

Broadcasting May 9



**IN THE TWIN CITIES
MOST WOMEN 18-49
WANT GOOD COMPANY
IN THE AFTERNOON**

Steve Lohman and Sherry Anderson. Courtesy of KSTP-TV's Good Company, an Inboard and Vide



KSTP-TV
Minneapolis / St. Paul

KSTP Television's Good Company has more 18 to 49 year-old women viewers weekdays at 5 than all the other stations combined.*



*Nielsen, February 1985 TPA. Subject to limitations of survey. For more information, call KSTP-TV Sales at (612) 846-5555 or your nearest Petry office.

36112LIBRARY
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
DLK DEC/85

52d Year 1983
BROADCASTING'S Top 100
Outlet: \$332 million
ABC + affiliates

A DYNAMIC, AGGRESSIVE, RESPECTED, INNOVATIVE TELEVISION STATION IN SHORT, "THE BEST."

Broadcast Management Engineering

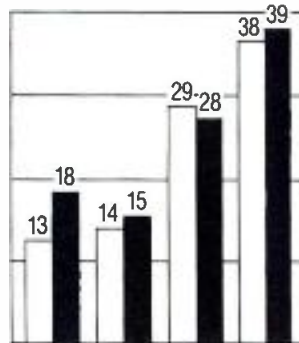
We're watching Tampa Bay discover WTSP-TV, one of the fastest growing stations in the country's top 25 markets. Gulf Broadcast Group took over Channel 10 when all the experts said "there's no way to turn the station around." WTSP proved the experts wrong. Starting near the bottom of the pack, WTSP-TV's ADI market share has grown 77% and its Metro share is up 56%, while the other stations have suffered dramatic losses. That's a tough act to follow.

DYNAMIC. An operating philosophy meeting the needs of Tampa Bay.

AGGRESSIVE. Cited by *Millimeter*^a magazine as a "rapidly growing station" promoting a new brand of marketing savvy.

RESPECTED. WTSP-TV is the area's most-honored station. And for good reason. Action News serves as the standard for news leadership in Tampa Bay. This year, a host of Emmys, the Roy W. Howard public service award, and the prestigious Peabody Award were added to their credit.

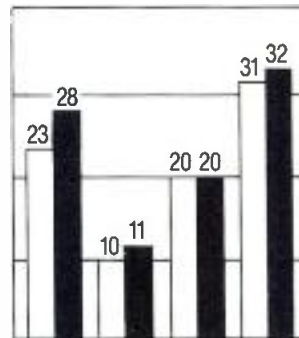
SHARE OF MARKET
JULY 1977^b



WTOG WXFL WTVT

INNOVATIVE. Topping a mammoth tower, the area's only circular polarized antenna transmits a signal unequaled in clarity and strength. This culminates WTSP's complete technical renovation in engineering, production, and news gathering equipment. In short, "the best." WTSP-TV advanced the high standards of excellence and leadership upheld by all Gulf Broadcast Group stations. Channel 10's achievements document the most remarkable turnaround in television broadcasting.

SHARE OF MARKET
FEBRUARY 1983^c



WTOG WXFL WTVT

□ ADI ■ METRO

Congratulations



WTSP TV
ST. PETERSBURG - TAMPA
Represented nationally by HRP

Gulf Broadcast Group



Taking the lead in broadcast communications.

WTSP-TV St. Petersburg/Tampa, FL KTSP-TV Phoenix, AZ WGHP-TV High Point, NC KRLL-FM Houston, TX KTXQ-FM Dallas, TX WKLS-FM/AM Atlanta, GA WNDE-AM/WFBQ-FM, Indianapolis, IN WQAL-FM Cleveland, OH WLTT-FM Washington, DC

a. *Millimeter Magazine*, February, 1983. b. Arbitron Ratings - Television, Tampa/St. Petersburg market, July, 1977. Sign on to sign off. c. *Ibid.*, February, 1983.

FIRST RUN SUMMER PROGRAMMING



12 DRAMATIC AND TIMELY HALF-HOUR PUBLIC AFFAIRS SPECIALS
ABOUT TODAY'S MAJOR NATIONAL ISSUES AND THE AMERICAN SPIRIT

8 WEEKS—3RD QUARTER—1983

4 WEEKS—1ST QUARTER—1984



PRODUCED ON-LOCATION WHERE NEWS HEADLINES ARE NOW BEING MADE

- The AMERICA WORKS! production team is now on-location from coast-to-coast covering such vital current issues as environmental safety, equal pay for equal work, and retraining for new jobs.
- Through the eyes of *real working people* who are affected in these times of economic crisis—we see how they fight back as individuals to bring *constructive solutions* to their problems of health care, housing, education and unemployment.



FAIR AND BALANCED VIEWS

- Following the dramatic on-location coverage of the local and human angles to each story, AMERICA WORKS! then presents an in-studio discussion with guest experts from both sides of the issues.
- And, Henry Geller, former FCC General Counsel brings his experience on fairness issues to our series. AMERICA WORKS! is a balanced presentation of opposing views—in accord with broadcast standards.



BACKED BY ONE OF THE LARGEST NATIONAL AND LOCAL ADVERTISING/PROMOTION CAMPAIGNS FOR A PUBLIC AFFAIRS SERIES



STATION RECEIVES 3 MINUTES PLUS OUR NETWORK COMPENSATION



A Production of
THE LABOR INSTITUTE OF PUBLIC AFFAIRS
Executive Producer: Larry Kirkman

NOTE: AMERICA WORKS! can be identified as Public Affairs programming for FCC logging purposes.



Host: Tom Sweeney

DISTRIBUTED BY:
FOX/LORBER ASSOCIATES, INC.

79 Madison Avenue, New York, N.Y. 10016
(212) 686-6777

David Fox • Wanda Texon

IN ASSOCIATION WITH



**ALL AMERICAN
TELEVISION**

250 Fifth Avenue, New York, N.Y. 10001
(212) 696-1717

George Back • Bill Finkelday

Broadcasting May 9

Back door movement on broadcast deregulation Rockefeller Center Inc. buys Outlet for \$332 million ABC's fall schedule □ BROADCASTING's Top 100

DEREG TACTICS □ Several members of House Telecommunications Subcommittee are taking on their chairman by formulating a broadcast deregulation bill without Wirth's approval. **PAGE 27.**

OIL MONEY □ Outlet Broadcasting is bought by Rockefeller Center Inc. for \$332 million. **PAGE 28.**

SPRING COME FALL □ ABC announces its fall program lineup; most initial advertiser reaction is favorable. **PAGE 29.** Except for a few glitches, ABC affiliates' mood is decidedly upbeat as they head to Los Angeles for first of industry meetings. **PAGE 30.**

CANADIAN CONFAB □ AWRT convention in Toronto covers wide range of issues, from employment at home to communications abroad. **PAGE 31.**

BRITCAB □ British government releases its version of a request for proposal for cable television. It calls for 25 channels, interactive capability, ceilings on American programming and with hands-off approach by government. **PAGE 33.**

TOP 100 □ BROADCASTING's annual rundown of the Top 100 companies of the Fifth Estate, ranked by revenues, and by BROADCASTING's Electronic Communications Index. **PAGES 37-43.**

LIBEL REVERSAL □ Judge throws out award to Mobil executive who had sued *Washington Post* and won multimillion dollar settlement. **PAGE 44.**

AIM OFF THE MARK □ Accuracy In Media's attempt, at RCA stockholder's meeting, to create ombudsman position at NBC fails. **PAGE 46.**

ON THE UPSWING □ RCA Chairman Bradshaw

reports upbeat company picture with improved earnings seen for 1983. **PAGE 52.**

NUMBERS GAME □ Nielsen and HBO attempt to explain nearly seven-million-subscriber disparity in their counts for the leading pay cable service. **PAGE 52.**

HIGH FILING □ Four cable systems in Oklahoma file with Supreme Court in liquor ad case, contending state's position violates freedoms of commercial speech and free flow of information and ideas. **PAGE 65.**

COMMENT STAGE □ Children's programming inquiry draws disputes before FCC over how much programming is enough. **PAGE 68.**

REBELS WITH A CAUSE □ Dissatisfied band of National League of Cities members are beginning fight to delay action on cable deregulation bill, S. 66. AT&T and some senators may join cause. **PAGE 68.**

LE SUBSIDY □ French government, in an effort to get teletext off the ground, will help subsidize decoder placement in homes and businesses. **PAGE 74.**

BULLISH ON HOME BANKING □ CSP study sees big market for home financial services in coming decade. **PAGE 74.**

H-H's FORWARD THINKER □ Gary Edens has risen from account executive to president and chief executive officer of Harte-Hanks Radio, and in the process, has impressed those around him with his creativity and leadership. **PAGE 95.**

INDEX TO DEPARTMENTS

Business	52	Editorials	98	In Sync	61	Programming	62
Business Briefly	12	Fates & Fortunes	91	Journalism	44	Riding Gain	48
Cablecastings	8	Fifth Estater	95	Law & Regulation	65	Stock Index	54
Changing Hands	58	For the Record	76	The Media	56	Telecastings	72
Closed Circuit	7	In Brief	96	Monday Memo	24		
Datebook	14	Information Age	74	Open Mike	20		

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.

INDEX TO ADVERTISERS ■ ABC Direction Radio Network 51 □ Accu-Weather 10 □ Antenna Technology Corp. 70 □ Associated Press Broadcast Services 12, 15 □ Blackburn & Co., Inc. 58 □ Broadcast Information Bureau, Inc. 48 □ Broadcast Properties West, Inc. 79 □ CBS RadioRadio 6 □ Classified Ads 82-90 □ Columbia Pictures Television 11, 13 □ Continental Electronics 62 □ R.C. Crisler & Co., Inc. 44 □ Data Communications Corp. 64 □ Delta Air Cargo 9 □ Dilithium Software 73 □ Gaylord Broadcasting 57 □ General Electric Credit Corp. 75 □ Golden West Television 4 □ Harris Corp. 55 □ Kaman Sciences Corp. 77 □ Katz American Television 21 □ Katz Television Continental 23 □ KSTP-TV Front Cover □ KYW-TV 22 □ The Labor Institute of Public Affairs 3 □ Le Parc Hotel 91 □ Motorola 49 □ Mutual Broadcasting System 35 □ NEC America, Inc. 45 □ Nine TV Network Australia Third Cover □ Professional Cards 81 □ Cecil L. Richards, Inc. 59 □ Robert W. Rounsaville & Associates 60 □ Service Directory 80 □ SONY Broadcast 16-17 □ Telepictures Corp. 61, 63, 65, 67, 69, 71 □ The Tobacco Institute 20 □ Edwin Tornberg & Co., Inc. 76 □ UPI 47 □ Viacom 25 □ Ward-Beck Systems, Ltd. Fourth Cover □ Warner Bros. Television Distribution 19 □ WBBM-TV 53 □ WLS-TV 26 □ WOR-TV 36 □ WTSP-TV Second Cover □

MORE MUSIC

LESS
TALK

“TOP 30 USA”

Now, after a year of research and development, RADIORADIO proudly presents TOP 30 USA, the only truly adult contemporary countdown produced by any network or programming service.

John Parikhal and Joint Communications surveyed radio program directors and held listener focus groups. With this valuable input, we've designed the countdown that works for both your young adult audiences *and* your advertisers with:

- Three hours weekly.
- More music and less talk.
- Strictly within A/C concepts.
- Based on *Radio & Records* weekly top 30 A/C hits.
- Brief, catchy, uptempo features.

TOP 30 USA has an outstanding host, m.g. kelly, veteran of radio, television, commercials and films. His natural and engaging delivery earned him a Radio Personality of the Year award from *Billboard*.

TOP 30 USA. It starts the weekend of July 8, 1983. Get in at the beginning of RADIORADIO's exciting new programming development. All it takes is a call to Susan Jacobi (212) 975-6917.



WE CALL OURSELVES RADIORADIO
BECAUSE WE HAVE SOMETHING TWICE AS GOOD!

Must-carry switch?

Whether FCC will reconsider decision authorizing teletext to give new service must-carry protection on cable BROADCASTING, April 4) apparently could be decided through timing. In original pass at question, Chairman Mark Fowler and Commissioners James Quello, Anne Connes and Mimi Dawson voted against must-carry over objections from Commissioners Joseph Fogarty, Henry Rivera and Stephen Sharp. Quello, however, is said to have had second thoughts, and it is believed he would furnish vote necessary to swing matter around on reconsideration. However, Fogarty's and Sharp's terms expire June 30, and Jones plans to step down by end of May. If petitions to reconsider aren't addressed until July—assuming no other changes, and any Jones replacement refrains from voting—Quello change of mind could only lead to 2-2 split, enough to defeat reconsideration.

Teletext order had not been released as of late last week. Although both National Association of Broadcasters and CBS have indicated they plan to petition for reconsideration, that won't be possible until order is released.

Tiffany list

Procter & Gamble has become major advertiser in *Thicke of the Night*, syndicated strip set to debut Sept. 5 and joint project of UA/MGM Entertainment, Intermedia Entertainment Co. and Metromedia. Although four months from going on air, 40% of barter inventory is already sold. Other advertisers include Kimberly Clark, Johnson & Johnson, Clorox, Warner Lambert, Pillsbury and Heinz. Of 90 available spots per week, 35 have been locked up with 15 picked up by P&G alone. *Thicke* has cleared over 70% of country with 92 stations sold, including 55 independents, 21 ABC affiliates, 10 NBC and six CBS.

Bird word

NBC-TV will announce satellite distribution plans at affiliates meeting May 15-17 in Los Angeles. NBC reportedly has tentative long-term deal for Comsat General to lease turnkey satellite distribution service, including uplinks and downlinks, to network. Comsat will use transponders on Satellite Business System's Ku-band system at start,

but will move some and perhaps all of NBC traffic to RCA Americom's Ku-band system, when first of its satellites is launched in 1985.

Eeny meeny

Newly elected National Association of Broadcasters radio board member, Charlie Jones, general manager, WSRZ(FM) Sarasota, Fla., is testing waters to make possible run for radio board vice chairmanship. Jones will make decision this week. If he decides to seek post, he'll be third candidate. Walter May, WPKE(AM)-WDHR(FM) Pikesville, Ky., and Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., are in race now.

Outward bound

With little over year to go on what's almost certain to be his last stand at National Cable Television Association, President Tom Wheeler has been approached with serious tenders of top jobs by several major entities. Stumbling block in at least one case was his determination—for family reasons—to remain in Washington area. Close associates expect him to strike out in entrepreneurial directions—if not in own venture, then in executive position offering ownership participation. Decision won't come before NCTA convention in Houston next month (June 12-15) but could follow it.

Seeking bigger prize

That intermittent talk about combining National Association of Broadcasters' radio programming conference with Radio Advertising Bureau's managing sales conference has been effectively scotched: RAB board, at semiannual meeting late last week, concluded that meetings are "not compatible" for merger. It set 1984 managing sales conference for Jan. 28-31, again at Amfac hotel, Dallas-Fort Worth. It also indicated it would be interested in bigger merger game.

Board was said to believe managing sales conference could become part of radio-only convention if, for instance, NAB separated radio from its annual convention and held separate one for radio broadcasters, perhaps different time of year. That idea reportedly has been presented informally to NAB leaders. RAB would want its sales conference to retain its character and identity, and it would also want to share in revenues from exhibitors, to keep dues down.

Going up

Television stations came through first quarter with time sales gains averaging 11%, shade below their starting-out expectations, according to Television Bureau of Advertising's normally close-to-mark Time Sales Survey. Local time sales were up 14%, better than stations had predicted, while national spot gained 10%, somewhat below predictions, and network compensation rose 3%, also less than expected. Results look even stronger when it's remembered that comparisons are with 1982 first quarter that was exceptionally good (up 17%), and especially so for national spot (up 22%).

As always, there were big variations, both by region and by market size. Stations in top 10 markets, for instance, did substantially better than average, reporting gains of 15% in national spot and 18% in local.

No more

Request by Office of Communication of United Church of Christ and others that FCC launch further notice of proposed rulemaking on proposal to repeal network syndication and financial interest rules to permit comment on so-called compromise proposals (BROADCASTING, April 25) now appears to be headed for wastebasket. FCC sources last week said feeling is there are enough comments on hand (thousands of pages, actually) already.

His world

Certain FCC commissioners are said to feel that one of them should be designated "international commissioner," serving as FCC liaison on international matters with other agencies and representatives of other countries. But that's not feeling shared by Chairman Mark Fowler, who believes that's his role and contends that foreign dignitaries prefer to deal with top official. Critic, however, suggests that Fowler's own plate may be "too full" with other matters to attend to international matters as well. With Fowler as busy as he is, critic suggested, he wasn't as readily available for consultations on international matters as less-burdened commissioner might be.

Aide to Fowler last week said no international party had ever complained about inability to get through to Fowler. Aide also said Fowler enjoyed filling role, spent "considerable" time on it, "and plans to continue doing so."

Synar's solution

Representative Mike Synar (D-Okla.) introduced a four-line amendment to the 1976 Copyright Act last Wednesday that he hopes will end "government-imposed discrimination" against cable subscribers outside the top 50 television markets—the effect of the Copyright Royalty Tribunal's latest hike in compulsory license fees, which cable systems must pay to carry distant signals. The amendment (H.R. 2902) would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on the CRT's "prohibitive" 3.75% rate.

"The question is should a family from a small town be entitled to less TV entertainment than a family in a major urban market," said Synar in a prepared statement passed out at a Thursday morning press conference in his office. "I say the answer is 'no.'"

According to Synar, the FCC's now-defunct, distant signal rules discriminated against "smaller" cable systems. Under those rules, systems in the top 50 television markets were allowed to carry three distant signals; systems in markets 51 to 100, two distant signals and systems outside the top 100, one distant signal. Although the FCC dropped the rules in July 1981, he said, the CRT "economically reimposed these same rules [and the discrimination] by establishing a royalty fee amounting to 3.75% of a cable system's gross revenue for each distant television station added after the FCC eliminated its rules." The new rates increase the royalty payments of systems anywhere from 400% to 1,600%, Synar said.

By permitting systems in all markets to carry three distant signals without incurring the higher fees, Synar said his amendment would eliminate the "unfairness" inherent in the Copyright Act as it has been applied. Subscribers in small or rural markets have

"every right to see" as much programing as those in the major markets, he said.

According to Synar, the bill falls within the jurisdiction of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, of which he is a member. He said Subcommittee Chairman Robert Kastenmeier (D-Wis.) is "sympathetic to [the amendment] and to the issue." He said he'll try to win the support of fellow subcommittee members and urged cable operators to begin a lobbying campaign of their own.

The amendment was instigated by United Video Inc., distributor of superstation WGN-TV Chicago, and the Community Antenna Television Association, which represents small cable systems. Roy Bliss, president of United Video, who attended the press conference, said WGN-TV lost some 1.5 million cable subscribers when systems dropped the signal to avoid paying the higher rates. If the Synar amendment became law, he said, he would expect to recover 400,000 to 500,000 of them. Prior to dropping its distant signal rules, said CATA Executive Director Steve Effros, the FCC "concluded that distant signals did not reduce the quality of local programing. In fact, they found competition from distant signals may actually, in some circumstances, increase the quality of programing broadcast by local stations. Based on that conclusion, Congressman Synar's amendment is the only legitimate way to be fair to subscribers in all parts of the country."

As for the National Cable Television Association, which has taken a hands-off approach to copyright matters of late, Bliss feels it will join if the amendment gains any momentum. "They are going to love it eventually," he said. "They are big and political and are going to go the way the wind blows. If we can make the wind blow, they are going to fall in behind us."

This Bud's for RSVP

RSVP, the pay-per-view joint venture of ABC Video Enterprises and ESPN, has announced that Anheuser-Busch will be the sole sponsor of RSVP's debut event—a four-card boxing lineup featuring World Boxing Council and World Boxing Association championship heavyweight fights on May 20. Anheuser-Busch will receive 10 minutes of advertising time during the planned three-and-a-half-hour event, with spots scheduled between the four bouts and between rounds of two of the nonchampionship fights. Local cable and STV operators will receive three minutes of local advertising time. Busch's sponsorship has been accepted in connection with a P-P-V event, according to RSVP. So far, firm commitments to carry the event have been received from 15 of the top 20 MSO's and four STV operators.

Videotext debut

The Los Angeles-based Times Mirror Co. has announced plans to launch a commercial videotext service during the second quarter of 1984 through its Times Mirror Videotext Services. The telephone-based service will be introduced initially in Orange county, Calif., site of a cable-based videotext experiment carried out by the company last year. Times Mirror also tested a telephone-delivered videotext service, at its Palos Verdes and Mission Viejo cable franchises, which ended last December.

The new service is expected to offer access to news, electronic mail, in-home banking, in-home shopping, consumer information, and instructional materials, including resources of the Times Mirror Co.'s newspapers, including the *Los Angeles Times*.

Dishes for rent

A new offering from Omega Satellite Products Co., Indianapolis, gives consumers an economically attractive alternative to cable television. Omega will install backyard earth stations, capable of picking up most satellite-delivered cable and broadcast programing, for a one-time installation charge and a monthly fee of \$39.95 per month roughly equivalent to what many multi-pay cable subscribers pay each month.

More about ESPN

ESPN says it has obtained the exclusive television rights to a number of international sports competitions this summer to be put on by the Los Angeles Olympic Organizing Committee in various arenas in and around the Los Angeles area, site of the 1984 Summer Olympic Games. The LA 1983 Games described as "tune ups" for the following year's Olympic games, start in May and end



Effros, Bliss and Synar

n September (none are scheduled for June).
vents will include water polo, swimming,
living, canoeing, rowing and, perhaps, cy-
cling.

Change at Cox Cable

Cox Cable Communications has a new boss. The Atlanta-based MSO announced last week that David R. Van Valkenburg, executive vice president and chief operating officer, has been appointed president. He succeeds Robert C. Wright, who resigned to join General Electric Co. as vice president and general manager, housewares and audio business division, which includes the company's cable operation.

The official comment of William A. Schwartz, president and chief executive officer, Cox Communications Inc., the parent company: "We deeply appreciate the tremendous contributions Bob has made to the growth of our cable division, and we wish him the best in his new position. We are pleased that, in his successor, we have a man with over a decade of cable industry experience, whose operating background and technical expertise will enable us to maintain the fine operating traditions of Cox Cable."

Van Valkenburg joined Cox in February 1982 from United Cable Television Corp., where he was executive vice president and chief operating officer. Prior to that, he served American Television & Communications (ATC), the cable TV subsidiary of Time Inc.

Wright returns from whence he came. He joined Cox in January 1980 after a seven-



Van Valkenburg

year stint at GE that culminated in the position of general manager, sales and marketing, plastics division. He has also resigned the post of executive vice president of Cox Communications and his seat on its board.

Wright becomes the latest in a series of top cable executives to resign their posts. Others who have departed over the last 14 months: Monroe Rifkin (ATC), Gustave Hauser (Warner Amex Cable Communications), Christopher Derick (Group W Cable) and Arno Mueller (Storer Cable.)

Print push

Group W Cable has begun a regional print campaign in the 40 markets where its cable systems sell local advertising, designed to

convince area retail business to advertise on cable television. The new campaign embraces the theme "Now You Don't Have to be a Corporate Giant to Advertise on Television." Group W developed the campaign in association with Gene Davis & Associates.

Thomas McKinney, vice president of advertising sales, Group W Cable, explained the thrust of the new campaign this way: "Television has long been considered an expensive advertising medium, and many small and medium-sized local businesses and services have felt TV advertising was out of their reach." But, he added, cable advertising represents an opportunity for the small business to use television to sell products, "at prices most businesses can afford." The new campaign also includes an incentive bonus of one week's worth of free cable advertising for retailers making certain minimum buys.

Asia goes national

For the past two years, *Looking East*, a one-hour cable television program on Asian culture and business, was carried only in New York, over Manhattan Cable. That changed last Saturday (May 7) when the Satellite Program Network, a national service reaching almost six million cable homes, picked up the program. The host is Yue-Sai Kan, a Chinese concert pianist and business executive. She conducts interviews with personalities in entertainment, business and the arts. Sponsors signed for the program include Singapore Airlines, Regent International Hotels, the Hong Kong Tourist Association and Tsing Tao beer.

Delta makes your deliveries DASH.



Delta DASH* delivers the same day to over 90 cities across the U.S and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

DELTA AIR CARGO. READY ALL-AROUND.

Business Briefly

TV ONLY

William Underwood Co. □ Campaign for Underwood meat spread begins May 23 in 52 markets. Flight will run 10 nonconsecutive weeks in day, early fringe, late fringe and prime access times. Target: women, 25-54. Agency: Kenyon & Eckhardt Advertising, Boston.

Joseph Kirschner Co. □ Campaign for Honey of a Hot Dog begins May 16 in seven markets. Five-week flight will air in fringe, prime and weekend times. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

British Airways □ Campaign begins this month in 10 markets for four to six weeks in news, sports, prime and prime access times. Target: adults, 25-54. Agency: Compton Advertising, New York.

California Milk Advisory Board □ Campaign for ice cream begins June 20 in 10 California markets. Ten-second spots use tagline, "Ice cream makes every day a sundae." Spots will run through July 3 in day, early fringe, late

fringe and prime times. Target: women, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

Union Carbide Corp. □ Campaign for Glad snap-lock bags begins this week in 30-40 markets. Flights will vary according to market and will run in all

dayparts. Target: women, 25-54. Agency: Leo Burnett Co., Chicago.

Schoenling Brewing Co. □ Campaign for Little Kings cream ale begins in late May in about 12 markets. Flights will vary according to market and run in all dayparts. Target: men, 18-34. Agency:

AdVantage

Commercial winners. Ten retail establishments were honored for television campaigns or commercials in 15th annual Retail Television Commercials competition co-sponsored by Television Bureau of Advertising and National Retail Merchants Association. Awards were presented last week at 62d annual Sales Promotion/Marketing Conference of NRMA in Montreal. Winners are as follows: markets one to 10, commercial, Saks Fifth Avenue, New York; campaign, Alexander's, New York; markets 11 to 20, commercials, Dayton's, Minneapolis; campaign, Stix, Baer & Fuller, St. Louis; markets 21 to 50, commercial, Joske's of Texas, San Antonio; campaign, Parisian, Birmingham, Ala.; markets 51 to 100, commercial, Magrams, Burlington, Vt.; campaign, Pranges, Green Bay, Wis.; markets 101 and above, commercial, Liberty House, Honolulu, and campaign, Kerrisons, Charleston, S.C.

□

Anatomy of account resignation. Leo Burnett Co., Chicago, 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 ("In Brief," May 2). Scenario began on April 22 when Neenah, Wis.-based manufacturer apprised Burnett it was switching \$20 million in New Freedom feminine hygiene products to Ogilvy in New York. Burnett shortly thereafter resigned \$23 million from K-C's Consumer Tissue Products, including Kleenex, Delsey and Hi-Dri brands. In an internal memo to its staff, Burnett said it had resigned larger portion of K-C business because "an honest, forthright partnership no longer exists." K-C, in announcing New Freedom reassignment to Ogilvy, cited "irreconcilable differences" as reason for move. Ogilvy has been K-C agency since 1979, handling about \$35 million in billings, including Kotex products. K-C allots about \$80 million to advertising, of which more than half is spent in television.

□

Radio blitz. Pocket Books, New York, will embark on heaviest radio campaign in its history this summer to advertise four new titles. Company will spend about \$650,000, largely on radio but also for merchandising and publicity support. Pocket Books has produced general radio commercial which will be used for all four books but appropriate copy will be used for each individual book. Commercials will be carried on ABC's Talknet, CBS Radio and CBS's RadioRadio networks from end of May until Labor Day. Agency is Geer, Dubois Inc., New York.

□

Introduction. More than 30 advertising agency media executives attended presentation in New York on new Spanish-language station, w88s-tv Chicago. Hispanic programming began on station last January and is carried each day from 7 to 7:30 p.m. and from 10:30 p.m. to about 2 a.m. From 7:30 to 10:30 p.m., station carries Sportsvision pay TV programming. Barry Weed, national sales director of w88s-tv told agency officials that station now carries more Spanish-language programming than any other station in Chicago. Station is represented by Charles Curran & Co., New York, which also represents nine other Hispanic stations.

□

TVB membership high. Total membership in Television Bureau of Advertising has reached record high with addition of eight station members. Bureau membership now includes 528 stations and 48 satellites, 16 station representatives, three television networks and nine program producers-syndicators.

□

Moving around. Sears, Roebuck & Co., Chicago, has consolidated about \$35 million in advertising from its Sears Merchandising Group at two agencies. Ogilvy & Mather, Chicago, and Needham, Harper & Steers, Chicago. Losing most of their Sears business are J. Walter Thompson, Foote, Cone & Belding and Stern Walters, Earle Ludgin, all Chicago. Ogilvy has been assigned about \$20 million and NH&S approximately \$15 million. Thompson will continue with Hispanic advertising assignments; FCB will remain as corporate agency for company's financial network and Stern Walters will assume expanded role in advertising for Sears catalogues.

Why Accu-Weather?

Because
You'll never know
how accurate
your weather
forecasts can be
... until you have
Accu-Weather.



619 W. College Ave.
State College, PA
16801

814-237-0309

The Leading Weather Forecasting Service



**THE POPULAR
CHOICE FOR '84.**

It's Robert Guillaume as
BENSON, from the people
who brought you **SOAP**.

Available now for Fall 1984.

BENSON

A Witt-Thomas-Harris Production
distributed by



RADIO ONLY

Amoco Oil Co. □ Campaign for gasoline begins this week in 10 markets. Flight will run through summer and target adults, 18-49. Agency: D'Arcy-MacManus & Masius, Chicago.

Just Pants □ Franchise jeans retail stores begins campaign prior to Memorial Day in 70 markets. Flight will



Rockin' commercial. Mello Yello, Coca-Cola Co.'s youth-oriented soft drink, is spotlight of new radio and TV commercial that features Greg Kihn Band (teen rock group). Commercial depicts band singing rendition of theme song for Mellow Yellow, "Mellow Yellow to the rescue...of a mighty thirst," while crowd sings along. Soft drink is targeted toward youth market and will run through fall. Agency for Mellow Yellow is McDonald and Little, Atlanta.

run four weeks in all dayparts and target adults, 12-24. Agency: Cunningham & Walsh, Chicago.

Century Importer Inc. □ Campaign for Cincinnati Cream ale begins this week in four markets. Three-week flight will air in all dayparts. Target: men, 18-34. Agency: Ogilvy & Mather Partners, New York.

K.C. Masterpiece □ Campaign for barbecue sauce begins in May in seven markets. Two-week flight will air in morning, afternoon and evening drive. Target: women, 18-49. Agency: Fremerman, Malcy, Spivak, Rosenfield, Kansas City, Mo.

Perdue Inc. □ Campaign for Perdue Farms poultry begins in May in 12 markets. Campaign runs throughout year during 6 a.m.-7 p.m. drive Monday through Friday, and on Saturdays, 10 a.m.-3 p.m. Target: women, 18-49. Agency: Scali, McCabe, Sloves, New York.

RADIO AND TV

Associated Milk Producers Inc. □ Campaign for milk begins this month in 31 radio markets for eight nonconsecutive weeks, and TV flight begins June 6 and runs through June 20 in 30 markets. Spots will air in all dayparts and target adults, 12-34.

Rep Report

WJRZ(FM) Manahawkin, N.J.: To Shelly Katz Radio Sales from Market 4 Radio.

WNOU(FM) Willimantic, Conn.: To Shelly Katz Radio Sales (no previous rep).

WKKO(AM) Cocoa, Fla.: To Weiss & Powell from Southern Spot Sales.

KBOQ(FM) Marina, Calif.; KKEX(AM) Seattle: To Weiss-Powell from Lotus Representatives.

KNRY(AM) Monterey, Calif.: To Weiss-Powell (no previous rep).

Agency: Crume & Associates, Dallas.

Missouri Tourism □ Campaign begins this month in 12 radio markets and eight TV markets. Flight will run four weeks and target adults, 25-54. Agency: Kenrick Advertising, St. Louis.

Merrill Lynch □ Campaign for financial services begins in May in eight TV markets and six radio markets. Flight will run two weeks in all dayparts. Target: men, 35-plus. Agency: Wunderman, Ricotta & Klijne, New York.

Michigan State Lottery □ Introductory campaign for Horoscope game begins this week and will run statewide. Flight will run through May 22 and target adults 25-54. Agency: Yaffe Berline, Southfield, Mich.

Benjamin Moore & Co. □ Campaign for paints and stains begins in May in nine TV markets and five radio markets. Flights will vary and run in morning, midday and evening drive. Target: men, 25-54. Agency: Warwick Advertising, New York.



Testing. Renfield Importers Ltd., New York, has launched eight-week test television campaign in Southern California to introduce Martini & Rossi's new Custozza wine. Thirty-second spot positions brand as quality alternative to soave wines. Campaign was created by SSC&B: Lintas, New York, and is aimed at adults, 25-49. Campaign will resume in fall.

Judge us by the companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members of our growing family:

Bahakel Communications. Buckley Broadcasting Corp. Capitol Broadcasting Co., Inc. Capps Broadcast Group. Gulf Broadcast Group. Hall Communications, Inc. Hearst Broadcasting Stations. Infinity Broadcasting Corp. Metromedia Radio. Nationwide Communications, Inc. RKO General, Inc. Sconnix Group Broadcasting, Inc. Storer Communications, Inc. The Don Thurston Stations. The Walton Stations.

We at the Broadcast Services Division of AP are proud to be Associated with all of them.



Associated Press Broadcast Services. Without a doubt.



Television's Ultimate Escape.

Fantasy Island is a programmer's dream come true. Now available in hours or half-hours for Fall 1983.

FANTASY ISLAND

A Spelling/Goldberg Production in association with



This week

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

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

May 9—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Theme: "Women VIPs (Very Impressive Producers)." Copacabana, New York.

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

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

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

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

■ Indicates new or revised listing

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 Programming 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**—*Independent Media Producers Association* breakfast seminar, "Doing Business with Public Relations Firms." Gangplank restaurant, Washington.

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

May 12—*Southwestern Broadcasting 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 Ben Smylie, Keycom Electronic Publishing, Baltimore Convention Center, Baltimore.

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: Cornell 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 Communication 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 Banquet*, 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 Broadcaster* 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 13-15**—"Economic Issues Conference for Midwest Journalists," sponsored by *Foundation for American Communications*, and co-sponsored by *Gannett Foundation*. Marriott Inn North, Columbus Ohio.

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.

Also in May

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 telecommunications revolution can help Caribbean nations achieve their goals for economic growth and development." Speaker: FCC Chairman Mark Fowle 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 Confer-

Major Meetings

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, Ypsset, 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.

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



This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

They can make a correspondent on Capitol Hill sound like he's in your back yard. And they can give you enough programming flexibility to zero in on the most strictly defined target audience.

The best way to get access to an earth station? Turn to AP Radio Network.

We own, operate and offer the use of 900 functioning earth stations,

making us the largest privately-operated satellite network in the world. So, very likely, you're within a local loop of one of our dishes right now.

We also offer a greater variety of news and information features—in long and short versions—than any other network. Those include our Business Barometer, Sportsline and our one-of-a-kind AgReport.

Plus, we deliver 200 actualities per day, many of them regional reports.

But the best thing about AP Radio Network is that you control

the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

You even control all of your own commercial time. What's more, you pocket the profit from every valuable second you sell.

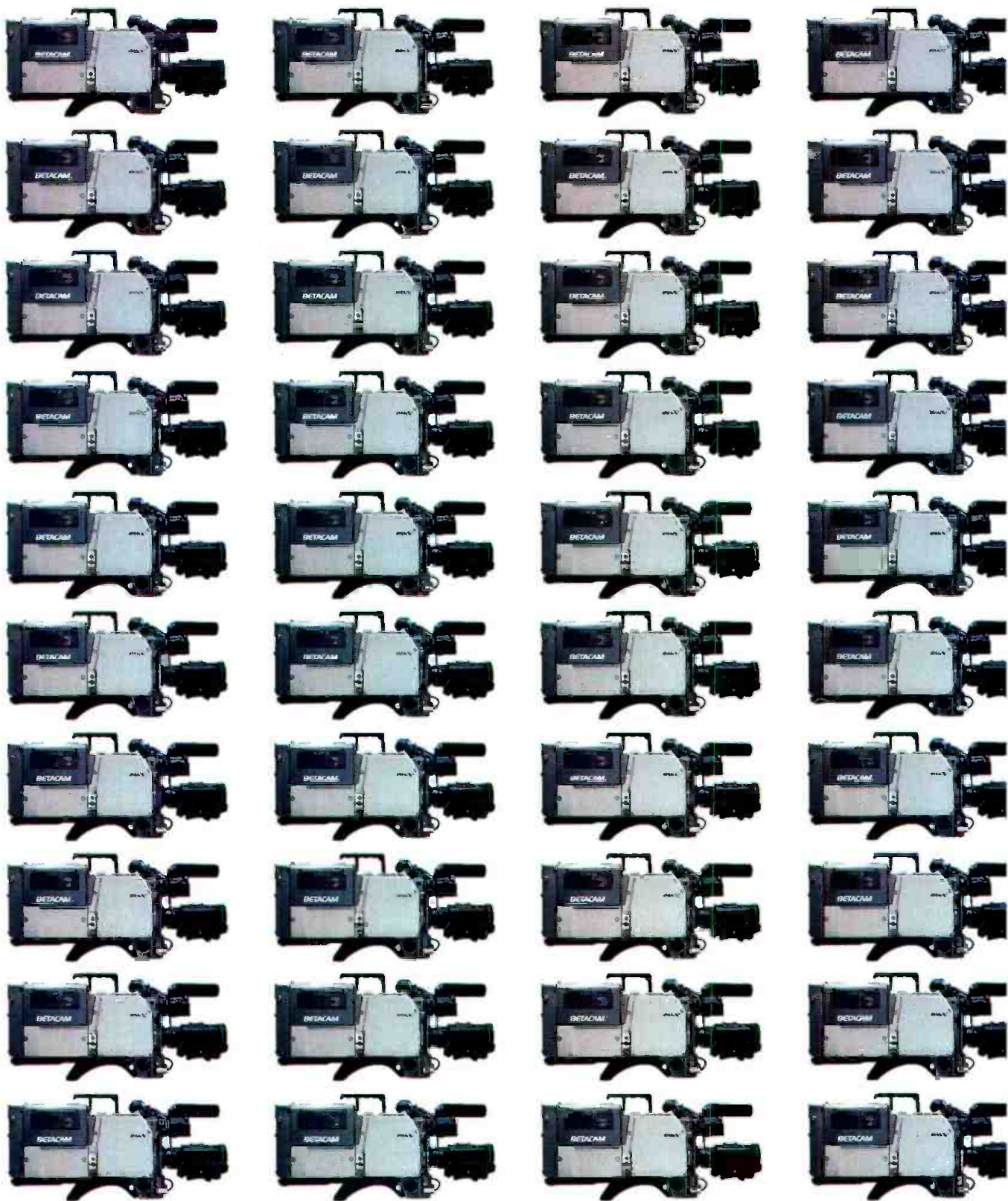
So if you want to explore the very limits of radio technology, while enjoying unlimited programming freedom, contact Glenn Serafin, Broadcast Services Division of



Associated Press.
(212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

"TO RELIEVE MY CAMERAMEN'S BACKACHES AND M



Art Biggs coordinates major engineering purchases for the six Corinthian stations. After careful evaluation of all the 1/2-inch camera/recorders on the market, he made a multi-million-dollar purchase of the Sony Betacam™ system.

"Betacam has several pluses. The most obvious of them are size and weight. We have one-man camera crews at all our stations. The camera/recorder that they take into the field is

right at 54½ pounds. Betacam will reduce this load by more than half—a significant reduction.

"As for quality of playback, you can see the difference with the naked eye. Its superiority is most apparent in scenes of full saturated colors, particularly reds. It's cleaner. It doesn't have quite as much of the heavy, stringy-type noise we've grown to tolerate over the years.

CONTROLLERS' HEADACHES, I TOOK ALL OF THESE."

- Art Biggs, Vice President, Engineering, Corinthian Broadcasting Corporation



"Another Betacam plus is that it's not a patchwork approach. It's a total Sony system developed from the camera to the recorder to the player.

"Then there's the bottom line. Betacam is at a very attractive price. It would have cost me hundreds of thousands of dollars more to get the same amount of camera/recorders that even approach this kind of quality from someone else.

"I'll definitely be back for more."

For more information on the Sony Betacam system, and there's a lot more to know, contact Sony Broadcast in New York / New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

SONY
Broadcast.

Stay Tuned

A professional's guide to the intermedia week (May 9-15)

Network television □ PBS: (check local times) *Innocents Abroad* [Mark Twain], Monday 9-11 p.m.; *Fifth of July* (play) [Lanford Wilson], Tuesday, 9-10:30 p.m.; *The Cancer War* (documentary), Wednesday, 10-11 p.m.; *Sons and Lovers* (seven-week play) [D.H. Lawrence], Sunday 9-10 p.m., [to air on consecutive Sundays]; ABC: *The Fourth International Guinness Book of World Records*, Sunday, 8-9 p.m.; NBC: *The 18th Annual Country Music Awards*, Monday, 9-11 p.m.

Cable □ Showtime: *Crosby, Stills & Nash In Concert*, Wednesday, 8-10 p.m., [to be simulcast in approximately 51 FM markets]; ARTS: *Homage to Nijinsky* (ballet), Monday, 9-10 p.m.; *First Edition** (literary talk show), Monday, 11:25-midnight; *La Belle Epoque* ("The Beautiful Years," documentary on the costumes and society of 1880-1914), Wednesday, 9-10:30 p.m.; HBO: *Hooker* (documentary on prostitution), Thursday, 10:30-11:30 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

ence (formerly National Indian Media Conference), sponsored by *Native American Public Broadcasting Consortium*, Downtown Holiday Inn, Minneapolis.

■ **May 16**—*New York Television Academy* drop-in dinner. Theme: "Is There Life Between Hollywood and the Hudson? Yes—in Creative New Jersey." Copacabana, New York.

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**—*Connecticut Broadcasters Association* spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.

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

■ **May 18**—*Women in Communications, central Connecticut chapter*, annual Matrix dinner. Parkview Hilton, Hartford, Conn.

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

May 18-21—*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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herman Keld, vice president, development, CBS Broadcast Group, on "The Future of Advertiser Supported Cable TV, Pay TV and Commercial TV." Copacabana, New York.

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**—MDS piracy seminar, "Strategies and Techniques for Combating Signal Piracy," sponsored by *Movie Systems Inc.* Holiday Inn International Airport, Minneapolis. Information: Melodee Powell, (515) 280-7490.

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

■ **May 20**—*Pacific Pioneer Broadcasters* luncheon, honoring "The Kings and Queens of TV Commercials." Sportsmen's Lodge, Los Angeles.

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 21**—*Radio-Television News Directors Association* region two meeting with *Stanford University* and *Radio-TV division of Association for Education in Journalism*. Tressider Union, Stanford campus, Stanford, Calif.

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

May 23-24—"Adult Radio Forum" sponsored by *Burkhardt/Abrams/Michaels/Douglas and Associates*, con-

sulting firm. Marriott Airport hotel, Atlanta.

■ **May 23-24**—"Lighting and Staging for Television workshop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

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

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

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

■ **May 25-26**—"Lighting and Staging for Television" workshop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

May 26—*Women in Communications, New York chapter*, annual business meeting. Tavern-on-the-Green, New York.

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

May 26—*Radio Advertising Bureau "Idearama"* for radio salespeople. Ramada Renaissance, Atlanta.

May 26—*Radio Advertising Bureau "Idearama"* for radio salespeople. Hyatt-Airport, Los Angeles.

May 26—*Radio Advertising Bureau "Idearama"* for radio salespeople. Hyatt Des Moines-Airport, Des Moines, Iowa.

■ **May 26-28**—*Society of Southern Broadcast Executives* spring conference. Buccaneer Motor Lodge and Spooners Creek Yacht Marina, Morehead City, N.C.

May 28-June 2—*13th Montreux International Television Symposium and Technical Exhibition*. Montreux Switzerland. Keynote addresses on high-definitior television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland Telephone: (021) 62 32 20 or 61 33 84, until March 12 1983.

Errata

Larry Patrick's speech on McHugh & Hoffman's study presented at NAB in Las Vegas was not prepared by M&H as reported in BROADCASTING, May 2. It was prepared by NAB staff.

□

MGM/UA Home Entertainment Group Inc. Chairman Seymour Leslie said that company could earn **between \$1.20 and \$1.35 per share for full year of 1983**, not second half of year as reported in April 25 BROADCASTING.

□

American Times, 13 1/2-hour documentary listed among first-run and off-network TV program offerings in report by NATPE International (BROADCASTING, May 2) is offered by **Media Fair Distribution**, Stratford, Conn., not Media 5.

□

Chart showing FCC's **new satellite spacing scheme** in May 2 issue (page 31) incorrectly indicated that two C-band satellites—**RCA's Satcom V** and **Satcom I-R**—have not yet been launched.

Warner Bros. commitment

to supply the very best
features continues with



Warner Bros. Television Distribution
A Warner Communications Company

Refiguring

EDITOR: The February Arbitron sweeps chart in the April 4 issue was in error in the first column. It should have been households in thousands, and not ratings. More important, however, the chart was extremely misleading for this market, Laredo, Tex. The figures [supplied by ABC] showed no primary ABC affiliate. We are a primary NBC affiliate, but during the most recent book we carried more than two-thirds of the nonlocal prime of the ABC network.

Our own research department headed by Richard Berler feels the following numbers more clearly reflect the Laredo market: ABC (KGNS-TV), 7,000 households/46 share; CBS (KVTV), 5,000/33, and NBC (KGNS-TV), 3,000/20. Our station [therefore has] an overall performance of 6,000/40.—*Bill McDonald, vice president and general manager KGNS-TV Laredo, Tex.*

Open mind

EDITOR: Let me cast a vote for sanity as regards the issue of deregulation and some

type of fee which broadcasters would pay in return. How in heaven's name can any responsible person decide that the idea is unacceptable without hearing the idea itself? This is one of those times when I wonder if the National Association of Broadcasters leadership is not out of touch with the rank and file. After 21 years in this business, this is one broadcaster who feels very strongly that our industry deserves the same freedoms that our print brethren take for granted. And if it takes a small fee that I can live with in order to bring this to pass, then I want all the details before saying no.

Thus far it seems that both sides have been acting like little children who tease, cajole, threaten and bluster as if each were in control when in fact neither side can get very much accomplished without the other.

Let's hear some figures behind the fee. Let's look at what safeguards would keep our elected officials from escalating the fee as history has shown they will do if left unchecked. Then and only then can we say what our answer should be to this question. In a word gentlemen, it's show and tell time.—*Tom Joyner, president, Joyner Broadcasting, Cleveland, Tenn.*

EDITOR: I was not amused by your editorial, "The Broadcasters' Baby," (April 18) in which you stated that "Recovering from the regulated some or all of the cost of regulation is a principle that most sophisticated broadcasters have accepted."

Perhaps those of us who have not accepted that principle are "unsophisticated," but I don't think we are stupid. For surely it is utter stupidity to think any fee or tax is going to remain constant through the years. It will grow as the bureaucracy grows and as the legislators and regulators learn what an effective new whip they possess. Meanwhile, the profits of broadcasters will slowly diminish.

Your editorial also hints that perhaps the time has come to consider even a worse disaster, a "reasonable" percentage of station revenue for use of the spectrum. A reasonable percentage, I suggest, is zero.—*Stan McKenzie, president and general manager, KWED-AM-FM Seguin, Tex.*

Editor's note: On its editorial page this publication has consistently opposed the principle of fees for spectrum use and did so again in the editorial that McKenzie criticizes.

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Anne Browder can help. Her job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.

KATZ AMERICAN TELEVISION

People Make The Difference

Maximizing revenues for a select list of 32 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American has them all.

Katz American's 22 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

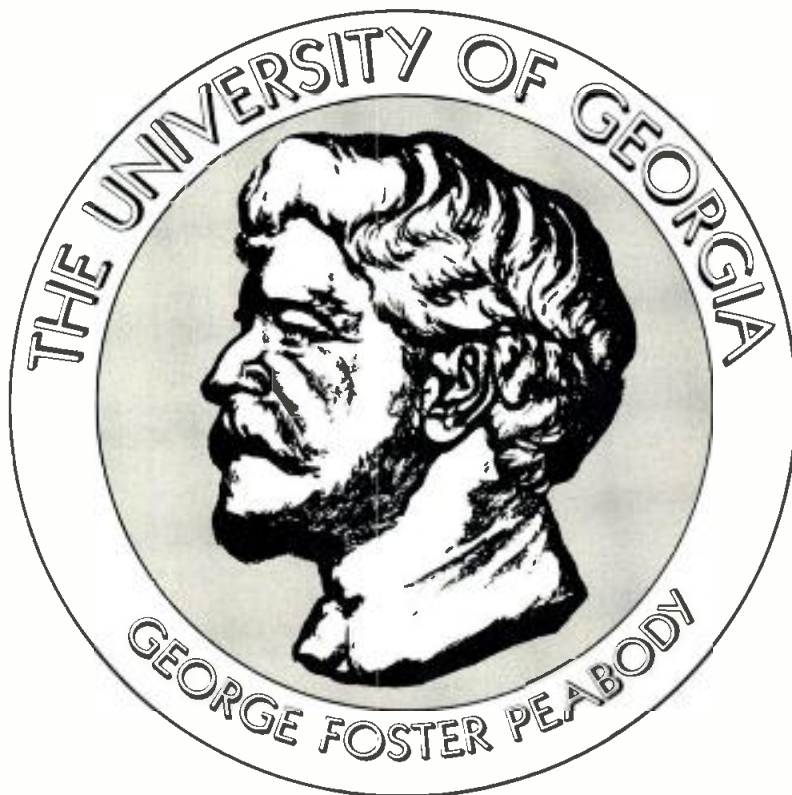
Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.



Katz American Television. The best.

KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC.

WE'RE HONORED.



AGAIN.

First the Iris, then two Irises. Then the San Francisco Jury Award. And now a Peabody.*

Obviously, we're honored to be so honored.

These awards only reaffirm our commitment to bring Philadelphia viewers the finest local programming in the nation.

KYW-TV 3 ^{GROUP} W

Westinghouse Broadcasting and Cable, Inc./Independence Mall East/Philadelphia 19106
215-238-4700 Represented nationally by Group W Television Sales.

*GEORGE FOSTER PEABODY AWARD, Education Category,
for the 1982 documentary, "Sweet Nothing."

BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

The Fifth Estate Broadcastings

1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

Sol Taishoff, *editor-in-chief (1904-1982)*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeldenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump,
assistant editors.
Kim McAvoy, John Eggerton,
Nancy Iyob, *staff writers*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants

Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants

Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *associate editor*.
Mark Jeschke, *assistant editor*.

ADVERTISING

Washington
Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

New York

David Berlyn, *senior sales manager*.
Charles Mohr, Ruth Windsor,
sales managers.

Hollywood

Tim Thometz, *sales manager*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

David N. Whitcombe, *vice president / operations*.
Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Ditingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telecasting* *introduced
in 1946. *Television* *acquired in 1961. *Cablecasting* *
introduced in 1972 □ *Reg. U.S. Patent Office. □
Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

KATZ TELEVISION CONTINENTAL

People Make The Difference

Meeting the special needs of medium and smaller television markets takes efficient and effective use of personnel, targeted sales and marketing information plus resources geared to increasing station revenues. Katz Television Continental has them all.

Katz TV Continental has the most sophisticated sales organization, management systems and information services in the business.

Katz TV Continental is the best because we have the best people—people who aggressively respond to changing market conditions. People who pursue new business opportunities for the television stations we represent.



Katz TV Continental. The best.

KATZ TELEVISION CONTINENTAL / A DIVISION OF KATZ COMMUNICATIONS INC.

Monday Memo

A videotext commentary from Joseph McGlone, Ayer Direct, New York

Videotext begets a new type of creative director

A new medium is taking its first toddling steps. It's somewhere between TV and print with a bit of electronic games and telephones thrown in. It's called videotext. And it's going to change the way we advertising agency folks conduct our business.

