

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 2

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representing independent stations exclusively



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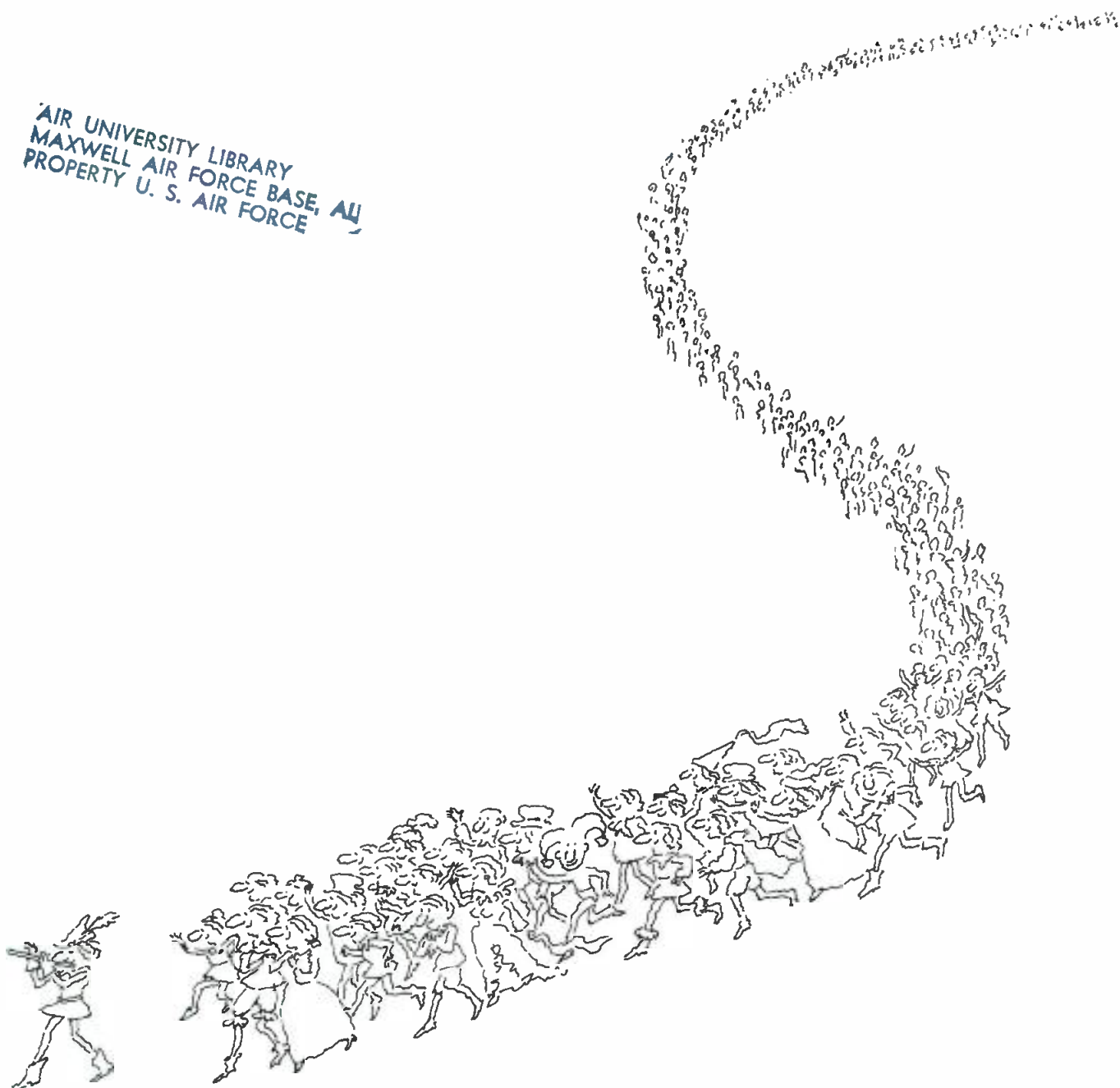
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Broadcasting May 2

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined Issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Scouts out

White House personnel office, caught as much by surprise as anyone else by announcement last month that Commissioner Anne Jones will leave FCC by end of May, has been scrambling to find replacement. "A very active search is going on," according to spokesperson. But when search will bear fruit remains to be seen. Not only must decision be made on candidate, but background check by Federal Bureau of Investigation would have to be conducted. Thus, with Commissioners Joseph Fogarty and Stephen Sharp due to leave commission on June 30, under law reducing agency's size to five members, commission could be limping along with only four, come July.

However, names are beginning to surface. One said to be campaigning for spot is Susan Wing, 36, communications attorney at Hogan & Hartson, Washington law firm, who, reportedly, had failed in earlier bid to win general counsel's post at FCC. Wing's husband, M.B. Oglesby, is White House deputy assistant to President for legislative affairs. Another prospect: Mimi Feller, administrative assistant to Senator John H. Chafee (R-R.I.). Yet another: Bobbie Greene Kilberg, attorney with Aspen Institute of Humanistic Studies, who had been in running for seat that went to Mimi Dawson ("Closed Circuit," March 2, 1981). White House official said it would be "nice" to find woman for Jones seat.

False alarm?

Initial outcry over devastating effect that recently increased cable copyright fees would have on superstations appears to have been overblown. WTBS Atlanta initially projected losses of million subscribers, but actual figure turned out to be about 320,000. As to how long it will take to make up for lost subscribers with new system sign-ups, WTBS spokesman said, "Not that long." Eastern Microwave, common carrier for superstation WOR-TV New York, reports adding new systems with almost 200,000 subscribers over past couple of months and hopes to have its subscriber count back up to pre-rate hike levels by fall. Eastern is encouraging system operators to pass on copyright fee increases to subscribers in form of separate line item on monthly bills.

WGN-TV Chicago has already recouped about half of its CRT-related subscriber losses of 1.2 million and thinks it can

make up second 600,000 in couple of months. And though superstations concede that rate hikes have imposed only temporary setback, on principle they view increases as unfair and will continue to seek legislative relief.

Strong start

National spot sales activity for radio and television for first quarter was about 10% ahead of same time last year. Billings for TV to be released shortly by Television Bureau of Advertising which relies on data from Broadcast Advertisers Reports (BAR) should exceed \$750 million. Some TV reps are talking about "weaker" second quarter—7-8% ahead—putting first half up 8-9%.

First-quarter billings for radio were up 10.3% from same quarter last year, according to Station Representatives Association which relies on data supplied to Radio Expenditures Reports Inc. (RER) by 15 rep firms.

Higher pile?

Now that reams of reply comments on FCC proposal to repeal network syndication and financial interest rules are in (see page 58), commission is said to be thinking of inviting still more—these on so-called "compromise" proposals. Source said FCC was particularly interested in Department of Justice's "forced sale" rule alternative. Justice's proposal would permit networks to acquire financial interest and syndication rights in all programming but would require them to sell domestic, broadcast syndication rights of prime time entertainment series within fixed time after network run. Justice left hanging what that "fixed time" should be.

Silent Voice

U.S. Information Agency solicitation for engineering study to be done in connection with Voice of America's plans to create AM radio broadcasting network in Caribbean raises several questions Voice has trouble answering. Purpose of VOA's Caribbean Basin Project, according to solicitation, is to make VOA's Spanish- and English-language broadcasts available in major population centers of Caribbean and Central America over AM radio. One target is Cuba, and contractor selected for study would be asked to use Marathon Key, in Florida, as location for antenna. VOA already operates AM station there. Why duplication? And what

impact, if any, would yet another AM station broadcasting to Cuba have on plans for Radio Marti?

But most intriguing aspect of solicitation is requirement regarding Region 2 AM plan completed in Rio de Janeiro December 1981. Solicitation says requirements of that plan "shall be met," but then adds: "Deviations from the plan will be considered by the agency if necessary." If VOA is prepared to violate agreement U.S. signed, isn't it concerned that other countries in hemisphere will follow that lead, "if necessary"? Questions, put to VOA on two occasions last week, went unanswered.

Hitchhikers

Congressman Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are thinking of attaching their broadcast deregulation bill (H.R. 2382) to House FCC authorization bill (see "In Brief," this issue). Authorization bill may be marked up by House Energy and Commerce Committee this week. Tauke told BROADCASTING they are exploring "all opportunities" to move their legislation. Commerce Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) aren't expected to help.

Targets of opportunity

Washington Post Co., which bought into Chuck Dolan's regional sports networks (SportsChannel and New England SportsChannel) last March, is trying to establish regional sports network for Washington-Baltimore area. Official for co-owned Washington Capitals (hockey) and Bullets (basketball) confirmed that he is negotiating with Post for television rights, but that nothing was close to final. To win rights, Post might have to outbid Group W Satellite Communications which has also been in touch with Capitals and Bullets concerning its own national sports network. Baltimore Orioles baseball team is also sought.

Headway

Dissident members of National League of Cities that oppose cable deregulation bill (S. 66) that is backed by NLC and National Cable Television Association reportedly are generating Senate sympathy. Dissidents, composed of roughly 15 big-city members of league, met late last week in Dallas to draft proposed amendments to bill.

Room service

Domestidyne, a four-month-old joint venture of Domesticom Corp. and Microdyne Corp., announced last week the purchase of pay television rights to some 20,000 hotel and motel rooms from the American Network division of American Medical Buildings Inc. of Milwaukee. (The rights in contracts between the American Network and the hotel and motel operators.) The price was not disclosed. According to Stuart Levin, president of Domesticom, a New Orleans-based SMATV operator, Domestidyne will replace the American Network's single-channel in-room service with the joint venture's five-channel pay-per-day service.

The PPD service, which has proved successful in trials in motels in Tampa, Fla., and New Orleans, allows the innkeepers to share in the pay television revenues without making any kind of capital investment. To offer the PPD service at a particular motel, he said, Domestidyne, using equipment supplied by Microdyne, installs an SMATV system with a headend capable of providing addressable five-channel service to each room. Upon checking in, he said, the guest is invited to order the service through his telephone at a cost of around \$5 for each 24-hour period. Because the systems Domestidyne will be installing are capable of several tiers of service, he said, it can offer pay-per-view events in addition to the PPD service. As a matter of fact, he said, the May 20 PPV telecast of the Holmes-Witherspoon heavyweight boxing match by RSVP, the Getty-ABC joint venture, will be offered to guests in the trial motels.

According to Levin, Domestidyne has

reached agreements with five networks to carry their programming: Showtime, USA Cable Network, ESPN, Cable News Network and Warner Amex Satellite Entertainment (Nickelodeon). Domestidyne will pay royalties to Showtime, the only pay network on the service, he said.

Levin's job now is to sign up as many of the country's remaining three million hotel and motel rooms for the service as he possibly can. To that end, Domestidyne had one of the few exhibitor's booths at the midyear meeting of the American Hotel & Motel Association in Washington last week. And it appears Levin is chipping away at the market. In addition to the American Network deal, Levin said at the meeting he had signed a contract with Southern Hosts Hotels to offer the Domestidyne service in another 7,000-8,000 rooms. (Showtime and Warner Amex Satellite Entertainment, willing to make their possible services available to hotels and motels through cable operators and such SMATV operators as Domestidyne, also took booths at the meeting.)

Touch of tinsel

Cinemax is launching a new multimillion-dollar advertising campaign this spring created by Ted Bates & Co., and designed to promote HBO's associated service as one that embodies all the glamour and glory of Hollywood. The theme of the campaign is "We are Your Movie Star," and the campaign is aimed at potential multipay households. "In today's multipay market," said Matt Blank, vice president, consumer marketing, HBO, "consumers are looking for more movies and more choice in pay TV

programming. For this reason it was extremely important that we select an advertising theme that highlights the broad range of films that Cinemax offers." In addition to print ads in such publications as *TV-Cable Week* and *TV Guide*, television spots will run in 12 major markets including New York, Los Angeles, Chicago and Boston, as well as on five national cable networks—ESPN, USA, WTBS(TV) Atlanta, Black Entertainment Television and CNN. Within a four-week period beginning in early June, it's hoped the campaign will reach 70% of Cinemax's target audience—adults 25 to 54—an average of 4.1 times. Blank said the new campaign represents a switch in the positioning strategy for Cinemax. "In the previous campaign," he said, "we used a very rational approach, one which was very product related. In the new campaign we're using an emotional approach which is upbeat and entertaining." The previous campaign focused on the theme, "Our Difference Is Our Movies." The new theme will also be integrated into direct mail campaigns and bill-stuffer promotions conducted throughout the year. "The continuity of this high-visibility national campaign will provide a firm foundation on which our affiliates can build their local advertising and marketing plans," said Blank.

Almost final

Milwaukee's common council last week unanimously (16-0) approved the cable franchise contract negotiated between the city and Warner Amex Cable. The contract has to be signed by the city's mayor within two weeks, at which time Warner can then take steps to build the system. The system will

Getting closer to a franchise finish in New York

Although several issues remain outstanding—such as franchise fees, performance bonds, public access and construction sequencing—New York City officials last week were saying that negotiations with the targeted cable franchises for that city are essentially complete. The final contract will be circulated among the franchise applicants (Warner Amex, Cablevision, Queens Inner Unity, Cox, Vision Cable and ATC) and the Cable Working Group by next Friday (May 6), said Norm Sinel, an attorney with Arnold & Porter, the Washington-based law firm that is the city's consultant.

If the CWG recommends approval (assuming the contracts are acceptable to the companies) to the Board of Estimate, the contracts would be set for public hearing within 30 days. After the hearing, the board would make its final decision on the acceptability of the contracts, and if the decision is yes, the contracts would be signed, closed and sent off to Albany, N. Y., for approval by the state's Commission on Cable Television (CCT). The current deadline for submission of the contracts to the state is June 21. But that can probably be extended, given that the CCT has already granted the city 18 months of extensions.

As to the outstanding issues, a city spokesman described them as "small issues" in the sense that they are all now "doable." As far as the city is concerned, a "tentative agreement" has been reached with all of the companies.

The franchise fee issue, said A&P's Sinel, "will be resolved to the satisfaction of the companies." That means the companies will pay a

franchise fee totaling 5% to be divided among city and state—not the 6% or 7% (with 5% going to the city and 1% or 2% going to the state) that the city had hoped for. The performance bond issue has also become a "solvable issue," said Sinel, although it has not been completely worked out yet. Initially, the city wanted the companies, collectively, to put up the full value of the construction costs, estimated at \$1 billion for all four outer boroughs. That figure has since been reduced to \$400 million, and Sinel said that the final amount the companies will have to put up for the bonds will be "considerably less than that."

Morris Tarshis, director of franchises for the city, believes that the performance bond issue is the one remaining, but major, "stumbling block" confronting the process. If he had his druthers, Tarshis would still insist that the companies obtain bonds insuring construction of all territory to be franchised. "But I'm told I can't get that," he told BROADCASTING last week. Instead, he is looking to tie construction sequencing to smaller bonds, so that the companies would obtain new bonds for each succeeding piece of territory constructed in their franchises as per agreed upon timetables.

The city's agreement with Cablevision will include provisions allowing the company to forgo paying franchise fees for both of its designated territories—the Bronx and a large part of Brooklyn—for a certain number of years. The company has maintained that some subsidy was necessary to make construction of its targeted areas financially viable.

ost about \$80 million to construct and the contract calls for a 39-month construction plan. Warner will lay a dual 400 mhz cable and may provide an institutional network depending on the demand for such a network by the city's business community. The franchise passes 260,000 homes.

Approaching Pavillions

The broadcast television networks aren't the only programmers that realize the value of a well-promoted mini-series. HBO has been spreading the word about a six-hour extravaganza entitled *The Far Pavillions*, which it will show in early 1984. HBO has just completed more than three months of shooting, mostly done on location in the cities of Jaipur and Delhi, both India. Based on the best-selling novel by M.M. Kaye, the story line revolves around the love affair (and eventual marriage) between a British Army officer and an Indian princess during a time and place (turn-of-the-century India) when conventional norms forbade such a match.

Tax break

The FCC has granted Fetzer Broadcasting Co. a tax certificate for the sale of Wolverine Television Inc., which serves Battle Creek, Mich., and is 50% owned by Fetzer. The Wolverine system is within the service area of Fetzer's WKZO-TV Kalamazoo, Mich. The FCC said the sale, by eliminating the grandfathered cross interest, met its criteria for issuing tax certificates.



On the air. Group W Satellite Communications and ABC Video Enterprises held a well-attended reception on Capitol Hill last week to inaugurate formally the regular broadcasting of their Satellite News Channel in Washington over the ITFS system of George Mason University in suburban Virginia. Representative Jack Hightower (D-Tex.) (l) was among crowd of 500 on hand to meet SNC President Bill Scott (center), Washington Bureau Chief Lou Cioffi (r) and other Group W and ABC officials. According to GMU, its two-channel (it also broadcasts C-SPAN) service reaches some 160 businesses, associations and government agencies in the Washington area. Its broadcast of SNC is also carried, along with Ted Turner's competing Cable News Network and CNN Headline News, on the cable system serving the House office buildings.

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□ Campaign for Mary Ellen jellies begins in San Francisco and Sacramento, both California, and Phoenix and Tucson, both Arizona. Flight will run 16 weeks through fiscal year. Spots will air in day and early fringe times and target women, 25-54. Agency: Wyse Advertising, Cleveland.

Thompson Medical □ Campaign for Sportscreme (ointment for sore muscles) begins in late May in 10 to 12 markets. Flight will run through July in all dayparts. Target: men, 18-49. Agency: A. Eicoff & Co., Chicago.

Oscar Mayer & Co. □ Campaign for Oscar Mayer cold cuts begins this week in 46 markets. Flight will run seven weeks over 14-week period in day, fringe and prime times. Target: women, 25-54. Agency: J. Walter Thompson, Chicago.

Sanderson Farms Inc. □ Campaign for Miss Goldie's frying chicken begins in May in eight markets. Flight will run through June in all dayparts. Target:

women, 18-49. Agency: Sawyer Advertising, Gainesville, Ga.

Faberge Inc. □ Campaign for Brut men's cologne begins in late May in 16 markets. Flight will run six weeks in fringe, news, sports and weekend times. Target: men, 18-34. Agency: Nadler & Larimer, New York.

Rug Doctor Inc. □ Campaign for steam carpet cleaning equipment (rental and sales) begins in May in Chicago; Pittsburgh; Knoxville, Tenn., and Joplin, Mo. Flight will run five alternate weeks in day, fringe and news times. Target: total adults. Agency: Vantage Advertising, San Leandro, Calif.

John E. Cain Co. □ Campaign for Cain relish begins this week in six to seven markets. Flight will vary from three to six weeks, according to market. Spots will air in day, early fringe, fringe and weekend times. Target: women, 25-49. Agency: Harold Cabot & Co., Boston.

William Underwood Co. □ Campaign for B&M baked beans begins in May in 10 markets. Flights will vary from three to

five weeks, according to market. Spots will run in day, fringe and weekend times and target women, 25-54. Agency: Kenyon & Eckhardt Advertising, Boston.

Allen Products Co. □ Campaign for Alpo canned dog food begins in late June in 25 markets. Three-week flight will air in day, fringe and prime times. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

Pontiac Motor Division □ Campaign for Pontiac automobiles begins this week in 30 markets. Three-week flight will air in early fringe, news and prime times. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

7-11 Stores □ Campaign for snacks and drinks begins in May in Philadelphia, New York, Baltimore, Washington and Hartford-New Haven, Conn. Flight will run three weeks in fringe and prime times. Target: adults, 18-49. Agency: Young & Rubicam, New York.

Columbia House (division of CBS)

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Rep Report

W&P lands 15 stations. Weiss & Powell Inc., New York (formerly BH Radio Sales, see page 14), has acquired for national representation, 15 radio stations formerly handled by Lotus Representatives. Latter firm has divested itself of representation of general market outlets to concentrate on Hispanic market. Stations joining Weiss & Powell are WNCN(AM) New York; KIBE(AM)-KDFC(FM) San Francisco; WTKL(AM) Baton Rouge, La.; WUHN(AM)-WUPE(FM) Pittsfield, Mass.; WITY(AM) Danville, Ill.; WABK(AM) Gardiner, Me.; WHUH(FM) Houghton, Mich.; KBBK(FM) Boise, Idaho; KBXL(FM) Caldwell, Idaho; KCAL-FM Redlands, Calif.; KCVH(AM) Coachella, Calif.; KFMJ(FM) Grants Pass, Ore.; WOOF-AM Dothan, Ala., and WVOI(AM) Toledo, Ohio.

□ KVMX(FM) Eastland, Tex.: To McGavren Guild from Paul Miller.

□ WAMQ(AM) Loretto, Pa.: To Hillier, Newmark, Wechsler & Howard from Lotus Reps.

□ KTRN(AM) Wichita Falls, Tex.: To Blair Radio from Jack Masla.

□ WMAQ(AM)-WBXQ(FM) Johnstown, Pa.: To Hillier, Newmark, Wechsler and Howard from Lotus Representatives.

□ WPLP(AM) Pinellas Park, Fla.: To P/W Radio from Lotus Representatives.



Which radio network just put the Nation's Newspaper on the air?

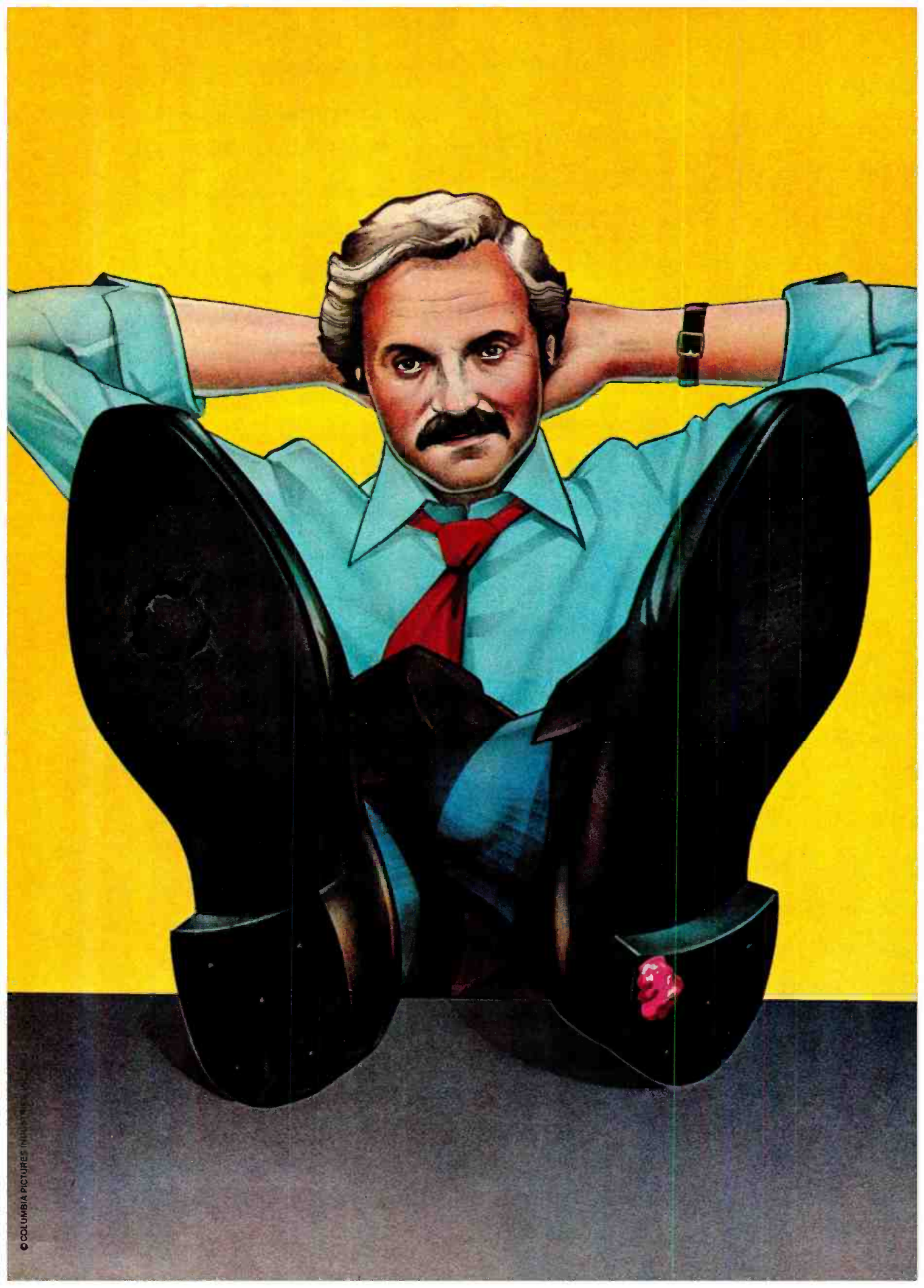
USA TODAY's printed words come alive on Mutual Broadcasting. Three 2-minute daily programs are taken from the newspaper's *Money*, *Life* and *Entertainment* pages for same day broadcast. *Money* is aimed at the morning drive audience, *Entertainment* will be heard by midday listeners, and *Life* will air in afternoon drive.

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LAKE CHARLES
LANSING
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LEXINGTON
LINCOLN
LITTLE ROCK
LOS ANGELES
LOUISVILLE
LUBBOCK
MACON
MADISON
MEDFORD
MEMPHIS
MIAMI
MILWAUKEE
MINNEAPOLIS
MOBILE
MONROE
MONTGOMERY
NASHVILLE
NEW ORLEANS
NEW YORK
NORFOLK
ODESSA
OKLAHOMA CITY
OMAHA
ORLANDO
PADUCAH

WBBH-TV
KFSM-TV
WPTA
KJEO
WZZM-TV
WBAY-TV
WJTM
WCTI-TV
WLOS-TV
WHTM-TV
WFSB-TV
KGMF-TV
KRIV-TV
WHNT-TV
KID-TV
WRTV
WLBT
WTLV
WJAC-TV
KMBC-TV
WATE-TV
WKBT
WLFI-TV
KLFY-TV
KVHP-TV
WJIM-TV
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WVTV
KMSP-TV
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WKAB-TV
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WVUE
WPXI
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KOSA-TV
KOKH-TV
KMTV
WOFL
WSIL-TV

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SAN DIEGO
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KCRJ-TV
WVBT
WSLS-TV
WUHF-TV
KTXL
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AdVantage

LBS names sub. Lexington Broadcast Services, New York, which has specialized in bartering of television programming for advertising time, has formed subsidiary, Broadcast Merchandise Exchange, to handle another form of reciprocal trading for its bartering products and services for commercial time. Paul Siegel, named president of BMX by LBS, noted that "in today's economy, barter makes sense as an important marketing tool, which permits major corporations to preserve cash flow by trading excess inventory from jeans and computers to skis and food, for needed advertising time." BMX is located at 777 Third Avenue, New York, 10017. (212) 838-1185.

Timely commercials. Timex Corp., manufacturer of moderately priced watches, has started new 30-second television spots, each made up of three vignettes, to be followed in next commercial break by single-vignette, 10-second spots. Purpose of spots, according to Edward H. Meyer, president of Grey Advertising, Timex's advertising agency, is to increase frequency while adding style and technology to image of watches. Examples of spots include runners running up curve of huge watch, ballerina dancing on face of watch while operating bar control with delicate toe tap, people taking elevator whose door is face of digital watch and woman's watch that appears as large piece of sculpture in midst of other museum works. Commercials will run in prime time before Mother's Day and Father's Day, and will pick up again for Christmas season.

Million dollar pain reliever. Glenbrook Laboratories, division of Sterling Drug Inc., New York, has introduced its Maximum Bayer Aspirin with \$12-million advertising campaign, promoting heavily in network television but also using syndicated schedules and selected spot TV. Television commercial positions Maximum Bayer Aspirin as superior to other pain relievers because of its formulation that is claimed to be pure aspirin. Agency is SSC&B: Lintas, New York.

Promoting beauty. Four sponsors have signed for *The Miss America Pageant* to be carried on NBC-TV on Sept. 17 (10 p.m.-midnight). Gillette Co., through its personal care division, will mark its 25th year of consecutive sponsorship of pageant, while Nestle Co. is returning for its third year. Other sponsors are American Greetings Corp. and McDonald's Corp.

Advertising bite. Television Bureau of Advertising (TVB) reported that medical and dental service television advertising for 1982 increased to \$27,758,800, up from 1981's total of \$22,429,500. Study also reported that largest TV advertising among medical and dental services in 1982 was Advanced Health Systems, with expenditures of \$4,707,600, 32% greater than \$3,567,700 reported in 1981. According to data compiled by Broadcast Advertisers Reports, newcomers to medical and dental advertising for 1982 included California Dental Association with TV expenditures of \$224,300 and Edgehill Newport Alcoholics Center of Boston at \$159,300.

From BH to W&P. BH Radio Sales, one of the companies in Interep—a holding firm set up by McGavren Guild Radio President Ralph Guild to oversee the operations of Major Market Radio; Hillier, Newmark, Wechsler & Howard; BH Radio Sales, and McGavren Guild Radio—has changed its name to Weiss & Powell. Robert Weiss is president and Dennis Powell, executive vice president and Western divisional manager. BH Radio Sales, which was named after Interep executive Bernard Howard, was formed late last year primarily to represent stations in small and medium markets. It began operation in January with \$4.5 million in billings.

Inc.) Campaign for Jane Fonda's workout record begins this month in 20 markets. Flight will run two weeks in all dayparts. Target: women, 18-49. Agency: Wunderman, Ricotta & Kline, New York.

Earl Scheib Campaign for auto painting begins this month in Los Angeles. Flight will run four days in all dayparts. Target: total men. Agency: Donald D. Lewis Advertising, Burbank, Calif.

McRae's department stores Campaign for various products begins in May in 11 markets. Flights will vary according to product and will run in all dayparts. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Pep Boys of California Retail automobile supply store chain begins campaign this month in five Western markets. Flights will vary and run in day times. Target: men, 18-49. Agency: The Michael-Sellers Co., Los Angeles.

Dean Foods Co. Campaign begins in early May for Dean's "family of products," which include dairy and specialty foods, and, in late May, for yogurt and ice cream. Products will run in Chicago; Memphis; Indianapolis; Louisville, Ky.; Rockford, Peoria and Champaign, all Illinois; Madison, Wis.; Jacksonville, Fla., and South Bend, Ind. Spots will run in day, early fringe and prime times. Target: women, 25-54. Agency: Tatham-Laird & Kudner, Chicago.

Hasbro Industries Inc. Campaigns for three products will begin in May. The Charmkins (jewelry for children), Destro Live (animated figure for GI Joe series) and Inchworm (riding toy) will all run in 80 markets. Spots will run in daytime. Charmkins and Destro Live will target total children, while Inchworm will target family. Agency: Griffin Bacal, New York.

Crush International Campaign for Orange Crush begins in May in Boston and Providence, R.I. Spots will air in all dayparts and target adults, 18-34. Agency: Cuneo Silton Turner Advertising, Boston.

————— RADIO ONLY —————

Kransco Manufacturing Inc. Campaign for Wham-O frisbee begins in May in top 12 markets. Flight will run four weeks in various dayparts. Target: men, 12-24. Agency: Gardner Communications, San Francisco.

————— RADIO AND TV —————

Tastykake Inc. Campaign for Tastykake assorted cakes begins May 9 in 11 markets. Four-week flight will air in all dayparts and target women, 25-54. Agency: Weightman Advertising, Philadelphia.

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Monday Memo

A new media commentary from Laurence Steadman, Steadman/Coles Inc., Boston

A word of warning on the new media

The "Guinness Book of Records" doesn't track hype as a category, but if it did, the new electronic media scene would be a contender for honors. It's making a strong bid to go down in the annals of great popular delusions with the 1920's land speculation in Florida.

It's not that the new electronic media scene is devoid of interest, potential or significance. Far from it, modern cable systems are remarkable in their performance and delivery capabilities. Direct broadcast satellite technology is unquestionably a stunning achievement. Teletext and videotext technologies represent an intriguing fusion of computers and video.

But technologies and markets are two different matters, a fact that is frequently (and curiously) ignored by many new media pundits and camp followers.

In point of fact, a good deal of blather about new media is not a description of potential market events but speculation about what must be called "fantasy markets," a mixture of sense and nonsense that sounds big (as in important), seems plausible at first blush and is always set in the future.

There are three interesting characteristics of this fantasy market speculation as it applies to the new electronic media scene.

First, when all the delirious reflections are viewed together, it becomes obvious that something has to give. Some media forecasts are inconsistent with other media forecasts. You can't throw broadcast TV, DBS, low-power TV, satellite master antenna TV, multichannel interactive cable, teletext, videotext, videodisks, etc. into the same pot and have everything come out a big winner.

Second, capital costs and their recovery are seldom calculated in fantasy market speculation. Perhaps that's not so hard to explain. Financial types often have a reputation for being wet blankets when it comes to bold new ideas, so who'd want to invite them to dampen the party? And anyway, the investment required of producers and consumers alike would probably total to an amount scary even to the most ardent new media futurists.

Third, seldom does any fantasy market propagator indicate just what must happen between now and that watershed year 1990 for the supposed markets to materialize. Of course, that's just the trick. As long as the new media illusionists keep the focus on 1990 they can avoid some embarrassingly tough questions about the present and immediate future.

Trade press coverage of new media developments tends to be simple and, by and large, uncritical reportage. It's a pity. The field could use at least a platoon of investiga-



Dr. Laurence E. Steadman is president of Steadman/Coles Inc., a Boston-based management consulting firm involved in market characterization studies, economic analysis and new venture planning. He has followed new media developments for clients in several industries, including retailing and telecommunications. Dr. Steadman received his MBA and DBA degrees from the Harvard Business School, where he held both research and teaching appointments in corporate finance.

tive reporters equipped with industrial-strength hype detectors to present a balanced view.

Videotext systems are forecast to revolutionize retailing by the 1990's. Cable advertising revenues are predicted to provide a third of industry revenues by 1990. Pay-per-view services will revolutionize film distribution by 1990. Videotext services will achieve a U.S. household penetration of between 17% and 30% within 10 years. There will be electronic Yellow Pages, cheap DBS dishes, a chicken in every pot and a teletext decoder on every set as the new decade arrives.

It is unfair to tar everyone in the trade press and the industry it covers with allegations of fraud and deception. But clearly, some development prospects have been extravagantly presented. At the root of the problem of overly sensationalized new media opportunities are several major fallacies:

The media consumption fallacy: Implicitly or explicitly, many new media analysts and prognosticators assume that the greater the supply of new media fare, the greater the per capita consumption. The more-is-better reasoning sweeps away a lot of vexing problems about consumer time budgets.

The willingness-to-pay fallacy: The assumption that has fueled a lot of fantasy market analysis is that consumer media demand is price inelastic and that household media expenditures are not fixed as a percentage of

disposable personal income. This assumption often sends pay-per-view aficionados into paroxysms of greed. Those folks actually manage to make your stereotypical rapacious network TV executive resemble a devout follower of Mother Theresa.

The indiscriminate consumer fallacy: This assumption, closely allied to the preceding one, roughly suggests that consumers—real bozos, they—are indifferent to quality. If "Heaven's Gate" bombs in theatrical release, viewers will love it when it hits pay cable. New media magic will transmute dross into gold. Who said the alchemy business was out of date?

The advertiser bailout fallacy: If consumers act like bozos, what can you say about the advertiser of fantasy market analysis? Advertiser support is deemed the key to teletext services, videotext schemes, direct broadcast satellite operations, low-power television, cable TV futures—and even some videodisk developments. Eager to part with his money, ever alert to the next "ground floor" opportunity, and none too fastidious about the need for audience measurements, the advertiser is assumed to subsidize the capital, operating and even subscription costs of many new media offerings.

One common relationship all of these fallacies share is their inattention to current media infrastructures, how they came into existence, and how susceptible they are to displacement.

What's a media executive or planner to do in the face of this alleged morass of fallacious assumption, questionable analysis and rampant hyping? (A) Boycott the next three new media conferences? (B) Cancel subscriptions to five new media newsletters? (C) Refuse participation in the next six new media multiclient studies? (D) Decline all invitations to speak on the topic, "Direct Broadcast Videotext: Advertising Opportunities in the 21st Century?" (E) Do all of the above?

Perhaps. But there are some other management initiatives available. The best of them involve asking tough, very tough, questions about how one's company is going to make money in a new media business—not in 1990, but by 1985—about the necessary conditions for the emergence of hypothetical new media markets and about *all* of the assumptions underlying whatever new media plans one's company may have made.

For those media executives and planners who may feel a little queasy about all this, there is hope. A tough-minded review of their own plans and assumptions can be the best anti-hype tonic. Like many great tonics, it may be a little unpleasant to take—but worth it. After all, the problem is not the absence of market opportunities involving new media. The problem is approaching these opportunities realistically. ■

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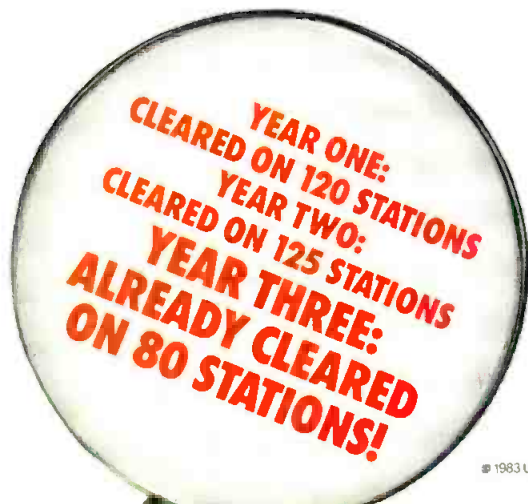
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This week

May 2-3—"Professional Interview Days" sponsored by radio-television department, Southern Illinois University at Carbondale. Information: Ed Brown, (618) 536-7555. SIU campus, Carbondale, Ill.

May 2—World Institute of Black Communications deadline for entries in CEBA (Communications to Black Audiences) Awards. Information: Linda Bowie, executive director, WIBC, 10 Columbus Circle, New York, 10019; (212) 586-1771.

May 3—Second annual "Media Access Showcase," sponsored by TRAC (Telecommunications Research and Action Center) and National Federation of Local Cable Programers. Rayburn House Office Building, Washington. Information: Deborah Hollander, (202) 544-7272.

May 3—"Excellence in Media Awards" luncheon, sponsored by Institute of New Cinema Artists. Plaza hotel, New York. Information: (212) 695-0826.

■ **May 3**—National Association of Broadcasters medium market radio committee meeting. NAB headquarters, Washington.

May 3-7—American Women in Radio and Television's

■ Indicates new or revised listing

32d annual convention featuring presentation of Silver Satellite Award to M*A*S*H star Loretta Swit. Luncheon speaker (Wednesday): Jessica Savitch, NBC correspondent. Royal York, Toronto.

May 4—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Terrence Elkes, president, Viacom International, on "Telecommunications in the 1990's." Copacabana, New York.

■ **May 4**—National Academy of Television Arts and Sciences, Washington chapter, meeting. WRC-TV, Washington.

■ **May 4**—Southern California chapter of Women in Cable meeting, "Introduction to Financial and Tax Planning." Hanalei hotel, San Diego.

■ **May 5**—National Association of Broadcasters small market radio committee meeting. NAB headquarters, Washington.

May 6—Reception honoring winners of "Henny Penny Playwriting Contest" of Children's Radio Theater. Rayburn Building, Washington.

■ **May 6**—George Washington University's Center for Telecommunications Studies symposium to examine National Telecommunications and Information Administration's policy report, "Long Range Goals in International Telecommunications and Information" which

has been presented to Congress. Marvin Center Theater, GWU campus, Washington.

May 6-8—Society of Cable Television Engineers fifth 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 7—Georgia AP Broadcasters Association annual meeting and awards banquet. Omni International Hotel, Atlanta.

■ **May 7**—UPI Broadcasters of Maryland-Delaware-District of Columbia meeting. Fleet Reser Club, Annapolis, Md.

Also in May

May 8-11—International Television Association 15th international conference. Keynote speaker: I. Frederick Williams, Annenberg School of Communications, University of Southern California, Los Angeles. Royal York hotel, Toronto.

May 9—International Television Association's second teleconference. Royal York hotel, Toronto.

May 9—National Academy of Television Arts and Sciences, New York chapter, dinner. Theme: "New Jersey Film Commission—A Salute to Creative New Jersey." Copacabana, New York.

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

May 10—Television Bureau of Advertising region sales training seminar. Hilton Airport, Detroit.

■ **May 10**—Media Institute business/media luncheon, "Cable and the First Amendment." Mayflow hotel, Washington.

■ **May 10-11**—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

May 10-11—Massachusetts Broadcasters Association annual legislative trip to visit Massachusetts congressional delegation. Washington.

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 Program Services," sponsored by New York University School of Continuing Education Telecommunications Program. NYU campus, New York.

May 11—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Robert L. Turner, president, Lexington Broadcast Services on "20 Questions (and the surprising answers the networks don't want to hear) About Television's Booming \$300,000,000 Advertiser-Supported Syndication Business." Copacabana, New York.

May 11-13—University of Wisconsin-Extension seminar, "On-Air Promotion for Public Television." Lowe Hall, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

May 12—Southwestern Broadcasting Representative Association's "Media Event of the Year." Big D Ranch Dallas.

May 12—Television Bureau of Advertising regional sales training seminar. Adams Mark, Philadelphia.

May 12—"Videotech: Marketing and the New Communications Technologies" conference sponsored by University of Baltimore marketing department and Baltimore chapter of American Marketing Association. Speakers include Harry Smith, CBS Inc.; Alber Crane, CBS's Extravision; Mike Coniff, NBC-TV, and

Major Meetings

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 23-26—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.

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.

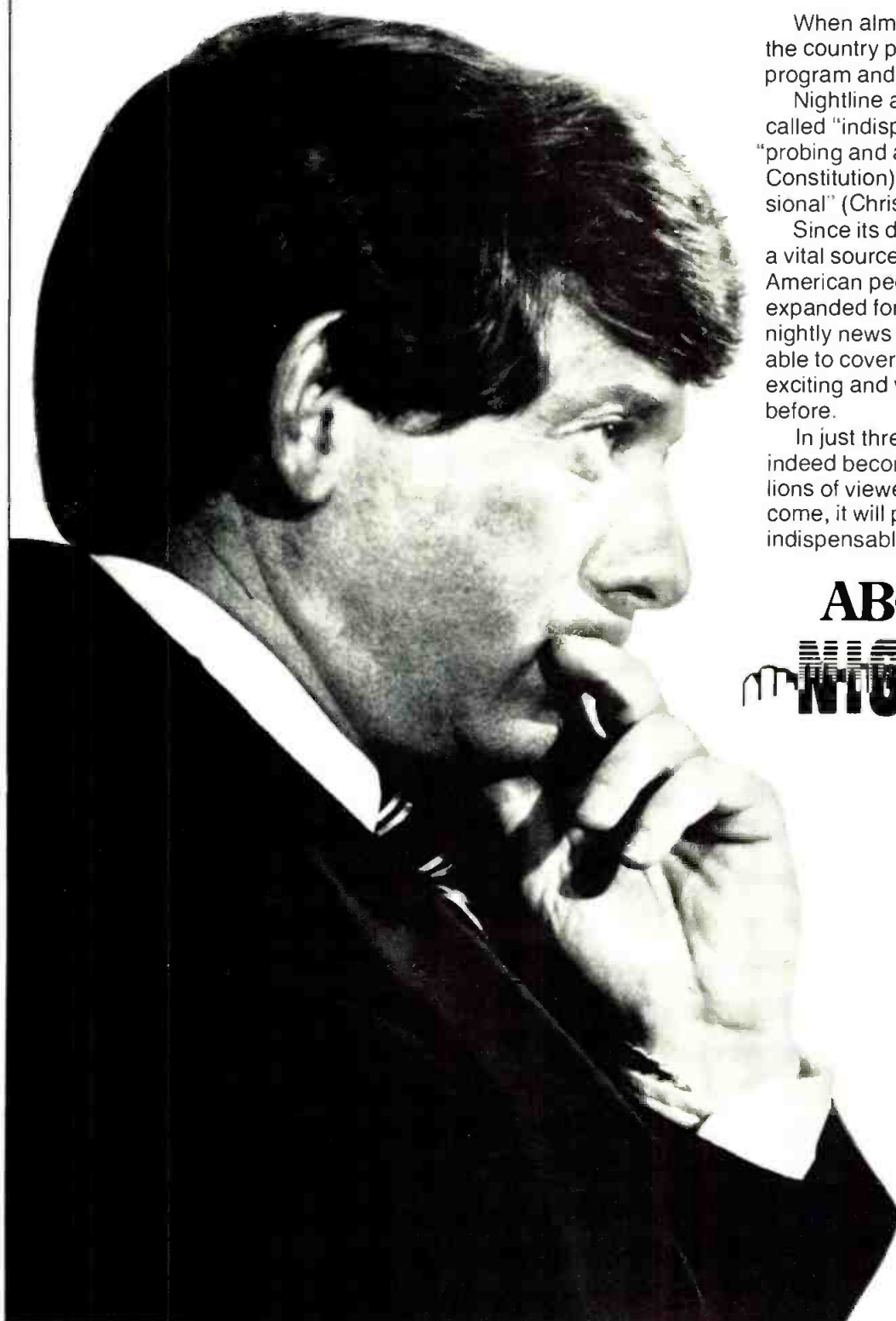
Dec. 13-15—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

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

Feb. 12-16, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

■ **April 29-May 2, 1984**—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

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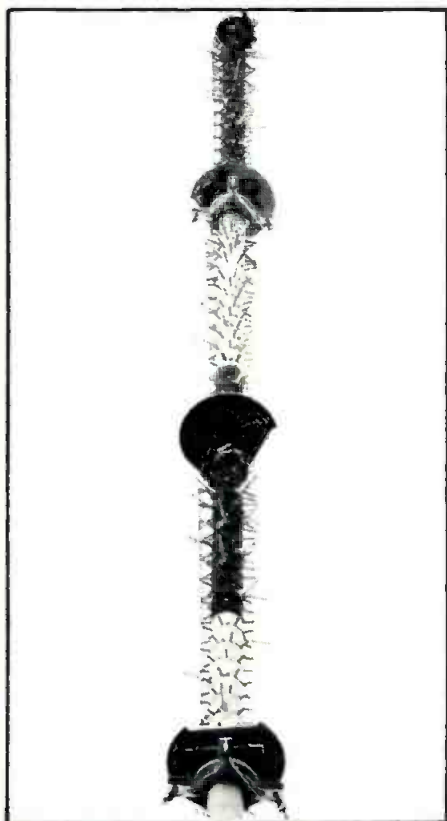
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May 12-13—*Federal Communications Bar Association* conference on international communications, co-sponsored by Georgetown University's International Law Institute, "New Developments in International Telecommunications Policy." Speakers include: Cornelis Jansen Van Rosendaal, Commission of European Communities; Diana Lady Dougan, U.S. State Department; Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service; FCC Commissioner Anne Jones; Marie-Monique Steckel, France Telecom Inc.; Miguel Sanchez Ruiz, Ministry of Communications and Transportation, Mexico; Jonathan Solomon, Post and Telecommunications Division, United Kingdom, and Dr. Joao Carlos Albarnaz, Ministry of Communications, Brazil. 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—*Bay Area Cable Club* toast to cable television industry of northern California. "Nuit d'Elegance," Fairmont hotel, San Francisco. Information: Lou Soucie, Gill Cable, (408) 998-7333.

May 13-14—25th anniversary celebration of WDCR(AM)-WFRD(FM) Hanover, N.H., stations at Dartmouth College. Dartmouth campus, Hanover, N.H.

■ **May 13-14**—*Women in Cable, Rocky Mountain chapter*, seminar on personal computers. University of Denver campus, Denver.

May 13-15—*Florida Associated Press Broadcasters* 35th annual meeting/RTNDA region 14 annual meeting. Busch Gardens, Tampa.

May 13-15—Denver Satellite Expo and Private Cable Conference. Sheraton Denver Tech Center, Denver. Information: '83 Sat Expo, 805 East Cornell, Englewood, Colo., 80110.

■ **May 13-15**—*American Advertising Federation* district 11 conference. Heritage Inn, Great Falls, Mont.

May 14—*Radio-Television News Directors Association* region 14 meeting with Florida AP Broadcasters. Busch Gardens, Tampa, Fla.

May 14—"Public Access to Cable TV: A Do-It-Yourself Workshop," sponsored by *UCLA Extension*. UCLA campus, Los Angeles. Information: (213) 825-0641.

May 15-17—"Telecommunications in the Caribbean Basin" conference sponsored by *Caribbean/Central American Action and Private Sector Organization of*

Jamaica, to "identify and act upon ways that the tele communications revolution can help Caribbean nations achieve their goals for economic growth and development." Speaker: FCC Chairman Mark Fowler Ocho Rios Sheraton, Ocho Rios, Jamaica.

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 17—*Radio Advertising Bureau* "Idearama" for radio sales people. Concourse, Madison, Wis.

May 17—*Southern California Cable Club* meeting. Speaker: Brian Lamb, president. C-SPAN. Proud Bird restaurant, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* sales managers conference. Dublin Stouffer's, Columbus, Ohio.

■ **May 17-19**—*Washington Journalism Center* conference for journalists, "America's Changing Values: Social and Religious Aspects." Watergate hotel, Washington.

May 18—*Women in Cable, New England chapter*, meeting. Speaker: Kay Koplovitz, USA Cable Network. Hyatt Regency, Cambridge, Mass.

May 18—*International Radio and Television Society* newsmaker luncheon, saluting Broadway, Waldorf-Astoria, New York.

May 18-19—*Ohio Association of Broadcasters'* spring convention. Speakers include William Baker, president, Westinghouse Broadcasting; Elmer Lower, former ABC News president, and Tom O'Brien, vice president, Mutual Broadcasting. Dublin Stouffer's, Columbus, Ohio.

May 18-20—*International Radio Festival of New York* week. Information: 251 West 57th Street, New York, 10019; (212) 246-5133.

May 18-21—*American Association of Advertising*

Stay Tuned

A professional's guide to the intermedia week (May 2-8)

Network television □ PBS: (check local times) *The Rothko Conspiracy* (film about artist Mark Rothko), Tuesday, 9-10:30 p.m.; *Children of Darkness* (documentary about disturbed and handicapped children), Wednesday, 9-10 p.m.; *Daniel Schorr at the Supreme Court: A Conversation with Justice Blackmun*, Wednesday, 10-11 p.m.; *Eubie Blake: A Century of Music* (tribute), Saturday, 9-10:30 p.m.; NBC: *V* (part two), Monday, 9-11 p.m.; *Mother's Day Sunday Funnies* (comedy), Sunday 7-8 p.m.; *Television's Greatest Commercials III*, Sunday, 8-9 p.m.; ABC: *Legs* (new movie/musical), Monday, 9-11 p.m.; "The Shining" (1980), Friday, 8-11 p.m.; *The Kentucky Derby*, Saturday, 4:30-6 p.m.; "Apocalypse Now" (1979), Sunday, 8-11 p.m.

Radio □ (check local times) ABC Entertainment: *AT&T... Ringing in the New* (investigation of deregulation), Monday-Friday, five-part series; ABC FM: *Soap Talk** (behind-the-scenes soap opera features), Monday-Friday [to air twice a day, 60 seconds each.]

Cable □ MSG: *Andy Warhol's TV** (talk/entertainment show), Monday, 10:30-11 p.m.; ARTS: *Present Laughter* (play) [Noel Coward], Tuesday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, May 3-July 9; Seminars: *British and American News*, Tuesday, 12:15-2 p.m., *Programming on British Television*, Wednesday, 12:15-2 p.m., *BBC Comedy*, Friday, 12:15-2 p.m.; *King Lear* (new television adaptation/U.S. premiere) [William Shakespeare], Wednesday, 2:30-6 p.m.

*indicates a premiere episode

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Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-21—*Concert Music Broadcasters Association* annual meeting. Executive House. Chicago. Information: (313) 476-5555.

May 19—*Hollywood Radio and Television Society* luncheon. Guest speaker: actor Robert Redford. Beverly Hilton hotel. Beverly Hills, Calif.

May 19—*Radio Advertising Bureau* "Idearama" for radio sales people. Registry hotel. Minneapolis.

May 19-20—*Kentucky Broadcasters Association* spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president. Ramada Inn East, 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.* second annual conference. Theme: "Cable TV. Its Impact on Urban America." Columbia University. School of International Affairs, New York. Information: (212) 683-5656.

May 19-22—*Michigan State University's* "International Conference on Television Drama." Kellogg Center, MSU campus. East Lansing, Mich.

■ **May 19-22**—*American Advertising Federation* district four conference. Sheraton Bal Harbour, Miami, Fla.

May 20—Awards presentation ceremonies for second annual *International Radio Festival of New York*. Sheraton Center. New York.

May 20-22—*Pennsylvania AP Broadcasters* annual

meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

May 21—*Society of Motion Picture and Television Engineers, Hollywood chapter*, seminar, "Production Lighting Techniques." Universal Studios, stages 43 and 44, Los Angeles.

May 24—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

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

■ **May 23-24**—"Adult Radio Forum" sponsored by *Burkhart/Abrams/Michaels/Douglas and Associates*, consulting firm. Marriott Airport hotel. Atlanta.

May 24—*Radio Advertising Bureau* "Idearama" for radio sales people. Holiday Inn-Woodlawn, Charlotte.

May 24—*Radio Advertising Bureau* "Idearama" for radio sales people. Holiday Inn Holidome, Sacramento, Calif.

May 24—*Radio Advertising Bureau* "Idearama" for radio sales people. Ramada Inn, Evansville, Ind.

May 25—*Massachusetts Broadcasters Association* annual spring seminar. Tara. Framingham, Mass.

May 25—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Joe Stuart, producer of ABC-TV's *Loving*. Copacabana, New York.

May 25-26—"How to video-conference successfully," sponsored by *Public Service Satellite Consortium*. Washington. Information: (202) 331-1154.

May 26—*Radio Advertising Bureau* "Idearama" for radio salespeople. John Marshall hotel, Richmond, Va.

Errata



Sheftell (l) and Stevens

A picture of **Alex Sheftell**, Washington media entrepreneur, was misidentified in BROADCASTING's April 25 issue as **Gary Stevens**, president of Doubleday Broadcasting. Both are pictured correctly above.

□

Century Broadcasting's beautiful music **WLOO-FM Chicago** finished in **second place** in the 1983 winter Arbitron reports for that city with a 5.9/12 plus metro share, but was inadvertently left out of April 11 story on the ratings race in the top three markets. Also, ABC's top 40 **WLS(AM)** climbed from 3.8 in the fall to 4.1.

Open Mike

Trend talk

EDITOR: Your coverage of the NAB television trends study (BROADCASTING, April 18) referred to the earlier study that NAB used as a benchmark as "the last NAB trend study." Just to set the record straight, NAB had nothing to do with the earlier study. I know, because as they say, "I wuz there." As always, your convention coverage was superb.—*John A. Dimpling, Electronic Media Rating Council, New York.*

Editor's note. The earlier study was an independent one, conducted by the research firm, McHugh & Hoffman.

