Granted assignment of license from Lincom Partners to Media Financial Corp. for \$400,000. Seller is partnership of nine stockholders, none of whom have other broadcast interests. Buyer: Marshall R. Hambric, president (32.7%) and 11 others. Hambric is president and 40% owner of KOOO(AM)-KESY(FM) Omaha, Neb., which also has been sold (see below). (BTC-821216HL). Action Feb. 14.

■ **WRCC(FM)** Cape Coral, Fla. (103.9 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Radio Cape Coral Inc. from Mariner Group Inc. (100% before; none after) to TransFlorida Broadcasting Inc. (none before; 100% after). Consideration: \$1.55 million. Principals: Seller is group of more than 50 stockholders headed by Robert M. Taylor, president, and 19.7% owner. It has no other broadcast interests. Buyer is owned by Henry D. Vara Jr. (30%) and Francis

J. DiMento, Cara E. Cameron, Frank A. Cashman, James J. Sullivan Jr., Irwin Chafitz, Carmine A. Vara and Theodore Cutter (10% each). Varas, DiMento, Sullivan, Chafitz and Cutter own WIZD(FM) Fort Pierce, Fla. (BTCH-821123HC). Action Feb. 16.

■ **WJEM(AM)** Valdosta, Ga. (1150 khz, 1 kw-D)—Granted transfer of control of Lowndes County Broadcasting Co. from J.C. Johnson (75% before; none after) to Vernon Arnold (25% before; 100% after). Consideration \$337,500. Principals: Seller and buyer have no other broadcast interests. (BTC-821216HL). Action Feb. 14.

■ **WFLD-TV** Chicago—Granted assignment of license from Field Communications Corp. to Metromedia Inc. for \$140 million. Seller is Chicago-based subsidiary of Field Enterprises, publisher of *Chicago Sun Times* and group owner of five TV's. It has also sold, subject to FCC approval, KBHK-TV San Francisco for \$26 million to United Television Inc., and WIVI-TV Cambridge (Boston), Mass., to Gannett Co. for \$47 million. It also owns KKBD-TV Detroit and WKBS-TV Philadelphia. Buyer is Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's that also sold WTCN-TV Minneapolis to Gannett Co., for \$75 million (see below) and WXIX-TV Cincinnati to Malrite Broadcasting for about \$45 million and WMET(FM) Chicago to Doubleday Broadcasting for \$9.5 million. (BALCT-821222LA). Filed Feb. 17.

■ **WMET(FM)** Chicago, Ill. (95.5 mhz, 6 kw, HAAT: 1,170 ft.)—Granted assignment of license from Metromedia Inc. to Doubleday Broadcasting Inc. for \$9.5 million. Seller: Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman. It sold WTCN-TV Minneapolis (see below) and bought WFLD-TV Chicago (see above). Buyer: New York-based group owner of two AM's and six FM's. Gary Stevens is president of radio division. (BAPLH-821208GF). Action Feb. 14.

■ **WBKO(TV)** Bowling Green, Ky. (ABC, ch. 13, 316 kw vis., 30.2 kw aur., HAAT: 740 ft.)—Granted assignment of license from Bluegrass media Inc. to Benedek Broadcasting of Kentucky Inc. for \$4 million. Seller is closely held group headed by Clyde G. Payne, president. None have other broadcast interests. Buyer is owned by Richard Benedek, who owns WTAP(TV) Parkersburg, W. Va., and who also bought, subject to FCC approval, WYTV(TV) Youngstown, Ohio, for \$9 million (BROADCASTING, Feb. 7). (BALCT-821227LG). Action Feb. 14.

■ **WGHN(AM)-WFMG(FM)** Grand Haven, Mich. (1370 khz, 500 w-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted assignment of license from Community Broadcasters Inc. to WGHN Inc. for \$260,500. Seller: Douglas Tjpkas (100%), who has no other broadcast interests. Buyer: William J. Struyk (51%), Thomas S. Fox (24%), Roger H. Oetting (8.67%) and Erwin L. Fitzgerald (8.165%), and William W. Smolenski (8.165%). (BAL-H-82122FD,G1). Action Feb. 14.

■ **WGRY(AM)** Grayling and **WWRM(FM)** Gaylord, Mich. (AM: 1590 khz, 1 kw-D; FM: 106.7 mhz, 100 kw, ant. 570 ft.)—Granted transfer of control of Alpine Broadcasting Co. from C. Glen Catt and four others to Alpine Broadcasting Co. Consideration: \$228,750. Principals: Alpine Broadcasting also owns WHSB(FM) Alpena, Mich. Buyer is owned by John D. DeGroot (90%) and William D. Burns (10%). DeGroot is president and about 45% owner of Alpine. Burns is vice president. (BTC.H-821110G.O.P). Action Feb. 15.

■ **KEYL(AM)** Long Prairie, Minn. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from The Radioway Corp. to Elden B. Stielstra for \$425,000. Seller: Jerome A. Van Kempen (100%), who has no other broadcast interests. He bought KEYL in 1981 for \$350,000 (BROADCASTING, April 27, 1981). Buyer: Stielstra is Scottville, Mich.-based Martin Marietta executive who has no other broadcast interests. (BAL-821207GM). Action Feb. 15.

■ **WTCN-TV** Minneapolis (NBC, ch. 11, 316 kw vis., 31.6 kw aur., HAAT: 1,440 ft.)—Granted assignment of license from WTCN Television Inc. to Combined Communications Corp. for \$75 million. Seller is Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's that also bought WFLD-TV Chicago and sold WMET(FM) Chicago (see both above). Buyer is subsidiary of Gannett Co., which also sold KARK-TV Little Rock, Ark. (see above). (BALCT-821222KX). Action Feb. 17.

■ **KBWH(FM)** Blair, Neb. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from BCB Inc. to LDH Communications Inc. for \$220,000. Seller: Buck Burke and Kenneth Cameron (31% each) and Roy Brown (38%), who have no other broadcast interests. Buyer: Larry Littlejohn, Roderick Davis and Jack Harris (one-third each) who have no other broadcast interests. (BALH-821209GS). Action Feb. 15.

■ **KOOO(AM)-KESY(FM)** Omaha, Neb. (AM: 1420 khz, 1 kw-D; FM: 104.5 mhz, 31 kw, HAAT: 285 ft.)—Granted assignment of license from Centennial Communications

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Inc., debtor-in-possession, to Richard Marshall Capital Corp. for \$3 million. Seller: Bruce Mayer (60%) and Marshall R. Hambric (40%). Hambric also led group that was granted FCC approval to buy KSTR(AM) Grand Junction, Colo. (see above). Hambric will keep interest in new group. Buyer: Sherry Sanders (49%), Medial Financial Corp. (40%) and Ernest McRae (11%). Medial Financial Corp. is principally owned by Marshall R. Hambric. Sherry Sanders is wife of Mack Sanders, owner of WJRB(AM) Madison, and WJKZ(AM) Franklin, both Tennessee; WVOK(AM)-WRKK(FM) Birmingham, both Alabama. McRae owns 40% of KBRL(AM) McCook, Neb., and 40% of KFNF(FM) Oberlin, Kan. Hambric is president of Centennial Communications. (BAL-821008EO). Action Feb. 9.

■ WRCS(AM)-WQDK(FM) Ahsokie, N.C. (AM: 970 khz. 1 kw-D; FM: 99.3 mhz. 3 kw. HAAT: 300 ft.)—Granted assignment of license form WRCS Inc. to Francon II Inc. for \$600,000. Seller: Richard V. Surles (100%), who has no other broadcast interests. Buyer: Charles E. Franklin (75%) and wife, Elizabeth (25%). Charles Franklin owns 80% of permittee WJIK(AM) Camp Lejeune, N.C., and 56.6% of application for new TV at Greenville, N.C. (BALH-830103HD). Action Feb. 16.

■ WRIO-FM Cape May, N.J. (102.3 mhz. 3 kw. HAAT: 145 ft.)—Granted assignment of license from Cape Christian Broadcasters Inc. to Paul and Nancy Schumacher (husband and wife) for \$275,000. Seller is owned by William Lamon and Leonard Verity, who also own WRYO(FM) Crystal River, Fla. Buyers have no other broadcast interests. (BALH-821230GU). Action Feb. 16.

■ KHND(AM) Harvey, N.D. (1450 khz. 500w-d)—Granted assignment of license from Shamrock Communications Inc. to Fritzi Onken for \$275,000. Seller owned by Thomas McKinnon who has no other broadcast interests. Buyer is former Kansas City, Mo., advertising executive and has no other broadcast interests. (BAL-821221FA). Action, Feb. 15.

■ KSLO-AM-FM Durant, Okla. (AM: 750 khz. 250 w-D; FM: 107.1 mhz. 1.9 kw. HAAT: 365 ft.)—Granted assignment of license from KSEO Broadcasting Co. to Durant Broadcasting Corp. for \$340,000. Seller: Robert H. Peterson and family, who have no other broadcast interests. Buyer: Bill Landtroop (26%) and wife, Sue Landtroop (22%) and their son, Steve Landtroop (22%), Glen D. Burke (20%) and Carolyn S. Corbin (10%). Burke is general manager at KSEO-AM-FM, where Corbin is assistant manager and Steve Landtroop is sports director. Bill Landtroop is Durant businessman. (BAL-H-821227FF, GK) Action Feb. 14.

■ KYTE(AM)-KLLB(FM) Portland, Ore. (AM: 970 khz. 5 kw-D; FM: 101.1 mhz. 100 kw)—Granted assignment of license from Gaylord Broadcasting Co. to C.H. Buckley Inc. for \$3.75 million plus \$950,000 for five-year noncomplete agreement. Seller is Oklahoma City-based group owner of two AM's, one FM and seven TV's. Edward Gaylord is chairman. Its parent, Oklahoma Publishing Co., publishes *The Daily Oklahoman*, *Oklahoma City Times*, and *Sunday Oklahoma*, all Oklahoma City, and *Colorado Springs Sun*, plus magazine, *The Farmer Stockman*. Gaylord bought KYTE-KLLB in 1977 for \$1.5 million (BROADCASTING, April 25, 1977). Buyer is owned by Charlton H. Buckley, who is San Francisco-based contractor, rancher and resort property owner. He has no other broadcast interests. (BAL-821213HG). Action Feb. 8.

■ KGMC(TV) Oklahoma City (ch. 34. 785 kw vis., 78.5 kw aur., HAAT: 1,209.)—Granted transfer of control (80%)

from General Media Corp. to Oklahoma City Broadcasting Inc. for \$7 million. Seller: is group of 80 stockholders headed by Earl W. Hickerson, president. It also owns WGNO-TV New Orleans. Buyer: Currently owns 20% of KGMC, and is principally owned by Ted Baze, vice president and general manager of station. (BTCCT-821222kz). Action, Feb. 16.

■ WNR(AM) Woonsocket, R.I. (1380 khz. 1 kw-D)—Granted assignment of license from Conrad Communications Co. to American Independent Radio Inc. for \$265,000. Seller: Louis E. and Linda Conrad (50% each), who have no other broadcast interests. Buyer: Roger E. Bouchard, president (25%), David Onge (10%), and five others. Bouchard is general manager at WKRI(AM) West Warwick, R.I. Onge is engineer at WGBH-TV Boston. None have other broadcast interests. (BAL-821221EY). Action Feb. 14.

■ WPCC(AM) Clinton, S.C. (1410 khz. 1 kw-D)—Granted assignment of license from Radio Station WPCC Inc. to Laurens County Radio Inc. for \$88,800. Seller is group of nine stockholders headed by E. M. Spencer, president, and Dan Lynch, general manager. Buyer: Dan Lynch (40%), Lynn W. Cooper Jr. and Ray D. Whiteford (30%) who, except Lynch, have no other broadcast interests. (BAL-821227QI). Action Feb. 15.

■ WLIC(AM) Adamsville, Tenn. (1540 khz. 2.5 kw-D)—Granted assignment of license from Dixie Communications Inc. to Thomas D. Norton for \$70,000. Seller: Robert I. Vinson, president, who has no other interests. Buyer: Norton has no other broadcast interests. (BAL-821221EZ). Action Feb. 14.

■ KDOK(AM)-KNUE(FM) Tyler, Tex. (AM: 1490 khz. 1 kw-D. 250 w-N; FM: 101.5 mhz. 100 kw)—Granted transfer of control of Golden Eagle Broadcasters Inc. from stockholders to Broadcasters Unlimited Inc. for \$1,775,000. Seller is principally owned by Robert M. Rogers, who has no other broadcast interests. Buyer is owned by Don R. Chaney, president (30%); B.W. Wallis, Aubrey Irby, William Fair, Wade Ridley and Isadore Roosth (14% each), who own co-located KTTB(AM), which they bought last year for \$857,000 (BROADCASTING, July 26, 1982). They spun off, subject to FCC approval, KDOK, for \$532,500 to Turner Communications (BROADCASTING, Dec. 20, 1982). (BTCH-821130FA). Action Feb. 10.

■ KATI(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz. 1 kw-D. 250 w-N; FM: 94.5 mhz. 65 kw. HAAT: 1,908 ft.)—Granted assignment of license from Casper Broadcasting Co. to Wiens Broadcasting of Casper Inc. for \$415,000 plus assumption of about \$960,000 note. Seller is principally owned by James Stuart and family, who are Lincoln, Neb.-based group owners of six AM's and six FM's. They bought KATI(AM)-KAWY(FM) in 1981 for \$1.55 million (BROADCASTING, June 29, 1981). Buyer is subsidiary of Transwestern Corp., which is owned by Thomas J. Wiens, who also owns KWDE(FM) Montrose, Colo. Wiens bought KWDE in 1981 for \$341,000 (BROADCASTING, May 11, 1981). (BAL-821230FK). Action Feb. 15.

■ KRSC(AM) Othello, Wash. (1400 khz. 1 kw-D. 250 w-N)—Granted assignment of license from Basin Broadcasting Corp. to Gregory D. Zaser, V.L. Zaser and J. K. Alexander Zaser for \$190,000. Seller: R. D. Leary (100%), who owns 51% of KWNC(AM) Quincy, Wash. Buyer: Gregory D. Zaser (52%) and sisters, Victorene L. Zaser and J. K. Alexander Zaser (24% each). They are all part owners of Zaser & Longstra Inc., licensee of KTUU(TV) Anchorage and KTTU(TV) Fairbanks, both Alaska. (BAL-821105FK). Action Feb. 9.

Facilities changes

AM applications

Tendered

- KWXI (1470 khz) Glenwood, Ariz.—Seeks CP to change frequency to 670 khz; increase power to 5 kw. Major environmental action under section 1.1305. Ann. Feb. 22.
- WLWL (1500 khz) Rockingham, N.C.—Seeks CP to change frequency to 770 khz; make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 22.
- WMYF (1540 khz) Exeter, N.H.—Seeks CP to increase power to 5 kw/2.5 (ch). Ann. Feb. 25.
- WIGS (1230 khz) Gouverneur, N.Y.—Seeks CP to change frequency to 1200 khz; increase day power to 10 kw and night power to 1 kw; make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 25.

Accepted

- KLNI (1380 khz) Pearl City, Hawaii—Seeks modification of CP (BP-790330AA) to change TL. Ann. Feb. 22.
- WRID (1160 khz) Homer City, Pa.—Seeks MP (BP-81116AA) to make changes in ant. sys. to increase height of tower and to change TL; Ann. Feb. 22.
- WRSC (1390 khz) State College, Pa.—Seeks MP (BP-820702A0) to make changes in ant. sys. and to reduce two tower heights in three tower array. Ann. Feb. 22.
- WDMT (1240 khz) Manitowoc, Wis.—Seeks CP to make changes in ant. sys. and change TL; Ann. Feb. 22.

FM applications

Tendered

- WPJO (89.3 mhz) Titusville, Fla.—Seeks amendment to change frequency to 89.3 mhz and change to 7 kw. Ann. Feb. 24.
- WEAK (900 mhz) Eddyville, Ky.—Seeks CP to increase power to 1 kw. Ann. Feb. 22.
- WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to change TL to 483 ft. and make changes in ant. sys. Ann. Feb. 23.
- WPNR-FM (90.7 mhz) Utica, N.Y.—Seeks CP TL; change ERP: 1.10 kw; change HAAT to minus 22 ft. (H) and make changes in ant. sys. Ann. Feb. 22.
- WQTC-FM (102.3 mhz) Two Rivers Wis.—Seeks CP to change community of license to Manitowoc, Wis.; change TL; change ERP to 2 kw; change HAAT to 373 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Feb. 22.