If you're not familiar with videotext, you should be. It is pages of print information that you can call up from a computer to appear on your TV screen. You can then take the further step of ordering products or services from the information shown on the TV screen, once again through the computer.

The ramifications of videotext are profound: shopping from your home rather than going to the store, supermarkets organized as electronic fulfillment centers, a change in the packaged goods business as we know it, and how about the thought of never standing in a ticket line and having your banking, in a real sense, come to you? But let's just consider what it will mean within the agency creative departments. To the multitude of creative directors and group creative directors and creative supervisors and copy and art supervisors will be added a new title: the electronic creative director.

In the age of videotext you will find yourself searching the halls for a person who likes to do puzzles.

"Who can do Rubik's Cube in five minutes?" you'll call out. "In an hour... in five hours."

When that draws a blank, you may think of better bait. "Who liked the movie 'TRON'?"

"I liked 'TRON,'" a puzzle person will say, lured forth from his customary hiding place behind the VCR.

"Well, I need someone to do a page of computer animation for me."

"You mean with crazy, wild graphics and battles inside the computer and 'zaps' and 'zooms'?"

"Not quite. This is a page of retail information for a local store so that people can sit in front of their TV's and order suits and dresses."

"So there aren't any high-resolution, three-dimensional animation effects?"

"Well, no, it's mostly curved lines and squares and standard electronic type font. But you'll be able to measure the results of your ads."

"You mean, I'll be able to check the Nielsens?"

"I mean you'll be able to see the order come in. You can get printout reports from the fulfillment house the minute they get the



Joseph McGlone joined AyerDirect as VP/creative director in 1981. Previously he was a VP and copy chief at Wunderman, Ricotta & Kline and a creative VP at J. Walter Thompson. From 1969 to 1976, he was president and creative director of his own agency, Nakono, McGlone, Nightingale.

orders."

"I'll do an ad and then I'll be able to see the results right away? And I won't have to wait months to read Nielsens and share points and such?"

"That's right. You'll get the news right away, whether it's good news or bad."

"Gee, that sounds fascinating. But I wish there were some special animation effects to dope out."

"Well, you'll have some great puzzles to solve trying to tell the computer how to get the right graphics."

"Oh yeah. Sounds better than the *New York Times* crossword puzzle. Let's take a look."

So you and the puzzle person will go to a frame creation terminal. You will seat the puzzle person at the keyboard and give him a stylus to use on the electronic-sensitive flat palette.

"Now you'll talk to the computer through the keyboard," you'll explain. "And on the electronic flat palette, you'll draw the shapes that you want."

"This is interesting. Sort of a combination

of a sketch pad, typewriter and 35 mm camera."

"Of course, the computer can't do everything you want. The amount of memory for each videotext page is limited."

"Hey, that's all right. Look at this. I can get lots of colors out of it."

"I admit there's an awful lot of information you'll have to cram into each videotext page. Your ads won't have much 'white space.'"

"Don't worry about it. I'm not only an art director now. I'm an art director and copywriter and production man rolled into one. And my ads won't take six months to get processed. They'll take six hours."

You had a list of arguments as to why videotext would be exciting to work on: One-on-one interactive communication, instant consumer response capability. But it isn't necessary. Your "puzzle person" is busy painting electronic pictures. He is well along the way to becoming an electronic creative director.

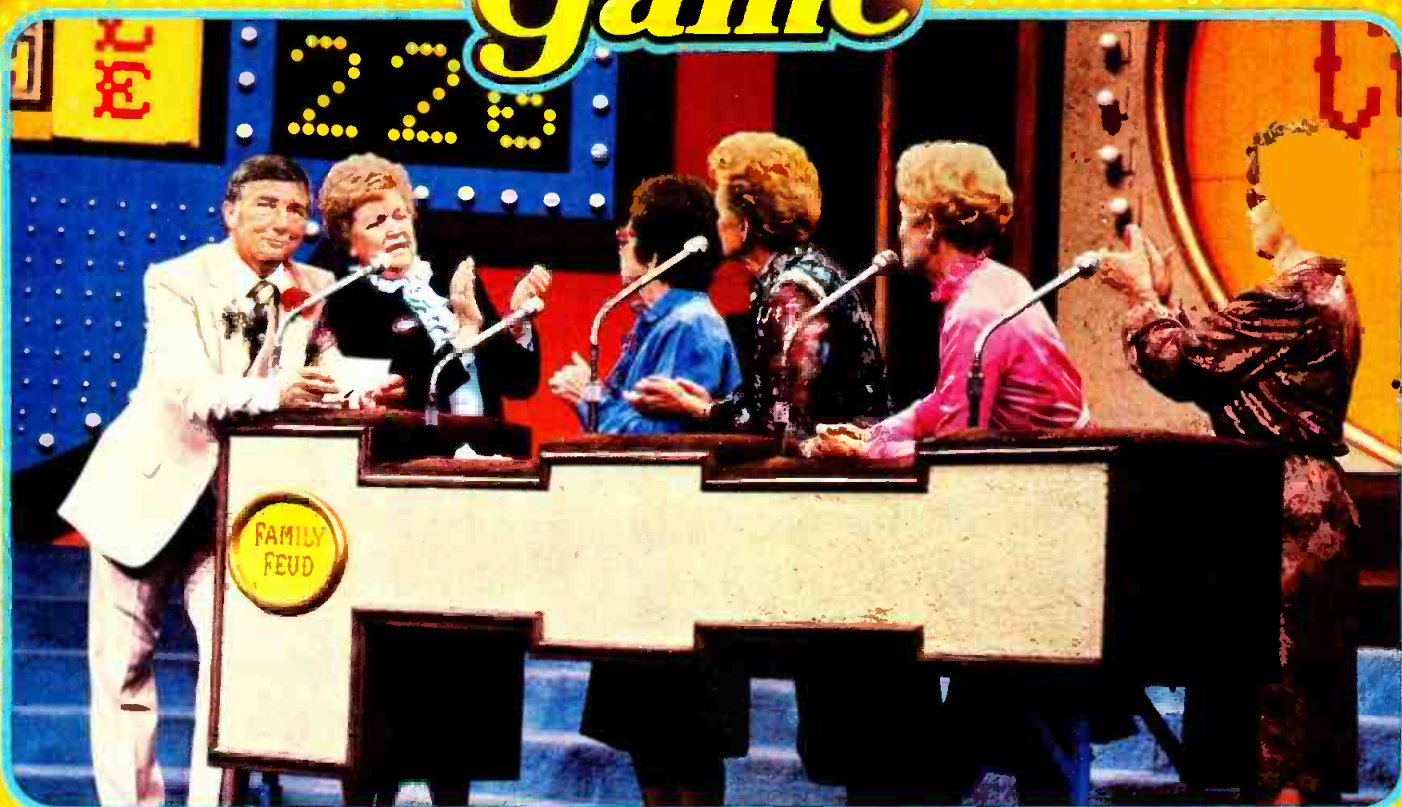
In the month afterward, videotext becomes widely known throughout your agency. All your clients seem to be using it. Your agency's toothpaste brand is presenting pages of information on dental care on videotext. The disposable diaper brand does an equally complete job of information on baby care. Both of them follow up with more videotext pages on dental products and baby care products that can be ordered directly, but that might not have had enough movement to give them good display at retail. In effect, videotext has allowed these big packaged goods companies to move into the new and highly profitable electronic catalogue business.

It's no surprise when your agency's big retail account goes on videotext. After all, it's just transferring money from newspapers. But when your agency's big frozen food brand follows with pages of recipe information, you start receiving a number of inquiries from other art directors and copywriters about becoming an electronic creative director.

Then one night you will be sitting in front of your TV, calling up pages of videotext travel information. You will be trying to figure out if you'll have enough money to make it to the Bahamas this winter, or whether you'll have to settle for going to your in-laws in Trenton and looking toward the ocean, when you happen to call up a page of videotext that provides data on electronic creative directors. They are advertising for them. And their salaries are twice yours. You've missed out on another big job.

The electronic creative director has come of age.

The Perfect Game



The #1 first run strip is now
sold in 137 markets
including 50 of the top 50.

Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson



SOURCE: Nielsen ROSP, February 1983.
Audience estimates subject to
qualifications available on request.

© 1983 Viacom International Inc. All rights reserved.

***Here's some news
the other stations didn't get.***

ILLINOIS ASSOCIATED PRESS AWARDS

CHICAGO TV...

BEST NEWSCAST: WLS

BEST DOCUMENTARY: WLS

BEST FEATURE: WLS

BEST SPORTS: WLS

TELEX SERVICE

TELEX NUMBER

WLS SERVICE

TRANS-LUX SERVICE

0001 242-3992

SUPPLIES (PAPER) TRANS-LUX TELEX 0299883

©American Broadcasting Co. 1983

One Chicago TV news organization won the lion's share of this year's Illinois Associated Press awards. Including the coveted award for Best Newscast in Chicago.

It was the Channel Seven Eyewitness News Team.

Along with Best Newscast came awards for Best Documentary, Best Feature. And Best Sports. Not to mention recognition from the Illinois United Press International for Best Documentary and Best News Feature.

It's all part of an Eyewitness News tradition. Reporting that gets noticed. And gets things done.

The kind you can't get from any other Chicago broadcast news organization.



WLS-TV Chicago

Broadcasting May 9

Vol. 104 No. 19

TOP OF THE WEEK

WIRTH-LESS DEREGULATION

Broadcasters go for the long odds

NAB backs deregulatory hitchhike on FCC authorization bill in defiance of Chairman Wirth

Broadcasters last week sighted the glimmer of a chance for passage of federal deregulatory legislation during the 98th Congress after all. The chances brightened when members of the House Telecommunications Subcommittee struck out on their own to begin serious work on a broadcast deregulation package, despite strong protest from their chairman, Representative Tim Wirth (D-Colo.). Moreover they may attach the measure to an FCC authorization bill (H.R. 2755) scheduled for markup this week by the House Energy and Commerce Committee.

Late last week the National Association of Broadcasters was trying to find enough votes in the committee to pass a broadcast deregulation package. Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) was seen as a possible supporter of the legislation if it includes a public interest standard. But rolling over Wirth, a subcommittee chairman, was regarded as no easy feat—the political stakes are high.

The NAB launched a massive lobbying campaign to back the legislation in the knowledge that it risked alienating Wirth, who presides at the gateway for almost all legislation affecting broadcasting. NAB President Edward Fritts agreed that it was "a gutsy move on our part to take on the subcommittee chairman," but he added: "The time to move is now."

In the past, broadcast deregulation legislation has been bottlenecked in the subcommittee by Wirth, who was unwilling even to discuss deregulation until recently. His offer had a price. Wirth wants broadcasters to pay a spectrum fee as a quid pro quo for radio

deregulation (BROADCASTING, May 11). The congressman also opposes all deregulation of television.

Congressmen Tom Tauke (R-Iowa) and Al Swift (D-Wash.), both subcommittee members, joined by Congressmen James Broyhill (R-N.C.), ranking minority member, Energy and Commerce Committee, and Billy Tauzin (D-La.), Thomas Luken (D-Ohio) and Mike Oxley (R-Ohio), also Energy and Commerce Committee members, have decided to challenge Wirth. They are leading discussions on television and radio deregulation legislation without fees.

Tauke, Tauzin, Swift, Luken and Oxley introduced broadcast deregulation bills this year. (Broyhill was an active supporter and sponsor of deregulation legislation in the last Congress.) Luken and Oxley last week introduced H.R. 2873 which is almost identical to the deregulation bill, S. 55, passed by the Senate except for its omission of cost-of-regulation fees. S. 55 codifies FCC deregulation of radio, abolishes comparative renewal proceedings and permits the FCC to collect license fees to cover the cost of regulating the telecommunications services it oversees.

The Tauke-Tauzin bill (H.R. 2382) like the Swift bill (H.R. 2370) would codify the FCC's radio deregulation, accord the same deregulation to television and eliminate the comparative renewal process. The Swift bill, however, would require the FCC to establish quotas for local and information programming on radio and television as a form of setting a public interest standard.

The Tauke-Tauzin bill, which already has over 50 co-sponsors, appears to have generated the most support in the committee. But the coalition of congressmen is working to develop a proposal that would embody prin-

ciples from all the bills. Primarily the group wants to achieve a public interest standard to satisfy Swift as well as Dingell. Dingell has not indicated his views, but sources say he may sympathize with broadcasters. The Commerce Committee chairman has not put any "stops on the project," commented one broadcaster.

A Swift aide noted that Tauke asked the Washington congressman to join their effort. The aide said Swift, who is philosophically opposed to fees, was not satisfied with the Tauke-Tauzin bill alone. But Tauke came back to Swift with a draft incorporating major sections of Swift's bill, the aide said. Now they are working on a draft which would possibly codify the FCC's current television programming guidelines or require the commission to initiate a rulemaking to establish guidelines.

"Our bill is serving as the framework," explained Tauke. Tauke said no final decision had been made to attach the legislation as an amendment to the FCC authorization bill, but he admitted that the authorization bill is currently the "only prospective vehicle to move the legislation." Tauke is optimistic that committee members will rally behind the legislation despite "various pressures being exerted."

All last week industry leaders and Washington lobbyists watched with awe as the NAB and the coalition of committee members mapped out their strategy. As one Washington lobbyist noted, "it's not easy to overrule a subcommittee chairman, but what's the NAB got to lose? Wirth didn't offer them anything but spectrum fees."

There is no doubt, observers say, that the internal politics of the subcommittee and full committee have come into play. Leading the charge against Wirth along with Tauke are



Tauke

Tauzin

Dingell

Wirth

Swift

Broyhill

Fritts

two former subcommittee members, Luken and Tauzin, two Democrats, whom Wirth bumped from the subcommittee this year. Dingell has his "own fish to fry," one broadcaster said, and may sacrifice Wirth's interests for his own. Dingell apparently has irritated several of his other subcommittee chairmen by cutting their subcommittee budgets. He may wish to win them back.

One broadcaster noted that undoubtedly the broadcaster's interests may be used in a "public vendetta." That may place the industry in the position of being either a "victim or victor," the broadcaster said.

"I take no pleasure in bypassing the subcommittee nor do I want to engage in any confrontation," Tauke said. But the congressman said that a deregulatory bill by itself was not going to move out of the subcommittee unless it contained a spectrum fee, a concept, Tauke said, that he opposes. "I feel it is proper to attempt to use whatever vehicle is available to pursue my point of view." The congressman acknowledged that Wirth is "not pleased" but that they have shared the same views in the past and will likely do so again.

Wirth is reportedly furious and is threatening to offer his own amendments in retaliation. "If they want a policy bill, then we will give them a policy bill," said one Wirth aide. The aide noted they have discussed offering amendments that might include a spectrum fee or establish deadlines at the FCC for implementation of new services, such as VHF drop-ins. Wirth is considering a number of options to defeat the deregulation legislation, the aide said. Nothing final has been decided. "Everything is still very fluid." One NAB staff member said they are "offering a new threat a day."

Among other counterattacks that were subjects of speculation was the attachment of Waxman-Wirth bill (H.R. 2250) to the FCC authorization. That bill places a five-year moratorium on any changes in the FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and exclude them from domestic syndication. That threat has reportedly alarmed the three major networks. The networks' fears, said one subcommittee staff member working on the amendment, might "wreck" any chance of passage. If that occurred, one Washington lobbyist predicted, the NAB, "would explode."

Fritts, however, said the NAB has met with the networks and "we are all marching toward deregulation together." The NAB president noted that Wirth's staff is talking about offering any amendments that would "divide our interests." In addition, he said, they have talked about even attaching telephone legislation to get the phone companies to lobby against the bill. "We expect Wirth to attach everything but the kitchen sink," Fritts said.

A rush of amendments could very well smother any legislation beyond a simple, two-year FCC authorization bill. The current FCC authorization measure includes a provision increasing authorization levels for public broadcasting (BROADCASTING May 2). Some public broadcasters fear their provision may be at stake. Subcommittee mem-

bers Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are also reportedly considering offering amendments that would encourage minority participation in the communications industry. They have both previously introduced bills aimed at expanding minority ownership and beefing up the FCC's affirmative action activities (BROADCASTING, March 28) and Dingell, sources say, may introduce an amendment to place a cap on telephone rates.

One Senate Commerce Committee staff member said it was doubtful the subcommittee members can "roll" Wirth. However, the staff member predicted, the onslaught will put pressure on Wirth to "get serious about deregulation."

Fritts said a Wirth aide called on the con-

gressman's behalf to express his anger at the NAB for backing Tauke. The aide, Fritts noted, "used some very tough language." But Fritts said, there is nothing, "illegal about what we are doing." The NAB president explained that the association has very little to lose because Wirth had never offered anything. "We saw a window of opportunity and the time had come to get on with the program," he said.

Fritts said the NAB dropped everything else to put all its support behind the Tauke-Tauzin coalition. Right now, he said, "we have a substantial number of commitments from the full committee." Even if provisions permitting television deregulation are removed, Fritts said, the NAB is willing to "talk radio-only if it is all we can get." □

Outlet purchased for \$332 million

Rockefeller Center Inc. set to buy Rhode Island group broadcaster

Old money moved in a new direction last week when Providence, R.I.-based group owner, Outlet Co., announced its assets would be acquired by Rockefeller Center Inc. for a total of \$332.1 million. The terms of the deal, which is only a preliminary agreement and must await a definitive agreement and approval of both company boards, the FCC and Outlet's shareholders, call for Rockefeller Center to offer \$68 per share for Outlet's 3.6 million outstanding shares, amounting to \$245 million plus assumption of \$87.3 million in debt.

Not including the failed \$500-million proposed General Electric-Cox Broadcasting merger of 1980, the agreement is the second largest deal for a broadcasting group owner in history—surpassed only by the Gannett-Combined Communications \$370-million merger in 1979.

This is the third time around in the merger-acquisition arena for Outlet in the past 22 months. It first proposed to be absorbed by Columbia Pictures Industries in a stock exchange deal valued at \$180 million. Then Coca-Cola Co. entered the scene by buying CPI for over \$900 million. Outlet was initially part of the Coca-Cola deal but Coke, after evaluating an audit of Outlet, said it wasn't interested in acquiring a group owner. Coke had proposed a stock-swap-plus-cash

deal for Outlet but was reported to have gotten cold feet after United Department Stores Inc., to which Outlet sold its retail division last year, filed for bankruptcy.

The latest agreement between Outlet and Rockefeller Center appears to benefit both. Outlet has said in the past that it was considering a merger or other possible arrangements with companies, but also indicated it was prepared to remain independent. Rockefeller Center, owned by trusts controlled by the descendants of John D. Rockefeller II, has been looking to broaden its base away from its substantial real estate holdings. Toward that end, it invested in The Entertainment Channel, along with RCA, before that venture was put in deep freeze earlier this year (BROADCASTING, Feb. 28). Rockefeller Center currently owns Cushman & Wakefield, a national commercial real estate brokerage and management firm; the landmark building complex in New York that bears the same name; Wesseley Energy Corp., a Dallas-based oil and gas exploration and marketing company; Radio City Music Hall Productions Inc., which oversees administration of the Music Hall, and Trinity Paper & Plastic. Richard Voell is president and CEO of RCI.

The agreement also brings relief to Bruce Sundlun, president of Outlet, who admitted the past year was a time when "most of my corporate dreams have been nightmares." Sundlun said he is extremely pleased with



Outlet's Bruce Sundlun



Rockefeller's Richard Voell

the Rockefeller Center proposal, and that Rockefeller Center has expressed a keen interest in broadcasting. "In my discussions with them I have made clear that we wish to continue to expand and they second that desire. I told them I want to acquire two UHF stations and some more radio stations." Sundlun said the intention is not to stop there, but to add even more properties if the FCC lifts the seven-seven-seven rule. Outlet now owns five radio stations and five TV's.

Sundlun also pointed out that, including the assumption of debt, Rockefeller Center's offer came to \$92.25 per share.

An Outlet spokesman said there are no major changes in store. "Outlet will continue to develop as a broadcasting company probably in much the same manner we would have if we were an independent entity, rather than a subsidiary." Outlet said the deal contemplates that a new subsidiary will be formed by Rockefeller Center—possibly with a new name—that will be headed by Sundlun as chairman and David E. Henderson as president. Henderson presently is executive vice president and president of the Broadcasting Division. Joseph S. Sinclair, Outlet Co. chairman and grandson of the founder, will become a consultant.

Outlet will have to sell WSNE(FM) Taunton, Mass.-Providence, R.I., because it is co-located with WJAR-TV Providence. Currently the stations are exempt from breakup because they are grandfathered under the FCC's crossownership rules. Outlet also said the proposed deal will have no effect on its \$2.1 million purchase of WHFS(FM) Bethesda, Md., currently pending at the FCC.

For Outlet, the worst seems to be over. In its annual report, released the day before the announcement, Outlet reported 14% higher revenues and an about-face in earnings. In 1982, profits were \$18,060,000 on revenues of \$86,579,000, as compared to a loss of \$18,033,000 on revenues of \$75,892,000 in 1981. Earnings per share were \$6.13 last year against a loss of \$6.76 the year before.

On the open market, Outlet has followed the rest of the stock market the past year and more than doubled in value. At the time Coca-Cola backed down from acquiring Outlet, in April 1982, it was trading on the New York stock exchange at \$32 per share. On the day of the announcement with Rockefeller Center, Tuesday, May 3, Outlet jumped \$11.75 a share to \$62.50 from \$50.75 on Monday when trading had been halted pending an announcement.

Rather than saying Rockefeller Center paid a premium for Outlet, Alan Gottesman, a media analyst with L.F. Rothschild, Unterberg, Towbin in New York, said that CPI and Coca-Cola "evidently walked away from a tremendous bargain. I can't think of any broadcasting company whose stock represents anything other than a discount from the liquid value of the assets." Gottesman explained that if the values of the broadcast properties were added together, and they were divided by the number of shares, the derivative is "a much higher number than the price of the stock."

Sinclair and Sundlun each own substantial chunks of the publicly traded company. Ac-

ording to ownership files at the FCC, Sinclair owns 17.5% and Sundlun owns 10%.

The Outlet stations are: WJAR-TV (NBC, ch. 10) Providence, R.I.; WCPX-TV (CBS, ch. 6) Orlando, Fla.; WCMH-TV (NBC, ch. 4) Columbus, Ohio; KSAF-TV (ABC, ch. 12)

San Antonio, Tex.; KOVR-TV (ABC, ch. 13) Stockton-Sacramento, Calif.; WTOP(AM) Washington; WIOQ(FM) Philadelphia; WQRS-FM Detroit; KIQQ(FM) Los Angeles, and WSNE(FM) Taunton, Mass.-Providence, R.I. □

ABC shows its hand

Network makes moves to shore up weak nights; 'Hotel' seen as big hit for Wednesday schedule

With substantially restructured program lineups for Thursday and Friday nights, and with lineups that remain intact for Monday and Saturday nights, ABC introduced its prime time schedule to the advertising community in New York last week. The overall reaction from that community was that ABC should be as strong next year as it was this past season, and perhaps a little stronger. Reaction to new program entries was mixed.

The new series scheduled for next year include four half-hour comedies and four hour-long dramatic series. Of the eight canceled programs, the one with the longest and most successful track record was *Laverne and Shirley*, which first went on the air in 1976. Most of the other canceled shows were introduced last fall and included *Tales of the Gold Monkey*, *The Quest*, *The New Odd Couple*, *Joanie Loves Chachi*, *It Takes Two*, *The Greatest American Hero* and *Too Close for Comfort*.

On Sunday, one new show is scheduled to run: an hour-long adventure series entitled *Hardcastle & McCormick*, which is slated for 8 to 9 p.m. Starring Brian Keith, it's about a judge (Keith) who enlists the help of a two-time loser to track down criminals who have been set free on legal technicalities. The rest of Sunday night remains intact, with *Ripley's Believe It or Not* at 7 p.m. and *The ABC Sunday Night Movie* following *Hardcastle & McCormick* at 9. Although *Ripley's* is not a ratings success, agency executives see its retention as an indication that ABC will not challenge CBS's dominance of the Sunday 7 to 8 p.m. slot with *60 Minutes*.

That's Incredible will again lead off Monday nights, followed by NFL football. The Monday night schedule remains unchanged.

On Tuesday, the new sitcom, *Just Our Luck*, about a California weatherman who acquires the services of a genie, leads off at 8. *Happy Days*, which led off Tuesday this

season, follows at 8:30, replacing the cancelled *Laverne and Shirley*. *Three's Company* follows at 9, retaining its old time period, followed by *Yes, But I'm Married*, a new sitcom starring Madeline Kahn about one married couple's mid-life crisis. *Hart to Hart* wraps up Tuesday prime from 10 to 11 p.m.

As it did this past season, *The Fall Guy* is ABC's lead-off program for Wednesday at 8 p.m. *Dynasty* will follow at 9, having been moved up one hour. At 10, the new hour-long *Hotel* will star Bette Davis and James Brolin. It is based on Arthur Hailey's best seller of the same name.

Thursday opens with the new hour-long *Trauma Center*, which is reminiscent of such past network series as *Emergency* and *Code Red*. That's followed by *9 to 5*, which moves from Tuesday at 9:30 p.m. *It's Not Easy*, another new sit-com about a divorced couple living across the street from each other, follows at 9:30, with *20/20* wrapping up the prime time evening.

Benson moves from Thursday lead-off to Friday lead-off. A new sitcom entitled *Webster* follows at 8:30, about a newly married couple who suddenly find themselves with the responsibility of caring for the husband's (Alex Karras) orphaned godson. *Lottery*, a new hour program which might be described as a contemporary *The Millionaire*, is scheduled at 9, followed by *Matt Houston*, which moves from its Sunday 8 p.m. slot.

Saturday remains the same with *T.J. Hooker*, *The Love Boat* and *Fantasy Island*.

ABC Sports has a very busy season ahead of it, with the rights to the 1983 World Series and both the 1984 Winter and Summer Olympics. Much of that coverage will be provided in prime time.

As to long-form programing for the upcoming season, made-for-TV movies scheduled by the network include *The Dollmaker*, with Jane Fonda and Geraldine Page, and a remake of "A Streetcar Named Desire," starring Ann-Margret and Treat Williams. Two others include *The Day After*, a three-hour



The unveilers: Jim Duffy, Tony Thomopoulos, Jake Keever



Hotel



Yes, But I'm Married

dramatization of the aftermath of a nuclear bombing, and *Something about Amelia*, which deals with incest.

The only announced mini-series for next season is *Mystic Warrior*, a five-hour saga of an early American Indian tribe, but two others are planned for the 1984-85 season: *The Last Days of Pompeii* and one focusing on the Kennedy family.

Theatrical films to be seen on ABC next season include: "Absence of Malice," "Arthur," the James Bond thriller, "For Your Eyes Only," "Heaven Can Wait," "Superman II," "Stir Crazy," "Stripes" and "Alien."

Most of the advertising agency executives commenting on the proposed ABC lineup for next fall prefaced their remarks by stating their opinions were subject to revision upon seeing all of the new ABC pilots (only one was seen at the formal introduction last week, *Just Our Luck*), as well as the new schedules of the other two networks which will be unveiled this week.

Rick Busciglio, senior vice president and director of broadcasting, McCann-Erickson, was optimistic about the prospects for some of ABC's new programs, and critical of others. *Hotel* should be a valuable addition to the Wednesday night lineup, he said. "It's a basic, workable idea," with the potential of a *Love Boat* or *Fantasy Island*. *Webster*, he said, also "looked appealing. The interaction among the characters is very good." *Hardcastle & McCormick*, at first glance anyway, did not look like a winner to Busciglio. After seeing the full pilot, he added, "maybe it will make more sense." *Just Our Luck* might have problems as well. The story line, along that of the old *I Dream of Jeannie*, is "too much of a gimmick," he said.

John Gudelanis, vice president and associate director of network operations for Bozell & Jacobs, said that over all, he thought the new ABC lineup looked "very strong." He said that the new *Yes, But I'm Married* with Madeline Kahn has "great potential." But he shared some of Busciglio's concern



Webster

with *Just Our Luck*. "It's a very clever show," he said, "but I don't know whether they can keep up the writing," which happened with *Best of the West* a few seasons ago. He also gave *Hotel* high marks, which, with Bette Davis, has "good star quality."

Richard Kostyra, senior vice president and media director at J. Walter Thompson's New York office, said that he was a little surprised that ABC would lead off Tuesday, the network's "strongest night," with the untested *Just Our Luck*. By his reading, the general consensus on that program is "not favorable." The story line is "simplistic," he said, "and I would agree that it's gimmicky and predictable." Wednesday, however, with *Dynasty* anchoring *The Fall Guy* and *Hotel*, will "unquestionably be the strongest night for ABC," said Kostyra. But Thursday is a "mixed up" evening, with action/adventure, comedy and news in one three-hour period. Kostyra thinks ABC's restructuring there may be all for naught.

Mike Drexler, executive vice president and director of media programming, Doyle Dane Bernbach, said he was "pretty impressed" with the new ABC lineup. Tuesday should be strengthened somewhat with the new lineup there, he said. And Wednesday, with *Dynasty* acting as a "linchpin," should also be quite strong. But Thursday may pose problems, he said, and the new *Trauma Center*, which he described as a "weak show,"

won't help any. Friday is "not particularly strong" either, he added. But with at least four strong nights—Monday, Tuesday, Wednesday and Saturday—ABC should give CBS a good run for its money next season. "ABC has no terribly weak spots," he said, predicting that next season will be "another CBS-ABC battle." □

ABC confident on eve of affiliates meeting

Executives will spell out prime time plans, new technology ventures while tackling concerns over declining audiences, program overruns and compensation

The president of ABC Television last week headed west for the annual affiliates meeting, brimming with confidence it would, in general, at least, be a happy gathering. Everything, James Duffy said, in effect, en route to the Century Plaza hotel in Los Angeles, is coming up roses. Affiliates were not in complete agreement; some saw a few weeds among the flowers.

Some 800 representatives of ABC's 200-plus affiliates will help initiate the annual round of network affiliate meetings in a time of declining viewers and increasing competition from new technologies. The ABC meeting, beginning tonight (May 9) with a cocktail party, will be leaner than in the past with only one day, instead of one-and-a-half or two, as in the past, devoted to presentations and open sessions. The meeting ends with the traditional banquet Wednesday night.

But as Duffy sees things, none of that is cause for concern. With the affiliates assembling for the meeting that will mark the network's 30th anniversary, Duffy said, "We've

come off a strong sweeps period. Business is good... The future is bright." What's more—and this he stressed, for he was talking of the sustenance of the network operation: "The [new] schedule is strong. I think they [the affiliates] will react favorably to the schedule [which was announced last week. See page 29]."

How strong? "The program development for prime time was especially good," Duffy said. "We had more programs to choose among than ever. Five or six didn't get on that would have in another year."

The affiliates have exhibited a hunger for a strong prime time schedule. They are not unmindful of the network's success in reducing CBS's prime time rating lead of nine-tenths of a point in 1981-82 to five-tenths in 1982-83. But Eugene H. Bohi, of WGHP-TV High Point, N.C., is concerned about a reduction in homes-using-television levels—both CBS and ABC were down in their ratings from the preceding year—a reduction he thinks could reflect viewer dissatisfaction with the quality of the programming available. And Tom Cookerly, vice chairman of the affiliates board of governors and president and general manager of WJLA-TV Washington, said ABC's problem in prime time has been in its regular series—not in highly successful mini-series like *Thorn Birds* and *Winds of War*. "The affiliates want something exciting and upgraded" in prime time, he said. "That's something on the minds of affiliates."

Those were among the weeds in the garden. Others included concerns about program overruns from prime time into affiliates' late-night news programs, increased commercial time on the network and network compensation. Duffy did not see those matters as problems. He noted that ABC had taken steps to deal with the overruns—more prevalent on ABC than on the other two networks combined—and said he saw no evidence the increasing level of commercial time on the network had hurt affiliates, and said, "We are competitive as to compensation."

Cookerly, who along with affiliate board chairman Robert Rice of WRAU-TV Peoria, Ill., surveyed affiliates on the overruns issue, acknowledged ABC's efforts to deal with the problem. Its baseball coverage starts at 8 p.m. instead of 8:30, and, Cookerly said, it followed through on a promise to limit the number of overruns of Sunday night movies. "But still, it's a concern," he said, "so there will be a discussion of it at the meeting." He noted that Monday night football guarantees substantial overruns 16 times during the fall.

As for the additional commercial time, Bohi feels it may be a factor in the reduced viewing reflected in the audience surveys. And Cookerly expressed the views of other affiliates when he said the network could be costing them money, in siphoning off advertiser money that might otherwise be going into the national spot market. As for the compensation issue, there may be grumbling, despite Duffy's statement on the issue, but, Cookerly said, "There's nothing the affiliates can do; it's an individual thing."

Those are among the issues likely to be discussed at the Century Plaza, over drinks and, with greater point, on Wednesday morning, when the affiliates and network management meet in a closed session. But the upbeat part of the meeting will come on Tuesday, when network executives show and tell—with clips and talks—what ABC will be sending its affiliates in the coming year.

Duffy, ABC president and chief operating officer Frederick S. Pierce and John C. Severino, president of ABC Television, will address the affiliates during the day, while the programming presentations are made by those directly involved. Roone Arledge, president of the network's news and sports operations, will discuss ABC's plans in both areas. John Martin, vice president, programming, and assistant to Arledge in sports, will discuss the network's plans for coverage of the winter and summer Olympic Games next year.

Anthony D. Thomopoulos, president of ABC Entertainment; Lew Erlicht, senior vice president for prime time, and Brandon Stoddard, president of ABC Motion Pictures, will offer an over-all view of the network's plans for prime time. Other presentations will be made by Jacqueline Smith, vice

president, daytime programs; Squire Rushnell, vice president, long-range planning and children's television, and Richard Levine, vice president East Coast programming (*Good Morning, America*).

The network's Telefirst (originally Home View Network), which would bring the affiliates into the pay-television field, will not be ignored. Herb Granath, president of ABC Video Enterprises, will discuss the service at the closed business meeting on Wednesday. The service, which will involve the transmission in early morning hours of scrambled programming that viewers can record for playback in unscrambled form at a later time, is to be tested over ABC's WLS-TV Chicago, in January.

ABC's venture into Telefirst and other fields, including cable television, have made some affiliates nervous. But Cookerly, for one, regards Telefirst as a plus—"another profit center for us." And Duffy and other network executives this week can probably be expected to try to ease any concerns affiliates feel about ABC's new ventures. "The base business is an advertiser-supported, three-network system," Duffy said. "But meanwhile, it's wise to be in the new technologies, and we're in them." □

AWRT reviews broad spectrum of issues in Toronto

Strides in employment, international communications discussion highlight sessions; Swit takes top award

Toronto provided an international backdrop for what the American Women in Radio and Television termed an international conference, but which turned out to be more of a U.S.-Canadian meeting of communication professionals. Attendance for the 32d annual convention was down this year to 300 from last year's 450 in San Francisco, attributed to the economy and the out-of-country location. But of that number nearly a third were Canadian.

For five days (May 3-7), speeches, panels and workshops were devoted to international telecommunications policy, Canadian radio

and television issues, cable marketing, broadcast advertising and leadership. But the working sessions were punctuated by the association's annual broadcast/industry banquet, a black tie event held in the ballroom of the Royal York hotel. Almost 40 people were seated at the head table during the dinner including this year's convention chairman, Martha Pell Stanville, NBC-TV's vice president-affiliate promotion services; the AWRT board of directors; several past presidents, and representatives of the organizations sponsoring the dinner.

Actress Loretta Swit was presented with the Silver Satellite Award by outgoing president Charlotte Tharp, community relations director of WHAS Inc., Louisville, Ky., for "outstanding accomplishment in or contri-



Toronto's Royal York hotel



Stanville



Tharp



Warrick-Crisman

tribution to the field of broadcast communications." Tharp cited Swit's 11-year performance in *M*A*S*H*, which represents "a clear reminder of how truly excellent prime time TV can be," her appearance in movies that have made "statements about women succeeding in work" and her ERA efforts.

Swit was not the only star—nor the only award winner—of the convention. Singer Anne Murray presented some 25 certificates of commendation during an awards luncheon to various network, local and cable programs "presenting a positive portrayal of women." The AWRT Achievement Award went to Muriel Fox, a founding member of AWRT and executive vice president of Carl Byoir and Associates in New York, and the Sid Guber Award (a scholarship) went to 13-

year-old Eric Zivvian of the Royal Conservatory of Music of Toronto.

The association's new president, Jeri Warrick-Crisman, president and general manager of WNJR(AM) Newark, N.J., delivered her inaugural address during the conference, vowing to increase the number of AWRT chapters and membership "considerably" by next year's convention in Chicago (May 30-June 2, 1984, at the Palmer House). She called on the local chapters to be "strong and active, for as we learned in high school geometry, the whole is the sum of its parts. The clout of AWRT as an organization demanding respect and recognition by the broadcasting industry lies in the combined strengths of each and every single chapter."

Crisman also briefed members on some of the ongoing projects on which the association is working, including plans for a Sept. 24 seminar co-sponsored with the FCC to explore broadcast ownership opportunities for women, and discussions with Women in Communications and Women in Cable concerning joining forces "for our mutual professional and financial benefit."



One of AWRT's most illustrious colleagues addressed the Wednesday luncheon: NBC News correspondent Jessica Savitch, who called the association a "beacon of hope" that shined in the 60's (when Savitch began her career) by its very existence, and now, by its growth.

But her praise for the organization and the strides made by women in communications careers was tempered by her observation that covert practices have replaced overt discrimination. "It is no longer a question of quantity of jobs, but rather quality. . . . Old stereotypes, myths and arguments are gone but new ones have subtly grown."

Savitch cited a 1982 Radio-Television News Directors Association survey conducted by Southern Illinois University, saying the figures look encouraging: Women make up nearly a third of all newspeople in radio and television, female TV station news directors make up 8%, radio news directors 18% and women in key correspondent and anchor roles at local stations in some cases has reached 92%.

But she pointed to other statistics—from the Department of Labor—that showed the typical upper echelon male executive in American business earns \$134,000 per year; the female counterpart earns less than \$50,000.

Still, Savitch conceded the RTNDA figures are impressive. "But now that we have the jobs, the new myth is that we won't keep them. Women can't get old on television, they say." She asked rhetorically what had happened to women like Pauline Frederick and wondered why women who had entered the field then had not stayed. Her answer: because not many had key assignments, anchor jobs or upper level management positions. Another myth Savitch named was the broadcast double standard: Women take longer to get ready for work; women are more concerned with their looks than their news judgment, and women must be beautiful—and preferably blonde—to get and hold

a job. She blamed society for these standards. "Conventional societal standards preclude women from wearing the same blue blazer with a different tie and shirt for a week. . . . There are different standards for women than for men."

Savitch also said the "tokenism myth is still alive and well." In many organizations, she said, there appears to be room for only one woman. "If a station or network contemplates hiring a female. . . then it's assumed another must be leaving."

"It is ironic that women should hit such a mystifying plateau in broadcasting because. . . women control the dial for most hours of the day; women by and large make the decisions on goods and services purchased by households—the kinds of goods



Savitch



Swit accepts her award



Cohen

and services that buy broadcast advertising." Savitch said the irony is that decisions made on what appeals to women primarily are made by men. "Women may control the dial but it is still a male-dominated managerial hierarchy that decides what and when they tune in."

But the prognosis for the future of women in broadcasting is positive. Women are beginning their own system of networking, she said, chipping away at old stereotypes. "In little more than a decade, many of you helped to dispel the old myths simply by doing your jobs." Her advice to women was to continue to maintain high standards of excellence and to be vigilant in recognizing barriers and banding together to overcome them.

She predicted women will one day be evaluated on ability, reach upper levels of management and keep those jobs despite laugh lines and crow's feet. "Whether or not I am correct will be answered only by the well-worn broadcast cliché: 'Stay tuned.'"

True to the international emphasis of the convention, the opening session last Wednesday (May 4) was dedicated to global convention communication issues. After welcomes by Stanville and outgoing President Tharp, the audience was briefed on 1983/World Communications Year by Dr. Carroll Lee Hilewick, executive director of the U.S. Council for World Communications Year. (President Reagan proclaimed U.S. association with WCY last December.)

The four objectives of the council, Hilewick said, are to (1) increase public awareness of the uses and benefits of communications technologies; (2) encourage the U.S. private and public sectors to step up technical training and facilities (particularly for students and faculty) in the U.S. and developing nations; (3) encourage more public discussion of communications policy issues and encourage technological literacy, and (4) enhance the image of the U.S. communications industry.

The opening session then moved into a panel discussion on global communications. Two scheduled panelists did not attend: FCC Commissioner Anne Jones, who was reported to be ill, and Ambassador Diana Lady Dougan, U.S. State Department's coordinator for international communications and information policy, who was in Geneva.

The panel comprised Meloshe; Virginia Schlundt, staff director of the House subcommittee on International Operations of the Committee on Foreign Affairs, who moderated; Joan Tobin, member of the board of Comsat and president of Tobin Enterprises, a Washington-based venture capital firm, and John Coleman, vice president-planning and development, Canadian Television Network Ltd., Toronto. Jane Cohen, vice president-television of the National Association of Broadcasters, opened the discussion by offering the panelists food for thought tied into the convention theme, "People Turn Us On." "Communications equipment has no power in itself. The power resides in the people who use it. We might expect the 'network' to draw us closer to-

gether but we are constantly disappointed that it doesn't seem to do so. The fault lies not in the media but in the people."

Schlundt offered what she termed the "Schlundt view" of international communications and information policy. "The communications revolution will become a crisis for all of us if we do not direct sustained attention to it. . . . Until we understand the

complexity of international communications policy, we can't really deal with the individual components." She said a comparison of the communications revolution to the industrial revolution is not valid. "We had 150 years to adjust to the industrial revolution; we don't even have to the year 2000 to adjust to this one. And if we don't adjust, we're going to resemble the dinosaur." □

Britain readies itself for cable TV

Government white paper on introduction of service calls for private ownership; no foreign programing quotas; 25-channel, interactive systems; advertising; 12-year franchises

The British government's plans for full-scale introduction of cable television call for it to be "privately financed and market led," subject to regulation that "should be as light as possible" and yet contain "a small number of key safeguards" to make sure "that existing broadcasting and telecommunications services are not impoverished and to take account of the fact that cable services will be directly available in the home."

The plans, including the safeguards, are detailed in a 90-page "White Paper" issued jointly by the Home Office and Department of Industry on April 27. Leaders hope to get the necessary legislation enacted by Parliament in time for appointment of a seven-member Cable Authority, the proposed regulatory body, by next spring or summer. Even before then, with Parliament's approval, the government would authorize "perhaps 10 or 12" new cable systems as "pilot projects."

The report, "The Development of Cable Systems and Services," envisions systems offering about 25 channels and having interactive capability. They could offer a far broader range of programs and services than either the BBC or the commercial ITV, but could not acquire exclusive rights to certain as yet unspecified "major, national sporting and other events," and would be subject to broadcasting standards of taste and decency. There would be no "adult" channels.

Pay per view would be permitted except for events customarily covered by one of the public service channels. PPV would also be permitted on future direct broadcast satellite channels.

The report does not call for a specific quota on foreign programing but anticipates a gradual build-up of homemade fare: "The government accepts that operators may need to use a significant amount of overseas material, particularly from the USA, in the early years; but the Cable Authority will have a duty to work towards a progressive increase in the proportion of British programing." (ITV is currently subject to a limit on foreign broadcasting.)

The four BBC channels and the Independent Broadcasting Authority's local channels would be "must-carry," as would their radio services, and systems would also have to be prepared to carry the five DBS channels assigned to Britain.

Cable systems could also provide a wider range of advertising, including some sponsorships "with appropriate safeguards." For conventional advertising of the sort currently carried by commercial broadcasters, they would be subject to the same limits: an average of six minutes per hour in TV, nine minutes per clock-hour on radio. But classified ads, and channels wholly or mainly devoted to advertising, would be exempt from these limits.

Franchises would encompass no more than 500,000 homes and in most cases would be "significantly" smaller. The franchising and regulatory functions would be the responsibility of the new Cable Authority.

Central and local government and religious and political groups could have no stake in cable ownership. Existing broadcast, newspaper and telecommunications interests would not be excluded, but the authority in its franchising would guard against concentrations of power contrary to the public interest. Existing cable operators could compete for new cable franchises on the same footing as other applicants.

Existing cable companies—which serve an estimated 1.4 million homes—will also be authorized to expand their services, once Parliament has approved the report. For the most part they now carry only the BBC and IBA services, except for a single channel of subscription television authorized on a two-year basis in 13 areas. They may substitute other services for one or more of these must-carries, provided they arrange for alternative delivery of the deleted services at no extra cost to the viewer. In time, however, these limited-channel operations would be phased out.

Cable franchises would run for 12 years initially and for eight years thereafter. Licenses for systems using "tree and branch" technology—conventionally used in U.S. systems—would be for 12 years, extendable to 20 if switches are subsequently installed.

The report endorsed the BBC and IBA objective of maintaining "the range and quality of broadcasting services now available to all" and at the same time recognized that cable may affect the economics of broadcasting. But broadcasters will be free to play a role in cable and "they start from a position of strength," the report continued. "In the longer term the growth of cable could necessitate considerable change in existing broadcasting arrangements, but cable has first to establish itself and the government has no plans to modify the existing duties and obligations of the broadcasters." □

Murdoch into DBS to tune of \$75 million

Australian media mogul signs deal with Satellite Business Systems setting up Inter-American Satellite Television; launch set for this year

A new player in the increasingly crowded satellite broadcasting business emerged last week: Inter-American Satellite Television. Backed by Australian media entrepreneur Rupert Murdoch and headed by former pay television equipment executive William Kommers, IAST plans to launch a nationwide five-channel satellite-to-home service later this year.

IAST will deliver its scrambled, pay service via five medium-power (20 watt) transponders on Satellite Business System's SBS III, a 10-transponder Ku-band satellite launched aboard the Space Shuttle last November. Subscribers will be equipped with earth stations with dish antennas ranging from 1.2 meters (four feet) to 1.8 meters (six feet) in diameter.

By marketing to "non-cabled U.S. households," said IAST President Kommers, "IAST intends to be an early and successful operator in this industry... We have... been working with dish manufacturers and potential programming sources for many months to obtain low-cost, reliable dish antennas and quality programming." IAST will offer cable-like programming, Kommers said, including movies, sports and news. And it will be priced competitively with cable.

The service was conceived by Kommers, but it is being financed by Murdoch. Kommers is the former president of Tanner Electronic Systems Technology Inc. of Van Nuys, Calif., a manufacturer of cable scrambling equipment and MDS receivers. Kommers is now a consultant to the firm, which is, due to the failure of some of its MDS customers, currently in Chapter 11 bankruptcy. Murdoch is an Australian broadcaster and publisher. His holdings include *The New York Post*, *The Boston Herald*, *San Antonio Express-News*, *The (London) Times*, and *the Village Voice*.

It was Murdoch's British-based News Satellite Television Ltd. that signed the six-year lease (with option to buy or lease for another year) with SBS for the five transponders and for five 5.5-meter uplinks. NST will make the transponders and uplinks available to IAST.

According to SBS spokesman Larry Weekley, the lease payments "could aggregate over the six years to more than \$75 million." He said SBS anticipates signing a separate contract with NST to operate the uplinks, which will be located at IAST's headquarters in Los Angeles.

SBS doesn't expect to have much regulatory trouble. According to Weekley, all SBS needs is FCC approval of its pending application to lease or sell transponders on a non-common carrier basis. That Murdoch is not an American citizen is also not a problem, he said, since IAST is an American company.

IAST joins nine other companies with sat-

ellite broadcasting plans. Eight of them have proposed services using high-power satellites operating in the dedicated direct broadcast satellite band: Comsat's Satellite Television Corp., RCA, Western Union, CBS, Video Satellite Systems, Graphic Scanning, United States Satellite Broadcasting and Direct Broadcast Satellite Corp. Since last fall when the FCC gave the eight its approval, however, only STC has shown signs of going ahead with its plans.

The other prospective satellite broadcasting operator, United Satellite Communications Inc., a venture backed by Prudential

Insurance and General Instrument, has proposed a service similar to IAST's. Like IAST, it has leased medium-power transponders on Ku-band satellites to broadcast a five-channel service to subscribers equipped with 1.2-meter dishes. Despite the similarities, General Instrument's Hal Krisbergh said there are significant differences that make him doubt whether IAST can be a competitive threat. Although both plan to use 20-watt transponders, USCI's signals will be twice as powerful since it plans to focus them on just half the country. IAST's beams will cover the continental U.S. Consequently, he said, IAST will be forced to install six-foot dishes and will be unable to reach the mass market USCI believes it will. "This is not a competitive program," he said. "It's a modified backyard hobbyist program." □

Two different directions on DBS

America's 'flexible' approach to satellite allocations is at odds with 'equal access' doctrine adopted in Costa Rica

Members of the U.S. delegation preparing for the western hemisphere conference in Geneva this summer on direct broadcast satellite use of the 12 ghz band returned early last week from a preliminary meeting in Lima, Peru, pleased with the results. But within a few days, representatives of nine Central American and Caribbean countries had met at a seminar in San Jose, Costa Rica, and adopted a declaration that appears to run counter to the goals of "flexibility" the U.S. and others said had been advanced in Lima. "The Declaration of Costa Rica" calls for adoption of a DBS plan that assures all countries in the hemisphere, regardless of size or need, "equal access" to orbital slots and associated frequencies.

In Lima, the meeting of CITELE (Inter-American Telecommunications Conference), an arm of the Organization of American States, generally endorsed the work of the Panel of Experts of eight countries that had worked for a year and a half to develop planning and procedural principles for consideration by the regional conference when it drafts its plan. Ambassador Abbott Washburn, who headed the 11-member U.S. delegation, as he will the larger delegation in Geneva, described the work of the CITELE meeting as "quite significant," and said it should make the conference itself run smoothly. He said the representatives of the 12 countries participating obtained a thorough understanding of the issues involved.

"The Declaration of Costa Rica" reflects a different view. It was adopted at the conclusion of the seminar which was sponsored by Costa Rica's Secretariat of Information and Communication and by the Center of Telecommunications for the Third World (CET-TEM), whose function is to inform less-developed countries of developments in telecommunications. The purpose of the seminar was to study "the technical aspects and the social, economic and political implications of direct broadcast by satellite."

And the first point of the declaration calls on the regional conference to develop a DBS plan "which guarantees equitable access to orbit/spectrum resources for all countries, in a manner which offers equal opportunities to all to obtain the benefits of the service independent of the dimensions of the service area, location, prospects for implementation over the short and long-term, or level of development."

U.S. officials maintain that a "flexible" plan enhances the prospect of "equitable" access to the orbit and associated frequencies. But Armando Vargas, Costa Rica's minister of communications, who served as chairman of the seminar, leaves no doubt the delegates intended "an equal distribution of those two limited resources." Costa Rica, he says, is entitled to the same number of slots and frequencies as the U.S.

The degree to which the sentiments expressed in the declaration will be translated into the positions the countries involved take in Geneva was not clear. Vargas acknowledged that the countries are not bound by the declaration. But he noted that most of these who attended the seminar will be delegates to the conference. What's more, the declaration calls for the creation at the conference of an organization of Latin American and Caribbean countries to coordinate the activities and policies of those countries. Such an organization functions at the meetings of most other United Nations agencies.

The remaining point of interest says consideration should be given to the imposition of "progressive" fees on those who use the spectrum. The funds made available would be used by the International Telecommunication Union to help Third World countries develop their telecommunications facilities. The declaration says the location of new sources of funds for the ITU "is a high-priority task" to be undertaken in the current World Communications Year.

Vargas apparently intends to continue pressing the points made in the declaration. He will keynote the First Caribbean Telecommunications Conference, to be held in Ocho Rios, Jamaica, on May 15-17. And, he said, "I will raise the same issues." □



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.

This is a brand-new, exciting step, teaming two media in the simultaneous satellite transmission of useful, in-

formative and entertaining journalism. These daily reports are brought to you by the nation's largest information company, Gannett Company, Inc., and the nation's largest commercial radio network, Mutual Broadcasting System. For the exclusive radio edition of the Nation's Newspaper, the answer is Mutual.