Peacock praise

EDITOR: Steve McClellan did a superb job of research and reporting on the NBC story in the April issue. It really gave an accurate picture of where we are and where we're going.—*M.S. (Bud) Rukeyser Jr., executive vice president, public information, NBC Inc., New York.*

Right rep

EDITOR: Many friends and associates have noted the untimely passing of Carl Weinstein ("Fates and Fortunes," April 11). Carl was a close friend. He was also a colleague and business associate of ours at Harrington, Righter & Parsons [not Peters, Griffin, Woodward as reported] for 13 years prior to

heading Eastman Cable Rep. I know he would appreciate setting the record straight.—*Pierce M. Foster, vice president, Harrington, Righter & Parsons Inc., New York.*

Too much tax

EDITOR: I agree with Bill Stakelin in BROADCASTING's April 11 issue. If we have to be subjected to a spectrum fee (tax), there are hundreds of broadcasters I know that would just as soon forget about deregulation.

Someone needs to tell Congressman Wirth that the broadcasters of this nation already pay millions of dollars in taxes, and give millions of dollars worth of time to every good cause that comes along in this country every year.

Unfortunately, the issue now is how much deregulation can broadcasters afford? The power to tax is still the power to destroy!—*Don C. Dailey, chairman, Mark Twain Media, Springfield, Mo.*

Sonya switched

EDITOR: Bravo on your choice of Alan Peris, Post-Newsweek Video president, as a Fifth Estater in your April 18 issue. I've had the pleasure of working with Alan on numerous Post-Newsweek projects, most notably, the *Sonya* series starring Dr. Sonya Friedman.

However, your profile describes the series as airing on Hearst/ABC. Horrors! While

they are an excellent cable service, they aren't lucky enough to have someone of Sonya Friedman's talent on their network. We are... and have been for a year (since April 5, 1982). That's the USA Cable Network, thank you. Otherwise, your profile does justice to someone who is very capable, and a decent person, too.—*Barry D. Kluger, director of public relations, USA Cable Network, Glen Rock, N.J.*

Los, not Las

EDITOR: For the record, the opening of your article on the battle of teletext systems (BROADCASTING, April 18) is misleading. Los Angeles [not Las Vegas] holds the distinction of being the first American city with three simultaneous broadcast teletext services, and the only city in which competitive teletext services were evaluated.

As has been reported in your publication, KNXT, the CBS owned station, and KCET, the public television station, began transmitting separate teletext services on April 8, 1981, the first operating teletext services in the country. In October 1981, KNBC, the NBC-owned station, joined the Los Angeles Teletext Field Trial by beginning transmission of its own service. During the trial, the three technically compatible services were accessible in 75 households and numerous public locations. To this date, KNXT and KCET continue to transmit teletext services.—*Ronald J. Goldman, director, KCET Teletext Services, Los Angeles.*

A cartoon illustration of Inspector Gadget, a man with a very long nose, wearing a grey trench coat, a brown hat, and brown gloves. He is holding a red and black umbrella in his right hand and has his left arm outstretched. The background is white with some black and red shapes.

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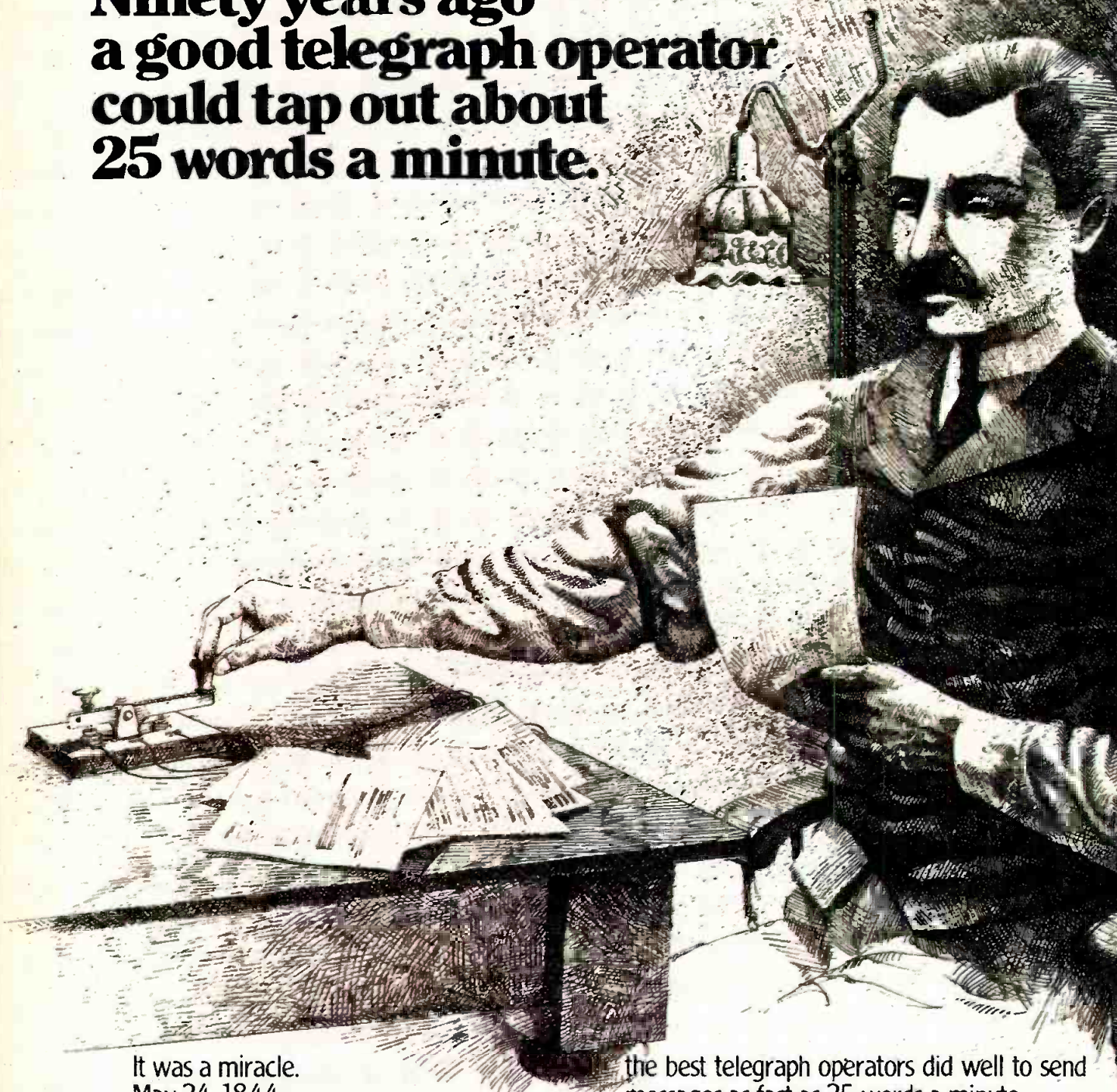
With 65 half hours now in production—and cleared in more than 50% of the country—Inspector Gadget is firm for the fall! And Don Adams as the voice of Inspector Gadget will make it a hit in every market!

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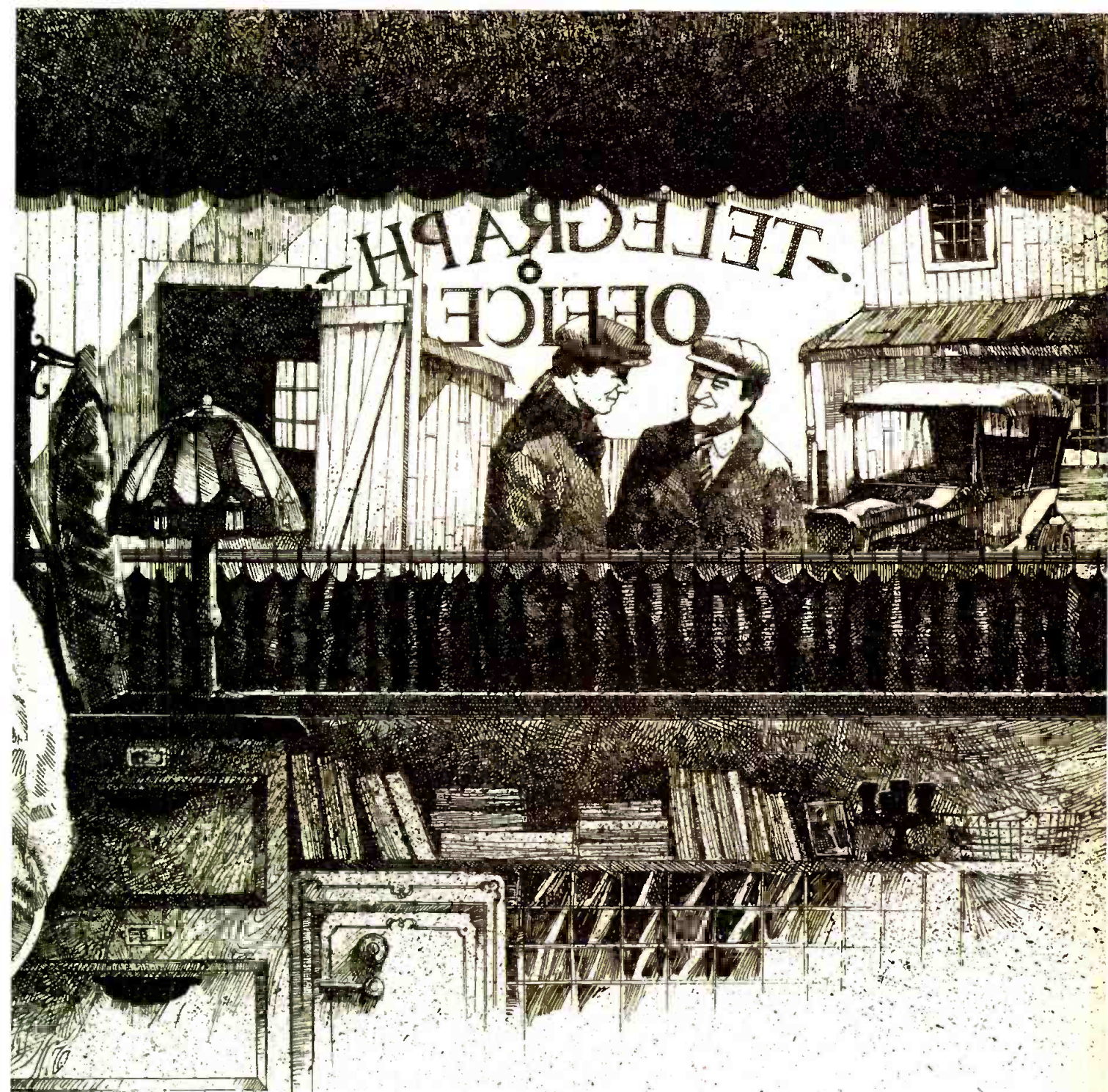
Yet, important as that step was, it was slow and hesitant by today's standards. Because even

the best telegraph operators did well to send messages as fast as 25 words a minute.

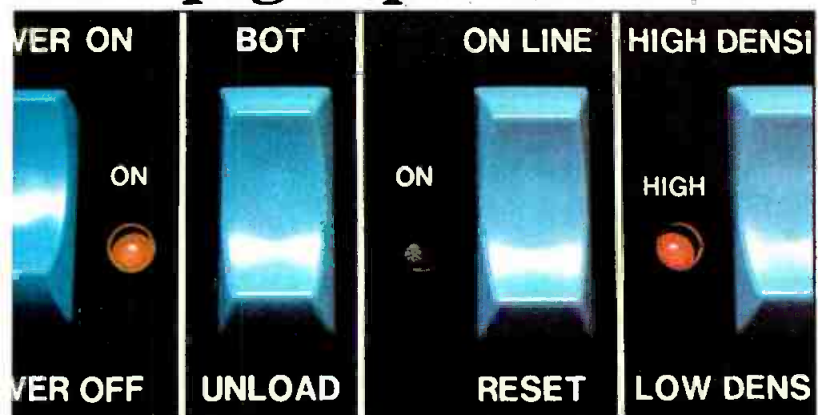
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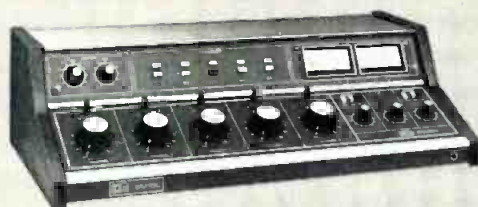
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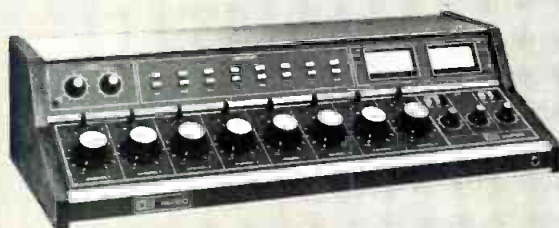
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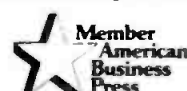
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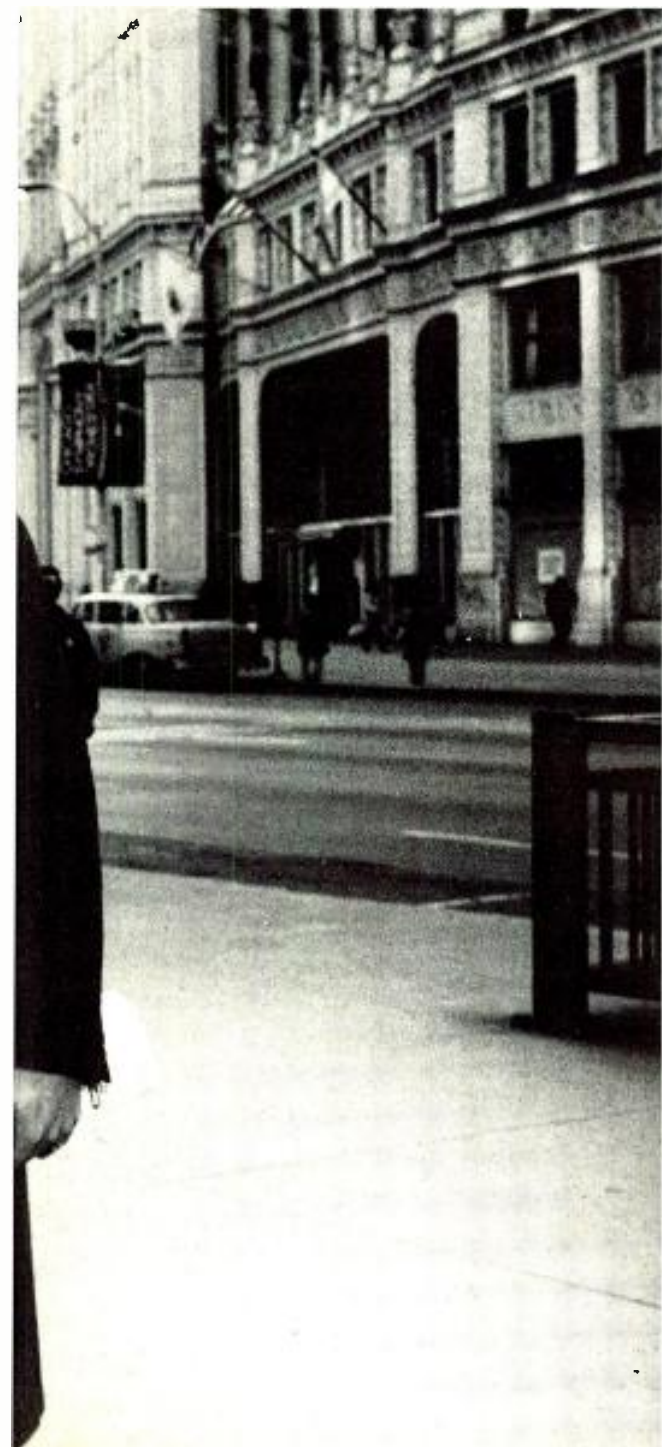


Blair's Chicago Management Team:

THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW.



Left to right: Maria La Palermo, ABC Manager; Owen McKeaney, Vice President/CBS Manager; Bob Jacobs, Vice President/NBC Manager; Charlie Hitchins, Vice President/General Manager; and Tom MacArthur, Independent Manager.



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Broadcasting **4** May 2

Vol. 104 No. 18

TOP OF THE WEEK

FCC opens up another slice of sky

Authorizes 19 new orbital slots in C and Ku bands, will narrow spacing to two degrees as part of 'dense pack' space policy

The FCC last week authorized the construction and launch of 19 new communications satellites, and, to make room for them, it adopted its own version of "dense pack," a plan to reduce the space between satellites in geostationary orbit ("Closed Circuit," Dec. 6, 1982).

The satellite carriers and their new authorizations:

■ **RCA Americom:** launch one C-band (4/6 ghz) satellite, Satcom II-R, in August 1983 and construct another, Satcom VI, and

launch it in May 1986; construct four Ku-band (12/14 ghz) satellites, launch three in May 1985, January 1986 and August 1987 and reserve one as ground spare.

■ **Satellite Business Systems:** construct two Ku-band satellites, SBS IV and SBS V, and launch them in September 1984 and the summer of 1986, respectively.

■ **Southern Pacific Satellite Co.:** construct two hybrid (C-band and Ku-band) satellites, launch one, Spacenet III, in March 1985 and reserve one, Spacenet IV, as ground spare.

■ **Western Union:** launch one C-band satellite, Westar VI, in the first quarter of 1984.

■ **Hughes Communications Inc.:** construct one C-band satellite, Galaxy III, and launch it in July 1984.

■ **American Satellite Co.:** construct three hybrid satellites and launch two, ASC I and ASC II, in September 1985 and March 1986, respectively, and reserve one, ASC III as ground spare.

■ **AT&T:** launch one C-band satellite, Telstar I, in July 1983.

■ **Advanced Business Communications Inc.:** construct three Ku-band satellites, launch two, ABC I and ABC II, in December 1986 and in February 1987, respectively, and reserve one, ABC III, as a ground spare.

■ **Rainbow Satellite Inc.:** construct three Ku-band satellites, launch two, RSI I and RSI II, in August and November 1986, respectively, and reserve one, RSI III, as ground spare.

■ **United States Satellite Systems Inc.:**

Satguide. To make room for the 19 satellites authorized last week, the FCC drew up a new orbital spacing plan featuring three-, two-and-a-half- and two-degree spacing for C-band satellites and two-degree spacing for Ku-band satellites. The FCC's chart below, setting forth the plan, was supplemented with information from the satellite carriers. The FCC authorized satellites and awarded orbital slots without specifying in all cases which satellites must fly in what slots, giving carriers some latitude in implementing their systems. Amsat, for instance, could launch the first of its two birds at either 128 or 81 degrees.

Boldface indicates satellites yet to be launched.

C-BAND			Ku-BAND		
Orbit ¹	Carrier/satellite	Launch date	Orbit ¹	Carrier/satellite	Launch date
143	RCA/Satcom V		132	Rainbow/RSI I or II	Aug. or Nov. 1986
141	Unassigned		130	ABC I, ABC I or II	Dec. 1986 or Feb. 1987
139	RCA/Satcom I-R		128	Amsat/ASC I or II ²	Sept. 1985 or March 1986
137	Unassigned		126	RCA/K-I, K-II or K-III	May 1985, Jan. 1986 and Aug. 1987
134	Hughes/Galaxy I		124	SBS/SBS V	Summer 1984
131	RCA/Satcom III-R		122	Southern Pacific/Spacenet I ²	April-May 1984
128	Amsat/ASC I or II ²	Sept. 1985 or March 1986	120	USSSI/USAT I or II	Feb. 1984 or Aug. 1984
125	AT&T/Telstar ³		117.5	Canada	
122	Southern Pacific/Spacenet I ²	April-May 1984	116.5	Mexico	
119.5	Western Union/Westar V		113.5	Mexico	
116.5	Mexico		112.5	Canada	
113.5	Mexico		110	Canada	
111.5	Canada		107.5	Canada	
108	Canada		105	GTE/GSTAR II	Aug. 1984
104.5	Canada		103	GTE/GSTAR I	May 1984
101	Unassigned		101	Unassigned	
98.5	Western Union/Westar IV		99	SBS/SBS I	
96	AT&T/Telstar ³		97	SBS/SBS II	
93.5	Hughes/Galaxy III		95	SBS/SBS III	
91	Southern Pacific/Spacenet III ²	March 1985	93	Unassigned	
88.5	AT&T/Telstar ³		91	Southern Pacific/Spacenet III ²	
86	Western Union/Westar III or Westar VI	Jan.-March 1984	89	SBS/SBS IV	Aug. 1984
83.5	RCA/Satcom IV		87	RCA/K-I, K-II or K-III	May 1985, Jan. 1986 and Aug. 1987
81	Amsat/ASC I or II ²	Sept. 1985 or March 1986	85	USSSI/USAT I or II	Feb. 1984 or Aug. 1984
78.5	Western Union/Westar III or Westar VI	Jan.- March 1984	83	ABC I/ABC I or II	Dec. 1986 or Feb. 1987
76	AT&T/Telstar ³		81	Amsat/ASC I or II ²	Sept. 1985 or March 1986
74	Hughes/Galaxy II	Sept. 1983	79	Rainbow/RSI I or II	Aug. or Nov. 1986
72	RCA/Satcom II-R or VI	Aug. 1983 or May 1986	77	RCA/K-I, K-II or K-III	May 1985, Jan. 1986 and Aug. 1987
69	Southern Pacific/Spacenet II ²	Sept. 1984	75	Unassigned	
67	RCA/Satcom II-R or VI	Aug. 1983 or May 1986	73	Unassigned	
			71	Unassigned	
			69	Southern Pacific/Spacenet II ²	Sept. 1984

¹ Degrees west longitude.

² Hybrid (C-band and Ku-band) satellites.

³ Three of AT&T's four orbital slots are now occupied by Comstar satellites.

construct three Ku-band satellites, launch two, USAT I and USAT II, in March and August 1984, respectively, and reserve one, USAT III, as ground spare.

The authorizations of Advanced Business Communications, Rainbow Satellite and United States Satellite Systems were conditioned on their ability to sign satellite construction contracts by the end of the year. The condition was imposed on the companies, FCC staffer Robert Mazer said at the meeting, because they "failed to demonstrate their capability to construct and operate their proposed systems."

The order authorizing the new satellites also granted permission to some of the carriers to sell transponders. Hughes was given the go-ahead to sell all 24 of its Galaxy III transponders. RCA was told it could sell three more transponders on Satcom IV. Southern Pacific and Western Union were authorized to sell 10 transponders on Space-net III and Westar VI, respectively.

The C-band was the first set of frequencies exploited for commercial satellite communications, and the FCC order may be a boom or a bust for the Ku-band. On one hand, the order opens up the band, heretofore the exclusive turf of SBS, to a number of operators. Fourteen of the 19 satellites authorized for launch are either dedicated Ku-band or hybrid birds. On the other hand, the authorization of five additional C-band satellites may put off the day when users will have to go to the higher, and what some call inferior, band. The day of Ku-band will come, said World Communications President Gary Worth, "when C-band is all used up and there is no more capacity. Then you have to go somewhere else. We are not there today and I think we are further from there today, given the FCC decision."

Under the new spacing scheme, all C-band and Ku-band satellites will ultimately be spaced two degrees apart. But while the two-degree spacing for the Ku-band satellite will be instituted immediately, the two-degree spacing for the C-band spacing satellites will be phased in over the next 10 years or so. Under the current rules, C-band satellites are spaced four degrees apart and Ku-band satellites are kept three degrees apart.

To be "geostationary"—that is, to appear stationary from any point on the earth—a satellite must orbit the earth above the equator at an altitude of approximately 22,300 miles. Although two degrees or even four degrees of spacing may not seem like much room to put between multimillion-dollar satellites that must fly through space at 10 times

the speed of sound to keep up with the earth's rotation, just one degree at the geostationary altitude is about 460 miles wide.

Space is put between the satellites so that earth stations can focus on one satellite and receive signals from it without picking up interfering signals from adjacent satellites. With spacing, the satellites can use the same frequencies over and over again. The less space between satellites, the more satellites there can be. The portion of the geostationary orbit that can be used to serve the United States is limited to between 143 degrees and 67 degrees, both west longitude.

According to Ron Lepkowski, chief author of the satellite order, the FCC has tried to accommodate as many satellites as it can without disrupting the existing satellite facilities. "More important," he said, "the spacing we are proposing allows us to grant all pending applications and still leave additional orbital locations to accommodate new entrants." He predicted uniform two-degree spacing in Ku-band by 1986 or 1987 and the same in C-band "in the 1990's."

Because most current satellites—all, in fact, but the three Satellite Business Systems' birds—operate at C-band, the FCC adopted an "evolutionary" approach to two-degree spacing at C-band so as not to make obsolete the satellites and the tens of thousands of earth stations that bounce signals off them. The phase-in approach is necessary, said FCC staffer Joe Harcarufka, to give satellite users time to purchase earth stations that are better able to discriminate between satellites than those now in use and to amortize existing facilities.

According to the plan, once all the new C-band satellites authorized at the meeting (and in 1980, but not yet launched) are placed in orbit, today's uniform spacing will be replaced by variable spacing. Some satellites, mostly in the western end of the orbital arc, will be spaced three degrees apart, while satellites in the eastern end will be spaced two-and-a-half or two degrees apart. There is at least one anomaly: RCA's Satcom I-R, launched just last month, was assigned 139 degrees, which is four degrees away from RCA's Satcom V, its neighbor to the west, and five degrees away from Hughes Communications' Galaxy I, its neighbor to the east.

The new spacing "attempts to balance the conflicting desires of the applicants, the actual traffic volume and distribution requirements of the various domsat [domestic satellite] systems, the constraints on satellite location imposed by satellite design, the announced plans of other countries and consideration for fair treatment of existing and new domsat operators," said FCC staffer Robert Mazer.

Satellite carriers contacted last week by BROADCASTING were generally pleased by the FCC's actions. Even those with existing operational satellites that will have to be moved to conform to the new plan had no complaints. SBS spokesman Bill Dunne said the shifting of two of its three in-orbit satellites was "a minor technical matter." He said SBS is delighted to have three contiguous slots for three of its five satellites at 95, 97 and 99 degrees. "That will allow us to confi-

gure customer networks more easily without interference problems." An AT&T spokesman said the order will force "some technical rearrangements, but not enough to affect the service." To Rex Hollis, vice president marketing, Southern Pacific Satellite, the reservation of the "relative position" of Spacenet I was critical. "I am pleased we maintained our adjacency to Westar V because of its attractive program offering, particularly the Disney Channel," he said.

The mass satellite authorization was the FCC's second such action. Over two years ago, it authorized the construction and launch of 20 satellites, many of which are now in service (BROADCASTING, Dec. 8 1980). Both times the FCC arbitrarily set a cut-off date and announced that it would consider all applications filed prior to that date as a group. The cut-off date for the latest batch was May 18, 1982. At an informal press conference after the FCC meeting Lepkowski said that the next cut-off date would be 60 days from the day last week's action becomes official—when the order is published in the *Federal Register*. Any application submitted between now and then would be grouped with the applications for 18 satellites received since the last cut-off processed and granted "some time next year . . . at the latest." All the satellites in the new group will be assigned orbital slots with two-degree spacing, he said. □

Children's TV back in the FCC spotlight

At commission meeting on long-standing proceeding, Fowler lets it be known he isn't in favor of content regulation; Rivera says he thinks FCC could set up rules

How well broadcasters are meeting the needs of children would still seem to be open to debate. At a special en banc meeting at the FCC last week—called to update the record of the commission's pending children's television proceeding—broadcasters generally seemed to think they were doing rather well. Public interest groups generally didn't share that opinion.

FCC Chairman Mark Fowler, however, made it clear that he wouldn't take kindly to efforts to erect content rules or percentage guidelines, or even to coerce broadcasters with raised eyebrows. "I don't think the First Amendment permits the commission to do [any of] those," Fowler said.

Commissioner Henry Rivera said he didn't find Fowler's reasoning persuasive. Although Rivera said he would be "loath to do so," he also said he thought the commission had the authority to establish rules in that area.

Commissioner James Quello said he would like to see one half hour of children's programming from 4 to 6 p.m. on at least one

Incentive. Senator John Heinz (R-Pa.) last week introduced a bill to increase the amount of corporate contributions to producers of children's programming for public television. The bill would authorize a three-year experiment in which corporations would be able to take a 50% tax credit, up to \$100,000 every year, on contributions made to any FCC-licensed, charitable public TV station to produce, advertise or broadcast programming for children.



Talkers: (l-r) Fritts, Colloff, Brockman, Charren, Keeshan, Claster, Jerome Singer, professor of psychology and co-director, Yale University Family Television Research and Consultation Center, and Thurm.

station in each of the top 50 markets, but he said he would not mandate that. "Is that a raised eyebrow? I don't know," he said.

Commissioner Stephen Sharp, however, said that if broadcasters didn't exhibit "social responsibility" in this era of deregulation, they could not only suffer economically but also invite new regulation.

Edward O. Fritts, president of the National Association of Broadcasters, said broadcasters have recognized that children are a special segment of the viewing audience and individually do their best to help assure the appropriateness of programs and activities serving children.

Fritts also said the marketplace and the general public were the best judges of the programming broadcasters should present. "However well-intentioned government regulation and intervention may be, there is a danger that it would create more problems than it would solve by imposing government values on individual choice. As you know, we have and will continue to oppose efforts by the government to dictate the quantity and content of children's programming," Fritts said.

Squire Rushnell, ABC vice president, long-range planning and children's television, said ABC had been making "important strides" in children's TV. The *Scooter Computer* and *Mr. Chips* series would attempt to promote computer literacy among young people, he said. ABC also will be trying, with the assistance of the Library of Congress, to persuade people to read books, he said. "We plan to use the entire electronic spectrum, from cartoons to computers, from videotape to videocassettes, to provide American families, particularly kids, better options in children's television," he said.

Roger Colloff, vice president, policy and planning, CBS/Broadcast Group, urged the commission to recognize that new non-broadcast services had been presenting a "widening range of choices" since the rule-making was originally launched. Colloff also said he thought television should be placed in its "proper" perspective. "There is a responsibility; I think we're meeting that responsibility," Colloff said.

Phyllis Tucker Vinson, vice president, children's programming, NBC Television Network, said NBC's programming philosophy "appreciates" that its programming must entertain. "At the same time, while we have no desire to usurp the right and responsibility to educate, which belongs primarily to parents and teachers—we are sensitive to the informational, educational and social values our programming provides in response to chil-

dren's needs," she said.

"This year NBC's philosophy on programming for children is reflected in a schedule that includes a diversity of program types and provides animation and live action, comedy and adventure, fantasy and reality, entertainment and information. And, as in the past, we have tried to avoid stereotyping, gratuitous violence and negative role models, while making every effort to incorporate, wherever possible, positive social values, positive role models, and ethnic diversity among characters."

Ted Adams, board chairman, Association of Independent Television Stations, said "practically all" INTV members program for children on weekdays. In the average market INTV members serve, he said, 5.3 hours of children's programming are aired each day, with INTV members providing an average of 3.4 hours of that total.

Adams said any rule could result in "more becoming less" for children. With a rule, children might have more choices, but programming offered under a rule might not be "all that tasty," he said.

Adams, for example, noted that ad revenues for children's television would have to be spread around more if more children's programming was put on the air, decreasing the amount available for particular programs.

Samuel Thurm, senior vice president, Association of National Advertisers, said that even if the commission mandated specific kinds of programming, that didn't mean children would watch it. "The child's and adult's idea of what constitutes good programming is often worlds apart."

Sharon Rockefeller, chairman, Corporation for Public Broadcasting, said public



Listeners: Rivera, Quello, Fowler, Washburn, Dawson, Sharp

broadcasting, which shouldn't be counted on to provide all of the programming in existence for children, would still need more federal funding to "continue this important task."

Lawrence Grossman, president of the Public Broadcasting Service, said the FCC could help public television provide more programming for children by preserving instructional television fixed service channels for educational purposes, retaining must-carry rules and continuing to work toward eliminating the UHF handicap.

Peggy Charren, president, Action for Children's Television, said there was little programming for children from Sunday through Friday. She urged the commission to adopt rules mandating that licensees broadcast children's programming every day, setting a minimum time requirement. She also asked the commission to adopt a rule requiring broadcasters to abide by the children's TV advertising standards expressed in the commission's 1974 children's television report and policy statement. "Television commercials directed to children continue to pose significant problems," she said. "These problems are exacerbated by the fact that NAB's television code has been terminated. As a result, the advertising provisions of the [policy statement], which are dependent on the code for enforcement, are undermined."

Robert Keeshan (Captain Kangaroo), contending that there is "no good commercial reason to do quality children's television," said the marketplace could not be relied upon to take care of children's needs. But broadcasters, he said, could dedicate a portion of their day, and revenues, to children's TV. "I sincerely hope they'll do so, with your encouragement."

John Claster, representing Romper Room Enterprises, said voluntary compliance with the 1974 policy statement hadn't proved effective. The commission, he said, should erect processing guidelines to give that statement teeth.

Karen Jaffe, representing the National Education Association, said the FCC should create an advisory board—an ad hoc group of broadcasters, producers, parents, education professionals and an FCC commissioner—to find nonregulatory solutions.

She also proposed that the FCC consider dropping must-carry requirements—or pro-

viding exemptions from them for cable systems that carry children's programming series—to make more room for children's programming.

Angela Campbell, representing the Citizens Communications Center, also said the commission should establish rules requiring a minimum amount of programming for children each week. "In this case, nothing less than rules will do. Children do have special needs, and those needs can only be met with processing rules." Thomas Radecki, chairman, National Coalition on Television Violence,

said studies had shown much of the violence in the real world was related to violence on TV. He suggested that the commission adopt a rule requiring one hour of educational, news or public affairs programming for children each day, or TV stations would run violent programming instead. He also suggested that violent cartoons be prefaced by a warning of their content—or that that warning be aired constantly in a corner of the picture. He also advocated the creation of television dials that would permit parents to lock out violent programs. □

Cuban interference problem. National Association of Broadcasters President Edwar Fritts said after the hearing that he is concerned the Radio Marti proposal "will stand in the way of the ITU being able to help resolve the dispute."

There is support for that concern in reports brought back from Geneva by official U.S. visitors who had relayed word of Butler's readiness to play a role—reports that also revealed the presence of the Soviet Union in the murky background of the dispute.

Butler is said to have reported that, during a recent trip to Havana, Cuban officials told him a high-ranking representative of the Soviet Union's ministry of communication had advised them to avoid starting a radio war with the U.S.—that they would suffer a propaganda setback in the hemisphere if they did. Accordingly, Butler is said to have reported, the Cubans said they would stand pat with the facilities they had on the air in December—unless the Americans established Radio Marti on the AM band.

And, according to sources familiar with the State Department reaction to Butler's offer of assistance, there is reason to question the enthusiasm with which the department "encouraged" the ITU official to proceed. Sources early last week said that, while Havana had accepted the offer, State's initial feeling, at least, was negative. One official was said to have described the offer as an "interference in U.S. internal affairs."

Beyond the discussion of possible talks with Cuba, the Senate Foreign Relations Committee hearing generated many of the arguments—pro and con—on Radio Marti that have been heard since the idea was first broached in late 1981. But broadcasters and an ally in the Senate—Charles Grassley (R-Iowa)—also offered what they appeared to feel was additional evidence of a need to rely on tighter language in the bill (S. 659), rather than on the administration's good will.

The bill itself, as introduced in both Houses, meets a number of the concerns broadcasters had expressed. Instead of the

Possible hope for end to Radio Marti stalemate

ITU-initiated proposal to help in negotiations between U.S. and Cuba looks promising

Out of the welter of conflicting, if generally familiar, testimony on the administration's controversial Radio Marti proposal, there emerged, at a Senate Foreign Relations Committee hearing last week, a surprise disclosure by Assistant Secretary of State for Inter-American Affairs Thomas Enders: The secretary-general of the International Telecommunication Union, Richard Butler, had offered to help the U.S. and Cuba settle their long-standing AM interference problems, and the U.S. was "encouraging" him to proceed.

Enders's disclosure came in response to probing by Senators Charles Percy (R-Ill.) and Claiborne Pell (D-R.I.), chairman and ranking minority member, respectively, of the committee. And it confirmed, to a degree, reports that had been circulating in Washington for several weeks.

What's more, in his prepared testimony, Enders offered another indication that talks with Cuba on the nettlesome interference problem are a possibility. He said Cuban leader Fidel Castro had told Senator Lowell Weicker (R-Conn.) of Cuba's willingness to participate in such talks. Enders added: "We are prepared to talk to the Cubans about radio interference in an appropriate multilateral forum, and we will include representatives of our broadcasting [sic] in any such talks."

Enders, in discussing Butler's offer of assistance, even laid down something of a timetable of action: "We've encouraged him [Butler] so that at least an explanatory meet-

ing could be set up in the summer within the context of the ITU." The U.S. has consistently maintained that talks with Cuba could be held only in such a setting.

It wasn't immediately clear whether the disclosures would help ease the bill's passage through the Senate. Broadcaster opposition, as expressed at the hearing, was, if anything, stronger than last year, when an even tougher Radio Marti bill sailed through the House but died in the Senate when time ran out on it during the lame duck session. But the administration won a victory on its revised measure on Monday, when the House International Operations Committee, headed by Representatives Dante Fascell (D-Fla.), approved the measure. The parent Foreign Affairs Committee will consider the measure on Tuesday.

If Enders's disclosures at the Senate hearing were good news for broadcasters who consistently have maintained that the only long-range solution to the Cuban interference problem is a diplomatic one, Enders deflated some of the hopes of those in the hearing room. "Radio broadcasting to Cuba," he said, "will not be on the bargaining table, any more than the Voice of Cuba." As he put it in his prepared testimony, Enders said that the U.S. will not permit the Cubans—who "have used a series of pretexts to avoid any real give-and-take on this issue—to "use radio broadcasting to Cuba as an impediment."

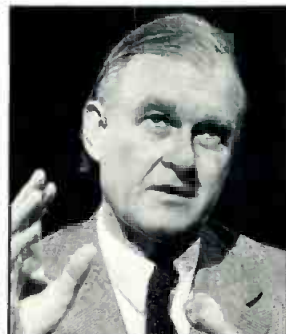
One of the principal themes of broadcasters' testimony at the hearing was that establishment of Radio Marti—which the administration says will be used to break what it calls the Cuban government's "monopoly" on news in Cuba—will only exacerbate the



Percy (l), Pell



Grassley



Enders



Fritts



Chiles (l), Hawkins

freedom the original Radio Marti bill would have accorded the administration in selecting a frequency, the new one restricts its use of the AM band to the frequency used by the Voice of America station on Marathon Key, in Florida—1180 khz—or to those frequencies of commercial or noncommercial stations willing to lease time for radio broadcasts. The bill would also permit the administration to choose frequencies above or below the present AM band, which extends from 535 khz to 1605 khz, or in the shortwave band.

And under an amendment attached to the bill in the House by Fascell—an identical version of which Senator Paula Hawkins (R-Fla.) offered in the Senate on Wednesday—broadcasters would be compensated for improvements they were obliged to make in their facilities to overcome Cuban interference. However, the new feature would limit the total compensation paid to \$5 million.

She and her Republican colleague from Florida, Lawton Chiles, helped Enders make the case for Radio Marti. The proposed station, they said, would furnish the Cuban people with news of their own government and of Cuban military involvement abroad. And Enders said the purpose of Radio Marti is "not to incite rebellion" or to make the government "less anti-American." But, he said, "we believe that by breaking the Cuban government's control of information, we will help the Cuban people to question more closely their government's policies and thus hold their government more accountable for its actions and perhaps influence it to devote more time and resources to domestic concerns and less to international adventurism."

The arguments did not impress the broadcast industry representatives and their allies who were waiting to testify. Only the Florida Association of Broadcasters and the South Florida Radio Broadcasters Association, as represented by their counsel, Matthew Leibowitz, supported the proposal, as they have from the beginning.

But Leibowitz appeared particularly concerned that the bill be amended to provide the \$5 million to compensate stations suffering Cuban interference. He noted that nine Florida stations have sought and received FCC permission to upgrade facilities to compensate for Cuban interference and that an application by a 10th, Plough Broadcasting Co.'s WSUN(AM) St. Petersburg, is awaiting FCC action. Each of the stations, he noted, was required to spend substantial funds for engineering and legal fees, as well as for capital improvements.

The administration is cool to the idea of a fund for compensation. Enders said it is concerned about "the precedential effects" of the proposal.

The NAB does not regard the proposed \$5 million fund as adequate. Fritts, in reference to the stations most likely to benefit, dismissed the compensation proposal as a "Dade County relief bill." He said stations as far away as Wyoming are subject to Cuban interference. He said all "victimized" broadcasters—present and future—should be compensated, and for all losses, including advertising, not only for the cost of im-

proving facilities. Hawkins said such proposals are "irresponsible and thinly disguised attempts to kill the bill."

But Fritts and others who oppose the bill were not focusing on the compensation issue alone. They offered a variety of arguments—among them, that the administration's contention that the Cuban government is the only source of news for its citizens is false.

Wayne Smith, a senior associate of the Carnegie Endowment for International Peace, and until last year chief of the U.S. Interests Section in Havana, said that "50% of the stations received in Cuba are American, including the Voice of America." And Grassley cited a report of a Cuban exile group, the Cuba Independiente y Democrática (CID), which was established in Caracas, Venezuela, in October 1980, and has established offices in Miami and Washington. It operates a network of five shortwave stations that broadcast to Cuba—and intends to augment the operation before the end of the year with four more shortwave stations and one AM outlet. A CID spokeswoman said the stations are located in "Central America and the Caribbean" and operate on frequencies assigned by the host governments.

But the argument stressed by Grassley and Smith, as well as Fritts and other broadcasters opposing the bill—F. Mike Lynch, of Great Empire Broadcasting Inc.; H. Wayne Hudson, of Plough Broadcasting Co., and Robert G. Engelhardt, of Palmer Communications Inc.—was that the administration proposal would put American stations at great risk. "Palmer believes that such a separate entity on the AM band will prompt massive retaliation against U.S. radio stations," Engelhardt said. (Palmer's WHO[AM] Des Moines, Iowa, has escaped the direct threat Palmer saw in the original Radio Marti proposal; the administration had initially indicated an intention to select WHO's frequency, 1040 khz, as the future home of Radio Marti.) And Hudson said Plough has firsthand experience with Cuban interference, not only at WSUN but at WCAO(AM) Baltimore and WPLO(AM) Atlanta, as well.

If the administration cannot be budged on the separate entity concept, Grassley and the broadcaster suggested an amendment that would specifically limit Radio Marti's use of the AM band to 1180 khz. Although that appears to be the intent of the bill—in restricting the proposed station to operation on the Radio Marathon frequency—the critics say the actual language would permit the government to request the assignment of any AM frequency for Radio Marathon and, as a result, for Radio Marti.

One member of the committee who seems certain to back the broadcasters' position is Senator Edward Zorinsky (D-Neb.). His threats to filibuster the Radio Marti bill in the final days of the last Congress persuaded the Senate leadership to give up on the measure. And last week, as the hearing was winding down, he expressed his feelings for broadcasters.

"I hope this administration will accept negotiations [with Cuba], and not to get Radio Marti but to try to bring about radio comity between the two countries," he said. He

talked of broadcasters losing "blood and sweat" in operating their stations and in meeting payrolls every week. And he recalled the public service announcements of Omaha's broadcasters when he was mayor and the city was struck by a tornado. "You not only provide information, you save lives," he said, "so you're entitled to some consideration when the government goes off half-cocked with cutesy ideas." □

Rising cries of 'kill the messenger' over NAB study

Broadcasters, ad agencies incensed over findings by McHugh & Hoffman that viewer satisfaction with TV is down

The bomb that the National Association of Broadcasters dropped on its constituents at the 61st annual convention in Las Vegas has sent broadcasters scurrying for shelter. That bomb—a report claiming TV viewership is up but audience satisfaction is down—has moved some to pronounce it a dud, some to criticize the NAB for detonating it and still others to retaliate.

The full NAB findings, which emerged in a study the Rosslyn, Va.-based consulting firm of McHugh & Hoffman was commissioned to undertake (BROADCASTING, April 18), are to be published in a few months. But broadcasters, on the strength of the NAB presentation at Las Vegas, are making such comments as "incredulous," "unbelievable," "stupid" and "I wanted to slay the messenger." Broadcasters also object to the way the research and report were managed. Representatives on NAB's research committee, which was reformed and incorporated with the science and technology committee last November and exists to work alongside the NAB research department, were never told the study had been commissioned. Indeed, there was confusion on who sat on the committee. One network representative did not find out until after the convention last month that he had been bumped from the committee nine months earlier.

The NAB's research committee, according to the staff, never met. The committee also appears to be lacking a chairman. Eddie Fritts, NAB president, and the NAB staff say board member Crawford Rice, executive vice president, Gaylord Broadcasting, Dallas, is chairman. Rice says he is not. Instead, Rice claimed that he was originally slated for the chairmanship of the committee last June, but after a reorganization of NAB committees, there was "no mention of the research committee," and Rice assumed the committee was dropped.

An apparent mix-up occurred with the latest list of committee assignments, Fritts explained. He noted that Rice's name was omitted from the list and that Patrick, who knew Rice was the chairman, never contact-

ed him. Patrick, however, said it was not his responsibility to tell Rice he had been chosen to chair the committee. It is the duty of the president and chairman of the board who select the chairmen of the committees to contact them, he said. But, Patrick said, he did send a letter (Sept. 1, 1982) to Rice congratulating him on his appointment as chairman and suggested that Rice and Fritts discuss further the selection of members for the committee.

In the wake of the NAB convention, however, some have not waited for the publication of the final analysis to lodge a protest. "I say it isn't logical, it isn't factual, and it isn't true," said Roger Rice, president of the Television Bureau of Advertising, in a prepared statement issued last week. Rice joined with others in complaining that it is inaccurate to compare the current M&H study commissioned by the NAB to an independent one conducted by M&H six years ago (BROADCASTING, June 6, 1977). Critics also charge that Larry Patrick, former vice president of research at NAB and now an independent consultant, who announced the conclusions of the study in Las Vegas, misrepresented the facts by implying the 1977 M&H study was as an NAB-commissioned report.

Patrick explained that the reference was written into the speech and he did not know about it. "I didn't write that speech," he said later. "I did not see any of the results. I did not read any of the analysis." Patrick said that what he read to the NAB in Las Vegas was a "prepared script" from M&H. When he left the NAB in early February, Patrick explained, he agreed he would go to the convention to present the results. Since the convention, he has read the full draft of the report, Patrick said, and it "is not nearly as negative as the popular press has portrayed it."

The controversy also centers on the research method employed by M&H. The findings were based on more than 500 interviews with TV viewers in their homes in addition to a telephone survey of more than 1,000 people. Diaries were not used. Rice explained that "there is a world of difference between what people say they do, and what they actually do." Rice also doubts that the 1977 and 1983 studies are comparable. "To me, it isn't logical to draw trends from two studies when they may have been conducted differently with results reflecting differences in research techniques rather than public attitude," he said in his statement.

Patrick, now with the consulting firm of Hiber, Hart & Patrick, Laurel, Md., and an instructor at the University of Maryland, wouldn't discuss the research techniques employed by the two M&H studies except to describe them as "sound" and "very similar."

John Bowen, the principal at M&H who directed the study, said that the methodologies employed in the two studies were essentially the same. He said the conclusions of the study were delivered without publication of the full report to back them up because of delays in preparation of one section. Bowen said the NAB did not know the complete report was not available until "shortly before" the presentation.

One who questions the similarity, howev-

er, is David Poltrack, vice president of research at the CBS/Broadcast Group. "What they tried to measure is something that's extremely difficult to measure," Poltrack said, referring to the study's evaluation of viewer attitudes. "We [CBS] spend millions of dollars in program development research trying to measure these various types of factors," he explained, but CBS has "a very difficult time dealing with these qualitative dimensions because of the perceptual defenses of the viewer. They tend to respond in a manner that will be most acceptable to the interviewer." Invariably, Poltrack said, people will report that they watch the more sophisticated news and information programs over light-hearted fare.

Poltrack also is uncertain that the two studies, on the face of it, could have employed similar methodologies. "It can't be the same study," he reasoned, "because they ask all these questions about DBS (direct broadcast satellites) and cable, and they certainly didn't ask those questions six years ago. People wouldn't know what they were talking about." He added CBS's formal response will come when the M&H study is published.

Patrick, who headed the NAB's research department at the time the study was autho-



Rice



Patrick

rized, confirmed that the representative who sat on the NAB's reconstituted research committee had not been informed or consulted about the proposed study. He downplayed that fact and pointed out that both the NAB executive committee and board of directors approved the proposed study and authorized funds for it. In addition, he claims that he described the study and presented a progress report to the committee at each of its monthly meetings. Patrick attributed, in part, the failure to communicate the authorization of the study to the state of flux the NAB was in last summer due to the transition of administrations. From June to November last year, Patrick reported, there essentially was no research committee because of reorganization, and thus no one to contact when, last November, the NAB board of directors decided to set aside money and "take the study and results and translate them into an audio-visual show" at the convention.

Not even the NAB appears to have any concrete answers about the matter. NAB President Fritts maintains Patrick never indicated the M&H study would be a "major piece of research." Fritts said, "We were aware of it but never aware of its magnitude." And, Fritts noted, neither he nor NAB executive vice president and general manager, John Summers, "had any inkling that it had any negative connotations." The board,

he explained, was expecting the study to be a "puff piece," something "positive and upbeat," similar to the radio study released last year at the NAB convention. (That also seems to be all Fritts could tell network representatives seated on the NAB board, who met with him after the convention to find out what happened.)

Fritts admits the matter was mishandled. The NAB president said Patrick failed to follow the proper channels. Summers, he noted, never saw the research contract signed with McHugh-Hoffman last June, and the executive committee was unaware that the study cost about \$70,000. When the board authorized the study, Fritts said, it approved an overall budget for several research projects including the TV trends study. "There is no question Patrick bypassed the executive committee," Fritts said. "We assumed the appropriate procedures were being followed."

Moreover, Fritts pointed out that Patrick's presentation only included partial results of the study, still not completed. There is more to the study and the presentation was only a "small part of the picture," he said. In addition, the NAB official claimed there was "clearly good news in the presentation" and predicted that there would be a "wealth of good news" in the entire study.

Some NAB staff members also said they rushed to meet the convention deadline and consequently, one staff member noted, things "fell through the cracks." Some NAB TV board members feel the presentation was "balanced," but that the media have "blown this too far out of proportion." Fritts and others believe it would be a mistake to bury the unpopular data. "If we tried to bury the negative points, we would be in worse trouble than for showing them," stated one NAB television board member.

Fritts and Summers are conducting an internal investigation and will establish a checks and balances system to insure "nothing like this happens again," Fritts said. An update on the new "failsafe system" will be detailed at the next executive committee meeting in two weeks.

TVB's Rice and CBS's Poltrack were not the only ones to have harsh words to say about the M&H study announcement. "I can't understand the NAB putting out something that is going to be detrimental," exclaimed one network research chief, who added that he was "apparently" a member of the research committee but had never been told of or invited to meetings. Without commenting specifically on the study because he didn't know "what was going on," he was particularly distressed—as were other professional researchers—about the question asking if the viewer were watching more television than five years ago. The research chief agreed with others that it was doubtful anyone who was asked that question could give a truthful reply—five years being just too long a time to remember.

To counter the M&H study, the TVB last week released some Nielsen ratings for the first quarter of 1983. Those ratings show that new records have been set for the months of February and March in hours of TV usage per day for TV homes. Nielsen

ported TV households watched 7:33 hours per day in February, and 7:16 hours per day in March, up from 7:22 and 7:08, respectively, the year before. In 1982, the average hours a TV set was turned on in each household was 7:26 hours, with records set in light out of 12 months.

Rice said that "we have been doing R.H. Ruskin studies every two years since 1970. The study shows that in comparison with the other media, TV is still the most exciting, most reliable and most influential." Rice feared the "other media" would use the reports of the M&H study in "presentations against us" before advertisers.

However, a check with agency executives showed that few, if any, were paying much attention to the M&H study. Phil Burrell, vice president at Dancer Fitzgerald Sample, New York, spoke for several when he said that "the bottom line is TV viewing is up—contrary to their [M&H's] results. If people were not satisfied, TV viewership

would be down." Burrell concluded that it would take significantly more research "before we create havoc with our clients." Noted Ted Bates's Joel Segal: "It's a warning, that's all. I'll be damned if I'm going to make judgments based on one NAB study, or any other researcher." Rick Busciglio, senior vice president and director at McCann-Erickson/New York, was to the point: "Network TV is still the only store where you can shop and buy the whole country. You've got to do business with the networks if you're a national advertiser. There's no way around it."

One station group executive, with interests in both radio and TV, claimed he was speaking for others last week when he explained, "I think there will be some conversations held, especially among group owners... Most people are saying: 'How the hell did this thing get out? Then you get into it and find no one's minding the store. We don't need that kind of print.'" □

troop strength, that on its face seemed to make a clearer case for the documentary's premises than the documentary itself did.

Among this section's contents, for example, is a purported memo from a Central Intelligence Agency official saying, of a planned troop-strength press briefing said to have been approved by Westmoreland, that "I must rank it as one of the greatest snow jobs since Potemkin constructed his village."

For another example, there are excerpts from letters written by an officer in Vietnam to his wife, describing such events as "the antics my people and I had to go through with our computer calculations to make the February strength calculations come out the way the general wanted them to. We started with the answer [and worked back]. And we continue to win the war."

The Benjamin investigation was initiated after a May 1982 article in *TV Guide* made a long series of charges against the production of *Uncounted Enemy*. General Westmoreland had denounced the broadcast in a news conference a few days after it aired, but had not yet filed his libel suit.

Benjamin said that in his investigation—which he called "an examination"—he interviewed 12 CBS people and 20 other people and reviewed, among other things, not only the broadcast but unedited transcripts of all interviews recorded for it, the complete text of the Westmoreland press conference and tapes or transcripts of radio shows dealing with the broadcast, as well as "newspapers and magazines, articles, books, the *Congressional Record*, military documents, [producer] George Crile's three-volume White Paper responding to the *TV Guide* allegations and correspondence sent and received by CBS News about this broadcast." The investigation lasted about six weeks. He approached it, he said, "as a reporter—not as judge, jury, prosecutor or defense attorney," but "to get the facts."