Accepted

- KBCU (102.3 mhz) Van Buren, Ariz.—Seeks CP to make changes in ant. sys.; change TL; decrease HAAT to 169 ft. and change TPO. Ann. Feb. 25.
- KTIZ (96.9 mhz) Alexandria, La.—Seeks modification of CP (BPH-10348) to make changes in ant. sys.; decrease ERP to 93.8 kw; increase HAAT to 1,448 ft. and change TPO. Ann. Feb. 23.
- WZZR-FM (95.7 mhz) Grand Rapids, Mich.—Seeks CP to make changes in ant. sys.; change TL; reduce ERP to 41 kw; increase HAAT to 554 ft. and change TPO. Ann. Feb. 22.

- WZXQ (101.7 mhz) Gluckstadt, Miss.—Seeks modification of CP (BPH-821005AE) to change SL. Ann. Feb. 22.
- KXEI (95.1 mhz) Havre, Mont.—Seeks CP to change TL; change ERP to 97.61 kw; change HAAT to 1,695 ft. and make changes in ant. sys. Ann. Feb. 22.
- KVFM (95.5 mhz) Ogden, Utah—Seeks modification of CP to change SL; to request waiver of section 73.1125. Ann. Feb. 25.

- WCVM (100.9 mhz) Middlebury, Vt.—Seeks CP to make changes to ant. sys; increase HAAT to 298 and change TPO. Ann. Feb. 23.

TV applications

Accepted

- KTVA (ch. 11) Anchorage—Seeks CP to change ERP to 50.7 kw vis. and aur. 5.07 kw. Ann. Feb. 22.
- WTKW (ch. 16) Key West, Fla.—Seeks MP (BPCT-800811KJ, as mod.) to change TL. Ann. Feb. 22.
- WBAK-TV (ch. 38) Terre Haute, Ind.—Seeks CP to change ERP to 2,153 kw vis., 215.3 kw aur. Ann. Feb. 22.

Summary of broadcasting

FCC tabulations as of Sept. 30, 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	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

- WFDG (ch. 28) New Bedford, Mass.—Seeks MP (B1PCT-800131K1) to change ERP to 1330.4 kw vis.; 133.04 kw aur. change TL and change HAAT to 810 ft. Ann. Feb. 25.
- KXII (ch. 12) Ardmore, Okla.—Seeks CP to change ERP to 222 kw vis.; 22.2 kw aur.; change TL and change ant. sys. Ann. Feb. 25.
- KABY-TV (ch.9) Aberdeen, S.D.—Seeks CP to rebuild existing tower and antenna at present location. Ann. Feb. 22.

AM actions

- KGVW (640 khz) Belgrade, Mont.—Granted CP to change frequency from 630 to 640 khz; change TPO to U by adding 1 w-N,2 kw-DA; increase daytime power to 10 kw; make changes in ant. sys. Action Feb. 4.
- WBRM (1250 khz) Marion, N.C.—Granted to relocate nighttime facility to daytime site. Major environmental action. Action Feb. 8.
- WARD (540 khz) Canonsburg, Pa.—Granted MP (BPH10318AF) to reflect correction in orientation of existing towers by 1 degree counterclockwise; add augmentation data to daytime pattern to allow for distortion of pattern by nearby power lines. Action Feb. 8.
- KVOU (1400 khz) Uvalde, Tex.—Granted CP to increase tower height to 300 ft. Action Feb. 9.
- WBKV (1470 khz) West Bend Township, Wis.—Granted CP to increase day power to 2.5 kw; change day TL. Action Feb. 8.

FM actions

- KEWB (94.3 mhz) Anderson, Calif.—Granted modification of CP (BPH-11.115 as mod.) to make changes in ant. sys.; change TL; to change type ant.; increase HAAT to 300 ft. and change TPO. Action Feb. 14.
- KTPI (103.1 mhz) Tehachapi, Calif.—Granted modification of CP (BPH-820426AS, as mod.); request waiver of section 73.1201(B) (2) of rules to identify as "KTPI, Tehachapi-Mojave, Calif." Action Feb. 15.
- WEZY-FM (99.3 mhz) Cocoa, Fla.—Granted CP to change TL; increase HAAT to 300 ft. and change TPO. Action Feb. 14.
- KZZC (98.9 mhz) Leavenworth, Kan.—Granted modification of CP (BPH-810817AQ) to increase ERP to 100 kw; increase HAAT to 988 ft. and change TPO. Action Feb. 10.

- WZXQ (101.7 mhz) Gluckstadt, Miss.—Granted CP to change TL; change HAAT to 298 ft. and make changes in ant. sys. Action Feb. 4.
- WLJN (95.3 mhz) Lumberton, Miss.—Granted CP (BPH-820202AD) to change SL. Action Feb. 16.
- KYZZ (92.7 mhz) Wolf Point, Mont.—Granted modification of CP (BPH-781122AE as mod.) to make changes in ant. sys.; change TL; change type trans.; change ERP to 900 w; change HAAT to 500 ft. and change TPO. Major environmental action.
- KFLQ (91.5 mhz) Albuquerque, N.M.—Granted modification of CP (BPEd-820217AU) to make changes in ant. sys.; decrease HAAT to 4.058 ft. and change TPO. Action Feb. 15.
- WQNY (103.7 mhz) Ithaca, N.Y.—Granted CP to make changes in ant. sys.; contingent on grant of (BALH-820428FU). Action Feb. 15.
- WHY-FM (90.9 mhz) Wilmington, Del.—Granted CP to make changes in ant. sys.; change type ant. Action Feb. 4.
- WBJX (94.3 mhz) Goose Creek, S.C.—Granted modification of CP (BPH-820125AF) to change TL. Action Feb. 15.
- KILI (90.1 mhz) Porcupine, S.D.—Granted modification of CP (BPEd-810119AC) to make changes in ant. sys.; change TL; change type trans.; change type ant. Action Feb. 15.
- KSRR (96.5 mhz) Houston—Granted CP to install aux. ant. sys.; change TL; to be operated on ERP of 7.4 kw; change HAAT to 1,046.6 ft. and change TPO. Action Feb. 15.

Existing AM

WTZX WUCR Sparta, Tenn.

Existing FM

KCDS KPRN Angwin, Calif.

Existing TV's

KDVR KTMX-TV Denver
 WPMT WSBA-TV York, Pa.
 WDLI WJAN Canton, Ohio
 KPDX KLRK Vancouver, Wash.

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 KCRP Carole R. Prenter, Rosamond, Calif.
 WLVO Mary Ellen Burns, Mt. Zion, Ill.
 WMAB-FM Mississippi Authority for Educational Television, Mississippi State, Miss.
 KFLN-FM Empire Broadcasting Corp., Baker, Mont.
 KKRB Wynne Broadcasting Inc., Klamath Falls, Ore.
 WLDY-FM Flambeau Broadcasting Co., Ladysmith, Wis.

Existing AM's

KPRD KWTC Barstow, Calif.
 KHYV KBEE Modesto, Calif.

Existing FM's

KCAG KACY-FM Oxnard, Calif.
 KSES KYUC Yucca Valley, Calif.
 KBYO KNTL Sweet Home, Ore.
 WVOZ-FM WOLA-FM Carolina, PR.

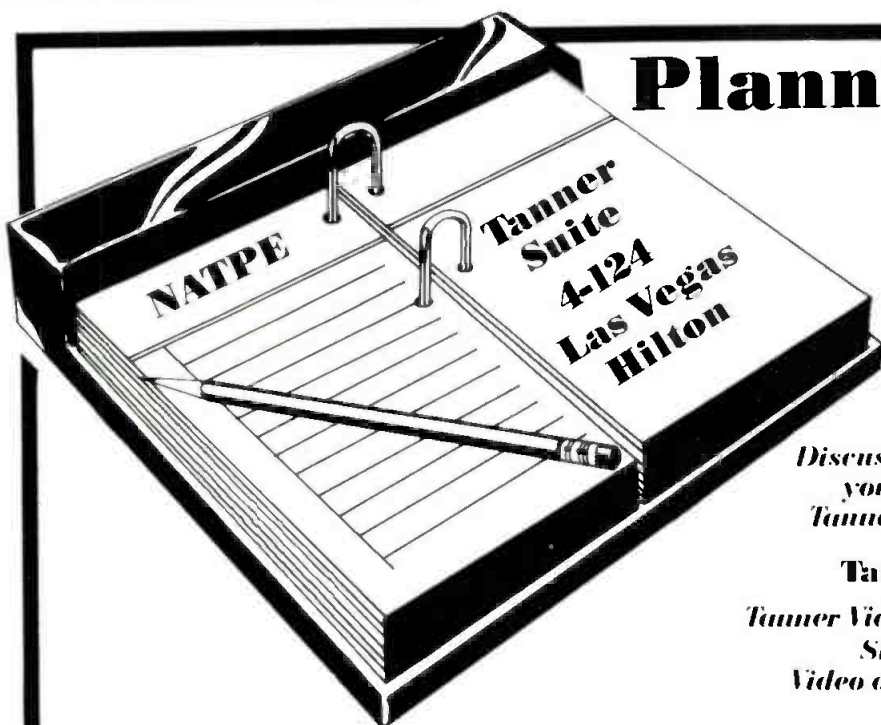
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Applications

Call Sought by

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 KRIJ JIBO Broadcasting Corp., Paradise, Calif.



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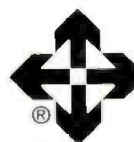
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General manager wanted for Washington, DC, religious formatted station. Must have good background for both spot and program sales. Base salary, plus liberal bonus arrangement. Send resume to: Edwin Tornberg, POB 8698, Washington, DC 20011. EOE.

Turn-around—experienced manager for medium market FM. Equity possible for right person. Box R-22.

Career-minded top salesman or Sales Manager ready for General Manager—excellent staff—great growth potential. Western Pennsylvania news—MOR daytime. Box R-35.

Program director—operations manager. Full time AM 25-40th market, to do air shift, MOR sound. Must be experienced with people, promotion, music—especially organization and planning. Salary, plus bonus on profitability. EOE. Resume to Box R-41.

Administrative assistant for owner of 6 religious stations. Must be experienced and free to travel. EOE, M/F Write Box R-54.

HELP WANTED SALES

Earn enough to own your own station. Spend the next three years selling our new, fantastic co-op reporting system to top radio station executives and your surplus from commissions earned should be enough to put you on top. We need someone with a solid sales background, not afraid of commission selling, able to travel extensively and who is now living in or near Chicago, New York, Atlanta or Los Angeles. Call Bob Manley, 800—858-4366, for details.

We are expanding again in New England and are in need of a sales manager with a proven track record who wants the potential of becoming a GM in our organization. If you're such a person, send resume and salary requirements to Porter Broadcasting Services Inc., PO Box 329, Bath, ME 04530. Attn: Bruce Biette.

Looking for sales manager. Seeking individual experienced in all aspects of radio sales with effective management/communication abilities. Must be a team person. 2 positions available in medium markets, SE U.S. Write Box P-162. EOE.

Top-rated urban contemporary FM station needs professional account executive to handle top list. Must have experience selling black-oriented radio. Great opportunity for advancement and to make lots of money. Magic 95, WQIM FM, Box 294, Montgomery, AL 36104.

Rare opportunity for aggressive pro willing to relocate in Southwest. Exclusive opening for the right person with on-air background. Send resume and salary requirements to Tim Higgins, c/o KLCJ, U.S. Hwy 180 E., Silver City, NM 88061. 505—388-1959.

Tucson had snow in 1979. We're a new FM needing salespeople with retail/agency backgrounds. Besides ideal climate, KAVV offers super challenge in highly competitive market. 602—889-9797, afternoons. EOE.

One of Houston's dynamic and respected radio stations is expanding. Two professional sales executives needed—experienced direct and agency accounts. \$30,000 first year, immediate openings. Send resume to KCOH, 5011 Almeda, Houston, TX 77004, or call Sales Manager, 713-522-1001. EOE.

Religious radio station in sunny Miami, Florida, needs an individual who wants to start a sales department from the ground floor up for a 24 hour FM station. WGLY is the only contemporary Christian commercial station in Dade County. Attractive salary, plus commission. Call 616—452-3111—Fred Jacob. EOE.

Looking for super sales manager. Strong in personal, direct and agency selling, recruitment and training of sales staff. For medium size market, AM-FM combination. Salary plus commission-override compensation. Ownership opportunity to right party. Confidentiality assured. Resume to Box R-51. EOE.

Quad Cities (IL-IA), 50,000 watt FM, newly acquired by growing broadcast group. Needs the best sales people. Ground floor opportunity. Excellent growth potential. Good base-commission-benefits package. Hurry, we're just getting started now. All replies strictly confidential. Call/write: Larry R. Rosmilso, GM, 1910 E. Kimberly Road, Davenport, IA 52807. 319-355-5331. EOE.

Senior Account executive for one of the mid-South's and nation's dominant AM stations. Need creative, aggressive, strong-closer. Excellent benefits with group owner. Minority candidates encouraged. EEO/M-F employer. Write Box R-53.

Account executive—Virginia Beach—enthusiastic, creative person needed for AM/FM top-rated country-format market leader. Experience preferred. Send resume with salary history and references to: Mike Bump, GSM, WCMS AM/FM, 900 Commonwealth Place, Virginia Beach, VA 23464. No phone calls, please. Affirmative action, EOE, M/F.

Building a sales staff isn't easy! We want the best and are willing to wait until they contact us, but the sooner the better. We feel we offer the best product (50,000 watt FM in a top 100 Midwest market) and only want the best to represent us! If you think you're the best, or can be, write today. All replies confidential. Send letter and resume to Box R-56.

HELP WANTED ANNOUNCERS

Staffing new urban-contemporary. Males/females/EOE. Send resume and air check: WSOL, Drawer 367, Orangeburg, SC 29116.

Jackson Hole, Wyoming. KSGT AM, with an upbeat MOR, country and oldies format, is now accepting tapes and resumes for a combination music director and drive time air shift. Also, news director for another station. Only career-minded, sincere & dedicated individuals with two years' experience will be considered! Send all tapes, complete resumes and salary history to Harry L. Dyer, KSGT, P.O. Box 100, Jackson, WY 83001. EOE.

Announcer for air shift and production. AM & FM, Rio Grande Valley of Texas. Send tape: KSOX, 345 South Seventh, Raymondville, TX 78780, or call Chris, 512—889-3333. EOE.

Great opportunity for right person at KX-94, high powered central New York FM. Experience required in air and production work. Copywriting desirable. Rush resume and tape to General Manager, KX-94, 14 South Broad Street, Norwich, NY 13815. EOE.

Afternoon personality that has the gift of gab for a top 40 station. You must have experience and be ready to move. We don't need fishermen. If you're looking for \$15,000 plus and are ready to move, send tape and resume to Wm. B. Neal, P.O. Box 1747, Joplin, MO 64802.

100KW FM A/C in rated Sunbelt market needs morning personality. T&R to: Matt Caesar, WPEZ, Box 900, Macon, GA 31202. EOE, M/F.

WGUL, a MOYL station, has immediate opening for experienced professional to do air shift, production, and remotes. Applicants should be creative, promotion-oriented, and have an appreciation for community involvement and public service. Salary commensurate with experience. Send tape and resume to: General Manager, WGUL, 7212 US Highway 19, New Port Richey, FL 33552. Equal Opportunity Employer.

Finger Lakes Area, NY state. Small market AM/FM operation needs experienced morning show talent for AM station. Applicant should be community involved, good communicator, warm & friendly. Growth-oriented company has fine reputation for quality and professionalism. EOE. Send tape and resume to: Alan Andrews, WCLI, 99 W. First St., Corning, NY 14830.

Alaska's largest city—Anchorage AM and FM seeking experienced announcer. No beginners! Easy listening and contemporary rock formats. Send tape, resume to: Bob Stevenson, KHAR/KKLV, 3900 Seward Highway, Anchorage, AK 99503. EOE.

AM drive. Number 1 station. Top 25 market. Long time ratings dominance in time slot. Current morning man retiring. Good salary. Excellent benefits. Stable company. Terrific city, outstanding facilities. Adult contemporary format. We seek someone to be part of our station and community on long term basis. Send resume and references only to Box R-50.

HELP WANTED TECHNICAL

Chief engineer: busy, active AM/FM. Four studios, SMC automation, remote/two-way gear, two dishes, future challenges. Great living on Lake Michigan, 80,000 metro, 90 minutes from Chicago. Grow with 13-station Midwest family group. Gayle Olson, WSJM/WIRX, Box 107, Benton Harbor/St. Joseph, MI 49085; 616—983-3992.

Midwest radio station group looking for engineers. Someone raised in Midwest and familiar with area helpful. Reply Box P-159. EOE.