**The answer
is Mutual** 

MUTUAL BROADCASTING SYSTEM

The station on the move.

As of April 20, 1983, we're WOR-TV, Secaucus, New Jersey. And all of us at WOR-TV and RKO General Television look forward to the challenge of this history-making opportunity to serve the people of our New Jersey signal area. In addition to carrying our outstanding array of sporting events, classic movies, and the best syndicated programming available, we've already begun broadcasting more news and public affairs programming devoted to what's happening in the Garden State. We want to be the best there is. And we want New Jerseyans to be proud of their television station.

RKOG
TELEVISION
DIVISION OF RKO GENERAL INC



WOR-TV Secaucus, nj

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ American Express
□ American Family □ Anixter Bros. □ BBDO □ A.H. Belo □ John
Blair □ Burnup & Sims □ Cable TV Industries □ Capital Cities □ CBS
□ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Conrac □ Control
Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane
Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Fairchild Indus-
tries □ Foote, Cone & Belding □ Gannett □ General Electric □ General
Instrument □ General Tire & Rubber □ Getty Oil □ Graphic Scanning
Corp. □ Gray Communications □ Grey Advertising □ Gulf + West-
ern □ Gulf United □ Harris Corp. □ Harte-Hanks □ Heritage Commu-
nications □ Insilco Corp. □ Interpublic Group of Cos. □ Jefferson-
Pilot □ Josephson International □ JWT Group □ Knight-Ridder □ Lee
Enterprises □ Liberty Corp. □ LIN Broadcasting □ Lorimar □ Mac-
Lean Hunter □ M/A Com □ MCA □ MGM/UA Entertainment □
McGraw-Hill □ Media General □ Meredith Corp. □ Metromedia □
3M □ Motorola □ Multimedia □ N.A. Phillips □ New York Times Co.
□ A.C. Nielsen □ Oak Industries □ Ogilvy & Mather □ Orion Pictures
□ Outlet Co. □ Pioneer □ Post Corp. □ RCA □ Reeves Corp. □ Rogers
Cablesystems □ Rollins Inc. □ Scientific-Atlanta □ Scripps-Howard □
Selkirk Communications □ Signal Cos. □ Sony □ Stauffer □ Storer
Communications □ Taft Broadcasting □ Tektronix □ Tele-Communi-
cations Inc. □ Telepictures □ Texscan □ Time Inc. □ Times Mirror Co.
□ Turner Broadcasting □ United Cable Television □ United Television
□ Varian Associates □ Viacom □ Warner □ Washington Post Co. □
Western Union □ Westinghouse □ Wometco □ Wrather □ Zenith

The Fifth Estate's five-score favorites

Electronic media and related firms turned in generally good performances in 1982; GE tops revenue list; RCA has highest rating on BROADCASTING's Electronic Communications Index

BROADCASTING's 1982 Top 100 companies in electronic communications have turned in their report cards for the year and the results are good. Despite bad news throughout 1982 for the U.S. business community, the electronic communications companies listed on pages 40-43 withstood the high interest rates and declining sales that pushed many companies into the red last year. Only eight companies out of the BROADCASTING Top 100 registered a loss.

The BROADCASTING listing comprises publicly owned companies engaged in the variety of communications businesses covered by BROADCASTING, including radio and television broadcasting, cable systems, STV and SMATV, satellite earth stations, program production, post-production video and audio services, program syndication and film licensing, advertising services for electronic media, rating services, paging systems and cellular radio, MDS, DBS, teletext and videotext, low-power television and the manufacture of equipment and parts for the preceding fields.

The Top 100 in 1982 is a classier group than the previous year's because of the arrival of a few new names, including some of special prominence—Control Data (number 12 on the list), Coca-Cola (8), Pioneer (30), Anixter (48)—and because of strong sales growth during the 12 months of 1982 throughout the Fifth Estate. The entry requirements for this year's club increased 8% to \$38,856,000 in annual sales, up from the 1982 chart's minimum of \$35,925,000.

Since the last index, Filmways became Orion, Coca-Cola purchased Columbia Pictures and MGM/UA Home Entertainment Group Inc. was traded separately from MGM/UA Entertainment Co. There are also a few other newcomers to the Top 100: A.H. Belo (72), Lorimar (73), Graphic Scanning (84), Stauffer (93), Texscan (96), and Telepictures (97). Nine companies had to vacate the list to make room for the new members. Most of the departing companies had sizable revenues but because their ECI (Electronic Communications Index)—the portion of those revenues (billings for advertising agencies) derived from Fifth Estate activity—was small, the editors of BROADCASTING decided to exclude them this year. Companies departing for this reason were Rockwell, Charter Co. (which is divesting itself of its broadcast interests), Schering-Plough, MCI, Arvin, Comsat and AEL Industries. Other companies not included in this year's index were Nippon Electric Co. (because of a dissimilar fiscal reporting period), Acton Corp. and Centel.

Calculating the ECI for a Top 100 company is occasionally difficult. Some of the larger manufacturers have a book-size products list. After products linked to the com-

munications industry are identified, revenues for the relevant products must be calculated. The ECI can sometimes be derived from annual reports but is more often based on an estimate by a company official or other knowledgeable source.

This year's index reveals that the 10 most important companies are evenly divided between communications companies and manufacturers.

Listed in descending order of ECI revenue, the first 10 ECI companies in BROADCASTING's Top 100 index are RCA (number 5 in total revenue), with ECI revenues of \$3,294,800,000; Westinghouse (4), \$3,215,850,000; ABC (18), \$2,344,784,000; CBS (13), \$2,185,074,000; Sony (11), \$1,812,498,000; Motorola (15), \$1,514,339,000; 3M (7), \$1,247,589,000; Zenith (26), \$1,016,044,000; Time Inc. (16), \$855,439,000; General Electric (1), \$795,000,000. The lowest ECI was for Josephson International (83), with \$10,853,000. Getty Oil (2), 85% owner of ESPN, had the lowest ECI percentage (1%) but was still in the first half of ECI companies.

General Electric, despite a decline in total revenue from the previous year, is again at the top of the BROADCASTING's list, with more than twice the total revenue of number two Getty Oil. Following, in order, are Eastman Kodak, Westinghouse and NBC parent company, RCA. CBS places 13th in the index and ABC, 18th.

Despite the recession, which was the dominant influence on the Top 100's performance in 1982, 80 of the 100 companies showed an increase in revenues above the 3.9 consumer price index increase (December to December), better than 1981's Top 100, among which only 65 companies showed real revenue growth. This comparison understates the improvement over last year's group because the fiscal reporting for last year's Top 100 ended in September 1981, catching only the beginning of the recession. This year's reporting period is for the four quarters closest to calendar year 1982. Approximately a third of the companies had their fiscal year figures recalculated to conform. Revenue figures used in the chart are for companies' continuing operations whenever possible and also are after extraordinary or nonrecurring items, when figures are available.

Just below the surface. A number of companies fell a few million dollars shy of making the Top 100 list. The following are some companies (and their revenues) that just missed the list:

Comtech Telecommunications, \$34,425,000; Movielab Inc., \$31,026,000; C-Cor, \$28,950,000; Compact Video Inc., \$28,256,000; Tech-Ops Inc., \$26,995,000; Microdyne Corp., \$24,938,000; Acton Corp., \$24,625,000; Tocom Inc., \$23,956,000; Mobile Communication Corp., \$23,233,000, and Cowles Broadcasting, \$21,310,000.

One of the reasons total revenue for BROADCASTING's Top 100 increased during the recession was that total expenditures by advertisers increased by 14% for broadcast TV, according to the Television Bureau of Advertising, and an estimated 100% for cable in 1982.

Acquisitions were responsible for some companies' large revenue increases. MGM/UA which advanced from 65 to 37 on the list owed most of its revenue increase to its purchase of United Artists. Other acquisitive Top 100 members include Tele-Communications (63), Rogers Cablesystems (68) and Josephson (83). Expansion of existing business operations was responsible for large revenue gains at Storer (58), Turner (76), Comcast (94) and Telepictures (97).

The 20 companies with revenues that did not advance with the rate of inflation were mostly manufacturers, such as General Electric (1), 3M (7) and General Tire (20). Most of their problems occurred in non-ECI-related activities.

Earnings did not always follow the lead of revenues. In the current Top 100, only 52 companies reported an increase in net income above the CPI. Most of those companies showing large declines in earnings once again were manufacturers, including: General Tire (20), Pioneer (30), Fairchild Industries (31), Insilco Corp. (43). For some of these companies, their problems were outside ECI activity; others faced heated competition supplying the communications industry. Competition among suppliers of equipment to the cable industry took its toll on companies like Oak Industries (46), Scientific-Atlanta (62) and Cable TV Industries (100).

Several deterrents to communications profits appeared in 1982:

■ The prime interest rate declined from 1981 highs, but was still at an average monthly rate of over 15% for more than half the year, and in real terms increased during part of the year. Borrowing to finance acquisitions, the building of cable systems and the servicing of previous debt, took dollars away from the earnings side of the ledger of such companies as Motorola (15) and Storer Communications (58). Storer's interest expenses increased two-and-a-half times over the previous year. Rogers Cablesystems (68) was another MSO suffering from increased interest expense. Rogers is one of three Canadian companies—along with MacLean Hunter (54) and Selkirk Communications (82)—on the chart. Their revenue and earnings are reported in U.S. dollars at the rate of \$1.2383 Canadian to \$1.00 U.S. The price earnings ratio calculations in the chart are made with exchange quotations from April 26 and 1982 earnings. Earnings per share figures are for "primary" shares whenever such figures are available. Profit margin is the ratio of earnings to revenues.

■ An exceptional number of programing services were either started last year or incurring development costs for a 1983 introduction. Among the familiar names feeding new mouths from the profit trough were

CBS with RadioRadio (13), ABC with Satellite News Channel and Daytime (18), Disney with Disney Channel (32) and Turner Broadcasting with CNN Headline News (76).

■ 1982 also was a year of communications deregulation and diversification; when companies were developing products or operations to take advantage of the opportunities allowed by the FCC in cellular radio, tele-text and direct broadcast satellite. None of these services were operational last year and

also had to be fed from income. Knight Ridder (25) and Graphic Scanning (84) were among those betting on the new technologies.

Eight of the Top 100 companies reported yearend losses: Zenith (26), Pioneer (30), Scientific-Atlanta (62), Rogers Cablesystems (68), Turner Broadcasting (76), Orion Pictures Corp. (80), Graphic Scanning (84) and Wrather (90).

If annual reports for many of the Top 100 tolled the same news of delayed economic

recovery and a very difficult economic environment, the yearend results of others on the list seemed unaffected by the bad news. Broadcast income, boosted by increased advertising, helped either to produce good earnings, as with RCA (5) and Outlet (89), or to help offset weak earnings in other divisions, as happened with Wometco (50) and Harte-Hanks (57). Successful television series helped the earnings of Lorimar (73), a prominent producer, and Telepictures (97), a syndicator. □

How some heavy hitters scored in '82

Here's a sampler of 1982 earnings by top executives of selected publicly held companies in the Fifth Estate and related fields. It is based on the latest proxy statements of those companies and other sources. Figures include total remuneration, contingent benefits and reimbursement, plus other forms of compensation.

ABC Inc.—Leonard H. Goldenson, chairman, \$1,252,663; Elton H. Rule, vice chairman, \$1,004,247; Frederick S. Pierce, president, \$903,925; Michael P. Mallardi, vice president and chief financial officer, \$484,536; Everett H. Erlick, senior vice president and general counsel, \$475,128. □

John Blair & Co.—Jack W. Fritz, president, \$601,352; Harry B. Smart, vice president (and chairman of Blair Television), \$450,726; James A. Jurist, vice president and treasurer, \$259,703. □

CBS Inc.—William S. Paley, founder chairman, \$636,516; Thomas H. Wyman, chairman, \$722,827; Gene F. Jankowski, vice president, \$615,635; Walter R. Yetnikoff, vice president, \$583,421; Walter Cronkite, director, \$1,100,826. □

Chris-Craft Industries—Herbert J. Siegel, chairman and president, \$842,321; Lawrence E. Barnett, executive vice president, \$321,137. □

Cox Communications—Garner Anthony, chairman of executive committee, \$456,723; Clifford M. Kirtland Jr., chairman of board, \$337,500; William A. Schwartz, president, \$540,213; Robert C. Wright, executive vice president (also president of Cox Cable Communications), \$356,433; Stanley G. Mouse, senior vice president, \$236,599. □

Dun & Bradstreet Corp.—Harrington Drake, chairman, \$769,567; Charles W. Moritz, president, \$453,385; Robert E. Weissman, executive vice president, \$346,092; Richard F. Schmidt, executive vice president, \$260,314. □

Gannett Co.—Allen H. Neuharth, chairman and president, \$848,815; Douglas H. Corkindale, senior vice president and chief financial officer (and president of Diversified Media), \$460,223; John E. Heselden, senior vice president (and president of newspaper division), \$419,646; John C. Quinn, senior vice president (and president of News Services), \$408,237; Alvin G. Flanagan, chairman of Gannett Broadcasting Group, \$341,723. □

General Tire & Rubber Co.—M.G. O'Neil, chairman, \$478,239; Thomas O'Neil, chairman of board of RKO General, \$396,156. □

Jefferson-Pilot Corp.—W. Roger Soles, chairman, \$381,340; Louis C. Stephens Jr., vice president, \$243,986; Seth C. Macon, vice president, \$137,607; James T. Warmath Jr., vice president, \$135,000; Wallace J. Jorgenson, director (and president of Jefferson-Pilot Broadcasting), \$140,146. □

Meredith Corp.—E.T. Meredith III, chairman, \$300,937; Robert A. Burnett, president, \$936,259; James E. Conley, president-broadcasting group, \$344,286; Jack D. Rehm, president-publishing group, \$300,625; Gerald D. Thornton, vice president-administrative services, \$278,067. □

Metromedia Inc.—John W. Kluge, chairman and president, \$973,562; George H. Duncan, senior vice president-operations, \$421,667; Stuart Subotnick, senior VP-finance and treasurer, \$434,432; Robert M. Bennett, senior vice president-TV broadcasting and production, \$311,950; Ross Barrett, senior vice president, \$222,357. □

The New York Times Co.—Arthur Ochs Sulzberger, chairman, \$1,129,715; Walter Mattson, president, \$847,119; Sydney Gruson, vice chairman, \$779,215; John D. Pomfret, senior vice president, \$626,218; Benjamin Handelman, senior vice president \$522,937. □

RCA—Thornton F. Bradshaw, chairman, \$954,938; George F. Fuchs, executive vice

president, industrial relations, \$400,761; Frank A. Olson, executive vice president, \$485,315; Roy H. Pollock, executive vice president, \$506,481; Herbert S. Schlosser, executive vice president, \$437,840. □

Rollins Inc.—O. Wayne Rollins, chairman, \$500,000; R. Randall Rollins, president, \$400,000; Charles R. Patterson Jr., vice president, \$320,000; Gary W. Rollins, vice president, \$188,200; Bill J. Dismuke, senior vice president, \$186,800. □

Scripps-Howard Broadcasting—Donald L. Perris, president, \$347,886; Richard D. Cervenak, vice president, \$191,278; Richard J. Janssen, vice president, \$162,350; M.E. Greiner Jr., vice president, \$175,945; Robert R. Regalbuto, vice president, \$168,920. □

Storer Communications—Bill Michaels, former chairman, \$266,425; Peter Storer, chairman, \$342,080; Terry Lee, president, \$305,807; Kenneth L. Bagwell, president of Television Stations division, \$273,554; Arno W. Mueller, president of Cable Communications division, \$233,660. □

Time Inc.—Ralph P. Davidson, chairman of board, \$579,373; Clifford J. Grum, executive vice president, \$554,704; Gerald M. Levin, group vice president, \$563,668; J. Richard Munro, president, \$710,907; Arthur Temple, vice chairman, \$454,254. □

Viacom International—Ralph Baruch, chairman, \$975,964; Terrence A. Elkes, president, \$818,236; Kenneth F. Gorman, vice president (and president of Viacom Entertainment Group), \$545,840. □

Wometco Enterprises—Mitchell Wolfson, chairman and president (deceased 1-28-83), \$236,435; Van Myers, executive vice president in charge of vending, food services and bottling, \$222,370; Arthur H. Hertz, executive vice president, chief financial officer and treasurer, \$187,963; Stanley L. Stern, senior vice president in charge of entertainment division, \$149,360; J. Bruce Irving, vice president and general counsel, \$133,787. □

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

Rank	Company	Revenues (000)		% change
		1982	1981	
1.	General Electric	26,500,000	27,240,000	(3%)
2.	Getty Oil	12,311,612	13,251,560	(7%)
3.	Eastman Kodak	10,815,000	10,337,000	5%
4.	Westinghouse	9,745,400	9,367,500	4%
5.	RCA Corp.	8,237,000	8,004,000	3%
6.	American Express	8,093,000	7,291,000	11%
7.	3M	6,601,000	6,508,000	1%
8.	Coca-Cola	6,249,700	5,889,000	6%
9.	Gulf + Western	5,358,223	5,663,903	(5%)
10.	Signal	5,065,100	5,487,600	(8%)
11.	Sony Corp.	4,531,245	4,871,323	(7%)
12.	Control Data	4,292,000	4,100,000	5%
13.	CBS	4,122,782	3,955,926	4%
14.	Warner	3,989,985	3,237,153	23%
15.	Motorola Corp.	3,785,847	3,569,677	6%
16.	Time Inc.	3,564,328	3,296,382	8%
17.	N.A. Phillips	3,160,052	3,030,044	5%
18.	ABC	2,664,528	2,443,713	9%
19.	Times Mirror Co.	2,200,399	2,130,756	3%
20.	General Tire	2,094,000	2,211,915	(5%)
21.	MCA Inc.	1,587,618	1,328,988	20%
22.	Harris Corp.	1,582,410	1,427,008	11%
23.	Gannett	1,519,514	1,367,171	11%
24.	Dun & Bradstreet Corp.	1,461,566	1,331,035	10%
25.	Knight-Ridder	1,327,657	1,237,093	7%
26.	Zenith	1,239,200	1,275,200	(3%)
27.	Tektronix	1,200,609	1,109,398	8%
28.	Gulf United	1,197,561	1,041,943	15%
29.	McGraw-Hill	1,193,587	1,110,125	8%
30.	Pioneer	1,128,377	1,173,127	(4%)
31.	Fairchild Industries	1,093,261	1,338,905	(18%)
32.	Disney	1,088,612	1,013,310	7%
33.	Western Union	1,025,000	966,200	6%
34.	General Instrument	1,002,014	800,070	25%
35.	New York Times Co.	933,692	841,707	11%
36.	Jefferson-Pilot	923,218	887,282	4%
37.	MGM/UA Entertainment Co.	801,934	456,657	75%
38.	Washington Post	800,824	753,447	6%
39.	Dow Jones & Co.	730,673	641,024	14%
40.	Varian Assoc.	696,100	655,900	6%
41.	Capital Cities	663,580	573,784	16%
42.	A.C. Nielsen Co.	654,237	594,793	10%
43.	Insilco Corp.	636,034	624,702	2%
44.	M/A Com Inc.	610,887	518,719	18%
45.	American Family	584,623	518,129	13%
46.	Oak Industries	545,720	507,119	8%
47.	Interpublic Group of Cos.	545,322	441,048	24%
48.	Anixter Bros., Inc.	535,604	501,185	7%
49.	Cox Communications Inc.	514,746	403,497	28%
50.	Wometco Enterprises Inc.	493,408	434,175	14%

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

<i>Earnings (000)</i>		<i>% change</i>	<i>Profit margin %</i>	<i>Earnings per share</i>	<i>P/E ratio</i>	<i>ECI %</i>	<i>ECI rank</i>
<i>1982</i>	<i>1981</i>						
1,817,000	1,652,000	10%	6.9%	8.00	14	3%	10
691,590	856,865	(19%)	5.6%	8.61	8	1%	49
1,162,000	1,239,000	(6%)	10.7%	7.12	12	2.4%	30
449,300	438,000	3%	4.6%	5.16	8	33%	2
222,600	54,000	312%	2.7%	2.03	12	40%	1
581,000	524,000	11%	7.2%	4.53	15	2%	41
631,000	673,000	(6%)	9.6%	5.37	16	18.9%	7
512,232	447,070	15%	8.2%	3.95	14	7%	13
180,195	272,427	(34%)	3.4%	2.33	11	7%	20
113,200	214,000	(47%)	2.2%	1.56	21	8%	16
123,896	287,376	(57%)	2.7%	.54	26	4%	5
155,100	169,800	(9%)	3.6%	4.11	12	1.9%	63
112,509	162,829	(31%)	2.7%	4.01	18	53%	4
257,811	226,493	14%	6.5%	3.96	7	17%	11
169,492	182,138	(7%)	4.5%	4.64	23	40%	6
156,115	184,568	(15%)	4.4%	2.50	24	24%	9
73,564	78,518	(6%)	2.3%	5.33	12	12%	19
160,027	146,313	9%	6.0%	5.54	12	88%	3
139,874	150,331	(7%)	6.4%	4.09	18	10%	33
19,436	65,881	(70%)	0.9%	1.13	31	8%	40
176,198	89,788	96%	11.1%	3.69	10	22%	24
61,741	92,642	(33%)	3.9%	2.05	21	8.9%	46
180,507	172,506	5%	11.9%	3.39	20	11.5%	39
142,122	121,474	17%	9.7%	5.06	25	7%	56
102,931	100,353	3%	7.7%	3.14	17	4.3%	77
(21,800)	15,600	(240%)		(1.15)		82%	8
71,056	80,517	(12%)	5.9%	4.34	15	15.6%	38
92,437	89,934	12%	7.7%	2.80	9	5%	74
110,018	98,117	12%	9.2%	4.40	22	5.6%	69
(13,244)	36,198	(137%)		(.023)		33%	21
35,280	64,318	(45%)	3.2%	1.90	12	5%	79
98,898	112,944	(12%)	9.1%	2.98	27	4.1%	85
82,312	62,143	32%	8.0%	3.48	11	11.4%	51
103,307	84,396	22%	10.3%	3.39	16	43%	14
54,257	49,970	9%	5.8%	4.31	16	5%	83
86,201	100,357	(14%)	9.3%	4.02	8	6.5%	73
28,138	27,353	3%	3.5%	.56	26	44.2%	23
52,413	32,710	60%	6.5%	3.70	19	13.5%	54
88,103	71,390	23%	12.0%	1.39	34	5%	89
31,723	3,200	891%	4.6%	3.43	12	20%	47
96,317	80,518	20%	14.5%	7.25	21	41%	28
45,506	36,964	23%	7.0%	4.06	9	12%	64
14,823	34,007	(56%)	2.3%	1.71	13	65%	15
37,335	45,305	(18%)	6.1%	.97	25	35%	35
24,718	18,413	34%	4.2%	1.58	12	5%	93
4,103	30,350	(86%)	0.8%	.25	46	58%	25
19,777	15,171	30%	3.6%	3.31	18	70%	17
13,275	17,525	(24%)	2.5%	.94	28	40%	34
65,421	55,490	18%	12.7%	2.31	21	93%	12
26,040	24,403	7%	5.3%	1.51	21	31.6%	42

Rank	Company	Revenues (000)		% change
		1982	1981	
51.	Rollins Inc.	488,940	506,738	(4%)
52.	Meredith Corp.	452,896	437,206	4%
53.	Media General	429,409	366,544	17%
54.	MacLean Hunter	423,859	330,550	28%
55.	JWT Group	420,408	393,329	3%
56.	Metromedia	407,074	340,441	20%
57.	Harte-Hanks	396,903	348,519	14%
58.	Storer Communications	379,302	276,437	37%
59.	Taft Broadcasting Co.	376,037	353,258	6%
60.	Ogilvy & Mather	327,411	302,852	8%
61.	John Blair & Co.	321,551	264,684	21%
62.	Scientific-Atlanta	314,306	328,317	(4%)
63.	Tele-Communications	282,552	181,426	56%
64.	Viacom International Inc.	274,847	210,436	31%
65.	The Liberty Corp.	264,820	231,224	15%
66.	Affiliated Publications	259,444	236,073	10%
67.	Burnup & Sims	237,012	208,800	14%
68.	Rogers Cablesystems Inc.	236,335	93,308	153%
69.	Reeves Corp.	228,617	203,693	12%
70.	Multimedia Inc.	225,463	195,276	16%
71.	BBDO	215,863	179,754	20%
72.	A.H.Belo	203,436	182,245	12%
73.	Lorimar	198,600	152,165	31%
74.	Foote, Cone & Belding	179,990	172,109	5%
75.	Doyle Dane Bernbach	179,147	169,514	6%
76.	Turner Broadcasting	165,641	95,047	74%
77.	Lee Enterprises	163,874	155,750	5%
78.	Grey Advertising Inc.	142,150	113,747	25%
79.	United Cable Television	128,652	77,264	67%
80.	Orion Pictures Corp.	116,812	93,865	24%
81.	Conrac	116,261	114,708	2%
82.	Selkirk Communications Ltd.	112,092	104,656	7%
83.	Josephson International Inc.	108,534	67,442	61%
84.	Graphic Scanning Corp.	105,529	74,529	42%
85.	Scripps-Howard Broadcasting	95,646	87,344	10%
86.	Heritage Communications	94,825	77,157	23%
87.	Post Corp.	88,595	83,171	7%
88.	LIN Broadcasting Corp.	88,420	71,036	24%
89.	Outlet Co.	86,579	75,892	14%
90.	Wrather	85,721	89,137	(4%)
91.	Chris-Craft	78,887	68,452	15%
92.	Adams-Russell	71,859	55,700	29%
93.	Stauffer	70,183	66,077	6%
94.	Comcast	62,838	39,456	59%
95.	Cetec Corp.	57,296	56,838	1%
96.	Texscan	49,615	37,287	33%
97.	Telepictures	46,241	22,120	109%
98.	United Television Inc.	43,160	37,725	14%
99.	Gray Communications Inc.	38,856	39,122	(1%)
100.	Cable TV Industries	32,258	39,875	(19%)

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

<i>Earnings (000)</i>		<i>% change</i>	<i>Profit margin %</i>	<i>Earnings per share</i>	<i>P/E ratio</i>	<i>ECI %</i>	<i>ECI rank</i>
<i>1982</i>	<i>1981</i>						
35,353	48,673	(27%)	7.2%	1.34	10	8%	88
28,080	24,670	14%	6.2%	7.79	14	19.5%	58
32,512	31,554	3%	7.6%	4.60	11	15%	71
17,182	21,909	(22%)	4.1%	.59	25	28%	50
10,940	7,106	54%	2.6%	2.06	16	73.3%	26
36,632	37,926	(3%)	9.0%	23.16	20	90%	22
27,297	25,362	8%	6.9%	2.78	17	22.1%	59
9,198	31,900	(71%)	2.4%	.56	53	100%	18
36,436	38,532	(5%)	9.7%	.95	58	64%	31
14,840	16,544	(10%)	4.5%	3.46	14	63%	36
17,061	13,637	25%	5.3%	4.42	14	24%	65
(2,456)	21,931	(111%)		(.11)		64%	37
10,402	12,843	(19%)	3.7%	.47	55	100%	27
24,592	17,054	44%	8.9%	2.06	16	95%	29
13,685	26,772	(49%)	5.2%	1.22	15	25.5%	68
15,765	14,199	11%	6.1%	2.02	20	13%	91
9,255	8,538	8%	3.9%	1.01	8	22.5%	81
(11,542)	(105)			(.65)		100%	32
24,475	17,703	38%	10.7%	2.55	8	28.7%	70
28,974	25,824	12%	12.9%	1.90	20	64%	44
14,982	13,796	9%	6.9%	2.61	16	50%	53
23,113	20,245	14%	11.4%	2.47	18	34%	66
7,319	4,164	76%	3.7%	1.58	13	77%	43
10,912	11,977	(9%)	6.1%	3.88	12	38%	67
7,646	11,001	(31%)	4.3%	1.33	18	49%	61
(3,350)	(13,423)			(.16)		86%	45
20,464	19,400	6%	12.5%	2.95	14	27%	86
6,809	6,661	2%	4.8%	11.03	8	77%	52
7,838	11,689	(33%)	6.1%	.72	26	100%	48
(27,166)	(57,938)			(4.29)		50%	76
6,191	4,691	32%	5.3%	2.67	13	4.6%	80
212	1,710	(88%)	0%	.02	41	95%	55
5,875	5,985	(2%)	5.4%	1.25	14	10%	100
(9,240)	17,141	(154%)		(.68)		60%	72
18,676	19,199	(3%)	19.5%	1.89	12	100%	57
6,149	3,812	61%	6.5%	.63	18	37%	90
3,774	3,408	11%	4.3%	2.07	18	28.8%	95
20,121	17,384	16%	22.8%	1.85	21	95%	62
11,320	1,568	622%	13.1%	6.13	8	100%	60
(1,270)	(2,865)			(.57)		25%	96
9,423	7,361	28%	11.9%	1.21	16	70%	78
6,004	5,108	17%	8.4%	1.00	25	20%	99
3,980	3,763	6%	5.7%	3.88	11	25.5%	98
6,526	4,895	33%	10.4%	.95	22	93%	75
889	1,140	(22%)	0.2%	.40	23	33.6%	97
5,112	4,379	17%	10.3%	.82	28	95%	82
4,428	1,530	189%	9.6%	.75	22	100%	84
9,605	7,331	31%	22.3%	.80	16	100%	87
446	2,191	(80%)	1.4%	.15	40	100%	92
1,680	2,616	(36%)	4.3%	3.40	14	69%	94

Judge clears 'Post' in libel suit

Judgment is expected to help future First Amendment cases

U.S. Judge Oliver Gasch last week was clear in his opinion that a *Washington Post* story asserting that Mobil Oil Corp. President William P. Tavoulaareas had "set up" his son, Peter, in a shipping concern, was less than first-rate journalism. He said the article, published on Nov. 30, 1979, "falls far short of being a model of fair, unbiased, investigative journalism." But, he added, there is no evidence to show it constitutes a libel of the elder Tavoulaareas. As a result, he overturned the libel verdict that a six-member jury had returned against the *Post* in July, and threw out the jury's \$2,050,000 award of damages.

The decision by Gasch, who had presided over the three-week trial, was greeted with relief by attorneys who represent news organizations and who have been concerned by a series of tough judgments being returned against newspapers in libel cases. Richard Schmidt, counsel for the American Society of Newspaper Editors, said the decision was "very significant." Gasch, he said, "correctly interpreted what the actual law is as concerns malice." And Floyd Abrams, who represents the *New York Times* and NBC in First Amendment cases, called the decision "a significant vindication of the right and the

ability of the press to cover controversial issues." Both said the decision should ease the concerns of journalists regarding such suits.

Gasch, noting that the trial was conducted under the standards the Supreme Court has laid down for trying libel cases brought by "public" persons, made it clear his opinion of the journalistic quality of the article was not controlling. "There is no evidence in the record . . . to show that [the article] contained knowing lies or statements made in reckless disregard of the truth," Gasch said, adding, "Reviewed under the stringent test set forth by the Supreme Court . . . the verdict in plaintiff's favor must be set aside."

The high court has held that the First Amendment requires a public figure who brings a libel case to prove that the statement in question was published with "actual malice"—that is, in the knowledge that it was false or with reckless disregard of its truth or falsity. Gasch said he did not reach the question of whether the article was true or false, because Tavoulaareas had not proved "actual malice," even if it was false. The *Post* has insisted that the article and a follow-up published the next day were accurate.

If Tavoulaareas has a heavy burden in prosecuting the case, the *Post*, Gasch noted, also had a heavy one in seeking to have the judg-

ment set aside. A trial court may grant such a motion, Gasch said, quoting from an earlier case, "only when 'the evidence together with all inferences that can reasonably be drawn therefrom is so one-sided that reasonable men could not disagree on the verdict.'"

The articles involved were written by Patrick Taylor. He and Sandy Cohen, a freelance writer who helped steer the *Post* to the story, had been found guilty of libel along with the *Post*, in the verdict that awarded the elder Tavoulaareas \$250,000 in compensatory damages and \$1.8 million in punitive damages.

The story that the jury said was libelous alleged that Tavoulaareas had used his influence as president of Mobil to "set up" and maintain his son as a partner in Atlas, a London-based shipping firm. Father and son sued the *Post* for defamation, contending that the articles had held them up to ridicule. The jury did not find the second story libelous, nor did it find that the son had been libeled.

Tavoulaareas has not yet announced whether he will appeal Gasch's decision. But if it does stand, the opinion is certain to be used as a guide in future libel cases brought by "public figures."

Gasch noted, in explaining his decision, that the article "was neither 'fabricated' by the defendants nor was it based merely upon the imaginations of two newspaper reporters." Although certain portions of the story may have been "slanted," he said, "the record clearly reflects that Tyler expended a large amount of time and effort on its preparation."

But such work—involving interviews with officials of Atlas and Mobil and efforts, ultimately unsuccessful, to talk to the Tavoulaareas, and a review of documents in company and government files—does not dispose of the issue of malice, Gasch said. "A reporter cannot shield himself from a charge of reckless disregard merely by showing that he invested a large amount of time and effort on an article's preparation."

Gasch reviewed the claims Tavoulaareas had made in support of the contention the *Post* had been guilty of malice, and found none convincing. In disposing of one concerning the language and "innuendos" of the article, Gasch said, "A thorough examination" of the article "reveals that no part of it was published with actual malice as that term is understood in the law of libel."

He noted that, during the trial, much of the testimony dealt with the lead paragraph of the article which said that the elder Tavoulaareas had "set up his son . . . as a partner" in the shipping firm. "This may not be the most felicitous choice of vocabulary that could have been used to describe the situation but, given the material that formed the basis for the statement," Gasch said, "it cannot be said it was a lie or a reckless untruth."

If anyone was happier with the decision

Wire problems. Negotiators for the Wire Service Guild in New York recommended last week that a strike vote be taken against the Associated Press after talks broke down on a new contract because of differences over wage proposals.

The old pact expired last Dec. 31. Management offered a three-year agreement calling for increases of \$26.50 per week in the first year; \$26 in the second year, and \$24.50 in the third, bringing the top scale to \$620 weekly. It is now \$533.

According to a union spokesman, a serious dispute is over AP's refusal to make wage increases retroactive to Jan. 1. AP replied that when negotiations began last November, it advised the union that under no conditions would it agree to retroactivity if a contract were not achieved by Dec. 31. A spokesman said this warning had been repeated several times during talks up to last Dec. 31.

The contract covers about 1,300 employees in 140 cities. The call for a strike vote must first be approved by the union's executive committee before submission to the membership.

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Underwriting — Financing — Appraising
Licensed Securities Dealers

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, Cincinnati, Ohio 45202
Phone: (513) 381-7775



WITH NEC, A LITTLE SLEIGHT-OF-HAND MAKES MORE VIDEO MAGIC THAN EVER BEFORE.

Take the controls of the new NEC E-FLEX Perspective Rotational Accessory. You can add it to your E-FLEX DVE® System to get pictures that compress, enlarge, tumble, spin and split. Images that rotate into perspective. Virtually any picture manipulation you can imagine, all with absolute fidelity...and all for a price that's

more than magic—it's a miracle. Plus something no other system offers at any price—future add-on flexibility.

See the magic of the E-FLEX Perspective Rotational Accessory for yourself. To arrange a demonstration, call us today at 1-800-323-6656. In Illinois, call (312) 640-3792.

NEC

IMAGINE WHAT WE'LL DO NEXT

NEC America, Inc., Broadcast Equipment Division, 130 Martin Lane, Elk Grove Village, IL 60007

Also call us about ■ FS-16 FRAME SYNCHRONIZER ■ DV-10 DIGITAL MULTIPLEX ■ TVL-800-7E ■ SPC-3 CAMERA
FBN 7000 SERIES FM TRANSMITTERS ■ E-FLEX OFFLINE EDITING SYSTEM ■ HPA-4536B FM EXCITER

than Tyler—and he was quoted in the *Post* as saying he feels better than he has since the jury verdict was issued, on July 30, 1982—it was the *Post*'s executive editor, Benjamin C. Bradlee. "We're delighted that our reporting was vindicated and it's a great day for newspapers everywhere," he said. While lawyers agreed with the second part of the statement, they had trouble squaring the first part with Gasch's characterization of the reporting involved. □

AIM's ombudsman ploy at RCA meeting fails

Request to create such a position fails and brings exchange between RCA officials and AIM President Irvine

RCA Inc. stockholders, meeting at NBC studios in Burbank last Tuesday (May 3), turned down a proposal to appoint an ombudsman who would "keep an eye" on the network's journalistic performance. The proposal, advanced for the second consecutive year by Washington-based Accuracy In Media, received less than 6% approval from shareholders, according to an RCA spokesman.

The proposal, as presented by AIM President Reed Irvine during the meeting, became the focus of a series of exchanges between Irvine, NBC Chairman Grant Tinker and RCA Chairman and Chief Executive Officer Thornton F. Bradshaw.

"NBC News stands alone among the networks in refusing to recognize the need for such an official," said Irvine, noting ABC's recent appointment of an ombudsman and CBS's designation of an ombudsman-like official. "NBC has the weakest set of rules governing its news staff," Irvine charged. In AIM's proxy statement outline of the proposal, the group claimed "NBC has aired misleading programs in recent years that have been biased to favor critics of American democracy and the free enterprise system."

Referring to the controversy spawned by CBS News's 1982 documentary about General William Westmoreland's conduct during the Vietnam War, Irvine asked, "If this can happen at CBS, who can say that it is not out of the realm of possibility at NBC?"

Irvine's specific criticisms of NBC News's performance had to do with Central American coverage by reporter John Alpert (labeled as "propaganda for the left"), allegedly inadequate coverage of Nicaraguan and Cuban involvement in El Salvador, the appearance of an NBC News recruiter at a conference organized by the Democratic Socialist Organizing Committee and anchorman Tom Brokaw's recent interview in the "left wing" *Mother Jones* magazine. Irvine also criticized RCA for advertising its products in "X-rated" and "anti-Christian" magazines, including *Penthouse*.

Bradshaw, saying he is more interested in NBC's news coverage than any other area of programming, maintained that responsibility for news content "rests solely on the should-

ers of NBC [executives], and there it will remain.

"We don't believe [an ombudsman] is the answer. We believe the answer remains with the organization."

Bradshaw defended Brokaw's right to hold and express his own political opinions, but said he feels "it's a mistake for news reporters to make strong political opinions, that they hold, known."

Referring to the *Mother Jones* article, in which Brokaw expressed some skepticism about the government's foreign policies, Bradshaw said: "I think Mr. Brokaw made a mistake in holding the interview... and I think he's sorry for it." He also said most good reporters hold strong political views and that "if they're good, it makes no difference what their opinions are."

Tinker, who claimed NBC has previously responded to each of the points raised by AIM, speculated that an ombudsman would not have precluded CBS's difficulties over the Westmoreland/Vietnam documentary. NBC management, said Tinker, is better equipped to deal with journalistic problems than "the human frailty of a single ombudsman."

In a statement by its board of directors opposing the proposal, RCA termed use of an ombudsman "unwarranted and unduly burdensome. Standards of accuracy, fairness and balance are basic to NBC News programs. NBC News policy statements already set forth these standards and emphasize that NBC personnel are required to adhere to them." □

U.S.-U.K. news debated

Differences in the presentations of television news programs in the U.S. and in Britain were discussed last week at a seminar of the Museum of Broadcasting in New York.

Tom Brokaw, anchorman of the *NBC Nightly News*, suggested that the U.S. is more likely to emphasize domestic rather than foreign news. He ventured that as a general rule "our viewers won't stand still for more than one foreign news story a night." Brokaw also said that British stations are more likely to provide coverage of events in the U.S. than vice versa. He said that's because Britain is more affected by events that occur here than the U.S. is by British developments.

In response to an audience question, Paul Fox, managing director of Yorkshire Television, said there is also pressure in England to carry "good news." He replied he resists this, saying "there is no good news or bad news—just news." He noted that "what may be good news for one person may be bad for somebody else."

Alan Proteroe, assistant director general of the BBC, said in his viewing of U.S. television news, he is disturbed by the frequent commercial interruptions. He said that in England the interruptions by commercials are not as widespread.

Brokaw agreed and said he is disconcerted sometimes by the nature of the products advertised. But he noted that financial support is needed to permit the programs to be telecast. □

'60 Minutes' story draws complaint

California doctor tells FCC CBS deliberately distorted story; action follows libel suit against network

"It's No Accident," a CBS *60 Minutes* episode aired in 1979, violated FCC policy by "deliberately" presenting distortions and falsehoods. Or so said Dr. Carl A. Galloway, a Lynwood, Calif., physician who has already filed a libel suit against the network over the program, in a complaint at the FCC last week.

In the complaint, which also alleges that CBS violated the commission's personal attack rule by not offering him an opportunity to respond to what he described as an "attack," Galloway asked the FCC to conduct a "full-scale" investigation into the production of the program and to revoke CBS's licenses for its O&O's.

According to the complaint, which came replete with reportedly unedited transcripts of material used in putting the production together, the program, which explored the filing of fraudulent auto insurance claims, had contained staged interviews. Through "editing trickery," the complaint said, the program also juxtaposed a subject's answer to one question with another question.

Also according to the complaint, Dan Rather, then a CBS correspondent, "knowingly" made false assertions about an anonymous doctor interviewed in the program, "deliberately misleading and deceiving the public."

The complaint further states that CBS violated the personal attack rule by not giving Galloway an opportunity to respond to its allegation that he had signed a false medical report of the type used to defraud insurance companies. "CBS has clearly failed to comply with this rule by not providing Dr. Galloway with an opportunity to respond to Dan Rather's attack on his honesty, character and integrity," the complaint said.

According to Michael Carvin, executive director of the American Legal Foundation, which co-authored the complaint, Galloway's \$20-million libel suit against CBS, in which the doctor charges the network with falsely and recklessly accusing him of participating in insurance fraud, has been scheduled for trial in Los Angeles Superior Court.

ALF, which bills itself as a "pro-free enterprise" legal group, has also filed a similar FCC complaint over CBS News's airing of *The Uncounted Enemy: A Vietnam Deception*.

"These outtakes and unedited transcripts make it clear that *60 Minutes* is nothing more than a 'docudrama' prepared with the sole goal of increasing ratings by presenting a weekly 'morality play,' regardless of how many innocent people have their reputations destroyed in the process," Carvin said.

A CBS News spokesman, who had not seen the complaint as of late last Wednesday night, had no immediate comment. □

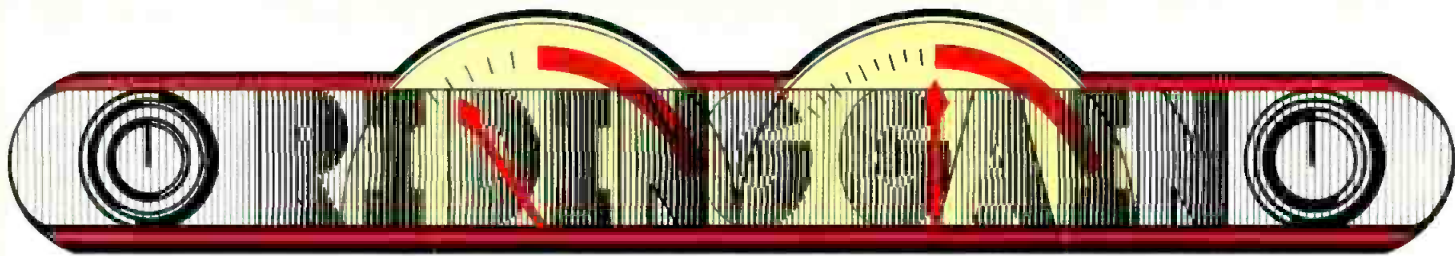
UP! UP! DATE (7-10) What's Up at UPI?

The new Washington bullets!



UPI has taken six giant steps forward in state and regional reporting. We've just appointed six new Washington reporters who will cover stories of interest to the states they represent. Now UPI subscribers in each of the fifty states have their own Washington correspondent.

UPI
One Up on the World™



Rising revenues

Network advertising revenues for the first quarter of 1983 just topped \$53 million, an increase of nearly 22% over last year's first quarter, according to the Radio Network Association, which relies on information compiled by the New York certified public accounting firm of Ernst & Whinney. Each month represented a growth rate higher than the preceding month. Network executives say the second quarter was off to a slow start, but momentum has picked up in May.

US distribution

Westwood One has secured the exclusive radio broadcast rights to the 1983 US Festival, a three-day (May 28-30) rock and roll jamboree produced by the Unuson Corp., a company headed by Stephen Wozniak, co-founder of the Apple computer company. Plans call for the Culver City, Calif.-based producer and distributor of radio programs to record the 25 rock acts scheduled to appear, and then to produce, for late-summer

distribution, a 10- to 12-hour radio special featuring the performances and interviews. Westwood One's command post backstage at the festival, which will be on the 500-acre Glen Helen Regional Park, east of Los Angeles, will house a separate production facility with a portable uplink to transmit live festival reports via satellite twice daily.

Ad tracking

An Indianapolis-based company specializing in tracking radio advertiser activity on a market-by-market basis is beginning to pick up momentum. Media Monitors, which issues reports for stations in Chicago, Indianapolis; Dayton and Columbus, both Ohio, and Louisville, Ky., will begin issuing its first basic report to clients in Philadelphia this week.

The company monitors commercials on a specific number of stations in each of its six markets by recording them simultaneously, between 6 a.m. and 7 p.m., one day per week—usually a Wednesday, Thursday or Friday. According to company executive

Tony Sidio, tapes are then transcribed and developed into a log highlighting account name (by alphabetical order), station and number of spots aired according to day-parts.

Sidio said the 18-month-old company recently began offering three optional reports that further break down radio advertiser activity in a market.

Media Monitors only records stations in the six markets that are of interest to its clients. However, Sidio said the company's goal is to monitor stations that together account for between 80% and 90% of that market's total radio revenue dollars.

Festival days

The second annual International Radio Festival of New York kicks off next week (May 18-20) at the Sheraton Center hotel, highlighted by seminars on digital audio, the future of public radio programming and reaching the Hispanic market. All events are free except a workshop called *Expand Your Creativity* given by personal development counselor Nancy Rosanoff and the awards presentation ceremony slated for Friday evening, May 20, which will be hosted by WNEW(AM) New York air personality William B. Williams. During the latter event, awards will be presented for outstanding radio programming, advertising and promotion aired between June 1982 and March 25 of this year. Festival headquarters is at 251 W. 57th Street, New York 10019.

May forums

The Atlanta-based program consultancy firm of Burkhart/Abrams/Michaels/Douglas & Associates is planning its second annual adult radio forum for May 23-24 at the Marriott hotel near the Atlanta airport. The first day will be devoted to radio sales and management, organized by the Grid One division of the firm.

Speakers for the sales and management portion include Peter Moore, president of Torbet Radio; Sam Paley, president of Custom Audience Consultants (CAC), a research firm, and Karen Dixon, field media supervisor for the McDonald's fast food franchise. Grid One President Steve Lapa is also planning a presentation on sales training.

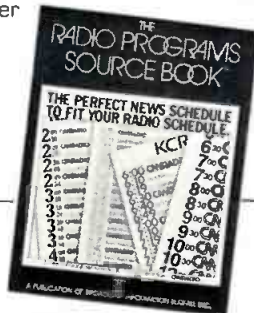
Scheduled to speak for the programming forum on May 24 are John Parkhal, president of Joint Communications, Toronto; David Tate, president of Laurel, Md.-based Rantel Research, and Ed Busch, radio personality on the AP Radio Network, who also serves as a news/talk consultant to Burkhart/Abrams/Michaels/Douglas & Associates. Discussions will not only center on programming techniques, but on music, life style and focus group research as well. Critiques will be offered by members of the program



For radio programming professionals...

Comprehensive information on over 2500 radio programs and services. • Up to 25 different facts about each listing. • Over 200 information-packed pages to help you every day. • Three different indexes for easy reference: Title Index, Main Category Index, Subject Category Index, plus "The Sources" section which is a handy listing of Syndicators, Networks, and Producers, complete with addresses, phone numbers, personnel, and properties. • A free update is included in the subscription price 6 months after publication.

THE RADIO PROGRAMS SOURCE BOOK™ is a publication of the Broadcast Information Bureau, Inc., serving the broadcast industry for over 30 years! Only \$59.95 per copy, plus \$3.00 Postage & Handling (Add Tax Where Applicable) Allow 3 Weeks for Delivery, Overseas Charges Extra



Broadcast Information Bureau, Inc.
100 Lafayette Drive • Syosset, NY 11791
(516) 496-3355 Telex: 6852011

Enclosed find check in the amount of _____
for _____ copy(ies) of THE RADIO PROGRAMS SOURCE BOOK™ or Charge to Visa or
 Mastercard, Card # _____ Expiration Date _____ Bill me.

Name _____

Address _____

City _____ State _____ Zip _____

Firm _____ Phone _____

Signature _____

OUR BANDWAGON KEEPS ON ROLLING. CLIMB ABOARD.

Motorola AM Stereo is licensed to Broadcast Electronics, Inc., T.F.T., Inc. and Belar to manufacture and market exciters and monitors. Motorola AM Stereo equipment is broadcasting from six discriminating stations. Motorola AM Stereo decoder IC's are in sample and design at fifty receiver manufacturers. For more information call Dick Harasek at 312/576-2879 or Chris Payne at 202/862-1549.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



consultancy firm on air checks of different radio personalities from stations represented at the forum.

Registration fee for client stations of Burkhart/Abrams/Michaels/Douglas & Associates for both days is \$250. Nonclient stations are invited to attend only the sales management session on May 23 for \$350.

In the marketplace

ABC Radio Networks will air live coverage of the Preakness Stakes from Maryland on May 21 at 5:06 p.m. NYT. To date, approximately 500 stations have signed to broadcast the event. Major sponsors include Ford Motorcraft, Allied Van Lines and Xerox. This will be the second year of ABC carriage of the horse race, the second jewel in racing's Triple Crown.

□

The Health News Network, a new two-and-one-half minute weekday feature hosted by Dr. Lendon Smith, began airing on 30 stations in the Northwest last week. The program offers health information in a "light-hearted" manner. Shows are scripted by both Smith and Cameron Stauth, author of four health books. Plans call for the feature to be "rolled out" region-by-region, with a goal of national syndication by next May. Currently, the program is aired in the Northwest as a public service vehicle, but network officials say they are close to signing a sponsor. Information: HNN, 754 Washington Street, Eugene, Ore. 97401.

Tops of pops

A six-hour special featuring what are called the top 25 greatest rock acts of all time will be aired by CBS's RadioRadio Network over the Memorial Day weekend (May 27-30). More than 200 stations thus far have signed to air *The Honor Roll of Rock and Roll*.

Stations have the option of airing the special during any time period. Rankings for the musical lineup are based on record sales past and present, along with the input of

more than 40 program directors of RadioRadio affiliated stations. Selected as the top act was Elvis Presley, followed by the Beatles and Diana Ross and The Supremes. *The Honor Roll of Rock and Roll* was produced exclusively for RadioRadio by The Creative Factor of Hollywood, Calif. Major advertisers for the event include Levi-Strauss, Gillette and Honda.

Taking to the air

Sam Simon, executive director of the Telecommunications Research and Action Center, has proved to his satisfaction that the

fairness doctrine is alive and well, at least in Washington. After hearing the Chesapeake & Potomac Telephone Co.'s advertising campaign for Optional Measured Service—described in ads as offering customers the option of cheaper rates—Simon decided to talk back.

The TRAC-organized Coalition for Fair Phone Rates asked local radio stations for time to reply; the coalition contended C&P's ads were misleading. WMAL(AM) not only granted time, it made facilities available for production of a spot, which Simon voiced. WTOP(AM) and WOOK(AM) also granted time. WRC(AM) refused; it said it had already complied with the fairness obligation on the issue and Simon agreed.