In general, the *TV Guide* article often seems to come off better in Benjamin's report than does either the broadcast or George Crile, its producer and principal interviewer (who is currently producing a piece on Nicaragua). Yet the report also says that, "*TV Guide* may have been wise in not challenging the premise of the broadcast"; that the broadcast represented "an achievement of no small dimension," and it quotes with apparent approval a statement by Mike Wallace, correspondent on the broadcast, that "basically, I think the piece itself is accurate, that it faithfully represented what went on..."

The report takes the *TV Guide* charges one by one and also examines some from the Westmoreland news conference.

At one point, the report notes that the broadcast "unequivocally" said that "the head of MACV's [Military Assistance Command Vietnam] delegation told us that General Westmoreland had, in fact, personally instructed him not to allow the total [estimate of enemy strength] to go over 300,000." But, the report continues, "nowhere in the more than 20 hours of transcripts [of interviews done for the broadcast] does anyone say specifically that there was a

Benjamin report out for public scrutiny

CBS internal investigation of charges leveled against Vietnam documentary shows innermost workings

CBS News released its "Benjamin report" last week, revealing that its in-house investigation turned up 11 "principal flaws" in the production of its controversial documentary, *The Uncounted Enemy: A Vietnam Deception*.

The 59-page report provided seldom-seen insights into news documentary production, but on the whole its primary difference from CBS's summary of it, issued last summer (BROADCASTING, July 19), seemed to be in explicitness and detail.

Where CBS News President Van Gordon Sauter's summary had said "it would have been a better broadcast if it had sought out and interviewed more persons who disagreed with the broadcast premise," for example, the Benjamin report said there was an "imbalance" in the handling of "an obviously and historically controversial" subject, in which nine interviewees were given 9 minutes 19 seconds of air time in support of the premise and two interviewees were given 5 minutes 59 seconds to counter the premise.

Where the Sauter summary said it would have been better if the documentary "had not used the word conspiracy," the Benjamin report said that "A conspiracy, given the accepted definition of the word, was not proved."

In releasing the report, CBS News reiterated its faith in the January 23, 1982 broadcast, which sought to show that the U.S. military in Vietnam in the late 1960's falsified estimates of enemy troop strength to make it appear the U.S. was winning the war. "Then and now," Sauter said last week, CBS News stands by the documentary and its value to those seeking a broader under-

standing of the Vietnam experience." Despite its flaws, he said, "it is an accurate and important account."

Dan M. Burt of the Capital Legal Foundation, attorney for Westmoreland, called the report "devastating" for CBS. He cited particularly its assertion that a "conspiracy" had not been proved in the broadcast and that witnesses' statements that it was not a conspiracy, as well as acknowledged violations of CBS News's own standards, had been, in Burt's words, "ignored."

Burt said that public opinion had begun to turn against the broadcast, and that "when they see the outtakes" from the broadcast, which he said he has had "for months," "people will be shocked—absolutely shocked." Burt also confirmed a quote attributed to him: "We are about to see the dismantling of a major news network," but said he meant that "the dismantling" will come because the public will not abide "CBS's cover-up," not that his organization was out to "dismantle" anything.

CBS News made the report public after U.S. District Judge Pierre Leval ruled that it must give a copy to General William Westmoreland (BROADCASTING, April 25). Westmoreland, former commander of U.S. forces in Vietnam, is suing CBS for \$120 million on grounds that the documentary libeled him, and the proceedings are in Judge Leval's court in New York. Judge Leval denied CBS's request for permission to appeal his order.

Along with the Benjamin report—so called because it was written by Burton Benjamin, CBS News senior producer, who conducted the investigation—CBS News released a sheaf of letters and a 139-page document it had filed in court in response to questions from Westmoreland's attorneys in the libel case.

The court document contained a 57-page section, dealing with estimates of enemy

300,000 ceiling."

A chief witness, the report says, refused three times to confirm the 300,000 figure but said several times that he had been ordered to "defend the MACV command position" which was 296,000. Crile is quoted as calling this a matter of semantics, and also as saying that Mike Wallace "was getting tired of re-narration" and "I wanted to change to keep to the command position rather than 300,000," but Wallace "at that point waved it off, saying, 'I don't think it makes any difference'."

"I was producer," Crile continued, "It's my fault. It should have said: 'the May OB [order of battle], which was about 300,000'."

TV Guide charged that Sam Adams, former CIA analyst who served as CBS News's consultant and appeared on the broadcast, gave CBS News a list of 60 persons who might be interviewed and that CBS News chose only those who would support the broadcast premise. The Benjamin report said that for the most part, "the charge appears to be true," although it added that the list contained 80 names, not 60. Only two names were chosen who opposed the premise: Westmoreland, who appeared on screen for five minutes 38 seconds, and Lieutenant General Daniel Graham, who got 21 seconds on screen. "The list of names and descriptions which Adams gave to Crile includes people who would challenge the very essence of the broadcast," the report says.

In his interview for the broadcast, General Westmoreland estimated that the enemy was infiltrating at the rate of 20,000 a month, whereas in an earlier *Meet the Press* appearance he had said 5,500 to 6,000 a month. After the interview but before the broadcast, Benjamin said, Westmoreland sent CBS News a letter that, according to *TV Guide*, he considered a correction letter.

"The letter," Benjamin says, "ran one page and nowhere in it does the general ask for a correction or say that he misspoke when he gave the 20,000 figure." But, he continues, 72 pages of documents accompanied the letter, and at about page 27 there was a memo to CBS News saying that infiltration had been running at a rate of about 5,900 and "hence my estimate given [on *Meet the Press*] was generally correct."

"What the general is saying," Benjamin

continues, "is that he was right the first time (*Meet the Press*) and wrong the second, (our interview)."

"It is fair to say that it would have been a lot clearer if this statement had come in his covering letter with a line 'I hereby ask for a correction'... But Crile says the figures Westmoreland provided weren't relevant anyway because they weren't 'contemporaneous'... Further, he maintains Westmoreland spoke truthfully when he said 20,000 in his interview. Crile: 'What I believe is that Westmoreland remembered the facts and forgot the cover story.'"

The report cites "imprecisions" in connection with the handling of the Westmoreland "correction letter" among the broadcast's flaws.

General Daniel Graham, principal supporter of Westmoreland on the broadcast, was interviewed for over an hour by Mike Wallace "and two sound bites totaling 21 seconds were used," the report says, adding: "This was a judgment call on the part of the producer, and in this business there are hundreds of such calls in any documentary."

TV Guide charged that CBS started the project already convinced a conspiracy had existed. Benjamin agrees that the so-called blue sheet—the story-idea outline that producers submit for management approval—"does closely resemble the finished broadcast." Crile's blue sheet, Benjamin notes, ran to 16 pages, much longer than usual, and contained the word "conspiracy" 24 times and "conspirator" five times.

The report says that Howard Stringer, executive producer for the broadcast, explained the blue sheet's length and frequent use of "conspiracy" as reflecting Crile's effort "to sell an extremely reluctant executive producer" and offset "a massive amount of skepticism on my part."

"Missing from the blue sheet," the report says, "was any indication of the controversial nature of the story," though the report notes at other points that the issue had been controversial for years. In fact, it observes at the outset that "much of the story in the [documentary] is not new. It was new to television as a prime time documentary."

The word conspiracy was used only once in the broadcast, but was also used, the report notes, in a full-page ad for the broadcast and in on-air promos. And its use in the

broadcast, Benjamin says, "engender considerable controversy."

Crile, for instance, called it "absolute proper" and added that "We went through everybody before we used the word," according to the report. Colloff said that "I talked about it" at a screening also attended by Bill Leonard, then the president of CBS News, and that "we concluded that it was [justified]."

On the other hand, critics of the broadcast were "very critical of the use of the word and some of the favorable witnesses didn't like it either. Sam Adams, CBS's paid consultant on the broadcast, said he had no doubt "there was a legal conspiracy" but himself wouldn't use the word: "To me it's much more tragic story."

The report also finds the broadcast flawed, as the summary report last summer indicated, by several violations of CBS News's standards, including a second session with one witness to get a "stronger interview, letting that same witness view tapes of other interviews, in two instances presenting two events as if they were one event and failure to identify Sam Adams as paid consultant (he was paid \$25,000, plus \$4,904.69 in expenses).

In his recommendations, Benjamin says CBS News people should know the CBS News guidelines "by rote, and there should be no misunderstanding about them. Clause by clause, page by page there are reminders of why these guidelines were written: experience on broadcasts in the past where painful things happened that demanded correction...."

"The more controversial a broadcast, the more checks and balances need to be built into the system. This need not inhibit producers. If they have enough confidence in their journalistic abilities, it might even benefit them."

But it is impractical, he continues, "for executives producers or management to supervise a broadcast so closely that there is no margin for error. It would be stultifying." He quotes Bob Chandler as having "put it best: 'Dealing with producers as an executive is an act of faith. Ninety-eight percent of it is faith. Do you trust them? The documentary area will not be a driving, forceful operation unless you let them do their thing. It is a matter of their integrity, ethics and professionalism.'"

Benjamin continues: "The free exchange of ideas is essential in this business. A documentary is a quintessential form of great journalism. There will always be abrasion, petty irritations and personality clashes among any unit. There were plenty on the Vietnam broadcast. But the unit must coalesce, rise above this and develop an intellectual grit and take and an esprit. People must feel free to speak up—and speak out."

He concludes: "It is fervently hoped that nothing in this paper diminishes the appetite of CBS News people for controversy. For producing broadcasts that 'make people itch' and that have 'fire in the belly'—a words from the past. But the past is where we come from and where our illustrious reputation came from. The documentary controversy was, is and should continue to be the heart and soul of CBS News."

Sharp bows out. Although much speculation had it that FCC Commissioner Stephen Sharp, whose own term expires June 30, would be a natural for the remaining two years of the term of departing Commissioner Anne Jones (*BROADCASTING*, April 25), that line of thinking can be dropped. At the commission's en banc meeting on children's television last week, Sharp announced he wasn't planning to serve beyond the expiration of his current term. "The deregulatory program of Chairman [Mark] Fowler is one of great importance to the nation," Sharp said. "I am pleased to have had an opportunity to participate in its formulation and its implementation. At the same time, my family has borne with patience the trials and tribulations of my government service. Chairman Fowler and I have talked. I told him that only if he were convinced that this program would be endangered or seriously delayed by my absence would I proceed with the nomination and confirmation process. He has assured me that he can accomplish our mutual goals irrespective of whether I remain on the commission. Thus, in fairness to all concerned, I am stating publicly that I do not intend to serve beyond the expiration date of my current term on the commission."

At a press conference, Sharp, who also served as FCC general counsel from May 1981 until sworn in as a commissioner on Oct. 5, 1982, said he wasn't sure what he would do after his term ends, but planned to stay in the Washington area. "We're going to miss you on the commission," Fowler said. "You were a great and loyal ally and trusted adviser."

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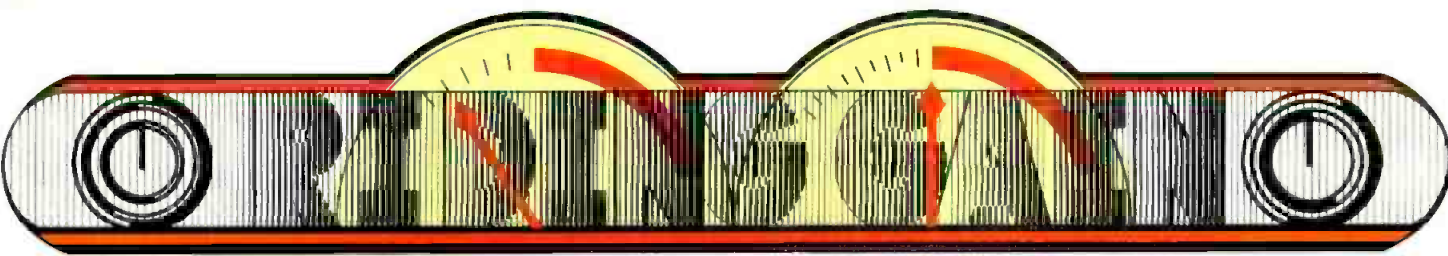
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Skyward

CBS Radio notified its affiliates last week that it will switch from land line delivery of program services to digital satellite transmissions at 11:52 p.m. (ET) Sept. 30 for stations located in markets across the northern tier of the U.S. CBS is using RCA's Satcom I-R for both its traditional and RadioRadio network affiliates. The announcement came in a letter from Dick Brescia, senior vice president, CBS Radio Networks, to all affiliates early last week.

Brescia said that CBS's first phase of its satellite conversion program will cover Maine, New Hampshire, Vermont, New York, Massachusetts, Rhode Island, Connecticut, Minnesota, Illinois, Wisconsin, North and South Dakota, Montana, Washington, Oregon, northern California, most of Michigan, parts of Wyoming and Idaho, the markets of Scranton and Mount Pocono in northeastern Pennsylvania and Reno. CBS plans to announce dates for switching its remaining affiliates within the next month.

Building properties

Charter Broadcasting President John Bayliss says now that its KIO(FM) San Francisco has been bought by New York based Price Communications for \$12.25 million (see "Changing Hands," page 78) (the last Charter radio property to be sold), he will soon leave the company to build his own group of stations. Bayliss told BROADCASTING that he, along with some investment banking firms, is eyeing different radio properties and should announce a purchase within the next 90 days. Bayliss currently owns KSMA(AM)-KSNJ(FM) Santa Maria, Calif.

WINZ cleared

The FCC Mass Media Bureau last week rejected a complaint by Florida Power and Light Co. that WINZ(AM) Miami had violated the fairness doctrine and personal attack rule in airing announcements and editorials opposing a rate increase that FPL was seeking last year (BROADCASTING, April 25). WINZ had agreed that the proposed rate increase was a controversial issue of public importance, but it also had contended it had provided "more than a reasonable opportunity for the presentation of significant viewpoints." WINZ noted that while it had run 330 75-second editorials opposing the rate increase, it had also run, free of charge, 198 90-second spots written by FPL that argued for the increase.

In a letter to FPL last week, the bureau said it didn't "appear" that FPL had satisfied its burden of showing that contrary viewpoints weren't broadcast in WINZ's overall programming.

The bureau also said it wasn't necessary to determine whether a personal attack had

occurred, when a station had an outstanding offer of time to the complainant, as it did here. "Based on the information provided, we cannot find that the licensee was unreasonable in finding that its offer of reply time was reasonable within the meaning of the personal attack rule," the bureau said.

Blair's diagnosis

Blair Radio's analysis of spot business opportunities for the first three months of 1983 shows that the 25-54 age group represented 34.7% of all requests, up almost four percentage points over the first quarter of 1982. In second place was 18-34, accounting for 17.6% of the requests and in third, 18-49, representing 16.4%. In sharp decline was the 25-49 category with 9% of Blair's opportunities, down from 15.9% in the comparable period of 1982.

NPR transitioners

A temporary transition team has been named at National Public Radio to assist NPR's new acting chief operating officer, Ron Bornstein, who was appointed two weeks ago after NPR President Frank Mankiewicz announced he was stepping down as president and chief executive officer (BROADCASTING, April 25). Bornstein, director of the telecommunications division of the University of Wisconsin and general manager of its WHA-AM-TV Madison, Wis., will assume Mankiewicz's day-to-day managerial duties on an interim basis (for six

months), starting May 9th. His main concern will be to help the network recover from its current financial crisis—a \$3 million budget shortfall.

The new transition team will assist Bornstein on a temporary and part-time basis and includes Bornstein's colleague, Jack Mitchell, general manager, WHA, who will work with NPR's programming, engineering and promotion departments, and Steve Symonds, director of policy and administration for the Corporation for Public Broadcasting, who will conduct an organizational and fiscal analysis of the network, in addition to an analysis of NPR's new business ventures. Bornstein also appointed a legal adviser, Henry Goldberg, with Verner, Lipfert, Bernhard, McPherson & Alexander, Washington.

International reach

Watermark/ABC Radio Enterprises has formed a separate international division to market radio programs produced by the Los Angeles-based production unit and other ABC Radio entities overseas. ABC Watermark International will initially market 11 ABC Radio programs, including *The King Biscuit Flour Hour*, *American Top 40*, *Country Countdown*, *Musical!* and *New Music News*. The unit's international sales director is Suzanne Barron, a former contracts administrator for AMC Video Enterprises in Los Angeles.

"We're forging into new territory with the new division," said Mat Tombers, advertising and publicity manager for Watermark/



Ten years later. Ed Dorsey, news director for Group W's WIND(AM) Chicago, and former Saigon bureau chief for Group W stations during the Vietnam war, returned to Vietnam on the 10th anniversary of the U.S. military withdrawal. The result was a five-part news series, *Vietnam: From Saigon to Ho Chi Minh City*, aired over Group W's six AM stations. In addition, Dorsey, in conjunction with the World Church Services Organization, helped bring a group of Amer-Asian children back with him to the U.S.

ABC Radio Enterprises. "We will be actively soliciting outside product for distribution overseas, as well as distributing programs produced by Watermark and other ABC Radio producers."

Tombers told BROADCASTING the new division will conduct a direct mail campaign of up to 3,000 pieces next month and will present product at the first international MIDEM music exposition in Cannes next January.

Watermark/ABC also announced last week a scheduled May 14 start for *New Music News*, its recently announced one-hour weekly series targeted at the "new music" audience. The cash-sold program, hosted by Linda McInnes and Richard Blade, Los Angeles-area air personalities, has cleared in San Diego, Philadelphia, Miami and a number of smaller markets. International versions have been sold in Thailand and Italy.

In the marketplace

A newly formed Los Angeles radio production/syndication company, Mealticket Ent., has announced the availability of four four-minute features, with three additional series in development. Initial offerings from Mealticket, a partnership of Los Angeles businessman Joe Lipnicki and former air personality Larry Boxer, include: *The Jim Hall Automotive Report*, co-hosted by automotive magazine editor Jim Hall and KIOQ(FM) Los Angeles air personality Bruce Chandler; *Other Things*, a humorous look at the news featuring radio journalist Ron Dungee; *Woman to Woman*, *Country*, highlighted by inter-

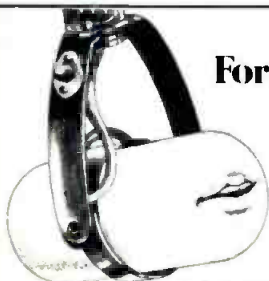


CBS anniversary. CBS's RadioRadio young adult network celebrated its first anniversary with a party last Monday (April 25) at New York's Tavern on the Green. Many of the network's 73 advertisers attended along with RadioRadio executives including: (front row, l-r): Fran Stern, assistant news director, and Simona McCray, director of sales. Back row: Larry Cooper, news director, and Robert Kipperman, vice president and general manager. Kipperman told attendees that the network will air 100 hours of long-form music programming during 1983, principally *Top 30 USA*, a three-hour weekly countdown program set to debut July 8 and hosted by one-time Los Angeles radio personality M. G. Kelly.

views with female country music entertainers conducted by Nashville producer Gayle Hill, and *The World of Opera*, interviews with opera personalities hosted by KFAC-AM-FM Los Angeles programmer Carl Princi. Each program is offered on a market exclusive

barter basis, beginning this summer.

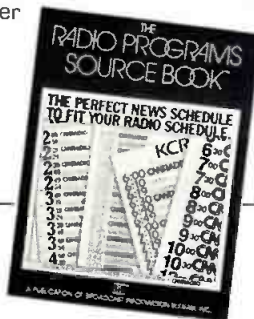
Among the programs in development are a psychology show directed at teen-agers and young adults, and a pet care series. For information: Mealticket, 2049 Century Park West, Suite 1200, Los Angeles, 90067.



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A one-hour program each weeknight featuring full-length "vintage" radio programs is scheduled to debut on approximately 200 stations today (May 2). Distributed on a bartered basis by the Grosse Pointe Park, Mich.-based Golden Age of Radio Theater, the programs will contain 10 minutes of commercial time, five national, five for local sales. The Golden Age of Radio Theater plans to present original full-length broadcasts of *Fibber McGee and Molly*, *The Life of Riley*, *The Great Gildersleeve* and *Abbott and Costello*, according to company president Robert Bowen. Host of the program is Victor Ives, former programming executive for Golden West Broadcasters' stations in Detroit, San Francisco and Portland, Ore.

The Weedock Radio Network, a Hollywood-based producer/syndicator, is offering a one-hour advertiser-supported radio special, *Willie Nelson: Superstar!*, free to stations on a market-exclusive basis beginning May 14. The special, which includes interviews with Nelson and other country music performers, contains four minutes of national spots and allocates four minutes for sale by local stations. First refusal for the program will be offered to subscribers to Weedock's *Country Report* and *Country Report Countdown*.

NBC's Source Network will air the rock group Roxy Music's concert live from New York in Radio City Music Hall May 26. Other upcoming live Source concert programming includes Flock of Seagulls June 2 and Greg Kihn Band July 4. All broadcasts are produced by Starfleet Blair.

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Dan Halyburton, KLIF/KPLX, Dallas/Ft. Worth

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The busy MIP-TV marketplace

More countries and more media outlets on hand in Cannes, though economic pinch is felt by some

Television program buyers, producers and distributors from all over the world gathered in the Mediterranean village of Cannes, France, last week for the 19th annual Marche International des Programmes (MIP-TV). For six days, from Friday, April 22, through Thursday, April 28, the 100,000-square foot exhibition hall of the newly opened Palais des Congres buzzed with almost constant activity, as buyers and sellers and producers from 110 countries conducted business. International co-productions—made more and more attractive by increasing demand for programming and the escalating costs of producing it—were the convention's dominant theme.

A total of 5,049 delegates attended this year's MIP-TV, an increase of about 20% over last year's attendance of 4,308 delegates from 107 countries. The number of production/distribution companies attending was up from 834 last year to 981, while the number of broadcasting companies represented grew from 293 to 333. Represented for the first time this year were programmers from the People's Republic of China, Indonesia and the African countries of Namibia, Nigeria, Sierra Leone and Zimbabwe. Organizations attending for the first time included China Film Export, Tele Zaire, Somalia Television and the Vietnam Radio-TV Committee.

Attendance by American companies on

the exhibit floor was up about 10% over that of last year, according to John Nathan, of Perard Associates, New York. Nathan, who for years has been the U.S. representative of MIP-TV, handed over that responsibility at the end of the conference to the National Video Clearinghouse of Syosset, N.Y., which is headed by Harvey Seslowsky.

First-time American exhibitors this year included Orion Pictures International Inc., which exhibited under another company name in previous years; Cascom Inc., Nashville, Tenn.; American National Enterprises, Salt Lake City; Reelways Inc., New York; CBN Network Syndication, Norfolk, Va.; Fairhill Entertainment, Hollywood, Calif.; American Artists Inc., Coral Springs, Fla., and Telefeatures Corp., New York.

Noticeably absent from the exhibit hall, although not entirely from the convention itself, was Columbia Pictures Television. Brian McGrath, senior vice president, Columbia Pictures International, said the company has found MIP-TV to be an inefficient marketplace since the annual Los Angeles screenings of network fall programs take place after the convention instead of a month or two before, as once was the case. Columbia's moves triggered discussion among major U.S. producers about the possibility of moving MIP-TV to another date (see page 50).

Despite increased attendance overall, the presence of Latin American buyers and sellers declined this year, primarily because of economic problems that have led to currency devaluation in several countries. Televisa,

Mexico's largest network and an exhibitor at previous MIP-TV conventions, had no formal presence nor did the major stations of Argentina. Broadcasters from Colombia, where the state licenses 60 companies to program two commercial networks, attended in smaller numbers because of license renewals of stations at home.

Economic problems and the rising cost of MIP-TV also caused a number of exhibitors to economize this year. The networks of Germany consolidated their exhibit into one large information and screening center while the Flemish TV system chose to participate without a booth.

Despite continued economic recession in many countries, syndicators appeared to find this year's MIP-TV generally a stronger market than that of last year. Increased competition in many countries, according to programmers, has created a greater demand for product. In Great Britain, where the growth of home video contributed to a 7% drop in TV viewing between the latter half of 1981 and the latter half of 1982, broadcasters face the advent of cable TV within the next few years. In France, a fourth network is being planned as well as cable TV, and in Brazil, a fourth network, TV Manchete, is scheduled to go on the air this spring.

Satellite broadcasting in Europe currently in the planning stages is expected not only to complicate political relationships but also to add new programmers to marketplaces which only in the last few years have seen competition develop between long-established government-run channels and newer indepen-

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Scenes around the Palais



Lorimar Television



ZDF, the German network



Paramount's Bruce Gordon (l) and Peter Carey and "Winds of War"



Visitors at the CBS Broadcast International booth

dent outlets.

Although traffic on the first day of MIP-TV was extremely slow, it picked up dramatically the second day, according to many syndicators, and held steady through Wednesday, the convention's second to last day. Although the pace in many booths appeared frenetic at times, the larger exhibitor area of the new Palais, to which MIP-TV moved this year, resulted in a less crowded and far more comfortable marketplace. The new Palais, which offers nearly twice the exhibit space on a single floor as did the older Palais des Festivals on four floors, lent an air of newness to this year's MIP-TV despite initial confusion over a seemingly endless row of screening rooms. "MIP-TV's new location was a morale booster for all of us," said Michael Solomon, president, Telepictures Corp. "There's a feeling of newness and the atmosphere is more relaxed than ever before."

Next year's MIP-TV is scheduled for April 27 to May 3, according to MIP-TV organizer Bernard Chevy, who between now and then will convene four other international marketplaces, including VIDCOM, a gathering of videocassette and cable programmers that is expected to draw over 12,000 delegates to Cannes from Oct. 3-7. VIDCOM will include video games and home computer programming for the first time and will fill both the new and old Palaises.

MIDEM, a marketplace for record manufacturers and music publishers held in Milan, Italy, each January, will feature radio program syndicators for the first time in 1984. According to Charles Gelini, international sales manager for National Video Clearinghouse, a number of U.S. syndicators including ABC-owned Watermark Inc. and Schulke Radio Productions have expressed interest in attending MIDEM.

From November 7-10, Chevy will convene his first international television program marketplace on American soil, the American MIP (AMIP) which is to be held at the Fontainebleau Hilton hotel in Miami Beach, Fla. To date 75 exhibiting companies have been signed. Global Video, an Orlando, Fla.-based company that specializes in adapting videotaped programming to the technical standards of countries to which they have been sold, is among more recent additions to the list of AMIP exhibitors. Others include TV Globo, Brazil's largest network; Castel Productions of Israel, and D.L. Taffner Ltd. of New York.

CBS leads parade of news shows gaining attention in Cannes

MIP-TV is primarily a marketplace for programs that have had previous runs in their original country, but each year new programs in a variety of categories surface. This year's new offerings include a one-hour special from CBS on how close the world has come to fulfilling the predictions made in George Orwell's novel "1984." They also include a new children's series, which will be tied to a multimillion-dollar marketing campaign for health foods and wholesome products.

CBS special correspondent Walter Cronkite will narrate the newly-announced spe-

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cial, *1984 Revisited*, which is likely to air on CBS-TV some time in June. International sale of the program which was produced on location in cities around the world has not yet begun, according to Joe DiCerto, director of communications for CBS International.

Coast To Coast, another program unveiled by CBS International at MIP, will compile, in a weekly half hour, the best of *2 On The Town*, a prime time access program produced at CBS owned and operated stations in New York and Los Angeles. "There is considerable demand in overseas markets for news of Hollywood and New York," said DiCerto. *Coast To Coast* will be designed to serve international markets and will feature a wrap-around that can be produced by CBS or replaced by one produced locally.

A third new offering from CBS, *Faces of Culture*, is still on the drawing board but was unveiled at MIP for reaction from international programmers. The 26-part series of half-hour documentaries is being described as an effort that would involve production of high quality on par with that of *National Geographic* specials.

DiCerto denied rumors that CBS is actively pursuing development of a Spanish-language network for low-power television in the U.S. and elsewhere. CBS International "is too new an organization," and is "involved in too many other projects to become involved so soon in such a major undertaking," he said.

Production co-ventures between different countries emerges from MIP as way for companies to share production costs and expertise plus producing programs appealing to audiences from many different countries

A made-for-TV-movie about the rise of the solidarity movement in Poland, a Spanish version of *PM Magazine* and a made-for-TV remake of the movie, "Goodbye, Mr. Chips," are among the co-ventures in program production that resulted from last week's MIP-TV convention. A dominant topic of conversation among delegates this year was production co-ventures which not only enable companies to share the upfront cost of creating new product but also allow programmers from different cultures to combine their expertise to create programs that will appeal to audiences in many different countries.

The movie about solidarity, which will trace the rise of union leader Lech Walesa and the resulting martial law and political turmoil in Poland, is a project of Metromedia Producers Corp. and Television South, one of the largest regional broadcasters in the United Kingdom's independent television system. Tom Stoppard, a leading British playwright, has been signed to write the script for the movie which is to be produced in England for release this fall.

Bruce Marsen, vice president for programming and production at Metromedia, called the co-venture a major step for his company and "the first of its kind since Metromedia Producers Corp. was reorganized several months ago under Robert Bennett,

president of Metromedia Broadcasting and Production." Metromedia will have the exclusive right to distribute the movie in the U.S. It will share distribution rights with Television South in all other countries. While the movie is likely to be released as a feature film in Europe, a method of distribution has not yet been decided upon for the U.S., according to Marsen, although a premier on either broadcast or cable TV is likely. The role of Lech Walesa has not yet been cast and a producer has not yet been chosen. The title of the movie will be "Squaring the Circle."

The Spanish version of *PM Magazine* will result from a co-venture between Group W Productions and TV Espagnola, a major broadcasting company in Spain. TV Espagnola will adopt the *PM Magazine* format and provide Group W with program modules produced in Spanish for use in the U.S. □

What to do about MIP

Timing of convention is causing major concern to U.S. production companies and their overseas customers, as networks choose fall programing at later times

Can MIP-TV, a convention that for the past 20 years has been attracting program producers and buyers from all over the world to Cannes, France, move to Los Angeles? Or in the alternative, can MIP, in order to accommodate the tendency of the three major U.S. networks to choose their fall programs later and later each year, switch places with the much larger international film festival which takes place for several weeks in Cannes each May?

Those questions formed an undercurrent of conversation at last week's MIP, as the largest U.S. producers sought to deal with some of their important international customers who are unable to commit to new programs until they are sure the shows will actually go into production. In some cases, those customers are waiting until after MIP and relying on May screenings in Los Angeles to choose the majors' newest program offerings.

MIP has had to move to a later date several times to accommodate later and later program decisions by CBS, ABC and NBC, said MIP organizer Bernard Chevry. The convention now ends only days before the opening of the international film festival, which is four times larger than MIP and may not be inclined to move its convention dates. At one of several press conferences last week, Chevry said he is sensitive to the concerns of major U.S. producers but finds no consensus among them to move MIP.

Chevry said his organization is canvassing MIP delegates to see if MIP needs to be moved. But until he feels there is a consensus, he said he will not approach the film festival organizers to ask for a switch.

The Motion Picture Export Association, meeting on Sunday, April 24, agreed there is no need for a move, according to Larry

Gershman, president MGM/UA Television, and they made no formal statement to Chevry. Although Gershman said he would welcome a move to Los Angeles for a later date for MIP, other MPEA members said either move would conflict with crucial events in May, such as network program announcements, the Los Angeles screenings and network affiliate meetings.

Asked about a potential move to Los Angeles, Chevry said it would be "impossible." MIP is an international marketplace designed to serve the needs of program buyers from all over the world, he said. Smaller companies would find it impossible to travel to Los Angeles, he said.

Smaller syndicators from both the U.S. and Europe appeared to find the idea of moving MIP to Los Angeles appalling. "The majors can boycott MIP if they want to," said the president of a large U.S. syndicator. "We will keep coming to Cannes and MIP will go on without them."

If not a Los Angeles MIP then what about a merger between MIP and the annual NATPE International convention? Chevry met with NATPE International President Stan Marinoff last Tuesday (April 26) in Cannes, and although Marinoff said the question of a merger was never raised, the NATPE board of directors planned to discuss the idea at a meeting in about two weeks. NATPE is concerned about Chevry's American MIP and the impact it could have on attendance at NATPE, said Marinoff. "We [the NATPE board] are going to be doing a lot of talking and we plan to watch what happens at AMIP very carefully."

Chevry himself said it is impossible that NATPE and MIP would ever hold a joint convention. "The NATPE leadership," he said the day after his meeting with Marinoff, "would never consider it." □

Ted Bates breaks out fall schedule

Agency's annual examination of prime time lineup finds fewer pilots in works; of last year's new entries, 72% will not be back in September

Ted Bates Advertising, New York, has issued a report on prime time television network program development for the 1983-84 season that shows that the number of pilots has dropped to 73 from 76 in 1982-83, 83 in 1981-82 and 96 in 1980-81.

According to Joel Segal, senior vice president and director of network television and radio for Bates, "pilots are costly and networks are trying to control their expenditures." He added that networks appear to believe that it "pays to stick with a proved 'middling' property than the unknown new venture." He noted that 72% of the programs scheduled for the first time last fall will not return next year.

The report shows that NBC has the most programs in development for next fall, 30, followed by CBS, 22, and ABC, 21. NBC has 16 comedies and 14 drama series in de-

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velopment while CBS has 15 comedies and seven dramas. ABC has nine comedies and 12 dramas.

"Curiously, ABC, which would appear to need as many sitcoms as the competition, has the fewest in development," Segal commented. "CBS, with a big hole in its 9 p.m. schedule, has twice as many comedies as dramas in the hopper. NBC, with vacant lots all over the block, has a balanced book of half-hour sitcoms and hour-long shows and more of each than either CBS or ABC.

"ABC indicates that most of its pilots, be they comedy or drama, are created for 8 p.m. for two reasons—that is where the turnover seems to be greatest, and it is easier to design a show for 8 p.m. and then make it more adult later on. . . . CBS, like ABC, is concentrating on 8 p.m., attempting to attract the younger viewers."

The Bates analysis points to a number of pilot programs it considers to be "leading lights." They include at CBS such comedies as *After M*A*S*H*, a 13-week commitment; *Domestic Life: Empire*; *Poor Richard*, starring George Hamilton; *The Four Seasons*; *13 13th Avenue*, and *The Navy Project*. *Scarecrow* and *Mrs. King and Whiz Kids*.

Bates observes that NBC is using fewer

A.D. activity. Production is set to begin June 15 in Tunisia on A.D., a 10-hour mini-series that is budgeted at an estimated \$25 million and will be telecast over NBC-TV during the 1984-85 season. The co-producers of A.D. are Procter & Gamble and International Film Productions, King of Prussia, Pa., with IFP's Vincenzo Labella (*Jesus of Nazareth* and *Marco Polo*) as executive producer. P&G is reported to be contributing about \$12 million toward the production outlay; IFP, \$6 million. Telepictures Corp., New York, is paying \$7 million in return for worldwide syndication rights (except the U.S.). P&G is also allocating about \$6 million to purchase the 10 hours of time on NBC-TV at a cost of about \$600,000 per hour. Telepictures' rights cover TV distribution, home video, pay TV, merchandising, book publishing and music publishing. The mini-series, subtitled *Anno Domini: The Revolution of Love*, spans the period between 33 A.D. and 79 A.D. and covers the rise of Christianity. George Jensen, president of IFP, said that more than 300 workers are now constructing sets in Tunisia. He said the project will take about a year. IFP will announce the cast within the next few weeks.

stars and more unknowns to save on budget. Among NBC pilots highlighted by Bates are such comedies as *Another Jerk*, *Jennifer Slept Here*, *The National Snoop*, a spoof of the *National Enquirer*, *Night Court* and *There Goes The Neighborhood*, starring Buddy Hackett, and such dramas as *Bay City Blues*, *Boone*, *Bravo Brigade*, *The Manimal*, *The Roustlers* and *The Yellow Rose*.

Bates points out that all of ABC's dramas are 90 minutes to two hours in length so they can be "played off" as movies. These include *Hotel*, based on the Arthur Hailey nov-

el. with Bette Davis, and *The Last Ninja*. Comedy pilots singled out by Bates are *Another Ball Game*; *Bliss*, with George Kennedy; *It's Not Easy*, starring Bert Convy and Ken Howard; *Just My Luck: Side by Side*, with Charles Durning and Ron Liebman, and *Yes, But I'm Married*.

Bates concedes that mini-series attract ratings but says their high costs will reward stockholders with minimal profits. The agency contends that "the name of the prime time game is still series and in that department things are not looking too terrific."

First-run and off-network TV program offerings

NATPE International has issued a list of the 161 first-run programs still considered viable to go on the air later this year. This total compares with 167 in 1982, 235 in 1981, and 149 in 1980.

NATPE said almost 300 new programs were unveiled at the 1983 conference (BROADCASTING, March 28) and a large number already have been withdrawn or postponed. Of the series still in contention,

32 are in the information category, followed by drama, 31; music, 18; sports, 13; variety 12; instructional and children, 11 each; game, 10; documentary, nine; talk, six; docudrama, four, and comedy, three.

NATPE said 25 off-network series have been released for first-run syndication. The 161 shows follow:

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
Aerobicise *	½-hr strip	instruc.	Orion	Investigator	26 ½-hrs	drama	Romano Film Group
Afternoon **	1-hr strip	info.	Comworld	Dateline Yesterday	5 ½-hrs	docudrama	Televisa Int.
Al McGuire *	26 ½-hrs	sports	D.L. Tafner	Dr. William Rader	½-hr strip	instruc.	Group W
America Remembers John F. Kennedy **	1 2-hr	doc.	On The Air	Ebony/Jet Showcase	13 1-hr. & 26 ½-hrs.	info.	Syndicast
America's Video Dee- Jay	26 ½-hrs	music	Mizlou TV	Ed Keeley Car Man	156 90-sec.	instruc.	Intelvideo Prods.
American Diary	6 1-hr	doc.	Muller Media	Empire Inc.	6 1-hr	drama	CBC Entpr.
American Rock *	26 ½-hrs	music	On The Air	Felix The Cat	52 ½-hrs	child.	TeleFeatures Corp.
American Times	13 ½-hrs	docudrama	Media 5	Finders Seekers	½-hr strip	comedy	PolyGram
Animals In The World	200 ½-hrs	info.	TF-1	Fridays	65 1-hr	var.	Telepictures
Arthur Rubenstein	7 1-hr	music	Televisa Int.	Gallup Report *	3/wk strip 1-min.	info.	PSS
At The Movies	26 ½-hrs	info.	Tribune Prods.	G.I. Joe	5 ½-hrs. mini	child.	Claster TV
Austin City Limits *	26 ½-hrs	music	Multimedia	Grand Prix Horse Jumping	12 1-hr	sports	TeleFeatures Corp.
Backstage	½-hr strip	info.	20th Century-Fox	Great American Sports Debates	26 ½-hrs	sports	Syndicast
Baker Street Boys	4 1-hr	drama	Fremantle	Great Hollywood Mys- teries	26 ½-hrs	doc.	Romano Film Group
Barbara Mandrell *	13 1-hr	var.	Syndicast	Help Wanted	½-hr strip	info.	Group W
Battle Of The Beat *	26 ½-hrs	music	Lexington	He-Man and Masters Of The Universe *	65 ½-hrs	child.	Group W
Being With John F. Kennedy	1 2-hr	doc.	Golden West	Herself The Elf *	1 ½-hr	child.	ELA
Blockbusters	½-hrs	game	Firestone	Holiday Hints	24 50-sec.	instruc.	Bri-Ter
Body Buddies *	½-hr strip	instruc.	Orion	Hollywood Scrapbook	26 ½-hrs	info.	Four Star
Boomerang	175 ½-hrs	child.	Four Star	Indomitable Teddy Roosevelt	1 2-hr	doc.	Anacapa Prods.
Bravisimo	10 1-hr	music	Oro Prods.	In The Midnight Hour *	13 90-min.	music	Mathis-Gold
BreakAway **	1-hr strip	info.	Colbert and Orion	Inspector Gadget *	65 ½-hrs	child.	Lexington
Broken Doll	189 ½-hrs	drama	Televisa Int.	It Can Be Done	50 ½-hrs	info.	FilmTel
California Dreamers	½-hr strip	var.	American Pacifica	It's Rock & Roll *	40 ½-hrs	game	On The Air
Carole Shaw Show	½-hr strip	info.	PolyGram	Jennifer's Journey	1 3-hr	drama	Almi TV
Catalina Honeymoon	½-hr strip	game	American Pacifica	Joke's On Us *	26 ½-hrs	game	Silverbach-Lazarus
Catalins, The	½-hr strip	drama	Turner Prgrm. Svcs.	Jukebox Saturday Night	1 3-hr	music	Fremantle
Celebrity Gourmet	90-sec.	instruc.	Celebrity Gourmet	Kelly **	26 ½-hrs	drama	I.T.F.
Changing Times	26 ½-hrs	info.	Tele-Color Prods.				
Charmkins, The	1 ½-hr	child.	Claster TV				
Ciao Cristina	70 1-hr	drama	Radio Caracas TV				
Classic Country	182 ½-hrs	music	Genesis				
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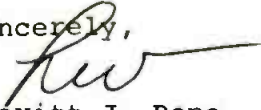
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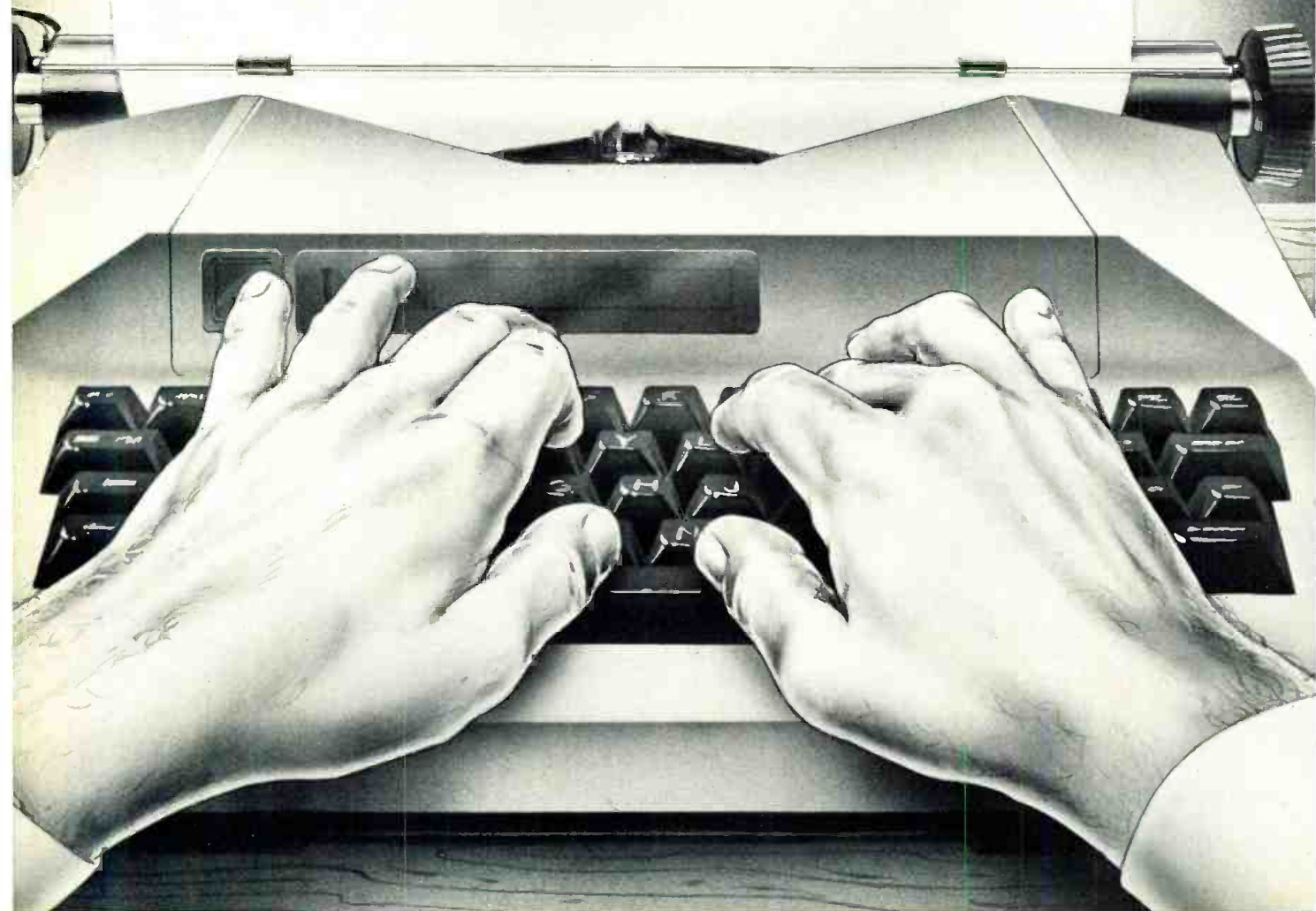
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Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
Kidnapped	5-hr mini	drama	Turner Prgrm. Svcs.	Take My Word For It	½-hr strip	game	Worldvisior
Larry King Show *	52 90-min.	talk	MCA TV	Taking Advantage *	52 ½-hrs	info.	Paramount
Last Sailors, The	3 1-hr	doc.	Media Lab TV	Talk About Pictures	98 ½-hrs	info.	Andrews & Assoc
LBS Children's Theater	20 ½-hrs	child.	Lexington	Taurus Rising	21 1-hr	drama	Grundy Org
LBS Music Network	9 hours per mo.	music	Lexington	Teen Talk	52 ½-hrs	talk	Four Star
Lie Detector **	½-hr strip	info.	Sandy Frank	Terry Cole Whittaker Show	½-hr strip	info.	PolyGram
Lifeguards	13 ½-hr	var.	American Pacifica	Thames Originals	125 ½-hrs	comedy	D.L. Taffner
Linehan & Co.	½-hr strip	talk	King Features	That's Funny	½-hr strip	comedy	Orion TV
Look Your Best	130 90-sec.	instruc.	Bri-Ter	That's Life **	½-hr strip	talk	Rhodes
Lost Daughter	60 1-hr	drama	Radio Caracas TV	Thematics, The	25 2-hr	info.	Viacom
Love Connections **	½-hr strip	game	Telepictures	Thicke Of The Night *	90-min. strip	var.	MGM/UA
Magic Magic	26 ½-hrs	var.	FilmTel	This Is Your Life **	29 ½-hrs	talk	Andrews & Assoc.
Magic Moments In Sports	2 ½-hrs	sports	Mizlou TV	This Week In Country Music	52 ½-hrs	var.	Jim Owens Enter.
Marianne Black's Shape-Up *	½-hr strip	instruc.	Douglas Simon	Tomorrow's Music Today	26 ½-hrs	var.	All American TV
Married Man, A	mini-series	drama	Tribune Enter.	Track News Service	365 ½-hrs	sports	Andrews & Assoc.
Miller's Court	13 ½-hrs	info.	Metromedia	Turning Point	26 ½-hrs	drama	Teleworld
Movies Movies Movies	26 ½-hrs	info.	Samuel Goldwyn	Twisted Roads Of Love	207 ½-hrs	drama	Televisa Int.
Movietone News	260 6-9 min.	info.	20th Century-Fox	Tycoon: Story Of A Woman	5 2-hr mini	drama	ITC
Music Magazine *	26 ½-hrs	music	Music Magazine	Uz Adibalz An' Fings	13 13-min.	instruc.	Western-World TV
MV3	26 ½-hrs	music	Acama Films	Video Game Previews *	26 ½-hrs	instruc.	Golden West
Nashville Swing **	26 ½-hrs	music	First National Media	Walls Of Silence	3 1-hr mini	drama	Radio Caracas TV
Nature Of Things	62 ½-hrs	info.	CBC Entpr.	Wanted By The F.B.I. *	26 ½-hrs	docudrama	Comworld
New Pantomime Quiz	26 ½-hrs	game	Metromedia	War Chronicle	26 ½-hrs	doc.	Aurora-Genera
Newscope **	½-hr strip	info.	Telepictures	Waterloo Station	52 1-hr	drama	Grundy Org.
Off The Record *	26 ½-hrs	music	Media 5	Wednesday Evening News	26 1-hr	info.	TF-1
Olympiad *	24 ½-hrs	sports	Katz Sports	Week In Review *	52 1-hr	info.	Turner Prgrm. Svcs
Olympic Champions *	60 1-min.	sports	DFS	Weekly Business Journal *	26 ½-hrs	info.	Syndicist
Olympic Dreams *	39 ½-hrs	sports	Syndicist	We're Dancin' *	½-hr strip	var.	MG/Perin/All Am.
Orphan's Tale, An	3 90-min	drama	TF-1	What's At The Movies	26 ½-hrs	info.	Syndicist
Other Views, Other Voices *	20 ½-hrs	info.	PolyGram	Wheel Of Fortune	½-hr strip	game	King World
Our People	½-hr strip	info.	Behrens	Why Didn't They Ask Evans	4-hr mini	drama	SFM Enter.
Pacific Coast Highway	26 ½-hrs	drama	American Pacifica	With Richard Hogue *	½-hr strip	info.	Silverbach-Lazarus
People Versus **	½-hr strip	docudrama	Viacom	Woman Called Golda, A	4 1-hr	drama	Paramount
Pippin	1 2-hr	music	Four Star	Woman To Woman **	1-hr strip	talk	Golden West
Playboy	100 2-hr	various	Silverbach-Lazarus	Zoot's Rooty Toot Toot	13 5-min	child.	Western-World TV
Pop 'N Rocker Game *	26 1-hr	game	MCA TV				
Popeye	220 5-min.	child.	King Features				
Portrait Of America	50 1-hr	doc.	Turner Prgrm. Svcs.				
Powerhouse	16 ½-hrs	drama	Teleworld Inc.				
Prime Of Your Life	26 ½-hrs	info.	Lexington				
Psychic Connection, The	39 ½-hrs	info.	A. Newman Prods.				
Pursuit Of Victory	13 ½-hrs	sports	Bandera Entpr.				
Quest For Gold '84	50 1-min.	sports	MCA TV				
Radioactive TV	26 ½-hrs	music	Metromedia				
Razzle Dazzle	26 ½-hrs	game	American TV Synd.				
Rich Also Cry, The	248 ½-hrs	drama	Televisa Int.				
Road Test U.S.A. **	26 ½-hrs	info.	Dan Curtis				
Road To Los Angeles II *	20 1-hr	sports	MCA TV				
Rock & Roll Show *	13 1-hr	info.	BVE				
RPM *	13 ½-hrs	music	All American TV				
Runaway Island	14 1-hr	drama	Grundy Org.				
Salute *	26 1-hr	var.	MCA TV				
Sarajevo '84 *	10 1-hr	sports	Lexington				
Seeing Things	19 1-hr	drama	CBC Enter.				
Seven Dials Mystery	4 hour mini	drama	SFM Enter.				
Showcase Theater	10 2-hr	drama	Enter-tel				
Smithsonian Discovery Theater	10 1-hr	doc.	20th Century-Fox				
Smuggler	13 ½-hrs	drama	Turner Prgrm. Svcs.				
Sons And Daughters	208 ½-hrs	drama	Grundy Org.				
Sportsview	26 ½-hrs	sports	Best Film & Video				
Starcade *	23 ½-hrs	var.	Turner Prgrm. Svcs.				
Star Search *	26 1-hr	var.	TV Prgrm. Entpr.				
Starting Out	130 ½-hrs	drama	Grundy Org.				
Stay Healthy With Dr. Heimlich	130 90-sec	instruc.	American Video				
Steppin' Out	24 ½-hrs	music	Firestone Prgrm.				
Superfriends *	110 ½-hrs	child.	Lexington				
Survive	26 ½-hrs	drama	Metromedia				

Off-network series

Benson	90 ½-hrs	comedy	Columbia
Cannon	124 1-hrs	drama	Viacom
Carson Comedy Classics	130 ½-hrs	drama	Columbia
Centennial	26 1-hr mini	drama	Turner Prgrm. Svcs.
Cimarron Strip	23 1-hrs	drama	Silverbach-Lazarus
Dallas	150 1-hrs	drama	Lorimar
Diff'rent Strokes	144 ½-hrs	comedy	Embassy
Fall Guy	1-hr	drama	20th Century-Fox
Family *	86 1-hrs	drama	Lexington
Fantasy Island	200 ½-hrs & 130 1-hrs	drama	Columbia
Hart To Hart	90 1-hr	drama	Columbia
How The West Was Won *	42 1-hrs	drama	Lexington
Laugh-In **	130 ½-hrs	comedy	Lorimar
Love Boat	150 1-hrs	drama	Worldvisior
Mannix	130 1-hrs	drama	Paramount
New Dick Van Dyke	72 ½-hrs	comedy	Telepictures
Our Town	1 2-hr	drama	Lexington
Police Story	95 1-hrs	drama	Columbia
Police Woman	91 1-hrs	drama	Columbia
Quincy, M.E.	125 1-hrs	drama	MCA TV
Red Skelton Comedy Show	130 ½-hrs	comedy	Group W
Scruples	6 1-hrs	drama	Warner Bros.
Switch *	66 1-hrs	drama	MCA TV
Taxi	90+ ½-hrs	comedy	Paramount
That's Incredible	165 ½-hrs	info.	MCA TV

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Last rounds shot on financial interest?

Proponents repeat arguments in rulemaking—networks, agencies favor repeal; production companies want rules retained

The FCC's proposal to repeal its network syndication and financial interest rules received another series of reviews last week—this time in reply comments at the commission.

Judging from the comments, not a lot has been settled. The networks and the government agencies commenting are still generally in favor of outright repeal. (The Department of Justice, pushing the concept of adopting a "narrow" rule aimed at guarding against the possibility of warehousing, is the apparent exception.) Although a couple other commenters proposed their versions of compromise, those arguing for retention of the status quo seem to feel that even permitting the networks to acquire part interests in independently produced programming would be pushing matters too far.

CBS said only one "overriding" issue remained: whether the rules are necessary to protect independent stations from the possibility that the networks would monopolize and withhold off-network, syndicated, prime time entertainment programming. And, as it had said the week before (BROADCASTING, April 25), the possibility would not materialize. Moreover, the networks would have neither the incentive nor the opportunity to discriminate against independents, CBS said.

CBS seemed to feel the alleged "focus" on warehousing boded well for its interests. "Even if the warehousing theory were embraced in its entirety, it could not justify restrictions on the ability of the conventional networks to acquire a financial interest in any programming, including recent off-network series," CBS said. "Nor would it support any bar on network entry into foreign syndication of any type of programming, or on network participation in the domestic syndication of older off-network programming," it said. "This focus on a new and narrow issue is extremely significant because the 'warehousing' rationale supports only one facet of the absolute bar on network entry into syndication, and, even if wholly accepted, could justify, at most, only a narrow rule."

According to CBS, the record in this proceeding is "quite clear that the networks are neither likely to achieve a monopoly position in syndication nor likely to profit from any attempt to withhold programs acquired at substantial cost."