Engineer, large market Midwest FM. Rebuild studio, relocate transmitter; helped by top engineering consultant. Box R-23.

Experienced engineer. Must know FCC regs. AM directionals, FM, automation and all related equipment. Our equipment relatively new, brand new 5000W AM transmitter. Salary excellent, with hospitalization and other benefits. Applicants from Western states preferred. Call Jack Chapman, 505—863-4444, Gallup, NM. EOE.

Chief engineer. 50,000 W AM in San Antonio, Texas. New construction of transmitter and studio facilities. Engineer must have experience with directional antenna systems, RF and studio maintenance and state of the art audio processing. Send resume: Inner City Broadcasting, Director of Engineering, 801 Second Avenue, New York, NY 10017. An equal opportunity employer.

HELP WANTED NEWS

News writer for south Texas station. Must combine good writing skills with speed and accuracy and have authoritative delivery. EOE. Box P-128.

The Gilcom Corp., with stations in Pennsylvania and West Virginia, is looking for applicants for future positions in news and sports talk. Send tapes and resumes to: Tony Booth, Group Program Director, WFBG, Box 2005, Altoona, PA 16603.

Reporter to gather, write, air local news. Commercial radio experience required. Salary open. H. Borwick, WVOS AM-FM, Liberty, NY. 914—794-6543. EOE, MF.

All-news KING/Seattle seeks experienced anchors and reporters. On-air talent, writing ability, teamwork, and experience are essential. Tapes, resumes, and writing samples to John Erickson, News Director, NewsKING 1090, PO Box 24525, Seattle, WA 98124. No calls, please. An equal opportunity employer.

HELP WANTED NEWS CONTINUED

Want to build your own news department? Needed: A self-starter with a fast-paced delivery for a small market Great Lakes area station. EOE. Write Box R-55.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Immediate opening—promotions/production director: automated, two market, SMN station. Only 24-hour country. Self starter. 3-5 years' experience. Production a must. Excellent salary/benefits. Send resume, tape, & salary: KUUZ FM, PO. Box 845, Lake Village, AR 71653. EOE.

SITUATIONS WANTED MANAGEMENT

Dynamic, solid, successful medium market General Manager seeks new opportunity due to ownership change. Great credentials, solid background, and profitable experiences in all phases of radio. Will consider all opportunities, but offer with equity has the most value. If you are looking for someone who makes a commitment, write Box P-113.

General Manager—now employed, seeking change. Successful, result-oriented career. Professionalism, integrity, community involvement. Fair minded with eye to bottom line. Good with people. Prefer small/medium market. Box P-150.

Sales-oriented General Manager with over twenty years' experience. Six of my former employees are now managing successful stations—need I say more? Manager, 241 Tewksbury Road, Fairless Hills, PA 19030.

Husband and wife team: For morning fun and profit. Ownership, management, sales, programming, book-keeping experience. Mid-Atlantic preferred. Sm to med market. Write Box M-115.

15 years' experience. Top billing salesman, extensive programming, top 50 markets. Excellent references, good credit. Want small market station in trouble to ultimately own. Write Box R-4.

Manager, sales manager, salesman, programming, engineering. I've done it all. Mid-30's, let's talk. Write Box R-6.

Spend so much—get so little. If that's been the history of your station's operations, you're probably tired of paying the high price of failure while waiting for success. Experienced major market GM can show you how to squeeze the maximum return out of every dollar invested, how to win regardless of intense competition and limited resources simply because we won't outspend the other guys, we'll outsmart them! Outstanding credentials; highly competent. Box R-7.

I know small markets. Competent, dependable, trustworthy, experienced broadcaster seeks GM position. Replies confidential. Write Box R-10.

One of a kind—20 years management, sales, programming, sports, TV; first phone. Wife—production, copy, receptionist, secretary. Box R-14.

Results-oriented General Manager. Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management all markets AM/FM. Effective management skills and creative strategies for developing maximum sales. If you are a progressive owner looking for quality and a consistent winner, write Box R-36.

Successful, professional, compatibly employed GM seeking change in SE area small-medium market. Sales and promotion-oriented. Knowledgeable all regs. Can motivate, get the most from people. Give me the challenge, I'll give you results. 12 years' management, 10 same station. References, credentials. Write Box R-62.

Major market manager (Los Angeles) wants smaller market. 20 years, all phases. Box R-63.

SITUATIONS WANTED SALES

Sales manager with large market experience, both agency and retail, seeks to relocate in South. Proven track record in sales and staff development. Reply Box R-9.

SITUATIONS WANTED ANNOUNCERS

Strong voice, great personality. Trained professionally. Mature & educated. Experience in entertainment. Versatile. Relocate anywhere. Call 312-777-3227, for tape and resume. Mark.

Multi-talented hard worker, impeccable references, great attitude, good production. Seek CHR or A/C medium market air or small market programing in East. Alan, 203-347-7445.

Personable. Professional sounding. Impeccable references. Eager to improve. Troy Sass, 11205 N. Parkview Drive, Mequon, WI 53092. 414-242-2033.

Personality, likes to have fun on the radio. Three years drive same station. Keith, 414-769-6966.

Husband/wife team for your drive or talk show. Big on community involvement and promotions. Major market experience. Often hired nationally for voice-overs. Box R-11.

Professional attitude and sound. Bill Whetzel, N104 W16269 Donges Bay Road, Germantown, WI 53022 414-255-3659.

8 years' experience—all formats. PBP, PD, MD, talk! Need at least \$250 to start. Tom. 314-732-5555.

Top 3 markets pro—all phases, formats. 15 years fantastic ratings. Confidential. Box R-15.

Staff announcer/former public affairs director seeking full-time AC or top 40 position. Young, will relocate. For tape and resume, contact Paul. 203-744-7749.

Great air talent. 6 years' experience. Currently unemployed in Phoenix. Will move fast for right bucks. Andy Sanders, 602-899-7010.

Separate the amateurs. Fast. I'll audition on the phone. Trained and experienced announcer/ DJ with other broadcasting skills. Find out more. Phone Eugene Johnson, afternoons and evenings, 212-485-9849, or write Box R-26.

A Peach of a pair! You and me! Golden-throated Phebe bird wants calls from anywhere. 201-773-3492.

Is there a real adult station out there? With imagination? Somewhere between selective public radio and jingle-happy, cookie-cutter type A/C's? Man with many years' experience looking for such. Write Box R-31.

Degreed, FCC licensed, broadcast school graduate, seeks initial on-air position at community involved AC, AR, or MOR station. Production and writing skills. Call Patrick, 916-332-4014.

Currently working M.B.A. sportscaster wishes to move to medium market. Does it all right now. Writes, produces, announces. PBP, talk. Let me put my ambition/talent to work for you. Available March 18, willing to relocate. Write Box R-39.

Experienced announcer/technician. 1st phone. Production, copywriting, sales. Write Box R-60.

Mature pro ready to go. Northeast or Northwest, any size. Strong, warm, humorous, character, with 25 years of very successful major market radio-TV experience. Willing to operate, organize, teach, or promote within format guidelines of big band—nostalgia. Was/am: Band leader-musician, music, program, promotion director; DJ, daily TV variety, TV weatherman. Buddy Webber, 15 Kathy Ann Dr, Narragansett, RI 02882.

DJ available now. College trained—1 yr. experience small market. Any format—tape & resume available. Call Mike, 918-434-6339.

Available now! To be your new evening—overnight announcer. Ohio/adjointing state; Arizona, Alaska, Doug, 419-387-7761.

Professional announcer. 10 years' experience. Dependable. Excellent references. Mike, 904-255-6950. 373 Williams, Daytona, FL 32018.

Los Angeles personality—number 1 ratings. Box R-64.

SITUATIONS WANTED TECHNICAL

New construction, updating, contract engineering available for east Tennessee area. Call 615-690-4440.

Chief engineer, non-automated stations only, AM, FM, all power levels. Prefer Sunbelt region. Resume on request. Box 991, Marion, IN 46952.

Chief engineer. BS, CET, first phone. Experienced with automation, DA, satellites, computers, and construction. Looking for position as technical director of small chain. Box R-5.

Aggressive engineer, with an ear for quality. Five years' experience in AM/FM, DA's, proofs, automation, and construction. Medium-large market preferred. Steve Boucher. 915-833-0091.

SITUATIONS WANTED NEWS

Newscaster with experience and drive seeks initial commercial opportunity small and medium markets. Larry. 313-732-1262.

Just getting started. News reporting position wanted; will do sports. Have experience with medium market FM station. Will relocate. Write: Mike Carl, 3021 E. 10th, Apt. C, Tulsa, OK 74104; or call 918-599-8167.

10 yrs. CA. major market. On-air news, top-notch talent. Journalism degree. Chuck Rubin, 415-392-6130.

Looking for first break. News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Top notch news required? A good salary offer will gain you a seasoned veteran who understands priorities and will deliver a solid news operation respected by the community. Four years' commercial radio experience. Award winner. Conversational. Prefer medium to large cities. Telephone 505-299-4971.

Baseball addict wants to be your Pete Rose. Experienced and versatile, available from Canada to Hawaii. Al Doyle. 312-887-9529, evenings.

Talk show host—college grad. with expertise in sports and politics, seeks first position. Call Steve, 212-336-6835.

Sportscaster—9 yrs' exp. Includes NCAA network baseball PBP. Let's talk. Dan. 505-461-1433.

Aggressive reporter/anchor seeks to bring his experience to Eastern market. AM/PM drive, quality voice and excellent writing skills. Call William Prasad, 215-259-7671.

Looking for first break. News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

Sportscaster/reporter with major market experience looking for sports position with year-round PBP and chance to be creative. Currently small market sports/operations director. Please call 714-968-3867.

Starving salesman wants back into news. 5½ years' medium market news experience. Good voice. Clear writing. Write Box R-61.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Professional, 9 years' experience all facets public/commercial/automated. Prefer programming position, Western states. Charles Marston, 307-877-3646. Available immediately.

Sales and ratings type of programing. 12 years' experience, 919-768-6934; 4841 Winchelsea Rd., Winston-Salem, NC 27104.

Program director—Fifteen years' nostalgia or adult contemporary experience. Top production, sales managerial background. Prefer Texas, consider other. Mike Davis, 512-327-7790.

Five years same company, moving up. Strong sports marketing and play by play, including hockey, football and basketball. Sales and management as well. Reply Box R-24.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Ahoy all eastern medium market stations! Looking for a first rate production person who can turn out dazzling spots with ease? I'm the answer to your prayers. Funny, fast-paced, original, creative. Highly innovative and a dedicated worker. Accomplished copy writer and midday jock as well. For tape and resume, write Box P-151.

Everything. Looking for someone to do that? Consider 15 years all facets radio/television, network credentials, warm voice, technical ability. Seeking stable operations/program manager position, friendly small/medium market. Box 10005, Elmwood, CT 06110.

Four years at CCO-FM. Format change, I'm out. Seek return to medium market AC or country PD. Will work for bonus on ratings increase. Excellent references. 612-379-0382.

TELEVISION

HELP WANTED MANAGEMENT

Executive opportunity. General Manager for school district-owned KRMA-TV (PBS affiliate). MA preferred. Administrative experience in public broadcasting, education, public relations, fund raising desired. Ability to plan, implement and evaluate educational and community television programs and manage the station's license. Salary commensurate with experience—\$50,000 range/negotiable. Submit letter of application, complete resume including references, to Superintendent of Schools, Terminal Annex Station, Box 5468, Denver, CO 80217. Deadline: March 14, 1983.

Director of subscriber services. Responsible for subscription income of KERA TV/FM. Will oversee day to day operation of membership services, includes managerial responsibilities. Bachelor's degree or equivalent experience, 3 years' min. experience in development or business administration, preferably at a public television station, experience in statistical analysis, familiarity with computer operations. Resume only—Gilda Jones, KERA TV/FM, 3000 Harry Hines, Dallas, TX 75201.

Station manager with proven sales and administrative ability for station in growing Texas city. EOE. Box R-20.

Station manager for western slope television station in Colorado. Must have sales ability, strong leadership ability, management experience, and be a positive and enthusiastic community-minded individual. EEO employer. Send resume to: Neil O. Klockslem, P.O. Box 1457, Colorado Springs, CO 80901-1457.

Public Television General Manager. WTVI, Charlotte, NC, has opening for General Manager. Managerial skills and solid background in broadcasting essential. Development experience helpful. Send full resume, salary requirement and job history to Search Committee, WTVI, 42 Coliseum Drive, Charlotte, NC 28205. Applications must be received by April 6th, 1983.

HELP WANTED SALES

Can you fill our new local sales manager's shoes? We're looking for a marketing oriented sales representative with prior broadcast sales experience. Send letter and resume to: Linda Blackburn, WTOV-TV, P.O. Box 9999, Steubenville, OH 43952. EOE.

Experienced account executive for local/regional sales. Top list at No. 1 station in market. Must have superior selling and development skills in television. Send resume to WIFR-TV, Box 123, Rockford, IL 61105, or call Local Sales Manager, Dennis Grill, 815-987-5342. EOE.

Northeastern group-owned television network affiliate has an immediate opening for an experienced, aggressive account executive. Outstanding opportunity for growth with a company committed to the communications industry. Send resume and salary history in confidence to Box P-163. EOE.

Chicago's newest station is looking for two aggressive self-starters for its local sales staff. Radio or TV sales experience desired. Call Mark Kohirus, 312-871-8520.

If you're an experienced TV/radio time sales executive: if you know how to get to the decision maker; if, through no fault of your own, you're looking for a position with an unlimited future, contact or send resume to Fred Prociase, WTSG-TV, Box 4050, Albany, GA 31706, with experience and financial requirements.

TV account executive. Christian UHF. Minimum 3 years' experience with local & national sales. New position within station. Salary, plus commission. Send resume to WCFC-TV, 20 N. Wacker Drive, Chicago IL 60606. EOE.

Network affiliate in top 25 market is looking for an experienced local television salesman. Television experience is necessary. Corinthian Broadcasting, excellent benefits, equal opportunity employer, M/F. Send resume to Bruce Rakow, P.O. Box 10, Sacramento, CA 95801.

Highly respected Southeastern corporation has excellent position for management caliber television account executive with 3-5 years' TV sales experience. This division specializes in nationwide retail marketing consultation for broadcasters. If you are a self-starter, extremely organized, possess good presentation skills and would like to join one of the leading broadcast companies in the U.S., send resume and salary requirements to: Director, The Jefferson Group, 1 Julian Price Place, Charlotte, NC 28208.

HELP WANTED TECHNICAL

Digital design/maintenance engineer. Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

Engineering Manager for Northeast metropolitan PTV. Strong production and design background necessary. Minimum five years' experience, two years in supervisory capacity. Send resume and salary history to Engineering Director, WETA-TV, Box 2626, Washington, DC 20013.

Maintenance Engineer. WFSB, a Post-Newsweek station, has an immediate opening for a maintenance engineer whose chief responsibilities will be the satisfactory operation and repair of digital, computer, RF, video switching and ENG equipment. Experience in TV broadcasting plus FCC license required. Resumes should be sent to: Susan Paulauskas, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

Broadcast maintenance engineer. Full time maintenance engineer. Minimum two years' experience in repairing and trouble-shooting U-Matic VTR's, ENG/EFP type portable cameras, one inch type C VTR, two inch quad and other broadcast equipment. Experience with and knowledge of maintenance procedures essential. Must be able to work well with people and understand importance of strong client relations. Application deadline March 12, 1983. EOE/M-F. Send applications to Curt Lundgren, Chief Engineer, WISC-TV, 7025 Raymond Road, Madison, WI 53711.

Maintenance engineer. NYC expanding TV production company seeks qualified people. Full, part time and entry level positions. Write Box R-27.

Assistant chief engineer—KCSO-TV, Channel 19, has an opening for an assistant chief engineer. Must be capable of extensive studio maintenance. Knowledge of RCA TR-22, TK-27, TP-66, Sony 2860, studio camera set-up and maintenance helpful. UHF transmitter experience an asset. Equal opportunity employer. Send resume: Chief Engineer, KCSO-TV, P.O. Box 3689, Modesto, CA 95352.

Broadcast technician II. Salary: \$1509—\$1932 monthly. Expanding television station that nationally has the 15th largest market is currently recruiting qualified maintenance engineers. Required: 2 years of full-time experience/training in television technician work to include repair, maintenance of state-of-the-art broadcast television equipment, and an FCC first phone or general telephone license. Official University of Washington applications must be received by 5 PM or postmarked by midnight, Monday, April 4, 1983. University of Washington Staff Employment Office, 1320 N.E. Campus Parkway, Seattle, WA 98195. 206-543-6969. An equal opportunity and affirmative action employer.