Sunshine sales

The newly formed Cocoa, Fla.-based Sunshine Entertainment Network, which offers a 24-hour live urban contemporary format, has signed a marketing agreement with the Dallas-based Satellite Music Network. SMN's sales force will sell the format to prospective affiliates. SEN's programming will be transmitted over RCA's Satcom IV satellite (BROADCASTING, Jan. 24).

Country's best

Lee Arnold, midday personality at Mutual Broadcasting's WHN(AM) New York and host for the network's *Lee Arnold On A Country Road* weekly broadcast, has been named *Disc Jockey of the Year* by the Academy of Country Music. Arnold will accept the award during a live NBC-TV telecast of the 18th annual Academy of Country Music Awards, May 9. *Country Road* is carried by 350 stations.



Big band bash. Nick Verbitsky (l), president of the United Stations, is pictured at a party in honor of the company's weekly big band/nostalgia series, *The Great Sounds*, with Debra Seyler, Warner-Lambert's assistant manager of advertising services; Robert Friedlander, manager of media planning and coordination for Warner-Lambert, and entertainer Dick Clark, co-partner of the United Stations. More than 200 people from the advertising community attended the event at the New York Water Club restaurant. The program is currently being carried by stations in more than 100 markets.



Dish day. RKO Radio Networks management joined Scientific-Atlanta representatives as the first of 300 free earth stations being given to RKO affiliates was installed at the facilities of WAXY(FM), the RKO-owned-and-operated facility in Fort Lauderdale, Fla. Pictured at the station site are (l-r): Mike Kelly, manager of marketing, Scientific-Atlanta; Joe Maguire, vice president/director of engineering, RKO; Thomas F. Burchill, president, RKO; Jack Kelly, executive vice president, Scientific-Atlanta, and Doug Donoho, vice president/general manager, WAXY.

**“With ABC Direction
you have the best
of both worlds—
you keep your independence,
yet have access to the
resources of a
great network.”**

**Aaron Daniels VP/GM,
WPRO-AM,
Capital Cities Communications**

When you join Direction, your station has access to the world's largest radio news-gathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station's position in the local marketplace. And will provide you with many new local sales opportunities... all with a surprisingly low network inventory.

Direction's dynamic programming relates to adult listeners in a warm, personal manner. It doesn't just tell listeners what's happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station's programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

Put Direction to work for you.
Call Vincent A. Gardino, Director,
ABC Direction Radio Network,
(212) 887-5636.



ABC Direction Radio Network

Exclusive Radio Broadcasters of the 1984 Summer Olympics.



© 1981 ABC, Inc.

"Star in Motion"

© 1980 L.A. Olympic Committee

NBC set for recovery, says Chairman Bradshaw

He voices support for Tinker and expects earnings gains in 1983; Hertz still on block

The chairman and chief executive officer of RCA Inc., Thornton S. Bradshaw, told reporters at a news conference held in NBC's Burbank studios the parent corporation has no plans to sell the network, insisting NBC is "certainly not in serious trouble."

Bradshaw's remarks came shortly before RCA's annual shareholders' meeting, during which the executive reported "significant increases in earnings" for NBC during the first quarter of 1983.

"NBC reported sharply higher profits for the first quarter on a 24% year-to-year sales gain," said Bradshaw. "The improvement was sparked by the owned television stations and the television network. NBC's owned stations showed marked improvement in local performance and were helped by strong advertiser demand. NBC's network performance was bolstered by the Super Bowl, cost-control measures and one other factor—demographics."

Bradshaw emphasized that NBC's programming has attracted "a highly desirable group of viewers which advertisers like. In general, these viewers are between the ages of 18 and 49." During the news conference, Bradshaw said that the network will continue to rely on action/adventure shows to bolster its overall ratings: "You've got to have *A Team* along with *Hill Street Blues*." He also acknowledged the network's weakness in daytime and news ratings, where, he said, "there is considerable room for improvement."

NBC reversed a four-year decline in profits during 1982, doubling its profits over the previous year from \$48.1 million to \$107.9 million. The shift is partly a result of cost-containment efforts, which Bradshaw said kept 1982's expense increase at the network at about 5%. NBC wrote off \$14 million in program costs in 1981. Declines in earnings in RCA's electronics, transportation and communications divisions were reported for the first quarter of 1983. RCA's overall sales for 1982 reached a record \$8.2 billion, with a net income of \$222.6 million, or \$2.03 per common share. Bradshaw declined to put a figure on projected earnings for 1983 except to predict they would exceed 1982's total. He acknowledged RCA is still trying to sell its Hertz rental car company, on the market for more than a year. Despite turning a modest profit, Hertz is carrying a heavy debt.

RCA lost \$17 million from its partnership with Rockefeller Center for operation of The Entertainment Channel, a pay cable program



Bradshaw

service discontinued March 31. Bradshaw said "discussions with possible partners" continue, aimed at reviving the service on an advertiser-supported basis or to develop its 10-year co-venture and programing use agreement with the BBC.

"We entered the market at the wrong time," said Bradshaw. "We were depending heavily on the building of new cable systems." He blamed the recession for curbing new cable builds and consumer sign-ups.

The executive said that RCA is still losing money on its videodisk operations, but could turn a profit as early as 1985. Losses on videodisk player and disk sales declined from \$107 million in 1981 to \$97 million last year.

"We doubled sales of players in 1982 and during the first quarter of 1983 sales were up 100% over the same period in 1982," said Bradshaw. RCA is projecting annual growth rates of 37% for videodisks and cassettes during the 1980's. Bradshaw declined to provide numbers for units sold, but said videodisk player owners bought an average of 30 disks during 1982, three times what RCA had expected.

Bradshaw estimated that RCA will spend \$300 million during the next 10 years on development of communications satellites, including the development of DBS systems.

He acknowledged, however, that the future of DBS "depends on the outcome of that [WARC] conference" in Geneva in June. □

Johnston answers Luisi's charges

JWT Group's annual meeting in New York last week was enlivened by remarks of Chairman Don Johnston, who called charges made by Marie Luisi, a dismissed JWT executive, "ridiculous" and "utter nonsense."

Departing from his prepared text, Johnston said that Luisi, senior vice president and former head of JWT Syndication until she was discharged in April 1982 (BROADCASTING, April 5, 1982 et. seq.), and her attorneys have been courting press coverage to induce JWT to make an out-of-court settlement of the \$125.3 million suit she lodged against the company as a result of her discharge (BROADCASTING, April 18).

Johnston assured shareholders the company will contest the suit, adding, "We will see them in court and we expect to win."

Luisi has contended she was made "the scapegoat of Thompson's ineptitude." She claimed a lack of financial controls led to the \$30.5 million in computer irregularities.

(Her attorney, Ivan Fisher of New York, replied to Johnston's charges by saying the suit would be prosecuted. He noted that last year, shortly after Luisi was suspended, she offered to settle with JWT before filing a suit if JWT would retract its charges against her.)

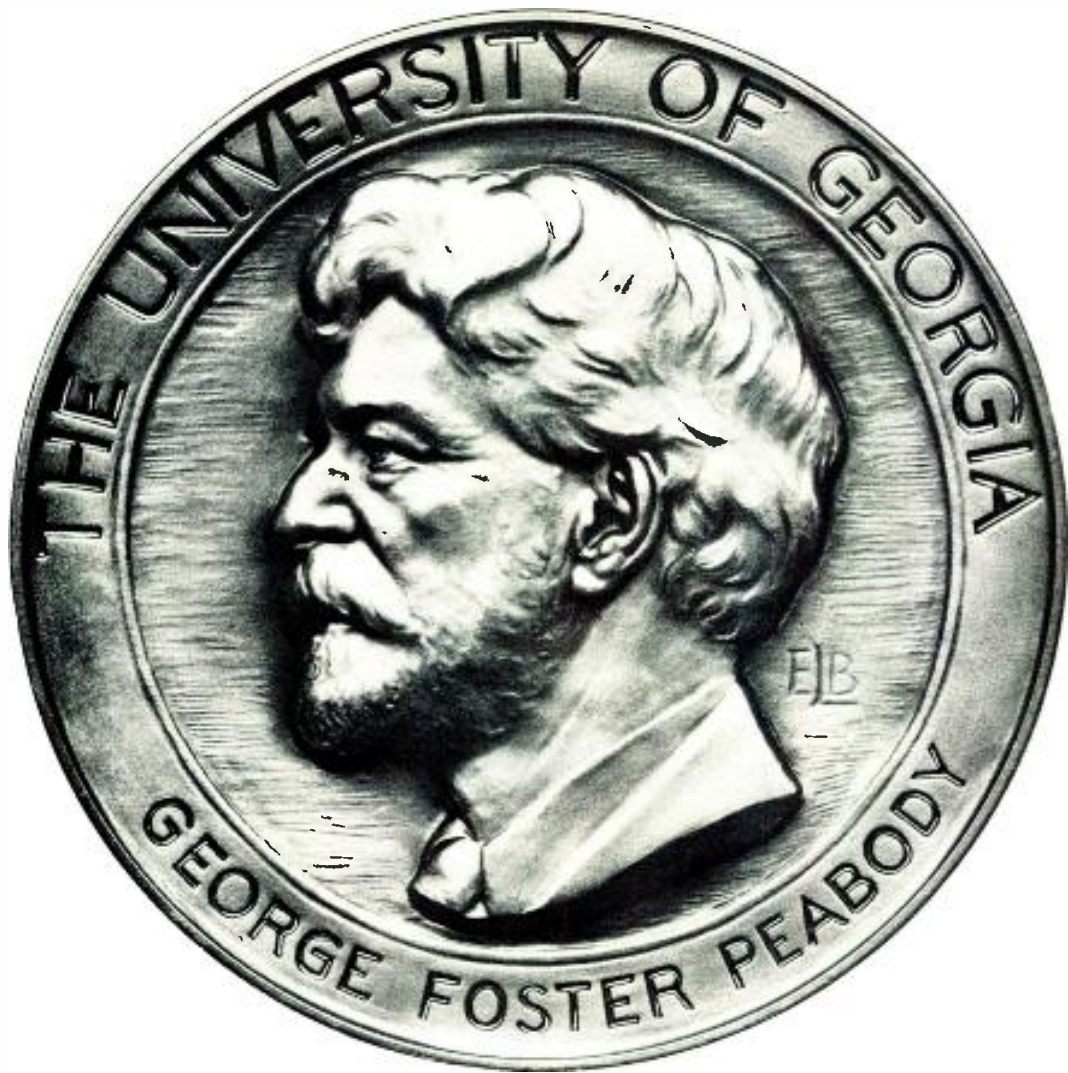
Otherwise Johnston had upbeat news for JWT Group shareholders. He said the corporation showed a net income of \$1.1 million, or 20 cents per share, in the first quarter of this year, up from a net loss of \$47,000, or one cent per share, in the comparable period last year. He said revenues in the first quarter of this year amounted to \$103 million, as compared with \$95 million last year. □

Bottom Line

Viacom drop. Viacom International's first-quarter 1983 earnings dropped 22.6% to \$3,681,000, or 28 cents per share, on 25% higher revenues of \$77,495,000. Earnings from continuing operations increased 23% to \$9,418,000. Viacom said decline in earnings was principally due to additional interest expense associated with acquisition of remaining 50% of Showtime and higher tax rates. □

Blair bonanza. John Blair & Co. reported earnings increased 14% in first quarter to \$3,860,000, or 98 cents per share, on 19% higher revenues of \$88,940,000. Company said earnings gain was attributable to couponing and commercial printing operations and offset losses of increased interest expense and lower operating results in other divisions. □

A-R even. Adams-Russell reported second-quarter fiscal year earnings were almost flat as compared to same period year before. Earnings were \$1,450,000, down 0.7%, on 23% higher revenues of \$21,935,000. Earnings per share were 24 cents, against 25 cents for second quarter of 1982.



Broadcasting's most prestigious honor The Peabody Award to WBBM-TV

The George Foster Peabody Award. One of only 29 presented this year from 730 entries nationwide.

Awarded to WBBM-TV's "Killing Crime: A Police Cop-Out." Reported by Pam Zekman and the Channel 2 Investigative Team.

This exposé revealed how Chicago's police deliberately falsified records by wiping thousands of crimes off their books.

Just another example of WBBM-TV's commitment to excellence.

WBBM-TV
CHICAGO  **2** CBS

Stock Index

Exchange and Company	Closing May 4	Closing Wed. Apr 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	64	66 3/4	-2 3/4	- 4.11	12	1,856
N Capital Cities	148 1/4	149	- 3/4	- .50	20	1,950
N CBS	73 1/8	72	+1 1/8	+ 1.56	18	2,156
N Cox	49	49 1/4	- 1/4	- .50	21	1,389
A Gross Telecasting	59 1/2	59 1/8	+ 3/8	+ .63	14	47
O LIN	40	39 1/4	+ 3/4	+ 1.91	22	415
N Metromedia	480	475	+5	+ 1.05	31	1,340
N Outlet Co.	62 1/2	47 1/8	+15 3/8	+32.62	46	169
O Scripps-Howard	22 1/4	23	- 3/4	- 3.26	13	230
N Storer	31 1/4	29 1/4	+2	+ 6.83	56	512
O SunGroup Inc.	4 3/4	4 3/4			7	3
N Taft	52 1/4	53 1/2	-1 1/4	- 2.33	14	475
O United Television	12 3/4	12 5/8	+ 1/8	+ .99	16	150

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 1/2	24 3/4	- 1/4	- 1.01	25	148
A Affiliated Pubs.	40 1/2	40 1/2			20	316
N American Family	19 1/4	18 1/8	+1 1/8	+ 6.20	13	261
O Associated Commun.	25 1/4	25 1/4			10	60
O A.H. Belo	44 3/8	43 5/8	+ 3/4	+ 1.71	16	415
N John Blair	68 1/2	64 3/8	+4 1/8	+ 6.40	15	267
N Charter Co.	13	11 7/8	+1 1/8	+ 9.47	13	274
N Chris-Craft	22 1/8	19 7/8	+2 1/4	+11.32	24	137
N Cowles	18 3/4	18 1/4	+ 1/2	+ 2.73	20	74
N Dun & Bradstreet	123	122 1/2	+ 1/2	+ .40	24	3,463
N Fairchild Ind.	21 7/8	21 3/4	+ 1/8	+ .57	12	286
N Gannett Co.	66 7/8	66 1/2	+ 3/8	+ .56	20	3,563
N General Tire	36 1/2	35	+1 1/2	+ 4.28	35	878
O Gray Commun.	44	45	-1	- 2.22	13	21
N Gulf United	28	27 3/8	+ 5/8	+ 2.28	9	774
N Harte-Hanks	47 1/8	47	+ 1/8	+ .26	17	465
N Insilco Corp.	24 1/2	22	+2 1/2	+11.36	16	391
N Jefferson-Pilot	34 1/2	32 1/4	+2 1/4	+ 6.97	9	740
O Josephson Intl.	17 3/4	17 1/4	+ 1/2	+ 2.89	13	85
N Knight-Ridder	54 1/8	53 1/2	+ 5/8	+ 1.16	17	1,765
N Lee Enterprises	43 1/4	42 3/4	+ 1/2	+ 1.16	29	590
N Liberty	19	18 1/2	+ 1/2	+ 2.70	16	186
N McGraw-Hill	90 3/4	96	-5 1/4	- 5.46	21	2,262
A Media General	50	50			11	347
N Meredith	111	110 3/8	+ 5/8	+ .56	12	347
O Multimedia	39 1/4	39	+ 1/4	+ .64	21	618
A New York Times Co.	68 1/8	69 1/4	-1 1/8	- 1.62	16	856
A Post Corp.	41 3/4	38 3/8	+3 3/8	+ 8.79	20	76
N Rollins	14 1/4	13 3/8	+ 7/8	+ 6.54	11	370
N Schering-Plough	46 1/2	43 3/8	+3 1/8	+ 7.20	14	2,475
N Signal Cos.	30 1/2	31 3/8	- 7/8	- 2.78	20	3,233
O Stauffer Commun.*	43	43			11	43
A Tech Operations	29	28 1/4	+ 3/4	+ 2.65	10	24
N Times Mirror Co.	77 3/4	74 3/4	+3	+ 4.01	19	2,658
O Turner Bcstg.	18 1/2	17 3/4	+ 3/4	+ 4.22	71	377
A Washington Post	67 7/8	69 1/8	-1 1/4	- 1.80	18	959
N Wometco	31 5/8	31 7/8	- 1/4	- .78	21	547

CABLE						
A Acton Corp.	7 3/4	7 5/8	+ 1/8	+ 1.63	46	39
N American Express	66	69	-3	- 4.34	15	8,428
O Burnup & Sims	7 1/2	7 7/8	- 3/8	- 4.76	7	66
O Comcast	20 1/4	20 1/4			21	142
N General Instrument	51 5/8	51 3/4	- 1/8	- .24	15	1,602
N Heritage Commun.	11 1/2	11 1/2			3	49
O Rogers Cablesystems	11 3/4	10 5/8	+1 1/8	+10.58	12	259
O Tele-Communications	25 5/8	25 5/8			46	536
N Time Inc.	65 1/4	61 1/8	+4 1/8	+ 6.74	27	3,659
O Tocom	7	6 3/4	+ 1/4	+ 3.70	6	48
N United Cable TV	20 5/8	18 5/8	+2	+10.73	29	226
N Viacom	29 3/4	33 3/4	-4	-11.85	14	344

Exchange and Company	Closing May 4	Closing Wed. Apr 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Indus.	5 1/2	5 3/8	+ 1/8	+ 2.32	50	-30
N Coca-Cola	55	56 1/8	-1 1/8	- 2.00	14	7,463
N Disney	79 5/8	79 1/2	+ 1/8	+ .15	27	2,740
N Dow Jones & Co.	48 1/8	46 1/8	+2	+ 4.33	34	3,070
O Four Star	6 1/2	6	+ 1/2	+ 8.33	9	5
N Getty Oil Corp.	66 1/4	65 1/2	+ 3/4	+ 1.14	8	5,242
N Gulf + Western	26	25 1/4	+ 3/4	+ 2.97	13	1,968
O Lorimar	20 1/4	20 1/2	- 1/4	- 1.21	13	100
N MCA	37 7/8	37 3/8	+ 1/2	+ 1.33	10	1,806
N MGM/UA	15 7/8	15 1/4	+ 5/8	+ 4.09	28	790
N Orion	26 5/8	24 1/4	+2 3/8	+ 9.79	5	184
O Reeves Commun.	19	19 1/2	- 1/2	- 2.56	10	234
O Telepictures	18 1/4	16 1/4	+2	+12.30	24	106
O Video Corp. of Amer.	10 1/2	9 1/4	+1 1/4	+13.51	24	17
N Warner	26 7/8	28 1/4	-1 3/8	- 4.86	7	1,714
A Wrather	31	30 3/4	+ 1/4	+ .81	54	69

SERVICE						
O BBDO Inc.	46 1/2	42 1/2	+4	+ 9.41	18	270
O Compact Video	9 3/4	10	- 1/4	- 2.50	75	32
N Comsat	68	63	+5	+ 7.93	13	612
O Doyle Dane Bernbach	24	23 1/2	+ 1/2	+ 2.12	18	139
N Foote Cone & Belding	48 1/2	46 3/8	+2 1/8	+ 4.58	13	132
O Grey Advertising	90	90			8	52
N Interpublic Group	56 1/4	56 3/4	- 1/2	- .88	13	263
N JWT Group	33 3/4	32 3/4	+1	+ 3.05	675	178
O MCI Communications	43 5/8	44 1/2	- 7/8	- 1.96	28	5,087
A Movielab	3 7/8	4	- 1/8	- 3.12	4	6
O A.C. Nielsen	34 1/2	35	- 1/2	- 1.42	17	775
O Ogilvy & Mather	53 1/4	50 3/4	+2 1/2	+ 4.92	15	229
O Telemation	6 1/4	5 3/4	+ 1/2	+ 8.69	16	7
O TPC Communications	2	1 3/4	+ 1/4	+14.28	2	2
O Unitel Video	7 3/4	11	-3 1/4	-29.54	12	11
N Western Union	39 7/8	38 3/4	+1 1/8	+ 2.90	12	955

ELECTRONICS/MANUFACTURING						
O AEL	29 1/2	28 1/4	+1 1/4	+ 4.42	19	58
N Arvin Industries	19 1/2	20 5/8	-1 1/8	- 5.45	14	135
O C-Cor Electronics	17 1/2	16	+1 1/2	+ 9.37	14	62
O Cable TV Industries	6 1/4	6	+ 1/4	+ 4.16	30	19
A Cetec	8 3/4	8 1/2	+ 1/4	+ 2.94	22	19
O Chyron	22 1/4	26	-3 3/4	-14.42	24	91
A Cohu	7 7/8	9	-1 1/8	-12.50	24	14
N Conrac	37 7/8	35 1/2	+2 3/8	+ 6.69	11	111
N Eastman Kodak	79 1/2	81 1/4	-1 3/4	- 2.15	11	13,173
O Elec Missile & Comm.	12 1/2	13	- 1/2	- 3.84	89	36
N General Electric	110 1/2	109	+1 1/2	+ 1.37	14	25,175
N Harris Corp.	42 3/8	42 3/8			22	1,334
O Microdyne	14 1/4	13 1/2	+ 3/4	+ 5.55	34	66
N M/A Com. Inc.	27 1/4	23 3/4	+3 1/2	+14.73	37	1,167
N 3M	81 1/8	85 1/4	-4 1/8	- 4.83	23	9,558
N Motorola	108	108 1/2	- 1/2	- .46	23	4,124
N N. American Philips	63	63 1/4	- 1/4	- .39	12	873
N Oak Industries	10 3/4	10 1/2	+ 1/4	+ 2.38	43	175
A Orrox Corp.	5 3/4	5 3/4			5	13
N RCA	26 7/8	25 3/8	+1 1/2	+ 5.91	13	2,193
N Rockwell Intl.	58 5/8	56 1/8	+2 1/2	+ 4.45	13	4,499
A RSC Industries	5 1/2	5 7/8	- 3/8	- 6.38	55	17
N Scientific-Atlanta	16 3/8	16 3/8			126	387
N Sony Corp.	15 5/8	15	+ 5/8	+ 4.16	19	3,605
N Tektronix	67 1/4	65 1/2	+1 3/4	+ 2.67	18	1,273
O Telemet (Geotek Inc.)	2 7/8	3 1/8	- 1/4	- 8.00	17	9
A Texscan	22 1/4	23 1/4	-1	- 4.30	27	132
N Varian Associates	44 3/4	43 7/8	+ 7/8	+ 1.99	29	938
N Westinghouse	46	44	+2	+ 4.54	9	4,022
N Zenith	19	19 1/8	- 1/8	- .65	17	360

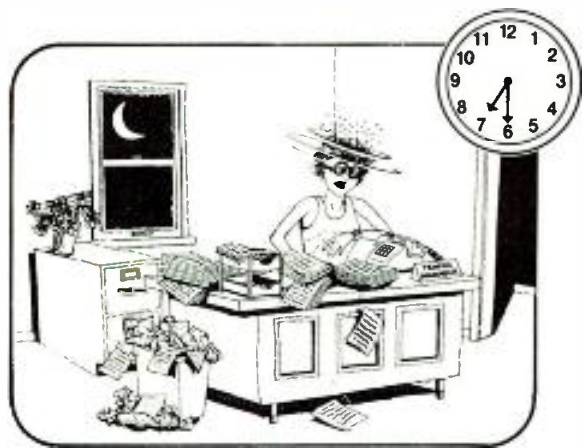
Standard & Poor's 400 Industrial Average 183.83 180.80 + 3.03

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

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

How two Traffic Managers handled the five o'clock order

without Autotron



with Autotron



The salesman in the cartoon will have dinner on time tonight. The Traffic Manager won't. Manual processing of late orders is terribly time consuming. Especially when the log was already locked up for tomorrow.

At the station with Harris Autotron Star business automation, the salesman and Traffic Manager are having dinner together. At 5:15. She's simply entering the raw information; the computer will do the rest.

Traffic is one of several functions standard on the Autotron Star System. Think about that next time you have a late, cold meal. Then write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217-222-8200.



HARRIS

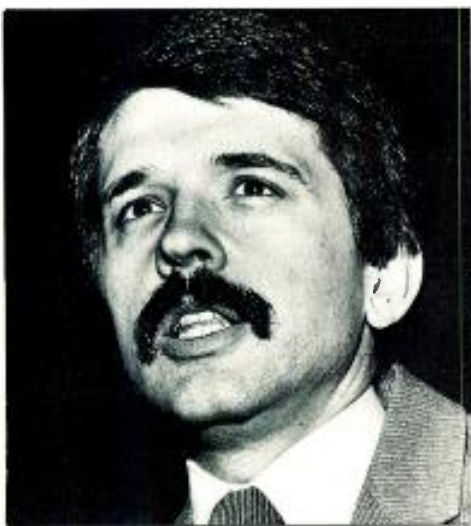
Wheeler urges cable to promote itself

NCTA president announces formation of Consortium of Cable Information to improve public's perception; Westinghouse's Ritchie will oversee

"Our industry needs radical surgery on its image," National Cable Television Association President Tom Wheeler told cable executives at NCTA's annual executive seminar in Wesley Chapel, Fla. "To coin a term, we need an 'imagectomy' to redefine to the consumer just who and what we are." To perform the surgery, Wheeler announced that NCTA is forming an independent organization to promote cable in a nationwide campaign beginning in late 1983 or early 1984.

"Let's tell the world what we know we are, not what others perceive us to be," said Wheeler. "Not only will such an effort pay off with increased penetration, but it will also have ancillary benefits as advertisers and investors begin to see cable for what it really is and quit trying to force us into the box they built for broadcast television."

According to Wheeler, Daniel Ritchie, chairman and chief executive officer of Group W Broadcasting and Cable, has agreed to oversee the formation of the Con-



Wheeler

sorium of Cable Information, which will comprise cable operators as well as hardware and software suppliers. Between now and the NCTA convention in June, he said, the CCI will draw up detailed plans for the campaign for presentation to the NCTA board at the convention. To assemble a staff, conduct the research and launch the campaign on schedule, Wheeler said, the CCI will need \$750,000, which would come from "seed money donations." The CCI would be sustained by annual dues.

The CCI would be a "self-contained program capable of being shut down when the

job is completed," Wheeler said. The campaign, which would use cable wherever possible, would be tested and "rolled out over time," he said.

Wheeler stressed the urgency of forming the group. "Our potential is tremendous," he said. "We can link this country together like no other medium, but we must differentiate ourselves from the competition, deflate the myths and misconceptions and explain to consumers exactly how cable brings education, information and entertainment into the American home like no one else will ever be able to.

"There's not a person in this room who wants to see consumers turn away from cable because they don't understand what it offers—yet consumers are doing just that," he said. "There's not a person in this room who wants to see our business characterized as being suppliers of smut—yet clearly that perception is spreading. There's not a person in this room who wants to see new technologies cream-skim our market by telling the public they are cable-like—yet that strategy is operational today. And I am absolutely certain there's not a person in this room who wants to live with 40% penetration in new markets."

Although individual cable networks spend millions each year to promote themselves, said Wheeler, the uncoordinated efforts by elements of the industry are not enough. "If we are going to reposition cable," he said, "we need to promote not just the individual services, but the whole video supermarket. We have to start promoting the benefits of cable—not just premium services, not just basic services, not just individual cable systems, but the product 'cable TV.'"

Wheeler pointed to other industries that have successfully changed their images through promotional campaigns. The American Egg Board not only debunked the notion that eggs were unhealthy, he said, but also convinced people to prepare eggs for all meals, not just breakfast. The American Gas Association successfully countered the opinion among consumers that gas was too expensive. "Who can forget the catchy jingle belted out by the International Ladies Garment Workers Union?," he asked. "In addition to promoting American-made clothes, this campaign had as one of its purposes to respond to the anti-union sentiment in Congress—a goal which should not be lost on the cable industry."

At least part of the impetus behind Wheeler's call for the image-enhancing campaign is the increasing amount of negative press. "Once the fair-haired boy of journalists, cable has now become an industry in question," he said. "Stories which claim 'the

bloom is off the rose' or 'cable is just more of the same' aren't new to any of us. But we don't have to be grist for the media mill."

The CCI already has some fresh research in the can to help it in formulating its campaign. The NCTA released for discussion at the executive seminar two new studies it commissioned. The first, by Opinion Research Corp., compares urban and suburban subscribers and identifies marketing techniques for reaching each. The other, by Browne, Bortz and Coddington, examines the economics of alternative pay television media, which have been eroding cable's marketplace position. NCTA refused last week to make the studies public until the NCTA convention. □

Hoffman sees clouds in cable's blue sky

Systems that are too large and rates that are too low will cause future problems, he says; analyst is bullish, however, on USC's DBS service

The paradox of cable television, according to Tony Hoffman, is that cable operators, bound by franchise agreements, are building costly 100-channel cable systems in big cities as it becomes increasingly apparent that inexpensive 20-channel systems would do. And the overbuilding, the head of corporate finance for Cralin & Co. told members of the Washington Metropolitan Cable Club, could be harmful not only to the cable companies, but also to cable subscribers, who must ultimately pay for it all.

Apparently assuming the absence of must-carry rules, Hoffman contended that no big-city cable system needs more than 20 channels, enough to carry six pay, 12 advertiser-supported, and a local access channel. Hoffman said subscribers could pick up the broadcast services the way they always have—off the air. And they would be better off, he said, since off-air pictures are "generally superior to those that come off the cable system." Why build a 100-channel system in the hope that there will be 60 cable networks, he asked, when the 40 networks now in service aren't making any money?

Nonetheless, he predicted, cities will continue to demand cable systems of no fewer than 100 channels. In Hoffman's audience were members of the Washington cable design commission, which is expected to complete work on a request for proposal for the city by July 1—Hoffman said that after all of the commission's deliberations and consultants' reports, there is no way it can say the city only needs a 20-channel, one-way sys-

Larry Spiegel on Buying Broadcast.

"When you're buying spot TV smartly, you shouldn't spend all your time worrying about whether a station is an independent or an affiliate, UHF or VHF.

"People are program loyal, not station loyal. If you can advertise in strong programming to someone who is highly attentive, what difference does it make what type of station it is?"



Larry Spiegel is Senior Vice President - Marketing Services, Tracy-Locke/BBDO, Dallas

"Buyers need to keep what they're trying to do in perspective. Which is more than how to get the buy in at a bulk CPM. It's how to get the message across effectively, to the right people at the right time.

"We do a lot of business with Gaylord stations. Their diversity of programming, the opportunity to be in-program, generates a lot of people for a lot of reach.

"With Gaylord as an element, we have been able to make more effective and efficient buys for our clients."

Gaylord Broadcasting



*KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTM Milwaukee*

Represented nationally by
TELEREP

tem with no rate regulation. But, he said, "that's what you should have because that is all you need."

Hoffman argued that big-city cable systems are uneconomic. Assuming cable operators pay \$1,200 to wire each home, he said, they will need \$50 per month from each subscriber to recover costs and make a modest profit. The industry average, he noted, is \$18 to \$19 per month per subscriber. "Someone has to make up the difference and that someone is the subscriber." Cablevision in Boston and Mile-Hi in Denver have promised extremely low basic cable rates to win franchises, he said, but they will eventually be forced to return to the regulators and plead for much higher rates.

The greatest ally of the big-city franchisee, he said, may be inflation. The cable systems might make a profit, he said, if inflation starts its upward spiral again and operators are able to pay back long-term debt in cheaper dollars. Some big MSO's are struggling to cope with the financial burden of their big-city franchises, he said. Storer Communications, he said, is faced with selling some of its television stations to make good on its cable commitments. Charles Dolan of Cablevision at least had sense to finance his cable systems through limited partnerships, he said, in which the partners "are delighted by . . . the enormous losses" that they can write off at income tax time. But even Dolan, he said, will have his day of reckoning when he'll have to "throw himself at the mercy of the city."

Compounding cable's problems are the rise of alternative media, he said. The new

media entrepreneurs, he said, sense an opportunity to offer multiple channels of non-broadcast programming more cheaply and quickly than cable and without regulation. "They are going to get the subscribers that cable wants." Hoffman seemed particularly bullish on the quasi-DBS service proposed by United Satellite Communications Inc. for launch later this year. USCI will be in business for three years, he said, by the time Comsat's Satellite Television Corp. launches the first of its high-power DBS satellites in 1986. And although STV is beginning to falter—it was a "great idea," he said, until people figured out how to steal the service—low-power television should not be dismissed. In high-density areas, he said, subscription LPTV could be "profitable for a short period of time."

Neither cities nor cable operators, Hoffman said, should expect a flood of special-interest or "narrowcasting" services to fill their high-capacity cable systems. Such programming, he said, is not viable. What is viable, he said, is networks that mimic their broadcast antecedents.

The three broadcast networks have worked hard to create programming that "peo-

ple want to watch." And after all of their effort, he said, they have discovered just five different "program types"—movies, sports, news, series (comedy and dramatic) and talk shows and video-magazines (programs that "defy description"). The most successful cable networks are emulating the broadcast networks, he said, pointing to USA Cable Network, which began as a sports network and slowly transformed itself into a variety network, and ESPN, which is on the same road as USA Cable.

Hoffman called cable networks "video hamburger helper" that does "not significantly advance the ball as far as program diversity" is concerned. The cable networks are no more than a "stretch version" of one of broadcasting's programming types. The Playboy Channel takes the talk show-magazine format and stretches it as far as the more liberal censors of cable allow. And The Weather Channel stretches the brief daily weather report to a 24-hour-a-day format with sometimes ludicrous results. "I tuned into the Weather Channel the other day," he said, "and [TWC President] John Coleman told me what the temperature on Mars was. I really don't care." □

Changing Hands

PROPOSED

KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis □ Sold by Fairbanks Broadcasting Co. to John Blair & Co. for

\$50 million. Seller is Indianapolis-based owner of four AM's and four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla., totaling over 14,000 subscribers. It recently bought KCMO(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10). Richard Fairbanks is president. Buyer is publicly traded station representative, and owner of two AM's, two FM's, three TV's and has recently bought WKAQ-TV San Juan, P.R. (BROADCASTING, April 25). It also owns printing company and coupon business and is headed by Jack W. Fritz, president. KVIL(AM) is daytimer on 1150 khz with 1 kw. KVIL-FM is on 103.7 mhz with 100 kw and antenna 1,570 feet above average terrain. WIBC is on 1070 khz with 50 kw day and 10 kw night. WNAP is on 93.1 mhz with 12.6 kw horizontal, 9.8 kw vertical and antenna 990 feet above average terrain.

WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville □ Sold by General Electric Broadcasting to Foster Management for about \$16 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's, three TV's and 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 New York based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. WGY is on 810 kw with 50 kw full time. WGFM is on 99.5 mhz with 10 kw and antenna 930 feet above average terrain. WSIX is on 980 khz with 5 kw full time. WSIX-FM is on 97.9 mhz with 100 kw and antenna 1,140 feet above average terrain. Broker: Goldman Sachs and The Ted Hepburn Co.

MIDWEST

Fulltimer and Class B available in Top 20 SMSA. Can be sold separately. Terms available. **\$5,200,000**

Full-time AM and Class A FM in picturesque and economically-healthy region. Extensive real estate included with these highly community-oriented stations. Terms available. **\$1,600,000**

Only fulltimer in large university town with exceptionally nice physical setup. Absentee owner wants quick sale. Attractive terms offered; large discount for cash. **\$ 600,000**

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C..
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

5/9/83

KNBN-TV Dallas □ Sold by National Business Network Inc. to Metromedia for \$14.9 million ("Closed Circuit," April 4). **Seller** is principally owned by Sheldon K. Turner and Nolando Hill (40% each). They have no other broadcast interests. **Buyer** is publicly traded group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman and president. Acquisition of KNBN-TV is dependent on sales of WXIX-TV Cincinnati to Malrite Communications Group, (BROADCASTING, Aug. 30, 1982) and of KRLD(AM) Dallas to CBS (BROADCASTING, April 25) to comply with FCC's multiple ownership and crossownership rules. KNBN-TV is independent on channel 33 with 2,187 kw visual, 218.7 kw aural and antenna 1,696 feet above average terrain. *Brokers: for seller, Blackburn & Co.; for buyer, Howard E. Stark.*

WVNJ-FM Newark, N.J. □ Sold by Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for \$8.5 million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It also owns WVNJ(AM) Newark, N.J. It bought WVNJ-AM-FM in 1978 for \$3.54 million (BROADCASTING, Aug. 31, 1978). **Buyer** is Cleveland-based owner of six AM's, six FM's and four TV's. It also has purchased, subject to FCC approval, WXIX-TV Cincinnati (BROADCASTING, Aug. 30, 1982) and WCTI(TV) New Bern, N.C. (BROADCASTING, April 4). Milton Maltz is chairman and Carl E. Hirsch is president. WVNJ-FM is on 100.3 mhz with 24 kw and antenna 670 feet above average terrain. *Broker: H.B. LaRue.*

WIFI(FM) Philadelphia □ Sold by GCC Communications to Beasley Broadcast Group for \$6 million. **Seller** is headed by Alexander M. Tanger, president. It also owns WHUE-AM-FM Boston. **Buyer** is Goldsboro, N.C.-based group owner of five AM's and six FM's principally owned by George Beasley. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (BROADCASTING, May 2). WIFI is on 92.5 mhz with 50 kw and antenna 550 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WIYE(TV) Leesburg, Fla. □ Fifty percent sold by Sharp Communications Inc. to Associated Christian Television System Inc. for \$1.45 million. **Seller** is H. James Sharp, who also owns 51% of WWFL(AM) Clermont, Fla. **Buyer** is owned by Claude W. Bowers, who owns other half of station, and wife, Freeda M. Bowers, P.B. Howell Jr., John Stallings and Brock Lesperance (20% each). Freeda Bowers, Howell, Stallings and Lesperance have no other broadcast interests. WIYE is independent on channel 55 with 87.1 kw visual, 14.12 kw aural and antenna 350 feet above average terrain.

Construction permit for WSMK(TV) Indianapolis □ Eighty percent sold by Indianapolis Television Corp. to Anacomp Inc. for \$800,000 to be invested in construction of station. **Seller** is owned by Melvin Simon (51%), his brother, Fred (9%), and Gerald Kraft (40%). Melvin Simon will retain 10% interest. His other brother, Herbert Simon, will buy 10%. **Buyer** is Indianapolis-based, publicly held computer services company

headed by Ronald D. Palamara, president and chairman. It has no other broadcast interests. WSMK has grant for channel 59 with 2,109 kw visual, 414 kw aural and antenna 978 feet above average terrain.

KJEL-AM-FM Lebanon, Mo. □ Sold by KJEL Inc. to Ozark Broadcasting Inc. for \$450,000. **Seller** is owned by Ronald M. Sewell, Larry E. Gilpin, O.L. Cooper, Joe Hendricks Jr. and William N. Perkin. They have no other broadcast interests. **Buyer** is principally owned by Jerrell A. Shepherd, president, who also principally owns KAAJ(FM) Bethany, KWIX(AM)-KRES(FM) Moberly and KREI(AM)-KTJJ(FM) Farmington, all Missouri. He also has application for CP for AM at New Hampton, Mo. KJEL is daytimer on 1080 khz with 250 w. KJEL-FM is on 103.7 mhz with 30 kw and antenna 255 feet above average terrain.

KIKN(AM) Sinton (Corpus Christi), Tex. □ Sold by Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for \$310,000. **Seller** is headed by Allen Schepper, president, and has no other broadcast interests. **Buyer** is headed by Steven A. DeWalt, president. It also owns KIOU(FM) Corpus Christi. DeWalt also is principal owner of KBOR(AM) Brownsville, Tex. KIKN is on 1590 khz with 1 kw day and 500 w night. *Broker: Blackburn & Co.*

KNEM(AM) Nevada, Mo. □ Sold by Kesler Broadcasting Co. Inc. to KNEM Communications Inc. for \$291,667 plus \$30,000 non-compete agreement. **Seller** is owned by Jeffrey F. Kesler (25%), Everett G. Wenrick

(37.5%) and Marvin E. Leuhrs (37.5%). Wenrick and Leuhrs own majority interest in KTTN-AM-FM Trenton, Mo., and WMNE(AM)-WMEQ(FM) Menomonie, Wis. Wenrick owns 28% of KBOE-AM-FM Oskaloosa, Iowa. Kesler will stay at KNEM as vice president but without ownership. He has no other broadcast interests. **Buyer** is owned by Darrell K. Seltsan, Roger D. Ballard and Fred D. Lightner (30% each), and Lightner's brother, William (10%). Seltsan, Ballard and Lightner are Columbia, Mo., insurance men; William Lightner is retired insurance man there. They have no other broadcast interests. KNEM is on 1240 khz with 250 w full time.

WRCV(FM) Mercersburg, Pa. □ Sold by Fulton Broadcasting Co. to Michael Bader, his wife, Joan M. Bader, and Larry D. Summerville for \$275,000 cash. **Seller** is owned by Richard A. Fulton and his wife, Susan Breakefield Fulton. They have no other broadcast interests. **Buyer**, Michael Bader, is Washington communications attorney and president of WTID(FM) Suffolk, Va. Joan Bader is housewife and Summerville is Washington paralegal. WRCV is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Walker Media & Management Inc.*

WWNT(AM) Dothan, Ala. □ Sold by Early Bird Broadcasting Inc. to Dove Broadcasting for \$22,500 cash and assumption of \$217,500 debt. **Seller** is owned by Johnny Culpepper, president (49.83%), Ronald Lamar Trammell (49.83%) and Mary Jo Pate

Thinking of Selling ?

Call us—Our confidential handling and screening techniques can effect a sale with a minimum of exposure and risk.

A Confidential Service to Owners & Qualified Buyers

CECIL L. RICHARDS

INCORPORATED

MEDIA BROKERS

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE, FALLS CHURCH, VA 22043 • (703) 821-2552

(.34%). They have no other broadcast interests. **Buyer** is owned by Ronald Lamar Trammell, president (90%), wife, Sybil Bedsole Trammell, and Brenda Pelham Huff (5% each). Ronald Trammell is sales manager at WWNT as well as 49.83% owner. Sybil Trammell is former civil service employee at Fort Rucker, Ala.; Huff is station manager at WWNT. WWNT is on 1450 khz with 1 kw day and 250 w night.

WAFM(FM) Clewiston, Fla. □ Fifty-one percent sold by Tri-County Stereo Inc. to Glades Media Co. for \$201,056 plus \$30,000 for noncompete agreement. **Seller** is Charles A. Esposito, president (51%). **Buyer** is owned by Robert L. Castellanos and James M. Johnson (50% each) each of whom already owns 24.5% of station. WAFM is on 106.3 mhz with 3 kw and antenna 195 feet above average terrain.

KNCI(AM) Boerne, Tex. □ Sold by Hart Broadcasting Co. Inc. to Ballard Broadcasting Co. Inc. for \$115,000 plus \$95,000 for other considerations. **Seller** is owned by Larry Tschirhart, president. He has no other broadcast interests. **Buyer** is owned by Drew Ballard, president, who also owns KCLY(AM)-KLTD(FM) Lampasas, Tex. KNCI is on 1500 khz with 250 w. *Broker: Norman Fischer & Assoc. Inc.*

□ Other proposed station sales include: KSAA(FM) Casa Grande, Ariz.; WFEX(FM) Clinton, La.; KFRU(AM) Columbia, Mo.; KTWB(FM) Las Vegas; WCTI(TV) New Bern, N.C. (BROADCASTING, April 4), and WDBL-AM-FM Springfield, Tenn. (BROADCASTING, May 2). (See "For the Record," page 78).

APPROVED

WOFL(TV) Orlando, Fla. □ Sixty percent sold by Omega Communications Inc. to Meredith Corp. for \$16 million. **Seller** is owned by Lawrence H. Rogers II (22.8%); H. Talbott Mead (14.24%); Mead Development Co. (13.68%); William Campbell and wife, Joan (6.27% jointly), and Ray Balsom (39%). They are selling their majority control and bowing out of WOFL ownership. **Buyer** is current 40% owner of WOFL and is Des Moines, Iowa-based publisher of *House & Garden* magazine and group owner of six AM's, six FM's and five TV's. It also bought KSEE(TV) Fresno, Calif., for \$17.6 million (BROADCASTING, May 2) and sold, subject to FCC approval. KCMO(AM)-KCEZ(FM) Kan-

sas City, Mo., for \$8 million (BROADCASTING, Jan. 10). WOFL is independent on channel 35 with 646 kw visual, 12.6 kw aural and antenna 1,470 feet above average terrain.

WLW(AM) Cincinnati, WSKS(FM) Hamilton, Ohio □ Sold by Mariner Communications Inc. to Seven Hills Communications Ltd. for \$8,265,000 plus \$2,249,000 for three-year noncompete agreement ("In Brief," Feb. 21). **Seller** is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston and also sold KBEQ(FM) Kansas City, Mo. (see below). They bought WLW and WSKS in 1979 for \$17 million (BROADCASTING, Nov. 5, 1979). **Buyer** is limited partnership controlled by Seven Hills Communications Inc., which is equally owned by Robert H. Castellini, William O. DeWitt Jr. and Mercer Reynolds III. DeWitt is Cincinnati real estate developer and investor and son of late William O. DeWitt Sr., former owner of Cincinnati Reds, professional baseball team. Castellini heads produce company. Reynolds is partner in Spectrum, Cincinnati investment firm. President of Seven Hills is Charles Murdock, former general manager and 10% owner of Queen City Communications, which sold WLW(AM)-WSKS(FM) to Mariner. WLW is on 700 khz with 50 kw full time. WSKS is on 96.5 mhz with 15 kw and antenna 810 feet above average terrain.

KBEQ(FM) Kansas City, Mo. □ Sold by Mariner Communications Inc. to KBEQ Inc. for \$5.25 million. **Seller** is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr., Joe Scallon and 10 others. It also sold WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (see above). Mariner bought KBEQ six years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). **Buyer** is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group owner of four AM's, five FM's and one TV, principally owned by brothers James and Ray Goodman and estate of A.J. Fletcher. It recently sold KMAC(AM) San Antonio, Tex. for \$1 million (BROADCASTING, Jan. 24). KBEQ is on 104.3 mhz with 50 kw and antenna 1,150 feet above average terrain.

KCIK(TV) El Paso □ Eighty percent sold by Missionary Radio Evangelism to Santa Fe Communications Inc. for \$600,000 and assumption of \$2 million in liabilities. This completes transfer of station begun last year

with sale of 20% of station to Santa Fe affiliate, De Rance Inc. (BROADCASTING, June 14, 1982). **Seller** is nonprofit corporation with no other broadcast interests; E. Alex Blometh is president. **Buyer** is controlled by Harry G. John, who also has interest in KBSA-TV Guasti, Calif., and KCFM(FM) Florissant, Mo. KCIK is independent on channel 14 with 380 kw visual, 36.3 kw aural and antenna 1,980 feet above average terrain.

WYNZ(AM) Portland, Me., and WYNZ-FM Westbrook, Me. □ Sold by Eastport Broadcasting Corp. to Buckley Broadcasting Corp. of Maine for \$1,125,000, including \$350,000 for noncompete agreement. **Seller** is principally owned by ERI Communications Group Inc., headed by Francis L. Boyle Jr., chairman, which also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. **Buyer** is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGIL(AM) San Fernando, Calif.; KWAU(FM) Monterey, Calif., and KKHI-FM San Francisco. WYNZ is on 970 khz with 5 kw full time. WYNZ-FM is on 100.9 mhz with 3 kw and antenna 225 feet above average terrain.

KKZZ(AM)-KOTE(FM) Lancaster, Calif. □ Sold by Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for \$800,000. **Seller** is owned by David A. Rodgers, who owns WBML(AM) Macon, Ga. Last year he sold WBIS(AM) Bristol, Conn., for \$463,000 (BROADCASTING, Oct. 11, 1982). **Buyer** is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Southwest Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KVOR(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif.; KVKM(AM)-KGEE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. KKZZ is 1 kw daytimer on 1380 khz. KOTE is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain.

KRQY(FM) Pueblo, Colo. □ Sold by KRQY Inc. to Whale Communications of Colorado Inc. for \$650,000. **Seller** is owned by Thomas V. Armshaw, who is part owner of WPET(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. **Buyer** is owned by Gary Goodell, chairman (25%), Steven E. Humphries, president (25%), and Bill Campbell (50%), who are also applicants for deleted facilities of WJZZ(AM) Mount Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. KRQY is on 98.9 mhz with 100 kw and antenna 600 feet above average terrain.

□ Other approved station sales include: KPOD(AM) Crescent City, Calif.; WITW(AM) Tuscola, Ill.; WITW(FM) Cadillac, Mich.; WCCY(AM) Houghton, Mich.; WPJJ(AM) Yazoo City, Miss.; KRBN(AM) Red Lodge, Mont.; WQCC(AM) Charlotte, N.C.; WLAR(AM) Athens, Tenn.; WMRL(AM) Portland, Tenn.; KTTX(AM)-KWHI-FM Brenham, Tex.; KUNO(AM) Corpus Christi, Tex.; KCOR(AM)-KQXT(FM) San Antonio, Tex., and KELT(FM)-KGBT-AM-TV Harlingen, Tex. (See "For the Record," page 78).

We sincerely appreciate all those who visited our suite at this year's NAB Convention and their overwhelming acceptance.

Robert W. Rounsaville & Associates
MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355
P.O. Box 11898
(404) 261-3000

ORLANDO, FL 32802
P.O. Box 2991
(305) 423-9426

Looking for sub-contracts

United Video Inc., Tulsa, Okla., has formed a new division, Transmission Services, to sell subcarrier channels—audio and data—on two Satcom III-R transponders. United Video uses transponder 3 for distribution of superstation WGN-TV Chicago and has already found customers for many of its subcarrier channels. They include Zephyr, an audio-data weather service of United Video and Weatherscan; Moody Bible; WFMT(FM) Chicago; Bonneville's Beautiful Music Network, and Seeburg Music. United Video sold the main channel of transponder 4 to Times Mirror, which uses it to distribute its pay network, Spotlight, but reserved the rights to all the subcarrier channels. Before United Video can begin selling the subcarrier channels on the second transponder, however, said Jack Riley, director of sales for the new division, it must demonstrate to Times Mirror that their use will not affect the signal-to-noise ratio of the Spotlight signal. The subcarrier capacity of the transponders can be divided up in different ways. According to Riley, United Video can accommodate customers in need of 15 khz, 7.5 khz or 3 khz audio channels or data channels ranging from 300 baud to 120 kilobits per second.

Hotel chain in space

Hi-Net, the satellite communications service subsidiary of Holiday Inns Inc., announced last week the lease of a transponder on RCA Americom's Satcom I-R ("Closed Circuit," April 25). The satellite was launched April 11 and is scheduled to become operational June 1. In a prepared statement, Hi-Net President Bill Goforth said: "With our new capabilities, we expect to more than double our video teleconferencing business in the months ahead. Our company also plans to use the transponder to meet a variety of Holiday Inn communications needs such as special phone hookups, data transmission, room reservations and special entertainment programming."

Hi-Net currently has earth stations installed at 325 of its owned-and-operated or franchised hotels. They are used primarily to downlink Home Box Office from RCA's Satcom III-R, but by retrofitting them with "multiple satellite access equipment," they will be able to receive signals from three adjacent satellites, Satcom III-R, Satcom I-R and Hughes Communications' Galaxy I, which is scheduled to be launched in June.

Not bad, indeed

For ColorGraphics Inc. of Madison, Wis., the 1983 National Association of Broadcasters convention was one for the books. According to President Terry Kelly, the company rang up \$1.5 million in "off-the-floor" sales. "Not bad for a week's work," he says. ColorGraphics sold 15 LiveLine III real-time

graphics systems, including five to Corinthian Broadcasting, and the NewsStar electronic newsroom system to WGN-TV and WGN(AM), both Chicago, and WKYT-TV Lexington, Ky. Kelly claims ColorGraphics dominates the market for real-time graphics systems. Including the sales from the NAB show, he said, ColorGraphics systems are now in use in 175 stations, which represents 85%-90% of the real-time graphics markets. And he claims the company is the leader in electronics newsrooms, which is a good position to be in if, as Kelly predicts, the market takes off in this year and next.