While opponents have charged that the networks have more incentive to warehouse now than they did before the rules—the syndication market, estimated to generate revenues of \$800 million a year now, is far more lucrative than it was 10 years ago, and inde-

pendent stations are more profitable than they were in 1970—CBS said any incentive to warehouse has actually decreased: "Growth in the value of syndicated programs has been matched by a proportionate increase in the cost of withholding such material."

CBS also said the risk of punishment for warehousing is sobering. "A network contemplating anticompetitive practices would have to consider the substantial nature of available government sanctions. Such sanctions could range from monetary fines to loss of extremely valuable broadcast licenses," CBS pointed out.

But even if warehousing were viewed as a realistic possibility, no FCC rule would be justified, CBS said. "Retention of the rules still would not be justified because they are substantially overinclusive and, thus, impose unnecessary restrictions on the business operations of the networks and costs on the public. Furthermore, because commission oversight is a fully effective means of preventing the feared-effects of warehousing, the adoption of a narrow substitute rule would not be justified," CBS said.

NBC contended that program suppliers had not been able to offer the commission any "public interest reason" for continuing to bar the networks from acquiring interests in independently produced programming. And it said allegations that the networks would warehouse programming without the rules were based on a "fantasy" scenario. "The opponents of repeal paint an alarming scenario," said NBC. "But it is a false alarm. The scenario could never come to pass in the real world. Its underlying assumptions run counter to any known experience, to sound economic analysis, and to simple common sense," NBC said.

NBC also was at pains to dispute the contention that the improvement in independent station fortunes can be attributed to the financial interest and syndication rules.

To begin with, it said, independent revenue did not begin its major increase until the rules had been in effect for five years. In 1970-75 independent revenue rose a total of 63%, in the next five years 170%. It rose 46% in 1976 alone.

"The upsurge in independent stations' revenues that began in 1976 was hardly due to a regulation adopted in 1970," NBC said. "Instead, it is attributable to (a) general improvement in the latter 1970's in the economy generally and in television advertising in particular, especially national spot and local advertising, which together constitute the source of independent station revenues; (b) the reduction of the 'UHF handicap' previously suffered by many UHF independents; (c) a general lessening in the bias that many large advertisers had against independents as recently as the mid-1970's; and (d) various regulatory actions by the commis-

sion affecting independents' competitive positions in their local markets and expanding their coverage beyond those markets."

NBC noted that all the increase in independent stations since 1970 had occurred in the UHF band. In fact VHF independent decreased from 31 to 30 from 1970 to 1980. If the financial interest and syndication rule had been responsible for the general increase in the independent audience, NBC said, both VHF and UHF independents should have experienced similar increases. They did not.

Citing Nielsen figures for February 1966 through 1982, NBC said that the average VHF independent in the top 20 market attracted an increase in average audience share in all dayparts from 13.8% in 1966 to only 15.0% in 1982. The average independent in the same markets increased its share from 0.5% to 8.8%. In early fringe, where independents say they make their biggest marks against affiliate competition, the average VHF independent in the top 20 market declined in share from 21.7% in 1966 to 21.0% in 1982, while the average UHF increased its share from 1.4% to 13.5%. Clearly, NBC said, the "ban on broadcast networks' syndication distribution has played no part."

ABC said the rules, in shielding program and producers from competition, were "essentially" anticompetitive. It also said the rules impeded competition between free television and emerging pay-television technologies and stifled competition in the supply of programs for the new video services. By interfering with "efficient risk sharing arrangements between the networks and program producers, the rules also diminish program quality and program diversity, ABC said. "The argument for retaining the rule boils down to the so-called warehousing concern—i.e., the possibility that off-network programs would not continue to be available to independent stations on a non-discriminatory basis," ABC said. "While ABC believes that this is not a real concern clearly it can be addressed directly and without continuing the negative effects of the existing rules. ABC has made a public commitment to the commission that if the rules are repealed, it will not engage in warehousing, and it has invited the commission to regulate against warehousing by an appropriate general policy statement."

ABC also "respectfully" opposed Commissioner James Quello's compromise proposal—which would permit the networks to bargain for a percentage of the syndication interests, increasing that percentage as the viewing audience is increasingly fractionalized. "Once adequate protection against warehousing is decided upon, there is no reason for this commission to interfere with the bargaining between program suppliers and networks," ABC said.

The ABC Television Affiliates Associ-

ation said it would oppose repeal if it thought the networks would warehouse without the rules. "If the more than 150 members of the association who are now allowed to carry off-network programing in the access period felt for a moment that repeal of the rules would cause the networks to warehouse off-network programing, they would be outraged at the prospect of repeal of the rules," it said.

"To the extent competition and diversity presently exist in the television programing marketplace, the prime time access rule—not the syndication and financial interest rules—is responsible," the ABC affiliates said. "The association's opposition to the rules is premised on the belief that so long as PTAR continues in effect, the commission's overall public policy objective (and that of both network-affiliated and independent TV stations) of assuring competition and diversity in the production, distribution and exhibition of television programing will be achieved."

The Federal Trade Commission staff argued there was no "demonstrable" need for either rule. "The case for retaining the syndication and financial interest rule has yet to be established. Despite assertions to the contrary, there is no persuasive evidence to establish that in the absence of the rule, networks would be able to limit the supply of off-network programs. Similarly, there is neither empirical nor theoretical support for contentions that the networks could exercise market power over the purchase of programs or sale of advertising to the detriment of independent stations. Moreover, there are costs to continuing the rule. Thus, based upon our analysis of these competitive and economic considerations, repeal of the rule would be the preferred course of action."

The Department of Commerce argued that there was no "compelling" evidence that the networks would act as monopsonists (single buyers) over programing without the rules. It also said the contention that the networks would withhold syndicated programing to harm the independents had been based on "unfounded assumptions."

"While it is hypothetically possible that the networks could engage in the alleged warehousing strategies, the probability of such activity is extremely small," Commerce said. "In addition, if warehousing did occur, it would not develop except over an extended period of time (eight to 10 years) and any resulting market distortions would not be irreparable; the commission would have ample and sufficient opportunity to reimpose any needed, 'target efficient' restrictions," it said.

"Additionally, sufficient remedies against the exercise of undue market power and anti-competitive behavior reside with the Department of Justice and private antitrust litigants exercising their rights under existing antitrust law.

"We recognize that the Department of Justice has stated that it believes it would encounter difficulties enforcing the antitrust laws against anti-competitive behavior stemming from parallel practices, and it therefore has suggested the adoption of a narrowly focused rule targeting potential warehouse activities. While we do not believe such a narrowly focused rule is necessary, we rec-

ognize Justice's concerns and would thus not object to such an approach should the Department of Justice certify to the commission that it is unable to enforce the antitrust laws."

The Department of Justice said, contrary to the network position, that the cost the rules place on society didn't "appear" to be large. The rules, Justice said, appeared to impose only a "small" inefficiency on the networks' ability to share programing risk. It also said the networks had not demonstrated that they are placed at a "significant" disadvantage in acquiring programing because of the rules. At the same time, however, taking issue with rule defenders, it said the rules didn't promote competition or diversity in the program production market.

Unlike the networks, Justice argued that network monopsony power wasn't a necessary prerequisite to the networks' gaining control of enough programing to make warehousing a profitable strategy. "Although it appears to be relatively small, there is some risk of network anti-competitive conduct in the absence of any rule," Justice said. As a result, Justice said the FCC should eliminate the rules but replace them with what it called a "narrow forced-sale rule" that would bar the networks from syndication or exercising any control over the syndication of off-network prime time series that have completed their network runs.

Under the proposed rule, the networks would be able to obtain financial interests and syndication rights in programs during their network runs. But, the rule would force the networks to sell the syndication rights within a specific amount of time after the network run ended. After those rights were sold, the networks would only share in the profits coming from syndication. "Such a rule will fully protect the public interest in maintaining competitive syndication and broadcasting markets while insuring efficiency in the program production market," Justice said.

Storer Communications Inc. also thought that a slight potential for warehousing would exist in the absence of all rules and suggested a "narrow" rule. Under the Storer proposal, networks could acquire syndication rights but would have to exercise them within a specific time or they would revert to the original owner. "We suggest three years from the first network exhibition as an appropriate time frame because it is consistent with normal market practice, i.e.: it takes approximately three years to develop a program series inventory large enough to syndicate, and most syndication does not in fact commence within that period," Storer said.

Westinghouse Broadcasting and Cable Inc. again urged that networks be prohibited from syndicating programing but be permitted to obtain financial interests as "limited" partners.

"Under the approach, the network would be permitted to acquire a passive right to participate in whatever revenues might be derived from syndication. However, it would be restricted from functioning as the 'general partner' or exercising any direction or control over the business of syndication," Westinghouse said.

"The function of the syndication restriction as a corollary to the prime time access



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Not so supportive. According to figures released by the Public Broadcasting Service last week, corporation and foundation underwriting for the last three quarters ending in March, was down \$12.7 million from the same period a year ago. The underwriting total for three quarters this year is \$106.7 million, a 10.7% drop from \$119.4 million a year ago. PBS officials cite the decrease as "one more indication that corporations and foundations cannot offset reductions in federal support for public TV." PBS continues, however, to report record ratings, with March showing its highest numbers ever: a full-day cumulative rating of 52.9% and a 30.8% cumulative rating for prime time.

rule must also be taken into account," said Westinghouse. "The commission did not enact the access rule only to have the networks reoccupy the access period via a different means of program distribution, yet this is what a repeal of the syndication rule may lead to insofar as the distribution of first-run programming is concerned."

Cox Communications Inc. said it thought the rules should be retained. But if a compromise must be made, it said it wouldn't oppose one along the general lines of Westinghouse—that is, one that permitted networks to acquire only noncontrolling financial interests in programs and revenues from their distribution and syndication. "Networks, however, must continue to be prohibited from engaging in the business of syndication, either directly or through the acquisition of an interest in program syndication," Cox said.

Capital Cities Communications Inc., licensee of six TV's, all of them affiliates, said it could see merit in arguments on each side of the question. It suggested that the networks be permitted to acquire "limited" financial interests in individual programs, but be barred from the syndication market. If necessary, the commission could request comment on how large that interest should be. "Obviously, it must be high enough to provide the networks with a return sufficient to encourage them to increase their investment, which suggests a figure of at least 20%. At the same time, the producer must retain enough of the profit to insure that syndication decisions are designed to maximize the syndication profits and not to damage the independents. Moreover, the networks' share should not be so large that the producer does not receive funds it requires to create and pursue new ideas. These factors suggest that the networks' share should not exceed 40%."

The Committee for Prudent Deregulation argued for retention of both rules, which it said had proved to be a "low cost" method of promoting diversity and localism.

Although CPD said there "is debate" over whether the rules have satisfactorily reduced network domination of the television program supply market, the rules have had a "positive impact" on the off-network syndicated program market, CPD said. "The increase in the number of independent television stations in large part is due to the newly unfettered *availability* of the most popular off-network syndicated programming," CPD said. "These stations, and this programming, have given consumers attractive additional viewing options, thus somewhat restraining the networks' domination of free commercial television," CPD said.

CPD said repeal of the rules would injure consumers through its impact on both the syndication market generally and indepen-

dent TV stations in particular. "Should the networks be freed to re-enter the syndication market, or obtain any financial interest allowing a measure of control over off-network programming, they would have both the ability and a near-irresistible incentive to reduce the number of syndicators, to limit the competitive strength of independent stations and to induce programs producers to cede syndication rights and financial interests in their programs. The risk of grievous and practically irreparable harm from such network behavior is greater than any alleged benefits that might be achieved by the rule's repeal," CPD said.

CPD also said that alternatives to complete repeal—such as various compromise proposals that have arisen—suffered from one shortcoming or another. Even if networks were limited to financial interests, for example, that would create the risk that the networks would be able to control off-network syndication, CPD said. "A financial interest gives the network a rationale for frequent discussions with those responsible for day-to-day syndication decisions that are not probably anticompetitive," it said.

"The retention of the existing rule in its entirety is unquestionably the most reasonable action which the commission could take on the basis of the record before it. The existing rule is a relatively simple structural measure that successfully deters undesirable exercises of market power by the networks. Because it is directed at structure rather than conduct, it has very low enforcement and compliance costs," CPD said.

The Association of Independent Television Stations Inc. said the rules, in large part, were responsible for the growth of independent stations.

The "unfettered availability" of recent off-network syndicated programming under the rules had been a "key element" in "this beneficial increase in free television outlets and, consequently, in the diversity of television program choices available to the American people," INTV said.

"The rule has fostered the growth and viability of independent stations by making the most popular and recently syndicated programming available to independents on a more fair and equitable basis, through independent program syndicators who have a clear and unambiguous economic interest in the success of independent stations," INTV said.

"Absent the rule, the networks would have the opportunity to weaken the independents and thus recoup the audience shares lost to independents, by restricting the timely and unfettered availability of popular off-network programs," INTV said.

INTV said the networks could favor their affiliates and disadvantage independents by setting prices at a level that would prevent

independents from bidding for off-network programming.

The networks, it said, could also restrict an independent station's programming flexibility by imposing restrictions as to when a syndicated program could be scheduled. "Additionally, the network could withhold several commercial minutes from a syndicated program, selling that time to national advertisers and thus restricting the amount of advertising time available to the local independent station."

The networks also could restrict supply in a number of ways, INTV said. They could refuse to syndicate a program altogether, perhaps holding it for their own use on a cable network. Or a network could strip a program during the daytime after removing it from its prime time schedule, thus being able to claim that syndication would violate an exclusivity agreement.

"A mere commission 'policy statement' precluding warehousing would be wholly inadequate, inasmuch as it would reach only one of the many techniques that the networks could use to undermine independent television stations and thus increase their own ratings and revenues. Instead, the commission must insure that the networks are prevented from gaining any measure of control over any facet of the market for off-network syndicated programming—an insurance that the rule provides today, with little or no cost to the networks or the American public," it said.

Paramount Pictures Corp. said the FCC should not be misled by the networks' "empty" promises that they won't warehouse all of their off-network programs. "Paramount agrees that such behavior would be unlikely, but only because it would be unnecessary to achieve the networks' anticompetitive purposes. The critical question is when off-network programming would be made available, in what quantity and at what price. The number of series amenable to successful syndication is relatively small. The commission can expect that after repeal the networks would exercise their control of syndication both to minimize competition to themselves and their affiliates, and to maximize syndication revenues. Such a strategy would involve delays in the release of programs (and not necessarily all programs), not outright denial of programming. This strategy would have the added advantage of making commission oversight and antitrust enforcement virtually impossible. But the end result would be the same—direct injury to independent television stations and the public they serve."

The Association of National Advertisers said it continued to support retention of the rules. A narrow rule aimed at preventing warehousing wouldn't do, it said, since the networks could deny independents "timely" access to, or "effective scheduling" of, off-network programming in several ways. For example, ANA said, the networks could give their O&O's and affiliates the first opportunity, or preferential treatment, to acquire that programming; they could impose restrictions or establish "unreasonably" high prices, preventing many stations, including independents, from being able to acquire programs on a profitable basis. "These same restrictions could be imposed if the networks

are barred from direct syndication of programs, but are permitted to acquire financial interest in programing the broadcast," ANA said.

"Theoretical arguments have been made that these points are separate issues, but they are intrinsically linked together. In reality, it would be impossible to detect or eliminate the influence that a network, through its financial interest alone, could exercise over a distributor. Such influence would probably result from private agreements or understandings to the benefit of the networks and to the detriment of the principal competitor to the networks, the independent stations," ANA said.

"It is also reasonable to assume that if the rule is rescinded and the networks participate in syndication revenues, the cost of network advertising will increase. This is because program producers will undoubtedly demand higher prices from the networks to offset reduced future profits from syndication. Since advertising costs are tied to marketplace demand rather than individual show costs, there is no reason to expect the networks will reduce national advertising costs in expectation of future revenues from syndication.

The National Association of Independent Television Producers and Distributors said the proceeding record supported retention of the rules. The rules, it said, had spawned competition in the syndication business, and had helped increase the market power of independent stations.

"The multiplicity of competing sellers has had a salutary effect on prices, an obvious benefit to independent station bidders. More important by far than program price, however, are fundamental changes wrought by reassigning the distribution function from the networks to entities whose activities are dictated by market demand alone," it said.

"While shows were not released into syndication before the rules until their cancellation by the networks and sometimes much later (*I Love Lucy* did not appear until five years later), cancellation is now the outside release date and programs (e.g.: *M*A*S*H*) are often syndicated before conclusion of the network run," it said.

The Office of Communication of the United Church of Christ, the Communication Commission of the National Council of Churches of Christ in the USA, Paulist Productions, Centro de Comunicacion Oblato, WNCN Listener's Guild Inc. and the Association of Independent Video and Filmmakers said the only certain beneficiaries of repeal would be the networks, not the public. "The networks will be able to monopolize another portion of the program market, while the public is left with the less than comforting assurance that private economic benefits will translate into the public good."

Metromedia Inc. said the FCC should defer to Congress, which currently is considering a bill—H.R. 2250—that would prohibit the commission from repealing the rules for five years.

"The broad support for H.R. 2250 provides a strong signal to the commission that resolution of the proceeding should not be accorded a high priority on the agency's agenda," Metromedia said. □

Tinker warns that everyone will suffer if FCC doesn't repeal financial rules

He sees independent producer marketplace shrinking if rules aren't pulled back

The chairman and chief executive officer of NBC last Tuesday (April 26) termed the continuing battle by the commercial television networks for repeal of the FCC's financial interest and syndication rules "an all-out war" and called on producers to meet with the networks, "as businessmen with mutual interests," to discuss a peaceful resolution of the controversy.

Grant Tinker, a successful independent television program producer as head of MTM Productions before his July 1981 as-



Tinker

cession to his present post, told a luncheon gathering of the Academy of Television Arts and Sciences at the Century Plaza hotel in Los Angeles that he would have "no trouble" returning to production under new rules "or more desirably, with no rules."

"As a producer, I would rather surrender a small share of my business—to insure a vigorous marketplace—than to risk having no business at all." That choice, Tinker warned, is the long-term implication of a future under present regulations.

Although he repeated many familiar arguments for repeal or restructuring of the rules limiting network program ownership and syndication, Tinker said the most important factor to him was the "network condition" at the time NBC, CBS and ABC would begin to reap the benefits of a rule change, primarily beginning in 1988.

"I am convinced, with the added insight the last 20 months have afforded me, that our mutual business, yours and mine... is in jeopardy. It is at serious risk if we networks must live by rules which do not apply to others. And if our business is at risk, that's not just a network problem. That's a problem for all of us. Conversely—and more positively—network good health best assures the continued success of people in the program business," insisted Tinker.

The "good health" of the networks is threatened in large part, he believes, because



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programs have "already escalated in price to the point where [the] bottom line is threatened." Modest participation in the programing after-market, Tinker contended, can rescue the networks from a situation wherein they must continue passing costs along to advertisers, while audience share decreases.

"It is the network," Tinker pointed out, "which underwrites all program development, including the great majority of shows which try and fail, and which never generate any profits."

After his successful tenure as a program producer, Tinker admitted he's "trying to get used to not winning quickly" at the helm of NBC, but said he's confident the network's fortunes will continue to improve. He was more sober about the eventual outcome of the financial interest and syndication rule "war," concluding: "I'm convinced that either both sides will win, or both sides will lose." □

FCC is urged to liberalize definition of owner

Rulemaking would permit ownership up to 20% before counting in group portfolio

How much of a broadcast, cable or newspaper operation should someone be able to own before being considered an owner under the FCC's multiple ownership rules? According to broadcasters commenting at the FCC last week: more than he can now.

Under current FCC rules, the "benchmark" considered to signify ownership for "widely held" corporate licensees—those with more than 50 shareholders—is 1% or more of the voting stock. For "closely held" corporations—those with 50 or fewer shareholders—any voting partnership or proprietorship interest is considered ownership. "Passive" investors—bank trust departments, investment and insurance companies—are permitted to own up to 5% before they are considered owners.

In a notice of proposed rulemaking, however, the FCC has proposed to permit all entities to own anywhere from 5% to 20% before they would be counted as owners (BROADCASTING, Jan. 31). At the same time, the commission has proposed eliminating distinctions between closely held and widely held participation. It has proposed to limit the reach of its ownership rules to those who bear a "reasonable" relationship to a licensee. It also has proposed to permit officers, directors, trustees and other nonequity-holding participants to escape the strictures of the ownership rules by advising the commission in writing that they won't participate in a company's media-related decision making.

In comments at the FCC, the National Association of Broadcasters urged the commission to raise the benchmark to at least a 5% voting interest.

"NAB supports adjustment of current ownership attribution and reporting levels to

a 5% or 10% voting interest level and favors a uniform reporting/attribution benchmark rather than a variable or case-by-case approach. NAB believes that an adjustment of this magnitude would benefit broadcasters and the public they serve primarily by the net effect of increasing the availability of capital to broadcast licensees," NAB said.

ABC urged the commission to eliminate distinctions between widely and closely held corporations. It also urged the commission to remove distinctions among investment companies, insurance companies, banks and other companies, permitting all entities to own up to 10% before being considered an owner. "Unduly conservative benchmarks have the unfortunate effect of diverting capital investment from broadcasting (and to some extent cable and newspapers) to other economic sectors with no countervailing public interest benefit," ABC said.

CBS said the benchmarks should be raised to between 5% and 20% of the voting shares of a publicly held media corporation. "CBS believes the ownership reporting levels should likewise be raised and that the new cognizable interest level of ownership should function as a conclusive presumption that the multiple ownership rules are not applicable to ownership below the cognizable interest level," CBS said. "Finally, CBS proposes that the commission consider allowing a person who is a nonemployee director of a media corporation to serve as a nonemployee director of a second media corporation without triggering the multiple ownership rules."

NBC said it supported raising the benchmark from 1% to 5% for all "beneficial" owners of stock, as defined by Security and Exchange Commission regulations. "NBC further recommends amendment of the rules to make it clear that the commission will proceed directly against entities owning stock interests in excess of those permitted by the multiple ownership rules, rather than against broadcast licensees who ordinarily have no ability to compel divestiture of such impermissible interests."

Cox Communications Inc. and Multimedia Inc. recommended that the FCC adopt a 5% ownership benchmark for institutional investors in corporations having 50 or more shareholders. They said that officers, directors and general (but not limited) partners should "generally" be considered to have cognizable interests but should be able to "insulate" themselves from attribution by disclaimer. "Officers, directors and others holding positions which would require attribution for purposes of the multiple ownership rules could execute and file with the commission a disclaimer disavowing any control or intent to control the operations, management, programing or sales policies of the station or stations involved," they said.

"Such a disclaimer would insure that the common control or influence that the multiple ownership rules are designed to avoid would not occur. At the same time, it would foster more efficient management in both broadcasting and nonbroadcasting industries," they said.

LIN Broadcasting Corp. said the current benchmarks are generally too restrictive, but urged that the 1% standard be retained for entities engaged in the production or distri-

bution of programing for broadcast. "Those engaged in program production and distribution present a different kind of ownership problem, for which different standards should apply," it said. "The extraordinary importance of licensee freedom in program selection renders it equally important for the commission to protect, not merely against control of those decisions, but also against the possibility that key shareholders with a specific commercial stake in them will unduly seek to influence the licensee, or that the licensee may be intimidated without direct threats."

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co., and Ralph C. Wilson Industries Inc., said the benchmark should be raised to 10% for all businesses.

The Tribune Co. said the application of an attribution rule "which establishes a presumption of noncontrol by the holder of less than 20% of the stock of the licensee would facilitate certainty in business planning and result in greater efficiency than a case-by-case analysis."

Tribune said it "recognizes that there may be some hesitancy on the part of the commission to raise the attribution benchmark from 1% to 20% in a single order. While experience has proved that a 5% benchmark does not raise any concerns over concentration or control of programing, and there is no basis for assuming that a holder of less than a 20% interest is in a position to exercise control, the commission, as an alternative, may wish to choose a 'middle ground' benchmark of 10% to 15%. Such an approach would enable the expanded availability of investment capital while, at the same time, it would give the commission an opportunity to monitor ownership transactions."

American Television & Communications Corp. said it opposed any modification of the attribution rules as they apply to ownership levels of co-located television stations and cable TV systems, except with respect to ownership by MESBIC's, SBIC's and other "bona fide" investment entities. "Any level of cable system ownership above the presently permitted *de minimis* 1% by a local broadcaster would lead the local broadcaster to attempt to influence cable programing and other important elements of a cable system's operations due to the inherent conflict of interest," ATC said.

Citizens Communications Center, the Telecommunications Research and Action Center and the National Association for Better Broadcasting, however, said a toughening of the commission's current rules would better serve the goals of the FCC's multiple ownership rules. "By minimizing the amount of stock ownership and attendant influence over broadcast licensees, the current figures best serve the public interest by preventing undue concentration and fostering both economic competition and diversity of viewpoints," they said. "Contrary to the commission's unsupported assertions, the present rules do not impede the flow of capital, but rather increase the number of sources of such available capital. The rules provide a greatly needed barrier to monopolistic practices within the telecommunications media." □

Liquor ad cases before Supreme Court

High court will review authority of states to regulate alcoholic beverage advertising

The question of whether states may bar the advertising of alcoholic beverages has been popping up in courts around the country in recent months—and with conflicting results. This week, the Supreme Court will be asked to clear up the confusion. A loser in one of the lower courts, Cablecom General Inc. (now Capital Cities Cable Inc.), will ask the high court to review its case.

A panel of the U.S. Court of Appeals for the 10th Circuit, in Denver, ruled against Cablecom General and three other cable companies in one case, as well as against Oklahoma Telecasters Association and 13 broadcast companies in a companion case, in an opinion handed down in January. It upheld the constitutionality of a provision of the Oklahoma constitution and a state law implementing it that prohibit the advertising of most alcoholic beverages, including wine.

On March 11, a panel of the U.S. Court of Appeals for the Fifth Circuit, in New Orleans, expressed a contrary view—that a similar law in Mississippi violates the First Amendment guarantee of freedom of speech. The decision itself resolved a conflict between two U.S. district courts in Mississippi. However, since the panel's opinion initiated a conflict with the ruling issued in the Oklahoma case, the full, 15-judge circuit in New Orleans, in accord with its policy, automatically granted a rehearing, thus vacating the three-judge panel's decision. The rehearing is scheduled for the week of June 6.

Nor were those the only recent cases involving liquor advertising. The Ohio State Supreme Court last year upheld a state law barring off-premises advertising of prices of liquor by the glass or the bottle. And the Supreme Court in October dismissed the appeal of the liquor licensee involved on the grounds that the petition did not pose "a substantial federal question."

At issue in the cases is the balancing test the Supreme Court has prescribed for determining whether a restriction on commercial speech is constitutionally permissible. The two appeals courts reached different conclusions. They also differed on the impact of the 21st Amendment on the question. The amendment, which was enacted in 1933 to repeal the 18th, which had banned the sale of alcoholic beverages, was cited both by the Ohio Supreme Court and the appeals court in Denver as enhancing the state's power to regulate liquor advertising.

The Oklahoma cases were initiated by the cable companies, after they were confronted with a ruling by the state attorney general that transmission of commercials for wine would subject them to penalties under the state statute. (Beer advertising is not barred

in Oklahoma.) They asked the district court to prohibit enforcement of the law and to issue a declaratory ruling that it is unconstitutional. Telecasters, in behalf of the state's broadcasters, who had been obeying the law, filed a similar suit. And both plaintiffs were granted summary judgment in virtually identical orders. (It was not clear last week exactly what course the broadcasters will take regarding an appeal of the 10th Circuit Court's decision.)

Roy J. Davis, one of the attorneys for Telecasters, said only, "We'll follow the cable people. We haven't made a full decision yet."

In one of the Mississippi cases, a group of law students at the University of Mississippi filed a class action to challenge the constitutionality of the law banning the advertising of alcoholic beverages in the state. The U.S. Court for the Northern District of the state granted the state summary judgment and dismissed the complaint. But the U.S. Court for the Southern District, acting on a suit brought by Lamar Outdoor Advertising Inc. and 55 other outdoor advertising, newspaper, television and radio businesses in Mississippi against the State Tax Commission and other state agencies, granted the declaratory ruling and the injunctive relief that was sought. The state appealed—and won.

To the appeals court in Denver, in acting on that appeal, as to the Ohio Supreme Court before it, the 21st Amendment strengthens the states' authority to regulate liquor advertising. The amendment permits the states to prohibit completely the sale of liquor. Accordingly, the court said, advertising "could be considered an incident of the sale of liquor which the state may regulate as it regulates sales themselves." Alternatively, the courts said, the law is justified as one of the means that Oklahoma has chosen "to achieve the proper goal of protecting its people against the harms incident to the use of alcoholic beverages. . . . Under either analysis, Oklahoma's liquor advertising laws are within its powers under the 21st Amendment."

What of the First Amendment rights to which the commercial speech involved is entitled? The balancing test all of the courts involved used to determine whether restrictions on the liquor advertising is permissible poses four questions: Is the commercial speech protected by the First Amendment—that is, does it concern lawful activity and is it free of deception? Is the asserted governmental interest substantial? Does the regulation directly advance the governmental interest asserted? Is the regulation more extensive than is necessary to serve the governmental interest?

The appeals court in Denver, again like the Ohio Supreme Court, found that the activity involved is lawful—and that the anti-advertising law involved passed muster on all counts. The appeals court said that the asserted interest in banning the ads—to reduce consumption of alcoholic beverages—is substantial and that the law directly advances that interest. It also said that, although the law prohibits the broadcasters and cable systems from transmitting liquor advertising, they are free to carry other forms of advertising. What's more, it noted that the rebroadcast of beer advertising and



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on-site advertising are permitted. Thus, the court said, "with particular emphasis on the power of Oklahoma under the 21st Amendment, we hold that the advertising prohibitions are no more extensive than is necessary to serve Oklahoma's asserted interest."

The Fifth Circuit panel saw things differently. It held that the 21st Amendment does not empower states to abridge commercial speech. "We cannot read the terms of [that] amendment, which expressly grants regulatory authority over only liquor itself, to grant similarly broad power to regulate other things whenever liquor may be involved," it said. It added that the Supreme Court has held that neither the scope of the constitutional rights nor the customary standard of review was changed by the operation of the 21st Amendment.

And as for the balancing test, the New Orleans court held that the law fails on the question of whether it "advances" the health and safety of the state's citizens. For prohibiting liquor advertising by companies in the state, the court said, does not deprive the state residents of liquor advertising from beyond Mississippi's borders. "Uncontradicted evidence in the record," the court said, "amply supports the district court's finding that 'residents of the state of Mississippi are literally inundated with liquor advertisements from sources originating outside the state.'"

Technically, the opinion issued by the panel has no standing, since the full circuit will hear the case. But some of the arguments, at least, are expected to be mentioned in the petition for review to be filed with the Supreme Court by Wednesday. □

White House plans for new Department of Trade include communications

The White House has announced its support of a plan to merge its Office of the U.S. Trade Representative with elements of the Department of Commerce into a new Department of Trade. The aim would be to strengthen the ability of U.S. companies to meet foreign competition. And initial indications, at least, are that communications would be part of the new department's responsibilities.

Commerce Secretary Malcolm Baldrige, in announcing White House backing of the reorganization plan—which has a long way to go before it could be realized—said that consolidating trade responsibilities in one cabinet department is a prerequisite to enabling the U.S. to "meet the challenges of foreign competition."

The precise details of the plan remain to be developed. But Senate aides believe the plan would have some as yet unknown impact on the legislation (S. 999) introduced by Senator Barry Goldwater (R-Ariz.) to resolve the question of who is in charge of international telecommunications policy making. It would create in the White House

an Office of Special Representative for Telecommunications and Information (BROADCASTING, April 11). Some indication of the possible impact may emerge at hearings the Senate Commerce Committee will hold on the Goldwater bill, on May 10-11. However, the administration is not expected to testify until a subsequent round of hearings.

One element of the Commerce Department likely to be part of the proposed department is the National Telecommunications and Information Administration, which advises and speaks for the administration on telecommunications matters. It handles such areas as international spectrum management, sets standards for telecommunications equipment used by the government and prepares policy studies. Those matters presumably would fit in with the work of the proposed department. And David Markey, who has been designated to head NTIA but is awaiting Senate confirmation, said he has been told by officials, "We will be part of the new department." □

USIA's ongoing budget battle

Senate committee markup of authorization bill hears suggestions of even more budget cuts; House subcommittee OK's administration request

The U.S. Information Agency's pleas that it needs substantial increases in its budget to do an effective job of telling America's story to the world failed last week to move a generally unsympathetic Senate Foreign Relations Committee at a markup of the Foreign Relations Authorization Act of 1984 and 1985. The committee, in a budget-tightening mood, cut the administration's request of \$711,427,000 for 1984 and \$871,039,000 for 1985 to \$636,000,000 for each year. It also deleted a request for a \$20,000,000 supplemental authorization for the 1983 fiscal year.

And it could have been worse. Senator Nancy Kassebaum (R-Kan.) had proposed an amendment to cut the request for 1984 to \$572,000,000 or a 30% reduction in what had been proposed. The proposal lost by only one vote, 7-8.

The cuts that were made were proposed by Senator Edward Zorinsky (D-Neb.), and were voted, 10-5, despite the protests of USIA officials and the objections of the committee chairman, Charles Percy (R-Ill.). He and the ranking minority member, Senator Claiborne Pell (D-R.I.), were ready to offer suggested cuts of their own—only of \$22,000,000 in the 1984 request but of \$226,700,000 in the request for 1985.

USIA's deputy director, Gilbert Robinson, said the Reagan administration had inherited an agency badly in need of re-equipping and was trying to catch up. "We're in danger of losing the war of ideas," he said. He stressed particularly the need "to modernize transmitters" used by the Voice of America. He said the "equipment is so old the necessary tubes are not in stock. They have to be made

by hand, in Germany." Stanley Silberman, comptroller of USIA, added that the cut would deny USIA "the use of television satellite technology."

But except for Percy, who warned that without improved equipment the VOA would not be able to send its message to the world, the USIA officials failed to strike much of a responsive chord. Zorinsky said the agency had put out a "wish list," and added that it could only hope to gain funds that were available. "If it's not available for [Secretary of Defense] Cap Weinberger," Zorinsky said, "it's not going to be available for USIA."

But while the Senate Foreign Relations Committee was tightfisted, the USIA received more generous treatment earlier in the week at the hands of the House Subcommittee on International Operations, which approved the authorization proposal as requested by the administration. The parent Committee on Foreign Affairs will consider the matter this week.

If the USIA was unable to escape deep cuts in the Senate committee, Frank Shakespeare, chairman of the Board for International Broadcasting, demonstrated at the same markup session the art of protecting one's authorization. He even persuaded Zorinsky to sheath the budget-cutting knife he had out for the BIB.

The administration is seeking \$21,300,000 supplemental appropriation for BIB in 1983, an authorization of \$106,055,000 for 1984 and one of \$111,251,000 for 1985. It is currently operating on an appropriation of \$90,300,000 and the administration says that, like USIA, it needs more money and people to do its job.

Zorinsky offered an amendment to cut the supplemental appropriation request for 1983 by \$5.1 million, and the authorization requests for the next two years by \$3.6 million. The purpose would have been to deny BIB the 75 additional staffers the money would provide. Most of the additional money was for upgrading equipment.

Then, Shakespeare, who was sitting at the witness table, went to work. He said the agency, which has 1,675 employees, has been cut by 700 positions in the past 10 years ("It's important to keep in perspective what's happened since 1972," he said.) "Seventy-five positions out of 700 should be put back," he said. He talked of plans to strengthen broadcast service to Turkish Moslems and to Ukrainians in the Soviet Union. He mentioned the agency's determination to replace rip-and-read operations with legitimate news bureaus in northern Pakistan, "on the Afghan border," in the northern Pacific (Tokyo) and in the Middle East, and concluded, "I entreat you to let us do a proper broadcasting job by [allowing us] the relatively small amount."

Senator Paul Sarbanes (D-Md.) was the first to respond. He said he had been inclined to support Zorinsky's proposal but had changed his mind after listening to Shakespeare. "If all witnesses were as effective and well informed regarding their programs as Mr. Shakespeare, our job would be easier," he said.

Zorinsky, too, had been impressed. "I

don't want to impair your ability to do your job," he said. He said he thought his proposed cuts were "minimal," and could be made without harm to the BIB. "I'll withdraw my amendment." □

Justice wants curbs on BOC's in cellular radio market

In comments to FCC, department says original requirements meant for AT&T in Computer II should apply to new subsidiaries

After the Bell operating companies are divested from AT&T, they should be permitted to offer cellular radio services, customer premises equipment and enhanced services only through separate subsidiaries, according to the Department of Justice.

In comments filed at the FCC last week, Justice said the structural separation requirements the commission had originally intended solely for AT&T in its Computer II and cellular radio decisions should be applied to the divested BOC's for the same reasons the FCC had wanted those imposed upon the BOC's parent. "Because of their regulated monopoly position, local telephone companies may have the ability and incentive to engage in cross-subsidization and discrimination," Justice said. "While a separate subsidiary requirement does not eliminate their incentives to engage in such anticompetitive conduct, it can, to a limited extent, diminish their ability to do so undetected." Justice said.

Even if the commission decides not to impose those requirements on its own, it should make clear that the states will be free to do so, Justice added.

In its comments, the National Cable Television Association said that if the modified consent decree is construed to permit the BOC's to offer some enhanced services, the commission should only permit those offerings through separate subsidiaries.

"Full application of the Computer [II] rules to the divested BOC's is essential to insure that the BOC's do not employ their local exchange monopolies to frustrate competition in the enhanced services market," NCTA said.

MCI Telecommunications Corp. urged the FCC to rule that the divested BOC's are precluded by law from furnishing enhanced services and that the BOC's "must continue to be subject to the separate subsidiary requirements for the provision of cellular communications services and CPE."

Graphic Scanning Corp., the only company that has applied for licenses in all 90 of the cellular franchises that have thus far been opened for applications, said there was no "sound factual or policy basis" for departing from the "procompetitive safeguards" in the commission's cellular radio order. "The commission should make clear that the separation requirements established with respect to wireline provision of cellular services remain unaffected by its action herein." □

Graphic Scanning said.

AT&T, however, said no structural separations should be imposed. "Each of these companies will be but a fraction of the present Bell system in size and scope of operations and, while comparable to other telephone companies, [they] will be subject to greater constraints."

A filing on behalf of the federal executive agencies said the divested BOC's shouldn't be subject to Computer II's separate subsidiary requirements for the provision of CPE—to insure that the federal government's national security and emergency preparedness communications requirements may be satisfied in a timely and "operationally effective" manner. "Indeed, no restrictions should be imposed on the divested BOC's ability to provide CPE other than those that have already been imposed on other non-AT&T companies," they said. □

Rivera sees hope for minority telecommunications legislation

The prospects for movement on H.R. 2231, which is intended to make it easier for minorities to buy telecommunications properties, don't appear so bleak. Or that would seem to be the opinion of FCC Commissioner Henry Rivera.

At a brown bag lunch at the FCC, Rivera said the bill, which was introduced by Representative Mickey Leland (D-Tex.), and referred to the House Ways and Means Committee, is expected to receive a hearing.

The bill, which evolved from recommendations by the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications (which Rivera chaired), would permit the use of tax certificates for nonbroadcast facilities and increase the amount of used equipment that can be written off when buying existing facilities.

Rivera said backers of the bill, which would require amendment of the Internal Revenue Code, had met with Department of Treasury officials. Although Treasury had panned the bill then—because it would reduce tax revenues—Rivera said Treasury might change its mind after hearings are held.

Rivera also said the National Cable Television Association had promised to support the bill. Although Rivera said he had not as of early last week received an official response from the National Association of Broadcasters, he hoped to receive one shortly.

Another proposal drawn from the advisory committee's recommendations—one that would have permitted broadcasters who financed the sale of their stations to a minority to retain a reversionary interest in the station's license—isn't faring as well, Rivera said. "It doesn't look like it's going to happen," he said. "The problem here is the constraints of the Communications Act." □



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TELECASTINGS



New tool

Arbitron Ratings Co. has announced a new qualitative television audience measurement system, PRIZM Target AID. The system will not be available immediately because it is "undergoing a period of refinement."

Developed by Arbitron and the Claritas Corp. of Arlington, Va., the system is designed to enable broadcasters and advertisers to select the television program, day-part or station that appeals to consumers most likely to purchase specific products.

PRIZM Target AID uses a Control Data microcomputer to combine three different databases. It integrates television audience estimates from Arbitron diary surveys with more than 100 product-user profiles from a Mediamark data base. This information is combined with PRIZM, Claritas's marketing segmentation system that uses geography and consumer life-style patterns to determine media behavior and purchasing preferences. Arbitron noted that by comparing

the life-style profile of a particular product's consumer base with the life-style profile of a TV program's audience, PRIZM Target AID can pinpoint those programs that deliver the advertiser's target audience.

NBMC action

The National Black Media Coalition and the Orange county (Orlando, Fla.) branch of the National Association for the Advancement of Colored People have petitioned the FCC to deny the proposed sale by Omega Communications Inc. of the remainder of WOFL(TV) Orlando, Fla., to Meredith Corp., which already owns 40% of the station. In the petition, the groups said WOFL's equal employment opportunity record had been "miserable." They also said Meredith's failure to propose a "substantial program" aimed at improving that record warranted designating the transfer application for hearing. The FCC also has conditionally granted the sale by San Joaquin Communications Corp. of KSEE(TV) Fresno, Calif., to

Meredith Corp., dismissing petitions to deny by the National Black Media Coalition and Television Advisory Committee of Mexicans. Among other things, those groups had questioned San Joaquin's equal employment opportunity record—and Meredith's EEO performance at its other stations. The FCC granted the application on condition that Meredith submit an amended EEO program setting forth specific sources it intends to use to recruit females and minorities.

□

Denying objections by the NBMC and Media Forum of Tidewater, the FCC has granted renewal of WAVY Television Inc. for WAVY TV Portsmouth, Va. Media Forum and NBMC had questioned WAVY's qualifications to remain the licensee, alleging that WAVY had made misrepresentations to the FCC and other agencies, violated commission equal employment policies, and violated rules relating to sponsorship identification, payola and unlicensed programming. The FCC, however, said the groups had failed to raise a substantial and material question about renewal.

Lesson from radio

Taking a cue from radio, KDOC(TV) Anaheim, Calif., has introduced hourly 90-second newscasts from 10 a.m. to midnight, with a five-minute wrap-up of local news delivered at 7 p.m. The six-month-old UHF outlet plans to expand to a "full-fledged news operation" by year's end, according to co-owner David Levy, and introduce a weekly series on the business of television in June.

Westar V lineup

SelectTV, the Los Angeles-based pay TV program service, was to move from Westar IV to Westar V yesterday (May 1), in an attempt to make its programming more accessible to operators. The other services delivered via Westar V include the Disney Channel, The Nashville Network, Satellite News Channels, and WOR-TV New York.

Best of

KHOU-TV Houston and the General Motors Corp. believe deserving youngsters should be rewarded. They have joined forces in a project titled "The Best of the Class of '83." The centerpiece will be the telecasting of 140 30-second public service spot announcements saluting leading high school seniors in the area.

The station and GM were hosts at a party at the Astroworld Amusement Park, to which 238 students were invited. The party served a dual purpose: It honored the student-scholars and provided a locale for the



Wall-to-wall bid. Children's Television Workshop and China Central Television (CCTV) have joined forces to co-produce the first program ever between the two countries. The program, *Big Bird in China*, will be seen as a 90-minute special on NBC, Sunday, May 29 (7-8:30 p.m. NYT), and a dubbed version will be seen on CCTV. The stars of the special include *Sesame Street*'s Big Bird and Barkely the Dog, who are off to China in search of the legendary Phoenix. Six-year-old Ouyang Lien-tze is featured as the duo's friend, guide and translator. *Sesame Street* creator Jon Stone is the executive producer, director and co-author of the program.



On the ball. When National Collegiate Athletic Association rules prevented North Carolina State University from flying the members of its NCAA basketball champion Wolfpack team to Washington for a meeting with President Reagan, Capitol Broadcasting's WRAL-TV Raleigh-Durham, N.C., stepped in to provide a two-way teleconference from the White House. Capitol Broadcasting's Capitol Satellite and Communications Systems provided microwave and uplink facilities for the live audio and picture, beamed off Satcom V, between WRAL-TV studios and the Oval Office. Above, the Wolfpack team is introduced by senior player Thurl Bailey as coach Jim Valvano and President Reagan, from the Oval Office, and WRAL-TV anchor Charlie Gaddy (at right), look on.

taping of the public service spots, which will be telecast on KHOU-TV for three weeks, starting May 16.

Pirate wars

Oak Industries Inc. has won another legal battle in its effort to stop pirating the signal of its ON TV subscription television service. A U.S. district judge in Los Angeles has issued an injunction barring five Red Onion restaurants in the Los Angeles area from taking that signal. The court also directed the restaurants to surrender to Oak Industries all illegal decoding devices used to intercept and decode Oak's ON TV programming. Damages from the unauthorized use of the signal will be determined at a future hearing. Oak is seeking damages in excess of \$250,000.

In the marketplace

Fremantle International Inc., New York, reports it has sold Nickelodeon programming to

Newsworthy

A scholarship fund to provide student internships at the University of Southern California's Cinema-Television School has been established in memory of Herb Thurman, veteran television news executive and award winning documentary producer who died March 1. Contributions should be made payable to USC Cinema-Television Student Assistance Fund, and sent to: Laurie Hogan, USC-Admin 259, Univ. Park, Los Angeles, Calif. 90089-0014.

networks and TV stations in 15 foreign countries. Fremantle, which has handled overseas sales since last year, said agreements have been signed in Canada, Britain, the Republic of Ireland, Belgium, Colombia, Trinidad, Tobago, the Bahamas, Barbados, the Dominican Republic, Hong Kong, Brunei, Singapore, Saudi Arabia and South Africa. Foreign-language dubbing of the programing is done by the buying facility.

Jambre Productions, Sherman Oaks, Calif., has produced a half-hour animated series, *The Adventures of the Little Prince*, based on the best-selling literary classic by Antoine de Saint-Exupery. The weekly series is offered on a barter advertising basis by Jason Syndication Inc., New York. It was adapted and produced by Jameson Brewer, whose writing credits include "Fantasia" and "Heidi's Song."

MCA TV has placed two off-network series, *Switch* and *Hardy Boys/Nancy Drew Mysteries*, into syndication for fall starts. Both are one-hour series. This marks *Switch's* entry into syndication after three years on CBS-TV. It has been cleared in 97 markets. *Hardy Boys/Nancy Drew* has been in syndication for two years and has been renewed on 82 stations for third year.

New producer

General Television Network, Oak Park, Mich., has formed a new division, Park Street Productions, to specialize in producing TV commercials and television entertainment and cable programing. GTN will continue as a facilities company for the telecommunications field. Park Street Productions will make its headquarters at 135 Park Street, Troy, Mich., 48084; (313) 585-2460.



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ANPA backs elimination of fairness, equal time

Group adopts resolution supporting broadcasters' fight for First Amendment rights

The American Newspapers Publishers Association's board of directors went the final yard in fully backing the electronic media in their fight to repeal the fairness doctrine and equal time provisions with a resolution passed April 23, just prior to the opening of the association's 97th annual convention at New York's Waldorf-Astoria hotel.

"In order to advance the free flow of information, ANPA intends to support initiatives aimed at preventing or repealing statutes, regulations or policies at all levels of government which permit government content regulation," the resolution said, citing the fairness doctrine and equal time law, Section 315 of the Communications Act, as the "most offensive" of existing content regulations.

The latest action by the ANPA board was based on recommendations from its telecommunications, government affairs and press/bar relations committees which have been studying the issue of content regulation of the electronic media since the ANPA board met in Hawaii last February. At the time, the board disappointed both broadcasters and cablecasters who were seeking full ANPA support of their editorial freedom by issuing a statement that simply said: "ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which the information is disseminated" (BROADCASTING, Feb. 21).

Not surprisingly, broadcasting associ-

ations are pleased with the new ANPA resolution. "Congress will now see that all journalists are opposed to constraints of freedom of speech," said Ernie Schultz, executive vice president of the Radio-Television News Directors Association.

William C. Marcil, ANPA president and board chairman and publisher of the Fargo, N.D., *Forum*, said his association is "vitaly interested" in any legislation extending First Amendment rights to broadcasters. However, Marcil said that the ANPA has not yet made a decision to lobby actively on Capitol Hill.

Both newspaper and electronic media executives agree that the new techniques are bringing the media fields much closer together, with many publishers now involved in teletext, videotext and low-power television. □

UPI's Small reviews expansion, additions to wire service

During publishers convention, UPI president details recent changes including opening of 24 new bureaus, increased number of news briefs as well as more special packages

The expansion in news coverage and in special features materials at United Press International during his stewardship was outlined last week by William J. Small, president of UPI.

In a talk before clients of UPI in New York during the annual convention of the American Newspaper Publishers Association, Small dwelt on such expansion activities as the opening of 24 news and photo bureaus in the last six months, the strengthening of lo-

cal and regional coverage throughout the country and the development in Washington of a special team of reporters. He noted that these reporters in Washington do not service the large national stories but supply the Washington angle on important local stories.

"From the reaction I get from you and your editors," he told his audience, "among the more popular innovations of the last six months are the increased number of news briefs we give you—a full set every four hours on the high speed service, and the increased number of special packages, 10 of them in 1983. From Christmas packages to weddings to gardening to graduations, and in late summer, back to school, each has 20 to 30 feature stories with photos and art to match... and no special assessment to UPI clients."

Small reported that in recent months UPI has started a twice-weekly Third World news column, which, he said, "I hope our detractors at UNESCO are aware of." The news organization, he said, also has introduced a weekly mini-debate from Washington, "Facing the Issues," and a Canadian column and daily Canadian news briefs because of the increased number of Canadians vacationing or retiring in the U.S.

"Because Hispanic Americans are our fastest growing ethnic minority," Small continued, "UPI now has a column of news from Mexico, daily Caribbean news briefs and a special column on Hispanics in the U.S."

"Other news feature material being moved on UPI includes a monthly entertainment calendar listing special events across America, the Children's Express material—interviews and reports by teen-agers—and special business news features."

Small gave a glimpse into the future, mentioning that UPI plans a regular science package to move initially on a monthly basis, then twice-monthly and finally weekly. Also in the developmental stages, he said, are an "Inside Russia" column, regional business features and continued improved graphics.

"Negotiations are under way for an arrangement with John Naisbitt, author of 'Megatrends,' and his colleague Michael Events of Chase Econometrics, for special services and a weekly UPI column on weekly trends in America."

Small, former president of NBC News who joined UPI as president and chief operating officer last September (BROADCASTING, Sept. 20, 1982), said he was "delighted" with the people he has found writing and editing for UPI. He said they bring to their work "the excitement and competitive spirit that healthy underdogery inspires." He said they keep telling him that "we may not outnumber AP but we sure can out-report them."

Small added: "I love to hear it... I'm even beginning to believe it." □

Critic. President Reagan isn't criticizing the press as much as he once did. Now he is denigrating it—at least television news—as engaging in a form of show business. "I think I'd be quoting an awful lot of newspapermen if I said that there is a flavor of show business more to TV news than there is to the front page of a newspaper," he said last week. Not that it bothers the President—"when it's in my favor."

The President unburdened himself of those and other views in an interview he gave to *USA Today* that was published last Wednesday (April 27).

When asked whether the news has improved or the media simply are giving him better coverage, the President indicated what he meant by the show business flavor of television news. At the time he was criticizing the press for dwelling on bad news, he said, he was "probably speaking more of TV news." The former Hollywood actor continued:

"You know, show business is based on the audience having an emotional experience. The sad stories were appealing and there just seemed to be a great emphasis on this. The other day, there was a news story that someplace they were setting a record of 500 businesses going belly-up each year. But no mention was made of the fact... that in the same period, when several thousand businesses were reported as closing, 600,000 businesses started up."

UPI's latest. UPI reported last week that it will use, and help sell to media, a new portable computer introduced by Osborne Computer Corp., Hayward, Calif. The news agency said it expected the 28-pound computer unit to be used initially by sports writers and political correspondents who travel extensively. In its own case, UPI said, the new portable, the Executive, will be part of its "program of re-equipping bureaus around the world with the latest in computer terminals." The Executive was said to feature a seven-inch amber video display, full 80-column capability and built-in protocols and emulation, enabling it to communicate with most major mainframe computers. Retail price of the unit, including more than \$2,000 in software, was said by Osborne to be \$2,495. UPI said it would be a marketing agent for the unit, both in the U.S. and overseas.

Fourth vs. Fifth Estates

ANPA panel debates merits of broadcast and print news

Three television journalists squared off with newspaper executives in a lively exchange on the pros and cons of newspaper vs. television news coverage last Wednesday (April 27) at a workshop during the 97th annual American Newspaper Publishers Association convention in New York.

Television is one of the best things that have happened to the newspaper business because it whets people's appetite for more news, said Abe Rosenthal, executive editor, *The New York Times*, in opening the session. Rosenthal noted that newspapers provide in-depth stories and a variety of choice while television tends not to cover an event unless there are "action" pictures for the audience.

From the television side, ABC News correspondent Barbara Walters argued that newspapers tend not to cover stories that appear first on a network news program or special. She wondered how much coverage newspapers would give to an interview she did with the parents of John Hinckley, who was found not guilty by reason of insanity in his attempt to assassinate President Reagan two years ago, and which ABC scheduled to air during its 20/20 broadcast last Thursday night (April 28).

However, newspaper reporting of events does seem to influence television news, according to statements made by NBC News correspondent John Chancellor and anchor and managing editor for the *CBS Evening News*, Dan Rather. Chancellor noted that television often takes stories from newspapers without giving them proper credit. Rather said he would fire reporters working for him who did not read the major newspapers each day, and later on in the session admitted he did just that.

Issuing a challenge to television news executives was Eugene Patterson, president, Times Publishing Co., St. Petersburg, Fla., who said television should embark on a program of "explanatory journalism" as well as reporting just the headlines. Patterson, who called for network nightly newscasts to be expanded to one hour, said television should "challenge newspapers head-on."

Also appearing on the panel was Peter Macdonald, chairman, Harris Enterprises Inc., Hutchinson, Kan., and moderator Michael Gartner, president of The Des Moines (Iowa) Register and Tribune Co.

The three-day convention (April 25 to 27) drew a record attendance of 2,888—up from the 2,213 who attended last year's event in

San Francisco. Attendees also heard President Reagan deliver the luncheon address last Wednesday. □

UPI goes to Washington

One hundred staffers will move into capital bureau

United Press International will be moving a major portion of its national and international news operations from New York to Washington this summer.

William E. Geissler, senior vice president for planning of UPI, said the move to Washington will involve about 100 people from UPI's radio network, national and international news desks, its world pictures operations, Spanish-language service to Latin America and some feature services.