New York City post production facility has two openings: (1) maintenance engineer, minimum of 5 years' experience. (2) operation supervisor, minimum of 3 years' experience. Both positions require experience with 2" and 1" formats and all support equipment. Send resume and salary history to Box P-6.

Assistant chief engineer. Strong maintenance background, familiar with RCA tape and camera equipment. Must have ability to supervise. 5 years broadcast experience required. General/first class radio/telephone license. Send resume to: Chief Engineer, WLUK-TV, Box 7711, Green Bay, WI 54303. EOE.

HELP WANTED NEWS

Reporter for award-winning ENG cable TV news team. Immediate opening for degreed, min. 2-year experienced reporter, who desires hard work and tropical surroundings. Tape and resume to Randy Shaw, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

Reporter/weekend anchor wanted for medium-size Southeastern market. Challenging opportunity for professional with strong reporting and anchoring experience. Rush resume to Box P-139.

WFTV needs an experienced ENG cameraperson/ editor. If you can meet the pressure of daily deadlines in a competitive market, send your resume and samples of your work to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. WFTV is an equal opportunity employer.

Broadcast meteorologist wanted for topnotch Southeastern station. Growing weather operation; ideal for meteorologist with charisma and personality. No beginners, please. Rush resume to Box P-140.

Managing editor—medium-size Southeastern market is looking for dedicated, professional managing editor. Great opportunity to run day-to-day operation. Number one news station in the market and growing. Must have at least four years in television news—at least two of those in a supervisory position. Rush resumes to Box P-141.

Sports producer. We are a major market Midwest affiliate and we are looking for a person who can work with our award winning sports team to produce visual, provocative, state-of-the-art sportscasts. The person we seek must be able to pick just that right highlight, know how to mix videotape with graphics, understand pacing, and people-handling. If you love sports, producing and managing, this could be a terrific opportunity with a well-respected station. Send resume to Box P-161. EOE.

Producer—creative, driving producer needed for one hour early newscast. This medium-sized Southeastern market is the leader. Looking for someone who can take us to new heights in television news production. Applicants must have at least one year's experience in producing. Rush resumes to Box P-142.

Sports reporter/anchor in exciting mid-South sports market. Send cassette and resume to: Richard C. Moore, News Director, WHBQ TV, P.O. Box 11407, Memphis, TN 38111. An equal opportunity employer.

Meteorologist wanted for top 10 Midwest affiliate. If you've got on-air experience and are anxious to move to the top with a winning organization, send resume today to Box R-17. EOE, M/F.

Business reporter: we're a major market affiliate in one of the nation's prime business areas and we need someone to report on economic issues. We're only interested in good communicators who have a proven track record. Send resume to Box R-18. EOE, M/F.

Producer for investigative team in major NE market. Must be excellent journalist, issue-oriented, with ability to maximize the medium. Track record in self-motivated investigative work necessary. Resume to Box R-19. EOE.

TV anchor: Southwest medium market seeks anchor to join current female anchor for early and late news. Must be mature but energetic. Reporting and producing skills a plus. Send tape and resume to Trudi Lewis, KLBK-TV, P.O. Box 1559, Lubbock, TX 79408. EOE.

News reporter. Minimum three years' experience. Send resume and audition tape to News Director, Box 4, Nashville, TN 37202.

HELP WANTED NEWS CONTINUED

News producer: top 25 Midwest net affiliate has rare opportunity for creative, people-oriented news professional who can meet challenge of working with top staff, tough competition. Resume to Box R-21.

Anchor—strong, experienced person for an aggressive news market. Looking for a professional with solid reporting background. Rush tape, resume, salary requirements to: Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216 EOE, M/F.

Anchor—aggressive, group-owned station looking for an anchor for high-growth market. We want a professional on our early and late newscasts who also likes hitting the streets. Replies in strictest confidence. M/F, EOE. Resume to Box R-28.

Anchors, reporter/anchors, weather: medium market is looking for an anchor with 3 years' experience. A weekend anchor with 1 year, and weather talent with 1 year. Send resume, salary history, and references to Box R-33. EEO.

News photographer. Minimum three years' experience. Send resume and audition tape to News Director Box 4, Nashville, TN 37202.

Weather reporter. Includes on-air work 3 weathercasts a day. Also, some news reporting. Salary negotiable. Send tape & resume to Carissa Howland, News Director, KRCC-TV, 2770 Pioneer Dr., Redding, CA 96001. EOE.

Photographer with at least two years' experience and college degree. Must have ability to edit. Send resume and tape to WJTV, Laurence West, P.O. Box, 8887, Jackson, MS 39204. EOE.

Strong station in sunny Southwestern medium market seeks anchor to complement current male anchor. Applicant must have 1-2 years' TV news background, with some anchor experience. No beginners. Anxious to fill position. Rush tape and resume to: "Anchor", P.O. Box 35331, Albuquerque, NM 87176-5331. EOE.

Reporter/Anchor at one of America's finest local news operations. You bring us a college degree, some TV news experience, and outstanding writing and producing skills, and we'll give you the opportunity to do serious TV news the way the critics and textbooks say it should be done. Send tape, resume, and list of enthusiastic references to Robert Cohen, ND, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

No. 1 independent looking for anchor person for its prime time news 9-10PM. Must have anchor experience. Please send tape and resume to Stuart Z. Swartz, General Manager, KMSP-TV, 6975 York Avenue S., Minneapolis, MN 55435. No phone calls. Equal opportunity employer.

Executive news producer, for 6 PM and to supervise 11 PM; responsibility for special programs, scripts, graphics and overall look. Contact Tom Bigler, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773.

Anchor/Reporter. Produce and anchor morning cut-ins. Field reporter remainder of day. Must be college graduate, have commercial TV news experience, and possess very strong writing, production, and journalistic skills. An outstanding opportunity to do quality work in a mid-sized market, content-oriented shop. Send resume and references to Box R-52. EOE.

Meteorologist. Network affiliate with top 100 audience in Biloxi, MS, seeking meteorologist who likes sunny South. Station has radar, NAFAX, & latest in weather graphics. Rush resume & videocassette to Dave Vincent, ND, WLOX-TV, PO Box 4596, WBS, Biloxi, MS 39531, or call 601-896-1313. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/cinematographer/editor. Pacific Northwest TV station is seeking a person with proven experience in producing complete segments for a talk/magazine format. Must be a skilled cinematographer/editor. Send tapes and resumes to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

Program scheduler for established pay cable network located proximity New York City. TV station experience important. Send resume & written details to Box P-119.

Production manager—fast-growing television station in Sunbelt is seeking a production manager. Responsibilities include coordination and management of all station production. News and commercial production experience required. Send resume and salary requirements to Box P-129. EOE.

Producer/director. Position demands high creativity in commercial work. Minimum five years' experience in all areas of studio and remote production. Salary negotiable. Send resume and tapes to Bill Sikes, KSNW-TV, 833 N. Main, Wichita, KS 67201. EOE.

Executive producer—programming for CBS affiliate. Creative coordinator for range of programming including a daily magazine show and news. Good organizational and people skills a must. Broad experience in programming/news preferred. Send resume to Alma Newsom, Program Manager, KHOU-TV, P.O. Box 11, Houston, TX 77001, or call 713-526-1111. EOE M/F.

Television talent: A group-owned, top 10 network affiliate, is seeking a versatile talk show host. Must have solid talk-format experience. Only dedicated, hardworking, professionals need apply. Send resume to Box R-1. EOE.

Senior producer—supervise numerous public affairs program production activities. Assist in program concept development as part of a key creative team. Supervise other producers as assigned. Minimum 4 years' producer experience in news/public affairs and documentary work, demonstrated writing ability required. Master's degree in appropriate field of study preferred. Resume to: Personnel, WITF, Box 2954, Harrisburg, PA 17105. EOE.

Show producer—we need an experienced self-starter with endless energy and fresh ideas to lead a staff of 20. This Hour Magazine-like show includes studio interviews and demonstrations and field packages produced by two full field crews. This daily afternoon hour is No. 1 with its 18-49 target and needs that gunner who loves a real creative challenge, long hours and hard work. At least two years' related experience absolutely required. Please send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. An equal opportunity employer. M/F.

Writer/director—northern California ABC affiliate seeks creative, highly motivated individual with a track record of producing innovative and effective commercials. Announcing ability helpful, but not necessary. Send tape and resume to Lou Galiano, Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Coordinator of instructional TV, to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, producing teacher guides, and ITV utilization. Knowledge of non-broadcast technology helpful. Send resume to Instructional TV, Office B, WNED-TV, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Producer/director position, Alabama Public Television production center. Starting salary: \$14,000. Applicant must have one year or more experience in producing and directing television programs for daily or weekly broadcast. Additional qualifications include a strong theatrical background in either stage direction or acting, a demonstrated ability to read musical scores; writing skills sufficient to assist in development of program proposals, BS or BA in related field or equivalent work/training experience. All applicants must provide references to document their capability to work successfully as part of a producer/director team. Send resumes to: Auburn Television, Auburn University, AL 36849. And equal opportunity employer.

Production manager. We are a midwest market seeking a motivated person with five years' production experience. Must have outstanding directing and people skills. State-of-the-art broadcast/production facility; young, aggressive staff. Send resume to: Tom O. Mikkelsen, Director of Operations and Engineering, WQAD-TV, 3003 Park 16th St., Moline, IL. 61265. Equal opportunity employer.

West coast affiliate, top 50, seeks co-host, to join current male co-host, for morning live talk show. Interview, research and news reading skills a must. Commercial work potential. Send resumes and audition tapes to: Program Director, PO Box 85152, MB 200, San Diego, CA 92138. EOE.

Executive producer. America's finest city, San Diego, California, is seeking a qualified executive producer to work with parent company in public affairs production. Only fully qualified and experienced producer apply. KUSI-TV, 619-571-5151. An EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager—strong credentials, proven organizational abilities and interpersonal skills with medium to major market stations accustomed to bottom-line responsibilities. Looking for long term relationship. Let's talk at NATPE or before! Reply Box P-65.

Top 15 market sales pro experienced in national sales, marketing and as local sales manager seeks position as national sales manager in top 50 market. Box P-156.

General Manager. Dynamic, innovative, resourceful, industrious; experience sales, programming, all technologies. Confident of television's future in technological revolution. Successful history. Box R-2.

Experienced programmer, presently employed, seeks program director position with medium market station. Knowledgeable in all phases of station operations in affiliates and independents. Box R-59.

SITUATIONS WANTED SALES

Sales. Ambitious TV account executive, successful with agency and local list. Excellent 3-year track record. No. 1 in developing new business. Searching for new vista in TV sales/management, syndication, cable network, or independent. Box R-48.

SITUATIONS WANTED ANNOUNCERS

What I do, works. Distinctive, versatile, voice and on-camera talent with technique and ability to communicate, create and motivate for several years at big-market, top-of-the-list VHF, helping to boost sales and shares to records, wants new opportunity. Extensive commercial, production and sports/weather/news experience. Education, references, credits to match. Write Box R-13.

Current radio-working M.B.A. sportscaster looking for small market television position. Willing to relocate, excellent PBP reporting, sportscasting. Available March 18. This video sleeper has the talent you need. Let's talk! Write Box R-40.

SITUATIONS WANTED TECHNICAL

Technician, prefer Chicago area Christian broadcasting, will consider other. Experience includes: cameraman, studio technician, radio announcer, chief engineer-radio and TV, MCR installation, and more. Call 815-459-2911 and ask for Bob.

Studio operator. 4 years film-video experience in major TV station. College background with FCC first phone. Hardworking, dependable and ambitious. Can relocate anywhere any hours. Please call: Larry, 415-886-7767, or write Box 3761, Hayward, CA 94540.

Chief engineer just completed construction on new top three market UHF. Also years of AM & FM, top five markets. Looking for Northeast/New England position, small or medium market acceptable. Box R-12.

SITUATIONS WANTED NEWS

Dynamic, aggressive female anchor-producer looking for serious news commitment. Will go anywhere. Linda, 216-331-7583.

News Director seeks challenge of medium or large market reporting. AP/UPI award winning dedicated journalist, not a news reader. BA in broadcast journalism. Want out from behind desk to do what I do best: report. Call Scott, 517-356-0180.

Staff announcer in top 10 market looking for television news opportunity. Two years' experience. Telecommunications degree. Greg Sherlock, 6800 Alpha Dr., No. 162, Kent, OH 44240. 216-678-1962.

SITUATIONS WANTED NEWS CONTINUED

Meteorologist: five years' on-air experience. I enjoy relating the weather to people. Confident, relaxed professional with interesting and enthusiastic personality. Write Box M-70.

Anchorman, solid writer, producer, performer, seeks new opportunity. All markets considered. Presently employed. Box R-3.

Creative and energetic sports reporter/producer/anchor available immediately. Two years' experience in top MW market. One who enjoys covering local sports in a quality manner. Jeff Conner, 612-926-0245.

Anchorman, 38, great behind the desk, field reporting, producing. Tape/resume available. Write Box R-8.

Anchor, Male, 30, dominates market. Maturity, producer supreme, crisp writer, mind for media. Master's degree, no agent, down to earth. Nice guys finish first. Write Box R-25.

Meteorologist. Highly credible, very knowledgeable. Extensive forecasting experience. Interested in people and weather's effects on them. Nice videocassette. Available soon. Write Box R-30.

Meteorologist—ready to move up! I'm looking for medium to large market. If you want someone who enjoys weather, then write Box R-37.

Female anchor. Professional, attractive, solid background. Eight years' on-air experience. Seeking M-F position in top 50. Write Box R-38.

Experienced ENG shooter/editor looking to relocate. Call Joe, 301-543-0713, or write Box R-49 for tape.

Photojournalist—editor seeks summer reporter position in small-medium market. Technical expertise and proven on-air ability. Entry level news with leading Philadelphia TV station. Freelance CNN, INN. Write Box R-57.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer, director, editor. Presently employed as production manager of video and film facility. Seeking new challenge and location. Ten years' experience. Commercial, industrial and television production. Dramatic and documentary. CMX editor capable in all aspects of production. Write Box P-155.

TV graphic designer. 3 years' experience at major market station. Creative, versatile, industrious. Call Michael Irving, 215—642-8855.

Producer/director, film and video tape background. Strong industrial, documentary and commercial production experience. Resume/demo tape available. Write Box R-58.

CABLE

HELP WANTED MANAGEMENT

Community action program of Evansville is seeking applicants to fill the position of educational TV teacher for new head start cable project. Position requires personality. On-air presence. Minimum educational requirements: B.A. in family and child development or one of its related fields. Send tape and resume to CAPE, Mr. Pete Watkins, 906 Main Street, Evansville, IN 47708. No tapes accepted after March 14 1983. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Manager of community access corporation. High degree of organizational, production, public-relations, community out-reach skills required. Challenging position for innovative, creative person who can work with newly formed non-profit board. Resume, references, salary history and requirements to: Personnel ACAC, Suite 300, GMU Metro Campus, 3401 N. Fairfax Drive, Arlington, VA 22201.

California State University at Northridge, with an enrollment of approximately 28,000 students and located 25 miles from Los Angeles in the San Fernando Valley is seeking qualified persons for its instructional TV fixed services office of continuing education network. Administrator: directs the operation of an-ITFS network. Requires: equivalent to three years of experience in planning classes and curriculum for higher education or extended education programs, preferably in the area of instructional television fixed services and including developing resources, budgets, marketing plans and liaison with the community. College graduate. Salary \$2103-2535 per month. Chief engineer: supervises maintenance and assists in the design of a multi-channel ITFS network including the originating classrooms, master control, microwave transmitters and audio-talkback system in compliance with applicable FCC broadcast television standards. Requires: equivalent to three years of progressively responsible journey level experience in the maintenance, repair and operation of television equipment in an instructional television fixed services environment. General radio operator's license is required. FCC First or Second Class license is preferred. Salary \$1873-2256 per month. Resumes may be submitted to the Office of Personnel & Employee Relations through March 31, 1983. California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. An equal opportunity affirmative action title IX and section 504 employer.

HELP WANTED SALES

Growing broadcast systems company desires to engage services of sales rep. Commission compensation. Send resume, references, etc. to Box P-165.

HELP WANTED TECHNICAL

Broadcast systems company has openings for supervisors, prefer chief engineer with construction background, 10 plus years' experience, SBE certification; and engineers/technicians, minimum 2 years' electronics education, 5 years' experience in maintenance or systems installation. Send resume, salary requirements, and references to Box P-166.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Sales reps, top 25 markets. One of the nation's leading audio and video production facilities is interested in one rep for each of the top 25 ADI markets. Individuals chosen must possess top sales skills and have a thorough knowledge of broadcast production. Top commissions paid and an opportunity to rep the best. Write Box R-16.