Harris's big sale

Among the many companies reporting substantial "off-the-floor" sales at the NAB convention last month was Harris Corp. of Quincy, Ill. According to Harris, Henrich Broadcast Systems ordered at the show \$1.4 million in broadcast transmission and production equipment for KHBS-TV Fort Smith, Ark. Order included new Wavestar UHF slot antenna, FV7FB microwave system, 55 kilowatt UHF transmitter, facilities control system, two Iris II digital still store systems.

Up, up and away

After nine years of service, Westar I has been retired. The 12-transponder bird, which was launched April 13, 1974, has been boosted 40 miles from its geostationary orbit into a higher "eternal" orbit. Once a satellite's fuel is depleted, it's necessary to put them in a higher orbit so it doesn't drift and collide with other communications satellites. In its new orbit, Westar I will drift westward until it's too far west for Western Union's to track it. "At that time," said Western Union, "all telemetry beams will be turned off, signifying the true end of Westar I's operational life." The satellite's last official duty was to carry some of Westar II's traffic during the spring equinox when Westar II's power-generating solar panels were hidden from the Sun for several minutes each day.

Another in Kahn's camp

WKDW Staunton, Va., is claiming to be the state's first fully operational AM stereo station. According to the Brice A. Miller, president of the station's licensee, Shenandoah Valley Broadcasting Co., WKDW began broadcasting with the Kahn stereo system on April 29. It chose Kahn, he said, because "it is the only system available that offers the listener the opportunity of hearing AM stereo without the purchase of a special receiver." (Kahn stereo can be received with two mono radios set a few feet apart, one tuned slightly higher than the carrier frequency and one tuned slightly lower.)



**A FIRM "GO"
THIS FALL ON**

WBZ-TV
BOSTON

WJBK-TV
DETROIT

WJLA-TV
WASHINGTON, D.C.

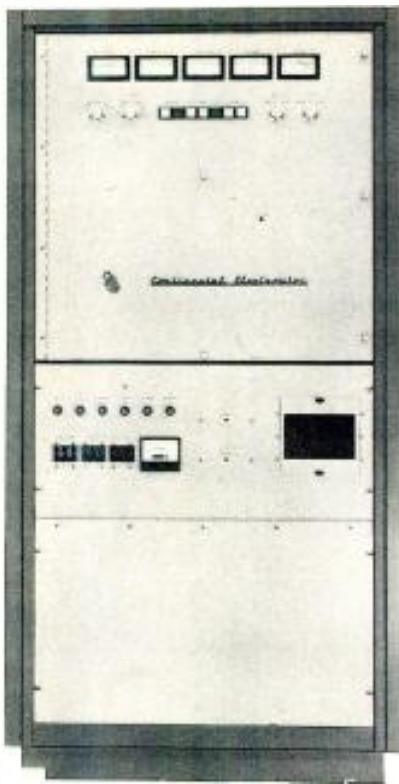
**AND OVER 60
OTHER TOP STATIONS!**

Be sure to ask your Telepictures representative about our unique first-run strip Insurance Policy.



Telepictures
CORPORATION

475 Park Avenue South, New York, NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410, Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614 (312) 726-1216



Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

© 1982 Continental Electronics Mfg. Co. /5101

Continental
Electronics



Programming

Nielsen, HBO seek to explain major differences in subscriber counts

Both sides believe their numbers are accurate, but seven-million-subscriber gap remains; piracy, slow disconnect accounting cited as possible reasons

Home Box Office insists it's smaller than the A.C. Nielsen Co. suggests it is—by about 6.8 million subscriber homes.

Where the pay cable service said its subscriber count stood at 11.5 million homes as of Jan. 1, Nielsen's February report estimated HBO's penetration of its national sample at 22%, which would translate to 18.3 million homes.

Neither side had any definitive explanation for the difference, which could be important to HBO since many of its program costs relate to its subscriber count—and perhaps also because the Justice Department reportedly is looking into the production company being set up by HBO, CBS and Columbia Pictures. If the 18.3 million figure is right, the biggest pay cable service is even more dominant than earlier believed.

Although there was no clear explanation of the difference, both sides had ideas about how it might have occurred—and the search for answers was still going on late last week.

HBO insisted that its count was right—and that, in fact, all the pay cable homes in the country don't add up to 18.3 million. Bob Maxwell, HBO research vice president, said HBO and Nielsen were working on the problem, which he thought might lie, in considerable part, in Nielsen methodology and its use of a sample that was designed to develop ratings, not universe estimates.

"We're part of a public company [Time Inc.] and we print these subscriber counts in the annual report, so we don't take these things lightly," Maxwell added.

Nielsen, for its part, pointed out Thursday that its report does not use the 18.3-million figure. It shows HBO penetration of the Nielsen sample to be 22%—which, when applied to the U.S. universe of 83.3 million TV homes, produces the 18.3-million figure.

William R. Behanna, the Nielsen spokesman, also said the Nielsen sample probably overstates cable penetration and probably overstates HBO penetration even more.

He could not say how much overstatement there might be. "If we knew that," he said, "we could correct the figures by that much."

He also said, however, that the Nielsen sample jibes closely with estimates developed by the Committee on National Television Audience Measurement (CONTAM), composed of research representatives of the

three TV networks and the National Association of Broadcasters. George Hooper, NBC vice president for audience research, confirmed that Nielsen's cable estimates are "awfully close" to those developed by CONTAM. He said CONTAM had conducted three surveys to check that point, among others, and that in the latest, in February-March, Nielsen's estimates were about 1% higher than CONTAM's.

Both HBO and Nielsen thought that some of the difference could be attributed to theft of service—that Nielsen's figure would include homes that get the HBO service but don't subscribe to it. Others also thought pay services generally may be slower to disconnect homes that cancel than to hook up new subscribers, in which case the Nielsen data gathered by meters, could include some homes that were technically no longer HBO subscribers, but had not been cut off when the measurements were taken.

PolyGram to fold

PolyGram Television, the Los Angeles-based television program syndication company formed two years ago by a consortium of European investors, last week confirmed earlier reports (BROADCASTING, May 2) that it is going out of business by the end of this year. A spokesman for the company, Paul Shrage, said PolyGram's entire catalogue is up for sale, with produced programs to be sold as one package and two first-run series, *The Carole Shaw Show* and *Other Views, Other Voices*, to be sold separately. Negotiations are under way with potential buyers, but Shrage offered no names. Speculation is that Lorimar will likely pick up *The Carole Shaw Show* and King Features will acquire product already produced.

The company also confirmed that PolyGram Pictures, a theatrical motion picture company affiliated with PolyGram Television, probably will be closed down also, although no timetable for the shutdown has been announced.

PolyGram Television President Norman Horowitz has slightly more than two years remaining on his contract with the company, and his future plans as of last week were uncertain.

PolyGram Corp. is a joint venture of Philips N.V., based in the Netherlands, and West Germany's Siemens-Aktiengesellschaft. The parent company apparently decided to discontinue its relatively unsuccessful U.S. motion picture and television operations in order to concentrate on its records division and other ventures. It was widely reported during the March NATPE conference that Horowitz was seeking \$25 million in outside capital to save the failing television unit. Three first-run strips offered by PolyGram Television in 1982 failed to get off the ground.

Ratings Roundup

An ABC-TV special, *Life's Embarrassing Moments*, and the first half of NBC-TV's mini-series, *V*, were the ratings winners, according to A.C. Nielsen, for the week ending Sunday, May 1. CBS-TV won the week, averaging a 16 rating/26.4 share, against ABC's 15.1/25.1 and NBC's 14.7/24.3.

Life's Embarrassing Moments (28/44) aired Wednesday at 10-11 p.m. against a CBS movie, *Muggable Mary* (12.1/19), and *Facts of Life* (15.3/23) and the first half of *Quincy* (10.8/19) on NBC. Nightly averages for all three networks were depressed that night due to carriage of President Reagan's address and a subsequent Democratic response.

Part one of *V* (25.4/40) was the highest rated episode of an NBC mini-series so far this season. It outperformed episode two of *Executioner's Song* (24/36) and enabled NBC to tie CBS in the overall ratings for Sunday night. NBC averaged a 19.1/30.9 with a lineup that included a rerun of its special, *TV Censored Bloopers: Part 4* (16.1/34), while CBS averaged a 19.1/30.7 for its regular lineup. ABC trailed with a three-hour presentation of the feature film, "1941" (11.7/19).

Part two of *V* aired Monday (May 2) and averaged a 27/40. The two episodes combined averaged a 26.2/40, making it the highest rated mini-series aired on NBC in the 1982-83 season.

ABC won Monday, Tuesday, Wednesday and Saturday while CBS won Thursday and Friday and tied NBC on Sunday.

In the Arbitron and Nielsen local May rating sweeps, which began Wednesday and

Thursday, respectively, CBS was ahead as of Sunday, May 1, with a 17.7 in Nielsen and a 17 in Arbitron, NBC was second, with a 14.9 in Arbitron and a 14.8 in Nielsen, and ABC was third with a 14.5 in Arbitron and a 13.4 in Nielsen.

The First 20

1.	<i>Life's Embarrassing Moments</i>	ABC	28.0/44
2.	<i>NBC Sunday Night Movie—V, part one</i>	NBC	25.4/40
3.	<i>Dallas</i>	CBS	22.8/38
4.	<i>60 Minutes</i>	CBS	21.4/39
5.	<i>Magnum, P.I.</i>	CBS	21.3/37
6.	<i>Love Boat</i>	ABC	21.1/37
7.	<i>Hart to Hart</i>	ABC	20.9/35
8.	<i>Simon & Simon</i>	CBS	20.8/33
9.	<i>TV-Censored Bloopers</i>	NBC	20.4/32
10.	<i>Alice</i>	CBS	20.3/30
11.	<i>Trapper John, M.D.</i>	CBS	19.1/30
12.	<i>Jeffersons</i>	CBS	19.1/29
13.	<i>Mississippi</i>	CBS	18.9/34
14.	<i>A Team</i>	NBC	18.5/31
15.	<i>9 to 5</i>	ABC	18.3/28
16.	<i>Hill Street Blues</i>	NBC	18.1/30
17.	<i>Three's Company</i>	ABC	18.0/28
18.	<i>Real People</i>	NBC	17.9/28
19.	<i>20/20</i>	ABC	17.1/29
20.	<i>M*A*S*H</i>	CBS	16.8/25

The Final Five

63.	<i>Baby Makes Five</i>	ABC	9.5/18
64.	<i>Wizards and Warriors</i>	CBS	8.4/16
65.	<i>At Ease</i>	ABC	8.3/15
66.	<i>Monitor</i>	NBC	7.5/13
67.	<i>America's Heroes</i>	NBC	5.3/10

More on MIP. Metromedia Producers emerged from the recently-concluded MIP-TV convention in Cannes, France (BROADCASTING, May 2), with international sales totalling more than \$20 million, the highest level in the company's 18-year history, according to Paul Rich, vice president for worldwide distribution. Hottest among the Metromedia properties was the Spelling-Goldberg series, *Dynasty*, which brought record-breaking prices for renewals and new starts in "virtually every country," according to Rich. Italy's Rete Quattro network was among the overseas companies that signed five-year contracts for *Dynasty*. Major sales of other Metromedia product, which included the series *Fantasy Island*, *Charlie's Angels*, *Starky & Hutch* and the mini-series, *Little Gloria: Happy at Last*, were forged with companies from Chile, Italy, Ireland, Jordan, Lebanon, Dominican Republic, Finland, Sweden and Greece. Home video sales, which totalled more than \$1 million for Metromedia at MIP-TV, included agreements with companies in the United Kingdom, Scandinavia and South Africa.

Worldvision Enterprises, which went to MIP-TV with more than 900 hours of off-network programming, including *Dallas*, *Love Boat*, Hanna Barbera cartoons, *Little House on the Prairie*, *General Hospital* and *All My Children*, forged a major deal with two regional Spanish networks, Basque TV and Catalan State TV. Worldvision senior vice president for international sales, Bert Cohen, declined to disclose the value of the sale to the two Spanish networks, but noted a "renewed interest" in catalogue programming among broadcasters in many overseas countries made this year's MIP-TV an exceptionally profitable one for his company.

ABC Video Enterprises, which brought more programming to this MIP-TV than ever before, found a "better market for culturally oriented programming," and a tremendous increase in interest in home video sales, according to company president, Herb Granath. "What last year was an early phenomenon," in stepped-up home video sales, "is now a full-fledged trend," said Granath, who noted that while last year buyers were interested primarily in movies for home video, this year they are interested in specials and cultural programming as well. Granath concurred with Telepictures Corp. Chairman Michael Solomon that the overseas home video market is maturing and buyers are now more careful of their purchases. "Gone are the 'good ole days' when people were buying almost anything to put on cassette just to get into the market," said Granath. And according to Solomon, the home video market at MIP no longer includes scores of "lookers" but has been reduced primarily to experienced buyers.



A FIRM "GO"
THIS FALL ON

WXIA-TV
ATLANTA

KDKA-TV
PITTSBURGH

KING-TV
SEATTLE

AND OVER 60
OTHER TOP STATIONS!



Be sure
to ask your
Telepictures
representative
about our
unique first-run strip
Insurance Policy.

Telepictures
CORPORATION

475 Park Avenue South, New York,
NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410,
Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614
(312) 726-1216

"I believe in what works. And DCC works for us."

"For example, the DCC financial packages enable us to pull and consolidate financials from each station quickly, and save manpower both at the stations and here at headquarters."

Leroy Paul, Chief Operating Officer
American Family Broadcast Group
Group Headquarters, Columbus, Georgia

Stations:

WAFF-TV, Huntsville-Decatur, Alabama
KFVS-TV, Cape Girardeau, Missouri
WTOG-TV, Savannah, Georgia
KWWL-TV, Waterloo-Cedar Rapids, Iowa
KTIV-TV, Sioux City, Iowa

American Family Broadcast Group has used DCC broadcast systems since 1978. One reason for their choice was the belief that DCC would expand to cover the whole spectrum of broadcast operations. Today DCC offers independent yet fully-integrated systems for everything from sales and master control to accounting and electronic mail.

MASTER CONTROL AUTOMATION automatically receives the daily program log and allows automation of on-air switching, streamlining your station's operations.

BUY LINE generates avails quickly and accurately. Demographics and research materials are instantly available to local and national sales reps.

FEATURE FILM manages film inventory, scheduling, amortization, and contract information easily, accurately.

NEWSROOM MANAGEMENT SYSTEM keeps up-to-date with the resources of newsgathering and program preparation.

BIAS TRAFFIC is the undisputed leader for sales, traffic, and accounting automation for any station.

FINANCIAL PACKAGES enhance standard accounting methods with cash flows, foldups, and more.

WORD PROCESSING can be added to your DCC system for a fraction of the cost of other available products.

ELECTRONIC MAIL saves telex costs and allows immediate communications with sister stations, national reps, and headquarters.

DCC—The integrated broadcast management system.



Broadcast Division
Data Communications Corporation
3000 Directors Row
Memphis, TN 38131
901-345-3544



Oklahoma cable systems argue liquor ad case before high court

They say lower court ruling, which went against them, violates not only First Amendment but free flow of information and ideas

Four cable companies operating in Oklahoma contend that a state law prohibiting them from carrying liquor advertising violates the First Amendment—and not only because of the commercial speech at which it is directed. The law also, they say, opens the door to “an unprecedented state restriction on the press and on the interstate flow of information and ideas.”

The companies made the argument last week in urging the Supreme Court to review the decision of the U.S. Court of Appeals for the 10th Circuit affirming the law. The companies say the decision conflicts with a number of decisions of the high court, as well as a recent one by a panel of the Fifth Circuit Court of Appeals (BROADCASTING, May 2).

The cable companies—Capital Cities Cable Inc. (formerly Cablecom-General Inc.), Cox Cable of Oklahoma City Inc., Multimedia Cablevision Inc. and Sammons Communications Inc.—originally brought suit to bar enforcement of the law after the state attorney general said it applies to cable companies as well as broadcasters, who had already been subject to it. The companies and the Oklahoma Telecasters Association, which filed a separate suit, were successful in the U.S. district court but lost on appeal.

With the telecasters choosing not to continue the fight, the cable companies sought rehearing before the full 10th Circuit bench, and were denied, and are now seeking Supreme Court review.

They argue that the 10th Circuit's opinion runs counter to a series of Supreme Court decisions holding that the First Amendment bars states from prohibiting the dissemination of truthful, nonmisleading information about a lawful product, such as price advertising by pharmacists. The petition also asserts the appeals court's opinion conflicts with Supreme Court decisions in holding that the 21st Amendment, which authorizes states to bar the sale of alcoholic beverages, enhances a state's power to overcome the protection the First Amendment would otherwise afford. “This court has emphasized the 21st Amendment does not alter the standard of review under the First Amendment,” the petition says.

The cable companies note that the 10th Circuit's opinion is “directly contrary” to the opinion of the panel of the Fifth Circuit declaring a similar state law an unconstitutional infringement on commercial speech. The Fifth Circuit panel expressly rejected the result reached by the 10th Circuit and its reasoning. Because of the conflict that the pan-

el's decision created, the Fifth Circuit ordered a rehearing by the full bench in the case, thereby, under the rules of the circuit, vacating the panel's opinion. However, the petition says, vacating the opinion does not necessarily deprive it of persuasive authority, “both within the Fifth Circuit and without.”

The 10th Circuit had relied in part on the Supreme Court's dismissal of an appeal from a decision of the Ohio Supreme Court affirming a state law banning liquor advertising. However, the cable companies' petition contends that case is “clearly distinguishable” from the Oklahoma proceeding. The petition notes that the Ohio law simply forbade liquor permittees from advertising off-premises the price of liquor by the drink or bottle. “This is a far cry from Oklahoma's sweeping ban on liquor advertising,” the petition says.

The contention that the law also permits the state to interfere with noncommercial speech grows out of what the petitioners say are the practical as well as legal problems cable systems would face in attempting to comply. (The opinion of the 10th Circuit has been stayed pending the appeal to the Supreme Court.) Indeed, the petition says the case is important because “it is the first [one] to come before this court involving the power of the states under the First Amendment to regulate the content of cable television programming.”

The ban on the carriage of wine commercials accompanying out-of-state programming “will effectively preclude [cable systems] from distributing not only those commercials,” the petition says, “but the entire programming of out-of-state television signals, including news programs, editorials, documentaries, entertainment and other expressions of ideas and information.” The petition notes that cable systems are prohibited by law and FCC regulations from modifying the content of the television signals they carry. Beyond the legal problem is the practical one. The district court found—that there would be “no feasible way for [cable systems] to block out the advertisement.”

Thus, the petition notes, the district court held that cable companies' only alternative was to drop completely all out-of-state programming. “In fact,” the petition says, some systems would be obliged to cease operations, since failure to carry out-of-state television signals would violate the FCC's must-carry rules.

The petition adds—“For an individual state to ban entirely an out-of-state communication because it contains objectionable advertising, when that advertising is neither misleading, nor designed to encourage the consumption of an unlawful product, strikes



**A FIRM “GO”
THIS FALL ON**

KXTV

SACRAMENTO

KOIN-TV

PORTLAND

KPNX-TV

PHOENIX

**AND OVER 60
OTHER TOP STATIONS!**

**Be sure
to ask your
Telepictures
representative
about our
unique first-run strip
Insurance Policy.**



Telepictures
CORPORATION

475 Park Avenue South, New York, NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410, Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614 (312) 726-1216

at the very heart of the national commerce in ideas."

The issue is still generating litigation in Oklahoma. The state attorney general held that the district court's ruling applied only to those parties that had participated in the original suits and that other media would be expected to abide by the law. Accordingly, the Oklahoma Broadcasters Association, press associations and outdoor advertisers sought their own injunctions in district court, and obtained them. However, the court stayed further proceedings in the cases pending the outcome of the cable companies' appeal to the Supreme Court. □

Set answers

Broadcasters and receiver manufacturers disagree over FCC plan to reduce UHF noise level to 12 db

The FCC's proposal to force television receiver manufacturers to reduce maximum UHF noise figures from 14 db to 12 db has driven broadcasters and manufacturers to opposite sides.

In comments on the proposal, filed at the FCC last week, the National Association of Broadcasters submitted an enthusiastic endorsement. It said the lower noise figure had been demonstrated to be technologically attainable and commercially feasible. For that matter, it said, a 10 db level was within the commission's regulatory reach, "and should be implemented in accordance with a reasonable timetable."

The Association of Maximum Service Telecasters agreed. "Continued FCC regulation of the UHF maximum noise figure and oversight of television manufacturers' performance are essential in achieving the twin goals of improving UHF television reception and promoting UHF-VHF comparability," AMST said. "Continued regulation and oversight and 'marketplace-enhancing' mechanisms that cannot be abandoned in favor of deregulation without seriously jeopardizing the gains that have already been made and the promise of future improvements that are foreseeable and achievable in the very near term."

The Council for UHF Broadcasting was of a similar mind. "Improvements in all areas of UHF television reception, including receiver noise figure performance, must continue if the nation is to enjoy maximum di-

versity of broadcasting service," CUB said. "To move in the other direction, by abandoning noise figure regulation altogether, would be a serious setback to UHF and to the emerging services dependent on the use of the frequency band."

The Corporation for Public Broadcasting supported the CUB filing. Noting that more than 60% of all public TV stations are UHF's, CPB said the "beneficial impact of this regulation will be felt by public television in particular."

Sony Corp. of America, however, said that 30% of its TV receivers—black and white models and color sets with less than a 10-inch screen—currently have UHF noise-figure levels of more than 12 db, and 61% of its TV receivers have noise levels above 11 db. "So if the FCC imposes the regulation of the lower noise figure on us, we not only try to improve the designs of the 30% with more than 12 db noise figure, but also have to improve or put more strict internal regulation and control on the 61% with the noise figure higher than 11 db for fear that their noise figures may be higher than 12 db in production," Sony said.

"This will result in discontinuing certain models before their product life and redesigning new ones, said Sony. "Hence, an initial cost increase will be unavoidable in many areas—material, research and development, engineering, testing and administrative. Thus, the change in the regulation will have a great impact on TV manufacturers. After all, because of the increase in cost, the price of TV receivers will be higher, and it is the consumer who has to pay the cost."

The Consumer Electronics Group of the Electronic Industries Association said further noise-figure regulation was unnecessary, since "competition" provided an incentive for TV receiver improvements. EIA said it wouldn't oppose dropping the noise figure to 12 db, but suggested that such a reduction be accompanied by "procedural reforms that would reduce the costs and burdens of such regulation."

EIA also asked, however, that the 14 db level be retained for those receivers using built-in common UHF/VHF antennas, and certain novelty receivers.

EIA said that design that offered low cost and enhanced portability, tended to lead to "slightly" higher noise figures. "At a minimum, the commission should allow consumers to make this choice themselves, instead of implicitly banning black and white, built-in common antenna systems by imposing a universal 12 db limit." □

D.C. law firm undergoes changes

Dow, Lohnes & Albertson, one of the largest law firms in Washington specializing in communications law, is undergoing change: at the top. Since March, two of the most experienced partners have left, partly, at least, as a result of a firm policy encouraging senior members to give up increasing amounts of responsibility to younger members.

Thomas Wall, 63, left on March 1 and is now "of counsel" to the firm. Earl R. Stanley, 62, left a few weeks later to join Wilkinson, Barker, Knauer & Quinn (BROADCASTING, March 21). Both had been with the firm 30 years, and both are former presidents of the Federal Communications Bar Association.

The firm will lose another partner on June 1, when Daniel Redmond joins Fletcher, Heald & Hildreth as a partner. Redmond, 53, who has been with Dow, Lohnes & Albertson almost 20 years, said he is simply making a "career move." Fletcher, Heald may itself lose one of its senior partners soon. Robert Heald, 66, who has been with the firm since 1957, said he would decide shortly whether to retire.

Dow, Lohnes & Albertson's manager partner, William P. Sims Jr., explained the departures of Wall and Stanley in terms of the policy he said is less than "automatic retirement" but "looks to" retirement at 65. Between the years of 60 and 65, he said, lawyers are expected to taper off to allow room for the development of greater client responsibility on the part of younger lawyers.

Stanley, however, was not prepared to taper off. "I'm 62 but feel 42," he said last week. "I don't like what happens to people who retire. I intend to keep on practicing as long as I can." To keep himself busy in his new post, he took with him some 40 clients, many small and medium in size, but the list includes the Fetzer group.

Wall, who described himself as "between engagements," indicated he had been prepared to leave. "I want to make a break, to do something different, perhaps management or teaching or consulting. I've been at this a long time," he said, adding, "It's time for younger people to get up to bat."

The firm recently hired a lawyer who, on the basis of age, would appear to be heading into the twilight of his career. But that is not the case with Vincent Wasilewski, 60, who joined the firm as partner last October, after 17 years as president of the National Association of Broadcasters. □

USIA, BIB funding gets House committee OK

The U.S. Information Agency and the Board for International Broadcasting continued last week to lead a charmed life in the House of Representatives, at least as far as the funding the Reagan administration has requested for them is concerned.

The House Foreign Affairs Committee, in

Geographic matter. The FCC has proposed to change its policy for granting comparative preferences within intrametropolitan areas under Section 307(b) of the Communications Act. That section requires the commission to provide a "fair, efficient and equitable" distribution of licenses among states and communities.

Currently, an applicant proposing service in an outlying, relatively underserved, area would receive a Section 307(b) preference over a competing applicant proposing service in the adjoining, relatively better-served inner-city area. Under the notice of proposed rulemaking, however, all applicants in intrametropolitan areas would stand on the same footing, regardless of where their facilities are located.

In the rulemaking, the commission requested comment on the "appropriate" geographic area under which it should consider conflicting petitions or applications to be proposals for the same "community" for Section 307(b) purposes. It asked for comment on what effect such a redefinition would have on existing stations or on proposals pending for new allocations.

Comments are due June 3; reply comments are due June 20.

a markup session on Tuesday dealing with the administration's requests for authorizations for the State Department, USIA and BIB, approved money figures without even debating them. Discussion centered on various amendments dealing with policy matters.

That means the committee—as did the Subcommittee on International Operations a week earlier—approved authorization of \$3,268,945,000 for the three agencies for 1984, and \$3,564,691,000 for 1985. Of those amounts, USIA would be authorized \$701,427,000 in 1984 and \$861,039,000 in

1985 plus a \$15 million supplemental appropriation for 1983. The figures for BIB are \$106,055,000 and \$111,251,000, as well as a \$21,300,000 supplemental appropriation for 1983. The USIA authorization includes funds for the Voice of America—\$170,365,000 in 1984. Those are all consistent with Reagan administration requests.

But the Senate Foreign Relations Committee was tight-fisted two weeks ago. It cut the USIA budget to \$636,000,000 for 1984 and 1985, and left it to the agency to determine where reductions will be made (BROADCASTING, May 2). □

More words of warning on financial interest

Association of Program Distributors spells out dangers of repeal to FCC's Mass Media Bureau

The deadline for filing reply comments in the FCC's proceeding aimed at repeal of the network syndication and financial interest rules may have passed (BROADCASTING, May 2), but lobbying on the issue is still in full swing.

One of the groups that received an audience on the subject at the FCC last week was the Association of Program Distributors, which wants to make sure that other potential harms that it sees occasioned by repeal aren't eclipsed by the so-called "focus" on the potential for network warehousing of off-network programming. That focus may be inevitable. APD told Larry Harris, FCC Mass Media Bureau chief, given that off-network programming is important to independent television stations, and networks could make the most of their profits through warehousing, but don't forget that network power could, "and undoubtedly would," be used over other types of programming as well, APD said.

In fact, APD said in reply comments, once the networks are engaged in syndication, they would seek to represent additional clients, including producers of original syndication material. Using their O&O's as a base, the networks would be able to offer program producers financing, clearances in leading markets and leverage with their affiliates, APD said. They could also hold out the prospect for development financing for network properties, it said.

According to APD, the O&O's play a vital role in the success of programming for original syndication. Sale to an O&O brings with it access to audiences in the largest domestic markets, assures consideration by affiliates in other markets, paves the way for financing and assures access to talent, APD said. At the time, failure to sell to O&O's may mean the end of program proposal, since no other station groups can offer the same sort of audience.

"Just as networks will inevitably demand distribution rights to network prime time programming, O&O's will inevitably demand distribution rights to the original syndication programs that they find most attractive. The leverage of the O&O's is such that the small producer/distributor will be unable to withhold these rights," APD said. "Thus, the

likely consequence of repeal of the rules is that networks will obtain distribution rights not only to off-network programs but to the most widely distributed original syndication programs as well. The smaller producer/distributor will be left with parts of the market which are beneath the networks' attention.

"The independent distributor members of APD believe they could not compete with the three-pronged leverage of the networks and would not only be frozen out of off-network product but also of the most promising original syndication material. Most would be out of business soon after the rules were rescinded," APD said.

APD also said its independent producer members believe they would lose "creative freedom" to develop their programming if the independent producers were forced out of business. Because there are many independent distributors now, producers can bargain for creative control.

In its reply comments, APD also alleged that the Department of Justice had erred in its comments in assuming that the rules were intended solely to "rectify an alleged inequality of bargaining power between producers and networks." That was not the sole, or even the most important, premise for the rules, APD said. "They were adopted as part of an integrated series of changes that were not primarily economic in purpose but rather were intended to halt the networks' rapidly increasing concentration of control of program content," APD said.

"By limiting network interests to exhibition rights, the commission sought to retain and enlarge program markets for new competitors. In this the rules have succeeded. Other entrepreneurs are now in a position to provide financing for and make judgments about programming. Producers who are unable to interest networks in their creative ideas can go to other entrepreneurs for financial and creative support. It is this First Amendment goal of increasing the number of program sources which is primary and not economic considerations."

Representing APD at the bureau meeting were Hal Golden, Golden TV; Charles Benton, chairman, Public Media Inc.; Norman Horowitz, president, PolyGram Television; David Sifford, president, Comworld International; Gary Lieberthal, president, Embassy Telecommunications, and Earle Moore, APD counsel. □



**A FIRM "GO"
THIS FALL ON**

WTMJ-TV
MILWAUKEE

WDAF-TV
KANSAS CITY

WESH-TV
DAYTONA BEACH

**AND OVER 60
OTHER TOP STATIONS!**



Be sure to ask your Telepictures representative about our unique first-run strip Insurance Policy.

Telepictures
CORPORATION

475 Park Avenue South, New York, NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410, Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614 (312) 726-1216

Too little or just enough?

Those seem to be the two points of view on children's television in comments received by the FCC

Determining how to serve the programming needs of children is something best left to broadcasters. That was the consensus among the broadcasters who have furnished the FCC with comments aimed at updating the commission's long-pending children's television proceeding.

Public interest groups, reworking some of the same themes they outlined at the commission's en banc meeting on the subject the week before (BROADCASTING, May 2), didn't agree. The chances of the commission itself doing much more than abandoning the proceeding still seem slight.

In its comments, ABC said the FCC's 1974 Children's Television Report and Policy Statement, in which the commission said TV licensees were expected to develop and present programs serving the unique needs of the child audience, generally represented a "restrained" approach and should be reaffirmed—with certain modifications. For one, ABC said, the statement should be further clarified to state "unequivocally" that the choice of children's programming is the exclusive province of the individual licensee. "The obligation to serve children, willingly accepted by most broadcasters, should be coupled with a renewed emphasis on licensee discretion," ABC said.

ABC also said that language in the policy statement suggesting special status for educational or instructional programming for children should be deleted. "Rather, the commission should recognize that it is neither practical nor desirable to attempt discrete categorization of programming," ABC said. Entertainment-oriented features "can often be highly effective in serving the child audience in a positive, enhancing manner," ABC said. "Similarly, certain family-oriented program material, not primarily designed for children, but nevertheless having special appeal to youthful viewers, should be recognized as reflective of a broadcaster's overall effort in this area. In other words, the overall goal should be meritorious programming, irrespective of such labels as educational, instructional, cultural or entertainment—and judgments as to what is meritorious should be left to broadcasters and the audience, not to government regulations."

Moreover, ABC said, the FCC's policy objectives should be "more broadly based," taking into account what is generally available in the entire marketplace. "The continued strong performance of the television industry and a rapidly expanding marketplace (characterized by an increasing array of non-broadcast program sources for children) strongly support a commission decision looking toward complete elimination of the policy statement."

CBS said broadcasters had been continuing to make a "most significant effort" to serve children. The "abundant availability" of children's programming reflects "the robust response of the marketplace to the entertain-

ment, information and educational needs of young viewers," CBS said. And as emerging video technologies continue to develop, children's programming will become more abundant, CBS said. As a result, there is no reason for the government to get involved. "In determining how best to serve their youth audiences, as well as all other segments of their audiences, television licensees [should] be permitted to exercise broad editorial discretion free from governmental interference, as contemplated by the First Amendment and the Communications Act."

NBC said the proceeding record demonstrated that there currently are "ample" viewing options for children and that the broadcast industry is making a "meaningful" effort to serve children. "NBC believes that the present proceeding should be terminated without the adoption of mandatory programming rules or processing guidelines," NBC said.

Forward Communications Inc. was of a similar mind: "The commission should be moving toward a gradual phase-out of the policy statement and a total reliance upon marketplace forces. The increasing availability and diversity of programming from nonbroadcast sources indicate that marketplace forces have largely fulfilled the policy objectives in the 1974 policy statement. In Forward's view, these developments support complete elimination of the policy statement at this time."

The American Association of Advertising Agencies said industry self-regulation was working and proving itself to be a "most effective" means of serving the interests of children.

"There is neither a basis nor a foundation upon which to support either continuation of the 1974 policy statement or promulgation of additional rules, policies or guidelines in this regard. Accordingly, the AAAA strongly recommends that the commission rescind the policy statement and guidelines set forth therein and terminate this docket."

Action for Children's Television didn't see it that way. It alleged that there is "very little" children's programming from Sunday through Friday, and asked that the commission adopt rules requiring each licensee to air such programming every day, setting forth a minimum-time requirement. It also asked that the commission require broadcasters to abide by the children's advertising standards set forth in the 1974 policy statement.

In its comments, ACT said a study it had commissioned two years ago had demonstrated, among other things, that 60% of the commercial TV stations did not provide regularly scheduled children's programs between 2 p.m. and 6 p.m. on weekdays; that 45% of commercial stations reported no regularly scheduled children's programming between 6 a.m. and 2 p.m. on weekdays and that commercial TV stations offered an average of about 50 minutes of children's programming each weekday.

ACT also said an informal telephone survey it conducted of the 15 network owned-and-operated stations last month revealed

that none offered a regularly scheduled weekday children's program. (The O&O's each offer an average of about eight hours of children's fare on weekends, ACT noted.)

"Thus, despite the lip-service by the broadcast industry regarding its commitment to serve children, the state of children's television has deteriorated even further in the last two-and-one-half years."

ACT also said the FCC had originally refrained from imposing rules to give broadcasters the opportunity to comply voluntarily with the 1974 policy statement. Although the guidelines for that compliance had been spelled out in the National Association of Broadcaster's television code, that code ACT noted, has been discarded, thereby eliminating the framework for self-regulation upon which the 1974 policy statement was based.

ACT also said the FCC had originally intended to "monitor" voluntary compliance through the use of broadcast license renewal application forms. But while that form once requested, among other things, comprehensive information about children's television it has been reduced to a postcard format with broadcasters required to answer only five questions, none of which is designed to elicit any "substantive" information upon which the FCC can evaluate a licensee's performance in children's television, ACT said. "These substantial changes in circumstance i.e., industry 'backsliding,' the abolition of the NAB code and the adoption of the short-form renewal application, have exacerbated broadcasters' documented failure to serve children adequately," ACT said. "Sufficient data and information have been compiled and are now before the commission to enable it to issue rules relating to children's television programming and advertising practices. Such action by the commission will enhance the television experiences of children and thus promote the public interest."

The Washington Association for Television and Children urged the FCC to require each station to air five hours of programming each week for pre-school children, and two-and-one-half hours for elementary school children. □

Backlash against S. 66 growing

Dissident NLC members and AT&T lead charge; NCTA and bill's Hill supporters are confident cable deregulation bill will reach floor

The cable deregulation bill, S.66, ran into trouble last week from AT&T and dissident members of the National League of Cities. AT&T is said to be working hard to stall action on the bill. The NLC dissidents appear to be mustering support in the Senate to amend the measure. Two Republican senators, whose identities could not be learned were said to have asked the Senate leadership to delay action on the bill.

The bill reflects the newest compromise reached by the NLC and National Cable Television Association. It was passed by the Senate Commerce Committee (15-2) last

month (BROADCASTING, April 25). It primarily would curtail state and local authority to regulate cable television. The measure grants cable systems full control over the rates they charge subscribers for basic service in large markets, calls for timely consideration of a cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily refusing franchise renewal.

The dissident NLC faction of 33 cities, two counties and two state cable commissions, which is led by Cincinnati; Dallas; Dekalb, Ill.; Denver; Fort Worth; Glendale, Ariz.; Lexington, Ky.; Lincoln, Neb.; Madison, Wis.; Miami; Nashville; New York; Omaha; the city and county of Sacramento, Calif.; and Tucson, Ariz., has been dissatisfied since the first compromise was reached in March. At a meeting in Dallas last week, the group settled on changes it wanted. It is working with the U.S. Conference of Mayors. A spokesman for the conference said the coalition of cities is trying to arrest the bill's momentum, until the conference holds its annual meeting, June 11, in Denver.

Meanwhile, the coalition, spearheaded by Tom James, director of consumer affairs for the city of Dallas, is drafting amendments. Individual cities also are launching independent attacks against the measure.

The dissident cities want five parts of S. 66 changed. They want cities to retain authority over rate regulation, the franchise renewal process and the ability to require third-party access. They want to grandfather existing contracts and contracts being negotiated with selected applications. And they want minimum federal jurisdiction over cable.

Their primary concern, explained James, is that S.66 grants cable systems complete control over the rates they charge subscribers for basic service. They find the "automatic rate increases" objectionable, and would revise the bill's current definition of basic service to include all services except pay. James noted that the cities would accept rate deregulation only if there is a "competitive alternative." Right now, he maintained, there is none. He claimed the measure is "completely onerous and burdensome to the public."

In franchise renewal, the cities would alter S.66 to place the "burden of proof" on the cable company and eliminate the "community need and cost" test. They also oppose any time constraints placed on cities to renew a franchise. In addition, they would limit federal jurisdiction to the setting of technical standards, privacy standards, crossownership limitations and leased access requirements.

The group's efforts to gain congressional sympathy may be making headway. Senators James Exon (D-Neb.) and Frank Lautenberg (D-N.J.), who opposed the measure in the Commerce Committee, remain concerned. And Senators Daniel Patrick Moynihan (D-N.Y.) and Alan Dixon (D-Ill.), according to spokesmen, are studying the measure, although the nature of their interest was unreported. Senator John Heinz (R-Pa.), an aide said, is also concerned about the bill, but the aide denied that Heinz requested a delay. Heinz was contacted by the mayors of Pittsburgh and Philadelphia about S.66 and re-

laid their complaints to Senate Majority Leader Howard Baker (R-Tenn.) and Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, the aide said. Heinz, the aide added, plans no immediate action.

The NLC itself was said to be troubled by part of the committee report on the bill, although a spokesman said it was only "one narrow area in the report." The spokesman refused to be more specific or explain what the league planned to do.

Despite these threats, NCTA remains confident that S. 66 will make it to the Senate floor. An NCTA spokesman noted that the Senate leadership has assured the association of that. "It is not going to be a cakewalk," said NCTA's executive vice president, James Mooney, "but we have got a good shot."

NCTA also doubts that stalling efforts will succeed when the legislative session is still in full swing. In past Congresses, particularly at the end of a session, a request to hold a bill has led to indefinite delay. Now, according to Senate leadership, a request for a hold means a delay of no more than two weeks. NCTA maintains that so far there have been no Democratic requests for a hold, contrary to reports that seven Democratic senators asked for a delay. The names of senators asking for a hold remain confidential and it is uncertain whether the two Republican senators, reported to have made a request, represent the cities or AT&T.

During the bill's markup, AT&T asked the committee to consider amending S.66 to provide equal regulation for cable and telephone companies in the provision of similar services. Packwood agreed to study the request. AT&T complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions, but without state or federal regulation, with which telephone companies must deal. The Commerce Committee staff reports that it continues to negotiate with AT&T on the matter. Senate sources say AT&T is unwilling to settle for separate legislation and seems determined to stop S.66. An AT&T spokesman, however, denied the charge. □

Access programming displayed on Hill

But main pitch is for protection in cable deregulation bill

The ostensible reason for the Media Access Showcase on Capitol Hill last week was to demonstrate the extent and variety of public access programming now telecast on the nation's cable systems. However, the chief concern of the showcase's sponsors—the National Federation of Local Cable Programmers and the Telecommunications Research and Action Center—was the Senate's cable deregulation bill (S. 66), particularly provisions that would prohibit cities from demanding access channels in their franchise agreements with the cable operators.

The growth of access programming, as ex-



A FIRM "GO"
THIS FALL ON

KOCO-TV
OKLAHOMA CITY

WBRC-TV
BIRMINGHAM

WZZM-TV
GRAND RAPIDS

AND OVER 60
OTHER TOP STATIONS!

Be sure
to ask your
Telepictures
representative
about our
unique first-run strip
Insurance Policy.



Telepictures
CORPORATION

475 Park Avenue South, New York,
NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410,
Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614
(312) 726-1216

emphified at the Showcase, said NFLCP Chairman Diana Peck, assistant professor, William Paterson College, Wayne, N.J., would be impeded by such provisions. Cable operators are "reluctant," she said, to allocate channels to public access. So without the requirement imposed by federal, state or local government, she said, "the public-access channel is in jeopardy." Sam Simon, TRAC executive director, said the concepts of public access and leased access should be supported as a matter of national policy. Public access "can survive," he said, "but only if it gets the help it needs and deserves."

Peck and Simon have ideas for revising S. 66, which is supported by the National Cable Television Association and the National League of Cities, and for writing the House companion bill, which has yet to emerge. If

she had her way, Peck would like a federal law requiring public access channels. Although the Supreme Court in its 1978 Midwest Video II decision told the FCC that it could not require access channels, she said, it did so on jurisdictional grounds. "The court left the door wide open for a legislative mandate for access." Realizing that such a law may not be politically practical, Peck said the NFLCP would like to preserve the status quo—cities can negotiate for access channels as part of the franchising process—and would settle for a provision that "grandfathers" all existing access channels created through franchise negotiations.

While agreeing with Peck that public access should be protected by the Senate cable legislation, Simon had much broader concerns about it. Instead of eliminating the

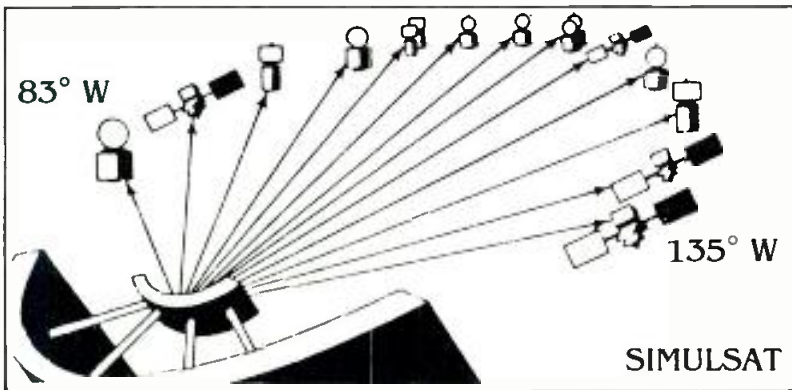
Postponement. A markup scheduled on S. Res. 66 which would permit radio and television coverage of the Senate, was postponed indefinitely by the Senate Rules Committee last week. The committee is divided on the issue. Senator Wendell Ford (D-Ky.), ranking minority member on the Rules Committee, is leading the opposition to the resolution along with Senator Russell Long (D-La.).

FCC's crossownership rules, he said, the bill should either codify the rules or "say nothing at all" about them. The provision giving cable operators an expectation of franchise renewal, he said, should be dropped. "It's a windfall for the cable operators," he said, "and doesn't do anything to promote diversity." He also advocated language that would mandate "universal service"—that is, a provision that would require cable operators to stretch their wires to every home within their franchise areas.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), on hand to open the programming exhibition, pleased public access proponents by saying that insuring diversity would be one of the cornerstones of House cable legislation. "One of the fundamentals of democratic society is to make sure individuals choose for themselves programming they are going to see and that those decisions should not be made by one or two or three people," he said. "Democratic society only survives and becomes strong when there are all kinds of conflicting, demanding and changing sets of ideas. We want to do everything we can to encourage that kind of diversity." Wirth said he has asked the cities and the cable industry to draft legislation "with very clear language on the question of diversity to insure that there would be diverse and broad programming." Once he has that draft, which is due "shortly," he said, the subcommittee can move ahead with the legislation. Wirth's comments were echoed later in the day by another subcommittee member, Edward J. Markey (D-Mass.). "Any federal legislation must keep in mind," he said, "the needs of the access users." Cities should not be in such a rush to be wired, he said, that they ignore public access.

Visitors to the showcase were able to talk not only to representatives of the NFLCP and TRAC, but also to directors of various access channels around the country. Dirk Koning, director of Grand Rapids Cable Access Center Inc., operates a public access channel serving General Electric's 75,000-subscriber system in the Michigan city and is sensitive to the problem of the cable operator. Although the GE system now subsidizes the channel—it purchased \$100,000 in production equipment and contributes \$80,000 a year under terms of the franchise agreement—Koning said his goal is to make the channel "self-sufficient." Cable systems should make a channel available for access, he said, but they shouldn't have to pay all the bills. With cable networks working hard to find room on most cable systems, Koning said, public access proponents are obliged to use their channels responsibly. □

SIMULSAT - 3 RADIO'S SATELLITE ANTENNA



ONE SIMULSAT ANTENNA LETS YOU SAVE TODAY . . .

One Simulsat-3 can see all domestic satellites, simultaneously, with the consistent broadcast quality performance of a conventional 3.3 Meter parabolic antenna. That means you can invest in one Simulsat rather than several earth stations, one foundation, one (smaller) site, one installation, one planning commission to deal with, and one capital outlay.

. . . AND YOU KEEP SAVING

As new programming continues to become available, Simulsat gives you the flexibility to easily receive these satellites in order to preserve your future options. This inherent flexibility can make you more competitive in your market and more responsive to your customers' needs.

SIMULSAT-3 IS SPECIFICALLY DESIGNED FOR RADIO

Simulsat-3 performance specifications meet or exceed the technical criteria for quality radio reception. It represents a more cost effective alternative than existing conventional technology.

To preserve **your** present and future option, contact:



8711 East Pinnacle Peak Road Suite C-103
Scottsdale, Arizona 85255
(602) 264-7275

Distributorships Available.

Another Radio Marti-type situation rears its head

Voice of America plan would use AM station to supplement U.S. broadcasts to Caribbean

A Voice of America project aimed at providing coverage of the Caribbean Basin with VOA programming on the AM band could involve the country's AM broadcasters in another controversy with the government over its proposed use of that band. As presented, the Caribbean Basin Project raises the possibility that the government will dip into the commercial AM inventory for a frequency on which to broadcast to Cuba. It also suggests that the government is prepared to consider departing from the Region 2 plan on use of the AM band adopted by the countries of the hemisphere in Rio de Janeiro in December 1981, although VOA officials say the government would not violate the agreement.

The Caribbean Basin Project, as described in a solicitation for a consulting engineer to develop an AM network, in terms of antennas and the frequencies to be used at prospective sites, is designed to enable the VOA to reach listening audiences in the Caribbean basin with Spanish- and English-language broadcasts over AM radio. At present, the region is served, for the most part, by shortwave from a station in Delano, Calif., that the Voice feels does not provide an adequate signal to most of the Caribbean region.

The project has come to light as the Reagan administration and the country's AM broadcasters and their allies in Congress are again engaged in controversy over the administration's proposal to establish an AM facility—Radio Marti—to broadcast news of Cuba to that country. Broadcasters' opposition to the proposal grows principally out of concern that Radio Marti would cause Cuba, which already is the source of considerable interference to American AM stations, to launch a full-scale radio war between the two countries.

But they are also troubled by the government's apparent readiness to take over an AM frequency for its own use. The government has reserved 1040 khz—the clear channel on which WHO(AM) Des Moines, Iowa, operates—for use by Radio Marti at Saddlebunch Key, in Florida, where the Navy has built a broadcasting facility. The broadcasters' fear of Cuban retaliation forced the government to abandon that plan, but last month, the Defense Department was found to be seeking assignment of the frequency to the Saddlebunch Key station for purposes described as classified. The Defense Department was persuaded to drop those plans, too. But broadcasting industry representatives and Senator Charles Grassley (R-Iowa) are now urging legislation to prohibit the government from taking over an AM or FM frequency except in time of national emergency.

The Caribbean Basin Project contemplates the possible use of an AM frequency to supplement the coverage of Cuba now

provided by a VOA station on Marathon Key in Florida, which has been on the air for 20 years. The solicitation notice says an "in-house analysis" indicates the station does not provide "a reliable signal" over the entire island—the eastern portion, according to officials. Thus, a second station at "a new location," will be considered, "if necessary," according to the notice.

The deputy director of the VOA, Melvin Levitsky, said last week that no decision had been made on whether a second station will be required. "But," he said, "the government won't go in and take a frequency." When advised that some communications lawyers believe there is nothing in the regulations of the National Telecommunications and Information Administration (which regulates government use of the spectrum), or the FCC to prevent such a takeover, Levitsky said he was speaking "realistically." He gave it as his "personal judgment" that "it wouldn't be wise or politic of the government to get involved in a squabble over frequencies without proper consultations."

The suggestion that the government is prepared to consider departing from the requirements of the Region 2 plan, approved in December 1981, is contained in the language of one of the "requirements" specified in the notice. It says, "Requirements of the . . . Region 2 plan shall be met. Deviations from the plan will be considered by the agency if necessary" ("Closed Circuit," May 2).

Several days after VOA was asked for a clarification of several aspects of the solicitation notice, the agency responded with a memorandum from its chief engineer, M.J. Raffensperger. As for the reference to the Region 2 plan, the memorandum said that VOA "does not intend to deviate" from it. However, it added that, "where permissible use" of a frequency was in doubt, VOA would like "as much information about the potential use of the frequency as possible to enable the government to make an informed judgment."

Although the memorandum does not rule out "deviations," Levitsky and the contract officer in charge of the solicitation, Russell Cohn, said in separate interviews the U.S. would keep its agreement. Both said that if the study found that an otherwise desirable frequency would interfere with the service of a foreign station, the U.S. would attempt to resolve the conflict. "There might be a deviation," said Cohn, "but only with the agreement of the country involved."

The Caribbean Basin Project, according to the solicitation notice, will involve the use of seven to 10 stations—with all but the possible exception of the one to increase coverage of Cuba located in the target areas—broadcasting to audiences in 19 countries. Local stations will be leased, purchased or "otherwise" acquired. The total cost of the project will not be known until the engineering study is completed. But that part of the job is expected to cost between \$130,000 and \$140,000. □



**A FIRM "GO"
THIS FALL ON**

WRGB
SCHENECTADY

WDTN
DAYTON

WGHP-TV
HIGH POINT

**AND OVER 60
OTHER TOP STATIONS!**



Be sure to ask your Telepictures representative about our unique first-run strip Insurance Policy.

Telepictures
CORPORATION

475 Park Avenue South, New York, NY 10016 (212) 686-9700 Telex: 645366
291 South La Cienega Blvd., Suite 410, Beverly Hills, CA 90211 (213) 657-8450
TWX: 910-321-1038
35 East Wacker Drive, Chicago, IL 60614 (312) 726-1216

TELECASTINGS

Hail Britannia

The British broadcasting community would like to convince American broadcasters to carry more British programming. To that end, the British Broadcasting Corp. and the Independent Broadcasting Authority, organizations that normally compete fiercely against each other, have teamed up to showcase the best of their made-for-TV movies, comedy series and documentaries over the next two months at New York's Museum of Broadcasting.