Remaining in New York will be UPI's national sports desk, financial news and stock operations, as well as some special and feature writers. Up to 200 people will stay in New York.

Geissler said that some business and other support services will be transferred to Nashville, which is the headquarters of Media News Corp., which bought UPI from Scripps-Howard last year.

Geissler said the move is part of a reorganization at UPI which had been in straitened financial shape when Media News purchased the organization. Geissler said the reorganization is designed to make UPI's operations less costly and more efficient "by reallocating resources to the news reports rather than to expensive overhead."

He noted that UPI now is in the midst of an expansion effort, including the opening of more than two dozen news bureaus around the world and the upgrading of the graphics, the news reports and the state and regional reports. UPI's photographic library will remain in New York. □

Press photographers honor their own

WFAA-TV Dallas-Fort Worth has been chosen television photography station of the year by the National Press Photographers Association. Also high on the list of the annual NPPA awards were Kenneth B. Swartz of KRON-TV San Francisco, named photographer of the year, and John Hyjek of WFSB-TV



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SDX guidelines. Washington professional chapter of Society of Professional Journalists, Sigma Delta Chi, has prepared legal guide for journalists covering local and federal affairs. Guide is designed to help reporters understand and cite rules governing access to courts, prisons, hospitals and other institutions. Thirty-six-page booklet sells for \$2 plus 50 cents for postage and handling. Copies may be ordered from Reporter's Legal Guide, Society of Professional Journalists, P.O. Box 19555, Washington, D.C. 20036.

□

Chancellor honors. John Chancellor, NBC newsman for more than 30 years, will receive 1983 Radio-Television News Directors Association Paul White award for distinguished service to broadcast journalism. Award will be made at RTNDA's 38th International Conference, in Las Vegas, on Sept. 24. Except for two years—1965-1967, when he was director of Voice of America—Chancellor has been with NBC since 1950, when he joined NBC's WMAQ-TV Chicago. Chancellor co-anchored *Nightly News* for almost 12 years and is now commentator and senior news analyst on that program.

Hartford, Conn., recipient of the editing award.

The competition was sponsored by the NPPA, 3M Co. and WDAY-TV Fargo, N.D. Winners will be honored July 2 at the NPPA business and education seminar in Providence, R.I., according to WDAY-TV's Conrad Rose, chairman of the competition.

Entries this year came from 101 TV stations, all the major networks and from freelance photographers shooting for networks. The winners:

Station of the year

WFAA-TV Dallas

Photographer of the year

Kenneth B. Swartz, KRON-TV San Francisco

Paut Fine WJLA-TV Washington □ *The Saving of the President* (first place, documentaries).

William Ditton WTHR Indianapolis □ *None for the Road* (second place, documentaries).

Ben McCoy WCCO-TV Minneapolis □ *On the Edge* (third place, documentaries).

Art Donahue WFSB Hartford, Conn. □ *Acid Rain* (first place, mini-docs).

Craig Franklin KRON-TV San Francisco □ *Enterprise Series* (second place, mini-docs).

Larry Hatteberg KAKE-TV Wichita, Kan. □ *The People of New Zealand* (third place, mini-docs).

Rich Underwood KBTV-TV Denver □ *Lannie* (first place, feature).

Aaron Fears NBC □ *The Maine Way* (second place, feature).

J. Alan Evans NBC □ *Lawyer-Sawyer* (third place, feature).

Greg Savage KDKA-TV Pittsburgh □ *B.M.X. Nationals* (first place, sports).

Ken Swartz KRON-TV San Francisco □ *Western States* (second place, sports).

Robert Brandon Helical Productions, Houston □ *Jimmy's Kids* (third place, sports).

Ken Swartz KRON-TV San Francisco □ *Menlo Park Vets in Washington, D.C.* (first place, general news).

Richard Burr NBC □ *Venice* (second place, general news).

Mike Kornely WFAA-TV Dallas □ *C.F. Camp* (third place, general news).

Haywood Nichols Jr. WTVJ Miami □ *Overtown—Anatomy of a Riot* (first place, spot news).

Brian Calvert and Jacques Robert NBC □ *Beirut coverage* (second place, spot news).

Chuck Emmert KPNX-TV Phoenix □ *Sunflower plane crash* (third place, spot news).

Editing award

John Hyeck WFSB-TV Hartford, Conn. □ *Lumberjacks*

Press Club Headliners

Sixteen winners in the broadcasting category have been selected by judges in the 49th annual National Headliner Awards competition, sponsored by the Press Club of Atlantic City. Along with 18 previously announced winners in the print field, the journalism honors will be presented at a May 21 awards banquet in the Claridge hotel and casino.

The radio-TV selections:

Radio

Consistently outstanding radio reporting (cities over 250,000): □ WCBS Radio, New York.

Consistently outstanding radio reporting (cities under 250,000): □ WRAL, Raleigh, N.C.

Outstanding public service by a radio station □ WRAL Radio for *Five Faces of Poverty*, a 60-minute program examining poverty in North Carolina.

Outstanding documentary by a radio station □ WMAL Radio, Washington for *They Served With Honor*, a look at the week-long Washington activities leading up to the dedication of the Vietnam Veterans Memorial.

Consistently outstanding radio reporting by a network □ ABC Radio News, New York, as exemplified by Jeri Hamilton's *Coping with Unemployment and State of the Union*.

Outstanding documentary by a radio network □ NBC Radio News for its reports on *Banks on the Brink*, the crises in the banking industry nationwide.

Special Citation: □ KIRO Radio, Seattle, for its reports on *Around the World with Pope John Paul and Russia*.

Television

Consistently outstanding TV news reporting (cities over 500,000) □ KENS-TV San Antonio, Tex.

Consistently outstanding TV news reporting (cities under 500,000) □ WPTA-TV Fort Wayne, Ind.

Outstanding public service by a TV station □ WTVJ(TV) Miami for *The Cancer Nobody Talks About*, colorectal cancer and tests for it.

Outstanding documentary by a TV station □ WFAA-TV Dallas for *Broker of Death*, an inside look at the arms deal.

Consistently outstanding TV network news reporting □ ABC News as exemplified by its Vatican coverage and "Status Reports" on *World News Tonight*.

Outstanding public service by a TV network □ CBS/Broadcast Group, New York, for "CBS Reading Projects," designed to stimulate interest and enjoyment of books and reading through TV.

Outstanding documentary by a TV network □ NBC News for *Getting Straight*, a look at a program for straightening out high school students on drugs and alcohol.

Outstanding investigative reporting by a TV network □ ABC News for *Throwaway Kids*, an investigation into what happens to orphaned, abused and neglected kids in remote, prison-like institutions in Oklahoma.

Mali Dodson Memorial Award □ WMAQ-TV Chicago for its *Street Files* series that investigated allegations that Chicago police maintained two sets of files on major cases, especially those involving murder.

Network distortion charged in budget cut coverage

'Policy Review' article claims TV overstates Reagan cutbacks

Those who rely on network television for news of the effect of President Reagan's budget cuts on the poor, are, in the view of a *Baltimore Sun* political reporter, Fred Barnes, getting a badly distorted view of reality. Barnes, writing in the spring issue of *Policy Review*, published by the conservatively oriented Heritage Foundation, says that many of the pieces on network news shows regarding those cuts are far off the mark. "For all the furor and anguish in Congress over paring social spending for 1982 by \$35 billion," he writes, "the cuts were hardly apocalyptic." His piece is titled "Shock Horror."

Barnes says the cuts brought about a halt in the growth of spending on programs for the poor and near-poor, and were achieved "largely by trimming around the edges." He notes that Office of Management and Budget Director David A. Stockman—the President's principal hatchet man in budget matters—told William Grieder for his piece in the *Atlantic*, "There was a lot less there [in the 1982 budget cuts] than met the eye."

But the television news reports—particularly on CBS—conveyed another impression, according to Barnes. He described a CBS News piece about blacks in Cleveland having nothing to celebrate on the fourth of July in 1981 because they were poor and were concerned about Reagan administration cuts in aid to dependent children, Medicaid, food stamps and public service jobs.

That report, Barnes writes, "was unbalanced, unfair and uninformed. But it was not unusual." He acknowledges the social spending cuts represent "an extraordinary shift in social policy and involve billions of dollars." But even so, he adds, "television has managed to exaggerate their impact." He cites, among other reports, Bill Moyer's declaration on his CBS special on April 21, 1982, that "hunger in America is back" and an interviewee telling *NBC Nightly News* on September 30, 1981, that "you'll find senior citizens out in the street."

Byrnes pictures television news as an institution with a pro-social spending bias. Social programs "are presumed to work—and thus cuts in their funding are presumed to be harmful." And, he says, "the hard evidence suggests the cuts were marginal." He says there were, for instance, an estimated 20.2 million food stamp recipients in July 1982, compared to 20.4 million a year earlier, while the aid to families with dependent children case load dropped "only from 3.8 million households to a projected 3.5 million."

Those and other figures, Barnes believes show only marginal cutbacks are available, he says. "But you have to be looking for them instead of simply cranking out the semi-hysterical figures that purport to detail, say, the number of widows and orphans tossed mercilessly into the snow." □

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For a universal receiver

Although Satellite Television Corp., one of several prospective direct broadcast satellite operators, has shown its support for compatible DBS home receivers through its participation in efforts to form a DBS trade association that would, as a top priority, work on receiver standards, the Comsat subsidiary made its position official last week in Orlando, Fla. Speaking at the International Association of Satellite Users Satcom '83 conference, Judith L. Shannon, vice president, public affairs, STC, spoke of the need for compatible equipment. "It is apparent to us at STC that DBS viewers will desire equipment capable of receiving more than one DBS service," she said. "With the development of compatible home equipment, a universal receiver could be produced. Such a receiver would be capable of accessing signals from all DBS satellites located in the same orbital position." As a result, she said, "the DBS services will be more competitive vis-a-vis other alternative television services."

STC's most serious competitor at the moment is United Satellite Communications Inc. Unlike STC, which plans to begin service in 1986 using high-power satellites and two-foot earth stations, USCI has proposed launching service later this year using low-

power satellites and four-foot dishes. Shannon questioned whether USCI could carve out a viable business with its relatively large dishes. Said Shannon: "I seriously doubt whether four-foot dishes will ever be a common sight on the roofs of homes across the country. Two-foot dishes, yes. Four-foot dishes, no." Noting that a four-foot dish has four times the surface area of a two-foot dish, she said "gusts of wind can cause major stress damage to a home roof mount that uses a four-foot dish. A four-foot dish is also cumbersome, hard to install and there is great difficulty in maintaining the pointing."

The effects of inflation on STC's proposed three-channel service were evident in Shannon's routine description of the service and its cost to consumers. When STC first applied for the service in December 1980, it said the maximum monthly cost would be \$28. As of last week, according to Shannon, the maximum cost is \$35, a 25% increase over the past 28 months.

Be wary

The National Association of Broadcasters last week asked the FCC to take care in authorizing electronic equipment under its notification and verification procedures.

Under the notification procedure, which

the commission created earlier this year (BROADCASTING, Jan. 17), a manufacturer simply supplies the FCC with forms stating that the equipment is in compliance with FCC technical standards, and approval is granted. Under the verification procedure, which the commission has proposed to expand, equipment must still meet FCC standards, but no application need be filed and no approval is issued.

While NAB said it favored FCC efforts to reduce paperwork and processing time through the expansion of those procedures, it also said it was concerned about the "strong" potential for interference-generating devices to reach consumers if the commission doesn't create an "effective" sampling program.

"The commission has not made a commitment to provide the resources necessary to implement an effective sampling program," NAB said. "If the sampling program is not effective, notification, and especially verification, will not provide the commission with the information it needs to monitor manufacturer's compliance with the rules. Therefore, an expanded sampling program must be implemented before the commission increases the use of notification and verification procedures," NAB said.

Two become one

When RCA Americom's Satcom I-R becomes operational June 1, what happens to the satellite it was launched to replace, Satcom I? "The most likely option," said an RCA spokesman, is moving Satcom I east in the geostationary arc to 119 degrees west longitude to be co-located with Satcom II, RCA's other aging satellite. Once co-located, the spokesman said, half the 24 transponders on each bird can be turned off, which would lengthen the lives of the satellites and create, in effect, one 24-transponder satellite, Satcom I/II.

Tech explained

Programing that made engineering and technology more comprehensible to the lay public was recognized in the second annual Electronic Media Awards ceremony. The sponsor: the National Society of Professional Engineers, Washington. The TV winner in the news/public affairs category was NBC for *Japan vs. U.S.A.: The Hi-Tech Shootout* (reported by Lloyd Dobyns, produced by James Gannon) with honorable mention to the Cable News Network for *Nitinol: Miracle Metal* (anchored and produced by Kevin Sanders). The TV winner in the education/information category was Independent Network News for *Seeing Creation...* (report by Marvin Scott on new NASA space telescope, produced by Bob Schapiro.) The radio winner in the news/public affairs category was CBS Radio for *Alcohol-Fuel of the Future?* (produced and anchored by Ron El-



Hawkeye first. The first station to go "totally half-inch" may be a new UHF facility in Spokane, Wash. According to RCA, Broadcast Vision Television has purchased 33 pieces of RCA Hawkeye equipment for KSKN, set to go on the air this July on channel 22. "We're going to originate, record and edit in RCA's Chroma Trak half-inch format," said BVT President Lee Schulman in a prepared statement. "As far as I know, we should be the first station in the United States to go totally half-inch. We're going to use it for news, field production and in the studio." Schulman (l) shook on the deal at the NAB convention with Joseph B. Howe, RCA division vice president and general manager of commercial communications systems division, as RCA Group Vice President John D. Rittenhouse looked on. The deal includes five Hawkeye cameras (HC-1), three portable recorders (HR-1), 19 studio VTR's (HR-2) and six edit controllers (HE-1).

). The radio winner in the education/information category was National Public Radio's Ira Flatow's report, *Supercold Computers* (produced by Anne Gudenkauf) with honorable mentions to CBS for *The Information Explosion* (correspondent Morton Dean, executive production by Charles R. Reeves) and *Home Computers* (reported by Marshall Webb, produced by Frank Miller). Presentations were made at Washington's Four Seasons hotel.

Cellular extension

With enough applications already on file to keep it busy for some time, the FCC has pushed back the date on which it will start accepting cellular radio applications for markets smaller than the top 90 from June 7 Dec. 1. The commission has already accepted applications for the top 90 markets. It said last week it hoped to complete the initial processing of applications for markets under-90 by Dec. 1. Initial processing of markets 1-60 has been completed.

Disk way

The Financial News Network is using one of the Optical Memory (video) Disk Recorders currently available in the U.S. for broadcast recording, which is said to be the only industry use of the new single laser record/playback system. The device, built by Panasonic and marketed by Matsushita Electric, provides 10 times the storage capacity and requires half the space of earlier video disk systems, according to a spokesman for the Santa Monica, Calif.-based FNN.

More time

The FCC's Office of Science and Technology has extended reply comment deadline on proposal aimed at finding space for private microwave operators displaced by direct broadcast satellite service (BROADCASTING, April 4) to May 23. In order released last week, the office noted that about 170 original comments were received and that some included "complex technical analyses."

Direct from U.K.

CBS News will add a full-time, 24-hour-a-day satellite video channel from London to the U.S., effective May 1. The channel will be available not only for ABC's television news programs but also for special feeds of sports programs from Britain and Europe, according to Roone Arledge, president of CBS News.

Arledge noted it is often difficult to book satellite time when needed because of the increasing commercial demand. The satellite from London, he said, "gives ABC News decided logistical advantage."

ABC News said that an Intelsat satellite, in geosynchronous orbit 22,300 miles above the Atlantic, will be used to beam the signal from England to the U.S. British Telecom will provide the uplink service from the ABC News London bureau to the satellite earth station at Goonhilly in Cornwall, England. After the signal passes from Goonhilly to the satellite, it will be received as a downlink in Andover, Mass., and then be beamed to New York via domestic satellite. Downlink

service from the Intelsat satellite to Andover will be provided by Comsat.

A spokesman for CBS News said the division plans to start a similar service by July 1 to provide 24-hour capability from London to New York.

Olympic channels

The FCC has granted ABC and the Los Angeles Olympic Organizing Committee temporary use of two UHF channels for land mobile operations for the 1984 Olympic Games. ABC, which has U.S. broadcast rights to the games, was granted use of channel 16 during the July 28-Aug. 12 games period and for initial testing. The committee was granted temporary use of channel 19 from May through August.

Talk time

Contract talks between the National Association of Broadcast Employees and Technicians and NBC are to resume tomorrow (May 3) in Washington. The present three-year contract expired March 31, but was extended in the wake of preliminary negotiations in San Diego in February and March. NABET represents some 2,500 cameramen, control room personnel and other technical workers at the network and its owned-and-operated stations.

A neat package

Comtech Data Corp. of Scottsdale, Ariz., has announced the availability of an SMATV head-end-in-a-box. The unit, which can be rack mounted, contains everything needed to put a small SMATV operator in business except the off-air and satellite antennas: 24-channel satellite receivers, modulators and combiners for mixing the satellite signals with the off-air signals. The two-satellite-channel version costs under \$5,000.

Smarts for sale

Panavision Electronics, formerly CEI and now a subsidiary of Panavision Inc., is putting its video expertise on the market. It announced that, for a fee, it will help broadcasters and other video users with "special projects for nonstandard requirements," including the development of high-definition television. As CEI, it assisted Panavision in the development of Panacam, a camera that combines video technology with the operational flexibility of motion picture cameras. Panavision, which announced its purchase of CEI at the 1982 National Association of Broadcasters convention, is in the business of leasing Panacam and the 35 mm Panaflex camera to production companies.

How loud is loud

Devices developed by CBS for monitoring and automatically controlling the loudness of broadcast commercials have received largely favorable reviews from the FCC. The devices were tested by the FCC's Office of Science and Technology. And in "An Up-

date on the Technology of Loud Commercial Control," a memorandum released last week, that office noted the meter's indications matched those of human observers more than 80% of the time. The controller, the memo said, was effective in reducing the number of commercials the observers perceived to be loud.

Playing both sides

Motorola has taken some of the gloss off Kahn Communications' announcement that South Korean Samsung Electronics had licensed and was planning to build and sell Kahn AM stereo radios ("In Sync," March 14) with its own announcement last week. Motorola said that Samsung has also "decided to enter into a patent license agreement to manufacture" Motorola AM stereo radios. Motorola, Kahn, Magnavox and Harris are in a marketplace battle to make their respective AM stereo systems the national standard.

New name, new president

The Society of Broadcast Engineers, Indianapolis-based organization, is now the Society of Broadcast and Communications Engineers. Name change reflects the expanded scope of the professional society and comes none too soon. At the society's annual meeting, it elected a cable network engineer, Doyle D. Thompson, president. Prior to joining The Weather Channel as director of engineering in 1981, Thompson held the same position for Landmark Communications, group broadcaster and part owner of TWC.


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Stock Index

Exchange and Company	Closing Wed. Apr 27	Closing Wed. Apr 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	66 3/4	67	- 1/4	- .2%	12	1,936
N Capital Cities	149	146 7/8	+2 1/8	+ 1.44	21	1,960
N CBS	72	70	+2	+ 2.85	18	2,123
N Cox	49 1/4	48 3/4	+ 1/2	+ 1.02	21	1,396
A Gross Telecasting	59 1/8	58	+1 1/8	+ 1.93	14	47
O LIN	39 1/4	36 1/2	+2 3/4	+ 7.53	21	407
N Metromedia	475	500	-25	- 5.00	31	1,326
O Mooney	4 3/4	4	+ 3/4	+18.75	7	3
N Outlet Co.	47 1/8	49 1/2	-2 3/8	- 4.79	34	127
O Scripps-Howard	23	23			14	238
N Storer	29 1/4	28 7/8	+ 3/8	+ 1.29	52	479
N Taft	53 1/2	54 3/4	-1 1/4	- 2.28	15	486
O United Television	12 5/8	13 1/8	- 1/2	- 3.80	16	149
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 3/4	26	-1 1/4	- 4.80	25	149
A Affiliated Pubs.	40 1/2	40 1/2			20	316
O A.H. Belo	43 5/8	43 1/2	+ 1/8	+ .28	16	408
N American Family	18 1/8	17 7/8	+ 1/4	+ 1.39	12	246
O Associated Commun.	25 1/4	24	+1 1/4	+ 5.20	10	60
N John Blair	64 3/8	62 1/2	+1 7/8	+ 3.00	15	251
N Charter Co.	11 7/8	11 5/8	+ 1/4	+ 2.15	11	250
N Chris-Craft	19 7/8	20 1/2	- 5/8	- 3.04	21	123
N Cowles	18 1/4	18 1/2	- 1/4	- 1.35	20	72
N Dun & Bradstreet	122 1/2	126 1/2	-4	- 3.16	24	3,448
N Fairchild Ind.	21 3/4	24 1/8	-2 3/8	- 9.84	11	285
N Gannett Co.	66 1/2	69 1/4	-2 3/4	- 3.97	20	3,543
N General Tire	35	34	+1	+ 2.94	34	842
O Gray Commun.	45	45			13	22
N Gulf United	27 3/8	26	+1 3/8	+ 5.28	9	757
N Harte-Hanks	47	44 1/2	+2 1/2	+ 5.61	17	464
N Insilco Corp.	22	24 3/4	-2 3/4	-11.11	15	351
N Jefferson-Pilot	32 1/4	32 7/8	- 5/8	- 1.90	8	692
O Josephson Intl.	17 1/4	18 3/8	-1 1/8	- 6.12	13	83
N Knight-Ridder	53 1/2	54 1/2	-1	- 1.83	17	1,745
N Lee Enterprises	42 3/4	42	+ 3/4	+ 1.78	29	583
N Liberty	18 1/2	18	+ 1/2	+ 2.77	15	181
N McGraw-Hill	96	95 1/4	+ 3/4	+ .78	22	2,393
A Media General	50	49 1/2	+ 1/2	+ 1.01	11	347
N Meredith	110 3/8	112 7/8	-2 1/2	- 2.21	12	345
O Multimedia	39	39 3/4	- 3/4	- 1.88	21	614
A New York Times Co.	69 1/4	70 5/8	-1 3/8	- 1.94	16	870
A Post Corp.	38 3/8	39 1/4	- 7/8	- 2.22	19	70
N Rollins	13 3/8	13 1/2	- 1/8	- .92	10	347
N Schering-Plough	43 3/8	43	+ 3/8	+ .87	13	2,309
N Signal Cos.	31 3/8	31 3/8			20	3,325
O Stauffer Commun.*	43	43			11	43
A Tech Operations	28 1/4	25 1/2	+2 3/4	+10.78	10	24
N Times Mirror Co.	74 3/4	72 1/4	+2 1/2	+ 3.46	18	2,556
O Turner Bcstg.	17 3/4	17	+ 3/4	+ 4.41	68	362
A Washington Post	69 1/8	68 1/4	+ 7/8	+ 1.28	19	977
N Wometco	31 7/8	22 7/8	+9	+39.34	21	551
CABLE						
A Acton Corp.	7 5/8	7	+ 5/8	+ 8.92	45	38
N American Express	69	67 3/4	+1 1/4	+ 1.84	15	8,811
O Burnup & Sims	7 7/8	7 7/8			8	69
O Comcast	20 1/4	19 3/4	+ 1/2	+ 2.53	21	142
N General Instrument	51 3/4	50 3/8	+1 3/8	+ 2.72	15	1,606
N Heritage Commun.	11 1/2	11 1/8	+ 3/8	+ 3.37	3	49
O Rogers Cablesystems	10 5/8	10 1/8	+ 1/2	+ 4.93	11	234
O Tele-Communications	25 5/8	27 1/2	-1 7/8	- 6.81	46	536
N Time Inc.	61 1/8	60 1/4	+ 7/8	+ 1.45	25	3,428
O Tocom	6 3/4	6 7/8	- 1/8	- 1.81	6	47
N United Cable TV	18 5/8	17	+1 5/8	+ 9.55	26	204
N Viacom	33 3/4	35 1/2	-1 3/4	- 4.92	16	390
PROGRAMING						
O Barris Indus.	5 3/8	5 3/8				49
N Coca-Cola	56 1/8	55 5/8	+ 1/2	+ .89	14	7,100
N Disney	79 1/2	83	-3 1/2	- 4.21	27	2,700
N Dow Jones & Co.	46 1/8	45 1/4	+ 7/8	+ 1.93	33	2,500
O Four Star	6	6				9
N Getty Oil Corp.	65 1/2	66 3/4	-1 1/4	- 1.87	8	5,000
N Gulf + Western	25 1/4	24 3/4	+ 1/2	+ 2.02	13	1,100
O Lorimar	20 1/2	20 1/4	+ 1/4	+ 1.23	13	1,100
N MCA	37 3/8	38	- 5/8	- 1.64	10	1,100
N MGM/UA	15 1/4	14 1/4	+1	+ 7.01	27	1,100
N Orion	24 1/4	24 3/8	- 1/8	- .51	5	1,100
O Reeves Commun.	19 1/2	20	- 1/2	- 2.50	10	1,100
O Telepictures	16 1/4	16 1/8	+ 1/8	+ .77	22	1,100
O Video Corp. of Amer.	9 1/4	7 7/8	+1 3/8	+17.46	22	1,100
N Warner	28 1/4	27	+1 1/4	+ 4.62	7	1,100
A Wrather	30 3/4	31 3/4	-1	- 3.14	54	1,100
SERVICE						
O BBDO Inc.	42 1/2	39 1/2	+3	+ 7.59	16	2,000
O Compact Video	10	9 3/4	+ 1/4	+ 2.56	77	2,000
N Comsat	63	67 3/4	-4 3/4	- 7.01	12	2,000
O Doyle Dane Bernbach	23 1/2	24	- 1/2	- 2.08	18	2,000
N Foote Cone & Belding	46 3/8	43 5/8	+2 3/4	+ 6.30	12	2,000
O Grey Advertising	90	89	+1	+ 1.12	8	2,000
N Interpublic Group	56 3/4	54 7/8	+1 7/8	+ 3.41	13	2,000
N JWT Group	32 3/4	32 1/4	+ 1/2	+ 1.55	655	2,000
O MCI Communications	44 1/2	46 7/8	-2 3/8	- 5.06	29	5,100
A Movielab	4	4				4
O A.C. Nielsen	35	35				17
O Ogilvy & Mather	50 3/4	49	+1 3/4	+ 3.57	15	2,000
O Telemation	5 3/4	5 1/2	+ 1/4	+ 4.54	15	2,000
O TPC Communications	1 3/4	1 5/8	+ 1/8	+ 7.69	2	2,000
O Unitel Video	11	10	+1	+10.00	17	2,000
N Western Union	38 3/4	37 3/4	+1	+ 2.64	12	2,000
ELECTRONICS/MANUFACTURING						
O AEL	28 1/4	28 1/4				18
N Arvin Industries	20 5/8	20 5/8				15
O C-Cor Electronics	16	17 1/4	-1 1/4	- 7.24	13	1,000
O Cable TV Industries	6	5 3/4	+ 1/4	+ 4.34	29	1,000
A Cetec	8 1/2	9 3/4	-1 1/4	-12.82	21	1,000
O Chyron	26	27 3/4	-1 3/4	- 6.30	28	1,000
A Cohu	9	7 1/8	+1 7/8	+26.31	27	1,000
N Conrac	35 1/2	34 7/8	+ 5/8	+ 1.79	10	1,000
N Eastman Kodak	81 1/4	82 1/8	- 7/8	- 1.06	11	13,400
O Elec Missile & Comm.	13	11	+2	+18.18	93	1,000
N General Electric	109	112 1/8	-3 1/8	- 2.78	14	24,800
N Harris Corp.	42 3/8	42	+ 3/8	+ .89	22	1,300
O Microdyne	13 1/2	14 1/8	- 5/8	- 4.42	32	1,300
N M/A Com. Inc.	23 3/4	25 1/8	-1 3/8	- 5.47	33	1,000
N 3M	85 1/4	84 1/4	+1	+ 1.18	24	10,000
N Motorola	108 1/2	110 7/8	-2 3/8	- 2.14	23	4,100
N N. American Philips	63 1/4	65	-1 3/4	- 2.69	12	8,000
N Oak Industries	10 1/2	10 1/8	+ 3/8	+ 3.70	42	1,000
A Orrox Corp.	5 3/4	6 1/8	- 3/8	- 6.12	5	1,000
N RCA	25 3/8	25 1/4	+ 1/8	+ .49	13	2,000
N Rockwell Intl.	56 1/8	55 1/4	+ 7/8	+ 1.58	13	4,300
A RSC Industries	5 7/8	5 5/8	+ 1/4	+ 4.44	59	1,000
N Scientific-Atlanta	16 3/8	16 1/4	+ 1/8	+ .76	126	3,000
N Sony Corp.	15	14 3/4	+ 1/4	+ 1.69	19	3,400
N Tektronix	65 1/2	65 7/8	- 3/8	- .56	17	1,200
O Telemet (Geotel Inc.)	3 1/8	3 1/4	- 1/8	- 3.84	18	1,000
A Texscan	23 1/4	25 1/4	-2	- 7.92	28	1,000
N Varian Associates	43 7/8	46 1/2	-2 5/8	- 5.64	28	9,000
N Westinghouse	44	44 3/4	- 3/4	- 1.67	9	3,800
N Zenith	19 1/8	17	+2 1/8	+12.50	17	3,000
Standard & Poor's 400 Industrial Average						
	180.80	180.00	+ .80			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, 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 not trade on given day, price shown is last traded price. ** No P/E ratio computed company registered net loss. *** stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

ABC 1st-quarter earnings down

While overall earnings dip, broadcasting profits rise 38% to \$40.6 million with help from 'Winds' and 'Thorn Birds'

ABC reported its first-quarter 1983 earnings decreased 43% to \$13.9 million, or 48 cents per share, on revenues of \$663.1 million. But ABC pointed out that its earnings were essentially flat over the year before because 1982's first-quarter results were abnormally inflated by a nonrecurring gain of \$10.3 million, or 36 cents per share, derived from investment tax credits and other interest income (BROADCASTING, April 11).

In broadcasting, ABC reported, earnings increased 38% to \$40.6 million on a 12% increase in revenues to \$588.2 million. In 1982, first-quarter broadcasting earnings were \$29.3 million on revenues of \$526.6 million. "Advertiser demand was strong," ABC said, among its network, owned stations and radio divisions.

At the network, ABC reported *Winds of War* and *Thorn Birds* "contributed to incremental revenue growth." ABC said that despite the costs of these programs—close to \$60 million for *Winds* and \$20 million for *Thorn Birds*—"the TV network profit margin expanded in the first-quarter." Profits also increased among the owned TV stations, ABC said, while ABC Radio "improved" its profitability.

ABC Video Enterprises lost \$11,638,000 in the first quarter of this year. ABC reported, as compared to \$2,165,000 for the first quarter of 1982. ABC's joint ventures in Daytime and Satellite News Channels—which were not up and running this time last year—plus its investments in Telefirst (formerly Home View Network), a pay-per-view sports service, RSVP, and its joint venture with Cox Communications, all contributed to higher losses for Video Enterprises, ABC said. The losses were not unexpected. Last month ABC Video Enterprises President Herb Granath told analysts that projections indicated a three-to-five-year start-up period for new services (BROADCASTING, April 11).

In publishing, ABC said profits increased 8% to \$5.3 million on 3% lower revenues of \$60.7 million. The decrease in revenues was principally due to decline in advertising in some of its trade publications, plus the closing of some others. ABC Scenic Attractions had higher revenues but lower profits. ABC reported, and ABC Motion Pictures suffered "modest operating losses."

"While on a comparative basis, we were not able to offset the positive effect of the investment tax credit refund received in the first quarter of 1982," ABC Chairman Leonard H. Goldenson said in a prepared state-

ment, "the improved performance of our broadcasting and publishing operations in the first-quarter of 1983 did equalize the increased investment spending in our new video businesses and the decline in interest income."

CBS, and NBC parent, RCA, also reported first-quarter results last month. CBS reported mixed results with the net income up 13%, but income from continuing oper-

ations was down 12% on a 6% increase in revenues topping \$1 billion. CBS's earnings per share declined 17% to 60 cents against 1982's 72 cents for the first quarter. RCA said that revenues were up 24% at NBC for the first quarter, with "sharply higher profits." Advances were posted in the TV network and owned TV stations division, RCA said, where the Super Bowl helped boost revenues. □

Bottom Line

Media General increase. Richmond, Va.-based Media General reported first-quarter earnings increased 18.8% from \$1.01 per share to \$1.20 per share. Net income was \$8,515,000 on revenues of \$119,797,000. Profits in broadcast division increased from \$1,853,000 to \$3,251,000. □

Good quarter. First-quarter earnings per share for Knight-Ridder Newspapers Inc. increased 25.5%, from 47 cents per share to 59 cents per share. Net income increased 30% to \$19,703,000 on total revenues of \$340,932,000. Broadcasting revenue increased 6.5% to \$9,928,000, constituting 2.9% of total revenues. □

Storer dividend. Storer declared dividend of 10 cents per share on common stock, payable June 3 to shareholders of record May 13. □

LIN up. LIN Broadcasting Corp., New York, reported 24% increase in earnings per share, from 29 cents to 36 cents. Net income increased 28% to \$3,942,000 on revenues of \$20,652,000. LIN said cellular radio telephone applications cost \$373,000 for first quarter, compared to \$192,000 for same period last year. □

Harte-Hanks increase. Harte-Hanks Communications Inc. reported earnings per share of 49 cents for first quarter of 1983 as compared to 44 cents for same period last year. Net income was \$4,941,000, on revenues of \$97,817,000, up 12% and 13%, respectively, compared to first-quarter 1982 net income of \$4,400,000 on revenue of \$82,263,000. □

Ticking Time. Time Inc.'s net income for first quarter of 1983 was \$28.9 million, or 46 cents per share, compared with \$27.7 million, or 45 cents per share, over first quarter last year. Revenue for 1983 period ending March 31 was \$915.5 million, up from \$805 million in 1982. Video group income before taxes was \$46.2 million, up from \$32.2 million in 1982, on revenues of \$249.6 million and \$190.6 million, respectively.

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Radio race comes down to two

Stevens pulls out of contest for NAB radio vice chairmanship, throws his support to Snider; May is other candidate

The race for the National Association of Broadcasters radio board vice chairmanship is narrowing down to a two-man contest. Due to the decision last week by board member Gary Stevens, president of Doubleday Broadcasting, New York, to withdraw from the race, board members Walter May, president, WPKE(AM)-WDHR(FM) Pikeville, Ky., and Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., become the remaining contenders for the seat.

Radio board member Cliff Gill, board chairman, KWVE-FM Marina Del Rey, Calif., was another potential candidate, but he dropped from the race, and last week resigned from the board (see "Fates & Fortunes," page 102).

Gill resigned because he is selling KWVE-FM, the only station he owns, and once it is sold, he would no longer be eligible to serve on the board. Rather than postpone the "inevitable," Gill said, he decided to step down and allow his replacement time to prepare for the June board meeting.

With Stevens and Gill out of the race, an interesting twist has developed. In a letter sent to all radio board members, Stevens said he is supporting Snider for the post. Snider, he believes, "is the right guy for this year, as well as the person to take it all the way over the next few years."

May and Stevens were considered the front runners. Now, however, with Stevens throwing his support to Snider, the election could develop into a real "dog fight," one radio board member said. And although May remains a formidable candidate, sources said, Snider is beginning to wage a tough campaign.

"As you probably realize, whoever is elected vice chairman this year will ultimately be in line for the joint chairmanship of our organization. While very much wanting to serve on the executive committee of the radio board, I do not believe I would be able to make the commitment down the line for the more demanding role of joint chairman," Stevens said. He explained, however, that he remains interested in the post and added that if re-elected to the board next year, "I will again be a candidate for vice chairman, a position which I am quite prepared to make the time for."

Stevens also used the letter as an opportunity to "clarify" a couple of points that surfaced during his campaign. "I have the time to serve on the executive committee. I live only two hours by air, door to door, from Washington. I also have a Washington station, which means I am in that city a mini-



May



Snider

mum of three days a month."

Stevens also challenged any doubts about his commitment to NAB. "In addition to being a member of the Allocations Task Force, I am the only board member chairing two major committees (Radio Programming Conference and Metro Market), and this is my freshman year," he said. Then Stevens tackled charges about his failure to attend the association's January joint board meeting.

"Unfortunately, the dates of that meeting coincided with an executive committee meeting of my parent company, of which I am also a corporate vice president. With our meeting in Puerto Vallarta, and the Doubleday meeting on the island of Antigua, it was impossible to arrange reasonable connections to enable me to at least attend a few days of the NAB gathering. I did try," Stevens wrote. □

Toronto hosts AWRT annual convention

Heavy attendance by Canadians expected at 32d annual meeting

Members of American Women in Radio and Television will be joined by their Canadian colleagues this week in Toronto for the association's 32d annual convention—and its second international convention (the first was held in London in 1970).

"Heavy participation by Canadian women" is expected, according to the association's executive director, Phyllis Tritsch, who said 75 to 100 Canadians will be joining between 300 and 400 AWRT members at the Royal York hotel. AWRT will discuss with the Canadian participants the value of a similar organization in Canada, or perhaps an affiliation with the American association, Tritsch said.

This year's total attendance is projected to be down slightly from previous years, Tritsch said, due to several factors including the Canadian convention site, cutbacks in travel budgets and the general economic climate.

The formal meeting agenda gets under way Wednesday (May 4) with a welcome from Martha Pell Stanville, convention chairman and vice president-affiliate promotion services, NBC-TV. Also speaking during the opening session will be AWRT President Charlotte Tharp, community relations director, WHAS Inc., Louisville, Ky. A panel session follows, with Anne Jones, FCC commissioner; Diana Lady Dougan, coordinator for international communication and information policy, U.S. Department of State; Elizabeth Kriegler, director general, broadcasting and social policy branch, Canadian Department of Communications,

and Joan Tobin, president of Tobin Enterprises and a member of the board of Comsat.

Other highlights of the convention, titled "People Turn Us On," include a luncheon speech by NBC News Correspondent Jessica Savitch; presentation of the Silver Satellite Award to actress Loretta Swit; presentation of the AWRT Achievement Award, Sid Guber Award and certificates of commendation; inauguration of incoming AWRT President Jeri Warrick-Crisman, president and general manager of WNJR(AM) Newark (Union), N.J., and introduction of new board members.

The schedule of events, Wednesday through Saturday, follows.

Wednesday, May 4

Registration. 7:30 a.m.-7:30 p.m.

Breakfast. 8-9:30 a.m. Concert hall.

Opening general session. 9:45-11:45 a.m. Ballroom. Welcome by Martha Pell Stanville, convention chairman. Introduction to World Communications Year 1983: Charlotte Tharp, AWRT president; Elizabeth Kriegler, Canadian Department of Communications; Dr. Carol Lee Hilewick, executive director, U.S. Council World Communications Year. *Lost in Space: A Look at Global Communications Today and Tomorrow.* Moderator: Jane Cohen, National Association of Broadcasters. Panelists: Diana Lady Dougan, State Department; Elizabeth Kriegler; Anne Jones, FCC commissioner; Joan Tobin, Tobin Enterprises.

Luncheon. 12:30-2:15 p.m. Canadian room. Speaker: NBC News Correspondent Jessica Savitch.

Advisory council meeting. 2:30-4:30 p.m. Presiding: Incoming Chairman Jeri Warrick-Crisman.

Banquet. 7:30-10:30 p.m. Canadian room. Presiding: Charlotte Tharp, AWRT president. Mistress of ceremonies: Jan Tennant, Global Television. Presentation of Silver Satellite award to actress Loretta Swit. Entertainment: The Arbors.

Thursday, May 5

Registration. 7:30 a.m.-6 p.m.

Roundtable breakfast sessions. 8-9:30 a.m.

Four concurrent workshops. 9:45 a.m.-12:30 p.m. *Leadership Training.* Territories room. Presenters: Jeri Warrick-Crisman and Jim Pfafflin, Performance Institute.

Shaping Our Futures: A Leadership Seminar. Ballroom. Presenter: Glenn Tucker, management consultant.

Radio Trends. British Columbia room. Presenter: John Bassett, Curt Gowdy Broadcasting Corp.

Creative Thinking. Algonquin room. Presenter: David Coleman, Ph.D.

Awards luncheon. Canadian room. 1-2:45 p.m. Presiding: Charlotte Tharp, AWRT president. Presentation of Certificates of Commendation with presenter Anne Murray. Sid Guber award presentation to Eric Zivian. AWRT Achievement award to Muriel Fox.

Business meetings. Ballroom. 3-6 p.m. Inaugural address by Jeri Warrick-Crisman.

China study tour report. Ontario room. 6:45-7:15 p.m. Presiding: Mai Johnson, AWRT.

Friday, May 6

Registration. 7:30 a.m.-6 p.m.

Roundtable breakfast sessions. Concert hall. 8-9:30 a.m.

General session. Alberta room. 9:45 a.m.-12:20 p.m. *Managing Human Differences.* Presenter: Jan Carter, Lawrence-Leiter & Co.

Three concurrent sessions. 9:45 a.m.-11 a.m. *Successful Advertising Made Easy.* Quebec room. Presenter: Al Fahden, Foote, Cone & Belding.

Succeeding as an Independent Consultant. Algonquin room. Presenter: Lucille Gray, American Woman's Economic Development Corp.

Marketing Cable to Subscribers. Ballroom. Presenter: Judy Ranzer, Warner Amex.

Three concurrent sessions. 11:15 a.m.-12:30 p.m. *PR Meets the Computer.* Quebec room. Presenter Tom Miller, Computer Research Group.

How to Start Your Own Business. Algonquin room. Presenter: Lucille Gray.

Marketing Cable to Advertisers. Ballroom. Presenter: Marcella Rosen, N.W. Ayer.

Luncheon. 12:45-2:45 p.m. Canadian room. Charlotte Tharp presiding. Speaker: Virginia Carter, Tandem Productions.

General session. 3-5 p.m. Ballroom. *Positioning: The Battle for Your Mind.* Al Ries, author of *Positioning: The Battle for Your Mind.*

Reception. 6:30-8:30 p.m. Casa Loma Castle.

Saturday, May 7

Closing general session. 9:30-11:30 a.m. Concert hall. *The Role and Impact of the News Media on Economic Opinion.* Moderator: Donald West, managing editor, BROADCASTING magazine. Panelists: Will Sparks, Citibank; Sheila Kast, ABC News; Mary Eccles, Joint Economic Committee of the U.S. Congress; Helen Junz, International Monetary Fund.

Board meeting. 1-3 p.m. Confederation rooms 4 and 5.

Fix-up time at NPR

Financially troubled network will get independent audit to help isolate problems and spur monetary aid

National Public Radio announced last week that it is bringing in an outside accounting firm to audit the organization as part of an overall effort to tackle its current financial crisis. During a satellite-delivered closed circuit interconnect with NPR station members, NPR Board Chairman Myron Jones outlined an initial plan that it is hoped will help eliminate the \$3-million budget shortfall discovered by the network only weeks ago (BROADCASTING, April 25). The board's finance committee and a special committee appointed by Jones are asking for the audit and the proposal is expected to be approved by the full board today (May 2). The committees think the audit is the best step for the network, whose predicament is generating Congressional concern and caused the Corporation for Public Broadcasting to forego any immediate offers of aid until it receives some specific answers about what went wrong.

Jones explained that the Washington accounting firm of Coopers & Lybrand, would conduct the audit from the start of NPR's fiscal year, Oct. 1, 1982, through April 30, 1983, and, in addition, develop a financial forecast through September 30, 1983. Co-

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pers & Lybrand, he said, will also develop a financial analysis of NPR's "new ventures" initiatives. CPB's annual audit is also currently in progress. Jones noted that the board would not make any more specific recommendations to alleviate the deficit until the audit is finished. "We cannot proceed until we have a true damage report and know the magnitude of the problem," Jones said. Fortunately, he added, Coopers & Lybrand says it will complete the audit by June 10. Jones said, however, that the finance committee will continue discussing additional budget reductions in nonprogramming areas.

In addition, Jones said, the finance committee was accepting some recommendations from its newly chosen chief operating officer, Ronald Bornstein, director of the telecommunications division of the University of Wisconsin, and general manager of its WHA-AM-TV Madison, Wis. Bornstein called for an immediate hiring freeze and asked that any expenditures of \$5,000 or more be approved by him. To speed the process along Bornstein has assembled a transition team to work with and study NPR's fiscal problems (see "Riding Gain," page 41). The finance committee will also continue to study a variety of funding options, particularly, the potential of using direct mail fund raising.

A key option for NPR is to seek help from CPB. NPR's President Frank Mankiewicz, who will soon step down from that post, has raised the possibility that CPB might guarantee a loan for NPR. Any hopes for an immediate commitment from CPB were dashed, however, by a memo sent to NPR members

that clearly stated CPB would not take any action until it gets some answers. "Until CPB has much more specific information about what went wrong, why there were no controls in place to prevent the crisis from happening and then deepening, what services are likely to be affected, what the capacity of NPR will be for the remainder of this fiscal year and for at least the next two fiscal years, it would be premature to recommend any action. Furthermore, we must understand what controls are being put into place to safeguard against similar problems in the future," the memo said. The memo

also indicates that the corporation wants to deal directly with Bornstein and the NPI board, probably a signal that Mankiewicz is no longer a key negotiator.

"We are relying on the designated chief operating officer and the board for this information. Until we have this kind of information, we cannot responsibly ask our directors to consider specific proposals."

The finance committee will also explore such funding options as an advanced payment of NPR membership dues, a loan from stations or a transfer of station grants from CPB to NPR.

Changing Hands

PROPOSED

WRGB(TV) Schenectady, N.Y. □ Sold by General Electric Broadcasting Co. to Universal Corp. for approximately \$35 million ("Closed Circuit," April 4, 18). **Seller** is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). **Buyer** is newly formed venture of Forstmann Little & Co. and John D. Backe, former CBS president. Forstmann Little & Co. is private New York investment firm. Backe is also president of Tomorrow Entertainment Inc., television production company he owns jointly with Dancer Fitzgerald Sample Inc. WRGB is

CBS affiliate on channel 6 with 93.3 kv visual, 11 kw aural, and antenna 1,020 feet above average terrain.

KIOI(FM) San Francisco, Calif. □ Sold by The Charter Co. to Price Communications for \$12.4 million cash. **Seller** is publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which is selling off its radio station group. KIOI is last of company's stations to be sold. Charter last year sold WDRQ(FM) Detroit to Amaturio Group for \$4 million (BROADCASTING, Nov. 1, 1982) and earlier this year, KYKY(FM) St. Louis, WOKY (AM) Milwaukee and WML(FM) Waukesha Wis. to Surrey Broadcasting for \$10 million (BROADCASTING, Feb. 21). Last month it sold KCBQ-AM-FM San Diego to Infinity Broadcasting for reported \$8 million (BROADCASTING, Jan. 31). **Buyer** is publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. KIOI is on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain. **Broker: Blackburn and Co. Inc.**

KKJY-FM Albuquerque, N.M., and KSET-AM El Paso, Tex. □ Sold by Broadcast Associates of New Mexico to Dunn Broadcasting Co. for \$3.75 million. **Seller** is owned by Steve Gold, Louis Weiner, Dick Seffmar and Len Howard. Gold, Howard and Wiener are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas. **Buyer** is owned by John M. Dunn, an Evansville, Ind. investor who has no other broadcast interests. KKJY FM is on 100.3 mhz with 22.5 kw and antenna 4,110 feet above average terrain. KSET is on 1340 khz with 1 kw day and 250 w night. KSET-FM is on 94.7 mhz with 91 kw and antenna 740 feet above average terrain.

WWCA(AM) Gary, Ind. □ Sold by Lake Broadcasting Co. Inc. to Metro Communications Inc. for \$650,000. **Seller** is controlled by estate of Dee O. Coe. **Buyer** is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPCE(AM) Portsmouth, WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (see below). WWCA is on 1270 khz with 1 kw full time. **Broker: Blackburn & Co. Inc.**

WQNE(FM) Cleveland, Tenn. □ Sold by Bradley Enterprises Inc. to Kali Broadcasting Inc. for \$650,000. **Seller** is owned by Roger

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5/2/83



Backe in Schenectady. Former CBS President John D. Backe was among those present at a press conference last Tuesday, announcing the proposed deal in which he and his co-venturers would purchase WRGB(TV) Schenectady, N.Y., from General Electric Broadcasting Co. for approximately \$35 million cash (see page 78). Broadcasting continuously since 1928, WRGB claims to hold the first official TV broadcast license, dating to 1939. L to r: Brian Little, partner in Forstmann Little & Co.; James Del Monico, WRGB general manager; and Backe, who is also president of Tomorrow Entertainment Inc. *Photo by Lance Wheeler.*

Gupton, president, Daniel E. Winters and Arthur W. Hodge (one-third each). They have no other broadcast interests. **Buyer** is owned by Clyde W. Thomason, president, who also owns WBAC(AM) Cleveland, Tenn. WONE is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

KNZA(FM) Hiawatha, Kan. Sold by Kanza Broadcasters Inc. to KNZA Inc. for \$87,500. **Seller** is owned by Michael Lee Carter, president (80%), Gregory F. Buser (0%) and Robert B. Hilton (10%). Carter and wife, Carol S., also own 50% each of AOL(AM)-KMZU(FM) Carrollton, Mo., and are applicants for LPTV's at Carrollton, Hillicote and Marshall, all Missouri. **Buyer** is owned by Gregory F. Buser, president (2%), and wife, Rebecca S. (42%), Robert B. Hilton and wife, Kay L. (8% each). They are also applicants for three LPTV's. KNZA on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Ralph E. Gaudin.*

WDBL-AM-FM Springfield, Tenn. Sold by Little Tennessee Enterprises Inc. to DBL Broadcasting for \$530,000, including \$50,000 for noncompete agreement. **Seller** owned by H.A. Webster, president, who has no other broadcast interests. **Buyer** is owned by Terry E. Forcht, Corbin, Ky., attorney, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, both Kentucky. WDBL is daytimer on 1590 khz with 1 kw. WDBL-FM is on 94.3 mhz with 3 kw and antenna 215 feet above average terrain. *Broker: Chapman Associates.*

KDQN-AM-FM DeQueen, Ark. Sold by Radio DeQueen to Jay W. Bunyard and Anne V. Bunyard for \$475,000. **Seller** is owned by Haskell Jones and wife, Verlaine, who have no other broadcast interests. **Buyer** is Jay W. Bunyard (55%) and mother, Anne (45%). Jay Bunyard is sports director and announcer at KDQN-AM-FM. Anne Bunyard is in traffic department and administration at KDQN-AM-FM. They have no other broadcast interests. KDQN is daytimer on 1390 khz. KDQN-FM is on 92.7 mhz with 3 kw and antenna 307 feet above average terrain.

WBOK(AM) New Orleans Sold by Starr WBOK Inc. to Christian Broadcasting Corp. for \$450,000 cash. **Seller** is owned by Shamrock Broadcasting Co. Inc., which is headed by Roy E. Disney, chairman. Shamrock also owns KMGQ(FM) Dallas; KXLR(AM) North Little Rock, Ark.; KUDL(FM) Kansas City, Kan.; KABL(AM) Oakland, Calif., and KABL-FM San Francisco; WTQV-TV Lexington, Ky.; WWWV(FM) Detroit; KITV(TV) Honolulu, KHVO(TV) Hilo and KMAU(TV) Wailuku, all Hawaii. It also is applicant for new FM at

Gainesville, Ga., and new CP for TV at Sacramento, Calif. **Buyer** is owned by L.E. Willis Sr., president. It also owns WPCE(AM) Portsmouth, WFTH(AM) Richmond and WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. WBOK(AM) is on 1230 khz with 1 kw day and 250 w night.

KMOK(FM) Lewiston, Idaho Sold by Douglas A. MacKelvie to Ida-Vend Co. for \$278,889. **Seller** has no other broadcast interests. **Buyer** is owned by Robert W. Prasil, president (63.5%), his sons, Gary D. and Robert W. Prasil Jr. (6% each) and Burton Harrison (24.5%). It also owns KRLC(AM) Lewiston, Idaho. KMOK is on 106.9 mhz with 100 kw and antenna 300 feet above average terrain.

Other proposed station sales include: KCSJ(AM) Pueblo, Colo. (BROADCASTING, April 18); KGMQ(AM) Pueblo, Colo.; KAAK(FM) Great Falls, Mont.; WJDM(AM) Elizabeth, N.J.; WRFD(AM) Columbus-Worthington, Ohio; WRZK(AM) Algood, Tenn.; WINT-TV Crossville, Tenn.; KYOT(FM) Refugio, Tex. (BROADCASTING, April 4), (see "For the Record," page 82).

APPROVED

KSEE(TV) Fresno, Calif. Sold by San Joaquin Communications Corp. to Meredith Corp. for \$17,611,230. **Seller** is owned by 15 stockholders, principally local businessmen and ranchers, who bought KSEE (then KMJ-TV) in 1979 for \$13.5 million from

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McClatchy Newspapers after filing competing application for KSEE facilities (BROADCASTING, Nov. 12, 1979). Deal includes \$4,111,230 for outstanding common stock, \$9 million for assumption of note held by Prudential Insurance Co. of America and \$4.5 million for preferred stock. **Buyer** is Des Moines, Iowa-based magazine publisher and group owner of six AM's, six FM's and five TV's. It recently sold KCMO(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10), and put its Omaha radio stations up for sale (BROADCASTING, Aug. 9, 1982). KSEE is NBC affiliate on channel 24 with 191 kw visual, 38 kw aural and antenna 2,350 feet above average terrain.

WKBX(AM)-WSGF(FM) Savannah, Ga. □ Sold

by Beasley Broadcast Group to Burbach Broadcasting Co. and Garrett Radio Inc. for \$2.2 million. **Seller** is Goldsboro, N.C.-based group owner of five AM's and six FM's principally owned by George Beasley. He bought WKBX (formerly WSAV) in 1977 for \$575,000 (BROADCASTING, March 21, 1977) and WSGF(FM) earlier that year from different seller for \$370,000 (BROADCASTING, Jan. 10, 1977). **Buyer** is partnership of Burbach Broadcasting Co. and Garrett Radio Inc., which last year bought WKRT(AM)-WNOZ(FM) Cortland, N.Y., for \$1.35 million (BROADCASTING, May 24, 1982). Burbach Broadcasting is owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCKK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W.Va. Garrett

Radio is owned by Larry O. Garrett, who is general manager of Burbach stations. WKBX is on 630 khz with 5 kw full time. WSGF is on 95.5 mhz with 100 kw and antenna 400 feet above average terrain.

WRKB(AM)-WJZR(FM) Kannapolis, N.C. □ Sold by Hefner Radio Inc. to Downs Radio Inc. for \$1,345,000. **Seller** is owned by 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 also 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.