HELP WANTED INSTRUCTION

Broadcasting—tenure-track position beginning Fall, 1983, to teach in areas of television producing-directing, electronic field production, post production editing, and possibly other areas of expertise. Master's degree required in related area, with full-time college/university teaching experience and substantial professional experience. Rank and salary dependent upon qualifications and experience. Send letter of application, resume or vita, and three letters of recommendation to Broadcasting Search Committee, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

The University of Texas at Arlington seeks two faculty members in broadcasting: (1) Teach range of broadcast courses, PhD, professional radio and television experience with emphasis on radio, and teaching experience required. (2) Teach two courses each semester and direct instructional television and cable operations. PhD, professional radio and television experience with some cable experience highly desirable, teaching experience required. Both positions require ability for, interest in, and commitment to engaging in research, service, and student advising. Send application letter and resume postmarked by March 14, 1983, to Dr. Charles Arrendell, UTA Box 19107, Arlington, TX 76019. AA/EEO employer.

Graduate assistantships in radio and TV production for Fall, 1983. Monthly stipend, plus waiver of some fees for students working on M.A. in mass communication. Send resume and transcripts (undergraduate) to Dr. Robert L. Clark, Department of Mass Communication, Central Missouri State University, Warrenburg, MO 64093. Deadline: March 15, 1983.

The University of Illinois at Urbana-Champaign is seeking a teacher of broadcast news gathering and writing with the emphasis on writing for television and radio. Must have meaningful professional experience. Master's or Ph.D. degree preferred. Assistant professor rank. Salary open, position permanent. Applications desired ASAP. Write to Thomas B. Littlewood, Head, Department of Journalism, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. Appointment effective August 21, 1983. AA/EOE.

Youngstown State University, College of Fine and Performing Arts, seeks the following: Position: instructor, speech communication and theatre department, effective September 15, 1983. Rank & salary: Instructor, nine-month salary, commensurate with education and experience. Qualifications: Ph.D. in speech/telecommunications, with commercial broadcast and teaching experience desirable. Master's degree considered. Position description: candidates for this position should be able to teach introductory speech courses, including principles of speech communication and business and professional speech. Courses in telecommunication which the person would be expected to teach include principles and practices of broadcasting principles of broadcast operations and performance, and courses in broadcast interviewing, broadcast announcing, and broadcast management. The person will supervise students who broadcast on WYSU-FM (SCA) and/or the campus carrier service. Send letter of application with complete credentials to: Dr. Daniel J. O'Neill, Chairman, Department of Speech Communication and Theatre, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555. AA/EOE. Deadline: 3-30-83.

Anticipated faculty vacancies in communication arts & sciences. One in dramatic production; one in television production. Call or write for specific job descriptions. Start: September 6, 1983. Apply by March 25, 1983, to: Ray C. Dethy, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. Telephone 802-626-9371, ext. 107. EOE.

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 to buy: Complete broadcast software, A/P general ledger, payroll system for the Wang 2200. Write Box R-32.

Need—3 used mono carousels and 5 or 10 kw FM transmitter, good condition. 809—782-1063.

We have purchased Radio Shack computers and are looking for programmer of programs for radio use. Write Box R-46.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Quad VTR's—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

Color Cameras. Clearance on Norelco PC-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404—324-1271.

UHF transmitters—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404—324-1271.

Remote cruiser for lease or sale—beautiful 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**FOR SALE EQUIPMENT
CONTINUED**

Film Cameras—two RCA TK 27 film cameras, unbelievable low price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

2.5 KW Sparta 602 FM, 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

Broadcast equipment for sale—Sony VCRs, Ampex VR-2000, Tektronix waveform monitors and vectorscopes, RCA TK-27, 35mm film projectors, camera lenses, Vidifont No. 131, Ampex Slo-Mo HS-100C. For further information, contact Rick Melamed, ABC-NY, 212-887-4981.

Character generators—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Audionics 110 B air console with spare power supply. New, slashed to \$10,000.00. IGM automation system with two 42 go carts, CTR, printer, logger, racks, only \$18K, ITC tape decks, optional. Collins 830 F 2A 10 kw FM transmitter with A-830 exciter and generator. For more information: Call 601-442-4895. Ty or Ron.

Complete rack mounted 7 meter Scientific-Atlanta Satellite Receiving system. Comprised of one 8010A dish, two 6602 receivers, one 8840 antenna position controller, one 8240 deicing subsystem, one 8769 LNA power supply, and one 7630 LNA protection switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214-988-3005.

1 KW AM transmitters: RCA BTA-1R, Gates BC-1G. Both 1965, exc. cond. M. Cooper, 215-379-6585.

Dealer demo equipment for sale. Hitachi HR-200 type-C 1" VTR w/HST, DVS DPS-1 TBC, Sony 3/4" edit systems. Hitachi FP-40SS ENG camera w/super saticons. Remote cube van with or w/o equipment. Much more. Excellent prices. Call today, 518-449-7213, Terry, Ted or Bob.

5000 watt CCA transmitter on 1370 and spares with CBS limiter/AGC processing; modulation monitor. Now in use. Going to 10 kw. Will deliver at cost. \$10,000 for all. 803-854-2671.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 212-641-2042.

Sony BVH-500, AC, 2 batteries, HT-500, Calzone shipping case, TK 76A-10 X 1 Cannon lens, rear zoom pistol grip, power supply, B case. Call Walter Edel, 212-689-1040.

5 KW AM transmitters: Harris BC-5H (low hours), RCA BTA-5H and Collins 21E. 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, 813-685-2938.

Harris MSP-90 stereo limiter with AGC. Excellent condition. \$2100, or best offer. Paul Christensen, WDEK, 815-758-8686.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Comic relief. Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

CONSULTANTS

Newscasters/announcers—get results! Our professionals carefully critique your tape and rework your resume so that you'll get the most out of the talent you have. Send cassette, current resume, and \$25 check or M.O. to: Radio Directives, Box 395, Whitestone, NY 11357.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo. PO Box 2311, Littleton, CO 80122. 303-795-3288.

**Help Wanted Programing,
Production, Others**

MIDDAY TALK HOST

Major radio facility in medium Midwest market is moving to midday conversation. Station desires to receive tapes and resumes from individuals who are knowledgeable, reliable and wish to fully involve themselves in an informal, provocative and entertaining midday talk presentation. Talk experience not mandatory; however, good production and writing a plus. Materials held in confidence. Write:

Talk Show
2700 Pine View Lane
Minneapolis, MN 55441

NO SNOW!

Killer combo in Sunbelt wants a creative... no, a very gifted and creative copywriter/producer to join our team. The successful candidate knows the tricks to unleash the medium of the imagination to sell ideas and products. If you want to work for the best, send your best scripts, tapes and resumes to: No Snow, P.O. Box 171141, Arlington, TX 76017. AA/EOE.

Situations Wanted Management

I NEED YOU—YOU NEED ME

Credentials unmatched in the industry. Solid reputation in management and sales. National recognition in programming. Currently Group Sales Manager. Would like to put it all together in GM position or "buy in" opportunity. Interested in FM only or AM/FM combo. SE preferred. Confidentiality respected. Write Box R-47.

**RADIO
Help Wanted Sales**

TELEPHONE TIGER

Do you excel on the telephone? Our unique syndicated radio programming is right for the 80's. If you are an above average, goal-oriented, sales professional, we may be right for each other. Call Dick Wagner, Concept Productions, Box 41406, Sacramento, CA 95841. 916-782-7754.

RADIO SALES

We are a radio group of eight stations looking for a good street salesman to join our staff selling our newest acquisition in one of the wealthiest counties—Westchester—minutes from N.Y.C. Good pay, commissions, benefits and advancement possibilities for the right person. Call Mike Schwartz, WZFM, 914-747-1071. EEO employer.

Help Wanted Management

**WNDE/WFBO
BUSINESS MANAGER**

Group owned AM/FM in Indianapolis. Responsible for all financial, personnel and EEO functions. Excellent opportunity for an experienced business manager. Send resume to Corporate Controller, Gulf Broadcast Group, P.O. Box 42, 100, St. Petersburg, FL 33742. An equal opportunity employer.

Help Wanted News

**KNEW, OAKLAND/SAN
FRANCISCO**

Looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct people a must. Tapes and resumes only (no calls) to Jim Wood, Operations Manager, KNEW, P.O. Box 910, Oakland, CA 94604. EOE, M/F/H.

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as an outstanding producer with more than 30 years in broadcasting, both radio and television.

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If there's need in your organization for a professional with outstanding credentials and references, please write Box R-43.

TELEVISION

Help Wanted Management

PROGRAM MANAGER

Northeast Florida's No. 1 television station has an opening for a Program Manager. Responsibilities include managing program schedules, production and public affairs activities as well as supervising a top-rated PM Magazine team.

The individual we seek will have strong administrative skills and the ability to manage and motivate a creative staff. This person will be able to evaluate program product and negotiate the purchase of film and syndicated properties, and will have a knowledge of television production techniques and equipment.

College degree in communications or related field preferred; previous program manager or assistant experience a plus; however, if you are not currently a program manager or assistant, but feel you are qualified for the position, send us a resume and tell us why.

Send your resume to:
Gretchen Webb
Personnel Manager
WJXT
P.O. Box 5270
Jacksonville, Florida 32207

WJXT

PNS
POST-NEWSWEEK STATIONS, INC.

EOE M/F

MANAGER, DIVERSITY PROJECTS

Do you have excellent communications skills; experience in the area of program management with an exceptional ability to write, research and evaluate programs; and knowledge of EEO/AA policies and practices? If yes, we have a newly created position within our department of human resources development which may be of interest to you. As manager of diversity projects, you will be responsible for promoting ethnic and gender diversity in management, radio and television programs, among licensees and otherwise as participants in the public telecommunications enterprise. A Bachelor's degree and graduate or equivalent experience necessary, with a minimum of four years' work experience in public or commercial broadcasting. Excellent salary offered to a maximum of \$46,257, complemented by an excellent benefits package. Resume **must be received** before close of business March 28, 1983. Mail to Harvey G. Dickerson/MDP, Corporation for Public Broadcasting, 1111 Sixteenth Street, NW, Washington, DC 20036. An equal opportunity employer.

BUFORD TELEVISION, INC.

GENERAL MANAGER

Network affiliated VHF television station located in East Texas is seeking an experienced General Manager with a proven track record in all areas of television station management. We are a progressive communications company that owns several established, growing television stations. We are seeking an aggressive, highly motivated individual to work with us in meeting the challenges that exist in the communications industry. Individual must have 3-5 years of television General Management experience.

This position offers tremendous resources, responsibility and opportunities for advancement. The salary is attractive, and we offer an excellent benefits package. Please send resume and salary requirements to:

Buford Television, Inc.
Director of Personnel
P.O. Box 9090
Tyler, Texas 75711

An Equal Opportunity Employer



WPLG TV-10

CHIEF ENGINEER

Top station in south Florida market. Prior TV engineering management background required. Full responsibility for all technical personnel, facilities, operations, budgets and compliance with state and federal regulations. Active coordination with other departments to insure quality on-air look. Send resume to:

Walter Liss
WPLG/TV 10
3900 Biscayne Blvd.
Miami, FL 33137. EOE.

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Send a resume to:

Bob White
Vice President
KIII-TV
P. O. Box 6669
Corpus Christi, Texas 78411
(512) 853-7700

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Several openings in New York Broadcast Center.

Excellent salary plus outstanding benefits.

Applicants should have 5 years experience in broadcast technology or industrial background in one of the following MAINTENANCE areas...

- AUDIO SYSTEMS
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- VIDEO SYSTEMS
- VIDEO TAPE
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- MICROWAVE SYSTEMS

Send resume in confidence to
CBS Broadcast Center
524 West 57 St, NYC 10019
ATT: PERSONNEL
Men and Women
of all races desired.

SUNBELT SPORTS

Established remote facilities company seeking maintenance and operating engineers to staff state of the art mobile unit based in Southwest. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011. Attention: Personnel.

Situations Wanted Management

NYC, BOSTON, PHILY, D.C.

Top 10 market TV sales manager ready to be your general sales manager who will over-achieve your 1983 budget! 7+ years management. National rep and local sales experience help generate consistent success. Write Box P-137.

Situations Wanted News

ANCHOR

Exciting, informed, award-winning white male who enjoys beating (the competition) wishes to meet large market management for long, meaningful relationship. Photo not required. Write Box R-29.

ALLIED FIELDS

Help Wanted Sales

ESTABLISHED SALES REPS WANTED

If you are selling broadcast related products and would like to add exciting high commission computer software products to your line, send resume and territory covered to: Broadcasting Systems Company, 1400 Eleventh Avenue, Helena, MT 59601.

Help Wanted Programing, Production, Others Continued

STAFF AND TALENT FOR NEW SHOW

We're creating a new show about how to make it in today's economy and need the following:
HOSTESS/(Host): A believable woman (man) with compelling style, warmth and savvy about shopping, or even better, consumerism. FIELD HOSTESS/(Host): Same as above with added ability to field produce her (his) own 3-4 minute packages. PRODUCER: We need a self-starting dynamo with plenty of energy and ideas who's willing to work long hours and eager to accept the creative challenge of a new show of this kind. Really caring about these issues is a must. Must know studio production for talk and demonstrations and how to supervise production of field packages. VIDEOGRAPH/EDITOR: A real pro with experience in shooting and editing 3-4 minute packages with speed and style. Please send resumes only to: Steve Edelman, Executive Producer, KSTP-TV, 3415 University Ave., Mpls, MN 55414. Talent only, please send tape with resume. An equal opportunity employer.



TV INDEPENDENTS

New California production company with three sitcom pilots produced and ready to go. Successful network producer/director, experienced writing, production team. JOINT VENTURE - Call Doug Johnson, 313-851-3053.

Help Wanted Sales

ACCOUNT EXECUTIVE

Tired of cold weather in depressed markets? Local sales opening for experienced, aggressive TV salesperson in warm, sunny Florida. Network affiliate with rewarding commissions for the right person. All inquiries very confidential. Write Box P-136. EOE.

Help Wanted Programing, Production, Others



Top-rated medium market PM Magazine seeks producer. Previous PM Magazine producing experience necessary. EOE. Send resume to: Bill Chapman, Executive Producer, WIS-TV, Box 367, Columbia, SC 29202.

Help Wanted Technical

CHIEF ENGINEER VIDEO FACILITY

Amway Corporation, a world leader in the manufacture and distribution of consumer products, has an immediate need for a chief engineer for its video production facility.

This position requires a Bachelor's degree in electrical engineering, electronics, broadcast engineering or closely related area. The ideal candidate will possess 6 or more years of progressive experience in video production equipment maintenance, service, systems specification, design, and video production. An FCC first class engineering license and prior supervisory experience is required.

Amway offers an attractive salary commensurate with experience, a comprehensive benefits package including profit sharing, and relocation to desirable western Michigan.

To investigate, please send your resume and salary history, in confidence, to:

Salaried Representative/Video
Amway Corporation
7575 E. Fulton Rd.
Ada, MI 49355.
EOE. M/F

Help Wanted Management

NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of regional manager for the states of Indiana, Michigan and Ohio. The applicant must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume to: Larry E. Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N. Street, NW, Washington, DC 20036. EOE.

Help Wanted Instruction

CHAIRPERSON

Department of Communication Arts, Washburn University of Topeka. Applications and nominations are invited for the position of chairperson of an interdisciplinary department incorporating speech communication, telecommunications, and journalism. This is a nine-month position, beginning August 1, 1983. Possibility of summer teaching. Appointment is expected at professorial level. Salary is competitive, dependent upon qualifications and experience. Candidates must have an earned doctorate and administrative experience, as well as a teaching, research and service record in one or more of the department's cognate area. Candidates must demonstrate leadership in curriculum development and be willing to oversee expansion of existing programs in journalism and telecommunications, as well as develop a new program in public relations and a cable television channel. Applications should be accompanied by a vita and three letters of recommendation. Deadline: March 21, 1983, or until a suitable candidate is found. Applications and letters should be sent to:

Dr. Meredith Moore, Chair,
Search Committee,
Department of Communications Arts,
Washburn University of Topeka,
Topeka, KS 66621. AA/EOE.

**For Fast Action Use
BROADCASTING's
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Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

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DES Associates (201) 891-7758

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DJ's Sales Writers Engineers

Trained Beginners Experienced Personnel
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(Exclusively for Columbia graduates.)