In an exhibit entitled, "British Television: As They Like It," the museum will screen more than 40 hours of programming during the next eight weeks, including Granada Television International's *King Lear*, starring Laurence Olivier; Central Productions' *Loving Walter*, starring Ian McKellen, and Thames Television's *Voyage Round My Father*, starring Laurence Olivier and Alan Bates. Comedy series, including *Fawlty Towers*, *Not the Nine O'Clock News* and *To the Manor Born* and documentaries on American veterans returning to Vietnam, drugs in Spanish Harlem and asbestosis will also be showcased, as will Britain's longest-running soap opera, *Coronation Street*. At a ceremony opening the exhibit last Monday (May 2), Lord Thomson of Monifieth, chairman of the Independent Broadcasting Authority, presented Museum President Robert Batscha with a videodisk made in 1928 by British television pioneer John Logie Baird. The two-month-long exhibit on British television is part of a larger cultural celebration, "Britain Salutes New York," that is currently under way.

'Star' status

TeleRep Program Enterprises has received more than 23,000 telephone calls in response to its syndicated two-hour talent hunt special, *Star Search*, which aired last month on 177 stations around the country and invited viewers to send tapes to audition for a chance to appear on the weekly, one-hour series of the same name set to premiere this fall. As of Thursday (May 4), the list of stations signed to carry the series totaled 73, for 70% coverage of TV households.

Although ratings for the special were lackluster in some larger markets, TPE executives argue the program performed well in the face of fierce competition from the three major networks in the final month of the prime time season, and that success stories at some stations that carried the program were significant.

The special tripled the ratings KTVT(TV) Fort Worth typically earns in the time period, and moved WKRC-TV Cincinnati, an ABC affiliate, from its usual third place to second,



IBAs Thomson and MB's Batscha

and, beating *Knight Rider* and a special on NBC-TV. WCVB-TV Boston, despite competition from the NCAA basketball playoffs, also moved from third to second place in the time period, outperforming two specials on CBS-TV and NBC's *Knight Rider*.

Runaway commitment

What started out to be a one-hour documentary on runaway children on WCCO-TV Minneapolis-St. Paul almost turned into a runaway project itself. By the time it was over, it totaled more than 14 hours of programming on children of the 1980's, presented over the past two weeks. In addition to

the original documentary, the world and problems of children and parents provided the focus for all special reports in WCCO-TV's regular newscasts, for specials and documentaries and for most of the station's public service theme. The umbrella title for it all: "Project Children."

Ron Handberg, WCCO-TV vice president and general manager, said that when the original documentary was nearing completion, "we realized there were many other problems and issues involving children that we wanted to cover." It seemed "a logical extension" to "devote all the special reports that we do on the news to children and family problems," Handberg said. The final step was to locate outstanding pertinent documentaries, some done by WCCO-TV, some by others (including PBS, CBS and WCVB-TV Boston). There were eight of these, scheduled for the most part in late fringe.

Beside runaways, WCCO-TV's specials dealt with the effect of divorce on children, stress and children, the punk life style and adolescent rebellion, child abuse, teen-age addiction, sexuality, mental depression and suicide. The opener, the documentary on runaways that started it all, was presented at 9-10 p.m. Sunday, April 24. Handberg said a special Arbitron coincidental survey found that it comfortably topped its time period in the market, drawing a 19.0 rating and a 35 share of audience.

Space age police

The Public Broadcasting Service's Conferstat, teleconferencing service, participated in an uncommon event last week. Conferstat



How would you like to have customer audience profiles, demographic analysis, or consumer preference statistics in your area, for as little as \$50*?

With TeloFacts, you can. TeloFacts is the new microcomputer software package to design, use and evaluate questionnaires on your Apple II® or IBM PC®. It's simple to use; it can be operated by semi-skilled personnel or linked

up to a Mountain Computer automatic card reader.

And the results are instant. Statistics can be massaged in a number of different ways while you just sit back and watch. Plus, there's a toll free customer service number for questions.

Read your audience's mind without

the time and expense of an outside source.

Look for TeloFacts at your local bookstore or computer store, or write or call for more information.



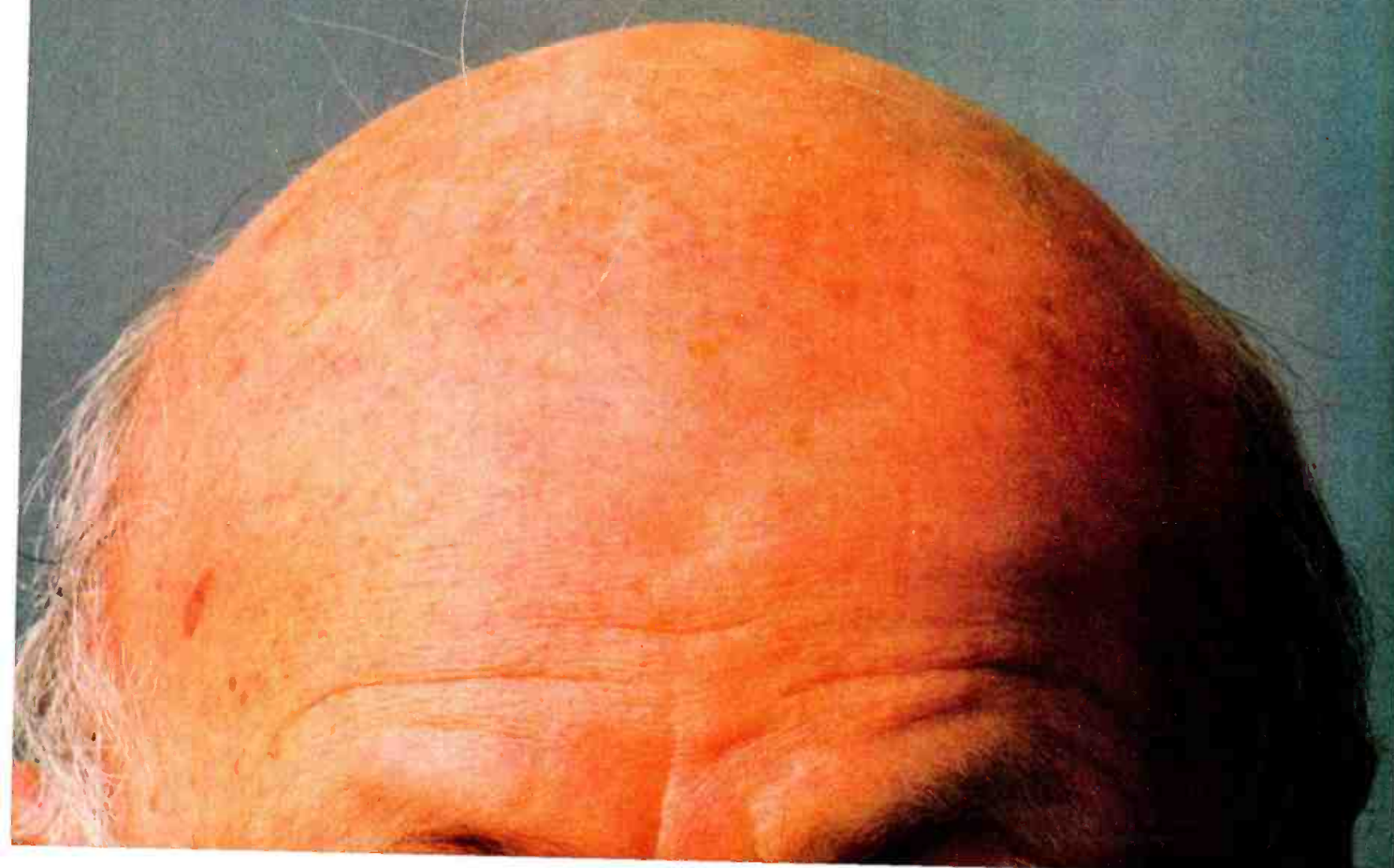
dilithium Software
P.O. Box E
Beaverton, Oregon 97075
800-547-1842 or
646-2713 inside Oregon

Software to design, use and evaluate questionnaires.

*TeloFacts 1, \$49.95, TeloFacts 2, \$199.95, How to Use TeloFacts Book, \$9.95.

TeloFacts™

Read minds.



provided the necessary technology to conduct the "first" interstate police lineup via satellite. Confersat connected witnesses in Owings Mills, Md., with a police lineup in Sacramento, Calif. Public television stations KVIE(TV) Sacramento, KOED(TV) San Francisco, and the Maryland Center for Public Broadcasting, Owings Mills, Md., in conjunction with the Middle Atlantic Great Lakes Organized Crime Law Enforcement Network, arranged the event. The lineup was held in the Sacramento prison with KVIE transmitting it to KOED, which uplinked it to Westar IV, then downlinked to the Maryland Center for Public Broadcasting, where witnesses of a rape-homicide case viewed the lineup.

Gun club

America's 60 million registered gun owners are the target audience for *Shooting Sports*, a first-run syndicated weekly magazine series offered by Target Productions of Santa Monica, Calif. The half-hour program, hosted by actor Stuart Whitman, is being pitched to advertisers and stations for start this fall. *Shooting Sports* uses a documentary format in discussing gun safety, history and folklore, as well as covering competition and demonstrations throughout the U.S.

WETA abroad

Public station WETA-TV Washington has signed with the BBC to co-produce a \$2.5-million, nine-part series on black Africa, to be shown on the Public Broadcasting Service and BBC-1 in the fall of 1985. *The Africans* will offer "a view of black Africa from the inside looking out," officials said, and will debunk Western notions that the history of Africa goes back only to the arrival of the white man. "It will look at the past as a way of understanding Africa's future," said David Harrison of the BBC, who will produce the series with Charles Hobson of WETA-TV. African scholar Ali Mazrui will be the host. In addition to WETA-TV and BBC, money for the project came from PBS and the Corporation for Public Broadcasting.

Jersey translated

Representative Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee, last week petitioned the FCC to launch a rulemaking aimed at requiring RKO General Inc.'s WOR-TV to construct translators to rebroadcast its signal throughout southern New Jersey.

In the petition, Rinaldo said that, though the commission has reallocated WOR-TV from New York to Secaucus, WOR-TV's signal still won't reach about 1 million residents of southern New Jersey. With the addition of the translators, however, WOR-TV would become a "New Jersey station for all New Jersey residents rather than only for those who live in the northern part of the state," Rinaldo said.

He said the translators would give the station a substantially larger economic incentive than it would have otherwise to broadcast programming directed to the needs and interests of New Jersey residents.

New 'Outlook'

Outlook, a new daily commentary series featuring veteran news commentator Eric F. Foy, joined by broadcast and print journalists including Ellen Goodman, Jim McLaughlin and Ben Wattenberg, is being offered by Potomac Television Productions of Washington. The barter-syndicated series, designed to be used as inserts in local news programs, will be satellite delivered and available five days a week, 52 weeks a year beginning in the fall. Producing the pilot will be Daniel J. Werner, producer for the *McNeill/Lehrer Report*.

Information Age

French government to give teletext industry a push

It will subsidize decoders in homes to help get service up and running

The French government has decided to subsidize the initial marketing of teletext decoders to consumers in an effort to launch what it believes will some day be a booming industry. At the same time, it is inviting companies to apply for licenses to offer teletext programming.

Francois Schoeller, president of TeleDiffusion de France (TDF), the French version of the FCC, announced at MIP-TV in Cannes, France, that a subsidy appears necessary because the teletext industry is caught in a stalemate. Manufacturers are waiting for enough software to become available to make a market for decoders, he said, while programmers are waiting for enough decoders to be placed in homes and businesses to make transmitting their services cost-effective.

About 2,000 pages of videographic material are now being transmitted to sets installed in public places in France. The French stock exchange, the three government-controlled TV networks (TF-1, Antenna 2 and FR-3) and a number of regional television networks are among programmers offering 19 videotext magazines. TDF wants to increase the number of pages to 5,000 by the end of 1983 and to 40,000 by 1986, said Schoeller.

The government will launch its subsidy program by installing 130 free decoders in homes for the hearing impaired by 1985, said Schoeller, and it will permit businesses to purchase decoders at a subsidized price. It also will pay for captioning of programs on Antenne 2, starting with about an hour's worth per week and increasing to 15 hours per week next year.

Because there is no television programming aired in the morning, the three French networks have a combined capacity for transmitting 60,000 pages of teletext during those hours. In the afternoon, that capacity is cut in half, and in the evening, it drops to 600 pages. The planned addition of a fourth network some time this year will add more capacity. TDF estimates it will cost video publishers about 28 cents to 70 cents per hour to transmit their material while the price to consumers will probably run about \$1.30 per month.

Decoders to be installed by TDF will accommodate free, advertiser-supported teletext services or scrambled pay services, said Schoeller. The government is considering legislation that would require TV set manufacturers to include teletext decoders in new sets, he said.

TDF is inviting newspaper and magazine publishers and other interested parties to apply to transmit teletext programs, said Schoeller. It is looking for "living" programs that will change from day to day or week to week, rather than "dead" data bases, which should be stored in computers instead. About 5,000 businesses, 1,000 homes and 2,000 hearing-impaired individuals should be able to receive teletext by the end of

1983, said Schoeller. By 1987, according to government estimates, the market should include 180,000 business users, 650,000 homes and 350,000 hearing impaired.

The coming boom in home banking

CSP study sees financial services via phone or cable TV, along with other interactive offerings, becoming big business in next decade

Although the driving forces behind home banking services are by and large outside the control of the banking industry—namely, the growth of adequate transmission networks and the development of both the personal computer market and so-called "user friendly" software—banks and nonbanking institutions alike will be offering a host of financial services directly to the home in the coming decade. Home banking services in and of themselves will not yield significant profits, but when tied to other services, such as home shopping, banks and other companies may generate significant income by charging a fee for processing such transactions. Home banking itself, however, is seen largely as a cost-savings device, given the large costs incurred by banks in developing and maintaining "brick and mortar" branch office networks, and having to process most transactions by paper.

And although some banks may develop

their own complete home banking systems, it is expected that videotext operators will provide most of the transmission systems involved, given their ability to provide subscribers with "gateway" services or access to any number of computer storage banks.

These are among the findings in a recently completed study by CSP International, a New York-based communications consulting firm. The study, entitled "Electronic Financial Services in the Home," is the latest in a continuing series of reports associated with CSP's "inContext" program, in which 26 companies participate, including RCA, Warner Amex Cable Communications, AT&T, IBM and a number of banks.

CSP notes that almost three dozen home banking experiments took place in 1982, either as part of a larger videotext service or as stand-alone financial service packages. And in addition to the cost benefit incentive that bankers have to provide in-home services, CSP suggests that providing such services will help banks retain their most valuable customers who are, perhaps, more inclined to want such services in the first place. "It is not unusual," reports the study, "for a bank to discover that 20% of its retail customers are clearly profitable, and that they provide over 90% of the bank's retail profits. This valuable customer segment is likely to possess demographic characteristics that are reasonably similar to those of people who have expressed an interest in banking at home and who could be expected to be early adopters of the service."

CSP listed some potential obstacles to

home banking. Most financial institutions have little experience with the scale of data processing operations required to support a commercial bank-at-home service, concludes CSP. And, in any event, at levels below about 10,000 customers, home banking services will not be profitable, unless tied to another service, such as home shopping, where additional revenues could be generated from merchants in the form of per-transaction processing fees.

Hardware is a second factor upon which the growth of financial services in the home will depend—specifically the growth of the personal computer market. The study estimates that the total number of personal computers, with the necessary telephone modem for receiving a service such as home banking, placed in homes by 1985 will be about three million.

With the digital, computer and satellite technology that is available today, said CSP, the advent of home banking services also provides an opportunity for national institutions such as American Express and Sears (Dean Witter) and Merrill Lynch to compete more effectively for bank customers. But the technology also offers major banks an opportunity to establish themselves as entities in the communications business.

On the software side, New York's Chemical Bank is marketing a home banking system it developed (at a reported cost of \$20 million) called PRONTO, to other banks around the country. Chemical has had six takers so far and charges \$25,000 for a pilot test using 200 customers and \$100,000 for a

full commercial license. PRONTO is programmed for use with an Atari 400 home computer and offers seven services: account information, checkbook balancing, funds transfer between accounts, bill payment, budgeting, electronic mail and tax record-keeping.

While most home banking services are transmitted via telephone lines, one service available today is based on two-way cable technology. HomeServ is a subsidiary of American Can that a number of banks are using in connection with Cox Cable's two-way Indax systems in San Diego and Omaha, Neb. In San Diego, the service is available to about 5,000 homes and currently claims 550 subscribers. In Omaha, it is not yet available commercially, but Cox is projecting up to 40,000 subscribers. HomeServ uses an Oak interactive converter/decoder and offers five financial services: balance inquiry, interaccount funds transfer, bill payment, transaction review and general banking information. Data stored in the HomeServ system is encrypted.

By 1995, concludes CSP, there may be 25 million terminals in the consumer marketplace capable of receiving home banking services. Early on, consumers may be asked to bear a large part of the costs, with home banking service providers charging \$15 per customer. But as home banking services become more widespread, suggests CSP, reduced fees may be implemented as providers are able to charge additional transactional fees to merchants selling products to consumers by way of videotext. □

How to get better financing

GECC has practically written the books on broadcasting equipment financing and leasing. Now we have gathered some helpful information together in a kit that is yours for the asking.

This free two-part kit is crammed with facts, definitions and *answers* vital to doing business in today's economic climate, whether you are in Fortune's "1000" or aspire to it.

Here is a sample of what we'll send you (Note: if you are unfamiliar with even one item below, your company may be spending too much on equipment financing):

- What type of equipment qualifies for leasing? Is there a down payment?
- What considerations affect the lease-buy decision?
- How do I account for an operating versus a capital lease?
- How does the Investment Tax Credit work?
- Can I refinance existing equipment? What are

the benefits? • Can a lease/sublease program expand my business, and how? • How can a lease purchase program help me? • Plus valuable information about inventory, receivables, sales, acquisition, project and equity capital financing.

Mail this coupon (or call 800-243-2222*) for GECC's free financial kit and get acquainted with our way of doing business.

We believe we can demonstrate why it simply may be *unwise* to consummate a major financial deal without consulting General Electric Credit Corporation.

*In Connecticut call 800-492-2222



Commercial Equipment Finance Dept.
General Electric Credit Corp.
260 Long Ridge Road
Stamford, Connecticut 06902

Yes, please send me GECC's two-part kit on "How to Get Better Financing" and other information that will be of particular benefit to *my* business.

Name _____

Firm _____

Type of business _____

Address _____

City _____

State _____ Zip _____

Phone _____



General Electric Credit
CORPORATION 8509

For the Record

As compiled by BROADCASTING, April 25 through April 29, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Wapole, Mass.—Italian American Communications Co. seeks 760 khz, 250 w-D. Address: 51 Bennington Street, Boston 02158. Principals: Francesco Romagnoli (51%) and Rosetta Romagnoli (49%). They also are applicants for low-power TV at Boston. Filed April 21.
- Highlands, N.C.—Mountain-High Broadcasters Inc. seeks 1100 khz, 5 kw-D. Address: P.O. Box 81, Laurel Street, Highlands, N.C. 28741. Principals: Equally owned by Melvin C. Strum, N. Jerue Bobb and William C. Marett. Bobb owns 26% of WOFF(FM) Camilla, Ga. Filed April 21.
- Morganton, N.C.—Beacon Broadcasting seeks 760 khz, 500 w-D. Address: P.O. Box 471, Canton, N.C. 28716. Principals: Ernest Penley Jr. (52%) and Sherrill H. Greene (48%). Penley is program director at WPTL(AM) Canton. Greene has no other broadcast interests. Filed April 21.

AM action

- Sherwood, Ark.—Sherwood Broadcasting Co. granted CP for 760 khz, 5 kw-D. (BP-820303AD). Action April 19.

FM actions

- Earl Park, Ind.—Sandra Sue and Francis E. Hertel granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: RR 4, Box 326, State Road, Evansville, Ind. 47712. Estimated construction costs: \$12,400; first-year operating cost: \$52,200; revenue: \$66,400. Format: MOR. Principals: Sandra Sue Hertel and husband, Francis E. (50% each). They are Evansville, Ind., engineering consultants. Francis Hertel is also chief engineer at WPSR(FM) Evansville and director of engineering at WNIN(TV) Evansville. They have no other broadcast interests. (BPH-810302AK). Action Feb. 25.
- *Worcester, Mass.—Worcester County Christian Com-

munications granted 91.9 mhz, 7 kw, HAAT: 517 ft. Address: 99 Reservoir Road, Holden, Mass. 01520. Estimated construction costs: \$63,400. First-year operating cost: \$10,000. Principal: Noncommercial corporation: George Walker, president. WCCC is also applicant for new noncommercial AM at Leicester, Mass. (BPED-820714AC). Action April 15.

- *Minot, N.D.—Prairie Public Television Inc. granted 89.9 mhz, 100 kw, HAAT: 926 ft. Address: 4500 South University Drive, Fargo, N.D. 58103. Estimated construction costs: \$177,000; first-year operating cost: \$31,500. Principal: Prairie Public Television Inc. is licensee of one FM and five TV's. (BPED-821022AH). Action April 7.

TV actions

- Oroville, Calif.—TV Tech Systems Inc. application dismissed for ch. 28; ERP: 446 kw vis., 44.6 kw aur.; HAAT: 1,619 ft.; ant. height above ground: 164 ft. Address: 11196 Pleasant Valley Road, Penn Valley, Calif. 95946. (BPCT-821026KE). Action April 21.
- Forrest City, N.C.—Citizens Rights Telecomm Co. application returned for ch. 66; ERP: 1,500 kw vis., 150 kw aur.; HAAT: 364.38 ft. (BPCT-830405KI). Action April 21.

Ownership changes

Applications

- WWNT(AM) Dothan, Ala. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Early Bird Broadcasting Inc. to Dove Broadcasting for \$22,500 cash and \$217,500 assumption of debt. Seller is owned by Johnny Culpepper, president (49.83%), Lamar Trammell (49.83%) and Mary Jo Pate (.34%). They have no other broadcast interests. Buyer is owned by Ronald Lamar Trammell, president (90%), wife, Sybil B. Trammell, and Brenda Pelham Huff (5% each). Ronald Trammell is sales manager at WWNT as well as 49.83% owner. Sybil Trammell is former civil service employe at Fort Rucker, Ala.; Huff is station manager at WWNT. Filed April 15.
- KSA(AFM) Casa Grande, Ariz. (105.5 mhz, 3 kw, HAAT: 70 ft.)—Seeks assignment of license from Grande Communications Corp. to KVOS Inc. for \$77,500 cash. Seller is owned by Wycom Corp., William R. Sims, president. It also owns 51% of KUGR(AM) Green River, Wyo., and 80% of CP for FM at Santa Fe, N.M. Buyer is equally owned by Ray H. Lockhart and Mel Adams. Lockhart also is part owner of KOGA-AM-FM Ogallala, Neb., and KNAB-AM-FM Burlington, Colo., and with Adams, has interest in KSTC-AM-FM Sterling, Colo. Filed April 12.
- WAF(CFM) Clewiston, Fla. (106.3 mhz, 3 kw, HAAT: 195 ft.)—Seeks assignment of license from Tri-County Stereo Inc. to Glades Media Co. for \$201,056 plus \$30,000 for noncomplete agreement. Seller is Charles A. Esposito, president (51%). Buyer is owned by James M. Johnson and

Robert L. Castellanos (50% each) each of whom already owns 24.5% of station. Filed April 13.

- WIYE(TV) Leesburg, Fla. (ch. 55, 87.1 kw vis., 14.12 kw aur., HAAT: 350 ft.)—Seeks transfer of control of Sharp Communications Inc. from H. James Sharp (50.1% before; none after) to Associated Christian Television System Inc. Consideration: \$1.45 million. Principals: Seller also owns 51% of WWFL(AM) Clermont, Fla. Buyer is owned by Claude W. Bowers, who owns other half of station, and wife, Freeda M. Bowers, P.B. Howell Jr., John Stallings and Brock Lesperance (20% each). Freeda Bowers, Howell, Stallings and Lesperance have no other broadcast interests. Filed April 13.

- [CP] WSMK(TV) Indianapolis (ch. 59; 2,109 kw vis., 414 kw aur., HAAT: 978 ft.)—Seeks transfer of control of Indianapolis Television Corp. from Melvin Simon and others (100% before; 10% after) to Anacom Inc. (none before; 80% after). Consideration: \$800,000 to be invested in construction of station. Principals: Seller is owned by Melvin Simon (51%), his brother, Fred (9%) and Gerald Kraft (40%). Melvin Simon will retain 10% interest. His other brother, Herbert Simon, will buy 10%. Buyer is Indianapolis-based computer services company headed by Ronald D. Palamara, president. It has no other broadcast interests. Filed April 21.

- WFEX(FM) Clinton, La. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Feliciana Broadcasting Co. Inc. to Bayou State Broadcasting for assumption of two promissory notes for approximately \$190,22. Seller is owned by Randall E. Rodriguez, president (51%), his wife Jeanne J. (25%) and his mother, E. Marie (24%), who have no other broadcast interests. Buyer is equally owned by John Wilson, Marcus Jones and E. Ray Toney. Jones and Wilson also are applicants for FM at Cuero, Tex. Toney has 20% interest in FM at New Albany, Miss., and one-third interest in FM at Varnado, Fla. Jones also owns KODK(FM) Kingsville, Tex., and, with Toney, owns WZBR(AM) Amory, Miss. Filed April 13.

- KFRU(AM) Columbia, Mo. (1400 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KFRU Inc. from Estate of H.J. Waters Jr. (54.68% before; none after) to H.J. Waters III (none before; 54.68% after). H.J. Waters III also owns Columbia [Mo.] Daily Tribune and Kingdom Daily-Sun Gazette Fulton, Mo. Filed April 21.

- KJEL-AM-FM Lebanon, Mo. (1080 khz, 250 w-D; FM: 103.7 mhz, 30 kw, HAAT: 255 ft.)—Seeks assignment of license from KJEL Inc. to Ozark Broadcasting Inc. for \$450,000. Seller is owned by Ronald M. Sewell, Larry E. Gilpin, O.L. Cooper, Joe Hendricks Jr. and William N. Perkin. They have no other broadcast interests. Buyer is principally owned by Jerrell A. Shepherd, president, who also principally owns KAAN(FM) Bethany, KWIX(AM)-KRES(FM) Moberly and KREI(AM)-KTJJ(FM) Farmington, all Missouri. He also has application for CP for AM at New Hampton, Mo. Filed April 21.

- KNEM(AM) Nevada, Mo. (1240 khz, 250 w-U [CP: 1 kw-D])—Seeks assignment of license from Kesler Broadcasting Co. Inc. to KNEM Communications Inc. for \$291,667 plus \$30,000 noncomplete agreement. Seller is owned by Jeffrey F. Kesler (25%), Everett G. Wenrick (37.5%) and Marvin E. Leuhrs (37.5%). Wenrick and Leuhrs own majority interest in KTTN-AM-FM Trenton, Mo., and WMNE(AM)-WMEQ(FM) Menomonic, Wis. Wenrick owns 28% of KBOE-AM-FM Oskaloosa, Iowa. Kesler will stay at KNEM as vice president but without ownership. He has no other broadcast interests. Buyer is owned by Darrell K. Seltsan, Roger D. Ballard and Fred D. Lightner (30% each), and Lightner's brother, William (10%). Seltsan, Ballard and Lightner are Columbia, Mo., insurance men; William Lightner is retired insurance man there. They have no other broadcast interests. Filed April 21.

- KTWB(FM) Las Vegas (96.3 mhz, 100 kw, HAAT: 1,131 ft.)—Seeks transfer of control of Donald S. Gilday and others (75% before; none after) to Cole Industries Inc. (none before; 75% after). Consideration: \$100,000. Principals: Sellers are Donald S. Gilday (36%), Philip Engel (25%), M.V. Stober (10%) and Thomas J. Graves (4%). Louis G. Hess 25% owner, will retain his interest. Buyer is owned by Donald F. Cole, president (100%), who also owns KRAM(AM) Las Vegas. Filed April 22.

- WVNJ-FM Newark, N.J. (100.3 mhz, 24 kw, HAAT: 670 ft.)—Seeks assignment of license from Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for \$8.5

**NOTE
NEW
ADDRESS**

**EDWIN TORNBURG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**P.O. Box 8698
Washington, D.C. 20011
Tel: (202) 291-8700**

THE NEW KAMAN BROADCASTING SYSTEMS. THE MOST ADVANCED, MOST COMPREHENSIVE SOFTWARE SYSTEMS EVER DEVELOPED FOR THE BROADCASTING INDUSTRY.



As a broadcaster, you already know how complicated your business has become. You know the importance of timely, accurate information. As each day your needs are becoming more and more complex, you need systems as up-to-date as your requirements.

KAMAN BROADCASTING SYSTEMS have all the advantages you need. Kaman's Traffic System, as an example, has been designed with every operation in the system. More impor-

tantly, it provides information **now** for operating your business. It is the system developed with your need for timely and accurate information in mind.

All the new KAMAN BROADCASTING SYSTEMS were developed for the IBM System/38 hardware, and are completely on-line, interactive and in-house. Information input anywhere is interfaced and updated everywhere. You'll never again have to wait

long hours to find out how a change in one department will affect others. Kaman puts the data you need at your disposal immediately!

Call us for information about the all new KAMAN BROADCASTING SYSTEMS.
303-599-1450.

**TAKE KAMAN.
NOW.**



Kaman Broadcasting Systems,
a product of

1500 Garden of the Gods Rd. • Tel. (303) 599-1500 • Telex 452412
Mailing Address: P. O. Box 7463 • Colorado Springs, CO 80933-7463

million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It also owns WVNJ(AM) Newark, N.J. Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It has also purchased, subject to FCC approval, WXIX-TV Cincinnati and WCTI(TV) New Bern, N.C. (see below). Milton Maltz is chairman and Carl E. Hirsch is president.

■ WCTI(TV) New Bern, N.C. (ABC, ch. 12; 316 kw vis., 31 kw aur.; HAAT: 1,923 ft.)—Seeks assignment of license from Malrite of North Carolina Inc. to Heritage Broadcasting Co. for \$9 million (BROADCASTING, April 4). Seller is Cleveland-based communications company that also bought WVNJ-FM Newark, N.J. (see above). Buyer is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. Filed April 21.

■ WDBL-AM-FM Springfield, Tenn. (1590 khz, 1 kw-D, FM: 94.3 mhz, 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Middle Tennessee Enterprises Inc. to DBL Broadcasting for \$530,000 (BROADCASTING, May 2). Seller is owned by H.A. Webster, president, who has no other broadcast interests. Buyer is owned by Terry E. Forcht, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, Ky. Filed April 25.

Actions

■ KPOD(AM) Crescent City, Calif. (1240 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from William E. Stamps, court-appointed temporary operator, to William E. Stamps, individual, for \$369,685. Stamps is former licensee who sold station to Florence M. Poorman. Poorman filed debtor's plan and relinquished control to Stamps. Stamps will be 100% owner. (BAL-830302FC). Action April 21.

■ KKZZ(AM)-KOTE(FM) Lancaster, Calif. (1380 khz, 1 kw-D; FM: 106.3 mhz, 3 kw; HAAT: 210 ft.)—Granted assignment of license from Lancaster-Palmdale Broadcasting Corp. to Antelope Broadcasting Corp. for \$800,000. Seller is owned by David A. Rodgers, who owns WBML(AM) Macon, Ga. Last year he sold WBIS(AM) Bristol, Conn., for \$463,000 (BROADCASTING, Oct. 11, 1982). Buyer is owned by Lindsey A. Schnyder (50.1%), William S. Sanders (25%) and Southwest Capital Corp. and Fluid Capital Corp. (12.49% each). Schnyder is former account executive at KVOR(AM) Colorado Springs. Southwest Capital and Fluid Capital are Albuquerque, N.M., investment firms. Sanders and Southwest Capital each own 24.9% of KDHI(AM)-KQYN(FM) Twenty-Nine Palms, Calif.; KVKM(AM)-KGEE(FM) Monahans, Tex., and KPER(FM) Hobbs, N.M. (BAL-H-830218R,S). Action April 18.

■ KRQY(FM) Pueblo, Colo. (98.9 mhz, 100 kw; HAAT: 600 ft.)—Granted assignment of license from KRQY Inc. to Whale Communications of Colorado Inc. for \$650,000. Seller is owned by Thomas V. Armshaw, who is part owner of WPET(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. Buyer is owned by Gary Goodell, chairman (25%), Steven E. Humphries, president (25%) and Bill Campbell (50%), who are also applicants for facilities of WJZZ(AM) Mt. Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. (BALPH-830310GU). Action April 20.

■ WOFL(TV) Orlando, Fla. (ch. 35; 646 kw vis., 12.6 kw aur.; HAAT: 1,470 ft.)—Granted transfer of control of Omega Communications Inc. from Control Group (60% before; none after) to Meredith Corp. (40% before; 100% after). Consideration: \$16 million. Principals: Sellers are Lawrence H. Rogers II (22.8%); H. Talbot Mead (14.24%); Mead Development Co. (13.68%); William Campbell and wife, Joan (6.27% jointly), and Ray Balsom (39%). They are selling their majority control and bowing out of WOFL ownership. Buyer is current 40% owner of WOFL and is Des Moines, Iowa-based publisher of *House & Garden* magazine and group owner of six AM's, six FM's and five TV's. It also bought KSEE(TV) Fresno, Calif., for \$17.6 million (BROADCASTING, May 2) and sold, subject to FCC approval, KCMO(AM)-KCEZ(FM) Kansas City, Mo., for \$8 million (BROADCASTING, Jan. 10). (BTCCT-830214KJ). Action April 18.

■ WITT(AM) Tuscola, Ill. (93.5 mhz, 3 kw, HAAT: 115 ft.)—Granted assignment of license from Frederick W. Seibold to Frederick A. Rodgers for \$125,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. (BALH-830224GZ). Action April 15.

■ KLPL-AM-FM Lake Providence, La. (1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw; HAAT: 145 ft.)—Application dismissed for assignment of license from Turner Broadcasting To Ernest R. Sandidge. (BAL-H-830104FO,P) Action April 18.

■ WYNZ(AM) Portland, Me. and WYNZ-FM Westbrook, Me. (970 khz, 5 kw-U, DA-N; FM: 100.9 mhz, 3 kw, HAAT: 225 ft.)—Granted assignment of licenses from Eastport Broadcasting Corp. to Buckley Broadcasting Corp. of Maine for \$1,125,000, including \$350,000 for noncompetitive agreement. Seller is principally owned by ERI Communications Group Inc., headed by Francis I. Boyle Jr., chairman, which also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. Buyer is principally owned by Richard D. Buckley Jr. (80%), who owns WDRC-AM-FM Hartford, Conn.; KGLL(AM) San Fernando, Calif.; KWAV(FM) Monterey, Calif., and KKHI-FM San Francisco. (BAL-H-830301EX,HO). Action April 18.

■ WITW(FM) Cadillac, Mich. (96.7 mhz, 1.35 kw, HAAT: 430 ft.)—Granted assignment of license from Chief Pontiac Broadcasting Corp. Inc. to The MacDonald Broadcasting Co. for \$270,000. Seller has no other broadcast interests. Buyer is principally owned by Kenneth H. MacDonald, who also owns WSAM(AM)-WKCQ(FM) Saginaw, WWPZ(AM)-WMBN-FM Petoskey and WATT(AM) Cadillac, all Michigan. Buyer also is applicant for new FM in Cadillac, Mich. which is mutually exclusive and will be dismissed upon grant of this application. (BALH-830228HL). Action April 20.

■ WCCY(AM) Houghton, Mich. (1400 khz, 1 kw-D, 250 w-N, DA-1)—Granted assignment of license from Superior Shores Broadcasting Inc. to Desnick Broadcasting Co. for \$260,000. Seller is equally owned by Norman C. Koski, president; Patrick J. Rose, and Ronald D. Mikkola, who have no other broadcast interests. Buyer is principally owned by Harvey L. Desnick, president, who owns WHUH(FM) Houghton, Mich. (BAL-830302EY). Action April 18.

■ KBEQ(FM) Kansas City, Mo. (104.3 mhz, 50 kw, HAAT: 1,150 ft.)—Granted assignment of license from Mariner Communications Inc. to KBEQ Inc. for \$5.25 million. Seller is Cincinnati-based group of two AM's and two FM's owned by Elmer L. Ward Jr., Joe Scallon and 10 others. Buyer is subsidiary of Capitol Broadcasting Inc., Raleigh, N.C.-based group of four AM's, five FM's and one TV principally owned by brothers James and Ray Goodmon and estate of A.J. Fletcher. They also sold KMAC(AM) San Antonio, Tex. for \$1 million (BROADCASTING, Jan. 24). (BALH-821116ED). Action April 20.

■ WPJJ(AM) Yazoo City, Miss. (1530 khz, 250 w-D, DA)—Granted assignment of license from The Evangelist James Baker Evangelistic Association to Gateway Broadcasting Co. Inc. for \$1 and does not provide for pledge of stock. Seller is Rev. James Baker, president, who has no other broadcast interests. Buyer is Joel Netherland, president (57.1%), and Kenneth W. Helton (42.9%), who own WJNS(FM) Yazoo City, Miss. (BAL-830302FD). Action April 21.

■ KRBN(AM) Red Lodge, Mont. (1450 khz, 1 kw-D, 250

w-N)—Granted assignment of license from Rockefeller Broadcasting Co. Inc. to Bottenberg Communications Inc. for \$118,000. Principals: Seller is equally owned by Lyle H. Rockefeller and his wife, Kathleen; Clifford Sherwood and his wife, Ruby. Buyers are Bernard A. Bottenberg, president (95%) and Donald L. Kirkpatrick (5%). Kirkpatrick is part owner of KPAG(AM) Pagosa Springs, Colo., and applicator for new FM on channel 292 there. (BAL-830303FG). Action April 21.

■ WQCC(AM) Charlotte, N.C. (1540 khz, 1 kw-D, 25 w-N)—Granted transfer of control of Voice of Charlotte Broadcasting Co. from Ridsen A. Lyon (100% before; none after) to Michael B. Gliner (none before; 100% after). Consideration: \$400,000. Principals: Seller owns WKDX(AM) Hamlet, N.C., and WADE(AM) Wadesboro, N.C. Buyer is applicant for new FM at Wichita, Kan. He is vice president of Satellite Radio Network, Kansas City, Mo.-based satellite radio programmer. (BTC-830225EK). Action April 18.

■ WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (700 khz, 50 kw-U; FM: 96.5 mhz, 15 kw, HAAT: 810 ft.)—Granted assignment of license from Mariner Communications Inc. to Seven Hills Communications Ltd. for \$8.26 million plus \$2,249 million for three-year noncompetitive agreement. Seller is owned by Elmer Ward, Joe Scallon and 10 others, who also own WITS(AM) Boston. It also sold KBEQ Kansas City, Mo. (see above). It bought WLW and WSKS in 1979 for \$17 million (BROADCASTING, Nov. 1979). Buyer is limited partnership controlled by Seven Hills Communications Inc., which is owned by Robert I. Castellini, William O. DeWitt Jr. and Mercer Reynolds I (one-third each). Charles K. Murdock is president. The have no other broadcast interests. (BAL-H830215G,L,M) Action April 26.

■ WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Athens Broadcasting Corp. to James C. Sliger for \$200,000. Principals: Seller is principally owned by Steve H. Snowden, president. It has sold WUCR(AM) Sparta, Tenn. (BROADCASTING, March 7) and, subject to FCC approval, (TK) WMCC(FM) Etowah, Tenn., and is applicant for new FM at Clarksville, Va. Buyer owns WJSQ(FM) Athens, Tenn. (BAL-830301EV). Action April 18.

■ WMRL(AM) Portland, Tenn. (1270 khz, 1 kw-D, DA)—Granted transfer of control of Better Communication Inc. from B.K. Williamson (100% before; none after) to Calvin Simmons (none before; 100% after). Consideration: \$206,594. Principals: Seller is principal owner of WBLW(AM) Royston, and WLOV-AM-FM Washington, both Georgia. Buyer is principal owner of WSCA(FM) Union Springs and WSMQ(AM) Bessemer, both Alabama (BTC-830228ER). Action April 18.

■ KTTX(AM)-KWHI-FM Brenham, Tex. (1280 khz; kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Tom S. Whitehead Inc. from estates of Tom S. and Edythe K. Whitehead (60% before; none after) to Tom S. Whitehead Jr. (13% before; 71.2% after). Tom S. Whitehead Inc. owns 96% stock of TV Cable of Brenham Inc., owner and operator of independent CATV system in Brenham, Tex. (BTC-830222EA). Action April 21.

■ KUNO(AM) Corpus Christi; KCOR(AM)-KQXT(FM) San Antonio; KELT(FM)-KGBT-AM-TV Harlingen, a Texas—Granted transfer of control of KUNO Radio Inc Harbenito Radio Corp. and Harbenito Broadcasting Corp. from McHenry T. Tichenor Sr. (100% before; none after) to Tichenor Media System Inc. (none before; 100% after). Stockholders in transfers will trade their shares for stock in new Tichenor Media System under corporate restructuring plan. All of stock in Media will be held by McHenry Tichenor Sr. and family. (BTC-821206GE). Action April 15.

■ KCIK(TV) El Paso (ch. 14, 380 kw vis., 36.3 kw aur; HAAT: 1,980 ft.)—Granted transfer of control of The Crist Rey Corp. from Missionary Radio Evangelism (80% before; none after) to Santa Fe Communications Inc. (none before; 80% after). Consideration: \$600,000 and assumption of \$ million in liabilities. This completes transfer of station begun last year with sale of 20% of station to Santa Fe affiliate De Rance Inc. (BROADCASTING, June 14, 1982). Seller: Nonprofit corporation headed by E. Alex Blometh, president, has no other broadcast interests. Buyer: Nonprofit corporation, controlled by Harry G. John, who also has interest KBSA-TV Guasti, Calif., and KCFM(FM) Florissant, Mo. (BTCCT-830228KF). Action April 20.

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.

Facilities changes

AM applications

Tendered

■ KCKY (1150 khz) Coolidge, Ariz.—Seeks CP to it

- crease day power to 5 kw and install DA-2. Ann. April 27.
- KIOT (1310 khz) Barstow, Calif.—Seeks CP to change hours of operation to unlimited by adding night power with 1 kw; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 25.
 - KKMCC (880 khz) Gonzales, Calif.—Seeks CP to increase night power to 5 kw. Ann. April 27.
 - WCOP (1350 khz) Warner Robins, Ga.—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 25.
 - WJYT (960 khz) Quebradillas, P.R.—Seeks CP to increase night power to 1 kw. Major environmental action under section 1.1305. Ann. April 29.
 - WASC (1530 khz) Spartanburg, S.C.—Seeks CP to change frequency to 760 khz; change city of license to Fairforest, S.C., and increase power to 5 kw. Ann. April 29.

Accepted

- KADR (1400 khz) Elkader, Iowa—Seeks CP (BP-820628BA) to change SL and request waiver of section 73.1125. Ann. April 27.
- KOAW (1490 khz) Ruidoso Downs, N.M.—Seeks MP (BP-820422AA) to change TL. Ann. April 27.
- KVSO (1240 khz) Ardmore, Okla.—Seeks CP to change antenna system and TL. Ann. April 27.
- KJIR (880 khz) Whitefish, Mont.—Seeks MP (BP-810526AB, as mod.) to reduce daytime power to 10 kw and 500 w night (new station). Ann. April 28.

FM applications

Tendered

- KCCY (97.9 mhz) Pueblo, Colo.—Seeks CP to change TL; change HAAT to 916 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. April 29.
- WOPR-FM (90.3 mhz) Oak Park, Mich.—Seeks CP to increase ERP to 1 w. Ann. April 27.
- KJXK-FM (106.1 mhz) Denton, Tex.—Seeks CP to change TL; change HAAT to 1,585 ft., and make changes in ant. sys. Ann. April 29.

Accepted

- KGGI (99.1 mhz) Riverside, Calif.—Seeks CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 4.5 kw; increase HAAT to 1,534 ft., and change TPO. Ann. April 28.
- *WNVV (90.7 mhz) McDonough, Ga.—Seeks MP (BP11-810817AP) to make changes in antenna system; change type trans.; change type antenna, and change TL. Ann. April 29.
- WCME (96.7 mhz) Boothbay Harbor, Me.—Seeks modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. April 28.
- *WCPE (89.7 mhz) Raleigh, N.C.—Seeks CP to install auxiliary antenna system at main TL; ERP: 12.5 kw; HAAT: 270 ft. (for auxiliary purposes only). Ann. April 27.
- *WEHS (89.5 mhz) Cherry Hill, N.J.—Seeks MP (BPEI-810202AM, as mod.) to make changes in antenna system; change type trans.; change type antenna; change TL, and increase HAAT to 171 ft. Ann. April 28.
- WZIR (98.5 mhz) Niagara Falls, N.Y.—Seeks CP to make changes in antenna system; change type antenna, and change coordinates. Ann. April 27.
- WDOK (102.1 mhz) Cleveland—Seeks CP to make changes in antenna system; change type trans; change type antenna; change TL; reduce ERP to 6.92 kw, and increase HAAT to 1,104.6 ft. Ann. April 28.
- KITX (95.3 mhz) Hugo, Okla.—Seeks modification of CP (BPH-820514AO) to change SL and request waiver of section 73.1125(B)(2) of rules. Ann. April 27.
- WLZN (97.9 mhz) Hazleton, Pa.—Seeks CP to make changes in antenna system; change type antenna; change TL; decrease ERP to 19.5 kw; increase HAAT to 729 ft., and change TPO. Ann. April 27.
- WSMC-FM (90.5 mhz) Collegedale, Tenn.—Seeks request of waiver of section 73.1201(B)(2) of rules to identify s "Collegedale-Chattanooga, Tenn." Ann. April 29.
- WKIR (104.1 mhz) Jackson, Tenn.—Seeks CP to make changes in antenna system; change from directional to non-directional antenna, and reduce HAAT to 655 ft. Ann. April 8.

- KAYD (97.5 mhz) Baumont, Tex.—Seeks CP to make changes in antenna system; increase ERP to 100 kw; change TPO, and correct longitude. Ann. April 27.
- KBUC-FM San Antonio, Tex.—Seeks MP (BPH-810601A1, as mod.) to make changes in antenna system; change TL; decrease ERP to 97 kw; decrease HAAT to 1,466 ft., and change TPO. Ann. April 28.

TV applications

Tendered

- KNAN-TV (ch. 39) West Monroe, La.—Seeks modification of CP to increase ERP to 159 kw vis., 15.9 kw aur. Ann. April 29.
- KVNJ-TV (ch. 15) Fargo, N.D.—Seeks MP (BPCT-811125KK, as mod.) to change ERP to 3.5 kw vis., .35 kw aur., and HAAT to 123 ft. Ann. April 25.

Accepted

- KTSP-TV (ch. 10) Phoenix—Seeks CP to install auxiliary antenna system; HAAT: 1,527 ft.; ERP: 316 kw vis., 45 kw aur. Ann. April 28.
- *WTJX-TV (ch. 12) Charlotte Amalie, Virgin Islands—Seeks CP to change ERP to 29 kw vis., 2.9 kw aur.; change TL, and make change in ant. sys. Ann. April 29.

AM actions

- KRVV (1360 khz) Vail, Colo.—Granted modification of CP (BP-20882) to make changes in antenna system; change TL, and increase height of tower. Action April 12.
- WGOM (860 khz) Marion, Ind.—Granted CP to increase power to 1 kw. Action April 19.
- WLBG (1570 khz) Morgantown, Ky.—Granted CP to increase power to 1 kw. Action April 19.
- KBCL (1070 khz) Shreveport, La.—Granted CP to change frequency to 1070 khz and make changes in ant. sys. Action April 15.
- WSKE (1040 khz) Everett, Pa.—Granted CP to change frequency to 1040 khz; increase power to 10 kw/2.5 (CH), and change to non-DA. Action April 19.
- WKMC (1370 khz) Roaring Spring, Pa.—Granted modification of license to change SL and to operate trans. by R.C. from proposed SL. Action April 18.
- KRBE (1070 khz) Houston—Granted MP (BP-800206AD, as mod.) to augment nighttime radiation pattern. Action April 15.
- KDXU (1450 khz) St. George, Utah—Granted application to change frequency to 890 khz; increase power to 10 kw; install DA-N; change TM, and change TL. Action January 24.

FM actions

- KBBC (95.9 mhz) Lake Havasu City, Ariz.—Granted operation on frequency of 101.1 mhz; change TL; decrease ERP to 100 kw; decrease HAAT to 1,153 ft., and change TPO. Action April 21.
- KBCU (102.3 mhz) Van Buren, Ark.—Granted CP to make changes in antenna system; change TL; decrease HAAT to 169 ft., and change TPO. Action April 19.
- KMAH (89.1 mhz) Atherton, Calif.—Granted CP to make changes in antenna system and decrease HAAT to minus 175 ft. Action April 7.
- KHYL (101.1 mhz) Auburn, Calif.—Granted CP to install auxiliary trans. and antenna at main TL; ERP: 2.8 kw; HAAT: 571 ft., and change TPO (for auxiliary purposes only). Action April 13.
- KLTA (98.9 mhz) Dinuba, Calif.—Granted CP to increase ERP to 2.2 kw. Action April 11.
- KXOA-FM (107.9 mhz) Sacramento, Calif.—Granted CP to change TL; increase ERP to 50 kw; increase HAAT to 462 ft. and change TPO. Major environmental action under section 1.1305 of rules. Action April 11.
- KJQY (103.7 mhz) San Diego, Calif.—Granted CP to install auxiliary antenna system at main TL; ERP: 8.66 kw; HAAT: 616 ft., and change TPO (for auxiliary purposes only). Action April 13.
- KCBX (90.1 mhz) San Luis Obispo, Calif.—Granted CP to increase ERP to 4.9 kw; change type antenna, and change TPO. Action April 7.
- KZFR (103.1 mhz) South Lake Tahoe, Calif.—Granted operation on 102.9 mhz; change TL; increase ERP to 5 kw; increase HAAT to minus 493 ft., and change TPO. Action April 7.
- KWNE (94.5 mhz) Ukiah, Calif.—Granted CP to make

changes in antenna system; change TL; reduce ERP to 1.8 kw; increase HAAT to 1,905 ft., and change TPO. Action April 11.

■ WDJF (107.9 mhz) Westport, Conn.—Granted CP to make changes in antenna system; change type trans., and replace omni-directional antenna with directional antenna. Action April 13.

■ WBYG (99.9 mhz) Kankakee, Ill.—Granted CP to utilize former trans. and antenna as auxiliary; ERP: 1.87 kw; HAAT: 245 ft. to be located at site other than main, and change TPO (for auxiliary purposes only). Action April 12.

■ KCHA-FM (95.9 mhz) Charles City, Iowa—Granted CP to increase HAAT to 300 ft. and change TPO. Action April 12.

■ WSGS (101.1 mhz) Hazard, Ky.—Granted CP to change ERP to 100 kw (H) and 88 kw (V); increase HAAT to 1,232 ft., and change TPO. Action April 12.

■ WLAP-FM (94.5 mhz) Lexington, Ky.—Granted CP to increase ERP to 100 kw; increase HAAT to 642 ft., and change TPO. Action April 19.

■ WHUE-FM (100.7 mhz) Boston—Granted CP to install auxiliary antenna system; ERP: 19.31 kw; HAAT: 723.5, and change TPO. Action April 13.

■ WVCA-FM (104.9 mhz) Gloucester, Mass.—Granted CP to make changes in antenna system; change type antenna; decrease HAAT to 245 ft., and change TPO. Action April 21.

■ WABK-FM (104.3 mhz) Gardiner, Me.—Granted CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 50 kw; increase HAAT to 372 ft., and change TPO. Action April 14.

■ WKFR-FM (103.3 mhz) Battle Creek, Mich.—Granted CP to increase HAAT to 483 ft. Action April 19.

■ KKWB (104.9 mhz) Breckenridge, Minn.—Granted operation on frequency of 105.1 mhz; change TL; increase ERP to 100 kw; increase HAAT to 650 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action April 21.

■ KTIS (900 mhz) Minneapolis—Granted CP to increase antenna height. Action April 15.