KWAO(FM) Sun City, Ariz. □ Sold by Sun City Broadcasting Corp. to KLFF-FM Inc. for \$1.25 million. **Seller** is owned by Harry O. Yearick (49%), Russell Lash and Frederic L. Maderia (25.5% each), who have no other broadcast interests. **Buyer** is subsidiary of Canyon Communications Corp., which is owned by Lawrence Mazursky and wife Beverly, who also own KLFF(AM) Glendale Ariz. KWAO is on 106.3 mhz with 3 kw and antenna 97 feet above average terrain.

KJCK-AM-FM Junction City, Kan. □ Seventy five percent sold by Junction City Broadcasting Co. Inc. to Steven D. Roesler, owner of other 25%, for \$980,000. **Seller** is Ralph L. Weir Jr., who has no other broadcast interests. **Buyer** is president of Junction City Broadcasting and has no other broadcast interests. KJCK is daytimer on 1420 khz with 1 kw. KJCK-FM is on 94.5 mhz with 100 kw and antenna 630 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 Matthew N. Clapps Jr., who also owns KFQD(AM) Anchorage; KXRO(AM) KDUX(FM) Aberdeen, Wash., and is permittee of KWHL(FM) Anchorage. KBRC is on 1430 khz with 5 kw day and 1 kw night.

KKLR(FM) Edmond, Okla. □ Sold by Mid American Media Co. to Louis J. Bodnar for \$750,000. **Seller** is composed of 17 partners and headed by James A. Reeder, managing partner. They also own KOKA(AM)-KCOZ(FM) Shreveport, La. **Buyer** is Louis J. Bodnar who is Oklahoma City-based attorney and has no other broadcast interests. KKLR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include KAAA(AM)-KZZZ(FM) Kingman, Ariz. KMCW(AM)-KABK-FM Augusta, Ark. KNWA(AM) Fayetteville, Ark.; KRWA(FM) Waldron, Ark.; KFMR-FM Stockton, Calif. WRFC(AM) Athens, Ga.; WRBI(FM) Batesville, Ind.; WOCH-AM-FM North Vernon Ind.; KINA(AM) Salina, Kan.; WULT-TV New Orleans; KZMC-FM McCook, Neb. WZYC(FM) Newport, N.C.; WADA(AM) Shelby, N.C.; WEHS(FM) Cherry Hill, N.J. WYAN(FM) Upper Sandusky, Ohio; WUCF(AM) Sparta, Tenn.; WTNE-AM-FM Trenton Tenn., and KFML(FM) Whitehouse, Tex. (see "For the Record," page 82).

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is compiled by BROADCASTING, April 18 through April 22, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. LJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. H—critical hours. CP—construction permit. D—day. A—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. CL—remote control location. S-A—Scientific Atlanta. H—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

New FM's

Fairbanks, Alaska—Great Alaska Electric Radio Co. seeks 95.9 mhz, 3 kw, HAAT: minus 1.6 ft. Address: O. Box 82131, Fairbanks, Alaska 99708. Principals: Dean I. Gottehrer and wife, Sheila K. (19%); J. Stephen Lay and wife, Carole R. (19%); Gerald K. Fears and wife, Francisca (2%), Stanley W. Muchewicz and wife, Melissa (19%), Gerald E. Weaver (19%), and John G. Duolos (12%). They so are applicants for AM at Fairbanks, Gottehrers, Muchewicz and Weavers are also applicants for FM at Delta Junction, Alaska. Filed April 11.

Clifton, Ariz.—Double Eagle Broadcasting seeks 95.3 mhz, 250 w, HAAT: minus 882 ft. Address: 317 Laine Boulevard, Clifton, Ariz. 85533. Principal: Chuck Crisler (100%), who is also applicant for new FM at Hallsville-Centralia, Mo., and partner in application for new FM at Ordsburg, N.H. Filed April 19.

Mountain Home, Ark.—Knight Broadcasting Co. seeks 107.5 mhz, 100 kw, HAAT: 763 ft. Address: 1806 Arborace, Mountain Home, Ark. 72653. Principal: Equally owned by Bobby Dean Knight and wife, Vivian Sue Knight, and Knight has one-third interest in KTLO-AM-FM Mountain Home, which he will divest upon approval of this application. Filed April 20.

Brawley, Calif.—Adrienne Richardson seeks 94.5 mhz, 1 kw, HAAT: 185.2 ft. Address: 190 N. Las Flores Drive, 22, Brawley, Calif. 92227. Principal is program and music director at KROP(AM) Brawley. Filed April 19.

Panama City, Fla.—Panama City Radio Ltd. seeks 103.5 mhz, 100 kw, HAAT: 578 ft. Address: 3607 East Second Street, Panama City, Fla. 32401. Principals: Mary A. Pellm and Beverly M. Sherman, who have no other broadcast interests. Filed April 12.

Honolulu—C.E. Inc. seeks 100.3 mhz, 100 kw, HAAT: minus 65.5 ft. Address: 737 Bishop Street, #1570, Honolulu 96813. Principal: Edward Y.N. Kim, president, who has no other broadcast interests. Filed April 20.

Honolulu—Island Broadcasters Limited Partnership seeks 100.3 mhz, 100 kw, HAAT: minus 37 ft. Address: 800 Savers Federal Building, Little Rock, Ark. 72201. Principals: Haley-Tucker Partnership, limited partner (28%); mes Guy Tucker (25%); Richard Mays (14%); John C. (14%); (Jack) Cameron (John D.) Seawright partner (14%), and Island Broadcasting Corp., general partner (2%). Latter is headed by Richard Mays, president. None has other broadcast interests. Filed April 20.

Honolulu—Lucy Miller seeks 100.3 mhz, 100 kw, HAAT: minus 386 ft. Address: 3112 Lewis Place, Falls Church, Va. 22042. Principal has no other broadcast interests. Filed April 20.

Honolulu—Phillip R. Antoine seeks 100.3 mhz, 100 kw, HAAT: 46.3 ft. Address: 1750 Kalakaua Avenue, #210, Honolulu 96826. Principal has no other broadcast interests. Filed April 20.

Kahului, Hawaii—Ke-Nui Corp. seeks 99.9 mhz, 100 w, HAAT: minus 540.21 ft. Address: P.O. Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins, president

(61.5%) and Norma J. Phegley (38.5%). Elkins also owns KBUS(AM) Mexia, Tex., and with Phegley, KNUI(AM) Kahului, Hawaii. Filed April 11.

■ **Wickliffe, Ky.**—Venture Communications seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 725 Old Hickory Boulevard, Jackson, Tenn. 38301. Principal: J. Michael McCallum (100%), who also owns 50% of permittee of new AM at Milan, Tenn. Filed April 15.

■ **Libby, Mont.**—Lincoln County Broadcasters Inc. seeks 101.7 mhz, 3 kw, HAAT: minus 1,019 ft. Address: Cedar and South Main, Libby, Mont. Principals: Frank Whelstone, chairman; Albert Uithof, president; D.W. Robinson; J.F. Fenney and Earl D. Lovick (12.57% each), and Duane Williams (.7%). They also owns KLCB(AM) Libby. Filed April 20.

■ **East Hampton, N.Y.**—East Hampton Communications Co. seeks 96.7 mhz, 3 kw, HAAT: 200 ft. Address: P.O. Box 88864, Atlanta 30338. Principals: Sanford Barry Cohen and Terri Susan Pollack (50% each). They are also applicants for new FM at Micanopy, Panama City and Sanibel, all Florida. Cohen is account executive at WXIA-TV Atlanta. Pollack has no other broadcast interests. Filed April 13.

■ **Mercer, Pa.**—Mercer Communications Co. seeks 96.7 mhz, 1 kw, HAAT: 485 ft. Address: 111 East Tarpon Lane, Jupiter, Fla. 33458. Principal: Mary M. Manafio (100%), who has no other broadcast interest. Filed April 20.

■ **Lajas, P.R.**—Bonet Associates seeks 103.7 mhz, 50 kw, HAAT: 190 ft. Address: P.O. Box 475, Mayaguez, P.R. 00709. Principal: Guillermo A. Bonet (51%) and wife, Hilda Acosta de Bonet (49%). They have no other broadcast interests. Filed April 20.

■ **Lajas, P.R.**—FM Minority Broadcasting seeks 103.7 mhz, 50 kw, HAAT: 311 ft. Address: Gemni FD35, Irlanda, Bayamon, P.R. 00619. Principal: Carmen B. Rodriguez, who has no other broadcast interests. Filed April 20.

■ **Anson, Tex.**—Lilly Amador seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 8336 South Fifth Street, San Joaquin, Calif. 93660. Principal is applicant for CP for new FM at Floydada, Tex. Filed March 14.

■ **Bastrop, Tex.**—Sidney Eugene Turney seeks 107.1 mhz, 3 kw, HAAT: 235 ft. Address: Box 309, Burnet, Tex. 78611. Principal is general manager at KHLB(AM)-KMRB-FM Burnet, Tex. Filed April 14.

■ **Canyon, Tex.**—Auldrige Broadcasting Inc. seeks 107.9 mhz, 100 kw, HAAT: 288 ft. Address: #13 Hunsley Hills Boulevard, Canyon, Tex. 79015. Principals: Leonard S. Martinez and Jack L. Auldrige (50% each). Auldrige also has interest in KHBQ(AM)-KHBQ(FM) Canyon, which he will divest himself of upon approval of this application. Filed April 19.

■ ***Roanoke, Va.**—Voice of Calvary Educational Ministries Inc. seeks 91.3 mhz, 4 kw, HAAT: 552 ft. Address: P.O. Box 77 Roanoke, Va. 24002-0077. Principal: Nonprofit corporation, headed by Harry R. Peyton, president. It has no other broadcast interests. Filed April 19.

■ **Afton, Wyo.**—Western Wyoming Radio seeks 98.3 mhz, 3 kw, HAAT: minus 288 ft. Address: P.O. Box 978, Afton, Wyo. 83110. Principal is owned by Kay Whitesides (25%) and her husband, Ernest (12.5%); Terry Lee Ewing (25%) and her husband, David R. (12.5%), and Steven Dorman Hall (25%). They are also applicants for new AM at Afton. Filed April 12.

New TV's

■ **San Bernardino, Calif.**—Angeles Broadcasting Network seeks interim operation of facilities of KHOF-TV San Bernardino, ch. 30; ERP: 269 kw vis., 26.9 kw aur., HAAT: 2,340 ft.; ant. height above ground: 149 ft. Address: P.O. Box 949, San Bernardino, Calif. Principals: Nonstock corporation, headed by Gerald G. Barnard, president. It has no other broadcast interests. Filed April 18.

■ **San Bernardino, Calif.**—Asian American Broadcasting seeks ch. 30; ERP: 1,123 kw vis., 112 kw aur., HAAT: 2,413 ft.; ant. height above ground: 164 ft. Address: 749 Galaxy Circle, La Canada, Calif. 91011. Principal: Nonprofit corporation, headed by Mark Sung Soo Kim, president. It has no other broadcast interests. Filed April 19.

■ **San Bernardino, Calif.**—Christian Aware seeks interim operation of KHOF-TV San Bernardino, ch. 30; ERP: 269 kw vis., 26.9 kw aur., HAAT: 2,340 ft.; ant. height above

ground: 149 ft. Address: 11762 Highview Drive, Santa Ana, Calif. 92705. Principal: Nonprofit corporation headed by David Toberty, president. It has no other broadcast interests. Filed April 19.

■ **San Bernardino, Calif.**—Christian Media and Education Foundation seeks ch. 30; ERP: 800 kw vis., 80 kw aur., HAAT: 2,363 ft.; ant. height above ground: 164 ft. Address: 2787 Bristol Street, Suite 207, Costa Mesa, Calif. 92626. Principal: Nonprofit corporation, headed by Timothy Dale Waisanen. It has no other broadcast interests. Filed April 19.

■ **San Bernardino, Calif.**—James L. Oyster seeks facilities of KHOF-TV San Bernardino, ch. 30; ERP: 269 kw vis., 26.9 kw aur., HAAT: 2,340 ft.; ant. height above ground: 149 ft. Address: 1544 N. Edgewood Street, Arlington, Va. 22201. Principal also has interest in WSWB(TV) Scranton, Pa., and WERF(TV) Hazleton, Pa., and is applicant for new TV at State College, Pa., and Selma, Ala. Filed April 19.

■ **San Bernardino, Calif.**—Nova Communications Network Inc. seeks facilities of KHOF-TV San Bernardino, ch. 30; ERP: 269 kw vis., 26.9 kw aur., HAAT: 2,340 ft.; ant. height above ground: 149 ft. Address: 1150 King Street, Cocoa, Fla. 32922. Principals: Raymond A. Kassis, president (60%) and Paul J. Lewis (40%). Kassis also owns WWBC(AM) Cocoa, Fla., and is applicant for new AM at Palm City, Fla. He also has interest in permittee for new noncommercial FM at Cocoa. Filed April 19.

■ **San Bernardino, Calif.**—Parachurch Consultants seeks interim operation of KHOF-TV San Bernardino, ch. 30; ERP: 800 kw vis., 80 kw aur., HAAT: 2,363 ft.; ant. height above ground: 164 ft. Address: 1666-22 Pampas Lane, Anaheim, Calif. 92802. Principal: Nonprofit corporation, headed by William P. Welty. It has no other broadcast interests. Filed April 19.

■ **San Bernardino, Calif.**—United American Television of San Bernardino seeks facilities of KHOF-TV San Bernardino, ch. 30; ERP: 269 kw vis., 26.9 kw aur., HAAT: 2,340 ft.; ant. height above ground: 149 ft. Address: 4502 Walnut Avenue, Irvine, Calif. 91714. Principal: Charles R. Welty, who has no other broadcast interests. Filed April 19.

■ **San Bernardino, Calif.**—United Minority Broadcasting of San Bernardino Inc. seeks interim operation of KHOF-TV San Bernardino, ch. 30; ERP: 800 kw vis., 80 kw aur., HAAT: 2,363 ft.; ant. height above ground: 164 ft. Address: 3249 Hackett Avenue, Long Beach, Calif. 90808. Principal: Nonprofit corporation, headed by Janet Bowler, president. It has no other broadcast interests. Filed April 18.

■ **Des Moines, Iowa**—Des Moines Central Communications Ltd. seeks ch. 63; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,998 ft.; ant. height above ground: 1,952 ft. Address: 500 North Ridge Road, Atlanta 30338. Principals: Douglas A. Jones (75%) and Jack L. Price (25%). Jones is limited partner in new TV at Oroville, Calif., and new FM at Mount Vernon, Ind. Price has no other broadcast interests. Filed April 12.

■ **Danville, Va.**—Volunteer Communications Society seeks ch. 44; ERP: 1,099 kw vis., 109.9 kw aur., HAAT: 276 ft.; ant. height above ground: 271 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff is also applicant for six TV's. Filed April 15.

Actions

■ **Grover City, Calif.**—Armando Garcia application dismissed for 107.1 mhz, 3 kw, HAAT: 3,000 ft. Address: 979 Olivera Street, Guadalupe, Calif. 93434. (BPH-810925AN). Action April 6.

■ **Grover City, Calif.**—R&L Broadcasters granted 107.1 mhz, 876 w, HAAT: 517 ft. Address: 1367 Highland Avenue, Glendale, Calif. 91202. Estimated construction costs: \$138,000; first-quarter operating cost: \$30,800; first-year revenue: \$85,000. Format: Popular. Principals: Rod B. Funston and wife, Laura A. (50% each). Rod Funston is engineer at KLCS(TV) Los Angeles. Laura Funston is employed by Los Angeles importer. They have no other broadcast interests. (BPH-810807AD). Action April 6.

■ **Quincy, Ill.**—Wooster Republican Printing Co. application dismissed for ch. 16; ERP: 2,280 kw vis., 228 kw aur., HAAT: 1,011 ft.; ant. height above ground: 1,027 ft. Address: 212 East Liberty Street, Wooster, Ohio 44691. (BPCT-820127KH). Action Feb. 7.

■ **Forest City, N.C.**—Forest City TV Inc. granted ch. 66; ERP: 82.2 kw vis., 8.2 kw aur., HAAT: 1,907 ft.; ant. height

above ground: 111 ft. Address: 900 N.W. Eighth Ave., Gainesville, Fla. 32601. Principals: American Satellite and Television Inc. (90%) and Raymond K. Sisler (10%). Mark Goldstein is president of AS&T, which also owns cable system serving Alachua, Fla. (BPCT-821215KE). Action March 28.

Ownership changes

Applications

■ **KDQN-AM-FM DeQueen, Ark.** (1390 khz, 500 w-D; FM: 92.7 mhz, 3 kw, HAAT: 307 ft.)—Seeks assignment of license from Radio DeQueen to Jay W. Bunyard and Anne W. Bunyard for \$475,000. Seller is owned by Haskell Jones and wife, Verlaque, who have no other broadcast interests. Buyer is Jay W. Bunyard (55%) and mother, Anne (45%). Jay Bunyard is sports director and announcer at KDQN-AM-FM. Anne Bunyard is in traffic department and administration at KDQN-AM-FM. They have no other broadcast interests. Filed April 19.

■ **KCSJ(AM) Pueblo, Colo.** (590 khz, 1 kw-U, DA-2)—Seeks assignment of license from Miller Communications Inc. to Sunbrook Broadcasting Inc. for \$660,000 (BROADCASTING, April 18). Seller is owned by Rex R. Miller, president, and Wiley Baucher, who have no other broadcast interests. Buyer is owned by Larry Roberts, Alan Cooper and Ed Cooper, who also own KQUY(FM) Butte, Mont. Filed April 14.

■ **KGMQ(AM) Pueblo, Colo.** (1480 khz, 1 kw-D, DA)—Seeks assignment of license from The Gunter Corp. to Erway Broadcasting Corp. for \$106,000. Seller is headed by Gary A. Gunter. It has no other broadcast interests. Buyer is owned by Guy S. Erway Sr., chairman (99.9%), and wife, Joyce C., president (.1%), who have no other broadcast interests. Filed April 14.

■ **KMOK(FM) Lewiston, Idaho** (106.9 mhz, 100 kw, HAAT: 300 ft.)—Seeks assignment of license from Douglas A. MacKelvie to Ida-Vend Co. for \$278,889. Seller has no other broadcast interests. Buyer is owned by Robert W. Prasil, president (63.5%), his sons, Gary D. and Robert W. Prasil Jr. (6% each) and Burton Harrison (24.5%). It also owns KRLC(AM) Lewiston, Idaho. Filed April 11.

■ **KNZA(FM) Hiawatha, Kan.** (103.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Kanza Broadcasters Inc. to KNZA Inc. for \$587,500. Seller is owned by Michael Lee Carter, president (80%), Gregory F. Buser (10%) and Robert B. Hilton (10%). Carter and wife, Carol S., also own 50% each of KAOL(AM)-KMZU(FM) Carrollton, Mo., and are applicants for LPTV's at Carrollton, Chillicothe and Marshall, all Missouri. Buyer is owned by Gregory F. Buser, president (42%), and wife, Rebecca S. (42%), Robert B. Hilton and wife, Kay L. (8% each). They are also applicants for three LPTV's. Filed April 14.

■ **WBOK(AM) New Orleans** (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Starr WBOK Inc. to Christian Broadcasting Corp. for \$225,000. Seller is owned by Shamrock Broadcasting Co. Inc., which is headed by Roy E. Disney, chairman. Shamrock also owns KMG(AM) Dallas; KXLR(AM) North Little Rock, Ark.; KUDL(FM) Kansas City, Kan.; KABL(AM) Oakland, Calif., and KABL-FM San Francisco; WTVQ-TV Lexington, Ky.; WWWW(FM) Detroit; KITV(TV) Honolulu, KHVO(TV) Hilo and KMAU(TV) Wailuku, all Hawaii. It also is applicant for new FM at Gainesville, Ga., and new CP for TV at Sacramento, Calif. Buyer is owned by L.E. Willis, president. It also owns WPCE(AM) Portsmouth, WFTH(AM) Richmond and WOWR(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. Filed April 19.

■ **KAAK(FM) Great Falls, Mont.** (98.9 mhz, 100 kw, HAAT: 488 ft.)—Seeks transfer of control of Feder Communications Corp. from Steven H. Feder (51% before; none after) to Cardon Broadcasting Inc. (49% before; 100% after). Consideration: \$91,000. Principals: Seller has no other broadcast interests. Buyer is equally owned by Don C. Robinson and wife, Carley J. Robinson, who have no other broadcast interests. Filed April 13.

■ **WJDM(AM) Elizabeth, N.J.** (1530 khz, 500 w-D)—Seeks transfer of control of Radio Elizabeth Inc. from Michael Quinn and Harry Anger (51% before; none after) to John R. Quinn (43% before; 94% after). Principals: Sellers are Michael Quinn (43%) and Harry Anger (8%) who are transferring controlling interest to John Quinn as part of court settlement. Buyer is brother of Michael Quinn. He will own 94%, with remaining shares owned by his mother, Mary (4%) and sister, Elizabeth McKenna (2%). None has other broadcast interests. Filed April 14.

■ **KKJY-FM Albuquerque, N.M.** (100.3 mhz, 22.5 kw, HAAT: 4,110 ft.)—Seeks assignment of license from Broadcast Associates of New Mexico to Dunn Broadcasting Co. for \$3.75 million, which includes sale of KSEF-AM-FM El Paso, Tex. (see below). Seller is owned by Steve Gold, Louis Weiner, Dick Seffman and Len Howard. Gold, Howard and Wiener are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas. Buyer is owned by John M. Dunn, who has no other broadcast interests. Filed April 20.

■ **WRFD(AM) Columbus-Worthington, Ohio** (880 khz, 5 kw-D, DA)—Seeks transfer of control of Salem Media of Ohio Inc. from Stuart W. Epperson (51% before; 50% after) to Edward G. Atsinger III (49% before; 50% after). Consideration: \$100. Principals: Seller has interest in four AM's and two FM's. Buyer has interest in four AM's and four FM's. Filed April 14.

■ **WRZK(AM) Algood, Tenn.** (1590 khz, 500 w-D)—Seeks assignment of license from Dean & Cravens to Manna Broadcasting Co. Inc. for \$125,000. Seller is owned by R. Gene Cravens, president, and Fred Warren Dean Jr. (50% each). They have no other broadcast interests. Buyer is equally owned by Dwight Henry, Dr. Kenneth Ray Martin and Dale Edward Jones. They have no other broadcast interests. Filed April 11.

■ **WQNE(FM) Cleveland, Tenn.** (104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Bradley Enterprises Inc. to Kali Broadcasting Inc. for \$650,000. Seller is headed by Roger Gupton, president. Buyer is owned by Clyde W. Thomason, president, who also owns WBAC(AM) Cleveland, Tenn. Filed April 12.

■ **WINT-TV Crossville, Tenn.** (ch. 20; 18.6 kw vis., 3.71 kw aur., HAAT: 1,180)—Seeks assignment of license from WCPT(TV) Inc. to WINT-TV Inc. for \$50,000 plus other considerations. Seller is owned by Cal C. Smith, president (51%), and John A. Cunningham (49%). Smith also owns WRSL-AM-FM Stanford, Ky. Cunningham will become 10% owner of new licensee. Buyer is owned by Larry D. Hudson, president (90%), and John Cunningham (10%). Hudson also owns cable system in Jefferson county, Mo. Filed April 18.

■ **KSET-AM-FM El Paso, Tex.** (1340 khz, 1 kw-D, 250 w-N; FM: 94.7 mhz, 91 kw, HAAT: 740 ft.)—Seeks assignment of license from Broadcast Associates of Texas to Dunn Broadcasting Co. for \$3.75 million, which includes sale of KKJY-FM Albuquerque, N.M. (see above). Filed April 20.

■ **KYOT(FM) Refugio, Tex.** (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Price K. Johnson to Robert F. Ritchey and J. Kent Hackleman, principals, for \$250,000 (BROADCASTING, April 4). Seller is general manager of KYOT and has no other broadcast interests. Buyer Ritchey owns 25% of KPEP(FM) Gatesville, Tex.

Hackleman is Houston investor, who has no other broadcast interests. Filed April 15.

Actions

■ **KAAA(AM)-KZZZ(FM) Kingman, Ariz.** (1230 khz, 250 w-N; FM: 92.7 mhz, 3 kw, HAAT: 70 ft.)—Granted assignment of license from Mohave Sun Broadcasting Inc. to Mohave Sun Broadcasting, partnership, \$210,000. Seller: Broadcast Enterprises Inc. and Ste Trono (50% each). BE is owned by William A. Mack (95% and Arthur J. Brooks (5%), who also own WPOW(A): Powell, Wyo. Buyer: Broadcast Enterprises Inc. (51%) a Mohave Sun Broadcasting Inc. (49%). Arthur J. Brooks, 5 owner of BE and general manager of KAAA-KZZZ, 100% owner of reorganized Mohave Sun Broadcasting (BALH-830216FN). Action April 8.

■ **KWAO(FM) Sun City, Ariz.** (106.3 mhz, 3 kw, HAAT: 97 ft.)—Granted assignment of license from Sun City Broadcasting Corp. to KLFF-FM Inc. for \$1.25 million. Seller is owned by Harry O. Yearick (49%), Russell La and Frederick L. Maderia (25.5% each), who have no other broadcast interests. Buyer is subsidiary of Canyon Communications Corp., which is owned by Lawrence Mazursky a wife, Beverly, who own KLFF(AM) Glendale, Ar (BALH-830215HJ). Action April 5.

■ **KMCW(AM)-KABK-FM Augusta, Ark.** (1190 khz, 500 w-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Grant transfer of control of Service Communications Inc. to stockholders (100% before; none after) to Roy K. Cole a others (none before; 100% after). Consideration: \$200,000. Principals: Seller is owned by Gloria N. Ritter (25%), Jan E. Singleton (25%) and seven others. None have other broadcast interests. Buyers are Roy K. Cole, president (40%), T.M. Wells (20%), Glen Norman (10%), Bert M. lens (10%) and Search Valley Development Co. Inc. (20% Cole is salesman at KMCW-KABK; Wells is announcer KWCK(AM)-KSER(FM) Secary, Ark. (BTC 830222FV.U). Action April 8.

■ **KNWA(FM) Fayetteville, Ark.** (103.9 mhz, 800 w-D; FM: 500 ft.)—Granted assignment of license from Kessler Mountain Broadcasting Inc. to Noalmark Broadcasting Corp. for \$475,500. Seller is owned by Paul E. V Hook, E.H. Froning and Rip Lindsey, who have no other broadcast interests. Buyer is El Dorado, Ark.-based gro owner of four AM's and four FM's headed by William Nolan Jr., president. (BALH-830218GW). Action April 1.

■ **KRWA(FM) Waldron, Ark.** (103.1 mhz, 3 kw, HAAT: 285 ft.)—Granted assignment of license from Radio Wadron to Good News Broadcasting Corp. for \$115,000. Seller is owned by Haskell and Verlaque Jones, who also sold subject to FCC approval, KDQN-AM-FM DeQueen, Ar (see above). Buyer is owned by Chester A. Coco, who h no other broadcast interests. (BAPH-830204HL). Act April 5.

■ **Fresno, Calif.** (NBC, ch. 24, 191 kw vis., 38 kw au HAAT: 2,350 ft.)—Granted transfer of control of San Joaquin Communications Corp. from stockholders (100% before; none after) to Meredith Corp. (none before; 100% after). Consideration: \$17,611,230. Principals: Seller owned by 15 stockholders, principally local businessmen and ranchers, who bought KSEE (then KMJ-TV) in 1979 for \$13.5 million from McClatchy newspapers after filing competing application for KSEE facility (BROADCASTING, No 12, 1979). Deal includes \$4,111,230 for outstanding common stock, \$9 million for assumption of note held by Pr dental Insurance Co. of America, and \$4.5 million for preferred stock. Buyer is Des Moines, Iowa-based magazi publisher and group owner of six AM's, six FM's and fi TV's. It recently sold KCMO(AM)-KCEZ(FM) Kansas Ci Mo., (BROADCASTING, Jan. 10) and its Omaha radio statio are also up for sale (BROADCASTING, Aug. 9, 1982). (BTC 820826EZ). Action April 8.

■ **KFMR-FM Stockton, Calif.** (100.1 mhz, 3 kw, HAAT: 285 ft.)—Granted assignment of license from Carson Communications (partnership) to Susan V. Carson. Seller: Robt D. Carson is transferring controlling interest to Susan Carson as part of divorce settlement. Susan Carson will own 100%. She has no other broadcast interests. (BALI 830302GE). Action April 15.

■ **WRFC(AM) Athens, Ga.** (950 khz, 5 kw-D, 500 w-N DA-N)—Granted assignment of license from Radio Athe Inc. to AM 96 Inc. for \$350,000. Seller is Leard H. Christian Sr. and family, who also recently sold WFOX(FM) Gainesville, Ga. for \$3,085,000 (BROADCASTING, Jan. 3) Buyer is Leard H. Christian Jr. and Sandra J. Gwyn (50 each). Christian is minority shareholder in seller. Gwyn family interests include ownership of WLFA(AM) L fayette, Ga. (BAL-830224EG). Action April 8.

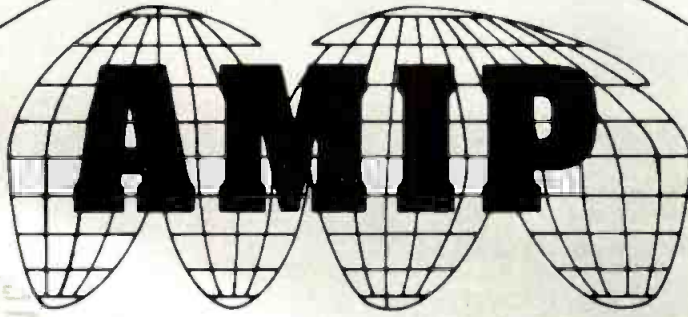
■ **WXBX(AM)-WSGF(FM) Savannah, Ga.** (630 khz, 1 kw-U, DA-N; FM: 95.5 mhz, 100 kw, HAAT: 390 ft.)—Granted assignment of license from Beasley Broadcasti

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

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Group of Savannah Inc. to Savannah Broadcasting Co. for \$2.1 million. Seller is North Carolina-based group owner of six AM's and six FM's principally owned by George G. Beasley. Buyer: Burbach Broadcasting Co. (58.7%), Garrett Radio Inc. (39.1%) and Linda H. Simmons (2.2%). BBC is owned by Robert H. Burstein (50%) and John L. Laubach Jr. (49.5%). GRI is owned by Larry O. Garrett. Burstein and Laubach own WEYZ(AM)-WKCK(FM) Erie, Pa.; WXIL(FM) Parkersburg, W. Va.; WKRT(AM)-WOKW(FM) Cortland, N. Y., and WESA-AM-FM Charleroi, Pa. Garrett is general partner in Cortland stations. (BALH-830224HO). Granted April 15.

■ WRBI(FM) Batesville, Ind. (103.9 mhz, 1.95 kw, HAAT: 360 ft.)—Granted assignment of license from McPherson Media to ARS Broadcasting Corp. for \$180,000. Seller is Eugene V. McPherson, president, who owns WVLN(AM)-WSEI(FM) Olney, Ill., and has CP to raise antenna height of WSEI. Buyer is Alan R. Schriber, president, who owns 100% of common stock. His wife, Pamela Lynn Kammen, and J.G. Tourkov are members of governing board. Schriber is staff economist for WCPO-TV Cincinnati. (BALH-830302HQ). Action April 15.

■ WOCH-AM-FM North Vernon, Ind. (1460 khz, 1 kw-D; FM: 106.1 mhz, 50 kw, HAAT: 165 ft.)—Granted assignment of license from Radio Station WOCH Inc. to Southeast Indiana Radio Inc. for \$425,000. Seller is Dorrell Ochs and his wife, Marguerite, who have no other broadcast interests. Buyers are Jimmie A. Wooley and Peter Boyce (50% each). Wooley is manager of WHIC(AM) Hardinsburg, Ky., and Boyce is president of Midamerica Electronics Service Inc., Indiana-based broadcast engineering firm. (BALH-830225HF.G). Action April 13.

■ KJCK-AM-FM Junction City, Kan. (1420 khz, 1 kw-D; FM: 94.5 mhz, 100 kw)—Granted 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. Buyer is president and 25% owner of KJCK-AM-FM and has no other broadcast interests. (BTC-830209FB). Action April 8.

■ KINA(AM) Salina, Kan. (910 khz, 500 w-D, DA-D)—Granted transfer of control of Smoky Hill Broadcasting Co. Inc. from Robert V. Bundy and others (57% before; none after) to Russell W. Gibson and others (43% before; 100% after). Consideration: \$225,000. Principals: Sellers are Robert V. Bundy, Walter L. Cobler and Dr. Marvin H. Wilson (19% each). Bundy and Wilson have major interest in KTPK-FM Topeka, Kan. Buyers: Russell W. Gibson, Kenneth J. Jennison, Larry P. Justis, Dale W. McCoy, H. Pat Powers and Phillip Tysinger. Gibson is manager of KINA, Justis owns interest in cable system at Goliah, Tex., McCoy is 40% owner of KKOY(AM) and KQSM-FM, both Chanute, Kan.; Powers and Tysinger have minority interests in KTPK-FM Topeka, Kan. (BTC-830223ED). Action April 8.

■ WULT-TV [CP] New Orleans—Granted assignment of construction permit from New Orleans Area Telecasters to New Orleans Channel 20 Inc. for \$130,000. Seller is owned by Coastal Television Co. (61.25%) and Crescent City Television Corp. (38.75%). CTC has no other broadcast interests. CCTC's principal, William G. Baker owns 25% of applicant for new TV at Memphis. Buyer is owned by Mutual Communications Corp. (80%), Coastal Television Co. (12.5%) and Crescent City Television Corp. (7.75%). MCC is wholly owned by Malcolm J. Glazer. CTC is group of 13 stockholders headed by Constantine G. Demmas, president and 16.9% owner. CCTC is group of six stockholders headed by Philip Y. Hahn, president and 16.6% owner. Glazer owns WTWO-TV Terre Haute, Ind.; KQTV(TV) St. Joseph, Mo., and WRBL(TV) Columbus, Ga. He also is principal in applicant for new TV's at Irving, Tex.; Orange Park, Fla.; Knoxville, Tenn.; Toledo, Ohio, and Salt Lake City. (BAPCT-821217KS). Action April 12.

■ KZMC-FM McCook, Neb. (105.3 mhz, 100 kw, HAAT: 400 ft.)—Granted 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. (BALH-830217GJ). Action April 8.

■ WRKB(AM)-WJZR(FM) Kannapolis, N.C. (1460 khz, 500 w-D; FM: 99.7 mhz, 10 kw, HAAT: 320 ft.)—Granted assignment of license from Hefner Radio Inc. to Downs Radio Inc. for \$1,345,000. Seller is owned by 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. (BALH-830210HY.Z). Action April 8.

■ WZYC(FM) [CP] Newport, N.C.—Granted transfer of control of Emerald Communications Inc. from Robert J.

Barnett and others (67.6% before; none after) to Frederick J. McCune. Consideration: \$33,500. Principals: Transferors are Robert J.F. Barnett (19.8%), Sandra Smith-Strasel (24.4%) and Susan M.B. Romaine (23.4%). Barnett is account executive at KYUU(FM) San Francisco. Romaine is account executive at WGAY-AM-FM Silver Springs, Md. Transferee McCune already owns 23.8% of WZYC(FM), and 13.5% of WBMA(AM) Beaufort, N.C. (BTCH-830203HU). Action April 5.

■ WADA(AM) Shelby, N.C. (1390 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Cleveland County Broadcasting Inc. to Charter Communications Corp. for \$360,000. Seller is owned by Boyce J. Hanna, president, who also owns 26% of WGAS(AM) South Gastonia, N.C. Buyer is owned by Miguel Cuadros and William L. Shaw (50% each). Cuadros is San Juan, P.R., attorney. Shaw is former general manager of WVIV(FM) Christiansted, V.I. (BAL-830218FT). Action April 8.

■ *WEHS(FM) [CP] Cherry Hill, N.J. (89.5 mhz, 100 kw, HAAT: 113 ft.)—Granted assignment of license from Cherry Hill Township Board of Education to Performing Arts Network of New Jersey for \$13,500. Seller also is licensee of WBK(FM) Cherry Hill, N.J. Sylvia Misbin is president. They were granted CP Oct. 19, 1981 (BROADCASTING, Nov. 9, 1981). Buyer: Noncommercial corporation headed by Lawrence Fuchs, president, and Norman and Karen Sanders, trustees. Fuchs is Middletown, N.J., attorney. Sanders are stockholders in WTYO(AM) Hammonton, N.J. (BAPED-821213HC). Action April 4.

■ WYAN(FM) Upper Sandusky, Ohio (95.9 mhz, 3 kw, HAAT: 300 ft.)—Application dismissed for assignment of license from T.P. Communications to Wyandot Radio Corp. for \$310,000. (BALH-820830FW). Action April 15.

■ KKLRFM Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Mid America Media Co. to Louis J. Bodnar for \$750,000. Seller is partnership of 17 principals headed by James A. Reeder, managing partner. They also own co-located KOKA(AM) and KCOZ(FM) Shreveport, La. Buyer is Louis J. Bodnar (100%), who has no other broadcast interests. (BALH-830222GS). Action April 13.

■ WUCR(AM) Sparta, Tenn. (860 khz, 1 kw-D)—Granted assignment of license from Athens Broadcasting Corp. to Radio Station WTZX, partnership, for \$300,000. Seller is principally owned by Steve Snowdon and wife, Joan, who also are principal owners of WLAR(AM) Athens. Buyer is owned by Patricia S. Farmer Wilson (55%), and husband Paul H. (10%), Charles D. Howard (25%) and Kenneth R. Broyles (10%). Patricia Wilson is sales manager at WSMT(AM) Sparta. Howard is program director at WPTN-AM-FM Cookeville, Tenn. Others have no other broadcast interests. (BAL-830215FM). Action April 8.

■ WTNE-AM-FM Trenton, Tenn. (1500 khz, 250 w; FM: 97.7 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Trentone Inc. to Mack L. Hale for \$250,000. Seller is owned by Bill Elliott, president, who has no other broadcast interests. Buyer has no other broadcast interests. (BALH-830224HD.E). Action April 13.

■ CP dor KFML(FM) Whitehouse, Tex. (99.3 mhz, 3 kw)—Granted transfer of control of Hine Broadcasting Co. from Glen A. Hine and others (100% before; none after) to Barry Turner and John C. Culpepper Jr. (none before; 100% after). Consideration: \$220,000. Principals: Sellers are Glen A. Hine and wife, Virginia Ann (25% each), Joseph William Sheehy and wife, Anne B. (25% each), who have no other broadcast interests. Buyers are part owners of KAGC(AM) Bryan, Tex. KDOK(AM) Tyler, Tex., and have interests in applicant for FM's at Idaho Falls, Idaho and Helena, Mont. Turner also has interest in applicant for new FM at Bryan, Tex., and Culpepper is part owner of Home Theater Inc., Little Rock, Ark.-based cable TV operator. (BTCH-830222GX). Action April 13.

■ KBRC(AM) Mount Vernon, Wash. (1430 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from W.D. Radio Co. to M.C. Radio Inc. for \$825,000. Seller is owned by George B. Dewey and Edward J. Watson (50% each), who have no other broadcast interests. Buyer is owned by Matthew N. Clapp Jr., president. He also owns KFQD(AM) Anchorage, Alaska; KXRO(AM)-KDUX(FM) Aberdeen, Wash., and permittee of KWHL(FM) Anchorage. (BAL-830218FQ). Action April 8.

Facilities changes

AM applications

Tendered

■ KBMV (1310 khz) Birch Tree, Mo.—Seeks CP to

change frequency to 1 kw and make changes in ant. sys. Ann. April 18.

■ KYOO (1130 khz) Bolivar, Mo.—Seeks CP to change frequency to 1200 khz; increase power to 50 kw; change TL SL and RC to be determined. Major environmental action under section 1.1305. Ann. April 21.

■ KJJR (880 khz) Whitefish, Mont.—Seeks modification of CP (BP-810526AB) to increase night power to 1 kw install DA-N and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 21.

■ KSHR (630 khz) Coquille, Ore.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-N and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 18.

■ WPLW (1590 khz) Carnegie, Pa.—Seeks CP to change frequency to 660 kw; change power to 250 w and change t non-DA. Ann. April 21.

■ WMSW (1120 khz) Hatillo, P.R.—Seeks CP to change night power to 1 kw and change to DA-1. Ann. April 18.

■ WGFW (1580 khz) Morovis, P.R.—Seeks CP to increase power to 2.5 kw. Ann. April 22.

■ KKNX (1400 khz) Huntsville, Tex.—Seeks CP to increase day power to 1 kw. Ann. April 21.

■ KQQQ (1150 khz) Pullman, Wash.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; install DA-N and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 22.

■ KIXI (880 khz) Seattle—Seeks CP to increase night power to 10 kw. Ann. April 21.

Accepted

■ KWPC (860 khz) Muscatine, Iowa—Seeks CP to make changes in antenna system and to increase height of tower. Ann. April 21.

■ KXKW (1520 khz) Lafayette, La.—Seeks MP (BF 811019AY) to change SL, pursuant to section 73.1125 c rules. Ann. April 21.

■ WKMC (1370 khz) Roaring Springs, Pa.—Seeks modification of license to change SL and to operate trans. by R from proposed SL. Ann. April 21.

■ WDOG (1460 khz) Allendale, S.C.—Seeks CP to make changes in antenna system and to change TL. Ann. April 21.

FM applications

Tendered

WDSO (89.3 mhz) Chesterton, Ind.—Seeks CP to change frequency to 89.3 mhz; change ERP to 413 w; change HAAT to 136 ft.; change TPO, and make changes in ant. sys. Ann. April 21.

■ KABI-FM (98.3 mhz) Abilene, Kan.—Seeks CP to change frequency to 98.5 mhz; change TL; change ERP 100 kw; change HAAT: to 443 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 22.

■ WJZR (100.1 mhz) Manahawkin, N.J.—Seeks CP to change TL; change ERP to 1.39 kw; change HAAT to 47 ft., and make changes in ant. sys. Ann. April 21.

■ WRU (90.3 mhz) Kingston, R.I.—Seeks CP to change TL; change type trans.; change type antenna; increase ERP to 3.44 kw; increase HAAT to plus 415 ft., and change TPO. Ann. April 22.

Accepted

■ *WCNI (91.5 mhz) New London, Conn.—Seeks modification of CP (BPED-820331AD) to make changes in antenna system; change type trans.; change type antenna change TL; decrease ERP to 262 w; increase HAAT to 20 ft., and change TPO. Ann. April 21.

■ WWDC-FM (101.1 mhz) Washington, D.C.—Seeks modification of CP (BPH-810413AT) to make changes in antenna system; increase ERP to 25.2 kw; increase HAAT to 320 ft., and change TPO to 12 kw (for auxiliary purpose only). Ann. April 22.

■ *WAMF (90.5 mhz) Tallahassee, Fla.—Seeks CP to make changes in antenna system; increase ERP to 158.8 w (H); increase TPO to 100 w; correct coordinates. Ann. April 22.

■ WGOV-FM (92.9 mhz) Valdosta, Ga.—Seeks CP to make changes in antenna system; decrease ERP to 50 kw increase HAAT to 249 ft.; and change TPO. Ann. April 22.

■ KFMH (99.7 mhz) Muscatine, Iowa—Seeks CP to mak

Announcement

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Flagstaff, Arizona	Detroit Lakes, Minnesota	Pecos, Texas
Molbrook, Arizona	International Falls, Minnesota	Cedar City, Utah
Mountain Home, Arkansas	Morris, Minnesota	Moab, Utah
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Mammoth Lakes, California	Kirksville, Missouri	St. George, Utah
Ridgecrest, California	Marysville, Missouri	Ladysmith, Wisconsin
Trinidad, Colorado	Rolla, Missouri	Rawlins, Wyoming

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Santa Barbara, California	Milwaukee, Wisconsin	Minneapolis, Minnesota
Novato, California	Ashland, Kentucky	Fresno, California
Albuquerque, New Mexico	San Lewis Obispo, California	Greenville, North Carolina
Paducah, Kentucky	Fort Worth, Texas	Morehead, Kentucky
Bloomington, Indiana	Spokane, Washington	Madisonville, Kentucky
Cleveland, Tennessee	Galveston, Texas	Charleston, Illinois
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changes in antenna system; increase HAAT to 645 ft. Ann. April 22.

WABX (99.5 mhz) Detroit—Seeks CP to make changes in antenna system; change type trans.; change type antenna; change TL; increase ERP to 17.78 kw, and decrease HAAT to 784 ft. Major environmental action under section 1.1305. Ann. April 21.

WDNH-FM (95.3 mhz) Honesdale, Pa.—Seeks modification of CP (BPH-800922AB) to make changes in antenna system; change TL; increase ERP to 3 kw; decrease HAAT to 56 ft., and change TPO. Ann. April 22.

WGMR (101.1 mhz) Tyrone, Pa.—Seeks CP to make changes in antenna system; decrease ERP to 6 kw; increase HAAT to 1,171 ft., and change TPO. Ann. April 22.

WMUU-FM (94.5 mhz) Greenville, S.C.—Seeks CP to install auxiliary antenna system at main TL to be operated on RP of 10.86 kw and change HAAT to 1,120 ft. (for auxiliary purposes only). Ann. April 22.

*KBNR (88.3 mhz) Brownville, Tex.—seeks modification of CP (BPED-801118AF) to make changes in antenna system; change type trans.; change type antenna; change TL, and decrease HAAT to 289 ft. Ann. April 21.

WKLC-FM (105.1 mhz) St. Albans, W.Va.—Seeks CP to make changes in antenna system; change type antenna; change TL; decrease ERP to 3.55 kw; increase HAAT to 655 ft., and request waiver of miles separation rules. Ann. April 22.

V applications

Accepted

WCEE (ch. 13) Mt. Vernon, Ill.—Seeks request for triple city identification as "Mount Vernon-Salem-Centralia." Ann. April 21.

WRWR-TV (ch. 30) San Juan, P.R.—Seeks MP (BPCT-00328KF as mod.) to change TL. Ann. April 18.

WGSE (ch. 43) Myrtle Beach, S.C.—Seeks MP (BPCT-01023KJ) to change ERP to 156.4 kw vis., 15.64 kw aur.; change TL, and change HAAT to 600 ft. Ann. April 18.

IM actions

WSLK (1600 khz) Hyden, Ky.—Granted CP to increase power from 500 w to 1 kw. Action April 8.

WFTG (1400 khz) London, Ky.—Granted CP to change frequency to 980 khz; change hours of operation to day only with 1 kw and make changes in ant. sys. Action April 19.

FM actions

KKYS (107.5 mhz) Hanford, Calif.—Granted CP to change ERP to 16.4 kw; change HAAT to 860 ft., and change TL. Action April 4.

WWET (95.3 mhz) Monticello, Ind.—Granted CP to change TL; change ERP to 1 kw; change HAAT to 520 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Action April 6.

*WRUC (89.7 mhz) Schenectady, N.Y.—Granted CP to change frequency to 89.7 mhz; change ERP to 100 w; change HAAT to minus 91 ft.; install new antenna, and increase height of ant. sys. Action April 12.

*WTEB (89.5 mhz) New Bern, N.C.—Granted modification of CP (BPED-801014AE) to make changes in antenna system and change TL. Action April 5.

WRON-FM (97.7 mhz) Ronceverte, W. Va.—Granted modification of CP (BPH-811009AD) to change TL; change RP to 452 w; increase HAAT to 800 ft., and change TPO. Request waiver of section 73.1125 of rules. Action April 5.

V actions

KTVA (ch. 11) Anchorage, Alaska—Granted CP to change ERP to 50.7 kw vis., 5.07 kw aur. Action March 31.

KRCB-TV (ch. 22) Cotati, Calif.—Granted MP (BPET-10619KF) to change ERP to 51.65 kw vis., 5.165 kw aur., and make changes in ant. sys. Action March 31.

WPAN (ch. 53) Fort Walton Beach, Fla.—Granted MP (PCT-820503KE) to change ERP to 5,000 kw vis., 500 kw aur., and change HAAT to 713.4 ft. Action April 11.

WTIU (ch. 30) Bloomington, Ind.—Granted CP to change ERP to 200 kw vis., 39.8 kw aur. Action March 31.

WFDG (ch. 28) New Bedford, Mass.—Granted MP (PCT-800131KI) to change ERP to 1,330.4 kw vis., 33.04 kw aur., change TL, and change HAAT to 810 ft. Action April 8.

WLXI-TV (ch. 61) Greensboro, N.C.—Granted MP (PCT-790205KE) to change ERP to 500 kw vis., 50 kw aur., and change HAAT to 564 ft. Major environmental

action. Action March 25.

■ KVDO-TV (ch. 3) Salem, Ore.—Granted CP to relocate KVDO-TV to Bend, Ore. (pursuant to order issued in docket 82-76. Action March 31.

In contest

FCC actions

■ FCC proposed modifying its rules regarding assignment of call signs for AM, FM and TV stations. Instead of resolving call letter disputes, FCC proposed processing and granting all call sign requests. In event local court determined that station should not use particular set of call letters, FCC would assign different set. Ann. April 7.

■ FCC adopted rules which will permit use of lottery system to select initial licenses in cases where there is more than one applicant for communications facility. Ann. April 4.

■ FCC eliminated certain restrictions on FM radio broadcast stations' subsidiary communications uses of FM baseband subchannels and changes certain technical limits and procedural requirements. Ann. April 7.

■ FCC amended its rules to allow public radio FM stations to use subcarrier frequencies for commercial purposes. Ann. April 7.

■ FCC deleted its rule provisions limiting and requiring approval of financial considerations involved in settlement agreements under which one or more competing applicants

for broadcast license withdraw to eliminate mutual exclusivity. Ann. April 7.

■ FCC granted ABC and Los Angeles Olympic Organizing Committee temporary use of UHF-TV Angeles area for news coverage and operation of 1984 Olympic games there. Ann. April 7.

■ FCC renewed license of Riverside Broadcasting Co. Inc., for WKHK(FM) (formerly WRVR(FM)) New York City, while denying oppositions to renewal filed by Citizens for Jazz on WRVR Inc., and Committee to Save Black Radio. Ann. April 7.

■ FCC noted "patent deficiencies" in Comsat response to FCC Comsat Structure order, in which Comsat was directed to revise its cost allocation system. Comsat had not complied with FCC's directive to have independent auditors verify consistency of proposed changes with Comsat Structure requirements. Ann. April 7.

■ FCC denied Western Union International (WUI) and RCA Global Communications Inc. (RCA Globcom) reconsiderations of Comsat Structure, in which FCC decided Comsat participation in all present and future nonIntelsat/Inmarsat activities would be through its subsidiaries only and parent organization would be limited to Intelsat/Inmarsat functions. Ann. April 7.

■ ALJ John H. Conlin granted application of Whitco Broadcasters Inc. for new UHF TV (ch. 69) Hollywood, Fla., and denied competing applications of Family Television 69 Inc., Golden East Broadcasters Inc. and Christian Media of Florida Inc., concluding Whitco was preferred because it demonstrated it could make full-time commitment to work at proposed station and is entirely minority owned. Ann. April 13.

■ FCC ALJ Joseph Stirmer granted application of Sinder Broadcasting of Ohio Inc., for new UHF TV station on

channel 45 at Dayton, Ohio. He denied competing applications of Dayton Telecasting Inc. and Channel 45 Co. Ann. April 22.

■ FCC ALJ John M. Frysiak granted application of Daytona Beach Television Associates Ltd. for new UHF TV station on channel 26 at Daytona Beach, Fla. He denied competing applications of Daytona Broadcasting Co. Inc. and Life Style Broadcasting Inc. Ann. April 22.

Legal actions

■ U.S. Court of Appeals for Tenth Circuit (Denver) affirmed FCC actions allocating additional VHF TV channel to Johnstown, Pa. (ch. 8); Knoxville, Tenn. (ch. 8); Salt Lake City (ch. 13), and Charleston, W. Va. (ch. 11). Court rejected petitions for review by Springfield Television Co. Utah Inc., Storer Broadcasting Co., West Virginia Telecasting Inc., and Roy H. Park Broadcasting of the Tri-Cities Inc., accepting FCC's expert judgment that any possible disruption of translator service, in terms of people served was more than offset by gain in service realized by drop-in and FCC's rejection of contention that new drop-ins should provide protection if current licensees decide to increase or change existing facilities in future. Action April 22.

Call letters

Applications

Call Sought by

New FM's

KNXN Plumas Wireless Inc., Quincy, Calif.
 WKAE Country Broadcasting Co. Inc., High Springs, Fla.
 KWKR KIUL Inc., Leoti, Kan.
 KKDY CM Broadcasting Co., West Plains, Mo.
 KCTZ Bee Broadcasting Inc., Bozeman, Mont.
 KZZY Pearson Broadcasting Co., Devils Lake, N.D.
 *KMPPR Prairie Public Television Inc., Minot, N.D.
 KBXN-FM Bear River Broadcasting Co. Inc., Tremonton, Utah

Existing AM's

WZZX WANL Lineville, Ala.
 WXKX WIXY East Longmeadow, Mass.
 WBTB WBMA Beaufort, N.C.
 WYCM WWDR Murfreesboro, N.C.
 WWRT WRZK Algood, Tenn.

Existing FM's

*KLSU WPRG Baton Rouge, La.
 WWIN-FM WBKZ Glen Burnie, Md.
 WTBX WKKQ-FM Hibbing, Minn.
 WKPQ WHHO-FM Hornell, N.Y.
 WKJQ WSBM Jefferson City, Tenn.

Grants

Call Assigned to

New FM's

KCTB-FM Glacier Communications Inc., Cut Bank, Mont.
 *KNYD Creative Educational Media Corp., Broken Arrow, Okla.
 *WXLV Lehigh County Community College, Schnecksville, Pa.
 KZIM Grayson Collegiate Communications Inc., Denison, Tex.
 WEQX Northshire Communications Inc., Manchester, Vt.
 KNOI Tri-County Broadcasting, Deer Park, Wash.

Existing AM's

WTPP WSTD Natick, Mass.
 KAMT KMO Tacoma, Wash.

Existing FM's

KLYD-FM KMGH Shafter, Calif.
 KSCB-FM KEZS Liberal, Kan.
 WNBTFM WGRS Wellsboro, Pa.