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DJ's-news-sports-programers-sales-management-If you are ready to move up. NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

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COORDINATORS**
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Birmingham, AL 35218
205-822-9144

RADIO JOBS

10,000 radio jobs a year for men & 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. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

AVAILABLE FOR IMMEDIATE ACQUISITION

Assets of broadcast/recording industry manufacturer in Chapter 11 proceedings. Product lines include: Ampro cartridge tape recorder/reproducers; Scully series 8300 tri-deck reproducer; Ampro audio consoles; Scully reel-to-reel recorders; in excess of \$1.6 million (book) parts and components inventory. Existing markets include domestic and international sales with established manufacturers' representative network. For Information, call: G.M. Ketter, 215-564-8080

Wanted To Buy Equipment

WANTED

(1) Sony BVU-110 portable VCR. (2) Time-base corrector. (3) Sony Beta Players. SLP 300's or 303's. Top prices paid for good quality equipment. 804-253-0050.

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Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Friday, March 11, 1983, from 10 a.m. to 4 p.m. in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report and committee reports. The Finance/Development Committee of the Board of Directors of National Public Radio will meet in open session on Thursday, March 10, at 9 a.m. at the Ramada Renaissance Hotel, 1143 New Hampshire Avenue, NW, Washington, DC. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, 202-822-2043.

Business Opportunity

BUILDING OR BUYING A RADIO STATION?

Now available—a county by county study of estimated radio sales! Provides listings of retail sales, estimated radio sales per month per station, and amount of competition. Study indexed from highest to lowest sales. Contact: Tim Hawks, 416 Sunburst, Norman, OK 73069 405-329-3874. Frequency searches—open FM allocations listing.

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WANTED: AM

Individual will pay up to one million dollars cash for large market AM (fulltime or daytime). All replies will be answered and held in strict confidence. Write Box R-66.

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Florida AM.

Excellent property - little competition.

\$475,000 - liberal terms.

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WELCOME GEORGE WILDEY

"To better serve our clients in the Northeast, I'm pleased to announce that veteran broadcaster George Wildey, of Bangor, Maine, is now associated with us. A 27-year veteran of the broadcasting industry, George has a wide background in New England radio. I look forward to working with George to assist in our fast growing business, and hope you will, too. George may be reached in Bangor at 207-947-6083." Bob Kimel.

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For Sale Stations Continued



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STATION

STATION	CONTACT
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W Medium CI.IV/FM \$2,400K \$850K	Ray Stanfield (213) 366-2554
R.Mt. Metro CI.IV/CI.C \$1,600K \$300K	Elliot Evers (213) 366-2554
M.Atl. Metro AM/FM \$1,500K Terms	Jim Mackin (207) 623-1874
R.Mt. Medium AM/FM \$1,200K \$250K	Brian Cobb (303) 322-3763
MW Medium Fulltime \$600K \$60K	Peter Stromquist (612) 831-3672
M.Atl. Metro CI.IV \$500K Cash	Mitt Younts (804) 355-8702
MW Major AM \$500K Cash	Bill Lochman (816) 254-6899
FL Small CI.IV \$395K \$80K	Bill Cate (904) 893-6471
SW Small AM \$375K \$75K	Bill Whitley (214) 680-2807
MW Small AM \$195K \$60K	Ernie Pearce (615) 373-8215

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Atlanta, GA 30341 (404) 458-9226



Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
AZ	AM	\$35,000	downpayment
PA	AM	\$35,000	downpayment
LA	FM	\$20,000	downpayment
TN	AM	\$30,000	downpayment
IA	AM	\$35,000	downpayment
SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
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SD	AM	\$40,000	downpayment

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Single market, with real estate, priced at less than 3 times gross, on terms. Substantial discount for cash. Reply to Box R-42.

AM AND NEW FM, MIDWEST

\$250,000. Gross billing \$165,000 annually. Principals only. Write Box R-44.

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1 kw-AM with "PSA," great facility w/latest equipment! Includes real estate. Profitable operation—good terms for qualified buyer! Owner ready to retire! Write Box P-78.

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Several markets available. Medium & small. Call Bill Kitchen, Quality Media Corp., 404-324-1271.

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Bob Marshall, President

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VA: Live in beautiful Virginia. Owner retiring. Owner/operator's dream. Profitable AM daytimer. Solid business community with growth. Very good equipment. Escalating gross. Single station mkt. \$350,000, terms.
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THE HOLT CORPORATION

FOR SALE - UHF-TV

serving top 10 market. \$10,000,000. Call-Bob Thorburn, Chapman Associates, 404-458-9226



MILLION DOLLAR BABY

California AM-FM has billed over \$1,000,000. \$2.5 mil/terms.

Gary Willson, Broker
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FOR SALE

North Carolina AM-FM (Class C) combination. \$2.75 million, attractive terms. Price pegged to standard cash flow multiple. Super stations in growth market! Write Box R-45.

99000 WATTS BY OWNER

Attractive real estate is included with this profitable station. Top 100 market. \$1,600,000-\$300,000 down. 8 1/2% interest on balance. Write Box R-67.

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West Coast:
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\$55,000 cash plus assumption of \$240,000 liabilities on great terms for profitable daytimer. Assets, including building; large, strong market. Write Box R-65.

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Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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



Edwards

George Edwards, VP and general manager, National Black Network, New York, named president.

Peter Lund, VP and general manager at CBS-owned WBBM-TV Chicago, joins WCBS-TV New York as VP and general manager, succeeding Ron Tindiglia (see "News and

Public Affairs" below). **Eric Ober**, VP and station manager, WCBS-TV New York, joins WBBM-TV succeeding Lund.

Tex Meyer, VP and general sales manager, WWKX(FM) Gallatin, Tex., named senior VP, general manager.

Donald O'Connor, general sales manager, WLRE(TV) Green Bay, Wis., joins KSPR(TV) Springfield, Mo., as general manager. **Amauro Obregon**, internal auditor, Central Soya, Fort Wayne, Ind., joins KSPR as controller.

Peter McCray, executive project coordinator, Warner Data West, Los Angeles, joins CommuniCom, Culver City, Calif.-based cable system serving southern California, as VP, operations.

John Trinder, VP and general manager, WTVZ(TV) Norfolk, Va., named executive VP for parent, Television Corp. of Virginia there. **Richard Kitelyn**, general sales manager, WTVZ, succeeds Trinder.

Herb Remick, general manager, KRGI-FM Grand Island, Neb., joins KODE(AM) Joplin, Mo., as station and sales manager.

Doug McDougal, president and general manager, KZEU(FM) Victoria, Tex., joins KAVU-TV there as general manager.

Keith Ketcham, chairman, management team, WOJ-AM-FM-TV Ames, Iowa, named general manager.

Ray Mineo, sales manager, KKBB(AM) Denver, assumes additional duties as general manager.

Amy Land, sales manager, WIVI-FM Christiansted, Virgin Islands, named station manager. **Joe Hann**, music director, WIVI-FM, named operations manager.

Gregg Lindahl, program director, KOMA(AM) Oklahoma City, joins WSM-AM-FM Nashville as operations manager.

Stephen Stander, general attorney, law department, NBC, New York, named managing general attorney, law department. **Elizabeth Wilde Mooney**, program clearance representa-

tive, prime time, NBC-TV, New York, named director, affiliate relations. **Joseph Marazzi**, regional director, affiliate relations department, NBC-TV, New York, named director, affiliate marketing and planning.

Scott Morris, attorney, Marron, Reid & Sheehy, San Francisco, joins Viacom International, Dublin, Calif., as attorney, responsible for legal affairs of cable television and broadcast divisions.

Jon Gilbert, attorney, West Coast, ABC, Los Angeles, named associate director of labor relations, West Coast.

Bonnie Winings, manager of publicity, KCET(TV) Los Angeles, named director of development.

Sam Short, from Sirloin Stockade, Oklahoma City restaurant, joins KOKH-TV there as controller.

Marketing

Appointments, D'Arcy-MacManus & Masius, New York: **Craig Brown**, senior VP and treasurer, DM&M/North America, to corporate executive VP and chief financial officer, DM&M/Worldwide; **Charles McConnell**, senior VP, management supervisor, to new position of senior VP, executive assistant to president; **Bruce Guidotti**, senior VP, management supervisor, Foote, Cone & Belding there, succeeds McConnell, and **Christopher Madden**, from Creamer Inc., New York, to regional account executive.

Elected senior VP's, Ogilvy & Mather, Los Angeles: **Dan Dixon** and **Christina Stevens**, creative directors, and **Tim Elliott** and **Jill Himonas**, management supervisors. **Bruce Stein**, account executive, named account supervisor.

Appointments, J. Walter Thompson, Detroit: **Richard Smith**, VP, associate creative director, to creative director; **Robert Lyons**, VP, associate creative director, to art director and producer; **Edward Berger**, creative supervisor, to VP, associate creative director; **James Conlan**, partner and creative director, Buckheim & Rowland, Ann Arbor, Mich., to associate creative director, and **Melvin Foster**, copywriter, to group supervisor.

Nancy Jordan and **Robert Scarpelli**, creative directors, Needham, Harper & Steers, Chicago, elected VP's, NH&S/USA.

Steve Olderman, senior VP, group creative supervisor, Geer, Dubois advertising, New York, named creative director.

Leslie Ann Masepohl, from A. Eicoff, Chicago, joins M&N Advertising, Houston, as media buyer.

Carmen Willix, manager, sales presentations, ABC Radio Networks, New York, named di-

rector, sales presentations. **John Bogusz**, from Young & Rubicam, New York, joins ABC Radio Networks, succeeding Willix.

Nicholas Kaftan, from Doyle, Dane, Bernbach, New York, joins McCaffrey & McCall there as VP, network relations.

Gregory Flanagan, art director, Ted Bates, New York, joins Cunningham & Walsh there in same capacity.

Deborah Peirson, from Research House, Kansas City, Mo., joins W.B. Doner, Detroit, as project director.

Ken Marier, from J. Walter Thompson, Chicago, joins Tatham-Laird & Kudner there as manager, Video studio and audio-video facilities.

Ron Walter, from Walter & Associates broadcast consulting firm, New York, joins Advertising to Women there as account supervisor.

Cindy Schreiber, director of marketing, Mego Corp., New York toy manufacturer, joins Creative Alliance, advertising agency there, as advertising and marketing representative.



Sherlee Barish, Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Joel Segall, sales manager, Group W Television Sales, Los Angeles, named VP, national sales manager, GWTS, New York. **Alan Buckman**, national sales manager, Group W's WBZ-TV Boston, joins GWTS, succeeding Segall.

Michelle Kimmelman, director of advertising and sales promotion, Group W Satellite Communications, Stamford, Conn., joins Schiff-Jones, New York communications marketing and programing firm, as director of administration.

Gregg Siegel, research analyst, Avery-Knodel Television, New York, named marketing associate. **Tom Hantzarides**, account executive, CBS/FM National Sales, New York, joins A-K Television in same capacity.

Appointments, The Marschalk Co., New York: **Deborah Forman**, account supervisor, Rosenfeld, Sirowitz & Lawson, New York, and **Ken Gilbert**, account supervisor, Drossman Yustein Clowes, New York, to same capacity; **James Chandler**, account executive, Geer Gross, to same capacity, and **Richard Carraro**, from Rosenfeld, Sirowitz & Lawson, to producer.

Vincent Morgan, account executive, Branham Sales, New York, joins Eastman CableRep there in same capacity.

Stanley Kaye, partner and VP, media director, Asher Gould, Los Angeles, joins Ed Libov Associates' Broadcasting Buying Group, Marina Del Rey, Calif., as VP, associate broadcast editor. **Robert Turner**, VP, John F. Murray Broadcasting Group, New York,

joins Libov as associate broadcast director, based in New York.

Oscar Conejo, senior consultant, Cornejo International, East Moline, Ill., joins Warren-Anderson Advertising, Davenport, Iowa, as international marketing director.

Hank Moore, from KYST(AM) Texas City, Tex., joins Gulf State Advertising, Houston, as director of public relations.

David Krobot, from KQAM(AM)-KEYN-FM Wichita, Kan., joins Stolz Advertising there as account supervisor and manager of Wichita office.

James Johnson, corporate director of marketing, KIRO Inc., Seattle, named VP, corporate marketing and planning.

Gary Brown, from IDS, Minneapolis, joins KSPR-TV Springfield, Mo., as general sales manager. **Barbara Gressel**, from WTHR(TV) Indianapolis, joins KSPR as traffic manager.

Dick Harlow, general manager, Mann Media Direct Marketing, High Point, N.C., joins WMFR(AM) there as general sales manager.

Michael Kibbey, account executive, Harrington, Righter & Parsons, St. Louis, joins WAVE-TV Louisville, Ky., as local sales manager.

Jim Vandergriff, account executive, KOAM-TV Pittsburg, Kan., named local sales manager.

Frank Seymour, account executive, WTSP-TV Tampa-St. Petersburg, Fla., named local sales manager.

Programing

Francis Vincent, president and chief executive officer, Columbia Pictures Industries, named chairman of board of CPI and senior VP of parent Coca-Cola. In addition, he will be president of Coca-Cola's newly created entertainment business sector, and as such, will be responsible for company's participation in new studio with Home Box Office and CBS Inc. **Richard Gallop**, executive VP, finance, law and administration, succeeds Vincent as president and becomes chief operating officer.

Martin Davis, executive VP and member of executive committee, Gulf+Western, parent of Paramount Pictures Corp., Los Angeles, named vice chairman and chief executive officer following death of Charles Bluhdorn, founder-chairman and chief executive officer, (BROADCASTING, Feb. 28).



Woollen

Dick Woollen, VP, programming, Metromedia Television Stations division, Los Angeles, joins Columbia Pictures Television Distribution there as VP, marketing.

Judy Price, VP, children's programming, ABC Entertainment, Los Angeles, joins CBS Entertainment

there as VP, children's programs and daytime specials.

Ronald Korda, manager, program planning, NBC Entertainment, New York, named director, program scheduling and theatrical acquisitions.

Laura Mogul, marketing services manager, Playable, New York, joins ABC Video Enterprises there as director of advertising, Home View Network.

Allen Green, executive VP, Films Incorporated/entertainment division of Public Media Inc., Wilmette, Ill., named president of division. **Gale Livengood**, executive VP, Films Incorporated/education, named president of division. Films Incorporated provides educational films, documentaries and short subjects to television stations.

Lawrence Steven Meyers, director of international distribution, Lorimar International, New York, joins New World Pictures there as VP, international distribution.

Gary Koester, from Warner Amex Satellite Entertainment Co., Stamford, Conn., joins The Weather Channel, Atlanta, as VP, Eastern sales, based in New York office.

Jeanne Newman and **Steve Knisely**, attorneys, The Playboy Channel, Los Angeles, named directors of business affairs.

Stephen Robeck, independent consultant and producer associated with RKO Pictures, New York, joins RKO as member of executive staff.

John Phillips, managing partner, Manhattan

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine
 3 years \$160 2 years \$115 1 year \$60
 (Canadian and international subscribers add \$20 per year)

Broadcasting  Cablecasting Yearbook 1983

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
 (required) No

For renewal or address change
 place most recent label here

The one to read when there's time to read only one.

Consulting Group, Manhattan Beach, Calif., joins TPC Communications, Sewickley, Pa., production company, as VP and general manager.

Thom Ferro, regional sales manager, Westwood One, Los Angeles, named director of sales.

Richard Cohen, director of acquisitions and programing analysis, Spotlight, satellite-delivered pay television service, Santa Monica, Calif., named VP, business planning and analysis.

Patricia Byrne, marketing manager, Times Mirror's Hartford, Conn., cable system, joins Showtime, New York, as director of national accounts, Western region, based in Los Angeles office.

David Landau, account executive, WKTU(FM) New York, joins United Stations there as director, Eastern sales.

Fred Seiden, operations manager, KOST(FM) Los Angeles, joins Bonneville Broadcasting System there as director of special projects.

David Thomas, general manager, WEZI(FM) Memphis, joins Churchill Productions, Phoenix radio programer, as VP and national marketing director.

John Moss, account executive, CBS's RadioRadio, New York, joins Mutual Broadcasting there as national account executive, special programing.

Robert West, from KGCT(TV) Tulsa, Okla., joins KSPR(TV) Springfield, Mo., as program director. **Rhed Killing**, from KPOM-TV Fort Smith, Ark., joins KSPR as production manager.

Greg Solk, assistant program director, WLUP(FM) Chicago, named program director, succeeding **Tim Kelly**, resigned.

Jim Richards, music director, XETRA(AM) Tijuana, Mexico, named program director.

News and Public Affairs

Ron Tindiglia, VP and general manager, WCBS-TV New York, named VP, news, CBS owned television stations, New York.

Peter Poor and **Thomas Tomizawa**, producers, NBC News, New York, named senior producers for NBC's news magazine program, *Monitor*, scheduled to debut March 12.