■ KIDX (98.5 mhz) Billings, Mont.—Granted CP to SL and RC; change type trans.; change type antenna; increase ERP to 85 kw; decrease HAAT to 370 ft. and change TPO. Action April 12.

BPWEST

Broadcast Properties West, Inc.

Radio/TV Brokers

Specializing in stations located in the 13 western states.

Three offices to serve your needs: Seattle, San Francisco and San Diego.

We have available for qualified buyers small, medium and large market stations throughout the western states. Call a BPW agent today for details.

Seattle: (206) 283-2656
Bill & Craig Simpson

San Francisco: (415) 441-3377
Chester Coleman

San Diego: (619) 728-8018
Charles R. Kinney

Broadcast Properties West, Inc.

221 First Avenue West/Suite 420
Seattle, Washington 98119

- WAWZ-FM (99.1 mhz)—Zarephath, N.J.—Granted CP to install auxiliary antenna system at main TL; ERP: 7.8 kw; HAAT: 482 ft., and change TPO (for auxiliary purposes only). Action April 13.
- KDVL (96.7 mhz) Devils Lake, N.D.—Granted operation on frequency of 102.5 mhz; change TL; increase ERP to 100 kw; increase HAAT to 471 ft. and change TPO. Action April 11.
- KITO (95.9 mhz) Vinita, Okla.—Granted CP to decrease ERP to 1.75 kw; increase HAAT to 378 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action April 12.
- WSPI (95.3 mhz) Shamokin, Pa.—Granted CP to change TL; decrease ERP to .9 kw; increase HAAT to 505 ft., and change TPO. Action April 19.
- KMIT (102.3 mhz) Mitchell, S.D.—Granted modification of CP (BPH-800407AG, as mod.) to change TL; increase ERP to 61.7 kw; increase HAAT to 471 ft., and change TPO. Action April 12.
- KCFS (90.1 mhz) Sioux Falls, S.D.—Granted modification of CP (BPED-820730BD) to increase HAAT to 189 feet (H); and correct geographical coordinates. Action April 7.
- KGOL (107.5 mhz) Lake Jackson, Tex.—Granted CP to change frequency to 107.5 mhz. Action April 11.
- KDXE (95.9 mhz) Sulphur Springs, Tex.—Granted modification of CP (BPH-10,518) to decrease HAAT to 286 ft. and change TPO. Action April 13.
- KSEA (100.7 mhz) Seattle—Granted CP to install auxiliary antenna at main TL; ERP: 30.23 kw; HAAT: 637 ft., and change TPO (for auxiliary purposes only). Action April 12.
- WKCY (105.5 mhz) Lewisburg, W. Va.—Granted modification of CP (BPH-9915, as mod.) to make changes in antenna system. Action April 19.
- WBKV-FM (92.5 mhz) West Bend, Wis.—Granted CP

to change type of antenna; increase ERP to 19.5 kw; decrease HAAT to 519 ft., and change TPO. Action April 21.

- WMIL-FM (106.1 mhz) Waukesha, Wis.—Granted CP to decrease ERP to 13.1 kw; increase HAAT to 976 ft., and change TPO. Action April 19.

TV actions

- KADN (ch. 15) Lafayette, La.—Granted CP to change ERP to 1,318 kw vis., 132 kw aur.; change HAAT to 1,179.55 ft. and change TL. Action April 12.
- KVNJ-TV (ch. 15) Fargo, N.D.—Granted CP (BPCT-811125KK, as mod.) to change ERP to 3.5 kw vis., .35 kw aur. and change HAAT to 123 ft.

In contest

FCC actions

- ALJ John H. Conlin granted application of B&M Communications Inc. for new FM (105.5 mhz) at Mountain Home, Ark., and denied competing applications of Mountain-Valley Broadcasters Inc. and Dr. Ambrose T. Walker. Ann. April 8.
- FCC denied petitions by Media Access Project (MAP) and National Telecommunications and Information Administration (NTIA) seeking reconsideration of Commission's policies and procedures regarding ex parte communications during informal rulemaking proceedings. Ann. April 28.

Legal activities

- North American Telephone Association has asked U.S. Court of Appeals for District of Columbia Circuit to review

FCC's action (FCC 83-74, adopted Feb. 17) waiving structural separation requirements of its Computer II rules to permit Cincinnati Bell Inc. and Southern New England Telephone Co. to provide customer premises equipment and enhanced services without setting up separate subsidiaries. Ann. April 19.

■ Ettlinger Broadcasting Corp. has filed notice with U.S. Court of Appeals for District of Columbia Circuit appealing Commission's order (FCC 83-76, released March 2) upholding denial of Ettlinger's application for new FM station in Westmorland, Calif. Ann. April 19.

■ U.S. Court of Appeals for District of Columbia Circuit has affirmed FCC's decision (FCC 82-113, released April 20, 1982) which dismissed NAACP proposal to amend rules relating to multiple ownership of AM and FM radio stations. Court concluded FCC had adequately explained why its policy favoring "widest possible dissemination of information from diverse and antagonistic sources" was offset in this case by its desires to avoid unnecessary disruption of extant broadcast systems and to maximize use of available FM frequencies. Ann. April 19.

Call letters

Applications

Call	Sought by
New FM's	
*WMIE-FM	National Christian Network Inc., Cocoa, Fla.
KBMJ	Bengel Broadcasting Inc., Phillipsburg, Pa.
WCXT	Waters Broadcasting Corp., Hart, Mich.

Existing AM's	
WIEZ	WBSG Blackshear, Ga.
WOFR	WCHO Washington Court House, Ohio
KREE	KRRR Ruidoso, N.M.
WGNW	WCQL Pewaukee, Wis.

Existing FM's	
WKAA	WOWZ Ocala, Ga.
KUSJ	KPGY Ames, Iowa
KTNT	KBVD Ruidoso, N.M.
WYYY-FM	WSYR-FM Syracuse, N.Y.
WBCG	WWDR-FM Murfreesboro, N.C.
WCEZ	WXRY Columbia, S.C.
WLGJ	WBHA Hemingway, S.C.
*KFLB	KQIV Corpus Christi, Tex.
KLSY	KZAM-FM Bellevue, Wash.

Existing TV's	
WNFT	WXAO-TV Jacksonville, Fla.
WEVV	WAFV Evansville, Ind.

Call	Assigned to
Grants	
New AM	

WRSS	Otilio Serrano Serrano, San Sebastian, P.R.
------	---

New FM's	
*KSCG	Minnesota Public Radio Inc., Saint Peter, Minn.
WFGB	Sound of Life Inc., Kingston, N.Y.
KRKA	Coleman Broadcasting Co., Alva, Okla.

New TV	
KBOM	Sam A. Lunsday, Colby, Kan.

Existing AM's	
WVHI	WKKR Evansville, Ind.
WCEA	WNBP Newburyport, Mass.
WKDJ	WMPS Memphis, Tenn.
WTZX	WUCR Sparta, Tenn.
KLAF	KPRO Murray, Utah

Existing FM's	
KEZY	KEZY-FM Anaheim, Calif.
*KCDJ	KPRN Angwin, Calif.
WLOM	WLOM-FM Annapolis, Md.
KVTI	KPEC-FM Tacoma, Wash.

Existing TV's	
WDLI	WJAN Canton, Ohio
WPMT	WSBA-TV York, Pa.

Services

dataworld inc

AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

301-731-5677

Complete
Broadcast Facility
Design & Installation
ARRISON
systems Ltd.

1515 Annapolis Road Suite 411
Harrisville, Maryland 20784

COMSEARCH™

INCORPORATED
11503 Sunrise Valley Drive
Reston, Virginia 22091
Frequency Coordination Services
703/620-6300
Call: Harry Stemple, P.E.

EMCEE® Systems Group
Turnkey Telecommunications Systems
• LPTV • AM, FM, TV • Point-to-point micro-wave links • MDS • ITFS
EMCEE Broadcast Products
P.O. Box 68 • White Haven, PA
18661-0068 • (800) 233-6193
(In PA, 717-443-9575)
TWX: (510) 655-7088
Ans.: EMCEE WHHV

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach CA 90277
(213) 316-5281

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, AL 35007
(205) 663-3709

UNUSED CALL LETTERS

CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
16011 981-3222

BROADCAST DATA SERVICES

Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffett, Larson & Johnson, P.C.
(703) 841-0282

MediaSoft

Microcomputer Products and Services for the Broadcasting Industry

Bob Allison
Vice-President

416 Sunburst
Norman, OK 73069

(405) 842-0697


Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

EDWARD F. LORENTZ & ASSOCIATES
CONSULTING RADIO ENGINEERS
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

TELEPHONE (703) 569-7704

CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
7901 YARWOOD COURT - SPRINGFIELD VA 22153
MEMBER AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

DAVID STEEL & ASSOCIATES Inc
DAVID STEEL, Sr., P.E.
P.O. Box 230
Main St. & Melvin Ave.
Queenstown, MD 21658
Member AFCCE (301) 827-8725

ANDRUS & ASSOCIATES, Inc.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MARYLAND 20904
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

JULES COHEN & ASSOCIATES P.C.
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

MIDWEST ENGINEERING ASSOCIATES
Consulting Engineers
150 Wesley Rd
Creve Coeur, IL 61611
(309) 698-3160
F.W. HANNEL, P.E.
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies Analysis Design Modifications.
Inspections Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS 75218
Computer Aided Design & Allocation Studies
Field Engineering.
(214) 669-0294
Member AFCCE

 **RADIO ENGINEERING CO**
CONSULTANTS
NORWOOD J. PATTERSON
P.O. Box 420
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 642-6226
Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

SHERMAN & BEVERAGE ASSOCIATES, INC.
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

LAWRENCE L. MORTON, E.E. AND ASSOCIATES
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

RALPH E. EVANS ASSOCS.
Consulting Telecommunications Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCE

McCLANATHAN & ASSOC., INC.
Consulting Engineers
APPLICATIONS & FIELD ENGINEERING
RADIO - TELEVISION
PO Box 750
PORTLAND, OREGON 97207
Member AFCCE TWX 910-464-6112
Phone (503) 246-8080

Dr. Jeremy K. Raines, P.E.
Consulting Electromagnetic Engineer
RERADIATION ANALYSIS:
Effects on patterns, impedances, currents
13420 Cleveland Dr. / Potomac, MD 20850
(301) 279-2972
Member AFCCE

EDM & ASSOCIATES, INC.
B/cast AM FM TV LPTV ITFS Translator
Frequency Searches & Rule Makings
C/Carrier Cellular, Satellites
MDS, P P Microwave
FCC 1st Class & PE licensed staff
1110 Vermont Ave., N.W., Suite 1130
Washington, D.C. 20005 Phone (202) 296-0354

Applications - Field Engineering
Radio - TV - Cellular - LPTV - STL
Pathfinders Ltd.
11704 Stonington Place
Silver Spring, Md 20902
301-681-8188

SAN RESEARCH, INC.
RF COMMUNICATIONS DIVISION
7100 Broadway
Bldg No. 1 Pent C
DENVER CO 80221
(303) 429-3189
Tech Dir: IHOR "SLIM" SULYMA

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W., Suite 702
Washington, D.C. 20036
(202) 775-0057

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager for Northeast AM/FM. Experience in both sales and general management is required. Salary \$35,000 plus override. Potential for future equity position. Send resume and references to Box W-1. EOE.

Sales manager wanted for 50,000 watt FM facility just outside Portland, Maine market. Extensive hands-on sales experience required. Proven track record necessary. Send salary requirements and resume to Bruce A. Biette, WJTO/WIGY Radio, PO Box 329, Bath, ME 04530. EOE.

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.

Manager. Small Southeastern market. Must have strong sales background. Please reply to Box W-48.

Local sales manager: Madison, Wisconsin, AM/FM. Must sell, motivate sales staff. Minimum 2 years' experience radio sales/management. EEO. Rush resume: Nancy McMahon, 3392 Brooks Drive, Sun Prairie, WI 53590.

Opportunity of a lifetime. For career-minded broadcaster. 25-year operation—2 station market. Excellent facility. If you have grown from air to sales and want to be a sales manager and then general manager, communicate with this group owner of 6 stations in eastern PA. Send full particulars to Box W-49.

Manager for southern Appalachia single market station. Must have small market sales experience and be willing to hustle. \$250 week and commission. Stock option possible. Write Box W-50. EOE.

Operations manager—sales person for competitive small Carolina market. Good opportunity for hard worker. EEO. Send background & requirements to Box W-51.

Radio group looking for general manager. East Coast major market. Must have sales background and be bottom line oriented. Please send resume to Box W-53.

Excellent opportunity for skilled professional with good sales record, innovative ideas and strong sales organizational abilities. Must be profit-motivated. Send resume direct to WGEZ, PO. Box 416, Beloit, WI 53511.

General manager. Experienced, strong sales, hungry! Top rated, separately staffed/sold, group-owned AM-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefits/fringes, stability. Resume, references, salary history to Box W-77. EOE.

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 in strict confidence. Send complete resume to Sales Position, PO Box 216, Ft. Myers, FL 33902.

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.

Professional, experienced sales executive for south Florida AM & FM. Send resume to Box W-46. EOE.

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 50 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.

Small/medium market group seeks take-charge working sales manager for major Midwest suburban AM/FM combo. Salary, incentive bonus, and benefits package. Can grow quickly into GM position. Send resume, references, and salary requirements, with examples of your success, to Box W-61. EOE/MF.

HELP WANTED ANNOUNCERS

Quality small market MOR FM seeks mature-voiced announcers with copy and production skills. Also newpeople—full and part time. Gutsy-voiced females also encouraged. Send resume only to Box W-7. EOE.

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.

The Goodrock 107 team is one person short. Needed: jock for tightly controlled top trax AOR format. Must be a production pro. Tape and resume to Rick Singer, WOOS-FM, Box 9217, Canton, OH 44711.

Program director/announcer for lively AM adult contemporary. Requirements: programming and production creativity, smooth delivery, knowledge of format, and passionate involvement. Tape, resume to S.J. Bacherman, WPOE, PO. Box 1520, Greenfield, MA 01301. Female applicants also encouraged. EOE.

Leading central Indiana 50,000 watt country station looking for professional on air personality. Minimum three years' commercial experience. Tapes and resumes to Steve Brown, PD, WMDH, PO. Box 690, New Castle, IN 47362.

HELP WANTED TECHNICAL

Chief engineer needed for 5-kilowatt AM directional on central California coast. Ideal location and working conditions. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

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, c/o Office of Academic Affairs, Wetherby Administrator Building, Western Kentucky University, Bowling Green KY 42101. An affirmative action/equal opportunity employer.

Chief engineer for AM/FM in northwest Chicago suburbs. 500 watt daytime directional. 3000 watt stereo, automation, satellite. Rick Bellairs, WIVS WXR, 300 Commerce Drive, Crystal Lake, IL 60014 815-459-7000. EOE, M/F.

KRKK/KQSW-FM will soon have opening for chief engineer. 5 KW-1KW DA live AM, 100KW automatec FM. FCC record keeping essential. Must have good maintenance background. Continental X-mitters & boards, Mosley STLs, ITC & Ampex tape. Must have automation trouble shooting experience. Studio construction experience helpful. Forward complete resume, references & salary requirements to: Jon Collins, GM, Media West, Inc., PO. Box 2128, Rock Springs, WY 82901. EOE/M-F.

Engineer. FCC general class or higher license. Minimum 1-2 yrs. experience all phases broadcast engineering. Excellent benefit package. Resume and salary requirements to Lewis Owens, Technical Director, WLAP AM/FM, Box 11670, Lexington, KY 40577 606-293-0563. EOE/MF.

HELP WANTED NEWS

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.

News director: prefer degree plus two years' experience. Young station needs hard worker with management ability. Paul Fink, 703-261-6113. EOE.

WRNL/WRXL/Virginia News Network, a Capitol Broadcasting Company, Inc., property, is seeking experienced radio news journalists for expanding operation. Minimum two years background in radio news required, to become part of a state-of-the-art broadcast news department. We are looking for highly motivated self-starters, with top-notch writing and communicating skills. Tapes/resumes to: Tyler Cox, PO. Box 9608 Richmond, VA 23228. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Farm director (extension specialist in radio and TV for University radio station KSAC. Responsible to daily agricultural programming, features for the K State radio network and other related duties. Master's degree required in agriculture or communications will 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.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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 P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

WKIS, Orlando, FL, seeks creative on-air program director. News/talk experience a must. Tape/resume to Larry Kindel, Vice President and General Manager, P.O. Box 740, Orlando, FL 32802 EOE/M/F/H/V

Regional FM with heavy appeal to 25+ audience seeking innovative program director. We're an up and coming station in the shadow of the Rockies, looking for someone to match our momentum with his (or her) own. We offer a competitive salary, benefits and an unparalleled location. What we ask of applicants is a resume, tape, and references. Send them to P.O. Box 16620, Colorado Springs, CO 80935.

Radio production engineer. Duties: provides production support for statewide news program. Operates satellite equipment. Qualifications: excellent audio production skills. Ability to learn satellite operations. Salary: \$19,800. Will consider upgrading to technical director depending on applicant's engineering skills. Maximum salary: \$26,000. Send resume and tape to: Diane Kaplan, Executive Director, Alaska Public Radio Network, 2607 Fairbanks Street, Anchorage, AK 99503, by May 23, 1983.

SITUATIONS WANTED MANAGEMENT

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.

Radio professional wants small-medium market management. 10 years' experience. Leadership, aggressive, hard working, money maker. Box W-59.

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.

"There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle, than to initiate a new order of things." Machiavelli wrote that in "The Prince," 4 centuries ago, & of course, it's still true today. GM, experienced in the risks, dangers & difficulties of turning around failing radio stations, will reverse your operating losses & install "a new order of things"—profitable performance. Write Box W-40.

GM/GSM. 20 years+ radio, switched to cable—now wants back to first love. We can make \$\$\$ for the both of us. Let's talk. Write Box W-41.

Future station owner. Manage your station now, buy it later. Ohio, Virginia or adjacent states. 703-743-4371.

High performing general manager who's been in the winner's circle for 20 years managing AM/FM. Specializing in creative sales and profit development ability. Organizational and basic management skills. A successful dedicated professional with all the tools. Looking for a challenging opportunity. Write Box W-67.

Small markets west, sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

Consistent winner. Three years ago, our AM-FM was using money. Current sales are twice national average or metros of 250,000; profits 25 times. Let's build the same kind of winning team for your operation. Results-oriented manager, skilled at conceptualizing complex situations and implementing well-defined action plans to accomplish business objectives. Expert in market analysis, positioning, strategy development. Diverse experience, documented accomplishments, image conscious, community active, impeccable references. Write Box W-68.

SITUATIONS WANTED SALES

Nationally known female account executive/co-op expert. Ten years' radio and television experience. Six years major market. '73 college degree. Willing to relocate. Would consider group offer. Write Box T-104.

Proven sales. Mature, assertive, reliable. Prefer West/Southwest, but will relocate anywhere. Tapes, resume upon request. Neil Webster, 409 Elm Avenue, Dumas, TX 79029. 806-935-5282, evenings.

SITUATIONS WANTED ANNOUNCERS

Dependable individual for afternoons or nights. Willing to work exceptionally hard. Tape and resume available upon request. Gerry Drees, 312-631-3467, or write 5846 Navarre, Chicago, IL 60631.

Attractive, personable 27-year old male seeks announcing position, radio or TV. Graduated communications course in U.S. Originally from Paris, France. Perfect for late night romantic show. Daniel Lasquier, 2030 Peachtree Rd. 7C, Atlanta, GA 30309.

Most unusual morning team: 40-year old bachelor father (real) and 80 year old widowed mother (real). New wave humor. Contemporary music nonteam experience. NYC, Philadelphia, Boston, network, syndication. For in person interview: 609-795-2089.

Self-starter, well trained DJ, sales, PBP. Broadcasting school grad. Entry level. Will relocate. Scott, 219-865-2544.

If you need a hard working announcer with a great personality, an excellent radio voice, who's reliable and fun, I'm the guy you want. I've got three months' experience; I'm good and you'll be satisfied. Will relocate. Call Paul, 414-257-3380 from 9 AM to 5 PM; after 5 PM, call 414-453-4548 or 414-543-8683.

Good voice and commercial delivery. Eager and cooperative. Any shift. Available now. 414-442-6066, Rudi Gutierrez.

Experienced talk show host-producer available immediately. Relocate anywhere! Bruce, 216-732-8383.

Professional sound. Rich voice. Excellent reader. Jim Neuwirth, 10243 W. Parkridge, Milwaukee, WI 53222. 414-466-2567.

Good Boss Wanted Immediately! If you qualify, call Adrian, 201-773-3492, for writing samples, tape, resume.

Wisconsin, Illinois, northwest Indiana. Experienced, bright, good news and production skills. I'll be an asset to your station. You decide. Charlene, 414-774-6370.

Veteran personality jock seeks country or rock station. Dependable, good production. No bad habits! 703-483-7406.

12-year broadcaster seeks work in California, Oregon, or Nevada. 707-839-4551.

Gold! 24k. commercial delivery—great knowledge of MOR, jazz, sports, current events. Copywriting that sells. 3rd., responsible, mature. Former DJ wants weekend spot with personality Jersey shore station. Phone Ernie Favaro, 212-590-3704-5-6 days; 212-588-1623 nights.

Management caliber. Trained DJ & newscaster with degree in accounting. Can give you performance and tax advice at the same time. Bill, 212-468-9875.

Announcer/sportscaster. 6½ years' experience. Know rock format. Southern Rockies, West Coast leave message. 303-651-3079.

SITUATIONS WANTED NEWS

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, 913-842-4068.

Aggressive, hardworking radio newsmen with two years' commercial experience looking to relocate on East Coast. Excellent delivery, writing and interviewing skills. Write Box W-3.

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 912-537-9716.

Dedicated sports news writer with extensive PBP experience is looking for small market sports director position. Superior sports knowledge, excellent voice, delivery, great potential. Can absorb board, production work quickly. Kerry Smith, 513-433-1094, before noon.

Sports anchor/reporter. Seeking entry level position. Experience includes PBP basketball, baseball, football. Good writing skills. Willing to relocate. Call Neil, 401-942-4472.

Trained News announcer. Capable of doing investigative reporting, talk radio, interviewing, sports, commercials, creative writer, great pipes. Chicago, Midwestern states preferred. Call Bill Landing, 219-874-8285.

Newscaster with experience, drive and initiative seeks first professional opportunity. Midwest/East preferred. Call Larry, 313-732-1262.

He-she news anchor team. She also good street reporter, feature producer, 6 years. He also music and programming background, award-winning commercial creator, 12 years. Both also TV experience. Write Box W-82.

Aggressive, bilingual newscaster with experience and journalism degree. Seek initial commercial opportunity. Please call 713-879-8176.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

College grad with eight years' experience seeks position with Christian station. Ken Case, 1306 Taylor, Roswell, NM 88201.

Honolulu interviews and actualities by retired newsmen. You designate the subject. \$10 per hour, \$20 minimum plus normal expenses. Bill Murphy, 808-262-4335.

Experienced major market talk radio program producer anxious to become management in smaller market. Have worked with the top talent at the top station in the top market and am ready to move up and out to work for you. Write Box W-81.

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.

TELEVISION

HELP WANTED MANAGEMENT

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.

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, Agaña, GU 96910. Tel. 477-9334, country code 671.

HELP WANTED MANAGEMENT CONTINUED

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, P.O. 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.

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.

Traffic manager in top 10 Southwest market. Prefer independent TV background. Experience on Bias system preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, team spirit a must! Please send resumes to: Department S, 8950 Kirby Drive, Houston, TX 77054. EOE.

HELP WANTED SALES

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, P.O. Box 26, Green Bay, WI 54305. An equal opportunity employer.

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), P.O. 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, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. An EOE.

National sales manager: top 40 market station in Sunbelt is seeking a creative, aggressive individual to manage national sales effort. Experience as national sales rep or sales manager required. Send resume to Box W-62. EOE, M/F

Television sales. General sales manager opportunity at Pacific Northwest independent. If you have considerable station sales experience and ready to undertake sales management responsibilities, immediately send resume to Box W-70.

HELP WANTED TECHNICAL

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.

Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box T-117.

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.

Chief engineer. Group owned VHF CBS affiliate in the sunny South. Our current chief has decided to retire after 35 years with the company. We offer an attractive facility, stability, good pay and benefits. We require an administrator who can plan and supervise. We would prefer a degree or suitable experience. Send resume and requirements to Don McGouirk, WMAZ-TV, P.O. Box 5008, Macon, GA 31213. We are an equal opportunity employer.

Operating engineering position open. Requires minimum 1 to 2 years' video tape/camera control experience. ACR-25 experience preferred. We are a major market group-owned VHF network affiliate with state-of-the-art facilities. Come join us and enjoy year-round vacation living on the beautiful Florida suncoast. WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. 813-577-1010. EOE.

Engineers—KRMA-TV, public television in Mile High Denver, seeks three engineers with license, experience, motivation. Contact 303-892-6666 for details. Resume, three references, letter of application before May 20, 1983, to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. EOE/AA, M/F

TV maintenance engineer—strong one (1) inch quad and color camera experience necessary. UHF and remote experience helpful for growing UHF station in the Midwest. An equal opportunity employer. Reply Box W-71.

Maintenance engineer position available in central California coast network affiliated VHF. Candidate should possess a valid FCC general class license with two years' television broadcast maintenance experience. Electronics school or equivalent technical training required, including digital technology, experience with Ampex ACR 25, VPR 2, RCA TR600, TR70B, TK28, TK44, Grass 1600/300, Sony BVU series preferred. Good salary and company paid benefits. EOE, M/F For prompt consideration, contact: Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

Television system technician—responsible for maintaining all television (electronic) equipment and for engineering functions essential to the operation of a (closed circuit) new color system. Provides preventive and corrective maintenance and minor repairs on audio and video consoles, RF distribution systems, television receiver/monitors, Sony video tape recorder/players and vidicon Sony color three tub cameras, models 1800 and 6000. Salary: \$13,921-\$19,001, with good benefits and the opportunity to work in Virginia's largest city. Apply: Personnel Office, Norfolk State University, Norfolk, VA 23504, by May 18, 1983. Equal opportunity/affirmative action employer.

Engineer sought by full service audio-video facility in Miami. Responsibilities are maintenance and operation of VTR's all formats, multitrack audio recorder, synchronizers, consoles, Telecine, Videola, and cameras. Send resume and salary requirements only to Box W-78.

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 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.

Sports Director. Experienced. Enthusiastic sports nut for mid-America network affiliate. Pay's good. Benefits great. Resume, salary only to Box T-80. EOE.

Assistant news director with excellent writing skills and good on-air delivery. Texas Gulf Coast VHF. EOE. Resume only to Box T-115.

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.

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.

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, NM 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.

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.

News director. NBC affiliate in very competitive market seeks news director with 2-5 years' experience for twenty-member news team. Must have strong administrative background and complete understanding of overall station operations, budgets, and inter-departmental relations. Reply to General Manager, Al Bramstedt, Jr., KTUU, Box 10-2880, Anchorage, AK 99510. 907-276-5807.

Rocky Mountain station needs a bureau chief who can one-man-band it. I need a good reporter/anchor/photographer wrapped up in one. This is more than a 9 to 5 job. Send letter and resume only to Box W-47.

News director. New England affiliate in shadow of large market looking for news Director to manage a department of 14 people. Excellent benefits in a fast growing area. EOE. Send resume and salary requirements only to Box W-58.

On behalf of one of our client stations, McHugh and Hoffman, Inc., is searching for medium-market early newscast and late newscast producers and weather-casters. Send audition tape and resume to John Bobel, McHugh and Hoffman, Inc., 3970 Chain Bridge Road, Fairfax, VA 22030.

Farm person. KTTC is looking for someone who knows agriculture news inside and out to host our farm-oriented noon show. Prior farm broadcasting experience is a must. Send resume to: Wayne Ludkey, News Director, 601 1st Avenue SW, Rochester, MN 55901. EOE.

Seasoned TV journalist for specialized daily reporting. Must be a self-motivated digger loaded with ideas and possessed with good on-air skills. Major Eastern market. EOE. Resume only to Box W-64.

Producer-for weekday six and eleven newscast Network affiliate. Southeastern coastal location. Key newsroom position. 1-2 yrs. experience. Send resume and salary requirements only to Box W-65. EOE.

Top rated news & production station is looking for director with commercial, remote experience capable of directing 6 & 11 newscast. Send resume and salary requirements to: Box 3487, Knoxville, TN 37917. Attn Program Director.

News director. Energetic, experienced news director with firm commitment to news and with strong leadership abilities. Submit resume with salary requirement to: W. Randy Odil, Gen. Mgr., WSLS-TV, P.O. Box 2161, Roanoke, VA 24009.

Reporter—if you are ambitious, articulate and ready to build a solid base for a career of serious television journalism, we would like to hear from you. We are small, but very professional operation, and our alumni have established excellent track records. 1-2 yrs. experience preferred. Resume only to Box W-66.

HELP WANTED NEWS CONTINUED

Experienced news/public affairs director needed at small northern Rocky Mountain affiliate. Must know all phases. Send letter, resume, tape and salary requirements to: General Manager, KFBB-TV, Great Falls, MT 59403. EOE. No phone calls.

News director wanted. WSAV-TV, Savannah, GA. Wants smart, aggressive, experienced news leader. Newly affiliated with ABC-TV, we are committed with staff size and equipment to excellence in news. Send complete resume and money requirements to Tom Matthews, VP, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

News director: medium market VHF needs experienced news director to manage staff of 14. Must be mature and experienced in all areas. Located in Sunbelt. Group owner. Send resume only to Box W-79.

News producer. Pacific Northwest TV station seeks a producer for nightly newscast. At least three years' commercial TV news experience plus strong writing/organization/supervisory skills required. Resume, script samples to: KVOS, 1151 Ellis Street, Bellingham, WA 98225. KVOS-TV is an equal opportunity employer.

Producer/reporter sought for Midwest public television station. Budget, research, write, produce, host programs and documentaries at public affairs-oriented university-licensed PBS outlet located in state Capital. B.A. or B.S., minimum 2 years' broadcast experience. Salary range: \$14,000 to \$15,840, depending upon experience. Send resume and names/phone numbers of three references to Director of Operations, KTWU-TV, 301 N. Wanamaker Road, Topeka, KS 66604. No phone calls. Deadline May 20, 1983, or until a suitable candidate is identified. Washburn University is an equal opportunity, affirmative action employer.

News director—WSOC-TV, Charlotte, NC. Looking or highly experienced news professional to manage 35-person staff. Three million dollar news facility expansion near completion at this Cox Communications, nc., 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.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Promotion manager. San Diego, California. Fastest growing independent station in America's finest city, looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the experienced professional with a minimum of five years' experience should apply. Send complete information and samples of work to: Personnel Director, USI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls. An EOE.

Executive producer. To design and implement local program service for Vermont ETV, the public television network for Vermont. Essential experience includes extensive producer credits, supervision of other producers, budget management, and project direction. Salary range: \$17,210-\$28,040. Apply by May 31, 1983, to Margery Hibberd, Assistant General Manager or Programming, Vermont ETV, Ethan Allen Avenue, Winooski, VT 05404. An equal opportunity employer, M/F.

Research in the sun. Florida network affiliate needs an experienced research person for sales and programming. Have an excellent research and avail system. Must be able to field, interpret, write, and present sales and programming research projects. Salary pen. EOE. Write Box W-63.

Promotion manager needed: small market Western Sunbelt station with major market competition seeks creative, motivated, and organized individual with strong concept, copywriting, and 3/4" editing skills. Successful news promotion a must! Not entry level! Send resume only to Box W-73.

Production manager with successful track record in 100+ market. Responsibility for commercial and program production and master control operations. Must be creative, well-organized, and an excellent motivator of people. Send resume to Box W-80. EOE, M/F.

Producer-writer. The Sharper Image, one of America's leading mail order/catalog firms, seeks experienced professional for pioneer, cable shopping show. Duties include scriptwriting and all phases of production. Requires experience in producing magazine format segments and/or commercials. We offer a complete benefit package along with excellent salary and bonus. EOE. Send resume and salary history to Elyse Eng, Personnel Director, The Sharper Image, 755 Davis Street, San Francisco, CA 94111.

Director/Producer. WCKT (NBC), Miami. Must demonstrate 3 years' solid experience in production, including directing news, studio, location, sports, and special programs. If you are creative, aggressive, seek challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT, Channel 7, 1401 79th Street Causeway, Miami, FL 33138. EOE.

Production crew chief. WTSP-TV is looking for a production crew chief with college degree, lighting responsibilities and supervisory experience. Over 3 years' crew experience required and will be responsible for maintaining crew schedule. Send resumes to Business Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE, M/F.

Photographer/editor for Indianapolis afternoon show live/taped. Must have 3-5 years' exp. shooting/editing ENG feature stories. Also need exp. with live microwave brdcasts. and field directing. Prefer knowledge of writing/producing stories. Send tape and resume to Robin Sestero, WISH-TV, P.O. Box 7088, Indy, IN 46207.

Two positions: TV producer/director and TV production coordinator starting July 1. Must have B.S. degree in TV production or related field. Minimum of 5 years' experience for production coordinator and 2 years for producer/director. Responsible for production activities ranging from broadcast quality to ITV. Deadline for receipt of application—May 15. Send resume and names and phone numbers of 3 references to Box W-72. EOE/AA.

SITUATIONS WANTED MANAGEMENT

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.

Local sales manager in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

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

Director of Engineering. Extensive major market construction and operations experience. Seeking long-term opportunity with well-managed group or station. Box W-44.

Computer graphics/animation artist: award winning, major market experienced Dubner artist/operator desires to relocate. Save time and make money; put an experienced operator on your computer graphics system. Write Box W-83.

SITUATIONS WANTED NEWS

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.

Meteorologist interested in making a change to a large market. AMS seal. Write Box T-131.

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.

Professional on-air meteorologist with national network TV desires local market with strong commitment to weather. Prefer East or Gulf Coast, but will consider other areas. Offer strong presentation, personality & viewership. AMS TV seal. Write Box W-45.

Massachusetts State House trained radio reporter. Looking for general assignment TV reporter position. 5 years' radio experience. Degree. Steve, 617-437-9677; 617-722-2377.

Sports director in radio desires move to TV. Fresh and colorful approach. 201-763-5587, after 4 pm.

Versatile sports director currently employed in top 100 seeking fresh challenges. Five years' television experience. Degree. Creative. Take charge type. Excellent writer. Strong at anchor desk and in the field. Box W-55.

Meteorologist seeks small Southern TV start. Four years' forecasting experience. Excellent references. Joe Harris, POB 630, Forrest City, AR 72335, or 501-633-2347.

Producer—hard-working, dedicated, professional in 100s market seeks opportunity in quality news organization. 408-649-3806.

Weatherman in top 20 market working as number two wishing to relocate to any market for full time position. Young, ambitious and bright. Write Box W-69.

Ambitious meteorologist is seeking a challenging position with a small to medium market station. I have a degree in meteorology accompanied with experience in TV broadcasting. Call Tom Glad, 312-424-0718.

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.

Musical spirit desires learning environment for editing/directing in music video. Will relocate. Production trained. Craig, 212-688-7841.

Innovative and creative RTVF graduate seeks entry level television production position. Hands-on experience in all aspects, including remotes. Will relocate. References and resume available. Bill Kumbalek, 1240 Ontario, Oshkosh, WI 54901.

Ambitious PA seeks position in television production. Experience includes production coordinator with CBS Cable. Strong production background with extensive post production. Exemplary organizational skills, former PD at FM station. Write Box W-60.

Talented, hard working female seeking position in television production. I have gained experience as a writer, producer, assistant director, floor manager and programing assistant. Please contact Laura, 517-353-1261 or 614-486-7286.

NYC hard working female. Recent graduate of television production with photographic background, is seeking entry level position with television or cable company. Will relocate. Call Chris, 212-332-9674.

CABLE

HELP WANTED MANAGEMENT

Cable TV Corporate manager (Chicago suburbs) and north central regional manager (Minnesota). We are a mid-sized cable TV MSO experiencing rapid growth. We are seeking 2 individuals with detailed experience in sales and marketing and abilities in interpreting financial statements, along with persuasive skills in negotiating as with city councils. One individual will be directing the corporate marketing activities for all cable systems, as well as assisting the president in franchising and regulation matters. This position may lead to a vice presidency position. Another individual to be selected will be the north central regional manager, responsible for the states of Minnesota, Wisconsin, and Iowa. Home base will be Cambridge, Minnesota, about 50 miles north of the Twin Cities. This regional manager will be responsible for all aspects of cable TV operations. We are seeking individuals either in cable TV or in other communications related area since this experience should be transferrable to cable TV. Salary ranges from \$25,000 to \$40,000, commensurate with experience. Additional compensation incentives available for outstanding performance. We have over 35,000 subscribers, utilize the latest technology, and are rapidly growing. Our style is aggressive, but informal. If you want a challenge with freedom of action, send your resume to: Mr. William Murphy, Combined Cable Corporation, 33 W. Higgins Road, Suite 1000, S. Barrington, IL 60010.

ALLIED FIELDS

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.

Chief engineer for major production/post production. Experience must be qualified on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank-Cintel, etc. Also must have systems experience for future expansion requirements. Contact: Jim Kartes, Kartes Video Communications, 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

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

Broadcast journalist with production experience for tenure track position as asst. professor teaching and managing FM station, beginning in August. Requires: Master's, professional experience. Desired: further graduate degree, experience in college teaching. Salary competitive. Send letter, resume and arrange for three letters of recommendation to be sent to: FM Committee, School of Communication, University of Idaho, Moscow, ID 83843. Recruiting will close when a qualified applicant is found, but no sooner than June 1. AA/EEO.

Broadcast/mass communication. Instructor/assistant professor to teach introduction to mass communication, production and announcing. Develop areas of speciality. Professional and teaching experience preferred. PhD preferred, ABD acceptable. Salary dependent upon qualifications and experience. Send application and letters of recommendation by May 20 to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855. AA/EEO employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

5KW AM Collins 21E (1962), also RCA BTA-5H. Both w/proofs. 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.

CMX 340x with Grass Valley 1600 switcher including all I squares and interface for Ampex 1". Available immediately. 1 yr. old. Complete now working. \$98,500. 213-467-6272.

Sony BVH 1100 type c 1" tape machine, VBT 2000 TBC, Sony BVM 1201 color monitor, Tektronix 528 waveform monitor, Textronix 602 vector display, complete with console. Excellent condition. \$43,000. Call today, 813-576-4444, John or Rick.

Gates 1 KW AM transmitter, model BC-1G. Will make full power and pass proof. M. Cooper, 215-379-6585.

20KW FM transmitter, 1977 CSI T-1-A, on-air, mint cond. Also, Collins 830F 10KW FM. M. Cooper, 215-379-6585.

Dictaphone four channel logger recoder, RCA BC 19A stereo, (2) Sono mag 250, Gates TV-15. Larry, 412-543-9852.

Cetec automation system. Complete. Used two years. New owners of station prefer live programming. Replacement cost \$37,000. Take \$20,000 or best offer. Contact Gary Elmore, KAJJ, Box 1060, Greenwood, AR. Phone 501-996-6681.

RCA TK-76 w/Canon zoom, Fujinon wide angle, remote servo focus and zoom, AC supply, battery belts. 804-276-5110.

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.

Affordable news consulting? Find out. For talent and station seeking No. 1, call Second Opinion, 205-344-8244.

New FM frequencies available. Slash radio ownership costs. Radio Consultants, P.O. Box 88864, Atlanta, GA 30338. 404-925-0055.

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.

MISCELLANEOUS

The Video Monitor. Hollywood/West Coast directory of communications industry. 1000's of listings. Very complete. Very accurate. Computer-updated twice yearly. \$11.50. The Video Monitor, 6331 Hollywood Blvd., No.603, Hollywood, CA 90028.

RADIO

Help Wanted Management

MOVE UP

Curtis Communications (KLAZ/KOKY) in Little Rock is expanding to prepare for acquisitions and we are interested in adding several key personnel with roots within 400 miles of Little Rock.

- General Mgr. - \$80,000
- Asst. Gen. Mgr. - \$60,000
- Regional Sales - \$50,000
- Local Sales - \$40,000
- Operations Mgr. - \$40,000
- Asst. PD/DJ - \$30,000
- News Director - \$30,000

Send resume and cover letter, stating long and short term goals, to Ron Curtis, 1501 No. University, Suite 768, Little Rock, AR 72207. All replies answered promptly. EOE.

Help Wanted Announcers

MORNING DRIVE

Sophisticated, witty, yet concise morning drive air performer wanted for Boston's fastest growing FM adult-contemporary. Familiarity with New England and the "Magic" approach helpful. No crazies or lightweights need apply. No calls. Tapes, resumes only to Jack Casey, WMJX, Box 352, Back Bay Post Office, Boston, MA 02117.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

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

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Sales

SYNDICATION SALES

Salesperson for radio syndication firm, leading to sales management for the right person. Proven sales record and radio experience required. Concept Productions: 916-782-7754.

Help Wanted News

SAN FRANCISCO NEWS DIRECTOR

KNEW Oakland/San Francisco, looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct people, a must. Tapes and resumes only (no calls) to Jim Wood, Operations Manager, KNEW, P.O. Box 910, Oakland, CA 94604. EOE/MFH.

Situations Wanted Management

EXPERIENCED PROBLEM-SOLVING GM

Available soon. 28 years—all phases—all markets. Owners or principals only. Single or group responsibilities. Write Box W-43.

Situations Wanted Announcers

TELEPHONE TALK HOST

Teacher & lecturer w/5 yrs' radio experience. Expert interviewer. Published author. Currently hosting show in major market. James Copeland, 1100 W. Wells St., Milwaukee, WI 53233. 414-463-4405; 414-271-8303.

Situations Wanted Progaming, Production, Others

EXPERIENCED AC/COUNTRY PD

Available for medium or large market. Good references. Ron Dennington, 2609 Chariack, St. Louis, MO 63114. Call 314-427-4485 or 423-4082 after 2 PM (CDT).

TELEVISION

Help Wanted Progaming, Production, Others



PM Magazine unit in major market is interested in strengthening the production values of the show. Now interviewing for producers, talent and shooter/editors. If you have PM, feature story or other magazine experience, send a resume with salary requirements only to Box W-75. EOE.

Help Wanted Management

PRESIDENT & GENERAL MANAGER FOR MAJOR PUBLIC TV STATION

Rapidly growing and technically advanced TV station is seeking President and General Manager with excellent track record in executive broadcast management. Send resume to:

Search Committee
c/o Iris Kaufman
16500 North Park Drive
Suite 1811
Southfield, MI 48075

Deadline—June 1, 1983. Detroit Educational TV Foundation is an equal opportunity employer.

ASSISTANT CHIEF ENGINEER

A top 20 group VHF looking for an assistant chief with growth potential. Must have a mixed management and technical background. Labor and contract administration important. A large staff with complete state of the art facilities make this a demanding challenge. EO/AE Write Box W-57.

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.

PROGRAM DIRECTOR

Top 15 network affiliate VHF major group station looking for a program research oriented person to join dynamic male/female management team. Innovative, award winning public affairs a must. Your creative contribution is important to this Northeastern station on the move! Computer and license experience needed. EO/AE. Write Box W-56.

Help Wanted Sales

BROADCAST SALES ENGINEER

Midwest Corporation, the country's largest video systems dealer, currently has several career opportunities for sales engineers in the Indianapolis and Detroit areas. Resumes and calls accepted. Contact: Ed Ziemba, Manager, Midwest Corporation, 1328 Wheaton Avenue, Troy, MI 48084. 313-689-9730, or Al Rerko, Manager, Midwest Corporation, 8455 Keystone Crossing, Suite 101, Indianapolis, IN 46240. 317-251-5750.

Help Wanted Sales Continued

TV SYNDICATION SALES

Position open West Coast-TV broadcast sales experience required. Scott Towle, Orion Entmnt. Corp.,

213-551-5135.

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. S30-000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

TWO ASSISTANT CHIEF ENGINEER

Candidates for new 2.5 MW UHF station in Connecticut. Applicants must have recent equipment installation experience, together with extensive hands-on back ground—one in studio and remote systems, the other in UHF transmitter and microwave systems. Rapid promotion to chief engineer possible. Please send resumes, salary requirements and educational information to: Bridgeways Communications, 59 Cavalry Road, Westport, CT 06880.

Help Wanted News

REPORTER

Challenging opportunity for small or medium market reporter to work in No. 1 and No. 5 markets. Initiative and creative production skills essential for packaging issue-oriented reports. Minimum two years' experience. EOE. Send resume and cassette (hard news and mini-docs) to Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

For Fast Action Use
BROADCASTING'S
Classified Advertising

**Help Wanted News
Continued**

**NEWS
PHOTOGRAPHER**

Need experienced, creative ENG cameraman. Challenging assignment for unique state-wide nightly news program: shooting news and mini-docs. EOE. Send cassette and resume to: Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

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

**Help Wanted Management
Continued**

EDITOR

COMMUNICATIONS LAW

Leading publisher needs a sharp editor for new newsletter in the communications field. Experience in writing about FCC, state PUC's, court cases essential. Will have to organize and coordinate network of correspondence. Excellent opportunity. All benefits company paid. Position can be located in either Washington or New York. Send letter and resume including salary history to:

Box MBWT 2550
261 Madison Avenue
New York, NY 10016. EOE, M/F

Consultants

**LOUIS B. BURKE JR.
BROADCAST CONSULTANT**

- Applications
- Computerized Intermod Studies
- Microwave Path Analysis
- Turnkey Installations

PO Box 36139
DENVER, CO 80236
303-794-4884

STARTING A STATION?

You know it's technically possible. but is it *Economically Feasible*? Are revenues likely to meet expenses? Your financial backers will want an impartial opinion before they invest. We specialize in Economic Feasibility Studies for new radio, TV and Cable operations.
DES Associates (201) 891-7758

FM FREQUENCY SEARCH - \$200

Also reasonable rates on new FM applications.
FM Translators a specialty.

BROADCAST PLANNING SERVICES

Box 42, Greenwood, ARK 72936
501-441-0555 501-996-2254
(Mobile Office)

Radio Programming

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884



Employment Service

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, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks. Only \$14.95 - you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

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.**

Business Opportunity

**PROFITABLE
BROADCAST-RELATED
PROPERTY IN
WASHINGTON, DC**

49% interest offered in successful business with a 23% before tax profit on sales in '82. Available now with a sales price of \$330K, on terms. Ideal for someone with a news-oriented background. Highly qualified smaller investors considered. For details, write Dept. N, 1745 Park Rd., NW, Washington, DC 20010.

Public Notice

PUBLIC NOTICE

The Executive Committee of Public Broadcasting Service will meet at 8:30 p.m. on May 19, 1983, at the Capitol Holiday Inn, 550 C Street, SW, Washington, DC, to receive reports from officers and committees of the Board. The meeting will reconvene at 9:00 a.m. on May 20 at the PBS offices, 475 L'Enfant Plaza, SW, to discuss the FY 1984 budget, on-air announcements offering program-related goods and services, agenda for the PBS annual meeting, and other business.

Executive Director of Marketing

**Are you an innovator?
A take-charge executive?**

Here is an outstanding opportunity for you in a highly creative organization which will have a major impact on national television viewing in the next five years!

If you are a highly motivated successful marketing/promotional executive with a proven track record in direct customer contact in a number of these fields: TV networks and stations, producers, advertisers, ad agencies and syndicators, we would like to hear from you.

Management experience in supervision, strategic planning, budgeting and forecasting is highly desirable.

Please send your resume to:

Personnel Department
5203 Leesburg Pike, #1500
Falls Church, VA 22041



NATIONAL CAPTIONING INSTITUTE, INC.

EQUAL OPPORTUNITY EMPLOYER

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Wanted To Buy Stations

ATTENTION: FM BROADCASTERS!

We have people waiting to lease your SCA channel now. We will get you the highest possible rates and most favorable terms for the use of your SCA. Call today:

Joel Rose
Flagship Communications Inc.
11916 Glen Valley Rd.
Brecksville, OH 44141
216-526-6017

\$430,000 FOR DAYTIMER

\$30,000 down. Balance must be carried for ten years at 12% by present owner without personal guarantees. Prefer city of 10,000+ near city of 100,000+. Will consider all combinations. California excluded. Principals only. Desire seven properties. Reply Box W-42.

For Sale Stations

OUTSTANDING FACILITIES IN SUNBELT

- Class "C" FM and Full Time AM in Highly Desirable Small/Medium Growth Market in Upper Sunbelt
- Valuable Real Estate Included
- \$2,100,000 Cash or Terms to Qualified Buyer

Call 901/767-7980
In Complete Confidence!



**MILTON Q. FORD
& ASSOCIATES**
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT	
MW	Metro	CI.V/FM	\$2,100K	30%	Bill Lochman (816) 254-6899
SE	Metro	CI.C FM	\$1,500K	\$300K	Bill Whitley (214) 680-2807
NE	Regional	CI.V/CI.B	\$1,450K	Terms	Jim Mackin (207) 623-1874
R.Mt.	Metro	AM/FM	\$1,000K	\$150K	Corky Cartwright (303) 740-2224
MW	Medium	CI.V	\$995K	Terms	Peter Stromquist (612) 831-3672
SW	Medium	AM/FM	\$775K	\$175K	Greg Merrill (801) 753-8090
SE	Medium	AM/FM	\$750K	\$225K	Ernie Pearce (615) 373-8315
W	Small	FM	\$625K	\$125K	Elliot Evers (213) 366-2554
M.All.	Metro	CI.V	\$500K	Cash	Mitt Younts (804) 355-8702
SE	Medium	CI.V	\$500K	20%	Bill Chapman (404) 458-9226
MW	Small	AM/FM(CP)	\$395K	\$75K	Bill Whitley (214) 680-2807
SE	Suburban	CI.V	\$350K	Terms	Bill Cate (904) 893-6471

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

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.

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.

FOR SALE BY OWNER

5 kw Virginia station in small market. Ideal for owner-operator. \$150,000 cash or \$200,000 terms. Write Box W-52.

H.B. La Rue, Media Broker

RADIO TV CATH 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

AM/FM COMBO

Class C FM—Fulltime AM. Medium Texas market. \$2 million, terms. Norman Fischer & Assoc. Inc., P.O. Box 5308, Austin, TX 78763. Phone: 512-476-9457.

this
publication is
available in
microform



Please send me additional information.
**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

New England AM/FM combo located in medium-sized market. Full-time non-directional AM with Class B FM. 1983 projected revenues of over \$300,000. \$750,000, with negotiable terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038



**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

WALKER MEDIA & MANAGEMENT INC.

Carolina single station market AM. \$210,000—terms.

William L. Walker
P.O. Box 2264
Arlington, VA 22202
703-521-4777

**PROFITABLE
FULLTIME AM**

In metro Pacific Northwest market. \$1,300,000. Firm price is based on 2X cash gross, plus valuable real estate. Substantial downpayment or cash required. No brokers.

Write Box W-74.

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**
TEXAS FM

With owned real estate. Ideal for first time buyer at \$275,000. with \$75,000 down and attractive terms

DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5983

INVESTORS WANTED

for a recently-expanded broadcast facility in fast-growing central Florida location. Excellent facilities and extensive coverage area make future profit potential superb. Corporate shares now being sold. Interested principals write to Box W-76.

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

Dan Hayslett
& associates, inc.
dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

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

Edward Q. Adams, executive VP and general manager, WCIX-TV Miami, named senior VP



Adams



Cohen

for parent, Taft Television Group. **Harvey E. Cohen**, senior VP, general sales manager, WCIX-TV, succeeds Adams as VP, general manager of station.

Robert Zelle, general manager, Multimedia's WZTV(TV) Nashville, named area VP for Multimedia Broadcasting and Multimedia Program Productions there. **Dan Maslan**, station manager, WZTV, named VP and general manager of station.

James A. Lack, radio financial consultant, joins Mariner Communications, Boston, as president. **William McCarthy**, operations manager and program director, Mariner's WMRE(AM) Boston, named general manager.

Stephen Banks, general sales manager, KNXV-TV Phoenix, named VP and general manager.

Jerry McKenna, VP and general manager, WOKY(AM) Milwaukee, joins KITS(FM) San Francisco in same capacity.