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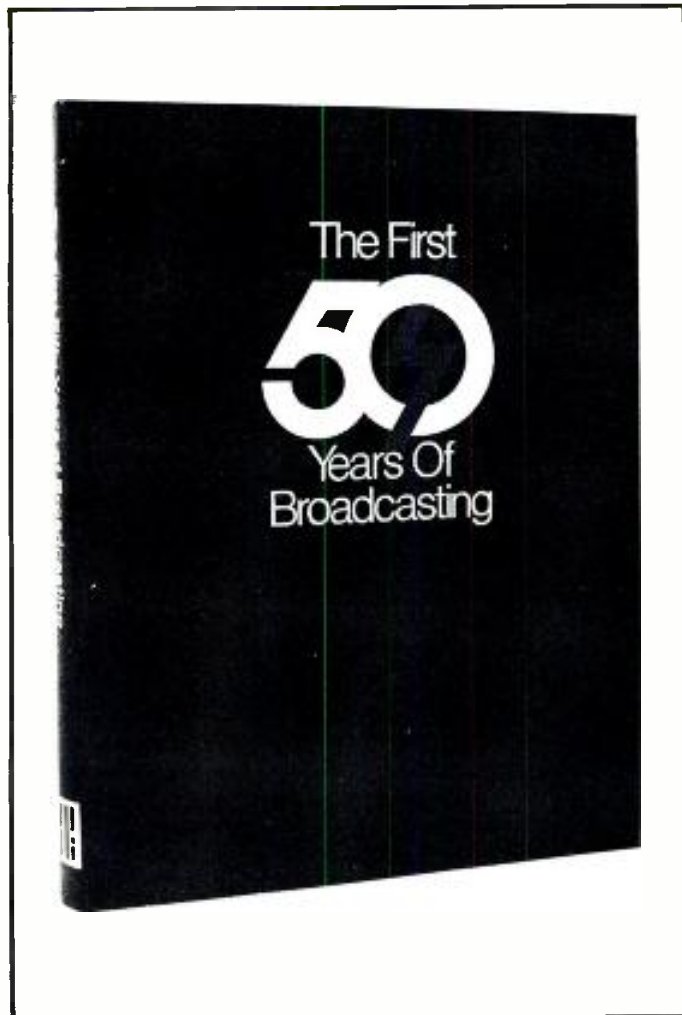
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RADIO

HELP WANTED MANAGEMENT

General sales manager. Suburban Minneapolis/St. Paul station seeks experienced radio time sales professional. You will join a seasoned management team rebuilding a facility with excellent potential. Must have the ability to recruit, train, lead, and motivate a sales force, as well as coordinate regional and national marketing efforts. Managerial and strong people skills required. EOE, M-F. Resume with references, tailored letter with salary requirements, and outline of sales philosophy to: Steve Moravec, President, Radio station WVLE(AM), 104 N. Main, Stillwater, MN 55082. No phone calls, please.

General manager for Northeast AM/FM. Experience both sales and general management is required. Salary \$35,000 plus override. Potential for future equity position. Send resume and references to Box 11. EOE.

Manager. Group owner seeks experienced general manager for AM/FM combo, top 50 Midwest market. Experienced in national sales, working knowledge of facets of business including budgeting, programming, and FCC regulations. Send full resume, salary history, and references in first letter to Great Trails Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

Stroplex needs professional GM. Expanding radio group needs GM with proven track record in sales, cash flow management and staff motivation. This is a major career move which could lead to equity in a fabulous Sunbelt market. Send resume to: Robert C. Biss, 1723 Ohio Savings Plaza, Cleveland, OH 44114.

Station manager wanted with a proven sales record. Full time, Southeast, medium market FM. Growing area of northwest Georgia. Established station under new ownership and new facility. Send resume to Box 16.

General/sales manager for central New England AM/FM. Strong sales management background essential. Send letter, resume and salary requirements to Box W-11.

Sales manager wanted for 50,000 watt FM facility at outside Portland, Maine market. Extensive hands-on sales experience required. Proven track record necessary. Send salary requirements and resume to: Uce A. Biette, WJTO/WIGY Radio, PO Box 329, Bath, ME 04530. EOE.

Sales managers. Group owner seeks experienced general sales managers for AM and FM stations in top Midwest markets. Experienced in national sales, working knowledge of budgeting important. Must be creative, motivator. Send resume, earnings history, salary requirements, and references in first letter to Great Trails Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

Station managers, sales managers, and account executives. Positions available due to present and planned expansion. Resume with sales success background to Withers Broadcasting, PO. Box 1238, Mt. Vernon, IL 62864.

HELP WANTED SALES

South Florida—aggressive, enthusiastic radio salesperson. This is the time to make that move. Ft. Myers, 250,000 metro, AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held strict confidence. Send complete resume to Sales Station, PO Box 216, Ft. Myers, FL 33902.

Wisconsin's No. 1 radio station, WEZW FM 104, has immediate sales openings. Send us your detailed resume, highlighting your broadcast sales accomplishments, to Sales Manager, WEZW, 735 W. Wisconsin Ave., Milwaukee, WI 53233.

We're in the West and you're not. We can put you here if you're a very good salesperson, career-oriented, want money. Major station, major market, must have major A/E. Don't kid yourself; it's hard work in the West, too. Only experienced, successful A/E's need apply. If you can't prove your track record, don't follow this one up. EOE. Full details to Box T-91.

Long Island radio station looking for successful salespersons ready to move up. Send resume to Sales, WRCN, Box 666, Riverhead, NY 11901. EOE.

An opportunity exists for a talented sales professional to join a major group owned radio station in the Sunbelt region. This person must have at least one year of proven radio sales success, be aggressive and demonstrate the desire to win! This is a major market opportunity with excellent advancement potential. EOE, M/F. Send resume to Box W-13.

Prepare yourself to be a more marketable candidate for one of the jobs in this column. Attend a professional 3-day sales seminar, recognized by leaders in the industry, on May 19-22 in Chicago. Presented by Jim Hooker of Media Sales Training Systems. Tuition: \$550. We'll help you locate a position with one of our clients if you attend. Call now to register or ask questions: 312-351-0444.

Aggressive, experienced radio account executive: proven track record and retail experience required. No order takers. Excellent opportunity in fast growing market with top rated AM contemporary and FM adult stations. Send resume, track record, and earnings to Vince Lee, Tourtelot Broadcasting Company, PO. Box KDES, Palm Springs, CA 92263. No calls, please. EOE, M/F.

Need aggressive salespeople willing to call on possible advertisers for a growing 25-year old radio station. Need innovative persons to generate new sales. Broadcast sales experience necessary. Salary for 30 days plus commission, after that draw against commission. Call 703-347-1420, or mail resume to WKCW, PO. Box 740, Warrenton, VA 22186.

Sales Manager for south Louisiana medium market 100 KW FM and 1 KW AM combination. Contemporary formats. Great opportunity for the right person. Can advance to station manager. Salary plus override. Send resume & references. Confidentiality assured. Equal opportunity employer. Write Box W-19.

Wanted: experienced sales person for a Wisconsin top country radio station. Full benefits. Resume no later than May 20th to Sales Manager, WAXX Radio, PO. Box 47, Eau Claire, WI 54702. EOE.

Colorado! If you're an experienced, hard-working, motivated sales specialist who's dreamed of living in one of rural Colorado's finest hunting and fishing areas—with skiing only 45 minutes away—send resume with references to Bob Gourley, KSLV, Box 631, Monte Vista, CO 81144.

Account executive, experienced, proven track record, 25-40th Northeast market, AM-MOR top 10 needs heavy weight. Send resume, billing history and references to Box W-22. EOE.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, PO. Box 1400, San Luis Obispo, CA 93406. EOE.

General sales manager for fulltime non-directional 90 KW CBS affiliate. Must provide red-hot motivation and training for three person staff. Northern climes. Handle small list. Salary, commission and override. Let's talk. Equal opportunity employer. Write Box W-23.

Station managers, sales managers, and account executives. Positions available due to present and planned expansion. Resume with sales success background to Withers Broadcasting, PO. Box 1238, Mt. Vernon, IL 62864.

Florida calling: small market station, rapidly growing, needs experienced, professional account executives and sales manager, for newly acquired station in central Florida. Draw, 20% commission, and carfare. Override for manager. Call 813-422-2085, WFXI, PO. Box 1445, Haines City, FL 33844.

HELP WANTED ANNOUNCERS

Professional air personnel needed for nostalgia station. Good production skills, experience necessary. Send resume and tape to Kevin O'Grady, WGCA, Box 2576, Charleston, SC 29403. EOE.

Tokyo radio begins operation soon. Seeking non-smoker professional boardmen/women; minimum 5 yrs' experience, preferably not oriented in rock. Personality, imaginative broadcasters (American-European-Asian) who can run own board, write copy, production and interested in Japan but interest in broadcasting primary. Beginning salary commensurate with beginning of station, but will rise with station success. Send resume and tape: Gateway Radio, 4-23-16 Mejiro, Toshimaku, Tokyo, Japan 171.

No. 1 regional AM/FM in western Nebraska needs experienced announcer/production person. Three years' experience required. Knowledge of automation desired. Send tape/resume to Box 509, Ogallala, NE 69153. Equal opportunity employer.

Quality small market MOR FM seeks mature-voiced announcers with copy and production skills. Also newspeople—full and part time. Gutsy-voiced females also encouraged. Send resume only to Box W-7. EOE.

Experienced air talent and production pro for a progressive small market 5000 watt AM and 100,000 watt FM simulcast operation. Excellent opportunity, no phone calls. Send tape and resume to: Manager, KWYR, Box 491, Winner, SD 57580. EOE.

The country's top-rated nostalgia/B.B. station looking for announcer with heavy emphasis on production. Must work closely with sales staff. Creativity a must. Minimum 5 years' experience. Midwest location. EOE, M/F. Send resume only to Box W-16.

WWKI, Kokomo, Indiana, seeking experienced afternoon drive country personality. Heavy on production. T/R to Don Rogan, 304 N. Main, Kokomo, IN 46901. EEO.

Wanted: creative pro for rare opening—morning drive at top rated A/C station in America's most liveable city. Prefer at least five years in medium to major market. Excellent benefits/working conditions. Tapes and resumes to Rick Alan West, Box 746, Tulsa, OK 74101. No phone calls. We are an equal opportunity employer.

If you're a great talker, creative talent & would like to do something different with your very own radio show on major northern New England station, send tape & resume to Duncan Dewar, WHEB-FM, Box 120, Portsmouth, NH 03801.

HELP WANTED TECHNICAL

Chief engineer position open in Sunbelt. Outstanding opportunity for someone who can maintain state-of-the-art performance of 100,000 watt fulltime classical station. The Engineering Department is a one-man show, responsible for broadcast facilities, studios, satellite downlink, production facilities and future SCA operations. Computer experience helpful. Salary range \$22,000, plus paid life and health insurance, tuition grants at local 4-year college for you and your dependents, retirement programs. Send complete resume, salary history to: Joe Martin, General Manager, WHIL, Box 160326, Mobile, AL 36616. No phone calls, please. Position open until filled. Affirmative Action/EOE. Women and minorities are encouraged to apply.

Part time chief engineer. Maintain 1 kw AM directional. Chicago suburbs. Resumes: WEEF Radio, 210 Skokie Valley, Highland Park, IL 60035.

HELP WANTED TECHNICAL CONTINUED

Chief engineer for no. 1 FM station in Omaha market. New equipment, negotiable terms. Contact General Manager, Box 31777, Omaha, NE 68131. 402-558-9898. EEO employer.

Chief engineer needed for 5-kilowatt AM directional on central California coast. Ideal location and working conditions. Send resume to Hammelt & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Assistant engineer for public radio station beginning July. Plan for, install, modify and maintain equipment. First class or general license required. Send resume to: Radio Search Committee, Wabash Valley College, 2200 College Drive, Mt. Carmel, IL 62863. EOE/AA.

Chief, Top 50. General license, experience in directionals, FM, maintenance. Staff supervision and digital desired. Excellent pay. Benefits include stock plan, pension. Rand Gottlieb, Pres., WBBF/WMJQ, 850 Midtown Tower, Rochester, NY 14604. EOE.

Radio engineer for Western Kentucky University's public radio stations. Responsibilities include maintenance of WKYU-FM (100 kw facility new in 1980) and the oversight of a new 90 kw repeater station to be constructed in 1983-84. A minimum of three years' experience in the maintenance of state of the art FM transmitting and audio equipment is required. Excellent working environment and facilities; competitive salary and liberal vacation and fringe benefits. Send resume and list of references to WKYU FM, Office of Academic Affairs, Wetherby Administration Building, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

HELP WANTED NEWS

Experienced news director for a progressive small market 5000 watt AM and 100,000 watt FM simulcast operation. Excellent opportunity. No phone calls. Send tape and resume to: Manager, KWYR, Box 491, Winner, SD 57580. EOE.

Do you have a great voice and excellent reporting ability, but you're waiting for your first break? Send resume, salary requirements only to Box W-4.

Afternoon drive talk show host wanted. Experience required. Tape/resume: Edward Smith, WLGM-AM, 8th & Church Streets, Lynchburg, VA 24504. 804-847-1266. EEO.

Oklahoma medium market FM seeking applicants for news director. Journalism training plus minimum two years' experience required. Excellent salary and benefits. EOE/MF. Resume only to Box W-18.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WHCN, Hartford, needs a great production director with strong copywriting skills. Tapes and resumes to Daniel Francis Hayden, Program Director, WHCN, 1039 Asylum Avenue, Hartford, CT 06105. EOE.

Production/promotion director for Alabama market. Have immediate opening for creative writer-producer to take charge of commercials and station promotions. Regular air shift also required. Top dollar for top talent. Send resume and written samples of work only to Box T-94.

Promotion manager with radio experience in production and programing. Creative individual to implement all station promotion events. Must have good voice. No. 1 country western station in Sunbelt. Send resume only to Box T-126. EOE.

Program director for non-music broadcasts of public radio station beginning July. To be responsible for local public affairs/news, other special programming and network programs. Ability to work with student staff, BA in journalism, broadcasting background preferred. Send resume to: Radio Search Committee, Wabash Valley College, 2200 College Drive, Mt. Carmel, IL 62863. EOE/AA.

Meteorologists needed for new radio weather service based in major mid-Atlantic city. Current radio and or television meteorologists preferred but non-broadcast meteorologists also encouraged to apply. Send resume only, with references and date of availability to Box W-12.

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Farm director (extension specialist in radio and TV) for University radio station KSAC. Responsible for daily agricultural programming, features for the K-State radio network and other related duties. Master's degree required in agriculture or communications with experience in area not covered by degree program. Two years' minimum experience. Excellent agricultural broadcasting position with good compensation and benefits. Application deadline: May 15. Contact Jack Burke, KSAC, Kansas State University, Manhattan, KS 66506. 913-532-5851. Kansas State University is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager: dedicated professional with 21 years as achiever with logistical know how. Aggressively consistent in producing sales and profits. Take charge individual with strong organizational skills. Experience includes managing AM/FM, all size markets. Want an achiever with excellent credentials? Write Box T-98.

GM-small to medium market. Sales and bottom line oriented. Solid track record. 502-554-9889.

Positive results guaranteed. My experience includes sales, programming, operations, engineering and management. References will confirm my professionalism, integrity and hard work. Christian, thirties, married, one child. Prefer Ohio, Midwest, or mid-Atlantic. All markets. Randy Swingle, 703-743-4371.

General manager—"Mr. Radio." 30 years of know-how, all phases. Small/medium market stations can come alive with net quality. Ready for permanent move/involvement. Eventual part ownership desired. Serious offers only. Box W-2.

Uniquely qualified veteran Broadcaster with station, group, network and consultancy experience interested in operational or consultancy opportunity. Outstanding record of producing winners. Prefer Southeast. Replies in confidence to Box T-35.

Results-oriented general manager with 18 years' experience in all areas of radio. Currently managing in Dallas; want a greater challenge in same market. Leading station group in billing. Looking for solid financial incentives with success-minded owner. Sales trainer, staff motivator. Turn ideas into action; turn action into profits. Write Box W-14.

Future station owner. Manage your station now, buy it later. Ohio, Virginia or adjacent states. 703-743-4371.

22 years' experience, 17 as GM, KEYS, consistent winner in highly competitive market. Know every facet of station operations. Cost conscious, profit oriented. Ed Stern, 3625 San Blas, Corpus Christi, TX 78415. 512-852-5588.

Impressed by credentials? I've got them as GM of group and network owned stations in major markets. Or if experience and achievement interest you. I've broken sales and programming records while consistently delivering at the bottom line. But most importantly, if a winning attitude, the ability to perform, and documented success rate high on your list, you'll recognize me as a radio pro. Formidable challenges, competitive markets, hard work and long hours have always been part of my lifestyle. Box W-25.

General manager who can do it all. Bottom line oriented. Young, enthusiastic, hard working, diligent, with a great track record. All markets considered. Write Box W-39.

SITUATIONS WANTED SALES

Get Free Tape Fast! Call the published writer, Adrian, 201-773-3492. Tape/resume. Dolbized tonals, too!

Nationally known female account executive/co-expert. Ten years' radio and television experience. 5 years major market. '73 college degree. Willing relocate. Would consider group offer. Write Box T-10

Proven sales. Mature, assertive, reliable. Prel West/Southwest, but will relocate anywhere. Tape resume upon request. Neil Webster, 409 Elm Avenue Dumas, TX 79029. 806-935-5282, evenings.

SITUATIONS WANTED ANNOUNCERS

Enthusiastic, stable, single. Professional sound Trained beginner. Anywhere. Available now. Any shift Troy Sass, 414-242-2033.

Can wear 2 hats. Nine years computer operator, no a trained broadcaster with writing skills. All market Salary negotiable. Guy Hamilton, 212-784-7484.

Highly literate broadcaster looking for all spor position or combo with board work. PBP a must. Sma medium mkt. First phone. Currently working. Write Box T-113.

A lean and hungry recent college grad is bustir with creativity & enthusiasm. Experienced in A/C per sonality, country, news, and sports. Neil Isaacs, 616 798-4613.

Attention medium markets: 3 years' experience Extensive live remote performances, news & spor director, skilled writer. Drive time jock-country music expert. Call Justin, mornings, 504-395-7042.

Experienced. Seeking Christian station: V Carolinas, East Coast. L. Crawford, 1108 Kan. Blvd. I Charleston, WV 25301. 304-345-3291.

Dependable individual for afternoons or night Willing to work exceptionally hard. Tape and resun available upon request. Gerry Drees, 312-631-334E or write 5846 Navarre, Chicago, IL 60631.

Attractive, personable 27-year old male seeks a nouncing position, radio or TV. Graduated communica tions course in U.S. Originally from Paris, France. Pe rfect for late night romantic show. Daniel Lasqui 2030 Peachtree Rd. 7C, Atlanta, GA, 30309.

Most unusual morning team: 40-year old bachel father (real) and 80 year old widowed mother (rea New wave humor. Contemporary music nonteam e perience. NYC, Philadelphia, Boston, network, sy dication. For in person interview: 609-795-2089.

Self-starter, well trained DJ. sales, PBP Broadca: ing school grad. Entry level. Will relocate. Scott, 219 865-2544.

Announcer/sportscaster. 6½ years' experienc know rock format. Southern Rockies, West Coast lea message 303-651-3079.

Attention: California, Nevada, Arizona. Veteran i personality compatible with rock or country. Movin west in May. 703-483-7406.

Janet Lynch has nothing but intelligence, dedic tion, perseverance, enthusiasm, potential. Professor attitude, 3½ yrs' related experience. WLCV grad. cu rently employed, degree, RRT, broadcast grad. Seekin broadcasting position with advancement. 3743 Der Dale, Louisville, KY. 502-895-5208. or lea message 502-589-4215.

If you need a hard working announcer with a gre personality, an excellent radio voice, who's reliab and fun, I'm the guy you want. I've got three month experience; I'm good and you'll be satisfied. Will rel cate. Call Paul, 414-257-3380 from 9 AM to 5 PM after 5 PM, call 414-453-4548 or 414-543-868.

Major market talk personality seeks medium- small market for long term development potenti Have doubled ratings in every daypart worke Emphasis on air product, not ego. Combo experienc Sunbelt preferred. Patton, Box 2093, Sunnyvale, C 94087.

Good voice and commercial delivery. Eager and c operative. Any shift. Available now. 414-442-60E Rudi Gutierrez.

Experienced talk show host-producer available i mediately. Relocate anywhere! Bruce, 216 732-8383.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Southwest preferred but any area considered. Personality jock seeks country or rock operation. Call 703-483-7406.

Experienced announcer/technician. 1st phone, production, copywriting, sales. Write Box W-38.

Real talent. New York City trained. 2 years on air, with sales and production exp. Will consider any challenging situation. 212-941-2187, Jr. B.

SITUATIONS WANTED NEWS

Black newscaster, BSJ, JD. five years' major market experience. Seeks position in established news department in top 50 market. For tape/resume, phone Ken, 913-362-1052.

Sports announcer seeks position with stable corporation. Good writing skills; phones; some PBP 8 yrs' experience; real person; sense of humor; touch of aggressiveness; serious broadcaster. Write Box T-130.

Relocate anywhere. BA Broadcasting and grad work. Three years Indiana college and commercial radio. Excellent voice, production and writing skills. Seek challenging entry level position. Ray Reese, 313-842-4068.

Aggressive, hardworking radio newsman with two years' commercial experience looking to relocate on East Coast. Excellent delivery, writing and interviewing skills. Write Box W-3.

Experienced, eager, youthful yet serious about career. College and broadcast school training. Good tapes for news or jock. Excellent writer. sports and interviews. 312-358-7689. Dave.

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 312-537-9716.

Dedicated sports news writer with extensive PBP experience is looking for small market sports director position. Superior sports knowledge, excellent voice, felivity, great potential. Can absorb board, production work quickly. Kerry Smith, 513-433-1094, before noon.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

CHR/hot tracks programmer. Bobby Christian, 8 years as PD/OM at WXXK (WHTX), WMET, KXXX (KPKE), KUPD. 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top references. 412-795-8296.

Chris Larko, experienced 18-35 programmer and jock, seeks medium market position. CHR or CHR/hot tracks. Turn-around situation welcomed. Support staff and engineer also available. 219-745-3777.

College grad with eight years' experience seeks position with Christian station. Ken Case. 1306 Taylor. Roswell, NM 88201.

TELEVISION

HELP WANTED MANAGEMENT

WRCB is seeking an experienced promotion manager. Must create, produce, and implement ad campaigns using television, radio, and print. 1-2 years' experience in advertising related field and B.A. degree preferred. Must submit samples of creative work in above media. Send resumes to Lawson Fox, WRCB-TV, 300 Whitehall Road, Chattanooga, TN 37405, A Sarkes Tarzian station. An equal opportunity employer.

Accounting supervisor. KPIX, Group W television station in San Francisco, is seeking industry's best accounting supervisor to join staff of the number one station in Bay area. The right person will supervise staff of six, have total responsibility for daily operation of accounting staff and will be active in total station administration. College business degree and broadcast experience preferred. Send resume to Terry Schroeder, Controller, KPIX, 855 Battery Street, San Francisco, CA 94111. No phone calls. Equal opportunity employer.

General manager search extended. General manager wanted for public TV/radio station in Bethel, AK. Community licensee committed to local production with emphasis on bilingual/bicultural programming in English and Yupik Eskimo. Bethel is located 400 air miles west of Anchorage and accessible only by air. Station serves villages in southwestern Alaska through extensive TV translator system. Qualifications: 5 years' progressively responsible management experience in broadcasting. Public broadcasting experience preferred. Experience in interethnic setting helpful. Salary: commensurate with experience, \$40,000 range-negotiable. Submit resume, letters of reference and statement of professional goals to: Fred Ali, Chair, General Manager Search Committee, KYUK, Box 468, Bethel, AK 99559. Deadline for applications is May 13, 1983.

California network affiliated station in major market seeking director of sales. Applicant should be an experienced TV sales manager with proven ability to direct sales staff and produce results. Send all details in first letter. Confidentiality assured. An EEO, M/F employer. Write Box W-10.

Television advertising sales manager to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up into 21,000 subscriber cable TV operation. Five years' management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. Tel. 477-9334, country code 671.

Looking for someone to help market my broadcast news service. Requires an imaginative, aggressive mind. Fit the bill? Call Tony, 301-498-6062, or write PO. Box 56376, Washington, DC 20011.

KDRV TV 12, Medford's new station in southern Oregon's beautiful Rogue Valley, seeks experienced general sales manager interested in building his/her own staff and constructing an atmosphere for creative salesmanship. We are looking for an aggressive, people-oriented, knowledgeable team leader who enjoys teaching people the art of salesmanship and can build a solid base for market credibility. Middle market experience a plus and a creative direct-sales track record a must. Send statement of sales philosophy, resume and references to Keith Lollis, Station Manager, PO. Box 728, Medford, OR 97501. EOE.

General manager seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in small Northeast market. Please reply Box W-24.

Station manager-established independent is accepting applications for this newly created position. Prefer candidate with a background in programming and operations of an independent. Knowledge of feature films is a must. Send resume with salary history to Ted Baze, President and General Manager, KGMC-TV, PO. Box 14587, Oklahoma City, OK 73113. EEO/MF

Top rated small market VHF affiliate looking for aggressive sales oriented station manager. Person must have a proven track record. Good salary and fringe benefits. Station is located in the Sunbelt. An excellent opportunity for the right person. EOE. Send resume to Box W-32.

HELP WANTED SALES

Top 50 independent looking for national sales manager. 3-5 years' national experience either at station or rep. Independent station sales a must. Send resume to Box T-119. EOE.

National sales manager. UHF independent is looking for an energetic and result-oriented person to handle regional and national sales. The person we're looking for has leadership skills, a winning attitude and sales experience selling independents. We are a station with a great future. Forward resume to General Manager, WLRE-TV, PO. Box 26, Green Bay, WI 54305. An equal opportunity employer.

If you are hard-nosed, aggressive and a leader, we're holding the local sales manager's job open for you. Send resume to Box W-31. An EOE.

Local sales manager—do you like a challenge? Are you organized, confident, able to plan, motivate, teach, and control? We're looking for a "10" local sales manager who can take charge of an eight-person sales department in the 59th market. Previous broadcast sales management experience desirable. Send resume and your philosophy of local sales to: Don Locke, General Sales Manager, KTVH (CBS), PO. Box 12, Wichita, KS 67201.

One more winner to join our staff. Unique market and our sales tools provide opportunity for success. Experience in sales necessary, degree preferred. Check us out, you'll be impressed with our credentials. Send resume to Jared A. VanHorn, KWVL-TV, 500 East Fourth Street, Waterloo, IA 50703. An EOE.

National sales manager for WPTF-TV in the beautiful Southeast. Healthy, vibrant, low unemployment marketplace. (Home of the NCAA champs). 38th ranked ADI. WPTF-TV is one of the fastest growing NBC affiliates in the USA. Rep. or sales management experience a must. Contact Martin Fenton (GSM), WPTF-TV, PO. Box 1511, Raleigh, NC 27602. EEO.

HELP WANTED TECHNICAL

Wanted: qualified chief engineer for medium market. Get in on ground floor of construction of brand new studios in the South. Send resume to Box T-65.

High atop the Prudential Building in beautiful downtown Boston is a transmitter awaiting tender, loving care. If you have a minimum of 2 years' experience with UHF transmitters, contact Bob Colford, 390 Commonwealth Avenue, Boston, MA 02215. 617-267-1530.

Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box T-117.

ENG supervisor. Pacific Northwest TV station seeking ENG supervisor with proven experience in operation and maintenance of ENG equipment. Experience managing people in news environment. Valid FCC general class license. Send resume to Personnel Director, King Broadcasting Company, PO. Box 24525, Seattle, WA 98124. EOE/MFH.

Director of Engineering. Southern market, Gulf Coast. Supervise studio and transmitter. Modern equipment. Knowledgeable FCC matters. Send resume and salary requirements to Box T-121. Strictly confidential.

Chief engineer for new UHF Channel 21. Must have UHF experience. Excellent salary and benefits package for right person. Send resumes to: General Manager, WNHT-TV, 110 North Main St., Suite 507, Concord, NH 03301. EOE.

Maintenance engineer. UA-Columbia has two openings for qualified individuals experienced in the repair of 3/4" VCR's, ENG/EFP cameras, audio/video components, etc. Must be able to read schematics and operate test equipment of all types. UA-Columbia offers a highly competitive salary and liberal company benefits. Electronics degree preferred. Send detailed resume including salary history requirements to Box W-8.

Good hands-on-technician needed for Sunbelt network affiliate. Looking for good number two man aspiring to be chief. Good benefits and working conditions. Box W-17. EOE.

Director of Engineering. Hawaii VHF network affiliate and production center looking for person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operations, engineering budgets and compliance with federal and state regulations. Send resume and references to Personnel, KITV, 1290 Ala Moana, Honolulu, HI 96814. An EOE.

TV studio engineer. FCC general required. Experience in video tape, camera control, some maintenance. Excellent opportunity to grow with group owned station. Send salary requirements and resume to Engineering Manager, WPTV, PO. Box 510, Palm Beach, FL 33480. EOE.

Television maintenance engineer—minimum 3 years' experience in TV maintenance and FCC 1st class or General class ticket. Send resume to Frank Etherington, KYEL-TV, PO. Box 592, Yuma, AZ 85364. Equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Engineering-assistant to chief engineer-Telecommunications Division at MCCC needs assistant to chief engineer. Must hold FCC 1st or general license. SBE certification a plus. Work with state-of-the-art radio, TV and satellite facilities at West Windsor campus, including public radio station WWFM, MCCC cable TV network, closed circuit TV and radio/TV academic programs. Requires maintenance and/or construction experience in radio and/or TV. BA or AA degree desirable. Salary in mid teens. Excellent fringe benefits. Forward resume and salary requirements to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, NJ 08690. Equal opportunity/affirmative action employer.

Television/maintenance engineer: major market, state-of-the-art TV production facility with CMX, Vidifont V, Grass Valley, DVE, ADO, RCA and Fernseh cameras, Sony 1", Bosch 1", and BVU 800s, needs experienced maintenance engineers. Send resumes to Bob Lieberman, VP Engineering, Matrix Video, 727 Eleventh Avenue, NYC 10019.

EFP director: medium market, Midwestern station, seeks an individual capable of shooting, editing, and directing station promos and PSAs as well as commercials. Candidates should also have news directing experience. Send resume and tape to Aaron Silbermann, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Switcher/editor to work in the engineering department of a fast growing production company. Applicant should have two to three years' experience in switching live network sports and special events programs and a minimum two years of one inch video tape editing experience. Applicant will switch live remote programs and work with 1" computer editing as well as perform other engineering functions. Ability to work with network clients as well as commercial clients essential. Weekend, holiday work and travel essential. Start immediately. Contact Larry Nadler, F & F Productions, 10393 Gandy Blvd, St. Petersburg, FL 33702. 813-576-7676. EOE.

HELP WANTED NEWS

Anchor. Experienced. Authoritative. Friendly. Good writing/communicating skills. Group owned, Midwest network affiliate offers good salary, excellent fringes, stability. Resume, salary only to Box T-78. An EOE.

Sports Director. Experienced. Enthusiastic sports nut for mid-America network affiliate. Pay's good. Benefits great. Resume, salary only to Box T-80. EOE.

Quality group, looking for quality people. We're looking for fresh talent with a firm commitment to news. If you're currently a reporter, anchor, producer or meteorologist ready to move up to a 50's market with a top 10 mentality, then rush resume and salary requirements only to Box T-93. Equal opportunity employer.

Orlando's dominant station needs another reporter-anchor. If you're really good, rush your tape and resume to: WFTV, Box 999, Orlando, FL 32802. No phone calls, beginners, or agents, please. WFTV is an equal opportunity employer.

Sports anchor. Growing Sunbelt, Gulf area. University town. Excellent opportunity. Good advancement possibilities. Latest equipment. Immediate opening. Send resume and salary requirements only to Box T-110.

News photographer. Great opportunity for experienced videographer in competitive Midwest market. Send resume and tape to Peg Donovan, WRAU-TV, 500 N. Stewart Street, Creve Coeur, IL 61611. EOE.

Assistant news director with excellent writing skills and good on-air delivery. Texas Gulf Coast VHF. EOE. Resume only to Box T-115.

CBS affiliate seeks experienced weatherperson who takes weather seriously. Degree, on-air experience preferred. Send resume, tape, and SS requirements to: Mark Robertson-Baker, Box 1400, Amarillo, TX 79189.

News director with excellent editorial skills and ability to motivate and train staff. VHF in good Texas market. Resume only to Box T-120. EOE.

Openings soon: strong utility player for news organization. Anchoring & reporting skills. Fill-in weather & sports. Experience a must. Be ready to hit the air. Know ENG & editing. No calls. Resume & audition tape to: Karen Adams, KOAM-TV, PO Box 659, Pittsburg, KS 66762.

Experienced TV news reporter—needed July 1, 1983. Send VTR and resume to John Howe, KOLO-TV, PO Box 10,000 Reno, NV 89510. EOE.

Reporter. WTOL-TV, northwest Ohio's leading station, needs a strong field reporter to join our aggressive No. 1 team. Two years' previous experience. Resume only in first letter to Kirk Winkler, News Director, WTOL-TV, P.O. Box 715, Toledo, OH 43695. No calls. M/F; EEO.

News director—WSOC-TV, Charlotte, NC. Looking for highly experienced news professional to manage 55-person staff. Three million dollar news facility expansion near completion at this Cox Communications, Inc., station. Respond directly to PO Box 34665, Charlotte, NC 28234, c/o Greg Stone, Vice President and General Manager. An equal opportunity employer, M/F.

Experienced TV news videographer—needed July 1, 1983. Send videotape, resume and references to John Howe, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. EOE.

Investigative reporter. Must be experienced with proven track record. Send resume only to Box T-144. EOE.

News director for award winning (TV-AM-FM) news department. We're looking for an imaginative and innovative news professional to direct this market's leading news organization. Individual must be a veteran journalist, skilled in directing people and possess a positive attitude in the effort of managing a winning team. Television is NBC and radio ABC. Send resume to General Manager, WEAU, Inc., P.O. Box 47, Eau Claire, WI 54702, by May 6, 1983. An equal opportunity employer.

East Coast, top 20 market, network affiliate. VHF television station, seeks sports anchor for weeknight/evening newscast. Applicants must have a minimum of four (4) years' TV sports anchor experience (at least 2 years in a major TV market), including news gathering, writing & editing. Strong participatory sports background (college level or higher) & proven community appeal & success in a major TV market also required. Salary range \$40,000 plus, depending upon experience & qualifications. Resumes only should be submitted to Box W-5.

Photographer/editor: WCPX-TV, Orlando, seeks a creative, hardworking photographer/editor for our Brevard County news bureau in Cocoa Beach. We are a CBS affiliate with a renewed commitment to topflight broadcast news. Applicants must have experience with TK-76 and Sony cameras, as well as Sony editing systems. Please send tape, resume, and letter to Bill Bauman, News Director, WCPX-TV, P.O. Box 1833, Orlando, FL 32802. Absolutely no phone calls. We are an equal opportunity and affirmative action employer, M/F.

Reporter-weekend anchor. If you want to learn news in an excellent training environment, send tape and resume to Dan Ellington, News Director, WDTV, P.O. Box 480, Bridgeport, WV 26330. Prefer one to two years' experience and degree. No phone calls. EOE.

Sports anchor/reporters. Two positions open: (1) weekend anchor/weekday reporter, (2) reporter/fill-in anchor. Both must have outstanding on-air, journalistic, writing and production skills, college degree, and at least one year commercial TV sports experience. Send resume, references, and tape showing both anchoring and people-oriented field reporting to Robert Cohen, KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls, please. EOE/AA.

Assignment editor. NBC affiliate needs an experienced desk person for its news gathering division. Position requires 2-4 years of previous news gathering experience. Send resume to: Personnel Manager, WCKT, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

TV anchor. Midwest medium market looking for anchor for early and late news. Should be mature, experienced journalist. Send resume only to Box W-21 EOE.

Executive news producer. KWTW-9, the CBS affiliate in Oklahoma City, is looking for an executive news producer. Successful candidate must have 6 years prior related TV experience, including newscast producing and a B.A. degree or equivalent education. Must be able to work with and motivate staff of 45 aggressive news professionals. Must understand modern TV news production techniques including digital video effects. Prior management experience helpful but not required. Works directly with the news director in supervising production of daily newscasts and specials. Works with station executives to develop and implement station goals and directions. Send resume and tape to: Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

KRIV, Metromedia. KRIV-TV now accepting applications for weather/environmental specialist able to develop unique approach to weather. Must be capable of on-air reports using state of the art computer graphics. Send resume and tape to: Anthony Burden, News Director, KRIV-TV, P.O. Box 22810, Houston, TX 77227. EOE.

Sports photographer. Experienced TV sports photographer needed for major market affiliate. Heavy experience required with lives, fast shooting and editing. Resume only to Box W-28.

News dir./anchor. KDRV-TV 12 is looking for aggressive, energetic, experienced journalist who is interested in developing a dynamic professional newsroom for Medford, Oregon's newest television station. We want a solid professional team player with an attractive on-air style who will enjoy building and teaching a new staff how to do it right. Send resume tape news management philosophy and references to Keith Lollis, Station Manager, P.O. Box 728, Medford, OR 97501. EOE.

Co-anchor. Strong station in sunny Southwestern medium market seeks anchor to complement current male anchor. Applicant must have 2 years' experience. No beginners. Anxious to fill position. Rush tape and resume to: Anchor, P.O. Box 35331, Albuquerque, NV 87176-5331. EOE.

Anchor-reporter for medium-market network affiliated station in Midwest with strong news commitment. Must be solid journalist. M/F; EEO. Resume with references only to Box W-30.

Full-time, general assignment reporter for active news department. Need live and editing talent. Tape and resume to News Director, WMTV, Madison, WI 53711. EOE.

News anchor-producer: award-winning CBS affiliate in 109th market seeks strong anchor who can write, produce, and deliver the best newscast in the market. Present anchor moving to top 20 market. Our standards demand someone as good. No beginners. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Producer: WCKT is looking for a newscast producer. We want a top-notch journalist who can make a program sparkle with good organization, excellent writing and superb news judgment. If you fit the bill, send resume, tape and salary requirements to: Bob Coleman, Executive Producer, WCKT, P.O. Box 1118, Miami, FL 33138. Equal opportunity employer.

Producer for aggressive news station in SE. Must be a good writer, organized and able to communicate with superiors as well as staff. Three to five years' experience required. Good salary for the right person. Resume to Box W-34. EOE.

KRIV, Metromedia. KRIV-TV now accepting applications for medical/science/psychological specialists. Able to explain technical subjects in interesting, informative way. Emphasis on production and writing skills. Academic credentials helpful. Send resume and tape to: Anthony Burden, News Director, KRIV-TV, P.O. Box 22810, Houston, TX 77227. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Program director—leading independent station in New England is seeking a program director with minimum 3 years' independent station experience. Send resume and salary requirements only to Box T-79.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Commercial director. Production company seeks creative director with a minimum of five years' experience in studio, remote, and CMX post-production. Send resume/tape to Frank Matson, Image 9—KBTV, 189 Bannock, Denver, CO 80204.

PVI-TV seeks a creative, organized, specialist producer to conceptualize, develop and produce on-air segments for AM/Philadelphia. Must have several years of television, video tape field production and a familiarity with video tape editing. An equal opportunity employer. Send resume and video tape to Charles R. Bradley, 4100 City Line Avenue, Philadelphia, PA 19131.

One of the nation's highest rated PM Magazines seeks an associate producer. PM Magazine experience, strong story producing skills, and good organization required. (No beginners, please). Send resume and resume to: Bill Chapman, Executive Producer, WIS-TV, P.O. Box 367, Columbia, SC 29202.

BZ-TV, Boston. We are looking for the best production manager in the country to supervise our studio production as well as all public affairs field production and editing. The person will manage all directors, associate-directors, videographer-editors and production assistants, maintain budgetary control over the production department and be responsible for overall program production values. The candidate is currently production manager in a medium or major market commercial television station that is actively involved in quality local programming. If you are interested and meet all of the above requirements, please send a confidential resume to Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

Dominant station in 21st market seeks program promotion coordinator. Responsible for production of on-air promotion for local programs and syndicated ones. Must have at least two years' experience in on-air promotion, knowledge of ENG editing, 1" and 2" studio and location production techniques, plus strong editing skills. Knowledge of DVE helpful. Send resume and tape to: Linda Bayley, Promotion Mgr., KCRA-TV, 10-10th Street, Sacramento, CA 95814. EOE, M/F.

Engineer: must have working knowledge of control room systems, location and studio production. Must be able to trouble shoot and repair the latest state of the art television production equipment. Send resumes and salary requirements to: Paul Wilkinson, 3700 Linden Avenue, Baltimore, MD 21211.

Videographer/editor for PM Magazine. Must have minimum experience of three years, with extensive background in news features or magazine stories, 3/4" editing and lighting. Will only consider resumes not with tapes. No phone calls. No applications accepted after May 9, 1983. Send resumes, tapes and references to Senior Producer, PM Magazine, WWL-TV, 24 N. Rampart St., New Orleans, LA 70176. WWL-TV is an equal opportunity employer.

Sportscaster for weekly syndicated sports TV program to do interviews and narration. Please send 3/4" video cassettes with resume and salary requirements to Robert Mertz, Parrot Communications, 123 East 8th Street, White Plains, NY 10601.

JRV TV 12, Medford, Oregon's new TV station is seeking for an experienced operations/program manager with three years' or more operations experience. Applicants should be knowledgeable about TV production, FCC rules and regs, and promotion and program creativity. We want an industrious, people-oriented team player who can set goals and achieve them. Send resume, references and programming philosophy to Keith Lollis, Station Manager, P.O. Box 8, Medford, OR 97501. EOE.

Program manager for Sunbelt ABC affiliate. Must have a college degree or equivalent broadcast experience with a minimum of three years' television programming experience. Successful applicant will direct station's programming efforts to maximize profitability and audience and response to community needs. Send resume, references and salary requirements to Jack Harris, Vice President & General Manager, KGUN-TV, Box 5707, Tucson, AZ 85703. An equal opportunity employer.

Prominent Chicago production company desires creative personable editor for new computer off-line system. Previous computer editing experience necessary. Film cutting experience desirable. Send resume and salary requirements only to Box W-20.

3 bilingual openings for new Catholic TV station in Texas valley. Producer-director, camera person-secretary, & videographer-control room. Resume to Rev. Jon McMahon, Box 547, Alamo, TX 78516.

Production manager qualified to head up the production department of a brand new television station in Medford, Oregon. Individual should have five years' experience as a supervisor with a strong track record as a producer/director of commercial and news productions. Must be people-oriented with strong organizational skills interested in building a local production winner. Creativity, technical know-how, and the energy to be a dynamic, hands-on team leader essential. Send resume, references, tape to Keith Lollis, Station Manager, P.O. Box 728, Medford, OR 97501. EOE.

Videographer/editor for PM Magazine, top 30 market. Must have minimum two years' experience in ENG shooting, editing and lighting. We are an equal opportunity employer. Send resume only to Box W-33.

SITUATIONS WANTED MANAGEMENT

GSM-experienced, leader, teacher, motivator. If you want a professional that will get the job done, let's talk. 502-554-9889.

Strong television management background. Good with people. Experienced in programming, news, promotion, public relations, station image, FCC, public service. Feel for sales. Seeking GM, station manager or strong programming position. Prefer East, Southeast. All replies considered. Write Box T-114.

GM/GSM. Experience in all areas of management including start up & station relocation, heavy sales emphasis. Proven record in increasing sales, ratings & recruiting achievers. Leadership creates successful teamwork & delivers improved bottom line. Depending on station, market & opportunity interested in GSM or GM. Write Box T-134.

Operations manager—young, aggressive individual, experienced in post production/duplication facilities management, seeks mid-Atlantic state location. Strong in operational systems development and troubleshooting. Good technical background. Write Box T-106.

Professor with real-world credentials will straighten out your news operation this summer, if you'll pay him well. Prefer single-client basis. Coates, 505-277-2326 or 505-294-0829.

SITUATIONS WANTED SALES

Nationally known female account executive/co-op expert. Ten years television and radio experience. Six years major market. '73 college degree. Willing to relocate. Would consider group offer. Write Box T-105.

SITUATIONS WANTED TECHNICAL

ENG/studio cameraman. Experienced in news, commercials, sports, and talk shows. Contact Henry Goren, 213-961-1409.

Chief engineer, thoroughly experienced in all phases of television: management plus hands-on maintenance of VHF, UHF and all phases of studio. Will travel if necessary. For resume, call or write William Taylor, 601-366-7526, 227 Gunter St., Jackson, MS 39216.

SITUATIONS WANTED NEWS

Solid anchorman—40's. 8 yrs' Los Angeles VHF. Seeking quality situation, immediate challenge. Dean, 213-346-9522.

News photog—top twenties market, looking for news or mini-doc position in East Coast market. Write Box T-77.

Editor, photographer, writer. Good experience and MA degree. Available immediately. Will relocate. Call Andrew, 813-446-3900.

News executive with extensive experience as manager and ratings winner seeks news director or other top management position in top 30 market. Write Box T-112.

Broadcast meteorologist, Commercial TV meteorologist looking for move into top 100 market. Try a tape, you'll like it. Write Box T-122.

Sportscaster seeks new challenge in operation that justly rewards credibility and leadership. Solid anchor/reporting skills, coaches' programs, timely commentary, impressive involvement packages. Tape shows versatility. Box T-124.

Versatile talent/producer seeks new position. Prefer sports, but open to all offers. Let's talk. 305-763-1686.

Meteorologist interested in making a change to a large market. AMS seal. Write Box T-131.

Creative, dedicated writer/reporter for TV/radio (hard, soft news) seeking TV position. 4 years' behind-the-scenes experience. Will travel. Call Genevieve, 914-476-0717.

Vacation replacement reporter travels for general assignments, government, courts. Adaptable, major market experience, excellent references. Lynda, 213-932-0149.

Award winning independent investigative documentary producer who has no. 1 market field production and news writing credits wants to join major market affiliate or O & O in newsroom. Jones, 203-226-8845.

Sports director-anchor, reporter with extensive live shot experience. Currently working in medium market. Not under contract. Seeking new challenge in active sports market. Seasoned, professional, Hispanic. Write Box W-37.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Emerson College '83 grad—seeks entry level position in production, programming, technical operations or syndication. 5 years' experience in major Northeast market. Willing to relocate to California or elsewhere. Write or call Grad, c/o 617-389-5207, or reply to Box 1152, Chelsea, MA 02150.

Assistant producer with exceptional organization skills. Present film position utilizes hands-on experience with camera, lighting, editing and sound. Box T-136.

TV graphic designer. 3 years' experience at major market station. Creative, versatile, industrious. Call Michael Irving, 215-642-8855.

Musical spirit desires learning environment for editing/directing in music video. Will relocate. Production trained. Craig, 212-688-7841.

Multi-faceted May 1982 grad with operations & production internships, seeks entry level position in production, with broadcasting, cable, or production company. Experience ranges from PA to free lance field director and from game shows to sports. Creative, hardworking and have business knowledge. Call Steve, 301-762-7690.

Versatile, creative college graduate seeking full time entry level position in television. Hands-on experience in all phases of ENG and studio production, plus on camera talent, voice over, and copywriting experience. Call Paul, (home), 301-461-2179.

ALLIED FIELDS

HELP WANTED MANAGEMENT

General manager. New video production and post-production company in Los Angeles requires the services of a general manager. Must be completely experienced in all aspects of videotape operations. Prefer So. California resident. Reply Box W-29.

HELP WANTED TECHNICAL

Editor/technical director with creative eye and minimum four years commercial/production house experience with CMX-340 or BVE-5000 wanted for key position at state of the art production company in Ohio/Pennsylvania area. Facility is 1-inch with triple re-entry switching and ADO. Send salary requirements and resume to Box W-36.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director/cameraman with strong lighting background and minimum five years' commercial production experience wanted for major market Pennsylvania video production, post production company. Salary commensurate with experience. Send resume only to Box W-35.

HELP WANTED INSTRUCTION

The University of the Pacific, Department of Communication, is seeking to fill a tenure-track position in broadcast media and management at the assistant professor level beginning Fall semester, 1983. Teach courses in radio production; broadcast journalism; practicums and internships. M.A. in broadcasting plus experience in applied radio production required. Ph.D. preferred. The university operates a 30KW NPR affiliate in a new facility with seven full-time professional staff. Applications will be considered as received. Send materials to: Dr. Alan L. Mikels, Department of Communication, University of the Pacific, Stockton, CA 95211.

Department chairperson: Dept. of Mass Communication, UW-Milwaukee, seeks a departmental chairperson for Fall, 1983. Duties also include teaching and community/professional relations. Dept. has three sequences: journalism, radio-television and mass communication. Ph.D. required; media experience and administrative experience highly desirable. Tenure rank appointment—assoc. or full professor—and record of teaching scholarship, service must meet university's standards for tenure. Salary is competitive. Women and minorities especially encouraged to apply. Apply before May 15 to: Prof. E.S. Grow, Mass Communication, UW-Milwaukee, PO Box 413, Milwaukee, WI 53201. The University of Wisconsin—Milwaukee is an equal opportunity employer.

Assistant professor: Department of Radio-Television, Southern Illinois University-Carbondale, is continuing its search for Fall, 1983. Tenure-track, 9-month appointment with the possibility of a Summer appointment. Responsibilities include a three-course load per semester in the areas of management, programming, sales, or audience research on both the undergraduate and graduate level. An expectation of scholarly research or creative activity is included. Ph.D. in Radio-Television or related area and extensive relevant experience. Evidence of successful teaching and ability to undertake formal research required. Send letter of application, resume, and 3 references by June 1 to: Dr. Sam Swan, Chairman, Radio-Television, Southern Illinois University, Carbondale, IL 62901.

Broadcasting—telecommunication full-time faculty position beginning Fall semester, 1983, application deadline June 6, 1983. Teach undergraduate courses in basic-general speech communication, non-theory broadcasting including radio, TV, film, telecommunications, production, workshops and cinematography. Supervise locally produced radio-TV programs and internship programs for radio-TV stations. Master's degree, 4 to 6 years' practical experience in broadcasting industry, college level teaching in technology of broadcasting equipment required. Salary commensurate with training and experience. Submit letter of application, written resume, college transcripts (graduate and undergraduate), 3 or more letters of reference and portfolio of candidate's work to: W. Thomas Cook, Box 34, Metropolitan State College, 1006 Eleventh Street, Denver, CO 80204. Metropolitan State College is an equal opportunity employer.

The Department of Communication at Mississippi State University anticipates an opening for instructor/assistant professor, beginning with the 1983-84 academic year. Ph.D. preferred. Master's degree with experience required. Responsibilities will include teaching broadcasting, radio and television production courses, and serving as supervisor to the campus radio station. Rank and salary commensurate with qualification and experience. Candidates should submit a vita and three letters of recommendation by June 1, 1983, to Search Committee, Department of Communication, Drawer PF, Mississippi State, MS 39762. Mississippi State University is an affirmative action/equal opportunity employer.

Instructor to teach radio undergraduate courses: expertise in radio operations, production, air-shifts and voice training for announcers. B.A. preferred. Application deadline: 5/13/83. Contact Jack Eads, Chairman, Public Service Division, Box 65, Vincennes University, Vincennes, IN 47591. EO/AAE.

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.

Western Electric tubes, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts. 213-576-2642. David, POB 832, M.P., CA 91754.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue. Custom Electronics Co., 813-685-2938.

Wanted: Orban 8100A STL (PCL-505) composite Harris MS-15. Write Joseph Bahr, WVIS-FM, Box 487, Frederiksted, St. Croix, VI 00840.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

1 KW FM Sparta 601 w/latest exciter, new 6/80, mint condition. M. Cooper, 215-379-6585.

5KW AM Collins 21E (1962), also RCA BTA-5H. Both w/proofs. M. Cooper, 215-379-6585.

1 KW AM transmitters: CSI T-1-A (one year old) & Gates BC-1G, both guaranteed. M. Cooper, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue. Custom Electronics Co., 813-685-2938.

For sale: 1-890-foot Kline tower, 7'-6" face. Coming down now. Call 901-274-7510.

CMX 340x with Grass Valley 1600 switcher including all I squares and interface for Ampex 1". Available immediately. 1 yr. old. Complete now working. S98-500. 213-467-6272.

Ikegami HL77, broadcast plumbicon, low hours, 10:1 Canon servo zoom, all accessories, metal shipping case, asking \$12,000. 609-921-8900, ext. 205, Paul.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Ikegami HL-79 camera and Chyron III-B character generator. Good condition. Contact A. Duke, 212-446-3535.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Why hire a production assistant that can't troubleshoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark-214-263-2613.

Tapes critiqued by mail for TV news anchors, producers, reporters. Feedback Unlimited, 1313 Williams, No. 901; Denver, CO 80218.

INSTRUCTION

San Francisco, FCC license, 6 weeks 6/20/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF CA 94105. 415-392-0194.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

SeaVision Videocassette Sailing Magazine seeks sailing featurettes on film or videotape. Contact Managing Editor, Gary Greco, Beach Video, Box 8521, Madeira Beach, FL 33738.

RADIO

Help Wanted Sales

TM

Productions

has a tremendous career opportunity for you ...

- IF you've got a minimum of two years in radio sales.
- IF you can live in Dallas, Texas.
- IF you can travel on a limited basis.
- IF you are skilled in making major market presentations to station and group management.
- IF you believe TM's marketing tools are an asset to any radio station.

If you're ready to make your broadcast sales skill really PAY OFF, send resume and introductory letter, plus references to: Michael Baer, GSM, TM Productions, 1349 Regal Row, Dallas, TX 75247.

SALES PERSONNEL AND SALES MANAGER

South Florida sun and exceptional opportunity to join young group operation in one of the nation's most competitive markets. West Palm Beach-Boca Raton. Send resume and salary history to: Joseph Nuckols, Lappin Communications-Florida, Inc., PO. Box 10386, Riviera Beach, FL 33404.

Help Wanted Programing, Production, Others

TALK RADIO PROGRAM DIRECTOR

Top 5 market, East. Apply only with professional credentials, other talk radio stations or production quarterback of successful TV talk show. Good administrator. Must have unqualified feel for rapid audience development with saleable demos. Written resume only to Box T-45.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Technical

CHIEF ENGINEER WMGF FM MILWAUKEE

Major group owner of radio stations seeks a chief engineer for our soon to be acquired FM radio station in Milwaukee. Applicants must have considerable experience in studio design and installation. Must be heavy on state-of-the-art audio and RF equipment and techniques. Proven management skills are a must. Send resume to Jerry Martin, Director of Engineering, Josephson Radio, 15001 Michigan Avenue, Dearborn, MI 48126.

Josephson
RADIO STATIONS

Help Wanted News

WKBW RADIO

is seeking a news and public affairs director. The person must be creative, have strong administrative and motivational skills. At least 5 years of previous broadcast journalism experience. Previous management experience desired. A demanding, yet rewarding position with a Capital Cities Communications station. No phone calls, please. Send resume and qualifications to Frank Woodbeck, General Manager, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An equal opportunity employer.