O'Reilly

Terry O'Reilly, manager, Pittsburgh office, Satellite News Channel, ABC/Group W venture, joins Group W's Newsfeed as news director, based in Newsfeed's Philadelphia headquarters.

Appointments, Docuvid, New York-based independent producer of television news and

news features: **John Sheehan**, VP, American Stock Exchange, New York, to executive VP, New York; **Craig Maurer**, producer and reporter, Washington, to manager, Washington

news operations; **Jerry Cardwell**, independent cinematographer, to chief camera director and head of news operations; **William Line**, from Committee for Freedom of the Press, Washington, to assignment editor and reporter; **John Hennehan**, anchor-reporter, Mutual Broadcasting, Washington, to field producer and anchor, Washington; **Gary Fall**, from WRAU-TV Peoria, Ill., to photographer-editor, and **Christine Rizzo**, administrative assistant, to assignment editor.

Ron Davis, news director and anchor, WXOW-TV LaCrosse, Wis., joins WRAU-TV Peoria, Ill., as VP, news.

Al Kamhi, news director, WATE-TV Knoxville, Tenn., resigns to become press secretary to Senator Ernest (Fritz) Hollings. (D-S.C.).

Mary Spillane, special projects producer, KTV(TV) St. Louis, named assistant news director.

Joyce Russell, news director, KOKC(AM) Guthrie, Okla., joins KEBC(FM) Oklahoma City as news editor.

Stacey Walters, associate producer, news, KING-TV Seattle, joins KCPO(TV) as associate producer, evening news. **Barbara Stenson**, reporter, KING-TV, joins KCPO as producer-reporter.

Sandra Lee, news producer, KTUL-TV Tulsa, Okla., joins KTVH(TV) Hutchinson, Kan., as anchor-producer.

Jonathan Crane, reporter, WVEC-TV Norfolk, Va., joins WTSP-TV Tampa-St. Petersburg, Fla., as economic specialist.

Dave Patterson, from WKYC-TV Cleveland, joins KYW-TV Philadelphia as anchor.

Brad Field, from WLNE(TV) Providence, R.I., joins WVIT(TV) Hartford, Conn., as week-night weather anchor.

Heather Hardin, reporter, WXIA-TV Atlanta, named weekday anchor.

John Natelle, reporter-anchor, WQAD-TV Moline, Ill., joins WHBF-TV Rock Island, Ill., in same capacity.

Chris Berry, news producer, WHBQ-TV Memphis, joins KNX(AM) Los Angeles as news writer.

Gary Nelson, host, *Good Morning Jackson-*

ville, WTLV(TV) Jacksonville, Fla., named anchor-reporter.

Susan Wallace, from WCPQ(TV) Seattle, joins WJXT-TV Jacksonville, Fla., as reporter.

Dave Pinter, from WCXI(AM) Detroit, joins WTXR(AM) Flint, Mich., as reporter.

Joseph (Fritz) Coleman, from KZLA(AM) Los Angeles, joins KNBC(TV) there as weather anchor.

Technology

James Moneyhun, Western sales manager, Vital Industries, Los Angeles station automation equipment manufacturer, named senior VP. **Gordon Peters**, regional sales manager, named national sales manager.

Michael Oravec, senior VP, information systems, Horizon Bancorp, Morristown, N.J., joins Sony Corp. of America, Park Ridge, N.J., as VP, management information systems.

Kenneth Holland, president, Image Transform Inc. subsidiary of Compact Video, Burbank, Calif., elected corporate VP, technical planning and development, Compact Video.

Daniel Karasik, retired director of television and customer services, world systems division, Comsat, Washington, elected to board of directors, Netcom International, San Francisco satellite communications firm.

James Vollmer, group VP, responsible for government systems and commercial communications divisions, RCA Corp., New York, named senior VP, technical evaluation and planning. **Charles Quinn**, division VP, operations, RCA consumer electronics division, Lancaster, Pa., named division VP and general manager, picture tube division.

Appointments, Robert Wold Co., Los Angeles: **Vince Walisko**, supervising engineer, East Coast transportable earth station, named project manager, Wold corporate engineering.

Michael Clark, director of telecommunications, Westchester county, New York, joins American TransCommunications Inc., Greenwich, Conn., as director of business development. American TransCom is involved in satellite communications, cable television, microwave operations and consulting.

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Albert Smith, VP and controller, Anixter Bros., Chicago, elected director of company.

Appointments, Switchcraft, Chicago telecommunications equipment manufacturer: **Ken Kline**, manager, switch products marketing, to Chicago district sales manager; **Keith Bandolik**, distributor marketing manager, succeeds Kline; **Dean Arvanitis**, sales engineer, to newly created post of product specialist, connectors/cable assemblies, and **Ken Wood**, customer service supervisor, to cable assembly product coordinator.

Otis Freeman, senior VP, Tribune Broadcasting's WPIX Inc., licensee of WPIX(TV) New York, assumes additional responsibilities as director of engineering for Tribune Broadcasting.

Frank DeJoy, VP, engineering, Suburban Cablevision, East Orange, N.J., named to board of directors, Cable Television Network of New Jersey, Trenton, N.J.

Promotion and PR

Richard Rettig, manager, on-air promotion, dramatic programs, NBC, Los Angeles, named director, administration, advertising and creative services. **Kathleen Pardi**, manager, on-air promotion, NBC, Los Angeles, named manager, on-air promotion operations.

Joan Kemeny Paru, public relations director, Jewish Federation of Raritan Valley, Highland Park, N.J., joins Taft Broadcasting, Cincinnati, as manager of corporate communications. **Virginia Karp**, member of corporate communications department, Taft Broadcasting, named manager of public relations.

Michael Wright, head of East Coast television and fine arts activities, Stone/Hallinan Associates public relations, New York, assumes additional duties as senior VP, administrator, New York office.

Helen Love, producer, *PM Magazine*, WJBK-TV Detroit, joins Detroit Inner-Unity Bell Cable Systems there as community affairs manager. DIUB is one of companies bidding for Detroit cable television franchise.

Lee Spieckerman, producer, news promotion, KXAS-TV Dallas, joins WLNE(TV) Providence, R.I., as director of promotion.

Sharon Rosenbush, advertising and promotion manager, WRC(AM) Washington, joins WABC(AM) New York as director of advertising and creative services.

Marti Daughtry, production assistant, WTVZ(TV) Norfolk, Va., named promotion manager.

Francine Johnson, from Holiday Inn City Center, Chicago, joins WYEN(FM) Des Plaines, Ill., as public relations director and traffic manager.

Anne Jones, from press department, NBC-TV, New York, joins KYW-TV Philadelphia as public relations assistant and writer.

Joel Canfield, promotion producer and director, WTAE-TV Pittsburgh, joins WDIV(TV) Detroit as producer-writer, promotion department.



Free press. William G. Harley (l), senior media consultant to the U.S. National Commission for UNESCO, receives special Freedom of Information award, sponsored by the Texas Association of Broadcasters, Texas Daily Newspaper Association and Texas Tech University, from Phil Record, associate executive editor, *Fort Worth-Star Telegram*. The award, given annually, is for "conveying globally the Jeffersonian ideals of a free press."

Allied Fields

Melvyn Levitsky, State Department's deputy assistant secretary, Bureau of Human Rights and Humanitarian Affairs, Washington, named deputy director of Voice of America there.

Donald Haselwood, VP and director of operations for all media research group activities of A.C. Nielsen Co., Duenden, Fla., named executive VP and elected to board of directors.

Thomas Wyman, CBS president and chief executive officer, has been elected to board of trustees of Ford Foundation.

Lynn McReynolds, press aide, Senator Walter Huddleston (D-Ky.), joins National Cable Television Association, Washington, as director of public information.

Joey Reiman, VP, associate creative director, D'Arcy-MacManus & Masius, New York, named chairman of New York creative screening panel for International Broadcasting Awards, sponsored by Hollywood Radio and Television Society.

Julianna Guy, station manager, KCPQ(TV) Seattle, joins state government of Alaska as deputy commissioner of telecommunications, to help develop telecommunications policy for state government.

Leigh Moylan, from Automated Business Concepts, Carpinteria, Calif., joins Holt Corp., Bethlehem, Pa., broadcast broker and consultant, as associate and senior analyst.

George Gimourginas, sales manager, Motorola, Washington, joins National Public Radio there as project manager, business services, responsible for NPR's participation in National Satellite Paging Inc.

Robin Fisher, director of marketing and research, RKO Radio Networks, New York, joins Quantiplex there as director of radio sales development.

George Neuman, market planning manager, Gill Management Services, San Jose, Calif., named director, Eastern sales, based in newly opened New York office.

Janet Zahler, account executive, radio station sales, Arbitron, Dallas, named regional manager, Southwestern radio station sales. **Alison Conte**, communications specialist, parent Control Data Corp., Minneapolis, joins Arbitron, New York, as public relations specialist.

Elected officers, Hispanics in Communications, New York: **Andres Roura**, Avon Products, president; **Sandra Gonzales Bar-Levav**, By/Media Satellite Network, vice president; **Carlos Pereira**, Avon Products, treasurer, and **Rafaela Travesier**, Caballero Spanish Media, secretary.

Elected officers, Greater Lynchburg (Va.) Broadcasters Association: **Ray Kimpton**, WLLI(AM)-WGOL(FM), president; **Bill Neery**, WAMV(AM)-WCNV(FM) Amherst, Va., vice president, and **Lois Daniel**, WBRG(AM), secretary-treasurer.

Deaths

John Cowles Sr., 84, retired president and chairman of board of Minneapolis Star and Tribune Co., and father of John Cowles, former president, Cowles Media, died of cardiac arrest Feb. 25 at his home in Minneapolis. He is survived by two sons and two daughters.

Richard Weiss, 64, financial editor, KSDR(TV) St. Louis, died of heart attack Feb 21 at his home in University City, Mo. He is survived by his wife, Helen, and son.

Museum of Broadcasting's Batscha: preserving and showcasing a medium

Bob Batscha has been building bridges, as he calls it, for most of a career that, from the looks of it, seems more like several careers.

A political scientist specializing in communications, he has been a consultant to the Organization for Economic Cooperation and Development; has been president of the Population Resource Center; was a co-founder and remains a leader of the Center for Communications; has taught communications to political science students and political science to communications students, and has found time to write books and articles along the way.

Running through it all is his preoccupation with communications—and all those bridges.

"I've always liked to bridge two activities," he explains, and the record backs him up. At OECD, for example, he was in charge of a multinational project on dissemination of research results to policy-makers, bridging the academic and policy-making worlds. At the Population Resource Center, set up by the Ford and Rockefeller Foundations, the job was to link the researchers with the governmental and business communities, getting the results of demographic studies by the former into the hands of the latter. At the Center for Communications, the idea was, and is, to bring students and faculty together with broadcasting, newspaper and other communications professionals so that they can learn from one another and develop better mutual understanding.

Now, as president of the fairly new but swiftly expanding Museum of Broadcasting, Batscha is building more bridges. This time they are between, in his words, "what's going on in the professional community of broadcasting and people on the outside." He also wants to build stronger ties between the museum and the people *in* broadcasting.

Broadcasting over the years has created "a very important artistic, significant, socially valuable product," Batscha says, and he wants people to know about it.

"There are four or five million hours of programming out there," he says. "It's not all good, obviously, but there is a lot out there that I think the broadcasting community should be very proud of."

One way the museum makes this material accessible is through seminars and exhibits. More than 60 highlight programs from the TV career of Sid Caesar were presented in a major exhibition that wound up last week, with Caesar himself appearing for two seminars. Others have dealt with vintage programming as diverse as the radio and TV comedy of *Bob and Ray*, 10 NBC Symphony concerts conducted by the late Arturo Toscanini, Ed Murrow's *See It Now*, Hanna-Barbera programs and a retrospective on the



Robert Michael Batscha—president, Museum of Broadcasting, New York; b. Jan. 24, 1945, Rochester, N.Y.; BA in political science, Queens College of City University of New York, 1967; MIA (Master in International Affairs), Columbia University, 1969; PhD in political science, Columbia University, 1972; associate professor of communications, Queens College, 1967-1972 and 1975-1978; with Organization for Economic Cooperation and Development in Paris, 1972-1975, and in New York, 1975-1977; president, Population Resource Center, New York, 1977-1981; co-founder, Center for Communications, New York, 1979, and chairman of its executive committee to date; adjunct professor in Columbia University School of Journalism, 1978-1980, and in Columbia School of International Affairs, 1980-1981; present position since November 1981 and also on boards of Center for Communications and Population Resource Center and chairman of Columbia University Faculty Seminar in Communications; m. Francine Sommer, 1978; child—Eric, 1.

BBC. This week the museum opens a one month exhibit of contemporary German television, including films by two noted directors who got their start in TV: the late Rainier Werner Fassbinder, and Wolfgang Peterson. (Although not included in this exhibit, Peterson's "Das Boot," originally produced for German television, was among the highest grossing foreign films ever in the United States.)

There has been a steep acceleration of museum activity over the past 15 months, starting with Batscha's arrival. He explains: Founded and entirely financed for its first two years by CBS Board Chairman William S. Paley (who remains its chairman), the museum opened in November 1976 and for its first five years was "very much experimental," testing whether it could get the programs it wanted and needed, and, if so, whether there was "a public that was interested in seeing them."

"At the end of five years," Batscha says, "the feeling was 'Yes, the experiment worked; now let's build the institution into a much more significant establishment'—and

that's my mandate." He signed on as president in November 1981, recommended for the job by, among others, Frank Stanton, the former CBS president with whom he had helped create the Center for Communications.

From the start, the museum had the support of the major networks, many independent stations and the National Association of Broadcasters. The networks each agreed to provide archival material and 300 hours of programming a year. The base has been broadened considerably. Almost 20,000 programs have been collected, transferred to cassettes and catalogued; they are evenly divided between television and radio, with the former going back to a 1944 Toscanini concert and the latter to a 1920 broadcast by Franklin D. Roosevelt. The collection is growing at the rate of 3,000 to 3,500 programs a year.

Much of the museum's traffic is from people coming to see or hear specific programs at the pirate-proof consoles that the museum provides. Many more are coming now that the retrospectives and seminars have been added. In the past five months attendance has doubled, to between 1,000 and 1,200 persons a week.

Batscha, describing his role, calls it "frantic, I guess." He meets regularly with the curatorial staff, helping to decide "which programs we want to go after; meets twice a week on exhibitions in preparation; meets frequently with individual members of the museum board; obviously spends time generating ideas; oversees a staff that ranges between 27 and 30 persons, and spends "a fair amount of time fund raising."

"One of our problems is that we are perceived as a wealthy institution," Batscha says. The museum has a budget of "a little over a million dollars" but "probably should have \$2 million to do what we're doing as well as we're doing it." Paley still provides 30% to 40% of the total, with the networks together the second largest source. The rest comes from group and individual broadcasters, foundations, businesses and government in relatively small doses that Batscha is working hard to increase.

He also has some large ideas for the future, including a series on writing for television that he would like to launch in 1984. For 1984 his plans include an exhibit on television's role in the civil rights movement and a look at the "creative collaboration" in the *M*A*S*H* series.

"There is no other museum in the world in like this," he says. We hope this museum some day will be a place where broadcasters can come to lift up their heads and say, "That's what I've been doing over the last 10 years."

Batscha thinks the museum is making progress: "We used to be described as the best-kept secret in New York, but in the *New York Times* the other day another museum was described as that, so I think we've moved up a notch."

Cable Television Association and National League of Cities tentative agreement late last week on cable deregulation bill (S. 66). Details on proposal were not released although one source said compromise is "still surprisingly close" to original S.66, which curtails city and state authority to regulate cable TV. NLC was prepared to present proposal to its board on Sunday, March 6, during its annual convention in Washington. If NLC board approves compromise, NCTA will take measure to its board when it meets March 22-23.

Turner Broadcasting System's Cable News Network brought anti-trust suit last week against arch-rival Satellite News Channels and its parent companies, ABC and Group W. Complaint, filed in U.S. District Court in Atlanta, alleges that defendants have attempted "to monopolize and to restrain competition" in communities where Group W operates cable systems. "We believe SNC and Group W are using their combined power as programmers and exhibitors to prevent Cable News from competing with SNC," TBS President Ted Turner said in prepared statement. "Balderdash" summed up initial reaction of Daniel Ritchie, chairman and chief executive officer, Westinghouse Broadcasting and Cable. "If anything we have bent over backwards to compete fairly with Ted and all of his services in the face of his intimidation and highly questionable practices."