Larry Cobb, general manager, WKGM(AM) Smithfield, Va., named VP.

Anne Schiller, news director, KTSA(AM)-CFM(FM) San Antonio, Tex., named assistant general manager.

Larry Rosmilso, general manager, WLLR-FM East Moline, Ill., named VP of licensee, Mississippi Valley Broadcasters.

Jim Johnson, general manager, WMGG(FM) Clearwater, Fla., resigns.

Raymond Schonbak, VP and general manager, WTCN-TV Minneapolis-St. Paul, recently sold by Metromedia to Gannett, joins Metromedia's WXIX-TV Newport, Ky., in same capacity.

Bill Kennedy, director of development and special events, Fund for Higher Education, New York, joins ABC Inc. there as director, conference services.

Curt Jorgensen, VP and general manager, Viacom Cablevision, Nashville, named senior VP, operations, Viacom's San Francisco and Mountain View, Calif., systems.

John Walter, engineer, KIRO-TV Seattle, named operations manager.

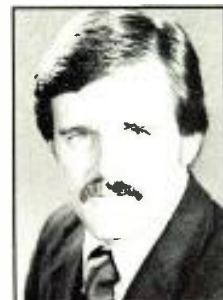
David Sanks, production manager, WISC-TV Madison, Wis., named operations manager.

Bruce Murdock, morning host, *NewsKING*, KING(AM) Seattle, named assistant operations director.

Pat Wallace, director of financial planning and financial controls, stations division, NBC-TV, New York, named director of finance and administration, NBC's KNBC(TV) Los Angeles.

Richard Madden, assistant director, telecommunications center, Ohio University, Athens, Ohio, joins Corporation for Public Broadcasting, Washington, as deputy director of broadcast services.

Layton Franko, manager, economic forecasting and analysis, ABC-TV, New York, named director, economic forecasting and analysis. **Bill Kennedy**, director of development and special events, Fund for Higher Education, New York, joins ABC there as director, conference services.



Landers

William Landers, director, news operations, KNBC(TV) Los Angeles, named director of operations and engineering.

Linn Harrison, general sales manager, KYXI(AM) Oregon City, Ore.-KGON(FM) Portland, Ore., named station manager.

John Hutchinson, broadcast operations manager, WBT(TV) Charlotte, N.C., elected assistant VP of parent, Jefferson-Pilot Broadcasting there.

David Wilcox, manager of broadcast operations, Mutual Broadcasting System, Washington, named to new position of manager, multicom operations. **George Thomas**, operations manager, succeeds Wilcox.

Ralph Lee Smith, writer and consultant on cable and new technologies, joins Media General Cable of Fairfax, Va., as institutional network director.

Eunice Lewis, district supervisor, affiliate relations, CBS-TV, New York, named district manager, affiliate relations.

Daniel Alpert, senior VP and assistant general manager, noncommercial WTVS(TV) Detroit, named acting general manager following resignation of general manager, **Jack Caldwell**.

Anna Ryan, business manager, WEZG-AM-FM North Syracuse, N.Y., assumes additional duties as division VP for parent, Sky Corp./Foster Media Corp.

Robert Norvell, assistant treasurer, Tyler Corp., Dallas, joins Belo Broadcasting there as VP and treasurer.

Marketing



Goldstein

Marc Goldstein, senior VP and manager of broadcasting programming, Benton & Bowles, New York, joins Ogilvy & Mather there as senior VP, director of network and programming.

Appointments, Doyle Dane Bernbach, New York: **Denis Crosley**, **Stephen Gay** and **Robert Moehl Jr.**, VP, management supervisors, to senior VP's. **Marie Barnard**, **John Fuller**, **Ira Grindlinger** and **Jud Saviskas**, account supervisors, and **Janet Sofer**, account executive, to VP's.

Appointments, BBDO, New York: VP's elected senior VP's: **Randall Emond**, director

The Inn of the Industry

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills that's become the inn of the industry!



Le Parc
hôtel de luxe

733 North West Knoll
West Hollywood, CA 90069
(213) 855-8888

(800) 421-4666
(800) 252-2152, in California
Or see your Travel Agent

of marketing sciences; **Jeffrey Fischgrund**, associate director of TV production; **Jane Fuller**, associate director of media resources; **Martha Holmes**, associate creative director; **James Kieff**, director of research, and **Yolan Toro**, director of local broadcast. Elected VP's: **Kenneth Deal**, manager of office planning and services; **Christine Domitrovich**, manager of communications and systems; **Jon Firestone** and **Kevin Shine**, account supervisors, and **Carol Macdonald**, manager of personnel services.

Leo Brandstatter, VP, director of research, Needham, Harper & Steers/USA, New York, elected senior VP. **Barbara Wolfson**, general manager, Needham, Harper & Steers International, New York, elected VP. **Debra Kenis**, from Venet Advertising, New York, joins NH&S/USA there as account executive.

Richard Hamilton Jr., VP, manager of media planning, Benton & Bowles, New York, named senior VP.

Spencer Hapoienu, senior VP, media director, McDonald & Little, Atlanta, joins Ogilvy & Mather Partners, New York, as senior VP, general manager.

Tom Heck and **Nancy Vaughn**, creative group heads, Wells, Rich, Greene, New York, join Ted Bates Advertising/New York as executive creative directors.

Steve Ohman, art director, The Marschalk Co., New York, elected VP.

Kris Jenson, from Ads Inc., Milwaukee, joins Frankenberry, Laughlin & Constable there as art director.

C. Ramon Greenwood, senior VP, public affairs, American Express, New York, joins Cranford/Johnson/Hunt & Associates, Little Rock, Ark., as senior consultant.

David Kosick, reporter, KDKA-AM-TV Pittsburgh, joins Skirboll & Garber Advertising there as director of public relations.

Lois Langley, from Alexander Grant & Co., accounting firm, Tampa, Fla., joins Ensslin & Hall there as public relations director.

Stanley Elias, from Gray & Rogers, Philadelphia, joins Creamer Dickson Basford/New England, Providence, R.I., as supervisor, industrial-technical communications.

Steven Margaritov, from TBWA Advertising, New York, joins SFM Media Corp. there as manager of media planning and research.

Robert Copping, executive VP, Bernard Howard & Co., New York, joins Seltel there as VP, sales development. **Bruce Hartman**, account executive, WPRI(TV) Providence, R.I., joins Seltel, New York, in same capacity.

Dennis Shanahan, sales manager, KREO(FM) Santa Rosa, Calif., joins KGO-AM-FM San Francisco as account executive.

Michael Eigner, general sales manager, KTLA(TV) Los Angeles, named VP.

Harvey Ganot, account executive, Turner Broadcasting Sales, New York, assumes additional duties as director of special projects.

Frank Iorio Jr., director of sales, NBC-owned

WKYS(FM) Washington, assumes additional responsibilities as director of sales for co-owned WRC(AM) there.

Bruno Sniders, sports director, WRTK(AM) Rochester, N.Y., named to additional post of sales manager.

Carol Brock, from WTXX(TV) Waterbury, Conn., joins WFSB(TV) Hartford, Conn., as account executive.

Appointments, Blair Television: **Mike Hanrahan**, from Avery-Knodel Television, Chicago, and **Jan Barkell**, from WLIX-TV Onondaga, Mich., to account executives, ABC and NBC sales teams respectively, Chicago, and **Jay Deacon**, from Ross Roy Inc., Detroit, to account executive there.

Sandy Di Pasquale, local sales manager, WIVB-TV Buffalo, N.Y., named general sales manager. **Wilson Shepard**, account executive, WIVB-TV, succeeds Di Pasquale.

Elliot Bass, VP, national sales manager, Gannett Broadcasting's WXIA-TV Atlanta, joins Gannett's newly acquired WTCN-TV Minneapolis-St. Paul as VP, general sales manager.

Cynthia Weiner, local sales manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., named general sales manager. **Steve Arvan**, account executive, WNYR, succeeds Weiner as local sales manager at that station.

Jody McCoy, local/regional sales manager, WPTV(TV) Charlotte, N.C., named general sales manager.

Richard Dautre Jones, from John Blair, San Francisco, joins KBHK-TV there as national sales manager.

Morrie Beitch, account executive, TeleRep, Chicago, joins WFFT-TV Fort Wayne, Ind., as national sales manager.

Nell Nation, from Pikes Peak Broadcasting, Colorado Springs, joins KKTV(TV) there as regional sales manager, Aurora, Colo., office.

Michael Chumney, from WSHE(FM) Fort Lauderdale, Fla., joins WIZD(FM) Fort Pierce, Fla., as regional sales manager.

John Vera, sales manager, KMST(TV) Monterey, Calif., named general sales manager. **Cindy Lindsay**, account executive, KMST, named local sales manager.

Barb Silver, retail sales manager, WCLR(FM) Skokie, Ill., named local sales manager.

Jean Cameron, manager, sales planning, CBS Television Stations Division, New York, joins WCAU-TV Philadelphia as director of research.

Marty Greene, account executive, WDVM-TV Washington, joins Pety Television, New York, as member of eagles sales team.

Programing

Susan Simons, director of daytime programing, NBC, Los Angeles, joins Columbia Pictures Television there as VP, daytime.

Irving Azoff, motion picture producer and founder and chairman, Front Line Management, Los Angeles, joins MCA there as VP,



chung

Connie Chung, of CBS-owned KNXT(TV) Los Angeles, reputed to be one of highest paid local television news anchors, is leaving that post to join NBC News, New York, as anchor of *Early Today* (6-7a.m., Monday-Friday), effective Aug. 1. Chung will replace Bryant Gumbel and Jane Pauley, who will continue as hosts of *Today*, which follows *Early Today* at 7-9 a.m. Chung also will serve as anchor of NBC-TV's Saturday edition of *The Nightly News*, replacing Jessica Savitch, who will be reassigned, and as NBC political correspondent on major Northeast stories. Chung has been with KNXT since 1976, and earlier was with Metromedia's WTTG(TV) Washington.

MCA Inc., and president, MCA Record group.

Alex Horowitz, director of administration Orion Entertainment Corp., Los Angeles named VP, with responsibilities including syndicated sales administration, pay-TV sales and acquisitions.

Bruce Johansen, syndications director, Golden West Television, Los Angeles, named VP syndication. **Robert Clark**, director of administration, named VP, finance and administration.

Roy Campanella Jr., independent producer has signed contract with Universal Television as director, producer and writer of series, special projects and motion pictures for television.

Mike Gargiulo, producer-director, CBS Entertainment, New York, signs new talent agreement to serve as executive producer and director of group of annual network special events. **Judy Price**, VP, children's programing, ABC Entertainment, Los Angeles, join CBS Entertainment there in newly created post of VP, children's programs and daytime specials.

Matthew Pasternak, marketing manager, RCA/Columbia Pictures International Video New York, joins Vestron Video International there as VP.



Cody

Frank Cody, director of affiliate relations and program development, The Source NBC Radio, New York, named program director.

Appointments, Home Box Office, New York: **Rob Martini**, programing manager, programing information management, to director, program information management services; **Michelle Clark**, negotiator of film programing and **Sam Newman**, associate counsel, pro

graming, to associate directors, and **Barry Tompkins**, sports announcer, to new two-year contract.

Appointments. Showtime: **Dana Haynes**, district affiliate manager, Southeast office, Atlanta, to head of newly opened Miami-Fort Lauderdale, Fla. office; **Les Tripp**, district affiliate manager, Chicago, to head of newly opened Cincinnati office, and **Cassie Travaini**, district affiliate manager, south central office, to head of newly opened Houston office.

Hal Lewis, coordinating producer. *The Animal Express*, Corporation for Entertainment and Learning, New York, named VP, operations.

Bill Freston, from CBS Records, New York, joins Fred/Alan Inc. and Buzzco Productions there, producers of *Hotrocks*, adult music video series for Playboy Channel, as consultant.

Richard Grove, from Telepictures, Chicago, and **Jay Silha**, from MGM/UA, Chicago, join Group W Productions there as central division and Midwest division managers, respectively.

Richard Hirsch, assistant general counsel, corporate law department, Time Inc., New York, named deputy general counsel, video group.

Stuart de Lima, advertising sales manager, West Coast, USA Cable Network, Los Angeles, named director of advertising sales, West Coast. **Pat Liguori**, from Seltel, New York, joins USA Cable Network, Glen Rock, N.J., in newly created post of director of research.

George Hankoff, executive VP, WW Entertainment, New York, named president.

Rick Torcasso, program director, KYKY(FM) St. Louis, joins NBC's WYNY(FM) New York in same capacity.

Jim Wood, operations manager, Malrite Communication's KNEW(AM) Oakland, Calif., and KSN-FM San Francisco, assumes additional responsibilities as program consultant, radio division, for parent.

Jon Rivers, from KLVU(FM) Dallas, joins KLIQ(AM) there as program director.

Susan Bax, from WMET(FM) Chicago, joins WLUP(FM) there as assistant music director.

Derek Hill, director of news and public affairs, WBMX(FM) Oak Park, Ill., joins WBBM-TV Chicago as host and associate producer. *Common Ground*.

News and Public Affairs

Larry Badger, news director, KGW-TV Portland, Ore., joins Financial News Network, Los Angeles, in newly created post of Los Angeles news director. **Stanton Corpier**, from VGN-TV Chicago, joins FNN there as Midwest sales manager for newly opened sales office.

Jean Close, reporter, WNYR(AM)-WEZO(FM) Rochester, N.Y., named news director.

Tabun Matthews, news director, WJLA-TV Washington, joins WSB-TV Atlanta in same capacity.

Appointments, news department, KING(AM) Seattle: **John Erickson**, news director, to director of news and operations; **Lee Hochberg**, assistant news director, assumes additional responsibilities as assistant, news personnel development and special projects, and **Fran Martin**, assignment editor, to managing editor.

Ken Medd, executive producer, WTVD(TV) Raleigh-Durham, N.C., joins WNEP-TV Scranton, Pa., in same capacity. **Bob Constantini**, reporter, WBOC-TV Salisbury, Md., joins WNEP-TV in same capacity.

Rob Puglisi, weekend producer, WTSP-TV Tampa-St. Petersburg, Fla., joins WBRE(TV) Wilkes-Barre, Pa., as producer.

Kathryn Goertzen, anchor, and **Kerry Lynn Brock**, weekend anchor-reporter, KOMO-TV Seattle, named co-anchors, early evening newscasts.

Lori Matsukawa, from KOMO-TV Seattle, joins KING-TV there as anchor.

Steve Leader, from KIRO(AM) Seattle, joins KING(AM) there as anchor-reporter.

Brenda Ladun, from noncommercial WSUF-TV Tampa-St. Petersburg, Fla., joins WFTS(TV) there as anchor.

Rodney Grams, anchor-producer, WIFR-TV Rockford, Ill., joins KMSP-TV Minneapolis-St. Paul as anchor, *Prime Time News*.

Tom Hendrick, science-environment editor and documentary producer, WCCO-TV Minneapolis-St. Paul, joins Cable News Network, New York, as correspondent.

Kim Willingham, from WFSL-TV Lansing, Mich., joins WPTF-TV Raleigh-Durham, N.C., as anchor-reporter.

Leesa Kelly, from WSMW-TV Worcester, Mass., and **Cassandra Lawton**, from *The Charlotte News*, Charlotte, N.C., joins WCPQ-TV Charlotte, N.C., as reporters.

Technology

Philip Arenson, president and chief executive officer, Orrox Corp., named chairman.



Ekrom



Arenson

Roy Ekrom, VP and general manager, pneumatic systems division, Garrett Corp., Phoenix-based subsidiary of Signal Cos., named president and chief executive officer of Signal's Ampex Corp., Redwood, Calif.

James Lakin, president and chief executive officer, Frederick Electronics Corp., Frederick, Md., joins Harris Corp., Melbourne, Fla., as general manager, satellite communications division.

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting  Magazine**
 3 years \$160 2 years \$115 1 year \$60

(Canadian and international subscribers add \$20 per year)

- Broadcasting  Cablecasting Yearbook 1983**

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.**

Name _____ Payment enclosed

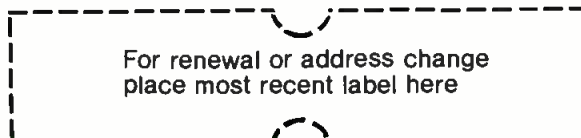
Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No



The one to read when there's time to read only one.

Gary Dartnell, president, VHD Programs and VHD Disk Manufacturing, Los Angeles, joins Thorn EMI Films and Thorn EMI Video, London, as executive chairman.

John Levergood, group executive, communications products, Scientific-Atlanta, Atlanta, named senior VP.

Harry Coin, from Daily Dispatch Publishing Co., Moline, Ill., joins United Press International, New York, as director of computer research.

Francis Darazsdi, sales manager, General Cable Co., Greenwich, Conn., named division VP, sales and marketing, station products division.

David Newborg, manager, antenna engineering, RCA Corp., Gibbsboro, N.J., has formed David Newborg & Associates Inc., radio and television consulting firm, Marlton, N.J.

Joseph Wozniak, senior application engineer, Exide electronics, Philadelphia, joins Acrodyne, Allentown, Pa., manufacturer of LPTV transmitters, as national sales manager.

Tom Bracanovich, VP, engineering, radio and television stations, Malrite Communications, Cleveland, named VP, director of engineering. **Harry Wilkins**, chief engineer, Malrite's WAWS(TV) Jacksonville, Fla., named director of engineering for parent.

Ted Bryan, engineer, WCGC(AM) Belmont, N.C., named director of engineering for parent, Suburban Radio Group.

Terry Phillips, from WCCB(TV) Charlotte, N.C., joins Tampa Bay Production Center, Tampa, Fla., as chief maintenance-production engineer.

Dreux DeMack, production manager, Cable News Nine, Olathe, Kan., joins KSNT(TV) Topeka, Kan., as commercial technical director.

Tom White, chief engineer, KFTV(TV) Hanford, Calif., joins KSHO(TV) Honolulu in same capacity.

Thomas Robinson, director of finance, Comsonics, CATV equipment firm, Harrisonburg, Va., named VP, finance. **Mark Barber**, field technician, Comsonics, named equipment repair manager.

Diane Rydzewski, member of sales and traffic department, Mark Video Enterprises, Dearborn, Mich., named director of traffic operations.

Promotion and PR

Wayne Valis, special assistant to President for public liaison, Washington, has formed own public relations counseling firm, Valis Associates, there, to be associated with Hill & Knowlton.

Linda Mauskopf, manager, research and sales promotion, USA Cable Network, Glen Rock, N.J., named director, sales promotion.

Racheal Eraca, administrator, advertising and promotion, The Source, NBC Radio, New York, named promotion manager.

Nancy Richardson, head copywriter, Cimarron Productions, Los Angeles, joins CBS Entertainment, West Coast, there, as executive copy chief, print advertising.

Donna Vogt, acting creative services director, WDVN-TV Washington, named director of creative services.

David Smith, promotion director, WCMH-TV Columbus, Ohio, joins KUTV(TV) Salt Lake City as promotion director.

Stan Bernstein, from Commercial Talents, Winston-Salem, N.C., joins WMAG(FM) High Point, N.C., as head of newly formed creative services department.

Frank Biancuzzo, from WXOW-TV La Crosse, Wis., joins WALA-TV Mobile, Ala., as assistant promotion manager.

Sylvi Brown, director of promotion and advertising, KFAC-AM-FM Los Angeles, joins KHJ(AM)-KRTH(FM) there as director of creative services.

Katy Baetz, promotion manager, WLKY-TV Louisville, Ky., joins WJBK-TV Detroit as on-air production manager, advertising and creative services.

Allied Fields

Benjamin Perez, attorney-analyst, planning and program evaluation, office of managing director, FCC, Washington, named legal assistant to Commissioner Henry Rivera. **Jill Ross**, from law firm of Kirkland & Ellis, Washington, joins FCC there as legal assistant to Commissioner Mimi Weyforth Dawson.

Dennis McIntosh, labor contract analyst, broadcast management department, National Association of Broadcasters, Washington, named manager, broadcast liaison, government relations department.

George Koehler, Gateway Communications, Cherry Hill, N.J., elected chairman of Association of Maximum Service Telecasters, succeeding **Wallace J. Jorgenson**, Jefferson-Pilot Broadcasting Co., Charlotte, N.C., whose term expired. Succeeding Koehler as secretary-treasurer is **Joel Chaseman**, Post Newsweek Stations, Washington. Re-elected at AMST: **William L. Putnam**, Springfield Television Corp., Springfield, Mass., and **Fred Paxton**, WPSD-TV Paducah, Ky., vice chairmen.

Karen Sherry, public relations director, American Society of Composers Authors and Publishers, New York, assumes additional duties as assistant to ASCAP President Hal David. **Ken Sunshine**, communications coordinator, ASCAP, named assistant director of public relations. **Robert F Park Sr.**, sales manager, KTVJ(TV) Amarillo, Tex., joins ASCAP there as Southwest station relations representative.

Elected officers, National Mobile Radio Association, Washington: **Shirley Bonifasi**, Ramcom Services Corp., Phoenix, president; **Roger Crawford**, Crawford & Associates, Dallas, **William Gross**, Radio Broadcasting Co., Philadelphia; **Guy P. McSweeney**, RESCO, Atlanta and **D. Bennett Wall**, Pied-



Lonely at the top. Bill Baker, president, Group W Television, displays the colors during his trip to the North Pole to film a documentary ("Fates & Fortunes," April 11), portions of which will air on Group W's *P.M. Magazine* in late June or early July.

mont Communications, Durham, N.C., directors.

Elected officers, New Mexico Broadcaster Association, Albuquerque: **Bob Flotte** KPSA(AM) Alamogordo, and **KUUX(AM) Hobbs**, president; **Bob Meskill**, KSIL(AM) Silver City, president-elect, and **Doug Milligan** KRZY(AM)-KRST(FM) Albuquerque, treasurer.

New officers, Tulsa, Okla., chapter, American Women in Radio and Television: **Kathryn Thompson**, Metropolitan Tulsa Transit Authority, president; **Lady Cortner**, Coleman Advertising, president-elect; **Terri Twaddle** KJRH(TV), secretary, and **Jill Lyon**, KJRH, treasurer.

Steve Parker, from California and Hawaii Sugar Co., San Jose, Calif., joins Gill Management Services, cable consulting firm there, a manager of applications programming.

Rick Williams, from McLendon Broadcasting, Dallas, and **Pamela McLain**, from Tand Corp., Fort Worth, join MJM Radio Research and Consulting there as client service representatives.

Elected officers, Virginia Cable Television Association: **John D. Evans**, Arlington Telecommunications, president; **H.W. (Buzz) Goo** dall, Continental Cable Vision, Richmond vice president; **John Lewis**, Winchester Cable, treasurer, and **Joe Price**, Jefferson Cable Charlottesville, secretary.

Elected officers, South Florida Radio Broadcasters Association, Miami: **George Hyde** WQBA-AM-FM Miami, president; **Howard Premer**, WKAT(AM) Miami Beach, first vice president; **Maurice Lowenthal**, WTM(FM) Miami, second vice president, and **Jerry Rushin**, WEDR(FM) Miami, secretary-treasurer.

Deaths

Arthur L. Madeley, 61, chief engineer, WWAY(TV) Wilmington, N.C., died of cancer April 25 at New Hanover Memorial hospital Wilmington. He is survived by his wife Dianne, son and two daughters.

Gary Edens: winning ingredient for Harte-Hanks Radio

In the little more than two years since Gary Edens assumed the top post at Harte-Hanks Radio, the 41-year-old president and chief executive officer has established himself as one of the leading radio group operators in the country, capping a steady 15-year climb through the company ranks.

His rise to the top comes as no surprise to John G. Johnson, former president of Southern Broadcasting (purchased by Harte-Hanks in 1978), and current chairman of Harte-Hanks Radio. Johnson says he recognized Edens's leadership potential, and pegged him as a future company executive, when he first hired him in 1968 as an account executive for WKIX-AM-FM Raleigh, N.C. "He could work quickly and motivate people," says Johnson.

"He is one of the most creative and intelligent radio executives I have ever been exposed to," says Bill Burton, president of Eastman Radio, which represents most of the Harte-Hanks stations. Those thoughts are echoed by Edens's colleague, John Bayliss, president of Charter Broadcasting, who calls Edens a "forward thinker."

Edens currently oversees the operation of 11 radio properties. Late last year the company decided to put three of its stations up for sale to concentrate its future growth in markets where it owns both AM and FM outlets. "This was not a sign that we are pulling in our horns and getting out of the radio business," Edens emphasizes, explaining that the company's intention is to purchase only AM/FM combinations in the sunbelt. The company will retain four AM and FM stations, which will serve as the foundation for its new long-range strategy. The stations are: KOY(AM)-KQYT(FM) Phoenix; RVA(AM)-WRVQ(FM) Richmond, Va.; R/BQ(AM) St. Petersburg, Fla.; WRBQ(FM) Tampa, Fla.; and KKBQ-AM-FM Houston. "Concentrating on AM/FM outlets in the sunbelt market, Edens explains, will provide the company with a more potent national sales tool by allowing it to package the stations in each market as one buy.

Harte-Hanks has already sold WEZI(FM) Memphis to Little Rock, Ark.-based Firstcom Inc. for \$2.4 million. The remaining two properties on the market are WSCN(AM) Birmingham, Ala., and KMKI(FM) Portland, Ore.

Like many executives in the radio business today, Edens began his career at an early age. When he was 15, Edens hosted a one-hour weekday afternoon rock and roll show on WSTP(AM) Salisbury, N.C., while attending high school. After working there a year without pay, Edens jumped to the town's other station, WSAI(AM), handling announcing duties for an afternoon program and receiving



Gary Denton Edens—president and chief executive officer, Harte-Hanks Radio, Phoenix; b. Jan. 6, 1942 Asheville, N.C.; BS, University of North Carolina, Chapel Hill, 1964; announcer, WKIX-AM-FM Raleigh, N.C., 1962-64, announcer, WPDQ(AM) Jacksonville, Fla., 1964; sales representative PAMS Productions, Dallas, 1965-68; account executive, WKIX-AM-FM Raleigh, N.C., 1968-69; account executive, KOY(AM) Phoenix, 1970; general manager, KOY 1970-present (still retains title); vice president, 1973-78, senior vice president, 1978-81, Southern Broadcasting Co., Phoenix; present position since 1981 (Harte-Hanks purchased Southern Broadcasting in 1978 and changed name to Harte-Hanks Radio in 1981) m. Suellen Walter, Aug. 21, 1965; children—Ashley, 11, Emily, 9.

ing a commission, 25%, on all commercial time he sold, which turned out to be pretty good money, Edens says.

Edens's interest in radio, and his announcing career, continued into college. While attending the University of North Carolina, he hosted an afternoon drive-time shift over then-top 40 rocker, WKIX-AM-FM Raleigh, N.C. Upon graduation, Edens became an announcer at WPDQ(AM) Jacksonville, Fla., which, at the time, was owned by Henderson Belk Stations, the licensee of WKIX. After a six-month stint of active duty in the National Guard during the first half of 1965, Edens moved to Dallas and worked as a sales representative for PAMS Productions, a commercial and jingle production house for radio and television. Three years later Edens went back to WKIX just after it was acquired by Southern Broadcasting Co., as an account executive. On Jan. 1, 1970, he moved to the company's Phoenix station, KOY(AM), in the same capacity, and it is there that his career began to take off.

Only six months after his move to Phoenix, he was named KOY's general manager—a title he still retains. In March 1973, he became vice president for Southern Broadcasting and when Harte-Hanks purchased the company in 1978, he was elevated to

senior vice president. When Edens was appointed president and chief executive officer of the radio group, in 1981, he changed the name of the company to Harte-Hanks Radio and moved its main offices from Winston-Salem, N.C., to Phoenix.

Edens attributes his rise up the corporate ladder to people who "believe in his abilities," especially, he says, John Johnson.

If anyone served as a mentor for Edens during the past 15 years, it was Johnson, who, Edens says, instilled in him what Johnson felt were the four winning ingredients for a successful station: choosing a growth market; maintaining good technical facilities; selecting the right programming elements, and last, but most important, proper management. Edens credits much of the successful growth of Southern Broadcasting to Johnson's foresight in buying radio stations in what turned out to be three big growth markets: Houston, Phoenix and Tampa, Fla.

What is the biggest challenge Edens faces today? Staying ahead of the competition, he says. One way, he notes, is to stay on the leading edge of technological change. "We were among the first radio groups in the country to commit fully to AM stereo," Edens says, adding that "We still believe in the future of AM radio."

If there is a recent success story Harte-Hanks can boast of, it is the 12-plus metro share ratings of its AM and FM properties in Houston. In an effort to boost ratings and create a larger presence in the market, the company switched KULF(AM) from a middle-of-the-road format to an adult contemporary last July. That was followed by the move of KYND(FM) from Churchill's beautiful music, to an adult contemporary format in December. The stations, which are now KKBQ-AM-FM, climbed from 1.7 and 3.5, respectively, in the 1982 winter Arbitron book, to 4.0 and 4.8, respectively, in the new Arbitron report.

As a "unique" way to generate extra revenue, Edens says, Harte-Hanks created direct marketing departments at both its Richmond, Va., and Portland, Ore., FM stations. The company has also been actively pursuing discussions with a number of firms, including Radio Data Systems, a division of Bonneville International, about leasing its FM subcarriers.

Edens remains active in industry affairs. He is on the boards of directors of both the National Radio Broadcasters Association and the Radio Advertising Bureau. Edens also participates in many community activities and encourages his general managers to do the same. "Our whole philosophy of radio management is to serve the needs of the community," Edens says.

Perhaps Edens's successful leadership can be traced, in part, to a daily ritual—running between five and six miles. It provides him "with a lot of thinking time." And his feelings after 26 years in radio? It's still a "fun" job, Edens says.

Motion Picture Association of America, professional sports organizations, Public Broadcasting Service, music copyright holders and National Public Radio filed **settlement agreement with Copyright Royalty Tribunal** for distribution of cable copyright royalty fees for 1981 and 1982. National Association of Broadcasters and Canadian broadcasters, however, dissatisfied with settlement, are not included in agreement. According to agreement, settling parties are seeking single aggregate award which they will divide among themselves in same proportions as 1978 and 1979 proceedings. Although NAB and Canadian broadcasters have not settled with group, agreement is written to provide for them if they agree to terms of settlement. They would receive same share in 1981 and 1982 funds as they received in 1979 and 1980.

American Television and Communications Corp. (ATC), Denver-based MSO headed by Trygve E. Myhren, chairman, **has purchased People's Cable Co.**, owner of 12 systems in suburban Rochester, N.Y., **for about \$55 million.** People's is limited partnership, headed by Burt I. Harris, president of Los Angeles-based general partners, People's Cable Corp. and Harris Cable Corp. The Rochester systems serve about 62,000 basic subscribers and passes 104,000 homes.

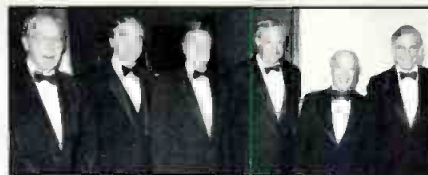
Standard & Poor's followed Moody's Investor Service and **lowered its rating on Warner Communications' senior and subordinated debt** last week. S&P lowered WCI's senior debt rating one from double-A to double-A minus and its subordinated debt one point from double-A minus to single-A plus. S&P said lowering was principally due to expected decline in sales of Atari home video games as inventory and competition increase. However, S&P said rest of WCI was in good shape and shows strong balance sheet. Last month, Moody's Investor Service lowered rating on WCI's debt, citing "narrowing profit margins in consumer electronics division" (BROADCASTING, April 18). **WCI** also said it **filed shelf registration** last week with Securities and Exchange Commission to offer **\$350 million of debentures for sale.** WCI said proceeds would be applied to general corporate expenses and to help reduce commercial paper load. S&P issued initial rating of single-A plus to debentures.

Too Close For Comfort, half-hour comedy eliminated from ABC-TV's prime time lineup for next fall (see story, page 29) **could receive berth on one of other two major networks, cable network or weekly prime time "fourth" networks** currently in works at several group station operations. Producer D.L. Taffner Ltd. has received "strong indications of interest from one of each category," according to company President Don Taffner, who said that if fourth

Future talk. Following her luncheon speech to AWRT (see page 31) delegates last Wednesday, but before accepting questions from the floor, NBC News Correspondent Jessica Savitch, made a brief but clear statement: "It is not my practice to negotiate a contract in public." The remark was apparently made to put an end to questioning from reporters concerning her future relationship with NBC.

There were reports that the network recently offered Savitch, who is currently principal reporter, writer and anchor for the Saturday edition of NBC Nightly News, and anchor of the weekday NBC News Update on NBC-TV, an assignment with The Today Show, which she turned down, but an NBC spokesman said it was "highly unlikely." Last week, however, the network signed Connie Chung, anchor at KNXT(TV) Los Angeles to, among other duties, report and anchor the Saturday edition of NBC Nightly News ("Fates & Fortunes," page 92). Savitch's contract with NBC expires in September.

In her announcement at AWRT, Savitch said she had requested a new assignment from the network, which she had hoped would include her current position with the weekend newscast, "but that was not to be." She concluded the statement by saying that when her plans are finalized, she "will announce a career decision."



Star-studded. The Museum of Broadcasting sponsored a dinner and screening of Granada Television's King Lear, starring Laurence Olivier, at the Ford Foundation in New York May 3. The U.S. premiere showing of the British production was part of the museum's eight-week exhibit of British programming ("Telecasting," page 72). In addition to Olivier (at right), other luminaries in attendance included (l-r): Robert W. Sarnoff, museum trustee and former chairman, RCA; Frederick Pierce, president, ABC, and co-host for the evening; Elton H. Rule, vice chairman, ABC; Thomas Wyman, chairman and president, CBS; Leonard H. Goldenson, chairman of the board, ABC, and co-host for the evening; Edward Ney, chairman and chief executive officer, Young & Rubicam.

network succeeds in picking up show, it would help pay license fee by agreeing to carry program in syndication. *Too Close* has been slated for syndication in fall 1985.

CBS-TV announced Friday it has modified its commercial integration guidelines on an experimental basis to **accept 30-second spots.** "Corporate multiple product commercials," according to CBS, will contain two separate segments promoting products related to one another but marketed by same company. Only corporate multiple product commercial will be accepted within each 60-or 90-second commercial pod on CBS, except during late-night news program, *Nightwatch*, which may feature a "multiple commercial" within each 120-second pod. No multiple commercials will be accepted in children's programming.

Department of Justice may render decision, perhaps this week next, **on proposed Showtime-Movie Channel merger.** If decision affirmative, said Terrence Elkes, president of Viacom International, which owns Showtime, industry should look for "major announcements" at National Cable Television Association convention in June, about direction two services when merger. Speculation is that Showtime president Mike Weinblatt would like both services if merger goes through. As it stands now, network ownership would be divided five ways, with MCA, Warner Bros. Gulf + Western's Paramount and Viacom International, each owning about 22.5%, and American Express 10%.

Tribune Co. posted **increase in revenues and profits for first quarter** this year. Profit was \$1.1 million on revenues of \$351 million, from profit of \$500,000 on revenues of \$333 million for same period in 1982. Tribune said gains also were offset by losses suffered at Canadian mills because of softening newsprint market. However, Tribune said it expects earnings for full year 1983 to surpass 1982 earnings, but not record levels of 1981, when profit was \$89,088,000 on revenues of \$1,406,320,000. Tribune, privately held company that owns five radio stations, three TV's, *Chicago Tribune* and *New York Daily News*, also recently bought, subject to FCC approval, WGNO-TV New Orleans for \$21 million from Genie Media Corp.

A.C. Nielsen Co. reported **earnings** for second quarter ended Feb. 28 were **up 7.5% to \$21,059,000** (94 cents per share), on 7% higher revenues of \$332,890,000. Nielsen said growth was realized in all divisions except Petroleum Information Services. Media research division registered 19.5% revenue increase, largest of divisions.

Department of Justice last week **agreed** to permit **GTE Corp. to acquire Southern Pacific Communications Corp.** But according to proposed consent decree filed with U.S. District Court in Washington, G

uld have to operate long-distance telephone service through arate subsidiary. Among other things, GTE also would have to vide equal access to competitors. Consent decree will have to approved by court before it can go into effect. Merger also must be approved by FCC.

ional Black Media Coalition has petitioned FCC to deny license ewal of KTLT-FM Dodge City, Kan., on ground it has broadcast arse and hostile programs" attacking racial and ethnic minorities, rticularly Jews." On several occasions petition said, station adcasts "urged listeners to take the names of local Jews and go them." NBMC said broadcasts violated federal law against up libel, "violated fairness doctrine, and represented failure [on t of management] to assert control over the station." Owner lie Babbs maintains station has right to broadcast material ler First Amendment guarantee of freedom of speech, and said as offered time to those with conflicting views.

part of effort to strengthen its participation in sports, **Katz munciations, via Katz Sports, has acquired rights to Liberty rl to be held this year on Dec. 29 in Memphis. Under five-year eement Katz will produce game and syndicate it to television ions. Rights previously held by Metro Sports.**

> Radio plans complete switch from land line to satellite transmissi- of programing via Satcom I-R, transponder 19, for its 550 onwide affiliates on Dec. 15. NBC's Talknet 130 affiliates are ady receiving programing via satellite from either Satcom I, sponder 12, or Western Union's Westar III, transponder 1.

t board members told CPB budget, finance and development imittee last Wednesday (May 4) they will present complete kage outlining ways to bridge \$3-million budget shortfall ADCASTING, April 25) at next scheduled CPB board meeting June NPR's programing committee plans meeting next week to uss cutbacks with network's finance committee to decide r funding options.

M Enterprises was looking for new buyer last week for its ned hour-long series, *Bay City Blues*, after NBC-TV refused to eported \$900,000-per-episode fee for new program, dealing 1 members of minor league baseball team in small town. MTM esman said, however, that negotiations with NBC were con- ing. NBC, which announced March 9 that it was committed to series, reportedly offered to pay as much as \$825,000 for each ment after MTM originally proposed \$950,000 price tag. Pro- n, not yet in production, would be overseen by *Hill Street Blues* utive producer, Steven Bochco.

ecTV, Los Angeles-based TV program service, last week post- ed its scheduled May 27 pay-per-view event featuring concert by ik Sinatra, followed by two championship fights. Spokesman elecTV said last week new date had not been selected and it ains unclear whether event will take place at all. WBA ightweight champion Ray (Boom Boom) Mancini, who had been ed to box Ken Bogner during program, was injured in recent ch and is expected to be out of action for several months. nd match would have paired WBA junior middleweight mpion Davey Moore and Roberto Duran. Search was under last week to find replacement boxers for hybrid event, which to have been made available to about 1.5 million homes, rding to SelecTV, including at least 200,000 STV homes. t had been competing for PPV viewers with May 20 fight luded by RSVP partnership of ABC Video Enterprises/ESPN.

roadcast Pioneers board voted last Wednesday to reduce eligibil- equirement for membership from 20 years in broadcasting to 15. d also nominated slate of officers for June election: presi- —Robert Kalthoff, Avery Knodel; first vice president—Ed

Cramer, BMI; vice president—Jack Thayer, WNEW-TV New York; secretary—Martin Beck, Beck-Ross Communications, and treasurer—Sol Paul, *Television and Radio Age*.

Donald M. Zuckert, president of Ted Bates U.S. Affiliates Group, New York, consisting of six agencies owned by Bates, named president of Ted Bates Advertising/New York, filling vacancy created when Robert Bruns resigned last fall. Duane Ragsdale, vice chairman of Ted Bates Advertising/New York, succeeds Zuckert as president of Ted Bates U.S. Affiliates Group. Post of vice chairman is being eliminated.

Victor Ferrall Jr., attorney representing instructional television fixed service licensees, last week said multipoint distribution service proponents were wrong in alleging that ITFS channels are currently underused. In letter to FCC, Ferrall said his own study of ITFS use in top 25 markets demonstrated "high and increasing" use of ITFS. Ferrall said, for example, that in largest five markets, 90% of all ITFS channels are licensed, authorized or have been applied for. In largest 25 markets, figure is 58%.

Bert C. Roberts Jr., senior VP, administration, MCI Telecommunications, Washington, named president, assuming duties from V. Orville Wright, who had served as MCIT president, as well as president of parent MCI Communications, which he remains.

Richard Green, director of development, CBS/Broadcast Group, has been named executive director of Advanced Television Systems Committee. First meeting of ATSC, which is looking to set standard for better-than-NTSC television, is scheduled for May 13 at NAB headquarters in Washington.



Dakota lineup. ABC-TV announced last week it has signed five new primary affiliates in the Dakotas, all from NBC-TV. They're members of the Forum Publishing Co. group: WDAY-TV Fargo, N.D. (ch. 6), and its satellite, WDAZ-TV Devils Lake, N.D. (ch. 8); KSBY-TV Sioux Falls, S.D. (ch. 13), and its two satellites, KABY-TV Aberdeen, S.D. (ch. 9), and KPRY-TV Pierre, S.D. (ch. 4). When the affiliation changes become effective, in August, WDAY-TV and WDAZ-TV will replace KTHI-TV Fargo (ch. 11) in the ABC lineup and the three South Dakota stations will replace KDLT(TV) Mitchell (ch. 5). At the contract signing last Tuesday in New York were Leonard H. Goldenson (seated), ABC Inc. chairman and chief executive, and (standing, l-r): Richard N. Savage, ABC-TV vice president, who negotiated the agreements; William C. Marcil, president of WDAY Inc. and of South Dakota Broadcasting Co., operators of the stations; Jim Dunham, vice president and general manager of South Dakota Broadcasting (KSFY-TV, KABY-TV and KPRY-TV); Joseph Giaquinto, ABC-TV vice president and director of affiliate development planning, and Sumner Rasmussen, general manager of WDAY Inc.

Editorials

High-risk roll

It is a daring legislative maneuver that Congressmen Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are intending, to attach their broadcasting deregulation bill, H.R. 2382, to the bill authorizing operation of the FCC. The promised maneuver has thrown the Commerce Committee into even more confusion than usually obtains in the House, a forum that one professional observer of its antics characterized last week as "a Persian bazaar."

As reported elsewhere in this issue, the Tauke-Tauzin maneuver has precipitated all kinds of retaliatory threats. Among the reports: Chairman Tim Wirth (D-Colo.) of the Telecommunications Subcommittee will attach to the authorization bill a bill to charge spectrum fees; member Henry Waxman (D-Calif.) will attach to it his bill to codify the FCC's rules denying television networks financial interests in the programs that they buy and excluding them from domestic syndication. Such a Wirth counterattack would meet the universal opposition of broadcasters. If the Waxman threat materialized, the networks would do anything to defeat it.

Despite the divisive prospects, the National Association of Broadcasters was holding firm last week in support of the Tauke-Tauzin maneuver and was energetically lobbying in its behalf. Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, told the NAB convention last month that broadcasters couldn't lobby their way out of a paper bag in the House. The NAB has chosen to put Packwood to the test the hard way.

Timely summons to action

Readers will note an interesting juxtaposition of two stories on page 56 of this issue. The first is headlined: "Wheeler urges cable to promote itself," the second: "Hoffman see clouds in cable's blue sky." If ever two stories were apt for pairing, these two are.

Analyst Tony Hoffman is but the latest in a lengthening line of commentators—from either the market or the media—to declare in one fashion or another that the bloom is off cable's rose. At the current rate of regression—we calculate the cooling toward cable to have accelerated principally in the last six months—sackcloth and ashes could be the uniform of the day at the National Cable Television Association's Houston convention next month.

If they're not, much of the credit will be due Tom Wheeler's new initiative (1) to reposition cable among the other media now populating the Fifth Estate and (2) to aggressively sell that medium direct to the consumer. Assuming the final result matches the grand design he outlined to the NCTA executive seminar—and whose execution is in the charge of Group W Broadcasting & Cable's Dan Ritchie—cable could be setting a casebook example for other media to follow.

What's best about the Wheeler campaign is the swiftness and aggressiveness with which it follows the first signs of slippage, and the positive note it strikes in carrying the battle to the consumers—and, not incidentally, to the detractors as well. What he has in mind is a massive marketing effort that may span five years and take millions of dollars—an effort worthy of a product with revenues in the billions.

Is cable in trouble? Well, its long-range future is by no means assured. Later entrants in the new media derby—the SMATV's, STV's, LPTV's, DBS's and MDS's—are nibbling at its edges and trying to skim the cream off its top. In the short term, there are

likely to be shakeouts among program services and defaults among franchise holders. But it's a mature and still growing medium, with the best surely yet to be. For those who are in it for the long haul, Tom Wheeler has raised a bright standard to rally round.

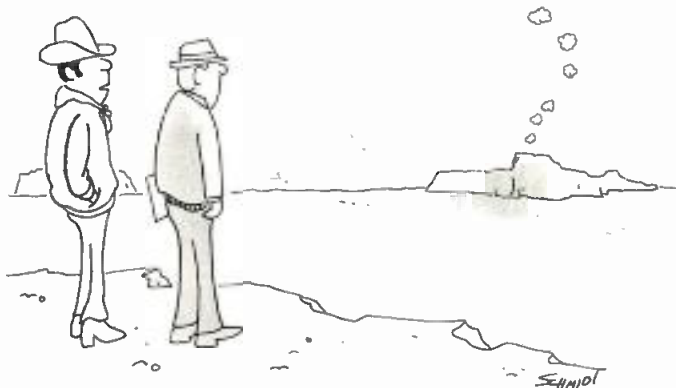
How about a final curtain?

Once again it is the children's hour at the FCC, as it has been off and on since Peggy Charren was a mother with young children. Once again the commission has a load of comments to review before deciding whether television is neglecting or debasing the young, as the Charrens say, or is the vehicle of juvenile enlightenment depicted by the broadcasters, never mind that the FCC lacks the authority to do anything directly about it either way. The children's hour has become a long and boring rerun.

This has been going on so long that the present generation has forgotten what was wanted by Action for Children's Television, the pseudonym for Peggy Charren, when it went to the FCC in the first place. ACT wanted the FCC to set quotas for educational programing directed to the young and to set diminishing limits—zero being the ultimate objective—for commercial load in programs children would be apt to watch.

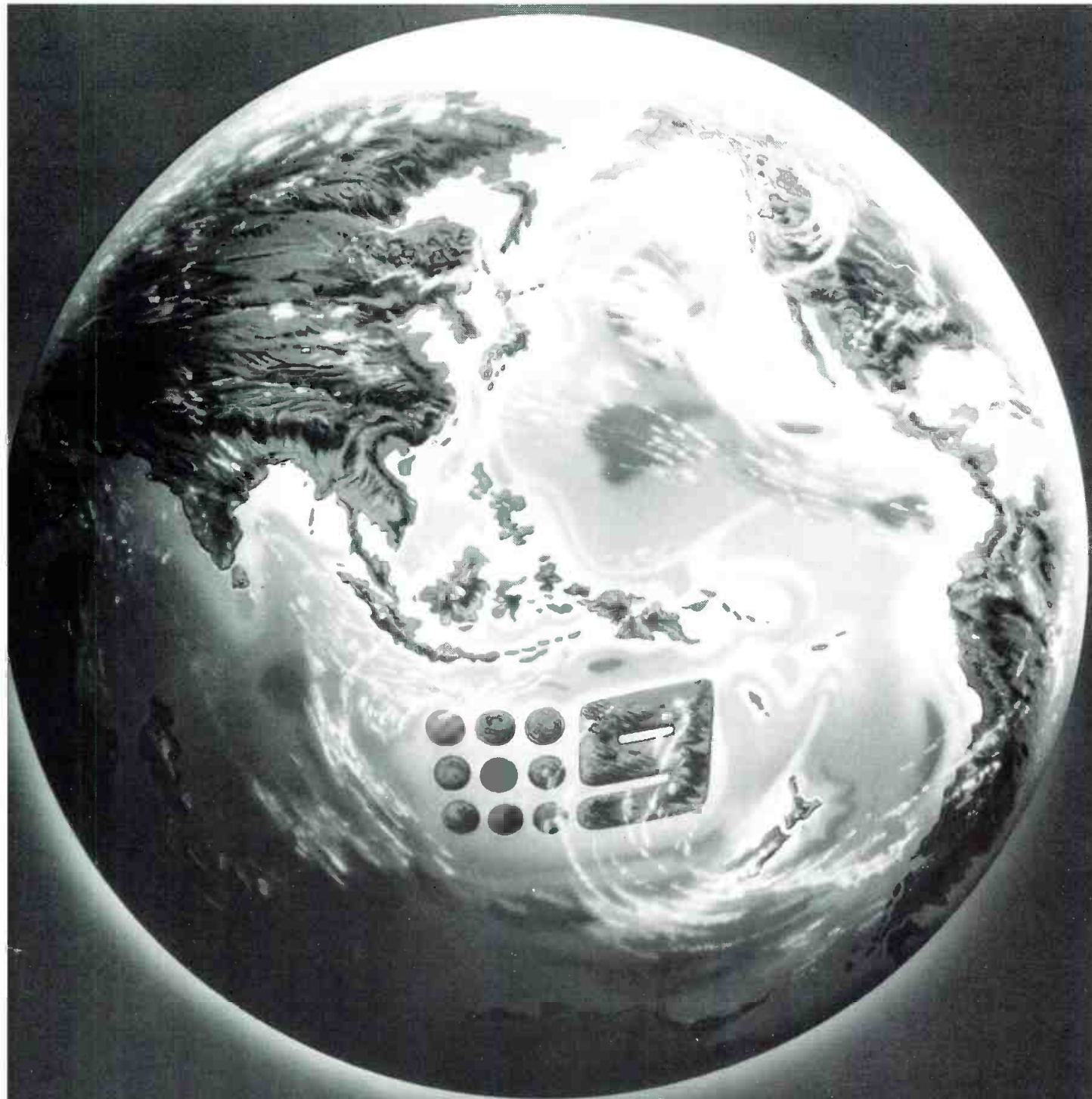
The FCC wisely rejected the adoption of the clearly unconstitutional rules that ACT proposed. It settled, in 1974, for a policy statement announcing its intention to monitor television stations at license renewal time for the adequacy of their educational programing directed to pre-school children, for balance in the scheduling of children's programing and for commercial load. The statement was issued after the FCC had negotiated an amendment in the National Association of Broadcasters television code reducing commercial time in children's programing, one of the code's many uses as an instrument of government regulation before the government discovered it was also an instrument for the collaborative limitation of advertising inventory and therefore a violation of the antitrust laws.

Charren never tires. She is back with the demand for rules to make the commercial television system perform a function that is inherently unnatural. Commercial television is a mass medium of entertainment, information and news, in which the provision of kindergarten services doesn't fit. Perhaps this FCC will have the nerve to say that Mrs. Charren needs a new act.



Drawn for BROADCASTING by Jack Schmidt

"They want to know when they'll get cable."



THE NINE NETWORK IS AUSTRALIA.

Australia, the land down under, has a great TV network called the Nine Network.

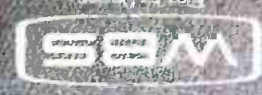
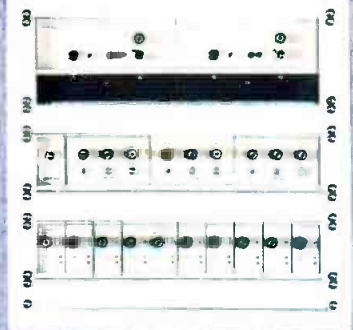
Films, series, shows and specials; big television in Australia is on Nine.



Nine TV Network Australia
Suite 1500, 6255 Sunset Boulevard, Los Angeles, California, USA 90028.
Telephone 213-461-3853.

Audio to go!

Increasing demand for compact comprehensive mobile production facilities has led to the introduction of the new Ward Be R 820101 Audio Console. The design has been given a higher and narrower profile in order to accommodate its numerous features within a limited area, while permitting an unobstructed view into the production booth. This unique console, with 38 input and 28 output channels, is already proving its versatility in a variety of network remote programming.



Ward Be Systems Ltd.
 841 Progress Avenue
 Scarborough, Ontario, Canada M1H 2X4
 Tel: (416) 438-6550 Fax: 065-25399