Situations Wanted Announcers

DEMOLISH YOUR COMPETITION

with a bright, attractive, professionally trained female broadcaster. Looking for small market station that insists on character, loyalty and education. Phone Olga, 212-557-7299.

TELEVISION

Help Wanted Management

TV STATION MANAGER

needed for southwest U.S. network affiliate. Rare opportunity to grow with expanding broadcast group. Applicants should possess creative management skills, solid broadcast operations experience, and a commitment to the mission of the Catholic Church. Salary negotiable. Contact:

United Catholic Broadcasting
P.O. Box 8034
Ann Arbor, MI 48107
313-665-0771

WBZ-TV BOSTON

We are looking for the best production manager in the country to supervise our studio production as well as all public affairs field production and editing. The person will manage all directors, associate-directors, videographer-editors and production assistants, maintain budgetary control over the production department and be responsible for overall program production values. The candidate is currently production manager in a medium or major market commercial television station that is actively involved in quality local programming. If you are interested and meet all of the above requirements, please send a confidential resume to Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

Help Wanted News

KRIV METROMEDIA

KRIV-TV news now accepting applications for:

- ON AIR TALENT
- REPORTERS
- PHOTOGRAPHERS

All positions require minimum 2 years experience. Send resume and tape to:

Anthony Burden
News Director
KRIV-TV
P.O. Box 22810
Houston, TX 77227

No phone calls. EOE.

EJ PHOTOGRAPHER

Must have 3 to 5 years' experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations. WJLA-TV, 4461 Connecticut Avenue, NW, Washington, DC 20008. Equal opportunity employer.

Help Wanted Sales

KBTV-ABC and No. 1

in Denver, Colorado, looking for an account executive with broadcast sales experience. List comprised of agency, direct, and new accounts. Contact Larry Deutsch, Local Sales Manager, 303-893-4460. KBTV, 1089 Bannock Street, Denver, CO 80204. KBTV is an equal opportunity employer.

Help Wanted Technical

ENGINEERING SUPERVISOR

For transmitter and studio maintenance. 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. \$30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Sunbelt VHF station seeks applications for promotion manager with a strong writing skills and a creative flair. Must be a self-starter and a team player with the ability to execute station projects, both in-studio and in the community. Individual must have 3-5 years' experience, be people-oriented and well organized. Send resume and salary requirements to Box T-118.

Help Wanted Programing, Production, Others Continued

NEW TV START-UP HIRING ENTIRE STAFF

WNDS-TV 50 of Derry, New Hampshire, is accepting applications for personnel in sales, news, production, promotion, engineering, traffic, and operations, for a Fall '83 air date. If you are interested in joining a progressive broadcast team in beautiful southern New Hampshire, send resume to: CTV of Derry, 36 Commerce Way, Woburn, MA 01801. Please include salary requirements and specify position for which you are applying.

TOP-RATED STATION NEEDS

creative writer/producer for PM show with high ratings. Experience/proven record in magazine format show required. Send resume and tape to Program Manager, WFMY-TV, Box TV 2, Greensboro, NC 27420.

PROMOTION DIRECTOR

Independent TV station in major market is seeking a promotion director with five years or more experience in middle to large market. Responsible for radio, TV and print advertising and promotion, as well as publicity. Extensive on-air news promotion experience a plus. Send resume and salary requirements only to Box W-15. An equal opportunity employer.

ALLIED FIELDS

Help Wanted Management

TRAINEE PHOTOGRAPHERS

Up to \$100 a day part/full time, male/female. No experience or selling required. Photo-marketing firm expanding in your area. Management positions open.

Write: UPP, Box 60-B
West Covina, CA 91793

For Fast Action Use BROADCASTING's Classified Advertising

Radio Programing

GET EXTRA HOLIDAY DOLLARS

with our exclusive safety sales campaigns, unlike any other, using your sales staff or our proven outside local sales recruitment. We feature distinctive, pre-recorded announcements, scripts, presentation, selling guide, and other aids. Memorial Day is next, followed by the 4th of July, Halloween, and others. For demo and details, contact Lewis Coleman collect at 806-353-1126, or write:

AUDIO DEVELOPMENT SERVICES

5317 Raindrop Lane
Amarillo, TX 79110

One Texas station grossed \$1,200 Easter, using one of our \$89 campaigns!

Miscellaneous

LPTV NEWS & REVIEW

Providing a comprehensive survey of LPTV stories as they appear in the national & industry presses. Examining products & services offered to station applicants, owners & operators. Offering information on trends & events monthly, in an attractive newsletter format. Publication date: May 31, 1983. Price: \$25/year.

LPTV News & Review
PO Box 7225
Trenton, NJ 08628

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

Employment Service

LOOKING FOR WORK?

If you are openly seeking an on-air position in television news, weather, sports, or as magazine-talkshow host, this may be what you need to get your tape out of the pile, on that executive's desk, and into his line of sight. If you qualify, we will satellite-deliver your demo tape to more than 400 TV stations across the country. Along with your tape goes a description of your background and the kind of position you are seeking. Replace costly, time-consuming job hunting techniques with space-age technology to get that job you want. For details and qualifications, contact Talent Feed, 213-275-5755.

10,000 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, newsmen & 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, 8215 Don Gaspar, Las Vegas, NV 89108.**

RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're 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 1 dollar postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.**

For Sale Equipment

TRANSPONDER

— Priced Right —
— Available Immediately —
— Dominant Broadcast Bird —

Call Dave Hansford
1-800-752-8469

MOBILE TV TRUCK

1972 Ford Diesel Bobtail 30 ft. RCA TKP and SK-70 cameras, Ampex 2000, VTR, Conrac monitors, CDL switcher, Yamaha audio and necessary peripheral support gear. For further information, call C.I.T. Corporation, Robert Style, 251 S. Lake Ave., Pasadena, CA 91101. 213-795-8881.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

For Sale Stations



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

CY N. BAHAKEL JR., has acquired WDSC-AM/FM Dillon, South Carolina, for \$1,500,000, from BRODER BROADCASTING COMPANY INC. We are pleased to have served as broker in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

This highly profitable combo in the **mountains** of the SE will pay for itself easily at 800th. A truly unique sound radio investment.

Black AM doing \$1 million in volume. Excellent cash flow. Great acceptance & personnel. Asking \$1.75 million, terms. Hurry!

OK Class A FM in small mkt. is priced 2x gross & 8x cash flow. 350th w/seller terms. A good buy.

Could the future action be in **AM?** MS AM, medium, only 300th. Others in medium & small markets.

JOHN MITCHELL & ASSOCIATES
PO BOX 1065
SHREVEPORT, LA 71163
318-868-5409

For Sale Stations Continued

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #101 Austin, TX 78746



**Wilkins
and Associates**
Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
GA	AM	\$25,000 downpayment	
MS	AM	\$35,000 downpayment	
AZ	AM	\$35,000 downpayment	
TN	FM	\$35,000 downpayment	
KY	FM	\$35,000 downpayment	
PA	AM	\$25,000 downpayment	
NY	AM	\$20,000 downpayment	
VA	AM	\$25,000 downpayment	
IA	AM	\$25,000 downpayment	
MN	AM/FM	\$25,000 downpayment	
SC	AM	\$30,000 downpayment	

P. O. Box 1714

partanburg, SC 29304 803/585-4638

CLASS A STEREO FM

in Western Indiana; new building. Studio and transmitter at same site; new equipment (Harris). 2 control rooms, 4 acres real estate; auxiliary generator power; two-way radio; remote pick-up equipment, including portable turntables. Beautiful layout with excellent billing, but surface only scratched. Dual city ID with Clinton, IN. Terms available to qualified buyers. Possible take-over of low interest bank loan to qualified parties—principals only. Contact Keith Spencer, R.R. 4, Box 144-A, Rockville, IN 47872, or phone 317-569-2026.

STV SERVICE FOR SALE

Subscription television service for sale in top ten media market with 25,000 subscribers. Totally addressable and serving large uncabled areas. Excellent terms available. For details, contact Miss Walton, 813-877-8844.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

FOR OWNER-OPERATOR

looking to buy that first station, add up these facts: single station market + AM/FM + owned land + good station building + positive cash flow now even with absentee ownership + good potential for sales increase + \$295,000 total, with \$105,000 down & excellent terms on balance.

8 DRISCOLL DR.
ST ALBANS, VT 05478
802-524-5963

or George Wildey, 207-947-6083.

**WALKER MEDIA &
MANAGEMENT INC.**

Florida fulltime AM. Single station market. \$450,000—very liberal terms.

John F. Hurlbut
P.O. Box 1845
Holmes Beach, FL 33509
813-778-3617

**BILL - DAVID
ASSOCIATES**

BROKERS - CONSULTANTS

303-636-1584
2508 Fair Mount St.

Colorado Springs, CO 80909

FM BARGAIN

WHY BUY A TURNAROUND WHEN YOU CAN PURCHASE A HIGHLY SUCCESSFUL FM FOR 1.25 X GROSS.

Mid-Eastern class A FM. Market of 150,000. No. 1 18-34. 300% sales increase in 2 years. Station continues 20% per month growth rate. Did 500K in '82, will do 600K in '83. Low overhead.

PRICE: \$750,000 CASH

Need money to close another deal. Reply Box W-9.

TOP 15 MARKET

Daytime AM in a top 15 market. \$500,000 cash down payment required. Principals only. Write Box W-26.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

BROKERAGE

Over twenty years of service to Broadcasting Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

THIRD EDITION
**The Politics of
Broadcast
Regulation**



**The Politics of Broadcast
Regulation, Third Edition**

by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry.

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index, \$8.95 (paper).

**Broadcasting Book Division
1735 DeSales Street, NW
Washington, DC 20036**

Please send me _____ copy (copies) of **The Politics of Broadcast Regulation, Third Edition**. My payment in the amount of _____ is enclosed. (Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

**For Sale Stations
Continued**



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION			CONTACT		
MW	Suburban	FM	\$1,800K	\$600K	Jim Mackin (207) 623-1874
MW	Regional	CI.IV/CI.C	\$1,430K	\$700K	Peter Stromquist (612) 831-3672
R.Mtn.	Metro	CI.IV/CI.C	\$1,600K	\$300K	Corky Cartwright (303) 740-2224
SE	Medium	AM	\$650K	Terms	Ernie Pearce (615) 373-8315
W	Metro	FM	\$600K	\$100K	Elliot Evers (213) 366-2554
M.Atl.	Small	AM/FM	\$575K	\$200K	Mitt Younts (804) 355-8702
MW	Medium	FM	\$550K	33%	Jim Mackin (207) 623-1874
MW	Medium	CI.C FM	\$450K	\$130K	Bill Lochman (816) 254-6899
MW	Small	FM	\$450K	Terms	Bill Lochman (816) 254-6899
R.Mtn.	Small	CI.IV	\$335K	\$65K	Greg Merrill (801) 753-8090
R.Mtn.	Small	CI.IV/FM	\$325K	\$75K	Greg Merrill (801) 753-8090

To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

EASTERN SUNBELT FULLTIME AM

\$1.2-mil cash or \$1.5-mil terms for a 50/10-kw boomer in top 75 ADI, over \$3-billion gross retail market. Dominant signal, old eqpt., over 100 ac. realty, low Arb. Available to buyer who can move quickly. Broker: 305-485-3747, 813-391-2824.

CLASS A FM—INDIANA

Single station market; two larger markets within 30 miles. Excellent growth record and more potential. \$425,000. Real estate not included, but available. WEBCO, 5812 Covington, Ft. Wayne, IN 46804.

Dan Hayslett
a associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

CLASS C 100,000 WATT FM

station close to Tulsa, Oklahoma. Includes 7 1/2 acres of land. Has potential to be a Tulsa station. Only \$795,000. Call Earl Butler, 316-421-0010.

901/767-7980
MILTON Q. FORD & ASSOCIATE
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

TIRED OWNER

wishes to sell 2 class C FM radio stations. Small down payment & 8% interest will buy from owner. Send qualifications in first letter to Box W-27.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany all orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, 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. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

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. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

Fates & Fortunes

Media

Appointments. Suburban Radio Group, Belmont, N.C.: **Robert Hilker**, president, to chairman and chief executive officer; **William Rollins**, executive VP, to president and chief operating officer; **Vivian Nichols**, traffic manager for group's WSVM(AM) Valdese, N.C., to



Hilker



Rollins

director of administration for group, and **Nancy Jones**, from group's WCG(AM) Belmont, to business manager for group.

Lee M. Mitchell, executive VP and general counsel, Field Enterprises, Chicago, named president and chief executive officer, succeeding **Richard Giesen**, resigned.

Richard Holcomb, general manager, Stereo Broadcasting Corp.'s KIQQ(FM) Lebanon, Ore., and KUKI(AM)-KIAH(FM) Ukiah, Calif., assumes additional duties as VP, operations, for Stereo Broadcasting. **Peggy Larey**, administrative assistant to president, Stereo Broadcasting, named VP, administration.

Appointments. Malrite Communications, Cleveland: **Gil Rosenwald**, executive VP, to additional duties as director of radio; **John Chaffee Jr.**, VP, programming, radio and television stations, to corporate senior VP, director of television, and **Gary Swartz**, general manager, KLB(AM)-KEEY-FM Minneapolis, and **Len Hart**, general manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., to VP's.

Peter Cavanaugh, VP and general manager, WWMN(AM)-WWCK(FM) Flint, Mich., named executive VP and chief operating officer for parent, Reams Broadcasting, Toledo, Ohio. **Ron Shannon**, general sales manager, WWMN-WWCK, succeeds Cavanaugh.

Ted Baze, VP and general manager, KGMC(TV) Oklahoma City, named president.

Warren Bodow, executive VP, WQZR-AM-FM New York, named president and general manager, succeeding Walter Neiman, who died March 30 ("Fates & Fortunes," April 4).

John Rogers, general sales manager, KOMA(AM) Oklahoma City, joins KOLO(AM) Reno as general manager.

Louis Buron Jr., VP, general manager, KDWB-AM-FM Minneapolis St. Paul assumes additional duties as regional VP for parent.

Doubleday Broadcasting.

Donald Pascarella, VP and general manager, Preview, St. Louis subscription television operation, joins Cox Cable, Omaha, as general manager.

Bartley Walsh, VP and general manager, NBC-owned WKYS(FM) Washington, assumes additional responsibilities as VP and general manager of co-owned WRC(AM) there.

Donald Johnson, acting general manager, noncommercial KRMA-TV Denver, named general manager.

Miles Knuteson, general sales manager, WGEE(AM) Green Bay, Wis., joins KIOA(AM)-KMGK(FM) Des Moines, Iowa, as VP and general manager. **William Roth**, general manager, WLLP(AM) Pritchard, Ala., joins KIOA-KMGK as station manager.

David Dodds, general manager, WGAL-TV Lancaster, Pa., named VP.

James Saunders, president and general manager, WAVY-TV Norfolk, Va., joins WOTV(TV) Grand Rapids, Mich., in same capacity. **Michael McGrew**, general sales manager, WAVY-TV, succeeds Saunders.

Harold Shively, from WLFJ-TV Lafayette, Ind., joins WWMA-TV Grand Rapids, Mich., as general manager. **Dick Stawicki**, from WFFI-TV Fort Wayne, Ind., joins WWMA-TV as director of operations.

Frederick Beilstein, VP, finance, Warner Amex Cable Communications, New York, named president and general manager, Warner Amex Qube, Columbus, Ohio, succeeding **John Schmuhi**, resigned.

Ernie Kovacs, local sales manager, KOGO(AM)-KPRI(FM) San Diego, named station manager.

David Nuell, news director, WRC-TV Washington, named station manager.

Al Schottelkotte, news director, WCPO-TV Cincinnati, and VP, news, for parent, Scripps-Howard Broadcasting, named station director.

Garry Zelamski, manager of financial control, Viacom Cablevision of Long Island, N.Y., named assistant general manager, succeeding Eric Klonen, named general manager ("Fates & Fortunes," April 25).

Paul Matlock, director of public relations, WBLN(TV) Bloomington, Ill., named director of operations.

Marilyn Miller, from Tennessee Eastman, Kingsport, Tenn., joins Matrix Enterprises, Nashville-based MSO, as personnel director.

John Rose, assistant general attorney, law department, NBC, New York, named managing general attorney

Marketing



Campbell

Norman Campbell, chairman and chief executive officer, Tracey-Locke/BBDO, Dallas, named executive VP of parent, BBDO International.

Neil Costa and Eugene Tashoff, VP and associate creative directors for Campbell-Ewald agency, New York, named senior VP's.

Joe Anderson, president, WarrenAnderson-Advertising, Davenport, Iowa, named vice chairman of board. **Dave Hansen**, executive VP, succeeds Anderson.

William Donnelly, VP, new electronic media, Young & Rubicam, New York, resigns, but will remain consultant to company.

Nira Lipner, account research manager, BBDO, New York, joins McCann-Erickson there as senior associate research director.



Sherlee Barish, Executive recruiter.

The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

Lon Pulse, media supervisor, Leo Burnett, Chicago, joins Foote, Cone & Belding/Honig, San Francisco, as associate media director.

Sandi Bachom-Udoff, executive producer, Backer & Spielvogel, New York, joins Cunningham & Walsh there as producer, television production department.

Doug McGinnis, national accounts manager, Turner Cable Sales, Atlanta, named director of operations. **Mark Cartwright**, accounting coordinator for Turner's Cable News Network, Atlanta, named national audit manager for Turner Cable Sales.

Rich Vitaliano, from Dancer Fitzgerald Sample, San Francisco, joins Foote, Cone & Belding/Honig there as VP.

Anne Zouck Schnee, account assistant, W.B. Doner, Baltimore, named group coordinator. **John Noone**, recent graduate, Syracuse (N.Y.) University, joins W.B. Doner as art director.

Sandi Amundson, broadcast producer, Henry J. Kaufman & Associates, Washington, joins Emery Advertising, Hunt Valley, Md., as assistant account executive and broadcast producer.

Linda Lareau, program coordinator, WTKR-TV Norfolk, Va., joins Smith & Sellers Advertising, Goodlettsville, Tenn., as public relations director.

Ned Howard, from WKHK(FM) New York, joins Hillier, Newmark, Wechsler & Howard there as assistant research director.

Chris Reid, assistant producer, Apollo Group, Chicago, joins D'Arcy-MacManus & Masius there as copywriter. **James Schnurbusch**, account executive, Vinyard & Lee Advertising, St. Louis, joins D-M&M there in same capacity.

John Rykala, controller, McGavren Guild Radio, New York, named VP.

Risa Korris, producer, broadcast production department, Grey Advertising, New York, joins Marschalk there in same capacity.

Diane Donow, account executive, MMT Sales, New York, named manager, sales team C, Chicago

Pete Kelly, financial manager of treasury services, Katz Communications, New York, named treasurer.

Mary Horgan, assistant to sales manager, blue team, Katz American Television, New York, named research manager, eagles, sales research team. **Larry Glazer**, sales manager, independent team, Seltel, Chicago, joins Katz Independent Television there as account executive.

Kathy Score, account executive, Hillier, Newmark, Wechsler & Howard, New York, named to new post of network sales manager.

Barry Neal Frey, member of sales staff, Eastman CableRep, New York, named manager, sales development.

Nancy Cooper, station manager, WPEG(FM) Concord, N.C., to general sales manager for parent Suburban Radio Group, Belmont,



Autry



Schreter



Birdwell

Back in the saddle. Gene Autry, chairman of Golden West Broadcasters, last week said he would take a more active role in management of the company as he announced a major reorganization of its corporate structure, following his acquisition of remaining interests in Golden West Broadcasters from The Signal Companies and the sale of KTLA(TV) Los Angeles (BROADCASTING, April 4). Separate corporations have been formed for each of GWB's eight radio stations and Market Buy Market, a media research firm. Autry becomes president of the companies, and will have four executive VP's reporting directly to him. They are: Michael M. Schreter, VP, secretary and treasurer, to executive VP and chief financial and administrative officer; Jerry Birdwell, VP and general manager, KAUT(TV) Oklahoma City, to executive VP, television; Bill Ward, president, KMPC(AM) Los Angeles, to executive VP, radio, and E.J. (Buzzie) Bavasi, continues as executive VP, baseball operations, California Angels Baseball Co. Robert W. Sponseller, controller, named VP.

N.C.

Pete Remmert, regional sales manager, KOAA-TV Colorado Springs, named general sales manager.

Martin Fenton, national sales manager, WPTF-TV Raleigh-Durham, N.C., named general sales manager.

Robert Stettner, general sales manager, WTVH(TV) Syracuse, N.Y., joins WSMV(TV) Nashville in same capacity.

Brenda Lane, national sales manager, KRDL(AM) Dallas, named general sales manager.

Don Walker, national sales manager, KOGO(AM)-KPRI(FM) San Diego, named general sales manager.

Michael McHugh, Western sales manager, NET TV/Vipro Syndication, Los Angeles, joins KSHO(TV) Honolulu as general sales manager.

Harold Sundberg, local sales manager, WILX-TV Onondaga, Mich., named general sales manager.

Josh Barry, account executive, WNOR(AM) Norfolk, Va., named to newly created post of manager of sales development.

Jon Hirshberg, from WEEI(AM) Boston, joins WBZ(AM) there as sales manager.

Meg DeLone Lipow, account executive, WEAZ(FM) Philadelphia, joins WSNI-AM-FM there as sales manager.

Connie Butterworth, marketing services manager, Daniels & Associates, Denver, named group marketing manager.

Danny Lyons, account executive, WDSU-TV New Orleans, named sales manager. **Jimmie Baise Phillips**, from WAVE-TV Louisville, Ky., succeeds Lyons.

Julie Campbell, account executive, KWAY(FM) Monterey, Calif., named Santa Cruz, Calif.,

area sales manager.

James Jump, general sales manager, WFFT-TV Fort Wayne, Ind., joins Blair Television, Chicago, as account executive.

Oscar Wesley, from WMCA(AM) New York joins National Black Network there as member of regional sales staff.

Kent Atherton, from Group W's WBZ(AM) Boston, joins Group W Radio Sales, New York, as account executive.

Marcy Kimball, from Eagle Advertising, Dallas, joins Selcom Radio there as account executive.

Ken Lamarche, from KFRE(AM) Fresno, Calif., joins Fresno Cable TV there as account executive.

Jon Grant, account executive, KQKY(FM) Kearney, Neb., joins KCOL-AM-FM Fort Collins Colo., in same capacity.

Programing

Jed Daly, manager of program planning and research, CBS/Fox Video, New York, named director of program acquisition. **Lisa Alte** from law firm of Proskauer, Rose, Goetz & Mendelsohn, New York, joins CBS/Fox Video as attorney.

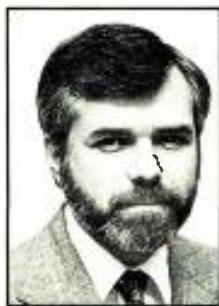
Peter Sealey, from parent, Coca-Cola, New York, joins Columbia Pictures Industries there as executive VP.

Lawrence Keller, VP, sales, 20th Century-Fox Television, Toronto, named VP, television sales, Europe, Africa and Middle East, base in London.

Martin Keltz, executive director, Scholasti Productions, New York, named president. **Jane Startz**, VP, director of television and film development, named executive VP.

Richard Grove, account executive, Telepictures, Chicago, joins Group W Production

News and Public Affairs



Van Messel

Jim Van Messel, assistant news director and executive news producer, WRC-TV Washington, named news director, succeeding David Nuell (see "Media," above).

Thomas Kirby, VP, news, Gannett Broadcasting's KBTW(TV) Denver, joins Gannett's newly acquired

WTCN-TV Minneapolis-St. Paul as VP, news.

Gary Wheelock, anchor-reporter, WVNY(TV) Burlington, Vt., named news director.

Bill Perry, news director, WBBH-TV Fort Myers, Fla., joins WATE-TV Knoxville, Tenn., in same capacity.

Rod Neaveill, managing news editor, WBLN(TV) Bloomington, Ill., named director of news and public affairs.

Keith Edwards, anchor, KRDO-TV Colorado Springs, named news director.

Karen Shapiro, news producer and editor, WLNE(TV) Providence, R.I., named executive producer of news.

Paul Gluck, senior producer, Satellite News Channels, Stamford, Conn., joins WCAU-TV Philadelphia as news producer.

Maury Povich, anchor and talk show host, KYW-TV Philadelphia, returns WTTG(TV) Washington as host of *Panorama*, local talk show, and as 10 p.m. news anchor. He will also assume developmental responsibilities for *Metromedia News*. Povich succeeds Ross Crystal (see "News and Public Affairs," below). Povich succeeds **Ross Crystal**, host of *Panorama*, and noon news anchor, who becomes senior correspondent for station.

Appointments, news department, WDM-TV Washington: **Mark Seeger**, ENG producer, to newly created position of news production manager; **Jerry Fedell**, 6 p.m. news producer, KMOX-TV St. Louis, to newly created position of executive producer, 11 p.m. news, and **Cindy DiBiasi**, from WKBW-TV Buffalo, N.Y., to reporter.

Robin Hughes, assignment editor, WHAS-TV Louisville, Ky., named assistant TV news director. In addition to supervising assignment desk, Hughes will assist news director Hal Stopfel in future planning of news operations.

Deborah Daniels, weekend anchor, KSAT-TV San Antonio, Tex., named weekday anchor.

Laura Littel, morning anchor-reporter, WSAV-TV Savannah, Ga., joins WQOW-TV Eau Claire, Wis., as 6 and 10 p.m. anchor.

Jerilyn Donovan, weekend anchor-reporter, WOI-TV Ames, Iowa, named principal anchor-reporter.

William Ross, reporter, KTVY(TV) Oklahoma City, joins KOMO-TV Seattle in same capacity.

Pat Collins, general assignment reporter,

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WLS-TV Chicago, joins WJLA-TV Washington as reporter.

Mary Conway, weekend anchor-reporter, WZZM-TV Grand Rapids, Mich., joins WXYZ-TV Detroit as reporter.

Byron Barnett, from KSTP-TV Minneapolis-St. Paul, joins WNEV-TV Boston as reporter.

Alec Sirken, reporter, WEEK-TV Peoria, Ill., joins KSDK(TV) St. Louis in same capacity.

Garrett Glaser, reporter, WVEC-TV Norfolk, Va., joins WPLG(TV) Miami in same capacity.

Brian Clark, public affairs producer-host, noncommercial WSWP-TV Grandview, W.Va., joins WCHS-TV Charleston, W.Va., as reporter.

George Reading, anchor, KTTV(TV) Los Angeles, joins noncommercial KCET(TV) there as host, *KCET Journal*.

Tom Voelk, from WCCO-TV Minneapolis-St. Paul, joins KIRO-TV Seattle as news photographer.

Paul Douglas, meteorologist and science reporter, Satellite News Channels, Stamford, Conn., joins WTCN-TV Minneapolis-St. Paul as chief meteorologist and science editor.

Chuck Wiese, from WCCO-TV Minneapolis-St. Paul, joins KING-TV Seattle as weekend weather anchor.

Technology

Steven Dorfman, manager, NASA systems division, space and communications group, Hughes Aircraft, Los Angeles, named president and chief executive officer, Hughes Communications subsidiary there, succeeding **Clay T. Whitehead**, resigned..

John E. Leonard, president, M/A-Com Land Mobile Communications, San Jose, Calif., joins TFT Inc., manufacturer of ancillary broadcast equipment, Santa Clara, Calif., as VP, RF products division.

Tedd Jacoby, from Comprehensive Video Supply Corp., Northvale, N.J., joins FOR-A Corp. of America, manufacturer of broadcast equipment, West Newton, Mass., as national sales manager.

Lawrence Sackett, VP, telecommunications, *USA Today*, Washington, named to additional post of, VP, telecommunication, for parent Gannett Co.

James West, VP, major appliance business group, General Electric, Louisville, Ky., joins Dataspeed, Burlingame, Calif., as president and chief executive officer. Dataspeed provides data transmission service over FM subcarriers.

Anthony Manna, manager, NASA market development, RCA, Princeton, N.J., named director, marketing and advanced planning, RCA Astro-Electronics, manufacturer of satellite systems, there. **Herbert Jacobson**, director, licensing, Pacific, RCA, Princeton, named staff VP, licensing, Pacific and western hemisphere.

Carl Washenko, director of employee relations, Fairchild Republic Co., Hagerstown,

Gannett shuffle. In management restructuring at Gannett Co., Rochester, N.Y., five-member office of the chief executive has been replaced by a seven-member general management committee, headed by Allen H. Neuharth, chairman and president of Gannett. Those upped to committee posts were: **John Heselden**, senior VP and president of newspaper division, to deputy chairman; **Douglas McCorkindale**, senior VP, chief financial officer and president, diversified media division, to executive VP; **John Quinn**, chief news executive and president, Gannett News Service, to executive VP, chief news executive and editor, *USA Today*; **John Curley**, editor, *USA Today*, to senior VP and president, newspaper division, and **Louis Weil III**, VP, corporate development, to senior VP, planning and development. Seventh member will be **Madelyn Jennings**, senior VP, personnel and administration.

Md., joins TeleSystems, Fairfax, Va.-based communications equipment manufacturer, as VP, human resources and administration.

Eugene Hill, from Tech Resources, Reno-based consulting firm, joins KSDK(TV) St. Louis as chief engineer.

Promotion and PR

Ann Morfogen, director of station services, CBS-owned WCBS-TV New York, named to newly created position of director of communications, CBS News, New York.

Jan Gildersleeve, director of advertising and marketing, The Games Network, video game programming service for cable, Los Angeles, named VP, creative services.

Barry Katz, assistant manager, production and scheduling operations, on-air promotion, ABC Entertainment, New York, named manager.

William Crawford, from WGTX(AM)-WQUH(FM) Defuniak Springs, Fla., joins WLEX-TV Lexington, Ky., as director, station promotion.

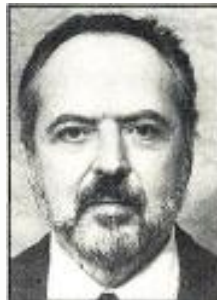
Eddie Applefield, entertainment editor, WFBR(AM)-WBKZ(FM) Baltimore, joins WQSR(FM) Catonsville, Md., as promotions director.

Allied Fields

Willie Davis, president, KACE(FM) Inglewood, Calif., named to National Association of Broadcasters' radio board, representing district 24. He fills unexpired term of **Cliff Gill**, KWVE(FM) San Clemente, Calif., who resigned seat. Term expires in June, 1984.



Davis



De Fontaine

Ed De Fontaine, chief of assignments for news and English broadcasts, Voice of America, Washington, and former managing editor, Associated Press Radio Network, named deputy program director, news and English broadcasts, for VOA.

Doug Ramsey, news director, KGO-TV San

Francisco, joins Foundation for American Communications, Los Angeles, as VP & director of foundation's national and international journalism educational programs.

Jeffrey Rohlf, from Bell Laboratories, Murray Hill, N.J., joins communications firm of Shooshan & Jackson, Washington, associate.

Douglas Long, account manager, market research group, A.C. Nielsen, New York, named VP.

Nancy Langner, senior research analyst, National Owned Television Stations, New York, joins MPI, New York, as system support representative for Repline, sales and accounting system used by radio and television representative firms.

Louisa Nielsen, associate director of program development, National Captioning Institute, Washington, named director of cable television program services.

Jayne Keyes, associate director, New York State Department of Commerce's Office of Motion Picture and Television Development, New York, named director of office.

Samuel Holt, senior VP, programming, National Public Radio, given Edward R. Murrow award for "outstanding contributions to public radio" at ceremonies in Minneapolis.

Deaths

Jackson B. Maurer, 71, owner and operator, WKAL-AM-FM Rome, N.Y., from 1962 to his retirement in 1980, and before that, president, general manager and co-owner, WHKK(AM) (now WHLO(AM)) Akron, Ohio, general sales manager for WHK(AM) Cleveland, died of heart attack April 8 at his home in Fort Pierce, Fla. He is survived by his wife, Ruth, daughter and son, Woodward Maurer, general manager of WKAL-AM-FM.

Harriette Weinberg, 73, receptionist and advertising assistant in BROADCASTING magazine's New York office for 26 years until retirement in 1980, died of stroke April 15, Greenwich, Conn., hospital. She is survived by son and daughter.

Herman Lay, 62, sales representative, Vi-Nine/Media 9 Inc., subsidiary of noncommercial KETC(TV) St. Louis, died of cancer April 17 at St. Mary's Health Center, St. Louis. He is survived by his wife, Meredith.

Leon Burnett, 58, editor and reporter, Uni-Press International, Washington, died of cancer April 26 at Northern Virginia Doctors hospital. He is survived by his wife, Elsie, and two daughters.

Charlotte Tharp: Kentucky thoroughbred wearing AWRT's colors

Charlotte Tharp has had a sense of history and a sense of mission ever since she left her parents' modest farm in Mercer county, Kentucky, to go to Louisville.

In May 1982, the mission she undertook as the presidency of the American Women in Radio and Television. This week that tenure winds down at Toronto's Royal York hotel at that organization's national convention. How does she feel about her year at the top?

Tharp admits there have been frustrations: "I think the biggest one for the president of an organization such as ours is inability to get enough things done in just one year. At the same time, I'm not sure a president with a full-time regular job could stay for more than a year."

She worries about some erosion of the gains women have made in the marketplace; she frets over problems she sees in AWRT chapters that she can help only on a limited basis from afar, and she chafes about the pace of many AWRT projects. She says: "I'm not a patient person. I just wish I could have a wand and have it all resolved."

This is not to imply that AWRT has not made progress, Tharp cautions. She feels that overall the association is on course. She was indirectly reminded of this when Virginia Pate Wetter, AWRT president in 1970-71, sent her an information sheet of AWRT's goals at that time.

"Since much of it was similar to what is evolving from our present long-range planning, some people might find it unsettling that we haven't fully achieved all those goals," Tharp said. "But, to me, it showed that our members still want and that AWRT has been on the right track."

"Obviously, we're moving in new directions and the type of professional development we're fostering is somewhat different from that of 1970. But our members still want that professional development; they want AWRT to be an organization of influence and importance as well as one to which people want to belong. It means that, regardless of what has changed, their desires are much the same."

The preservation of equal opportunity remains a Tharp concern. She recounts her own history: "When I became community relations director at WHAS Inc. in Louisville, Ky., I was the first woman department head. I can say I am a child of the EEO, because at that time there were the beginnings of rumblings from the FCC about the need to get women involved in more areas. I don't think I would have been promoted to the job a year or two before."

Now, AWRT's president fears complacence



Charlotte Sallee Tharp—community relations director, WHAS Inc. (WHAS-AM-TV and WAMZ(FM) Louisville Ky.), and president of the American Women in Radio & Television; b. April 6, 1943, Harrodsburg, Ky.; University of Louisville, 1967; cashier and bookkeeper, secretary to treasurer and comptroller, Centre College of Kentucky, 1961-64; secretary to director of University of Louisville's Audio-Visual/Television Center, 1965-66; editorial assistant to dean of University College, University of Louisville, 1966-67; secretary/assistant to public relations director, WHAS Inc., 1967-71; present position since 1971; m. Leonard E. Tharp, June 29, 1968.

cy has set in and "many people feel: 'Okay, everybody's made it, everybody's got their share.'" She emphasizes: "It's not a backing off from a position, but a lack of active emphasis." Tharp says one indicator is the number of calls AWRT receives daily from members who face the loss of jobs after years of service. "If we're not making advances," she counsels, "at least don't take steps backwards."

Tharp adds a peppery shot for skeptics who stand off from the feminist movement and contend that the fact they are in a job is proof of their ability to get such a position: "Maybe they weren't around to know that a few years ago it wouldn't have mattered if they could do the job. And they forget there were a lot of women who worked awfully hard to get us where we are now."

In turn, Tharp is warm in praise for both the men and women in her life who helped her career. It started on the farm, where she was an only child of parents who were "very poor in everything except love." She recalls that in her childhood, "my father kept reminding me that I was no better than anybody, no worse than anybody and that I could do anything I wanted to do."

Then there was Bill Loader, a veteran of the WHAS Inc. organization who interviewed and hired Tharp away from the University of Louisville audio-visual-TV center. Tharp recalls she was "very traditional." She wanted to be the "best secretary there was to be." But Loader believed that the only way a person could do that or any other job was to know everything there was to know about broadcasting.

"He is the person that made me a broadcaster from being a secretary," Tharp adds. "He tried to teach me everything he knew. And he was my best publicity agent, constantly telling everyone about good jobs that I did. He changed me so that I felt like a real broadcaster and a public relations professional."

Overtone of her early broadcast training are in the advice Tharp offers AWRT members and those coming into the field: "There is a great deal beyond the job you have. Know beyond yourself and understand how you relate to all other things."

That includes training in basics, AWRT's president says. "We must keep the quality of the people as high as the quality of the equipment."

This week's convention, she says, will focus on people's skills and what people are going to have to know in an era of new technology. "I'm afraid technological advances are outstripping our training and our expectations of employees and, if we don't know how to make use of all that technology, it will be a promise unfulfilled," Tharp says. "All the ENG equipment, miniaturized cameras and wonderful pictures are nothing, if, for example, the reporter doesn't ask the right questions, do the right research, and pronounce names correctly on air."

Life after Toronto will be only slightly less rigorous for Tharp. She looks forward to serving on the AWRT board under incoming President Jeri Warrick-Crisman of WNJR-AM Union, N.J., again becoming closely involved with her local AWRT chapter, and resuming a heavy schedule of community activities and other responsibilities at WHAS Inc.

Too, there may be more time for reading and another favorite relaxation, watching TV. Of the latter, she says without hesitation: "That includes occasionally watching some absolutely unintellectual program that doesn't make me have to think. I can sit there and stare. People in this country work hard and have many frustrations, so I can defend programming that doesn't have a particular point, but does take a person away from whatever is happening."

Then there is the dividend of seeing more of her husband, Sonny, a Louisville newspaperman and onetime professional singer.

"Our times together are excellent," she says wistfully, "but we do seem to be meeting at airports a great deal." ✻

Lever Bros., New York, once a big spender in radio, is returning to that medium this week with its **first major radio campaign in more than 25 years**. Lever is spending estimated \$1 million for three-month campaign to support **Impulse, perfumed body spray**. Radio spots will begin tomorrow (May 3), on ABC, NBC and RKO networks, using music shows and specials to reach teen-agers and active young women. Agency is J. Walter Thompson New York. Lever spokesman said it's company's first significant campaign since the late 1950's for Pepsodent ("I wonder where the yellow went..."). In radio's heyday, Lever sponsored such series as *Lux Radio Theater*, *The Bob Hope Show*, *Big Town*, *My Friend Irma*, and *Aunt Jenny's Real Life Story*.

FCC authorized launch of 19 satellites last week, but its job is far from over. It has **applications for 18 additional satellites pending**, including two submitted last week by National Exchange Inc. and Hughes Galaxy, subsidiary of Hughes Communications. NEI, headed by Clay T. Whitehead, who resigned as president of Hughes two weeks ago, has proposed novel four-satellite Ku-band system that could be used for two-way local (intracity) communications. NEI has asked to launch two 24-transponder satellites in each of two orbital lots in vicinity of 105 degrees and 80 degrees west longitude. SpotNet system would serve U.S. with up to 96 spot beams, each covering area 250-400 miles wide, "permitting frequency re-use in a cellular-like pattern"—and use of "very small, low-cost earth stations." NEI pegged cost of SpotNet, which would be launched in 1986, at \$404 million. Hughes's application is notable as it marks company's entry into Ku-band satellite business. It has proposed launching three satellites each, with 16, 45-watt wideband (54 mhz) transponders, in 1987 and 1988. Hughes asked for slots at 74 degrees, 76 degrees and 1,212 degrees west longitude. Hughes estimated cost of system at \$297 million.

Storer Communications said it lost \$11,012,000, or 67 cents per share, in **first quarter of 1983**, as compared to profit of \$492,000, or 3 cents per share, for same period in 1982. Total combined **first quarter broadcasting and cable revenues increased 26%** to \$101,476,000, while profits from broadcasting shrunk 4.6% to \$7,530,000 on 4.8% higher revenues of \$34,182,000. Profit on cable was \$1,125,000 on revenues of \$67,294,000 compared to \$930,000 on revenues of \$47,904,000 in 1982. Storer said decline in profits in broadcasting due to "continuing adverse economic conditions" in Midwest markets, where Storer owns four of its seven TV's. Also, Storer said first quarter 1982 profits benefited from nonrecurring gain generated by sale of WLAQ-FM Chicago, which kicked in 20 cents per share.



Split screens and graphics were among bonuses received by those of approximate 200 subscribers (including law firms, government agencies and White House), who attended **FCC's April 28 children's television hearing** via George Mason University's inaugural **ITFS** (instr-

service) **television coverage** of open meeting. The northern Virginia university has added coverage of all open FCC meetings (the next is May 12) to its two other services—C-SPAN and Satellite News Channels—and has two channels reserved in event Senate approves television coverage of its proceedings. For those in Washington or Maryland and Virginia suburbs interested in ITFS service, there is one-time installation charge averaging \$1,000, and yearly fee of \$695.

Leo Burnett Co., Chicago, has **resigned estimated \$23 million in billings of Kimberly-Clark Corp.** after K-C had notified Burnett it was reassigning other billings amounting to \$20 million to Ogilvy & Mather.

Cabletelevision, New York MSO, announced **closing** of acquisition of eight cable television systems from New York-based Westinghouse Broadcasting and Cable by limited partnership, Cabletelevision Company-V. Partnership earmarked \$58 million purchase price, future upgrading of systems and franchises yet to be built. Newly acquired systems are located in New Jersey, West Virginia and have 55,000 subscribers.

FCC's financial interest and syndication rules have "overwhelmingly succeeded" in goals of generating diversity and increasing competition, **Viacom International Chairman Ralph Baruch** told stockholders last Thursday in New York. He also criticized S. so-called cable deregulation bill, for not going far enough in curbing demands cities place on systems, and he said Viacom would welcome loosening of FCC's multiple ownership restrictions though it may bring some very strong competition into this acquisition marketplace.

FCC has decided to permit **cellular applicants** who agree to meet applications to amend those to point out benefits of merged sources, qualifications and technical expertise; move that to gain them comparative credit for improved qualifications. It also said, however, that settling applicants would not be permitted to amend their engineering and service proposals or market studies.

Westinghouse Broadcasting and Cable and Satellite News Channels have **countersued** Cable News Network, alleging that since June 1981, CNN "has pursued a campaign of threats and coercion against Westinghouse and SNC in an effort to prevent and impede competition from SNC." Complaint also claimed that CNN owned Ted Turner met twice with Group W Chairman Daniel Ritchie late 1981 to discuss joint venture of SNC and CNN. According to complaint, Turner presented cooperation as alternative to "marketplace war" that would be **Group W's "Vietnam."** Contacts, complaint said, were made to discourage and hinder competition from SNC.

Representatives of motion picture and music recording industries last week urged members of **Senate Copyright Subcommittee** to adopt two bills, (S. 32 and S. 33) that would give copyright holders some control over **first rights of audio and videotapes**. **Bill permits copyright owners to share in rental fees** if retailers rent tapes. J. Valenti, president, Motion Picture Association of America, was one of four witnesses testifying on behalf of motion picture producers before subcommittee, which held its first hearing on issue of "first-sale doctrine." Senator Charles McC. Mathias (R-Md.) chairman of subcommittee and author of legislation, noted that bills were enacted, price consumers pay for tapes would likely go down because producers would no longer need to apply surcharges on tapes to recoup costs lost when retailers rent tapes. First-sale doctrine protects tape manufacturers and software dealers from being charged additional royalty fees after original sale of material. Representatives from tape manufacturers, electronics industry, video software dealers, and consumer groups, registered protest against bills. They charged that costs of tapes would increase. One video software dealer, Ron Berger, president, National Video Portland, Ore., however, sided with motion picture producers. David Ladd, register of copyrights, also testified and urged subcommittee to support bills.

First installment of Operation Prime Time's Blood Feud, two-part version of Bobby Kennedy/Jimmy Hoffa story, **swamped its opposition** in first overnight-ratings markets in which it appeared last week, **setting new records for OPT** programs, OPT reported Friday. Part I of OPT/20th Century-Fox production on WPIX(TV) New York 8-10 p.m. Monday, scored 23.3 rating/34 share in Arbitron, 23.2 in Nielsen, in each service exceeding combined ratings of A and CBS affiliates and surpassing NBC's by 52%-62%. Repeat WPIX two nights later boosted first installment's gross ratings to

Arbitron, 31.4 in Nielsen. In Detroit, two-hour opener on UHF ID-TV Thursday night scored 21/30 in Nielsen (only overnight measurement there), beating its highest-rated competition—*ch Cassidy and the Sundance Kid* on VHF WDIV(TV)—by 4.2 ng points and 5 share points, according to OPT, and, as in New k, exceeded previous OPT ratings record, held by last year's *A man Called Goida*.

□

ents leading up to Civil War will be recreated by **ABC-TV** when it rgs **12-hour mini-series, *North and South***, to television at unsped- ad date. Based on novel of same name by John Jakes, "novel- TV" is being produced by David L. Wolper in association with rner Bros. Television. Wolper also produced *Thorn Birds*, *Roots*, l *Roots: The Next Generation* for ABC. Screenwriter has not yet n named. *North and South* is **fourth mini-series to be announced ABC for upcoming season**. Others include: *The Last Days of npeii*, *The Kennedys of Massachusetts* and *Mystic Warrior*. □ Entertainment spokesman pointed out announcement was script development only, and no picture commitment has been de. Spokesman said it could be three years before mini-series ches screen. Case in point: *Winds of War*, which aired in early 3, was first announced in 1977.

□

in Satellite Corp. last week defended its application for FCC ority to establish a **trans-Atlantic satellite communications sys-** as with Intelsat agreement and the Communications Satellite of 1962 which created Communications Satellite Corp. and ndating U.S. efforts to establish international satellite system. n, in **opposing petition to deny, Comsat filed** with commission ADCASTING, April 18), said Orion's proposal falls within Intelsat eement's definition of "specialized telecommunications ser- s." As result, Orion said it need not demonstrate it would not se economic harm to International Telecommunications Satel-

lite Organization. Orion stressed it will enable companies seeking to establish links between U.S. and Europe to purchase transpon- ders, while Intelsat offers common carrier service. Intelsat itself has expressed opposition to Orion proposal in letter to State De- partment. And last week, Santiago Astrain, director general of world organization, during guest lecture at Georgetown University School of Foreign Service said: purpose of provisions Orion says do not apply is to prevent "somebody from trying to skim the cream" of international telecommunications business.

□



New late night, half-hour inter- view program debuted on **ABC** last week entitled **One on One**, which follows ex- panded one-hour version of *Nightline* at 12.30 a.m. Program features one guest each night who is inter- viewed by one of several ABC correspondents. Greg Jackson, host of recently scuttled *Last Word*, will con-

duct interviews for program on regular basis, "perhaps two or three times per week," said ABC spokesman. No executive producer has been named as yet.

□

Polygram Television, Los Angeles-based TV program syndication company formed two years ago by consortium of European investors, is **going out of business**. Company President Norman Horowitz said Polygram, which offered three new shows, including *Carole Shaw Show*, at annual NATPE International conference in Las Vegas, is attempting to sell its properties to other syndicators. Horowitz himself is said to have two years left in his contract with company.

FCC reauthorization bill passed

The House Telecommunications Subcommittee last Thursday passed H.R. 2755, reauthorizing the FCC for fiscal 1984 and 1985 and setting an appropriations ceiling of \$91.2 million for those two years—up \$5-million over the administration's recommended \$86.1 million. Chairman Tim Wirth (D-Colo.) explained the hikes as enabling the FCC to hire more staff (up to 77 new positions) to deal with backlogged applications for new services. Also anticipated in the funding: an investigation or rulemaking into the increases that may occur in consumers' telephone bills due to the breakup of AT&T.

Subcommittee members also agreed to include strong language in the bill's report directing the FCC to strengthen its commitment to expanding minority participation in the telecommunications industry.

A provision to increase funding levels for the Corporation for Public Broadcasting—set by Congress at \$130 million for FY's '84, '85 and '86—to \$145 million rising to \$162 million by 1986 was included in the bill. Wirth said the adjustment is intended to keep "public broadcasting whole," and will compensate for inflation and cost increases over the next three years.

Wirth and Representative Mickey Leland discussed the FCC's commitment to minorities, the latter noting there are now only 15 minority professionals on the agency's staff, as against more than 30 two years ago. Leland also expressed concern over the small percentage of minorities owning communications properties.

Wirth—agreeing that the FCC was "backsliding" in its commitment to minorities—said the increased authorization would enable the FCC to fill up to 90 positions now vacant due to attrition. He expressed a hope that a large percentage would be filled by minorities.

Instead of offering specific amendments, Leland requested that the committee report on the bill include strong language instructing the FCC to strengthen its own minority hiring practices, in-

crease EEO enforcement and work toward increasing minority ownership in telecommunications. The chairman agreed to include the language and suggested that subcommittee members write the commission supporting the report language. Congresswoman Cardiss Collins (D-Ill.), noting that language in the report does not have enforcement power, nevertheless supported the language and did not offer specific amendments. Freshman subcommittee member Representative Jim Bates (D-Calif.) refused to support the bill unless a specific provision were added to insure more minority participation.

The authorization includes: \$893,661 to add 32 new positions in the agency's Mass Media Bureau to handle FM applications; \$705,214 for 30 new staffers and \$376,380 for 15 new staffers to process FM and VHF drop-ins, respectively; \$747,606 to handle cellular radio applications and an additional seven administrative law judges; \$197,142 to create five new positions in the agency's international area, and \$150,569 for five professionals to work on the access charge proceeding.

The House bill shows a \$2.3-million increase over the \$88.9-million ceiling set by the Senate Commerce Committee last month for FY '84 and '85. Subcommittee staff members say the measure could go before the full House Energy and Commerce Committee this week. The Senate authorization bill is pending on the Senate floor until the House acts. Commerce Committee staffers say that the CPB authorization adjustment is likely to be accepted during the conference on the bill between the two chambers.

One of two technical amendments in the measure deals with citizen band radio and allows the FCC to "treat all CB operators for forfeiture purposes identically," whether they are licensed or not. The other relieves the commission from holding hearings on protests lodged against an application for a license or construction permit modification to raise the height of its station antenna, "unless a substantial question of fact is raised."

Editorials

Major recruitment

Broadcasters acquired an important ally last week in their efforts to attain repeal of Section 315, the political broadcasting law. The board of the American Newspaper Publishers Association, at last taking a firm stand on the broadcasters' side, voted "to support initiatives aimed at preventing or repealing statutes, regulations or policies at all levels of government which permit government content regulation."

That is much stronger language than was contained in a resolution adopted at a previous meeting of the ANPA board last winter when something was muttered about the "public interest" being "best served where freedom from content regulation is maximized."

Granted, it's a long journey from an ANPA resolution, however resolute, to the adoption of an act of Congress, but at least a start on the journey has been made. Now that the ANPA has officially entered the field, a coordinated campaign must be mounted. Surely the National Association of Broadcasters will lose no time in offering to act as the coordinating agency. It was at the NAB convention three weeks ago that Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, volunteered to lead the campaign—if broadcasting and other media guaranteed their energetic support.

As was noted on this page a week ago, the repeal of Section 315 is seen by some as unattainable. But Packwood is of another mind. It can be attained in three to five years, he told the broadcasters, if everybody who favors repeal really works.

It was also noted on this page that only under intense public pressure will Congress be persuaded to repeal a law that gives incumbents a distinct advantage over political challengers. What is needed is a campaign to educate the public to the loss of political and other information it suffers under the repressions of the equal-time provision and fairness doctrine that Section 315 contains. That campaign would be facilitated if jointly undertaken by all media.

The ANPA resolution promises the participation of publishers. A resolution passed a year or so ago by the American Society of Newspaper Editors put proprietors of editorial pages in the camp for First Amendment rights for all. The NAB has been crying for repeal of 315 for years. Cable operators have had other legislative priorities, but Section 315 applies to them as it does to broadcasters and should offend them as much. When is everybody going to get together to fashion a sustained and meaningful campaign?

Nothing sacred

There is no way to know what effect, if any, it will have on General Westmoreland's \$120-million libel suit against CBS, but the so-called Benjamin report that CBS News released last week is impressive—and disturbing—in other ways.

The report details CBS News's in-house investigation of the documentary that General Westmoreland says libeled him. Whatever his lawyers may or may not be able to make out of it, they can hardly say the investigation was half-hearted or the report a whitewash.

That's where it becomes worrisome—that it has reached the light of day. CBS News, supported by several other leading news organizations, opposed its release, partly on grounds that much of the material was obtained in confidence and that release would set a precedent inhibiting such internal post-broadcast or post-publi-

cation examinations in the future. The judge disagreed, holding that CBS had publicly cited the report in its defense of the broadcast and therefore could not keep it secret when challenged by Westmoreland. The judge's decision was final, and for better or worse the precedent has been set.

In its consequences, at least, the decision is in line with—if not an advancement of—a judicial trend opening the inner workings of the newsroom more and more to public scrutiny in litigation. We have in mind particularly the decision, also involving CBS News, that a libel litigant has a right to inquire even into the "state of mind" of those who prepare an allegedly defamatory report. Inasmuch as such litigants must prove malice or gross unconcern for the truth, the logic is hard to argue with, but like the judge's ruling on the Benjamin report, it does nothing to encourage hard-hitting journalism of the sort the Founding Fathers were familiar with when they wrote the First Amendment.

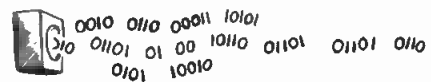
CBS stands by its broadcast and says it has nothing to fear from release of the report as far as the trial is concerned. But CBS is bigger, which is to say more fortunate, than most news organizations. It has the wherewithal to fight back. The challenge for smaller organizations—and for large ones, too—is to continue to do the best job they can in a judicial climate that makes it harder to do so. That's a tall order, but American viewers and readers will be the losers if it isn't filled.

Warts and all

Recriminations and second thoughts have followed the National Association of Broadcasters' trumpeted display of a McHugh & Hoffman audience survey at the NAB convention last month. It is apparent that nobody in authority at the NAB paid much if any attention to the results before they were presented to the world. Nobody at the association takes responsibility now for the bad news in the presentation.

Maybe it wasn't such a bad idea for the NAB to commission a survey of public attitudes toward television. The purpose, as stated in the presentation, was to find out what "our audience thinks of us," a question "that's crucial to our future success," and it's hard to quarrel with that aim. The flaw was in the execution, in releasing some of the conclusions of the survey firm before the details of the study were available.

It is the NAB's responsibility now to encourage the rapid completion of the McHugh & Hoffman report and present it for inspection. It can't be judged for its merits or results until it is seen in all details.



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