Teletext authorization and implementation of FCC's lottery mechanism, originally planned for commission action March 9 ("Closed Circuit," Feb. 28, are now tentatively scheduled for FCC meeting March 31. FCC canceled March 9 meeting to accommodate Senate Communications Subcommittee, which scheduled hearing on (S. 607), FCC Authorization Act of 1983, for same day.

In letter to Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary Subcommittee that oversee copyright matters, representatives of motion picture, broadcasting and sports interests suggested cable industry's protests against increase in cable copyright fees are unwarranted. New 3.75% rate affects only largest cable systems, they said, citing statistics gathered by National Cable Television Association indicating that less than 25% of cable subscribers are likely to be affected. And even for subscribers that may be affected, they said it will only mean change in service—from distant signal to "made-for-cable" programming. At most, new rate will cost cable systems 35 cents per subscriber per month, they said. For system with one signal affected by higher rate, total royalty payment will be less than 5% of basic revenue, a small fraction of prices broadcast stations pay for same programming, they said.

National Association of Broadcasters, Motion Picture Association of America and interested sports groups filed a consolidated response last week with U.S. Court of Appeals for District of Columbia, asking court to deny request by National Cable Television Association to stay effective date of Copyright Royalty Tribunal rate hike. NCTA asked for stay last November, but court failed to grant it. CRT ruling increases rates cable operators must pay for distant television signals and goes into effect March 15. They argue that "cable interests have failed to demonstrate that they or the public will be irreparably harmed by the orderly implementation of the CRT's rate adjustment decision pending review by the Court." CRT also filed response to NCTA request and asked court to deny stay. CRT maintained that what it did was "appropriate and normal." "A reading of the tribunal's decision will show that there was an overabundance of evidence submitted by copyright owners which showed that the value of other types of programming would justify a rate of 5% per DSE (distant signal equivalent)," CRT said.

Temporary prime time network schedule changes, announced last week by CBS-TV, are also being planned by NBC-TV. Network announced Friday it will return *Taxi* to schedule on Wednesday nights, starting March 23 with special retrospective from 9 p.m. to 10 p.m. and continuing thereafter at 9:30 p.m. *Family Ties*, currently in 9:30 p.m. Wednesday slot, will move to Mondays starting

Ferrante replaces Merlis. Effective today (March 7) Robert Ferrante, executive producer of CBS News *Nightwatch* (2-6 a.m.), replaces CBS *Morning News* executive producer George Merlis, who in turn becomes, in his own words, "executive producer of a concept." Merlis developed *Good Morning, America* for ABC.

Van Gordon Sauter is assigning Merlis the task of developing a new hour-long, weekly prime time program, with a soft-news orientation.

Merlis is reluctant to describe the program concept he will be developing as falling within the magazine genre. But he relies on another print term, "back of the book," (rather than hard-hitting news), to describe the material the program may focus on.

Over the last year, *Morning News* has made progress in the ratings but still lags considerably behind NBC's *Today* and first-place ABC's *Good Morning, America* in the 7-9 a.m. time period. *Morning News*'s season-to-date rating is 3.3/16, compared with a 2.5/13 for the comparable period last season. Second place *Today* has a 4.3/21, down from a 5/26 last season, and *GMA* is on top with a 5.5/27, compared with an average 5.5/28 a year ago.

A successor has not yet been named for Ferrante at *Nightwatch*.

March 28, where it will be preceded by *Love Sidney*, half-hour series that started season off on Saturdays but is currently on hiatus. *Little House on the Prairie: A New Beginning*, will have its last original episode on Monday, March 21, but will return in reruns later in season. *Remington Steele* will move from Fridays at 10 p.m. to Tuesdays at 9 p.m. and *Bare Essence*, currently airing at 9 p.m. Tuesdays, will take *Remington Steele*'s spot.

Federal Trade Commission last week announced it is seeking public comments on agency's advertising substantiation program. Commission voted to review 10-year old program after FTC Chairman James Miller, leading advocate for review, and Commission Michael Pertschuk reached compromise on decision. Miller has pushed for review of program since joining FTC in October 1981 while Pertschuk was opposed. Notice to be published in Federal Register reflects compromise.

President Reagan complains networks are ignoring good news and has challenged them to devote week in April to private sector initiatives. If ratings suffer, he said, networks can return to "bad news." Reagan made remarks last week at fund-raising lunch for U.S. Olympic Committee in Los Angeles. Networks, he said, should set aside "April 17-23, National Volunteer Week, to focus on 'America' heroic private sector initiative efforts." Paul Greenberg, executive producer of *NBC Nightly News*, responded: "We're going to do our job. We'll cover the news, and let him run the country." CBS News anchor Dan Rather said, "We don't make decisions on stories based on whether they are good news or bad news." And Jeff Gralnick, executive producer of ABC's *World News Tonight*, expressed surprise at complaint about lack of good news on networks. He said all three networks are reporting "turnaround" in economy.

Corporation for Public Broadcasting board last week adopted \$135.1 million fiscal 1984 budget. Board also heard report from CPB Financial Task Force, established last year to explore financial options for public broadcasting. Report concluded that despite supplemental income from revenue-making venture, continuation of federal support is essential. Report recommends that government appropriate at least \$200 million per year from FY 1987 until 1990 in order for public broadcasting to continue serving public in same capacity. CPB board passed resolution in support of National Children's Television Week March 13-19 established by Congress and accepted letter from board member Lady Diana Dougan, who asked for leave of absence. Dougan has been nominated to post at State Department as coordinator for international communication and information policy.

Douglas D. Danforth, Westinghouse Electric Corp. vice chairman and chief operating officer, was named last week to move up to chairman and chief executive on Dec. 1, succeeding Robert E. Kirby, who will reach company's mandatory retirement age of 65 in November. Danforth is 60. Westinghouse Electric also announced reorganization, effective immediately, in which its Westinghouse Broadcasting & Cable Inc. subsidiary becomes one of four, rather than one of five major operating groups. Westinghouse Broadcasting & Cable was only major group not affected by reorganization, in which four other operating groups were dissolved and replaced by three new ones. Daniel L. Ritchie, chairman of broadcasting and cable subsidiary, is member of Westinghouse Electric's new eight-man management policy committee. Westinghouse Broadcasting & Cable's sales last year were about \$726.2 million.

FCC voted unanimously last week to uphold grant of cable TV relay service license to Cable Dallas, satellite master antenna TV operator that wants to link several "clusters" of apartment complexes in Dallas. Warner Amex Cable, which has franchise for Dallas, had asked commission to review staff grant of CARS license.

Municipally owned cable system in Cambridge (Mass.) will add something that cannot be supplied by private system, and runs risk of applying far less," says 314-page report commissioned by New England Cable Television Association. Study by Cambridge consulting firm, Communications Strategies Inc., cites First Amendment and antitrust considerations and financial and legal risks as arguments against municipal cable in Cambridge. City Council there initially approved municipal ownership. Communications Strategies study says decision was based on data that understates cable expenses and overstates revenues.

FCC and CBS says jointly funded teletext study dispels advertisers' fears teletext will be used during commercial breaks. They found 1% of teletext usage occurred during regular program times, with viewers turning on sets 30% of time to specifically use teletext. On average viewers requested 75 pages of text per viewing. Viewers expressed demand for more rapid updating on information and advertisers wanted better graphics.

Members of Washington Media Committee, concerned about extending First Amendment rights to electronic media, met last week with Senator Bob Packwood (R-Ore.) who has been heading up effort. Packwood has called for constitutional amendment that would give electronic press same First Amendment protections as print media. He addressed group at informal luncheon sponsored by National Association of Broadcasters and stressed need for amendment rather than legislative repeal of fairness doctrine and equal time rule, which he maintains, can be overturned by another Congress. Packwood also said electronic and print media must agree upon same goals before any amendment can be drafted.

Senate Communications Subcommittee will hold hearing Wednesday on FCC reauthorization bill (S. 607). Bill sets appropriations totaling of \$86.4 million for fiscal 1984 and 1985. Hearing will also look at FCC plans for Common Carrier and Mass Media Bureaus as well as impact of regulatory policies on telephone rates and introduction of new media services.

Four members of ABC News crew covering preparations for Pope John Paul II's visit to Managua, Nicaragua, were roughed up and arrested, according to one member of crew. Michael Rebich, who told reporters crew was released on Friday morning after being in police custody for several hours, also said police had seized their videotapes. Rebich said problem arose when they were taping locals taking good positions from which to see Pope in large plaza, where he was to say Mass. Locals twice took route police had barred, and on second occasion, police turned worshippers back by firing auto-



New news show. *Monitor*, an NBC news magazine program, hosted by former *NBC News Overnight* co-anchor Lloyd Dobyns will premiere Saturday, March 12 (10-11 p.m.).

matic weapons into air. At that point, according to Rebich's account, police grabbed newsmen, knocked them down and confiscated tapes, which they did not return.

Cozzin Inc. has withdrawn petition requesting that FCC hold off accepting competing applications for RKO General Inc. stations made in effort to purchase several stations under commission's distress sales policy ("Closed Circuit," Feb. 28). RKO attorney said petition was withdrawn after RKO notified commission that, contrary to Cozzin's impression, RKO had never expressed interest in distress selling stations. Attorney said there had been discussions, but that there must have been "misunderstanding."

Political spots on television are not "root cause of the costly and sometimes trivial nature" of U.S. elections. It's money. Thomas E. Patterson, political scientist at Syracuse University, drew that conclusion from two-day meeting of scholars, journalists, politicians, broadcasters and other, who assembled at Aspen Institute's Wye Plantation conference center, Maryland, in week after November election. "Spot commercials may not be the perfect form of political communication," Patterson wrote, "but they are useful to both candidates and voters." Participants, said Patterson, felt problem has been "money push" of campaign contributions flowing to candidates at ever increasing levels from special-interest Political Action Committees. Dissenting view was offered by former New York Mayor John V. Lindsay. He said escalation of campaign spending "has resulted directly from the growing importance of paid television commercials in political campaigns." Political candidates "without a television war chest of huge proportions" has chance of winning, he said.

Representatives of five religious organizations filed complaint at FCC last week, alleging that Jan. 23 CBS "60 Minutes" presentation, *The Gospel According to Whom?*, constituted personal attack against them. As result, groups are asking commission to order CBS to provide "reasonable" amount of time to respond. In its complaint, groups allege that broadcast said groups were "doing the work" of international communism without knowledge of their members. Groups said they had asked for response time but CBS News had rejected request, contending program had not "stated or implied" those church organizations sought to support or promote international communism.

New soap opera, *Loving*, created by soap opera queen Agnes Nixon and with her as one of its two head writers, will go into ABC-TV's Monday-Friday 11:30-12 noon (NYT) spot June 20, after prime time premiere as two-hour movie Sunday, June 19.

Lester Crystal, NBC News vice president of affiliate news services, joins *MacNeil/Lehrer Report* in Washington, as executive producer of program's new expanded hour-long version set to debut this summer. Crystal is former NBC News president and executive producer of *NBC Nightly News*.

Editorials

Futures

Television and sports have been good for each other, though for several years now we've wondered whether the sports side hasn't had the better part of the deal.

Certainly the National Football League, to pick a prominent example, owed much of its growth in popularity—and virtually all of its astonishing growth in revenues—to the TV exposure its teams get with week-in, week-out regularity. And the new United States Football League, if it succeeds, will be obliged to television not only for its success but indeed for its very existence. It stretches no truth to suggest that without its present TV contracts, the USFL wouldn't have bothered to start.

To be sure, broadcasters have paid the continuously escalating rights costs, not gladly, perhaps, but certainly with a reluctance that stopped somewhere short of rejection. Presumably they have felt they could make a buck even at those stratospheric prices, and presumably they have usually done so, though we would also venture that it usually has not been a commensurately large buck.

Now comes NBC's baseball deal. Our eyeglasses fogged up when, reading about it, we got to the money part, but reliable informants tell us the reports did indeed say, as described elsewhere in this issue, that NBC will pay \$500 million for approximately one-half of the major league TV package for five years. We assume NBC figures it can make money on the deal. We hope it does. A half a billion dollars would be a lot to pay for a loss leader.

The contract also provides, for the first time, that TV stations with rights to carry the games of their local major-league teams may not show those games while NBC's *Saturday Game of the Week* is on the air no matter what teams are in the NBC game. No such restrictions apply to cable.

We do not know what, if anything, all this may mean for the future, but a couple of inferences suggest themselves. One is that NBC fears local broadcast competition far more than cable competition. The other is that NBC can't be buying all that talk about the awful fate networks face at the hands of cable. No business puts up \$500 million if it expects to be halfway down the drain before the last payment is due.

Foreign entanglements

There is growing disenchantment with the U.S. government machinery that makes international telecommunications policy. It is dawning on people in Washington that there may be better ways to face a world full of contentious nations that are getting smarter and more ambitious in the development and use of telecommunications technology.

No one is more disenchanted than the leader of the U.S. delegation to the International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya, last fall. As reported in last week's issue of this magazine, Mickey Gardner is convinced that the U.S. prepares poorly for such conferences and that, indeed, it may have to look to "a compatible alternative" to the ITU. Gardner wants the government to put a higher priority on preparation for ITU negotiations and to explore the formation of a council where it and like-minded governments could reach consensus on common problems before going to the mat with adversaries at the ITU. The conference at Nairobi almost broke up over

a Third World attempt to expel Israel.

Gardner's concerns are likely to be magnified next June when the U.S. sends another delegation under another leader to Geneva for the ITU Regional Administrative Radio Conference on satellite broadcasting. It is at that conference that western hemisphere nations are to allocate orbital slots and frequencies. There are not enough of either to go around.

Is the U.S. preparing skillfully for June in Geneva? Abbott Washburn, the former FCC commissioner who is to head our delegation has been industriously at work with experts from the FCC and State Department and a body of nongovernment advisers. Those who have attended briefing sessions say Washburn seems to have the job in hand. It would cheer the working group, however, if higher authority evinced an interest in the process. As reported in a "Closed Circuit" item in this magazine Feb. 21, the State Department and White House have failed to act on the nominations of 32 delegation members that Washburn sent up last October. Gardner has a point in wishing to "elevate telecommunications within the government."

Two down

With the demise of The Entertainment Channel, it becomes a settled principle that it costs a lot of money to fail in cable television programming. RCA and Rockefeller Center Inc. put a reported \$35 million into The Entertainment Channel. CBS put \$60 million into CBS Cable before that service was scrapped last September. Whether big money and smart money were synonymous in these ventures remains a question.

CBS Cable failed as an advertising-supported service when it could claim a potential audience of five million homes. The Entertainment Channel failed as a pay service at 50,000 homes, a universe it was unable to expand against the steady rate of disconnection by disappointed subscribers. Those who still hope to revive The Entertainment Channel as an advertising medium are wise to say that program selection will be revised.

It is safe to say that these will not be the last failures in cable program ventures and equally safe to foresee new ventures in an already crowded, perhaps overcrowded, field. The survivors, as always, will be those who correctly identify the public taste and find the programing to suit it.



Drawn for BROADCASTING by Jack Schmidt

"Our low-power application was denied—interference with other television stations."



Learn to say no.

"Parents aren't the only ones concerned about alcohol abuse." That's the opening line delivered by area high school students in a series of public service announcements produced and aired by KMEG-TV in Sioux City. The teenagers are members of Students Against Alcohol Abuse, and their messages are directed to peers, parents, brothers and sisters. As part of its commitment to its Learn To Say No project, KMEG-TV has supplied tapes to all the local television stations. The station also produced a viewer call-in show featuring the same students along with a professional counselor discussing the work of this important youth organization.

Giving voice and encouragement to young people who are actively working to help solve serious problems is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City



Who just teamed up with Doubleday to launch the hottest new rock program on radio?

"Rock USA" explodes onto radio, ignited by the power of two industry giants. Mutual — the leader in broadcast technology — has joined forces with Doubleday — the country's largest rock station group to bring you an eclectic, electric mix of music, news and information that's going to rock your radio.

Every week, available live via satellite, Rock USA's Ted Cannarozzi takes listeners behind the scenes to meet the hottest stars; up the charts to hear the hits — as tallied by Bill Hard's "The Hard Sheet" — and down a roll call of classics to relive rock 'n' roll history.

The same success formula that's worked wonders for Doubleday is built right into

Rock USA. Now, Rock USA is ready to fill radio stations with devoted rock fans. And give advertisers a coast-to-coast following of listeners who spend as well as rock. Rock USA! Mutual's exclusive satellite multicasting and Doubleday's successful track record make it possible.

And now you can get it, but only from Mutual — the one full-service network. For Rock USA — the hottest, new rock magazine to hit radio — the answer is Mutual.

The answer
is Mutual



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